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Planning is bringing the future into the present so that you can do something about it now.

-Alan Lakein
1.0 Introduction

1.1 Community Background

The Town of Williamston, South Carolina is located in Anderson County within the rapidly-growing Greenville-Anderson-Mauldin Metropolitan Statistical Area. Williamston, with a 2014 population of 4,072, is strongly connected to the adjacent small towns of Pelzer (pop. 91) and West Pelzer (pop. 896) as well as the nearby cities of Anderson and Greenville.

1.2 Project Purpose and Goals

In April 2015, the Town of Williamston hired a planning team led by Arnett Muldrow & Associates to conduct a community-based planning process and create a shared plan to guide growth and development in the town over the next thirty years. Prior to this initiative, Williamston did not benefit from a coordinated master plan. Consequently, many issues were addressed in a piecemeal fashion rather than through the lens of a coordinated and agreed-upon direction and vision for the future of the community.

The process and outcome of this planning effort, called the Envision Williamston Community Plan, is detailed in this document.

In particular, the Envision Williamston Community Plan seeks to accomplish the following goals:

- Help the Town to improve the stability, physical condition, and economic well-being of the community;
- Improve Williamston’s built environment by addressing key corridors and planning for a more walkable downtown core;
- Connect downtown to other major assets in Williamston;
- Sustain and continue the preservation and development of Williamston through infrastructure and facility planning, and complementary programming;
- Provide a document that will serve as the basis for modifications to land use and planning regulations, public and private investment and infrastructure decisions, and prioritizations for the allocation of town resources; and
- Provide a document that will create a community-wide vision to guide the growth, development and redevelopment of the Town of Williamston.
1.3 Previous Planning Efforts

Although the Envision Williamston Community Plan is the first communitywide plan for Williamston, previous planning efforts have influenced decision-makers and community development in recent years. Previous planning and development efforts include the following:

- Main Street South Carolina conducted two key projects with Main Street Williamston (now Envision Williamston). The first project was a branding and marketing charrette produced in conjunction with Arnett Muldrow and Associates. The products of this effort have been embraced throughout community and are evident in the event-based logos and banners. More recently, under the rebranding the Main Street program to "Envision Williamston," a broader community-wide vision has been adopted that is inclusive of the entire community and is exemplified through its programming, website and collateral materials. This initiative has also included a series of programming recommendations for Envision Williamston, the Town of Williamston, and their partners. Several of these programming recommendations are highlighted in this report.

- Over the past five years, Blake Sanders of Seamon-Whiteside and Alta Planning conducted a series of studies for various areas throughout the Town of Williamston. These studies included future development scenarios the Simpson shopping center on Main Street, the expansion of Mineral Springs Park, and potential gateways into downtown Williamston.

- Site-Design has conducted several projects in Williamston over the past decade, including surveying and GIS mapping. These projects informed the planning team's working knowledge of the physical infrastructure characteristics and needs in Williamston.

- Alta Planning + Design developed a Bicycle & Pedestrian Master Plan for the Town in the summer of 2015. The planning process for this project was conducted in conjunction with the Envision Williamston Community Plan. Many of the physical planning recommendations from the bike/ped plan are reflected in this report.
1.4 Project Team

The planning team for the Envision Williamston Community Plan is composed of the following firms:

- **Arnett Muldrow & Associates** of Greenville, South Carolina, which provided market-based master planning, economic development, market analysis, and project management services for this project. Tee Coker led the Arnett Muldrow team and served as co-project manager.

- **Community Design Solutions** of Columbia, South Carolina, which provided photo-rendering and public realm architectural design services. Randy Wilson of Community Design Solutions served as co-project manager.

- **Alta Planning + Design** of Greenville, South Carolina, which provided landscape architecture, photo rendering, and surface connectivity recommendations. Blake Sanders led the Alta team for this project.

- **Mahan Rykiel Associates** of Baltimore, Maryland, which provided master planning, urban design, development site vignettes and public realm design services. Andy Kalback led the Mahan Rykiel team for this project.

- **Site-Design** of Greenville, South Carolina, which provided civil engineering, landscape architecture, and land surveying analysis and recommendations. Andy Sherard led the Site-Design team for this project.

1.5 Acknowledgments

The planning team would like to thank members of the Envision Williamston Community Plan steering committee for their guidance and support throughout the planning process. These individuals are:

- Jim Simpson, Steering Committee Chair
- Mack Durham, Mayor
- Debbie Chapman
- Adrienne Cole
- Sonya Crandall
- Tony Hagood
- David Harvell
- Darren Johnson
- Faye Meares
- Marion Middleton
- Tony Taylor
- BJ Tompkins
A city is not gauged by its length and width, but by the broadness of its vision and the height of its dreams.

-Herb Caen
2.0 Community Input

2.1 Introduction

The Envision Williamston Community Plan is rooted first and foremost in local citizen and stakeholder participation. The planning process included numerous opportunities for community members to provide their ideas, thoughts, and feedback to the planning team. In particular, community input included the following opportunities:

- **Town Hall and Stakeholder Meetings**: The project team hosted a two-day project kickoff visit with stakeholder roundtables, one-on-one interviews, and three town hall meetings. The project team also conducted a three-day design charrette with additional stakeholder meetings and a third town hall meeting.

- **Visual Preference Survey**: This tool, which is detailed in Section 2.3, garnered responses from over 60 respondents. The survey examined twenty design-related categories, including architecture, urban design, streetscapes, public spaces, and outdoor furniture.

- **Online Survey**: From July to September 2015, the project team hosted an online survey, “Envision Williamston Community Plan: Retail Survey.” This fourteen-question instrument was designed to gather community input on issues related to household spending patterns, attitudes towards retail and restaurant offerings in the community, and preferences regarding new businesses in Williamston. The online survey gathered one hundred respondents.

- **Merchant Survey**: Sixteen Williamston businesses participated in a ZIP Code survey of customers the week of June 11-18, 2015. Merchants were provided with a form to record customer ZIP Codes and asked to keep the log for all customers during the survey period. In all, 2,497 individual customer visits were recorded during the survey period.

- **Presentations**: The Envision Williamston Community Plan included multiple community updates, including a market analysis presentation, charrette presentation, and plan implementation presentation. All of these events were advertised to the community using a variety of marketing tools.
2.2 Town Hall and Stakeholder Meetings

On May 4-5, 2015, the Project Team conducted six roundtables and three public meetings to solicit public and key stakeholder input regarding the key issues, opportunities, and challenges currently facing the Williamston community. Below is a concise summary of “what we heard”:

We Love…
…our family-friendly, small town atmosphere;
…our sports, recreation, & outdoor amenities;
…Mineral Springs Park, the heart of our community.

We Want to See…
…additional property upkeep;
…road and sidewalk infrastructure improvements;
…an in-town grocery store.

2.3 Visual Preference Survey

The Project Team dedicated one Town Hall meeting to a visual preference survey. Participants were asked to voice their opinions about the look, feel, and types of projects they would like to see in Williamston in the coming years. The visual preference survey incorporated five posters showing twenty different types of design and development issues for stakeholder consideration. These issues were categorized by row, with four image choices per category. Within each row, participants were asked consider which image was the most appropriate for Williamston. Overall, a majority of survey participants selected traditional small-town elements such as pedestrian-friendly gathering spaces, clearly-defined crosswalks, and figurative public art. The preferred public realm facilities such as park benches, street lamps, and trash recepticles have a traditional look and feel. As for architecture and urban design, a majority of participants selected traditional, historic downtown elements. The final results of the visual preference survey are detailed in the following panels:
COMMERCIAL DEVELOPMENT

DOWNTOWN ARCHITECTURAL CHARACTER

COMMERCIAL CORRIDOR ARCHITECTURAL CHARACTER

NEIGHBORHOOD COMMERCIAL CHARACTER

MIXED-USE COMMERCIAL DEVELOPMENT
PUBLIC REALM

LANDSCAPING

BENCHES

TRASH RECEPTACLES

LAMP POSTS
PUBLIC REALM

PARKING

- 35%
- 10%
- 0%
- 55%

ALLEYS

- 4%
- 17%
- 4%
- 75%

REARS OF BUILDINGS

- 0%
- 50%
- 0%
- 50%

PARKS & OPEN SPACES

- 11%
- 34%
- 37%
- 18%
<table>
<thead>
<tr>
<th>GATEWAYS &amp; STREETSCAPES</th>
<th>ARRIVAL GATEWAYS</th>
<th>DOWNTOWN GATEWAYS</th>
<th>DOWNTOWN STREETSCAPE</th>
<th>RESIDENTIAL STREETSCAPE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>62%</td>
<td>39%</td>
<td>13%</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>33%</td>
<td>39%</td>
<td>52%</td>
<td>22%</td>
</tr>
<tr>
<td></td>
<td>0%</td>
<td>6%</td>
<td>0%</td>
<td>44%</td>
</tr>
</tbody>
</table>
2.4 Community Goals

The hundreds of community stakeholders involved in the Envision Williamston Community Plan provided the project team with a wealth of observations and insight into important community issues, trends, and goals. Stakeholder input has been consolidated into four community goals.

2.4.1 Goal One - Deal with “The Basics”

Issues: Cleanliness, maintenance, sidewalks, signage, basic beautification

Solutions: Can be low cost, even free via volunteerism; community cleanups and student community service hours; other solutions will require public monies and a phased approach to improvements

2.4.2 Goal Two - Capitalize on Underutilized Assets

Issues: Potential partners are prepared to respond to current, known, specific issues such as:

- Career Center Culinary Arts program: Address restaurant needs
- Career Center Horticulture/Landscape program: beautification needs
- Career Center Construction program: Christmas decorations
- Student Community Service program: Fix up tennis courts, plant trees, trim bushes, maintain parks, etc.
- Student groups: Involve them in planning of events, activities that appeal to them downtown

Solutions: It starts with a list to make such needs known so people can plug in (churches, scouts, students, etc.)

2.4.3 Goal Three - Explore Opportunities for Cottage Business Venues

Issues: Many traditional market-based business opportunities may be in short supply; local entrepreneurs will need to take more creative approaches to business development

Solutions: Build around draw on the theme of textiles and All About Fabrics (one suggested idea: consider a sewing lounge); other ideas include an urban market or emporium with spaces for crafts, soap makers, candle makers, canners, etc.

2.4.4 Goal Four - Offer Meaningful Engagement to Interested Residents

Issues: Some residents expressed feelings of disconnection and many complained about a “good old boy” approach to leadership; meetings involved a discussion of a lack of community pride.

Solutions: Actively recruit people from every segment of the Williamston community. Community involvement builds community pride; residents need to be encouraged to take the leap into meaningful participation
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3.0 Economic Development

3.1 Goal

The economic development goal for the Town of Williamston and its partners is as follows: Williamston will succeed as a multi-use downtown with shopping, dining, offices, and increased residential units.

3.2 Market Analysis

One of the key tasks of the Envision Williamston Community Plan is to examine the retail market for the community as a whole. Understanding the local market through existing economic and demographic conditions provides a solid foundation for physical and marketing recommendations. This market study is an effort to identify retail development opportunities for Williamston that will enhance its appeal to a local, regional, and visiting shopper. This report presents the findings of the market research for Williamston and provides baseline data that can be used to help existing businesses target customers, recruit new businesses, target public investment to best yield economic development return, and provide ongoing guidance on implementing a comprehensive marketing strategy.

This retail report is divided into five parts:

- 3.2.1 details the results of an online consumer survey completed by Williamston residents and other community stakeholders. Data gathered from this tool offer a glimpse into overall attitudes on the community’s retail climate.
- 3.2.2 defines downtown Williamston’s retail market using ZIP Code survey work completed by downtown businesses. It also provides insight into the trade area demographics for the town’s retail trade areas.
- 3.2.3 presents demographic information about the Williamston retail market as it relates to the larger region to provide insight into the community’s customer base.
- 3.2.4 presents the retail market analysis that shows the amount of retail sales “leaking” from Williamston’s retail trade areas. This information is based on the most recent data available and is a source for understanding overall market patterns. This section concludes with key opportunities for retail that could be used to both enhance existing businesses and recruit additional businesses to the community.
- 3.2.5 offers a series of strategic recommendations based upon the findings of sections one through four. These will inform the planning and design recommendations to follow in the remainder of this report.

3.2.1 Online Consumer Survey

From July to September 2015, the project team hosted an online survey, “Envision Williamston Community Plan: Retail Survey.” This fourteen-question instrument was designed to gather community input on issues related to household spending patterns, attitudes towards retail and restaurant offerings in the community, and preferences regarding new businesses in Williamston.

Survey Respondents

In all, the online survey generated 100 individual responses. The demographic breakdown of respondents is as follows:

- Gender: 66% of respondents identified themselves as female, with the remaining 34% self-identified as male.
- Household Income: Respondents were asked to select an annual household income range, as shown in Figure 1.

![Figure 1: Household Income Range](image)

**What is your household income range?**

- Under $25,000: 6%
- $25,001 to $50,000: 24%
- $50,001 to $75,000: 30%
- $75,001 to $100,000: 20%
- Over $100,000: 20%
Survey Responses

Several questions were designed to gauge general attitudes towards downtown Williamston’s retail environment. In Figure 2, respondents were asked to select one of five levels of identification (from “strongly agree” to “strongly disagree”) with various statements. In most cases, respondents overwhelmingly agreed with the value and importance of a strong, economically vibrant downtown with independent merchants, high quality products, and personal service. At the same time, respondents indicated that Williamston does not currently meet their shopping needs.

Another question asks why consumers are not shopping in downtown Williamston more frequently. As Figure 3 shows, there are two reasons—“lack of stores, products, variety” and “quality of stores, products”—that keep a majority of respondents from shopping more in Williamston. Issues of safety, convenience, and quality of service are clearly not dissuading factors for respondents, which is good news for Williamston retailers.

Figure 2: Survey Question 1

Figure 3: Survey Question 2
**Figure 4** asks for the location and frequency of shopping habits. For each location, respondents were asked to select from a set of frequencies, from “once of more per week” to “rarely to never.” Top choices for “once or more per week” were Anderson, Greenville, and Williamston.

The question shown in **Figure 5** is designed to gauge general perceptions of and desires for downtown Williamston’s retail environment. Respondents were asked to select one of five levels of identification (from “strongly agree” to “strongly disagree) with various statements. Respondents were largely positive in their assessment of downtown, and expressed interest in having additional retail, restaurants, activities, and events in Williamston.
Another question asks respondents what types of businesses are desired in downtown Williamston. Frequently mentioned desired retail categories are as follows:

- Restaurants (39%)
- Grocery (16%)
- Clothing (7%)

A question asks respondents what specific businesses are desired in Williamston. Frequently mentioned businesses are as follows:

- Target (13%)
- Publix (10%)
- Food Lion (8%)

A question asks respondents to identify appropriate locations for new retail in Williamston. Top responses were Downtown (24%) and Main Street (13%).

**Overall Observations**

The results of the online survey suggest that respondents are largely happy with Williamston. They try to be supportive of downtown businesses and events, but are not always able to be because of a lack of offerings. Fortunately, respondents are interested in growing the Williamston market with additional retail, restaurant, and programming options.

### 3.2.2 Retail Trade Areas

To determine the retail trade areas for Williamston, local businesses participated in a ZIP Code survey of customers. Unlike other techniques that tend to use arbitrarily picked boundaries for customer trade zones (radial definitions, drive-time studies, etc.), the method used for market definition in Williamston is based on actual customer shopping patterns as determined by ZIP Code tracking. While every trade area definition method has its flaws, ZIP Code surveys provide the best way to define a market trade area based on actual customer shopping patterns. Furthermore, ZIP Code tracking provides insight into local versus visitor traffic, cross-shopping, and patterns with regard to shop types. Once the trade areas are defined, a host of demographic data can be gathered and trade patterns analyzed.

![Figure 6: ZIP Code Survey](image-url)
ZIP Code Survey

Sixteen Williamston businesses participated in a ZIP Code survey of customers the week of June 11-18, 2015. Merchants were provided with a form to record customer ZIP Codes and asked to keep the log for all customers during the survey period. In all, 2,497 individual customer visits were recorded during the survey period. As shown in Figure 7, recorded visits by business ranged from a low of 14 to a high of 569 visitors. The mean count of customer visits by business was 156 and the median count was 91 customer visits.

The results of the ZIP Code survey are described below and displayed in Figure 8, Figure 9, and Figure 10:

- Participating businesses recorded customers from 65 unique American ZIP Codes in eight different states.
- 42% of all customers reported that they lived in the Williamston 29697 ZIP Code. Of this group, 23% indicated they were residents of the town, while the remaining 19% indicated they lived outside of the town limits but within 29697.
- The next highest group, at 18% of recorded customers, indicated themselves as residents of Pelzer 29669. Residents of Belton 29627 accounted for 15% of the total.
- Residents of Piedmont 29673 and Anderson 29621 accounted for 9% each of the total count.
- Pendleton 29670 residents accounted for 2% of the total count.
- Residents from all other South Carolina ZIP Codes represented 4% of the total, with 1% coming from residents of all other states.
- Residents of Anderson County accounted for 87% of recorded customer visits, with residents of Greenville County at 10% and Pickens County at 1%.
- Visitor traffic (from outside of Anderson, Greenville, Pickens Counties and other states) represented 2% of recorded customer traffic.
Recorded Customer Visits by ZIP Code

29697 Williamston IN 23%
29697 Williamston OUT 19%
29669 Pelzer 18%
29627 Belton 15%
29673 Piedmont 9%
29621 Anderson 9%
Rest of SC 4%
Rest of US 1%

Figure 8: Customer Visits by Zip Code

Recorded Customer Visits by Zip Code

29697 Williamston IN 42%
29669 Pelzer 18%
29673 Piedmont 9%
29627 Belton 15%
29621 Anderson 9%
Rest of SC 4%
Rest of US 1%

Figure 9: Customer Visits by Zip Code

Recorded Customer Visits by County

Anderson 87%
Greenville 10%
Pickens 1%
All Others 2%

Figure 10: Customer Visits by County
**Trade Area Definition**

The number of recorded visits provides an overall viewpoint of where customers come from. A more precise way to evaluate customer loyalty in a market is to establish retail trade areas for a community, which requires analyzing market penetration rather than just a market area.

To define retail trade areas, recorded customer visits are weighted by the number of visits in relation to the population of each ZIP Code. This corrects for ZIP Codes that have exceedingly large or small populations, which would otherwise skew the market penetration data.

This analytical method defines two retail trade areas for Williamston. The first is the primary trade area, the geography where the most loyal and frequent customers to Williamston reside. The second is the secondary trade area, an area that demonstrates significant customer loyalty to Williamston, but to a lesser degree than the primary trade area.

**Figure 11** details the ZIP Codes in Williamston’s primary and secondary trade areas. Trade area ZIP Codes are listed by customer visits per thousand residents for each ZIP Code. Primary trade area ZIP Codes are shaded in peach, and secondary trade area ZIP Codes are shaded in green. Primary and secondary trade areas are shown as a map in **FIGURE X**.

Williamston’s primary trade area includes the Williamston 29697, Pelzer 29669, and Belton 29627 ZIP Codes.

Williamston’s secondary trade area is composed of the Piedmont 29673, Anderson 29621, and Pendleton 29670 ZIP Codes. These three ZIP Codes extend Williamston’s retail trade area reach to the north and west.

![Table](image-url)

**Primary Trade Area**

<table>
<thead>
<tr>
<th>ZIP Code</th>
<th>Area</th>
<th>Population</th>
<th>Visits</th>
<th>Visits/1,000 Pop.</th>
</tr>
</thead>
<tbody>
<tr>
<td>29697</td>
<td>Williamston ALL</td>
<td>12,275</td>
<td>1039</td>
<td>84.64</td>
</tr>
<tr>
<td>29669</td>
<td>Pelzer</td>
<td>12,747</td>
<td>447</td>
<td>35.07</td>
</tr>
<tr>
<td>29627</td>
<td>Belton</td>
<td>18,347</td>
<td>381</td>
<td>20.77</td>
</tr>
<tr>
<td>29673</td>
<td>Piedmont</td>
<td>27,042</td>
<td>230</td>
<td>8.51</td>
</tr>
<tr>
<td>29621</td>
<td>Anderson</td>
<td>40,604</td>
<td>216</td>
<td>5.32</td>
</tr>
<tr>
<td>29670</td>
<td>Pendleton</td>
<td>8,887</td>
<td>47</td>
<td>5.29</td>
</tr>
<tr>
<td>29654</td>
<td>Honea Path</td>
<td>9,912</td>
<td>16</td>
<td>1.61</td>
</tr>
</tbody>
</table>

**Secondary Trade Area**

<table>
<thead>
<tr>
<th>ZIP Code</th>
<th>Area</th>
<th>Population</th>
<th>Visits</th>
<th>Visits/1,000 Pop.</th>
</tr>
</thead>
<tbody>
<tr>
<td>43,369</td>
<td></td>
<td>1,867</td>
<td></td>
<td>43.05</td>
</tr>
<tr>
<td>76,533</td>
<td></td>
<td>493</td>
<td></td>
<td>6.44</td>
</tr>
</tbody>
</table>

**Figure 11**: Customer Visits by County
Figure 12: Primary (pink) and Secondary (green) Retail Trade Areas
3.2.3 Market Demographics

Population

Market demographics play a critical role in understanding the potential business growth for Williamston.

The primary trade area population in 2014 is estimated to be 43,369. The 2014 estimated secondary trade area population comes in at a much larger 76,533. This makes for a combined trade area population of 119,902 in 2014.

Over the next five years, population in the primary trade area is expected increase at a 1.92% growth rate. However modest by national standards, this figure is roughly double the primary trade area growth rate from 2010 to 2014.

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>SC</td>
<td>4,011,983</td>
<td>4,625,364</td>
<td>4,791,561</td>
<td>15.29%</td>
<td>3.59%</td>
<td>5,013,770</td>
<td>4.64%</td>
</tr>
<tr>
<td>Primary Trade Area (PTA)</td>
<td>39,979</td>
<td>43,013</td>
<td>43,369</td>
<td>7.59%</td>
<td>0.83%</td>
<td>44,202</td>
<td>1.92%</td>
</tr>
<tr>
<td>Secondary Trade Area (STA)</td>
<td>61,321</td>
<td>73,765</td>
<td>76,533</td>
<td>20.29%</td>
<td>3.75%</td>
<td>80,352</td>
<td>4.99%</td>
</tr>
<tr>
<td>Town of Williamston</td>
<td>3,780</td>
<td>3,934</td>
<td>3,968</td>
<td>4.07%</td>
<td>0.86%</td>
<td>3,963</td>
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<td>Anderson County</td>
<td>165,742</td>
<td>187,126</td>
<td>190,659</td>
<td>12.90%</td>
<td>1.89%</td>
<td>196,569</td>
<td>3.10%</td>
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<td>Greenville County</td>
<td>379,613</td>
<td>451,225</td>
<td>479,394</td>
<td>18.86%</td>
<td>6.24%</td>
<td>513,154</td>
<td>7.04%</td>
</tr>
<tr>
<td>Pickens County</td>
<td>110,758</td>
<td>119,224</td>
<td>119,915</td>
<td>7.64%</td>
<td>0.58%</td>
<td>122,167</td>
<td>1.88%</td>
</tr>
<tr>
<td>County</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29697 Williamston</td>
<td>10,198</td>
<td>12,080</td>
<td>12,275</td>
<td>18.45%</td>
<td>1.61%</td>
<td>12,628</td>
<td>2.88%</td>
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<td>29669 Pelzer</td>
<td>11,680</td>
<td>12,540</td>
<td>12,747</td>
<td>7.36%</td>
<td>1.65%</td>
<td>13,089</td>
<td>2.68%</td>
</tr>
<tr>
<td>29627 Belton</td>
<td>18,101</td>
<td>18,393</td>
<td>18,347</td>
<td>1.61%</td>
<td>-0.25%</td>
<td>18,485</td>
<td>0.75%</td>
</tr>
<tr>
<td>29673 Piedmont</td>
<td>21,061</td>
<td>25,776</td>
<td>27,042</td>
<td>22.39%</td>
<td>4.91%</td>
<td>28,689</td>
<td>6.09%</td>
</tr>
<tr>
<td>29621 Anderson</td>
<td>32,376</td>
<td>39,291</td>
<td>40,604</td>
<td>21.36%</td>
<td>3.34%</td>
<td>42,473</td>
<td>4.60%</td>
</tr>
<tr>
<td>29670 Pendleton</td>
<td>7,884</td>
<td>8,698</td>
<td>8,887</td>
<td>10.32%</td>
<td>2.17%</td>
<td>9,190</td>
<td>3.41%</td>
</tr>
</tbody>
</table>

Figure 13: Population Growth Trends
Income and Employment

Median household income in the primary trade area is estimated at $46,176 for 2014. This is slightly higher than the estimated figures for the Town of Williamston ($45,221) and secondary trade area ($45,289).

<table>
<thead>
<tr>
<th>Households</th>
<th>Total Households</th>
<th>Percent Growth</th>
<th>Projected Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>SC</td>
<td>1,533,839</td>
<td>1,801,181</td>
<td>1,874,994</td>
</tr>
<tr>
<td>PTA</td>
<td>15,371</td>
<td>16,437</td>
<td>16,525</td>
</tr>
<tr>
<td>STA</td>
<td>23,894</td>
<td>28,905</td>
<td>29,919</td>
</tr>
<tr>
<td>Town of Williamston</td>
<td>1,513</td>
<td>1,556</td>
<td>1,568</td>
</tr>
<tr>
<td>Anderson County</td>
<td>65,650</td>
<td>73,829</td>
<td>75,141</td>
</tr>
<tr>
<td>Greenville County</td>
<td>149,554</td>
<td>176,531</td>
<td>187,418</td>
</tr>
<tr>
<td>Pickens County</td>
<td>41,306</td>
<td>45,228</td>
<td>45,604</td>
</tr>
<tr>
<td>29697 Williamston</td>
<td>3,902</td>
<td>4,538</td>
<td>4,562</td>
</tr>
<tr>
<td>29669 Pelzer</td>
<td>4,373</td>
<td>4,696</td>
<td>4,768</td>
</tr>
<tr>
<td>29627 Belton</td>
<td>7,096</td>
<td>7,203</td>
<td>7,195</td>
</tr>
<tr>
<td>29673 Piedmont</td>
<td>7,999</td>
<td>9,712</td>
<td>10,149</td>
</tr>
<tr>
<td>29621 Anderson</td>
<td>12,658</td>
<td>15,480</td>
<td>15,960</td>
</tr>
<tr>
<td>29670 Pendleton</td>
<td>3,337</td>
<td>3,713</td>
<td>3,810</td>
</tr>
</tbody>
</table>

Figure 14: Household Growth

<table>
<thead>
<tr>
<th>Employment/Income</th>
<th>Demographics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2015 Miscellaneous</td>
</tr>
<tr>
<td></td>
<td>16+ Employed</td>
</tr>
<tr>
<td>SC</td>
<td>54%</td>
</tr>
<tr>
<td>PTA</td>
<td>51%</td>
</tr>
<tr>
<td>STA</td>
<td>54%</td>
</tr>
<tr>
<td>Town of Williamston</td>
<td>53%</td>
</tr>
<tr>
<td>Anderson County</td>
<td>53%</td>
</tr>
<tr>
<td>Greenville County</td>
<td>57%</td>
</tr>
<tr>
<td>Pickens County</td>
<td>50%</td>
</tr>
<tr>
<td>29697 Williamston</td>
<td>56%</td>
</tr>
<tr>
<td>29669 Pelzer</td>
<td>47%</td>
</tr>
<tr>
<td>29627 Belton</td>
<td>52%</td>
</tr>
<tr>
<td>29673 Piedmont</td>
<td>54%</td>
</tr>
<tr>
<td>29621 Anderson</td>
<td>54%</td>
</tr>
<tr>
<td>29670 Pendleton</td>
<td>55%</td>
</tr>
</tbody>
</table>

Figure 15: Household Demographics
3.2.4 Market Analysis

Williamston is a retail center serving the market described in the sections above. In this section, the retail market of this area will be examined to identify potential opportunities for new retail development by examining retail trade patterns. This will allow the community to assess what kind of additional stores might be attracted to Williamston. This data will also help individual existing businesses understand how they might diversify product lines to be attractive to more customers.

It is important to recognize, however, that pent-up retail demand is but one reason why a store might be successful in a setting, there are many reasons why a store may succeed or fail beyond market forces alone. This research should be used as a resource to incorporate into a thorough business plan for store expansions or new store locations. It is also important to note that the figures shown below represent a macro view of the market forces at work in the region.

The opportunities presented below represent a conservative look at retail market potential for Williamston for two important reasons. First, these figures reveal local retail trade patterns and not the potential for Williamston to attract more regional customers and visitors. Second, this information is a “snapshot” in time and does not account for positive growth in number of households or household spending.

**Trade Area Retail Leakage**

"Retail leakage" refers to the difference between the retail expenditures by residents living in a particular area and the retail sales produced by the stores located in the same area. If desired products are not available within that area, consumers will travel to other places or use different methods to obtain those products. Consequently, the dollars not spent in local stores in the designated area are said to be “leaking.” If a community is a major retail center with a variety of stores it may be “attracting” rather than “leaking” retail sales. Even large communities may see leakage in certain retail categories while some small communities may be attractors in certain categories.

Such an analysis is not an exact science and should be viewed as one tool to evaluate trade potential. In some cases large outflow may indicate that money is being spent elsewhere (drug store purchases at Wal-Mart or apparel purchases through Amazon). It is important to note that this analysis accounts best for retail categories where households (rather than businesses) are essentially the only consumer groups. For example, lumberyards may have business sales that are not accounted for in consumer expenditures. Stores such as jewelry shops and clothing stores are more accurately analyzed using this technique. Claritas Inc., one of two leading market analysis companies in the United States, is the supplier of this market data.

With these considerations understood, the following shows the snapshot of the retail trading patterns for Williamston:

**Primary Trade Area**
- Primary trade area retailers in selected store types sold $298 million in goods in 2014.
- In 2014, consumers in the primary trade area spent $685 million in retail goods.
- Consequently, the Williamston primary trade area leaked $396 million in sales in 2014.

**Secondary Trade Area**
- Secondary trade area retailers in selected store types sold $1.3 billion in goods in 2014.
- In 2014, consumers in the secondary trade area spent $1.24 billion in retail goods.
- Consequently, the Williamston secondary trade area gained $62 million in sales in 2014.

**Combined Trade Area**
- Overall, Williamston’s retail trade areas leaked $334 million in sales in 2014.
Figure 16, Figure 17, and Figure 18 show the retail patterns for Williamston's primary, secondary, and combined retail trade areas in each of the retail categories studied for this report. Numbers in red represent areas where Williamston exceeds expectations for retail sales. Numbers in black represent opportunities to meet unmet demand in the local market. Please note that some categories are subsets of larger categories. Please also note that in some cases where Williamston has only one example of a retail category, the sales number may be withheld to protect the market data of one merchant.
<table>
<thead>
<tr>
<th>Opportunity Gap - Retail Stores</th>
<th>PTA</th>
<th>STA</th>
<th>COMBINED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Retail Sales Incl Eating and Drinking Places</td>
<td>685,282,216</td>
<td>289,047,871</td>
<td>396,234,345</td>
</tr>
<tr>
<td>Motor Vehicle and Parts Dealers-441</td>
<td>132,299,961</td>
<td>15,362,212</td>
<td>116,937,749</td>
</tr>
<tr>
<td>Automotive Dealers-4411</td>
<td>106,424,322</td>
<td>9,736,172</td>
<td>96,688,150</td>
</tr>
<tr>
<td>Other Motor Vehicle Dealers-4412</td>
<td>16,092,643</td>
<td>2,631,208</td>
<td>13,461,435</td>
</tr>
<tr>
<td>Automotive Parts/Accsrs, Tire Stores-4413</td>
<td>9,782,996</td>
<td>2,994,832</td>
<td>6,788,164</td>
</tr>
<tr>
<td>Furniture and Home Furnishings Stores-442</td>
<td>12,230,963</td>
<td>4,932,350</td>
<td>7,298,613</td>
</tr>
<tr>
<td>Furniture Stores-4421</td>
<td>6,317,020</td>
<td>4,105,587</td>
<td>2,211,433</td>
</tr>
<tr>
<td>Home Furnishing Stores-4422</td>
<td>5,913,943</td>
<td>826,763</td>
<td>5,087,180</td>
</tr>
<tr>
<td>Electronics and Appliance Stores-443</td>
<td>11,615,283</td>
<td>821,041</td>
<td>10,794,242</td>
</tr>
<tr>
<td>Appliances, TV's, Electronics Stores-44311</td>
<td>8,486,413</td>
<td>809,475</td>
<td>7,676,938</td>
</tr>
<tr>
<td>Household Appliance Stores-44311</td>
<td>1,608,134</td>
<td>31,230</td>
<td>1,576,904</td>
</tr>
<tr>
<td>Radio, Television, Electronics Stores-443112</td>
<td>6,878,279</td>
<td>778,245</td>
<td>6,100,034</td>
</tr>
<tr>
<td>Computer and Software Stores-44312</td>
<td>2,847,643</td>
<td>11,566</td>
<td>2,836,077</td>
</tr>
<tr>
<td>Camera and Photographic Equipment Stores-44313</td>
<td>281,227</td>
<td>0</td>
<td>281,227</td>
</tr>
<tr>
<td>Building Material, Garden Equip Stores -444</td>
<td>69,426,630</td>
<td>16,915,736</td>
<td>52,510,894</td>
</tr>
<tr>
<td>Building Material and Supply Dealers-4441</td>
<td>58,678,095</td>
<td>12,801,104</td>
<td>45,876,991</td>
</tr>
<tr>
<td>Home Centers-44411</td>
<td>23,588,315</td>
<td>0</td>
<td>23,588,315</td>
</tr>
<tr>
<td>Paint and Wallpaper Stores-44412</td>
<td>987,040</td>
<td>13,465</td>
<td>973,575</td>
</tr>
<tr>
<td>Hardware Stores-44413</td>
<td>5,955,274</td>
<td>6,809,012</td>
<td>-853,738</td>
</tr>
<tr>
<td>Other Building Materials Dealers-44419</td>
<td>28,147,466</td>
<td>5,978,627</td>
<td>22,168,839</td>
</tr>
<tr>
<td>Building Materials, Lumberyards-444191</td>
<td>10,516,600</td>
<td>2,237,413</td>
<td>8,279,187</td>
</tr>
<tr>
<td>Lawn, Garden Equipment, Supplies Stores-4442</td>
<td>10,748,535</td>
<td>4,114,632</td>
<td>6,633,903</td>
</tr>
<tr>
<td>Outdoor Power Equipment Stores-44421</td>
<td>3,698,502</td>
<td>2,187,765</td>
<td>1,510,737</td>
</tr>
<tr>
<td>Nursery and Garden Centers-44422</td>
<td>7,050,033</td>
<td>1,927,857</td>
<td>5,122,176</td>
</tr>
<tr>
<td>Food and Beverage Stores-445</td>
<td>88,476,350</td>
<td>26,536,880</td>
<td>61,939,470</td>
</tr>
<tr>
<td>Grocery Stores-4451</td>
<td>57,670,352</td>
<td>25,009,878</td>
<td>32,660,474</td>
</tr>
<tr>
<td>Supermarkets, Grocery (Ex Conv) Stores-44511</td>
<td>53,738,580</td>
<td>24,935,988</td>
<td>28,802,592</td>
</tr>
<tr>
<td>Convenience Stores-44512</td>
<td>3,931,772</td>
<td>73,890</td>
<td>3,857,882</td>
</tr>
<tr>
<td>Specialty Food Stores-4452</td>
<td>6,927,574</td>
<td>1,133,076</td>
<td>5,794,498</td>
</tr>
<tr>
<td>Beer, Wine and Liquor Stores-4453</td>
<td>23,878,424</td>
<td>393,926</td>
<td>23,484,498</td>
</tr>
</tbody>
</table>

**Figure 16: Retail Trade Area Opportunity Gap**
<table>
<thead>
<tr>
<th>Health and Personal Care Stores-446</th>
<th>PTA</th>
<th>STA</th>
<th>COMBINED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pharmacies and Drug Stores-44611</td>
<td>33,631,499</td>
<td>117,679,092</td>
<td>-84,047,593</td>
</tr>
<tr>
<td>Cosmetics, Beauty Supplies, Perfume Stores</td>
<td>3,005,307</td>
<td>93,345</td>
<td>2,911,962</td>
</tr>
<tr>
<td>Optical Goods Stores-44613</td>
<td>1,461,916</td>
<td>1,916,936</td>
<td>-455,020</td>
</tr>
<tr>
<td>Other Health and Personal Care Stores-44619</td>
<td>3,773,198</td>
<td>0</td>
<td>3,773,198</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gasoline Stations-447</th>
<th>PTA</th>
<th>STA</th>
<th>COMBINED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gasoline Stations With Conv Stores-44711</td>
<td>52,429,205</td>
<td>39,853,798</td>
<td>12,575,407</td>
</tr>
<tr>
<td>Other Gasoline Stations-44719</td>
<td>18,889,432</td>
<td>9,383,062</td>
<td>9,506,370</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Clothing and Clothing Accessories Stores-448</th>
<th>PTA</th>
<th>STA</th>
<th>COMBINED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing Stores-4481</td>
<td>15,523,755</td>
<td>269,754</td>
<td>15,254,001</td>
</tr>
<tr>
<td>Men's Clothing Stores-44811</td>
<td>767,539</td>
<td>0</td>
<td>767,539</td>
</tr>
<tr>
<td>Women's Clothing Stores-44812</td>
<td>3,665,259</td>
<td>160,214</td>
<td>3,505,045</td>
</tr>
<tr>
<td>Children's, Infants Clothing Stores-44813</td>
<td>997,374</td>
<td>0</td>
<td>997,374</td>
</tr>
<tr>
<td>Family Clothing Stores-44814</td>
<td>8,099,671</td>
<td>0</td>
<td>8,099,671</td>
</tr>
<tr>
<td>Clothing Accessories Stores-44815</td>
<td>657,389</td>
<td>100,293</td>
<td>557,096</td>
</tr>
<tr>
<td>Shoe Stores-4482</td>
<td>2,457,835</td>
<td>0</td>
<td>2,457,835</td>
</tr>
<tr>
<td>Jewelry, Luggage, Leather Goods Stores-4483</td>
<td>9,473,622</td>
<td>182,544</td>
<td>9,291,078</td>
</tr>
<tr>
<td>Hobby, Toys and Games Stores-45112</td>
<td>1,086,735</td>
<td>213,860</td>
<td>872,875</td>
</tr>
<tr>
<td>Sporting Goods, Hobby, Musical Inst Stores-4511</td>
<td>10,687,035</td>
<td>502,799</td>
<td>10,184,236</td>
</tr>
<tr>
<td>Sporting Goods Stores-4511</td>
<td>5,629,356</td>
<td>213,860</td>
<td>5,415,496</td>
</tr>
<tr>
<td>Hobby, Toys and Games Stores-45112</td>
<td>3,073,383</td>
<td>49,500</td>
<td>3,023,883</td>
</tr>
<tr>
<td>Sewing/Needlework/Piece Goods Stores-45113</td>
<td>1,018,401</td>
<td>239,439</td>
<td>778,962</td>
</tr>
<tr>
<td>Musical Instrument and Supplies Stores-4514</td>
<td>965,895</td>
<td>0</td>
<td>965,895</td>
</tr>
<tr>
<td>Book, Periodical and Music Stores-4512</td>
<td>1,434,266</td>
<td>3,980</td>
<td>1,430,286</td>
</tr>
<tr>
<td>Book Stores and News Dealers-45121</td>
<td>1,218,731</td>
<td>3,980</td>
<td>1,214,751</td>
</tr>
<tr>
<td>Book Stores-451211</td>
<td>1,048,762</td>
<td>3,980</td>
<td>1,044,782</td>
</tr>
<tr>
<td>News Dealers and Newsstands-451212</td>
<td>169,969</td>
<td>0</td>
<td>169,969</td>
</tr>
<tr>
<td>Prerecorded Tapes and Cartridges Stores-4512</td>
<td>215,535</td>
<td>0</td>
<td>215,535</td>
</tr>
</tbody>
</table>

Figure 17: Retail Trade Area Opportunity Gap
### Opportunity Gap - Retail Stores

<table>
<thead>
<tr>
<th>Category</th>
<th>PTA</th>
<th>Leakage (Inflow)</th>
<th>STA</th>
<th>Leakage (Inflow)</th>
<th>COMBINED</th>
<th>Leakage (Inflow)</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Department Stores Excl Leased Depts-4521</td>
<td>33,339,778</td>
<td>32,368,909</td>
<td>42,953,781</td>
<td>18,706,837</td>
<td>95,000,396</td>
<td>51,075,746</td>
</tr>
<tr>
<td>- Other General Merchandise Stores-4529</td>
<td>46,954,238</td>
<td>15,873,014</td>
<td>144,224,609</td>
<td>-59,282,961</td>
<td>131,895,886</td>
<td>-43,409,947</td>
</tr>
<tr>
<td>Miscellaneous Store Retailers-453</td>
<td>18,955,233</td>
<td>14,923,051</td>
<td>51,608,694</td>
<td>-17,368,212</td>
<td>53,195,715</td>
<td>-2,445,161</td>
</tr>
<tr>
<td>- Florists-4531</td>
<td>681,253</td>
<td>617,193</td>
<td>1,232,798</td>
<td>1,176,587</td>
<td>919,051</td>
<td>-767,569</td>
</tr>
<tr>
<td>- Office Supplies, Stationery, Gift Stores-4532</td>
<td>8,216,362</td>
<td>6,306,610</td>
<td>32,368,909</td>
<td>13,998,179</td>
<td>23,651,639</td>
<td>-7,689,569</td>
</tr>
<tr>
<td>- Gift, Novelty and Souvenir Stores-45322</td>
<td>4,316,927</td>
<td>2,409,175</td>
<td>12,946,287</td>
<td>-4,863,712</td>
<td>12,399,503</td>
<td>-2,454,536</td>
</tr>
<tr>
<td>- Used Merchandise Stores-4533</td>
<td>1,189,604</td>
<td>700,458</td>
<td>2,213,481</td>
<td>165,376</td>
<td>3,568,461</td>
<td>865,834</td>
</tr>
<tr>
<td>- Other Miscellaneous Store Retailers-4539</td>
<td>8,686,014</td>
<td>7,296,790</td>
<td>19,905,546</td>
<td>-4,711,996</td>
<td>24,061,564</td>
<td>2,594,794</td>
</tr>
<tr>
<td>Non-Store Retailers-454</td>
<td>55,309,731</td>
<td>48,874,430</td>
<td>27,324,876</td>
<td>76,063,500</td>
<td>158,698,107</td>
<td>125,937,930</td>
</tr>
<tr>
<td>- Special Foodservices-7223</td>
<td>6,888,822</td>
<td>6,654,869</td>
<td>1,230,428</td>
<td>10,637,841</td>
<td>19,657,091</td>
<td>17,292,710</td>
</tr>
<tr>
<td>- Drinking Places - Alcoholic Beverages-7224</td>
<td>2,700,080</td>
<td>2,277,482</td>
<td>3,504,021</td>
<td>1,657,751</td>
<td>7,861,852</td>
<td>3,926,619</td>
</tr>
<tr>
<td>GAFO *</td>
<td>151,933,137</td>
<td>111,260,282</td>
<td>283,207,096</td>
<td>-56,745,782</td>
<td>435,140,233</td>
<td>54,515,042</td>
</tr>
<tr>
<td>- Clothing and Clothing Accessories Stores-448</td>
<td>27,455,212</td>
<td>27,002,914</td>
<td>37,822,061</td>
<td>14,776,174</td>
<td>80,103,439</td>
<td>41,779,088</td>
</tr>
<tr>
<td>- Furniture and Home Furnishings Stores-442</td>
<td>12,230,963</td>
<td>7,298,613</td>
<td>24,109,216</td>
<td>-1,199,610</td>
<td>35,140,569</td>
<td>6,099,033</td>
</tr>
<tr>
<td>- Electronics and Appliance Stores-443</td>
<td>11,615,283</td>
<td>10,794,242</td>
<td>21,427,178</td>
<td>769,045</td>
<td>33,811,506</td>
<td>11,563,287</td>
</tr>
<tr>
<td>- Office Supplies, Stationery, Gift Stores-4532</td>
<td>8,216,362</td>
<td>6,308,610</td>
<td>29,433,456</td>
<td>-13,998,179</td>
<td>23,651,639</td>
<td>-7,689,569</td>
</tr>
</tbody>
</table>

Figure 18: Retail Trade Area Opportunity Gap
Inflow Categories
These are categories in which Williamston is pulling outside dollars into its primary trade area:

- Hardware Stores-44413
- Pharmacies and Drug Stores-44611
- Optical Goods Stores-44613

Leakage Categories
These are some of the categories in which local dollars are being spent elsewhere. Some of these represent key opportunities for retail growth in Williamston:

- Other Motor Vehicle Dealers-4412
- Home Furnishing Stores-4422
- Appliances, TVs, Electronics Stores-44311
- Lawn, Garden Equipment, Supplies Stores-4442
- Grocery Stores-4451
- Specialty Food Stores-4452
- Beer, Wine and Liquor Stores-4453
- Jewelry Stores-44831
- Sporting Goods Stores-45111
- Full-Service Restaurants-7221
- Special Foodservices-7223

Retail Capture Objectives
The Williamston retail market demonstrates leakage in nearly every category. In many cases, local dollars will leak to online retailers or to larger markets like Anderson and Greenville. In some categories, however, Williamston should be able to compete for and capture leaking local dollars.

As detailed in Figure 19, if we assume Williamston can capture 20% of primary trade area leakage and 5% of secondary trade area leakage in fifteen categories, the result would be $21 million in additional annual sales and a community with several additional retail offerings.

Market-based retail capture scenario objectives for downtown include the following:

Category: Full-Service Restaurants
- 2014 Leakage: $17.2 Million
- 20/5% Capture: $1.8 Million
- Objective: Two New Downtown Restaurants

Category: Special Foodservices
- 2014 Leakage: $6.6 Million
- 20/5% Capture: $1.9 Million
- Objective: Monthly Food Truck/Pop-Up Events

Category: Sporting Goods
- 2014 Leakage: $5.4 Million
- 20/5% Capture: $1.3 Million
- Objective: Expanded Sporting Goods Selection in Existing Retailer
3.2.5 Market Analysis Conclusions

Current market data indicate that Williamson's retail market is under-performing in many categories and that Williamson is a relatively small player within the larger Anderson-Easley-Greenville retail market. At the same time, data indicate opportunities for existing or new Williamson businesses to tap into unmet local demand in several retail categories. As Williamson works to implement the various marketing, organizational, and physical planning recommendations of this plan, the community should be able to develop a more robust retail economy.

At the time of this study, the number one retail question in town was: “Can Williamson sustain a grocery store?” Based on the results of this analysis, the answer to this question is: “Yes.” This being said, a proposed and highly probable Wal-Mart Supercenter in Williamson would bring a full-service grocery store to town and therefore eliminate the market for another grocery offering.

In the coming years, once the Wal-Mart project is realized, the town’s retail trade area will likely expand southward to outlying communities like Belton and Honea Path. Williamson retailers will have an opportunity to capitalize on this strengthened market. At the same time, competition between Wal-Mart and retailers in similar NAICS categories will be tough, and these retailers should be prepared to frame their value proposition in terms of customer service and as offerings within Williamson’s revitalized commercial nodes and downtown core.
3.3 First Step Recommendations: 2016

3.3.1 Develop a retail retention and recruitment strategy: The market data indicates opportunities for businesses in a number of categories, including full-service restaurants, sporting goods, and drinking places. This being said, businesses in Williamston are unlikely to enjoy a “build it and they will come” scenario. Existing businesses and new entries must fit the nuances of the local market. For example, in the downtown area, businesses should leverage Mineral Springs Park and other community amenities. One way to start the recruitment process and provide additional assistance to existing businesses would be for the town to host an open house to provide information to potential business owners, connect them with property owners, and provide existing and potential entrepreneurs with information on programs such as Small Business Administration loans and Small Business Development Center services.

3.3.2 Organize food truck rallies and pop-up events to spur additional downtown core activity: Williamston enjoys an array of existing parks and recreation amenities. The town should continue to build on these assets while at the same time recruit a critical mass of retail and restaurant offerings to complement these amenities. It is essential to slowly “re-train” local consumer to think about going to downtown Williamston instead of Greenville or Anderson. In this way, Williamston is in a position similar to Travelers Rest before its downtown revitalization efforts took hold. In the short term, strategically-placed food trucks and events in the park can be used to spur consumer spending and create pedestrian traffic downtown. A “third place” such as a downtown coffee shop would bring activity to downtown throughout the day and into the evening.
3.3.3 Develop a Wal-Mart capitalization strategy: Williamston’s retail market will grow and change with the coming of a new Wal-Mart. Furthermore, other businesses typically enter a market when a Wal-Mart does. Williamston should be able to cultivate the future Wal-Mart market through streetscape improvements, signage, and banners to visually improve and connect new development to Main Street. The objective is to encourage more people, whether residents or visitors, to spend more money in Williamston in order to build a stronger market and community. Efforts should be offered as a suite of resources tailored for smaller businesses that don’t know how to respond to a changing retail climate. Envision Williamston should launch an educational program for small businesses and start a discussion with retailers about potential business incentives (to be funded by the town or other partners). It is important for businesses to understand such “basics” as Google Analytics, how to get located on Google Maps, and new-wave POS technologies. Among peer communities, Travelers Rest has been able to cultivate a retail environment where national chains on the city’s edge coexist with locally-owned businesses in the downtown core.

3.3.4 Launch a Main Street Challenge program: This competition aims to match new businesses with participating downtown property owners to build the local economy. Here is how it works: The City of Spartanburg, South Carolina launched a Main Street Challenge program in 2013 to offer financial and in-kind support to new businesses located in available downtown Spartanburg storefronts. Three winning businesses were awarded twelve thousand dollars from the City to go to rent in their first year of operation. It is estimated that winning businesses also received approximately eight thousand dollars in in-kind donations and support. Winners were selected based on their idea, formal business plan, and ability to operate for a minimum of three years in the selected storefront. The program is thriving now in its third year, and has become a role model for several other communities in the Upstate, including Pickens and Laurens. The Main Street Challenge approach works for several reasons. First and foremost, it incents new, unique businesses to locate downtown, and it helps downtown property owners find tenants. The financial award is beneficial to both the business owner and the property owner in that it ensures a solvent tenant. Additionally, the competition itself generates marketing for the new businesses and creates exposure for the participating rental properties.
3.3.5 **Recruit downtown restaurants:** In order to take advantage of existing demand, drive downtown pedestrian circulation, strengthen connections between Mineral Springs Park and the ball fields north of Town Hall, and capitalize on special events in Williamston and in the area (such as the Mill Town Players in Pelzer) the Town and its partners should actively pursue one or more full-service restaurant in downtown. One potential concept is detailed as follows:

**Existing Conditions:** This shopping center is currently anchored on this corner by the Ace Hardware Store. To create prime retail space for a restaurant, it is recommended that Ace Hardware relocate to the middle section of the shopping center as the anchor tenant, and then two restaurants be located at each end of the shopping center to create dynamic pedestrian traffic for the entire complex.
Proposed Conditions: Realign the roadway to make circulation patterns more conducive to a restaurant venue. Plant landscaping to buffer the storage area in the rear of the site that needs to remain. Reconfigure the architecture of the corner section to create a restaurant motif. Consider outdoor dining areas as a part of the shopping center redesign. The interplay between the restaurant on this corner and the car museum to the right could create a lot of activity for this location.
3.4 Next Steps Recommendations: 2017-2018

3.4.1 Establish a Downtown Farmers’ Market on Main Street:
Based on community interest and retail leakage data, there is sufficient demand for a downtown farmers’ market in Williamston.

Client Name: Ken Major

Property Address: 208 West Main Street, Williamston SC 29697

Current Use: Vacant

Proposed Use: Farmers’ Market and Restaurant/Coffee Shop

Description of Proposed Improvements:
- Design parking area between restaurant/coffee shop and farmers’ market
- Improved sidewalks
- Realign drive entry to be across from Gossett Street
- Renovation of existing structure
- Addition of outdoor deck & patio adjacent to restaurant/coffee shop
- Improved pedestrian and vehicular circulation for use of businesses and soccer fields

Cost Estimate: $200,000

Required Site Improvements: Private improvements are contingent upon public improvements to shared parking, drive-thru access, and the Farmers Market.

Public Funding Needed/Required for Implementation: Public funding is required as the shared parking and vehicular ingress to the site is along Town of Williamston owned property. Public funding will be required to construct shared parking area, ingress from West Main Street, access to drive-thru. In addition, property acquisition or prescriptive construction easements, from the Town of Williamston property will be required for outdoor dining improvements.
Existing Conditions: The new Farmers Market, next to Big Creek and the new Mineral Springs Trail, shares an informal parking area with both an abandoned building and the adjacent soccer fields. This parking area has no structure which prevents full utilization during soccer games. The abandoned structure is in disrepair, and will need a total renovation. Pedestrian circulation throughout the site is lacking, with the only established sidewalk being adjacent to West Main Street. There is no direct connection with the Mineral Springs Trail, opposite of Big Creek.

Proposed Conditions: Improving the parking area will allow the space to be better utilized during soccer games, Mineral Springs Park events, and the new Farmers Market. Improved pedestrian circulation will encourage patrons to connect with the surrounding parks and trails. A new pedestrian bridge, crossing Big Creek, should be implemented adjacent to the new Farmers Market, giving a direct connection to the Mineral Springs Trail. The abandoned building has a prime opportunity to fill a current void in Williamston’s market by becoming a coffee shop. This coffee shop will feature two outdoor spaces, a patio at the front of the building, and a deck on the side. This deck will give excellent views onto the adjacent soccer fields, allowing parents to watch events while relaxing on the deck. The new shared parking lot will feature access to a drive through for the new coffee shop.
3.4.2 Recruit a “destination” business downtown: Local leaders should investigate the possibility for a destination business in downtown. One such business could be a small brewery, of which a dozen or more have opened across the Upstate in recent years.

Existing Conditions: This former hotel building occupies a significant site in downtown Williamston in that is beside Town Hall and directly across from the entrance to Mineral Springs Park. Regrettably, the building has sat vacant for many years and is in a state of decline. Additionally, an inappropriate addition was placed on the front of the building in the form of an arched wall. However, as shown in the rendering below, this area can be treated in a manner to maximize its utility. The building to the left of the former hotel building is not only vacant, it also has no roof.
Proposed Conditions: Utilize historic tax credits to try to mitigate the costs associated with renovating the building. Install the proper arched windows in the upper facade. Take advantage of the arched wall enclosure to either created semi-enclosed eating spaces (shown) or build a structure atop the walls if they can support it and add outdoor dining in a balcony configuration above the entry portica. Install a new storefront entry system. Based on the market analysis, consider a use such as a micro-brewery and pub to create a destination-based business that helps satisfy pent-up market demand. The building to the left can be renovated to be an open-air outdoor dining venue as shown.

There are some limitations to this site for the proposed use pertaining to parking. A number of recommendations to address this limitation include, but are not limited to: as a part of the ordinance review and revision process, consider a reduction in the on-street parking requirement for restaurant uses to promote more mixed-use development within the downtown core area; seek to secure easements along the alley at the rear of the property to create access to a new parking lot behind the building; and enter into a shared-use agreement with the Town to utilize the parking lot behind Town Hall along Minor Street that is only a few hundred yards away.
3.4.3 Pursue Phase 1 Simpson property redevelopment: The redevelopment of this ten-acre site at the heart of downtown Williamston is a crucial component to the future vision of downtown as a compact, connected, walkable, mixed-use district. Detailed recommendations for the site, which currently includes an existing retail center as well as two commercial outparcels, are as follows:
3.4.4 Explore a downtown retail incubator/cluster space:
Micro-enterprise represents a truly unique opportunity for Williamston. The community is interested in attracting a creative class of entrepreneurs and has the proximity to Greenville and Anderson to make it a good business location. Furthermore, the retail base in Williamston could benefit from a catalytic project that collects some small retail into an incubator/accelerator project that has small places for co-working, artist studios, gallery space, and micro-retail space.

In addition to utilizing an entire building in the downtown core area for a retail incubator purpose, another approach that has gained popularity in some markets is to carve out the first 15 feet or so of interior space within a non-retail/restaurant use (e.g. a professional office) and utilize it as a micro-retail space.

The diagram to the right illustrates how this might work from a similar proposal in Milford, Delaware. The Milford recommendation was to be funded as a part of a ‘Component Façade Grant’ program whereby the construction of the demising wall to create both the retail space and hallway back to the non-retail space would be financed through a matching grant approach. In addition to a local façade grant approach to funding, USDA has a variety of funding programs, some of which might be conducive to funding a micro-retail incubator program.

Finally, funding by the private sector property owner should also be encouraged since they could increase their monthly income stream by having both a retail use and professional use in the same building whereas it previously only housed a single tenant type.

Milford, DE: This diagram illustrates how a typical building in downtown could be modified by the construction of a demising wall to achieve higher income from the space for the property owner while accommodating retail micro-space along the street to activate downtown. This component approach could be used in Williamston in instances where the building is occupied solely by professional offices, but for which a small retail component is desired.
3.5 Long Term Recommendations: 2019-2022

3.5.1 Develop financial tools for infrastructure improvements:
From the configuration of roads and parcel frontage to the improvement of gateways into downtown, public and private investment should be made to maximize the market value, utility, and connectivity of commercial properties. For Williamston to meet its current and future retail and restaurant demand, revitalization efforts should focus on its Main Street gateways and the area adjacent to Mineral Spring Park and Town Hall.

3.5.2 Explore a façade master plan:
Unlike a traditional facade improvement program, the façade master plan is a comprehensive rehabilitation of many downtown buildings at once. The instrument that makes this new approach to building enhancement possible is an easement. The property owner gives the Town a temporary easement on the facade of their building allowing the local government to spend funds on its improvement. In exchange for this temporary easement, the grant funds pay for the facade improvements. The advantages of this type of façade program are that it allows for a single source of project management, a single source of design, and a single source for construction.

The single source of project management streamlines the project and removes the burden of façade enhancement from each individual property owner: The single source of design ensures that all façade enhancements are sympathetic to the historic architectural heritage of their place. The single source of construction allows for dramatic cost savings since the contractor purchases all construction supplies for the entire enhancement project, rather than each property owner having to buy their own sign, door, windows, paint, awnings, etc. However, the biggest advantage to this approach is the ability for a downtown district to receive an overall appearance facelift in a remarkably short amount of time. Moreover, when used in conjunction with a grant source like federal CDBG funds, an individual state's department of commerce grant, or other federal, state, or local funding sources, the façade enhancements are realized with no costs to the building owner or tenant. If the funding and/or grant source requires a match from the property owner, the enhancements are still realized with nominal investment on their part that is far less than if they improved their façade on their own using solely private sector funds.

3.5.3 Consider a market study update:
The market data in this report show a snapshot of consumer activity that should remain relevant for the next three to four years. Once revitalization efforts and the addition of Wal-Mart reshape the economic landscape of Williamston, these data should be updated to reflect new opportunities. This report can serve as a baseline for these future updates.
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Start by doing what’s necessary; then do what’s possible; and suddenly you are doing the impossible.
4.0 Design and Planning

4.1 Goal
The design and planning goal for the Town of Williamston and its partners is as follows: Building on quality public investments, Williamston will continue to create a welcoming downtown through improved parks and open spaces, walkable and bikeable streets, and historic architecture. The corridors leading to downtown will achieve a level of design quality that compliments the downtown area.

4.2 Planning Areas
During the design and planning charrette, the Project Team explored the future of Williamston in the following planning areas:

- Commercial Gateways: Westside and Northside Commercial Gateways
- Downtown Gateways: East and West Downtown Gateways
- Downtown Core
- Parks, Recreation, and Community Facilities: Brookdale Park, Caroline Center, and Farmers’ Market
- Infill Development
- Building Enhancements

Most of the recommendations of this chapter are structured by timeframe, although some are grouped by planning area.
4.3 First Steps Recommendations: 2016

4.3.1 Update town ordinances for landscape and streetscape, zoning, signage, and zoning map/town limits:

Landscape and Streetscape
- Develop a typical streetscape for primary corridors: Main Street, Belton Highway, Greenville Drive, Anderson Drive, and Minor Street. This will be a guide for any new projects and a template for the City to follow.
- Develop a plan for maintenance and repair of existing sidewalks: Existing Greenville Drive sidewalks are in dire need of maintenance.
- Establish a budget and maintenance schedule for all existing City property.
- Create incentives to promote businesses along the primary corridors to comply with the typical streetscape.

Zoning Ordinance
- Create overlay districts along primary corridors to establish site and architectural standards.
- Create redevelopment guidelines for Core Downtown and Main Street Corridor.
- Provide support for zoning compliance officer through other departments.

Signage
- Establish wayfinding on primary corridors.
- Modify sign ordinance to require signs be brought into compliance when modified by a new owner and/or use.
- Eliminate and enforce removal of temporary signage and signs installed without permits.

Zoning Map and Town Limits
- Update and consolidate the Zoning map with the Town Limits Boundary.
- Meet and review with Anderson County to define the Town Limits.
- Require new water customers to agree to automatic annexation as they become contiguous with Town Limits.
• Evaluate existing parcels along the town boundary to assure proper taxation.

Specific ordinances that should be updated are detailed as follows:

**Chapter 10**
- Section 10-3
  $ Clarification needed on sale of alcohol within town. Alcohol sales should be legal by licensed businesses.
- Section 10-4
  $ Change wording to allow for public consumption of alcohol inside City owned property (parks, etc.) during special events.
- Section 10-9 (a)
  $ Conflicts with Section 10-10 (5)
- Section 10-10
  $ Revisions allowing for alcohol sales on Sundays will allow businesses to cater to the people looking for Sunday Brunch.
  $ Codes dealing with alcohol sales in sealed 2 oz containers only need revised.

**Chapter 14**
- Section 14-3
  $ Need mention of off-leash dog park exempt from leash law

**Chapter 18**
- Section 18-2
  $ Needs text ensuring debris dumpster placement does not interfere with public spaces. Perhaps placement should be approved by City official.

**Chapter 46**
- Add text to specify location of business garbage containers, including screening, etc. to allow for better aesthetics along public space and roadways.

**Chapter 62**
- Add specific text about mobile vendors (food trucks, street vendors, etc.) being allowed with permission from either city, or commercial property owner.

**Chapter 90**
- Article V
  $ Potential to establish a ‘Historical District’ to help establish more defined ordinances within.
- Article VI
  $ Section 90-150
  $ Depth of Stall for all spaces, except parallel, can be reduced to 18’
- Article VII
  $ Section 90-199
  $ Require sketch of sign design to be submitted for approval
- Article VIII
  $ Section 90-227
  $ Canopy Tree minimum size: 10’ and/or 3” caliper
  $ Understory Tree minimum size: 6’ and/or 2.5” caliper
  $ Evergreen Tree minimum size: 6’

**4.3.2 Develop a component façade grant program:** This program should meet the immediate needs of buildings and property owners. A component-based approach is advisable to get the highest “bang for your buck.” Since many building owners are intimidated by overall façade renovations coupled with a grant process, the Town might consider simplifying the initial phases of the façade grant program and focusing solely on individual façade elements—or components, such as signs, awnings, paint, etc.—instead of expensive, overall façade improvement approaches. In other words, consider conducting a façade component grant program such as an awning grant program, or a paint program, or a slipcover removal program, or a signage grant program in the initial phases of this incentive. Once property owners become familiar with individual façade component programs and the process of improving one’s building is demystified, then consider moving on to entire façade-based grant programs. Once the methodology of applying for component façade grants is established and Envision Williamston has a proven track record for administering them, consider “graduating” up to overall façade grants that address the entire face of a building. This approach would be reserved for more “troublesome” buildings that require far more physical enhancement than a singular component approach could provide. However, this approach requires far more financial capital and administrative oversight to execute than a component grant approach.
Beaufort, SC: Main Street Beaufort initiated a component grant program featuring awnings.

Searcy, Arkansas: Main Street Searcy initiated a component facade grant program featuring building rear treatments.
Conway, SC: The local government, in association with the Main Street program, realized the positive impact slipcover removal made to the Carolina Furniture Building (top left). Therefore, they enacted a component facade grant program for slipcover removal and five other buildings in downtown removed their slipcovers. See before (top right) and after (bottom) photos of these five buildings along Main Street. The visual improvement to their main street was remarkable!
Conway, SC: his furniture company was the first in downtown to remove the metal slipcover from their building to expose a beautiful building underneath.
4.3.3 Develop an abandoned and dilapidated buildings strategy: A large number of structures in Williamston, both commercial and residential, are in states of disrepair. There is a significant need for the community to address this problem, as the poor condition of these properties may dissuade potential investors in the community. As a first step, the town should work with its partners to identify abandoned and dilapidated buildings and document their current condition (using the State of South Carolina’s criteria for dilapidation). With this inventory in place, the town will have the baseline data to develop an action plan for various properties. Depending on the specifics of the property, potential solutions may range from rehabilitation to demolition. A variety of local, state, and federal funding sources may contribute to this effort. Over time, this strategy would also align with the evolving façade grant program administered by Envision Williamston.

4.3.4 Install wayfinding signage and complete Phase 1 of wayfinding plan: The town should install the already-fabricated wayfinding trailblazers in appropriate locations. Although one or more of these signs may need to be reinstalled in conjunction with proposed streetscape projects, it is important for the community to have as many visual signs of progress and plan implementation as possible.

4.4 Next Steps Recommendations: 2017-2018

4.4.1 Expand existing trail and sidewalk network to connect key community assets and neighborhoods: This recommendation is one of the “big ideas” of the Envision Williamston Community Plan, as it literally ties together many of the community’s existing and proposed amenities into a walkable, bikeable, accessible whole. Ninety-nine percent of communities in the US cannot boast of such links between parks, schools, neighborhoods, commercial districts, cultural centers, and a historic downtown! The connectivity of this system, which is illustrated in the context map in Figure 20, is further detailed in the town's bike and pedestrian master plan. Efforts to implement this system should be continued annually as funding is available. Moreover, the Williamston trail system should connect with regional trail systems that connect to larger metropolitan areas such as Anderson and Greenville and their respective trail systems such as the Swamp Rabbit Trail.

4.4.2 Conduct performing arts center feasibility study: It is currently unclear whether such a project meets a local need or makes financial sense to undertake. The point of the feasibility study would be to assess the existing and future market for an arts center, taking into consideration nearby facilities, financial obligations, and long-term sustainability for project partners.

4.4.3 Plan for improvements to Brookdale Park and Caroline Center: Detailed recommendations for both facilities are as follows:

Brookdale Park

Existing Conditions: Brookdale Park is currently underutilized in its entirety. Vehicular circulation on site features a large roundabout that provides very limited structured parking. The center of the roundabout entry provides two basketball courts. There is limited pedestrian connections between the various park features, the most established being the sidewalks connecting the picnic shelter area with the restrooms and playground area. The structures on site, while not of similar material to structures in Spring Water Park, are structurally and functionally sound. The existing baseball field lacks structure to allow for spectators and heavy field programming in general. Many of the features seem to be arbitrarily placed, giving the feeling of disconnection.
**Recommendations:** The roundabout entry drive should be improved by making it a one way drive. Angled parking along the interior of the roundabout would give easy, and safe, access for parents and children coming to use the playground. Placing the playground inside the roundabout allows for direct access without requiring the crossing of a road. The existing picnic shelters and restroom structures should remain, but will be aesthetically improved to bring together a common theme across all recreational facilities within the Town of Williamston. Rotating the current baseball field will allow spectator seating along both the first and third base lines, as well as present an opportunity for an additional field to be implemented. Moving the ballfield also frees up some additional space allowing the basketball courts to be relocated to adjacent to the restrooms. Pedestrian circulation is drastically improved with use of paved pathways connecting all features within the park, the future greenway system along the railroad, and the surrounding neighborhoods.
Caroline Center

Client Name: Town of Williamston

Property Address: 6 East Church Street, Williamston SC 29697

Current Use: Community Center

Proposed Use: Community Center

Description of Proposed Improvements:
- Remove existing chain link fence
- Widen existing sidewalk adjacent to N Hamilton Street
- Addition of sidewalk adjacent to School Street
- Reseed/sod lawn area
- Street trees added along both Hamilton & School Streets
- Crosswalk added crossing School Street

Cost Estimate: $75,000

Timeframe of Proposed Improvements: 1 Year; Improvements could be implemented in phases as budget allows. Fence removal and street trees should be planted prior to parking expansion along the drop off road.

Public Funding Needed/Required for Implementation: Public funding is required for implementation.
**Existing Conditions:** The Caroline Center appears to currently be shut off to the surrounding community. A six-foot-tall chain link fence prevents anyone, except the center itself, from using the space. Looking inside the fence, the space feels barren, exposed, and underutilized. The only features, which can be seen in the distance, are playground equipment adjacent to the building. Parking on site is unstructured and limited. Established pedestrian circulation is limited to a sidewalk along Hamilton Street, which is in disrepair.

**Recommendations:** Removal of the fence allows the exposed sides of the site, along Hamilton and School Streets, to be planted with street trees, giving the site a sense of place, while allowing access along both roads. Improving the existing sidewalk along Hamilton by widening and adding a grassed verge will improve the sense of safety and usability for pedestrians. The addition of a sidewalk and crosswalk, along School Street, will finish the connection around the entire site. Parking will be improved with the development of angled parking spaces, giving more structure and increasing overall usability for the Caroline Center.
4.4.4 Relocate Lander Library to downtown location: In order to develop downtown Williamston as a destination, it is crucial to add a mix of amenities to the town’s core. The relocation of Lander Library to an existing commercial outparcel next to Town Hall is one such project. The property on which the library is currently located is more valuable as a commercial outparcel to the future Wal-Mart. Details for this project are as follows:

Client Name: Jim Simpson

Property Address: 15 Pelzer Avenue, Williamston SC 29697

Current Use: Restaurant

Proposed Use: Library

Description of Proposed Improvements:

- Renovation of existing MVPizza & Old Movie store into new library
- Improved facade, lighting, signage
- Addition of outdoor plaza
- Reconfiguration of parking area
- Foundation landscape
- Improved pedestrian circulation to surrounding businesses, parks & City Hall

Cost Estimate: $750,000

Public Funding Needed/Required for Implementation: Public funding is required for implementation. The Lander Library is leased to Anderson County as a long-term lease agreement. Private funding could be utilized as grant match funding for the reconfiguration of the existing surface parking.
Proposed Conditions

Image Credit: Alta Planning
4.4.5 Realign Pelzer Avenue and create commercial edge on Winn-Dixie property: As part of Phase 1 of the Simpson property revitalization, the Town should work with SCDOT to realign Pelzer Avenue on the Simpson site in order to improve the downtown infrastructure, prepare the ground for future site redevelopment, and to create a commercial edge that will make the property more suitable and desirable for higher-density infill development.
4.5 **Long Term Recommendations: 2019-2022**

4.5.1 **Conduct strategic neighborhood revitalization initiatives:**
To increase the financial health of Williamston and provide increased local amenities for its citizens, the Town must increase in the number of local residents. Therefore, the Town and its partners should develop a deliberate approach to neighborhood revitalization. This approach should target one or more low-income neighborhoods within the town limits for these initiatives. For a small community like Williamston, it may be necessary to take a block-by-block approach to neighborhood revitalization, a tried-and-true approach to community development which is based on the premise that a neighborhood must be strengthened one house at a time.

Specific initiatives that might be a part of an incremental approach to neighborhood revitalization include, but are not limited to: community cleanup efforts; community policing; public park installations; the development of chronically vacant building ordinances to create an income stream to fund remediation efforts to abandoned or dilapidated houses; the development of architectural pattern books to show appropriate renovation methodologies on mill houses; public-sector-funded grants for enhancement of building exteriors; etc.

4.5.2 **Make development-based infrastructure improvements:**
As development pressures continue to build along the town’s commercial and downtown gateways, the Town and its partners should work to reconfigure infrastructure to maximize its development potential. As part of these efforts, the Town should seek to recapture unused waste water treatment capacity to make capacity available for future commercial and residential growth.
4.5.3 Explore Phase 2 Simpson property redevelopment: In the longer term (potentially decades from now), the Simpson property on Main Street may become ripe for a massive redevelopment project, as detailed below.

Proposed Conditions: Interim Development
**Proposed Conditions: Long Term Development**

Envision Williamston Community Plan

- **Create a Pelzer Street Plaza** to Organize/Terminate the Street Visually
- **Longer Term Mixed Use Development** to Expand the Downtown & Connect Mineral Spring Park to the Existing Recreation Fields
- **Create a Park Promenade/Esplanade** with Seating/Shaded Areas
- **Provide Parking along the New Pelzer Road Extension**
- **Potential New Surface Parking Area for Businesses, Park Users & Public Access**
- **Minor Street Streetscape Improvements** to Connect Mineral Springs Park to the Recreational Fields
- **Existing Main Street Businesses**
- **Existing Town Hall**
- **Proposed Conditions: Long Term Development**
- **Focal Architectural Feature** to Terminate the Street & Create a Park Gateway
- **Parking should be Located behind the Buildings with Pedestrian Walk Connections back to the Street**
4.6 Commercial Gateways

4.6.1 Westside Commercial Gateway:
Overall, existing road and driveway alignments will remain. Curb cut consolidation along Anderson Highway creates shared access points and reduces vehicular conflict at the traffic signal. Reconfigured surface parking at the BP service station and adjacent strip center allow through access to an adjacent outparcel and provides connectivity to Foster Road. By improving the unnamed strip road to the strip center owned by Gary McAlister (Deals Galore, Papa John’s Pizza), four additional outparcels are created that face Beaverdam Road. Stormwater infrastructure improvements are required along Anderson Drive in conjunction with curb cut consolidation. Public utilities, based on information provided by the Town of Williamston, are adjacent to all new outparcel (9) sites.

Some of the outparcels shown, as well as adjacent improvements to properties (curb cuts, reconfigured surface parking, etc.) are not in the Town of Williamston municipal boundaries.

Figure 24: Western Commercial Gateway
4.6.2 Northside Commercial Corridor Gateway

Existing Conditions: This sign is quite handsome and features stacked stone as a clear reference to this construction material motif at Mineral Springs Park. The sign panel itself is in decent condition and mentions two festivals.

Proposed Conditions - Phase 1: In the short-term, whenever the panel is due for replacement the new destination brand logo and tagline should be introduced. Additionally consider colorful flower beds in the foreground, perhaps installed and maintained by a local garden or beautification club. Gateway signs such as this should be installed along each major roadway into Williamston whenever the traveler feels as though they have arrived to the Williamston community irregardless of municipal boundary lines.
**Proposed Conditions - Phase 2:** In the long-term a more significant gateway welcome sign should be considered. The stacked stone motif should continue to be employed as a reference to Mineral Springs Park. If a water feature can be afforded as a part of the sign that would be another ideal reference to both the Park and the tagline. Additionally, colorful flowers in the foreground of the sign should be considered if at all possible. Gateway signs such as this should be installed along each major roadway into Williamston whenever the traveler feels as though they have arrived to the Williamston community irregardless of municipal boundary lines.
4.6.3 Northside Commercial Gateway

The Northside Commercial Gateway is currently undeveloped, although Town of Williamston and Anderson County officials have indicated that Wal-Mart is currently exploring a Supercenter adjacent to the current location of the Lander Library. Existing circulation creates vehicular conflict as Highway 20 is intersected by Courtney Street, Tripp Street, Roberts Boulevard, and Brown Street, all without a signalized intersection. Additionally, the lack of signalized intersection discourages pedestrian crossings from the residents on the Eastside of municipal limits.

To improve the Northside Commercial Gateway, Courtney Street is realigned to intersect with Highway 20 at Roberts Boulevard. This creates a full signal intersection at the proposed Wal-Mart and adjacent outparcels. Tripp Street is realigned to create a “T” intersection 800’ from the traffic signal on Highway 20. The Lander Library is relocated to Downtown Williamston allowing for an additional outparcel. Curb cut consolidation and shared-drive access minimize further vehicular conflict and create shared parking opportunities and connectivity between parcels. Twelve (12) outparcels are created along Highway 20, Roberts Boulevard, and the newly aligned Courtney Street. Private property owner coordination will be required as some parcel lines have been relocated to create a minimum outparcel size 1.0 acres.

Public utilities, based on information provided by the Town of Williamston, are adjacent to all new outparcel 12) sites.

Some of the outparcels shown, as well as adjacent improvements to properties (curb cuts, reconfigured surface parking, etc.) are not in the Town of Williamston municipal boundaries.
4.6.4 Main Street Motors

Existing Conditions: Main Street Motors necessarily deals in used automobiles and salvage. However, no screening of these services exist and as a result the site has an unsightly appearance associated with it. This condition is exacerbated by the fact that this property flanks one of the dominant entrance corridors into Williamston and is across the street from a gorgeous church and cemetery site.
Proposed Conditions: As proposed in other parts of the city, include a landscaped buffer between the parking area and the roadway. This may need to be installed by the City or SCDOT. In addition to screening shrubs, consider low ornamental trees such as crape myrtles. Finally, plant large, columnar shade trees behind the utilities. In addition to making the site on the left look more attractive, install a number of visual enhancements on the right side of roadway to attract attention to this side and away from the car lot. These treatments could include banners on existing poles and the installation of a wayfinding signage system gateway trailblazer as shown. Also consider delineating a bike path on each shoulder of the roadway.
4.7 Downtown Gateways

4.7.1 Western Downtown Gateway
**4.7.2 Kenny’s Home Cooking**

**Client Name:** Larry Davenport  
**Property Address:** 711 Anderson Drive  
Williamston SC 29697  
**Current Use:** Restaurant  
**Proposed Use:** Restaurant

**Description of Proposed Improvements:**
- Repave and re-stripe parking/Create landscape islands to terminate parking rows  
- Curb cut consolidation  
- Landscape buffer on rear of building  
- Landscape verge along Anderson Drive  
- Front porch addition to Kenny’s  
- Foundation plantings around Kenny’s

**Cost Estimate:** $150,000

**Timeframe of Proposed Improvements:** 1-3 Years (Parking lot could be reconfigured during construction in Winter 2015.

**Public Funding Needed/Required for Implementation:** Public funding could be utilized to implement streetside buffer plantings, close the right turn onto Belton Drive, and improve drainage along Anderson Drive and Belton Drive.
4.7.3 Western Gateway Triangle

Existing Conditions: This triangle created where two roadways converge onto Main Street represents an important gateway into downtown Williamston. Currently the site consists of vast amounts of asphalt and almost no landscaping.
Proposed Conditions: Sawcut the concrete median at left and plant flowers. Install a crosswalk that includes a texture to help calm traffic and promote pedestrian safety. In the triangle install a significant landscaped area, small plaza and water feature. Install a wayfinding signage system trail blazer at this critical gateway orientation location. Install banners on existing poles. In the long-term, preserve the far corner of this owner for infill development.
4.7.4 Main Street Plaza

Existing Conditions: This classic strip shopping center exists along West Main Street and serves as a gateway into the downtown area. Unfortunately many of the buildings are unoccupied and many that are occupied do not have a consistent, quality appearance to them. Finally, the parking lot lacks any delineation or screening from the roadway.
Proposed Conditions: An overall face lift is proposed for the Main Street Plaza that would create a consistent appearance for all buildings. Since multiple owners exist in the strip center, it is recommended that a 'Property Owners Association' of sorts be created to allow multiple owners to work together to make improvements to the parking lot that would benefit all parties. To help defer the costs of the facade enhancements, the Facade Master Plan incentive as described in a subsequent section of this report should be considered. The basic architectural approach suggested is to install wood strips atop the face of each building's upper facade. This material would receive sign panels and gooseneck light fixtures to highlight the businesses. A common metal awning should run continuously from one end of the strip center to the other and be supported by stacked stone columns to reflect this indigenous material common to this area, especially Mineral Springs Park.
4.7.5 West End Streetscape

Client Name: SCDOT

Property Address: 600 West Main Street, Williamston SC 29697

Current Use: 3 lane Arterial Street

Proposed Use: 3 lane Complete Street

Description of Proposed Improvements:
- Landscape median
- Pedestrian lighting
- Additional wayfinding signage
- New sidewalks
- Bike lane
- Landscaped buffer adjacent to shopping plaza parking
- Street trees & additional landscape along West Main Street

Cost Estimate: $2,100,000 ($1,100/LF)

Timeframe of Proposed Improvements: 3-5 Years

Public Funding Needed/Required for Implementation: Public funding is required for implementation within the SCDOT rights-of-way. Private funding could be utilized as match funding and for improvements outside of the SCDOT rights-of-way.
Proposed Conditions

Envision Williamston Community Plan
4.7.6 Eastern Downtown Gateway

- Incorporate Lighting
- Provide Accent Landscape
- Consolidate to (2) Curb Cuts
- Implement Continuous Walkway
- Provide a 4-6 wide planting strip with low hedge/shrub planting to buffer edge of parked cars

- Upright Shade/Streetscape plantings (i.e.: Oaks)
- Proposed Bike Lane Opportunity
- Crosswalk Opportunity

- Provide Focal Plantings (Flowering Trees) at the Corner of Greenville & Pelzer
- Incorporate Banners/Graphics on existing utility pole locations

- Consolidate Curb Cuts where possible to create additional planting areas
- Impacted parking dimensions & drive aisle circulation

- Rework parking dimensions & drive aisle circulation
- Implement Continuous Walkway
- Provide a 4-6 wide planting strip with low hedge/shrub planting to buffer edge of parked cars

- Utilize shared drive aisles/access to eliminate extra curb cut & provide tree planting islands

- Low Shrub/Hedge plantings adjacent to parking lots to create a continuous low buffer while defining pedestrian walk edges

- Provide focal plantings (flowering trees) at intersection of Greenville & Pelzer

- Ideal outdoor plaza/display areas for business uses
- Eliminate parking lot cut through in front of existing car wash facility

- Landscape planting opportunity to provide continuity & landscape beautification to the existing properties

- Opportunity for small plaza/feature area
- Incorporate Art/Focal Element

- Incorporate banners/graphics on existing utility pole locations

- Existing parking lots

- Consolidate to (2) curb cuts

- Williamston signage/wall feature
  - Incorporate lighting
  - Provide accent landscape

- Proposed walk connections

Williamston, South Carolina
4.7.7 Eastern Gateway Triangle

**Existing Conditions:** Regrettably, sign clutter makes this gateway look chaotic and unsightly. Moreover, there is nothing located here that announces arrival into the core downtown area.

**Proposed Conditions:** Try to remove the billboard from inside the city limits. However, if the billboard cannot be removed then try to recapture it for city branding and marketing use as shown. Try to enact a sign ordinance that requires lower, monument signs so that the balance of the signs still present would be lowered and made more attractive. Install a stacked stone wall that follows the curve of the roadway and includes welcome signage. The stacked stone borrows from the Mineral Springs Park material motif. Include colorful flowers in the foreground and a swath of trees in the background to help the gateway sign stand out amidst the visual clutter of all the signs. Install a wayfinding sign system trailblazer and banners on poles.
4.7.8 Old H&R Block Office Building

**Existing Conditions:** This humble building has plenty of potential. It features four bays that are ideally suited for micro-retail ventures. The faux mansard roof in black metal is a recent addition. The parking lot suffers from a lack of maintenance and delineation.
**Proposed Conditions:** Each of the outer bays include a concrete pad beside the sidewalk adjacent to the building and would, therefore, make ideal locations for businesses that featured outdoor dining. Remove the black metal faux mansard roof structure to expose the upper facade brick and provide space for sign panels. Utilize four complementary but different colored awnings to distinguish the four businesses. Enhance the parking lot by re-striping it and including landscaped buffers. Consider installing a wood privacy fence to separate this commercial venture from the adjacent residence.
4.7.9 H&R Block Office Building

**Existing Conditions:** There is no visual or physical separation between the roadway and the parking and circulation area of the building creating significant safety concerns. The beige color of the building is inoffensive, however, it does not highlight the building in any way either.
**Proposed Conditions:** As pertains to the site, it is recommended that the current parking spaces be re-striped to have an acute angle so that a vehicle can back up into the travel lane without backing into the roadway. To further promote safety, include a grass strip and sidewalk beside the roadway and plant shrubs at the base of the utility pole and a significant shade tree at the curb cut island at the entry into the business. Finally, traffic should travel in a clockwise direction around the building. As pertains to the building, paint it two shades of green to allude to the H&R Block franchise green. Paint the wainscot a dark green to visually anchor the building to the ground. Paint the light tan wall area a pale green. Work in concert with the City to paint a mural in the form of the town destination branding logo and tagline.
4.7.10 Cox & Cole Building

Existing Conditions: This building has received inappropriate treatments over the years and its underlying architectural charm is difficult to visualize. Evidence of removal of the storefront cornice exists in the form of exposed beam pockets in middle section. The historic storefront was removed at some point in favor of a flush aluminum storefront system. Part of the facade is painted while other parts are unpainted, visually cutting the building in half vertically.
Proposed Conditions: It is generally best practice to never paint brick, however, in an instance such as this, the only way to unify multiple iterations of brick styles along with painted and unpainted surfaces is to paint the entire masonry substrate. Paint the brick a dark, brick red color to give the appearance of unpainted brick from a distance. Paint the two wing additions a slightly darker shade of red than the middle facade to distinguish the historic section from the non-historic section. Paint the upper facade cornice and storefront cornice a buff tan/yellow color with accents painted in olive green. Install a canvas awning over the main facade entrance in green. Install a traditional recessed entry storefront. Install green gooseneck lights on the upper facade of the two wing additions. Install a new panel sign that incorporates all three colors: brick red, buff tan/yellow, and green.
5.0 Branding and Marketing

5.1 Goal

The branding and marketing goal for the Town of Williamston and its partners is as follows: 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.

5.2 First Steps Recommendations: 2016

5.2.1 Install additional street banners to connect commercial districts: Branded banners should be installed along Main Street to connect East and West downtown gateways and reinforce corridor’s sense of place.

5.2.2 Launch a plan implementation public relations campaign:

A key element in the plan implementation process is the generation of awareness that Williamston has a community plan and is actively working to implement its recommendations. This effort should highlight Williamston’s assets, amenities, and high quality of life in order to raise awareness of the community in the Upstate.

5.3 Next Steps Recommendations: 2017-2018

5.3.1 Publish branded ads in area publications: In an effort to expand regional awareness of Williamston and its offerings, local partners should create and publish a series of advertisements that promote the community brand identity as well as one-to-two local businesses. Additionally, articles in local newspaper travel sections, in regional magazines, and other media can be the cheapest and best form of advertising. The Town and its partners should consider a media weekend when local writers are invited to learn about Williamston and experience the community’s offerings.
5.3.2 Develop branded merchandise: Materials such as shopping bags, flash drives, pens and apparel could be developed by the Town or through a licensing agreement with local merchants. There are many small communities that have been able to drive greater awareness of their identity and community offerings through branded merchandise.

5.3.3 Create a public art program: Williamston has an opportunity to complement its ongoing downtown revitalization efforts with a strong public arts program. This program would be led by a steering committee that would plan, curate, and promote a selection of pieces—whether murals, sculptures, water features, or other works of art—in downtown Williamston. In time, this program would expand its efforts throughout the community. One of the most dynamic small town public art programs is in Sheridan, Wyoming, where a Public Arts Committee has created a downtown gallery of dozens of sculptures from internationally-known artists. Many of these pieces are for sale, so the downtown district effectively works as an open-air art gallery. A local example of a first-step project is in Woodruff, South Carolina, where community volunteers painted a mural on a downtown building with the goals of promoting community branding, events, history, and pride.
5.3.4 Explore creative downtown programming: There are three basic ingredients to good downtown programming. The South Carolina Main Street baseline assessment for Williamston does an exceptional job of articulating these elements:

1. **Programming must occur on a regular basis:** It is strongly encouraged that the minimum frequency of promotional programming conducted downtown be monthly. However, these initiatives could and should be scalable. In other words, not all programming in the downtown needs to be large-scale festivals. Promotional programming downtown should feature a mixture of small-scale initiatives (e.g. a local high school student quartet performing on Main Street, storefront window display contests, etc.), medium-scale initiatives (e.g. a temporary art gallery or a pop-up store located in a vacant downtown building, scarecrow decorating contest, etc.), and large-scale initiatives (e.g. the Spring Water Festival, Lights in the Park, Boo in the Park, etc.).

2. **Multiple venues must be used for programming initiatives:** At a minimum rotate promotional programming between downtown venues such as Mineral Springs Park; the Simpson property parking lot, and West Main Plaza. It is imperative that the community-at-large, as well as visitors, perceive downtown Williamston to be more than just Mineral Springs Park. Moreover, by driving tourist traffic to these additional venues, adjacent retailers will benefit from the increased foot traffic, building demand for additional shops and restaurants. Finally, for certain other promotional programming activities, it would be beneficial to spread the venues out city-wide to include the mill area and Caroline Park area.

3. **Maximize collaborative partnerships:** Effective programming cannot be the sole responsibility of the Main Street program. At a minimum, implementation resources from the City, the Arts Organization, the local merchants (GWBA), the Chamber, and the County need to be considered and included. While it is appropriate for Envision Williamston and its Promotion Committee to be the convener of these parties, and the coordinator of the community event calendar, ultimately promotional events will be far more sustainable if the effort is shared among numerous collaborative partners.”
5.4 Long Term Recommendations: 2019-2022

5.4.1 Consider billboards on Interstate 85: In 2014, the City of Camden, South Carolina launched a successful billboard campaign along Interstates 26 and 20. The campaign was designed to promote the local equestrian community and the Camden Archives, two key Camden assets with the ability to promise—and deliver—an enriching visitor experience.

In Williamston, the “offer” will likely focus on a revitalized downtown with easy, safe pedestrian connections to shopping, dining, the arts, culture, and recreational facilities. This visitor-oriented billboard campaign will also double as a residential recruitment tool.

5.4.2 Launch an extended business hours campaign: To grow the impact of the entire retail community and maximize revenues for individual stores in Williamston, merchants need to have consistent hours that are appropriate for visitors and residents alike. Merchants should work toward later hours by phasing in late nights during which a good portion of retailers stay open well into the evening. An effective “open late” campaign is likely to take up to three years to fully deploy, and will be more successful with more participation from Williamston businesses. Consistent images and window signs should be employed to clearly communicate which businesses are participating. Ideally, retailers should begin with a monthly late night event, preferably paired with other downtown events when possible, and work toward daily late hours over the implementation process.
Coming together is a beginning; keeping together is progress; working together is success.

-Henry Ford
6.0 Organization and Implementation

6.1 Goal

The organization and implementation goal for the Town of Williamston and its partners is as follows: Williamston will build strategic partnerships with organizations and individuals that are committed to bringing the recommendations of the Community Plan to fruition.

6.2 First Steps Recommendations: 2016

6.2.1 Adopt and promote the community plan: The Town should officially adopt the community plan and post it on the town website. The town should use other official channels to promote the vision and plan, which would become a guiding element as Williamston grows and changes over the coming years.

6.2.2 Empower Envision Williamston to serve as the plan implementation agent: One of the keys to successful plan implementation is to have an individual, agency, organization, or partnership that is dedicated to meeting the goals and recommendations of the plan. Even if this responsibility shifts to another entity in the coming years, it is imperative that Envision Williamston becomes the owner, advocate, and champion of this plan. Additionally, Envision Williamston should manage hospitality tax-funded project applications, review reports related to how organizations have used monies awarded to them, and make funding recommendations to the Town for approval of awarded hospitality funds.

6.2.3 Create a “Go Team” for investment: This small group of local leaders should serve as the go-to team for potential community investors and partners. This team may be composed of town staff, business association representatives, county economic development staff, and others as needed.

6.2.4 Rebrand the Greater Williamston Business Association as the Palmetto Business Association: The Greater Williamston Business Association should become the Palmetto Business Association (“PBA”) in an effort to drive regional identity and economic development. This strategic approach would accomplish two objectives: one, it would make membership more attractive to businesses that closely identify with Pelzer or West Pelzer; and two, it would play into the mission of the chamber to promote and nurture businesses throughout the broader area.

6.2.5 Develop community pride or clean-up initiatives: Community partners should host an annual volunteer-driven (and organized) event to undertake needed clean-up projects and build...
community pride. This event should be given a clever name—such as HOWDY (“Hands on Williamston Day, Y’all”)—and should include things such as free pizza and t-shirts to make it a celebration, not an obligation. For this to become a sustainable event, it is important to make sure volunteers are meeting real unmet needs, but not doing the kinds of tasks (cleaning toilets at Mineral Springs Park, for example) that town employees or other staff typically manage. The sustainability of ongoing revitalization efforts will depend on providing and maximizing grassroots volunteers. The town and its partners should maintain a “what’s going on” calendar or newsletter for Williamston volunteer opportunities. Organizers will need to experiment and ask residents and other potential volunteers about their interests and what kinds of tools are appropriate and useful for engagement.

6.2.6 Host annual meetings to thank volunteers and celebrate successes: Community revitalization is not an easy undertaking. Therefore, accomplishments and milestones should be celebrated with ribbon cuttings and annual awards such as volunteer of the year and citizen of the year.

6.3 Next Steps Recommendations: 2017-2018

6.3.1 Partner with Anderson Career and Technology Center, Anderson District 1, and others for business and community development: The idea of working with ACTC and Anderson 1 on specific projects was suggested by stakeholders in the first project site visit. Three of the best ideas were to partner with the culinary program at ACTC on a food truck that could be strategically deployed downtown or at Mineral Springs Park, leverage ACTC landscaping students to help take care of town amenities or facilities, and generate and share a list of volunteer projects with Anderson District 1 student service groups. Furthermore, Williamston should reach out to other local and regional agencies, institutions, and organizations, many of which may offer free or discounted services to the town and its partners. This approach, which should be continued throughout the coming years, could include Anderson University and Clemson University to name just two partners.

6.3.2 Explore project-based partnerships with corporate entities: Once the Town has some plan implementation “wins” under its belt, it will have the ability to seek corporate sponsorships for various initiatives and projects, such as an event series or a public facility. Over time, this could evolve into a corporate citizenship program with ongoing public-private partnerships, which would supply grant match monies for partnership projects. Potential corporate sponsors or citizens include Fluor, Michelin, Duke Energy, Robert Bosch, AnMed Health, as well as local and regional foundations.

6.3.3 Explore a development corporation model: As the “low hanging fruit” are picked and redevelopment projects become increasingly complex and costly, it may be advantageous for the town to consider the formation of a development corporation to facilitate real estate development projects that improve the town’s tax base and generate additional development.
6.4 Long Term Recommendations: 2019-2022

6.4.1 Explore partnerships with Pelzer and West Pelzer for regional recreational and cultural initiatives: Although Williamston’s history is unique from Pelzer or West Pelzer’s, it remains one of three small towns that share the same area, school district, sports leagues, and many community amenities with one another. The fact that there is a long and storied rivalry between Williamston, Pelzer, and West Pelzer means that it will take considerable time, energy, and political capital to set a new course of coordination and collaboration among the three towns. Nonetheless, it is vitally important to all three communities that they develop a complementary approach to business, residential, and cultural recruitment and offerings in the coming years.

6.4.2 Consider targeted plan updates: If all goes well, the Town could accomplish the majority of the recommendations of this plan within the next ten-to-fifteen years. If the town and its partners find themselves reaching and exceeding the goals and recommendations of this plan, then it will be necessary to update the plan to set new goals.
## Envision Williamston Community Plan: Implementation Strategy Board

|-----------------------|---------------------------------------------------------------------------------|------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|----------------------------------------------------------------------|
| **Economic Development:** Capitalize on Williamston’s Potential | • Develop retail retention/recruitment strategy  
• Food truck rallies and pop-up events  
• Walmart capitalization strategy  
• Main Street Challenge program  
• Recruit downtown restaurants | • Recruit additional retail  
• Develop Downtown Farmer’s Market  
• Explore retail incubator space  
• Winn-Dixie property redevelopment  
• Recruit ‘destination’ business downtown | • Financial tools for development-based infrastructure improvements  
• Explore facade master plan  
• Market study update | Williamston will succeed as a town with a multi-use downtown district with shopping, dining, offices, and increased residential units. |
| **Design and Planning:** Enhance Williamston’s Quality of Life | • Update landscape, zoning, signage ordinances  
• Component facade grants  
• Abandoned and dilapidated buildings strategy  
• Community gateway signage  
• Phase 1 wayfinding | • Expand trail network to connect key community assets and neighborhoods  
• Improve Brookdale Park and Caroline Center  
• Performing arts center demand and feasibility market study  
• Relocate library downtown  
• Realign Pelzer Avenue and create commercial edge on Winn-Dixie property | • Strategic neighborhood revitalization initiatives  
• Park connections from Mineral Springs Park to recreational fields, schools, Artory  
• Development-based infrastructure improvements | Building on quality public investments, Williamston will continue to create a welcoming community through a pacesetting 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 revitalized downtown area. |
| **Branding and Marketing:** Maximize Williamston’s Message | • Additional street banners to connect commercial districts  
• Plan implementation PR campaign | • Branded ads in area publications  
• Branded merchandise  
• Public art program  
• Creative downtown programming | • Billboards on I-85  
• Extended business hours campaign | 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. |
| **Organization & Implementation:** Getting the Job Done | • Adopt Community Plan  
• Create “Go Team”  
• Rebrand GWBA as PBA  
• HOWDY (Hands on Williamston Day, Y’all)  
• Annual meeting and report to thank volunteers and celebrate successes | • Partner with CTC and Anderson 1 for business and community development  
• Explore project-based partnerships with corporations  
• Explore development corporation model | • Explore partnerships with Pelzer and West Pelzer for regional recreational and cultural initiatives  
• Consider targeted plan updates | Williamston will build strategic partnerships with organizations and individuals that are committed to bringing the recommendations of the Community Plan to fruition. |

**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