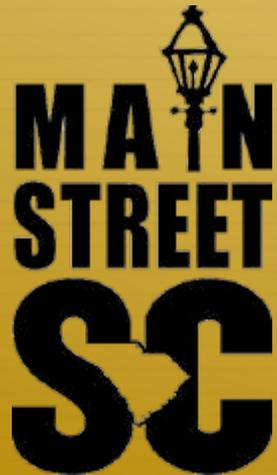
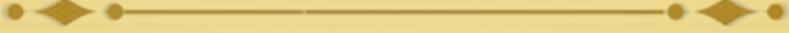


Pickens, SC

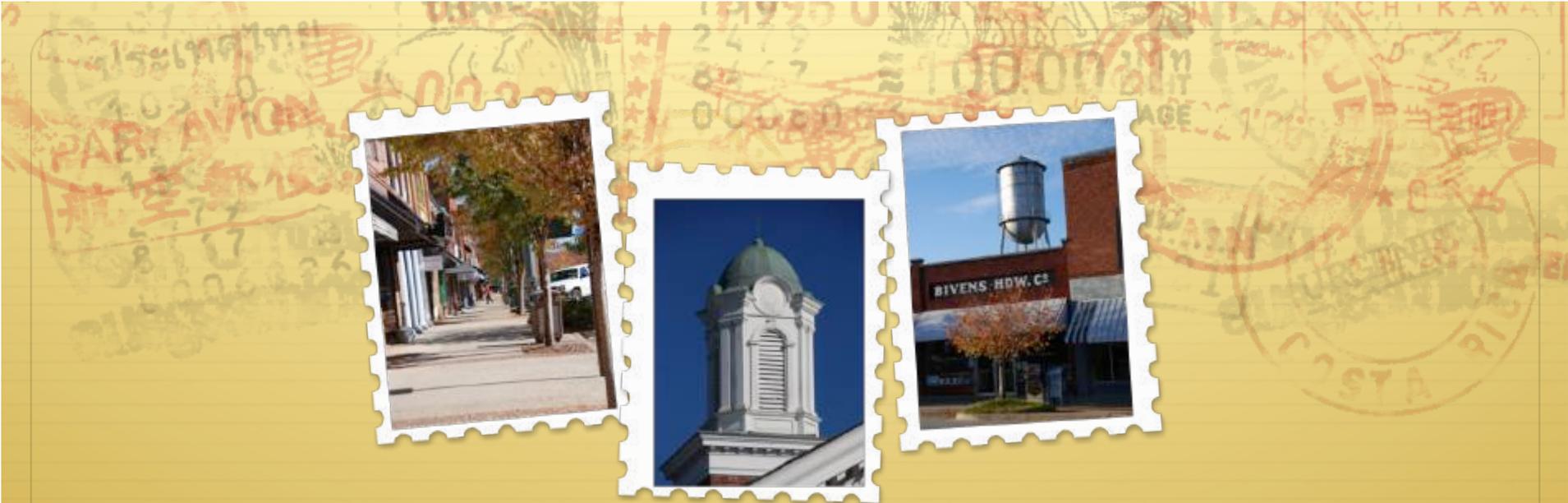


COMMUNITY PLANNING CHARRETTE
Final Presentation

Today's Presentation



- ✦ Market Analysis
- ✦ Wayfinding Signs
- ✦ Physical Recommendations
- ✦ Building Improvements
- ✦ Next Steps



The background features a yellow surface with faint, overlapping red stamps and text. Visible text includes "PAR AVION", "100.00", "AGE", "PURCHASE", and "COSTA RICA". The three postage stamps are arranged horizontally. The leftmost stamp shows a street scene with trees and buildings. The middle stamp shows a white classical building with a green dome. The rightmost stamp shows a brick building with a sign that reads "BIVENS HDW. CO." and a water tower in the background.

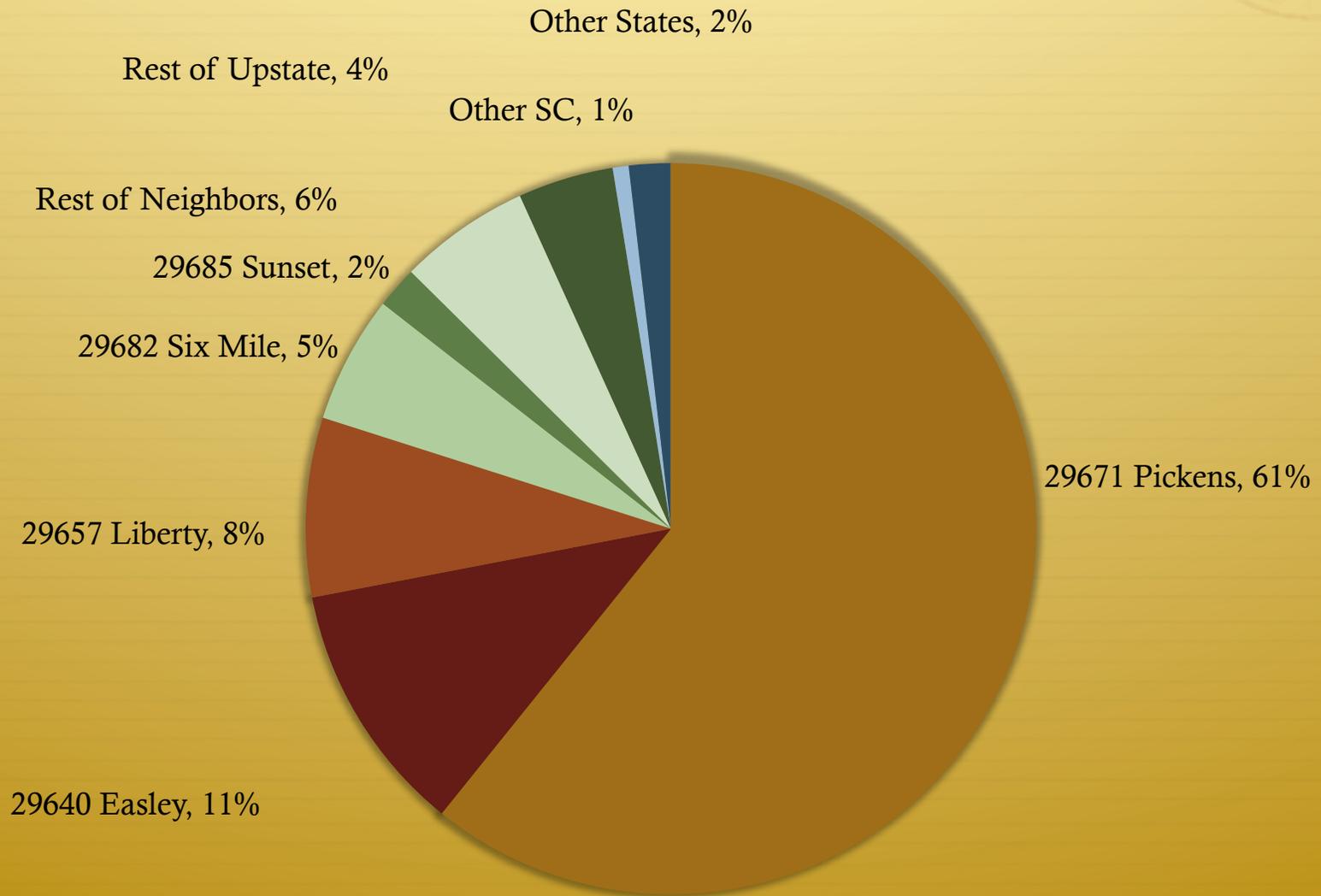
Market Analysis

◆ ◆ ◆ ◆ ◆

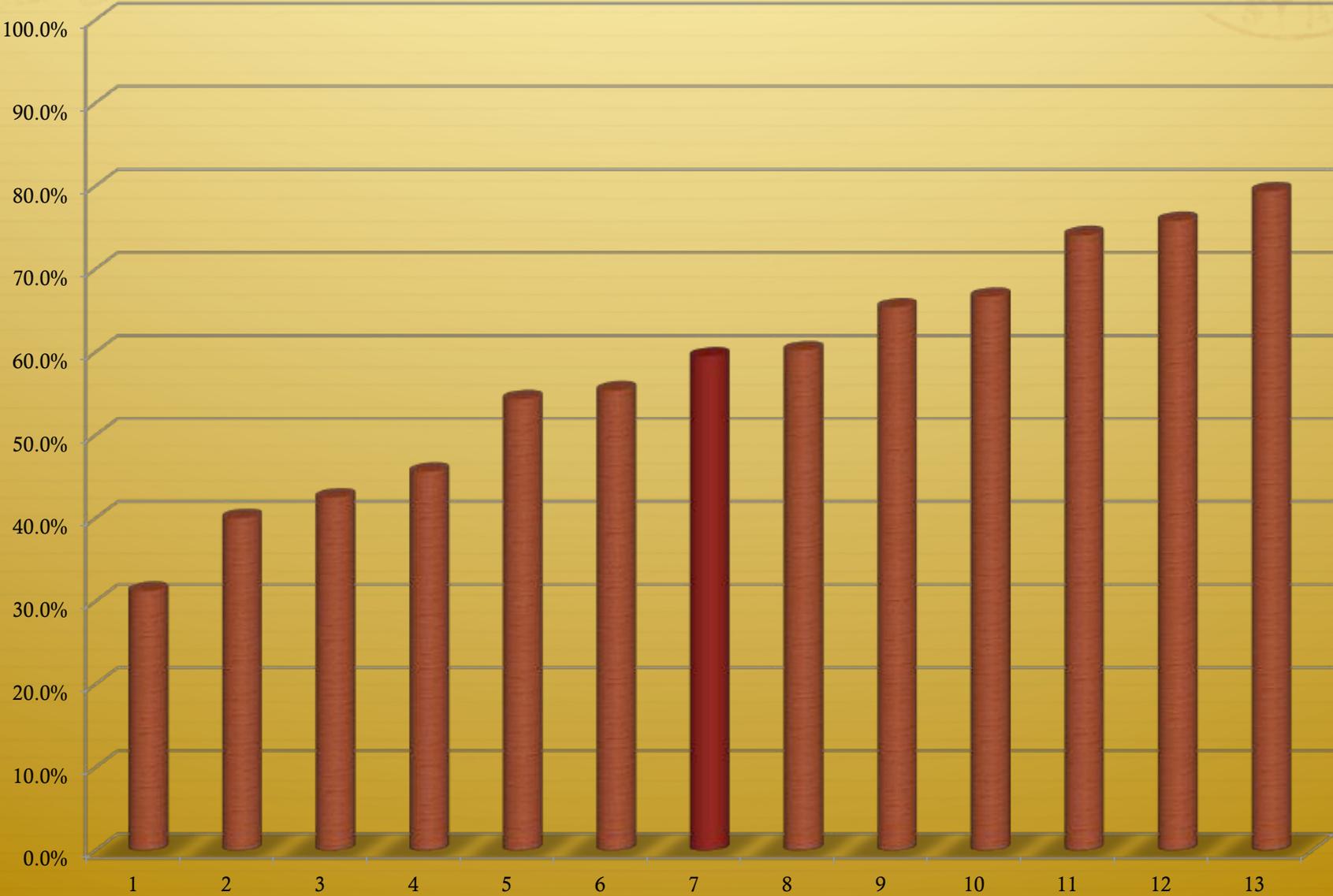
Market Analysis - Zip Code Survey

- ✦ Survey held in July 2012
- ✦ 12 Participants
- ✦ 1146 Recorded Visits
- ✦ 63 Unique American Zip Codes
- ✦ 10 States

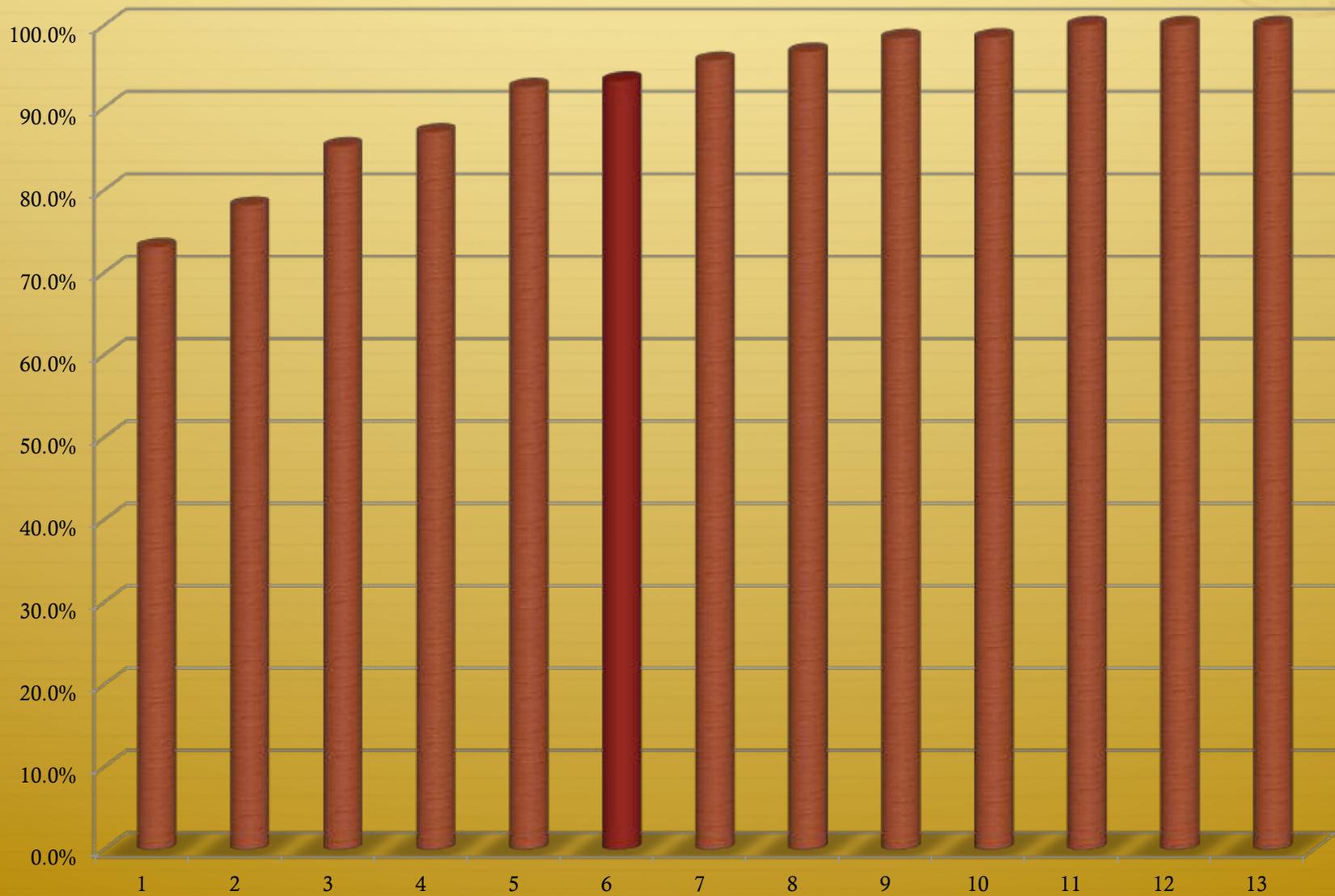
Where are they from?



Percent 29671 by Business



Percent Pickens and Neighbor by Business

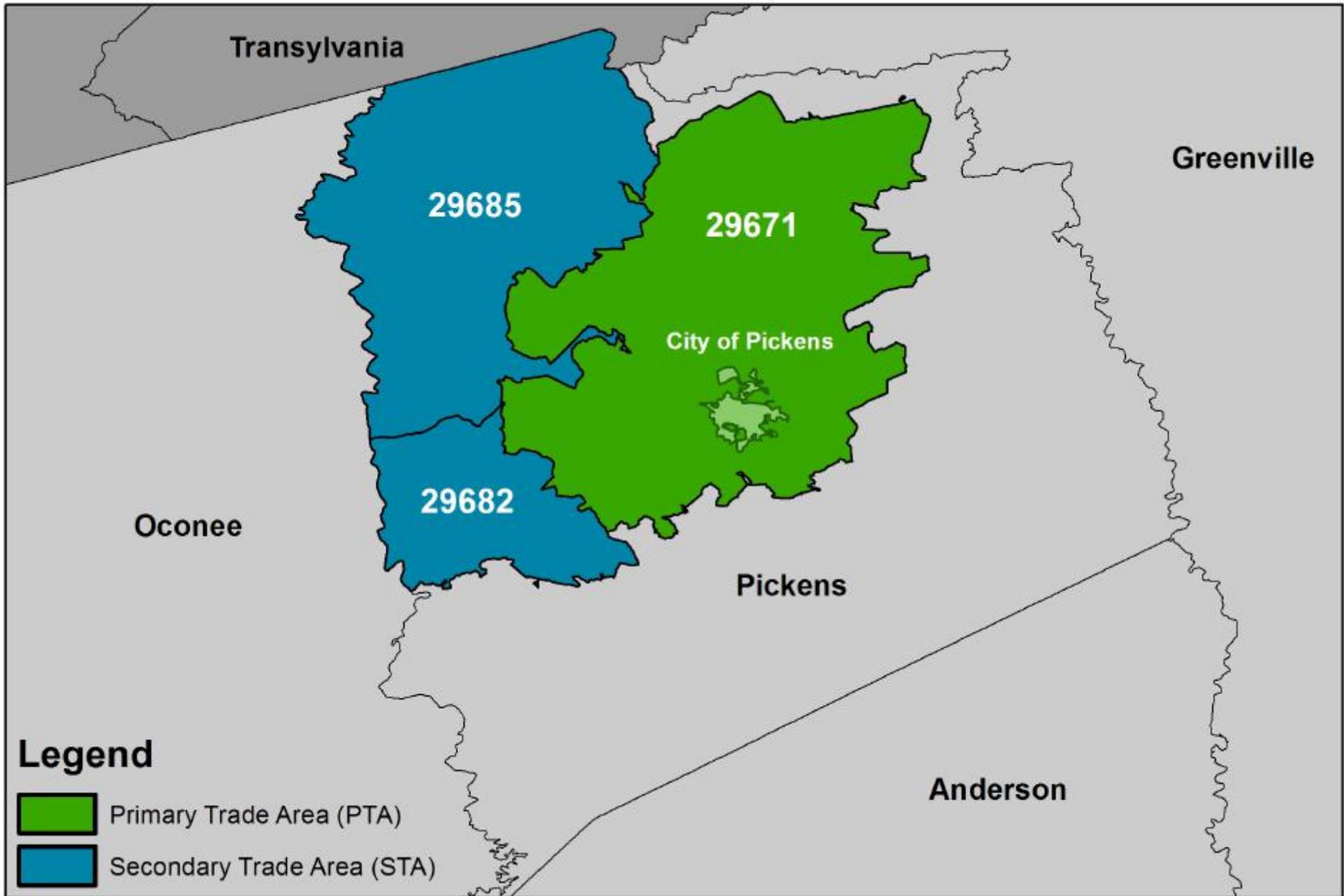


Percent Visitor by Business



The Trade Area Definition

Zip Code	Area	Population	Visits	Visits/1000 Pop
29671	PICKENS ALL	17,914	690	38.5
29685	SUNSET	1,694	32	18.9
29682	SIX MILE	3,606	64	17.7
29657	LIBERTY	15,264	90	5.9
29635	CLEVELAND	1,174	5	4.3
29640	EASLEY	30,666	127	4.1
29661	MARIETTA	6,075	17	2.8
29686	TAMASSEE	1,153	3	2.6
29676	SALEM	5,232	11	2.1
29630	CENTRAL	15,199	14	0.9
29643	FAIR PLAY	2,840	2	0.7
29642	EASLEY	30,447	19	0.6
29678	SENECA	22,776	6	0.3
29631	CLEMSON	12,995	3	0.2
29670	PENDLETON	8,810	2	0.2



Primary Trade Area Demographics

- ✦ 29671 grew by 14.4% between 1990 and 2000 that rate of growth declined significantly between 2000 and 2012 to 2.3%.
- ✦ 2012 Population of 29671 estimated at 17,914 and expected to grow to 18,066 by 2017.
- ✦ County Growth 2000-2012:
 - ✦ Pickens 9%
 - ✦ Oconee 14%
 - ✦ Anderson 15%
 - ✦ Greenville 22%
- ✦ Median Household Income is \$39,899 (comparable to surrounding areas but less than Greenville at \$45,936)

Secondary Trade Area Demographics

- ✦ 29685 and 29682 grew by 24.5% between 1990 and 2000 that rate of declined but remained robust between 2000 and 2012 at 14.9%.
- ✦ 2012 Population of the two zip codes is estimated at 5,300 and expected to grow to 5,580 by 2017.
- ✦ Median household income level is \$44,414.

Trade Area Statistics

- ✦ PTA Selected Store sold \$115.6 million
- ✦ PTA Consumers spent \$151.7 million
- ✦ Primary Trade Area is LEAKING \$36.1 million annually overall each year.
- ✦ STA Selected Store sold \$21.8 million
- ✦ STA Consumer spent \$41.8 million
- ✦ Secondary Trade Area is LEAKING \$20.0 million each year.
- ✦ Easley factor: imports \$63.5 million**

Primary Trade Area - Retail Market Potential

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$33,624,186	\$16,640,483	\$16,983,703	33.8	10
Automobile Dealers	4411	\$28,611,667	\$13,971,376	\$14,640,291	34.4	3
Other Motor Vehicle Dealers	4412	\$2,867,744	\$0	\$2,867,744	100	0
Auto Parts, Accessories & Tire Stores	4413	\$2,144,775	\$2,669,107	(\$524,332)	-10.9	7
Furniture & Home Furnishings Stores	442	\$3,365,963	\$373,650	\$2,992,313	80	4
Furniture Stores	4421	\$2,814,357	\$142,128	\$2,672,229	90.4	1
Home Furnishings Stores	4422	\$551,606	\$231,522	\$320,084	40.9	3
Electronics & Appliance Stores	4431	\$3,226,887	\$250,940	\$2,975,947	85.6	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,808,034	\$2,318,886	\$3,489,148	42.9	15
Bldg Material & Supplies Dealers	4441	\$5,293,964	\$1,240,532	\$4,053,432	62	6
Lawn & Garden Equip & Supply Stores	4442	\$514,070	\$1,078,354	(\$564,284)	-35.4	9
Food & Beverage Stores	445	\$26,942,710	\$19,491,082	\$7,451,628	16	10
Grocery Stores	4451	\$26,316,814	\$18,664,280	\$7,652,534	17	6
Specialty Food Stores	4452	\$169,981	\$149,030	\$20,951	6.6	2
Beer, Wine & Liquor Stores	4453	\$455,915	\$677,772	(\$221,857)	-19.6	2
Health & Personal Care Stores	4,464,461	\$6,539,349	\$5,211,687	\$1,327,662	11.3	4
Gasoline Stations	4,474,471	\$29,678,074	\$48,601,192	(\$18,923,118)	-24.2	13
Clothing & Clothing Accessories Stores	448	\$3,425,808	\$187,081	\$3,238,727	89.6	1
Clothing Stores	4481	\$2,178,828	\$0	\$2,178,828	100	0
Shoe Stores	4482	\$637,384	\$0	\$637,384	100	0
Jewelry, Luggage & Leather Goods Stores	4483	\$609,596	\$187,081	\$422,515	53	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,686,573	\$182,983	\$1,503,590	80.4	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$806,188	\$182,983	\$623,205	63	6
Book, Periodical & Music Stores	4512	\$880,385	\$0	\$880,385	100	0
General Merchandise Stores	452	\$17,662,933	\$10,495,484	\$7,167,449	25.5	9
Department Stores Excluding Leased Depts.	4521	\$11,173,626	\$700,550	\$10,473,076	88.2	3
Other General Merchandise Stores	4529	\$6,489,307	\$9,794,934	(\$3,305,627)	-20.3	6
Miscellaneous Store Retailers	453	\$2,136,875	\$1,113,913	\$1,022,962	31.5	16
Florists	4531	\$230,633	\$179,724	\$50,909	12.4	3
Office Supplies, Stationery & Gift Stores	4532	\$1,270,094	\$509,859	\$760,235	42.7	5
Used Merchandise Stores	4533	\$195,137	\$108,314	\$86,823	28.6	4
Other Miscellaneous Store Retailers	4539	\$441,011	\$316,016	\$124,995	16.5	4
Food Services & Drinking Places	722	\$20,818,104	\$11,005,526	\$9,812,578	30.8	31
Full-Service Restaurants	7221	\$8,026,576	\$4,604,348	\$3,422,228	27.1	19
Limited-Service Eating Places	7222	\$10,958,497	\$5,980,184	\$4,978,313	29.4	9
Special Food Services	7223	\$999,308	\$238,322	\$760,986	61.5	1
Drinking Places - Alcoholic Beverages	7224	\$833,723	\$182,672	\$651,051	64.1	2

Key Retail Targets

- ✦ Furniture and home furnishings.
- ✦ Clothing (specialty)
- ✦ Sporting goods, hobby, books
- ✦ Office supplies
- ✦ Gifts and antiques*
- ✦ Full service dining (and limited service though to a lesser degree)

Hotel/Entertainment Dynamics

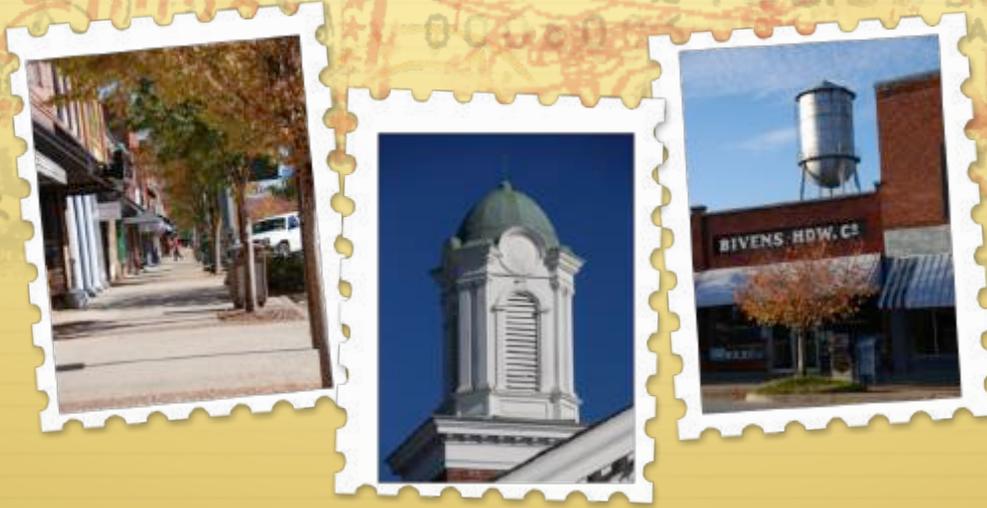
- ✦ Anderson/Clemson has consistently had the lowest quartile of occupancy, average daily rates, and REVPAR in the market geographies surveyed by Smith Travel Research for SCPRT.
- ✦ Opportunities for a “flag” hotel in Pickens would be very limited.
- ✦ We recommend a self catering “inn” for Pickens with 12-14 rooms that can be rented as corporate apartments or overnight to leisure travelers.
- ✦ There seems to be potential for a creative theater type use that could emerge over time – could begin with movies in the park (amphitheatre).

Observations and Conclusions

- ✦ Pickens is a growing market though not as robust as your neighboring communities... this should be viewed as an opportunity.
- ✦ Walmart will stem a good deal of the leakage and can serve to attract from a broader trade area – it should have limited impact on existing businesses provided those businesses
- ✦ Income levels are on-par with surrounding areas.
- ✦ Very strong OPPORTUNITY to capture visitors – up to this point there is little visitor traffic to downtown shops, lack of critical mass.

Observations and Conclusions

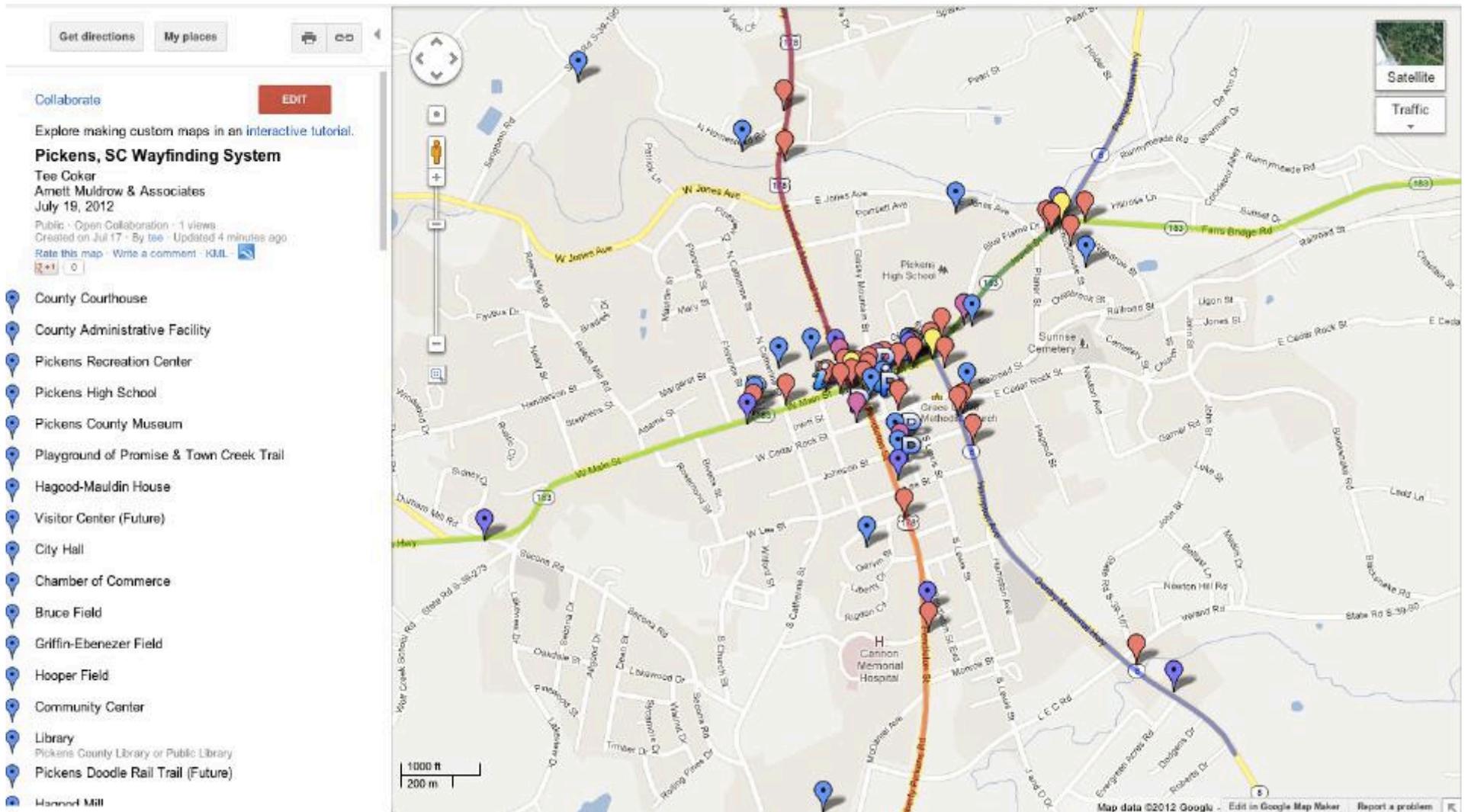
- ✦ Pickens is doing many great things that need to be connected together and marketed in the community and the story should be told regionally.
- ✦ Visitor traffic should be “cultivated” through a thorough wayfinding sign system.
- ✦ Consider launching a marketing initiative to the region.
- ✦ The community should consider incenting retail businesses in downtown and encouraging investment in additional office space close to the courthouse for legal firms.



Wayfinding

◆ ◆ ◆ ◆ ◆

Wayfinding System



Destinations

Historic Downtown
County Court House
City Recreation Center
Pickens High School
Playground of Promise
Town Creek Trail
Pickens County Museum
County Administrative Building
Hagood Mill
Hagood-Mauldin House
Visitor Center
Amphitheater
Bruce Field
Hooper Field
Pickens City Hall
Chamber of Commerce
Griffin-Ebenezer Field

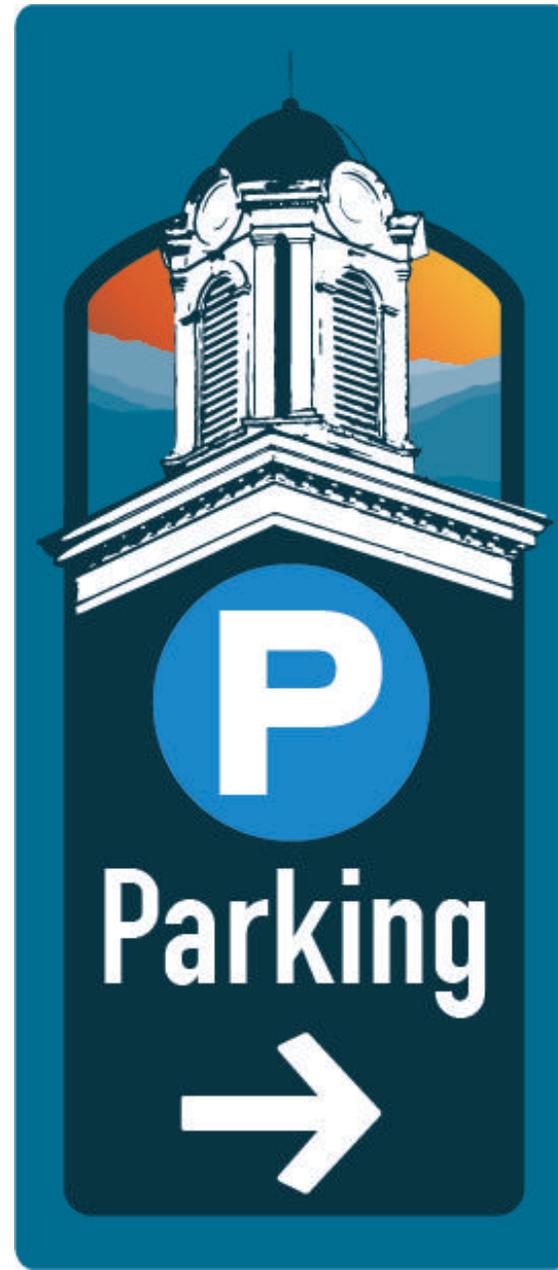
Sign Types

Gateways
Trailblazers
Parking
Kiosks





Welcome
Downtown
Pickens



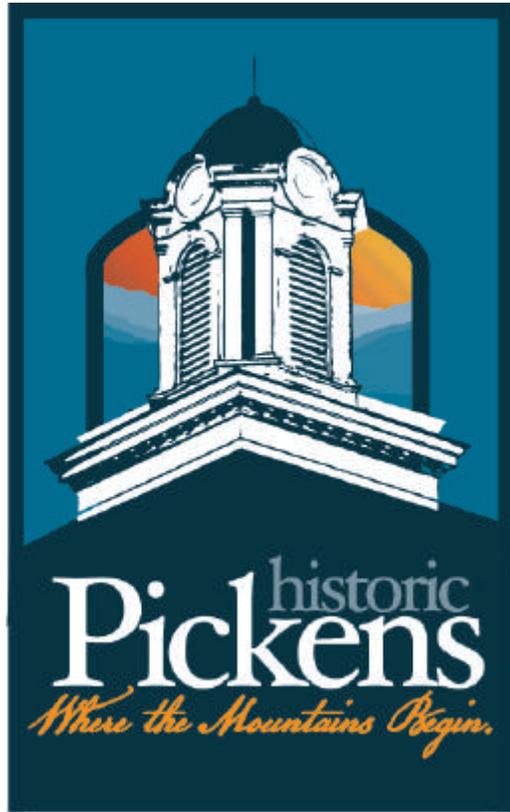


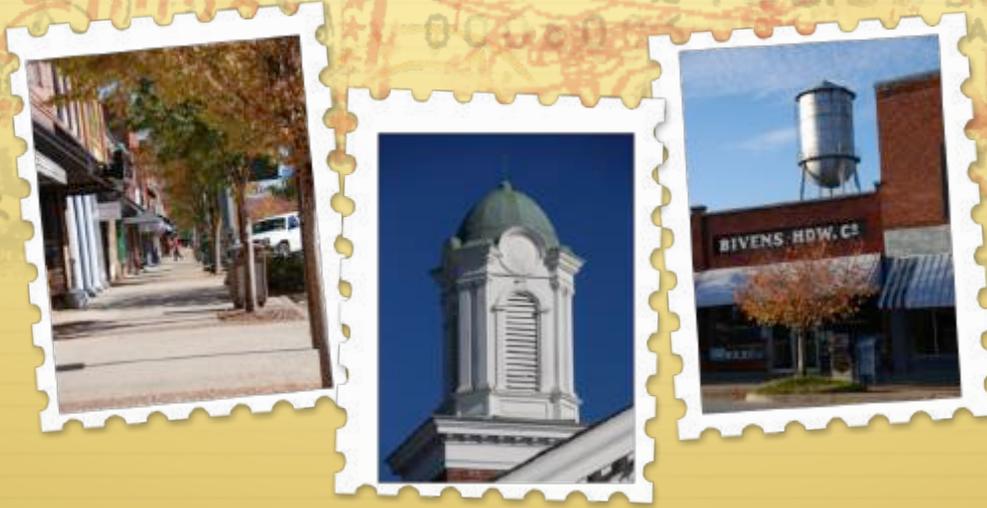
historic
Pickens

← **City Rec Center**

← **Pickens High
School**

County Museum →

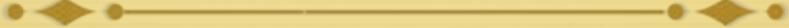




Physical Recommendations

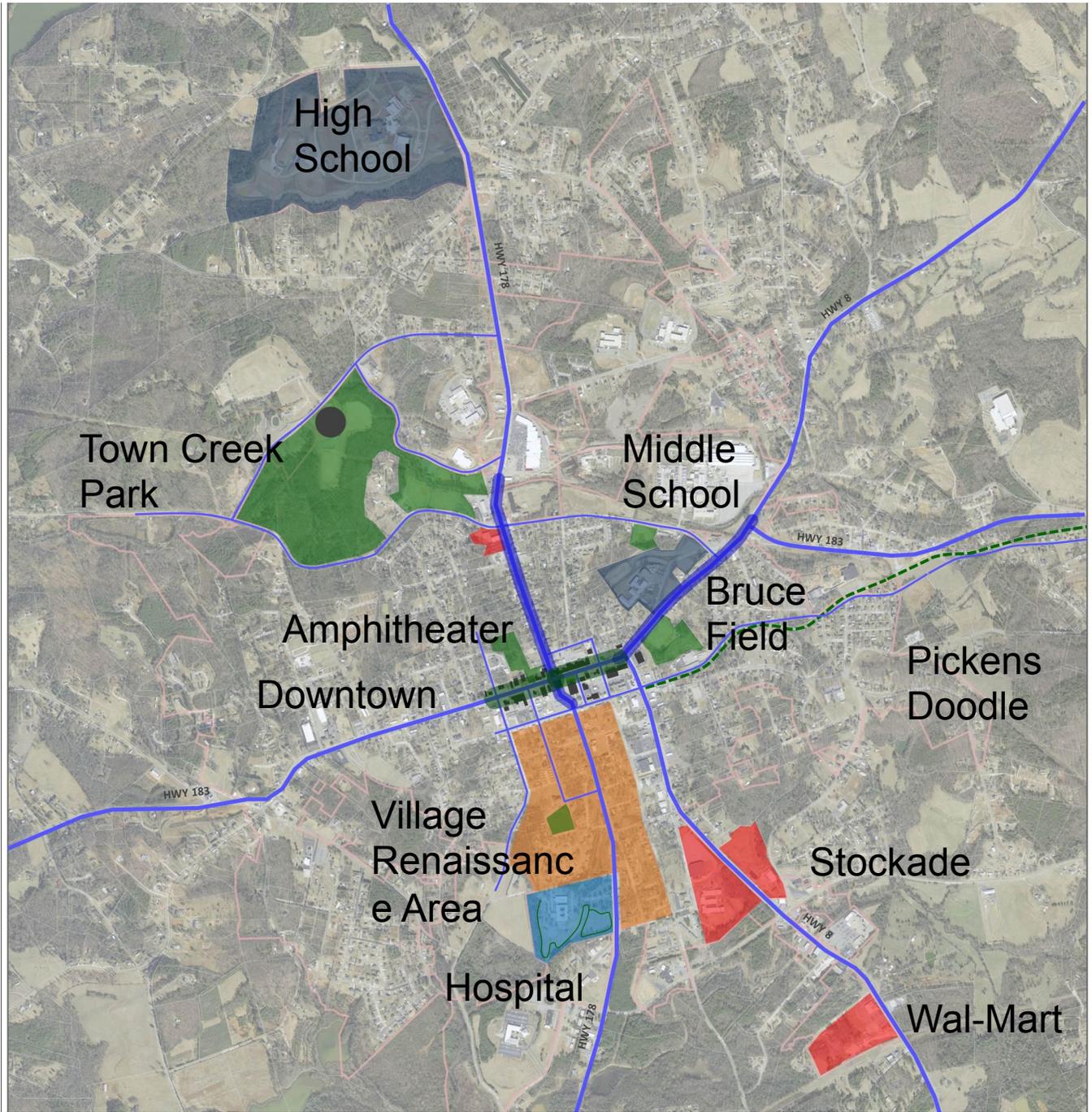
◆ ◆ ◆ ◆ ◆

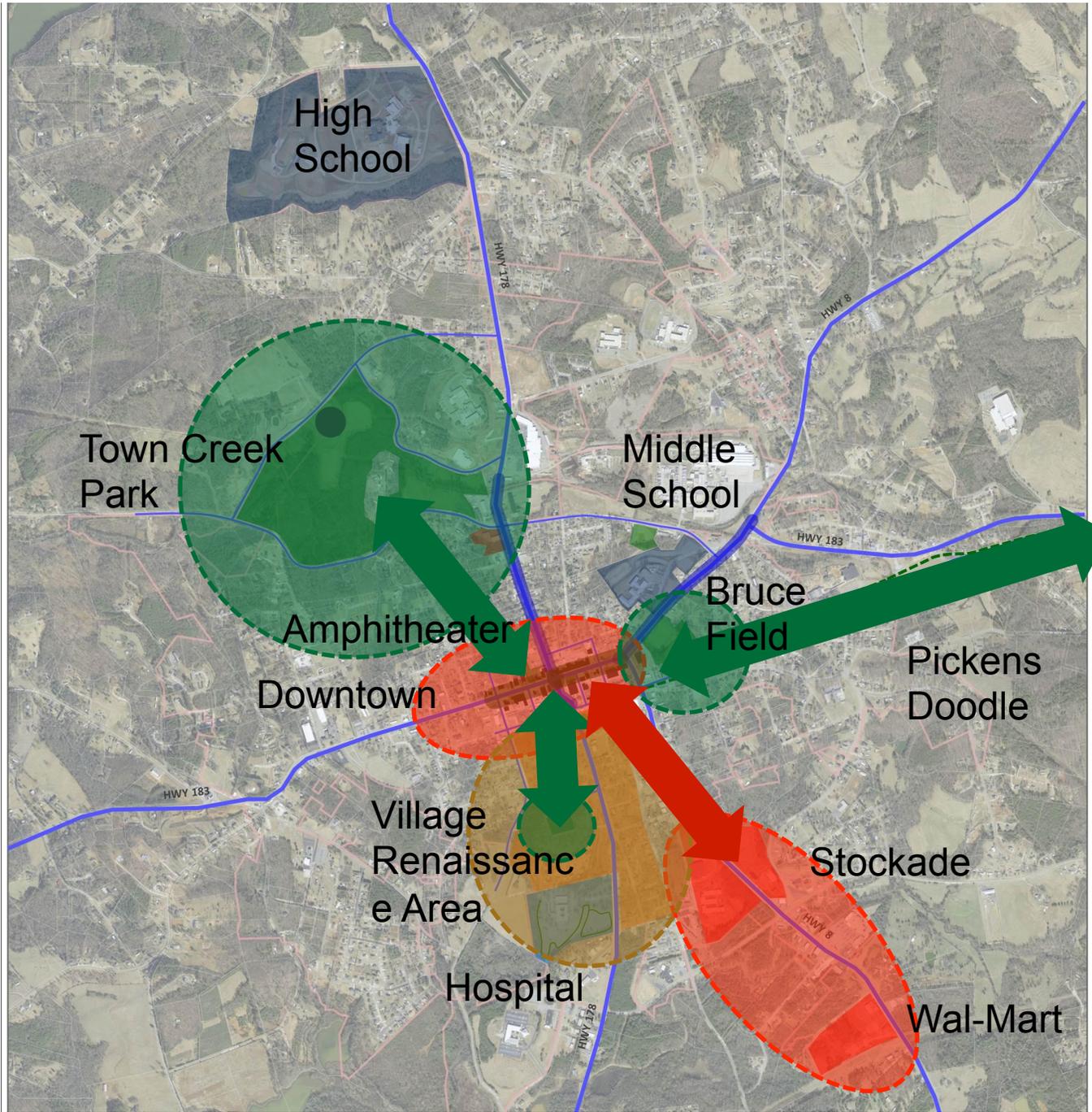
Physical Plan



Overall Strategies

1. Identify what you have
2. Connect the dots





High School

Town Creek Park

Middle School

Amphitheater

Bruce Field

Downtown

Pickens Doodle

Village Renaissance Area

Stockade

Hospital

Wal-Mart

HWY 178

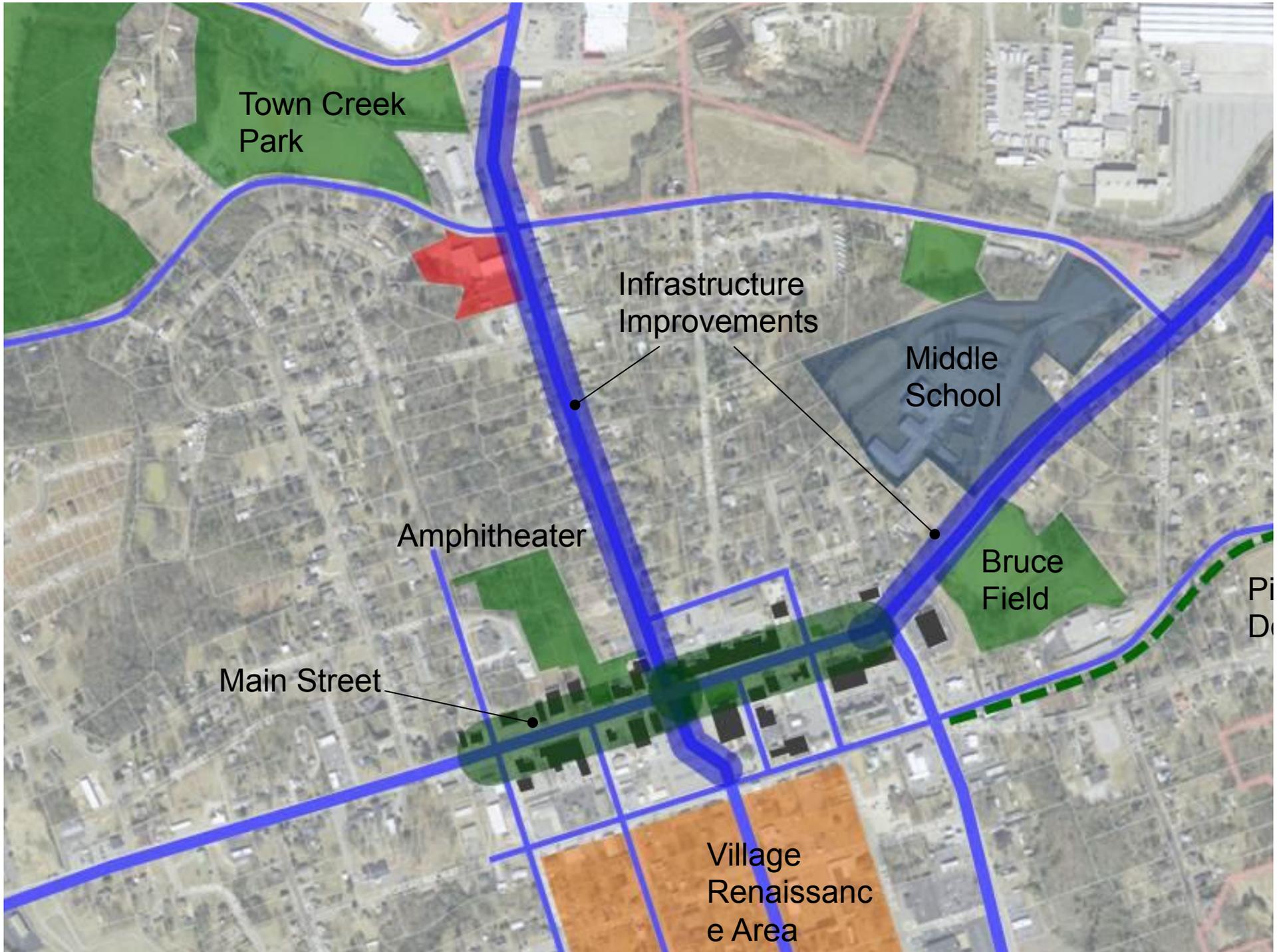
HWY 8

HWY 183

HWY 183

HWY 178

HWY 8



Town Creek Park

Infrastructure Improvements

Middle School

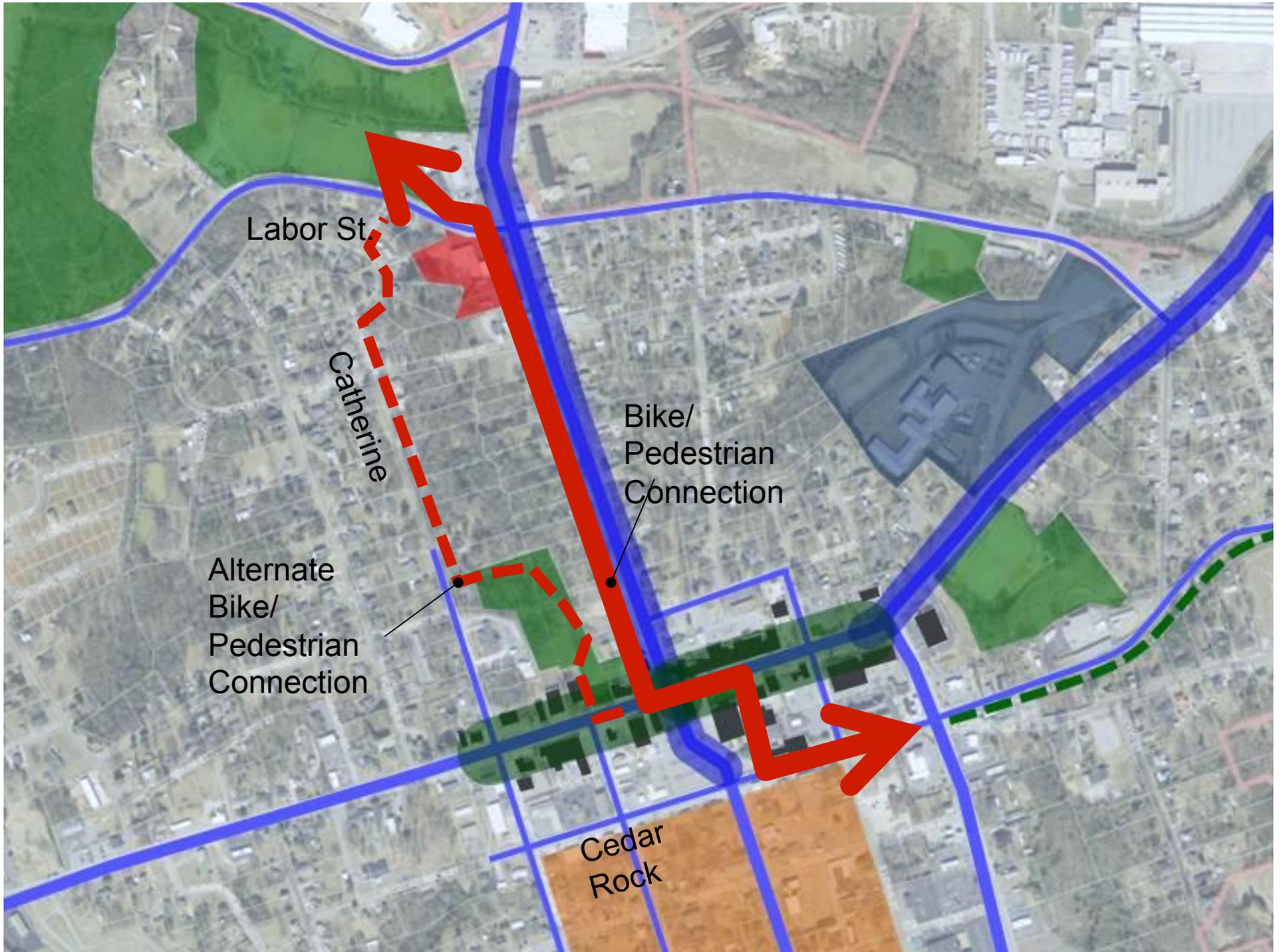
Amphitheater

Bruce Field

Main Street

Village Renaissance Area

Pi
D



Labor St.

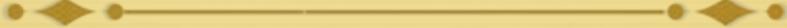
Catherine

Alternate
Bike/
Pedestrian
Connection

Cedar
Rock

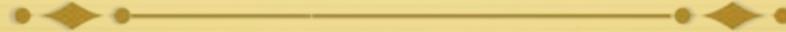
Bike/
Pedestrian
Connection

Connecting the Dots



1. Railroad Park and Bruce Field
2. Town Creek Park Area
3. South Gateway Area
4. Village Renaissance
5. Downtown Core

Railroad Park / Bruce Field





Bruce
Field

Railroad
Park

Pickens
Doodle
Greenway

Town Creek Park Area



Legend

-  Appalachian Lumber Greenway
-  Pump Coaster
-  Trail closings
-  Raised wooden trail features
-  Existing Un-named Trail (phase 1)
-  Overlook Trail (phase 1)
-  Creek Trail (phase 1)
-  Mill Trail (phase 1)
-  New Trails
-  Bridges





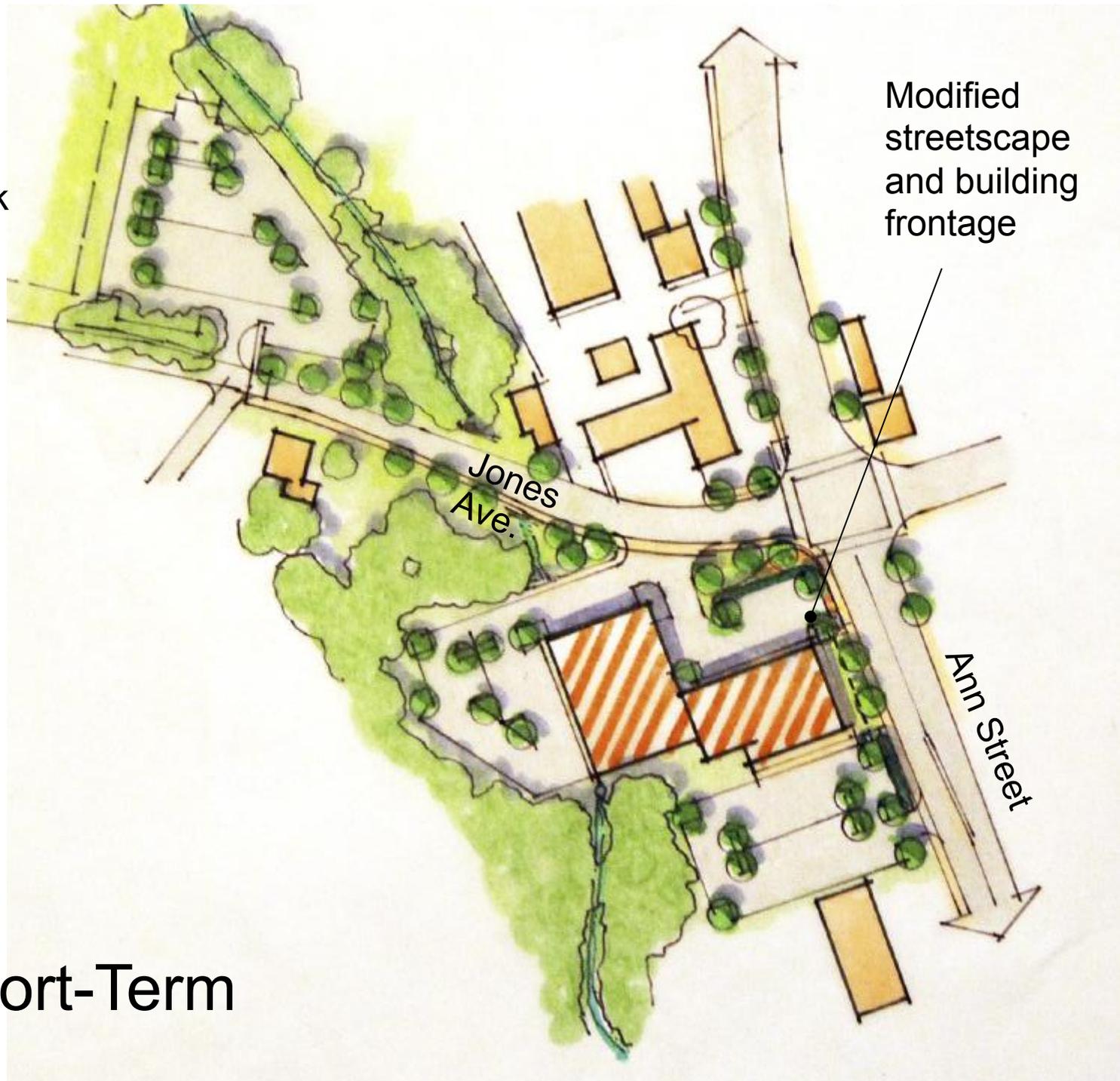
Current master plan shows large parking lot with no landscaping



Opportunity to incorporate landscape standards and bio-retention practices in proposed parking lot.



Town
Creek
Park



Modified
streetscape
and building
frontage

Jones
Ave.

Ann
Street

Short-Term

Town
Creek
Park

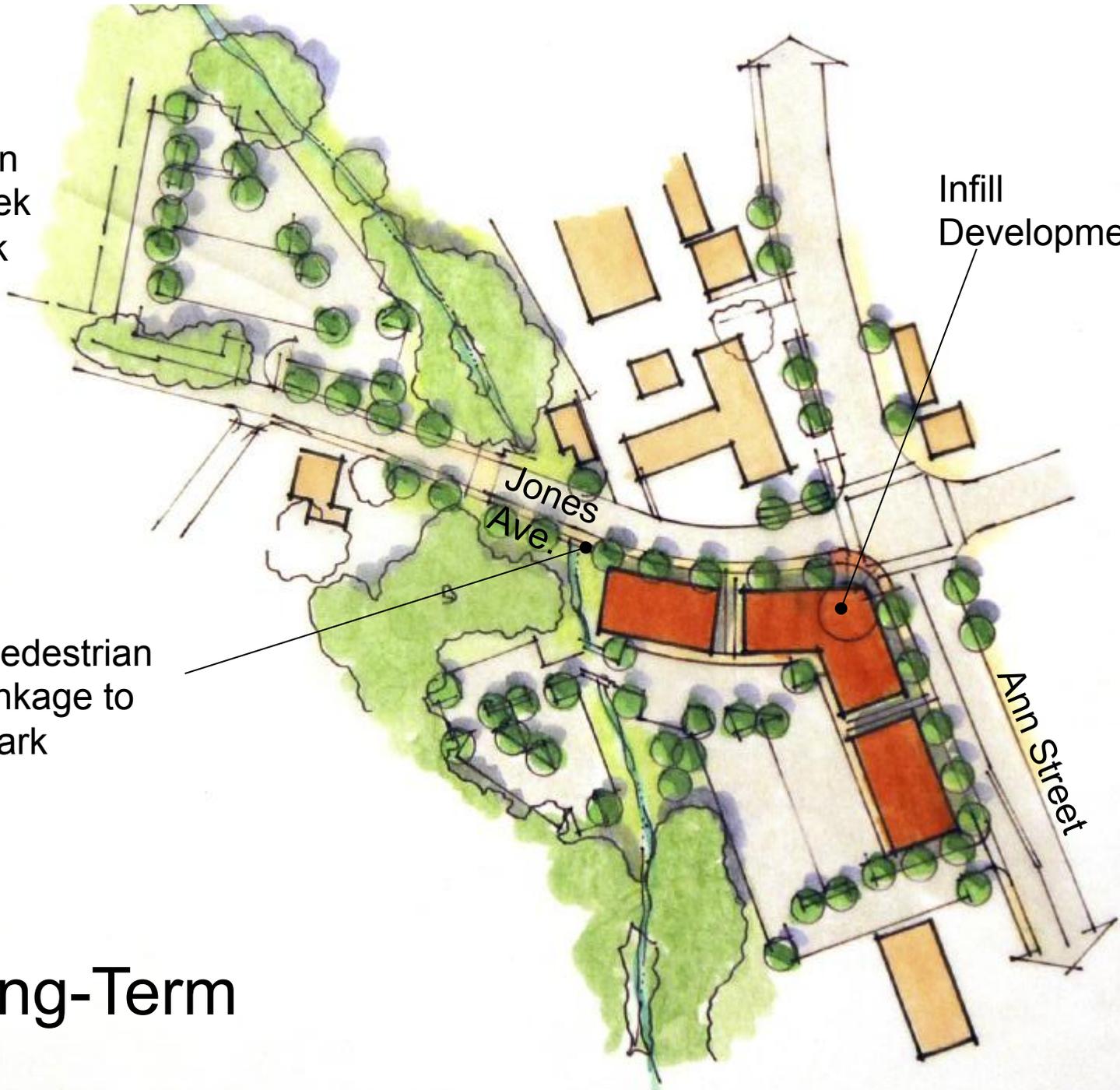
Infill
Development

Jones
Ave.

Pedestrian
linkage to
park

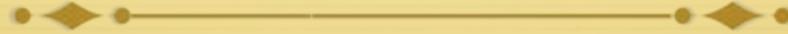
Ann Street

Long-Term





South Gateway Area





To Main Street

Griffin-Ebenezer Field

Hospital

Pendleton

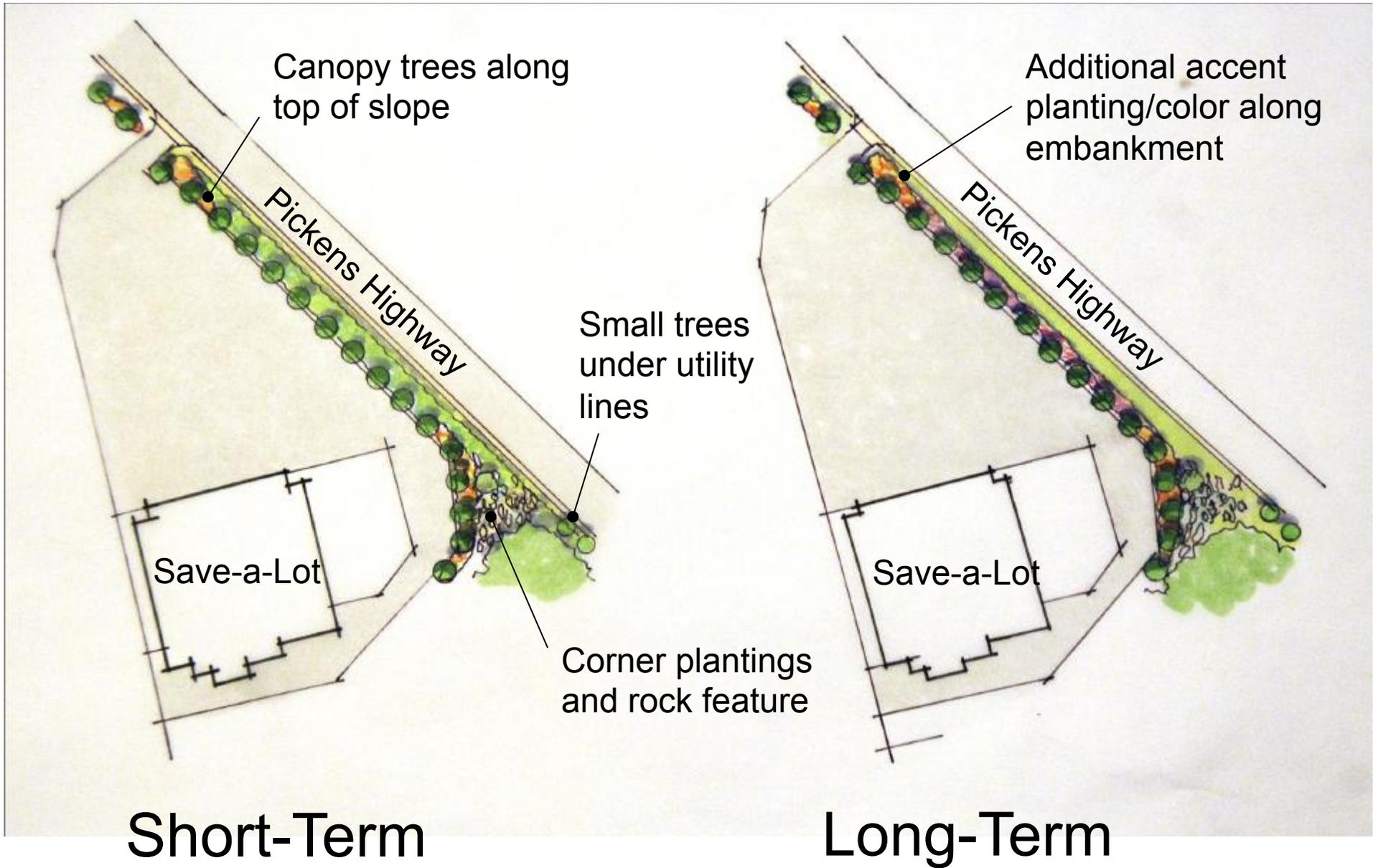
Infill Homes (small lot)

Infill Development (Parking below)











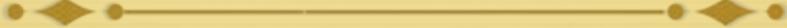


Alternate 1



Alternate 2

Downtown Core



- ✦ Infill development – anchor corners
- ✦ Limb trees / Add color
- ✦ Plant the right trees
- ✦ Animate sidewalks
 - ✦ Outdoor displays
 - ✦ Outdoor dining
- ✦ Enhance public spaces
 - ✦ Liberty Square
 - ✦ Memorial Plaza
 - ✦ Amphitheater





Infill - Anchor Corners



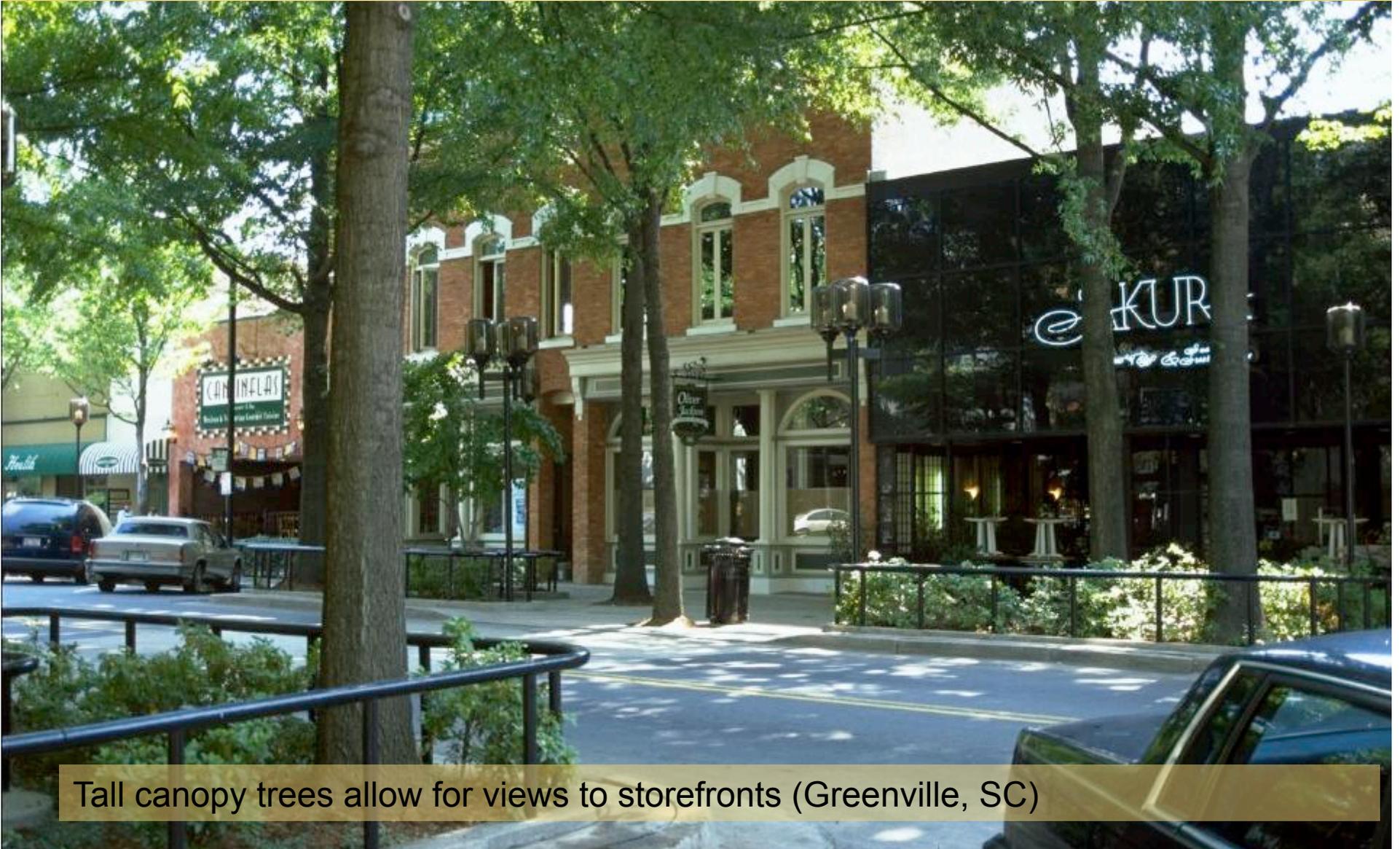
Architecture is effective at anchoring important intersections (Suwanee, GA)

Limb Trees



Consider removing Cherry Trees. Elms can be limbed up and will grow larger.

Limb Trees



Tall canopy trees allow for views to storefronts (Greenville, SC)

Limb Trees



Shade along Main Street is important in encouraging browsing







Plant the right trees



Canopy trees were used in the new streetscape along West Main Street. Over time, they will provide needed shade on the sidewalk.

Animate the sidewalks



Animate Sidewalks - Dining



Outdoor dining adds life to the street (Baltimore, MD and Shelby, NC)

Animate Sidewalks - Dining



Outdoor dining and umbrellas add color and life to the streetscape (Frederick, MD)



Outdoor dining in very tight spaces (Baltimore, MD and Carlisle, PA)

Animate Sidewalks - Dining



Outdoor dining and umbrellas add life to blank wall and narrow sidewalk (Holland, MI)

Animate Sidewalks - Dining



Temporary conversion of parking spaces to outdoor dining (Baltimore)

Animate Sidewalks - Displays



Outdoor displays add color to the streetscape (Centreville, MD)

Animate Sidewalk - Displays



Opportunity for outdoor displays and fresh window displays

Animate Sidewalk - Displays



Outdoor hardware store display adds color to the sidewalk (West Point, MS)



Example of window display

Enhance Public Spaces



Opportunity for exciting alley connection between new art gallery and visitor center

Enhance Public Spaces



Alley space becomes attractive connection to rear lot parking (Fort Collins, CO)









Enhance Public Spaces



Opportunity for adjacent uses to activate amphitheater space

Enhance Public Spaces



Use front onto important open space (Georgia)

Enhance Public Spaces



Open space adds value to adjacent restaurant (Milford, PA)

Enhance Public Spaces



Much of Liberty Square is in full sun throughout the day

General Design Considerations

1. Parking lot landscape
2. Street trees

Parking Lot Landscape



Small trees provide little shade and do not reduce scale of large parking areas

Parking Lot Landscape



Canopy trees provide shade and reduce visual impact of parking

Street Trees



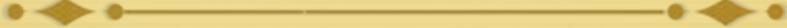
Canopy trees frame views and provide shade

Street Trees



Small trees block important views

Ordinance



Landscape Ordinance

- 1.Allow flexibility
- 2.Recommended plant list

Design Quality Strategies

Illustrative Design Guidelines

3.2

FAÇADE PROPORTION & RHYTHM

GUIDELINES FOR NEW BUILDINGS

Breaking Up a Building Facade to Achieve Greater Articulation



Block wall or perforated steel is inappropriate. It is the proportion of upper floor windows and landscaping that determine.



Facade articulation (reflected in glass pattern) creates a pleasing pedestrian experience across the building.

The façade is literally the exterior of a building that “faces” or “fronts” the street. It is the architectural front of the building and is typically distinguished from other faces by elaboration of architectural or ornamental details.

Building façades, or “frontages,” are critical to the pedestrian quality of the street. The width and pattern of façade elements can help pedestrians negotiate a street by providing a standard measure of progress. This is true regardless of the overall width of the building; for example, a building can extend for the full length of a block and still have a façade design that divides the building into smaller, pedestrian scale elements. The following guidelines deal with establishing a pedestrian-friendly rhythm in new buildings.

Guidelines:

- ❖ The characteristic proportion (relationship of height to width) of existing, adjacent building façade elements should be respected in relation to new infill development.

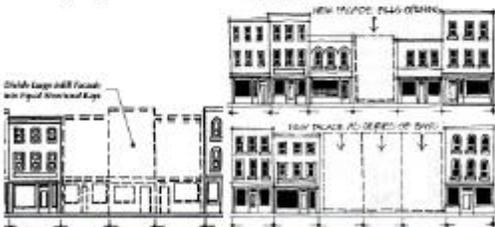
- ❖ Whenever an infill building is proposed that is much wider than the typical façades on the street, the new building façade should be broken down into a series of appropriately proportioned “bays.” (See photo and sketch examples on this page that demonstrate this technique.)



Long building not broken into bays with clear hierarchy and delineation of entry.



Long building not divided into bays with clear hierarchy and delineation of entry.



3.10

BALCONIES

GUIDELINES FOR NEW BUILDINGS



Well executed balcony and support bracket.



Example of historic balcony/canopy from downtown Alton.

Balconies are railed or balustraded platforms that project from the building to create a sense (sometimes actual, sometimes implied) of the interior of a building being extended to the outside. Seeded story balconies are characteristic of a number of buildings found in downtown Alton. When used appropriately in new buildings, balconies can add color, detail and functionality (i.e. access to outdoors from upper floors) that a building would otherwise lack.

Guidelines

- ❖ Integrate the balcony into the structure either by setting it into the building or by incorporating a well-detailed supporting bracket system.
- ❖ Introduce ornament and detailing in balcony railings to add character and visual interest to the building.
- ❖ Use appropriately scaled and detailed brackets or supports.



Contemporary interpretation of traditional balcony element creates a sense of continuity the rest of the building in its details.



Contemporary interpretation of traditional balcony element on this building introduces color and detail.



Appropriate balcony installation in downtown Alton.



Historic, cast-iron balcony installation provides a level of detail/ornament. Negatively, it should be questioned why you would have a balcony that is heavier than the facade that the building behind it is made of.



MUSIC &
INSTRUMENT
SALE 25% OFF

FOOTHILLS
GUN & PAWN
BUY SELL TRADE PAWN
FIREARMS JEWELRY
878-

RUBER
L.P.J.
IN STOCK!

1103

FOOTHILLS GUN & PAWN
BUY • SELL • TRADE • PAWN • FIREARMS • JEWELRY













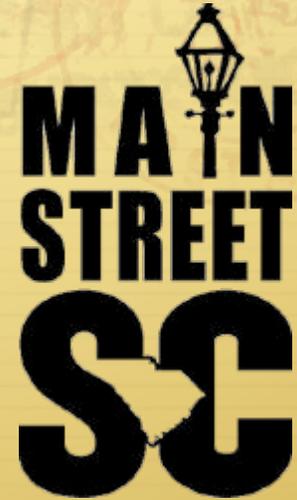








Next Steps



- ✦ Implementation Strategy Workshop
- ✦ Report and poster design
- ✦ On-going Support from Main Street South Carolina.