

Outstanding Public/Private Partnership

Main Street Hartsville and City of Hartsville

The City of Hartsville worked in concert with private developers to transform a parking lot into a retail corridor, complete with a boutique wine shop, upscale salon, frame shop and art gallery. The effort increased safety and downtown foot traffic, reinvigorated the downtown economy and expanded the tax base.

City officials turned an off-putting alleyway into a pocket park and entrance to the new retail corridor. Along the side of the newly developed space, East College Avenue – once known as rollercoaster alley – was repaired. The city also installed an archway across East College Avenue to welcome visitors to Coker College and the new shopping district.

An additional walking corridor connects the repaved parking lots to Carolina Avenue, the main thoroughfare to Coker College. The result: a downtown that is connected – not only on maps and in pictures, but also with partnerships among private developers, property and business owners, residents and city officials.