

APPENDIX C

City of Hartsville MASTER PLAN

ACKNOWLEDGEMENTS

City of Hartsville Master Plan

The Hartsville Master Plan was made possible by a generous grant from the Byerly Foundation through the work of the Community Foundation for a Better Hartsville.

Acknowledgements

As one member of the Master Plan Steering Committee stated during the first steering committee session, "We are starting at a good place." This master plan did start at a good place, an enviable place. Hartsville is blessed with tremendous community assets. From leadership, both elected and civic, to deeply rooted corporate citizens, from an intact downtown with thriving businesses to beautiful parks and natural resources, from a vibrant arts community to a diverse and innovative education community, Hartsville is impacting the world. The leadership within the City, particularly the Community Foundation for a Better Hartsville, values these assets, yet recognizes that the City should nurture them and be vigilant in ensuring that Hartsville remains progressive, prosperous and ready for future opportunities to grow, to attract and retain talent and jobs, and to remain a place people want to call home. The commitment of the City, the Foundation and members of the Steering Committee to the goals and success of this master plan is admirable and can position the City to become a more competitive force in building a sustainable future. Shepherding this master plan has been an honor and privilege for The Boudreaux Group team. Thank you for the opportunity.

Respectfully Submitted,

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The Steering Committee provided wonderful leadership, candid critique and thoughtful visioning toward the creation of this master plan. We are thankful for the commitment of each committee member to the process and to remain dedicated stewards of this plan.

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EXECUTIVE SUMMARY

Purpose OF MASTER PLAN

To address the design quality and appeal of downtown and the major corridors leading into the City of Hartsville.

- 4th Street
- 5th Street/US Business 15
- Carolina Avenue
- Downtown
- Oakdale Neighborhood

Goals OF MASTER PLAN

Be a Vibrant College Town

- Recruit and retain young professionals
- Maximize use of Center Theater
- Improve downtown
- Keep Hartsville local... and promote

Provide Diverse Housing Options

- Recruit and retain young professionals
- Redevelop Oakdale Neighborhood
- Redevelop former Thornwell School

Improve Gateways and Corridors into the City

- 4th Street
- 5th Street/US Business 15
- Carolina Avenue
- College Avenue
- Enhance 6th Street Corridor

Improve Coordination among the Hartsville Community Development Foundation, Main Street Hartsville, Greater Hartsville Chamber of Commerce, the City of Hartsville and Darlington County.

Guiding Principles OF MASTER PLAN

The following principles support the Master Plan and the Vision and should be used as a guideline for all new developments, projects and policies. For example: Does the development reflect the history of Hartsville as well as the progressive nature of the community? Do the policies support the continued revitalization of downtown? Does the project enhance the positive image and sense of community? Is the development intentionally designed to be authentic to Hartsville? Is the project sustainable (financially and environmentally)? Does the project increase the connectivity of its neighborhood to the larger context of the city? Does the project or policy advance the implementation of the Master Plan? Does the project or project encourage and engage partnerships? Does the project or policy elevate the city as a vibrant college town? These principles are timeless and should guide the city for generations to come.

Sustain downtown Hartsville as the vibrant center of commerce, culture, intellectual and creative capital, and civic partnerships within the city and the county.

Present a positive image of Hartsville through gateways and corridor development that reflects the values of the residents, the rich history of Hartsville and the promise of the future.

Require the highest quality design in all projects and developments in order to reflect community values, to elevate the sense of place and the human spirit, and to distinguish Hartsville as an innovative city committed to increasing the prosperity of all residents.

Increase pedestrian activity by creating safe and walkable connections within town that support educational, entertainment, cultural and retail activities; encourage and sustain new downtown residential development; increase the "college town" atmosphere of downtown Hartsville; reengage people with people and people to places, and encourage life-long wellness for all residents.

Create the partnerships necessary to implement and sustain the vision and to represent the values, needs and ideals of all residents.

It used to be that

January was a month for the residents of Hartsville to catch their breath from a busy holiday season. However, for the past two years, January has become the kick-off to the annual Hartsville Innovation Symposium that now draws over 500 leaders in education, entrepreneurship and the arts from across the country. This year, the International Town and Gown Association is holding its annual conference in collaboration with the symposium since Hartsville is lauded as a rising star in the top College Town rankings. The symposium began five years ago as a conference for potential investors in downtown. The response to the conference was so positive that the symposium was created as an avenue to explore and implement economic, cultural and scientific programs that can be implemented and sustained in predominantly rural areas. Hartsville is an ideal place for these discussions and provides numerous case studies for participants to experience first-hand the committed and vibrant synergy within the corporate, educational and cultural communities.

The continued collaboration among the Duke Energy Center for Innovation, Coker College, Florence-Darlington Technical College, the Governor's School for Science and Mathematics, Sonoco, Duke Energy, the Byerly Foundation, the City of Hartsville, Main Street Hartsville, Coker Farms and Darlington County makes this possible and is a testament to the spirit of community within Hartsville. This collaboration has had such a positive impact in the Pee Dee on creating jobs, increasing the high school graduation rates and inspiring residents to pursue higher education and careers in STEM-related fields as well as agriculture and creative fields.

Taking advantage of all possible clichés of its name, the City of Hartsville is banking on being the *Small Town*

with a Big Heart... a big and healthy heart. Following the symposium, residents and businesses prepare for the city's biggest festival of the year: Party Hearty in Hartsville, which takes place the week of Valentine's Day. Party Hearty in Hartsville raises awareness of and funds for heart research at the Carolina Pines Regional Medical Center. The medical center is recognized as a leader in rural wellness and health delivery, focused on lowering diabetes and heart disease in the Pee Dee. But the medical center is not alone in this. The YMCA is working closely with the medical center to encourage healthier lifestyles and exercise programs. The Y has engaged the Hartsville Polar Bear Cycling Club and athletes from Hartsville High School and Coker College to serve as captains/coaches for numerous walking, running, cycling, and weight lifting clubs for all ages. Collectively, these programs have helped lowered the incidents of diabetes and heart disease within the county over the past three years, with more success each year. Exercise and healthy eating habits are mainly responsible; however, research is showing that the sense of community and of belonging to a group contribute to the success of the wellness and health initiatives. Hartsville is one healthy place.

Party Hearty has a week of education programs such as cooking classes with local celebrity chefs. The Hartsville Young Professionals and Hartsville Polar Bear Cycling Club are sponsoring the Party Hearty Triathlon: run/walk, bike and Zumba. The city is hoping to break the world record for the largest Zumba class on the Red Foxes football field. *The Today Show* will be on hand for the gala and document the personal stories of residents who have turned around their lives. At the gala, everyone will celebrate those who have made the greatest healthy changes, the announcement of the funds raised and the crowning of the King and Queen of Hearts.

Building on the party theme, Hartsville started two other festivals to celebrate its cultural and intellectual assets.

Party Smarty is a week-long celebration of higher education and the intellectual diversity in Hartsville. As one of *Livability.com's 2018 Top 20 College Towns Under 25,000 Residents*, there is so much to celebrate. Coker College, FDTC, the Governor's School and the Duke Energy Center for Innovation have taken college town to heart and worked tirelessly with the city to promote and support this culture. People have noticed, particularly retirees looking for a small town atmosphere but still wanting access (availability and walking) to big city amenities such as vibrant restaurants and arts, a local bookstore, wellness and healthcare, and numerous opportunities for lifelong learning. *Carolina Living* magazine recently published an article on Hartsville's accolades and have documented hundreds of requests for more information on this charming college town.

One of the most exciting Party Smarty events is the Sonoco Regatta. Teams from Coker, GSSM, FDTC, HHS, Scouts and Boys and Girls Clubs design and construct boats out of Sonoco products then race across Prestwood Lake. The challenge is a way for Hartsville students to become familiar with Sonoco products, learn about innovation through collaboration and the integration of science, math, engineering, art, teamwork and good old fun. Each team has members from all schools and works together for a week to design and construct the boats. Each team also has a member of Sonoco's company to advise on the materials. The week culminates with a party at Lawton Park.

Party Artsy in Hartsville has become a much anticipated regional arts festival that celebrates the arts while raising funds to support the public art program, the Black Creek Arts Council, the Hartsville Museum,

K-12 arts programs, the Kalmia Artist-in-Residency Program, and a juried biennial art exhibit throughout the city and Coker College. The week is full of concerts, exhibits, readings, a musical review and a play at Center Theater, demonstrations and classes. Visitors love looking for the Red Foxes downtown and strolling from venue to venue. The festivities end with a costume party and prizes for those with the most outrageous and creative costumes.

There is so much to celebrate in Hartsville. These three festivals not only bring the community together to revel, but they invite so many others in to experience the city.

Second Thursdays has become one of the most popular monthly events downtown. Businesses stay open later, restaurants and galleries showcase local food, art and musicians. People stroll about downtown, dining, meeting friends for drinks and coffee, gallery browsing, and enjoying the open houses at Revolution Renaissance. You never know what to expect from this community of creative entrepreneurs. Revolution Renaissance is a new neighborhood of livework units along Railroad Avenue. Local developers are looking for property in downtown to build more of these units in order to meet the demand from faculty, recent graduates and the numerous young professionals moving to Hartsville in search of a well-supported business, technology and arts incubator environment and a thriving community to raise families.

The Butler Heritage Foundation will celebrate the opening of Butler Village in March. Butler Village is a residential community on the grounds of the historic Butler High School for active retirees who want to serve the community by working

Vision STATEMENT

with youth in after school programs, disabled veterans and other adults looking to enhance life skills. The beautiful gardens of the Village and the renovated high school buildings will serve as living labs and classrooms for the retirees to mentor, teach, advise and build relationships. Butler Village is gaining national recognition for its intergenerational approach to building healthy neighborhoods while celebrating the heritage of the school. The Village has had a positive impact on economic development activity along 5th and 6th Streets. With 70 new residents in the Village and numerous new families moving into the surrounding neighborhood, a new grocery store has recently opened as well as a coffee shop, two locally owned restaurants and numerous professional offices.

The leadership of the city is dedicated to ensuring the city remains prosperous, safe, healthy and beautiful. This is evident at the beautiful entrances at the city limits and along the corridors leading into downtown and throughout the city. Numerous organizations and businesses have adopted these gateways and corridors and help the city care for them. The return on investments has been impressive. Downtown businesses have seen a 148% increase in business due to visitors traveling on Highway 151 and being drawn to downtown. When asked what brought them to town, visitors frequently respond with the following.

"We were so charmed by your gateways, landscaping and signage that we just had to see this town."

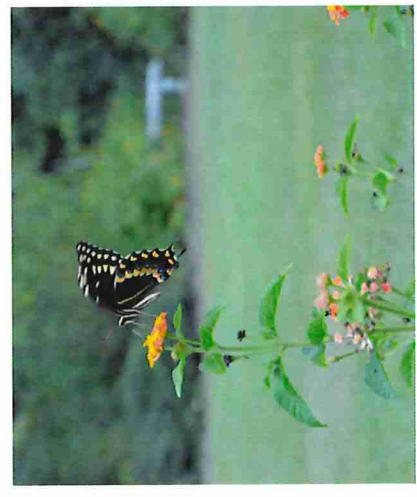
"We can't go to the beach without stopping for some frozen yogurt from yogART and some good beach reading from Burrys."

"We love taking home honey fried chicken and some local produce from the Market."

"I love walking around downtown and grabbing lunch."

But, first and foremost, Hartsville is a beloved hometown. Hartsville provides a wonderful, welcoming community that is grounded in the values of family, faith, life-long learning, beauty, fun, and stewardship and love for one another and the place. People no longer need incentives to move to Hartsville. Hartsville is where people want to be.

But, first and foremost, Hartsville is a beloved hometown. Hartsville provides a wonderful, welcoming community that is grounded in the values of family, faith, life-long learning, beauty, fun, and stewardship and love for one another and the place. People no longer need incentives to move to Hartsville. Hartsville is where people want to be.





This master plan was undertaken in order to address the design quality and appeal of downtown, the Oakdale Neighborhood and the major corridors leading into the City of Hartsville, specifically:

- 4th Street
- 5th Street @ 151
- College Avenue
- 5th/6th Intersection
- West Carolina @ 151

During the master planning process, the scope was adjusted to address those corridors and issues that are most pressing over the next five years. Carolina Avenue is in good shape relative to the other corridors, so was removed as a focus area. Input from the public and through focus groups illuminated the needs of the 6th Street corridor, particularly relating to the development of the Butler High School campus, the proposed enhancements of the gateway at the intersection of 5th and 6th Streets, and the efforts to complement the improvements to Pride Park.

Housing became a major challenge very early in the master planning process. While Oakdale Neighborhood is a priority development area for the City, particularly in providing housing, there is resounding support and need for more, market rate housing options, rental and purchase, within downtown. In addition to Oakdale Mill Village, the Thornwell School site and the Railroad Avenue/4th Street area are good candidates for housing redevelopment.

Implementation of this master plan will require a strong, long-term commitment by the city and by residents and the business community. In a 2008 study, *Restoring Prosperity*, the Brookings Institute identified four key elements to community revitalization. These elements, shared below, should be taken to heart by the City of Hartsville.

1. Strong leadership is essential.

Vital to the revitalization of each of these communities was strong leadership, which, self-evident as its importance may be, can't be taken for granted. In each city, civic and political leaders' willingness to come together to develop and implement a bold vision for recovery was the key driver of change. Without such leadership, these cities would have been unable to move beyond the parochialism, conflict, and inertia that continue to weigh many older industrial regions down.

2. Success requires vision and planning.

While serendipity and luck are often cited as important, if underrated, components of economic success, bold vision and a clear strategy are stronger bets. In all three of these communities, strong leadership was manifested in the creation and implementation of a defined vision and plan for reaching it—whether focused on transforming the physical landscape, as in Chattanooga, uniting the political and economic region, as in Louisville, or promoting better cooperation among the city, its suburbs, and the broader region, as in Akron.

3. You're all in it together now.

Strong leadership comes in many forms, and emerges most forcefully when leaders from different sectors work with one another toward common goals. These communities were able to turn their best laid plans into concrete actions—and concrete successes—because business, government, and the non-profit communities all recognized the dire need to change their city's current trajectory, and put their respective strengths to work, collaboratively, for change.

4. Place matters—take advantage of it.

The history of where, why, and how cities grew as they did provides an important backdrop to their present economic, cultural, and social development. Just as cities can overcome the disadvantages of place—limited water supply, cold weather, earthquakes—so, too, must they recognize, and maximize, the advantages. Each of these cities has made capitalizing on their respective assets—the river in Chattanooga, the central location of Louisville, expertise in polymer chemistry in Akron, and downtown core of all three—a principal part of their recovery.

This master plan is a roadmap for how the city can develop in order to meet the vision and goals of the community. The plan should guide decisions, particularly through the integration of the Guiding Principles. The plan also should allow for flexibility and updates (every three to five years) to respond to changes in business and industry, the needs of other areas of the city, capital projects investments or yet-to-be imagined projects and opportunities. In the end, the plan is about how to make the City of Hartsville an even more authentic, beautiful and prosperous place for people to live, work, play and visit.

PHASE I

THREE TO NINE MONTHS START

MASTER PLAN IMPLEMENTATION TIMELINE

IMMEDIATE PROJECTS (one to six months)

- Present to Planning Commission for review and support
- City Council Retreat to Address Master Plan
Recommendations: budget, ownership and stewardship of each strategy
- Work with Butler Heritage Foundation to plan redevelopment of the Butler campus
- Organize group to address and redevelop the site at the intersection of 5th, 6th and Lawton Streets
- Gateway: Virtual - website coordination
- Develop and Implement Knowledge Branding that promotes Hartsville as a knowledge and higher education community
- Stripe Pedestrian Crossings at College Avenue and 4th Street
- Review CFBH bylaws to insure it can function as a Community Development Corporation (CDC)
- Celebrate Progress

Economic Strategies

- Create a working cultural collaborative among the City of Hartsville, Main Street Hartsville, the Greater Hartsville Chamber of Commerce, Coker College, and the Black Creek Arts Council
- Establish a strong partnership with Darlington County to implement master plan
- Identify and Promote Heart of Downtown
- Create a Tax Increment Financing (TIF) District in downtown to help stimulate new investment through infrastructure investment and utilize the existing MCBP to enhance downtown development.
- Create an Entrepreneurial Culture by supporting and encouraging the cooperation of the Duke Energy Center for Innovation with the network of young professionals at existing partners including Coker, GSSM, Sonoco, FDTc, the Greater Hartsville Chamber of Commerce and other civic groups as well as integration with the existing academic programs at Coker, the GSSM and Hartsville High School with the Duke Energy Center for Innovation.
- Work with businesses in heart of downtown to establish "college town" hours and services.
- Stimulate additional housing opportunities in the downtown area, the City should review its building codes and regulations to determine if any could be amended to foster new housing development – in partnership with the CFBH/CDC and local banks.

Oakdale Village

- Initiate Housing Development: market to developers or issue an RFP for developers
- Close access to Dove Street from Easy Street *(in process)*

Gateways

- 151 @ West Carolina Avenue
- City Limits @ South 5th/6th Streets
- North 5th Street

Corridor Development

- College Avenue, North 5th Street to South 4th Street

Community Development

- Create an annual back to school celebration for Coker College, GSSM, FDTc and Hartsville K-12 schools
- Engage the Hartsville Young Professionals, particularly as new community leaders
- Create a working "Co-Creator" group to implement the master plan
- Establish and promote a pedestrian friendly/walking route in downtown
- Establish a comprehensive recognition and promotion program for students and faculty

Update Master Plan and Celebrate Progress

PHASE 2

Economic Strategies

- Develop incentive and marketing program for co-working spaces in downtown
- Focus on growing retail, dining and entertainment businesses downtown
- Promote and support outdoor recreational opportunities such as cycling, kayaking, fishing
- Maximize use of the Center Theater
- Host a Downtown Business Summit: *Becoming a College Town and a Life-Long Learning Community*
- Work with the Duke Energy Center for Innovation and local realtors to develop a web-based housing service
- Promote and support the redevelopment of the former Thornwell School

Gateways

- 4th Street @ South Marquis Highway
- 5th Street @ South Marquis Highway
- 151 @ South 5th Street
- West Carolina Avenue @ West Home Avenue Traffic Circle
- 151 @ 14th Street

Corridor Development

- 5th Street between 6th Street and Washington Street
- Complete Street Grid - new street from McNair Avenue to Easy Street

Community Development

- Support the update of the Coker College Master Plan
- Create an "I am Hartsville" campaign

Update Master Plan and Celebrate Progress

PHASE 3

Economic Strategies

- Create Housing Development Opportunities for 4th Street, Chinaberry and Railroad Avenue area

Gateways

- 151 @ Kelleytown Road
- 151 @ Shaw Drive
- 151 @ 4th Street

Corridor Development

- Coker Avenue between 4th Street and Railroad Avenue with intersection improvements

Update Master Plan and Celebrate Progress

RESEARCH & ANALYSIS

Research and analysis are the most important first steps in the master planning process for they allowed the team to gain an intimate knowledge and understanding of the existing conditions and how these conditions will influence future plans. This process involved three steps: 1) listening; 2) site analysis; and 3) economic analysis. Each step provided invaluable insight into the city and into the potential and possibilities of improving downtown and the corridors leading into the city.

Listening is essential to creating a successful master plan. In order for the master plan to be relevant and for it to command a commitment to see it through, those who will benefit need to be heard. We were honored that so many shared their time with us to provide their opinions, their concerns and their vision for Hartsville's future. When sharing visions, there are no wrong answers or bad ideas. Each person brings a unique perspective to the planning process. Each perspective is important to designing the future. There were many frank opinions shared, some very thoughtful ideas and some endearing visions. One common theme was a love for Hartsville and a firm belief in its future as a beloved hometown that provides jobs, educational, cultural, recreational and civic engagement opportunities. We thank each person for shaping this plan by helping us to know Hartsville and discover the vast potential that exists.

The following focus groups, interviews and meetings were held to gather input from residents and business and community leaders.

MEETINGS

March 11	Kick-off meeting with Master Plan Steering Committee and tour of City
April 11	Dr. Howard Tucker, Trees for Tomorrow Judi Elvington, Former HDDA Director Kiwanis Speaker, Guest of Nancy McGee City Parks Committee Meeting
April 22	Curtis Tyner, President, Heritage Community Bank Goz & Gray Segars, Segars Development

Each focus group or individual was asked a series of similar questions such as the following. In addition, targeted questions were asked for each program or group in order to learn specific needs, concerns and ideas.

- What is sacred about Hartsville?
- Wish list - what do you want?
- How do you direct people into town?
- Where do you like to travel?
- What do you tell people about Hartsville?
- What are the challenges to progress?
- What businesses would make Hartsville better?
- What do you drive out of town to purchase or do that you cannot do in Hartsville?

April 23	Jamie Morphis, Carolina Bank, School Board Member, Local Developer Frank Willis, Darlington County Economic Development Partnership Meredith Lanier, HDDA Dr. Murray Brockman, Governor's School for Science & Mathematics Public Meeting at Mt. Calvary AME Church (attended by approximately 80 residents)	What is sacred about Hartsville? Wish list - what do you want? How do you direct people into town? Where do you like to travel? What do you tell people about Hartsville? What are the challenges to progress? What businesses would make Hartsville better? What do you drive out of town to purchase or do that you cannot do in Hartsville?
April 30	Greater Hartsville Chamber of Commerce Board of Directors Jack Sanders, CEO, Sonoco Roger Schrum, VP, Investor Relations and Corporate Affairs	
June 24	Dr. Robert Wyatt, President, Coker Allison Pederson, Black Creek Arts Council Oakdale Neighborhood Stakeholders Joint Planning Commission and City Council Meeting	
August 1	Oakdale Neighborhood Meeting Oakdale Neighborhood Meeting Steering Committee Meeting Focus Group: Hartsville Young Professionals	
September 12	Butler Heritage Foundation Meeting	
September 17	Steering Committee Meeting	
November 13	Steering Committee and Stakeholder Meeting Focus Group: Housing for Sonoco and Duke Energy Employees	

SUMMARY OF INPUT

The following summarize the assets, challenges and ideas gathered during the listening sessions. These became the foundation for the master plan.

ASSETS

- The People
- Close-knit community
- Corporate community - generous and engaged
- Strong and vibrant downtown
- Churches... love thy neighbor
- Can do spirit
- Unique assets
- Parks
- Being a small town
- Spirit of hospitality
- Variety of institutions – the Y, Governor's School, Coker College, Kalmia Gardens of Coker College, Byerly Park, library, arts community, historic resources, lakes, health care system, Black Creek Arts Council, Lawton Park, Hartsville Museum, Center Theater, Burry Park, Centennial Park, Pride Park
- Elizabeth Boatwright Coker Performing Arts Center
- Intellectual and cultural capital
- Simple life with some big city amenities
- Sonoco – majority of stock held within 100 miles of Hartsville, continuity of corporate vision
- Coker College
- Governors' School for Science & Mathematics
- International Baccalaureate Program at Hartsville High School
- Florence Darlington Technical College
- Little Miss SC pageant
- Dixie Youth World Series
- Duke Energy Center for Innovation
- Prestwood Lake

The following were the highest recurring ideas that influenced the priority goals for the master plan.

Be a vibrant college town.

- Nightlife, open past 5:30 p.m.
- Affordable housing within walking distances
- 24/7, hi-tech, totally connected
- Grocery within walking distance
- Art and Culture
- Town and Gown relationships – joint projects, joint recruitment and retention
- Third Places: coffee shops, restaurants, pool hall/billiards lounge, bars, pizza joint
- Outdoor recreation
- Sense of community
- Intellectual capital
- Discounts and specials for students
- Entrepreneurial opportunities

Provide Diverse Housing Options

- Retirees, young professionals, faculty
- Variety (size, price, rental, ownership)
- Quality rental
- Examples: Baxter Village and Market Common at the beach
- Maintenance

Enhance 6th Street Corridor

- Infrastructure (sidewalks, streets, lighting)
- Condition of houses
- Butler Heritage Foundation properties
- Retail, incubator, art studios opportunities
- Aesthetics: landscaping, beauty, maintenance, address vacant houses and businesses

Improve Gateways and Corridors into the City

- Getting travelers off of Highway 151
- Positive and beautiful experience driving into the city
- Improve both ends of 5th Street - best chance to grab visitors
- Entrances should tell the unique, beautiful, progressive story of Hartsville.
- Highway 151 entrance: best chance to grab visitors
- Aesthetics: landscaping, beauty, first impressions, welcoming, signage
- Collaborative efforts with Darlington County

Improve Downtown

- Program to address renovation of buildings
- Recruit and support local businesses
- Re-imagine downtown... more than retail, not just for shopping anymore
- Diversity in retail – more specialty, diverse price points
- Hospitality coordinator
- Re-imagine storefronts and buildings... smaller spaces
- Balance of public vs. private use – private should be majority (tax base, skin in the game, investment)
- Management (parking, safety, events, promotions, maintenance, etc.)
- Tales of the Town scavenger hunt (like Mice on Main)
- Aesthetics: landscaping, beauty, maintenance, improve facades, signage

Recruit and retain young professionals

- Social networks
- Opportunities for spouses
- Entertainment
- Active recreation
- Shopping
- Diversity: "I want to see people like me."
- Young Professionals organization
- Entrepreneurial opportunities (aging merchants, need for new businesses, start-ups)
- A new major employer

SUMMARY OF INPUT, *continued*

Maximize use of Center Theater

- Programs and music that appeals to young professionals
- Market regionally

Coordination among the Community Foundation for a Better Hartsville, Main Street Hartsville, the Greater Hartsville Chamber of Commerce and the City of Hartsville – centralized hospitality organization.

Redevelop Oakdale Neighborhood

- Rebuild sense of community
- Great opportunity for infill housing
- "We looked out for each other. We didn't go in our houses, close the blinds and turn on the TV or computer."

Keep Hartsville Local... and Promote

- Burry Bookstore... better than Barnes & Noble
- Midnight Rooster... better than Starbucks and Panera
- Movie Theater... better bang for your buck
- Yogi Bear's Honey Fried Chicken... better than Kentucky Fried
- Kalmia Gardens... better than Calloway Gardens
- Higher Ed... more than college... Governor's School, Coker College, FDT, Hartsville High School IB program
- Coker Farms... impacting the world

Other ideas that were shared include the following. While these were not mentioned as frequently, they are valid comments and have been considered

Economy and Government

- Equitable distribution of Hospitality Tax revenue
- Hartsville needs a new major employer.

- Long-term plan to address transportation logistics of Sonoco and other corporations (coordination with city and county).

- Coordination of all government entities.

- Prioritization of capital improvement projects

- Diversify corporate community

- Annexation

- Decrease need for shopping in Florence, Columbia and Charlotte

- Maximize assets: connect, leverage, promote (to residents, to visitors, i.e. Pure Michigan), utilize

- Development of 150-acre tract on 151/Byerly – great potential

Livability

- Improvements in K-12 education culture... beyond adequate; be the best and promote.

- Hartsville has to be a livable city.

- "We're here as long as we can get the type of people we need. The next generation is the most important generation. If we cannot attract them and keep them, the result will be cataclysmic for Hartsville."

- "Here, you can be a part of a community and have a voice."

- Want to stay vs. Able to stay

- Outdoor recreation: lakes, rivers, cycling (trails), golf, public access

- Connectivity: bike and pedestrian, between assets, residential to downtown to campuses, sidewalks on 4th Street, pedestrian safety, accessibility

- Telling and promoting the story of Hartsville and all that it offers

Town and Gown

- Safety around the Governor's School and Coker College campuses
- Town and Gown relationships (Coker and Governor's School) – joint projects, joint recruitment and retention

PRIORITY FOCUS AREAS

Based on input provided by City Staff and the Steering Committee, key areas of focus were identified for proposed improvement recommendations as illustrated in exhibit to the left.

The Highway 151 corridor is classified as highly significant as it carries the highest volume of traffic around the south side of Hartsville's city limits. With the exception of the North 5th Street entryway, three of the four main gateways are located on Highway 151 at the intersections of West Carolina Avenue, South 5th Street and 4th Street, where substantial landscaping and signage improvements are proposed.

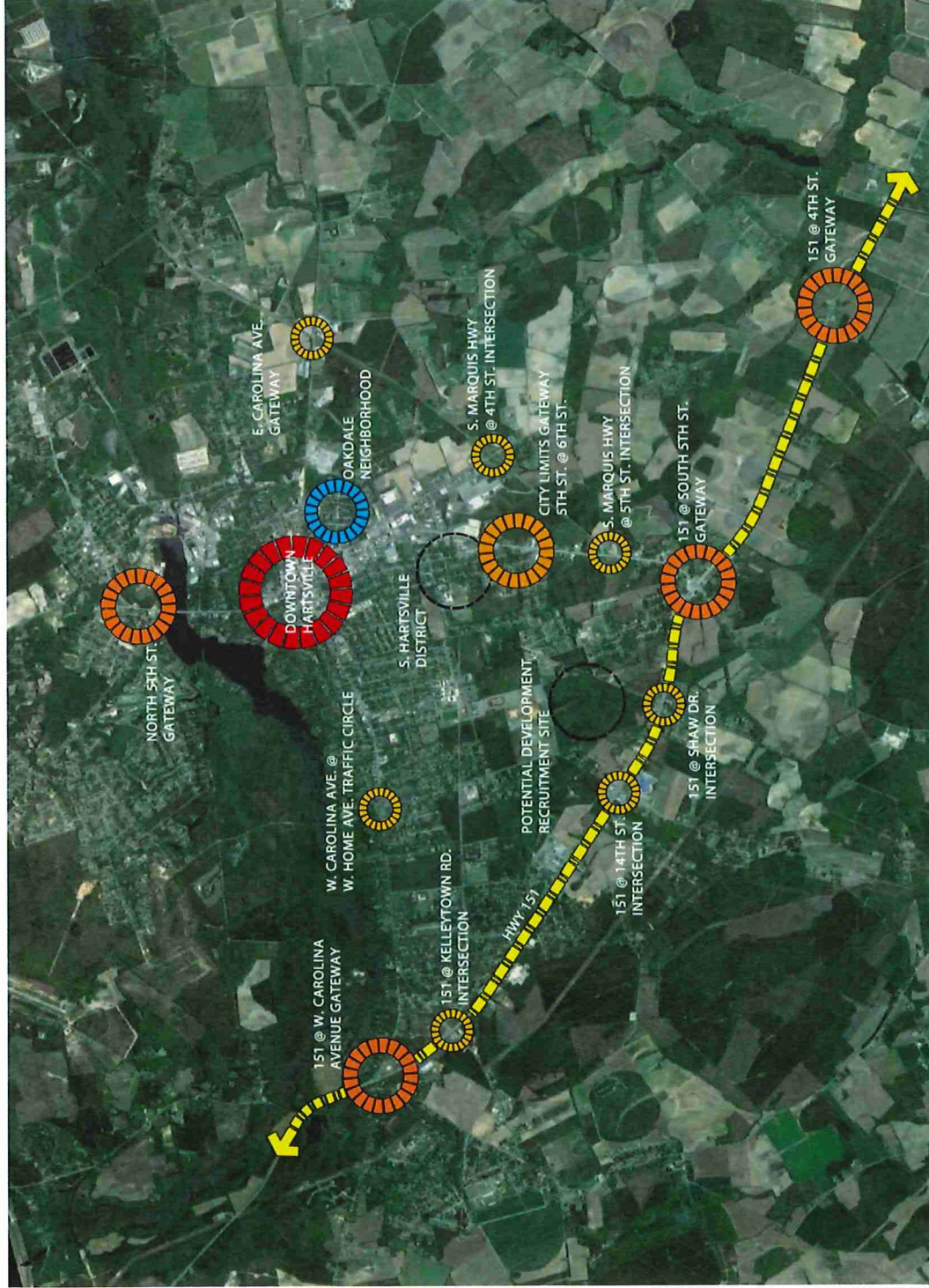
The following intersections are prioritized for completion in Phase I based on the visibility and positive "first impression" opportunities to direct people into Hartsville, the location within city limits and potential for public private partnerships to construct and maintain.

- 151 @ West Carolina Avenue
- City Limits at South 5th and 6th Streets
- North 5th Street at the Prestwood Lake bridge

Additional minor gateways have been identified at supplementary intersections which would also be augmented with landscaping and signage of a slightly lesser scale. Key districts identified for this study were the Oakdale Neighborhood, Butler Heritage Campus, Downtown, College Avenue and the vehicular corridors of 5th Street and 6th Street.

LEGEND

-  DOWNTOWN
-  PRIORITY GATEWAY IMPROVEMENTS
-  FUTURE REDEVELOPMENT AREA
-  PRIORITY HOUSING DEVELOPMENT
-  SECONDARY GATEWAY IMPROVEMENTS



WEST CAROLINA @ 151 GATEWAY



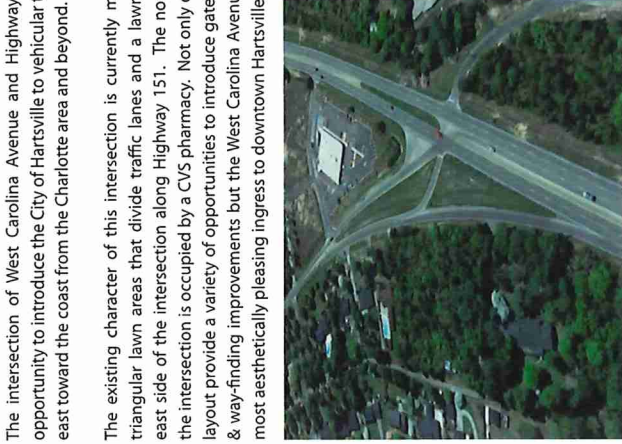
151 @ West Carolina Avenue Existing



151 @ West Carolina Avenue Concept A



151 @ West Carolina Avenue Concept B



151 @ West Carolina Avenue Existing



151 @ West Carolina Avenue Concept C

The intersection of West Carolina Avenue and Highway 151 is the first opportunity to introduce the City of Hartsville to vehicular travelers heading east toward the coast from the Charlotte area and beyond.

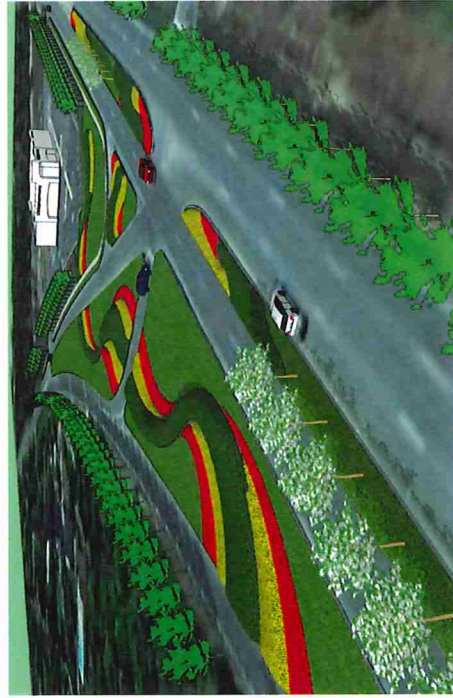
The existing character of this intersection is currently made up of large triangular lawn areas that divide traffic lanes and a lawn median on the east side of the intersection along Highway 151. The northeast corner of the intersection is occupied by a CVS pharmacy. Not only does this existing layout provide a variety of opportunities to introduce gateway landscaping & way-finding improvements but the West Carolina Avenue corridor is the most aesthetically pleasing ingress to downtown Hartsville.

WEST CAROLINA @ 151 GATEWAY

The conceptual design for the proposed improvements includes flowing plant bed masses of perennial groundcovers, flowering shrubs and street trees that meander through the existing triangular lawn areas. Additional flowering tree and shrub plantings are proposed for the existing lawn median on the east side of Highway 151 along with a proposed new median with similar plantings on the west side. The intent of the waves of plant material used in coordination with way-finding signage, is to attract the attention of travelers and invite them to turn down West Carolina Avenue and experience downtown Hartsville. Bike lanes are encouraged along all vehicular corridors.



151 @ West Carolina Avenue Existing



Concept C



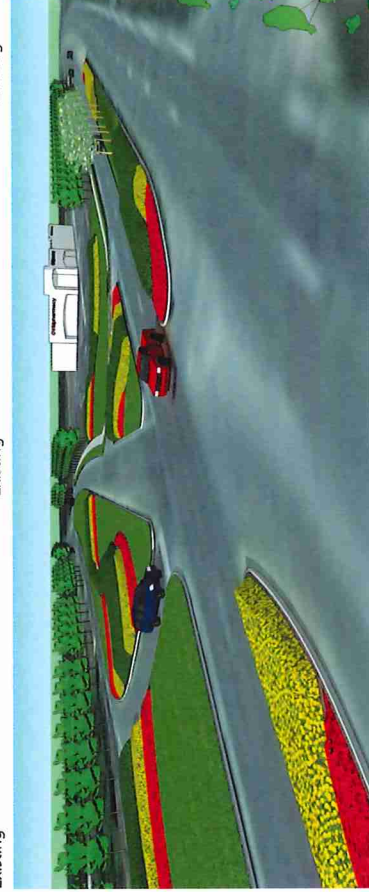
Existing



Existing



Existing



Concept A



Concept B

Monumental gateway signage should be incorporated into the landscape. The signage should welcome people to Hartsville, convey the spirit of the community, and direct people into town.

5TH & 6TH STREETS GATEWAY

Another gateway redevelopment opportunity is proposed for the intersection of 5th Street and 6th Street. A City of Hartsville welcome sign with accent plantings currently inhabit a triangular landscape area on the opposite side of the intersection from a deteriorating retail facility that had previously been functioning as a gas station. The physical configuration of the street connections accentuates the visibility of the corner. Compounding the significance of the corner parcel is the fact that the adjacent property is part of the Historic Butler Heritage Campus. Redevelopment of the corner is strongly encouraged and could be facilitated in two different approaches with merit to both.



Gateway: 5th/6th Street Existing



Gateway: 5th/6th Street Existing

Concept A is shown with a proposed new architectural structure with a potential vertical signage element facing the inbound vehicular traffic and welcoming visitors into the City Limits. Concept B proposes to expand the existing signage and landscape area across the intersection to develop a community park with water features, local art and sculpture display areas, educational flora and fauna exhibits, ornamental landscaping and walking trails woven into the Butler Heritage Campus facilities. Both concepts could be used to enhance and embrace the historical context of the entire Sixth Street District and specifically the Historic Butler High School and grounds.



Gateway: 5th/6th Street Concept A



Gateway: 5th/6th Street Concept B

5TH STREET CORRIDOR



5th Street Corridor Existing



5th Street Corridor Existing



5th Street Corridor Existing



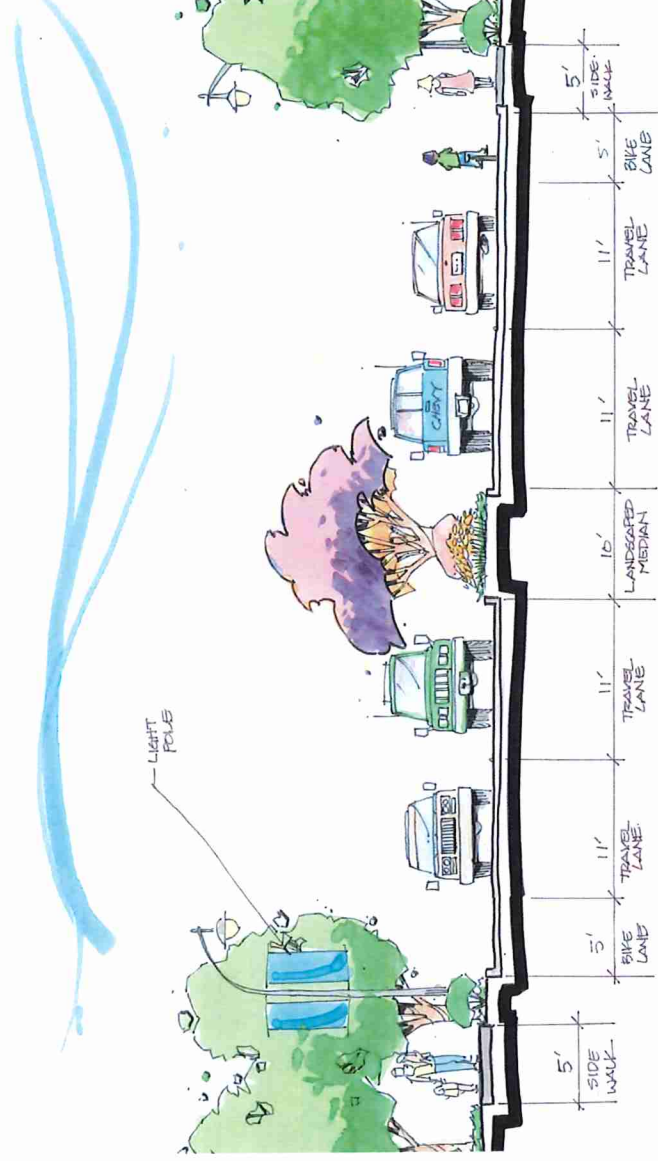
5th Street Corridor Existing



5th Street Corridor Concept A



5th Street Corridor Concept B



5th Street Corridor Concept Section

5TH STREET

Another opportunity to greet and welcome potential visitors at the intersection of Highway 151 and South Fifth Street. This intersection will be the second major gateway for travelers along the Highway 151 corridor. Vehicles heading east on Highway 151 will experience the proposed West Carolina Avenue gateway first, while travelers heading west will have passed by the 4th Street Gateway improvements.

Currently, the South 5th Street and Highway 151 intersection is lacking in visual quality. Two of the corners of this traditional signalized intersection layout are inhabited by gas station facilities, one

corner is home to a used car sales and maintenance shop while the southeast corner is mostly open space with a deteriorating parking lot and vacant restaurant building. Proposed improvements for this gateway are provided in two alternatives.

Concept 1 includes new landscaped medians on both sides of Highway 151, decorative mast arm signalization, traffic pattern XD crosswalks, corner landscaping with brick columns and low accent walls with city signage on the corners of the north side of 5th Street.

Concept 2 is a traffic circle implementation with interior landscape beds that change character as the view angle transitions around the circular median.

Both concepts use landscaping to direct views down the 5th Street corridor to invite curiosity and the desire to see more.



Gateways: 151 @ South 5th Street Concept 1



Gateways: 151 @ South 5th Street Concept 2

5TH STREET

Entering Hartsville from the north side of the city along North 5th Street there is a natural entryway created by the intersection of North 5th Street and Society Avenue at the north side of Prestwood Lake. Existing Bald Cypress trees emphasize and enhance the 5th Street corridor as it begins to cross the lake. Proposed improvements include brick columns framing the south side of the intersection, a traffic pattern XD crosswalk, mast arm signalization and a landscaped median just before the beginning of the bridge.



Gateways: 151 @ South 5th Street Existing

THE BOUDREAUX GROUP | LANDPLAN GROUP SOUTH | MILEY & ASSOCIATES, INC.



North 5th Gateway Existing



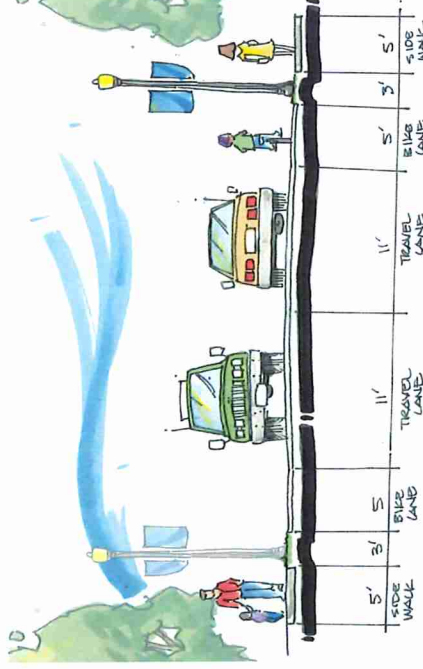
North 5th Gateway Concept



6th Street - Existing Conditions



6th Street - Conceptual Improvements



6th Street Corridor Concept A Section



6th Street Corridor Concept B Section



Gateways: 151 @ 4th Street Existing



Gateways: 151 @ 4th Street Concept

The intersection of 4th Street and Highway 151 is very similar to the West Carolina Avenue and Highway 151 intersection as both have large triangular lawn areas existing between traffic lanes and transition lanes entering the Fourth Street corridor. Small plant beds or individual specimen plantings would be inconspicuous in these expansive open areas. Large flowing masses of landscape beds will provide the appropriate visual impact needed while also assisting in focalizing & minimizing maintenance requirements. Brick columns, decorative light fixtures with seasonal banners and gateway signage are encouraged at each major gateway location to begin to develop a consistent theme and city identity.

ECONOMIC DEVELOPMENT *Vision*

Hartsville: Top 20 College Towns under 25,000 Residents

When considering future economic drivers for Hartsville, the planning team agreed that Hartsville has a very unique, promising and ready opportunity: *Become a nationally recognized college town.* The ingredients are here.

Coker College - a small residential college with an expanding enrollment

FDTC - an expanding local technical college

GSSM - a high school dedicated to science and math

Hartsville High School - acclaimed IB Programme

an engaged corporate community

a work force development program

Duke Center for Innovation

a growing entrepreneurial community and arts community

an intact and active downtown adjacent to campus

numerous recreational opportunities

These are assets that are unique to Hartsville and represent a viable, sustainable and compelling foundation upon which to strengthen the local economy. These assets also are the defining elements of not just a great college town, but a life-long learning community - a higher education community. "Higher Ed" is more than the institutional sense of the phrase. Higher Ed is the city's belief that quality education is central to everything they do. This is what makes Hartsville unique.

However, Hartsville has not seen itself through "college town" eyes. Being known as a college town can be as simple as rethinking how the city promotes itself; and being a college town is not just for 18-21 year olds. A college town is a rich environment that supports, encourages and celebrates life-long learning for K-12, collegians, faculty and each person regardless of age. By aspiring to be a "top college town under 25,000 residents," Hartsville will create a lasting culture of life-long learning for all residents... becoming a vibrant knowledge town.

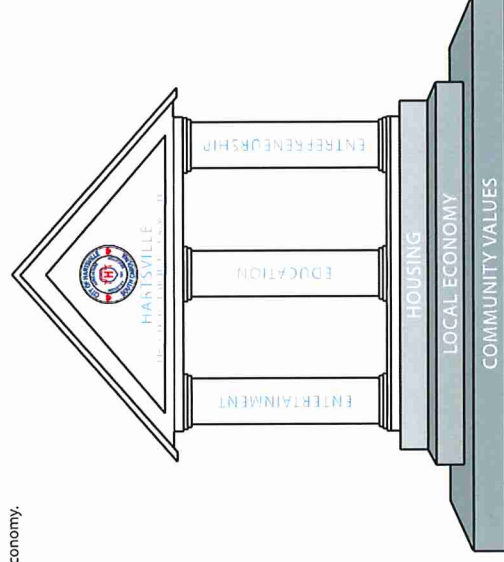
As illustrated to the right, the pillars of a college town and life-long learning are education, entrepreneurship, and entertainment. These pillars need to be supported by housing, a local economy that is diverse, of quality and sustainable, and all built on the foundation of strong community values. These elements work together to create a vibrant and sustainable college town environment.

Education is the raison d'être for a college town. Hartsville is blessed to have Coker College, Florence-Darlington Technical College as well as the SC Governor's School for Science and Mathematics and the IB Programme at Hartsville High School. Hartsville is higher education - high school through college. There are tremendous opportunities to build on existing efforts for collaborative research, projects, mentoring, service learning and community service with these schools.

Entrepreneurship is the lifeline to education, giving credence to learning and research. "I learn so I can earn and contribute." The Duke Energy Center for Innovation is an excellent engine for fueling the entrepreneurial spirit and sustainable enterprises. To have a breeding ground for ideas and inventions right in downtown is a resounding affirmation of the city's support for higher education, innovation and perpetual progress in the community... **the continuum of learning, exploring, working, earning, living.**

Entertainment provides the spirit of place, creates avenues for bringing the community together, and elevates the quality of life. Whether dining, meeting friends for a beer, catching a movie then a coffee, bowling, playing tennis, watching a play, attending gallery opening or reading, or listening to blues in Burry Park, entertainment is the realm of the creative class. The higher education environment demands creative outlets and ones that are open and accessible beyond traditional business hours.

Housing that is diverse, affordable, of quality, and accessible is an absolute necessity to being a thriving college town. Students are not the only beneficiaries. Market research proves that towns that have a supply of diverse, quality housing that supports pedestrian activity is attractive to all residents and potential residents, particularly retirees, the creative class and young families. Housing not only provides homes, but also drives the economy.



The **Economy** should address the needs of a college town and will be served by residents and students if it is diversified. Opportunities for sustainable local businesses are ripe for college towns - coffee shops, housing, clothing, dining, services such as computer repair, cleaners, and copy shops.

Community Values make the college town feel like home. Students and faculty look for communities that have an authentic spirit of place that is nurtured by local history, culture, faith, beauty and community engagement.

According to the American Institute for Economic Research (AIER), there are 12 key criteria that have a powerful impact on a student's informal learning experience.

Academic Environment

- 1 Student Concentration: number of college students per 1,000 population
- 2 Student Diversity: percent of student body that are non-residents
- 3 Research Capacity: academic R&D expenditure per capita
- 4 Degree Attainment: percent of 25-34 year old population with bachelor's degree or higher

Quality of Life

- 5 Arts and Leisure: establishment per 100,000 population in arts, entertainment & recreation
- 6 City Accessibility: percent of workers 16+ who commute via public transportation, bike or walk
- 7 Creative Class: percent of workforce in the creative class
- 8 Cost of Living: average 2-bedroom rent

Professional Opportunity

- 9 Earning Potential: income per capita
- 10 Entrepreneurial Activity: net increase in total # of businesses per 100,000 population
- 11 Unemployment Rate
- 12 Brain Drain or Gain: year-over-year ratio of population with B.A. degree living in the area

While these criteria are focused on cities of population of 75,000 and higher, the criteria can be scaled for smaller cities such as Hartsville and can serve as valid benchmarks for guiding economic and community development decisions. Becoming a college town and elevating the city's focus on higher education will continue to bring together the academic, corporate, arts, and civic organizations as well as people of all ages, socioeconomic levels, and professions.

A TALE OF THREE COLLEGE TOWNS

To understand the impact of being recognized as a college town, Hartsville was briefly compared to Oxford, Mississippi and Davidson, North Carolina. Oxford and Davidson are larger cities, and Ole Miss is a Division I research university; however, these towns are synonymous with their colleges. One cannot think of Ole Miss without the historic Oxford square and stately homes on Lamar Avenue coming to mind. If one thinks of Oxford, the next thoughts are tailgating in the Grove. Davidson College goes hand-in-hand with the charming, historic Town of Davidson - one really cannot separate the town from the campus because they are so dependent on and nurtured by one another.

A brief look

Hartsville, South Carolina

Town Population: 7,764 (2010 US Census Bureau Information)
Coker College Enrollment: 1,200 (Fall, 2012)

Oxford, Mississippi

Town Population: 18,916 (2010 US Census Bureau Information)
Ole Miss Enrollment: 17,142 (2012-2013 academic year, Oxford campus)

Davidson, North Carolina

Town Population: 11,283 (2012 US Census Bureau Information)
Davidson College Enrollment: 1,739 (2013-2014 academic year)

Oxford and Davidson promote themselves as college towns through websites, publications, blogs and numerous articles in magazines such as *Southern Living* and *Garden & Gun*. Hartsville, however, does not promote itself as a college town even though it is. Hartsville has an opportunity to enhance its brand as not only the home of Sonoco Products and Coker Farms, but as a savvy college town. The positive impacts on the local economy and enrollment can be significant.

According to *Livability.com*, the best college towns appeal not just to potential students but to potential residents and businesses looking for strong economies and opportunities to grow. Sports teams, research facilities, historic buildings, and proximity to bars and restaurants create an attractive atmosphere to spend four (or five) years, but a university's off-campus impact can also shape a town's character and keep people there for a lifetime.

"The same factors that make locations attractive to students also make them attractive to businesses," says Steven Cunningham, director of research and education at AIER. "A growing, highly-educated population with an extensive proportion of creative people and entrepreneurs means a high-quality labor pool. City accessibility supports morning commutes. Low cost of living means less upward pressure on wages. A high student concentration suggests enthusiastic part-time labor and internships. Favorable economic measures suggest a stable business environment and local demand for goods and services produced. All of these factors are important to quality of life in the broadest sense, which is important to employees and retirees."

According to the International Town-Gown Association, the relationship between students, faculty and residents is key to the success of a college town. In the best relationships, universities invest their intellectual resources to address city or neighborhood concerns, students work to better the surrounding community, and residents benefit from improved infrastructure when city and college leaders determine cooperatively how services should be offered.

The "college experience" is about more than simply attending a top-notch university. The city or town where the school is located also is important. The people students meet, the places they go, and the jobs they may hold are essential supplements to formal education.

American Institute for Economic Research

Becoming a great college town is much more than becoming a town that appeals to students and faculty. Being a great college town is good for creating a place that young families, retirees, professionals and start-up businesses want to call home. *Being a vibrant college town means that Hartsville is a knowledge town and an intentional and prosperous life-long learning community.*



DOWNTOWN

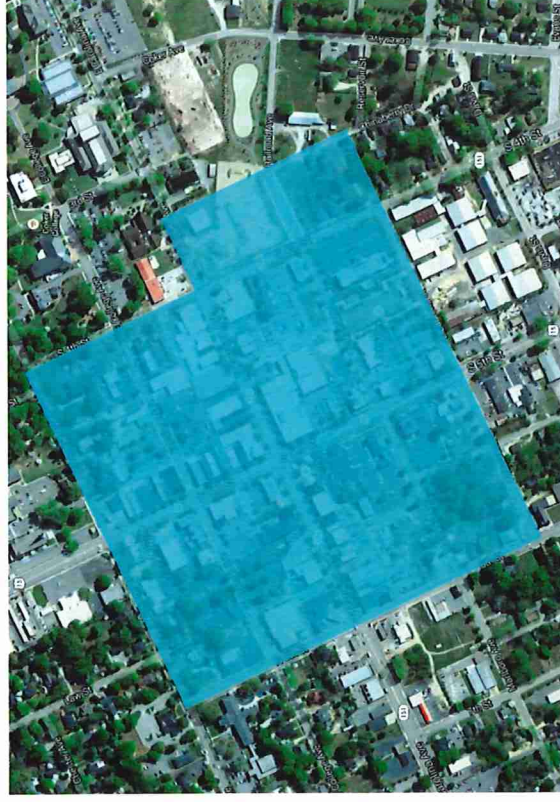
Downtown is the heart of Hartsville with all corridors leading to its center. Hartsville is blessed to have an intact downtown commercial district with historic buildings that are well-maintained. Several local retailers are located in downtown and are a draw for residents of Hartsville and out-of-town shoppers who visit. The City's commitment to remain in the center of downtown is a testament to the value of downtown. As with any city, sustaining and improving downtown is perpetual work.

Residents want more to do downtown, want to be able to stay longer and want to be able to purchase what they need downtown, rather than driving to Florence. Many residents want the opportunity to live downtown with the opportunity to walk to the grocery store, the library, the movie, to parks or to cultural events. Downtown has the potential to meet all of these needs and more.

Why Downtown?

When downtown is vibrant with business, commerce and cultural activities, the rest of the city is stronger. The core of a city must be healthy and strong in order for the rest of the city to be strong.

The blue area illustrates the true center of downtown, which should be the priority development area for retail, restaurants, and entrepreneurial opportunities. By focusing on this core area, development outside of the center has greater potential to thrive and to continue to attract new businesses and visitors.



For a small city to have a vibrant and prosperous downtown, the city must value and promote its authenticity, its history, and its natural and built resources. Research from the National Main Street Center (NMSC) in Washington, D.C., validates the power of authenticity and history to create a vibrant economy.

According to the NMSC,

"Our Main Streets tell us who we are and who we were, and how the past has shaped us. We do not go to bland suburbs or enclosed shopping malls to learn about our past, explore our culture, or discover our identity. Our Main Streets are the places of shared memory where people still come together to live, work, and play."

With Main Street Hartsville reorganized and focused on implementation of Main Street's Four Point Approach (Organization, Promotion, Design, and Economic Restructuring), downtown is set for welcomed revitalization such as facade improvements, promotions and recruitment of new businesses. This master plan recommends the following ideas to complement and support the work of Main Street Hartsville.

Walkability

Residents of Hartsville want to walk safely around downtown. Pedestrian connectivity... walkability is a key component of thriving downtowns and college towns. Every effort should be made to increase the accessibility, safety and promotion of walking. Increased pedestrian activity increases bike activity, is good for business, is good for community spirit and wellness and good for the environment.

People need places to walk, however. By concentrating business recruitment in downtown, downtown will have an expanding critical mass of places to shop, dine, and visit. This gives people reasons to go downtown, to park their cars and to stroll around. Numerous residents yearn to be able to go to dinner, walk to a movie, then walk to a coffee shop afterwards to meet friends and talk about the movie. After a concert in Burry Park, residents would like to walk for ice cream or frozen yogurt.

The blue area illustrates the true center of downtown, which should be the priority development area for retail, restaurants, and entrepreneurial opportunities. By focusing on this core area, development outside of the center has greater potential to thrive and to continue to attract new businesses and visitors.

DOWNTOWN

The following images illustrate a 3/4 mile Ped Shed from four areas: 1) Coker College; 2) GSSM; 3) Butler Heritage campus; and 4) the center of downtown. Ped Sheds are maps showing the actual area within a five-minute walking distance from any activity center or transportation stop. Average walking distances are typically five minutes per 1/4 mile. The composite Ped Shed map suggests where priority development activity should occur in order to increase walkability in downtown.



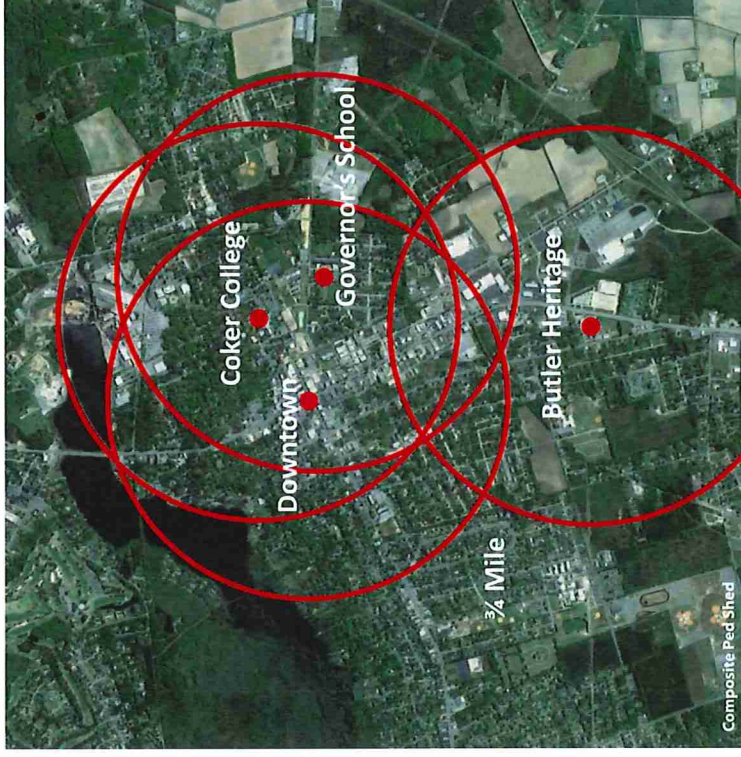
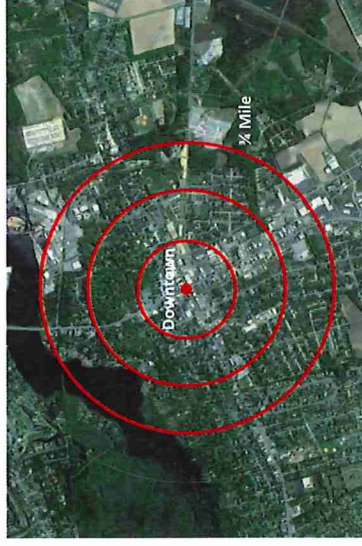
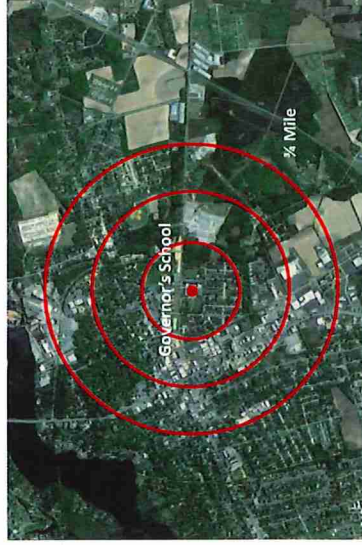
Downtown Park



Existing Downtown



Downtown Park



COLLEGE AVENUE

The current condition of College Avenue includes the following:

- Uneven asphalt pavement over the historic but failing brick roadway.

- Mid-block parking lots on both sides of the street, with multiple curb cuts and poorly defined circulation patterns.
- Two traffic lanes with parallel parking bays where applicable.
- Attractive alignment with Coker College gateway.
- Active retail and restaurant uses to build upon and leverage.

The Proposed improvements include:

- Rebuilding the roadway base and surfacing with new brick paving, asphalt paving or a combination of both materials.
- Re-organizing parking lots to minimize curb cuts and improve circulation patterns.
- Potential location for Hartsville bike rack in front of the south side parking lot.
- Installing brick columns at each end of College Avenue to extend the Coker College Campus character to the 5th Street intersection.
- New crosswalks at the intersection of 4th Street to identify pedestrian connections to Coker College.
- Street trees and landscape improvements at parking areas.



College Avenue Existing



College Avenue Existing

College Avenue is the direct link from the main intersection in downtown to the gates of Coker College. Already home to retail and dining, College Avenue can become the hip, cultural epicenter for more dining, retail and arts programming such as concerts and festivals. However, College Avenue is too wide and needs aesthetic improvements. College Avenue needs to accommodate vehicles and parking, but should be a pedestrian-focused street that draws students, residents and visitors to walk between campus and downtown. Illustrated recommendations for College Avenue are included in the following section.



College Avenue Existing



College Avenue Concept A

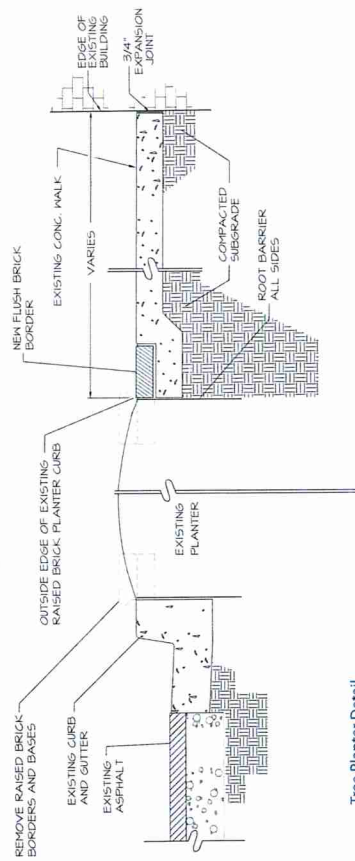
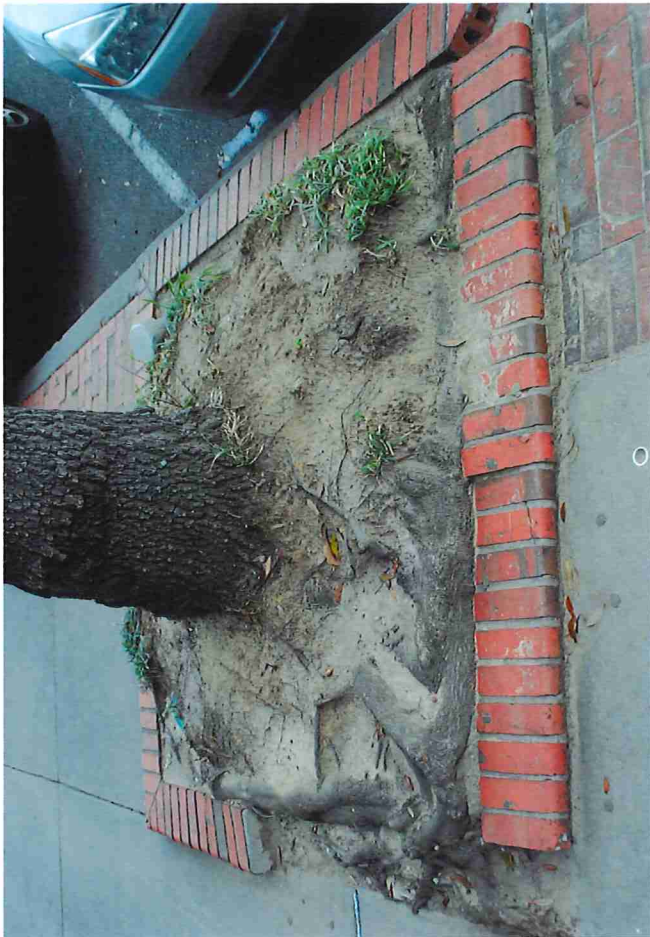
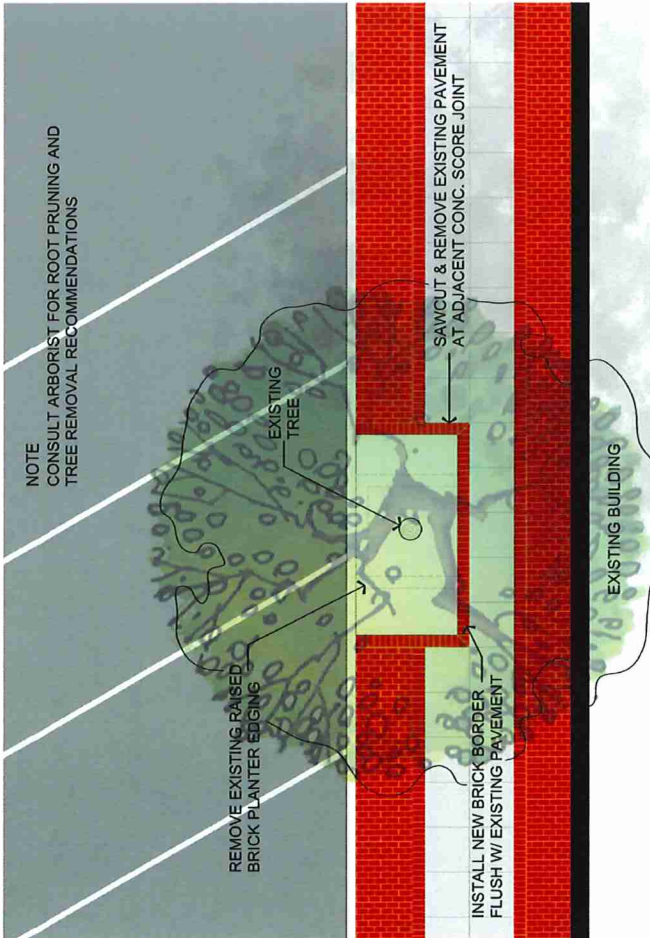


College Avenue Concept B



College Avenue Concept C

DOWNTOWN TREE PLANTERS



Tree Planter Detail

The existing live oak trees in the downtown streetscapes have matured to the extent that the root system has begun to buckle up portions of the existing raised brick planter curbs. With the understanding that this scenario is likely to continue at all planter areas, a modified planter design is recommended for all planters. Widening the planter areas parallel to the street curb and relative to the existing concrete score joints, and installing root barriers along with a new flush brick planter border will assist in alleviating some of the issues of the raised planter curbs. After consultation with a licensed arborist, some of the existing live oaks may need to be replaced, at which time an alternative tree species may be considered.



Existing Downtown

THIRD PLACES

Hartsville needs more **Third Places** downtown. Third Places are critical components to diversifying and sustaining a strong local economy and a college town culture. As defined by Ray Oldenburg in his seminal book, *The Great Good Place*, "Third Places are important for civil society, democracy, civic engagement, and establishing feelings of a sense of place."

Oldenburg calls one's "first place" the home and those with whom one lives. The "second place" is the workplace — where people may actually spend most of their time. Third places, then, are "anchors" of community life and facilitate and foster broader, more creative interaction. In modern times, people intentionally seek out these informal meeting places. Oldenburg suggests the hallmarks of a true Third Place are: free or inexpensive; food and drink (not essential, but important); highly accessible (within walking distance for most); involve regulars who habitually congregate there; welcoming and comfortable; both new friends and old.

Historically, downtown was the essence of a Third Place - where people shopped, met friends for coffee or ice cream, ran into friends on the sidewalk and enjoyed conversations. This is the spirit that is desired in Hartsville's downtown: an environment that encourages people to congregate and interact with others outside of the home or workplace. The Midnight Rooster, the Y and Vintage Craft Beer and Wine Boutique are examples of current, popular Third Places. Amenities that will attract people to use downtown as a Third Place include free WiFi, shaded seating, sidewalks that are buffered from passing vehicles allowing patrons to converse and watch the world go by, coffee shops, art studios, and ale houses and wine bars that are open past 5:00 in the evening.

Examples of Successful Third Places



The High Line, New York City



Central Park, New York City



Audubon Zoo, New Orleans



Washington Square, New York City

Residents would like to have more Third Places such as pubs, billiards hall, bowling, pocket parks and more coffee shops, restaurants and ice cream and frozen yogurt shops.

William Hollingsworth (Holly) Whyte (1917 - 1999) was an American urbanist, organizational analyst, journalist and people-watcher who did extensive research throughout his life on streets and public places. One of the profound, yet very simple things he documented is that people are drawn to and use public places where they are encouraged to make it their own: sitting alone or with a group, moving chairs to sit alone or with others or to move in the sun or out of the sun, the ability to change views. Public gathering places, such as Burry Park, Pride Park and the Y as well as cafes and coffee shops can become these vibrant places - true Third Places that welcome people to sit for a while and are intentionally designed places for people to be together.

Hartsville will truly benefit from supporting more Third Places, which are typically locally-owned businesses as well as thoughtfully-designed and appropriately placed outdoor spaces. Third Places (a variety of indoor and outdoor gathering places) will provide the critical mass to support existing and additional businesses in town, invite more people to be on the streets and sidewalks, all of which elevate the perception of safety, encourage positive experiences and memories for residents and visitors, and build a stronger sense of community for all residents, particularly with young professionals, students, and faculty.

Gateways and corridors need signage to announce and to direct. Hartsville has signage with a mix of graphics and materials, which have served the city well. This plan recommends that the city implement a new branding campaign that can be used on all signage and official and promotional material for the city. The concepts below illustrate some ideas of different types of signage, such as monumental and gateway, directional, and special events.

Hartsville needs to get people into the city, and then direct them to places in the city where they can experience its assets and contribute to the local economy. Consider the 5G Approach®, of which signage is a key element.

Grab:

With signage and landscaping, grab people as they are passing by on bypasses or interstates. Get their attention and compel them to turn your way.

Guide:

Once you've grabbed them, direct them into the heart and special places of your city. Leave no doubt about where they are and how they need to get to where you want them.

Greet:

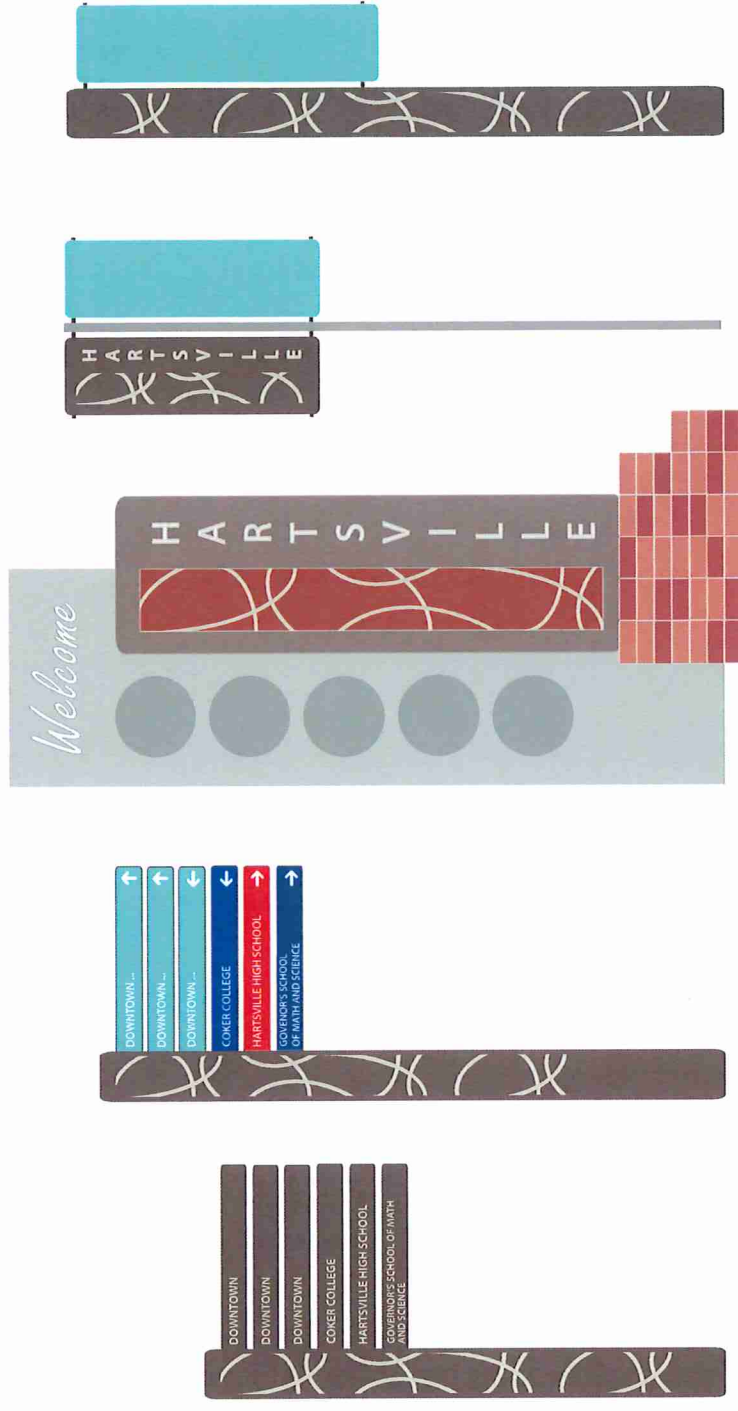
Once they get to where you want them, greet them. Say "Welcome!"

Gather:

When they are in your city, they want special places to gather - a local coffee shop or restaurant, a vibrant, interesting street to walk, a park, a gallery, a soccer field. Make them feel at home in your special places.

Got'em!

Once they have been welcomed and gathered, then you've got 'em! Visitors will have such a positive experience that they will return and will encourage others to visit.



OAKDALE NEIGHBORHOOD



Oakdale Neighborhood - Existing



Oakdale Neighborhood - Concept A



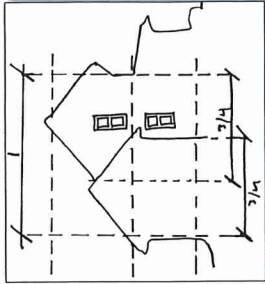
Oakdale Neighborhood - Concept B

The Oakdale Neighborhood is ideally located to provide much-desired housing in downtown. The existing fabric of the mill village vernacular can be enhanced with new development that respects the scale of the neighborhood while intersecting new styles of architecture that are complementary to the mill vernacular. The following pages illustrate guidelines for new construction in the mill vernacular.

By completing the street grid in the neighborhood, several additional lots can be created. These will provide nice, market rate lots for new homes. These homes will nicely terminate the views from each road. The new street will create a few small lots, which can become small neighborhood parks or gardens.



Oakdale Neighborhood - Concept C



Vernacular: Arts and Crafts Two-Story Cottage (1,800 - 3,200 SF)

This two-story single family house is based on a symmetrical plan and elevation with a central entry. The footprint and plan can be expanded by maintaining the symmetry, scale and proportions of the design. The number of windows can be increased, but should honor the symmetrical precedent.

Design Elements

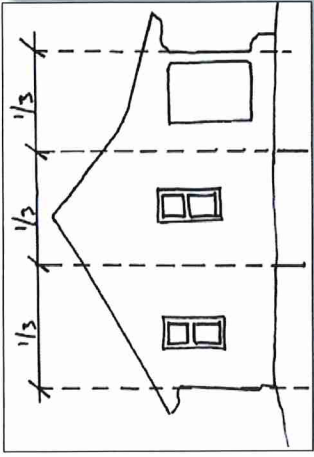
Key Element: Brackets at eave	1 Porches	2 Roofs	3 Exterior	4 Yard
	 - Porches: 8' depth - Presentation to street, connection from porch steps to public sidewalk.	- Pitch: 4:12 to 8:12 - Materials - Standing seam metal, slate (including manufactured slate products), asphalt or composition shingles. - Soffits: smooth-finish wood, fiber-cement or composition board.	Windows - Double hung, 6 over 6 lights - 2:1 overall proportions - Windows: Painted wood or solid cellular PVC, or vinyl clad. True divided or simulated divided light sash with traditional profile (7/8") Doors - Wood, fiberglass or steel with traditional stile-and-rail proportions and raised panel profiles, painted or stained.	Walls - Smooth-finish wood or fiber-cement lap siding. - Foundations & Chimneys: Brick veneer. - Trim: Wood Setback is consistent with other houses on the street. - House is set back from street allows for front yard. - Main floor level is 18-24" above ground level on brick perimeter wall. Plantings at drip line of roof above absorb roof drainage and soften the visual boundary between house and ground.



Vernacular: Arts and Crafts Two-Story Cottage (1,200 - 1,800 SF)



The Mill Cottage originally housed two families and had a shared, central foyer and front porch. This style could serve as a small, single-family home or a duplex with two studio apartments. The footprint can be expanded by maintaining the existing buildings proportions, utilizing the same door and window proportions, and tying into the existing roof condition.

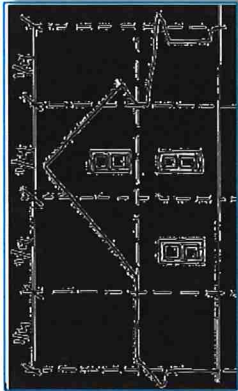


Design Elements

Key Element: Symmetrical Plan	1 Porches		2 Roofs		3 Exterior		4 Yard	
	Porches 8' depth Presentation to street; connection from porch steps to public sidewalk.		Materials		Windows		Walls	
	-	Pitch: 4:12 to 8:12	-	Double hung, 6 over 6 lights	-	Smooth-finish wood or fiber-cement lap siding.	-	House is set back from street allows for front yard.
	-	Standing seam metal, slate (including manufactured slate products), asphalt or composition shingles.	-	Windows: Painted wood or solid cellular PVC, or vinyl clad. True divided or simulated divided light sash with traditional profile (7/8")	-	Foundations & Chimneys: Brick veneer.	-	Main floor level is 18-24" above ground level on brick perimeter wall. Plantings at drip line of roof above absorb roof drainage and soften the visual boundary between house and ground.
	-	Soffits: smooth-finish wood, fiber-cement or composition board.	-	Doors	-	Trim: Wood	-	
	-		-		-		-	



Vernacular saltbox and cottage style combination (1,200–1,800 SF)



This style utilizes the same basic proportions of the second style while raising the roof to allow for a single bay of rooms and storage space. This house in particular utilizes a Saltbox style roofline, which creates a high eave line to the street, and low eave to the back yard.



Design Elements

Key Element:
Craftsman porch columns

1 Porches

- Porches >8' depth
- Presentation to street, connection from porch steps to public sidewalk.

2 Roofs

- Pitch: 4:12 to 8:12
- Materials**
- Standing seam metal, slate (including manufactured slate products), asphalt or composition shingles.
 - Soffits: smooth-finish wood, fiber-cement or composition board.

3 Exterior

- Windows**
- Double hung, 6 over 6 lights
 - 2:1 overall proportions
 - Windows: Painted wood or solid cellular PVC, or vinyl clad. True divided or simulated divided light sash with traditional profile (7/8")

Doors

- Wood, fiberglass or steel with traditional stile-and-rail proportions and raised panel profiles, painted or stained.

Walls

- Smooth-finish wood or fiber-cement lap siding.
- Foundations & Chimneys: Brick veneer.
- Trim: Wood

4 Yard

- Setback is consistent with other houses on the street.
- House is set back from street allows for front yard.
 - Main floor level is 18-24" above ground level on brick perimeter wall. Plantings at drip line of roof above absorb roof drainage and soften the visual boundary between house and ground.



THORNWELL SCHOOL



Bike Rack

With a residential college, a Governor's School and a major corporation located within the 3/4 mile ped shed of downtown Hartsville, more housing is needed downtown. There was a resounding call for more housing that is market rate - rental and purchase - with better accessibility to more diverse options. New residents moving into Hartsville have a difficult time finding out about available housing and finding housing that meets their diverse needs. As a result, many potential residents are left with no other option but to move to Florence, Columbia or Charlotte. During focus groups with several young professionals and mid-career professionals, everyone shared that their first choice was to live in Hartsville. Yet even with financial incentives to live in Hartsville, many could not. The local real estate community needs to be more proactive and innovative in how it promotes available real estate. Local realtors should consider working with the Duke Energy Center for Innovation to create a web-based service that will appeal to all potential residents, but particularly young professionals.

A vibrant college town relies on diverse housing options, many downtown within walking distance of campus. Oakdale Neighborhood is a perfect opportunity for developing new market rate housing that will meet this need while revitalizing an historic residential neighborhood. The Thornwell School is another opportunity for redevelopment that will meet housing needs while restoring a beautiful community building. Several downtown buildings are good candidates for upper story housing.

The City needs to support new housing development options in downtown and ensure that the design and construction of new and redeveloped housing complements and enhances the authentic character and quality of Hartsville's housing vernacular.



Former Thornwell School, Existing



Former Thornwell School, Existing

HOUSING

When building new housing development, whether single infill lots or larger multi-lot tracts, look to the historic houses throughout Hartsville as precedents for design. There is a rich vocabulary of architecture. Construction and materials should be authentic and high quality in order to reflect the values of the community. Diverse housing options are needed. These photos illustrate options for housing types such as apartments, single family, and livelock units that will complement the mill vernacular. The Cotton District is an historic and vibrant, mixed-use neighborhood within walking distance of the Mississippi State University campus. Residents include students, faculty, retirees and other professionals in the city. The high density development and walkability make this neighborhood one of the most desirable and valuable real estate markets in the city.



Examples of diverse, infill housing



ECONOMIC DEVELOPMENT

Economic Development Strategies

The City of Hartsville's economic development objective is to promote policies that encourage new and expanded residential development in the downtown area and new and expanded business activity within the City, and especially in the downtown area, that results in growth in employment, income and the tax base in the City. This will enhance the "College Town" atmosphere.

There is one critical factor necessary for the City to successfully implement each of these strategies: the political will and continued commitment to aggressively pursue these strategies. Some will be more easily accomplished than others, but the City leadership will need to make the political and financial commitment to see them through to completion.

The following strategies are recommended for implementation within the next three years in order to support the Master Plan.

1. Create a vibrant, growing downtown residential community.

The key to stimulating Hartsville is already present within the City. It is right in the middle of the community. The key to the long-term growth and development of Hartsville is to attract and keep residents living in the downtown area. The mix of housing is critical to the success of this strategy. One of the primary areas of focus is the Oakdale properties adjacent to the Governor's School for Science and Mathematics (GSSM).

To stimulate additional demand for housing in the downtown area, the City should pursue the opportunity to partner with Florence-Darlington

Technical College (FDTC), Coker College and the GSSM. This would stimulate additional demands for housing and commerce in the downtown area. It would also enhance the "college town" strategy with broadening the opportunities for higher education in Hartsville.

To stimulate additional housing opportunities in the downtown area, the City should consider implementing the following activities:

- Review its building codes and regulations to determine if any could be amended to foster new housing development – in partnership with the Community for a Better Hartsville (CFBH) and local banks.
- In conjunction with the CFBH, the City should develop an RFP to solicit developer or developers to develop the Oakdale property.
- The City should solicit proposals from qualified developers to redevelop the Old Thornwell school. This property could potentially be developed into market based student housing or housing for young professionals.
- The City should promote, encourage and help facilitate the use of the development incentive programs that might be applicable to stimulate the redevelopment of properties such as the Old Thornwell School and other downtown properties such as:
 - The Abandoned Buildings Revitalization Act
 - The Bailey Bill
 - Special Property Tax Assessments for Rehabilitated Historic Buildings

- Federal and State Historic Rehabilitation Tax Credits for homeowners
(See Appendix for details about these programs)

2. Create an Entrepreneurial Culture.

To complement the promotion of new housing and new residents in the downtown area, the City should implement policies to create an "Entrepreneurial Culture" in the City and in particular the downtown district by supporting and encouraging the cooperation of the new Duke Energy Center for Innovation with the existing network of young professionals at existing partners including Coker, GSSM, Sonoco, FDTC, Duke, Hartsville High School, the Arts Community, Main Street Hartsville, the Greater Hartsville Chamber of Commerce and others; and the integration of existing academic programs at Coker and the GSSM with the Duke Energy Center for Innovation.

Many of the ingredients of a successful entrepreneurial community are present in Hartsville. They include:

- Existing facilities and infrastructure – Duke Energy Center for Innovation
- Young professionals
- Above average educational attainment
- High percentage of engineers and professionals
- Students at institutions of higher education
- Flourishing arts community
- Small, close knit community
- Relatively low cost startup costs
- Proximity to larger communities and resources if needed
- An entrepreneurial, creative community cannot be created in a vacuum, and it can't be easily taught in the classroom. An article in the September 4, 2013

edition of the *Wall Street Journal* by Melissa Korn made this argument:

WSJ: Do you think business school is the right place to teach entrepreneurship?

No, it's not. Entrepreneurship should be a cross-functional enterprise. You need hackers and hustlers and hipsters. In other words, you need people who have technology [skills], businesspeople, people who are more design oriented or user-experience oriented. The strength comes from the heterogeneity of the team.

One strategy to encourage and support the Entrepreneurial Culture while helping to redevelop buildings downtown is to create co-working spaces. Co-working spaces are gaining ground across the country as flexible, affordable and ideal work spaces for young professionals, particularly those in technology and creative professions. The days of major tenants occupying entire historic commercial buildings may be waning. Instead, individuals and companies are looking for spaces that meet office needs as well as the need to work in a community with others.

Galvanize in Denver, Colorado is a successful example of a co-working space located in an historic building. Galvanize creates an "innovation ecosystem" designed to give entrepreneurs and innovators the best chance of success at the start of their next (or first) big thing. Through the three pillars of Capital, Community, and Curriculum, Galvanize builds a community greater than the sum of its parts to spark disruptive ideas and breakout companies.



Galvanize, Denver, Colorado



Galvanize, Denver, Colorado



Grand Valley State University, Grand Rapids, MI



Grand Valley State University, Grand Rapids, MI

Marketing Hartsville's downtown buildings as potential co-working spaces in concert with the Duke Energy Center for Innovation can become a great way to redevelop the existing infrastructure while supporting the Entrepreneurial Culture.

3. Create a Tax Increment Financing (TIF) District in the Downtown District

It is well known that the number and range of economic development incentives are very limited at the municipal level. The state and counties have vastly greater tools and pools of funding to utilize in economic development projects.

One of the few tools that the City has at its disposal is the creation of a Tax Increment Financing District (TIF). Tax increment financing (TIF) is a tool that allows municipalities and counties in South Carolina to promote economic development by earmarking property tax revenue from increases in assessed values within a designated TIF district. *All TIF projects must be for capital improvements (not operating expenses) and must be owned by the City.*

It is recommended that the City create a TIF whose boundaries are generally consistent with the boundaries of the downtown development district. The creation of a TIF will require the development of a *Redevelopment Plan* that outlines the goals and purposes of the TIF. It is typical for legal assistance to be required by the City in the creation of the TIF.

A brief excerpt from the *South Carolina Code of Laws* details the components of the Redevelopment Plan:

"SC code of laws, Title 31, Chapter 6"

(a) a copy of the redevelopment plan containing a statement of the objectives of a municipality with regard to the plan;

(b) a statement indicating the need for and proposed use of the proceeds of the obligations in relationship to the redevelopment plan;

(c) a statement containing the cost estimates of the redevelopment plan and redevelopment project and the projected sources of revenue to be used to meet the costs including estimates of tax increments and the total amount of indebtedness to be incurred;

(d) a list of all real property in the redevelopment project area;

(e) the duration of the redevelopment plan;

(f) a statement of the estimated impact of the redevelopment plan upon the revenues of all taxing districts in which a redevelopment project area is located;

(g) findings that:

- (i) the redevelopment project area is an agricultural, blighted, or conservation area and that private initiatives are unlikely to alleviate these conditions without substantial public assistance;
- (ii) property values in the area would remain static or decline without public intervention; and
- (iii) redevelopment is in the interest of the health, safety, and general welfare of the citizens of the municipality.



Co-working Spaces, Steelcase



Grand Valley State University, Grand Rapids, MI



Steelcase

ECONOMIC DEVELOPMENT

The time required to create a TIF varies with the community and the complexity of the TIF plan, but a realistic goal for the City is to create a TIF by the end of 2014. Legal council would be needed to advise the City on the exact process and procedures necessary to adopt a TIF.

The potential funding capacity of the TIF would depend on the level of capital investment in the TIF. In addition, the potential public projects to be built using TIF funds are yet to be determined. Potential projects would include but are not limited to the following:

- Public parking facilities
- Site improvements of new development
- Public infrastructure such as lighting, parks, streetscapes

4. Use the CFBH to function as a Community Development Corporation

It is recommended that the City use the CFBH to function as a Community Development Corporation (CDC) to help implement the economic development strategies for the City. If CFBH bylaws permit it, then it can act like a CDC and help promote economic development in the community. The CFBH would be a critical partner in promoting and implementing various economic development strategies for the City for many years. The CFBH would provide the opportunity for the City to accomplish the following:

1. Walk downtown. Fight the "drive-thru" mentality by parking and walking downtown to run your errands. Your local economy (and waistline!) will thank you.
2. Pick up someone else's litter. So what if it's not

- The CFBH could also provide sources of technical assistance.
- The staffing and initial funding could be relatively modest since the CFBH already exists.
- More resources are available through the South Carolina Main Street Program, the Municipal Association of South Carolina and the South Carolina Association of Community Development Corporations.

Once fully functional, the CFBH could provide an expanded array of programs in concert with Main Street Hartsville such as:

- Sign Replacement and Exterior Paint Grant Program (recently created)
- Storefront façade improvement program
- Direct Grant Program
- Bank Consortium
- Stimulate new and expanded commerce in the downtown area through focused economic development effort.

10 Ways to Support Downtown

Adapted from Mississippi Main Street Program March 2012 newsletter

1. Walk downtown. Fight the "drive-thru" mentality by parking and walking downtown to run your errands. Your local economy (and waistline!) will thank you.
2. Pick up someone else's litter. So what if it's not your trash? Pick it up and throw it away. One small step for man. One giant leap for beautification.

1. Walk downtown. Fight the "drive-thru" mentality by parking and walking downtown to run your errands. Your local economy (and waistline!) will thank you.

2. Pick up someone else's litter. So what if it's not your trash? Pick it up and throw it away. One small step for man. One giant leap for beautification.

3. Act like a realtor and sell your community. Tell visitors about places to see and visit that are unique to your community. And by all means, don't tell them there is nothing to do! Create blogs, tweets, instagrams about downtown Hartsville.

4. Tell your history. Know and tell your town's history well, and be sure to tell where you are now!

5. Volunteer. On a committee. For an event. Or just be a friendly ambassador and give someone directions. Roll out the welcome mat!

9. Support existing businesses. Sure, we want new businesses but let's not forget to support the ones we already have!

10. Think creatively. Empty storefront? Ask a local artist or school to display their art as a makeshift window display. Vacant alleyway? Create an attractive walk-through! Work with the creative sector (and students) reflect the character of your town.

Next Steps

Once City Staff and/or City Council approve the Conceptual Master Plan and associated budget figures, the next step is to move into the production of Design Development level drawings. Detailed site surveys are required for this phase of work. The conceptual designs are hardlined to scale and adjusted accordingly to meet the actual conditions of the site surveys. Upon approval of the Design Development Drawings, Construction Documents and Specifications can be prepared for competitive bidding.

Potential Funding Sources

TIF	Tax Increment Financing
MID	Municipal Improvement District
HDC	Hartsville Development Corporation
CDBG	Community Development Block Grant
SCDOT	Transportation Enhancement Grant
SCDNR	Urban Forestry Grant
Accommodations Tax	
Hospitality Tax	

A TIF district could be the best opportunity to generate infrastructure funds for capital improvements (not operating). If only the city participates (i.e., the school district and county opt out of the TIF), then every \$1,000,000 in market value capital investment equates to about \$100,000 in bonding capacity (based on a 15-year TIF). If school and county participate, this equates to about \$260,000 bonding capacity (15-year TIF).

For example, in five years the city attracts \$5 million in new capital investment in the TIF district (with school district and county participation). This will provide the city with approximately \$1.25 million in funds to use for capital improvements. If only the city participates, total funds available would be approximately \$500,000.

APPENDIX - COST ESTIMATES

Explanation of Cost Estimates

The estimated probable costs of construction that are included in this report are based on the conceptual master plan designs that have been produced from aerial photography base mapping and not actual site surveys. These estimates are meant to provide an approximate budget figure that could reasonably be expected for each of the individual projects. Refined construction costs can be developed at the Design Development and Construction Document phases of the project.



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151 - West Carolina Avenue
Hartsville, SC

COST ESTIMATE

Item No.	Description	Quantity	Units	Unit Price	Price
1	Demo ex. Asphalt median/ site prep	1	LS	\$25,000.00	\$25,000.00
2	Traffic Control/ Mobilization	1	LS	\$5,000.00	\$5,000.00
3	Concrete Curb	1,350	LF	\$20.00	\$27,000.00
4	Top Soil	1	LS	\$2,500.00	\$2,500.00
5	Asphalt Patch	300	SY	\$200.00	\$60,000.00
6	Planting a. 3" Large Trees b. 2" Median Trees c. 3 Gal. (red & green shrubs 4' O.C.) d. 1 Gal. (yellow shrubs 2.5' O.C.) e. Centipede Sod	86 19 1400 1200 51,500	EA EA EA EA SF	\$325.00 \$250.00 \$30.00 \$16.00 \$0.40	\$27,950.00 \$4,750.00 \$42,000.00 \$19,200.00 \$20,600.00
7	Irrigation	1	LS	\$25,000.00	\$25,000.00

Subtotal: **\$259,000.00**
10% Contingency: \$25,900.00
CONSTRUCTION TOTAL: **\$284,900.00**

*Estimate does not include Utility Pole Relocation and new ornamental lighting
Estimate based on aerial photography and exact field dimensions may vary.

151 - West Carolina Avenue
Hartsville, SC

COST ESTIMATE

Item No.	Description	Quantity	Units	Unit Price	Price
1	Site Prep	1	LS	\$5,000.00	\$5,000.00
2	Traffic Control/ Mobilization	1	LS	\$5,000.00	\$5,000.00
3	Concrete Curb	1,350	LF	\$20.00	\$27,000.00
4	Top Soil	1	LS	\$2,500.00	\$2,500.00
5	Asphalt Patch	300	SY	\$0.00	\$0.00
6	Planting a. 3" Large Trees b. 2" Median Trees c. 3 Gal. (red & green shrubs 4' O.C.) d. 1 Gal. (yellow shrubs 2.5' O.C.) e. Centipede Sod	86 19 1400 1200 51,500	EA EA EA EA SF	\$325.00 \$250.00 \$30.00 \$16.00 \$0.40	\$27,950.00 \$4,750.00 \$42,000.00 \$19,200.00 \$20,600.00
7	Irrigation	1	LS	\$20,000.00	\$20,000.00

Subtotal: **\$174,000.00**
10% Contingency: \$17,400.00
CONSTRUCTION TOTAL: **\$191,400.00**

*Estimate does not include Utility Pole Relocation and new ornamental lighting
Estimate based on aerial photography and exact field dimensions may vary.

APPENDIX - COST ESTIMATES

Hartsville-College Avenue
Brick Parking
Engineer's Estimate
December 17, 2013



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Item No.	Description	Quantity	Units	Unit Price	Engineer's Estimate Price
1	Demolition Major Demolition (sawcut asphalt and removal)	520	SY	\$30.00	\$15,600.00
2	Rough grading, mobilization and other miscellaneous items needed to complete the project according to the plans and specifications	1	LS	\$50,000.00	\$50,000.00
3	Storm Drainage Storm Drainage	1	LS	\$25,000.00	\$25,000.00
4	Roads Asphalt Patch Milling and Overlay Street Print XD 7" Concrete Driveway Traffic Control Barrier Curb and Gutter Thermoplastic Painted Striping 6" Utility Conduit Mucking and Replacement with suitable sand material	160 2,610 120 520 1,400 1,400 500 500	SY SY SF SF LF LF LF CY	\$50.00 \$25.00 \$108.00 \$50.00 \$30,000.00 \$11.00 \$25,000.00 \$10.00 \$13.00	\$8,000.00 \$65,250.00 \$12,960.00 \$26,000.00 \$42,000.00 \$15,400.00 \$12,500.00 \$7,500.00
5	Erosion Control Silt Fence Inlet Protection Concrete Washout DHEC Inspection Reports	1,500 10 1 1	LF EA LS LS	\$4.00 \$300.00 \$2,000.00 \$5,000.00	\$6,000.00 \$3,000.00 \$20,000.00 \$5,000.00
6	Construction Surveying Staking As-builts	1 1	LS LS	\$5,000.00 \$3,000.00	\$5,000.00 \$3,000.00
7	Hardscape Sidewalks Brick Paver 6" Concrete Base Benches Trash Cans Brick Columns	1,400 570 570 8 4 4	SY SY SY EA EA EA	\$35.00 \$120.00 \$120.00 \$1,200.00 \$3,200.00 \$5,000.00	\$49,000.00 \$68,400.00 \$68,400.00 \$9,600.00 \$12,800.00 \$20,000.00
8	Landscaping Irrigation Canopy Trees Shrubs Grassing Electrical Receptacle System for Street Trees	1 17 1 3,500 1	LS EA LS SF LS	\$20,000.00 \$400.00 \$5,000.00 \$0.50 \$20,000.00	\$20,000.00 \$6,800.00 \$5,000.00 \$1,750.00 \$20,000.00

Hartsville-College Avenue
No Brick
Engineer's Estimate
December 17, 2013



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Item No.	Description	Quantity	Units	Unit Price	Engineer's Estimate Price
1	Demolition Major Demolition (sawcut asphalt and removal)	860	SY	\$30.00	\$25,800.00
2	Rough grading, mobilization and other miscellaneous items needed to complete the project according to the plans and specifications	1	LS	\$50,000.00	\$50,000.00
3	Storm Drainage Storm Drainage	1	LS	\$25,000.00	\$25,000.00
4	Roads Asphalt Patch Milling and Overlay Street Print XD 7" Concrete Driveway Traffic Control Barrier Curb and Gutter Thermoplastic Painted Striping 6" Utility Conduit Mucking and Replacement with suitable sand material	150 3,000 120 400 1 1,370 1 500 500	SY SY SF SF LF LF LF LF CY	\$50.00 \$25.00 \$108.00 \$50.00 \$30,000.00 \$11.00 \$25,000.00 \$10.00 \$15.00	\$7,500.00 \$75,000.00 \$12,960.00 \$20,000.00 \$30,000.00 \$15,070.00 \$25,000.00 \$5,000.00 \$7,500.00
5	Erosion Control Silt Fence Inlet Protection Concrete Washout DHEC Inspection Reports	1,500 10 1 1	LF EA LS LS	\$4.00 \$300.00 \$2,000.00 \$5,000.00	\$6,000.00 \$3,000.00 \$20,000.00 \$5,000.00
6	Construction Surveying Staking As-builts	1 1	LS LS	\$5,000.00 \$3,000.00	\$5,000.00 \$3,000.00
7	Hardscape Sidewalks Benches Trash Cans Brick Columns	1,450 8 4 4	SY EA EA EA	\$35.00 \$1,200.00 \$800.00 \$5,000.00	\$50,750.00 \$9,600.00 \$3,200.00 \$20,000.00
8	Landscaping Irrigation Canopy Trees Shrubs Grassing Electrical Receptacle System for Street Trees	1 27 1 7,800 1	LS EA LS SF LS	\$20,000.00 \$400.00 \$5,000.00 \$0.50 \$30,000.00	\$20,000.00 \$10,800.00 \$5,000.00 \$3,900.00 \$30,000.00

APPENDIX - COST ESTIMATES

Hartsville-College Avenue
All Brick
Engineer's Estimate
December 17, 2013



Item No.	Description	Quantity	Units	Unit Price	Engineer's Estimate Price
1	Demolition				
	Major Demolition (sawcut asphalt and removal)	860	SY	\$30.00	\$25,800.00
2	Rough grading, mobilization and other miscellaneous items needed to complete the project according to the plans and specifications	1	LS	\$50,000.00	\$50,000.00
3	Storm Drainage				
	Storm Drainage	1	LS	\$25,000.00	\$25,000.00
4	Roads				
	Asphalt Patch	150	SY	\$50.00	\$7,500.00
	7" Concrete Driveway	400	SY	\$50.00	\$20,000.00
	Traffic Control	1	LS	\$30,000.00	\$30,000.00
	Barrier Curb and Gutter	1,370	LF	\$11.00	\$15,070.00
	Thermoplastic Painted Striping	1	LS	\$25,000.00	\$25,000.00
	6" Utility Conduit	500	LF	\$10.00	\$5,000.00
	Mucking and Replacement with suitable sand material	500	CY	\$15.00	\$7,500.00
5	Erosion Control				
	Silt Fence	1,500	LF	\$4.00	\$6,000.00
	Inlet Protection	10	EA	\$300.00	\$3,000.00
	Concrete Washout	1	LS	\$2,000.00	\$2,000.00
	DHEC Inspection Reports	1	LS	\$5,000.00	\$5,000.00
6	Construction Surveying				
	Staking	1	LS	\$5,000.00	\$5,000.00
	As-builts	1	LS	\$3,000.00	\$3,000.00
7	Hardscape				
	Sidewalks	1,450	SY	\$35.00	\$50,750.00
	Brick Paver	3,000	SY	\$120.00	\$360,000.00
	6" Concrete Base	3,000	SY	\$40.00	\$120,000.00
	Benches	8	EA	\$1,200.00	\$9,600.00
	Trash Cans	4	EA	\$600.00	\$2,400.00
	Brick Columns	4	EA	\$5,000.00	\$20,000.00
8	Landscaping				
	Irrigation	1	LS	\$20,000.00	\$20,000.00
	Canopy Trees	27	EA	\$400.00	\$10,800.00
	Shrubs	1	LS	\$5,000.00	\$5,000.00
	Grassing	7,800	SF	\$0.50	\$3,900.00
	Electrical Receptacle System for Street Trees	1	LS	\$30,000.00	\$30,000.00

APPENDIX - COST ESTIMATES



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Landscape Architecture | Engineering | Planning

8/13/2013

151 - Fifth Street Roundabout Gateway Hartsville, SC

COST ESTIMATE

Item No.	Description	Quantity	Units	Unit Price	Price
1	Demo ex. Asphalt median/ site prep	2200	SY	\$40.00	\$88,000.00
2	Traffic Control/ Mobilization	1	LS	\$50,000.00	\$50,000.00
3	Concrete Curb	2,500	LF	\$20.00	\$50,000.00
4	Top Soil	1	LS	\$20,000.00	\$20,000.00
5	Asphalt Mill & Overlay	4200	SY	\$25.00	\$105,000.00
6	Asphalt Base and Surfacing	625	SY	\$55.00	\$34,375.00
7	Concrete Walk	725	SY	\$45.00	\$32,625.00
8	Drainage	1	LS	\$80,000.00	\$80,000.00
9	Crosswalks	270	SY	\$108.00	\$29,160.00
10	Planting a. 3" Large Trees b. 2" Median Trees c. 3 Gal. (yellow & green shrubs 4' O.C.) d. 1 Gal. (red & blue shrubs 2.5' O.C.) e. Centipede Sod	66 6 400 340 15,000	EA EA EA EA SF	\$325.00 \$250.00 \$30.00 \$16.00 \$0.40	\$21,450.00 \$1,500.00 \$12,000.00 \$5,440.00 \$6,000.00
11	Irrigation	1	LS	\$30,000.00	\$30,000.00
Subtotal:					\$565,550.00
10% Survey & Engineering:					\$56,555.00
10% Contingency:					\$56,555.00
CONSTRUCTION TOTAL:					\$678,660.00

*Estimate does not include Utility Pole Relocation and new ornamental lighting
Estimate based on aerial photography and exact field dimensions may vary.

151 - Fourth Street Gateway Hartsville, SC

COST ESTIMATE

Item No.	Description	Quantity	Units	Unit Price	Price
1	Demo ex. Asphalt median/ site prep	1	LS	\$7,500.00	\$7,500.00
2	Traffic Control/ Mobilization	1	LS	\$5,000.00	\$5,000.00
3	Concrete Curb	980	LF	\$20.00	\$19,600.00
4	Top Soil	1	LS	\$2,500.00	\$2,500.00
5	Asphalt Patch	300	SY	\$200.00	\$60,000.00
6	Planting a. 3" Large Trees b. 2" Median Trees c. 3 Gal. (red & green shrubs 4' O.C.) d. 1 Gal. (yellow shrubs 2.5' O.C.) e. Centipede Sod	55 10 1100 980 42,000	EA EA EA EA SF	\$325.00 \$250.00 \$30.00 \$16.00 \$0.40	\$17,875.00 \$2,500.00 \$33,000.00 \$15,680.00 \$16,800.00
7	Irrigation	1	LS	\$25,000.00	\$25,000.00
Subtotal:					\$205,455.00
10% Contingency:					\$20,545.00
CONSTRUCTION TOTAL:					\$226,000.00

*Estimate does not include Utility Pole Relocation and new ornamental lighting
Estimate based on aerial photography and exact field dimensions may vary.

Hartsville/Greenwood

Demographic and Economic Comparison Analysis

Introduction

The focus of this analysis is to compare two cities: Hartsville, South Carolina and Greenwood, South Carolina. Both cities are located in rural central South Carolina. Although the communities share many similarities, there are also significant differences in their demographic, economic, industry, and transportation characteristics.

Greenwood was chosen to be compared to Hartsville primarily due to the following similarities:

- Both communities are home to small, liberal arts colleges (Lander and Coker).
- Both communities are relatively close to larger cities but are still in rural settings.
- Both communities have or were home to very large, mature manufacturing industries and their founding families (Greenwood Mills and the Self family and Sonoco and the Coker family).

Demographic Characteristics

We used the American Community Survey (ACS) to compare these two communities. We identified variances in the communities by focusing on percentage of total for each demographic characteristic, highlighting differences of five percent or greater. Finally, we compared absolute numerical differences where they appeared to be significant and of interest.

Population

The largest difference between these two communities is population. The population of Hartsville is 7,775, just 34 percent of Greenwood's population of 23,108. Population is, in and of itself, a source of wealth and a key driver of economic prosperity. Within this population there are a number of differences in the makeup. Median age is significantly higher in Hartsville (37.6) versus Greenwood (32.6). On a percentage basis, Hartsville's male population is six percent larger, offset by a smaller female population over age 65. Finally,

although the races have similar distributions, the Hispanic and non-Hispanic populations in Hartsville are, as a percentage of the population, significantly smaller than those population percentages in Greenwood.

Social Characteristics

A smaller population correlates to fewer households. Hartsville has 2,069 households, equal to 36 percent of Greenwood's 8,633. However, households in Hartsville have eight percent more 65-plus age persons than Greenwood. Those same households are also smaller in size and general family size in Hartsville than Greenwood. With that older population, the grandparents also are more likely to be responsible for grandchildren in Hartsville (67 percent) compared to Greenwood (46 percent).

Those young Hartsville grandchildren are more likely to be in nursery school and preschool than their Greenwood counterparts. However, as these children age, the percentage attending elementary, college, or graduate school is each five percent less than the population in Greenwood. It is possible this is an anomaly of the data; however a review of education graduation rates would provide more information about the impact on education in the community.

In terms of overall educational attainment, those who live in Hartsville have higher educational attainment of high school and/or bachelor's degrees than those that live in Greenwood.

Economic Characteristics

We evaluated the economic characteristics using the Census and ACS selected economic characteristics comparing Hartsville to Greenwood and the state of South Carolina over time. It is important to include the state of South Carolina since the condition of a state's economy impacts the economic conditions of its counties and cities, in particular. The state economy provides insight into why we see local improvements or declines in economic prosperity. We evaluated four economic indicators: 1) change in economic conditions based on Census and ACS data, 2) location quotients, 3) shift-share, and 4) economic exports.

Change in Economic Conditions

We focused on this question: Has Hartsville made up or lost ground over the past 11 years and how does this change compare to Greenwood and the state, in general? We again chose characteristics that varied five percent or more between Hartsville and Greenwood. Finally, we identified these changes over time to determine if there had been improvements in these criteria.

One economic indicator is change in population. Population in Hartsville has increased slightly but more slowly than in Greenwood. It has slipped against Greenwood slightly since 2000, from 34.7 percent to 33.6 percent today. Employment has improved in Hartsville and closed the gap with Greenwood. Unemployment rates are similar, with both Darlington and Greenwood counties below 10 percent unemployed.

Hartsville continues to lead Greenwood in management and professional occupations as a percent of all occupations, but trails Greenwood in maintenance, natural resources, and production and transportation occupations. The gap in production jobs between Hartsville and Greenwood has widened since 2000 from 8.7 percent to 12.6 percent fewer employees as a percentage of all occupations. This same gap appears in the industry profile, with the manufacturing industry employment gap between Hartsville and Greenwood sliding from 6.7 percent in 2000 to 7.7 percent in 2011. Interesting to note: Hartsville education services industry employs 7.2 percent more persons than Greenwood. Despite the percentage difference, Greenwood employs slightly over two times as many persons in this industry as does Hartsville due to the substantial difference in population.

APPENDIX - ECONOMIC ANALYSIS

Table 1
Employment Change: 2001 to 2011
Hartsville compared to South Carolina

Industry	South Carolina Employment Percent Change 2001 to 2011	Hartsville Employment Percent Change 2001 to 2011
Agriculture, forestry, fishing and hunting, and mining	1.7%	116.7%
Construction	2.1%	-87.8%
Manufacturing	-22.2%	-43.1%
Wholesale Trade	-9.0%	-61.5%
Retail Trade	11.0%	9.1%
Transportation and warehousing, and utilities	6.8%	-19.5%
Information	-6.6%	323.1%
Finance and insurance, and real estate and rental and leasing	16.1%	14.8%
Professional, scientific, and management, and administrative and waste management	44.9%	63.6%
Educational services, and health care and social assistance	25.5%	40.4%
Arts, entertainment, and recreation, and accommodation and food service	28.2%	-21.2%
Other services, except public administration	14.3%	10.3%
Public administration	15.4%	-72.7%

As seen in Table 1, Hartsville has lagged behind the State average employment growth in several sectors, especially in manufacturing, wholesale trade and the arts.

However, Hartsville has outpaced or grow about the same as the State average growth in several employment sectors.

- Agriculture -- 117% growth
- Information -- 323% growth
- Finance -- 15% growth
- Professional Services -- 64% growth
- Education -- 40% growth

These last five sectors are the ones that Hartsville should focus on encouraging and attracting.

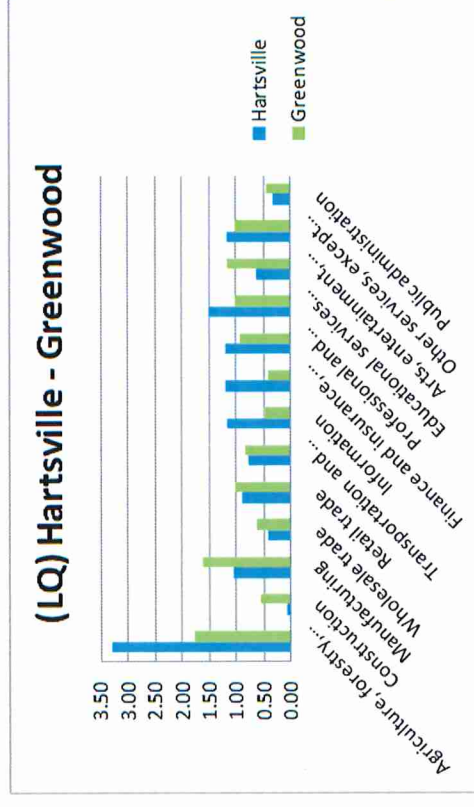
Finally, median household income, family income, and per capita income are all higher in Hartsville than in Greenwood, but lag behind the state of South Carolina.

Location Quotients

We calculated the strength of industries in Hartsville and Greenwood by comparing those economics to the state of South Carolina using employment as an indicator. We then compared the industry profiles of the two cities to identify their strengths and weaknesses.

Hartsville has significant strength in agriculture (3.28), and educational and healthcare services (1.5). Agriculture is actually an outlier industry (high concentration), making the city less balanced. To a lesser degree, the city is also strong in professional and finance industries. Weaknesses include construction (.07), and arts and entertainment (.63), two industries driven by population. Greenwood has a slightly more balanced industry portfolio with strengths in agriculture (1.76) and manufacturing (1.61). Hartsville's additional strength industries include information and education, but the city lags in manufacturing, a key source of jobs for both communities. See Chart 1

Chart 1



Economic Exports

Finally, when we evaluate an economy, we focus on goods and services produced and exported out of the region in return for income. Although we do not have specific data for the city, the city is a beneficiary of regional exports. Darlington County lags slightly behind Greenwood County by \$0.5 billion dollars.

APPENDIX - ECONOMIC ANALYSIS

Notes:

Location Quotient

There are many ways to estimate a region's base. The simplest is the location quotient. The location quotient utilizes several restrictive assumptions that constitute the technique's weaknesses. However, the location quotient can tell a researcher much about a region's economy in a short period of time and with a minimum of data requirements.

The location quotient is equal to the percentage of a reference region's activity in a particular industry divided by the percentage of activity in that same industry for a larger region, usually the nation. The formula for such a quotient is:

$$LQ = \frac{Ri/R}{Ni/N}$$

where: Ri represents the regional activity in industry i,

R represents total regional activity,

Ni represents the national (or other larger region) activity in industry i, and

N represents total national (or other larger region) activity.

Assuming the regional industries are technologically similar to their national counterparts and that the nation is relatively self-sufficient in the production of each industry's products:

$LQ_i = 1$ indicates that this industry produces at the same level as its national counterpart. If the nation is self-sufficient in the production of this commodity, then so is the region. Therefore, there are no exports or imports associated with this regional industry.

$LQ_i > 1$ indicates that this industry is producing at a level that is greater than self-sufficiency would indicate. The surplus must be exported. In other words, this is an industry that is identified as a regional exporter.

$LQ_i < 1$ indicates that this regional industry is producing at a level that is less than self-sufficiency would indicate. The deficit in supply must be imported.

The assumptions associated with the location quotient are obviously restrictive. However, if nothing else, the location quotient does provide an indication of the relative importance of a particular industry to a region. The greater the location quotient value, the more important this industry is to the economic base of the region. What is more, changes in location quotient values over time represent changes in the industry's relative importance to the region's economic base. As such, location quotients are quite valuable as indicators of a region's economic base.

The top 18 industries in each county account for more than 80 percent of the industry exports. Key exports in Darlington County include paperboard, iron and steel, and electric power generation. There are no services that appear in the top industry export list. This is in part due to the region's lower population. In Greenwood County, chemicals, paper, and animal processing lead the list of exports. Of the top 18, four service industries are included: computer, physician offices, employment services, and wholesale trade.

For any given industry, there is also an economic impact from the industry's supply chain. The paper industry, in particular, has an extensive supply chain that may contribute to the economy of Hartsville. That chain includes industries such as logging, sawmills, chemical manufacturing, and transportation services.

Finally, although government education is not a primary exporter, it is an industry which transfers monies from outside the region to within through salary and wages. Educational payroll is \$64 million in Darlington County and \$276 million in Greenwood County, a significant difference between the two regions. Population plays a primary role in this variance.

Conclusion

Hartsville is a competitive city with many growth opportunities in the coming years. When comparing Hartsville to Greenwood, important differences can be observed. Most notable is the impact that a large and growing population has on a community and the services it provides. Although Hartsville is growing, it is growing at a pace slower than Greenwood and other communities.

Hartsville has a number of competitive industry sectors, but has still lost more than its expected share of employment over the last few years. Hartsville will need to regain market share by deploying strategies such as marketing its educational attainment.

In particular, Hartsville has experienced faster growth or at least equal growth relative to the state in the five sectors listed below. The community should focus on attracting more in these sectors and nurturing the existing.

- Agricultural Related industries
- Information and Technology sector
- Finance and banking companies
- Professional Services
- Education: GSSM and Higher Education

APPENDIX - HISTORIC PRESERVATION TAX CREDITS

SC Abandoned Buildings Revitalization Act

The General Assembly passed legislation at the end of the 2013 session that gives cities a new economic development tool that incentivizes private investment in downtowns for the “rehabilitation, renovation and redevelopment” of empty storefronts. Abandoned buildings are routinely safety hazards that cost cities and towns precious resources by using additional fire and police services, while decreasing area property values.

Definition of an abandoned building

- at least 66 percent vacant for the past five years
- nonoperational for income-producing purposes
- may not be a single-family residence
- a building listed on the National Register for Historic Places when used solely for storage or warehousing
- investor using the tax credit may not be the owner at the time of the abandonment

Investment threshold to use tax credit

- more than \$250,000 investment within jurisdictions (cities or counties) with a population over 25,000
- more than \$150,000 investment within jurisdictions (cities or counties) with a population between 25,000 and 1,000
- more than \$75,000 investment within jurisdictions (cities or counties) in local with a population of less than 1,000

Type of tax credits available

Income tax credit

- investor files Notice of Intent to Rehabilitate with the Department of Revenue
- credit equals 25 percent of actual expenses but the credit may not exceed \$500,000
- credit must be taken over five years beginning with the tax year the building is placed into service after rehabilitation
- taxpayer may not claim income tax credit in addition to the Textile Communities Revitalization Act or Retail Facilities Revitalization Act credits

Property tax credit

- investor files Notice of Intent to Rehabilitate with city or county
- council must determine, by resolution, the eligibility of the project
- council must hold a public hearing and approve the project for the credit by ordinance
- at least 45 days before the public hearing the city or county must notify all affected taxing entities
- if the taxing entity does not file an objection by the date of the public hearing, then the local taxing entity consents to the tax credit
- credit equals 25 percent of actual expenses but the credit may not exceed 75 percent of the real property taxes due on the building
- credit may be taken up to eight years beginning with the tax year building is placed into service

Timeframe for implementation

- sunsets in 2019
- retroactive to January 1, 2013



Preservation Hotline #11

South Carolina Department of Archives & History
8301 Parklane Road
Columbia, SC 29223-4905
State Historic Preservation Office
<http://shpo.sc.gov/>

Tax Savings for Owners of Historic Buildings

Is there a tax incentive for you?

In South Carolina, there are a number of state and federal tax incentives to help with the costs of preserving historic buildings. Both owner-occupied historic homes and historic buildings used to produce income — stores, offices, apartment buildings, for example — may be eligible for tax incentives. Use this chart to begin identifying tax incentives that may apply to your building.

Tax Incentive Program		Owner-Occupied	Income-Producing	Mixed Use Historic Building	Building (see note)
A. 20% Federal Historic Rehabilitation Tax Credit					partial credit
B. 10% State Historic Rehabilitation Tax Credit					partial credit
C. 25% State Historic Rehabilitation Tax Credit		✓	✓		partial credit
D. Local Property Tax Abatement		✓	✓	✓	✓
E. Federal Income Tax Incentives for Easement Donations		✓	✓	✓	✓

Note: A rehabilitation project involving mixed uses (a store on the first floor and an owner-occupied residence on the second floor, for example) may be eligible for two different tax incentive programs. In these projects, rehabilitation costs must be allocated for each use, with a corresponding allocation of the tax credits (see *Tips on How To Apply for Mixed-Use Projects*: <http://shpo.sc.gov/programs/tax/Pages/Homeowner.aspx>).

Historic Preservation Tax Incentives — The Basics

The descriptions that follow are brief and do not include all of the detailed requirements for each program. Taxpayers/owners should read the other sources of information indicated at the end of each description and consult with an accountant or other professional tax advisor for help in determining whether the programs will be of benefit to them. For rehabilitation projects, contact the State Historic Preservation Office (SHPO) early in the planning process. Some of the programs require approval before work begins.

A. 20% Federal Historic Rehabilitation Tax Credit

Incentive: Federal income tax credit equal to 20% of rehabilitation costs. In general, each dollar of tax credit earned reduces the amount of federal income taxes owed by one dollar.

Eligible buildings: Buildings listed individually in the National Register of Historic Places or buildings that contribute to a National Register historic district.

Eligible use: Income-producing use (such as offices, stores, or rental housing).

Expenditure requirements: Costs must exceed the adjusted basis of the building (the purchase price, minus the cost

of the land, plus the value if improvements made, minus depreciation already taken).

Review of work: The National Park Service must certify that the rehabilitation meets the Secretary of the Interior's *Standards for Rehabilitation*. Review begins with the State Historic Preservation Office (SHPO).

Authorizing legislation: Tax Reform Act of 1986 (PL99-514; Internal Revenue Code Section 47).

For more information: Visit the SHPO (<http://shpo.sc.gov/programs/tax/pages/income.aspx>), National Park Service (www.nps.gov/tax/tax-incentives.htm), and Internal Revenue Service (www.irs.gov) websites.

B. 10% State Historic Rehabilitation Tax Credit

Owners of historic buildings in South Carolina who meet the requirements for the 20% Federal Historic Rehabilitation Tax Credit may also qualify for a state income tax credit. Taxpayers do not have to go through a separate State Historic Preservation Office (SHPO) application process. Successfully completing the federal application process qualifies them for the state credit.

Incentive: State income tax credit equal to 10% of rehabilitation costs. In general, each dollar of tax credit earned reduces the amount of state income taxes owed by one dollar.

Authorizing legislation: South Carolina Rehabilitation Incentives Act (Section 12-6-3535, SC Code of Laws, 1976, as amended).

For more information: Visit the SHPO website (<http://shpo.sc.gov/programs/tax/Pages/Income.aspx>).

C. 25% State Historic Rehabilitation Tax Credit

Incentive: South Carolina State income tax credit equal to 25% of *allowable rehabilitation expenses*. In general, each dollar of tax credit earned reduces the amount of state income taxes owed by one dollar. (*Allowable expenses* include exterior rehabilitation work; repair of historic structural systems; improving energy efficiency; repairs and installation of heating, air-conditioning, plumbing, and electrical systems; restoration of historic plaster; and architectural and engineering fees.)

Eligible buildings: Buildings must be listed in the National Register of Historic Places, individually eligible for the National Register, contribute to a National Register historic district, or be a historic outbuilding associated with a residence that is eligible for the program.

Eligible use: Owner-occupied residence (not used in a trade or business, held for the production of income, or held for sale or disposition in the ordinary course of the taxpayer's trade or business).

Expenditure requirements: \$15,000 of *allowable rehabilitation expense* within 36 months. (See definition of *allowable rehabilitation expense* above.)

Review of work: The State Historic Preservation Office (SHPO) must review and approve plans **before work begins**. The SHPO must certify that the rehabilitation meets the Secretary of the Interior's *Standards for Rehabilitation*.

Authorizing legislation: South Carolina Rehabilitation Incentives Act (Section 12-6-3535, SC Code of Laws, 1976, as amended).

For more information: Visit the SHPO website (<http://shpo.sc.gov/programs/tax/Pages/Homeowner.aspx>).

D. Local Property Tax Special Assessment

Incentive: The property is assessed on the pre-rehabilitation fair market value for the length of the special assessment (up to 20 years; length set by the local government).

Eligible buildings: A building must be designated historic by the local government and the local government must have adopted an ordinance to implement the property tax abatement program. Buildings designated historic by the local government can include buildings listed individually in the National Register of Historic Places or contributing to a National Register historic district, or buildings that meet the local government's criteria for historic designation.

Eligible use: Owner-occupied residence or income-producing building.

Expenditure requirements: Expenditures for rehabilitation must exceed the minimum expenditure set by the local government. This can range from 20% to 100% of the fair market value of the building.

Review of work: A reviewing authority must approve that the proposed and completed rehabilitation work is appropriate for the historic building and the historic district in which it is located. The reviewing authority is the local board of architectural review, another designated entity with historic preservation expertise, or the State Historic Preservation Office (SHPO).

Authorizing legislation: Sections 4-9-195 and 5-21-140, SC Code of Laws, 1976, as amended (often referred to as the "Bailey Bill").

For more information: Visit the State Historic Preservation Office website (<http://shpo.sc.gov/programs/tax/Pages/Local.aspx>). You must also check with your local government to determine if it has passed an ordinance.

E. Federal Income Tax Incentives for Easement Donations

Incentive: Income and estate tax deductions.

Eligible buildings: Buildings listed individually in the National Register of Historic Places or buildings that contribute to a National Register historic district. (Historically important land areas are also eligible.)

Eligible use: Owner-occupied residence or income-producing building.

Expenditure requirements: Rehabilitation work is not required for this incentive. The incentive is based on the charitable contribution of a partial interest in a historic property (i.e., easement) to a government or nonprofit organization. When donors donate partial interests — or easements — on historic buildings, they pledge to preserve significant historic features and agree to obtain the easement holder's consent before making alterations.

Authorizing legislation: Tax Reform Act of 1986 (Internal Revenue Code Section 170(h)).

For more information: Visit the State Historic Preservation Office (SHPO) (<http://shpo.sc.gov/programs/tax/Pages/Easements.aspx>) and National Park Service (www.nps.gov/tax/tax-incentives.htm) websites.

Note: South Carolina law does not mandate tax incentives for the donation of easements to preserve historic properties. However, the Conservation Easement Act of 1991 states: "For ad valorem tax purposes real property that is burdened by a conservation easement must be assessed and taxed on a basis that reflects the existence of the easement." (Section 27-8-70,

APPENDIX - HISTORIC PRESERVATION TAX CREDITS

PRESERVATION HOTLINE #11 ▲ REHABILITATION INCENTIVES ▼ PRESERVATION HOTLINE #11 ▲ REHABILITATION INCENTIVES ▼ PRESERVATION HOTLINE #11

Other Tax Incentives for Rehabilitation Projects

SC Code of Laws, 1976, as amended)

10% Federal Rehabilitation Tax Credit: This credit, created by the Tax Reform Act of 1986 (PL 99-514; Internal Revenue Code Section 47), is available for the rehabilitation of buildings placed in service before 1936 that are not individually listed in the National Register or contributing buildings in a National Register historic district. The 10% federal income tax credit only applies to buildings rehabilitated for non-residential uses. To qualify for the credit rehabilitation costs must exceed the adjusted basis of the building (purchase price minus land value). No State Historic Preservation Office or National Park Service review is required for these projects. More information about the 10% federal credit is available on the National Park Service (www.nps.gov/tps/tax-incentives.htm) and Internal Revenue Service (www.irs.gov) websites.

Federal Income Tax Credit for Low Income Housing:

The Tax Reform Act of 1986 (Internal Revenue Code, Section 42) also created an income tax credit for acquisition, construction, or rehabilitation of low income housing. Many developers have used the Low Income Housing Tax Credit in conjunction with the 20% Federal Historic Rehabilitation Tax Credit to rehabilitate historic buildings to provide rental units for low income residents. For more information, contact the State Housing Finance and Development Authority (803-734-2000 or www.schousing.com), which allocates the Low Income Housing Credits in South Carolina.

Tax Incentives for Rehabilitating Textile Mill Buildings:
The South Carolina Textiles Communities Revitalization Act (Section 6-32-10, SC Code of Laws, 1976, as amended) was approved by the General Assembly and signed by Governor Sanford in May 2004. The law provides tax incentives to encourage the renovation and redevelopment of abandoned textile mill sites. A taxpayer who meets the requirements of the law and improves, renovates, or redevelops an abandoned textile mill building is eligible for one of two tax credits: a credit against local property taxes or a state income tax credit.

The activity that is the subject of this brochure has been financed, in part, with federal funds from the National Park Service, Department of the Interior. The contents and opinions, however, do not necessarily reflect the views or policies of the Department of the Interior. Under Title VI of the Civil Rights Act of 1964 and Section 504 of the Rehabilitation Act of 1973, the Department of the Interior prohibits discrimination on the basis of race, color, national origin, or handicap in its federally assisted programs. If you believe you have been discriminated against in any program, activity, or facility as described above, or if you desire further information, please write to: Office of Equal Opportunity, U.S. Department of the Interior, Washington, DC 20240.

January 2012

APPENDIX - RECOMMENDED TREES

Street Tree Recommendations

The tree cultivars recommended in this report have been chosen from the approved tree species list provided by the South Carolina Department of Transportation for use in SCDOT right of ways and are selected based on their hardiness and adaptability to urban conditions.

Botanical Name	Common Name	Height/Spread	Growth Rate/Native?	Deciduous/Evergreen; Form; Fall Color; Range?	Remarks
Acer buergerianum	Trident Maple	20-35 ft tall, 20-35 ft spread	Mod-Fast; Korea & Eastern China	Dec. upright to oval; yellow, orange & red	See first remark
Acer rubrum 'Bowhall'	Red Maple, var. 'Bowhall'	50 ft tall, 18-25 ft spread	Fast; native hybrid	Deciduous conical/upright; orange & yellow	See first remark; needs adequate rooting space
Acer rubrum 'Brandywine'	Red Maple, var. 'Brandywine'	30-40 ft tall, 20-25 ft spread	Mod. Fast; native hybrid	Deciduous, mod. Upright, oval, orange to red to purple-red	See first remark; needs adequate rooting space
Acer Rubrum 'Franksred'	Red Maple, var. 'Red Sunset'	40-45 ft tall, 30-35 ft spread	Mod.-Fast' native hybrid	Dec. mod. Broadly pyramidal, bright red	Straight, dominant central leader; strong branch angles; see first remark; needs adequate rooting space
Acer rubrum 'HOSK'	Red Maple var. 'Summer Red'	35-40 ft tall, 20-25 ft spread	Mod.-Fast; native hybrid	Dec. mod. Upright, oval, yellow, orange and purple	See first remark; needs adequate rooting space
Carpinus betulus 'Fastigiata'	Pyramidal European Hornbeam	30-40 ft tall, 15-20 ft spread	Asia; cultivar of nursery origin	Dec. upright columnar to oval	Specimen, street tree for narrow areas. No litter problem.
Ginkgo biloba 'Princeton Sentry'	Ginkgo Tree var. 'Princeton Sentry'	50-75 ft tall, 15-25 ft spread	Slow; China; cultivar of nursery origin	Dec. columnar and upright or erect	Stinky fruit on female tree, plant male trees only; never plant near power lines; needs adequate rooting space
Lagerstromel hybrids	Hybrid Grape Myrtle	20-30 ft tall, 15-25 ft spread	Cultivar of nursery origin	Dec. upright to vase forms preferred; red	For use under power lines; a tree considered by SCDOT to be under 4 inches caliper at maturity
Quercus phellos 'QPSTA'	Willow Oak, var. 'Hightower'	55-65 ft tall, 30-40 ft spread	Fast; native cultivar of nursery origin	Dec. broad, pyramidal; yellow Fall color	Excellent multi-purpose tree, balanced shape; light tower is narrower with a central leader; variety 'Wynstar' 30-45' wide
Quercus phellos 'QPSTJq'	Willow Oak, var. 'Ascendor'	30-60 ft tall, 20-30 ft spread	Mod-Fast; native cultivar of nursery origin	Dec. broad pyramidal; yellow Fall color	Very dense, somewhat upswept branchin, dominant leader
Quercus phellos 'RT3'	Willow Oak, var. 'Upperton'	50-60 ft tall, 30 ft spread	Fast; Native cultivar of nursery origin	Dec, pyramidal when young to upright oval; yellow Fall color	Medium to fine texture; extremely tough & urban tolerant; thrives in heat, soil tolerant
Quercus virginiana 'QVTIA'	Oak, Live, var 'Highrise'	30-40 ft tall, 14-20 ft spread	Moderate; native cultivar of nursery origin	Evergreen, upright ascending branching	Species has broad, spreading canopy; plant only where there is room; wrong form for street tree & requires extra setback on R/W
Taxodium distichum 'Nickelson'	Bald Cypress var. 'Shawnee Brave'	55-75 ft tall, 18-20 ft spread	Mod.-Fast; native cultivar of nursery origin	Deciduous, narrow, pyramidal form; orange-brown in Fall	Spreadly adaptable to urban environments, tolerant of water-logged soil
Ulmus parvifolia 'BSNUPF'	Lacebark Elm var. 'Everclear'	30-50 ft tall, 18-25 ft. spread	Fast; Japan, Korea; cultivar of nursery origin	Dec. upright, very narrow tight form when young; yellow to brown in Fall	Adaptable to different soil types; good, strong growth in poor planting env. Possibly invasive seedlings?
Ulmus parvifolia 'UTMTF' Lacebark Elm var. 'Bosque'	Lacebark Elm var. 'Bosque'	60-65 ft tall, 30-35 ft spread	Fast; Japan, Korea; cultivar of nursery origin	Deciduous, broad, oval; yellow to brown in Fall	Fast-growing and hardy, handsome ornamental with showy bark; possibly invasive seedlings?
Ulmus parvifolia 'Dynasty'	Lacebark Elm var 'Dynasty'	30 ft tall, 20 ft. spread	Fast; Japan, Korea; cultivar of nursery origin	Deciduous, domed shaped crown; orange-yellow in Fall	Fast-growing and hardy, handsome ornamental with showy bark; possibly invasive seedlings?
Ulmus parvifolia 'Emer ii'	Lacebark Elm var. 'Allee'	50-60 ft tall, 35-40 ft spread	Fast; Japan, Korea; cultivar of nursery origin	Deciduous, vase to upright; yellow to bronzed yellow in Fall	Fast-growing and hardy, handsome ornamental with showy bark; possibly invasive seedlings?
Zelkova serrata 'C Creek I'	Zelkova var. 'Gold Falls'	30-35 ft tall, 15-20 ft spread	Mod. ; Japan, Korea; cultivar of nursery origin	Dec. upright, columnar, vase-shaped; b. yellow in Fall; not for coastal areas	Fast-growing and hardy, handsome ornamental, unique narrow crown
Zelkova serrata 'Musashino'	Zelkova var. 'Mushino'	45-50 ft tall, 15 ft. spread	Fast; Japan, Korea; cultivar of nursery origin	Dec. upright, columnar, vase-shaped; b. yellow in Fall; not for coastal areas	Fast-growing and hardy, handsome ornamental, unique narrow crown
Zelkova serrata 'JFSKW1' PP 20996	Zelkova var. 'City Sprite'	24 ft tall, 18 ft. spread	Fast; Japan, Korea; cultivar of nursery origin	Dec. upright, compact oval to vase-shaped; b. yellow in Fall	Compact, dense, and semi-dwarf, this is the perfect little tree for tight urban spaces. Summer foliage appears brighter green than typical zelkova, short internodes, fine textured foliage and a self pruning growth habit promise low maintenance tree.