

# SC Department of Commerce Rural Development & Strategic Planning Initiative



**BOUDREAUX**  
inspired design



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**SC DEPARTMENT of COMMERCE**

# Rural Development & Strategic Planning Initiative



## Program Overview

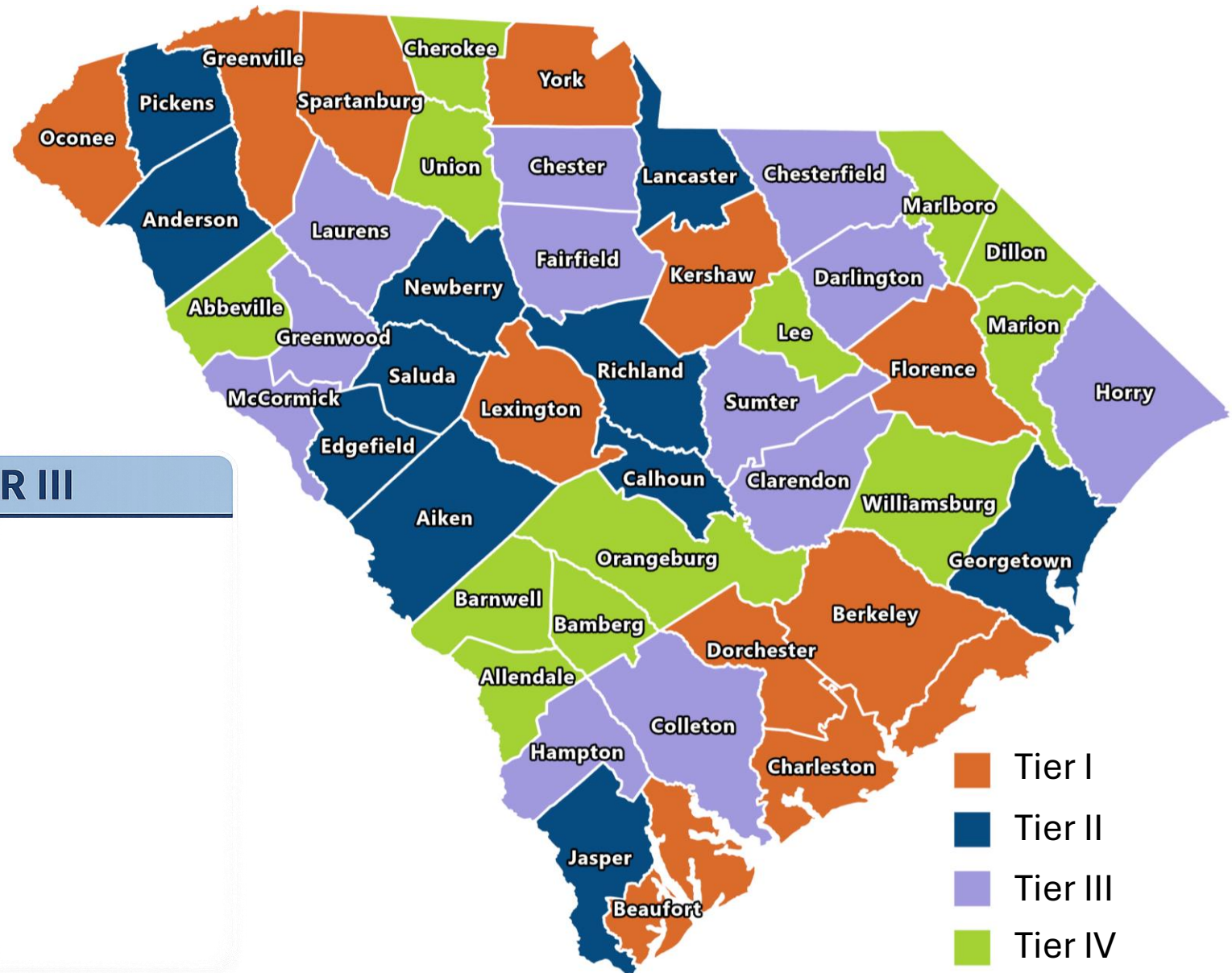
- Address challenges facing rural county seats
- Strengthen economic hubs for surrounding regions+
- Improve quality of life + economic opportunity
- Move from planning → implementation

## What Makes this Different

- 100% funded planning process
- Built-in implementation funding
- Focus on county seats as economic drivers
- Direct link between plan + project

**IMPLEMENTATION FUNDING > TIER III: UP TO \$200,000 > TIER IV: UP TO \$250,000**

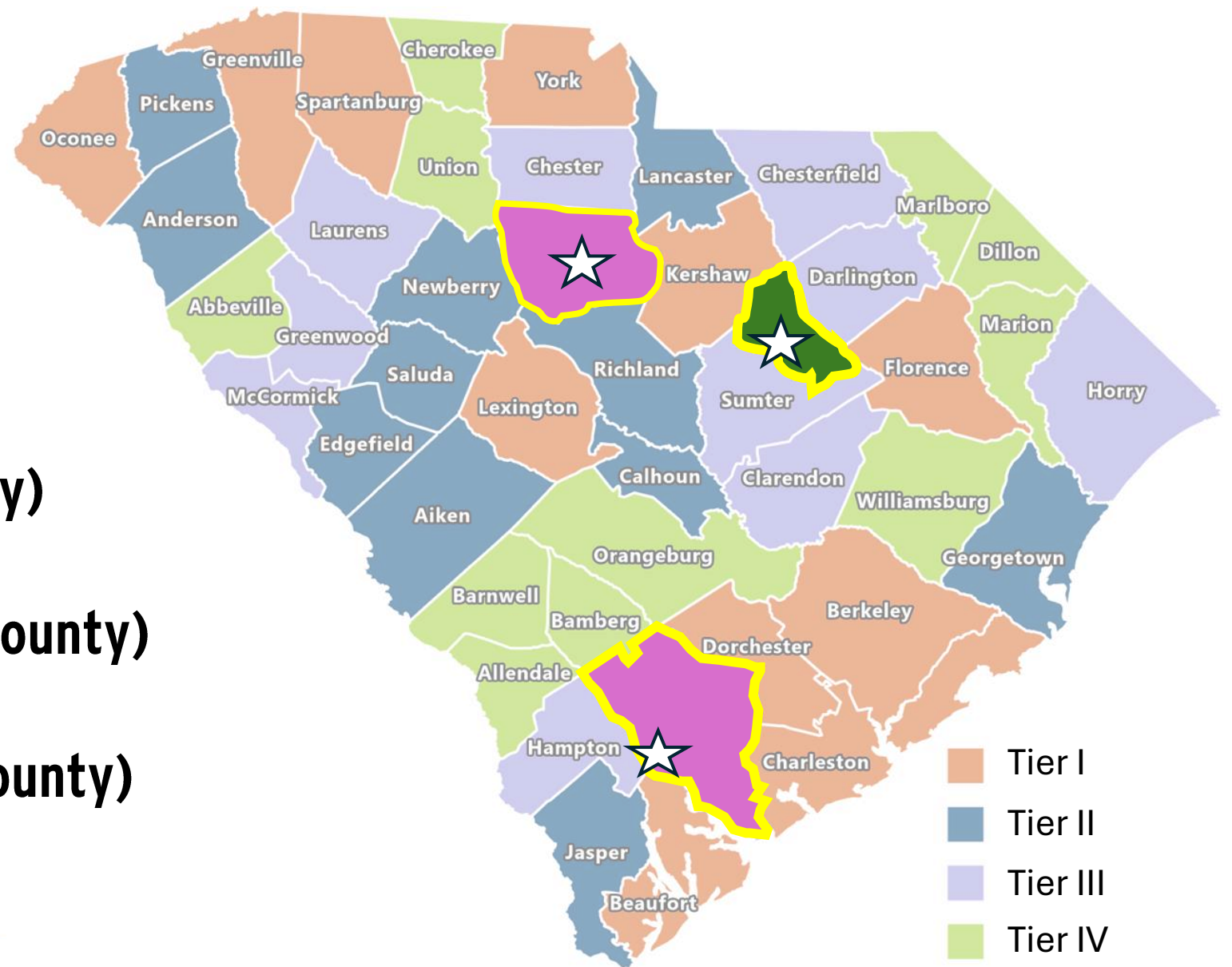
# Rural Development & Strategic Planning Initiative



TIER IV	TIER III
<ul style="list-style-type: none"> <li>• Abbeville</li> <li>• Allendale</li> <li>• Bamberg</li> <li>• Barnwell</li> <li>• Cherokee</li> <li>• Dillon</li> <li>• Lee</li> <li>• Marion</li> <li>• Marlboro</li> <li>• Orangeburg</li> <li>• Union</li> <li>• Williamsburg</li> </ul>	<ul style="list-style-type: none"> <li>• Chester</li> <li>• Chesterfield</li> <li>• Clarendon</li> <li>• Colleton</li> <li>• Darlington</li> <li>• Fairfield</li> <li>• Greenwood</li> <li>• Hampton</li> <li>• Horry</li> <li>• Laurens</li> <li>• McCormick</li> <li>• Sumter</li> </ul>

- Tier I
- Tier II
- Tier III
- Tier IV

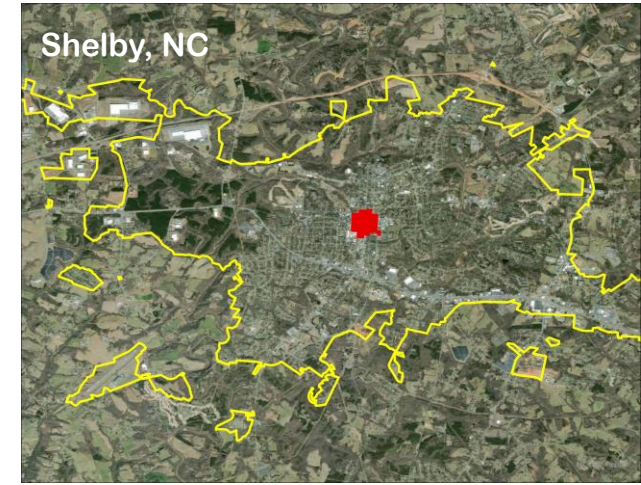
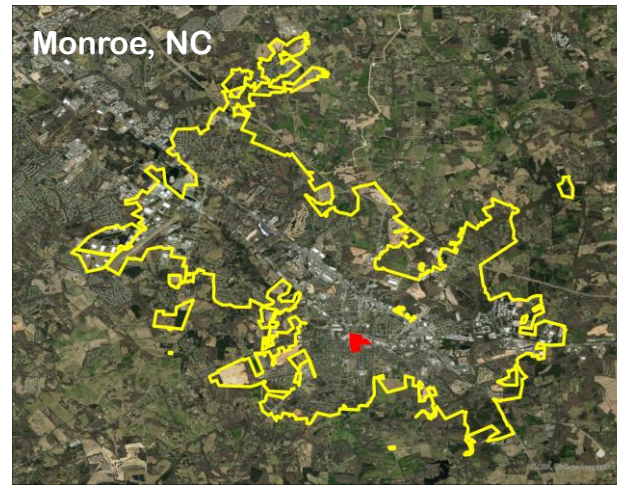
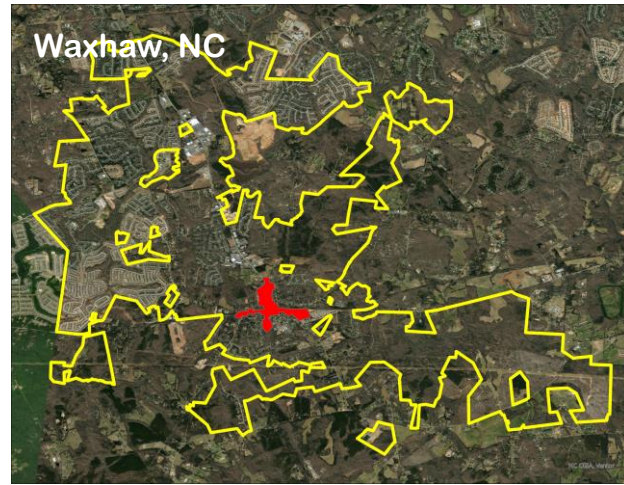
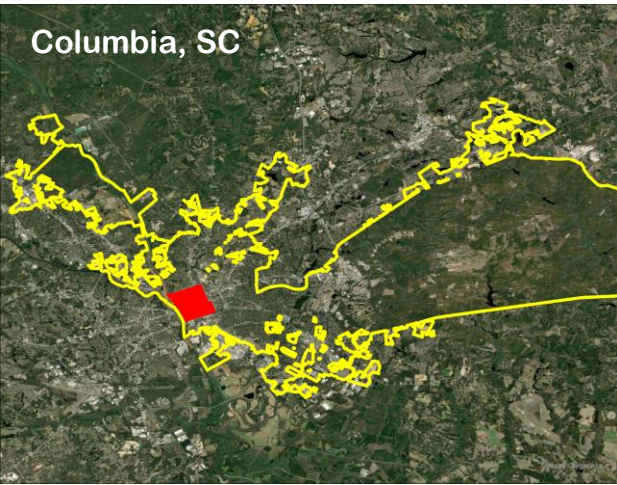
# Rural Development & Strategic Planning Initiative



- **Bishopville (Lee County)**
- **Walterboro (Colleton County)**
- **Winnsboro (Fairfield County)**

# Why Downtown?

# Downtown Plans Focus on a Defined Area



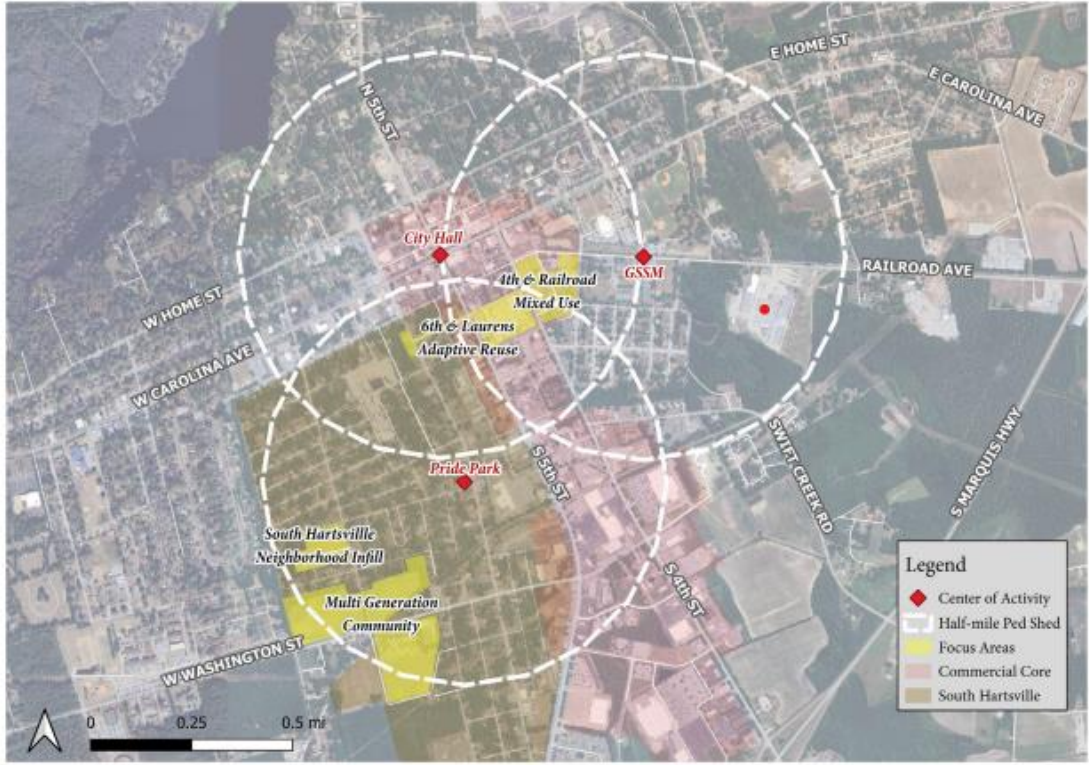
# Downtown Plans Focus on a Defined Area



Downtown Study Area



Downtown Study Area



Hartsville Centers of Activity: Ped Sheds

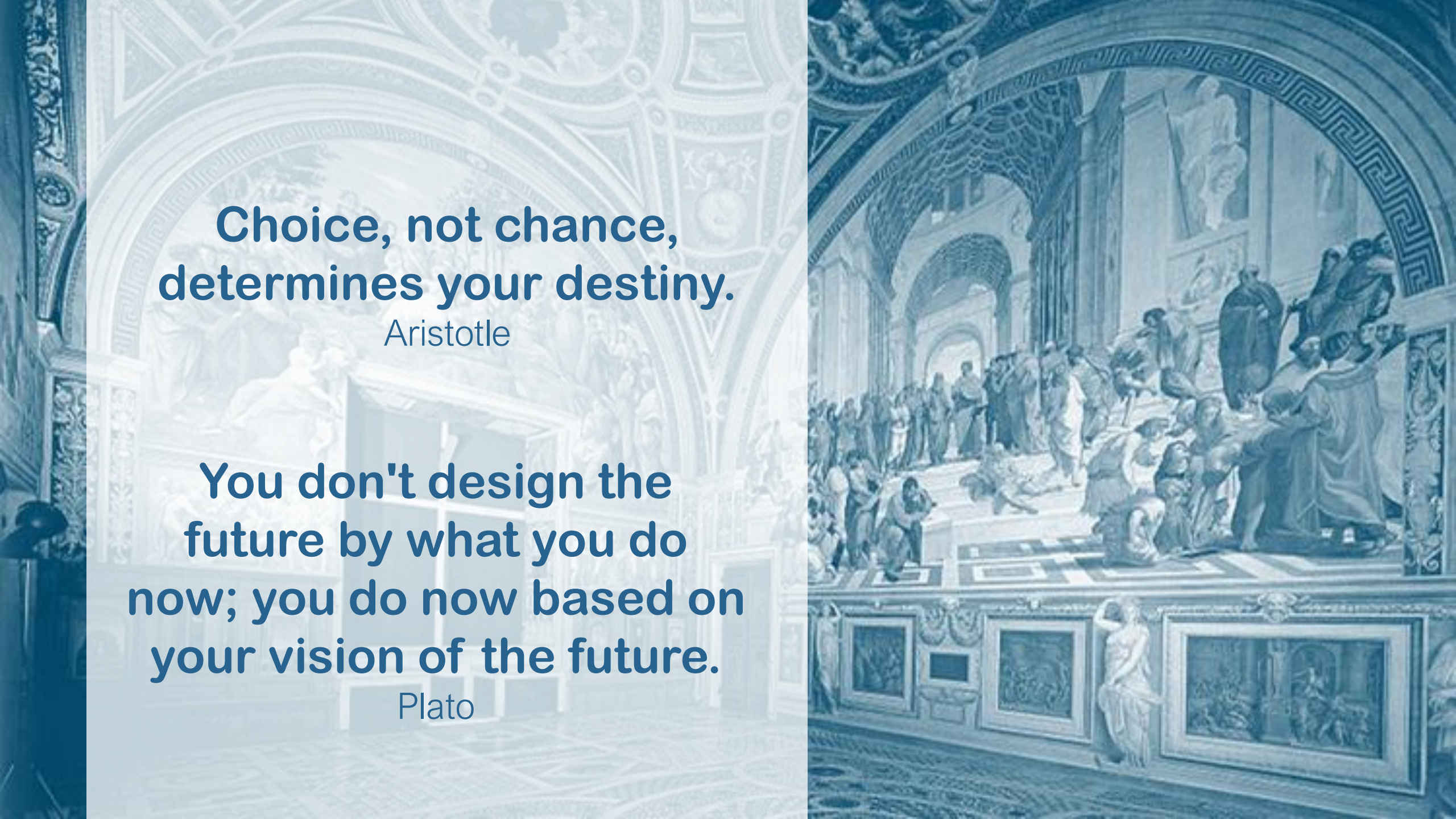
# Planning Fatigue



COMPREHENSIVE PLAN

MASTER PLAN

STRATEGIC PLAN



**Choice, not chance,  
determines your destiny.**

Aristotle

**You don't design the  
future by what you do  
now; you do now based on  
your vision of the future.**

Plato

Engaging the **PEOPLE**

Enhancing **PLACEMAKING**

Changing **PERSPECTIVES**

Identifying **POTENTIAL**

Reaching consensus on downtown's **PREFERRED FUTURE**

Elevating **PROSPERITY**

Creating a **PATH FORWARD**

Keeping the **PROMISE**



**PLANNING**



**PRESERVATION**



**DEMOGRAPHICS**



**MARKET ANALYSIS**



**VISITOR TRENDS**



**COMMUNITY  
ENGAGEMENT**



**HOUSING**



**DESIGN**

**BOUDREAUX** +



R | 52  
RESTORATION 52, LLC

+



**ARNETT MULDROW** +



**THOMAS  
&  
HUTTON** +

+

**Bob Brookover**

# PHASE I

Research,  
Analysis

# PHASE II

Planning Charrette

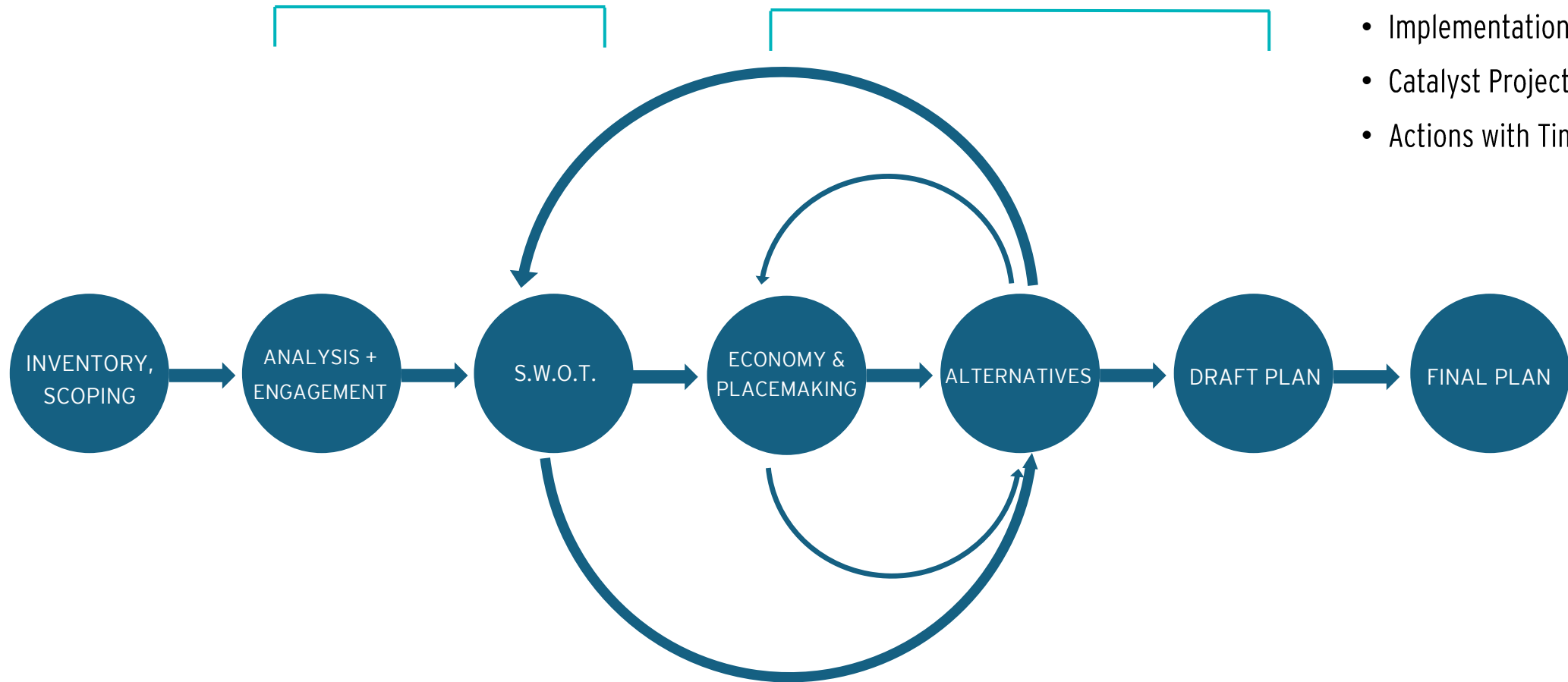
# PHASE III

Draft Plan and  
Alternatives

# PHASE IV

Final Plan

- Implementation Framework
- Catalyst Project(s)
- Actions with Timeframes



# Authenticity

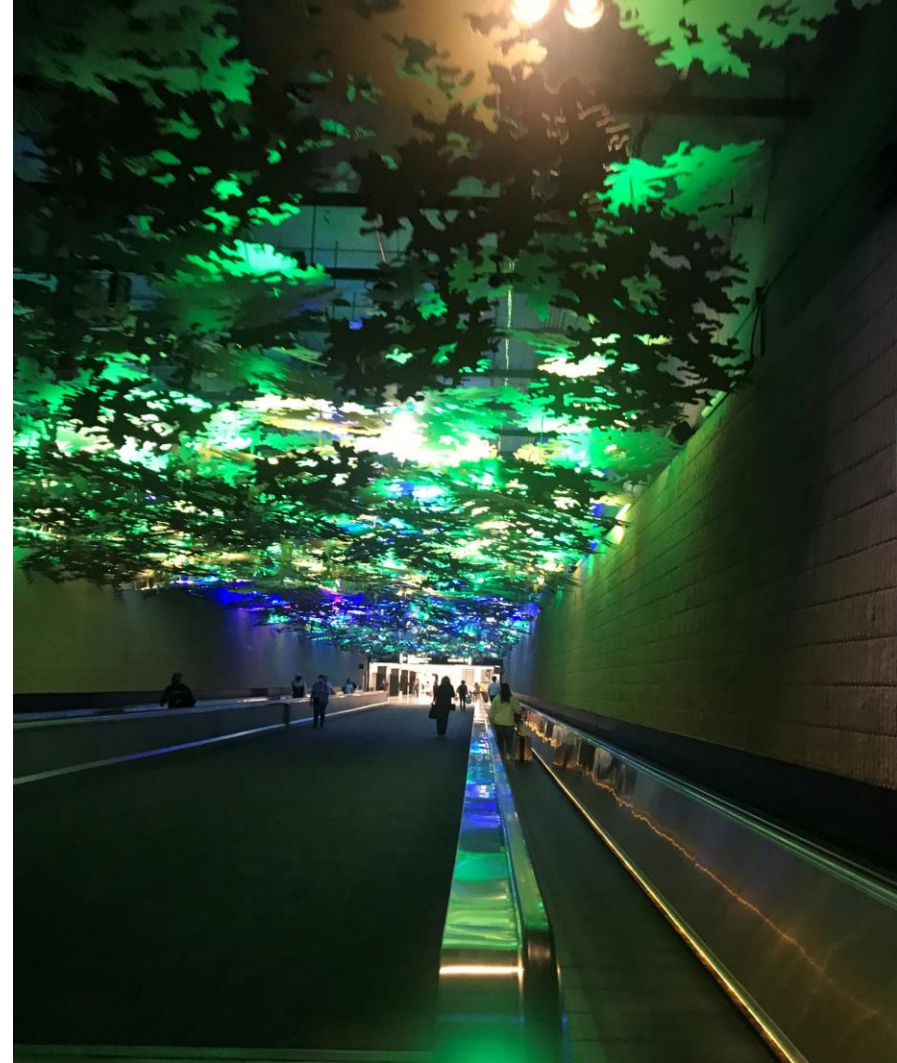
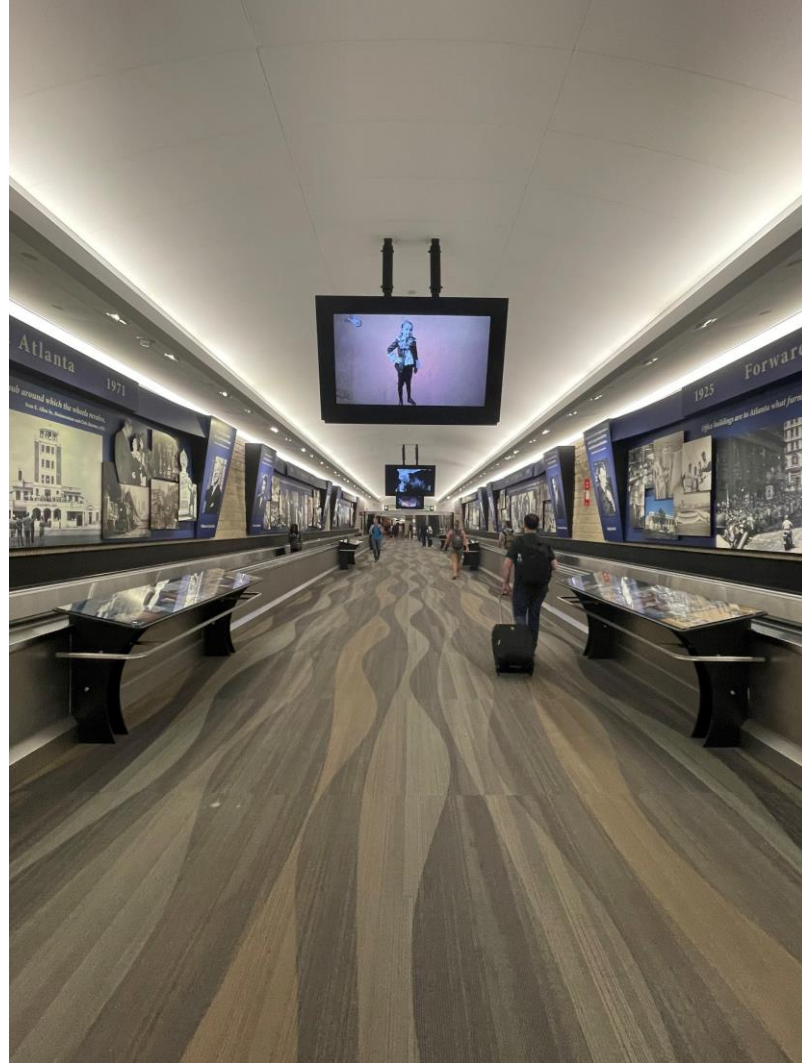
***Successful communities capitalize on their distinctive, authentic assets – their architecture, history, natural surroundings, and home-grown businesses – rather than trying to adopt a new and different identity.***

*Ed McMahon*  
*ULI Fellow*

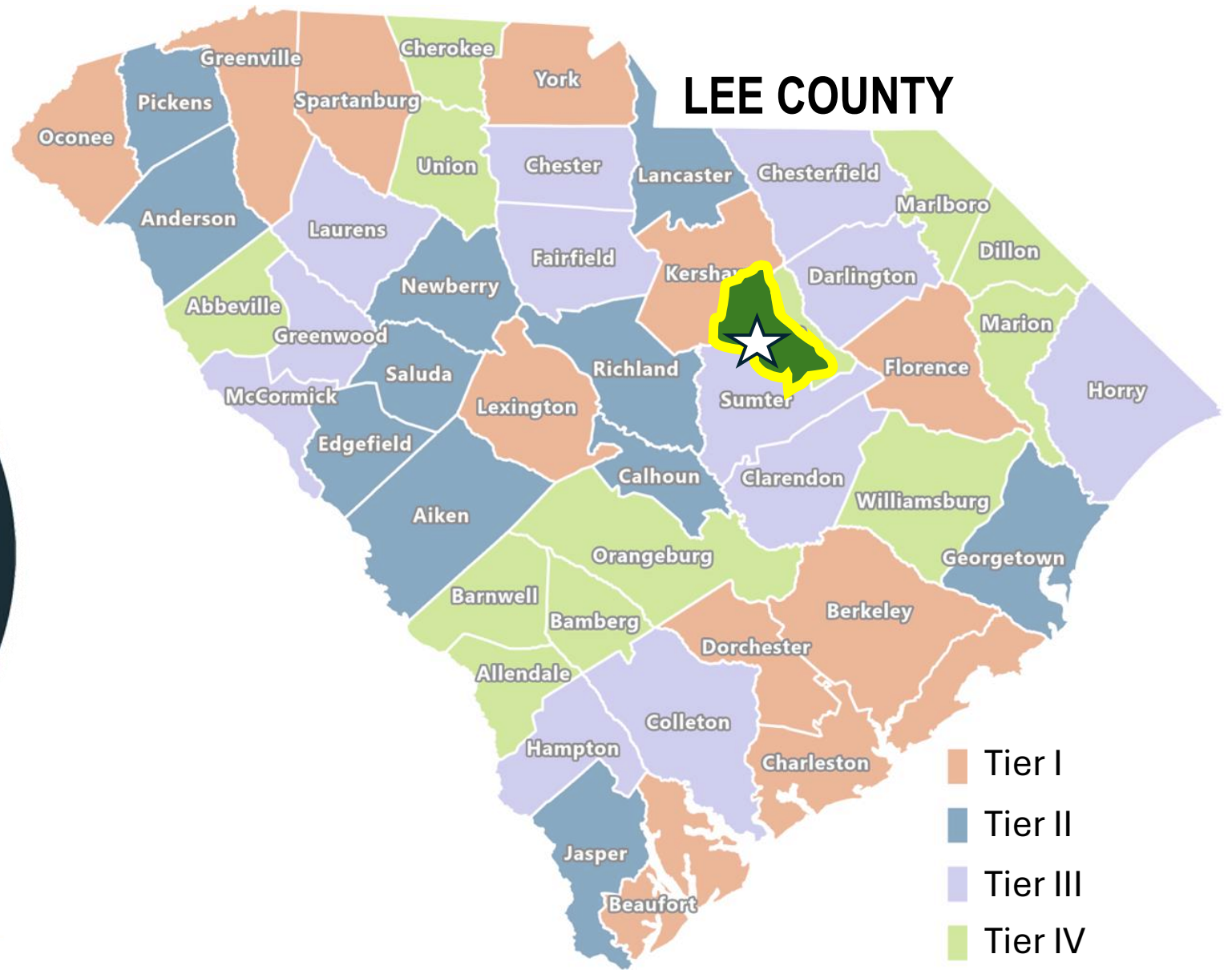
# PERSPECTIVE

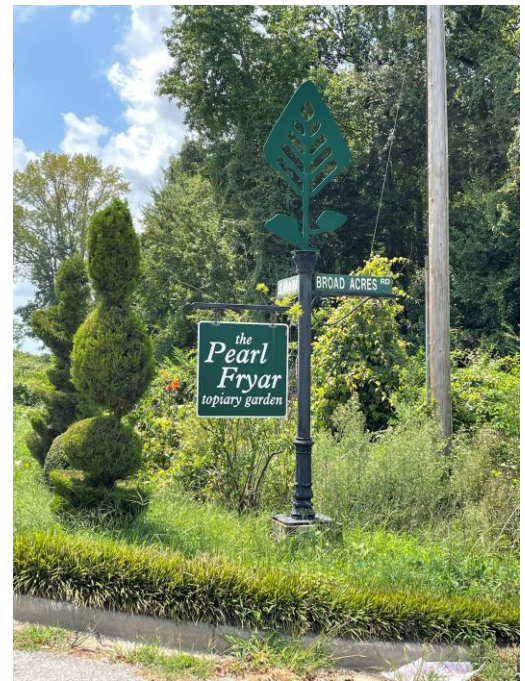
Art is not what you see, but what you help others see.

Edward Degas












# BISHOPVILLE

*South Carolina*

DOWNTOWN MASTER PLAN

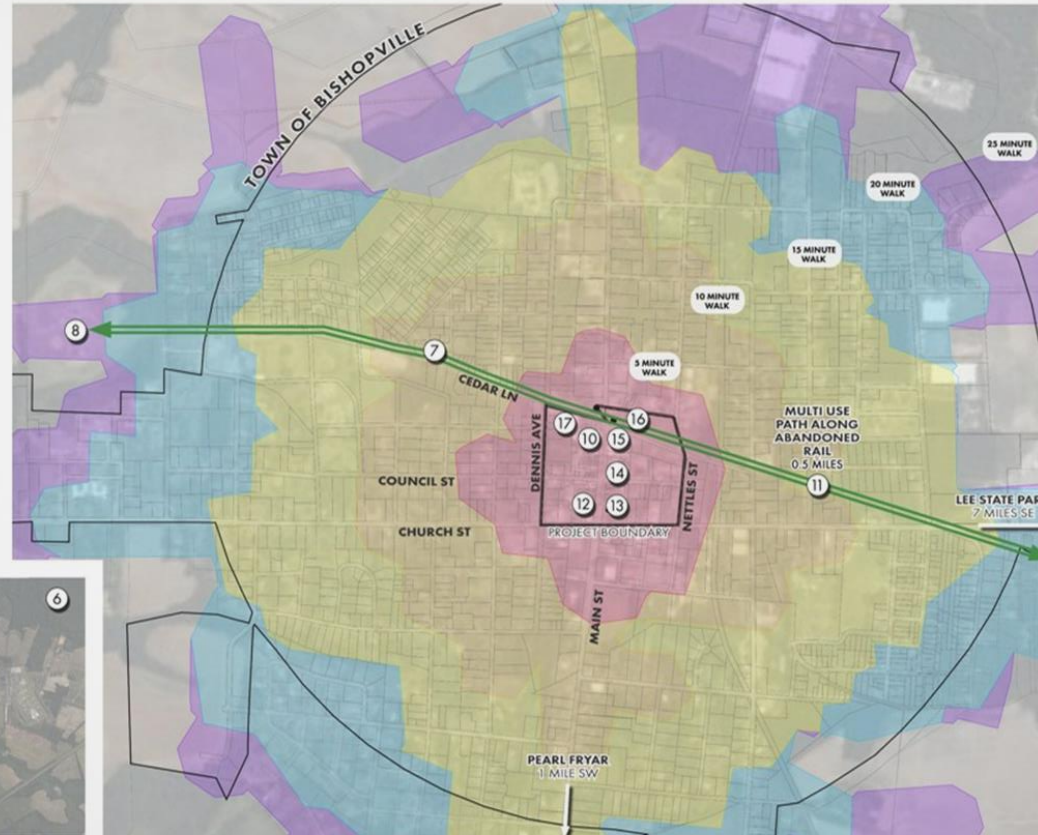
BOUDREAUX +  THOMAS & HUTTON + FRED DELK



# Bishopville

## BISHOPVILLE ASSETS

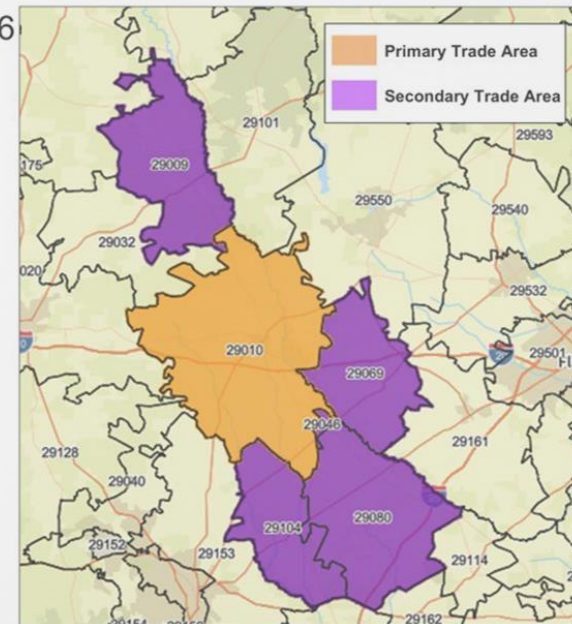
1. PEARL FRYAR
2. LIZARD MAN
3. DRINK SMALL
4. BUTTON MUSEUM
5. EXISTING INDUSTRY
6. LEE STATE PARK
7. DENNIS HIGH SCHOOL
8. CHAPPELL PARK
9. DOWNTOWN FRAMEWORK:  
HARDSCAPE AND STREET  
TREES
10. ACTIVE OPEN SPACE
11. RAIL RIGHT OF WAY  
OPERA HOUSE
12. CHAMBER OF COMMERCE
13. LIBRARY
14. WELLNESS CENTER
15. RAIL DEPOT
16. COTTON MUSEUM



## 2024 MARKET STUDY

## Trade Area Definition

- Trade areas defined in 2016 zip code survey
- **Primary Trade Area:**
  - 29010 Bishopville
- **Secondary Trade Area:**
  - 29046 Elliott
  - 29104 Mayesville
  - 29069 Lamar
  - 29080 Lynchburg
  - 29009 Bethune



## 2024 MARKET STUDY

## Retail Leakage/Demand Analysis, 2016 vs 2024

	Primary Trade Area		Secondary Trade Area		Combined Trade Areas	
	2016	2024	2016	2024	2016	2024
Stores Sell	\$130.8 million	\$106.2 million	\$19.7 million	\$90.57 million	\$327.6 million	\$196.78 million
Customers Spend	\$151.8 million	\$181.73 million	\$172.9 million	\$192.63 million	\$324.7 million	\$373.35 million
Market Leaks/ Gains	Leaks \$21.0 million	Leaks \$75.52 million	Leaks \$54.2 million	Leaks \$102.05 million	Leaks \$75.2 million	Leaks \$177.57 million

## 2024 MARKET STUDY

### Opportunity: General Merchandise

- ▶ \$13 million leaks from PTA
- ▶ \$2.6 million leaks from STA



## 2024 MARKET STUDY

### Opportunity: Dining

- ▶ \$9.3 million leaks from PTA
- ▶ \$16.7 million leaks from STA
- ▶ Opportunity across the category:
  - ▶ Full-service restaurants
  - ▶ Limited-service restaurants
  - ▶ Snack & non-alcoholic beverage

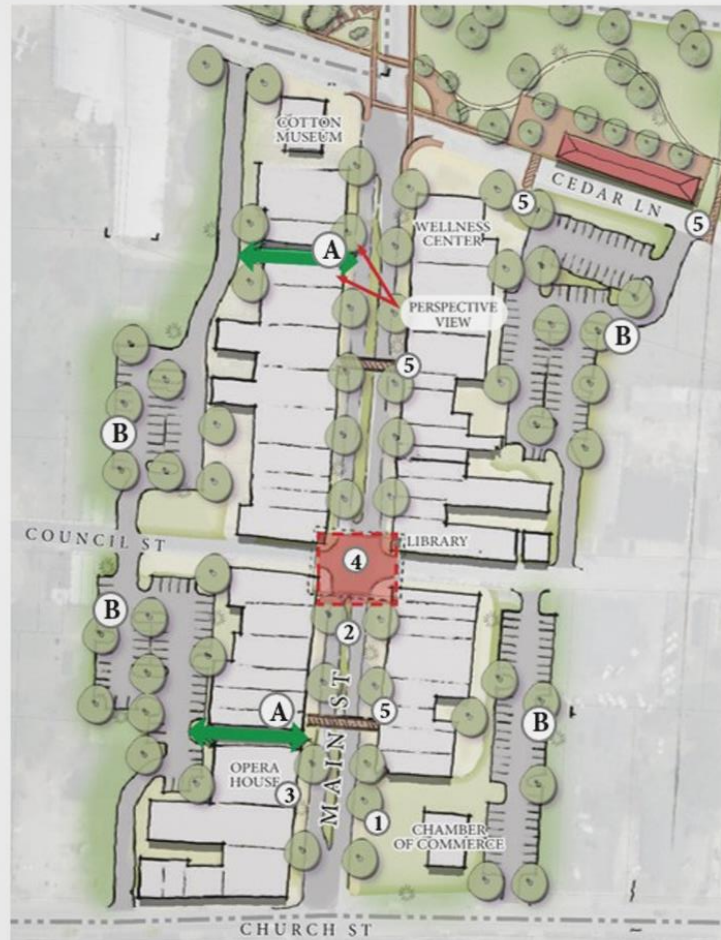


## 2024 MARKET STUDY

### Opportunity: Clothing & Accessories

- ▶ \$5.6 million leaks from PTA
- ▶ \$6.8 million leaks from STA
- ▶ Opportunity for expanded offering of family clothing, women's clothing, shoes & jewelry





## Streetscape Improvements

- ① Street Tree Maintenance Plan
- ② Landscaping within the Medians
- ③ Improved Lighting Traffic Calming
  
- ④ Four-Way Stop
- ⑤ Raised Crosswalks
- Ⓐ Improved Alley Access
- Ⓑ Improved Parking

*"Main Street is everyone's hometown -  
the heart line of America."*

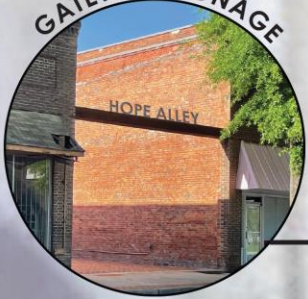
*-Walt Disney*

# Bishopville

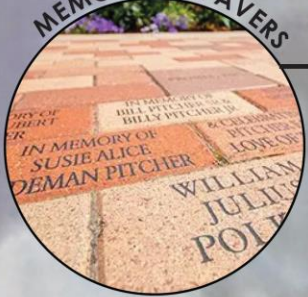


MAIN STREET

GATEWAY SIGNAGE



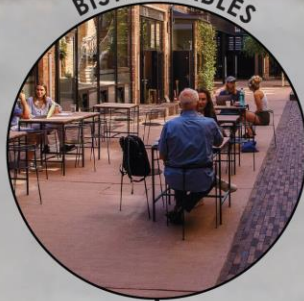
MEMORABLE PAVERS



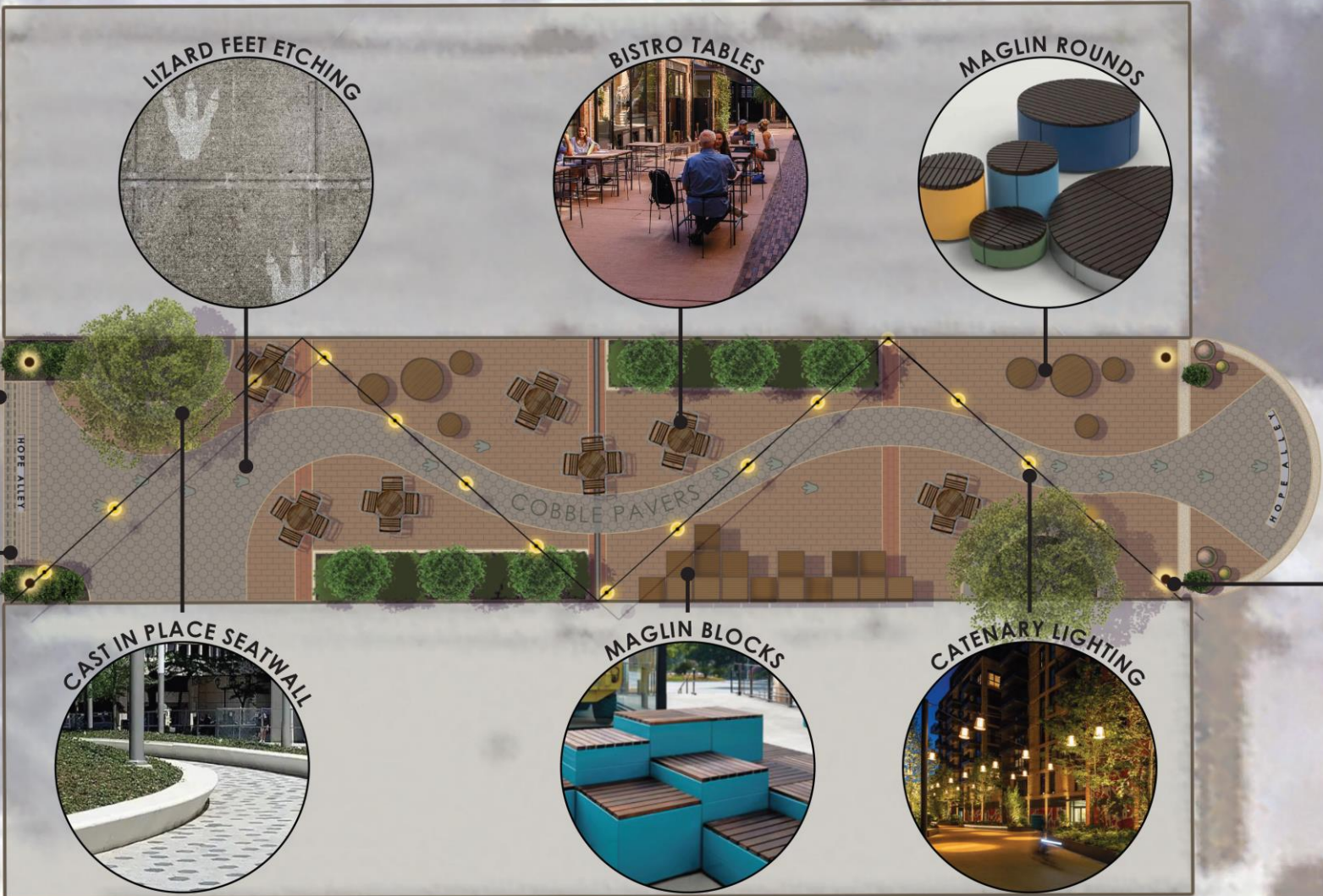
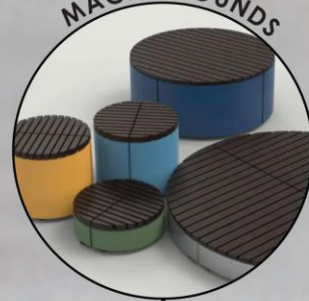
LIZARD FEET ETCHING



BISTRO TABLES



MAGLIN ROUNDS



VEHICULAR ALLEY

LIGHT POLE



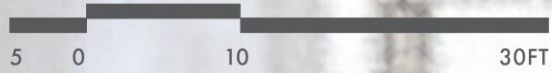
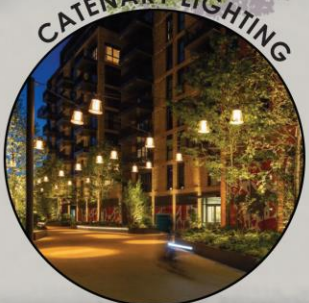
CAST IN PLACE SEATWALL



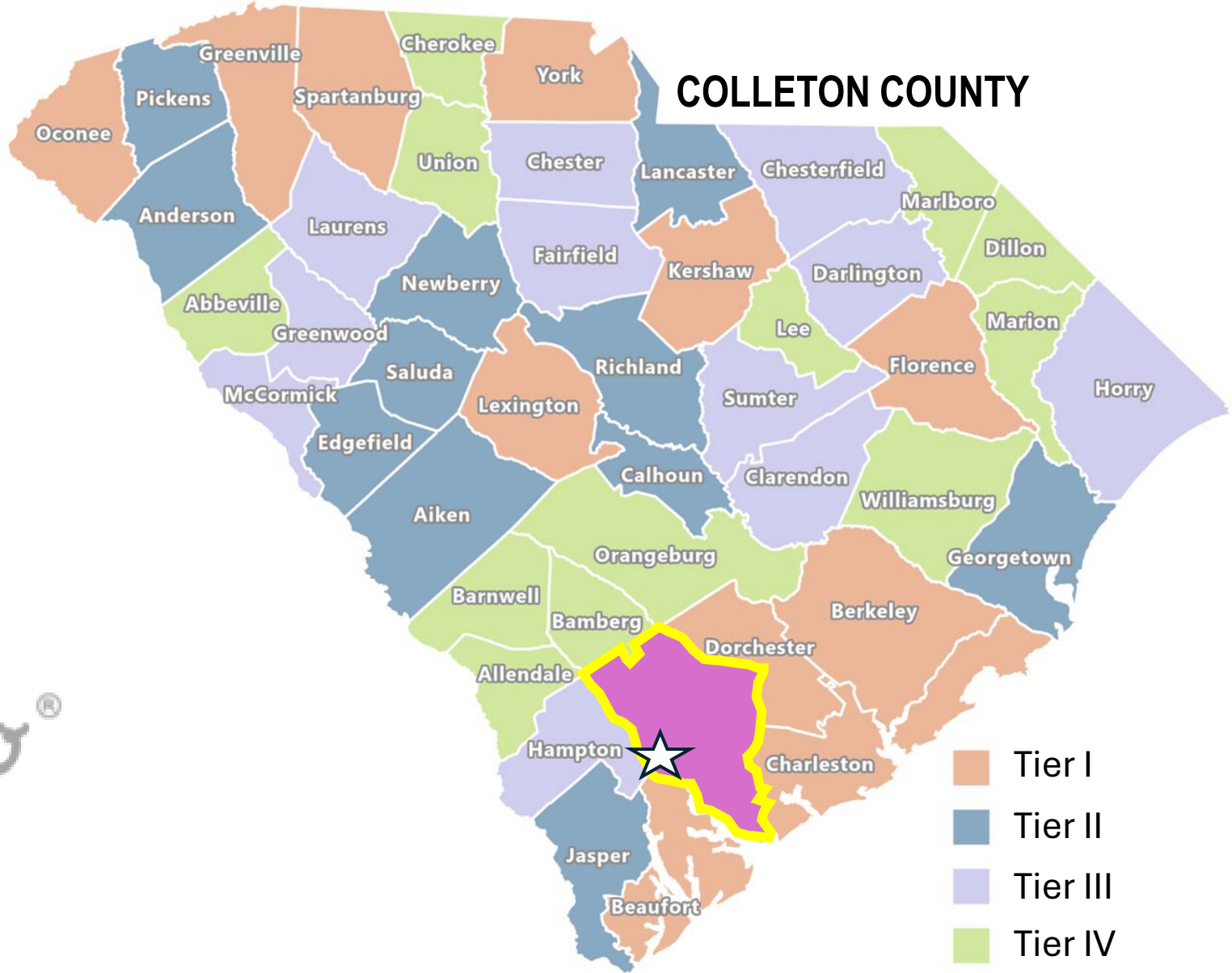
MAGLIN BLOCKS



CATENARY LIGHTING



# COLLETON COUNTY



Walterboro®





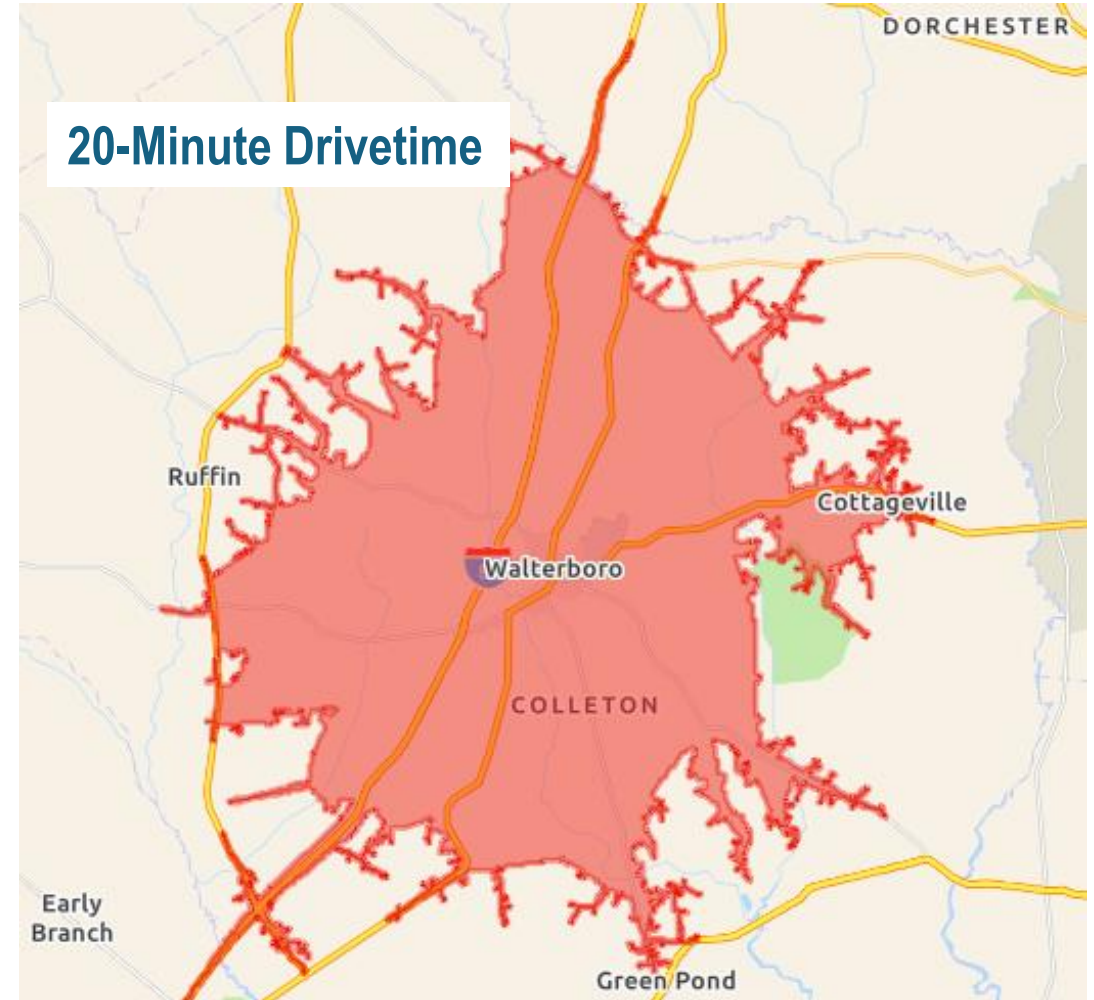


# Walterboro®

## REGIONAL CONTEXT & TRADE AREA DEFINITION

- **Strategically located just off I-95**, within a day's drive of major Southern cities.
- **Key stopover** for coastal travelers and a **rural hub** for shopping, healthcare, and services.
- Local service area population of over **23,700 within a 20-minute drive**.
- Unlike rapid-growth towns like Bluffton, Walterboro's **growth has been slower but is gaining momentum**.
- **Assets in place** to support growth: regional access, small-town character, and a stable population.

***Key question: How can Walterboro channel growth in a way that preserves its rural identity and historic downtown?***



Demographic and retail data was examined for 10-minute and 20-minute drivetime trade areas.

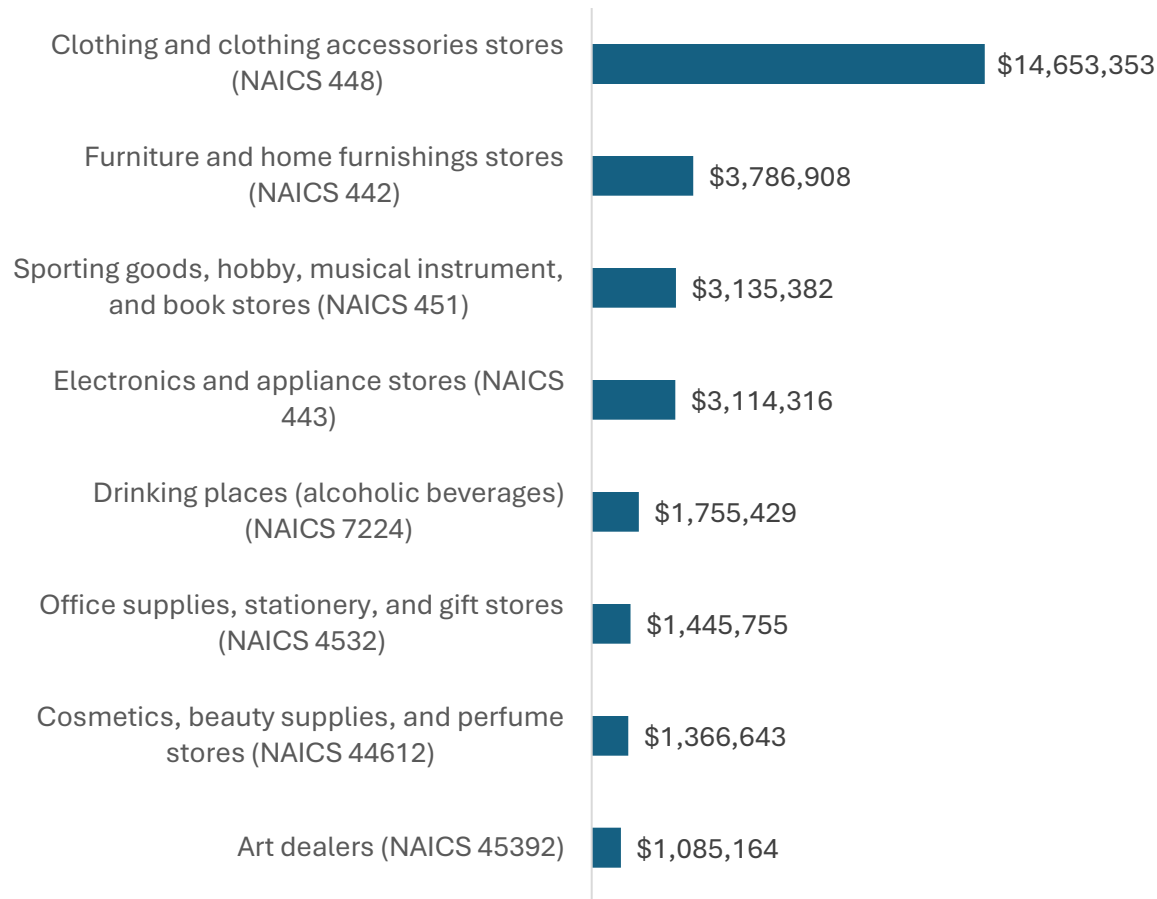
# Walterboro®

	10 Minute Drivetime	20 Minute Drivetime
Retail Sales	\$501,317,998	\$636,853,708
Consumer Expenditures	\$248,391,059	\$443,681,791
Retail Leakage / Market Gain	\$252,926,939 MARKET GAIN	\$193,171,917 MARKET GAIN

- Measure of how much residents in the market spend vs. revenue in the same market
- Walterboro shows **more retail supply than demand** within both its 10-minute and 20-minute trade areas.
- With a **surplus of over \$200 million** in the 10-minute zone

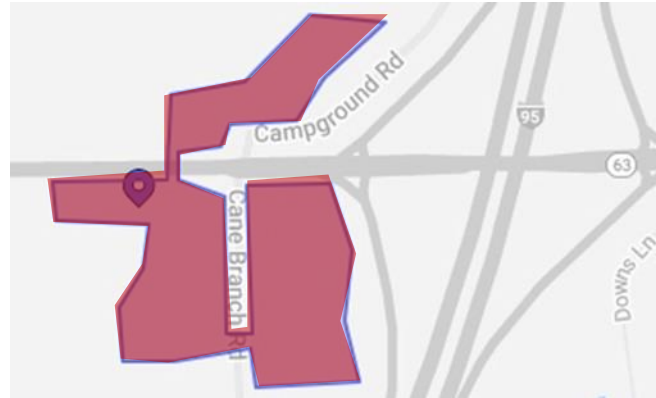
*Shoppers are traveling into Walterboro.*

## Retail Leakage in Select Categories in the 20-Minute Drivetime Area



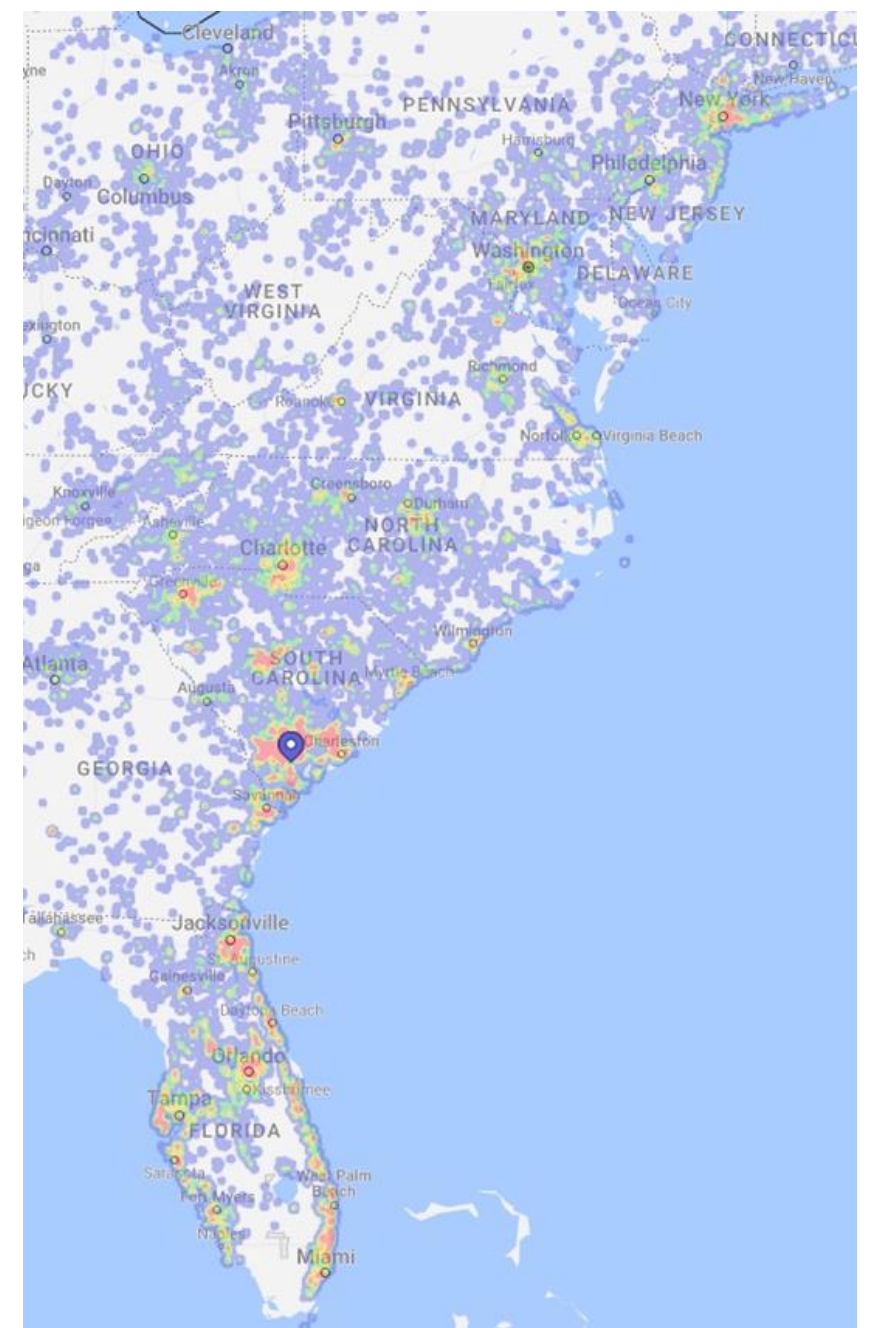
- Walterboro is **pulling in spending from outside** the 10- and 20-minute trade areas, particularly in general merchandise, food and beverage stores, dining, health and personal care stores, and building materials and supplies.
- The corridor is **overperforming**, creating a net **retail surplus** — a strong sign of downtown/regional draw.
- Despite the surplus, **select retail categories show opportunity gaps** and warrant recruitment attention.
- Opportunities for small business growth to capture some of this existing retail leakage is detailed on the following slides.

# Walterboro®



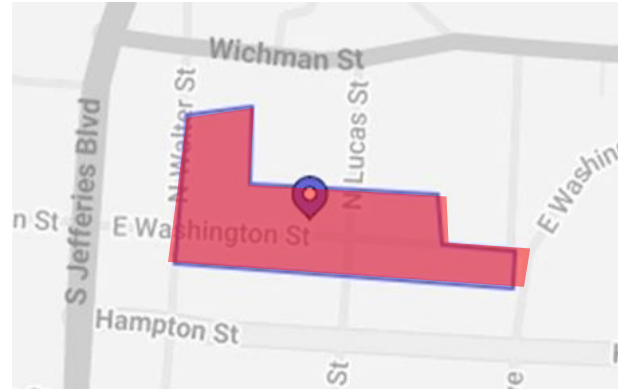
## WEST SIDE OF EXIT 53

Metric	Result
Visits	570.4k
Unique Visitors	321.3k
Visit Frequency	1.78
Average Dwell Time	223 Min
Visitors Living W/In 30 Miles	21.5% (68.7% > 100 Mi)

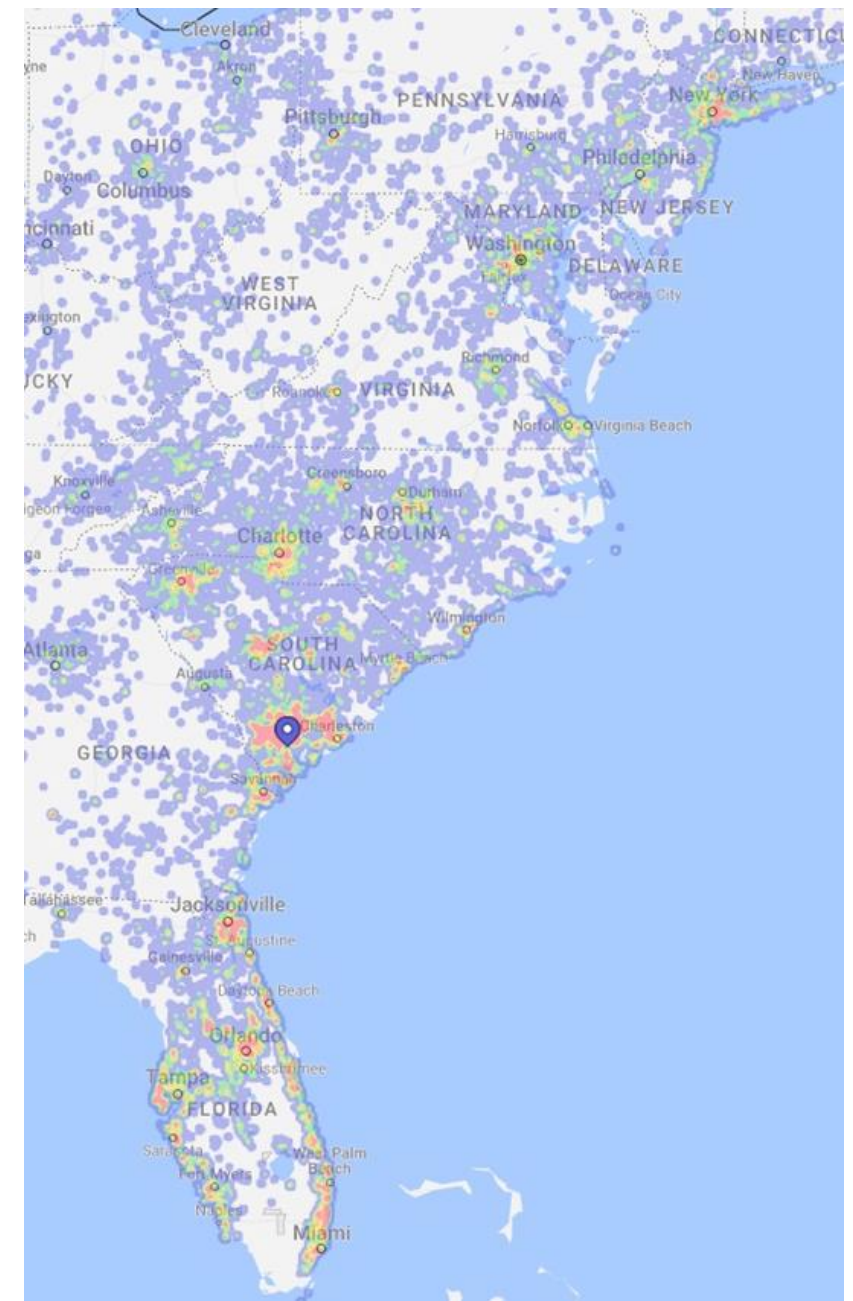


# Walterboro®

## DOWNTOWN WALTERBORO



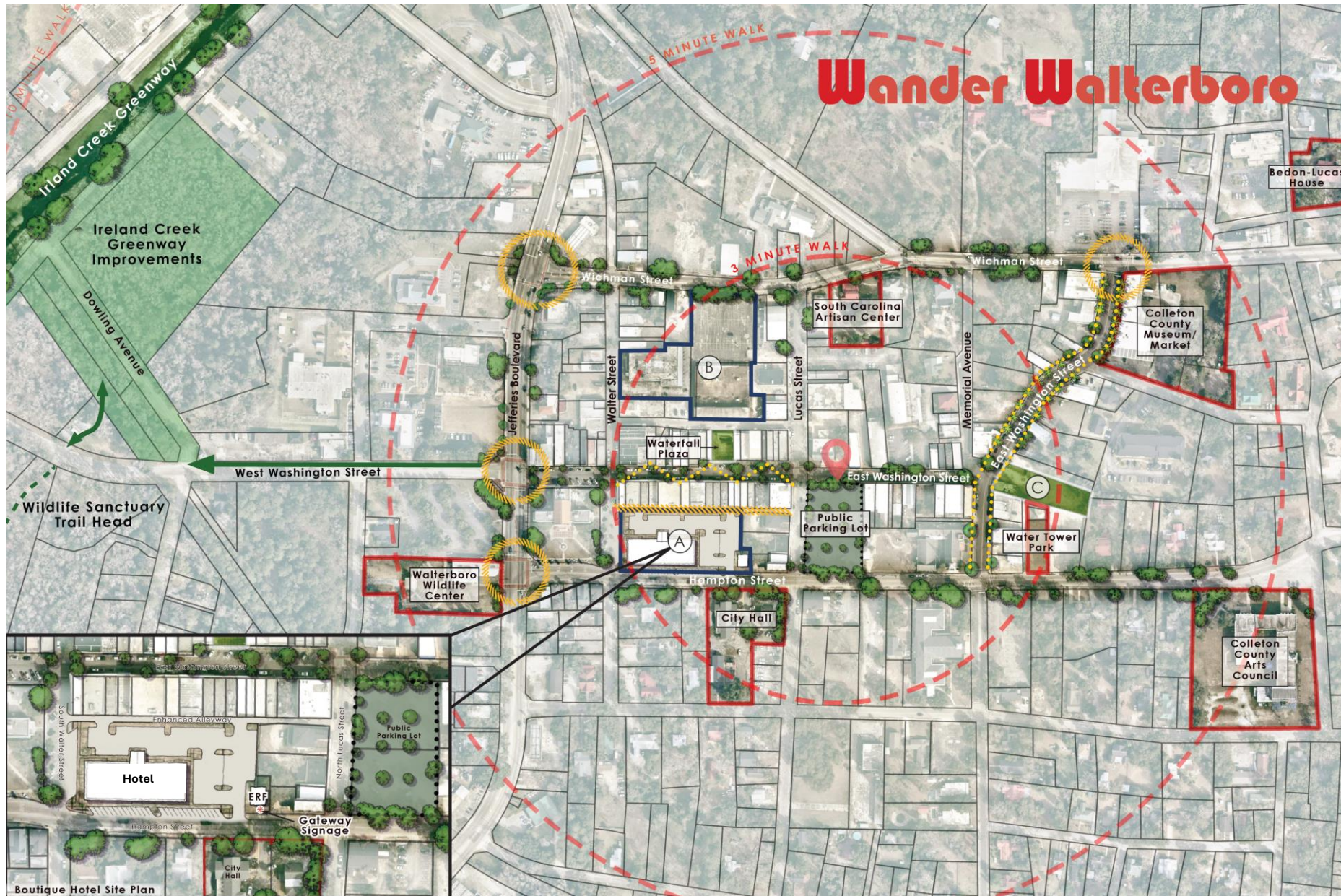
Metric	Result
Visits	175.1k
Unique Visitors	48.1k
Visit Frequency	3.64
Average Dwell Time	71 min
Visitors Living w/in 30 miles	84.4% (62.6% w/in 10 mi)



# Wander Walterboro

*Downtown Walterboro thrives as a welcoming, walkable destination that invites people to wander, celebrating local culture, supporting small businesses, and welcoming residents and visitors to the front porch of the Lowcountry.*

*... and linger.*



- Existing Points of Interest
- A Boutique Hotel
- B Residential Infill
- C Water Tower Park Expansion

**Placemaking Opportunities**

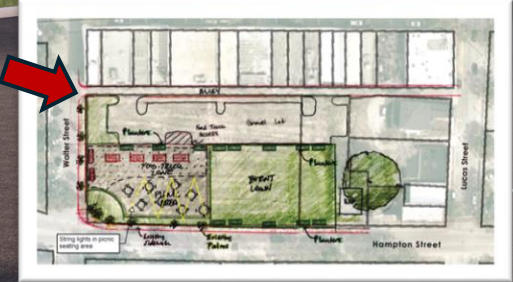
- Alleyway Enhancements**  
- Located on the Backside of Washington Street Shops
- Waterfall Plaza**  
- Seating | Trees | Parklet in Front
- Pedestrian Connection**  
- Improve Pedestrian Connection to Ireland Creek
- Main Street Cafe Lighting**
- East Washington Improvements**  
- Pedestrian Scale Lighting to Match East Washington  
- Street Trees
- Wayfinding Signage at Intersections**

# Walterboro®

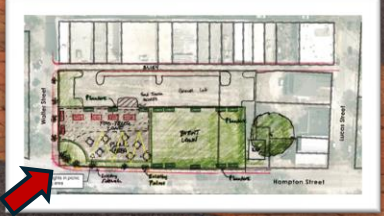








Conceptual Rendering: Food Truck Park – Phase 1 Development of Site



Conceptual Rendering: Food Truck Park – Phase 1 Development of Site



Conceptual Rendering: Downtown Hotel



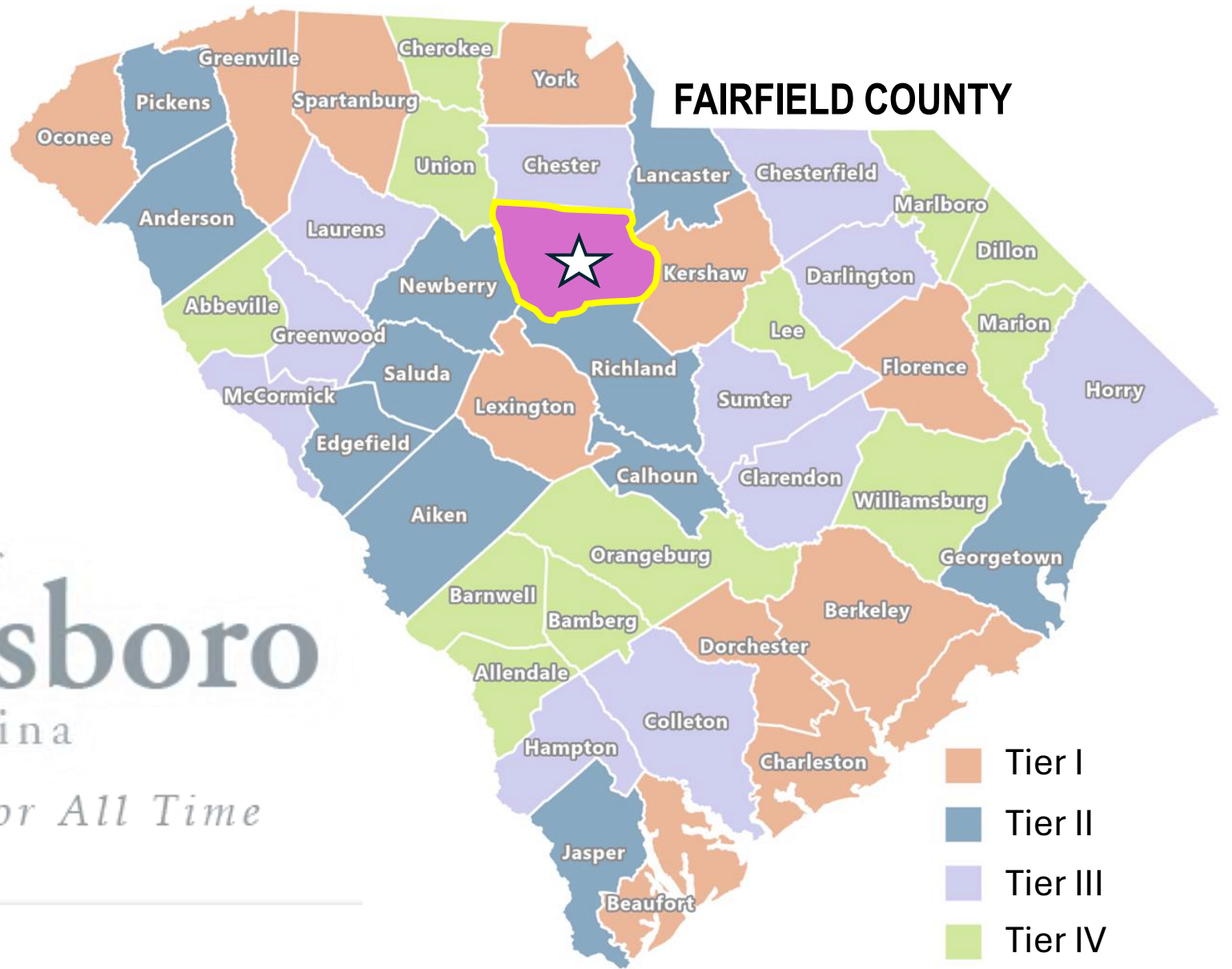


Conceptual Rendering: Downtown Hotel



Town of  
**Winnsboro**  
South Carolina

*A Town for All Time*

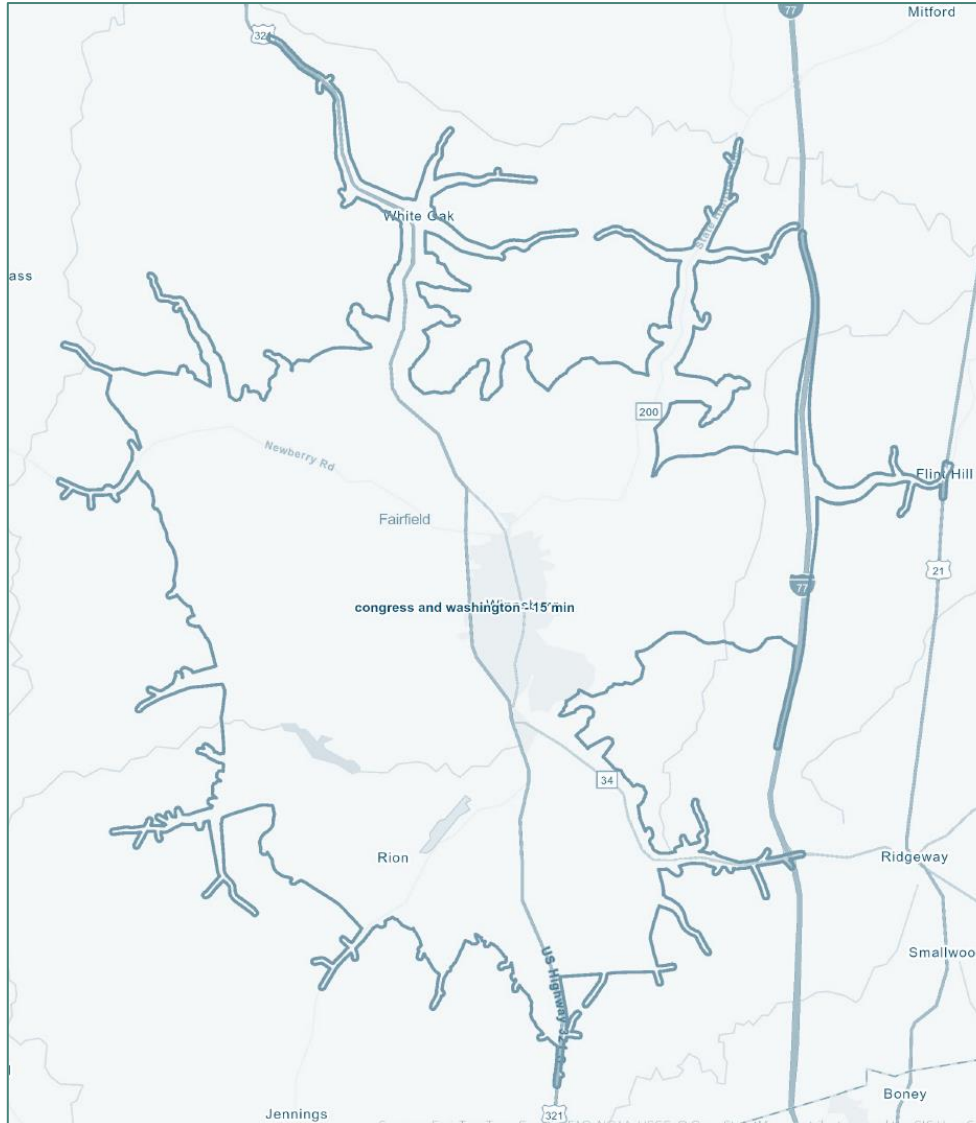








# Winnsboro



## • Population

- Town: 2025 = **3,087**
- Town: 2030 = **3,014** (-2.37%)
- 15-min: 2025 = **8,470**
- 15-min: 2030 = **8,214** (-3.02%)
- SC Pop Growth 2025–2030: **+3% to +4%**

## • Median Household Income

- Town: \$35,703
- 15-min: \$41,193
- SC: \$64,000 est

## • Median Age Town: 40.2

- 15-min: 43.4
- SC: 40.3

Source: Claritas

# Winnsboro

- Dining
- Health and Personal Care
- Clothing and Clothing Accessories
- Furniture/Home Furnishings
- Vintage, Pet, Art, and Gifts
- Nursery/Garden
- Books, Hobby, Music
- Specialty Food



Dining and Food Service

**\$11.7M**

2-4 food and beverage operators



Health and Personal Care

**\$5.9M**

2-3 boutique wellness concepts



Clothing and Accessories

**\$5.3M**

2-3 apparel/lifestyle stores



Home Decor, Furnishings

**\$1.9M**

1-2 operators



Vintage, Art, and Gifts

**\$1.7M**

2-4 experimental/small shops



Nursery and Garden

**\$1.0M**

1 specialty boutique



Books, Hobbies

**\$925K**

1-2 niche retailers



Specialty Food

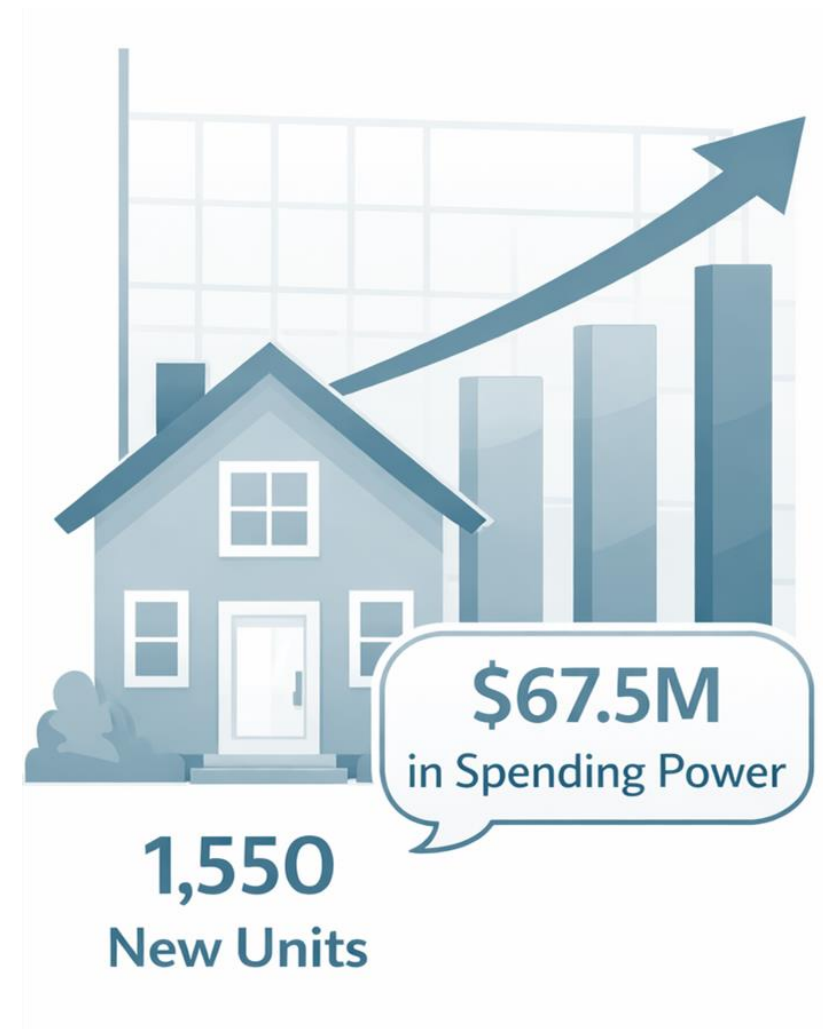
**\$578K**

1 micro concept



# Winnsboro

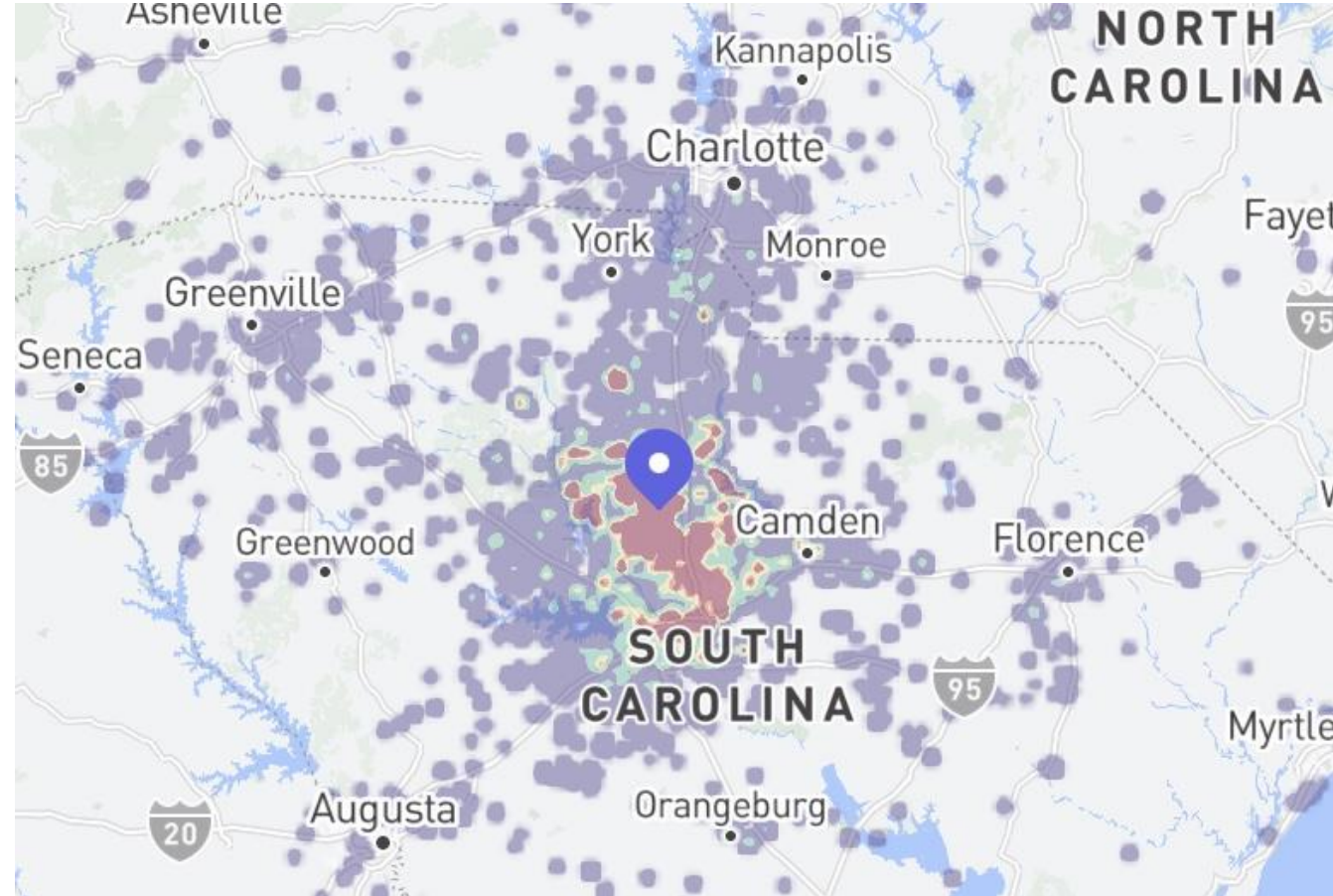
- 1550 new housing units are pipelined over the next 5 years (conservative estimate from County Housing Study)
- Conservative housing price estimate for 2026 is \$208K
- Median household income to afford these new homes is \$67,000
- The gross new spending this would create **\$67.5M** in annual spending power
- **\$40M** local capture



# Winnsboro

## Downtown Winnsboro

Metric	Result
Visits	447.6k
Unique Visitors	64.4k
Visit Frequency	6.95z
Average Dwell Time	77 min
Visitors Living w/in 10 miles	58.1%
Visitors Living w/in 30 miles	89.25%
Visitors Living > 50 miles	5.84%



# Winnsboro



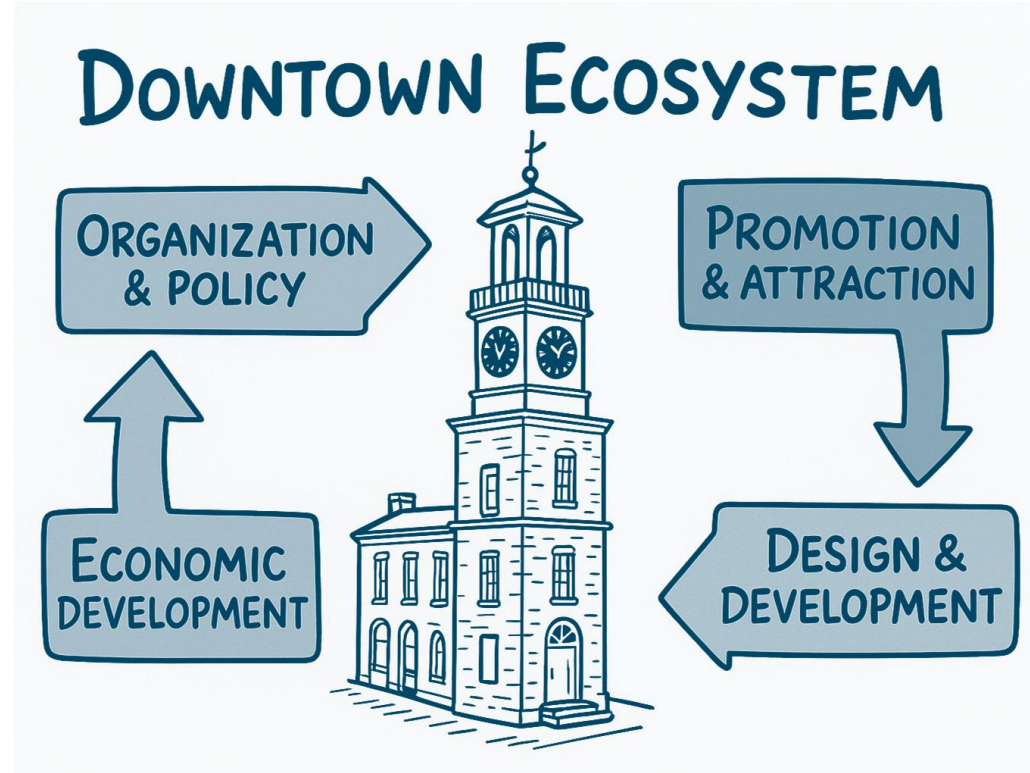
# Winnsboro

## Organization and Policy

- Create Development Corporation or similar entity
- Increase staff capacity
- Evaluate funding opportunities
- Youth Leadership Program

## (\$ Economic Development

- Continue to pursue Downtown Development Plans
- Find transitional improvements that add value



**\$ INCLUDE POTENTIAL SCDC GRANT OPPORTUNITIES**

## Promotion and Attraction

- Branding
- Wayfinding
- Events, Tourism and Promotion

## (\$ Design and Development

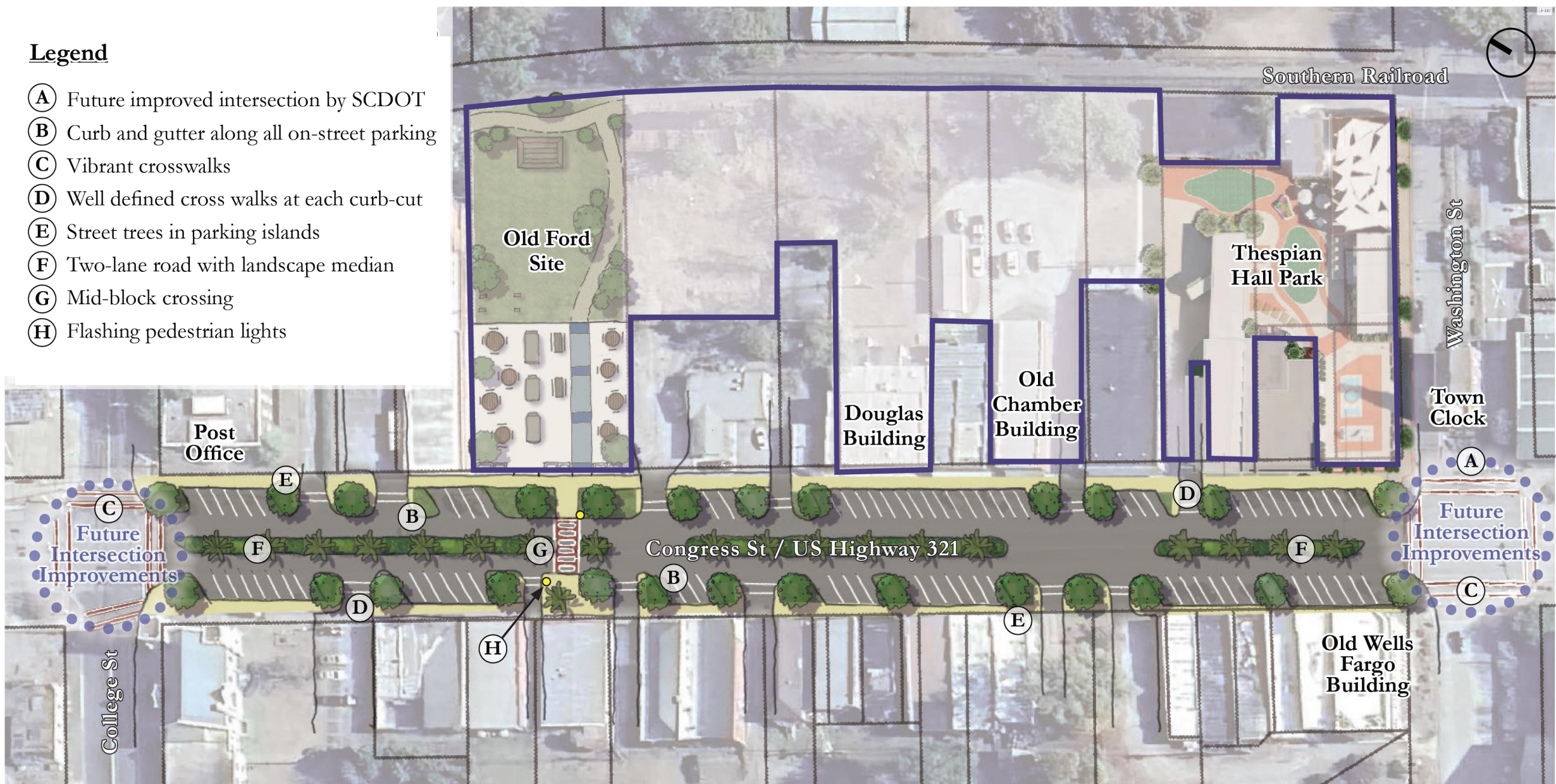
- Congress Street redesign
- Improve the pedestrian experience

# Winnsboro



## Legend

- (A) Future improved intersection by SCDOT
- (B) Curb and gutter along all on-street parking
- (C) Vibrant crosswalks
- (D) Well defined cross walks at each curb-cut
- (E) Street trees in parking islands
- (F) Two-lane road with landscape median
- (G) Mid-block crossing
- (H) Flashing pedestrian lights



# Winnsboro



# Winnsboro



- **STREETSCAPE**
- **PARK ELEMENTS**
- **TACTICAL URBANISM**





# Lessons Learned

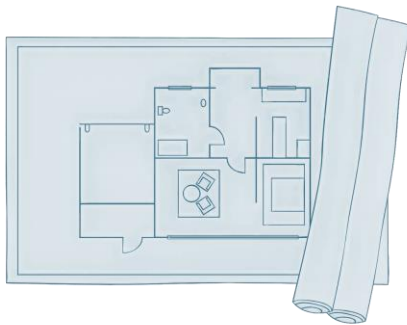
# LESSONS LEARNED



- Educate. Engage. Educate. Engage. Educate. Engage.



- Downtown remains the heart of the county seat and the county.



- Identify and leverage existing plans and projects.

# LESSONS LEARNED



- Make the effort to understand the data and economic opportunities (ex: retail leakage).
- The community needs to own the plan and the implementation of the catalyst project.
- Develop and pursue an implementation strategy ranging from the immediately attainable to the visionary.

# LESSONS LEARNED



- The first project must be high impact and visible.
- Capacity is critical: human and financial.



# LESSONS LEARNED

Preservation of historic resources matters.





## The Athenian Oath

*We will never bring disgrace on this our City by an act of dishonesty or cowardice. We will fight for the ideals and Sacred Things of the City both alone and with many. We will revere and obey the City's laws and will do our best to incite a like reverence and respect in those above us who are prone to annul them or set them at naught. We will strive unceasingly to quicken the public's sense of civic duty. Thus, in all these ways, we will transmit this City not only, not less, but greater and more beautiful than it was transmitted to us.*

# SC Department of Commerce Rural Development & Strategic Planning Initiative



**SOUTH** DEPT. OF  
**CAROLINA** COMMERCE  
LAUNCH TO LEGACY

**BOUDREAUX**  
inspired design