

Come in We're
OPEN

SOUTH CAROLINA
**HISTORIC
PRESERVATION**
CONFERENCE
2015
THURSDAY, APRIL 23, 2015

Main Street...
Still Relevant After All These Years

Your Presenters

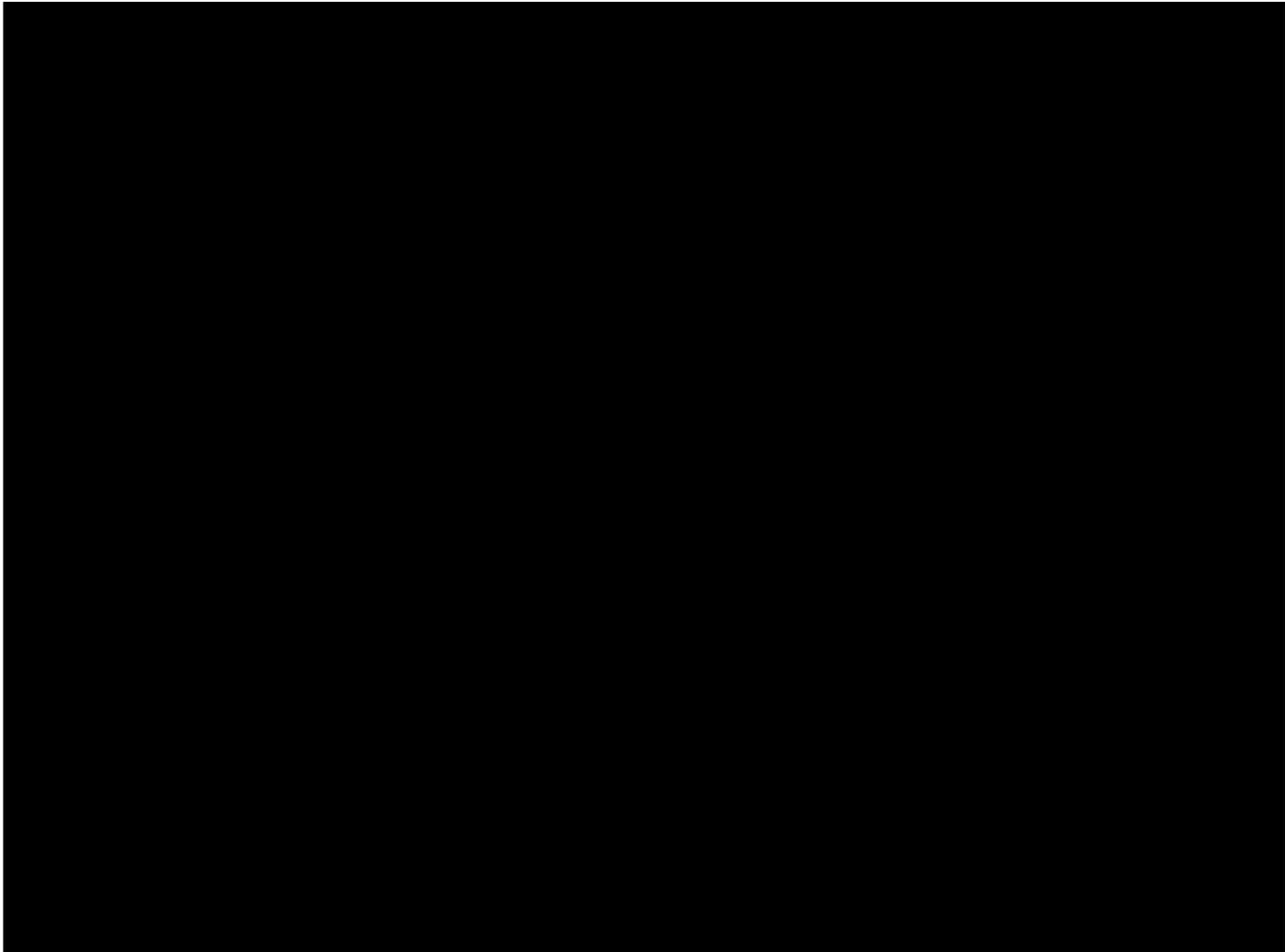
Beppie LeGrand, Main Street South Carolina
and
Irene Dumas Tyson, The Boudreaux Group



What is Main Street?







MAIN STREET



NATIONAL TRUST
for HISTORIC PRESERVATION



National Main Street
Center

a subsidiary of the
National Trust *for* Historic Preservation

MAIN STREET
• South Carolina •

The **Boudreaux** Group
Interdisciplinary Design Architecture Interiors Planning





A Track for Every Interest at the 2014 National Main Streets Conference



112 Kevin Cheng of Flickr



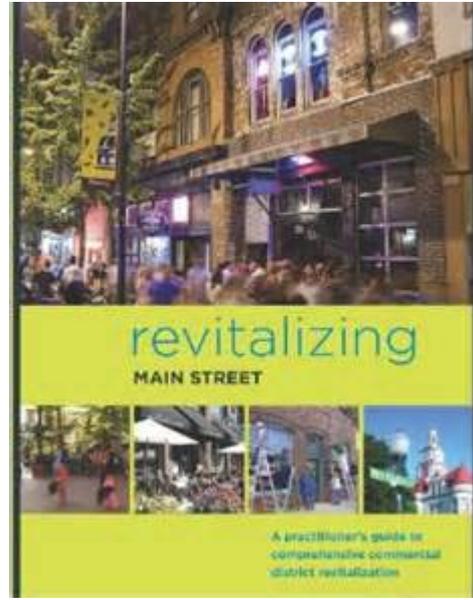
Finding Your Way Downtown

Creating an effective wayfinding system for your Main Street.

113 Rick Cooper

Fundraising Tips:

Identifying New Businesses to Support Your Main Street Program



revitalizing MAIN STREET

A practitioner's guide to comprehensive commercial district revitalization



Tips for Small Business Saturday:

How to Rally Your Community on November 29





National Trust for Historic Preservation



PPS
PROJECT FOR
PUBLIC
SPACES



What Makes a Great Place?

Key element
Important
Essential

PPS
PROJECT FOR
PUBLIC
SPACES



NATIONAL
ENDOWMENT
FOR THE ARTS



TACTICAL
URBANISM



AARP

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South Carolina Downtown Development Association

- 1984

History – first – What drove it

Focus

Lovable Communities

SOUTH CAROLINA
D O W N T O W N
D E V E L O P M E N T
A S S O C I A T I O N



SCDDA

P.O. BOX 11637
COLUMBIA, SC 29211



South Carolina Downtown Development Association

LOVABLE

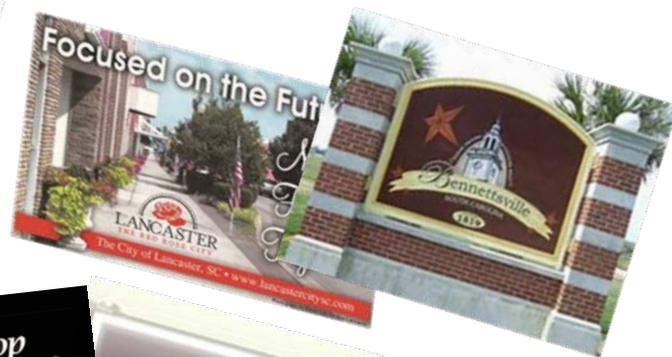
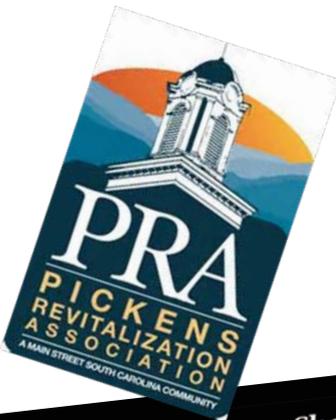
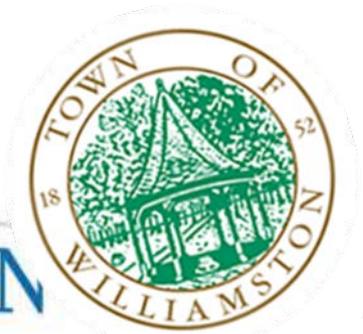


COMMUNITIES



The **Boudreaux** Group
Interdisciplinary Design Architecture Interiors Planning

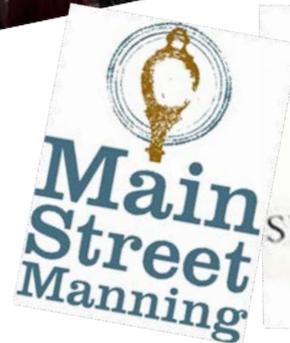
The birth of Main Street South Carolina



Set the table
for economic development
SUCCESS



Shop
Downtown
Orangeburg



Why do communities like Main Street?



Quality Of Life Indicators:



It's not a project.

It's a process.



How do we remain successful and relevant?





The Approach Today

Economic Development Projects

Organization

Design

Promotion

It's all about the process.

Why does any of this really matter?

Quality
of
Life

Connectivity

Think
Global
y
Act
Locally

Placemaking

Engagement

Sense of Place

Who really cares
what Blue Ivy is
wearing today?

Sustainability

Walkability

Why are the Millennials getting all of the attention?

The Kardashians

THE CREATIVE CLASS

Eat **THIS**

and lose 20 pounds!!!

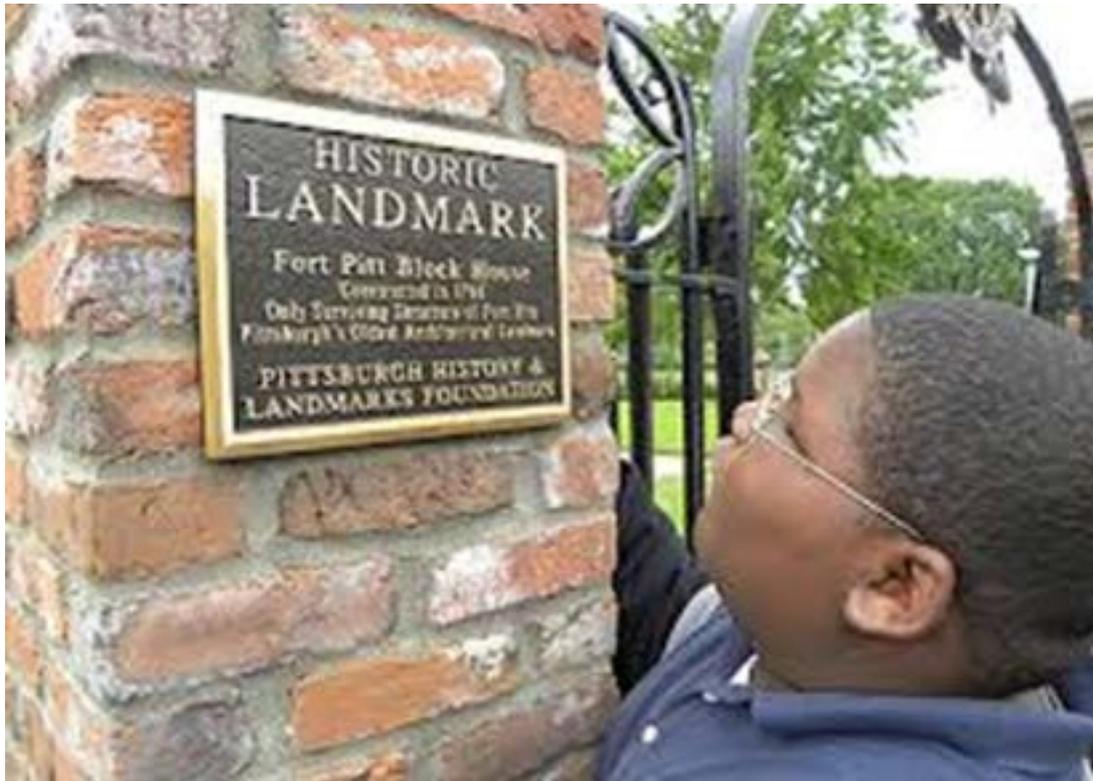
VISUAL
PREFERENCE
SURVEYS

Collaboration

Charrettes

Business Incubators

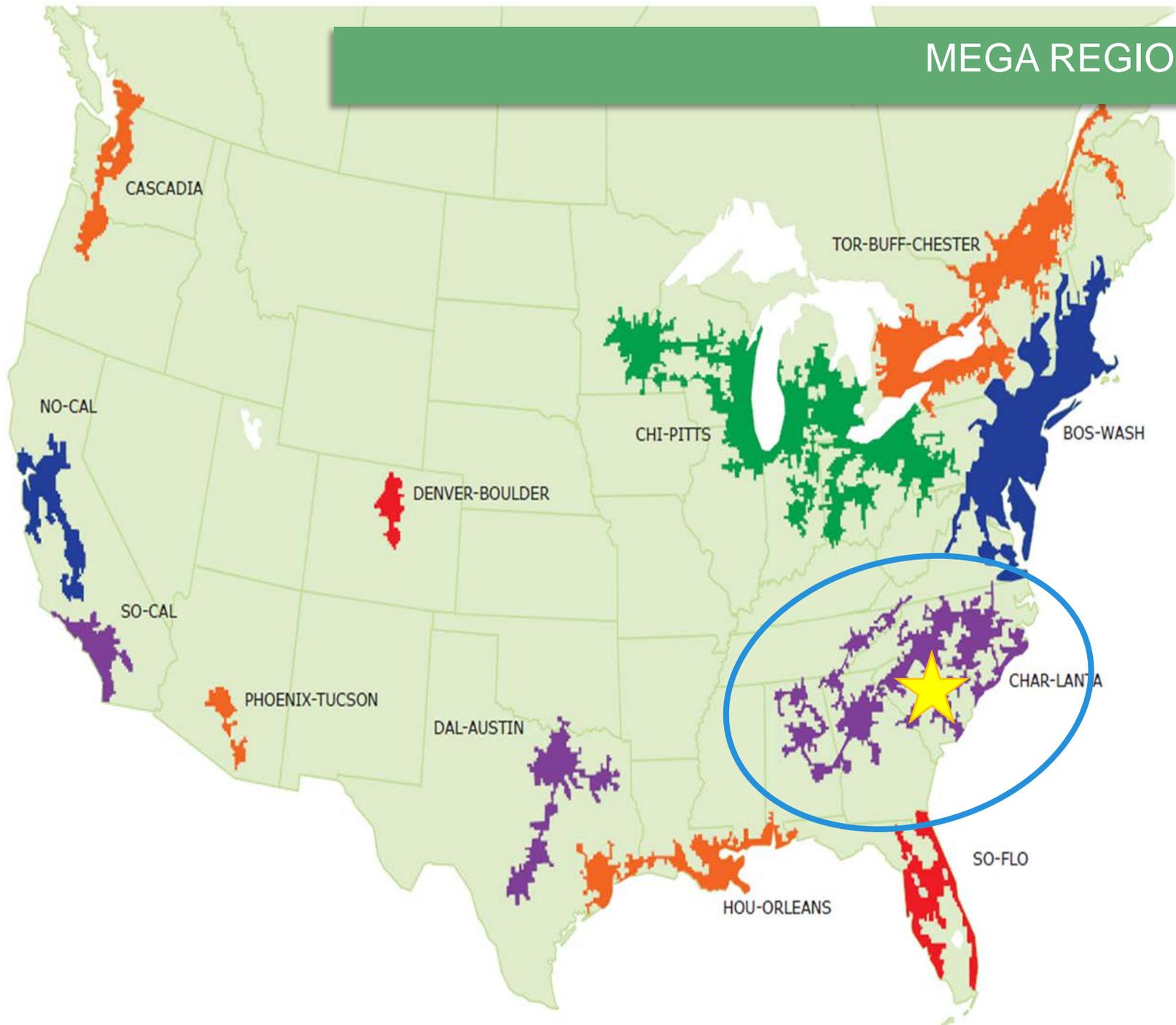
This is why it matters.

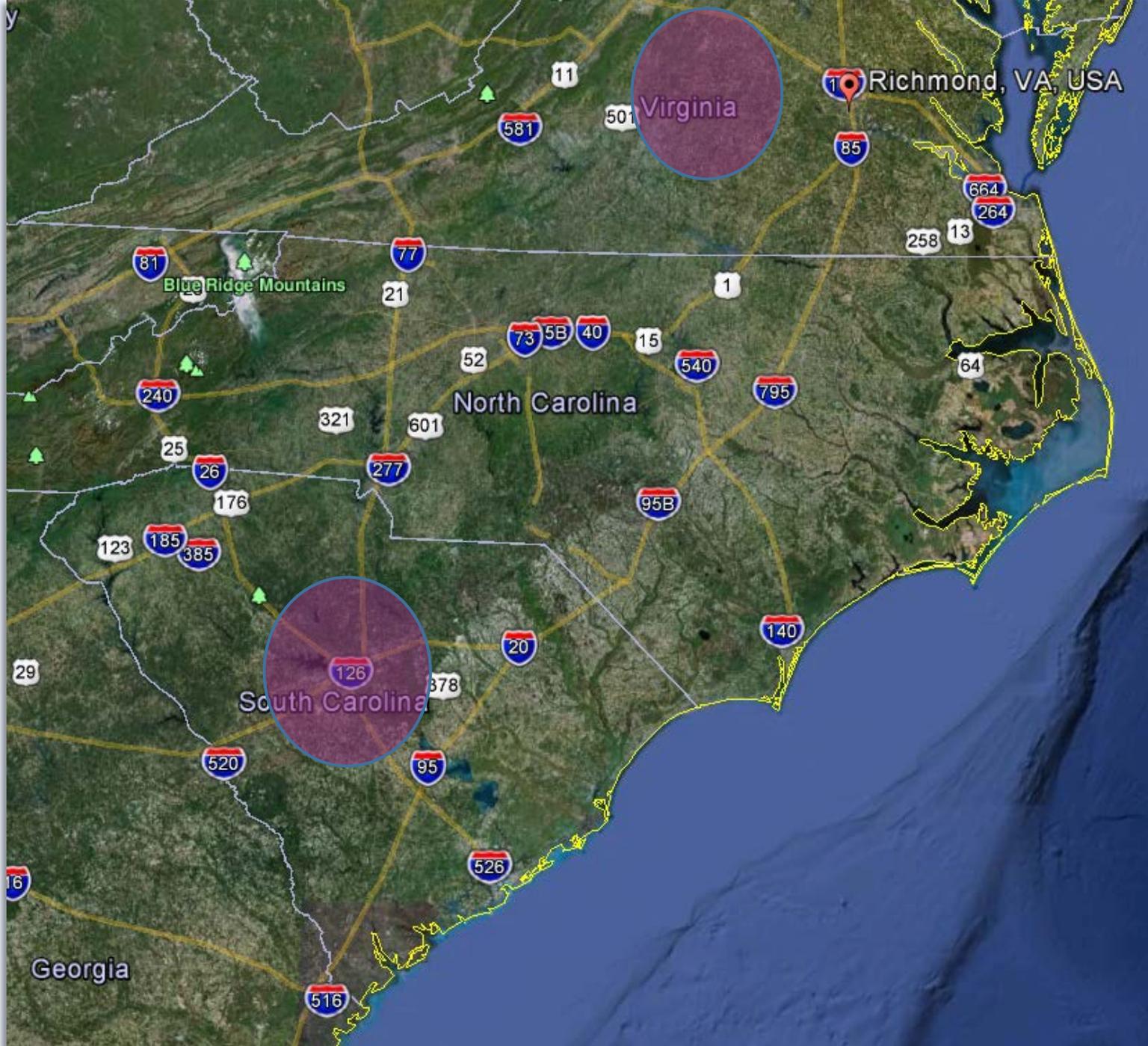


**It's who we are.
It's our culture.
WE ARE CREATING,
REVITALIZING AND
PRESERVING FOR FUTURE
GENERATIONS.**



MEGA REGIONS





Today, 860,000 people call the Midlands region home...





By 2040 that 860,000 will grow by

450,000
new residents

This translates into approximately

- 174,000 new housing units
- 169,000 new jobs
- 66 new K-12 schools
- 1,700 new hospital beds

Source: Central Midlands Council of Governments & Santee Lynchs Council of Governments



1.3 Million People by 2040

Will we be ready?

**Will we grow by choice,
or by chance?**

Midlands Reality Check Guiding Principles

1. Utilize Existing Infrastructure
2. **Protect and Enhance the Region's Primary Economic Drivers**
 - . Universities
 - . downtown Columbia/**Central Business District**
 - . agriculture
 - . the military
3. Efficient Development & Green Space



Pilates of Place

The Six Pilates Principles

Centering: bringing the focus to the center of the body, the powerhouse area

Concentration: bringing full attention and full commitment, maximum value will be obtained from each movement

Control: No body part is left to its own devices

Precision: appropriate placement, alignment relative to other body parts

Breath: breathing... room and places to breathe

Flow: fluidity, grace, and ease of connecting all parts

**Investment in the core of your community
is so important.**

What creates a successful downtown?

Restoring Prosperity

2008, Brookings Institute Report

Strong leadership is essential.

Success requires vision and planning.

You're all in it together now.

Place matters—take advantage of it.



G-FACTOR

GRAB

GUIDE

GREET

GATHER/GROW (housing, education, jobs, culture, recreation, arts)

GOVERN

GREEN SPACE

GOT 'EM!



Successful Downtowns

Preservation makes it real.

AUTHENTIC

MEMORABLE

INTERESTING

WELCOMING

DELICIOUS

FUN

A GOOD STORY and EXPERIENCE



Preservation

50



What does historic preservation contribute to revitalization?



MAIN STREET
• South Carolina •

What does historic preservation contribute to revitalization?

Telling the story of the place



What does historic preservation contribute to revitalization?



1937

What does historic preservation contribute to revitalization?



What does historic preservation contribute to revitalization?



What does historic preservation contribute to revitalization?

Adaptive reuse of historic buildings and sites



What does historic preservation contribute to revitalization?

Adaptive Reuse



What does historic preservation contribute to revitalization?

Adaptive Reuse



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What does historic preservation contribute to revitalization?

Adaptive Reuse



What does historic preservation contribute to revitalization?

Adaptive Reuse



What does historic preservation contribute to revitalization?

Preserving the historic centerpiece



What does historic preservation contribute to revitalization?

Preserving the historic centerpiece



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What does historic preservation contribute to revitalization?

Preserving the historic centerpiece



What does historic preservation contribute to revitalization?

Preserving the historic centerpiece



What does historic preservation contribute to revitalization?

Provides context for new architecture and development



What does historic preservation contribute to revitalization?

Provides a way to fight obesity

- # 17 Myrtle Beach-North Myrtle Beach-Conway, S.C, 31.6% obesity rate
- # 34 Spartanburg, S.C., 30% obesity rate
- # 37 Augusta-Richmond County, Ga.-S.C., 29.9% obesity rate
- # 48 Columbia, S.C., 29.2% obesity rate





The Approach Today

Economic Development Projects

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It's all about the process.

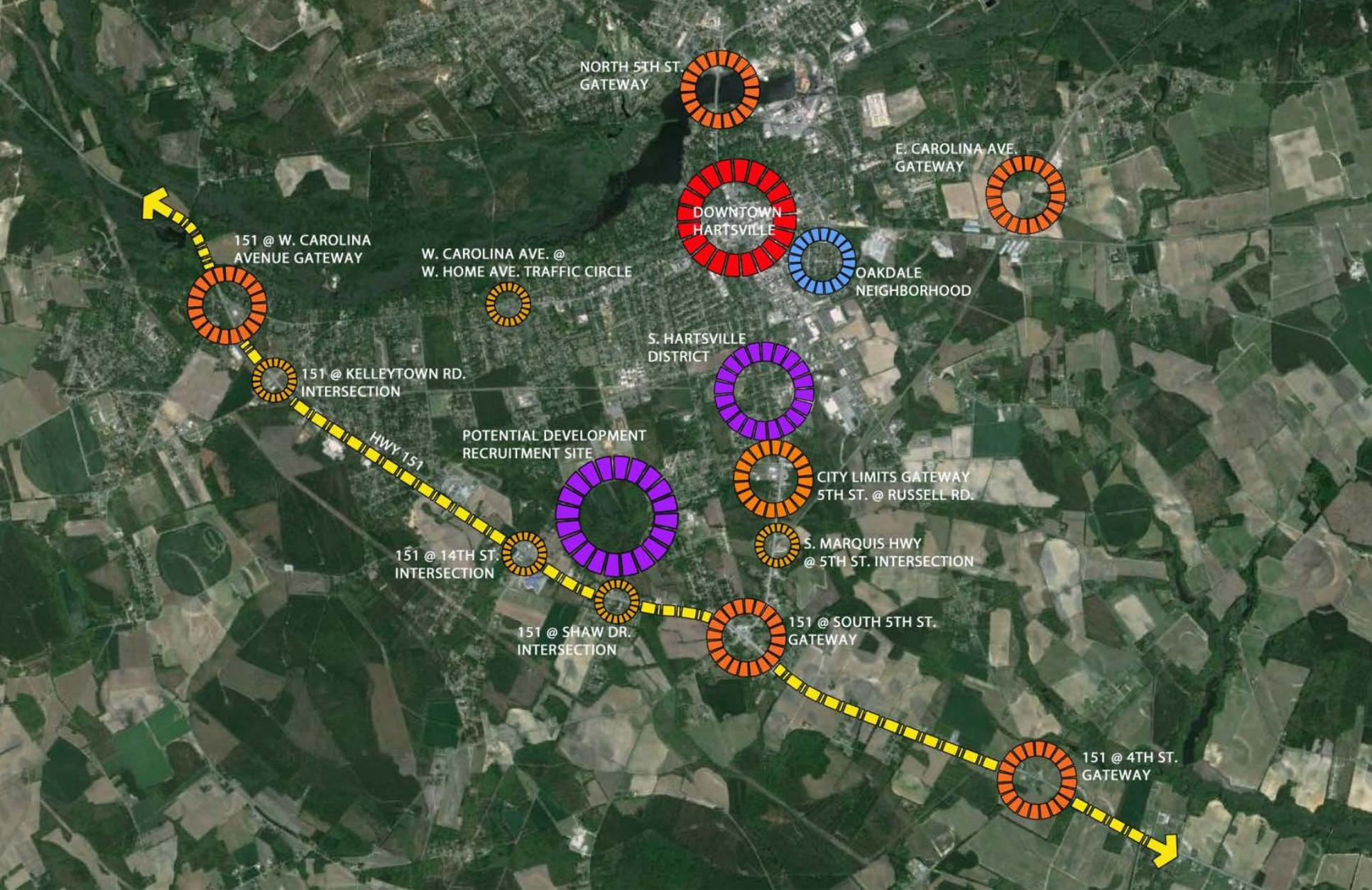


City of Hartsville, SC
MASTER PLAN

Priority Goals

1. Be a vibrant college town.
2. Enhance 6th Street corridor.
3. Improve gateways and corridors into the city.
4. Improve downtown: diversity in businesses, condition of buildings, aesthetics, management, maintenance
5. Provide more diverse housing options.
6. Recruit and retain young professionals.
7. Maximize the use of Center Theater.
8. Coordination between the Hartsville Community Development Foundation, Hartsville Downtown Development Association, the Greater Hartsville Chamber of Commerce and the City of Hartsville – centralized hospitality organization.
9. Redevelop the Oakdale Mill Village.
10. Keep Hartsville Local... and Promote.

Economic Development



NORTH 5TH ST.
GATEWAY

E. CAROLINA AVE.
GATEWAY

DOWNTOWN
HARTSVILLE

OAKDALE
NEIGHBORHOOD

151 @ W. CAROLINA
AVENUE GATEWAY

W. CAROLINA AVE. @
W. HOME AVE. TRAFFIC CIRCLE

S. HARTSVILLE
DISTRICT

151 @ KELLEYTOWN RD.
INTERSECTION

POTENTIAL DEVELOPMENT
RECRUITMENT SITE

CITY LIMITS GATEWAY
5TH ST. @ RUSSELL RD.

151 @ 14TH ST.
INTERSECTION

S. MARQUIS HWY
@ 5TH ST. INTERSECTION

151 @ SHAW DR.
INTERSECTION

151 @ SOUTH 5TH ST.
GATEWAY

151 @ 4TH ST.
GATEWAY

HWY 151

Best College Town in South Carolina... and the Southeast

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.



COLLEGE TOWN

EDUCATION

ENTREPRENEURSHIP

ENTERTAINMENT

HOUSING

FUNDING/ECONOMY

COMMUNITY VALUES

DIVERSE OPTIONS
SUSTAINABLE

FAITH
HISTORY
CULTURE
CIVITAS
AESTHETICS

Development Strategies

- Create a **vibrant**, growing **downtown residential community**.
- Create an **Entrepreneurial Culture** by supporting and encouraging the cooperation of the new Clemson Incubator with the existing network of young professionals at existing partners including Coker, GSMS, Sonoco, FDTC, Chamber of Commerce and others; and the integration of existing academic programs at Coker and the GSMS with the Clemson Incubator.
- Create a Tax Increment Financing **(TIF) District** in the Downtown District to help stimulate new investment through infrastructure investment and utilize the existing MCBP to enhance downtown development.
- Create a Community Development Corporation (**CDC**)
- Stimulate **new and expanded commerce in the downtown** area through focused economic development efforts.



*forever. Let it not be for present delight
nor for present use alone; let it be such
work as our descendents will thank us
for, and let us think, as we lay stone on
stone, that a time is to come when those
stones will be held sacred because our
hands have touched them, and that men
will say as they look upon the labor and
wrought substance of them, "See, this
our fathers did for us."*

John Ruskin, 1880
English critic, essayist, & reformer (1819 - 1900)



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

Plato