

HOSPITALITY +  
PERSPECTIVE =

More Inclusive  
and Activated Downtowns

Irene Dumas Tyson, AICP, Associate AIA

Downtown is the most democratic place  
in our communities.

Downtown is personal.

Downtown is the community table.

Downtown is meant for  
civic and cultural collisions and celebrations.

Downtown is an inclusive experience.

# Inclusive and Activated Downtowns

HOSPITALITY +  
PERSPECTIVE

# Inclusive and Activated Downtowns





# HOSPITALITY

# HOSPITALITY Main Street is the community table.

*All are welcomed.*

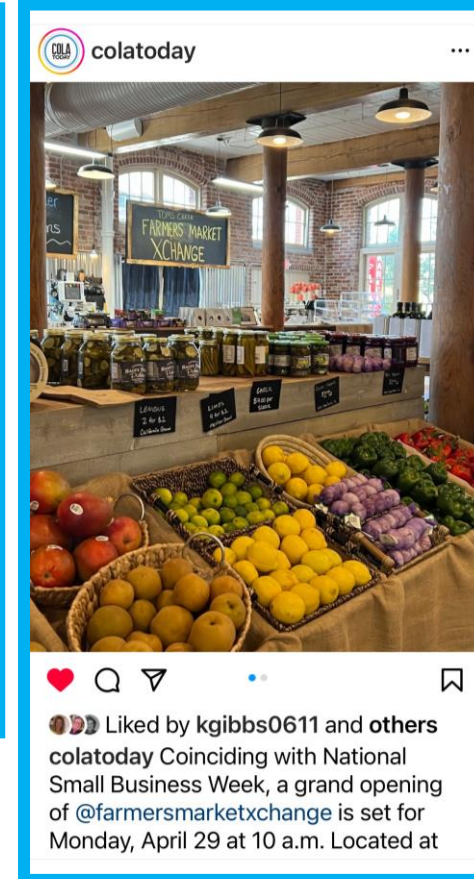
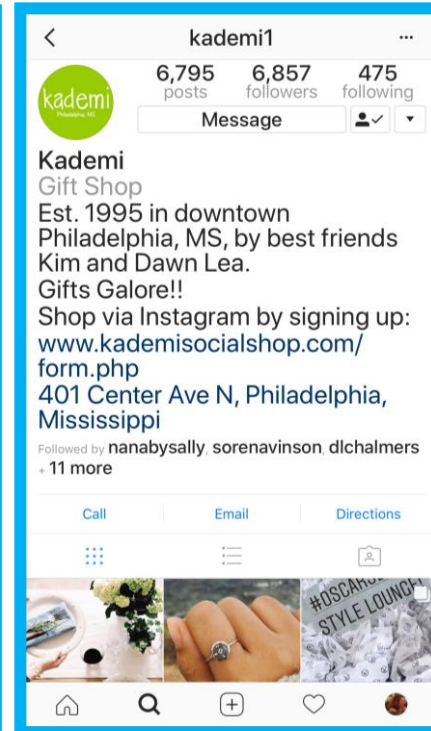
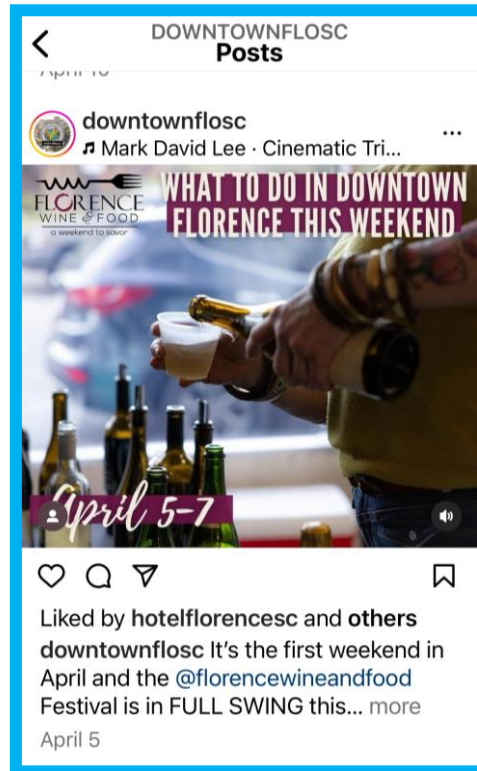


# G

Grab  
Guide  
Greet  
Gather  
Got 'em



# HOSPITALITY Grab



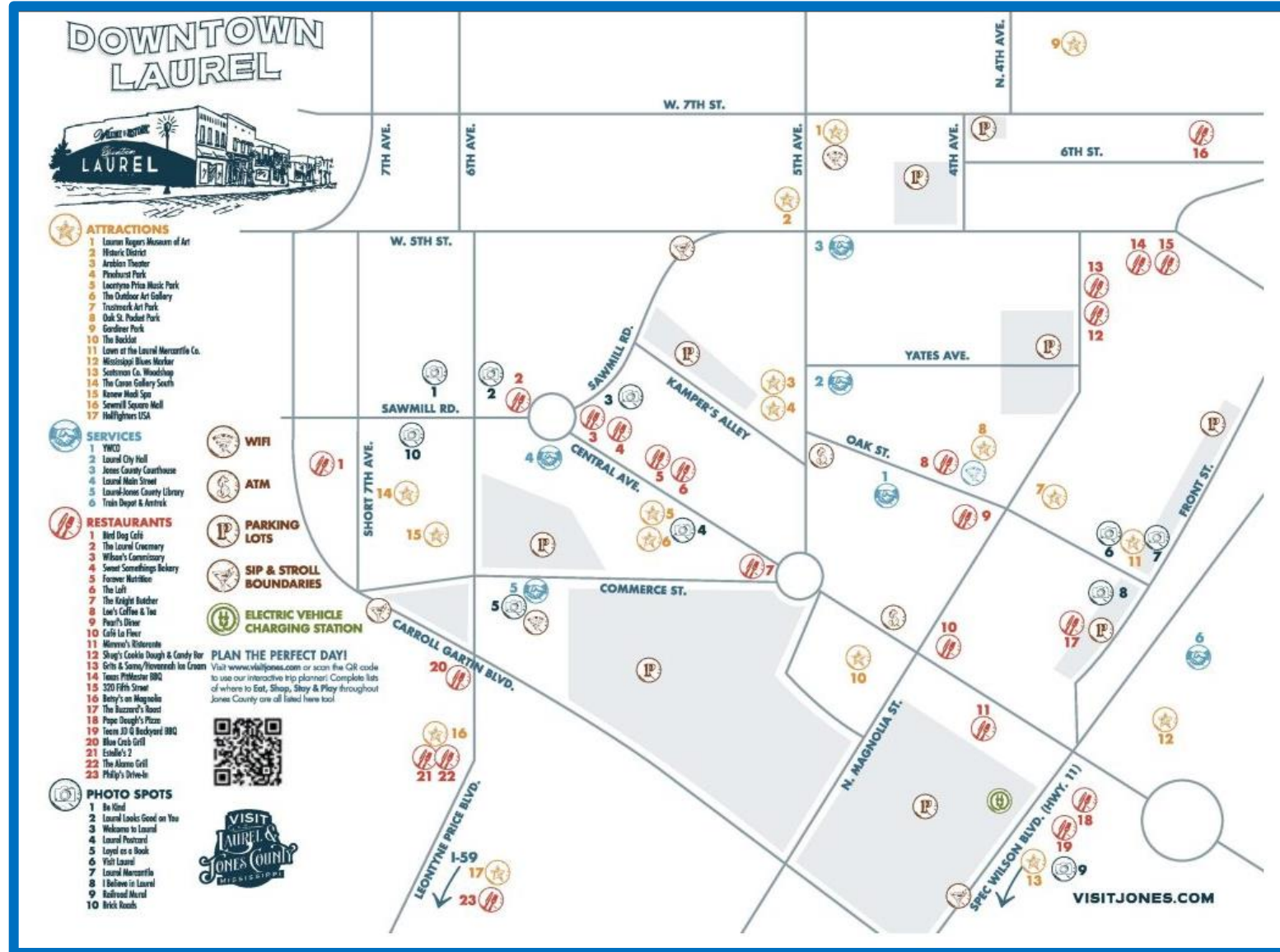














# HOSPITALITY

*You are very welcome.*

## Greet



EXISTING



PROPOSED



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## Gather



Main Street is meant for civic and cultural collisions and celebrations.

Main Street is an inclusive experience...  
4 to 8-hour experience.





## G

Grab

INVITE

Guide

Greet

WELCOME

Gather

INCLUDE

Got 'em

EMPOWER

# PERSPECTIVE

# A Modern Fable: A Tale of Two Downtowns

## *Waiting on the Golden Egg, a modern fable*


To borrow (a bit) from an Aesop's Fable, the Town of Cheraw has come into the possession of the most wonderful Goose you can imagine: Springhill Suites Hotel. The town's people were overjoyed to have such a fine Goose, for the Goose was promised to lay a golden egg. This golden egg, they were told, would bring the town riches and save the pretty downtown from the Ogre Ruin. For months, the town's people talked about what a fine Goose they have and dreamed of the day the golden egg would arrive. They even talked of planning a party to celebrate the day with balloons and ribbon cuttings and general merriment. They talked and talked and preened, especially the day an interesting visitor came to town.



Oh, we have a very fine  
goose.

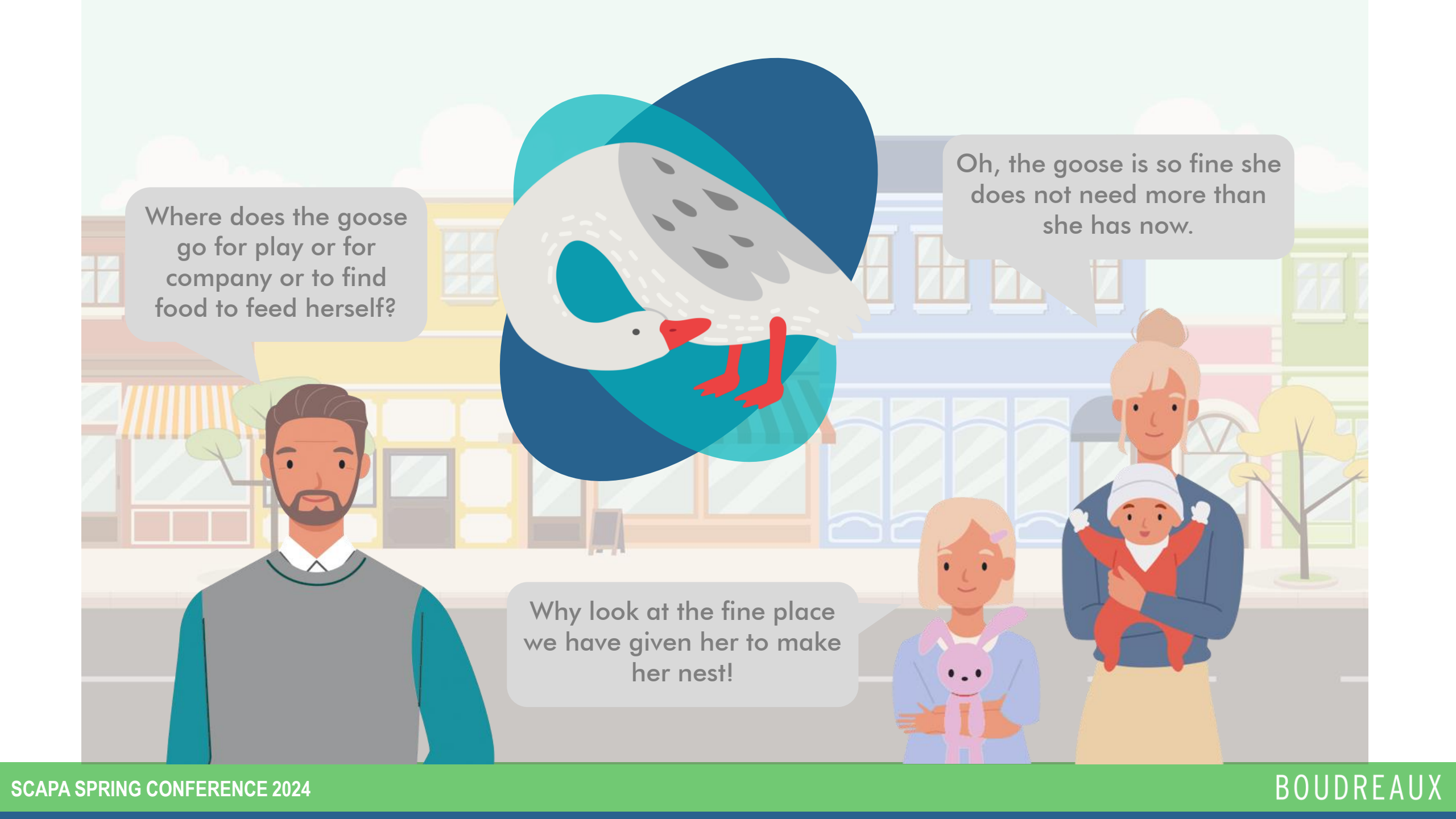
"See what a fine goose we  
have? Our goose is going  
to lay a golden egg."



An illustration of three people standing in a town square. On the left is a man with a beard wearing a grey sweater over a white collared shirt. In the center is an older woman with grey hair wearing a red sweater over a white collared shirt. On the right is a younger man with brown hair wearing a blue blazer over a white collared shirt. Above them, a large goose with a white body, blue and teal wings, and a red beak is flying. The background shows colorful buildings and trees. Two speech bubbles are present: one on the left from the man and one on the right from the woman.

That is a fine goose.  
What do you feed your  
goose that makes her  
lay a golden egg?

Oh, we don't have to feed  
our goose. She is so fine,  
she takes care of herself.

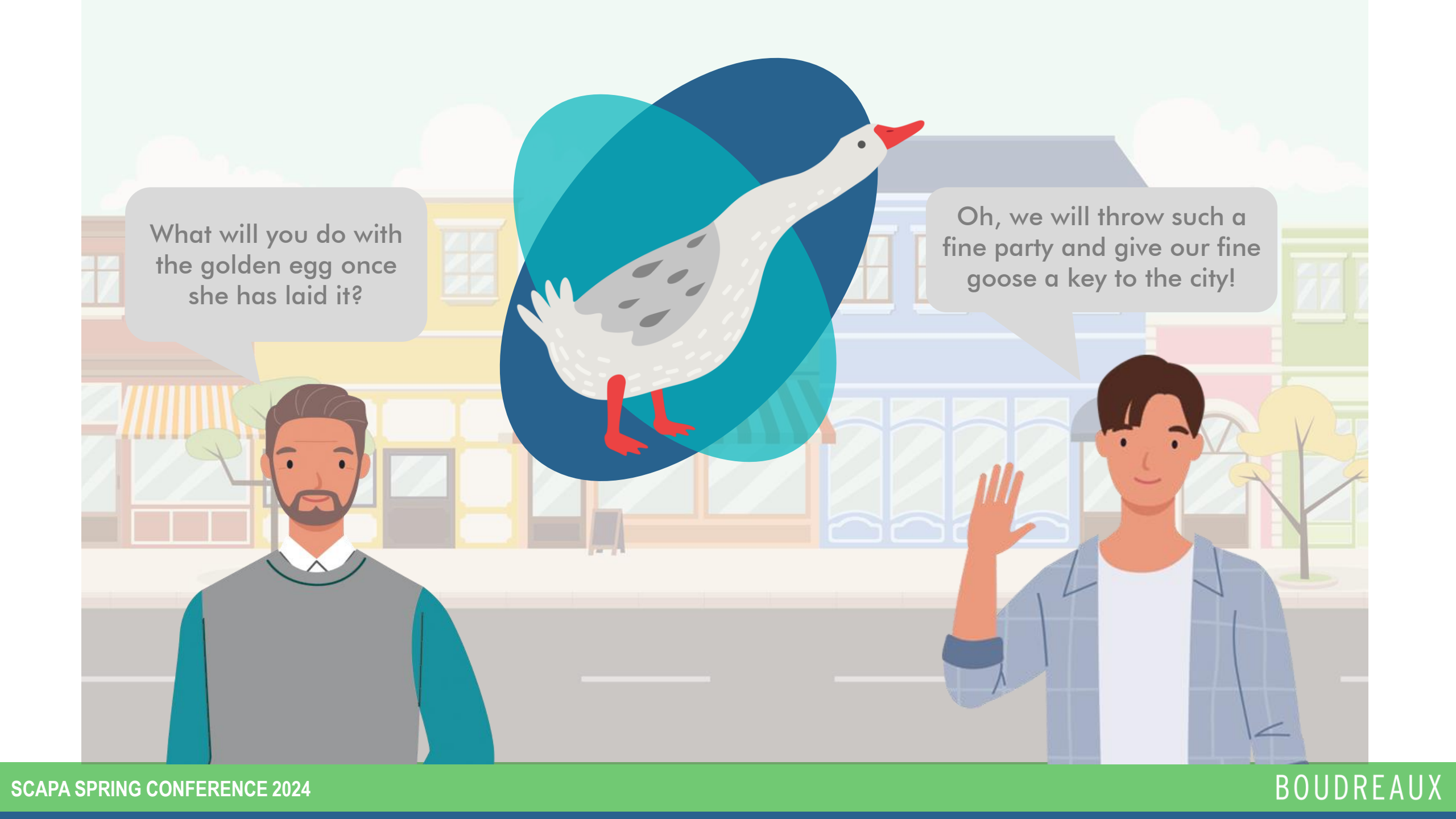


Where does the goose  
go for play or for  
company or to find  
food to feed herself?

Oh, the goose is so fine she  
does not need more than  
she has now.

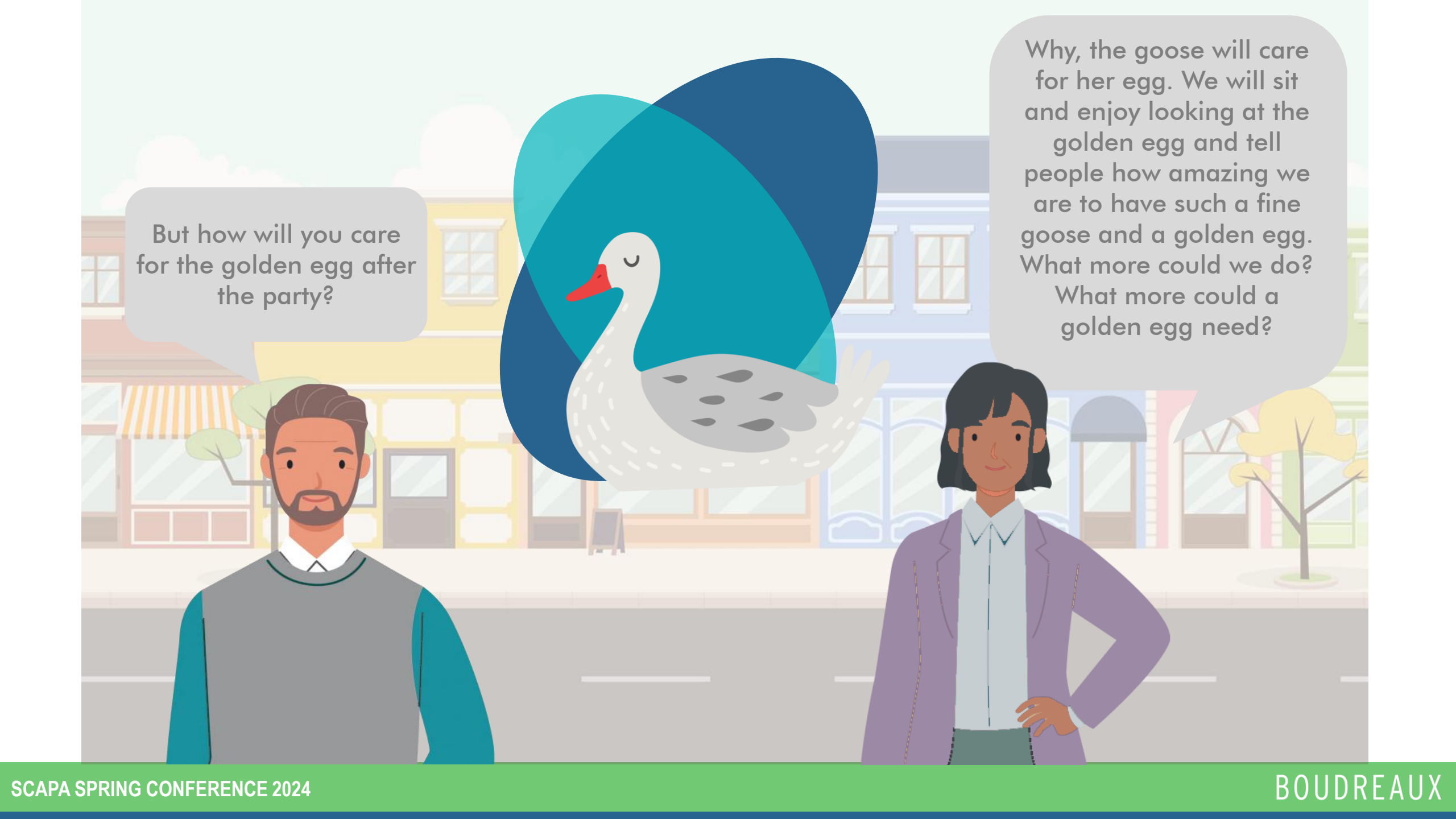
Why look at the fine place  
we have given her to make  
her nest!



An illustration of a man and a woman standing in a town square. The man on the left has a beard and is wearing a grey sweater over a white collared shirt. The woman on the right is wearing a blue plaid jacket over a white t-shirt and is waving. In the background, there are colorful buildings, a street, and a large, stylized goose with a white body, grey spots, and a red beak and feet. The goose is surrounded by large blue and teal circular shapes.

What will you do with  
the golden egg once  
she has laid it?

Oh, we will throw such a  
fine party and give our fine  
goose a key to the city!

An illustration of a man and a woman standing on a city street. The man, on the left, has a beard and is wearing a grey sweater over a white collared shirt. The woman, on the right, has dark hair and is wearing a purple blazer over a light blue collared shirt. In the background, there are colorful buildings, a tree, and a large, stylized goose with a white body, a red beak, and a large blue and teal circular pattern on its back. Two speech bubbles are present: one on the left with text from the man and one on the right with text from the woman.

But how will you care  
for the golden egg after  
the party?

Why, the goose will care  
for her egg. We will sit  
and enjoy looking at the  
golden egg and tell  
people how amazing we  
are to have such a fine  
goose and a golden egg.  
What more could we do?  
What more could a  
golden egg need?



Fools.  
They are handing  
the town to me on a  
golden platter.

The visitor shook his head and turned to walk away. As he neared the edge of town, the visitor transformed back into the Ogre Ruin and smiled a wicked smile.



# Cheraw's Golden Egg

Cheraw is a Tale of Two Downtowns. A town with great vision and commitment to recruit Springhill Suites to downtown. Without a doubt, the positive impact of the hotel can be extraordinary, exponentially growing the local, downtown economy.

However, this growth and impact will happen only if the leaders, stakeholders and residents of the town invest in making Market Street and the rest of downtown a welcoming, safe and interesting place for all guests in the hotel to explore and enjoy. The town needs to consider the perspectives of all visitors and residents.

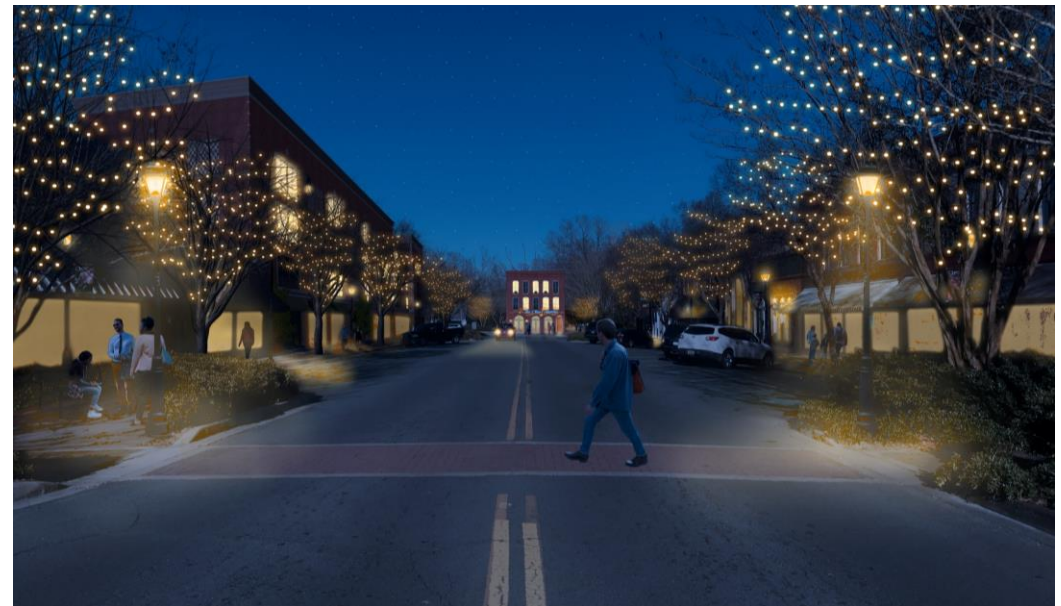




THE DOWNTOWN THAT *RESTED* ON ITS GOLDEN GOOSE



THE DOWNTOWN THAT *FED* THE GOLDEN GOOSE



# Place

**Millennials + Gen X + Gen Z + Boomers + Alphas**

shared + social

flexible: live/work

casual, but serious

food, entertainment, culture

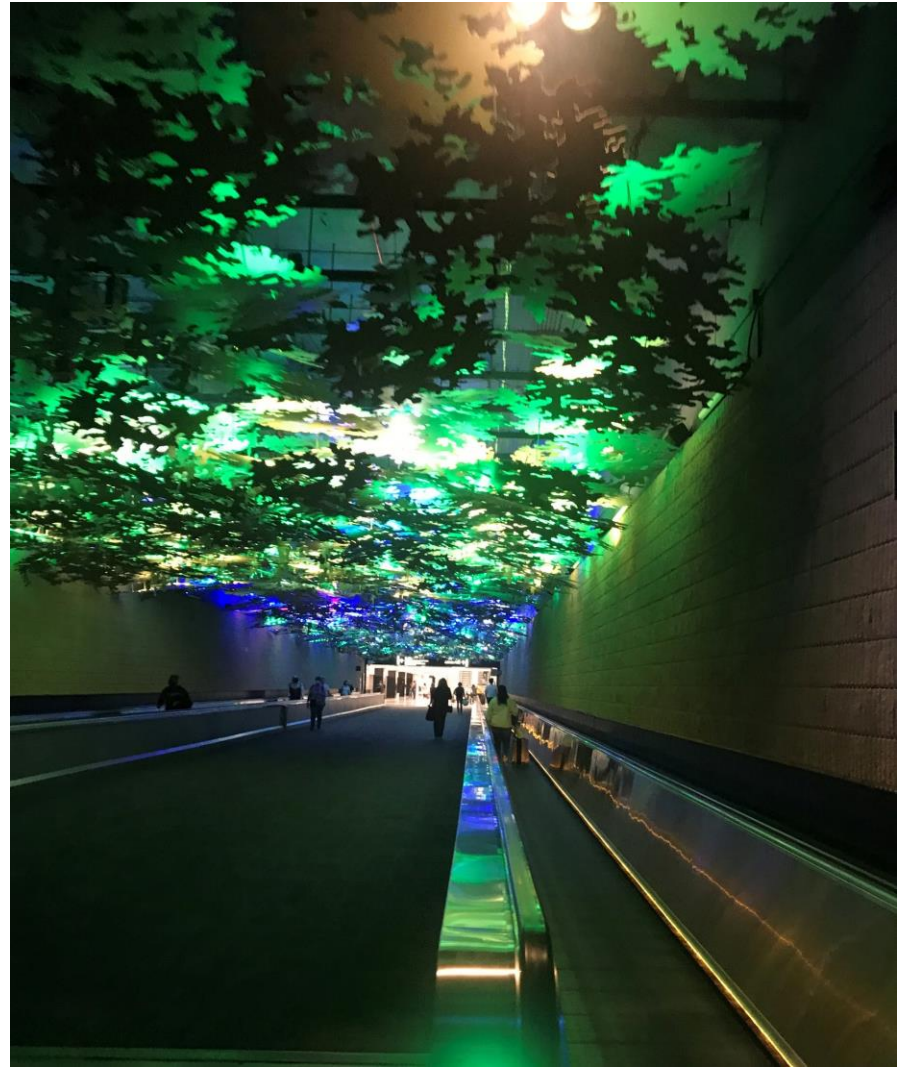
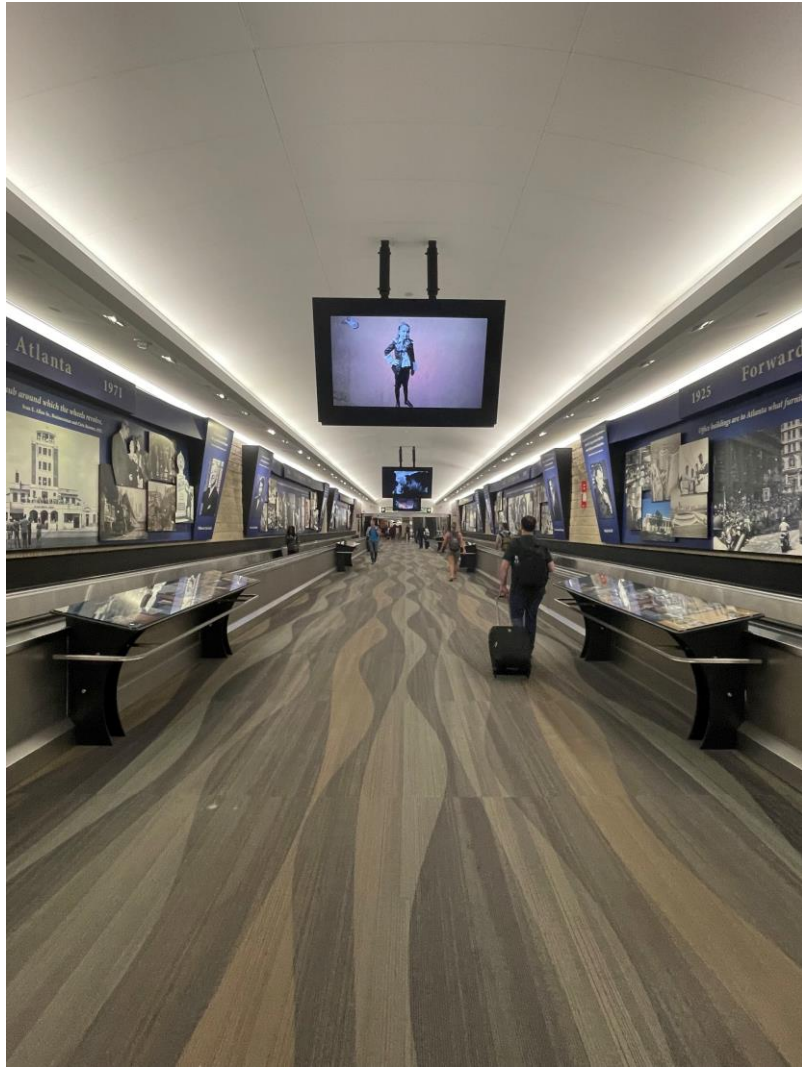
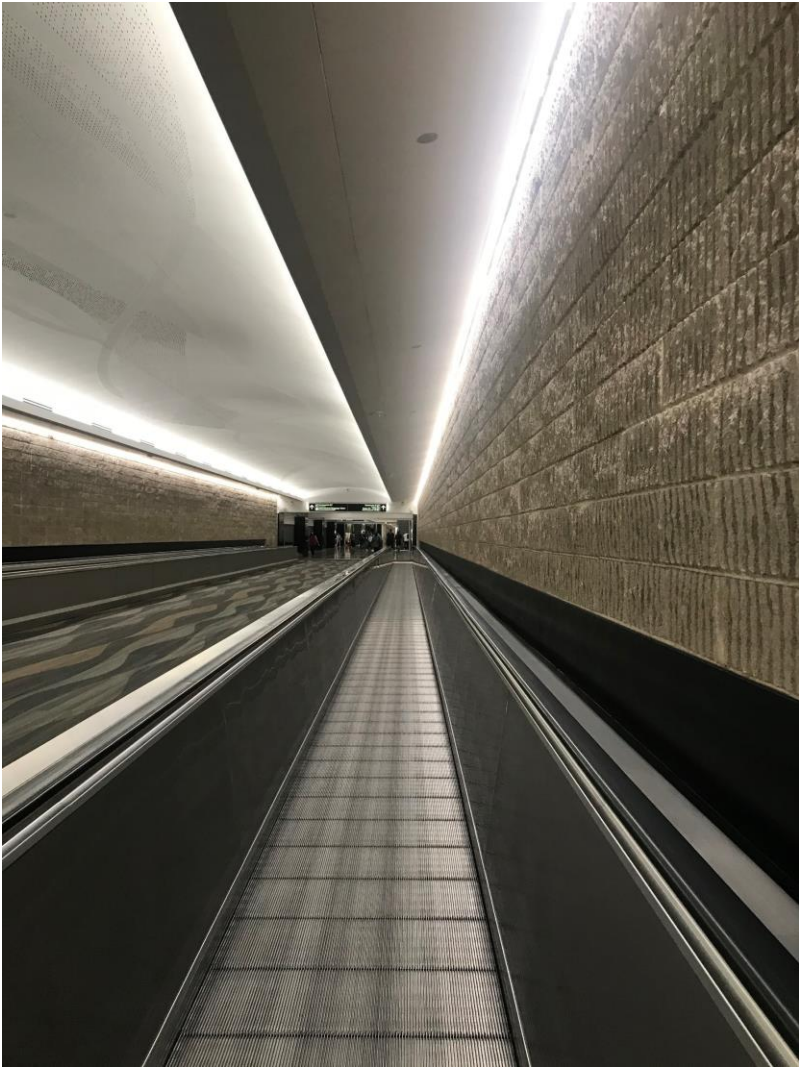
walkable, bikeable, outdoor recreation

fast, free, dependable WiFi

contributing to community

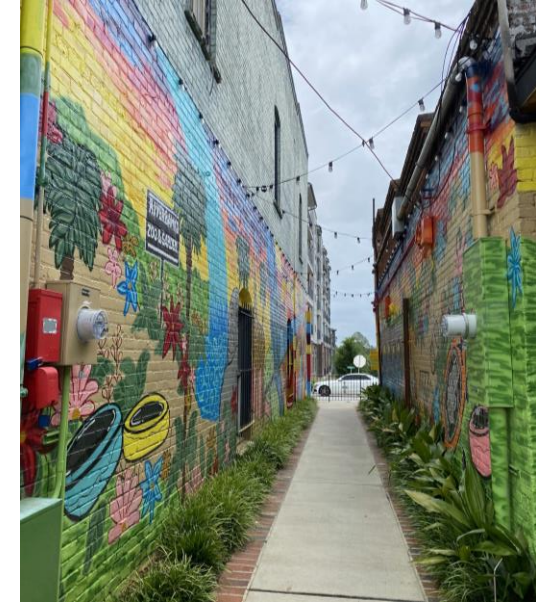


# PERSPECTIVE



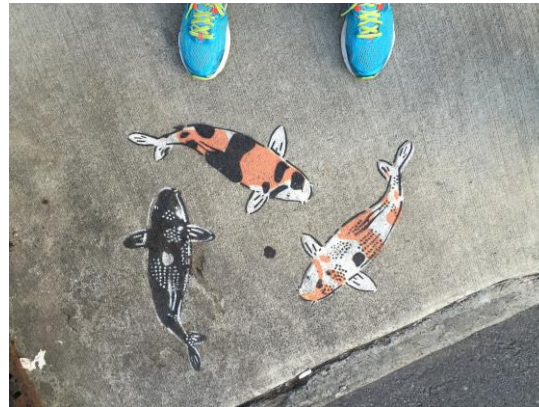


# PERSPECTIVE : Alleys





# PERSPECTIVE :Streets and Sidewalks



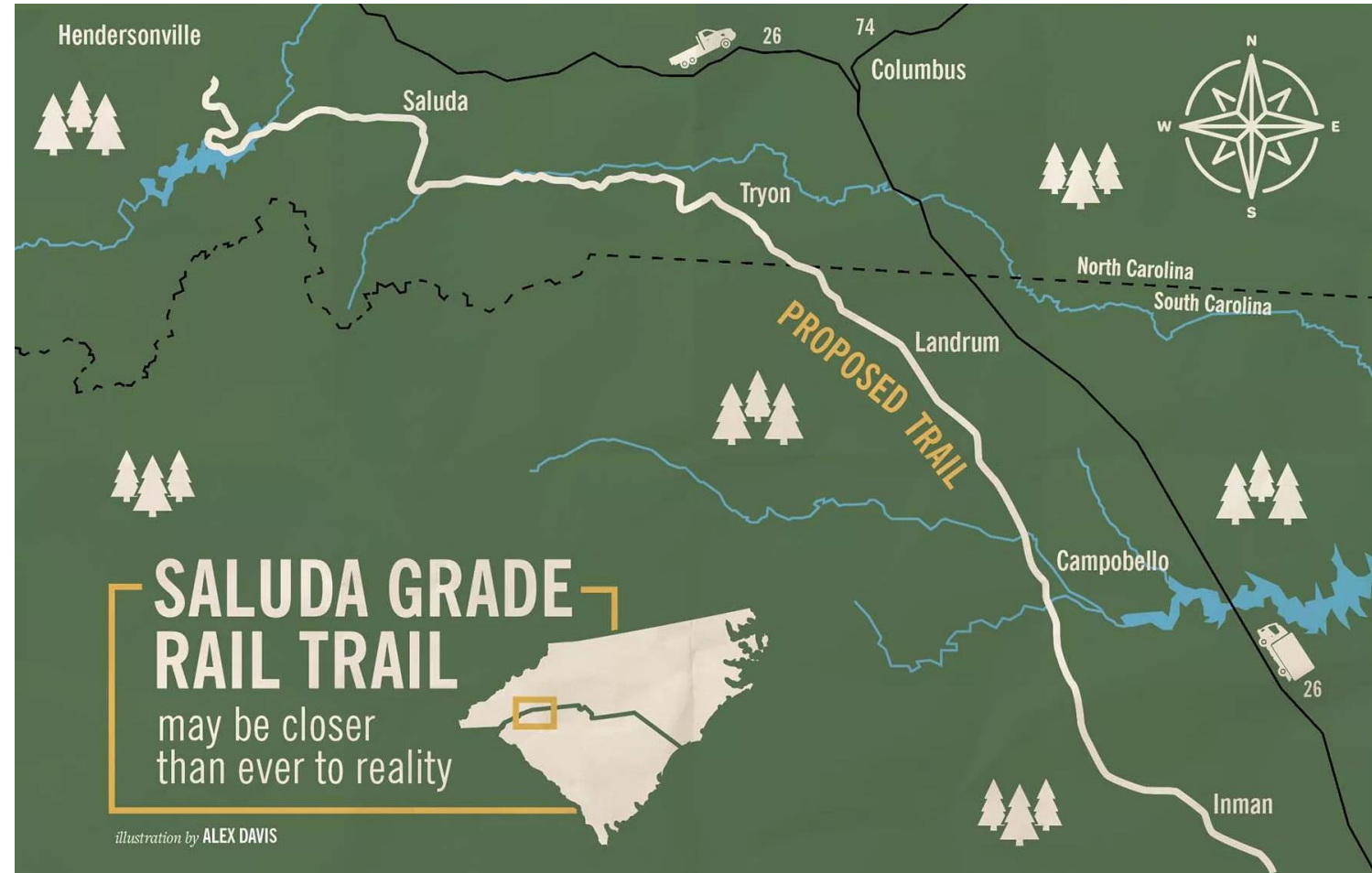


# PERSPECTIVE : Blank Walls





# PERSPECTIVE : Abandoned Rails



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# ENGAGEMENT

*You can't answer someone's prayers  
until you know what they need.*

*You can't understand someone's perspective until  
you sit at the table with them or walk in their shoes.*

Do all the good you can,  
By all the means you can,  
In all the ways you can,  
In all the places you can,  
At all the times you can,  
To all the people you can,  
As long as ever you can.

John Wesley

# ENGAGEMENT : Inclusive Methods

## Main Street is personal.

### Methods

- Public Open Houses
- Facilitate Public Meetings
- Charrettes
- Downtown Walkabouts
- Pop up Events
- Community Organizations... go where they are
- School Groups
- Stakeholder Focus Groups
- Individual Interviews
- Field Trips
- Online Surveys
- Project Website and Email

### Promotion

- Church Bulletins
- K-12 Schools – newsletters, PTO
- Social Media
- Downtown Merchants
- Newspapers
- HOAs
- Libraries
- Flyers and posters
- Utility bills
- Youth Sports
- Town/City Signs
- Community Organizations

### Locations

- Town Hall
- Parks and Recreation Facilities
- Churches
- Schools
- Local Restaurants
- Community Events
- Empty Buildings in Downtown
- Senior Citizens Centers
- Go where the people are as much as possible

# ENGAGEMENT : Committees and Volunteers

## Who is at the Table (not conclusive)

- Elected leaders
- Town/City staff
- Local business and property owners
- County representatives
- School District representatives
- Youth
- Community/Civic leaders
- Diverse races/ethnicities
- Diverse ages
- Department of Transportation
- Regional Councils of Government
- Cultural and Arts representatives
- Design professionals
- Diverse physical abilities
- Parks and recreation
- Restaurants (food & beverage)
- Public safety/EMS
- Chamber of Commerce
- Regional economic development
- Utilities
- Nature/Environmental representatives
- Bike/Pedestrian advocates
- Faith-based organizations
- Local colleges and universities
- Old timers and new comers
- Economic Development representatives
- Health care representatives
- Those who disagree/differ

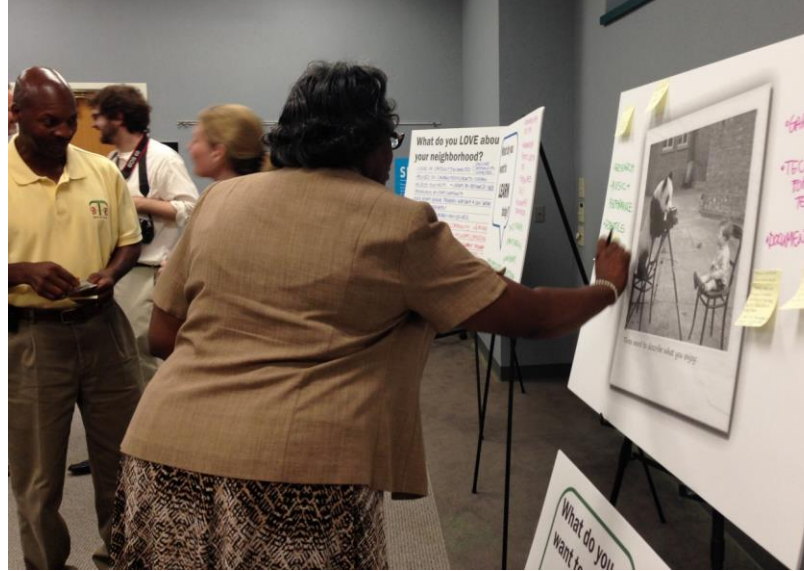
*Main Street Committees  
Planning Advisory Committee  
Steering Committee*



# ENGAGEMENT : Public Meetings

## Methods

- Do not use design and planning jargon
- Lead with simple questions
  - One Word
  - What's Sacred
  - Where is the heart of town
  - Favorite Place
  - Big, Bold Idea
- Write on flip charts or capture comments live on large screen
- Variety of tables, maps, exercises
- Meetings at varied times of day
- Sign in sheets
- Stakeholder Focus Groups
- Individual Interviews





# ENGAGEMENT: Walkabouts

## 1/4 Mile Ped Shed Inman Downtown

[pedestrian shed]: the area within a walking distance from a town center, neighborhood center, or other location, typically ¼ mile (5 to 7-minute walk)

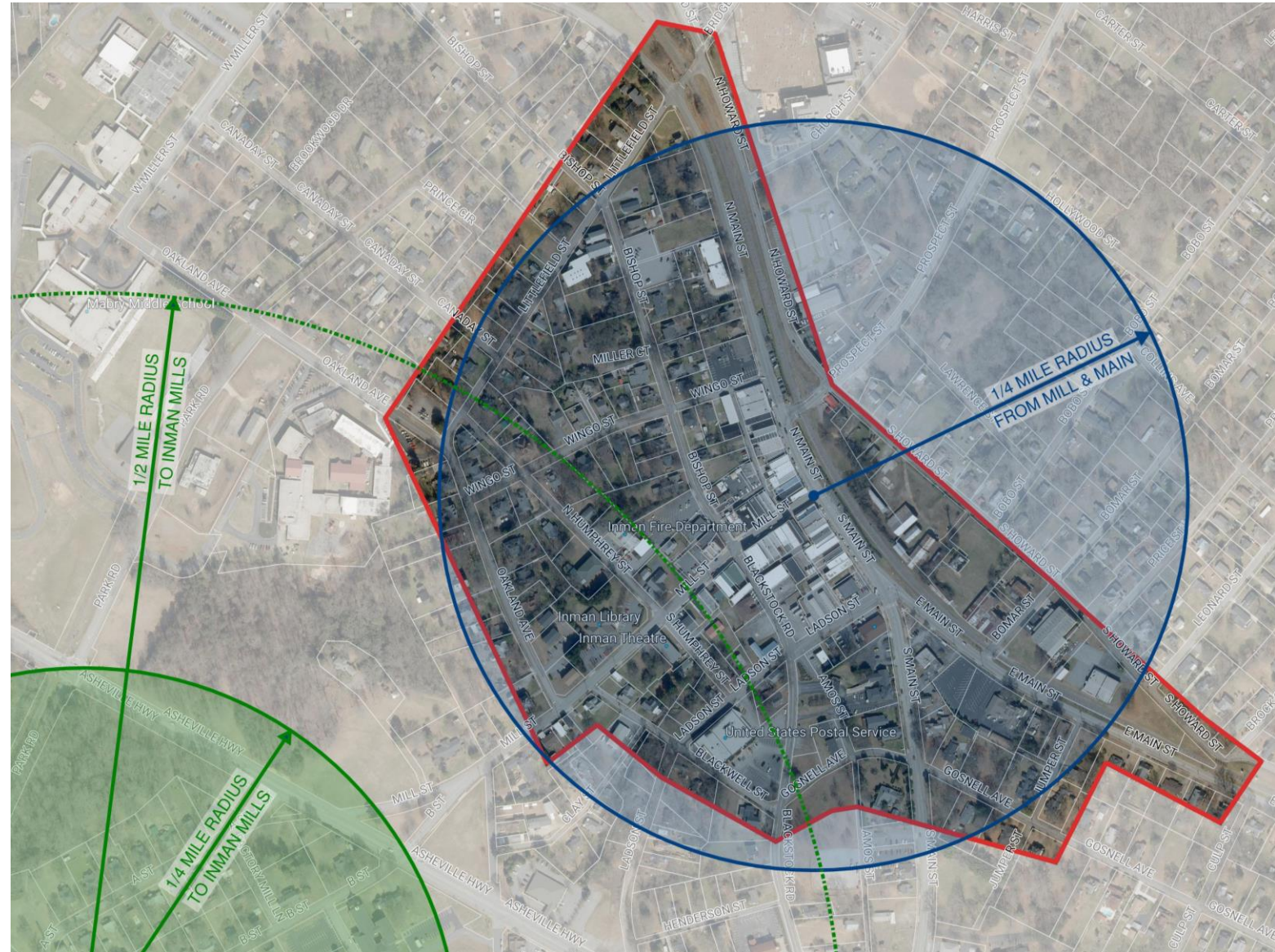
### Assignment:

Take a walk in your downtown with a group of people and make notes.

- What's missing?
- Is it interesting?
- What's good and beautiful?
- Did you feel safe?
- How many empty lots?
- What's the condition of the buildings? The sidewalks?
- Was there trash?
- What are the possibilities?
- Were all sidewalks and streets accessible?

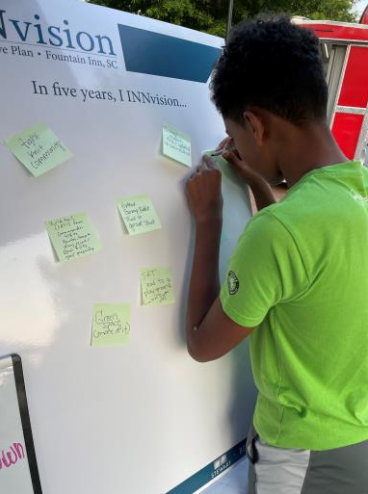
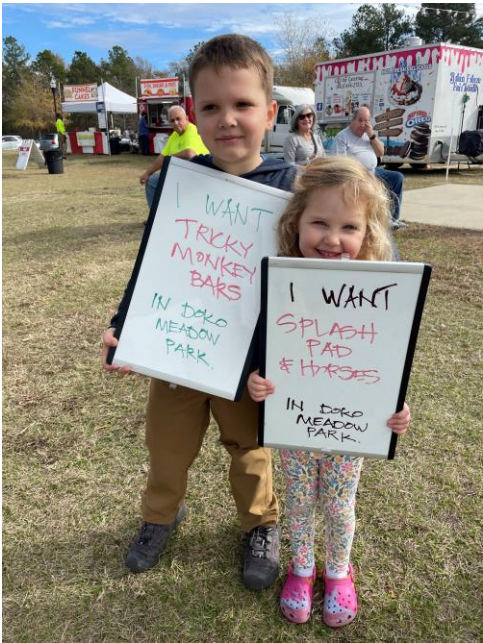
Mocksville

Downtown Columbia





# ENGAGEMENT : Pop Ups







February 2022 Survey

679  
Participants

# Community Survey

In addition to hosting in-person meetings, we created an online survey for those that could not attend. This online survey provided a flexible platform for valuable feedback. The following pages summarize the opinions expressed by the 679 members of the community who participated in the survey.

The majority of respondents surveyed have lived in Conway for less than 10 years.



51%

of respondents surveyed, live in the City of Conway, the other 49% live in the Unincorporated County





## City Employee Mural



# 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.**



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TOWN of LEXINGTON





A circular diagram with four words arranged around a dashed grey circle. The words are: INCLUDE (blue, top), INVITE (orange, left), WELCOME (pink, right), and EMPOWER (green, bottom). The words are in a bold, sans-serif font.

**INCLUDE**

**INVITE**

**WELCOME**

**EMPOWER**

HOSPITALITY +  
PERSPECTIVE =

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