A Tale of Two DOWNTOWNS: Inman and Cheraw

Master Planning Charrettes

SCAPA Fall Conference 2021
A Tale of Two Downtowns

Inman
Population: 2,990

Cheraw
Population: 5,040
### Inman Master Plan Goals
- create a continuing streetscape design plan to add on to recent projects
- create a public improvement analysis and prioritization checklist
- provide recommendations for improvements to downtown landscaping and greenspace
- evaluate the need for additional public facilities downtown, to possibly include a new City Hall, Farmers Market and concert pavilion, dog park, etc.
- recommend best uses for the existing vacant downtown properties
- recommend best uses for existing publicly owned properties

### Cheraw Master Plan Goals
- streetscape, connectivity and beautification
- renovate and use vacant and dilapidated downtown properties
- economic development and implementation framework

### Inman Vision
- Keep historic character, modernize, and rehabilitate buildings downtown
- Fill the empty buildings downtown
- Bring dining options so people do not have to leave Inman to eat dinner
- Vibrant shops that appeal to different demographics
- Child-friendly places
- Incorporate art into downtown
- Build an amphitheater for live music and event opportunities
- Pedestrian friendly downtown
- Build a park or walking trail downtown
- Create social settings for people to gather

### Cheraw Vision
- Keep historic character, modernize and rehabilitate buildings downtown
- Fill the empty buildings downtown
- Cheraw needs a movie theater
- Encourage variety in business types
- Allow restaurants to setup outdoor seating areas
- Make downtown feel safer and more walkable
- Start a weekend/monthly Farmers Market
- Incorporate art into downtown
- Create social settings for people to gather
### Commonalities

<table>
<thead>
<tr>
<th>Inman Magic Wand</th>
<th>Cheraw Magic Wand</th>
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<tbody>
<tr>
<td>▪ Large street trees along Main Street</td>
<td>▪ Better landscaping</td>
</tr>
<tr>
<td>▪ Renovate the historic buildings</td>
<td>▪ Repair dilapidated buildings</td>
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<tr>
<td>▪ Rails to trail</td>
<td>▪ Create a downtown walking tour</td>
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<tr>
<td>▪ Farmers market pavilion</td>
<td>▪ More public art</td>
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<td>▪ More dining options</td>
<td>▪ Utilize Centennial Park for more events</td>
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<td>▪ A downtown park</td>
<td>▪ Pedestrian/bike connection from downtown to Riverfront Park</td>
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<td>▪ Public art throughout downtown</td>
<td>▪ Upper-story apartments</td>
</tr>
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<td>▪ More parking, take cement slabs off spaces.</td>
<td>▪ More bars and performing arts club</td>
</tr>
<tr>
<td>▪ Build a Youth Center for the children.</td>
<td>▪ Give incentives to businesses to update business fronts</td>
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<tr>
<td>▪ Build a pavilion on Mill Street.</td>
<td>▪ Discourage loitering, pan-handling, and littering in front of businesses</td>
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<tr>
<td>▪ Need a night life.</td>
<td>▪ Tree planting on Huger</td>
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<td>▪ Traffic quieting.</td>
<td>▪ More community centered activities</td>
</tr>
<tr>
<td>▪ Marketing improvements, define who we want to be.</td>
<td>▪ Embrace musical significance, host bands downtown</td>
</tr>
<tr>
<td>▪ Repurpose the Wilkins Lumber Yard into a parking structure with pedestrian path leading to Main Street and Mill Street.</td>
<td>▪ Betting lighting</td>
</tr>
<tr>
<td>▪ Undo the curbs on Main Street and Mill Street.</td>
<td>▪ Use social media to engage the community</td>
</tr>
<tr>
<td>▪ Build a Community Center, parking, park walking trail in Wilkins Lumber Yard.</td>
<td>▪ Develop a Visitors Center with bike, canoe or kayak rentals</td>
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<td></td>
<td>▪ We need a movie theater, bowling, skate rink, and more grocery stores</td>
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<td></td>
<td>▪ Develop a walking tour and scavenger hunts, activities for locals and visitors</td>
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<td></td>
<td>▪ A much larger museum</td>
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</tbody>
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Commonalities

- Coffee shops
- Family friendly entertainment
- Microbreweries
- Wine bars
- Bakeries
- Boutiques
- Boutique hotels… or just hotels
- Nice restaurants (non-fast food)
- art galleries and studios
- People living downtown
- Renovated buildings downtown
- Sidewalk dining
- More people shopping downtown
- More places to shop downtown
- More parks, greenspace, places to sit
- More pedestrian and bike connectivity
- Access to nature

Third Places (downtown)

- public places on neutral ground where people can gather and interact... allow people to put aside their concerns and simply enjoy the company and conversation around them
- host the regular, voluntary, informal, and happily anticipated gatherings of individuals beyond the realms of home and work
- central to local, functioning democracy, social equity and community vitality
- essential to community and public life

Ray Oldenburg, The Great Good Place (1991)
What’s the Difference?

- Place
- History
- Architecture
- Economy
- People
- Untapped Assets
- Natural Environment
- Leadership
- Financial Resources
- Infrastructure
- Local Businesses
Expectations and Goals

Inman Master Plan Goals
- create a continuing streetscape design plan to add on to recent projects
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- evaluate the need for additional public facilities downtown, to possibly include a new City Hall, Farmers Market and concert pavilion, dog park, etc.
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Cheraw Master Plan Goals
- streetscape, connectivity and beautification
- renovate and use vacant and dilapidated downtown properties
- economic development and implementation framework

THE MASTER PLAN WILL BE A SUCCESS IF IN ONE YEAR...
- Downtown is flourishing because the phased plan is being implemented.
- Leadership has vision, is willing to change, is committed to implementing the master plan and goes after funding to make it happen.
- There is a dedicated tourism department that is focused and active.
- Buildings and downtown are cleaned up and look nice.
- The thousands of travelers passing through Powell Street and Highway 9 on their way to the beach are stopping in downtown Cheraw and shopping and dining.
- Seven renovations of historic buildings in downtown that are occupied by thriving businesses; seven more done each year.
- Public Private Partnerships in place to help fund building sales and renovation, attract more grants and provide incentives for buildings with existing businesses.
- There are new jobs beyond retail in downtown such as local satellite offices for major HQs since people can work anywhere or need less space, co-working space.
- Residents and business/building owners are more passionate about Cheraw.
“We cannot become what we want by remaining what we are.”

- Max Depree
en Charrette!
Charrette!

- the intense final effort made by architectural students to complete their solutions to a given architectural problem in an allotted time or the period in which such an effort is made.

- A participatory planning process that assembles an interdisciplinary team to create a design and implementation plan for a specific project.

- A meeting in which all stakeholders in a project attempt to resolve conflicts and map solutions.

- An illustrated brainstorm.
Charrette Benefits

- Immersion into the project area
- Ensure Pedestrian Connectivity
- Understand User Perspective
- Preserve and Promote your Authentic Story
- Community Engagement
Accessible and Visible
Immersive Experience

Explore • Uncover • Perspective
Perspective
### Scalable and Tailored

#### MULTI-DISCIPLINARY TEAM
- Architect
- Urban Design/Planner
- Landscape Architect
- Civil Engineer
- Economic Development Professional
- Branding/Marketing Professional
- Lawyer
- Retail Recruiter/Professional
- Artist
- Grants Consultant
- Developer

#### PROFESSIONAL FEES (CONCEPTUAL MASTER PLAN)
- Typical Professional Fees: $30,000 - $60,000
- Reimbursables (not to exceed amount): Travel and Accommodations, Printing

#### PROJECT GOALS
- **Deliverables**
  - Master Plan Report
  - Digital vs. Printed/bound Copies
  - Level of design: conceptual, schematic
  - Number and type of renderings
  - Depth of site, economic, retail, building, property analysis
  - Number of presentations pre- and post-charrette
  - Level of recommendations development
  - Conceptual cost estimates
  - RFQ/RFP development
  - Grants Consultant
  - Developer

Build the team based on the master plan goals and community needs.
### Sample Charrette Schedules

#### Two-Day Charrette

**Day One**
- 9:30 am: Team arrives and sets up workspace
- 10:30 am: Team meeting with Mayor, key elected leaders and staff
- 12:00 – 1:00 pm: Public Input Session
- 1:00 – 2:45 pm: Team Lunch and Work Session
- 3:00 – 4:45 pm: Stakeholder Interviews: limit 6-8 people per session; Town Council members are encouraged to participate in these.
- 5:30 – 6:30 pm: Public Input Session
- 6:45 – 8:30 pm: Team Working Dinner with Project Advisory Committee (PAC)

**Day Two**
- 8:30 am – 12:00 pm: Team Work Session
- 12:00 – 1:30 pm: Team Lunch
- 1:30 – 3:30 pm: Team Work Session (Council members invited to drop in)
- 4:00 – 5:00 pm: Review meeting with PAC
- 5:30 pm until: Team dinner and work session

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- 1:00 – 1:45 pm: Team Lunch
- 2:00 – 4:30 pm: Stakeholder Interviews: individual and small groups
- 5:30 – 6:30 pm: Public Input Session
- 6:45 – 8:30 pm: Team Working Dinner with Project Advisory Committee

**Day Two**
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**Day Three**
- 9:00 am: Debrief with Mayor, key elected leaders and staff
- 10:00 am – 2:00 pm: Team Work Session
- 2:00 – 3:00 pm: Set up for presentation
- 3:00 – 4:00 pm: Public Presentation of Draft Master Plan
Client Responsibilities

(baseline, tailored to each project)

▪ Determine the project/charrette focus area
▪ Designate a person to serve as the main contact with the project manager
▪ Establish a planning advisory committee (PAC)
▪ Provide meeting coordination, reviews and feedback in accordance with the agreed upon schedule
▪ Coordinate, schedule and promote community meetings, stakeholder interviews and other meetings as necessary
▪ Provide data and resources as requested by the planning team in a timely manner, which can include topographical survey, organizational history and information, existing plans, drawings and reports, GIS data, etc.
▪ Provide space, room set up, equipment, WiFi, live streaming/recording, nametags, and snacks for meetings, workshops and team meetings
▪ Provide meals for Project Advisory Committee meetings, when necessary
▪ Secure hotel accommodations at the government or best rate for the planning team during the design charrette and other overnight planning team visits as requested by the Client throughout the project.
▪ Provide van + driver for site tours
City of Inman
City of Inman
Downtown Master Plan 2021

Prepared by:

BOUDREAUXT + TOOLE DESIGN + FRED DELK
Implementation Framework

The only way to achieve this vision is to create an administrative and management framework to guide the work of the city and the process of revitalization. Revitalization takes a team—a committed team, visionary leadership, policies, and resources. This master plan provides the framework for starting and keeping all people and elements working in concert toward the vision.

Catalyst Projects

Catalyst projects are ones that can transform a community and build the momentum for continued progress and successful project implementation. The following projects deserve the city’s priority attention, commitment, and investments for they will be the catalysts to transforming Downtown Inman. Planning for these projects can begin now to ensure successful implementation over the next few years.

- Improve, appropriately renovate, and reuse the historic buildings downtown
- Main Street and Mill Street streetscape improvements
- Rails to Trails conversion: Greenway
- New City Hall
- Farmers Market Pavilion
Downtown Analysis

Why Downtown?

When a 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 to support the vitality of the entirety of the city.

The dark area illustrates the center of downtown – the project area, 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.”

Downtown Study Area
Executive Summary

Downtown Inman is poised to become a vibrant destination for shopping, doing business, experiencing history and the arts, and for enjoying the charm and the spirit of an historic town that is wired and ready for the future. By preserving and reimagining historic buildings and places and by elevating local business and cultural opportunities, Downtown Inman will thrive and provide pathways to prosperity for residents. Visionary and passionate leadership is inspiring a new generation of entrepreneurs, artists, and investors. This master plan provides a roadmap for these leaders and the community to start the journey towards Downtown Inman’s preferred future.

This master plan, based on community input, establishes a vision for Downtown Inman, priority recommendations for immediate and long-term action, and a framework and guiding principles to steer the City towards this vision.

Vision: Destination Inman

Downtown Inman will be a preferred destination, not only for residents but for visitors from throughout the Upstate and beyond, providing one-of-a-kind shopping, dining, recreational, cultural, working and living experiences.

What do residents want to make Destination Inman a reality?

- Keep historic character, modernize, and rehabilitate buildings downtown
- Fill the empty buildings downtown
- Bring dining options so people do not have to leave Inman to eat dinner
- Vibrant shops that appeal to different demographics
- Child-friendly places
- Incorporate art into downtown
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- Pedestrian friendly downtown
- Build a park or walking trail downtown
- Create social settings for people together

Guiding Principles

These Guiding Principles, developed in response to the community’s love and hope for Inman, will keep the Vision on track and ensure that all revitalization efforts and projects reflect the city’s values and community spirit.

- Sustain downtown as the heart of Inman
- Elevate the sense of community and level of community engagement
- Capture and promote the history and story of Inman
- Require the highest quality design and development in all projects
- Increase pedestrian and bike connectivity
- Build multi-jurisdictional and regional partnerships to continually improve and to sustain the City’s and the region’s quality of life
- Strengthen the qualities that define the spirit of Inman
Priority Recommendations

Many of these are long-term projects, yet the planning for them can and should start immediately. The farmers market pavilion is the easiest to start immediately and will build momentum for the other projects (catalyst). Start now to build the regional partnerships and support for the Rails to Trails conversion by getting the right people, SCDOT, Norfolk Southern, Appalachian Council of Governments (ACOG), to the table.

Other Facilities

• Infill Development Opportunities
• Trail-oriented development at Mill and Main

Streetscaping and Connectivity

• Improve and activate alleys behind Main Street buildings: lights, landscaping, art, outdoor seating, signage
• Main Street
  – Reducing lane width to 11 feet with lane reallocation to two lanes
  – Head-in angled parking on both sides of street
  – Wider sidewalks, with sidewalk on east side of street (on tracks)
  – Narrower crossing distances with vehicular brick paving in intersections
  – Street trees (canopy and accent trees)
  – Redesign curb extensions
• Mill Street
  – pedestrian amenities such as well-designed and visible crosswalks and pedestrian-scaled lighting
  – appropriate street trees
  – infrastructure to support Mill Street to serve as Inman’s “festival street”
  – Redesign curb extensions
• Downtown Gateways
  – intersection at the current City Hall location, at South Main and East Main
  – intersection of Mill Street and Humphrey Street
  – intersection of Wingo Street and Prospect Street with North Main Street

• SCDOT Coordination
  – Lane width reduction and improved parking on North Main
  – Removing trafficsignals
  – Reconfiguring East Main and South Main
  – Norfolk Southern Coordination for Greenway

BOUDREAUX
Economic Development
- Create an economic development information clearinghouse with part-time staff
- Cultivate potential downtown investors
- Expand and diversify the façade grant program benefits
- Consider National Register Historic District designations

Leadership and Organization
- Utilize organizations to support the City
- Create a Downtown Merchants Organization
- Create and publish an official City newsletter (monthly)
- Provide education and training for downtown merchants and businesses
- Join The Four, making it The Five (regional leadership group)
- Create a Task Force for implementing the Economic Development Plan

Additional Recommendations for City Council
- Prohibit storage and residential use in commercial storefronts
- Discourage Downtown demolition and demolition by neglect
- Study alternative truck routes
- Create opportunities and incentives to encourage the re-development of buildings, including the warehouses along the Norfolk Southern rail line
- Consider special tax districts to finance improvements and incentivize development
- Downtown wayfinding signage
- Collect, share, and promote the history and stories of downtown and the City
- Consider removing the hedgerow adjacent to the railroad tracks

Timing
The master plan suggests a phased approach to implementation, focusing on projects to accomplish within the next three years. *The time to start is now!* As one task is accomplished, as one project is completed, as one new business opens or building renovated, celebrate! And then use each success as a springboard for the next success and for making the case for the vision.

*Destination Inman*
Project Schedule

The Master Planning process involved research and analysis conducted by team members as well as the three-day workshop that enabled the team to listen to the community, to gather public input and to experience downtown. Listening is essential to creating a successful master plan. We are honored that so many shared their time, their unrestricted opinions and their ideas with us. When visioning, there are no wrong answers. We asked people to think of big ideas, not held back by money or perceived capacities. Potential and Opportunity were common themes shared through all meetings as well as a few big ideas that are worthy aspirations. The project schedule follows.

**Master Plan Kick-Off Meeting: Oct. 6, 2020**

The team met with Mayor Huff, City Council and Staff, and the Comprehensive Plan Task Force and toured the downtown. We discussed the planning process, goals, public input opportunities and data requests.

- **9:30–10:15am**  
  Planning Team meeting with Mayor Huff and City Staff
debrief on project goals, challenges, perspectives

- **10:15–12:15pm**  
  Walking Tour of Downtown with Mayor Huff and City Staff

- **12:30–2:00pm**  
  Lunch with City Council and the Comprehensive Plan Task Force: provide overview of the master planning process, gather input, visioning

- **2:00–3:30pm**  
  Planning Team meeting with City Staff to discuss data requests, public input, workshop agenda and other information needed to prepare for the workshop

**Facilities Master Plan Staff Interviews: Nov. 23, 2020**

BOUDREAUX met with key City staff to tour facilities and to discuss operations and future space needs for the municipal facilities master plan. We thank the following staff for generously sharing their time with us.

Robin Henderson, City Clerk
Mandy Shaw, Assistant City Clerk
Chief Keith Tucker, Police Department
Lt. Brian Hall, Police

**Downtown Master Plan Workshop/Charrette: Dec. 8-10, 2020**

**Tuesday, December 8**

- **10:30 am**  
  Team meeting with Mayor Huff, City Administrator and Key Staff 12:00–1:00 pm  
  Public Input Session

- **2:00–4:30 pm**  
  Stakeholder Interviews: Focus on downtown businesses

- **5:30–6:30 pm**  
  Public Input Session

- **6:45–8:30 pm**  
  Team Working Dinner with Planning Task Force

**Wednesday, December 9**

- **8:30–12:00 pm**  
  Team Work Session and Stakeholder Interviews; meeting with SCDOT

- **12:00–3:30 pm**  
  Team Work Session

- **4:00–5:00 pm**  
  Review meeting with Comprehensive Plan Task Force

- **5:30 pm until**  
  Team work session

**Thursday, December 10**

- **9:00–10:00 am**  
  Master Plan debrief with Mayor Huff, City Administrator, Key Staff

- **10:00–2:00 pm**  
  Team Work Session

- **3:00–4:00 pm**  
  Public Presentation of Draft Master Plan

*(Recorded for Public Review: https://youtu.be/CVqwPn1ITqE)*
Downtown Vision: Destination Inman

Throughout the three-day workshop, during our one-day kick-off meeting and during the planning meetings with Mayor Huff, Council, Missy House (former City Administrator), and Trey Eubanks, we heard a resounding message: “We want to have restaurants, a museum, breweries, fun shops, a trail. We want to be a destination like Landrum or Saluda or Greer or Tryon.” Mayor Huff was determined to establish a vision for downtown that could inspire the City to action.

As the planning team considered all of the elements to include in Inman’s vision statement and the words to communicate this so that it would inspire all, we found that the vision was simple:

**Destination Inman**

The residents of Inman want to be a destination like Landrum, Saluda, Greer and Tryon, but they don’t want to be them. Inman is different, and Inman has tremendous potential to become a unique, authentic place – a destination for living, dining, shopping, recreation, exploring.

To become a destination for others, downtown Inman first must become a beloved destination for residents. Inman is a caring community and very supportive of local downtown businesses. The City needs to provide the framework, the planning, the resources and public investments for ensuring that Inman provides for the quality of life residents want and deserve. The City needs to commit and work hard to recruit and retain the restaurants and amenities residents want. Others outside of Inman will notice and will come.

In addition and most critical to becoming a destination, downtown Inman must have the destination places. The City of Inman needs to begin the important work of placemaking. Placemaking is essential to becoming a destination.

Most importantly, achieving the vision requires a solid process and framework to guide the leaders and members of the community. The following pages outline a process and a framework to bring Downtown Inman’s vision to life.
Placemaking & Prosperity

The work of revitalization is all about placemaking and prosperity.

“Strong leadership is essential. Success requires vision and planning. You’re all in it together now. Place matters — take advantage of it.”

- Restoring Prosperity, 2008, Brookings Institute Report

Placemaking is about creating authentic places where people want to be to experience and enjoy a community, to make memories, to connect with people and to enhance life. Placemaking is about creating Third Places.

Third Places

Third Places are critical components to diversifying and sustaining a strong local economy and to becoming a desired destination for residents, visitors and businesses. 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.

Inman needs more Third Places downtown as evidenced in the overwhelming comments about more restaurants, bars, parks, bakeries, hangouts for students and art spaces.
Another approach to placemaking is through 5Gs.

Grab: If Inman wants to be a destination, the City needs to grab visitors from the interstate, from the highways leading into town, from its website, from social media and other forms of media. Visitors and potential residents and businesses need to be introduced to Inman and inspired to go there.

Guide: Once the City has grabbed their attention, visitors need to be guided into the City and, most importantly, into downtown. Whether through signage, a very interesting and user-friendly website or magazine articles and ads, guide them to downtown to the local businesses, special places and amenities. Make the journey easy.

Greet: Let visitors know they have arrived by greeting them with welcoming signs, well-maintained streets, landscape and buildings, banners and smiling faces. Make the welcome authentic to Inman.

Gather: Once they have arrived, give them accessible, fun, safe, beautiful and interesting places to gather. This can be restaurants, parks, a library or bookstore, ice cream shop or brewery, a bench under a shade tree or a gallery. These are the draw and the reasons people visit and will return.

Got 'em! When they experience the special places in Inman, the City’s got ‘em! Their first trip to Inman should inspire them to return again and again.

We believe that these approaches to placemaking can lead to sustained prosperity for Inman.

Placemaking is also about making gumbo.

Gumbo is taking what you have at hand, mixing it together with spices, seasonings and herbs, and stirring and cooking slowly until you have a delicious pot of gumbo to share and enjoy. Good gumbo can’t be rushed. The seafood, meat and vegetables are better when they are simmered and integrated with the spices, seasonings and herbs. Like cities, no pot of gumbo is alike. Each pot has its own flavor, its own ingredients. Inman can be a delicious pot of gumbo, a destination like no other. Inman has unique assets, such as Inman Mills, the street form of downtown along the railroad, the peach history, and intact historic buildings. Inman has a special community spirit and inspired ideas. Stirring all of these together, taking the time to plan and design, mixing in Inman’s history and potential will create delicious places that will help to revitalize downtown.

Vision: Delicious Gumbo – Authentic Taste
Recipe, Pot and Spoon, Roux, and Herbs and Spices

- Onions
- Oysters
- Catfish
- Garlic
- Okra
- Tabasco
- Peppers
- Tomatoes
- Thyme
- Oregano
- Chicken
- Parsley
- Shrimp
- Sausage
- Lemon Juice
- Crabs
- Duck
- Abita Beer

Vision: Prosperous City – Authentic Place
Master Plan, Government and Land, Infrastructure, and Quality of Life

- Leadership
- Jobs
- Architecture
- Arts
- Parks
- Housing
- Recreation
- Libraries
- Events
- History
- Churches
- Third Places
- Education
- Health Care
- Culture
- Business
- Industry
- Hospitality
Guiding Principles

The following principles support the master plan and the vision and should be used as a barometer for all new developments, projects and policies. For example: Does the development reflect the unique history of Inman as well as the positive, progressive nature of the community? Does the project enhance the sense of community and the small town feeling? Is the development intentionally designed to be authentic to Inman and sustainable? Does the project increase the connectivity within downtown and to the City and region? Does the policy or project advance the implementation of the master plan? Are partners engaged in the project? Will this project or policy elevate opportunities for prosperity? These principles are timeless and should guide the city for generations to come.

Sustain downtown as the heart of Inman by investing in the physical, economic and cultural infrastructure that makes downtown a desirable, prosperous, beautiful, creative, safe and accessible place to live, work and play.

Elevate the sense of community and level of community engagement through consistent and intentional communications with residents, business owners, property owners and local organizations and by inviting all residents to serve as stewards for the long-term revitalization of downtown.

Capture and promote the history and stories of Inman to connect more people to the place, distinguishing Inman from other communities and spurring entrepreneurship through unique, local economic development efforts.
• Downtown is a thriving, unique destination with 24/7 foot traffic (open after 6:00 pm – fun nightlife for all): welcoming, accessible, fresh with plenty to do; restaurants, unique, local shops, art, bakery, breweries (such as FR8yard), arts/film/theater center, jazz club, farmers market; all buildings are occupied by thriving businesses that reflect the breadth of customer needs and interests (similar to a department store).

• Downtown appeals to all senses (case study: Laurel, Mississippi)
  - Sight: beautification and appropriate renovation of buildings, landscaping, streetscaping, art, activate the alleys
  - Taste: restaurants, food trucks, festivals, breweries and wine shops
  - Smell: landscaping, bakery, restaurants
  - Hearing: people walking and visiting, music, laughter
  - Safety: enforce building codes, safe pedestrian crossings that are ADA compliant, improve the alleyways, lighting, improved parking

• Attract investors to downtown: tap into big businesses (national) on Asheville Highway; provide incentives; nurture relationships with potential local investors (Is there a philanthropic family in Inman such as the Johnson family in Spartanburg?); collaborate with One Spartanburg; encourage mixed-use, live/work developments

• Create beautiful, welcoming, unique entrances into downtown: Beautification at Highway 176/Main Street intersection; digital sign at Asheville Highway/Mill Street to direct people downtown and to communicate all that’s happening in downtown; unique wayfinding into and through town; improved parking management and signage.

• Remove bumpouts and rebuild appropriate bumpouts that improve pedestrian safety, enhance the beauty and function of the streets and parking, and provide space for well-designed lighting, signage, seating, trash receptacles and other amenities.

• Fun, safe hangouts for high school students such as the Rexall, the Old Biltmore.
What ONE word best describes Inman, specifically the downtown?

Size of Word = Frequency of Responses

Growing  Friendly  Cozy
Potential  Quaint  Engaging
Peaceful  Historic  Outdated
Opportunity  Empty
Charming  Small
Outdated
Hometown  Old
Abandoned  Boring
Nostalgia  Sleepy
Where is the HEART of the City… the place that says, “This is Inman”? 
Where is your favorite place in downtown Inman?

Downtown Main Street
Gracies Boutique
Studio 18 on Mill Salon & Spa
The Upstate Coffee Mill Street
Park Gifts for All Seasons Inman Library
Kempson Rexall Drugs Shopping
Bronco Mexican Restaurant
We are giving you a magic wand. What one thing would you do to improve downtown?

Ideas generated during the survey from Inman residents:

1. More parking, take cement slabs off spaces.
2. Build a Youth Center for the children.
3. Build a pavilion on Mill Street.
4. Need a nightlife.
5. Traffic quieting.
6. Marketing improvements, define who we want to be.
7. Repurpose the Wilkins Lumber Yard into a parking structure with a pedestrian path leading to Main Street and Mill Street.
8. Undo the curbs on Main Street and Mill Street.
9. Build a Community Center, parking, park walking trail in Wilkins Lumber Yard.
Vision for Inman

Highest ranked answers from survey:

- Keep historic character, modernize and rehabilitate buildings downtown
- Fill the empty buildings downtown
- Bring dining options so people don’t have to leave Inman to eat dinner
- Vibrant shops that appeal to different demographics
- Inman needs kid-friendly places
- Incorporate art into downtown
- Build an amphitheater for live music and event opportunities
- Pedestrian friendly downtown
- Build a park or walking trail downtown
- Create social settings for people to gather

“My husband & I love to drive downtown Landrum and Greer because there are so many diverse shops, dining, and the landscaping is beautiful.”

“Downtown Inman has much potential, but it seems desolate since there are really no businesses for shopping, dining, art, etc. Downtown Inman seems to shut down around 5pm, so when I drive through after getting off work, it seems dead and dark.”
What stands in the way of revitalizing downtown Inman?

What are the challenges?

- No Draw to Inman
- Abandoned Buildings
- Lack of Quality Housing
- Overpriced Real Estate
- Inman Needs “Team Spirit”
- No Clear Vision
- Need Events to Bring People
- Lack of Progressive Thinking
- No Places to Eat
- Monopoly Ownership of Downtown Buildings
- No Incentive
- Real Estate Holds
- Lack of Support
- Apathy
- Restrictions on Businesses
- Money
- Parking
- Local Government
- Outdated Affordability
- Lack of Communication
What THREE businesses/services/retail would you like to see in downtown Inman?

**TOP 3**

**businesses/services/retail**

1. Entertainment
   (bowling alley, axe throwing, small movie theatre, etc.)

2. Bakery

3. Microbrewery

20% Entertainment
15% Bakery
14% Microbrewery
11% Sports Bar
10% White Tablecloth Restaurant
7% Gift Shop
6% Gourmet Market
5% Children's Store
3% Women's Boutique
2% Live Music Venues
1% Art Gallery
1% Grocery Store
1% Walking Trail
.5% Antique Shop
.5% Dog Park
.5% Bookshop
.5% Sporting Goods
.5% Local Artist Shop
.5% Local History / Children's Museum
.5% Mast General Store
.5% Arcade
What’s missing in downtown Inman?

Majority write-in responses from surveyors

Night Life / Pubs / Sports Bars / Hangout Spots

Casual Dining / Dinner & Lunch Spots

People / Markets / Parks / Trails

Parking / Destination Spots / Wayfinding Signage

Live Music / Events / Social Gatherings / Activities

Shopping / Relevant Stores / Grocery Store / Businesses
What qualities or amenities do you want to see in downtown Inman, such as architecture, design, landscape, furnishing, etc…

Ideas generated during the survey from Inman residents:

1. Bike Lanes
2. Cleanup Highway 176 and improve wayfinding
3. Renovate older buildings
4. Add a pavilion on Mill Street
5. Build an amphitheater
6. Make downtown welcoming
7. Create places for children, build a playground
8. Use the old sheds for outdoor concerts
9. Pour all your efforts into bringing new businesses and dining options
10. Improve roads, in need of maintenance
Assets & Opportunities

Opportunities

This map indicates areas of opportunities to revitalize downtown, becoming a desirable destination.

Gateways serve as transitions and demarcate an entrance to a community. Inman currently has 3 major entry points into downtown:
1. The intersection at the current City Hall location, at South Main and East Main
2. The intersection of Mill Street and Humphrey Street
3. The intersection of Wingo Street and Prospect Street with North Main Street

Remember the 5Gs. Enhancing these gateways will allow the City to grab, greet and guide visitors to gathering places, retail and other businesses. Recommendations for each gateway will use traditional streetscape materials to reflect Inman’s identity and charm. For example, the illustrative plan shows brick crosswalks and intersections that help announce the entry into downtown Inman. Each gateway will provide opportunities for public art, branding, or special landscape plantings.

Remember making Gumbo. Focus on your existing assets, flavor them and make them something better such as the alleyways, streetscaping, empty sites and the inactive rail line.

Creating new landmarks such as the farmers market pavilion, a new City Hall and public art will add renewed flavor and interest, contributing to new memories and a renewed economy.

Assets

| Historic Downtown: Buildings  | Inman Mills | Peachhistory | Mathis Park |
| and Urban Form                | Inman Mills | Inman Mills | Little Theater |
| Railroad town history        | Mill Village andhuses | Armory | Library |
| Blue Ribbon High School      | Peachsheds | Peachsheds | Alleyways |
| Access to I-26               | Lake Bowenaccess | Baseball field | CityStaff |
Priority Investment Areas: Facilities & Streetscaping

Priority Recommendations

The planning team identified several catalyst placemaking projects for the City to pursue over the next five to ten years. City Council will need to dive deeper into these recommendations and discern which to address based on resources and capacity. These placemaking projects focus on streetscape and public facilities: capital projects. In addition to these projects, the team has outlined several recommendations that will provide for the leadership, administrative and community engagement framework necessary to support the capital projects.

The catalyst projects focus on:
- Improve, appropriately renovate, and reuse the historic buildings downtown
- Main Street and Mill Street streetscape improvements
- Rails to Trails conversion: Greenway
- New City Hall
- Farmers Market Pavilion

These are long-term projects, yet the planning for them needs to start immediately. The farmers market pavilion is the easiest to start immediately and will build momentum for the other projects. Start now to build the regional partnerships and support for the Rails to Trails conversion by getting the right people, SCDOT, Norfolk Southern, Appalachian Council of Governments (ACOG), to the table.
Streetscape

A community’s greatest potential for change is within its public realm. Streets make up the largest portion of the public realm. The character and allocation of space on a street plays a key role in user experience. Streets should be attractive, inviting, accessible, safe, and comfortable for all users. Often, this space is underutilized and not serving all users and/or needs in the community.

Inman is embracing its potential for creating a vibrant place and taking a "Great Streets" approach to revitalization. **Great Streets** place people first – people that drive a car, ride a bicycle, walk, shop, live in, or visit downtown. A people-first design approach celebrates life, creates inviting and vibrant public spaces, and provides opportunity for community growth.

Investment in the public realm will stimulate private investment. Emphasis on restoring and revitalizing the public realm is woven through success stories in communities across the country. Inman is ready for a catalytic change in downtown that once again establishes the heart of the community.

The master plan rendering to the right illustrates the long-term vision for downtown. The white rooftops are existing buildings with colored rooftops suggest development. These recommendations are explained further on the following pages.
Greenway

Converting the existing and inactive Norfolk Southern spur line into a greenway can be an economic game changer for the City of Inman and for the region. The City was founded by the railroad. Activating this resource will celebrate this history as well reinstate an important connection between Landrum, Tryon and Saluda, possibly Spartanburg. The economic, placemaking, community building and wellness, and tourism benefits can be as transformative as the nearby Swamp Rabbit Trail demonstrates. This project is one for a lifetime.

The City should start immediately to build relationships with Norfolk Southern and to create the regional partnerships necessary to bring this catalyst project to life.

Infill Opportunities

Property on the northeast side of the railroad tracks is prime for infill development opportunities as well as redevelopment of the peach sheds and warehouses. Developing this side of the tracks can add a nice edge to town and space for new businesses such as breweries, an outfitter, maker space, artist studios and galleries. Honoring the vernacular of the peach sheds can contribute to the unique spirit of place in downtown.

With the realignment of East Main Street, new property will be available for additional infill development. These sites on both sides of the new terminus of East Main and across the street from the proposed new City Hall will be ideal locations for businesses to support the economic and tourism activity of the greenway and new downtown businesses. Possible businesses may include an Inn (in the spirit of the old Inman Hotel), an outfitters, or a museum as well as upper-story apartments.
Alley Activation

Alleyways between buildings offer opportunities to extend the pedestrian realm from the streetscape to public parking and rear entryways into businesses. Typically, alleyways are neglected, poorly lit, and often forgotten spaces. By installing catenary lighting, murals and artwork, improving pavement surfaces, and adding planter boxes to demarcate entrances, alleyways can become integral to the fabric of downtown.

An activated public alleyway is an ideal catalyst project; it is a small-scale and low-cost investment that also is highly visible and fun. Community members can be invited to participate in beautification through community artwork, donations of plant materials and small street furniture, hang lights, or clean up. Alternatively, local artists can create murals along alleyway walls.

The alleyway adjacent to Starry Night is a prime candidate for the first catalyst project. The City could consider working with Starry Night to commission a mural, install planters and outdoor seating, and catenary lighting, which would create an inviting space. The same process could be applied to other alleyways, including the alley behind Rexall and the alley that extends from Mill Street and bends down toward Blackstock Road. If an alleyway is privately owned the City should work toward a partnership with the owner to activate the alleyway.

Farmers Market

The intended space for the farmers market is currently a parking lot and grassy vacant lot adjacent to the Inman Fire Department. This location offers plenty of parking that fronts Bishop Street and could be an excellent location for a centrally located market space. The design of the space allows for flexibility in use as a farmer’s market, everyday use, and special events. An architectural structure that matches the character of downtown would front Mill Street and allow markets to take place in all weather conditions.

Parking

There is a perceived problem with parking in downtown. These perceptions can be alleviated with wayfinding signage, improved accessibility and appropriate lighting. There is sufficient parking now; however, access and management can be improved. As downtown is redeveloped, more businesses open and more people are coming downtown, the City will need to monitor parking capacity and plan for future parking needs. Business owners need to consider that the most accessible parking should be reserved for customers and visitors. The proposed streetscape plan provides additional parking that is safer and more accessible.
Trail-oriented development at Mill and Main

Communities across the country are searching for their postcard and Instagram photos. For Inman, the intersection of Mill and Main can be that photo and should be established as the heart of the community. This space must be transformative, iconic, vibrant, and inclusive to all. The intersection can become a literal crossroads when the trail is complete and is prime for monumental art that reflects the history of Inman, such as a tall, vertical sculpture. The vertical art establishes the center point of downtown. A plaza and greenspace can serve as a nice resting place and place for watching or meeting people.

New development could reflect the vernacular of the peach sheds and serve as a trail head for those enjoying the new greenway.

“Meet me at the tower,” can become a common request for visitors shopping, cyclists riding the trail, residents meeting friends for dinner. This also has branding potential.

“Meet me at the Tower”

The concepts to the right, are to suggest that the public art could reflect Inman’s railroad history. Because the intersection of Main Street and Mill Street is the heart of town, the art or object should have a significant vertical scale in order to become an iconic landmark for the City.
Economic Development

Inman, South Carolina, is a community of incredible opportunity. Located just off I-26 in northern Spartanburg County, the city is nestled in the foothills of South Carolina, close to the Spartanburg-Greenville-Asheville metropolis. With its close proximity to the North Carolina mountains, neighboring tourist destinations, and nearby Lake Bowen with water recreational sports and fishing, Inman is attracting many new residents. It is fortunate to have a nationally-recognized school system, steady area employment, above-average median family income levels, and an influx of young professional families with children.

Inman, a “Small Town (with a) Big Heart,” has the look of a classic small town that reflects the character distinct to its textile and peach growing background. While historic mills and “ghost signs” on peach sheds pay homage to the past, a progressive city council that has invested in infrastructure and housing has positioned the town well for future economic growth and downtown revitalization.

A city’s economic development strategy should naturally include activities like business recruitment and assistance to improve the appearance of downtown buildings. But, to be truly successful, the City needs to continually seek ways to improve its cultural heritage, build on its history and unique characteristics, and continue to offer a rich, charming, and desirable environment for today and the future.
RECOMMENDATIONS: ECONOMIC DEVELOPMENT

1 Create an Economic Development Information Clearinghouse with Part-Time Staff

Inman should consider a centralized clearinghouse for managing the flow of accurate and up-to-date information for current and future businesses. During the Master Plan visit to Inman, the consulting team was unable to identify a consolidated resource list to assist business start-ups, such as ready-to-occupy business locations and contact information for zoning and building inspections.

A key recommendation is to create a one-stop economic development office in which a part-time contractual individual or a staff member cost-shared with another area agency, such as One Spartanburg. The primary duties of this office are to share basic information, local knowledge and simple processes and policies with potential investors and to support the economic development efforts defined by the City Council. The individual within this office will create a simple written and online guide for potential developers, including contact information, financial resources, and easy access to helpful existing downtown business owners.
RECOMMENDATIONS: ECONOMIC DEVELOPMENT

Expand & Diversify the Façade Grant Program Benefits

Inman’s existing Façade Grant program has been a key component in the revitalization of Mill Street with sufficient funds to provide substantial assistance to developers. It is suggested that Inman use this highly effective tool in expanded ways to produce a greater visual impact on the downtown.

The following enhancements to the Façade Grant program can provide the basis of a comprehensive business assistance program for Inman:

- **ADD A PROFESSIONAL DESIGN ASSISTANCE COMPONENT:** The city might consider contracting with an architect to assist façade grant applicants in crafting the most attractive, appropriate, and cost-effective design that not only enhances aesthetics but also preserves the history of the downtown area. All façade grant projects should emphasize the historic character of the building and surrounding area. The city may want to contract with an architect initially for the next 8 to 10 building façade projects and provide this service to the applicants at no additional cost.
Consider National Register Historic District Designations

Many communities in South Carolina have elected to utilize historic preservation as a tool to preserve and enhance their downtowns. Cities and towns of all sizes have pursued historic preservation on locally-designated landmark districts to help preserve local character and market their city’s unique historic resources.

- Inman should begin a series of discussions with the SC Historic Preservation Office at the State Department of Archives and History and the Spartanburg County Historical Association to present/discuss the historic resources of Inman, assess possible creation of National Register Historic Districts, and gain an understanding of the financial incentives that accompany this designation, including state and federal tax credits that can be used by private developers to offset the cost of historic rehabilitation. Research has validated that historic-designated areas increase in value and promote increased community investment. Both Inman’s tax base and investment climate are likely to benefit considerably if such historic designations were granted. A National Register Historic Designation, along with local landmark designations, can provide significant substantial tax incentives to support downtown redevelopment, such as the SC Bailey Bill. This 1992 South Carolina law allows local governments to adopt the Bailey Bill, a local property tax abatement available to owners of historic buildings that make substantial qualifying investments. This ordinance can allow a property owner to keep the building’s assessed value at the same pre-rehab amount for as long as 20 years. These tax savings can result in substantial incentives for a building owner.
RECOMMENDATIONS: ECONOMIC DEVELOPMENT

Additional Recommendations for City Council

**Commit to develop the Farmer’s Market Pavilion:** The Master Planning process has recommended a new Farmers’ Market Pavilion with a multi-purpose facility, near the intersection of Main and Mill Streets. Development of the Farmers’ Market and related connectivity improvements will attract new business and new customers and strengthen the City’s revitalization efforts. This is also an ideal location for the city to consider public restrooms to serve downtown. The market will provide space for myriad community events, including local festivals, public and private celebrations, and local food and craft demonstrations. A considerable catalyst to downtown business growth, the Farmers’ Market will bring substantial new activity to the area.

The City Council, in collaboration with other local organizations such as The Task Force on Implementing the Economic Development Plan, should request a presentation to The US Department of Agriculture (USDA) Public Facilities program. USDA is one of the most appropriate funding sources for rural communities and small towns, particularly those with farming history such as Inman. While USDA is an appropriate funding source for this project, the City should explore other creative ways to finance this community enhancement, including individual, corporate and foundation support.
Top 10 Ways to Support Main Street

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! Think of all there is to do in Innman now... be creative.
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.
6. Celebrate the arts. Every town is home to artists, craftsmen, writers and musicians. Showcase and support your local talent!
8. Encourage entrepreneurs. Host a competition or seek local angel investors and cool workplaces to make available.
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! Blank wall on a building? Work with the creative sector (and students) to paint a mural that reflects the character of your town.

Excerpted from the Mississippi Main Street Newsletter

Top 10 Basic Rules of Every Good Storefront

1. A clear vision and concept will tie the entire store together.
2. A good, epic story will guide the design, service ethics, mood and in-store experience.
3. The store is a stage for a performance.
4. The façade and the sidewalk should create an outside room to make people feel like they already stepped in.
5. Design proportions are not just pretty.
6. The path through the store should feel like a parade with highlights, landmarks, and pauses.
7. Every aspect of the store should amplify the message.
8. A good display window where things happen will engage people and make them look in.
9. A coherent brand will make the message easy to understand.
10. The best thing to attract people is more people.

Reference: @StorefrontMastery
Phasing & Implementation Considerations

A plan that is not grounded in truth is a plan that will sit on a shelf. The Inman Downtown Master Plan will not be realized overnight. Careful planning, negotiating, design, funding, and construction can take several years to materialize. Understanding this, attention must be given to a succinct and well thought out phasing and implementation plan. The Inman Downtown Master Plan provides a clear vision for the future of Inman. While conceptual designs have been developed, many details must be further explored before and during design and construction of each project. Additional attention must be given to the following as implementation progresses. These are outlined below.

SCDOT Coordination

With nearly every street or road within the study area is maintained by SCDOT, the City’s partnership with SCDOT is critical for the implementation of this plan. During the December 2020 planning workshop, the consultant team met with SCDOT representatives to discuss several initial ideas developed in the master plan. These ideas included a reduction in lane widths on North Main, removal of traffic signals where North Main Street intersects with Prospect and Mill Streets, and the reconfiguration of the East and South Main intersections adjacent to City Hall.

Lane width reduction on North Main

Travel lane widths on North Main Street within the heart of downtown currently range from 12 feet to nearly 20 feet. This presents an opportunity to right-size the lanes to widths more appropriate for a central business district. SCDOT’s Roadway Design Manual recognizes that “In urban areas and along rural routes that pass through urban settings, narrower lane widths may be appropriate.” Elsewhere, the Roadway Design Manual states that “travel lane widths in CBDs may be 11 feet if truck traffic is less than or equal to 5 percent.” North Main Street meets these conditions. Therefore, the proposed Main Street crosssection recommends 11-foot-wide travel lanes, which will enable the provision for wider sidewalks, reduce pedestrian crossing distances, allow for on-street angled parking, and provide space for street trees.

During a conference call with SCDOT during the December 2020 planning workshop, the consultant team communicated the desire to reduce lane widths on North Main to 11 feet. SCDOT acknowledged the possibility that 11-foot-wide lanes would be acceptable. SCDOT’s primary concern was to ensure that 11-foot lanes would permit safe turning movements for trucks turning left from Prospect Street onto North Main. Evaluating truck turning movements and potential lane widths would need to be included in a feasibility study prior to moving forward with full design.
Removing traffic signals

The City of Inman should consider removing one or both traffic signals where Prospect and Mill Streets intersect with North Main Street and converting these intersections to three-way stops. The relatively low traffic volumes (as indicated in 2019 AADT data) and the close spacing of these two intersections align with SC DOT’s design guidelines regarding traffic signal removal.

According to the SC DOT Roadway Design Manual, “signalized intersections that are too close to each other may result in unnecessary delay, frequent vehicle stops/starts and increased fuel consumption and emissions. Correctly spaced signalized intersections will allow traffic signal timing plans to efficiently accommodate all types of traffic conditions.” SC DOT sets the minimum distances for traffic signal spacing based on the functional class of the roadway. The functional classification of streets and roads is a way of describing the character of service that the roadway provides and is a key factor in determining the design approach of streets. North Main Street is designated as a Minor Arterial south of Prospect Street and an Urban Local north of Prospect Street. The Roadway Design Manual specifies that for these functional classes, signalized intersections should be 1320 feet apart. However, the distance between the current traffic signals at Prospect and Mill Streets is only 280 feet.

During the December 2020 planning workshop, SC DOT was receptive to the idea of removing one or both signals. Their representatives appreciated that removing the signals would lessen SC DOT’s maintenance burden. They also acknowledged the close spacing of the intersections and that traffic volumes on the affected streets would not likely warrant the need for signalized intersections. SC DOT noted that the request to remove traffic signals would need to come from the City of Inman, and a study would likely be required to show that a three-way stop would be an acceptable design solution.

Reconfiguring East Main and South Main

During the December 2020 call with SC DOT, the consultant team shared their starter ideas that addressed safety concerns stemming from the unusual geometry of this intersection. The idea that gained the most traction during the call was changing the geometry of East Main to form a T-intersection with South Main. The team also discussed the idea of a roundabout, but all involved expressed concern that negotiating with Norfolk Southern to acquire the necessary amount of right-of-way would be difficult based on recent experience.

In looking at the possible alignments for the proposed T-intersection, SC DOT was generally supportive of the idea, but noted that the City would need to consider potential impacts to private properties and whether the new roadway alignment would change the property use or require the relocation of parking spaces for commercial properties. Such changes might impact property appraisals.
Norfolk Southern Coordination
The City will need to reestablish its relationship with Norfolk Southern to coordinate right-of-way issues and potential purchase with the intent to convert the abandoned spur into a multi-use greenway. During the December 2020 planning workshop, SCDOT cautioned that the City would need to confirm the extent of Norfolk Southern’s right-of-way when considering a major reconfiguration of North Main Street. The City should also be aware of the potential for significant time lags when coordinating with Norfolk Southern. SCDOT encountered this issue on a project in Lyman. Norfolk Southern took a year to come to the negotiating table and was generally not supportive of the project. The City should begin restoring their relationship with Norfolk Southern now in anticipation of the possible challenges outlined above.

Staffing and Maintenance
Once constructed, Inman will need dedicated public works staff for routine maintenance of downtown. Routine maintenance may include landscaping, street sweeping, watering hanging baskets, refuse collection, banner hanging, and festival/market setup, breakdown, and clean up. At full buildout of downtown a dedicated three-man crew with equipment must be established to keep Inman beautiful. This will require an increased fiscal year budget for public works but is a necessity to create a vibrant destination.
### Recommended Phasing

<table>
<thead>
<tr>
<th>4 MONTHS</th>
<th>8 MONTHS</th>
<th>12 MONTHS</th>
<th>16 MONTHS</th>
</tr>
</thead>
</table>
| • Create and implement community communications plan  
  • Create the Economic Development Task Force  
  • Create monthly events to build and demonstrate community support  
  • Create 1 public art project – and continue annually  
  • Institute the twinkle lights as permanent, year-round features in downtown (turn on every night)  
  • Host a façade workshop to educate current property and business owners, City Council and staff and potential owners on the appropriate guidelines for historic buildings, resources available and the value of appropriate building and development guidelines (creation and enforcement).  
  • Begin exploring ordinance options for downtown appearance and use issues  
  • Plan field trip for Council and Staff to visit other cities for downtown case studies  
| • Expand Façade Program and revise Hospitality Tax Program  
  • Create a planning committee for celebration of the new Inman Library and Mill Street revitalization as key initial successes.  
  • Move forward with the design and construction of the Farmer’s Market Pavilion  
  • Create a Rails to Trails committee  
  • Begin planning for Art & Culture project #2  
  • Hire consultant to write the historic district nomination for downtown.  
  • Create Downtown Merchants Organization  
| • Consider joining  
  • Main Street SC  
  • Completion of Economic Development Marketing Incentive Package  
  • Unveil plan to recruit new businesses into downtown  
  • Unveil a new public art project  
  • Conduct feasibility study and concept design for new City Hall  
  • Conduct a one-year review of the Master Plan progress and share successes with the community.  
| • Celebrate Library opening and revitalization of Mill Street  
  • Celebrate the opening of new businesses in downtown  
  • Celebrate the completion of 5 façade enhancements  

### 2 - 3 YEARS
- Conduct a corridor study of Asheville Highway  
- Update the Priority Projects list for the next 2-3 years
Town of Cheraw
“It all starts with drawing people here.”

- Cheraw residents
Size of Word = Frequency of Responses

1. Assets

- Mary's Restaurant
- Teal's Seafood
- Pee Dee River
- Green Street
- One-Fifty-Ate Baking
- Second Street
- Rivers Edge
- Market Street Gifts
- The Post Office
- Dizzy Gillespie Statue
- Theater Green
- Riverside Park
- Kevin Lear's
- Fountain
- Restaurants
- Town Hall
- Intersection of Market & Second
- Boat Landing
- Market
- Leo's
- Centennial Park
- Community Center
- Downtown
- Market Hall
- Woos & Keems Soulfood
- The Shed
- Simple Eats
- Bridge Community Outreach Ministry
- Boudreaux
Challenges

- Dead
- Boring
- Historic
- Pretty
- Quiet
- Vacant
- Quaint
- Dixie
- Rundown
- Potential
- Friendly
- Ghost
- Lacking
- Old
- Peaceful
- Town
- Sad
- Deserted
- Unattractive
- Dying
- Dull
- Small
- Charming

Size of Word = Frequency of Responses
Challenges
Goals

- Education
  - Historic Preservation
  - Opportunities in Cheraw
- Build on our Sense of Place
  - Engage residents and visitors with our history
  - Preserve and document significant spaces
  - Build on existing assets
- Community Involvement
  - Stronger engagement between businesses and the Town
  - Engagement planning
  - Strategic Partnerships
Successes
Lessons Learned
Charrette Benefits

**Immersion** into the project area

Ensure **Pedestrian Connectivity**

Understand User **Perspective** and **Preserve** and **Promote** your Authentic Story

Community **Engagement**
Questions?

Thank you!

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