

Pelzer & West Pelzer

Community Master Plan Charrette Report
Prepared for the towns of Pelzer and West Pelzer

May 2017



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1.0 Introduction

The Municipal Association of South Carolina awarded the towns of West Pelzer and Pelzer a Hometown Economic Development Grant to create a master plan for the Main Street Corridors of each town. The two communities recognized both Lebbly Street in Pelzer and Main Street in West Pelzer have opportunities for reinvestment that will create a more vibrant commercial district, gathering places for citizens of the community, and a more pedestrian and bike friendly community. The plan includes market-based data that informs the two towns of the potential to support additional development, before and after drawings of key sites and buildings, plan vignettes, and branding concepts designed to market both communities.

1.1 Plan Process

The process for the Master Plan included a three-day planning session that consisted of roundtable meetings with property owners, citizens, and elected and appointed officials at the local and County level. The team included Arnett Muldrow & Associates of Greenville, SC that conducted the branding and market analysis, Community Design Solutions of Columbia, South Carolina that did the before and after renderings, and Kalback Design Studio of Oakland, Maine. Pelzer and West Pelzer formed a steering committee that includes the Mayors of each town and other key stakeholders.

This report is divided into the following sections

1. **Market Analysis** – demographic analysis and retail leakage study for the Pelzer and West Pelzer trade areas
 2. **Branding and Marketing** – branding concepts for both Pelzer and West Pelzer
 3. **Design and Planning** – descriptions for recommended physical improvements
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2.0 Market Analysis

2.1 Trade Area Definition

The market analysis for the two communities recognizes that market forces do not pay attention to political boundaries. As a result, this study looks at a drive time analysis for the two communities, using trade areas formed by 5, 10, and 15-minute drive times from the intersection of SC-8 and SC-20 in the heart of both Pelzer and West Pelzer.

5-Minute Drive Time

The 5-minute drive time analysis includes all of both towns and extends slightly beyond. This analysis is good to understand the highly localized environment of Pelzer and West Pelzer.

10-Minute Drive Time

The 10-minute drive time provides a bit more accurate portrayal of what can be viewed as the Pelzer and West Pelzer Market. It includes Williamston and Piedmont and stretches toward Ware Place. This analysis is important because it also includes an interchange with Interstate 85.

15-Minute Drive Time

The 15-minute drive time starts to get beyond what could be realistically called the Pelzer and West Pelzer market. It includes bits of Powdersville but does not reach downtown Greenville or Anderson. This analysis is used as a reference point only in the market study.

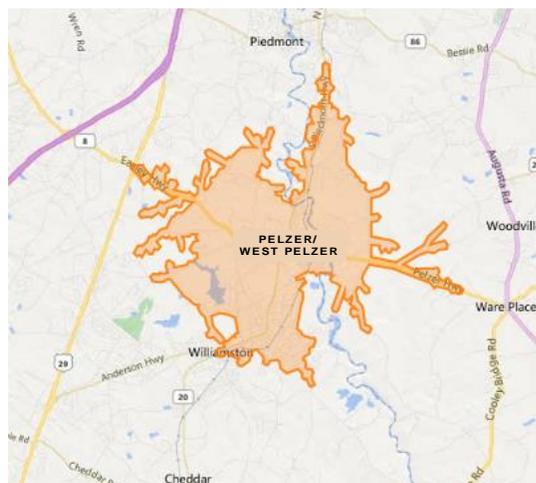


Figure 1: 5-Minute Drive Time Trade Area

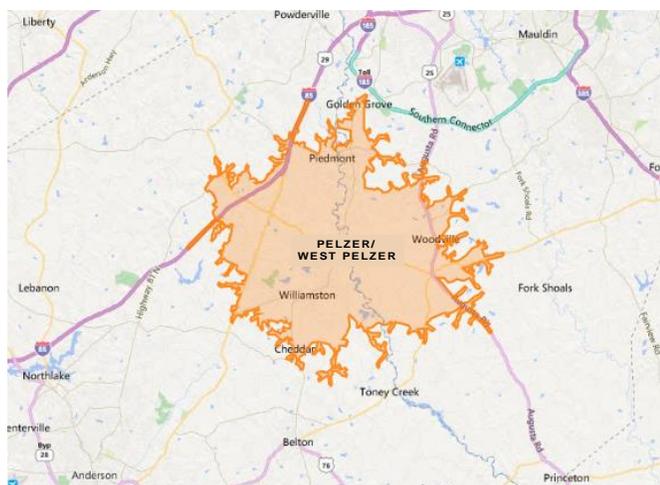


Figure 3: 10-Minute Drive Time Trade Area

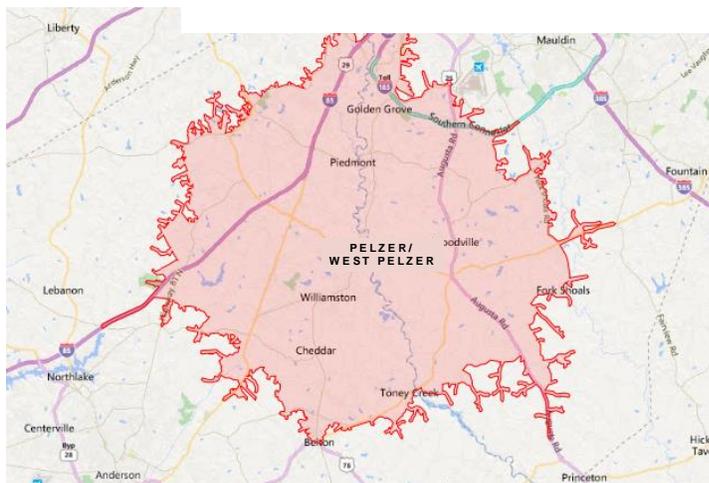


Figure 2: 15-Minute Drive Time Trade Area

2.2 Demographics

Population

Within the 5-minute drive time, the population of the immediate Pelzer and West Pelzer communities is 6,663. When the drive time reaches 10 minutes, the population increases nearly four times to 24,824 and the population within 15 minutes is 60,354.

The population within the 10-minute drive time emulates the trends throughout upstate South Carolina, with a projection for a 3.8% increase to 25,769 by 2021. This adds nearly 1,000 residents to the market in a five year time period

Trade Area	2016 Population
5-Minute Drive Time	6,663
10-Minute Drive Time	24,824
15-Minute Drive Time	60,354

Income

The median household income within a 10-minute drive time is \$43,306 which is 9% less than that of South Carolina as a whole (at \$47,238). 43% of the households within 10 minutes earn over \$50,000 per year and 12% earn over \$100,000 per year. This income level represents an opportunity for both Pelzer and West Pelzer to enhance their market appeal to residents in the area.

2.3 Retail Market Gap

A retail leakage study was performed on the 5, 10, and 15-minute drive time trade areas for Pelzer and West Pelzer. The study examines consumer demand, retail supply, and the difference between each. Retail leakage occurs when local demand exceeds local sales in the same geography. Conversely, retail gain occurs when local sales exceed local demand.

It is important to note that the market analysis is not an exact science. Some businesses may capture from a larger trade area. Some businesses may cater to more of a visiting customer. On the other hand, some businesses may be even more highly localized. Furthermore, the model allows for some degree of sales and expenditure "allocation" which may misplace store sales in a geography they don't actually exist.

This data is a broad look at the market and should not supplement for more detailed market research. It does, however, provide an overall view of what the market potential can be.

5-Minute Drive Time

When we look at the 5-minute drive time for Pelzer and West Pelzer, the market is at a general equilibrium. Consumers spend \$103.8 each year while stores in the same geography sell \$98.9 million. This creates a small market leakage of \$4.9 million.

10-Minute Drive Time

When the analysis jumps to the 10-minute drive time, the market gap increases dramatically from a mere \$4.9 million to \$185.6 million. This means that consumers within 10 minutes of the heart of Pelzer and West Pelzer buy \$391.2 million in goods each year while stores sell \$205.6 million. This retail leakage is not consistent in every retail category however. It is also important to note that as the 10-minute threshold is met, consumers start to have access to larger markets via 85 (Greenville, Powdersville, and Anderson).

15-Minute Drive Time

Within the 15-minute drive time trade area, consumers spend \$960.4 million and stores sell \$593.5 million, producing a retail leakage of \$367 million.

2.4 Retail Market Potential

The retail leakage analysis is used to determine the supportable square footage of retail space based on the assumptions on the market. The retail market potential for Pelzer and West Pelzer is a conservative estimate based on several factors.

- First, the estimate is based on low capture rates. The capture rate is the expected number of “leaking” dollars that can be recaptured back into the market. Generally, a 10% capture rate is used for specialty items and a 20% capture rate is used for more general merchandise items.
- Second, the sales per square footage numbers are relatively low. Independent merchants are not as dependent on high sales per square foot as most chain stores.
- Third, this estimate is a “snapshot in time” and does not account for growth in the market that is sure to happen based on the projections above.
- Finally, the estimate does not account for visitors from outside of the trade area.

The following table provides retail market opportunities for Pelzer and West Pelzer by category based on existing retail leakage.

Category	Annual Leakage	Opportunity
Restaurants Full/Quick Service	\$17.9 million	4-6 or more restaurants
Specialty Food/Groceries	\$20.6 million	1 specialty food store, potential for a small footprint grocer
Clothing	\$15.6 million	2-3 curated specialty clothing stores
Furniture/Home Furnishings	\$6.2 million	1-2 furnishings, vintage, home accessory stores

2.5 Market Conclusions

Pelzer and West Pelzer are experiencing population growth in market population, metropolitan growth toward the core market, increasing income levels as the market expands that together paint a picture for the strong potential for the communities to capitalize on this development. The consequence of this growth is retail demand that outweighs retail demand. This bodes well for each community to fill gaps not found in the immediate area and perhaps even to attract visitors from within the larger metropolitan area. To be sure, this will require proactive work on the part of both communities (and cooperation from a marketing standpoint as customers do not distinguish political boundaries when making choices on how to spend their dollar.)

Furthermore, the communities each offer natural and historic resources that can augment the demand for additional development along the commercial corridors in both West Pelzer and Pelzer. The following chapters outline both marketing and physical recommendations designed to aid in that development.

3.0 Branding and Marketing

One of the important steps in establishing a brand is to understand the values for which it stands. Through the thoughtful input of the stakeholders in West Pelzer and Pelzer, the following concepts emerged as core values for both communities:

- The two communities are more than a place that people pass through getting from one place to another, more than a truck route, and more than a shortcut to Clemson football games. The two communities have a unique combination of distinct and shared history that is important in understanding each community individually and as a place where the two communities share common traits.
- Pelzer and West Pelzer are each authentic. Each represents facets of textile history, railroad history, riverfront communities, and small town life in Upstate South Carolina.
- West Pelzer and Pelzer are transitioning communities. Once small rural, each community is part of the dynamic market of Upstate South Carolina that is witnessing dramatic growth and change that desire to maintain the small town values and character amidst that growth.
- Neither Pelzer nor West Pelzer are content to rest on their history. Each community is not “frozen in time” but rather, they continue to look at ways to improve while preserving what makes each unique.

To that end, the following “brand statement” can be used as a descriptive series of paragraphs that can be a narrative for both Pelzer and West Pelzer. The brand statement can be pieced apart to provide some standard copy for marketing pieces and kept together to provide a narrative describing both communities. The brand statement for Pelzer and West Pelzer is as follows:

We are Pelzer and West Pelzer

Our communities’ history dates back to pre settlement days when the Cherokee used this land and its proximity to the Saluda River as a place to hunt, fish, and gather. John Wilson first settled here, created the ferry crossing of the Saluda, and served South Carolina in the United States Congress.

Our communities went through dramatic change as the railroad came to create Frankville which would later become West Pelzer and textiles came to form Pelzer as an industrial center during our state’s textile boom. Pelzer and West Pelzer emerged as towns both joined and divided by the Southern Railroad. Storied rivalries and close relationships between residents of Pelzer and West Pelzer weave our rich history together.

Today, Pelzer and West Pelzer remain tight-knit communities where people know and care for one another. Although textiles remain a part of our past and the Southern Railroad is long gone, our two towns remain intact. We enjoy the views to the Saluda River, our children end up in school together, we worship in churches in each other’s community, we dine in the restaurants of both towns, shop in local stores, and gather to watch performances that attract people from across the region.

In Pelzer and West Pelzer, our future looks bright. We are turning back to the river on which we settled, we are exploring ways to reinvent our mill sites into exciting new uses. We are renovating our downtowns into places people come to dine, shop, and relax. We invite you to become part of the unique fabric of this place. Together, both Pelzer and West Pelzer are committed to plans that will enhance our companion communities that serve 25,000 people who live within a ten-minute drive.

We are Pelzer and West Pelzer.

Two Communities, Tightly Woven.

Primary

Haboro

Secondary

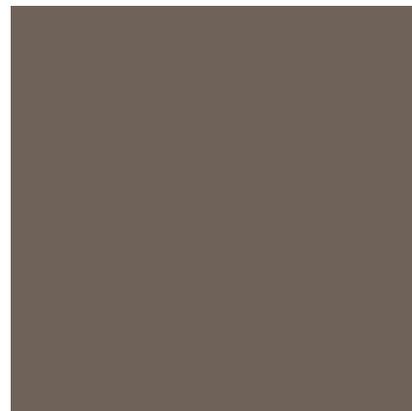
Corinthia

3.1 Typefaces

Two typefaces have been selected for Pelzer and West Pelzer. The first is Haboro, a serif typeface that is classic and timeless yet bold. It allows both West Pelzer and Pelzer a strong marketing position for the main logo. The secondary typeface Corinthia is a more decorative script, which can be used to add vibrancy and life to the system. Together they complement one another and give flexibility to both communities and provide a platform for joint marketing over time.

3.2 Colors

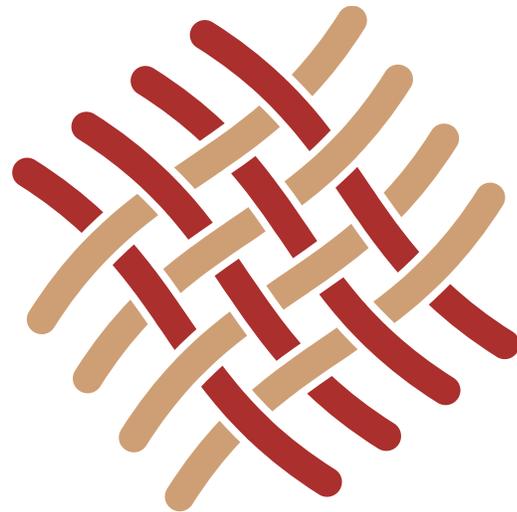
Five colors have been identified in the color system for Pelzer and West Pelzer. The red and tan colors represent the colors of both the red and tan brick buildings found in both communities. Accent colors in green and blue represent the natural environment including the Saluda River and the green landscape of the region and can come to represent emerging parks, greenways, and blueways. Finally, a slate gray is used to represent the industrial history of both communities whether it be textiles or the railroad.



3.3 Logo and Tagline Construct

The logo and tagline construct for Pelzer and West Pelzer shown on the following pages illustrates the various uses and types available to each community. A woven pattern that is reminiscent of both the textile history and the street pattern in the communities is evident. For Pelzer and West Pelzer the colors of the weave reverse giving each community a slight variation on the same theme.

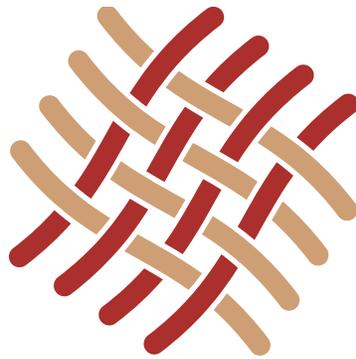
Each logo is shown with the tagline and the South Carolina modifier. A woven baseline separates the logo and names from the tagline or South Carolina modifier. This woven baseline can be applied in other uses of the brand system. The logos can be used in the duo colors or as a duo tone of any single color. These examples are shown on the following pages along with a green and blue version that can be deployed to promote the greenways and blueways in each community.



Pelzer

Two Communities, Tightly Woven.





West Pelzer

Tightly Woven.



West Pelzer

Tightly Woven.



West Pelzer

South Carolina



West Pelzer

Tightly Woven.



West Pelzer

Tightly Woven.



West Pelzer

Tightly Woven.



West Pelzer

Tightly Woven.



West Pelzer

Tightly Woven.





Blueways & Greenways



Pelzer, South Carolina

3.4 Wayfinding, Gateway Signage, Banners, and Marketing Pieces

Gateway and wayfinding signs are likely to be a multi-year projects in each community. Pelzer and West Pelzer should pursue funding for wayfinding as a critical way to curate the visitor experience in each community and to enable people to locate amenities such as shopping districts, parks, civic buildings, and attractions. The sign system designed as part of the branding package identifies primary and secondary trailblazers for vehicles, signs directing visitors to public parking, and both pedestal and monument gateways.

Banners, shown on the following page can be deployed add seasonal color, create traffic calming through Pelzer and West Pelzer, and be flexible ways to promote events and activities throughout the year.

A series of marketing pieces illustrate how the tagline can be used to jointly market each community while maintaining the distinct character of each. They are illustrated on the following pages.





Two communities, Great dining.



Today, Pelzer and West Pelzer remain tight-knit communities where people know and care for one another. Although textiles remain a part of our past and the Southern Railroad is long gone, our two towns remain intact. We enjoy the views to the Saluda River, our children end up in school together, we worship in churches in each other's community, we dine in the restaurants of both towns, shop in local stores, and gather to watch performances that attract people from across the region.

Many Faiths, Tightly Woven



Today, Pelzer and West Pelzer remain tight-knit communities where people know and care for one another. Although textiles remain a part of our past and the Southern Railroad is long gone, our two towns remain intact. We enjoy the views to the Saluda River, our children end up in school together, we worship in churches in each other's community, we dine in the restaurants of both towns, shop in local stores, and gather to watch performances that attract people from across the region.

Community Wellness, Tightly Woven



Today, Pelzer and West Pelzer remain tight-knit communities where people know and care for one another. Although textiles remain a part of our past and the Southern Railroad is long gone, our two towns remain intact. We enjoy the views to the Saluda River, our children end up in school together, we worship in churches in each other's community, we dine in the restaurants of both towns, shop in local stores, and gather to watch performances that attract people from across the region.

4.0 Design and Planning

The design and planning portion of this study is provided to create a series of ideas that can be deployed over time. Some ideas will require little capital to coordinate, while others may require grant funding and a phased strategy. The designs shown here also illustrate opportunities for the private sector to cooperate with both towns to create physical improvements and enhance the economic viability of both towns by capturing additional sales.

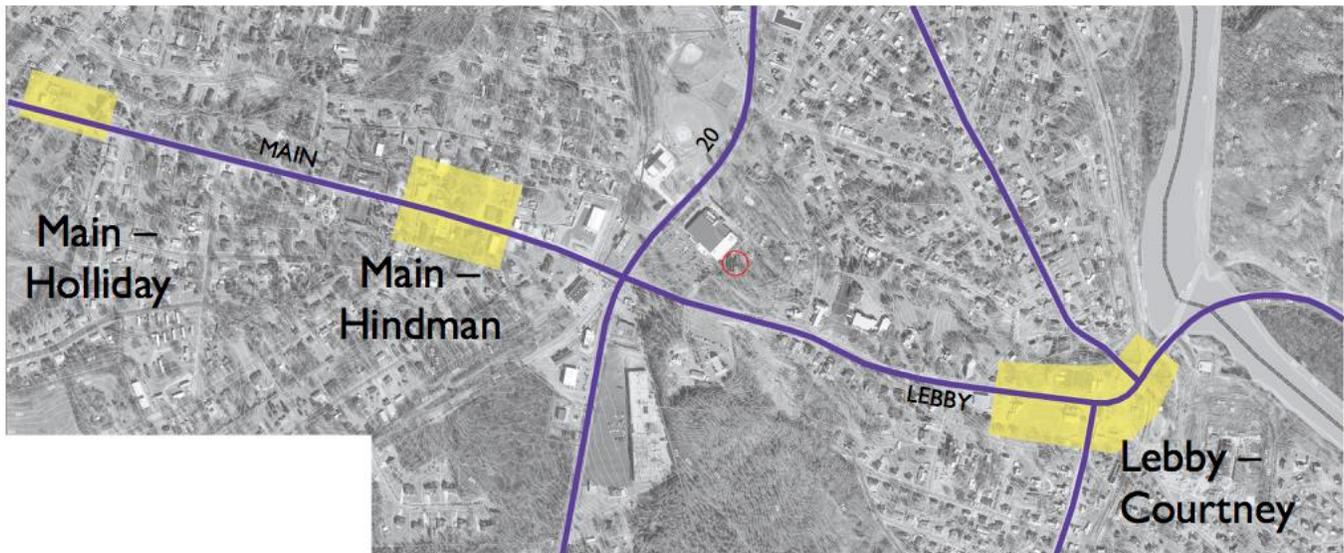


Figure 4: Context - Focus Areas

4.1 West Pelzer

La Palma Restaurant Site

The existing La Palma Restaurant Site is an existing building, parking area, and large grassy area located along the north side of Main Street just eastward from the intersection of Holiday & Main Street. There is an existing SAV way (gas station) abutting the site to the west and a large home (which appears to be a residential use) abutting the eastern edge of the site. There is an over abundance of asphalt paving parking area that provides more than enough parking for the restaurant even at peak demand hours. The large grassy area is currently not utilized for the business. A sidewalk is located along the northern edge of Main Street that immediately abuts the asphalt parking area – providing no separation between pedestrian and the vehicles parking within the lot. There is currently no outdoor eating/dining terrace area for the restaurant – however there is ample space to accommodate outdoor dining amenities.

There are phaseable initial and longer-term recommendations for this site providing immediate short-term positive improvements as well as an ‘ultimate’ scenario that would provide economic development opportunities.



Figure 5: Lam Palma Restaurant Site

Opportunities

- Consolidate parking – remove excessive asphalt; phase in future parking
- Potential outdoor dining amenities
- Streetscape & walkway separation from the parking lot along Leby Street
- Provide walkway/pedestrian connections & amenity spaces
- Potential to create additional tax base – infill mixed use development
- Phase in improvements

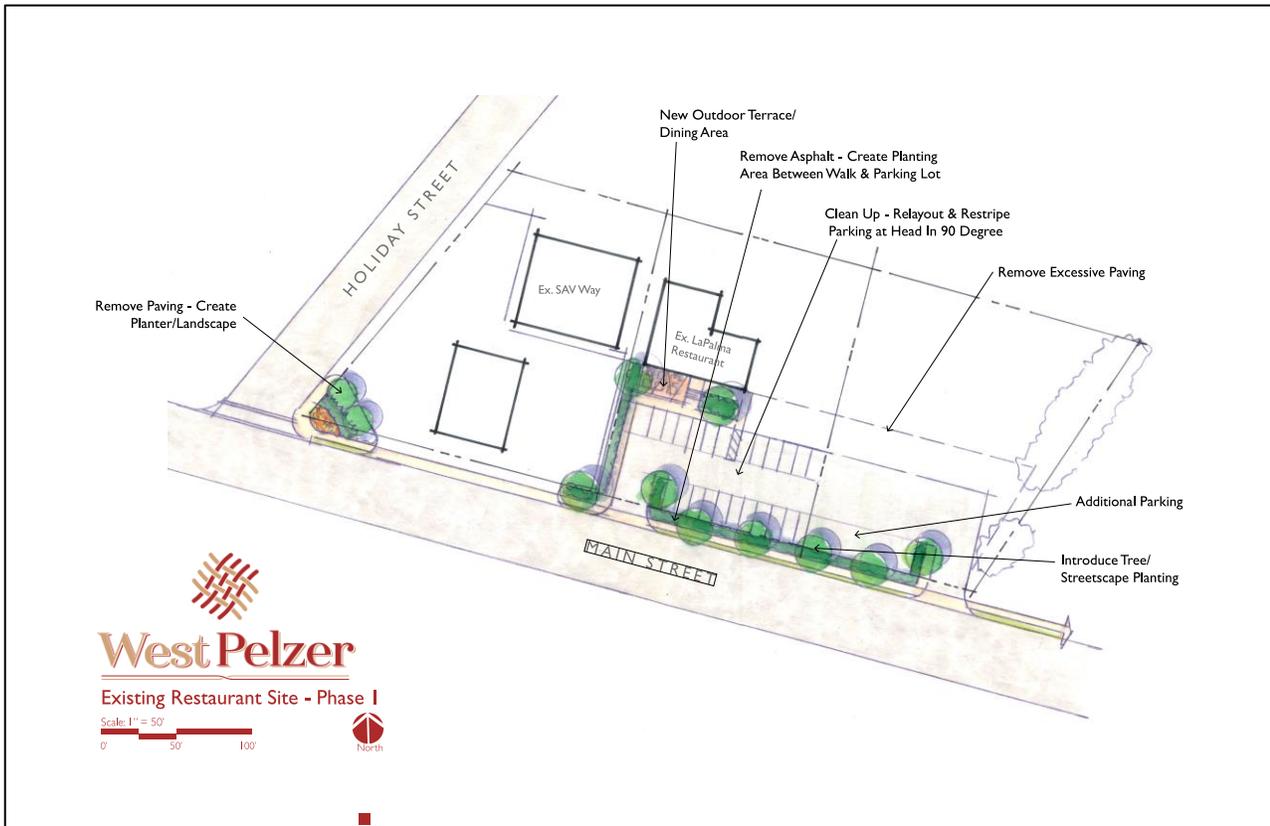


Figure 6: La Palma Restaurant Site Phase I

Phase I (Initial) Recommendations

- Remove small asphalt area at the northeast corner of Holiday & Main Street to provide new landscape & beautification area with small flowering trees, shrubs, and perennials/annual plantings
- Create and install a new outdoor dining terrace area near the existing front door of the existing La Palma Restaurant to include tables/chairs, railing, decking, overhead lighting, shade elements, and other activation items
- Remove excessive asphalt to reduce runoff. Delineate and restripe a single 60' wide parking bay with head in parking located along both sides in 9' x 18' spaces that will provide ample parking for the existing restaurant
- Remove 5-6' of asphalt immediately adjacent to the existing walkway along Main Street to provide a new shrub/hedge edge and street tree planting
- Provide a walk connection/access along the east side of the site from the existing Main Street sidewalk to the walk in front of the building
- Plant upright deciduous shade/street trees at 40-50' on center
- Plant a shrub/landscape edge along the east side of the property to create a buffer between the parking area and the adjacent building/site use (SAV Way)
- Plant supplemental accent trees and landscape (shrubs, perennials, groundcovers) near the existing building (see the site plan)

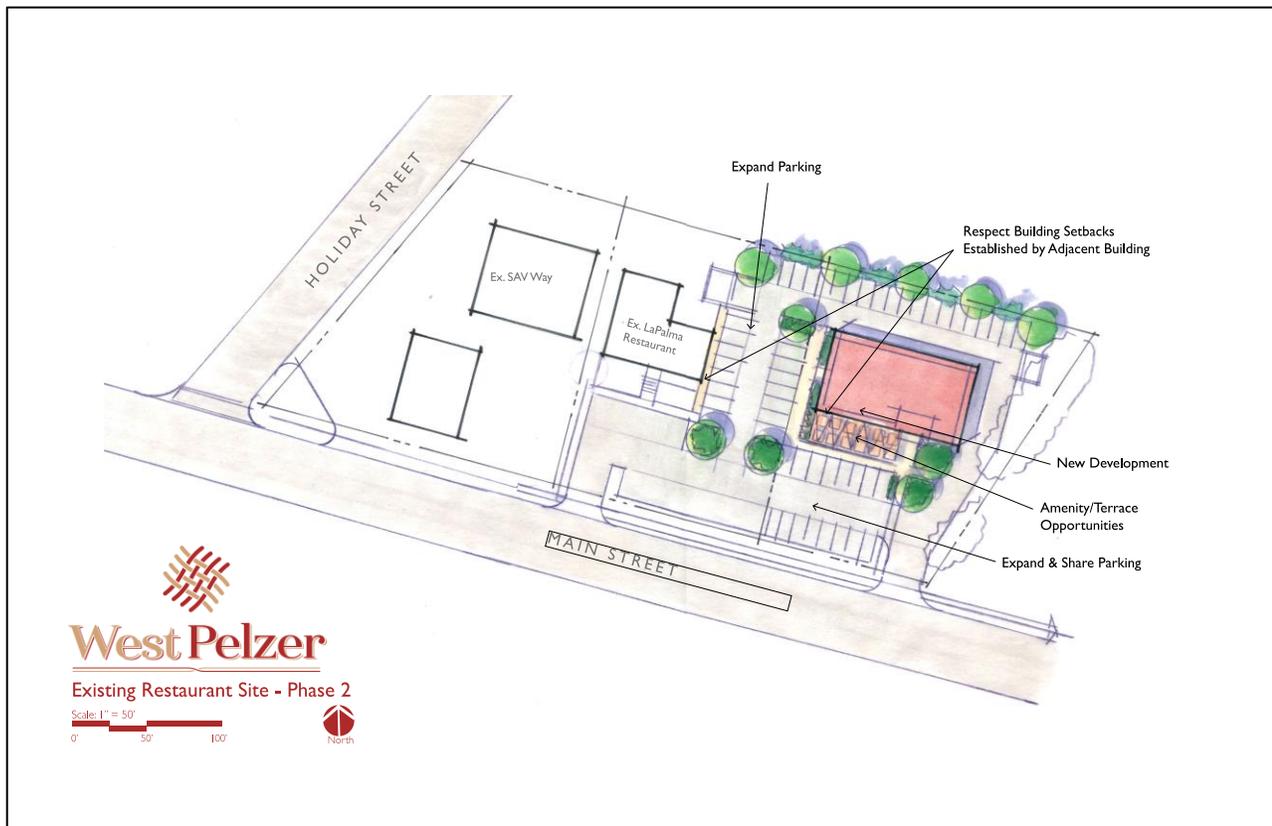


Figure 7: La Palma Restaurant Site Phase II

Phase II (Longer Term) Recommendations

- Introduce a new infill development building to compliment the existing setback and context. Encourage active ground floor uses such as retail/restaurants
- Expand the parking from the initial phase to the east – provide a second vehicular access point from Main Street
- Expand and connect additional parking between the two buildings and also behind the rear of the new proposed infill development building. Encourage sharing of all parking spaces by all of the building tenants and uses to maximize efficiency
- Provide amenity/terrace space along the front of the new infill building to provide animation/activation visible from Main Street
- Implement walk and crosswalk connections to access the new building to/from the existing restaurant site and Main Street
- Provide a well landscaped buffer area along the rear of the site consisting of shade & evergreen trees and shrubs
- Install trees and understory planting in parking lot islands
- Provide accent trees and accent landscape along the front of the building highlighting entry points and the potential amenity terrace area



Figure 8: La Palma Restaurant Existing Conditions. The parking lot for this restaurant is significantly oversized and lacks any buffer along the roadway. Inappropriate, portable signage dominates the foreground while a missed branding opportunity on the water tower looms in the background. The building itself is highlighted by saturated colors that appear a bit glaring. Finally, the handicap ramp looks like an add-on and is not integrated to either the entry of the building or the parking area in the forecourt.



Figure 9: La Palma Restaurant Proposed Conditions. By placing street trees behind the overhead power lines, the presence of the wires is softened. A monument sign that utilizes stacked stone that is indigenous to the area exudes a touch of class to the restaurant. By placing an outdoor dining area and landscaped area in the forecourt of the restaurant, the existing handicap ramp is largely concealed and the vitality of the restaurant is brought to the exterior. There is copious available land for an in-ll building to the right of LaPalma and parking is still sufficient for both uses in the redesigned layout. Finally, the inclusion of the West Pelzer brand icon on the water tower creates a powerful visual statement on the skyline.

Main & Hindman Street

The intersection at Main & Hindman Street provides a logical and geographical 'Heart or Core' area to what could be described as Downtown West Pelzer. There are a series of existing buildings that are close to the street forming a tighter space characteristic within a Downtown. In addition, there are an assortment of active and forthcoming businesses that include restaurants, beverage, shopping, and leisure opportunities that provide the Downtown vitality typical of many successful Downtowns. The area is quite walkable and accessible by pedestrians. Given the narrow right of way width and state route designation, on street parking is not provided nor an option. However, there is off street parking that has been recently introduced providing vehicular access and parking for both visitors and residents alike. Chapman Park is relatively recent addition and provides seating, a pavilion space, memorial, and playground use.



Figure 10: Main and Hindman Street Site

Opportunities

- Expand and define additional off street parking resources
 - Establish a Main Street streetscape 'signature'
 - Building/storefront enhancements & activation
 - Provide additional landscaping & beautification
 - Infill development
 - Phase in improvements
-

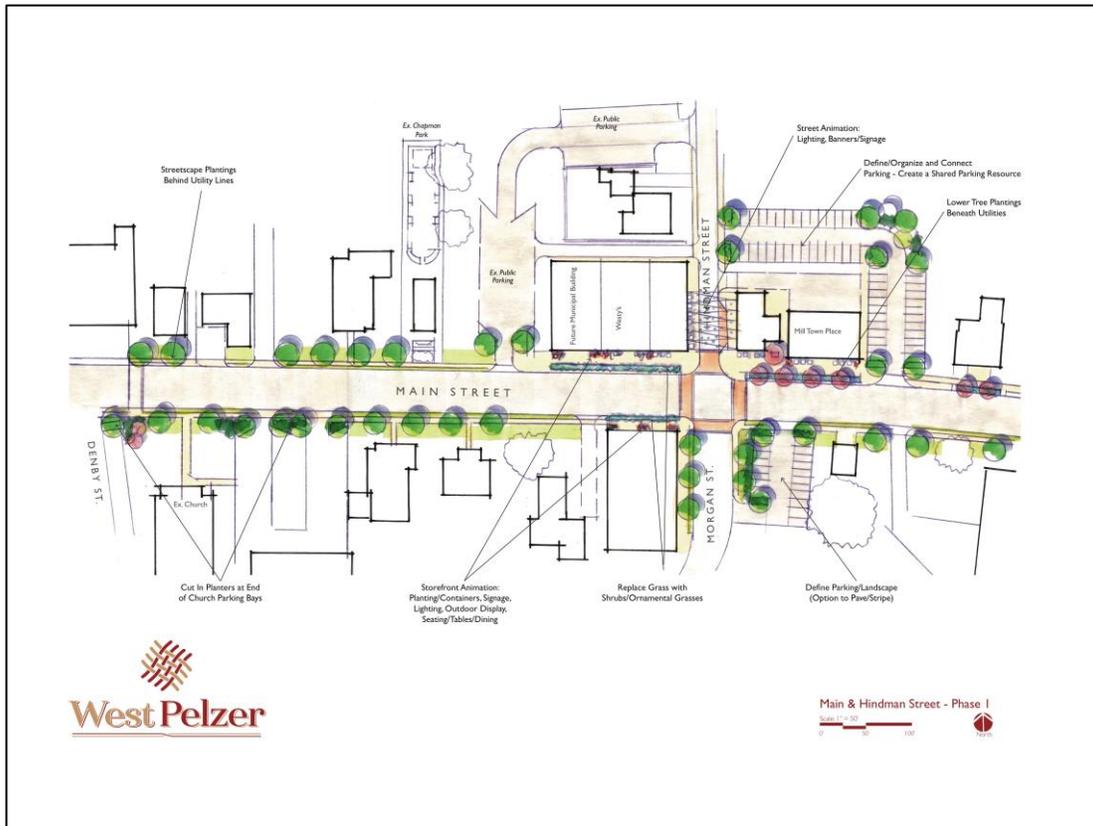


Figure 11: Main and Hindman Street Phase I

Phase I (Initial) Recommendations

- Introduce a regular interval of shade/street tree planting, plant upright deciduous trees at 40 - 50' on center
- Replace the existing lawn strip in front of the existing buildings with ornamental grasses 30 – 36" in height
- Provide storefront animation/activation with container plantings, outdoor displays (where space allows), graphics, paint/color, outdoor seating (where possible), lighting, and signage
- Eliminate the continuous curb cut at the church parking lot along the southern edge of Main Street by cutting in new planting islands at the ends of the parking lot bays and landscaping with shade trees and understory planting
- Repair/replace or provide sidewalk sections where needed to provide contiguous safe and clear pedestrian routes
- Layout, define, connect & organize parking lot areas better behind the existing Mill Town Place Restaurant area - work with private property owners to utilize shared parking resources (public & private). Layout parking bays at 60' widths with 90 degree head parking spaces (9' x 18' each)
- Activate the section of Hindman Street immediately north of Main Street with outdoor tables/seating, graphics/banners, container plantings, and overhead string lights run across the street and connecting the two existing buildings.

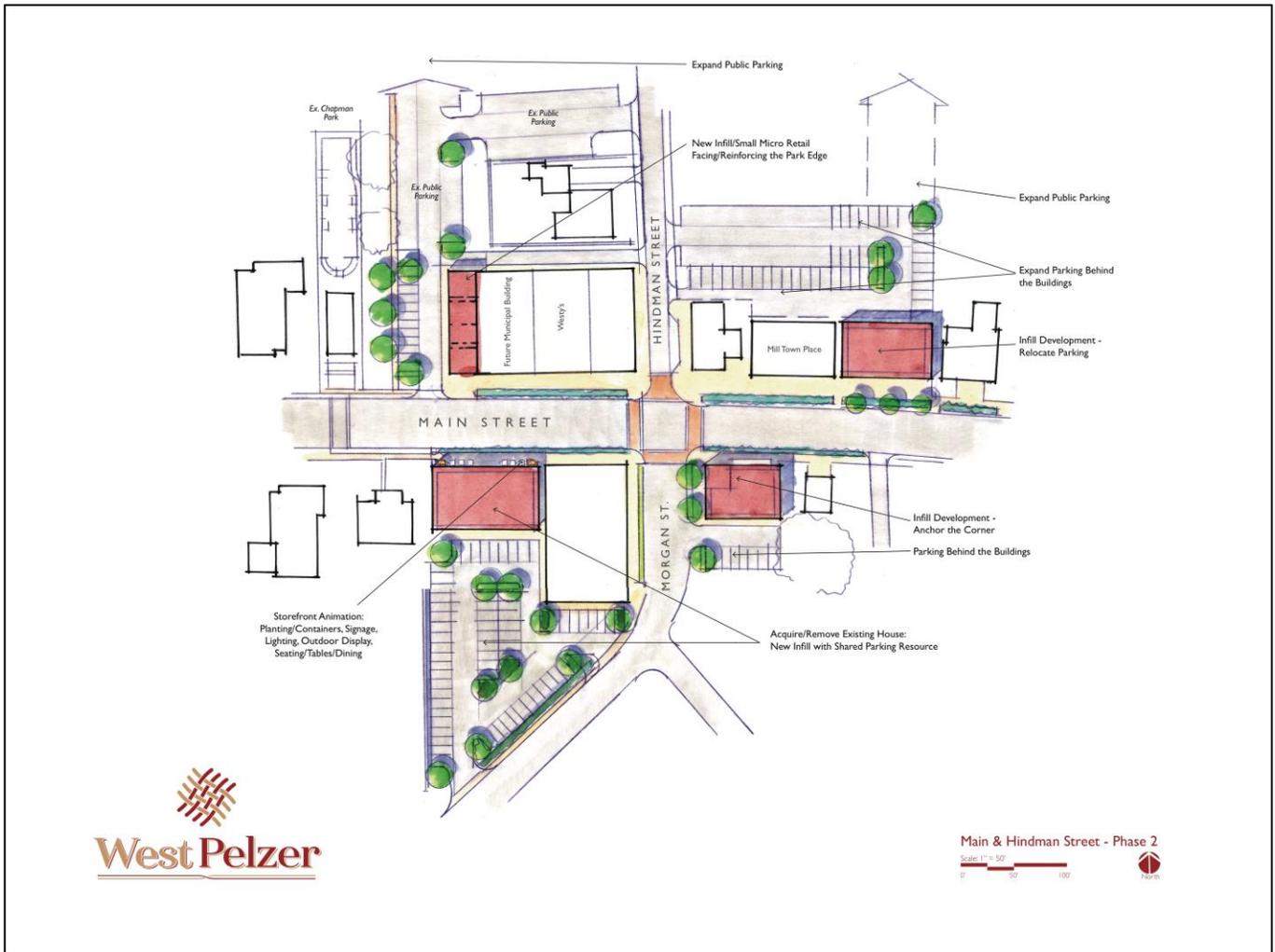


Figure 12: Main and Hindman Street Phase II

Phase II (Longer Term) Recommendations

- Introduce new infill development sites to expand and continue to create a ‘Downtown’ feel & sense within West Pelzer. Infill sites recommended include:
 - A line of narrow micro-retail spaces that would front and lie along the east side of Chapman Park while maintaining a row of head in parking in front of the Park & new businesses
 - Acquisition and demolition of an existing home along the southern edge of Main Street to allow for a deeper more retail suitable scaled building and a substantial off street public/private parking resource to be located at the rear of the building
 - A new building located at the southeast corner of Morgan & Main Street will anchor the corner and continue the Main Street built edge while providing some off street parking behind the building
 - Along the northern edge of Main Street immediately east of the existing Mill Town Place Restaurant, removal and relocation of the existing surface parking further to the rear of the site will allow for yet another ample business/restaurant scale building that would continue the Main Street edge

-
- As businesses and infill development continues to grow and expand the off street parking resources will need to accommodate the demand and need for increase parking. There are locations within in each 'quadrant' of the Main & Hindman Downtown area to provide additional public/private shared parking resources. These include:
 - In the northeast quadrant – there is space behind where the existing City Hall offices are currently housed to continue the expansion of the off street parking area northward along and immediately adjacent to the east side Chapman Park
 - In the southwest quadrant, by working with the existing building owner at Main & Morgan and acquiring and removing the existing home – there is a substantial area for significant 'Downtown' parking area that would anchor the southern edge of Main Streets need for parking
 - In southeast quadrant, there is small area that would allow for some head in off street parking that would supply the parking necessary for the new small infill development building.
 - In the northeast quadrant, there is a large are to the north & east of the existing parking (gravel lot) that can be continually expanded and developed as parking as demand warrants it – especially for the existing restaurant use and future business that may develop in that area
-



Figure 13: 100% Intersection West Pelzer Existing Conditions. This intersection represents the epicenter of downtown West Pelzer. The building on the left corner is slated for adaptive reuse. The intersection benefits from bordered crosswalks, but lacks additional elements that would give visual priority to the pedestrian.



Figure 14: 100% Intersection West Pelzer Proposed Conditions. By filling the crosswalks with textured and colored material, there is both a visual and tactile message that is communicated to the motorist that the pedestrian has priority in this location. The optional placement of the West Pelzer woven logo icon in the middle of the intersection could further provide visual elements that slow traffic. By placing colorful banners on existing poles, the presence of overhead wires becomes less the focus of the skyline. After the Ale House occupies the building on the left, perhaps a complimentary use such as a coffee house, as shown, could occupy the building on the right to develop a restaurant cluster in this area. To further promote this activity, the paving of the roadway in the background along with the stringing of lights above could cause that roadway to function as a plaza instead of solely a roadway.

4.2 Pelzer

Pelzer can be described as a Main Street oriented section of roadway (Lebby Street) with an existing inline strip retail center located along the northern edge. Along the southern edge is an existing post office, park that appears to be underutilized, parking area, and the Old Gym (recreation) facility. As you move eastward towards the Saluda River there is a significant grade change (drop) from Courtney Street to the existing railroad. The stretch of Lebby Street from Courtney Street to the Rail lines is quite heavily traveled with vehicles moving at uncomfortable speeds for pedestrian comfort when walking along and crossing Lebby Street. There is a small section of vacant land that lies at the corner of Lebby & Murray Street that may be suitable for future development.

The entire area of Pelzer is quite walkable with regards to distance. Given the speed of traffic, the roadway width, and the state route designation – there is no on street parking in Pelzer. There are some areas of off street parking that currently provide space for visitors & residents.



Figure 15: Lebby Street Site

Opportunities

- Address the vehicular circulation, speed, and turning movements along Lebby Street
- Increase pedestrian connectivity & safety
- Build upon & expand off street parking resources
- Introduce streetscape & open space amenities
- Opportunity to create and enhance the 'core' area of Pelzer through a community Park & Open Space

-
- Retail center façade and landscape enhancements
 - Gateway & arrival improvements (signage)
 - Crosswalks
 - Infill Development

Overall

- Introduce a regular interval of shade/street tree planting, plant upright deciduous trees at 40 - 50' on center
- Introduce or enhance existing crosswalk areas to pronounce pedestrian priority to the vehicular traffic traveling through
- Opportunity to clean up, relayout, restripe, and introduce tree plantings island areas in the existing parking area just west of the Old Hospital. This would allow for shared public/private parking for visitors & residents alike
- Create and implement a newly refreshed park area and 'Smythe Green' or town lawn area immediately adjacent to and visible along Lebbly Street. This green could be used for programmable events and passive recreation, while serving as a 'signature' to the town of Pelzer.
- A small pavilion within the park will provide shade relief, seating, and picnic area could be introduced as well as a new playground facility immediately adjacent to the pavilion
- Relocate the existing off street parking area located immediately along Lebbly Street to the rear (southern) edge of the property. This area will also allow for additional parking beyond what currently exists. Provide landscape islands and shade trees within the parking for relief.
- The southwest corner of Lebbly Street & Courtney Street is an ideally located and sized space for the creation of a plaza area that would have seating and a focal feature (art, sculpture, or water feature). This location provides a welcoming visual queue and announcement to the center of Pelzer as well as the eastern edge of the town Park
- There is a sizable infill development site located at the southwest corner of Lebbly & Murray Street that could be utilized for ground floor retail, office, or other business uses. An off street parking area should and can be provided immediately behind the building.
- Gateway improvements including signage, lighting, small trees, accent landscape planting, and crosswalk improvements should be made at the intersection of Smythe & Lebbly Street
- There are two areas that allow for additional parking expansion of the eastern and western edges of the existing strip retail center. 90-degree head in parking should be utilized with 9' x 18' spaces.

There are (3) options that were studied to present ideas for slowing down traffic, increasing pedestrian safety & way finding, and creating a more traditional Main Street type environment. The three options are described on the following pages.



Figure 16: Lebbly Street Option A

Lebbly Street – Option A

In this scenario, the existing medians that were implemented along Lebbly would need to be extended much longer than they currently are. There is significant paving within the center of the road that can be eliminated thus extending the narrower lane zones much further than they currently are built. Upright shade trees would then be planted to beautify but also narrow the visual column and perspective in an attempt to psychologically and literally slow down drivers.

By reworking the existing curb location along the south side of Lebbly Street east of Courtney Street, a left turn lane would be added when traveling westward along Lebbly Street that would allow people to turn onto Courtney Street. This would allow for at least a few cars to stack at that intersection while through traffic cars would continue traveling west.

A small-planted median would also be introduced just west of the Lebbly Street intersection at Smythe. This would provide an initial ‘hic-cup’ and alert that drivers are now approaching and entering in Pelzer. Crosswalks painted here even if only a faux treatment would also heighten that awareness.



Figure 17: Lebbly Street Option B

Lebbly Street – Option B

Scenario B addresses the section of Lebbly Street that begins at Courtney Street and travels westward to approximately the Old Hospital site and Post office. The treatment proposed here is more typical of a Downtown Main street type solution where the curb to curb dimension would be narrowed to two lanes. Today as it exists, it is a 3-lane width from curb to curb. By narrowing the street section, it would visually and psychologically narrow the street to the auto drivers. The dimension gained by removing the center median lane would be added to both sides of the street for wider safer walk zones, street tree plants, street lights & banners, lower accent landscape, and site amenities (trash receptacles, benches, bike racks, etc). Crosswalks would also be introduced at key crossing points perhaps even in a different texture, color, or material as an additional heightened awareness of a pedestrian priority area first over the vehicular traffic traveling through.

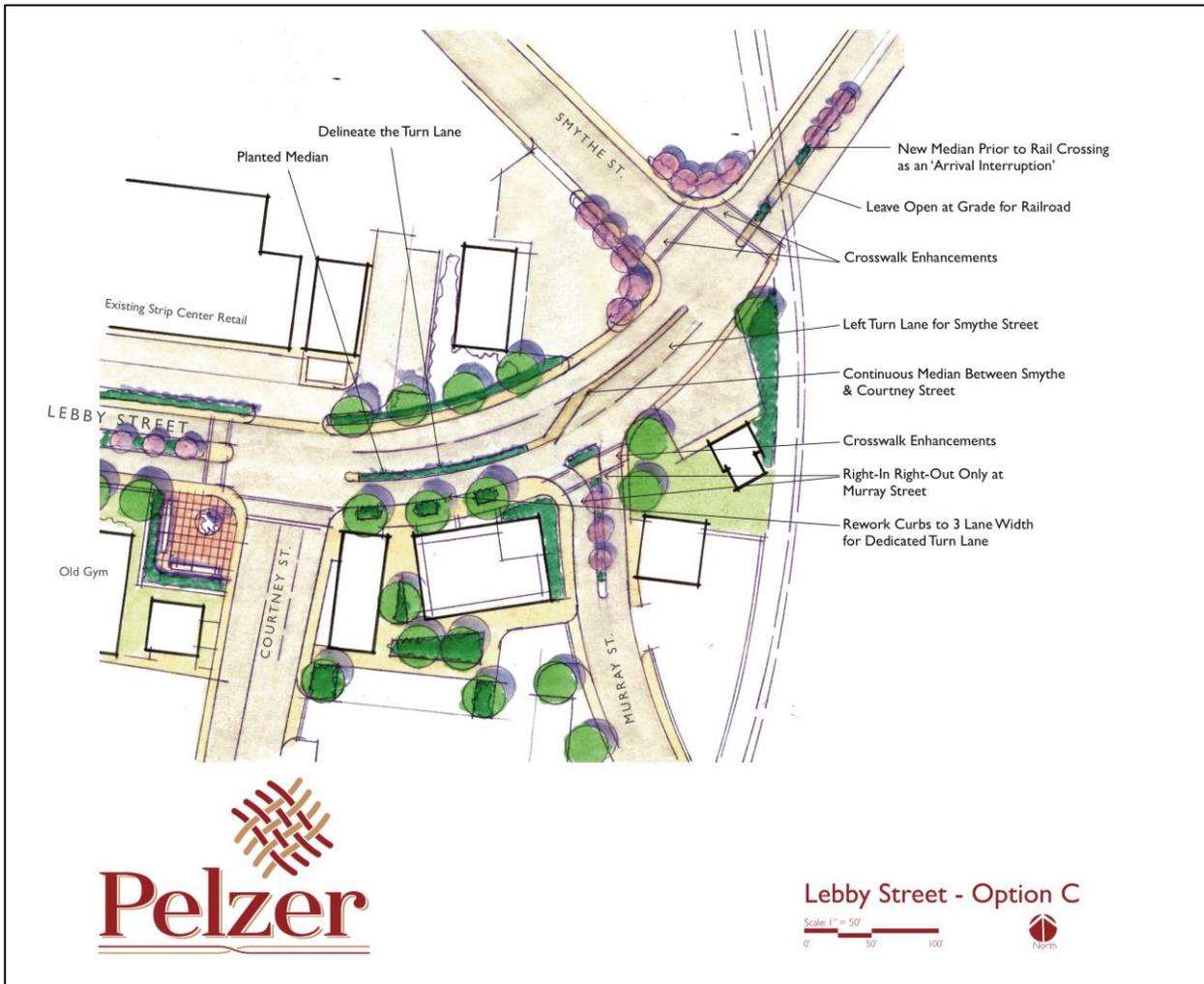


Figure 18: Lebbly Street Option C

Lebbly Street – Option C

Scenario C specifically focuses on the section of Lebbly that is bounded by Courtney Street eastward to the existing railroad tracks. In this scenario and in this section of roadway, a continuous median strip would be built by expanding and relocating the existing curb lines to accommodate 3 driving lanes (2 for through traffic, 1 for turning) and the median dimension itself. This would provide designated left turn lanes for vehicles traveling westward and turning left onto Courtney as well as vehicle traveling eastward and turning left onto Smythe. This would require that Murray Street would become a right in and right out only street at the intersection with Lebbly.

The proposed median would be planted at minimum with low shrubs and grasses but ideally with columnar tall trees if dimension and site visibility allows. Street tree plantings would be implemented along this section of Lebbly at the outer edges adjacent to the walkway zones. Crosswalk areas would also provide clear safe pedestrian routes while defining pedestrian presence to the vehicular traffic.



Figure 19: Gateway Intersection Existing Conditions. This gateway into Pelzer transitions the traveler from a rural area into the heart of downtown. Due to the width of the roadway and lack of any elements to narrow the cone of vision for the motorists, travelers tend to speed through this area at rates of speed that are dangerous to the pedestrian.



Figure 20: Gateway Intersection Proposed Conditions. A significant gateway sign in stone that is prevalent in the area highlights the new Pelzer brand and icon. By including a water feature, flags, and backdrop of colorful trees a number of beneficial things occur simultaneously: the water feature is a veiled reference to the adjacent river, the flags create vertical elements to frame a narrower roadway, and the trees help conceal a building that does not have the historical architectural character that is common throughout the rest of the downtown area. By placing colorful banners on the light poles and installing a vinyl wrap around the electric transfer box the brand and story of Pelzer is conveyed in multiple places and ways. By adding textured and colored crosswalks, the unmistakable message of “this place belong to the pedestrian” is conveyed. Moreover, the installation of a small, middle median with DOT-compliant plant materials further narrows the roadway contributing to slower driving speeds. Finally, the planting of shade trees along the roadway will eventually yield both a canopy for the pedestrians and a visual edge to the roadway for the motorist.



Figure 21: Strip Center Existing Conditions. This strip center plays a fairly important role in the life of downtown Pelzer as it transitions the traveler from the arrival gateway and is located directly across from two historic buildings and the town park. However, the appearance of the building is rather chaotic with multiple design motifs and color schemes being utilized within the same complex.



Figure 22: Strip Center Proposed Conditions. For the building itself it is recommended that a common paint color be used on all the permanent surfaces, in this case a medium-toned warm gray. Variety and clarity of businesses within the complex is achieved via colorful sign backgrounds that coordinate with their current franchise signage and logos. By using a common sign panel in the same location for each business, it is easier for the traveler to locate the business they are trying to find. Large shade trees should be placed in the landscaped median separating the parking area for the shopping center from the roadway. These trees not only provide shade for the pedestrian but also define an edge to the roadway and create a vertical 'wall' that helps narrow the visual width of the roadway that typically leads to slower travel speeds. Finally, the presence of textured and colored crosswalks will further signal to the motorist that the pedestrian has the priority in the downtown area.

5.0 Conclusion

Both West Pelzer and Pelzer are already taking steps to implement these plans. West Pelzer is underway with a comprehensive plan within which these recommendations will form a key piece. Pelzer is pursuing grant funding for a more thorough town-wide plan that will address the reuse of the old mill, neighborhood improvements, and other recommendations.

The coordination that led to this plan represents an unprecedented level of cooperation between both communities. The plan respects the uniqueness of each while offering suggestions for improvements that will benefit citizens of both Pelzer and West Pelzer.
