

Chapin Charrette Report



Chapin Community Master Plan Charrette Report

for

**The Town of
Chapin, South Carolina**

by

**The Clemson Institute for
Economic & Community Development Team**

Community Design Solutions
SC Design Arts Partnership
Arnett Muldrow Associates
SC Arts Commission
CIECD

January 17-19, 2006

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Introduction

The Clemson Institute for Economic and Community Development (CIECD) coordinated a Design Charrette for the Town of Chapin (including Zip Code 29036) January 17-19, 2006. The team assembled by the CIECD included:

- Randy L. Wilson, President, Community Design Services, Columbia, SC
- Bob Bainbridge, Executive Director, SC Design Arts Partnership and faculty member, Clemson School of Arts, Architecture and Humanities, Clemson, SC
- Aaron Arnett, Arnett Muldrow Associates, Greenville, SC
- Ben Muldrow, Arnett Muldrow Associates, Greenville, SC
- Monica Miller, CIECD, Community Development Agent, Lexington, SC

The process consisted of seven input sessions attended by well over 125 people and a session with high school students at Chapin High School in advance of the visit. The input sessions provided insight into the community which was supplemented by the team's observations during a driving tour of the area.

It should be emphasized that the following report is conceptual in nature and does not represent a specific intent to impact any particular parcel of land.

This report should also be considered a long term direction that will change as circumstances dictate. The report represents a possible vision for the community that can guide decision making and allocation of resources over time.

One of the primary observations by the team was the keen interest in the community by a number of people and the talent and experience represented by the many retirees. This asset will be utilized as indicated later in this report.

Chapin is small community. Surrounding growth is forcing it to act like a larger town.

The challenge facing greater Chapin is one of accommodating rapid growth while at the same time protecting the “small town” atmosphere valued so highly by residents.

It is to this challenge that this report addresses.

This report represents a first step on a long journey. The Bible states that “without vision the people perish”. This report is a first step in establishing that vision for the greater Chapin area. The Town of Chapin will always be the “heart” of the area and with strong leadership the ideals of this report can be achieved.

The Clemson Institute for Economic and Community Development will provide on-going guidance and technical assistance, but it is up to the elected and appointed representatives and the residents of the Chapin area to control their destiny.

The design team would like to specifically thank the following entities and individuals who contributed in significant ways to the charrette.

Mayor Stan Shealy for his tireless participation.

Town Clerk **Adrienne Thompson** for her gracious hospitality and truly delicious treats.

County Planning Director **Charlie Compton** for providing mapping for the team.

Central Midlands Council of Government for providing planning mapping for the team.

Ernie Boughman of Parsons-Brinkerhoff for providing the latest transportation planning information to the team.

Market Analysis

Market Analysis of Chapin, South Carolina

1.0 Introduction

In order for Chapin to effectively recruit new retail business, it must understand the needs of the community residents. Similarly, it must understand the characteristics of its market in order to successfully promote Chapin's offerings to its residents, the region, and the state. By conducting a study of the retail market as well as the demographics of the community, Chapin can set the tone for a marketing strategy that will help it become more competitive in the Lake Murray and Columbia region.

This effort provides a snapshot of the retail market in Chapin from which certain conclusions can be drawn. This study does not, however, analyze retail trade patterns or establish trade areas for the Chapin community and should not be seen as a substitute for a comprehensive retail market analysis. But, the information provided does provide valuable insight into the overall market for Chapin.

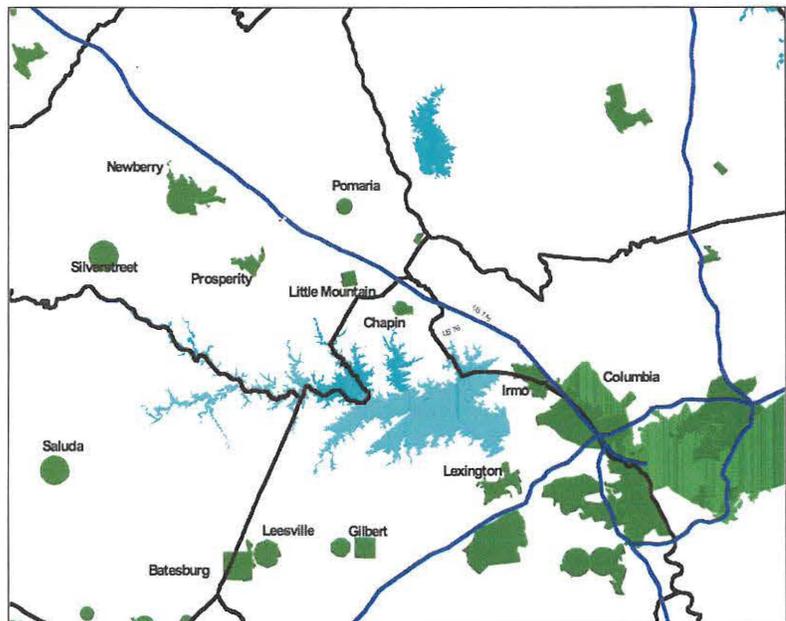
The resulting sales and consumer expenditure patterns for the area studied then become tools to evaluate the amount of retail sales "leaking" from the community. This information is based on the most recent data available and is a reliable source for understanding overall market patterns.

It is these findings that can inform many of the marketing, economic, and organizational recommendations of the main report. This section can be used as a marketing and recruitment tool for individual businesses seeking to set up shop in Chapin and for existing businesses wishing to develop marketing plans or expand product lines.

2.0 Study Area Definition

A comprehensive retail market analysis would begin with a zip code survey of customers to establish true trade areas for the Chapin market. A zip code survey would also establish customer shopping patterns within Chapin itself and provide insight into the visitor market and regional market penetration. While this exercise was not conducted in Chapin, certain geographic and regional characteristics were used to establish a study area from which to begin pulling our retail data. Much of these characteristics relate to Lake Murray, northern Lexington County, and the Columbia retail market, particularly the Harbison Boulevard retail corridor.

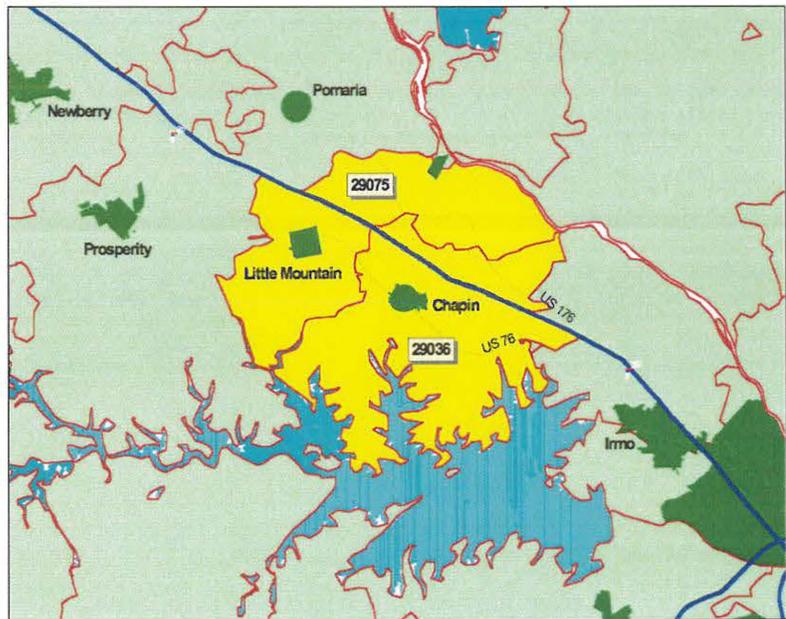
The figure below shows Chapin in relation to the region. Chapin exists in the northern most section of Lexington County, but is entirely isolated from the majority of the County by Lake Murray. In fact, from downtown Chapin, one would have to travel through Richland County and Irmo to get to the county seat of Lexington. This isolation is a major constraint and limitation in terms of retail trade patterns. Chapin also lies on the I-26 corridor between Columbia, one of the largest metropolitan regions in the state, and Newberry, a small, but strong retail market. This position within the regional marketplace also brings challenges to the Chapin.



Perhaps the biggest challenge to businesses within Chapin, is the proximity to Irmo and the Harbison Boulevard corridor. Harbison has the Columbiana Mall, as well as other regional retail businesses and big boxes such as Target, Wal-Mart, Best Buy, and Office Depot, just to name a few. It also has a wide variety of chain restaurants. Harbison Boulevard is a regional retail center drawing from a large trade area likely including parts of four counties, and including the Chapin community.

Harbison Boulevard is only 14 miles from downtown Chapin, and because most of this drive is on the interstate, is only fifteen minutes away. Without a trade area study like the zip code survey mentioned above, analysts may often use a fifteen minute drive time study as a substitute. However, because of the proximity to Harbison, a study of retail establishments within fifteen minutes of Chapin would skew the results of the market analysis.

Based on the information presented above, a study area made of the 29036 (Chapin), and 29075 (Little Mountain) zip codes was used to pull retail data. This study area based on zip codes coincidentally mirrors a fifteen minute drive time with the exception of the Irmo and Harbison Boulevard areas.



3.0 Local Demographics

Any examination of the local market is aided by an understanding of the local demographics. The charts below show population growth between 2000 and 2005, as well as projected growth from 2000 to 2010.

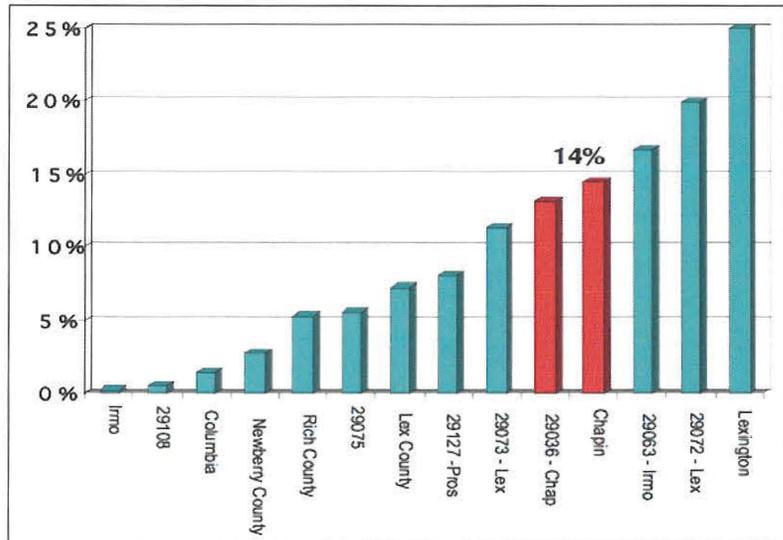


Figure 1: Regional Population Change 2000-2005

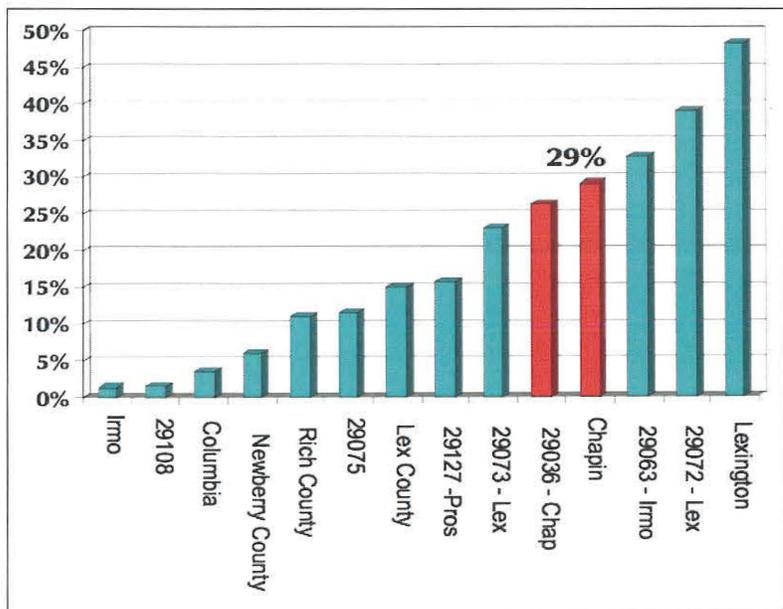


Figure 2: Regional Population Growth 2000-2010

The next set of tables looks at income characteristics of the region.

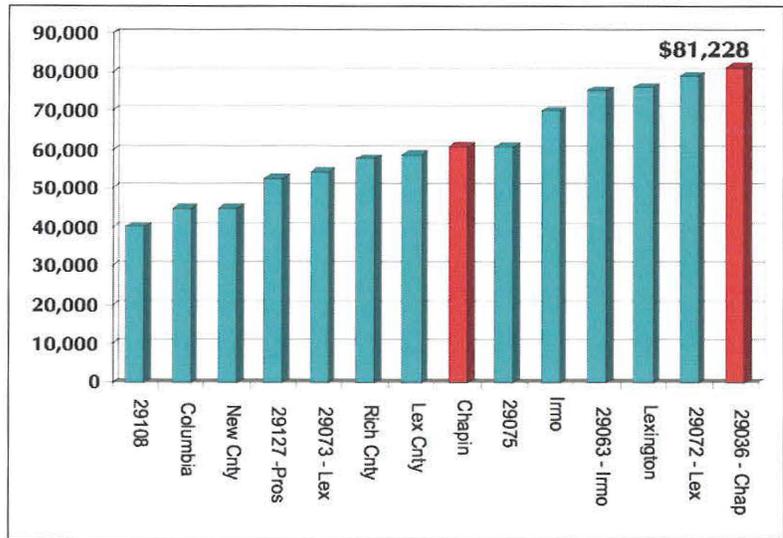


Figure 3: Median Household Income 2005

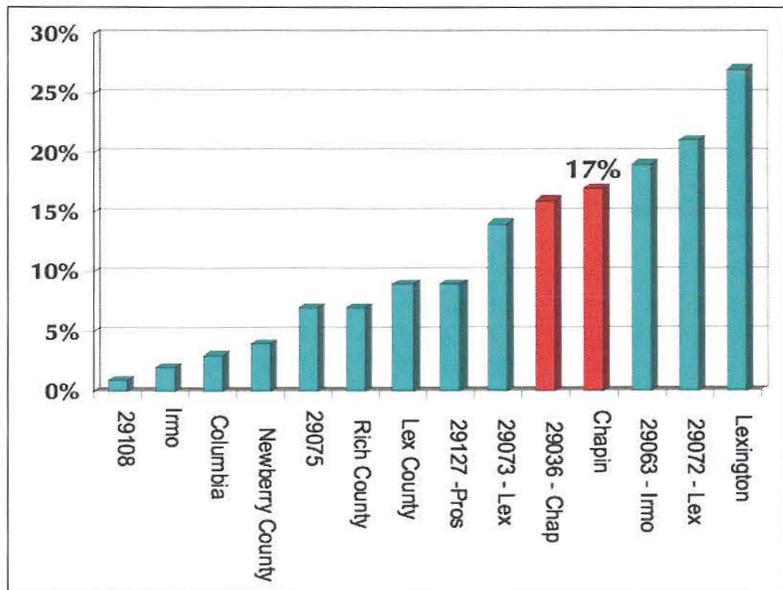


Figure 4: Median Household Income Change 2000-2005

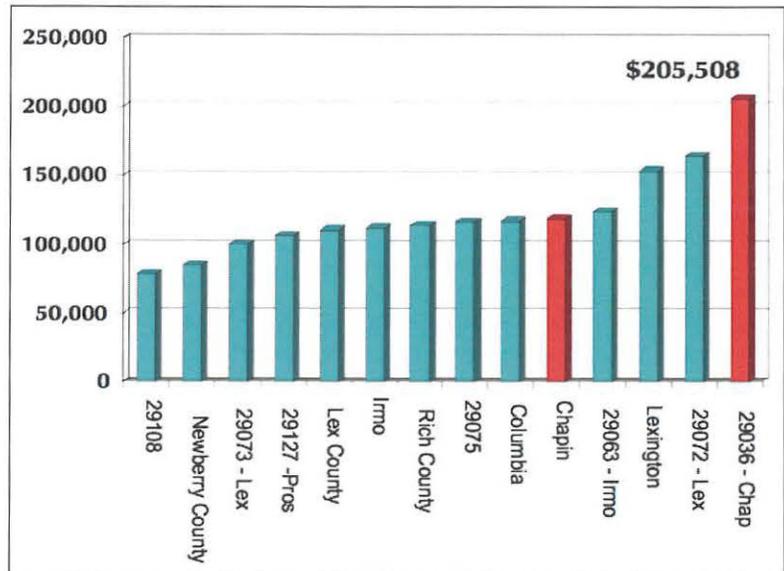


Figure 5: Median Housing Unit Value 2005

Demographic Observations

- The Columbia metropolitan region is growing at a very fast rate. Lexington and the Lexington zip are consistently growing at a faster rate than the rest of the region. Chapin and its zip code are in the upper third in terms of regional growth. Chapin has grown by 14% between 2000 and 2005. Similarly the Chapin zip, 29036, has grown by 12% in the same time frame.
- Population projections for the next five years show virtually the same patterns. 29036 has a 2005 population of 13,946 and is expected to grow another 12% by 2010.
- Within the region, areas closest to Columbia (Irmo zip, Lexington) are growing the fastest while those farther away are growing more slowly, yet still at a healthy rate. Chapin is the fastest growing Lake Murray zip code.
- While not included in this report, housing units and their growth show identical patterns to that of population growth.

- Income levels in Chapin are higher than the region. In 2005, the median household income for the 29036 zip code is \$81,228, higher than all other areas studied. On the other hand, median income growth seems to be in the mid range of regional growth. The areas with the highest rate of median household income growth over the past five years are Little Mountain-29075 (18%), Lexington (16%) and Irmo-29063 (14%). 29036 grew by a rate of 12% in that time frame. Chapin grew at 5%.
- When looking at Median Household Unit Value in 2005, 29036 is much higher than other areas in the region with a value of \$205,508 compared to \$164,000 of its closest competitor of Lexington. Like income growth however, 29036 is projected to grow at a much slower rate than that of the region - 8% over the next five years compared to 13% in Lexington County, the fastest projected growth.
- Finally, while not shown graphically in this report, the Chapin zip code of 29036 has a higher median age (45.5) than any other area studied. Little Mountain is the next highest at 41.4 in 2005. 29036 is projected to have a median age of 47.6 by the year 2010.

All of the indicators above lead to three basic conclusions. First, regional population growth is very healthy and Chapin lies within the upper third of the areas studied. Secondly, the Chapin area currently has higher income levels, but its growth is not quite as fast as other parts of the region. Still income growth in the Chapin area is still quite healthy. Finally, the fact that the median age is higher in the Chapin area than the remainder of the region suggests that it is a desirable location for empty nesters and retirees. This is supported by the second conclusion showing higher income levels that aren't growing quite as fast as the region.

4.0 Retail Market Analysis

In this section the Chapin market will be examined to identify potential opportunities for retail business. A retail leakage analysis will look at the study area (29036- Chapin and 29075 – Little Mountain) to see how much money is “leaking” from the area to stores in other areas. From this, a “capture scenario” will be developed to illustrate how much retail space could potentially be brought back into Chapin based on the demand in the market. It should be noted that a more comprehensive retail market analysis would examine leakage from both a primary trade area and secondary trade area offering a more complete examination.

“Retail Leakage” refers to the difference between the retail expenditures by residents living in a particular area and the retail sales produced by the stores located in the same area. If desired products are not available within that area, consumers will travel to other places or use different methods to obtain those products. Consequently, the dollars spent outside of the area are said to be “leaking”. If a community is a major retail center with a variety of stores it will be “attracting” rather than “leaking” retail sales. Even large communities may see leakage in certain retail categories.

Such an analysis is not an exact science. In some cases large outflow may indicate that money is being spent elsewhere (drug store purchases at a Wal-Mart or apparel purchases through mail-order). It is important to note that this analysis accounts best for retail categories where households (rather than businesses) are essentially the only consumer groups. For example, hardware stores may have business sales that are not accounted for in consumer expenditures. Stores such as jewelry shops and clothing stores are more accurately analyzed using this technique.

Stores in the study area for Chapin sold \$144.4 million in merchandise while consumers spent \$317.9 million dollars in stores of similar type. Therefore, the Chapin study area is leaking sales to the tune of \$173.6 million dollars annually. The table on the following page presents this leakage analysis by individual retail category.

	Supply	Demand	Opportunity
Retail Stores	(Retail Sales)	(Consumer Expenditures)	Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	\$ 144,330,510	\$ 317,944,981	173,614,471
Automotive Dealers-4411	\$ 2,050,818	\$ 65,818,113	63,767,295
Other Motor Vehicle Dealers-4412	\$ 19,042,160	\$ 4,317,314	(14,724,846)
Furniture Stores-4421	\$ 1,653,635	\$ 5,189,569	3,535,934
Home Furnishing Stores-4422	\$ 4,076,864	\$ 3,990,135	(86,729)
Household Appliances Stores-443111	\$ 573,844	\$ 853,829	279,985
Radio, Television, Electronics Stores-443112	\$ 3,352,183	\$ 3,966,145	613,962
Computer and Software Stores-44312	\$ 535,350	\$ 2,646,744	2,111,394
Camera and Photographic Equipment Stores-44313	\$ -	\$ 263,510	263,510
Building Material and Supply Dealers-4441	\$ 17,924,374	\$ 30,988,836	13,064,462
Hardware Stores-44413	\$ 2,770,671	\$ 2,082,153	(688,518)
Grocery Stores-4451	\$ 6,183,571	\$ 27,731,178	21,547,607
Beer, Wine and Liquor Stores-4453	\$ 1,170,292	\$ 1,495,496	325,204
Health and Personal Care Stores-446	\$ 14,306,840	\$ 16,126,177	1,819,337
Pharmacies and Drug Stores-44611	\$ 13,489,812	\$ 13,273,305	(216,507)
Gasoline Stations With Conv Stores-44711	\$ 37,597,427	\$ 16,710,736	(20,886,691)
Clothing and Clothing Accessories Stores-448	\$ 1,015,710	\$ 14,675,909	13,660,199
Men's Clothing Stores-44811	\$ -	\$ 1,094,330	1,094,330
Women's Clothing Stores-44812	\$ -	\$ 3,124,230	3,124,230
Childrens, Infants Clothing Stores-44813	\$ -	\$ 434,205	434,205
Family Clothing Stores-44814	\$ 234,012	\$ 4,614,682	4,380,670
Clothing Accessories Stores-44815	\$ 4,639	\$ 268,278	263,639
Shoe Stores-4482	\$ -	\$ 1,960,218	1,960,218
Jewelry Stores-44831	\$ 753,807	\$ 2,203,830	1,450,023
Luggage and Leather Goods Stores-44832	\$ -	\$ 193,995	193,995
Sporting Goods Stores-45111	\$ 394,089	\$ 2,145,963	1,751,874
Hobby, Toys and Games Stores-45112	\$ 626,502	\$ 1,478,689	852,187
Sew/Needlework/Piece Goods Stores-45113	\$ 173,033	\$ 412,588	239,555
Book Stores-451211	\$ -	\$ 1,108,736	1,108,736
Department Stores Excl Leased Depts-4521	\$ 4,095,844	\$ 26,895,135	22,799,291
Other General Merchandise Stores-4529	\$ -	\$ 12,303,695	12,303,695
Florists-4531	\$ 83,362	\$ 1,105,199	1,021,837
Office Supplies and Stationery Stores-45321	\$ -	\$ 1,607,770	1,607,770
Gift, Novelty and Souvenir Stores-45322	\$ 120,432	\$ 2,041,573	1,921,141
Used Merchandise Stores-4533	\$ 267,130	\$ 862,915	595,785
Full-Service Restaurants-7221	\$ 5,209,089	\$ 10,715,626	5,506,537
Limited-Service Eating Places-7222	\$ 9,446,401	\$ 11,214,567	1,768,166
Drinking Places -Alcoholic Beverages-7224	\$ -	\$ 2,113,663	2,113,663

Table 1: Retail Leakage Analysis, Source: Arnett Muldrow & Associates, Claritas Inc.

Chapin cannot reasonably expect to capture all of the leaking sales from retail categories however, so we must look at a potential capture scenario that might illustrate the potential for additional downtown retail should some of the lost revenues be captured.

The table below illustrates the new or expanded retail space that could be supported in Chapin by capturing these sales under a scenario where 20% of leakage from the study area is captured. The table shows only those categories with capture possibilities. The sales per square foot for retail store types have been obtained from *Dollars and Cents of Shopping Centers*, published by the Urban Land Institute.

Retail Stores	Gap/Surplus	20% Capture Scenario	Sales per Sq. Ft.	Potential Capture
Total Retail Sales	\$ 173,614,471	\$ 34,722,894		137688
Furniture Stores	\$ 3,535,934	\$ 707,187	\$ 141.84	4986
Building Material and Supply Dealers	\$ 13,064,462	\$ 2,612,892	\$ 142.38	18352
Grocery Stores	\$ 21,547,607	\$ 4,309,521	\$ 371.79	11591
Clothing and Clothing Accessories Stores	\$ 13,660,199	\$ 2,732,040	\$ 164.60	16598
Shoe Stores	\$ 1,960,218	\$ 392,044	\$ 158.81	2469
Jewelry Stores	\$ 1,450,023	\$ 290,005	\$ 263.92	1099
Sporting Goods Stores	\$ 1,751,874	\$ 350,375	\$ 153.46	2283
Book Stores	\$ 1,108,736	\$ 221,747	\$ 161.16	1376
Department Stores Excl Leased Depts	\$ 22,799,291	\$ 4,559,858	\$ 133.90	34054
Other General Merchandise Stores	\$ 12,303,695	\$ 2,460,739	\$ 133.90	18377
Florists	\$ 1,021,837	\$ 204,367	\$ 149.82	1364
Gift, Novelty and Souvenir Stores	\$ 1,921,141	\$ 384,228	\$ 168.55	2280
Foodservice and Drinking Places	\$ 11,403,454	\$ 2,280,691	\$ 201.63	11311
Drinking Places -Alcoholic Beverages	\$ 2,113,663	\$ 422,733	\$ 88.07	4800

Table 2: 20% Capture Scenario. Source: Arnett Muldrow & Associates, Claritas Inc., Urban Land Institute

Conclusions of the Retail Leakage Analysis

- Leakage occurs in almost every retail category. Because of its proximity, Harbison is likely absorbing most of these dollars leaking out of the community.

- Based on the previous scenario table however, the Chapin area could support 137,688 s.f. of additional retail space. This is only based on the study area zip codes and does not relate to an actual trade area as explained earlier in this report. Clearly, certain store types can be supported such as:

- Clothing and Clothing Accessory Stores (16,598)
- Restaurants (11,311)
- Grocery (11,591)
- Building Materials & supply (18,352)
- Furniture Stores (4,986)
- Shoe Stores (2469)
- General Merchandising (18,377)

- Additionally, several other demand indicators might help existing businesses expand their merchandise mix to attract shoppers who are otherwise going somewhere else to buy these products.
- There is currently little supply in the Chapin market which is a significant reason for the large amount of leakage. However, the magnet effect of Harbison cannot be understated and will continue to be a challenge as Chapin tries to position itself within the larger market.
- Because of this, Chapin should not attempt to compete with Harbison, but rather should begin recruiting complementary businesses, many of which are shown as opportunities in the leakage analysis. For instance, the data shows demand for a certain amount of restaurant space. Rather than recruit a chain restaurant like those found at Harbison (Applebee's, Outback, Olive Garden), it should focus its efforts on individually owned restaurants with a broader appeal as an alternative to chain dining. Newberry has done an excellent job of this with its fine dining establishments located downtown. Another example would be rather than looking for a women's clothing store like a Talbot's or other chain, it could seek an "mom-and-pop" establishment with more of a regional draw, much like Mae's in Lexington and Batesburg.
- Finally, and most importantly, the data shows conclusively that residents in the Chapin market are leaving the community to spend their retail dollars. While some of this is due to the lack of supporting retail in the growing community, it also points to the fact Chapin's downtown and surrounding retail is not currently relevant to its residents. Therefore, Chapin must focus initial efforts on making a connection to the existing market, promoting community retail, encouraging activity in the downtown core, and otherwise cultivating a retail environment that serves the needs of the local residents. This also enhances the quality of life of the area and continues to make Chapin attractive for additional residential growth.

Marketing Recommendations

The market analysis coupled with public input guided the creation of graphic design elements that capture the unique assets and identity of Chapin. The resultant conceptual graphic design collateral shown herein may be used to guide both an internal and external marketing campaign on the part of the Town.



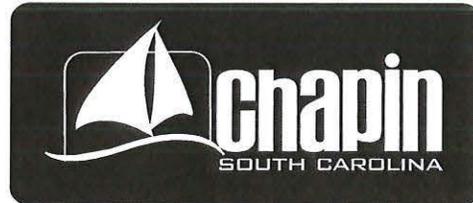
word type logo



icon



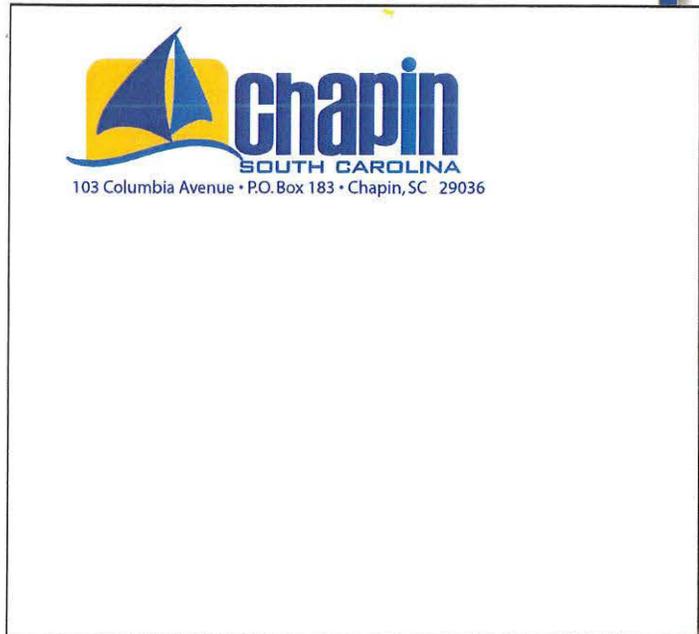
one color reverse logo



black reverse logo

The Brand

The Chapin logo and brand is made up of four elements, giving the town the tools they need to broadcast their branding in any situation. The colors were inspired by the Chapin High School colors, along with a yellow accent to make things pop. The imagery of the sails and water are abstract, allowing some flexibility, and still positions Chapin as the lake's village. At the top of the page is the primary logo, which is horizontal. Then we show a vertical logo, a word type, and an icon. The Brand also works well in one color and black and white, for uses such as faxes and photocopied flyers.



Stationary

Using the brand in official stationary is a nice way to project your brand through official correspondence.



Main Full Color Logo



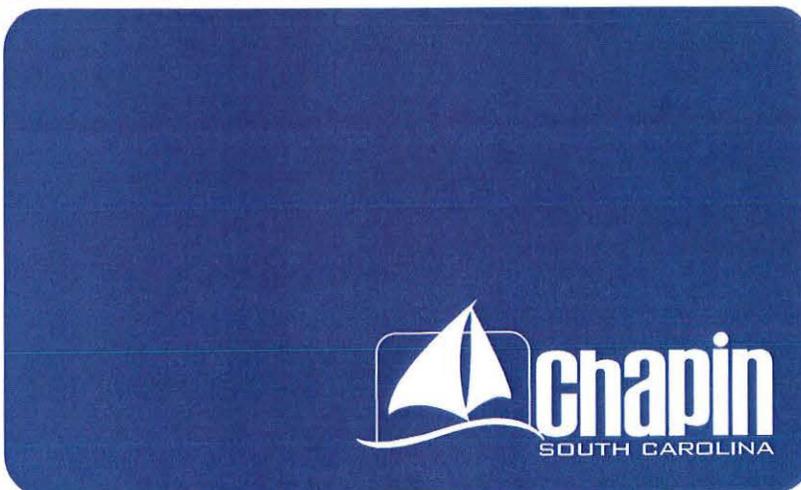
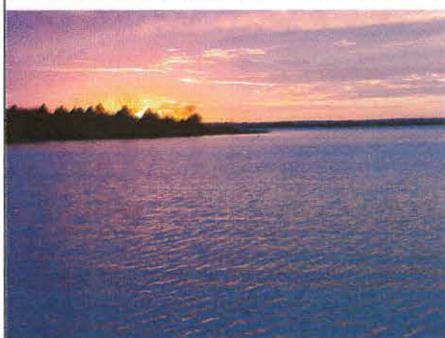
Brand Extension

All of these logos show how the events and groups in town can be connected with the brand. Font, color, and style can each be used to make a connection with the overall identity.



Business Recruitment

Create a polished cover for new business recruitment and list available properties and businesses needed to nurture your retail mix.





CALENDAR OF EVENTS

2006



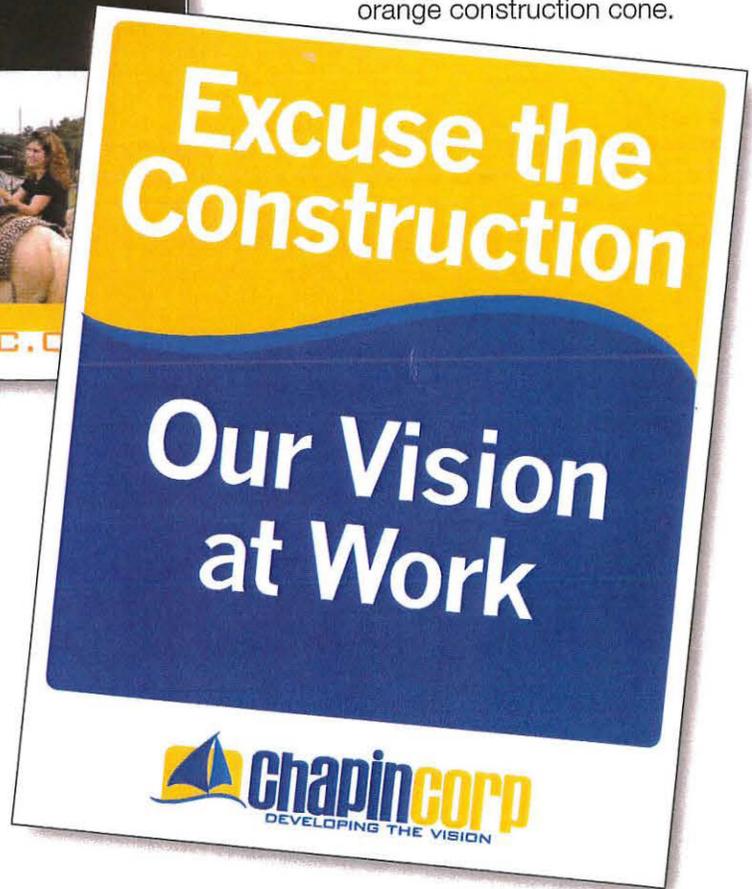
WWW.CHAPINSC.COM

Calendar

One of the strongest assets in the community is the vast array of events that are programmed for the family. A year-long calendar of events publication could be vitally important in connecting the incoming residents with their new hometown. We recommend having a community event planning summit once a year to plan the schedule of the main events in town and create the content for this publication.

Vision Sign

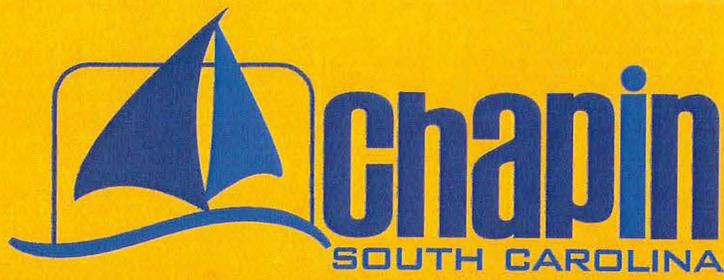
It is amazing the impact of spinning construction into an action connected with your vision. This sign could be put at construction sites to spin the typical orange construction cone.





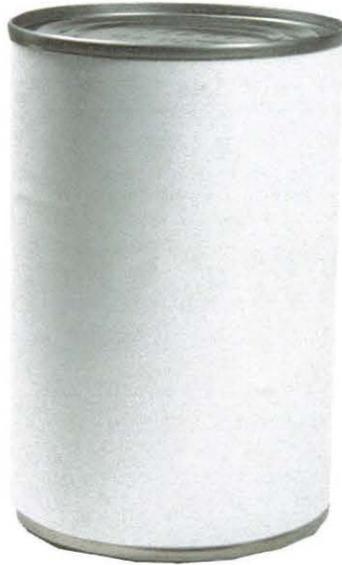
Wayfinding System

Signage can help provide a seamless experience to pedestrians and vehicular traffic. From left to right, we have street banners, which use the colors of the brand. Monument signs denote arrival at individual destinations in town. Trailblazers are signs that carry drivers through the district and lead them to one of three major attractions in town. And parking signs, which are so very important to any downtown area. Parking signs help tell travelers where to park and set expectations that help expand the distance that someone is willing to walk.



Promotions

One of the easiest ways to promote your brand is through getting it to the public. Whether it is a Boat Flag (top), a window decal (left) or a canvas shopping bag (right), it gives the people who live in Chapin a way to show their community pride.



No Labels. Just Compassion.

The We Care food bank helps over 600 families every month to stay healthy. The We Care food bank helps over 600 families every month to stay healthy. The We Care food bank helps over 600 families every month to stay healthy. The We Care food bank helps over 600 families every month to stay healthy. The We Care food bank helps over 600 families every month to stay healthy. The We Care food bank helps over 600 families every month to stay healthy.





You call it a bus. We call it a second chance.

The We Care food bank helps over 600 familys every month to stay healthy. The We Care food bank helps over 600 familys every month to stay healthy. The We Care food bank helps over 600 familys every month to stay healthy. The We Care food bank helps over 600 familys every month to stay healthy. The We Care food bank helps over 600 familys every month to stay healthy. The We Care food bank helps over 600 familys every month to stay healthy.



Celebrate in Chapin

September 1-3, 2006

labor day
5K

labor day
PARADE

arts & labor day
crafts

Design Recommendations

1. Concept Plan for the Greater Chapin Area

Introduction

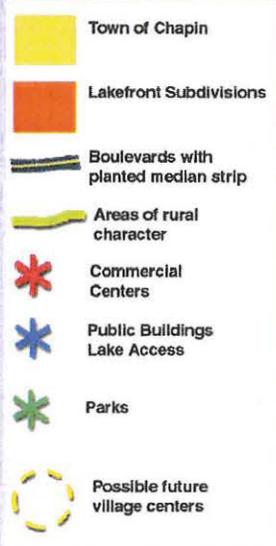
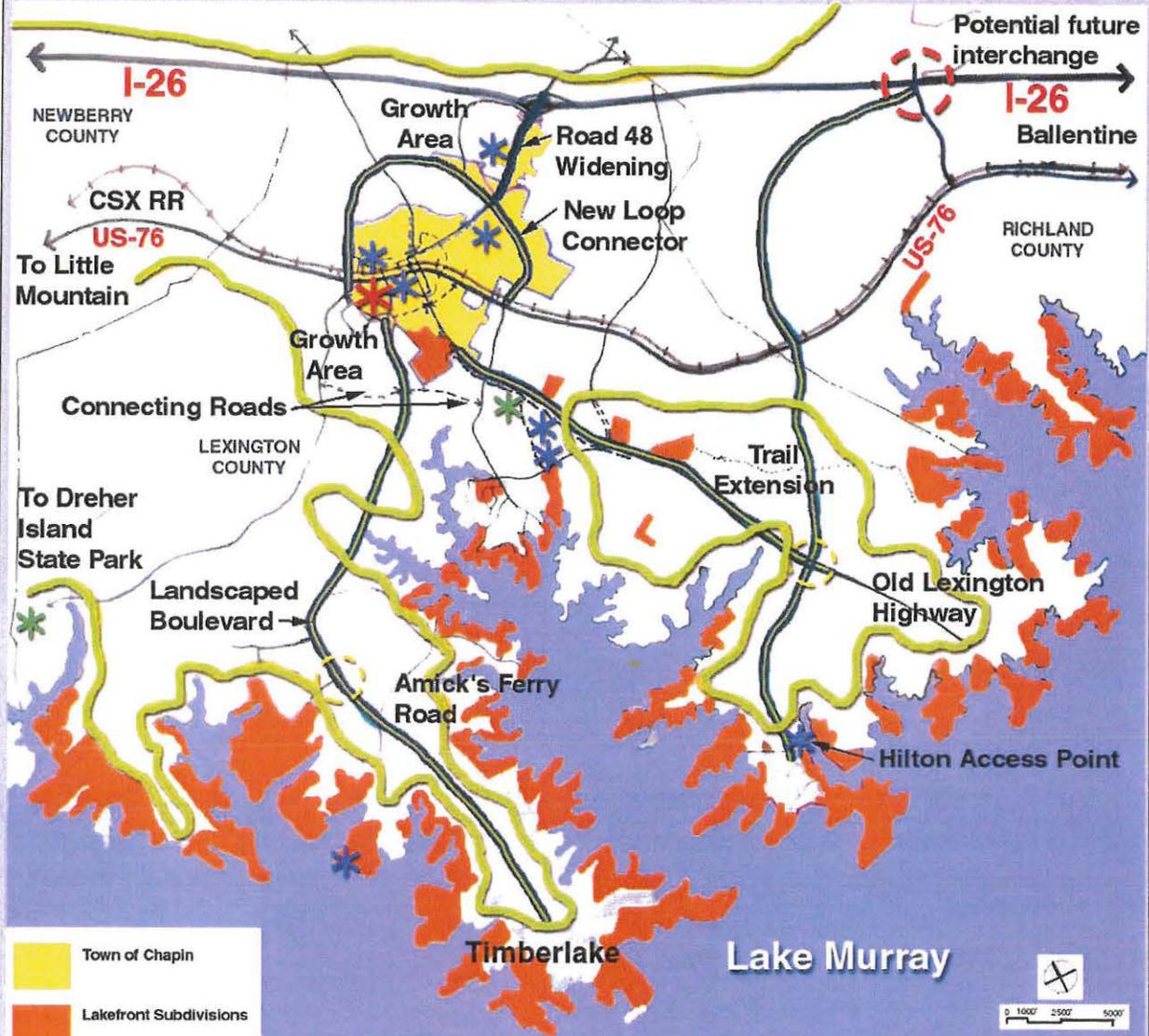
The town of Chapin began as a railroad stop on the Columbia, Newberry, and Laurens Railroad. It served rich agricultural lands along the Saluda River and was connected by road to the county seat at Lexington.

The construction of Lake Murray Dam in the 1920's dramatically changed Chapin. The old road and bridge were abandoned and today lie at the bottom of the lake. Much of the rich agricultural land was flooded, and the town languished.

With the construction of I-26 and I-126, the City of Columbia began to expand outward along the new highway. With improved access to city jobs, developers created subdivisions along the lakeshore. The most popular sites were the points that jutted out into the lake, though some lots were developed along the numerous inlets as well. Projects ranged from substantial resorts such as Timberlake to small informal clusters of modest homes. They house retirees as well as people still commuting to work. The population of the greater Chapin area climbed dramatically.



GREATER CHAPIN AREA CONCEPT PLAN



PLAN CONCEPTS

- * Boulevards with planted medians lead to the lakeshore
- * Pedestrian and bicycle trails extend outward from the Town Center and Crooked Creek Park
- * The rural character of the landscape is preserved through open space subdivisions and conservation easements
- * New connecting roads reduce congestion downtown
- * Public access areas to the lake are enhanced
- * A future interchange is added along I-26

Plan by Robert W. Bainbridge
 South Carolina Design Arts Partnership
 Clemson Institute for Economic and Community Development
 Logo by Ben Muldrow, Arnett-Muldrow Associates

Today, most of the prime lakefront properties are developed. Most recent developments are more modestly priced homes on interior sites not fronting on the water. Growth pressure from Columbia is pushing out past Irmo to Chapin to create ever-expanding bedroom neighborhoods.

Rapid development puts severe stress on the area infrastructure. Roads leading from the Town of Chapin to the remote lakefront are severely congested, as is Road 48/Columbia Avenue from the Town Center to the Interstate. The lack of connecting roads leads to traffic jams at key intersections near downtown.



The Irmo-Chapin Recreation Commission has developed a strong center at Crooked Creek Park, but for people who do not live on the lake, access to the lake is limited to three poorly developed boat ramps. While there are many people who walk and ride bicycles, there are few trails and riding along the highways is not safe.

The beautiful character of the rural landscape is also threatened by new growth and will need to be protected in the future.

Plan Concepts

Roadway Improvements

The widening of Road 48/Columbia Avenue is a high-priority project. Transportation planning consultants at Parsons-Brinckerhoff recognize the need for the widening and realize that it can be accomplished as far as Chapin High School, but it would do serious harm to community character if the highway were widened into the town center along Columbia Avenue. As a result, new roads will need to be built to divert the traffic near this point.

The plan developed through the charrette includes a loop connector that would connect from near the Chamber of Commerce office to Murray Lindler Avenue at US-76. This road would provide easy access to Crooked Creek Park, the elementary and middle schools, and lakefront developments southeast of Chapin. It is recommended that it be built as a two-lane road but with a right-of-way wide enough to accommodate two additional lanes and a planted median in the future.

From the intersection of the new loop with Road 48, the boulevard would extend as a loop around the north side of town to a connection with St. Peter's Church Road. If possible, this loop should have a bridge over the CSX railroad tracks. Portions of the loop can be developed in conjunction with, or as part of, new residential development in the area.

To reduce congestion on the two major roads to the lakeshore -- Amicks Ferry Road and Old Lexington Highway -- it is recommended that they be planned for expansion by construction of new two-lane roads separated from the existing roads by a planted median. The median should be twenty to forty feet wide, and could accommodate a bicycle and pedestrian trail.

Building new connecting roads south of the center of town can reduce congestion at the intersections of Chapin Avenue (US-76) with Amicks Ferry Road and Old Lexington highway. These roads could be built as part of new subdivision developments. An extension to St. Peter's Church Road would also help.

The need to plan for the new road connections is urgent, as it is extremely expensive or impossible to build the roads after the area has been developed.

A final improvement that could help reduce congestion would be the development of a new interchange on I-26 between Chapin and Ballentine. At six miles, this is the longest segment of I-26 between Columbia and Spartanburg without an interchange. If placed to tie in with Hilton Road, the interchange would provide an alternate route to developments on the lower part of Old Lexington Highway.



Preservation of Rural Character

In the last few years there have been more subdivisions developed on parcels that do not have lake access. At the same time, commercial development is pushing out from town, especially along Amicks Ferry Road. The combined trends could rapidly begin to erode the rural quality of the Greater Chapin Area.

The two principal techniques for protecting rural land are open space subdivisions and conservation easements. Randall Arendt has described the use of cluster subdivisions to preserve rural character in his books *Rural by Design* and *Designing Conservation Subdivisions*. Lexington County could support the process by ensuring that zoning ordinances both allow and encourage this approach.

Land Trusts across South Carolina are using conservation easements to protect wilderness areas and areas of biological diversity across the state. At the national level, America's Farmland Trust specifically focuses on agricultural properties. Tax deductions or tax credits provide an incentive to property owners to protect all or part of their land from development.



Lakefront Access

With more subdivisions underway on inland sites, the issue of public access to Lake Murray is growing in importance. SCE&G provides public access at three points in the Greater Chapin Area, but all sites are poorly cared for and have limited facilities. The status of the company's commitment to the public access points is on hold during current discussions concerning re-licensing of the Lake Murray Dam. The Irmo-Chapin Recreation Commission is in an excellent position to work with SCE&G on improvement of the existing access points as high quality public parks with picnic facilities, restrooms, playgrounds, and possibly picnic shelters.



Pedestrian and Bicycle Trails

Pedestrian and bicycle use outside of established subdivisions and the Town of Chapin, are both difficult and dangerous. Even now, however, people do walk and ride bicycles along the edge of busy highways. A connected network of sidewalks and trails could encourage higher utilization.

The Town of Chapin plans to build sidewalks from the Town Center toward Crooked Creek Park. The park, in turn, is already connected to the Middle School and Elementary School, forming the hub of a regional system. Sidewalk and streetscape improvements along Columbia Avenue can play the same role in connecting with Chapin High School.

The boulevards to the lake discussed earlier offer the best prospect for improving access along Amicks Ferry Road and Old Lexington Highway to the lakefront communities. To the east, a route along Old Bush River Road and Indian Trail could take advantage of roads with a lower level of traffic.

Future Village Centers

With large populations at the lakeshore facing a long drive to commercial areas in town, there will be increasing pressure for the development of outlying convenience retail businesses. Rather than scattering the businesses along the side of the road, they should be encouraged to cluster to form new village centers. The locations shown include one along Amicks Ferry Road and another at the intersection of Old Lexington Highway and Old Hilton Road. The buildings, especially gas station/convenience stores should be encouraged to use architectural designs that are compatible with historic regional styles and materials.

2. Concept Plan for the Central Area & Road 48 Corridor

Introduction

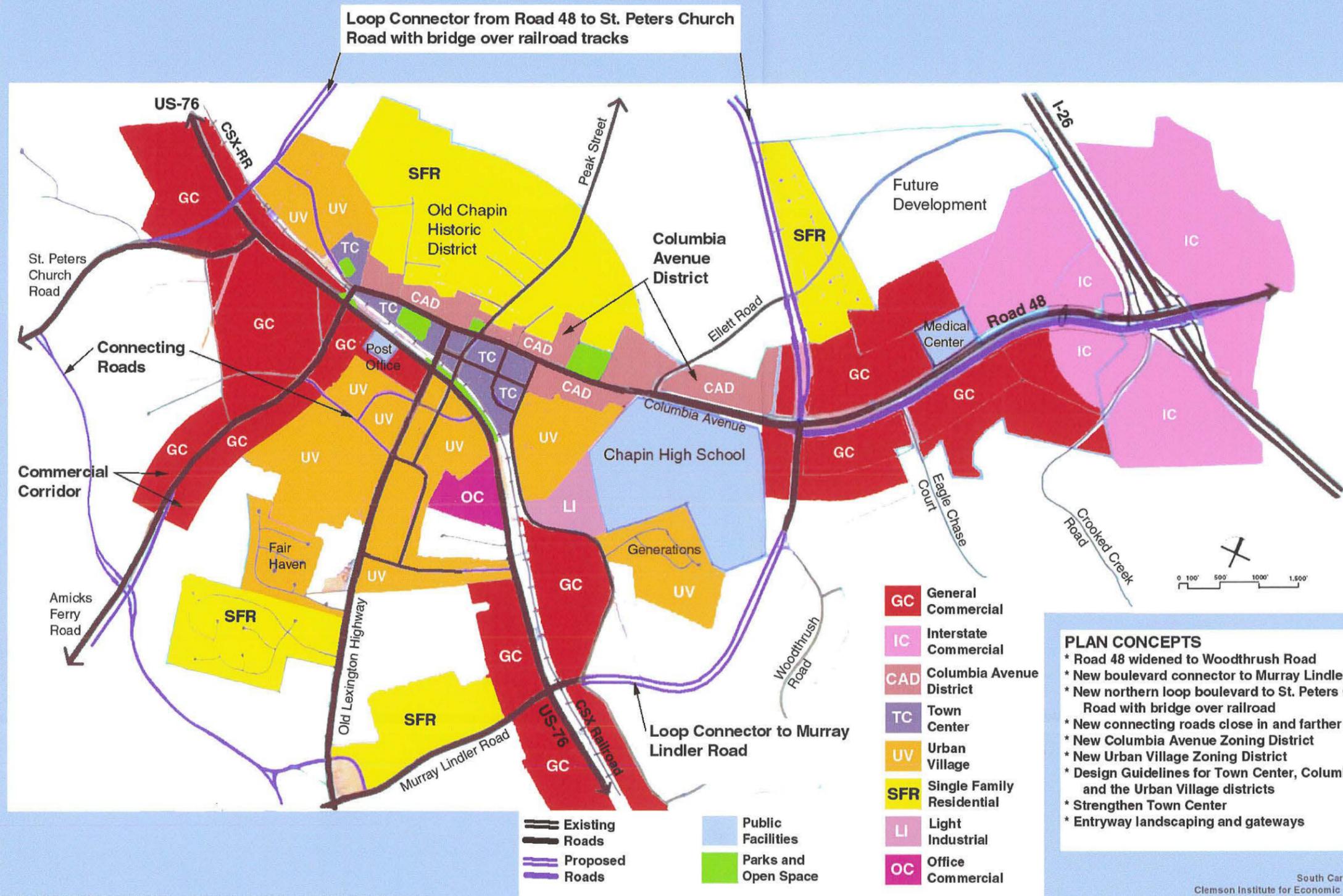
When Chapin was a small country town, Columbia Avenue / Road 48 carried modest traffic. With the development of I-26 and growth along the lakeshore, the route has become the lifeline to Chapin. Traffic has increased dramatically, and the existing two-lane road is insufficient. Widening is already being planned. Increased accessibility is already stimulating new commercial development along the route, and more is anticipated in the future.

The existing downtown needs to expand to become a true town center. The one central block of Beaufort Street is not sufficient to create a viable retail district. In-town residential development would help strengthen retail prospects.

To be competitive, the Town of Chapin must preserve its character, including Beaufort Street, Carolina Avenue, and the Old Chapin residential district. New buildings will come, but without design guidelines the result could be a hodgepodge of projects more appropriate to suburban strip development than to a thriving downtown.



CENTRAL AREA AND ROAD 48 CORRIDOR PLAN

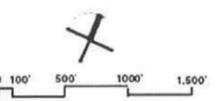


- GC** General Commercial
- IC** Interstate Commercial
- CAD** Columbia Avenue District
- TC** Town Center
- UV** Urban Village
- SFR** Single Family Residential
- LI** Light Industrial
- OC** Office Commercial

- Existing Roads
- Proposed Roads
- Public Facilities
- Parks and Open Space

PLAN CONCEPTS

- * Road 48 widened to Woodthrush Road
- * New boulevard connector to Murray Lindler Boulevard
- * New northern loop boulevard to St. Peters Church Road with bridge over railroad
- * New connecting roads close in and farther south
- * New Columbia Avenue Zoning District
- * New Urban Village Zoning District
- * Design Guidelines for Town Center, Columbia Avenue, and the Urban Village districts
- * Strengthen Town Center
- * Entryway landscaping and gateways



Plan by Robert W. Bainbridge
 South Carolina Design Arts Partnership
 Clemson Institute for Economic and Community Development
 Logo by Ben Muldrow, Arsen-Muldrow Associates

Plan Concepts

Roadway Improvements

Road 48 should be widened to five lanes from the Interstate to Woodthrush Road. Wherever possible the center lane should be developed as a landscaped median rather than a continuous turn “suicide lane.” To divert traffic at that intersection, the top priority is a new connection to Murray Lindler Road that would allow lakeside residents to travel to and from their homes without going through downtown. The new street should be built initially as a two-lane road, but with a right-of-way 100 feet wide to allow for two additional lanes and a planted median.

From the intersection of the new loop with Road 48, the boulevard would extend as a loop around the north side of town to a connection with St. Peter’s Church Road. If possible, this loop should have a bridge over the CSX railroad tracks. Portions of the loop can be developed in conjunction with, or as part of, new residential development in the area.

Building new connections south of the center of town can reduce congestion at the intersections of Chapin Avenue (US-76) with Amicks Ferry Road and Old Lexington highway. One set of connections should be close to town, while a second set of connecting roads can be farther out. These roads can be built as part of new subdivision developments. The most important connections are between Old Lexington Highway and Amicks Ferry Road, but an extension to St. Peter’s Church road would also help.

The need to plan for the new road connections is urgent, as it is extremely expensive or impossible to build the roads after the area has been developed.



New Zoning Districts and Design Overlay Districts

To recognize and protect the character of Chapin, two new zoning districts are proposed. The Columbia Avenue District highlights the unique character of the main road into Chapin. Old houses converted to commercial uses dominate the street. It has a strong rhythm of buildings and a sense of scale. Most roofs have gables, and flat-roofed structures take away from the character. Materials include brick and wood siding. Buildings are set back from the street, but not too far, and do not generally have front parking lots. The Columbia Avenue District would extend from the High School to the Community Theater building, and would adjoin the Town Center District.

The proposed Urban Village District would encourage dense residential development within walking distance of downtown. It could include a combination of single-family homes on small lots and apartments or condominiums above retail shops. The Urban Village District starts next to the Town Center, and is connected by walkable streets to shops and eating places in downtown.

The Town Center District should have design review and design guidelines as well. Upper floor residential units would increase support for downtown retail shops and would help provide “eyes on the street” to increase security. More detailed plans for the town center and urban village are shown in the following section of this report.



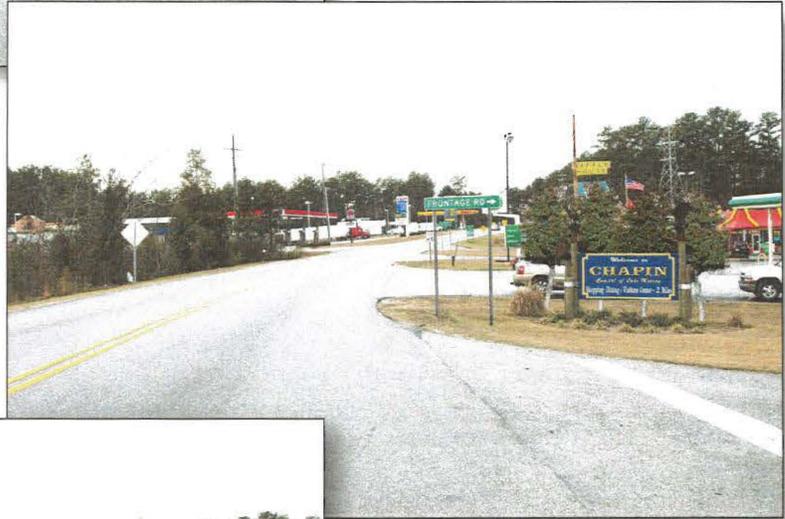
Entryway Landscaping and Gateways

Chapin pioneered the “Adopt-an-Interchange” beautification program in the state, and has installed entryway signs on Road 48 and US-76 towards Newberry. The most immediate challenges are on US-76 (Chapin Avenue) along the railroad track. Landscaped areas should be designed and implemented at the intersection with Columbia Avenue/Amicks Ferry Road and in the section between Old Lexington Highway and Clark Street. A park could be developed between the road and the railroad line extending two blocks further to the east.

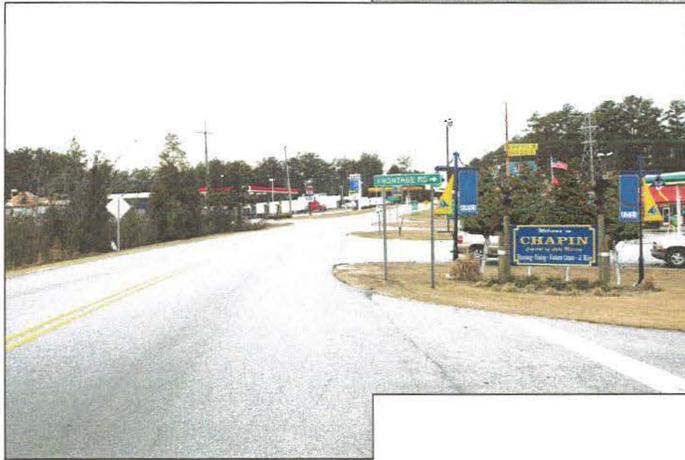
Existing signs could be enhanced by backdrop plantings of hollies or other evergreen shrubs so that the signs will stand out from the clutter. These design recommendations are illustrated in photographic before-and-after renderings on the following page.



Existing Conditions



Proposed Conditions 1: Existing sign with landscape backdrop to distinguish sign from surrounding visual clutter.



Proposed Conditions 2: Same as #1, but add vintage light poles and banner system to match proposed streetscape treatments in the Town Center area.



Proposed Conditions 3: Same as #2, but add the new marketing logo as the panel sign. This new color scheme is brighter, more contemporary, and far easier to read.

3. Concept Plan for the Town Center

Introduction

Downtown Chapin consists principally of one block of Beaufort Street that grew up near the railroad depot. Few buildings were required to meet the needs of the town residents and surrounding farms. The depot was central to the town, but has since been moved to a rural site off St. Peters Church Road.

Houses were strung out along Columbia Avenue and on small streets to the north side of town, with others extending along Old Lexington Highway. Mt. Horeb Lutheran Church served the original German settlers in the Saxe-Gotha district, and still has a commanding presence in the Town Center area.

As US-76 became a major highway linking Columbia with the Upstate, new commercial buildings were built along the highway. More recently, shopping centers with grocery stores emerged near Chapin Avenue and Amicks Ferry Road. Commercial activity in downtown declined while traffic became more congested.

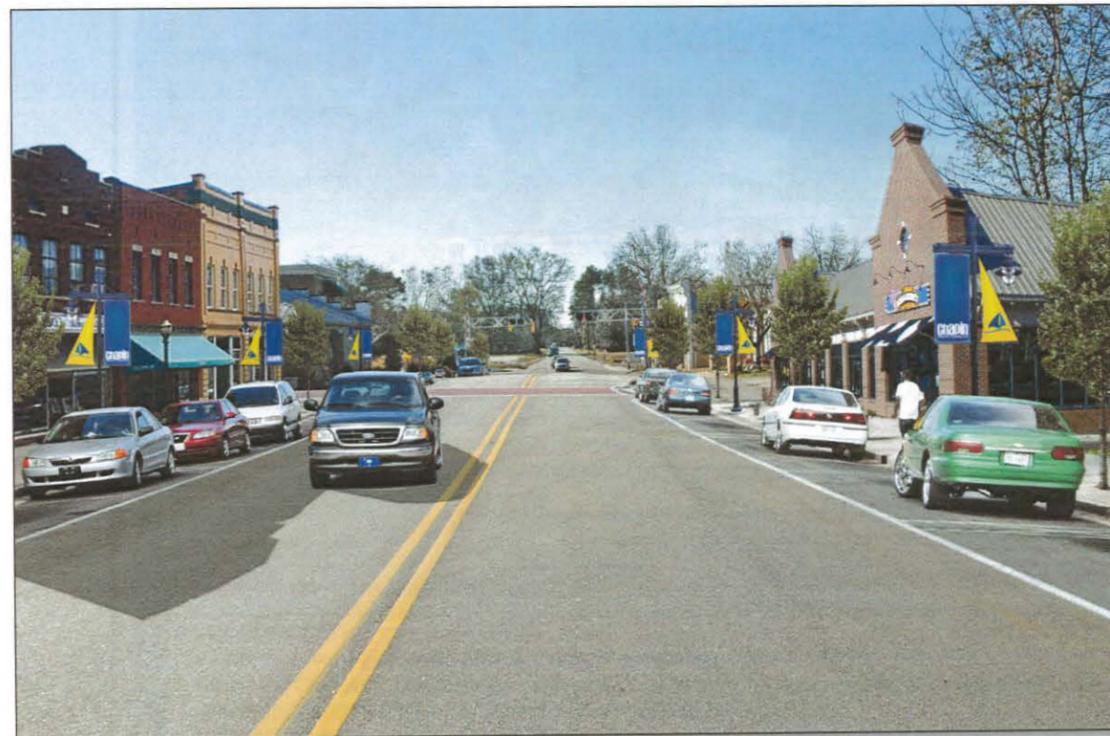
To deal with decline, the Town of Chapin encouraged development of a new block of two-story buildings on the south side of Beaufort Street and installed streetscape improvements. The resulting district is attractive, but is too small to support an active retail district.

Lexington Avenue, Clark Street, and Amicks Ferry Road all cross the railroad line. The crossings are signalized, but are not friendly for pedestrians. Sidewalks and striped bike lanes follow Columbia Avenue toward the high school, but they are neither safe nor attractive.

On the following page the design team illustrated pedestrian friendly streetscape treatments that could be utilized in the Town Center area, particularly Lexington Avenue and Clark Street. These conceptual recommendations are represented in photographic before-and-after renderings.



Existing Conditions: Along Lexington Avenue which is prototypical of Clark Street as well. Design issues to be addressed: lane widths that are too wide, no delineation of roadway edges with commensurate sidewalks, no street wall established by alignments of buildings, "gap-tooth" appearance due to lack of infill construction, and unattractive appearance of overhead utility lines.



Proposed Conditions: Treatments shown here on Lexington Avenue are representative of similar treatments recommended for Clark Street. Features shown herein include: narrowed lane widths, parallel parking to increase parking opportunities and pedestrian safety by segregating them from automobile traffic, clearly delineated sidewalks, new construction to infill "gaps" and maintain a consistent setback to form a "street wall," clearly delineated crosswalks for pedestrians, bury overhead utilities in favor of vintage light poles and banners, and adding street trees to soften the edges.

Chapin

ing Arts Center provides community theater and other programming. A forested park with a restored depot is provided next to the depot. The depot is restored as a new building along Old Lexington Highway to increase facade quality and make walking more enjoyable.

New Plaza and Landmark structure at Peak Street and Columbia Avenue. Intersection re-aligned to connect Peak and Clark Streets. New retail buildings with apartments above.

Typical Mast-arm Traffic Signal

New residential units along a new street add energy to the Town Center. More public parking off Beaufort St.

New park and picnic area between Chapin Avenue and the railroad with intersection improvements at Clark Street and Old Lexington Highway

New Urban Village residences on small lots with walking paths and sidewalks to Town Center shops. Alleys give rear access to garages and services.

Plan by Robert W. Bainbridge
South Carolina Design Arts Professionals
Division Institute for Economic and Community Development
Light by Bob Madsen, Acorn Madsen Associates



Plan Concepts

Expanded Retail District

The plan suggests several new buildings along Clark Street that could help attract more restaurants and shops. The buildings could be two or three stories with apartments or condominiums above the stores. The residents would patronize businesses, increase security, and watch out for nuisances like litter. The development could be encouraged by streetscape improvements along the street. These design recommendations are illustrated in photographic before-and-after renderings on the following page.

Wachovia is currently an active business, but it has a suburban style building on a key site. If Wachovia were to relocate, redevelopment of the site as new stores and condominiums would be a top priority.

Town buildings along Lexington Avenue are functional but contribute little to downtown activity. If the uses can be relocated, the buildings can be renovated or replaced with new shops with residences above. The fire department building can be expanded to the street with new shops or with covered porches. Both Lexington Avenue and Clark Street should have streetscape improvements.

A new municipal parking lot one block east of Clark Street and the parking area for the proposed new Performing Arts Center provide additional parking. The suggested building on Clark Street also has a rear parking lot, and both Clark Street and Lexington Avenue should have on-street parking.

The overall goal of retail development is to reach a critical mass of interesting restaurants and shops that would make downtown a destination attraction. The downtown should be pedestrian-friendly to encourage walking rather than driving.



Existing Conditions: Along Columbia Avenue. Design issues to be addressed: no delineation of roadway edges with segregated sidewalks, no street wall established by alignments of buildings, “gap-tooth” appearance due to lack of infill construction, and unattractive appearance of overhead utility lines.



Proposed Conditions: Treatments shown herein include: clearly delineated and automobile-segregated sidewalks, new retail construction to serve as a retail catalyst in the Town Center core area, clearly delineated crosswalks for pedestrians, buried overhead utilities in favor of vintage light poles and banners, and adding street trees to soften the edges, signalized intersection to promote turning onto Clark Street in addition to Lexington Avenue, vertical tower element to terminate the Clark Street view corridor and foreshadow arrival into the Town Center retail area when traveling into town along Columbia Avenue.



Parks and Public Facilities

Comments from public input sessions indicated a strong demand for additional parks and playgrounds in Chapin. The Town Center plan includes four distinctively different park settings.

Farthest west is the Town Green where the Town Hall parking lot is today. This formal open space would unite the Town Hall, Community Theater building, and the Alternative School. It would be visible as visitors come up Amicks Ferry Road across the railroad tracks and as a terminus point for Columbia Avenue. Public art or a landmark could help highlight this location. The complex could continue to house the Town Hall, but the site is not big enough or convenient enough for the police and fire departments. The Community Theater can be renovated to add bathrooms and provide a new entry onto the Town Green. It could be used for community meetings and other events. An expanded library should be connected to the Green by attractive pedestrian walkways.

These design recommendations are illustrated in photographic before-and-after renderings on the following page.



Existing Conditions: *The municipal buildings seem hidden away from public view and access. Moreover, the architectural style of the Town Hall building suffers from a lack of creativity and attractiveness. Take advantage of the need for congregating municipal services in a single location to create a unified campus as shown below.*



Proposed Conditions: *Create a Town Green terminus park at the west end of the Town Center area. Design recommendations include: announcing arrival to the Municipal Campus with public art --perhaps a sculpture of a founding father as illustrated, create a forecourt gathering plaza for the community theater, build a new Town Hall that is more architecturally appropriate and set back from its current location to create a Town Square/Green bordered by the Alternative School and Community Theater. Add vintage lights and banners to promote night time safety and to inject color and vitality into the space.*

In the triangle bounded by Columbia Avenue, Lexington Avenue, and the railroad there is a forested section of wet, low-lying land. This site can be developed as a forested park with pleasant walking trails. These design recommendations are illustrated in photographic before-and-after renderings on the following page. It is also large enough to contain a substantial parking lot for the proposed Performing Arts Center and downtown retail shops. The proposed Arts Center would house Community Theater performances as well as having gallery space and offices for arts organizations. The front plaza at the corner of Columbia Avenue and Lexington Avenue would be a fine gathering space for evening events.

At the key intersection of Columbia Avenue and Peak and Clark Streets, a new plaza is proposed with a signature feature such as a clock tower or bell tower. (See Page 47)

Between Chapin Avenue (US-76) and the railroad a linear park is proposed that would run from Lexington Avenue to the east. This would provide an entryway gateway to downtown, and could include a small picnic area. Coordinated signage would help improve the current clutter at the intersections.

New Housing Options

New housing includes urban village homes on small lots and apartments or condominiums above retail shops. Downtown housing can play a strong role in revitalization by increasing sidewalk life, giving downtown 24-hour a day vitality, and increasing the sense of security and cleanliness. The town government



should implement proper zoning, encourage developers to build the housing, and assist in land assembly if necessary.



Existing Conditions: The low-lying land leading from the proposed Town Green to Lexington Avenue is basically undeveloped. As a result it could easily accommodate a pleasing walking trail system to connect the various uses existing and proposed for Town Center. It could also support a moderate number of parking spaces.



Proposed Conditions: Create a walking trail system that connects key elements of the Town Center plan. Some potential opportunities for inclusion in the trail system could include: regular rest stops with benches and trash receptacles, regular stops with amenities such as swings, public art/sculpture from local artists at regular intervals along the trail, vintage lights and banners to light the trail for safety at night, the relocation of the old train depot as a museum/visitor's center for the downtown area, and a retention pond to catch all the low-lying run-off with a water feature to animate this amenity.

Implementation Strategies

Pursuit of the agenda suggested by this report will be long and complex. It is important to make sure the first few steps are successful. Critical to the success of this endeavor is the creation of an organizational framework that recognizes the long term nature of the effort and assures representation of major stakeholders.

Recommendation No. 1: Organization

Establish the “Chapin 2020” Committee

- A. Function – to guide, support and facilitate the agenda set forth by this report. To meet on a regular basis with the Lexington and Richland County planning agencies and other regulatory bodies that impact Chapin to keep before them the Chapin vision and values. To be the “keeper” of the vision and the Covenant. Become the “repository” for knowledge and information on the implications of growth for Chapin and the options available to the community to manage growth.
- B. Composition – Existing Charrette Steering Committee as a base with additional representation from the Chapin Endowment, The Chamber, the faith community, town government, COG and residents.
- C. Work with the Clemson Institute for Economic and Community Development to identify resources and expertise necessary for this effort.

Recommendation No. 2: Zoning

Enroll Chapin Zoning Board in annual training program provided by the Municipal Association of South Carolina.

Consider the adoption of the new zoning designations and zoning map included & described in the report.

Recommendation No. 3: Design/Development Review

- A. Create a “Design Review Commission” with the following functions: Become knowledgeable concerning “form based zoning”.
- B. Review proposed developments for conformity.
- C. Recommend action to the Town and the County Planning Board.

Note: This Commission can be either advisory or regulatory.

Recommendation No. 4: Collaborative Business Recruitment

Explore a cooperative relationship with Newberry County relative to industrial development targeting information age companies.

Recommendation No. 5: Long-Range Master Plan

At some point consider following this study with a detailed master plan which allows for the further development of the concepts expressed in this report. Such a plan would include specific development initiatives, cost estimates and prioritized implementation time lines.

Recommendation No. 6: Staffing

At some point consider hiring a town planner.

Recommendation No. 7: Short-Term Success Projects

Identify several short term implementation projects to continue the momentum and interest in this report. Examples might include, but are not limited to:

- streetscape treatments (already approved)
- sidewalk installations (already approved)
- adding bathrooms and lobby to the Community Theater
- undertake a feasibility study for the proposed Arts Center
- I-26 gateway sign
- welcome package

Recommendation No. 8: Transportation Initiatives

Work with Lexington County, Central Midlands COG, and SC-DOT to develop strategic transportation projects. Examples might include, but are not limited to:

- Designate the loop connector as a major arterial street
- Acquire additional right-of-way along Amicks Ferry and Old Lexington Highway for future widening and landscaped medians

Appendices

A: Charrette Schedule

B: Record of Public Input

C: Community Covenant

D: Design Team Contact Information

E: Credits

Appendix A: Charrette Schedule

CHAPIN DESIGN CHARRETTE SCHEDULE

January 17-19, 2006

DAY ONE

- | | |
|-------|--|
| 10:30 | Team arrives/Set Up/Team Meeting |
| 12 | Luncheon meeting with Steering Committee |
| 1:00 | Tour of area |
| 3:00 | Public Input session |
| 4:30 | Input session – (governmental and planning agencies) |
| 6:00 | Team Dinner and Meeting |
| 7:30 | Public Input session |
| 9:00 | Team Discussion |

DAY TWO

- | | |
|-------|---|
| 8:30 | Input session – (business community – Chamber) |
| 10:00 | Input session – (developers – neighborhood reps) |
| 11:30 | Input session – (churches) |
| 1:00 | Team Lunch |
| 2:00 | Team works |
| 4:00 | Input session – Recreation, cultural, non-profits |
| 5:30 | Meeting with Steering Committee |
| 7:00 | Team Dinner
Team works |

DAY THREE

- | | |
|------|------------------------------------|
| 8:00 | Team works/additional fact finding |
| 6:00 | Public Presentation |

Appendix B:

Record of Public Input

Strengths

- Good place to live
- Lake
- Columbia
- Schools
- Crooked Creek
- Room to grow
- Personal Service/ Relationship
- Diversity of people- “ Even Yankees are welcome”
- Faith Based communications
- Roads and Rail
- Recognition of need for culture
- Civic & Service minded
- Medical, Assisted Living, Nursing Homes
- Adequate water
- Caring community
- Still Have our trees
- Traffic better than the other side of the lake-Mayor
- Less Expensive
- Proximity to mountains and beach
- Weather
- Special caring feeling- “ small town quality of life”
- Affection for this area
- Historically unique-solid base-continuity of families
- Low crime rate
- Channel 2

One Change

- Grant writer
- Commuter Rail
- City Park-More passive than Crooked Creek-ideally in center of town
- Reroute school buses off Columbia Avenue
- Annexation
- Participation by community in planning processes (particularly County)
- Viable industrial park-2 or 3 industries, tax bases
- Connector roads
- Sidewalks & bike paths
- Chapin County
- Bypasses to eliminate traffic downtown
- Preservation of homes/open spaces and farmland
- Leader in Wi-Fi
- Landscaping in business area
- Community complex with meeting and classrooms, theater, municipal/cultural
- Code enforcement and restrictions on signage/ billboards
- Comprehensive city and regional plan-citizen advisory committee with clear implementation
- Rebuild old hotel where liquor store is now
- Adaptive reuse of older homes in city core
- Replace car washes on Main
- Expand sewer and water
- Overpass for train crossing
- Natural conservation so that things don't get away
- Curbside recycling

Liabilities

- Train-roads and rail
- No focal point
- Roads-no connectors
- Behind the curve in planning
- Lexington Avenue & Chapin need sidewalks and left turn signals @ stoplights
- Need to explore other communities and their successes in planning
- Urban sprawl cul-de-sacs
- Impact on lake- environmental degradation
- No pedestrian or bike facilities
- “ Pop-up” developments-don't know about them until its done
- No jobs for young people-need industry
- Morning traffic-need for light rail
- Only one type of housing being developed
- County & City Planning Commissions
- “ Ugly” community parking lots-traffic
- Newer residents-hard to get integrated into community
- Much out of Chapin's control- control
- Chapin County Times doesn't have enough reading
- No transportation for poor area of town
- Need participation from all residents
- Commercial “ pop-ups” with no relative relationship
- No MASTER PLAN-long range planning
- Need a stronger tree ordinance
- Few family places to eat
- Lack of community event space

Chapin in One Word

- Family
- Emerging
- Safe
- Accessible (people)
- Well-kept secret
- "Seedy"- in a good way-grass in cracks of sidewalks
- Active (activities, events)
- Resources (other communities to learn from)
- Unique
- Home
- Comfortable
- Friendly

Chapin Picture/Image

- Lake
- Beaufort Street
- Band marching-Labor Day parade
- Crooked Creek Park
- People-hometown atmosphere
- Future-A Town Square
- Old Homes
- Chapin Times Social events-photos
- Martins coming to roost as the sun goes down
- Town Council meeting gatherings

Chapin Stories

- Martin Chapin moved here to take in Pine air
- We're all characters- "all crazy"
- People behind street names
- Work ethic of people
- Chatauquas
- Methodist tornado
- Old theater/gym/gym floor slanted
- Chill Ellett
- Doc Crawford
- Can't get elected unless you are in Labor Day Parade
- Produce stands-honor system
- Methodist Church and Mrs. Rainey

Developers/Neighborhoods

- 10 mile radius-30,000 +(-) Greater Chapin
- Attractions-schools, lake, golf
- Limiting factor-infrastructure
- Industry growth-toward Newberry
- No industrial sites in Chapin
- Industry across I-26
- Land costs

Appendix C: Community Covenant

We, the people of Chapin, promise

To preserve our traditional small town way of life while preparing our community for a prosperous future by guiding new growth in a way that allows our community values to remain constant

Furthermore, we dedicate ourselves

To making decisions which respect and honor our natural resources,

To enhancing and protecting our cultural resources,

To giving all generations opportunities to improve their quality of life,

To providing individuals, families, community groups and faith-based organizations with a safe and nurturing environment,

To ministering to community needs,

To engaging all citizens in civic participation, and

To encouraging collaboration and productive communication.

Finally, as stewards of our own future, we promise to

Endow our community with gifts that last forever.

Appendix D: Design Team Information

Clemson Institute for Economic & Community Development

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Bob Bainbridge

South Carolina Arts Commission

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(803) 734-8622

Lindsey Moore

Appendix E: Credits

Chapin Charrette Report

Introduction

Ben Boozer, CIECD

Market Analysis

Aaron Arnett, Arnett Muldrow Associates

Marketing Recommendations

Ben Muldrow, Arnett Muldrow Associates

Design Recommendations

Bob Bainbridge,
Clemson Univ. College of Architecture, Arts and Humanities
Randy Wilson, Community Design Solutions/CIECD

Implementation Strategies

Ben Boozer, CIECD

Record of Public Input

Monica Miller, CIECD

Community Covenant

Lindsey Moore, SC Arts Commission

Report Design & Compilation

Randy Wilson, Community Design Solutions/CIECD



CLEMSON
PUBLIC SERVICE
