Provide outdoor dining
Focus on cultural centers: Heritage Green
Encourage public development:
The S.C. Governor’s School for the Arts and Humanities
Improve Park Landscape
Create a signature landmark
Promote tourism & host events
Build trails and greenways for recreational opportunities
Create affordable housing
Infill Development: Before & After
Seek new anchors:
Kroc Center &
AJ Whittenberg
Elementary School
Recruit Office Tenants
NEXT Innovation Center

NEXT focuses on the growth and attraction of early stage knowledge-based companies.
Renovate Important Public Spaces:
Piazza Bergamo & Project One
Downtown Apartment Development
“100 East”

• 7 stories
• 48 apartments
• 6,000 SF Retail
(Anytime Fitness—24 hr. access)

• Rooftop pool…only one not on the SC coast

• Triangle Construction—broke ground October 2011; completed in summer 2012
Downtown Master Plan: Branching Off Main Street
Forbes
One of America’s Best Downtowns
2011

#13: Best Cities for Young Professionals
2011

The #1 City for Jobs This Spring
2012

2011/2012 Top Micro City Award Winner

2011
Best Places to Live: Top 18 Coolest Towns in America

#6 Top 100 Places to Live

2011
#13: Best Cities for Young Professionals

2012
Best Places to Live: Top 18 Coolest Towns in America

2011
#6 Top 100 Places to Live
• Growing the downtown apartment market—760 units planned or under construction now; others being discussed

• Investing in City’s Sewer System Needed to Support Additional Development/Capacity (Downtown/West End)

• Filling in Key Sites (Peacock, Auditorium Site, RiverPlace continuation, and Project One)

• Developing, Attracting, and Maintaining talent for high-technology firms (have companies ready to expand but cannot find the talent they need)

• Growing the innovation that is happening here

• Using Downtown as a standard for major improvements along our gateway corridors
Capitalize on Assets and Uniqueness of Community
Use Public Investment to Leverage Economic Development
Focus on Quality, Not Quantity
Seek a Balance of Uses
Be Willing to Take Risks
Focus on Investments that are Centrally Located and Use Them as Catalysts
Details are Important
Be Committed...It Takes Patience
Leadership…

Vision is Important
But You Must Be Able to
Convert Your Vision
Into Reality