











Batesburg-Leesville Master Plan Report Outline

Section 1: Introduction

- I. How we got here history narrative
- II. Project Goals and Objectives

Section 2: Site Inventory and Analysis

- I. Review of Existing Conditions
- II. Public/Staff Input Summaries/What we heard
- III. District Connectivity Assessment

Section 3: Market and Demographics

- I. Snapshot Summary Market & Demographics Review
- II. Draft Development Strategies
- III. Redevelopment Opportunity Assessment

Section 4: Proposed Signage Concepts

I. Concepts

Section 5: Conceptual Master Plan Diagrams

- Location Map
- I. Town Wide Area Map identifying Key Focus Areas
- III. Downtown Batesburg Master Plan
- IV. Downtown Leesville Master Plan
- V. Main Street Linear Park Master Plan
- VI. Bike/Ped Master Plan Connectivity Narrative

Section 6: Haynes Auditorium Architectural Review

- Review of Existing Building and Site Conditions
- II. Building Renovation / Additions Recommendations
- III. Estimated Probable Cost of Construction

Section 7: Implementation Strategies

- I. Estimated Probable Costs of Construction
- II. Draft Phasing Plan
- III. Draft Implementation Summary
- IV. Priority Projects 0-3 years
- V. Priority Projects 3-5 years
- VI. Priority Projects 5-10 years











Introduction

History

- Formerly two separate towns
- Consolidated in 1993
- Legacy & Identity Challenges
- Two downtowns operate independently
- Long term businesses present in both business districts
- Several "big box" stores have come

Goals & Objectives

- Maintain steady population and promote growth
- Promote growth opportunities for existing businesses
- Attract new businesses
- Serve the current population and encourage growth
- Promote unified goals to serve the entire community

"Better Together"

- Improve existing downtown areas
- Establish marketing opportunities
- Establish project phasing and priority













Vicinity Map

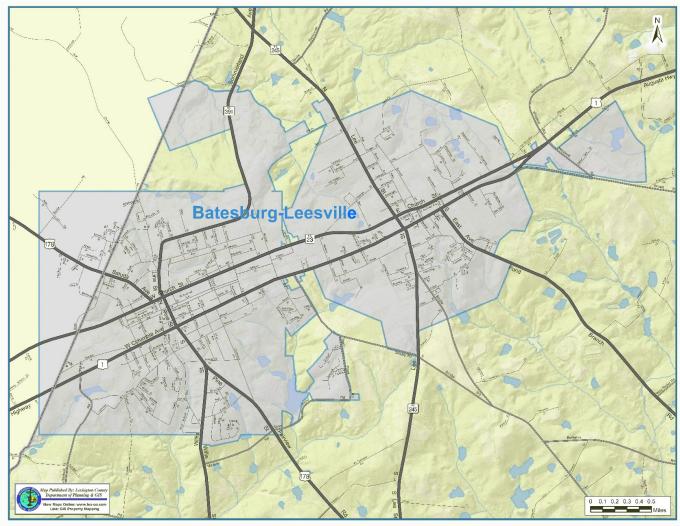












Location Map

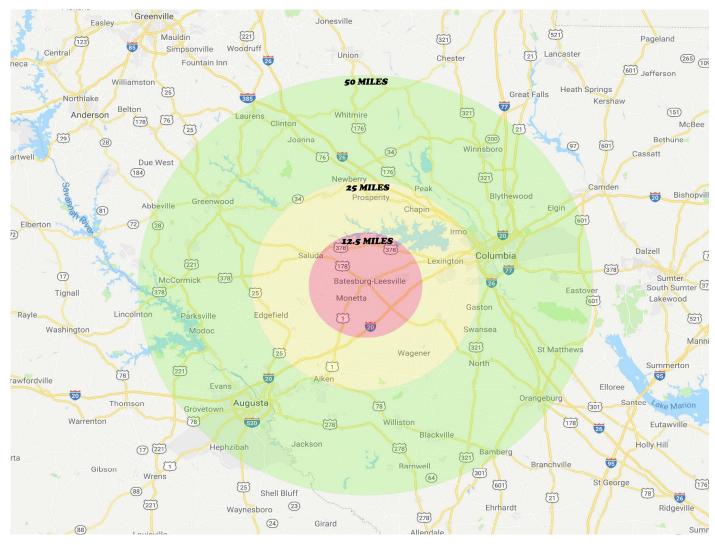












Area Map











Site Inventory & Analysis

















Historic Photos

























































































ROSE











Input Sessions

- Batesburg Leesville City Staff Meeting
 May 26, 2009
- Stake Holder Meetings
 May 26, 2009
- Batesburg Leesville Public Meeting
 May 26, 2009
- Batesburg Leesville Economic Dev. Committee
 June 13, 2019
- Hospitality Tax Committee
 September 18, 2009

- Challenges
- Opportunities
- Sacred
- Batesburg Leesville would be perfect if....
- The "Heart of the Community" is located...
- Misc. Comments













Input Sessions – Summary

Challenges:

- Overhead utility lines.
- Spruce up Main St. median (Leesville District). Too many cars use it as everyday parking.
- Too many abandoned buildings and homes.
- Need more paid Fire Department.
- Encourage community clean-up
- Housing development.
- Too many title loan businesses. (Two Comments)
- Industry & Jobs
- Clean up goes a long way.
- School Buildings & Infrastructure.
- More youth activities.
- Rawls Dr. speeding and loud noise from car radios.
- Managing growth and traffic before it reaches town.
- Public Transportation.

Opportunities:

- Need more 2nd floor apartments (Batesburg District).
- Wonderful people. Mid-point between N. Augusta/Columbia, great location and access to Lake Murray.
- Rail trail connecting Towns.
- Improved intersections and parking.
- Easy trips to Lexington and Aiken.
- Lexington moving town B-L.

Sacred:

- Nothing.
- Old Post Office.
- My Home.
- Churches.
- Old Lex. 3 Gym.
- Safe public areas that are family friendly (Leesville College Park).
- Old Homes.
- Haynes Auditorium.











Input Sessions – Summary

Batesburg - Leesville would be perfect if.....:

- More street lights.
- Fill empty businesses.
- More public recognition.
- Weekend activities at Library.
- More community kid friendly events on weekends.
- Kroger grocery store.
- Add benches in parks.
- Promote and attract quality businesses such as Root Cellar, less fast food.
- Make downtown Batesburg pedestrian only. It would be a good to destination for drinks, food, music, with reasons to come to town.
- Downtown Batesburg artsy with upstairs living spaces. Large canopy trees and festival light strung across the streets.

The "Heart of the community is located....:

- Leesville Park
- Our schools (activities, sports, students).
- Shealy's BBQ
- Citizens
- People, school district, Poultry Festival, events, Jazzfest, Amphitheater, Old mill Site.
- Churches.

Misc. Comments:

- Main Street Leesville Residential end
- One-way street signs
- speed Limit Signs
- Buried utilities/new street lights (business end also)
- More greenscape/beautification
- Bring focus & events back to Batesburg end of town.
- Delineated N. Oak St. (Downtown Batesburg District) as pedestrian only street. Parking shown in current city owned locations.













District Connectivity Assessment





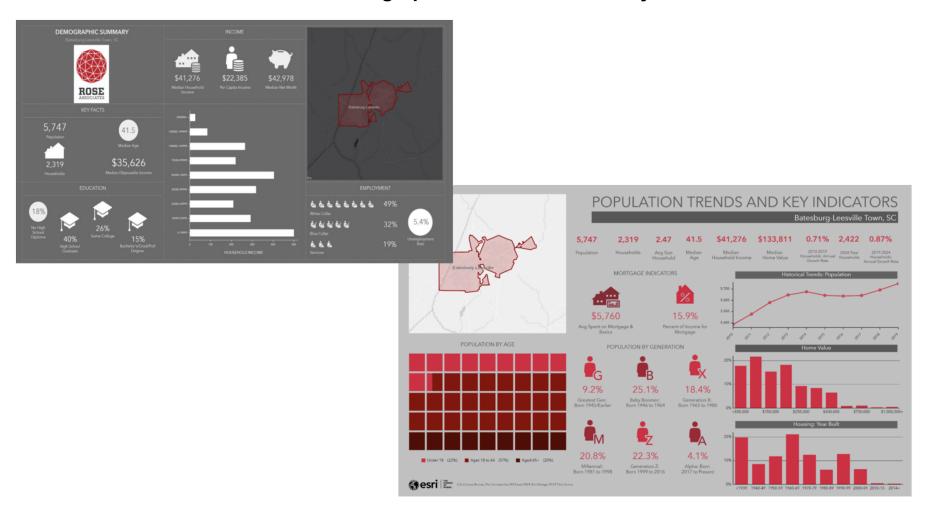








Demographics & Market Summary













V. Development Strategies & SWOT Analysis

Based upon our initial reconnaissance of the community and market, we identified current strengths, weaknesses, opportunities, and threats (SWOT). A snapshot of these are summarized below:

Twin Downtowns
Historic Assets
Cultural Assets
Available
sites/buildings
Affordable

Disparity between
downtowns
Limited new housing
options
Long commutes for
employment











DEVELOPMENT STRATEGIES KEY THEMES

- TWIN DOWNTOWNS....BETTER TOGETHER
- HOUSING HGTV....COOL HISTORIC AFFORDABLE HOMES TO RENOVATE
- INDUSTRY FOOD & AGRI-BUSINESS!
- BUILD AROUND CULTURAL/HISTORIC ASSETS AND RAILWAY
- SUPPORT SMALL BUSINESS (3/4TH OF US BUSINESSES ARE SOLE PROPRIETORSHIPS*)
- MARKET SMALL TOWN SIMPLICITY LIFESTYLE RURAL PIONEERS













Redevelopment Opportunities/Catalyst Sites

Catalyst sites were identified within each "town core" for having the greatest opportunity for retrofit and revitalization, including private (re)investment and public infrastructure improvements:

LEESVILLE DISTRICT



- 1. LEESVILLE MAIN STREET CORRIDOR
- 2. HAYNES AUDITORIUM/LEESVILLE COLLEGE PARK
- 3. MIDLANDS TECHNICALL COLLEGE CAMPUS
- 4. COLUMBIA FARMS PROPERTY

BATESBURG DISTRICT



- 1 BATESBURG OAK STREET CORRIDOR
- 2. OLD POST OFFICE
- 3. DEPOT PARK
- 4. OLD MILL PROPERTY

These are further developed in the Master Plan.



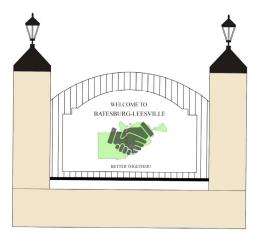








Proposed Signage Concepts



Concept 1 Gateway Signage - Ex. Sign to remain w/ new sign panel Est. Cost \$1,200 to \$1,500





Concept 2 Gateway Signage - Ex. Sign to be modified and wrapped in stone w/ new panel Cost Est. \$6,000 to \$8,000



Concept 2 Secondary Signage Est. Cost \$6,000 to \$8,000











Proposed Signage Concepts



Concept 3 Gateway Signage - Brick with Cast Stone Caps Est. Cost \$18,000 to \$20,000



Concept 3 Secondary Signage Est. Cost \$6,500



Concept 4A Gateway Signage - Stone w/Caps and Natural Wood Est. Cost \$25,000 to \$28,000



Concept 4B Gateway Signage - Brick w/Caps and Painted Wood Est. Cost \$25,000 to \$28,000







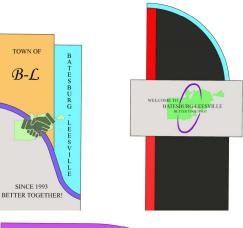




Proposed Signage Concepts









Concept 6 Gateway Signage - Modern/Contemporary Concepts Est. Cost \$16,000 to \$18,000



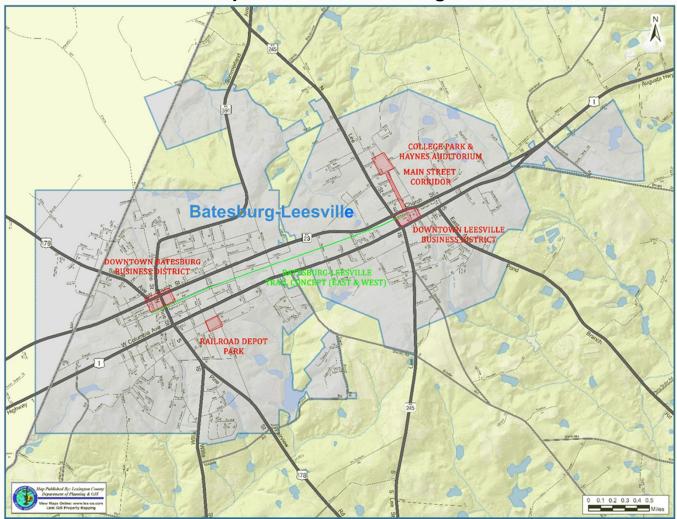








Conceptual Master Plan Diagrams



Key Focus Areas











Downtown Batesburg District



Existing Conditions













Proposed Conditions - Two Way (Oak Street)













Proposed Conditions – One Way (Oak Street)













Proposed Conditions













Proposed Courtyard/Alley Concepts











Unity Park



Existing View













Proposed View













Existing Street View













Proposed Street View











Depot Park



Existing Conditions













Proposed Conditions













Existing View













Proposed View













Proposed Restroom Building











Old Mill Site



Existing View













Proposed View













Downtown Leesville District



Existing Conditions



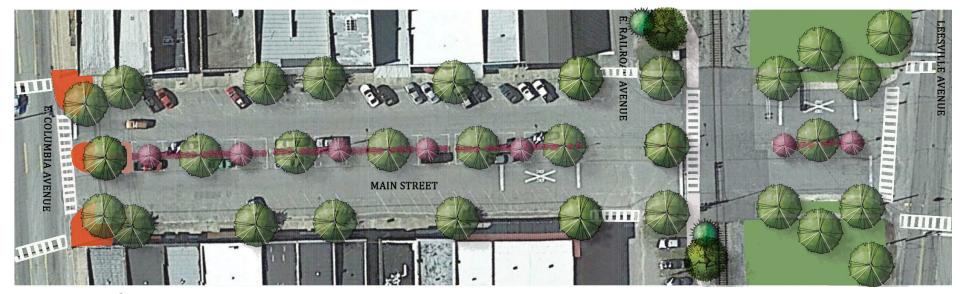












Proposed Conditions













Existing View















Proposed View











Main Street Linear Park



Existing Conditions













Proposed Conditions

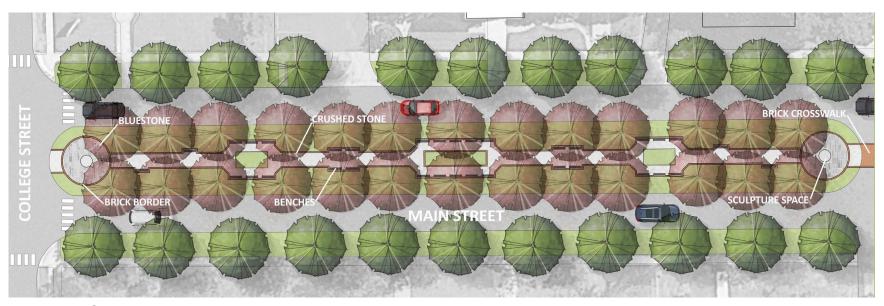












Proposed Conditions - Enlargement













Existing View













Proposed View













Proposed View



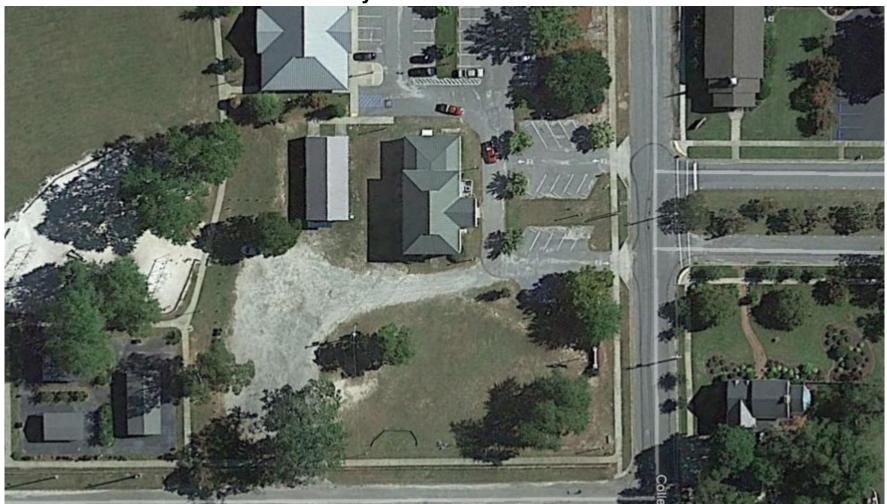








Haynes Auditorium



Existing Conditions













Proposed Conditions

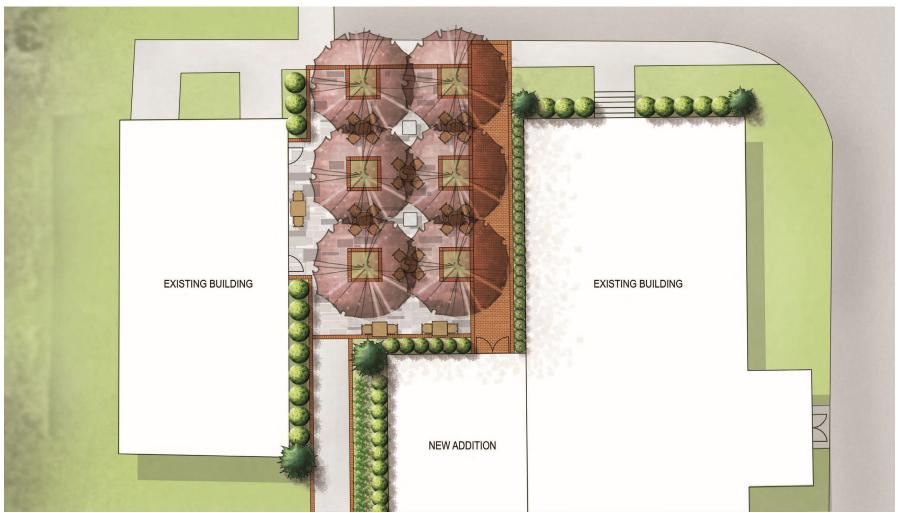












Proposed Conditions













Haynes Auditorium Architectural Review



















Haynes Auditorium Architectural Review













Seeking Council Input

- Draft Phasing Plan
- Draft Implementation Summary
- Priority Projects 0-3 years
- Priority Projects 3-5 years
- Priority Projects 5-10 years

- Downtown Batesburg \$3.5 \$4 Million
- Unity Park \$350 \$400K
- Depot Park \$1.25 to \$1.75 Million
- Downtown Leesville \$1.5 to \$1.8 Million
- Leesville Linear Park \$800K to \$1.2 Million
- Haynes Auditorium Courtyard \$600 \$800K
- Haynes Auditorium Arch. \$1 1.25 Million







