THE TOWN OF Batesburg-Leesville

MASTER PLAN

Council Presentation

February 24, 2020
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
I. Location Map
II. 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
I. 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
Area Map
Batesburg-Leesville

Site Inventory & Analysis

Historic Photos

The Landplan Group South
Landscape Architecture | Engineering | Planning

Boudreaux
inspired design

Rose

Toole Design
Existing Conditions & Public Input
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 TECHNICAL 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.: $0,000 to $0,000

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 5A Gateway Signage - Tower Sign
Stone w/Lantern Top & Metal Sign Panel
Est. Cost $28,000 to $30,000

Concept 5B Gateway Signage - Tower Sign
Brick w/Lantern Top & Metal Sign Panel
Est. Cost $29,000 to $30,000

Concept 6 Gateway Signage - Modern/Contemporary Concepts
Est. Cost $10,000 to $10,000
Conceptual Master Plan Diagrams

Key Focus Areas
Proposed Conditions – Two Way (Oak Street)
Proposed Conditions – One Way (Oak Street)
Proposed Conditions
Unity Park

Existing View
Proposed View
Proposed Conditions
Existing View
Proposed View
Downtown Leesville District

Existing Conditions
Proposed Conditions
Proposed View
Main Street Linear Park

Existing Conditions
Proposed Conditions
Proposed Conditions - Enlargement
Existing View
Proposed View
Proposed View
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