



# ***Cheraw, South Carolina***

## **MAIN STREET RESOURCE TEAM REPORT**

**March 5 – 6, 2019**



## Overview

Main Street South Carolina is a comprehensive revitalization program that was established in 1983 to encourage and support the revitalization of downtowns throughout the state. MSSC accepted Cheraw into the program fall 2018. Over the course of three years Cheraw will receive valuable technical support and training to assist in restoring downtown as the center of community and economic activity. Each year thereafter training and support continues.

## Benefits of a Main Street Community

When a community participates in a comprehensive revitalization effort, its downtown can experience a return of economic vitality. Benefits of the Main Street program include:

- Protecting and strengthening the existing tax base;
- Increasing sales and returning revenues to the community;
- Creating a positive community image;
- Creating visually appealing and economically viable downtown buildings;
- Attracting new businesses;
- Creating new jobs;
- Increasing investment in the downtown; and
- Preserving historic architectural resources.

A Main Street Resource Team visited Cheraw March 5 – 6, 2019. The team consisted of Jenny Boulware, Main Street SC Manager; Fred Delk, Executive Director, Columbia Development Corporation; and Adam Chandler, Retail Analyst, RED City Planning. Irene Dumas Tyson, Director of Planning and Corporate Associate, BOUDREAUX, contributed design studies post-visit.

The team's recommendations for Main Street Cheraw are presented according to the Main Street Four Point Approach which includes organization, economic vitality, design and promotion.



### Key observations during the visit:

- Previous studies and recommendations for downtown have been successfully completed.
- Cheraw is a charming town with a beautiful heritage and great arts programming.
- Downtown Cheraw currently has a high percentage of under-utilized vacant buildings.
- The Great Pee Dee River is underutilized and not connected to downtown.

### Business district realities

- There are no handouts.
- Most resources are local.
- Not everyone will like you.
- Everyone has an agenda.
- Constant, intentional care is essential.

### Main Street Approach®

The Main Street program was founded on the principle of economic development within the context of historic preservation. It is not focused on quick fix projects. Main Street is comprehensive, volunteer driven, staff managed and action oriented. If Main Street Cheraw thoroughly implements the Main Street Approach, it will induce positive change.

### Eight Principles of Downtown Redevelopment

The National Main Street Center encourages local programs to always consider these core principles when revitalizing downtown. The Main Street Approach® is:

1. **Comprehensive:** A single focus does not yield results. For successful, sustainable, long-term revitalization, a comprehensive approach is essential.
2. **Incremental:** Basic, simple activities demonstrate that new things are happening downtown.
3. **Community driven:** Local leaders must have the will and desire to mobilize local resources and talent. Only local leadership can produce long-term success by fostering and demonstrating community involvement and commitment to the revitalization effort.
4. **Partnerships:** Both the public and private sectors have a vital interest in the business district and must work together to achieve shared goals.
5. **Asset-based:** Business districts must capitalize on the assets that make them unique. These local assets must serve as the foundation for all aspects of the revitalization process.
6. **Quality:** Emphasize quality in every aspect of the revitalization process. concentrate on quality projects over quantity
7. **Change:** Skeptics can turn into believers. Changes in attitude and practice are slow but definite – public and private support will build as the program grows and meets its goals.
8. **Implementation:** Activity creates confidence in the program and ever-greater levels of participation. Frequent, visible changes are a reminder that the revitalization practice is under way.

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## How to use this report

The recommendations in this resource team report will help guide Main Street Cheraw for implementing the Main Street Four Point Approach®. All recommendations are provided with the understanding that downtown Cheraw belongs to the community and its development should be driven by local leaders and volunteers. We encourage Cheraw leaders, stakeholders and volunteers to review this report carefully and understand that everyone will need to decide which path to follow.

The *Main Street Resource Team Report* should be distributed, at a minimum, to each board member, town representative, and each partner organization. Each board member should read and comment on the report and use it as a guiding document for the program.

Finally, it is important to note that Main Street SC's assistance does not stop with this report. The resource team strongly encourages Main Street Cheraw staff and board to contact Main Street SC with any questions about the contents of the report, ways to implement particular recommendations or any other questions.

## Observations

During the resource team visit, input was received from community members, elected officials and business owners. This input is helpful in understanding local dynamics and conditions.

### The following words were used to describe downtown Cheraw:

- Quaint
- Historic
- Charming
- Friendly Quiet
- Potential
- Lunch (always packed during lunchtime)
- Unique
- Great
- Traditional
- Artsy
- Stagnant
- Vanishing

### What is appealing about Cheraw?

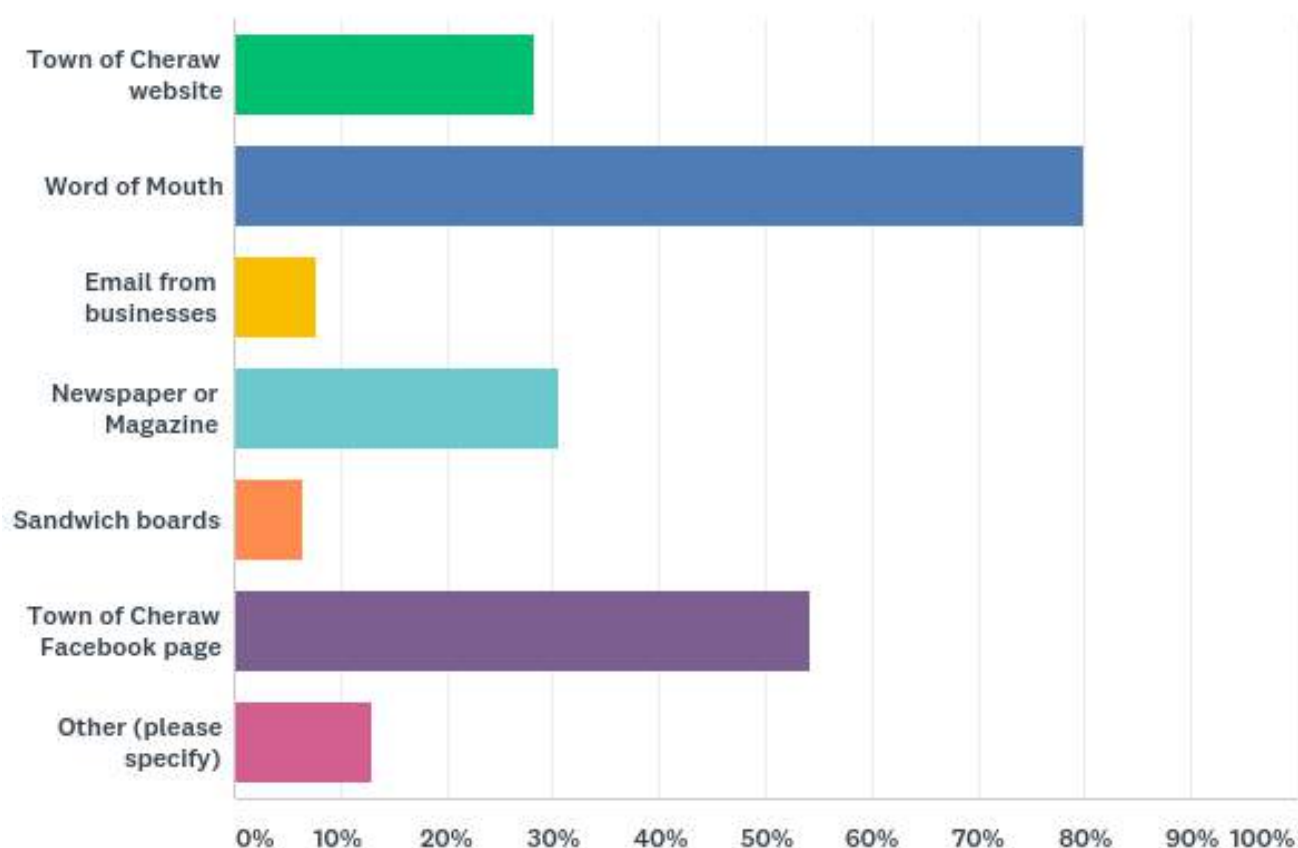
- River
- Rivers Edge
- State Park
- Churches
- Old St. David's Church
- "Little" Charleston atmosphere
- Arrowhead Park
- Town Green
- Walkability
- Tech College
- Historic streets and districts
- Southern hospitality
- Dizzy Gillespie statue
- Jazz Festival
- Civil War reenactment
- Thursday on the Green
- Nice shops
- High engagement with the art community
- Small town
- McLeod Hospital
- Regional airport
- Good services (Police, fire, maintenance)

### What are areas of concerns in Cheraw?

- Gateways (South Carolina Highway 9 corridor and bypass)
- Fast traffic
- Empty (vacant) buildings
- Appearance of blight
- Regulatory process of building permits
- Lack of community support
- People don't shop downtown
- Lack of landscaping (corridors)
- Lack of younger people
- Lack of activities for younger people
- Aging infrastructure
- Lack of housing options
- Lack of economy
- Male-centric recruitment
- Recruitment to live here
- How to find downtown
- Lack of jobs
- Hotel efforts
- Houses staying on the market longer
- Schools
- Shopping – no big names
- Lack of grocery store
- Lack of children's activities
- Lack of consistent marketing of events
- Lack of leadership living here
- Loss of industry
- Lack of medical services (OBGYN)

During the visit a community survey was also conducted. 173 people participated. The survey was used to capture residents' thoughts about downtown and its future.

One question asked how people find information about downtown Cheraw. As is standard in small towns, word of mouth is the most successful way to share information. Cheraw is no different with 80% respondents using word of mouth. The Town of Cheraw's Facebook page is the second most widely used source for information at 54% and radio arose as a top "other." While widely used, one resident noted that the town does not fully utilize social media: "they need to have someone running their social pages. The towns Facebook is sad as the last postings are of Christmas or older."



At the end of this report we include five pages of open survey responses relating to downtown. These are important to consider during strategic planning.

## ORGANIZATION

The Organization component of the Main Street Approach focuses on developing Main Street Cheraw into a sound program that has both the human and financial resources necessary to develop an ongoing revitalization program. Organization also focuses on building awareness of the revitalization effort throughout the community.

A Main Street organization takes many forms. One of South Carolina's most common local program formats includes the model that Main Street Cheraw has adopted — a town department.

When comparing Main Street Cheraw to the National Main Street model, Main Street Cheraw possesses two key components of the national criteria: a paid professional Executive Director and a strong public partnership from the Town of Cheraw, which has pledged \$25,000 for the initial three years of the program's start up.

### Areas in need of development include

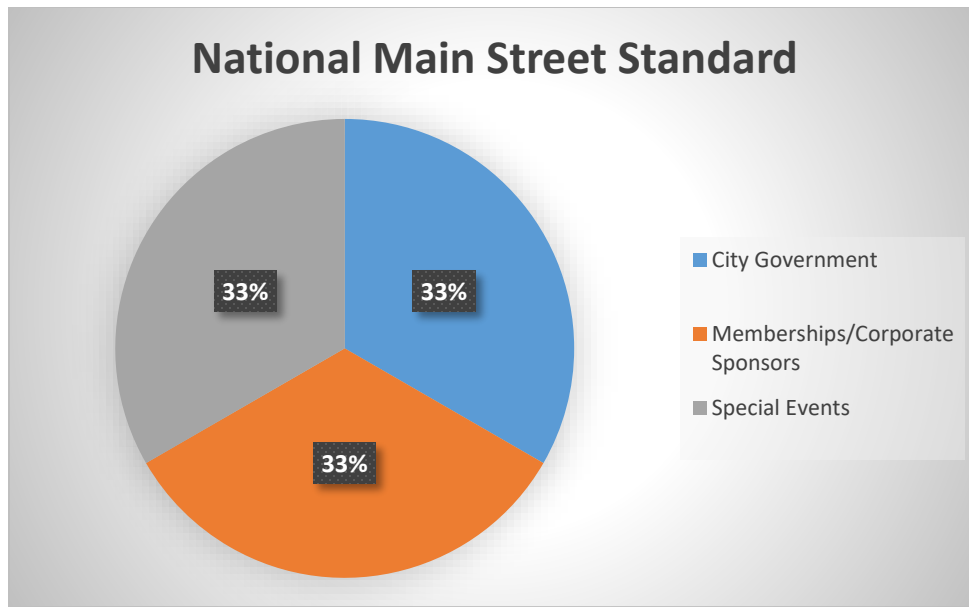
- Vision and mission statements that reflect current conditions;
- Widespread community volunteer support from the private sector;
- Diverse funding sources, specifically from the private sector;
- Comprehensive long-term work plan;
- Commitment to preserving and reusing the district's historic assets; and
- Four standing Committees (as appropriate to local conditions).

Main Street Cheraw is currently developing an Advisory Board. Typically, the board has five main responsibilities:

- Fund raising adequate funds to operate the program and implement the goals;
- Walking, talking, and advocating for the local program;
- Accountability to the community for the successes of the organization and for the wise use of its human and financial resources;
- Planning for the long and short-terms with a mission, vision and work plans; and
- Volunteer recruitment to carry out projects and activities.

### Organization Recommendations

1. Reach out to all areas of the community to attract diverse board members and volunteers. Everyone is a stakeholder.
2. Maintain the National Main Street funding model (note graph on following page).
  - Guarantee that all four points of the program receive funding to ensure implementation of the work plan.
  - Understand that Main Street Cheraw is a business and treat it as such.
  - Develop and implement a major fundraising event that is distinctively different from already established community events.



3. Educate the community about the Main Street Program. Ensure that both the public and private sectors understand the relevance of the Main Street program. Make regular presentations to the City, and community agencies and organizations about Main Street Cheraw and continue to emphasize “What makes Main Street Cheraw different from all the other organizations?”
4. Actively recruit volunteers to serve on the four committees. A Main Street program’s success is directly correlated to the number of volunteers and partnerships.
5. Emphasize and educate the public and private sectors about historic preservation. Encourage the Town of Cheraw to host Board of Architectural Review training.
6. Focus on incremental successes. Based on the Main Street Eight Guiding Principles, change within Main Street Cheraw should be implemented through a comprehensive, incremental approach that encourages partnerships and a grassroots community support, and advocates quality, partnerships, and local assets.
7. Retain and support your professional Executive Director by cost of living increases each year as well as provide funds to support their continued education and training.
8. Determine physical areas of focus with reasons for that focused effort. One resident noted: “it was implicated that downtown is only Market Street and Second Street, the town square. Downtown needs to encompass from the railroad to Poe Street on Second and from Front Street to Huger on Market.”

### Organize Partners

Review existing downtown master plans alongside the town’s comprehensive plan. Compare them to the Main Street SC Resource Team Report. What projects have been completed? What remains? Are these projects still valid? Who should be involved?

- Post monthly times and locations for meetings/gatherings to create transparency and more volunteer engagement. Always think about developing downtown ambassadors and future leaders.



- Avoid creating silos of disconnected partners in project development. Always be aware of the manager role of the Main Street Program Director. This role is not simply that of a task master/event planner.
- Manage the program's annual work plan with incremental, attainable goals. Share these incremental goals with volunteers to expand Main Street Cheraw's outreach.
- Provide brief monthly or quarterly Main Street impact presentations at Town Council meetings and annual updates at civic meetings.
- Explore grant/funding opportunities for leveraging identified projects and partners.
- Host a strategic planning session later this year to unify partners, identify areas of success and areas in which to implement at one-year, two-year and three-year increments.

Although it is the Promotion Committee's responsibility to promote the downtown Main Street district, it is the Organization Committee that promotes Main Street Cheraw's accomplishments. Take credit where credit is due. Many mature Main Street programs have died for lack of self-promotion. Develop a ready-made Main Street presentation to illustrate Main Street Cheraw's vision, successes, and future.

## ECONOMIC VITALITY

One of the primary goals of all Main Street Programs is to increase the value of downtown by improving the commercial climate in central business districts while encouraging historic preservation. Improving the local commercial economy can be one of the most difficult challenges confronting a Main Street program. The commercial district is a fragile subsystem of a community's economy, and the changing role of American downtowns and neighborhood business districts only complicates the restructuring effort. Economic Vitality is one of the four essential building blocks of a successful Main Street program.

### Economic Vitality involves six objectives:

1. **Strengthen existing businesses.** The Economic Vitality Committee's first priority should be helping existing businesses reach their customers and improve their business skills.
2. **Identify and prioritize market opportunities.** Market opportunities exist where demand for products and services exceeds supply. Products and services also include intrinsic qualities such as local and/or handmade. These qualities must be prioritized based on the community's vision for downtown and the downtown's market position.
3. **Fill vacancies with complimentary businesses.** The Economic Vitality Committee should connect existing and future business owners with downtown vacancies. This can be accomplished by developing and supporting entrepreneurs and communicating Main Street's market opportunities.
4. **Assemble incentives and capital.** Business retention, expansion, and start up all require financial capacity/ The Economic Vitality Committee can help by creating grants, low-interest loans and angel investment groups.
5. **Develop underutilized space.** Main Street should find new uses for commercial properties.
6. **Monitor and report economic performance.** Community stakeholders want and need to know the ongoing results of the revitalization effort. The committee should serve as an information service. It should provide "hand-holding," rumor control, partnerships, technical assistance and help building the confidence of consumers and investors. Business development is an organized effort to position the commercial district to respond to a constantly changing market. The goal of all these efforts is to strengthen the downtown economy to a point where it not only retains current activity, but also supports new commercial endeavors.

Economic Vitality – specific to Cheraw – is divided into four areas that contribute to a well-defined and comprehensive development plan:

1. Building internal capacity;
2. Generating commercial and residential activity;
3. Offering a diversified economic development package to potential developers; and
4. Taking advantage of the Great Pee Dee River to spur economic growth.

The overarching goals of the Economic Development section are to provide insight into the fundamental operations of a strong and vibrant downtown Cheraw, more clearly define the specific factors that can positively affect current local outcomes, and identify actionable goals and strategies, including accepted and proven best practices.

## **1. Build Capacity for Economic Development**

It is well documented that capacity building produces successful economic outcomes. A community that thinks creatively about development related organizational structures, cross-jurisdictional municipal relationship, and public-private partnerships is one that achieves economic vitality. Communities must also identify, measure and celebrate short-term successes to sustain support for long-term community economic development.

Viable economic development involves the use of a comprehensive package of strategies and tools rather than a piecemeal approach. The following recommendations highlight multiple tools and strategies that the Town of Cheraw can do to achieve even greater economic success.

### **Recommendations**

1. Create a building inventory: While the inventory process is time-consuming, it is vital to maintain a dynamic portfolio of buildings that can be occupied with minimal repairs.
2. Implement the Town of Cheraw's newly adopted creative business incentive program which highlights incentives for potential investors to the Cheraw community.
3. Develop a new business recruitment package for potential investors. The package should be tailored to the individualized needs of each business, including downtown and community brochures, market information, details of available building locations, and contact information for appropriate town offices (e.g., planning and zoning)
4. Cultivate relationships with the local real estate community. This professional community has the interest and contacts to assist in business recruitment and building transactions.
5. Consider pursuing and/or forming a 501(c)3 non-profit development organization to facilitate Public-Private-Partnerships.
  - a. The existing Town of Cheraw Development Corporation or a similar entity will best receive donated property that can be used for public/private development projects.
  - b. As a designated nonprofit, the organization can provide seed monies to help developers with building assessment for both donated properties and to assist in targeted development.
6. Explore grant/funding opportunities for leveraging identified projects
  - a. Local industries, local and regional community foundations, Chamber of Commerce and County Governments can offer seed funding for economic development purposes.
  - b. As with all external funders, partnerships are encouraged.
  - c. Encourage big-picture thinking to generate new and innovative development ideas.
7. Foster entrepreneurship opportunities by bringing in well-established entrepreneurs to train/model best practices. Area colleges, universities and technical schools often have capacity to provide this training. Free services are available from the Service Corps of Retired Executives (SCORE) and the Frank L Roddy Small Business Center at the University of South Carolina.
8. Develop a policy for accepting donated buildings to the Town of Cheraw
  - a. Any donations to the town or related development groups should be assessed to determine if the donation is in the best interest of the community.

- b. Basic assessments should include determination of clear title, liens, assessment of any environmental conditions that may be present, and perhaps an evaluation by town professional staff.

Confidentiality and economic development go hand-in-hand with successful economic development efforts. Confidentiality must be strictly maintained when working with developers. Land assembly, building purchase, new retail and residential development projects are complex, time-consuming and easily misunderstood. These projects are best handled jointly by a small group of professional staff and the development team. Price speculation, early and inappropriate announcements for personal or political benefits, and premature disclosure of information publicly or privately is a certain way to permanently damage and/or destroy an economic development deal.

## **2. Create Downtown Commercial and Residential Activity**

In 1798, Cheraw's founding fathers, the Kershaws, designed the town's wide streets and inviting green spaces. Now the nucleus of the 213-acre National Register Cheraw Historic District, the area is rich with gardens, parks and the architectural legacy of more than 200 years. The level of existing economic activity and relatively sound buildings in downtown provide a solid base for the revitalization and redevelopment of the District, and the effort to build on this foundation is underway. From the Town of Cheraw Website: "Small towns and cities across America are experiencing a renaissance with new vitality and energy, businesses and residents. Both young and old alike are seeking the hospitable and welcoming environment of small-town America. Retirees comprise a substantial residential population in Cheraw and the town's cultural, social and recreational activities, as well as the close-knit and friendly community, appeal to this population."

Additionally, young professionals and empty nesters across the country are moving downtown into redeveloped buildings. They are attracted by the historic character, unusual spaces and access to real community. Cheraw has an abundance of active and well-paid employees in local industry. By providing them with creative housing and cultural activities within the downtown area, residents will create the buzz needed for additional housing and commercial activity.

### **Retail, Restaurants and Commercial Development**

Downtown Cheraw has a healthy mix of good retailers, exceptional restaurants and employers from government to banks and professional services; however, tourism development is a natural for Cheraw. The town's incredible historic district, unique character, and close proximity to the Great Pee Dee River will likely create new retail opportunities.

Some of the retail stores that will complement the town include outfitters and tour operators; antique stores (these shops attract day travelers who eat in local restaurants and purchase locally sourced products); artist studio spaces where a group of artists share the rent and operating costs. After exploring the market, the Main Street Program might consider seeding such creative

space during the first year or two through grants, cost-sharing or other incentives previously identified by the town.

## **Recommendations**

1. Identify Commercial Development opportunities needed in the area. Commercial offices, service businesses and government provide substantial stability to a downtown.
2. Find local entrepreneurs to create a downtown incubator. Small businesses, sales booths, artist studios, and shared retail and office uses can bring down the cost for business start-ups and share manpower. These incubators can spin off new businesses for the downtown.
3. Create a “Retail Challenge” to expand development of additional retail types. The Retail Challenge is an entrepreneurial start-up competition designed to spur economic growth in Cheraw’s historic downtown area.
4. Provide building owners and key leaders development-related educational opportunities, including but not limited to the following:
  - a. Conduct workshops on storefront displays and façade improvements. Municipal Association design experts can be requested to offer workshops and provide technical assistance to merchants
  - b. Facilitate tours of downtown buildings and open vacant buildings for interactive tours with architects/design experts to promote creativity and vision for potential uses or adaptive re-uses.

## **Residential Development Opportunities**

Expanded downtown housing options, including market rate apartments, condos, townhomes and clustered cottages, increase a downtown’s resident population, generate new energy and increased activity, particularly later in the evening, and expand customer bases for businesses. These new market opportunities allow existing businesses and restaurants to enhance their offerings and encourage new businesses to open.

## **Recommendations**

1. Large buildings and buildings with second and third floors can often be converted to residential uses, usually at a cost less than new construction especially after factoring in tax advantages and other incentives. The existing character of historic buildings, large windows and nearby activity often make these the hottest apartments in town.
2. Redevelopment of historic buildings is not always easy. Local, state, and federal tax credits and other incentives can reduce costs, but often the up-front cost to a developer can create hesitancy about the unknown. Cheraw can ease these concerns by providing potential development partners basic information and a knowledgeable staff, ready to assist developers navigate the cumbersome process.
3. When converting a building to residential uses, maintain retail storefront space on major streets. Street level space in the rear of buildings and upstairs is appropriate for residential use, but those storefronts should never be used for private residential purposes.
4. Live/Work spaces are great approached to promote redevelopment of downtown buildings, particularly with specialty retail, tech businesses and office uses.

5. Walk-ups are perfectly fine and can be permitted under the International Building Code and a savvy code inspector can assist a developer in ways to avoid costly elevators in most instances.
6. Downtown apartments can be accessed through creation of courtyards, common front doors, and alleyways and rear spaces of building. These spaces can serve as parks and alley connectors to parking in the rear of buildings.
7. Review Cheraw's zoning and development regulations and streamline housing opportunities where appropriate.

### **3. Offer Diversified Economic Incentives**

Economic development opportunities are abundant in downtown Cheraw. Numerous national, state and local building and businesses incentives already in existence can assist the downtown redevelopment effort. Currently South Carolina has one of the best tax incentive packages in the U.S. and can add up to savings in some cases as much as 25%, 50% or even more of the cost of rehabilitation. Many of these incentives are overlooked by businesses and the development community, some that can provide substantial cost savings and assistance to a landlord, new business or developer.

The Town of Cheraw provides substantial assistance for business and redevelopment of buildings city-wide. Cheraw Main Street staff should become very familiar with these incentives and serve as an educational resource. Some of the federal and state tax credits will require assistance of tax attorneys or other professionals. The Main Street South Carolina brochure, *The SC Economic Development Incentives Toolkit*, is an invaluable resource tool for any economic development program.

### **Recommendations**

1. Create an On-line Economic Development Toolkit.
  - a. Include tools, techniques and strategies available to incentivize commercial development and that may be used with modifications to successfully stimulate commercial and residential development. The toolkit will provide a variety of opportunities for local development professionals and will provide access to resources, documents and other information related to development in the Town of Cheraw (e.g., maps, housing analyses, downtown business inventory, and comprehensive plan).



Welcome to Business Connect, your one-stop shop for [doing business in the City of Aiken](#). This program is designed to provide personal assistance to you, whether you're Starting, Growing, or Expanding a Business inside our City Limits. Our goal is to keep it simple as we know this is only one aspect of your business planning. To schedule an appointment please [call](#), [fax](#) or [email us](#) and we will arrange a meeting to get the process started. We look forward to having you be a part of our thriving business community!

*Example of online portal for business concierge service. Aiken, SC.*

2. Create a Development Fund to provide “seed monies” to perform surveys and environmental studies required for quality development projects.
3. Promote use of federal and state tax incentives.
  - a. Town council has made an admirable effort in creating the Incentive Program for Retail and Commercial Business. To support and expand this effort, the town should establish economic development policies to support and jump-start new investment, such as adopting ordinances to authorize the Bailey Bill tax abatement for the rehabilitation of historic properties.
  - b. Educate developers, city and county council members, and other community businesses leaders on the benefits the Municipal Association of South Carolina has created an outstanding resource guide that highlights basic information and expert consultants (see attached).
  - c. Ensure incentives are well-publicized, understood and effectively used to promote redevelopment. The town should develop a database of buildings in the district which, among other things, identifies the incentives for which each building qualifies.

#### **4. Realize Benefits from the River**

Named for the Cheraw Indians, Cheraw began as a small trading post at the head of navigation on the Great Pee Dee River. The history of this wonderful river should be celebrated with signs, use of local river guides, and marketing information. The Pee Dee River begins as a small spring (now under a parking lot) adjacent to the Green Park Inn in Blowing Rock, N.C. In South Carolina, the

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main stem of the river is known as the Great Pee Dee River to differentiate it from its much smaller tributary, the Little Pee Dee River.

James and Deborah Fallows, the authors of *Our Towns-A 10,000-mile Journey into the Heart of America*, underscore the importance of the river and riverwalk in a successful city. The authors repeatedly state that cities and towns that have come together around plans to access and use their rivers are flourishing.

## **Recommendations**

1. Create better and more visible access to the Great Pee Dee River. The river is a unique and invaluable asset and the current underutilization of the riverfront represents a missed opportunity. Its close proximity to the core downtown area makes the redevelopment of the riverfront and the creation of an attractive, pedestrian-scaled physical connection between the riverfront and core area a high priority.
2. Conduct preliminary discussions with key leaders and community members to redevelop key property along the riverfront for recreational uses.
3. Laney's Landing on the Great Pee Dee River may present one of the biggest opportunities for development of ecotourism and river-related businesses in the downtown. Although the river is adjacent to downtown, it is difficult for visitors to find the river. The partially developed river pathway can be enhanced through effective signage and wayfinding.
4. Explore local and state funding options for completing or enhancing the pathway from downtown to the Great Pee Dee River.
5. Enhance the signage to assist tourists and travelers in finding the river access.
6. Work with area outfitters to plan a Great Pee Dee river tour to create activity and interest.
7. Find local businesses that can expand to provide outfitter supplies, rent boats and tubes and other supplies needed to make a safe trip down the river.

Survey results will prove helpful in assisting with economic vitality pursuits.

When asked to identify three favorite places in downtown, the following answers were given. The larger the font of the word, the more respondents.

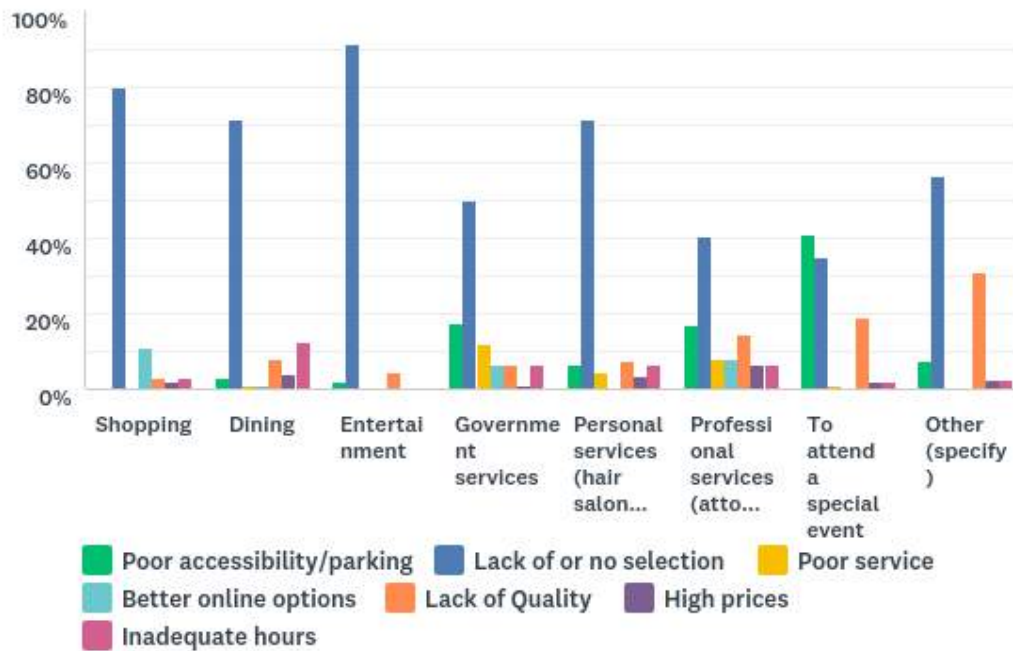


Pink door center Take Personally Kevin Lear Main  
 Kevin Lear Palmetto Paintbrush Groucho One fifty ate  
 Rivers edge Wannamakers s Leo s bakery s restaurant  
 Shed Mary  
 Pink Door Gifts Frame Shop Mary Take Personally Kevin lears bakery Leo Bradys  
 Grouchos Edge Rivers edge Limelight s  
 Palmetto Paintbrush Restaurant Market Street Gifts Shed Street Gifts Frame  
 Rivers Fitness World  
 Rivers Store Kevin Lear Main Wannamakers Market St Take personally Shed  
 Bakery Groucho fifty ate bakery Fitness world s  
 Rivers Edge Leo Leo s Drug Kevin Lear  
 Restaurant One fifty ate gift shop Groucho s frame shop

When asked what businesses people would like to see more of downtown, the following answers were given.

Clothing store Movie clothing Nightlife entertainment Activities  
 Grocery store people Boutiques Department store store  
 bowling bar town Restaurants Hotel  
 Movie theater housing bowling alley Movie theatre  
 shopping kids etc dining downtown Hardware store businesses  
 families children  
 house Upscale Belk Clean store Nice Hotel options  
 Restaurants Department store  
 Grocery store restaurant bar shopping  
 apartments Clothing stores retail Clothing good  
 Movie theater retail shopping buildings  
 options clean Nice downtown Grocery store entertainment  
 Clothing store store Hotel bars  
 restaurants retail Shopping Better  
 Movie theater Movie theatre Clothing activities kids

The top reason the community identified for not visiting downtown include lack of selection.



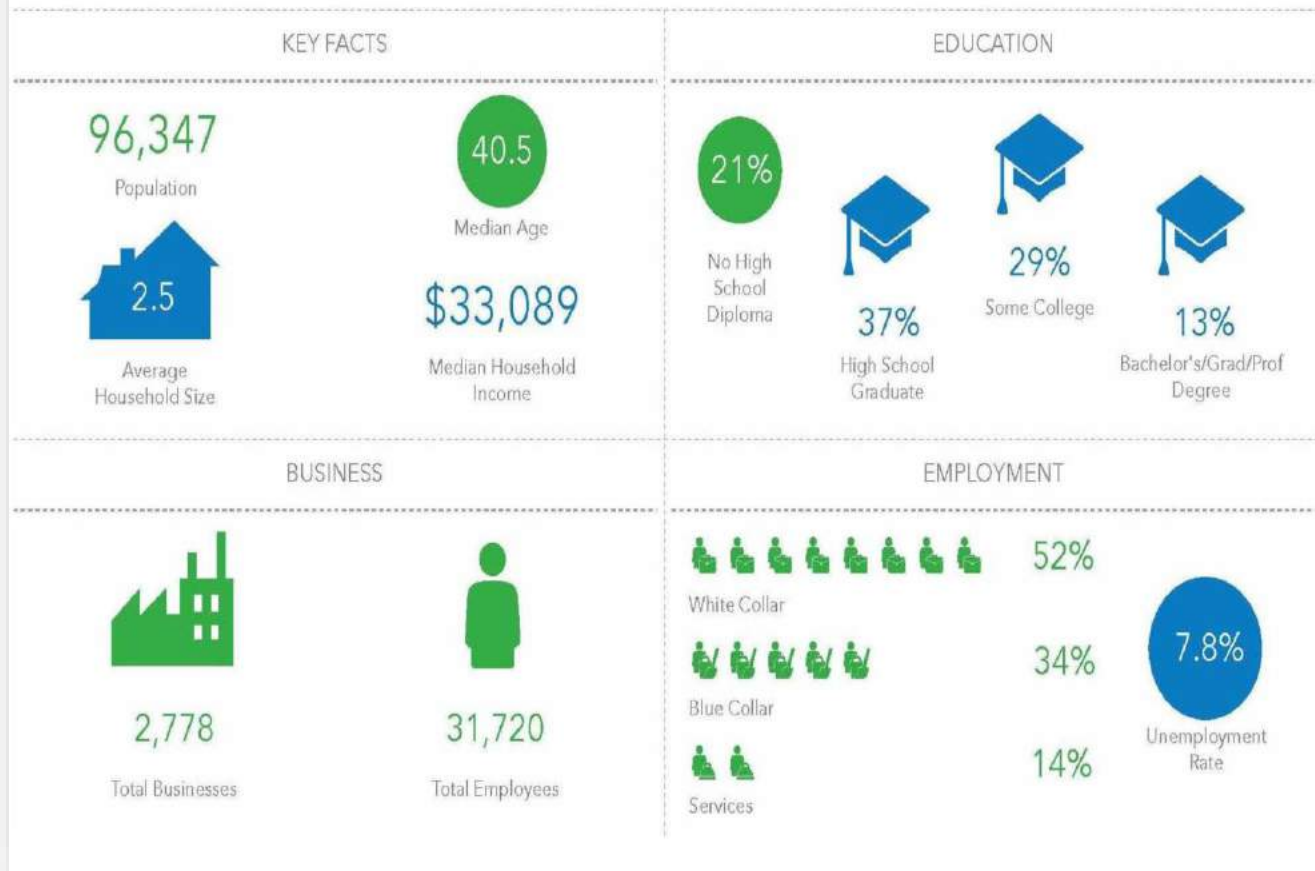
Residents identified where they shop for more variety outside of Cheraw:



## MARKET ANALYSIS

# 2019 REGIONAL DEMOGRAPHICS

## 20 MINUTE DRIVE TIME

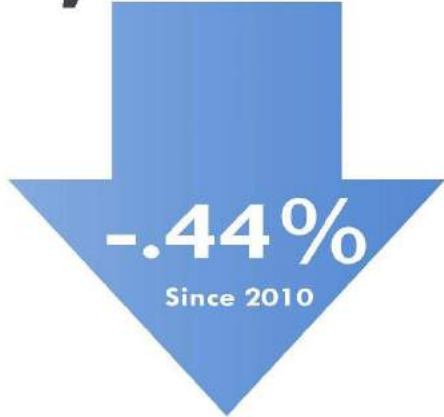


The twenty-minute drive time demographic is a relatively conservative assessment of the market that lives, works and shops in the Cheraw area. It identifies the most likely candidates that participate regularly in Main Street Cheraw's economy.

## 2019 POPULATION

CHERAW

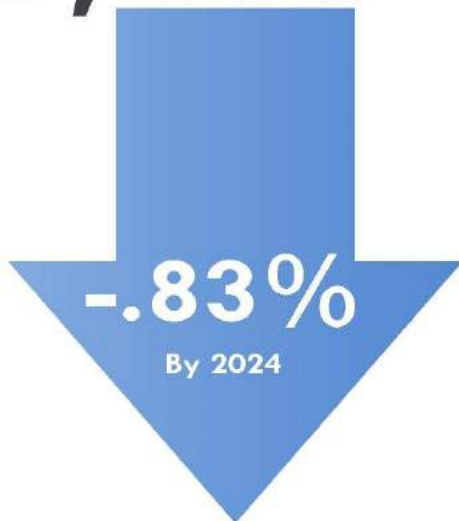
**5,535**



## 2024 POPULATION PROJECTION

CHERAW

**5,413**



The decreasing trend in population should be a serious concern for several reasons but in specifically to encouraging retail growth both in the town and the downtown market specifically.

Looking a little closer at the population and demographic breakdown, some trends are worth noting.

From 2000 till 2010 there is a decent positive increase in population.

	2000	2010	Annual Rate
Population	5,714	5,847	0.23%
Households	2,312	2,332	0.09%
Housing Units	2,581	2,705	0.47%

However, the population trend is negative from 2010 to 2018 and into 2023.

Summary	Census 2010	2018	2023
Population	5,847	5,535	5,413
Households	2,332	2,200	2,148
Families	1,479	1,386	1,341
Average Household Size	2.36	2.40	2.40
Owner Occupied Housing Units	1,192	1,242	1,209
Renter Occupied Housing Units	1,140	958	939
Median Age	40.6	42.8	43.1

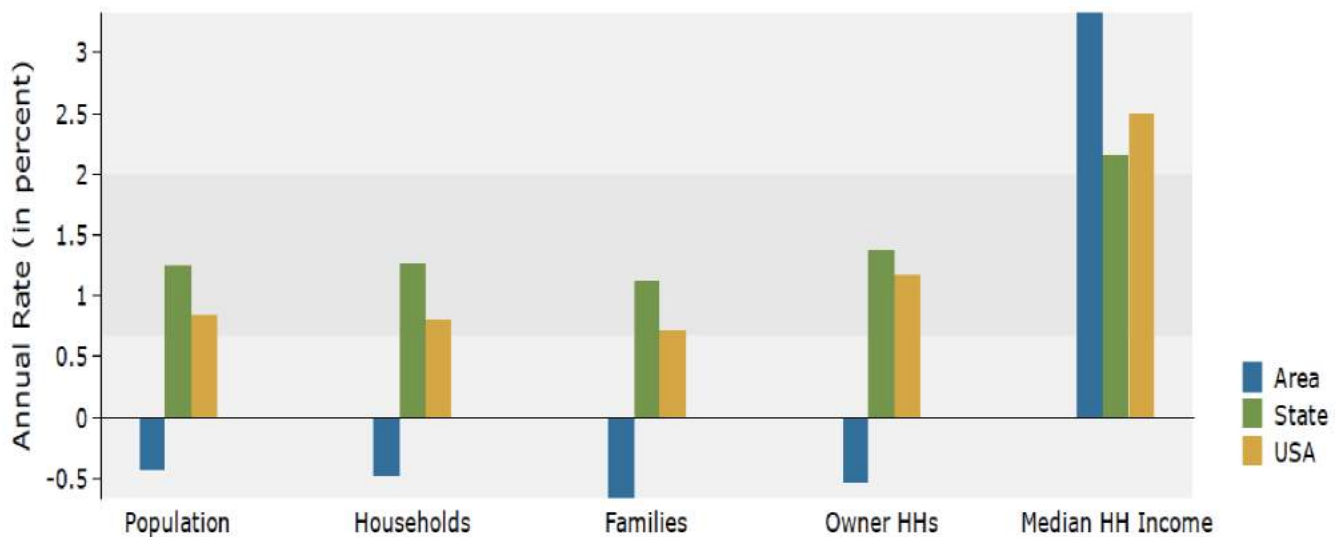
This information and marked timeline of the negative population rate should help the town determine some specific reasons that the population trend went from a positive 0.23% from 2000 to 2010 to a negative —0.44% from 2010 to 2019.

What has happened between 2010 and 2019 to cause this level of negative growth in the community? These numbers are confined to the town limits of Cheraw so people moving just outside the town limits for one reason or another might explain this change. However, a growing number of people that work in Cheraw and used to live in Cheraw have decided to commute from either Hartsville or Florence.

One interesting and very positive trend is that while the population has shrunk and is projected to continue shrinking, the median household income is projected to rise above the state and even national average.



### Trends 2018-2023



This is a great trend for the town. However, for the town to gain the full benefit of this, Cheraw needs to find a way to retain the people who are working in these higher-paying jobs. This could vastly improve its demographic makeup in a relatively short time.

The overall breakdown of the town's population segmentation is an important factor to consider. This breakdown is called a dominant tapestry. It is an attempt to categorize a people who live in certain areas by their income, age, shopping patterns and other personal factors. While such information in no way defines any one person, all factors are taken together to make for fairly reliable factors to predict things such as shopping patterns and overall health. This dominant tapestry can be transposed into what is called a dominant tapestry map.

The following is a dominant tapestry map for Cheraw and a brief breakdown of the major segments present within the dominant tapestry map.

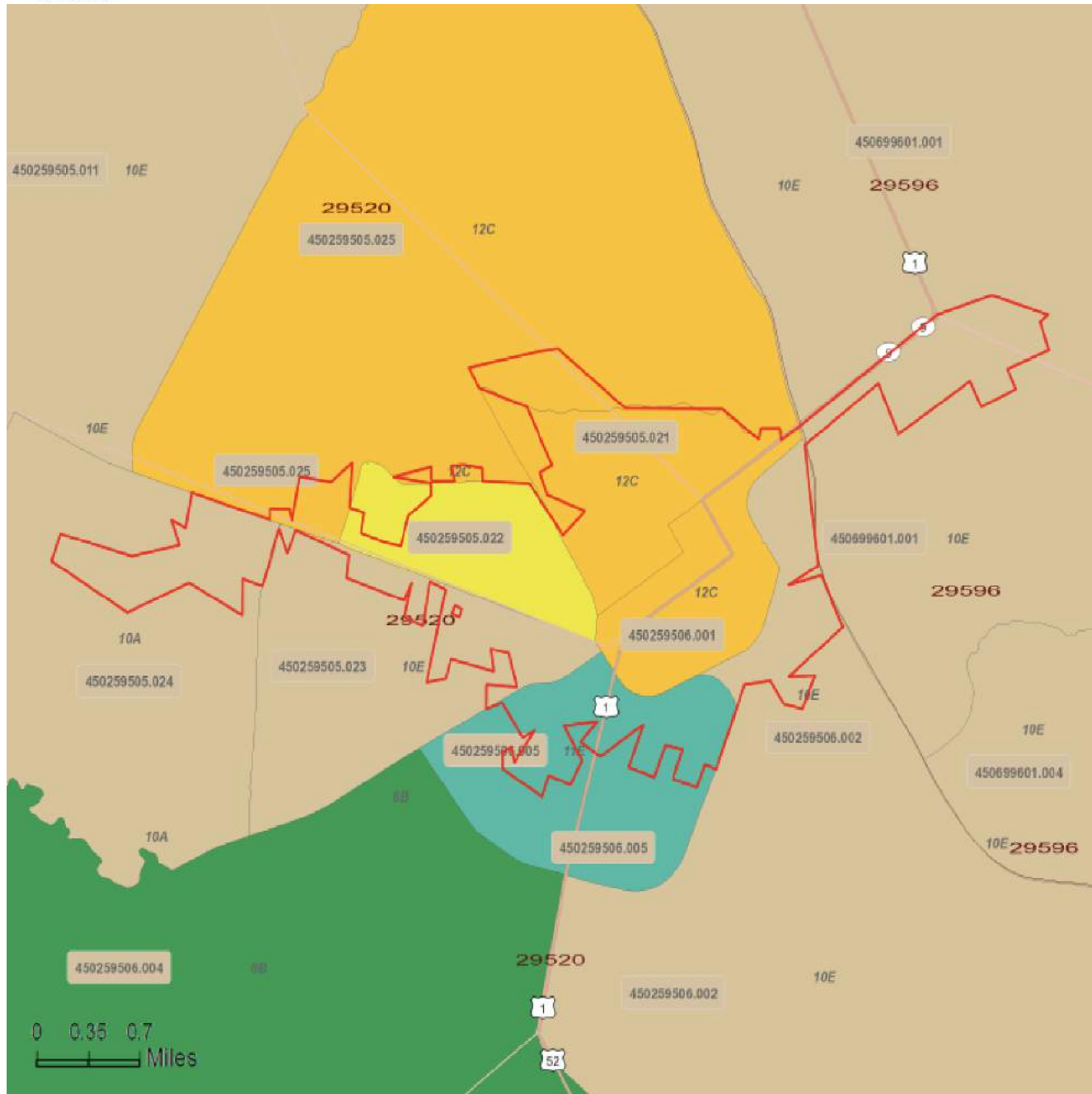


### Tapestry LifeMode

- |                        |                            |
|------------------------|----------------------------|
| L1: Affluent Estates   | L8: Middle Ground          |
| L2: Upscale Avenues    | L9: Senior Styles          |
| L3: Uptown Individuals | L10: Rustic Outposts       |
| L4: Family Landscapes  | L11: Midtown Singles       |
| L5: GenXurban          | L12: Hometown              |
| L6: Cozy Country       | L13: Next Wave             |
| L7: Ethnic Enclaves    | L14: Scholars and Patriots |



Source: Esri





## LifeMode Group: Midtown Singles City Commons

11E

**Households:** 1,106,600

**Average Household Size:** 2.67

**Median Age:** 28.5

**Median Household Income:** \$18,300

### WHO ARE WE?

This segment is one of Tapestry's youngest markets, primarily comprised of single-parent and single-person households living within large, metro cities. While more than a third have a college degree or spent some time in college, nearly a quarter have not finished high school, which has a profound effect on their economic circumstance. However, that has not dampened their aspiration to strive for the best for themselves and their children.

### OUR NEIGHBORHOOD

- Single parents (Index 315), primarily female, and singles head these young households.
- Average household size is slightly higher than the US at 2.67.
- *City Commons* are found in large metropolitan cities, where most residents rent apartments in midrise buildings.
- Neighborhoods are older, built before 1960 (Index 151), with high vacancy rates.
- Typical of the city, many households own either one vehicle or none, and use public transportation (Index 292) or taxis (Index 299).

### SOCIOECONOMIC TRAITS

- Although some have college degrees, nearly a quarter have not graduated from high school.
- Unemployment is very high at 16% (Index 295); labor force participation is low at 53% (Index 84).
- Most households receive income from wages or salaries, but nearly one in four receive contributions from Social Security (Index 287) and public assistance (Index 355).
- Consumers endeavor to keep up with the latest fashion trends.
- Most families prefer the convenience of fast-food restaurants to cooking at home.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by CB&MR.





LifeMode Group: Rustic Outposts

## Rural Bypasses

10E

Households: 1,646,400

Average Household Size: 2.55

Median Age: 40.4

Median Household Income: \$33,000

### WHO ARE WE?

Open space, undeveloped land, and farmland characterize *Rural Bypasses*. These families live within small towns along country back roads and enjoy the open air in these sparsely populated neighborhoods. Their country lifestyle focuses on the outdoors, gardening, hunting, and fishing. They are more likely to own a satellite dish than a home computer. Although a majority of households do have a connection to the Internet, their use is very limited. Those who are not yet retired work in blue collar jobs in the agriculture or manufacturing industries.

### OUR NEIGHBORHOOD

- An older market, with more married couples without children and single households, the average household size is slightly lower at 2.55.
- Most residents own single-family homes, or mobile homes (Index 504).
- Most housing was built from 1970 to 1989; vacancy rates are higher due to seasonal housing.
- Residents live in very rural areas, almost entirely in the South.

### SOCIOECONOMIC TRAITS

- Education is not a priority in this market. Almost 25% have not finished high school; only 11% have a bachelor's degree or higher.
- Unemployment is very high at 9% (Index 161); labor force participation is low at 47% (Index 76).
- Income is primarily derived from wages; however, dependence on Social Security and Supplemental Security Income is above average.
- Religion, faith, and traditional values are central in their lives.
- Many have a pessimistic outlook of their household's financial well-being.
- They rely on television to stay informed.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MR.



LifeMode Group: Hometown

## Small Town Simplicity

12C

Households: 2,305,700

Average Household Size: 2.26

Median Age: 40.8

Median Household Income: \$31,500

### WHO ARE WE?

*Small Town Simplicity* includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Since 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.

### OUR NEIGHBORHOOD

- They reside in small towns or semirural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family houses (61%), apartments, and mobile homes.
- Half of all homes are owner-occupied (Index 79).
- Median home value of \$92,300 is about half the US median.
- Average rent is \$639 (Index 62).
- This is an older market, with half of the householders aged 55 years or older, and predominantly single-person households (Index 139).

### SOCIOECONOMIC TRAITS

- Education: 67% with high school diploma or some college.
- Unemployment higher at 7.7% (Index 141).
- Labor force participation lower at 52% (Index 83), which could result from lack of jobs or retirement.
- Income from wages and salaries (Index 83), Social Security (Index 133) or retirement (Index 106), increased by Supplemental Security Income (Index 183).
- Price-conscious consumers that shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-orientated residents; more conservative than middle-of-the-road.
- Rely on television or newspapers to stay informed.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by CBW-MRI.

These segmented breakdowns of a community are a very low-resolution view of the people that make up an area, but it is a tool often used by people who will never visit the community and are making decisions about what kind of business they would consider opening in Cheraw.

The prospect of retaining the people that already work in Cheraw vastly changes this tapestry map along with the reality and perception of the area by other people.



# RETAIL LEAKAGE

## CHERAW 5 MILE RADIUS

Summary Demographics						
2018 Population						11,894
2018 Households						4,682
2018 Median Disposable Income						\$28,313
2018 Per Capita Income						\$20,031
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$116,279,856	\$154,738,490	-\$38,458,634	-14.2	121
Total Retail Trade	44-45	\$106,300,099	\$136,216,716	-\$29,916,617	-12.3	91
Total Food & Drink	722	\$9,979,756	\$18,521,774	-\$8,542,018	-30.0	31
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$24,536,170	\$12,998,998	\$11,537,172	30.7	15
Automobile Dealers	4411	\$19,979,394	\$8,313,848	\$11,665,546	41.2	8
Other Motor Vehicle Dealers	4412	\$2,253,652	\$652,824	\$1,600,828	55.1	2
Auto Parts, Accessories & Tire Stores	4413	\$2,303,123	\$4,032,326	-\$1,729,203	-27.3	5
Furniture & Home Furnishings Stores	442	\$3,290,520	\$8,368,300	-\$5,077,780	-43.6	7
Furniture Stores	4421	\$2,124,776	\$8,225,342	-\$6,100,566	-58.9	6
Home Furnishings Stores	4422	\$1,165,744	\$142,958	\$1,022,786	78.2	1
Electronics & Appliance Stores	443	\$2,676,878	\$2,331,970	\$344,908	6.9	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,659,579	\$3,353,921	\$4,305,658	39.1	6
Bldg Material & Supplies Dealers	4441	\$7,255,556	\$3,273,901	\$3,981,655	37.8	5
Lawn & Garden Equip & Supply Stores	4442	\$404,023	\$80,020	\$324,003	66.9	1
Food & Beverage Stores	445	\$18,546,583	\$10,216,783	\$8,329,800	29.0	9
Grocery Stores	4451	\$17,084,707	\$9,196,205	\$7,888,502	30.0	5
Specialty Food Stores	4452	\$650,667	\$388,509	\$262,158	25.2	2
Beer, Wine & Liquor Stores	4453	\$811,208	\$632,069	\$179,139	12.4	2
Health & Personal Care Stores	446,4461	\$7,127,451	\$7,715,490	-\$588,039	-4.0	5
Gasoline Stations	447,4471	\$13,216,273	\$30,125,179	-\$16,908,906	-39.0	13
Clothing & Clothing Accessories Stores	448	\$4,030,571	\$2,750,810	\$1,279,761	18.9	11
Clothing Stores	4481	\$2,696,578	\$2,090,450	\$606,128	12.7	9
Shoe Stores	4482	\$660,394	\$540,551	\$119,843	10.0	1
Jewelry, Luggage & Leather Goods Stores	4483	\$673,599	\$119,809	\$553,790	69.8	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,682,717	\$164,680	\$2,518,037	88.4	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,302,566	\$164,680	\$2,137,886	86.7	1
Book, Periodical & Music Stores	4512	\$380,151	\$0	\$380,151	100.0	0
General Merchandise Stores	452	\$16,555,936	\$56,398,677	-\$39,842,741	-54.6	9
Department Stores Excluding Leased Depts.	4521	\$11,951,913	\$50,172,144	-\$38,220,231	-61.5	4
Other General Merchandise Stores	4529	\$4,604,023	\$6,226,533	-\$1,622,510	-15.0	5
Miscellaneous Store Retailers	453	\$4,277,525	\$1,756,184	\$2,521,341	41.8	12
Florists	4531	\$129,201	\$360,290	-\$231,089	-47.2	4
Office Supplies, Stationery & Gift Stores	4532	\$784,410	\$424,743	\$359,667	29.7	1
Used Merchandise Stores	4533	\$417,058	\$444,216	-\$27,158	-3.2	3
Other Miscellaneous Store Retailers	4539	\$2,946,856	\$526,935	\$2,419,921	69.7	4
Nonstore Retailers	454	\$1,699,898	\$0	\$1,699,898	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,065,759	\$0	\$1,065,759	100.0	0
Vending Machine Operators	4542	\$64,888	\$0	\$64,888	100.0	0
Direct Selling Establishments	4543	\$569,250	\$0	\$569,250	100.0	0
Food Services & Drinking Places	722	\$9,979,756	\$18,521,774	-\$8,542,018	-30.0	31
Special Food Services	7223	\$144,295	\$57,564	\$86,731	43.0	1
Drinking Places - Alcoholic Beverages	7224	\$578,815	\$0	\$578,815	100.0	0
Restaurants/Other Eating Places	7225	\$9,256,647	\$18,464,210	-\$9,207,563	-33.2	30

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## **Five-mile leakage points of note**

Retail leakage numbers do not necessarily indicate that these retail categories would possibly locate in downtown Cheraw but they do indicate that there is a categorical need overall.

A five-mile retail leakage study is a relatively small sample size and is usually most effective in areas with high population density. While this is not the case with Cheraw, this five-mile study provides a micro-level view of retail leakage and also highlights categories of regional and local leakage.

At first glance there is a retail surplus in the market. However this is more a factor of the relatively small population size in relation to the total retail potential, which includes Walmart and all other retail.

While Cheraw has a small population size there is an \$8 million leakage in the food and beverage store category which especially relates to grocery stores.

An \$11 million leakage number in the auto sales category is not that unusual due to the wide-ranging mileage spectrum auto dealerships normally have between stores. These numbers do indicate a possible need for auto parts stores in the Cheraw area as a whole.

# RETAIL LEAKAGE

## CHERAW 15 MILE RADIUS

Summary Demographics						
2018 Population						49,514
2018 Households						18,696
2018 Median Disposable Income						\$28,952
2018 Per Capita Income						\$18,502
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$467,756,445	\$383,451,421	\$84,305,024	9.9	342
Total Retail Trade	44-45	\$429,038,265	\$348,527,434	\$80,510,831	10.4	263
Total Food & Drink	722	\$38,718,179	\$34,923,987	\$3,794,192	5.2	79
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$100,990,243	\$60,715,402	\$40,274,841	24.9	48
Automobile Dealers	4411	\$82,595,258	\$48,288,539	\$34,306,719	26.2	27
Other Motor Vehicle Dealers	4412	\$9,250,380	\$652,824	\$8,597,556	86.8	2
Auto Parts, Accessories & Tire Stores	4413	\$9,144,605	\$11,774,039	-\$2,629,434	-12.6	19
Furniture & Home Furnishings Stores	442	\$12,951,640	\$13,948,604	-\$996,964	-3.7	14
Furniture Stores	4421	\$8,246,669	\$13,673,356	-\$5,426,687	-24.8	12
Home Furnishings Stores	4422	\$4,704,970	\$275,248	\$4,429,722	88.9	2
Electronics & Appliance Stores	443	\$10,371,643	\$4,763,211	\$5,608,432	37.1	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$31,940,242	\$13,978,162	\$17,962,080	39.1	18
Bldg Material & Supplies Dealers	4441	\$30,190,041	\$13,898,142	\$16,291,899	37.0	17
Lawn & Garden Equip & Supply Stores	4442	\$1,750,201	\$80,020	\$1,670,181	91.3	1
Food & Beverage Stores	445	\$73,905,834	\$34,141,400	\$39,764,434	36.8	38
Grocery Stores	4451	\$68,349,355	\$30,771,496	\$37,577,859	37.9	29
Specialty Food Stores	4452	\$2,602,161	\$1,015,577	\$1,586,584	43.9	3
Beer, Wine & Liquor Stores	4453	\$2,954,319	\$2,354,327	\$599,992	11.3	6
Health & Personal Care Stores	446,4461	\$28,861,072	\$24,986,155	\$3,874,917	7.2	20
Gasoline Stations	447,4471	\$53,422,181	\$65,745,535	-\$12,323,354	-10.3	33
Clothing & Clothing Accessories Stores	448	\$15,683,241	\$4,880,462	\$10,802,779	52.5	19
Clothing Stores	4481	\$10,579,361	\$3,867,328	\$6,712,033	46.5	16
Shoe Stores	4482	\$2,621,700	\$540,551	\$2,081,149	65.8	1
Jewelry, Luggage & Leather Goods Stores	4483	\$2,482,180	\$472,583	\$2,009,597	68.0	2
Sporting Goods, Hobby, Book & Music Stores	451	\$10,454,048	\$1,320,506	\$9,133,542	77.6	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$9,033,173	\$1,007,195	\$8,025,978	79.9	3
Book, Periodical & Music Stores	4512	\$1,420,875	\$313,311	\$1,107,564	63.9	1
General Merchandise Stores	452	\$65,593,478	\$116,149,563	-\$50,556,085	-27.8	24
Department Stores Excluding Leased Depts.	4521	\$46,929,916	\$101,980,680	-\$55,050,764	-37.0	11
Other General Merchandise Stores	4529	\$18,663,562	\$14,168,883	\$4,494,679	13.7	13
Miscellaneous Store Retailers	453	\$18,004,430	\$6,876,659	\$11,127,771	44.7	34
Florists	4531	\$510,992	\$867,164	-\$356,172	-25.8	11
Office Supplies, Stationery & Gift Stores	4532	\$3,112,372	\$3,226,386	-\$114,014	-1.8	8
Used Merchandise Stores	4533	\$1,594,442	\$711,792	\$882,650	38.3	7
Other Miscellaneous Store Retailers	4539	\$12,786,623	\$2,071,317	\$10,715,306	72.1	9
Nonstore Retailers	454	\$6,860,215	\$1,021,776	\$5,838,439	74.1	3
Electronic Shopping & Mail-Order Houses	4541	\$4,249,182	\$83,352	\$4,165,830	96.2	1
Vending Machine Operators	4542	\$276,762	\$0	\$276,762	100.0	0
Direct Selling Establishments	4543	\$2,334,272	\$938,424	\$1,395,848	42.7	2
Food Services & Drinking Places	722	\$38,718,179	\$34,923,987	\$3,794,192	5.2	79
Special Food Services	7223	\$536,517	\$794,352	-\$257,835	-19.4	3
Drinking Places - Alcoholic Beverages	7224	\$2,142,651	\$102,343	\$2,040,308	90.9	1
Restaurants/Other Eating Places	7225	\$36,039,012	\$34,027,292	\$2,011,720	2.9	75

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## 15-mile points of note

The fifteen-mile retail leakage report really begins to show the true nature of the retail market in Cheraw with a total overall retail gap of \$84,000,000.

The majority of that gap shows up in the category of grocery and motor vehicle and parts sales. The large dollar gap in the motor vehicle and parts sale market is fairly common in most mid to small markets. However a retail gap of this size does indicate that a major car dealership could be a possible player for the Town of Cheraw as a whole. A car dealership does not necessarily have the kind of positive psychological impact as a new grocery store or sit down restaurant but the possible sales revenue generated would be a huge tax boost.

Two specific categories that are immediately noticeable are grocery sales and the restaurant and alcohol sales.

Restaurant and alcohol sales are the two categories that could have an immediate impact for downtown Cheraw. There is available space and demand for full-service restaurants on Main and Market streets. This demand is specifically true for restaurants that serve alcohol and operate seven days a week and remain open to at least 10 p.m.

These types of establishments are the catalysts that bring and keep people in the area of Main and Market streets. These establishments would begin to make downtown a destination for people to gather.

Overall, what these leakage numbers show is that the Town of Cheraw needs at least one full-service grocery store besides Walmart. The town needs at least one national soft goods or clothing retailer such as T.J. MAXX but could probably sustain at least two such retail stores. The town also needs sit-down restaurants that sell alcohol.

These types of stores will not be part of the Main Street makeup but for the town to begin growing a population that can support a thriving downtown the future and current residents of Cheraw must have these basic services.

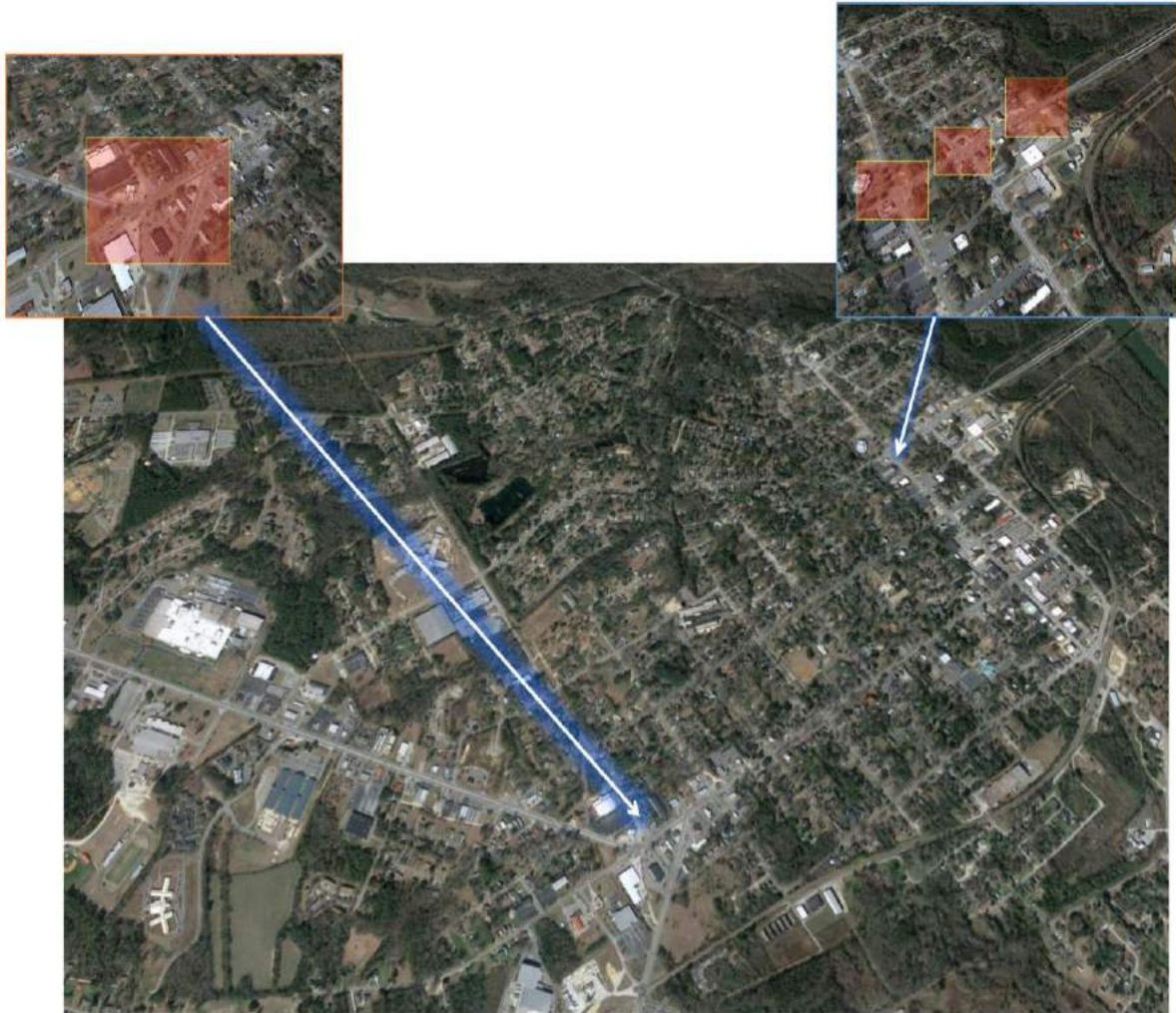


## Gateway creation

### Projected growth of downtown Cheraw



## Cheraw Gateways



Cheraw has two main gateways into downtown. The triangle formed by the intersection of West Market Street, South Carolina Highway 9, and U.S. Highway 52 is considered the primary gateway into downtown. The majority of this gateway into downtown is made up of nice-looking and stately homes. The only area that needs clean up attention is the section of property between Jersey Street and Christian Street.

The relatively small section of roadway on West Market Street is made up of several gas stations and fast food restaurants.



**1. Highway 9**



**2. Highway 52**

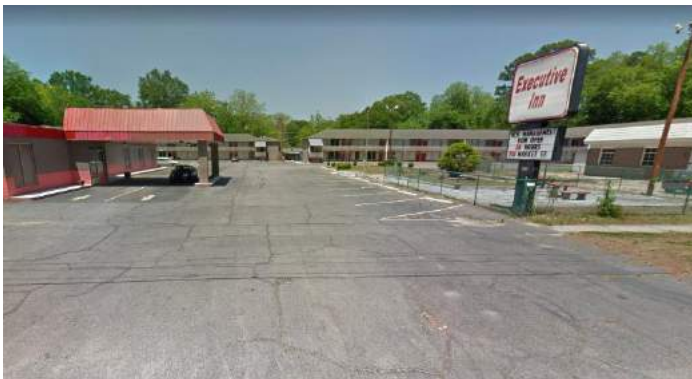


**3. West Market Street**



These three vacant sites are all on the north side of West Market Street. The Town should keep a close eye and active hand on how these are developed in the near future.

This site is also on the north side of West Market Street. This parcel represents the possibility of removing an older motel while also freeing up the property for a larger development in this important downtown gateway.



The corner properties that make up the intersection of U.S. Highway 52 and South Carolina Highway 9 are ideal for signage directing people downtown.





1.



2.



3.



The intersection of Powe Street and Front Street along with the intersection of Powe Street and 2<sup>nd</sup> Street make up the other main critical downtown gateway.



1.



2.



The main gateways into downtown are relatively short and many of them are currently vacant. This is a good thing. Town leaders should have these properties on their radar and may already have plans on how to move forward with a least the vacant lots on these properties. This particular gateway is very short and its development will have an immediate and direct impact on the downtown area.

The town should formulate a usable plan along with a wayfinding study to produce effective signage into downtown. These measures will produce a clean and unobstructed gateway from both directions.

The overall impact of these gateways are difficult to quantify but without a doubt the overall impact will be substantial and a key component for the growth of Main Street Cheraw.

### **Step-by-step checklist to improve retail in downtown Cheraw**

- Ensure completion of hotel deal.
- Work with landlords to incentivize or penalize them to improve their downtown property into usable space.
- Map out all vacant property in the downtown market, identify physical conditions and landlord contact info.
- Create and continually update a database for people interested in leasing space downtown.
- Work on creative ways to encourage and help possible local restaurant entrepreneurs who are willing to sell alcohol and stay open until at least 10 p.m., five nights a week.
- The lack of a grocer and other shopping options has two major negative impacts on the town which directly impacts downtown. Cheraw residents travel to either Hartsville or Florence to shop or dine. Not only do they take their money out of town but they also become conditioned to leaving the town for any type of shopping or entertainment.
- Begin focusing on ways to increase the population

The declining population is probably the biggest issue Cheraw faces. This decline creates a spiraling effect where it becomes harder to attract retailers and restaurants when the population shrinks. Fewer shopping and dining options push people elsewhere.

Aggressively support local new home builders and work with the major local employers to incentivize people who work in Cheraw to also live in Cheraw.

## DESIGN

Design concentrates on improving the appearance and function of all things visual. This includes building storefronts, windows, sidewalks, lighting, landscape, signs and streets. The primary goal of Main Street's design component is to encourage comprehensive visual improvements through good design that are compatible with historic features to maintain the integrity of downtown. Design strives to preserve and enhance the physical characteristics that make Cheraw unique so that it can look its best and function at the highest level.

### Why are design and preservation important?

Good Main Street design should be paired with good historic preservation practices because it helps retain Cheraw's authentic character. Design improvements are important to economic revitalization because:

- The first impression of downtown shapes visitor perceptions and experiences.
- The packaging of the commercial district affects interest, just as the packaging of consumer products affects decisions.
- Design of public spaces affects mobility and safety. Design improvements – whether in the public realm or private buildings – show new investment and provide tangible evidence that revitalization is happening and the Main Street program is leading the charge.
- Preservation is often cheaper than building new.

## Recommendations

### Update wayfinding signage

While wayfinding signage is in place, it has aged. Update the system to direct travelers to key destinations and assets. A quality signage system is critical to providing a consistent and professional image. A wayfinding signage system should clarify travel in the downtown district.

- The wayfinding system could include:
  - **Primary Gateways:** These signs need to be highly visible and introduce the destination brand.
  - **Trailblazers:** These should include three and four locations per sign and carry motorists from gateway to parking. Colors can be used to distinguish between different districts and can become smaller as the scale and speed of the roadway narrows.
  - **Parking Signage:** Visitors are more likely to walk a block or two to shop if the signage system leads them directly to a public parking lot and tells them how to proceed. This element is currently missing in downtown Cheraw and contributes to the perception that there is “no parking downtown” for special events. What is missing is the awareness of public parking resources that can easily be addressed through a wayfinding system.





## Wayfinding System

*Example wayfinding system. Cheraw, SC, 2006 Charrette Report.*

## Temporary visual treatment strategies for vacant buildings

Use visual enhancement treatments as a temporary means of improving the appearance of a building while it is being prepared for occupancy or sale.

- Place artwork in vacant display windows. If the interior space is in poor condition, consider covering the windows from the interior with vinyl cling wraps. These treatments can feature historic photos or postcards or a map of downtown shopping and dining destinations.
- Place downtown hero posters in the windows to build community pride and draw attention away from the vacant building.
- Focus on individual targeted enhancements. This could include awnings, signage and paint programs through component grants.
- Vibrancy grants could be established to create color and interactive features (e.g. bistro tables, umbrellas, parklets, interactive art and games placed in public/green spaces, flower baskets, sun sails, chairs, flags and banners etc.).



Laurens, SC.



Columbia, SC.

*Example(s) of window treatments to promote available space.*





Williamtson, SC



Summerville, SC

*Example(s) of vibrancy components.*



*Colorful seating. Columbia, SC.*



*Colorful plantings. Fountain Inn, SC*



## Market and Front streets

Enhance the corner with a low brick wall/sign and landscaping to complement the existing greenspace on Market and 2<sup>nd</sup> streets. This corner can serve as a beautiful welcome to downtown and serve as a flexible place for outdoor events, pop-ups and art. The blank wall is an ideal location for a mural celebrating Cheraw's assets. Crosswalks across Front Street will improve pedestrian safety, increase connectivity and calm traffic, all of which increase visibility and access to Market Street retailers.



*Current status*



*Recommended enhancements*



*Aerial view of recommended enhancements*

### **Riverside park entrance at church and front streets**

Install a low brick wall/sign to welcome and direct visitors to Riverside Park. Crosswalks across Church Street will improve pedestrian and bicycle safety, calm traffic and increase connectivity to the Great Pee Dee River.



***Current status***



***Recommended enhancements***



### Market Street alley to parking

Enhance this alley in order to improve access to parking for Market Street retailers and businesses and to improve the beauty and safety of Market Street. Remove the trailers/storage units in the alley. Continue a sidewalk that aligns with the crosswalk and landscape the areas on both sides of the alley sidewalk. Install wayfinding signage and pedestrian light fixtures along the alley. Overhead patio lights and benches will make this alley a beautiful and peaceful gathering place.



**Current status**



**Recommended enhancements**



*Example(s) of alleyway improvements.*



*Lake City, SC.*



*Florence, SC.*

## PROMOTION

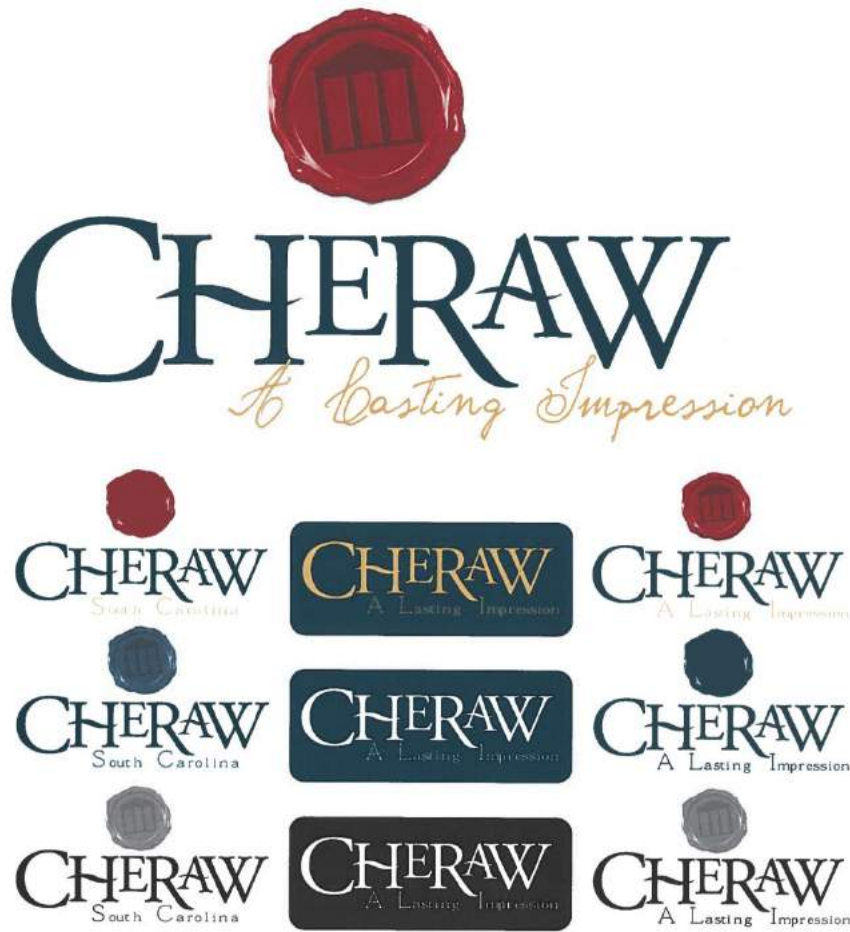
The promotional aspect of the Four Point Approach to revitalization positions downtown as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics. This means improving sales and growing businesses as well as rekindling community excitement and involvement through street festivals, retail and business promotions and marketing.

From interviews with residents, the town is lacking a community excitement. Despite its various assets, including proximity to the Pee Dee River, Cheraw has become a forgotten picture of old South Carolina in the minds of the residents. Promotion is critical to showcasing this charming downtown and community.

## IMAGE BUILDING

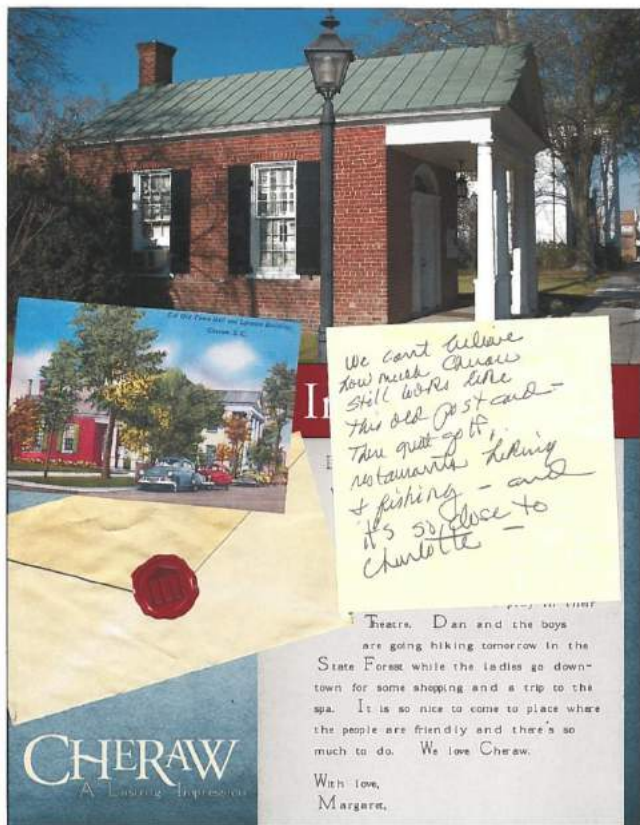
- Adopt the brand proposed in 2006 to attract regional customers, retain locals and curate the visitor experience. Unify this brand across all channels — print, signage, brochures, webpage, social media and event banners.

*Example(s) of branding. 2006 Charrette Report.*





- Utilize free social media tools such as Facebook, Instagram, Twitter, and YouTube. Create your own YouTube channel and post short video clips of downtown. Be sure that your photos and videos demonstrate activity and happy, smiling people. Even if you are showcasing a new flower planter, put a person in the photo pointing to it. People like seeing people.
  - #IAMADOWNTOWNER is a good example of how a promotional campaign using business owners and citizen can help people feel connected to the downtown. It includes a series of photos taken of local business owners expressing why they choose downtown. Because people can identify with shopkeepers, their positive message will ripple more effectively through the community.
- Promote local assets and have fun doing it. Hold a “Cheraw Friendly” contest on social media. Individuals have to post a photo of themselves or others smiling and being “friendly” to social media and use #Cherawfriendly. The photo with the most likes and shares will win the chance to be the “Friendly Face of Cheraw.” The photo can be used on banners or as regular promotions on social media. Make it monthly contest and post the photo in a local publication as the “Friendly Face of Cheraw” winner for the month.



*Example of promotional branding material. 2006 Charrette Report.*

- Build a brand for the organization. Make Main Street Cheraw and its mission known to the community. If it is a Main Street initiative, put your name/logo on it. Idea: Make t-shirts for volunteers to wear at events or other downtown efforts. It not only helps make then easy to



identify during an event but also may cause people to ask about Main Street Cheraw. Create a branding campaign for your volunteers and supporters. The #IAMADOWNTOWNER is a good example of a tagline that could be placed along with the Main Street Cheraw logo on volunteer shirts, on buttons, stickers, or decals. “We Are Main Street,” “or “I Love Cheraw.”



- The Main Street Cheraw logo must go on every piece of promotional material: flyers, media ads, brochures, etc. Get credit for the work the organization is doing. This will help generate more support in the form of volunteers and funds as the community becomes more aware of what the organization is doing. The goal is to never be asked “What does Main Street Cheraw do?” because it is obvious.



*Example of sidewalk decal used to draw attention to the downtown district. Columbia, SC.*

- Generate activities meant to create immediate retail sales or business for service providers and professionals. This type of promotion can be events that take place inside the stores or promotional ads.



*Example of event branding. 2006 Charrette Report.*

- Wine, Shop & Dine – This event will draw attendees because they are given samples of a beverage: wine or beer at each participating business. This gets people inside businesses they may never have stepped foot in before. Businesses are encouraged to offer specials and promotions of their own during the event. They could even offer a coupon valid for a certain time (two weeks for example) after the event. Business are not selling the alcohol only serving the samples. The Main Street organization is not selling the alcohol either. Some Main Street's provide such events at no cost to attendees. Most however, charge a participation fee. The fee should also provide for some other item such as an entry into a drawing for a prize or perhaps a souvenir cup they use during the event to get their samples. These "extras" are what the participation fee is covering, not the alcohol;

otherwise a license would be needed. The event does not have to involve alcohol. There could be chocolate and cheese or ice cream. Be creative and fun.

- Art Walk – This event is similar to the Wine, Shop, & Dine only with artists. They are placed inside businesses and/or on the sidewalks. Inside the businesses is best so people will go inside. This event could be held in conjunction with a Wine, Shop, & Dine for an enhanced experience.
- Shop Small Saturday – This event is promoted heavily by American Express. All Main Streets should take advantage. American Express will send participating organizations tons of promotional products for the businesses participating such as door mats, table tents, canvas shopping bags, balloons, banners, and more. Get businesses to agree to be open that Saturday and promote one or two highlighted specials they will have. The Main Street organization will need to register by the deadline in order to receive the free supplies. Visit <https://www.americanexpress.com/us/small-business/shop-small/> Select “Get Involved” followed by selecting “Neighborhood Champion.”
- Downtown Kids Club – This event is geared toward kids. They are given 20 “activities” they have to complete. They visit the “Explorer Station” associated with that activity (a downtown business) to get their “badge” which is a small button they pin to a lanyard. The event is geared toward kids, the parents are the ones that help them complete the activities and take them to the “Explorer Stations”. Businesses are encouraged to be creative to promote themselves to the parents.
- Downtown Dollars – This promotional campaign encourage people to spend their money downtown. Downtown Dollars are dollar-for-dollar value and can only be redeemed at participating businesses. The dollars can be purchased by others and given as gifts, they can be given by the Main Street organization as prizes. Other organizations may want to purchase them to give away. Once the dollars are spent at a business that business brings them to Main Street to get them redeemed.
- Business Receipt Exchange – This promotion encourages partnerships between downtown businesses. Businesses agree to offer a discount if a customer brings in a receipt from another downtown business (not just any business but rather a business that they have agreed to partner with). Participating businesses would need make sure they help promote their fellow businesses by informing customers of the discount. Example: A customer purchases a t-shirt at business A. Business A lets the customer know that they can take their receipt and get a free drink at business B. This encourages the shopper to visit another business and spend more money downtown.
- Cheraw currently has many vacant storefronts. For events involving getting people to walk around the downtown and go inside stores, consider utilizing those spaces to allow for pop-up businesses. This may generate the interest of an attendee in leasing the space and it will provide additional shopping opportunities making the event more enticing. If vacant spaces are not able to be used, consider allowing a few vendors on the sidewalks. The idea is to create an experience that will make it worth an attendee participating in.

## SPECIAL EVENTS

The objective is to attract people to the commercial area and to provide added excitement, value, and entertainment. Special events bring the community together in a fun and inviting atmosphere. They can be geared for local residents and/or visitors. Know your target market and goal for the event. This will help you to be more strategic in marketing efforts, plan more efficiently and will alleviate any disappointments. If you plan an event knowing it is geared toward a local crowd, you will not be disappointed if there are not many visitors. If the goal of an event is to draw people downtown, you will not be disappointed if it does not make money. Also, knowing these things will help the organization better evaluate whether or not to continue an event. Events can be draining on resources. Regular evaluation is important. You do not want to continue with an event that is not meeting goals.

- **Monthly Event**

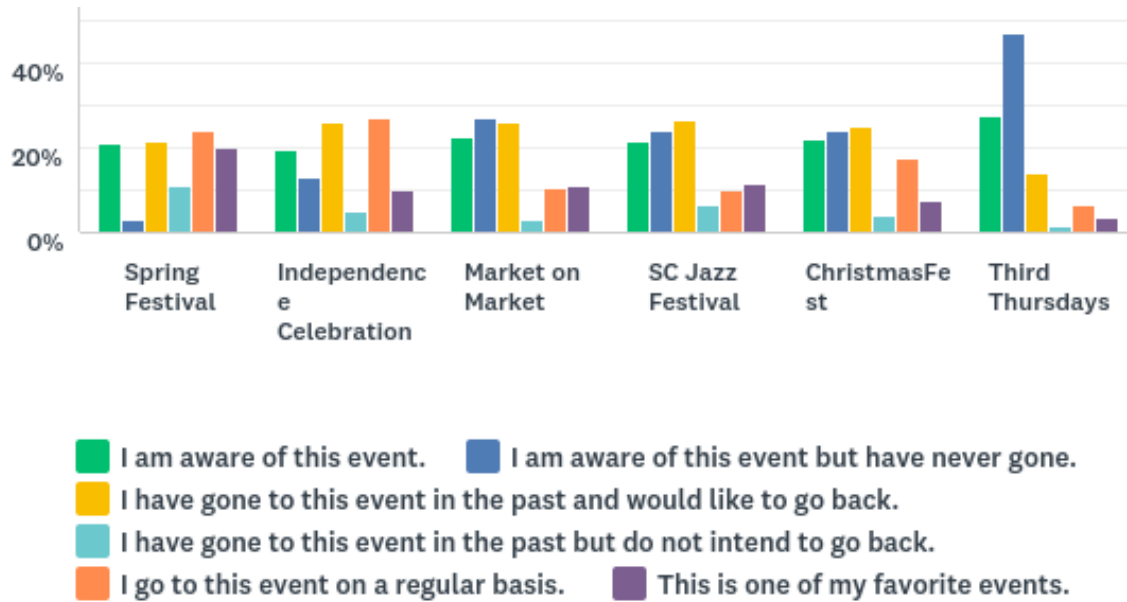
Host a “Friendly Friday” event once a month. This downtown community event should include entertainment, vendors, and activities for kids, local shopping and dining, and other fun elements the community will enjoy. The event will bring people downtown that may not regularly be there and it will provide a venue for the community to reconnect. These type of events are a great way to bring the community together for a fun time in the downtown. There is a standard format of live entertainment, vendors (both food and merchandise) and activities for kids. It is encouraged for businesses to stay open though it is not typical for them to experience many sales during this type of event. However, they should be encouraged to be creative to generate sales and get customers inside their business. Offer a sale or promotion, offer refreshments or even fresh popped popcorn. Main Street can offer some type of activity such as a scavenger hunt or trivia game that requires attendees to visit businesses to participate and have the chance to win a prize. Businesses can offer a coupon to those that do come in that is valid for two-to-four weeks after the event. They may not shop that night because they don’t want to walk around with a shopping bag or they may have their kids when they do so it isn’t convenient, but they may be encouraged to come back. A word of caution: Monthly events can be tiring on resources, volunteers, sponsors, donors. It is important to build partnerships with other organizations or clubs.

- **Race**

Races are a great attraction for not only residents but visitors. Runners will travel to run even a 5K. Don’t expect many race attendees to shop and dine. Many events are not open at convenient times – a 5K may begin before many businesses are even open. Race attendees may not feel “clean” enough to shop or dine after the race. While this may be disappointing, do not assume it is not beneficial or worth it. Make efforts to get businesses to open earlier that one day and definitely make sure to provide runners information and even coupons for downtown businesses that will be valid that day for some time into the future. Many may have never been to Cheraw before so they may be encouraged to return. This type of event would be geared toward exposure for the downtown. Type of race ideas include:

- 5K around the downtown area – Contract with a timing company. Promote it to surrounding cities and counties through local running clubs, fitness facilities, etc.
- Canoe Race (Dirty Dozen Canoe Run – Sebring, Fla.)
- Paddle Board Race
- Bicycle Race (Palatka Bicycle Festival - <https://racerooster.com/events/2018/14542/palatka-bicycl-weekend>)

The following is a list of special events that occur downtown. Respondents were asked to note their awareness and attendance at these events. There is a tremendous opportunity to capture the local market of interest through social media alone.





## Downtown Cheraw

### Q10 Please indicate anything you would like to add about Downtown Cheraw not already covered in the survey.

Answered: 85 Skipped: 88

#	RESPONSES	DATE
1	Make it more inviting for young people, more things to do and see. Movies, bowling, more and better choices for shopping and eating	4/2/2019 2:01 PM
2	Many small towns in our area are revitalizing their downtown. Cheraw can do the same with the help of our dedicated citizens. Take for example cheraws movie theatre. why can't we use this for a weekend movie theater and generate money like Hartsville? There is so much Cheraw has to offer and we have to start somewhere. I was amazed riding through seeing Rockinghams downtown at night! They are improving and we stopped and ate at Pattans Downtown Grille! It was awesome. I am not just complaining I would be willing to support and help in any way I can to assist in supporting cheraws downtown projects. I want to see our little town succeed for the next generations to come. I'm sure there are grants and different opportunities for our town.	3/17/2019 11:06 AM
3	In the town meeting it was implicated that downtown is only Market Street and Second Street, the town square. Downtown needs to encompass from the railroad to Poe Street on Second and from Front Street to Huger on Market.	3/9/2019 12:03 AM
4	City Government must support citizens.	3/8/2019 9:46 PM
5	Why are businesses or professional or antique people not recruited in empty buildings downtown?	3/8/2019 5:58 PM
6	should have been a NOT AVAILABLE option for the above questions	3/8/2019 4:45 PM
7	Shopping, restaurants, movies, bowling, things for all ages!!!	3/7/2019 7:32 PM
8	Need more jobs & things for kids and families to do! Shouldn't have to go out of town for shopping or a movie.	3/7/2019 12:32 PM
9	Police presence all the time. The same people are always loitering in front of businesses asking people for money, and harassing patrons. This is not acceptable. I don't feel safe to shop or dine downtown anymore.	3/7/2019 12:11 PM
10	Mainly clean up the empty buildings and unused space (this applies to all of Cheraw ... the old Walmart)	3/7/2019 7:53 AM
11	N9t all these ecent are known	3/6/2019 5:23 PM
12	We do have buffet restaurants but none of them are open in the evenings	3/6/2019 3:44 PM
13	There really isn't anything left downtown, the town doesn't offer much in the form of business.	3/6/2019 3:18 PM
14	Cheraw needs more options in all areas.	3/6/2019 2:36 PM
15	Would love to see an event where we would have food trucks come in downtown! Also we need things for the kids and adults a movie theater, bowling alley, water park!!!	3/6/2019 2:33 PM
16	Restaurants, bars, events, Sidewalk freedom for businesses. Adequate housing for med-high Income Industry employees. Utilize River front.	3/6/2019 2:18 PM
17	Motel Downtown would be a Tremendous anchor tenant	3/6/2019 2:16 PM
18	Get some decent restaurants	3/6/2019 1:40 PM
19	Great potential we need to utilize the space and make it into the great town it deserves to be.	3/6/2019 1:18 PM
20	More events to attend	3/6/2019 12:45 PM
21	You can bring anything to the town nothing is going to be successful until you get some of the bad negative idea people off that board . Cheraw is you gotta know Someone they all support there rich buddies . It's a sad situation they don't want to see the poor man do well . Sadly it's the way Cheraw is and they are all to blame for this	3/6/2019 6:54 AM
22	We need more alcohol-free evening events for couples.	3/6/2019 4:34 AM

## Downtown Cheraw

23	So many options and possibilities but in the past there has been poor community support.	3/6/2019 12:53 AM
24	Quit bringing BARS here. No one will still here if you do not bring something that FAMILIES with KIDS can enjoy. Use Hartsville as an example. The college as more potential and could be used in creative ways. Again see Hartsville as an example. Downtown is great college location is incorporated into it. Get creative use that somehow despite college being right outside town. Need more variety. Don't be afraid to do something for high school kids. Skating rink bowling etc. Security on site will deter troublemakers. Ban them from premises if they do cause trouble. No reason we can't have what other towns have.	3/6/2019 12:44 AM
25	It don't have anything for me or my family. I go out of town for everything	3/6/2019 12:26 AM
26	I love this town but I really think we need to focus on bringing small businesses back with support from the town (incentives). We also need to focus on a younger generation that will support the towns economy in the future.	3/6/2019 12:08 AM
27	We need to have more restaurants with the ability of outside dining and that serve beer or wine - even if I don't drink. We also need a quality hotel. Upscale clothing stores. More boutique type shops for women and children ( babies). Children's museum like the discovery place in Rockingham. Movie theater similar to the small one in Hartsville. Ice cream / coffee shop. Restaurant that serves breakfast and lunch daily. Carriage ride with a guided tour in historic area on weekends. Cleaning up the entrance ways into town. Clear signage of what is available downtown. Better advertising of town activities and events. Play zone bounce castles etc with party area that can be rented.	3/5/2019 11:20 PM
28	Need industry, grocery options and things for children	3/5/2019 10:46 PM
29	Seems like Cheraw is geared toward being a retirement town. There is nothing here for families or youth. Most families have to spend their money in other cities in order to have something for their children to do. It would be nice to spend money in my own town that would be put forth improvements for it, instead of someone else's city.	3/5/2019 10:37 PM
30	Restaurants	3/5/2019 10:26 PM
31	We truly need more family fun things to do in this town . A splash pad , a community pool like family swim. This is a beautiful town I've lived here for 18yrs and would like to stay . We really need to stop being the town that does not want to grow to being the town that everyone wants to come to and enjoy . So many older ppl. In this town like it the way it is . However we have a lot of young kids in this community and we have the opportunity to make this town shine by having activities for our young people and there families. We need fun for all the town people to be a close community, the prettiest town in Dixie can. E that again . Change needs to happen things don't stay the same we have to grow or get left behind and end up a poor town and town that is run down I want more for Cheraw than that but we must keep up with change, we don't have to be crazy just step outside the box and bring in some things that will keep families busy here and not out of town ...	3/5/2019 10:26 PM
32	There are many people who would open a small business in downtown Cheraw if they had decent rental spaces to open .	3/5/2019 10:21 PM
33	Ability to have beer / wine outside for special events or outside dining	3/5/2019 10:13 PM
34	There are many neighborhoods with abandon homes that can be saved and rented to own for low income families. Many area need to be cleaned. There needs to be more entertainment and community projects to get youth involved and keep them out of trouble. The roads are a mess and needs to be repaired. Bring more jobs to the area to boost the economy.	3/5/2019 10:08 PM
35	Would be nice to sit outside with a cocktail or glass of wine. It is obvious Cheraw has lack of options and owners are NOT required to keep properties in proper repair. Adds to the "rundown " look of the town. Should cancel confederate encampment during spring festival and focus on American Revolution	3/5/2019 9:55 PM
36	We need more activities that can be enjoyed by families. We need affordable and higher quality apartments for college/career/families. No one should have a job in Cheraw and have to Commute because of housing options.	3/5/2019 9:48 PM
37	I miss the stores that used to be downtown and the busy sidewalks and the atmosphere a friendly little town.	3/5/2019 9:47 PM
38	Hotel would be great	3/5/2019 9:42 PM



### Downtown Cheraw

39	Everything is closing downtown. The selection of things to do & places to eat are poor. Cheraw is dying!	3/5/2019 9:37 PM
40	Cheraw needs to have more festivals downtown with bands and able to serve alcohol and have food trucks etc and block off the streets. They need at least one really good restaurant and bar. Make it a more fun area for everyone- it especially draws younger people to a town with a more fun and lively downtown. It would also be nice to have a barre and yoga studio. Hartsville is a great example of having a terrible downtown about 10 years ago and now it is so much fun!	3/5/2019 9:35 PM
41	We need something that would draw people of all ages to the area. When people take about going to town they talking about hwy 9 part of town.	3/5/2019 9:32 PM
42	Need to do something with all the buildings that are falling apart and slummy, and of course the roads	3/5/2019 9:32 PM
43	Need to have more items for the upcoming generations, need more thing for family and younger children	3/5/2019 9:31 PM
44	Needs to be an easier process to encourage businesses to come to town and not so many hoops to jump through or bad representation of the town. I had first hand experience and just about moved my business elsewhere outside of Downtown area because of a particular individual that you have to deal with. No problem in following the rules but this individuals attitude stinks!! Complete turnoff. We need someone that encourages folks and is welcoming.	3/5/2019 9:19 PM
45	More businesses	3/5/2019 9:09 PM
46	Need movie theater, bowl alley, sports bar, nightlife and entertainment. Should repeal blue law in downtown area to encourage relocation of these types of businesses. Need a hotel and housing to support businesses with foot traffic.	3/5/2019 9:09 PM
47	Again social media is a powerful tool that should be used. I know that it's not everything but coming from a 23 year old resident of the town, I and people my age check Facebook etc. for most things. Therefore there should be something updating the socials several times a week, letting people know of what is going on downtown, ideas, problems. A business spotlight once a week would be an awesome idea. Just utilize the free tools that you have. The town has 7000+ likes. That should be taken advantage of.	3/5/2019 9:07 PM
48	Lack of variety and quality of the following: retail shopping, dining, lodging and entertainment/nightlife.	3/5/2019 9:02 PM
49	Please hold property owners responsible for the upkeep of their buildings; there are far too many dilapidated store fronts. They are eyesores and are unsafe.	3/5/2019 9:02 PM
50	Revitalize rebuild to yester year. Maybe add a hotel to drive business too.	3/5/2019 8:53 PM
51	Why is change and renovation such a bad thing? Follow the lead of towns like Hartsville, Sumter, Manning, Greenville and start investing into downtown before it is to late.	3/5/2019 8:52 PM
52	I would love to see Cheraw's rich history restored highlighted in all areas that it can be, with modern flairs surroundings it.	3/5/2019 8:50 PM
53	More info needs to be pushed out on social media.	3/5/2019 8:46 PM
54	I do love our little town we have plenty of space for more choices to be brought in	3/5/2019 8:41 PM
55	None. Continue to address these issues. Thanks	3/5/2019 8:39 PM
56	Private gym space. Cheraw Fitness world not adequately serviced, cleaned or updated.	3/5/2019 8:38 PM
57	The events I have attended downtown have a lack of control of people. I've had unattended youth run all over my niece that is in a wheelchair. I refuse to attend if her safety is in jeopardy.	3/5/2019 8:28 PM
58	I would like to see the town and chamber form a welcome committee for every business/individual that applies for a business license or turns on service. There is a huge disconnect between the two organizations. The chamber should also make a better effort to reach out to existing and new businesses to help promote and support our local entrepreneurs. If we can create proceses that help promote growth instead of deterring it our town would start to move in the right direction. It all starts with leadership and holding each other accountable for their roles and responsibilities.	3/5/2019 8:16 PM
59	Need more activities for teens..	3/5/2019 7:52 PM

## Downtown Cheraw

60	The empty buildings should have windows covered with vinyl graphics like "Shop Cheraw" "Shop local" .... "This building could be your business...Call 843-XXX-XXXX". Better than plywood. Also, could get highschool art class involved and make it a community project.	3/5/2019 7:47 PM
61	There are events the town holds and there is not enough quality locations for participants to stay or eat. They in turn drive to/from Bennettsville and Florence	3/5/2019 7:41 PM
62	Need to promote our assets ..Arrowhead park..our history and physical location..near state parks..sandhills..river...build on these assets..appeal to those who are into history..nature and outdoor activities ..look at developing downtown apartments above businesses creating a downtown vibe...	3/5/2019 7:22 PM
63	The buildings downtown need to be repaired but the owners have no interest in doing so. We need so many things in this town, the town is dying slowly as people leave due to lack of activities, lack of options for children, lack of sustainable employment. Most people either can not find work that pays enough to provide a livable wage, cannot afford daycare if they can find a place with an opening to fit their work hours, or are unable to make enough money to even rent a place nearby. Rentals are \$600+ and most cannot afford that. It is tiresome to have to load up everyone to drive to another town just to enjoy things like EdVenture, Discovery Place, skate parks, golf lessons, water parks, a wider variety of restaurants, shopping, movies, food trucks, etc. Lots of people would love to open their own businesses in town, but will not risk it because the building owners will not repair the buildings. Most businesses downtown flood when it rains. There is inadequate parking. The gymnastics building even floods when it rains. We need more grocery stores. We need so much to revitalize this town if you want to attract people. Right now all we have to bring in steady business is Walmart for those in towns without one. We no longer can even delivery babies, lots of young women are looking to move away so when they do have children they don't have to worry about delivering on the side of the road or in a car. Or having to travel an hour multiple times a week for monitoring. This town is dying and is in serious need of help if it wishes to not end up a ghost town. Not even employers like Schaeffler or Cannors are paying enough to be appealing for people to stay around.	3/5/2019 7:11 PM
64	Please get rid of dilapidated buildings. Please continue offering special events. Try to make empty storefronts look better. Thank you for wanting our town to improve.	3/5/2019 7:10 PM
65	Use of more of the empty buildings that are going to waste. More places to eat and shop. Maybe a movie theatre. Things for the children to do of ALL ages.	3/5/2019 6:28 PM
66	They need more speciality shops..better restaurant and cafes..coffee shops..downtown cheraw needs to be cleaned up and more appealing..weeds and unkempt businesses.	3/5/2019 6:24 PM
67	It's very hard for businesses to stay open if the buildings are not maintained by the owners. I would also like to see less litter on the highways in our area and would be willing to adopt a section of Highway.	3/5/2019 6:24 PM
68	More grocery stores and restaurants	3/5/2019 5:56 PM
69	Please get a grocery store and something for kids to do.	3/5/2019 5:48 PM
70	You must get private investment and local investors interested in projects here in Cheraw. Now, you have to throw in the kitchen sink to get anyone to take a financial risk here. Need new townhomes etc. to replace dilapidated store buildings. Bulldoze them down!!! There is a lot of great space that needs to go back to dirt . Unfortunately, we need a downtown now of new and old structures blended and again the town/county have got to provide the financial incentives or we are just waisting our breath.	3/5/2019 5:35 PM
71	No more loan places or housing. No more antique shops. Need more landlords to upgrade thier buildings to enice businesses not rape them with high rent fees for crap buildings.	3/5/2019 5:30 PM
72	Do not be afraid to step outside the box. Everyone is not going to be pleased. Stop trying to cater to certain individuals. This town needs leaders that are not afraid to step on toes and that's willing to step up & out. We need hotels, restaurants, & entertainment for revitalization of downtown. These things can happen, however we must not be afraid to hold those who fail to follow the rules responsible for their actions. May God bless this town.	3/5/2019 5:28 PM
73	More festivals	3/5/2019 5:21 PM
74	Continue work on dilapidated buildings	3/5/2019 5:20 PM



## Downtown Cheraw

75	Cheraw has potential and would love to see businesses come to town. I would much rather support Cheraw by staying in town to spend my time and money. That being said, I shop, eat and buy the majority of my groceries out of town. What a waste for Cheraw not to have these things. Cheraw is a dying town and we need to turn this around.	3/5/2019 5:16 PM
76	I love our little town and hope there will be some new businesses coming in the near future to save our town.	3/5/2019 5:13 PM
77	Improve the looks and incentivize potential businesses with tax breaks to open there.	3/5/2019 5:04 PM
78	I feel Cheraw could possibly support better restaurants & a nightlife. Currently when we have events at nearby venues ex. Cheraw State Park Golf Course, H Cooper black, there is no where for the participants to stay. They travel from Hartsville & Florence amenities. If we could get those customers to stay in our town during there time in Cheraw they would also spend money at local eateries "if there was any".	3/5/2019 4:36 PM
79	Complete make over in our leadership	3/5/2019 4:28 PM
80	Demolition of abandoned, run-down buildings including main entries into the downtown area. Consistently enforce speed limit and ticket large trucks. Quiet district in historic area of Cheraw including downtown with 25MPH speed limit that is enforced.	3/5/2019 4:20 PM
81	I am a life long resident of Cheraw and this is home to me. Twenty years ago Cheraw had at least 4 grocery stores. Just about every building downtown was occupied with a business, the town seemed to be prospering. Today Cheraw has two grocery stores, no department stores to shop at other than Walmart. The majority of our restaurants are fast food and very limited family style sit down restaurants. Our town is going backwards instead of forwards. Residents are putting their homes up for sale and moving out of Cheraw. People are choosing other towns and areas in SC to move to due to the town. Cheraw is not growing and it is so sad to see my hometown like this. I feel we need to vote in town residents on our town council who want to see Cheraw grow and thrive. I also feel like Cheraw needs a Mayor who will go out and seek businesses to come into Cheraw and we need them to be consistent with this. It would be great to see our town start prospering and growing again.	3/5/2019 12:58 PM
82	As a former resident, I know how great our downtown area can be and what a great community of businesses that it can be. I'd love to see a new gift shop or two open and definitely some type of department store. Specialty restaurants (not chains) would also be a great addition to the area. I've heard that Market on Market is great, but it could use some new vendors to expand. I've never attended the Jazz Festival, but I know it brings a number of people to downtown. Promoting that even more than they do may be extremely helpful to bring people to the area. I'd also love to see more benches and possibly picnic tables and green spaces in downtown. It is a beautiful area with wonderful history and would be great for families. If the downtown can be revitalized, a nice, small boutique hotel would be a great addition. Currently there's not a decent hotel in town.	3/4/2019 10:47 AM
83	Business owners should upkeep their property. Delapidated buildings should be torn down and green space added. Downtown area should be more aesthetically pleasing. Town should encourage businesses downtown...code enforcement is too stringent. Seems that business are discouraged because of the code situation. Cheraw is very historical. This should be capitalized upon to bring visitors to Cheraw.	3/3/2019 1:01 PM
84	Should be demolished	3/2/2019 8:14 PM
85	I recently visited Mt. Airy NC and there downtown is similar to Cheraw. They do have the Andy Griffith story line to pull people in but in talking with several business owners in that town, they are already looking at what comes next after the "Andy generation" ceases to exist anymore. There town is full of local restaurants as well as shopping. There downtown theatre is slightly larger than Cheraw's but has shows each weekend and some during the week. We spent the entire day in town touring the shops and eating at several restaurants. What do they have that we don't have? Andy Griffith to be honest. We have more history, interesting stories and a down town area that is historic and pleasing to look at in most places. There is no one quick fix answer to the survey but maybe an avenue is to draw things to downtown that will make people want to stop and stay in town a day or so on there way to other destinations. Many people I talk with know about Cheraw because of passing through to the beach but very few have experienced our town first hand other than passing it by.	3/1/2019 4:26 PM