



# POINSETT HIGHWAY + CENTER STREET CORRIDOR STUDY

## TRAVELERS REST, SOUTH CAROLINA

FINAL RECOMMENDATIONS  
FEBRUARY 13, 2018



*Get in Your Element*





# BACKGROUND

- Travelers Rest knows how to plan... and more importantly, how to implement plans!
- Downtown Travelers Rest needs room to grow, so Center Street and N/S Poinsett Highway need to be prepared to accommodate growth.
- New development is already happening along these corridors, but public infrastructure investment will be required to maximize their potential.













# PREVIOUS PROJECTS: SWAMP RABBIT TRAIL (2010)





# PREVIOUS PROJECTS: MARKET STUDIES (2003, 2012, 2014, 2017)





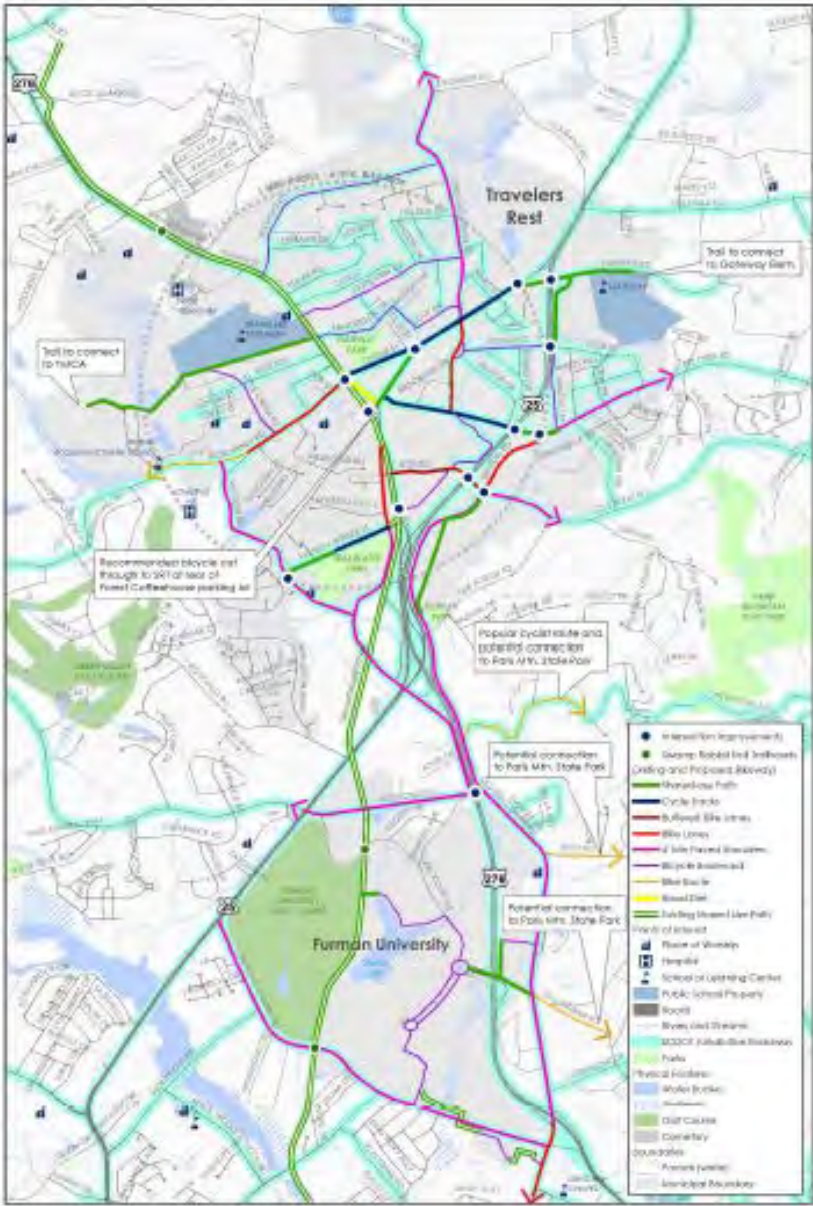
# PREVIOUS PROJECTS: MARKET STUDIES (2003, 2012, 2014, 2017)



Credit: Tee Coker



# PREVIOUS PROJECTS: BICYCLE MASTER PLAN (2015)



TRAVELERS REST, SOUTH CAROLINA - BICYCLE MASTER PLAN  
BICYCLE RECOMMENDATIONS  
This map is for informational purposes only. It is not intended to be used as a legal document. It is not intended to be used as a legal document. It is not intended to be used as a legal document.



Front Porch CONNECTIONS

2015 BICYCLE MASTER PLAN



5.) Center St. / Poinsett Hwy. - from Main St. to Hawkins Rd.

Facility Type: Cycle Track - Miles: 0.84 - Cost Estimate: \$114,400

This improvement would include a two-way cycle track along the north side of the roadway. This would provide a comfortable and safe bicycling connection for bicyclists of all ages and abilities. It would provide a direct connection from downtown and the GHS SRT to Gateway Park, the Travelers Rest Library, and would eventually connect to Gateway Elementary (via a shared-use path along Hawkins Rd.). It would also provide connection for adjacent neighborhoods. The images and photosimulation below show the extent of the project segment and what these improvement types might look like.



# PREVIOUS PROJECTS: MARKET STUDIES (2003, 2012, 2014, 2017)



This report provides 2017 data that updates the information from the 2012 report. Sections of the original report remain intact.

- The Travelers Rest primary trade area (29690, 29635 and 29661 zip codes) experienced \$281.3 million in annual market leakage, with retail sales of \$266.1 million for stores in this area compared to \$547.4 in purchasing power for households in this same area. However, this leakage is not distributed evenly across market segments, with some retail segments registering significant sales leakage and others with outsized gains.
- The Travelers Rest secondary trade area (29613, 29617, and 29609 zip codes) generated \$573.1 million in retail sales and \$1.05 billion in consumer expenditures over the past year, indicating an annual leakage of \$480 million.

The combined trade area for Travelers Rest is a “leaking market” to the tune of \$761 million each year. Opportunities exist for Travelers Rest to capture retail leakage in select categories including restaurants, clothing and general merchandise.



*Get in Your Element*





# STUDY AREA



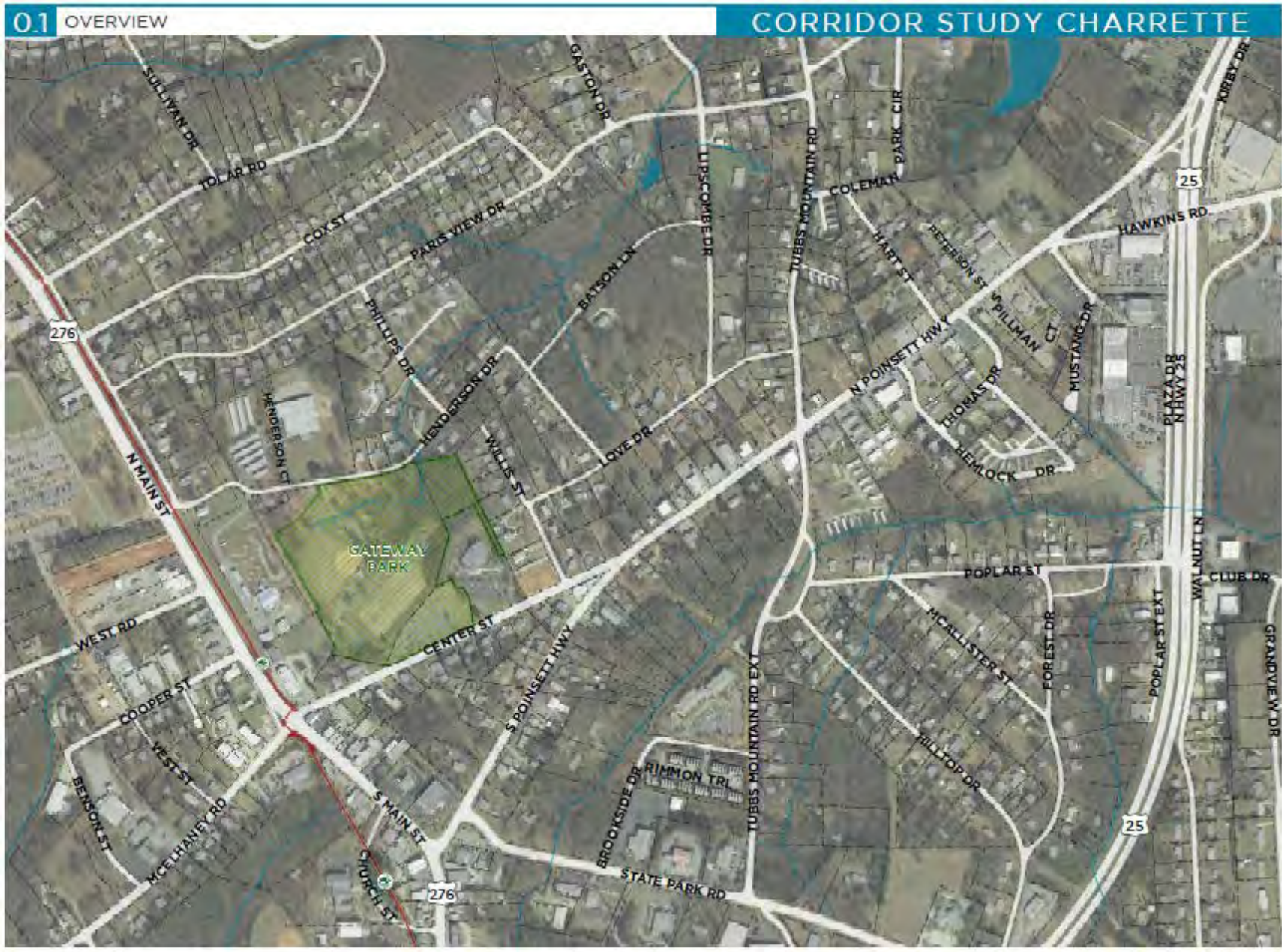
# PROJECT AREA

0.1 OVERVIEW

CORRIDOR STUDY CHARRETTE



- OVERLAYS
- RAILROAD
  - STREAMS
  - WATER BODY
  - PARCELS
  - GATEWAY PARK
  - SWAMP RABBIT TRAIL





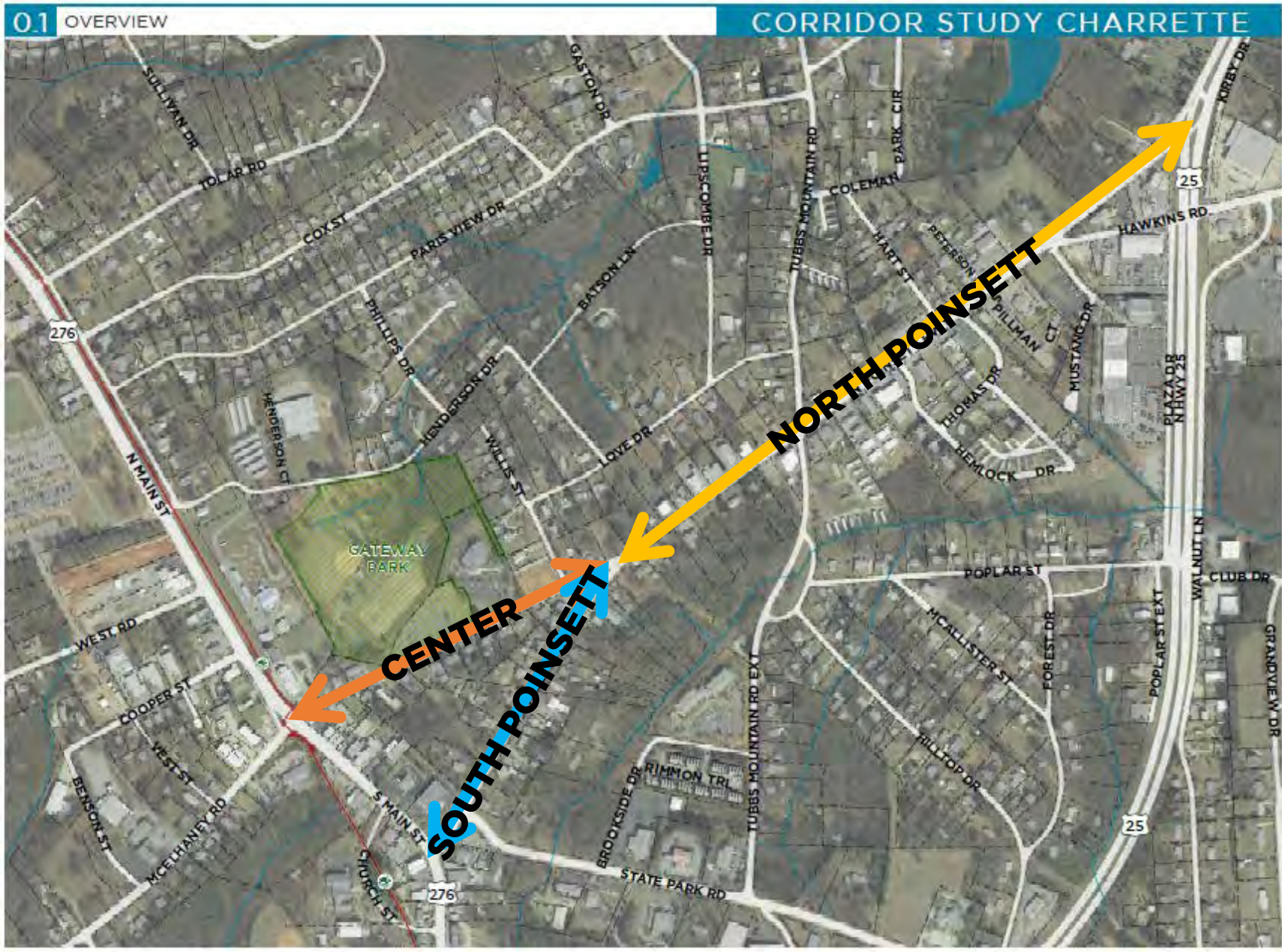
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0 100 200 FEET





# PROJECT AREA: NORTH POINSETT HIGHWAY





# PROJECT AREA: SOUTH POINSETT HIGHWAY





PROJECT AREA: **CENTER STREET**





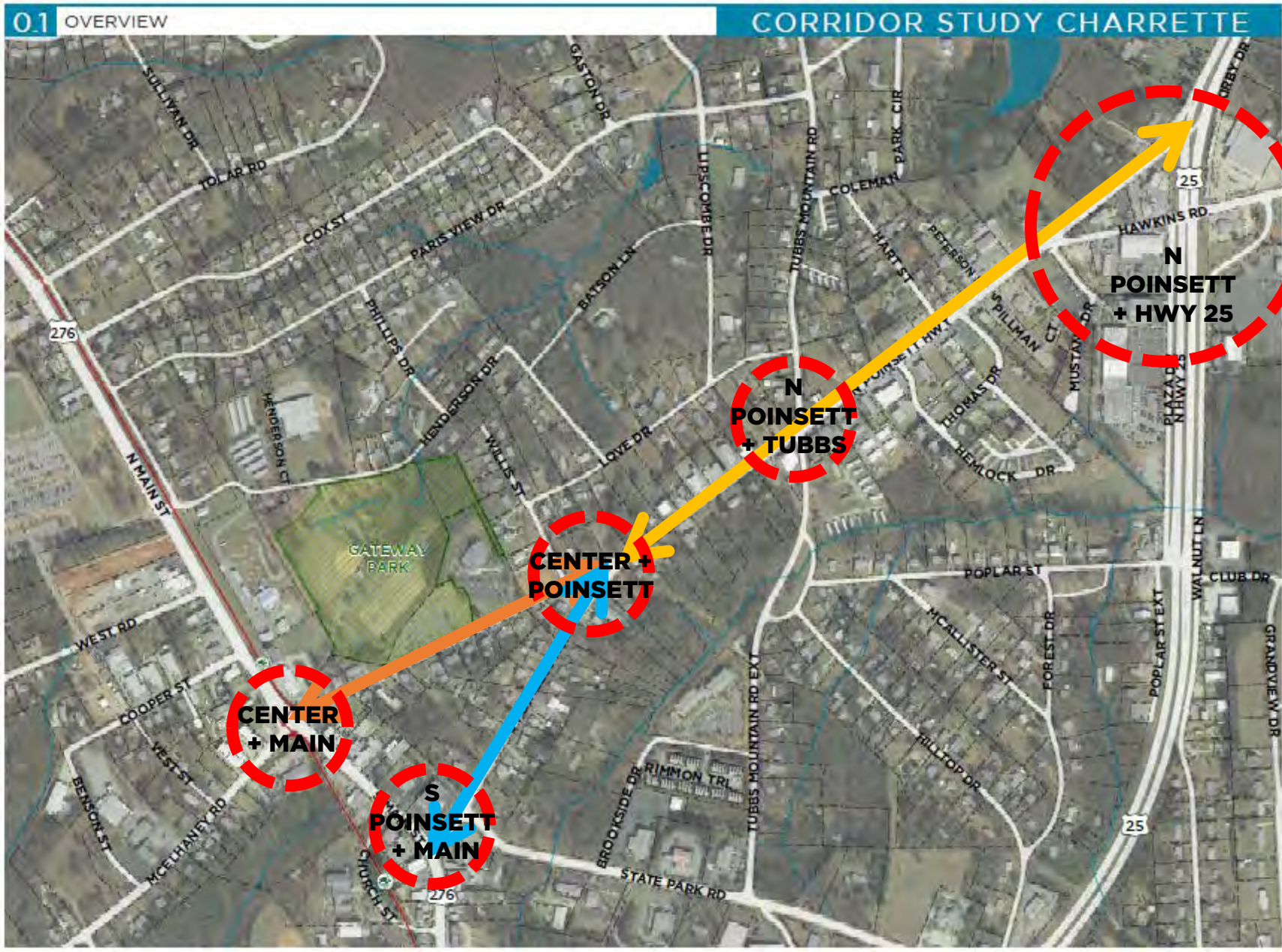
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# PROJECT AREA: KEY INTERSECTIONS





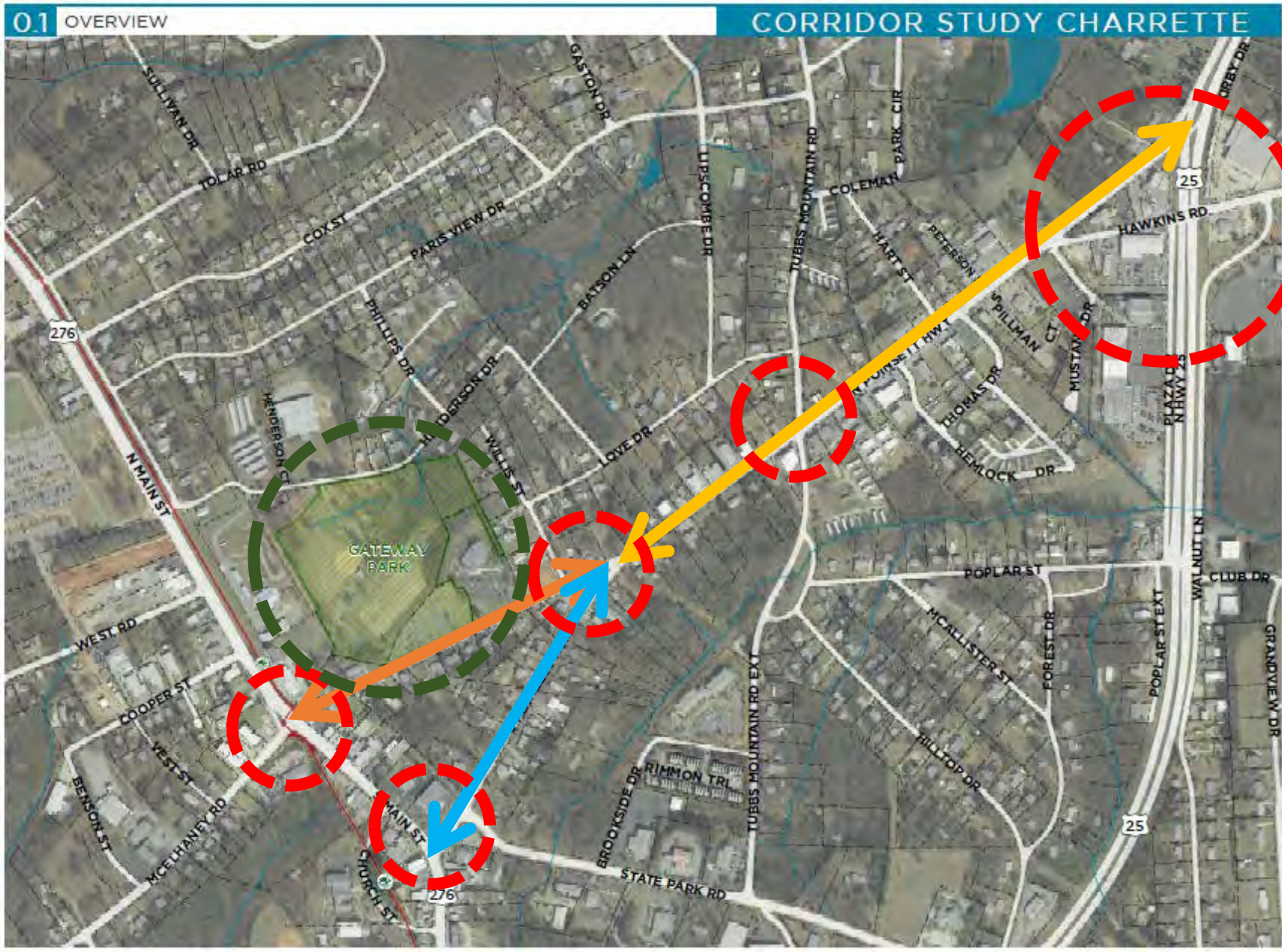
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0 100 200 FEET





PROJECT AREA: **GATEWAY PARK**





# PROJECT GOALS

1. Develop a Unified Vision for Poinsett Highway + Center Street Corridors
2. Create a Sense of Arrival into Downtown Travelers Rest
3. Incorporate Multimodal Transportation Infrastructure
4. Explore Residential + Retail/Restaurant Infill Opportunities
5. Prioritize User Connectivity and Safety
6. Focus on Plan Implementation





# CHARRETTE SCHEDULE

## Tuesday, August 22

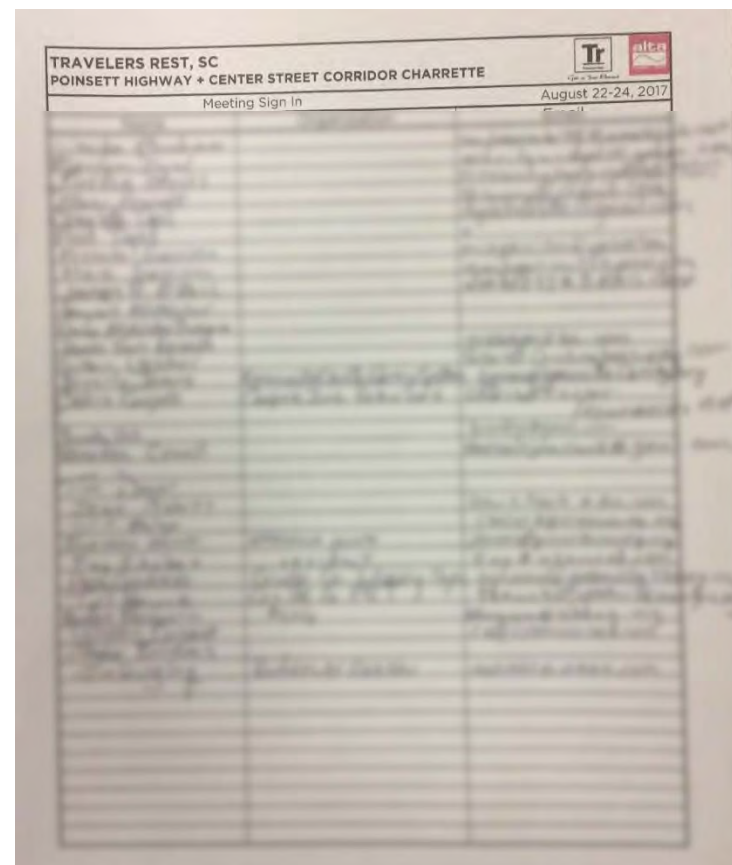
- 9 am Design Team Arrival/Driving and Walking Tour
- 12 pm Working Lunch with Client
- 1 pm SCDOT/GPATS/COG/County staff
- 2 pm Business + Development Community
- 3 pm City Staff (Administration/Fire/Police)
- 4 pm Elected Officials (City/County)
- 6 pm Public Input Meeting

## Wednesday, August 23

- 9 am Property Owners Workshop
- 11 am-6 pm Open Studio Session
- 12 pm Team Lunch
- 6 pm Daily Project Update/Design Pin-Up Session

## Thursday, August 24

- 9 am-12 pm Closed Studio Session
- 12 pm-1 pm Team Lunch
- 1 pm-6 pm Closed Studio Session
- 4:30 pm Draft Presentation to Client
- 6 pm Public Presentation at Fire Station Training Room





# KEY ISSUES

- Roadway Improvements
- Intersection Improvements  
+ Alignments
- Bike/Pedestrian  
Connectivity to Main Street
- Infill Development
- SRT Connections
- On-Street Parking
- Traffic Flow/Speed
- Gateway
- Corridor “Character”







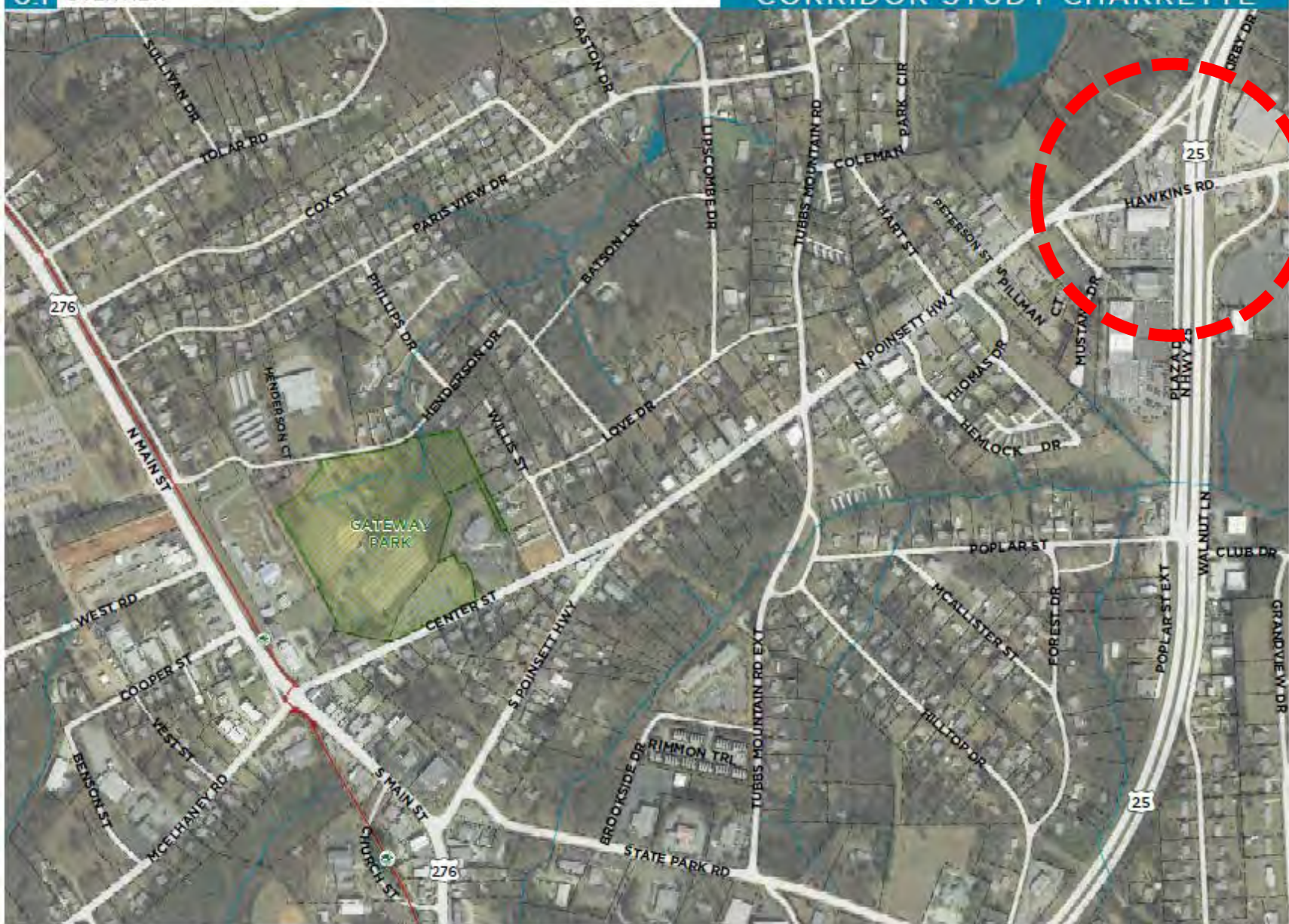
# RECOMMENDATIONS



# PROJECT AREA: HIGHWAY 25 + N POINSETT/HAWKINS

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0 100 200 FEET





**EXISTING**





**PROPOSED**





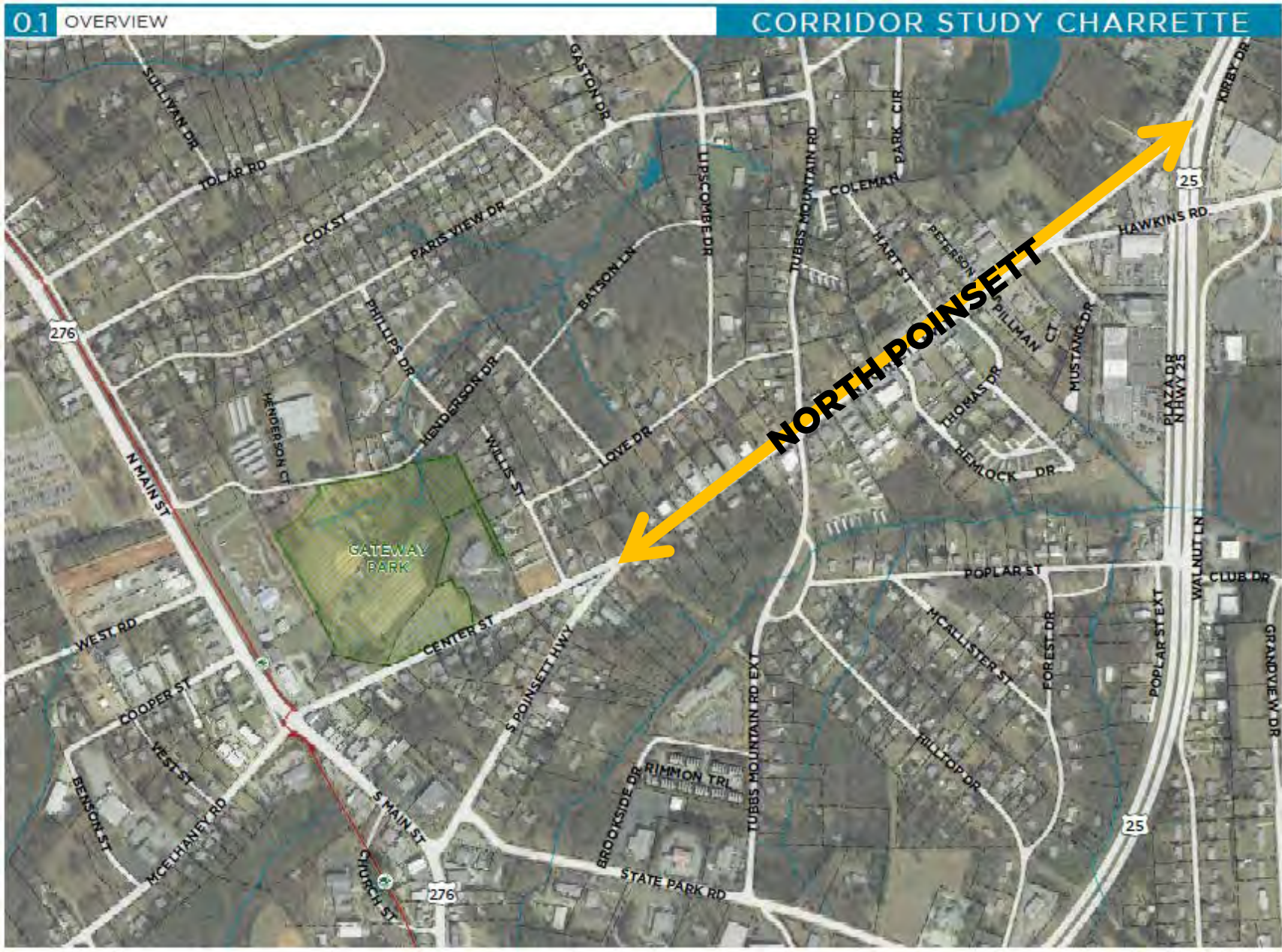
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0 100 200 FEET



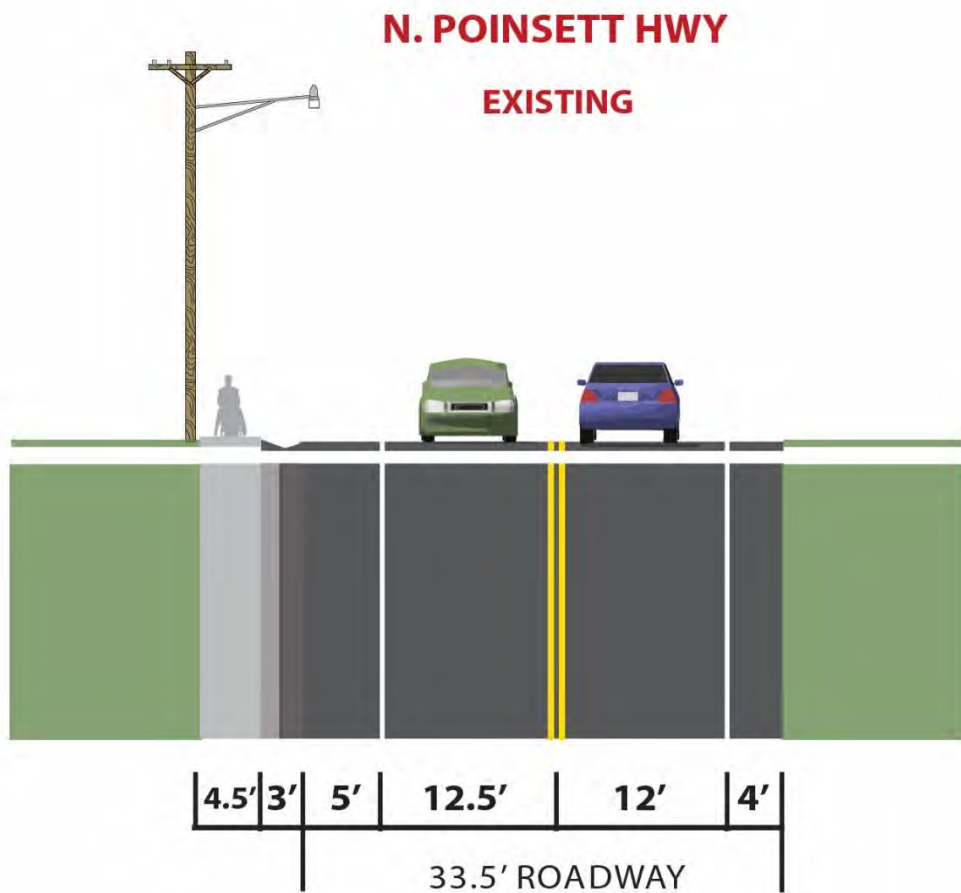


# NORTH POINSETT HIGHWAY: EXISTING SECTION



west

east



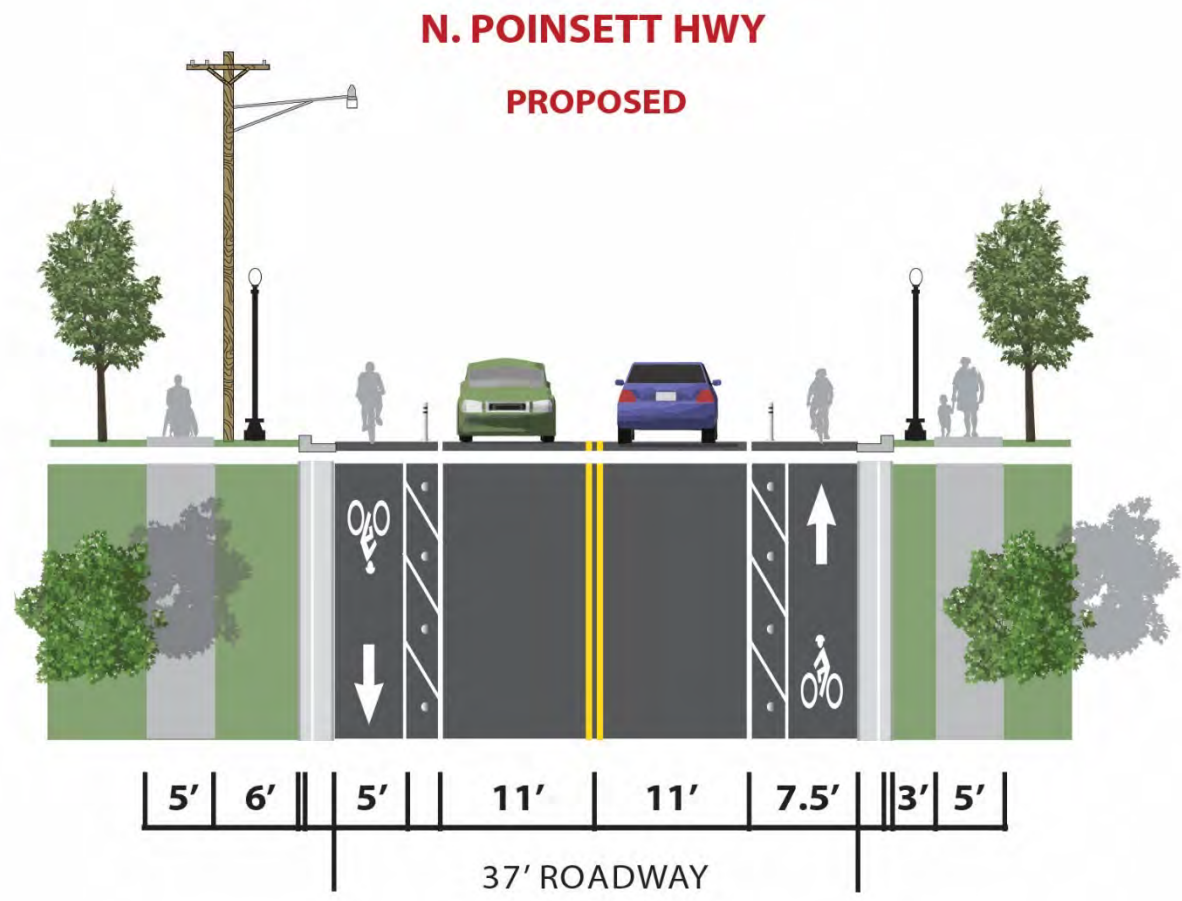


# NORTH POINSETT HIGHWAY: PROPOSED SECTION



west

east





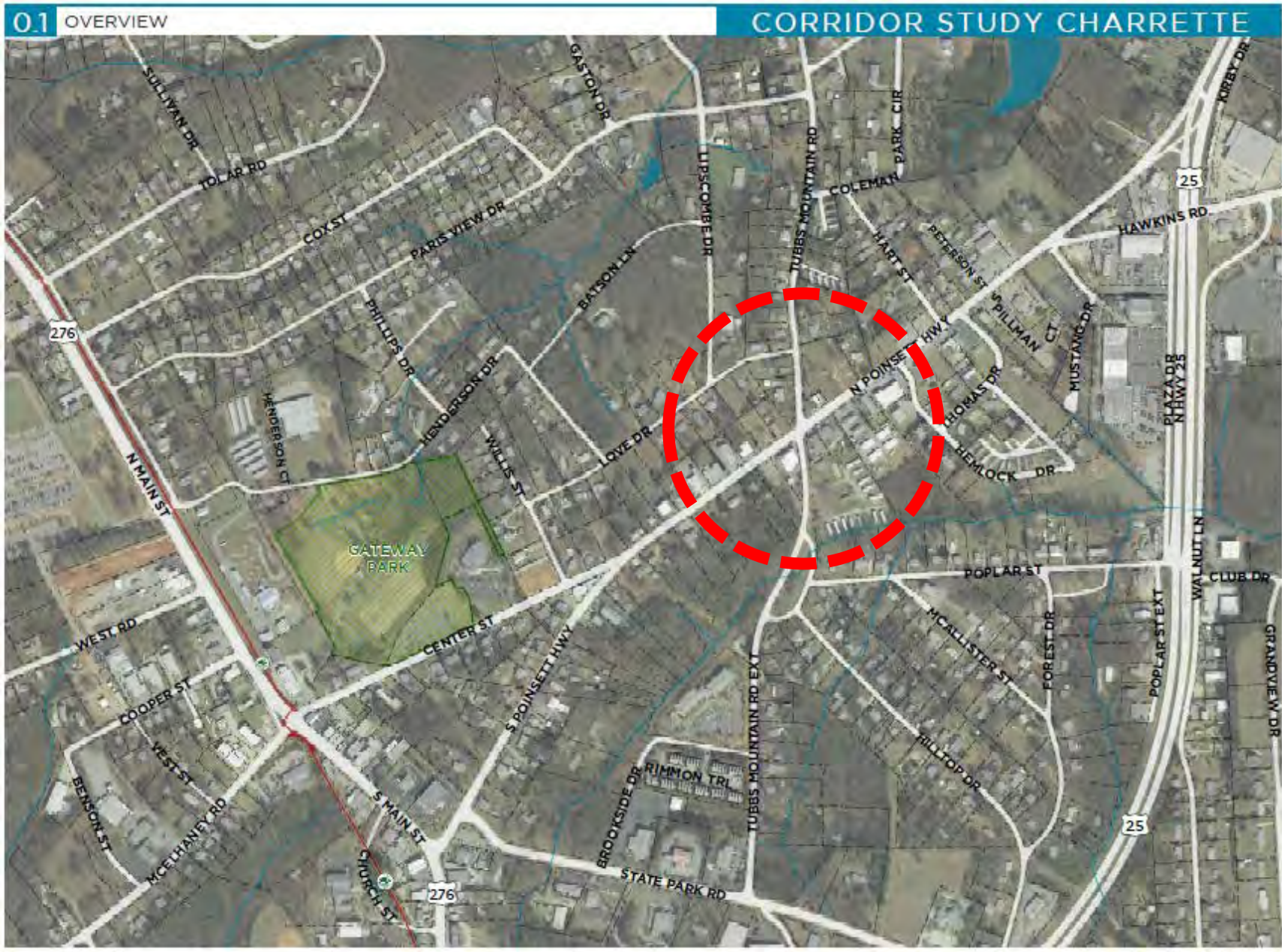
# PROJECT AREA: N POINSETT + TUBBS MOUNTAIN

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0 100 200 FEET





**EXISTING**





EXISTING

TUBBS MOUNTAIN RD





EXISTING





PROPOSED





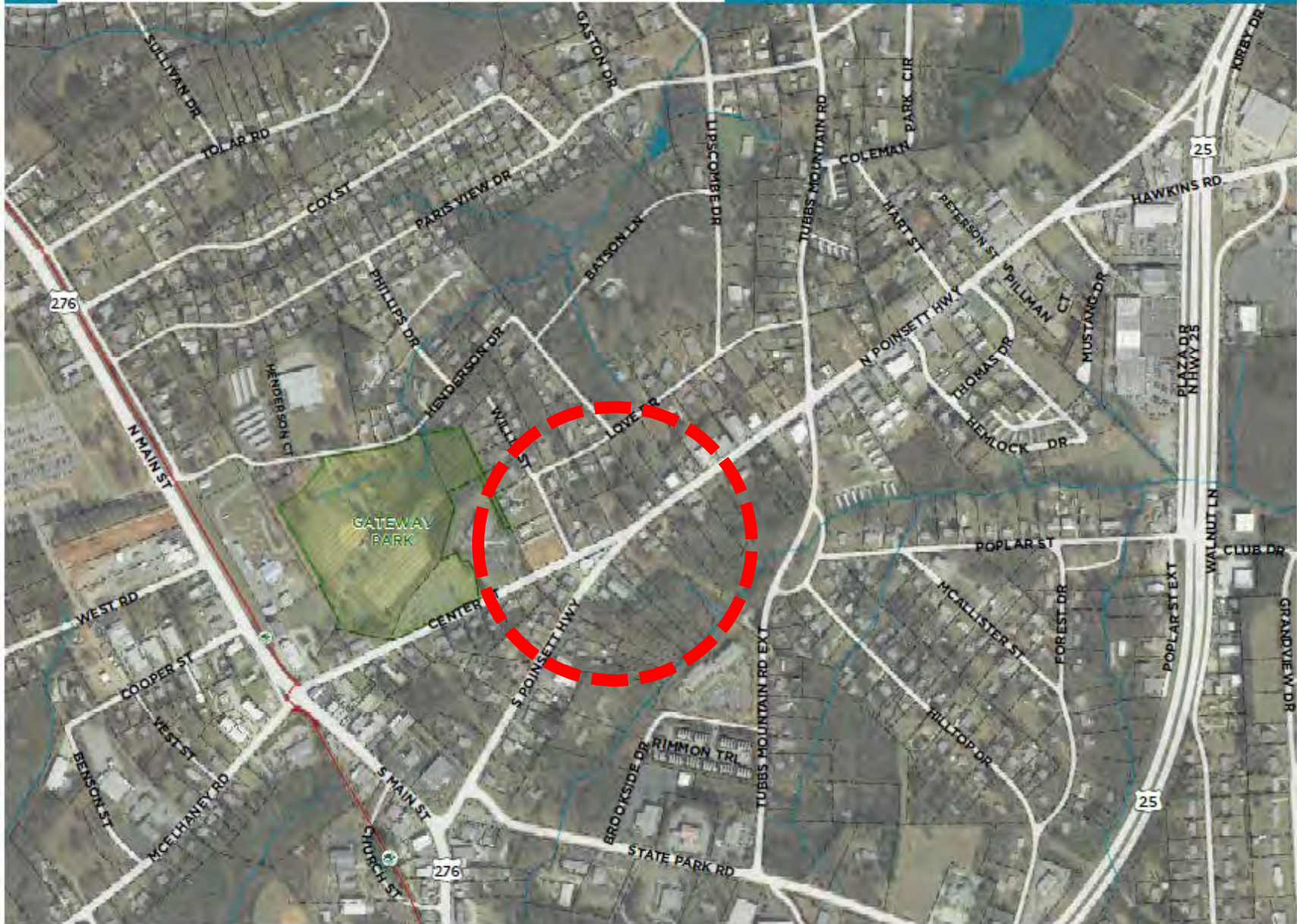
# PROJECT AREA: POINSETT + CENTER

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0 100 200 FEET











COUNTY  
LIBRARY

LOVE DR

S POINSETT HWY



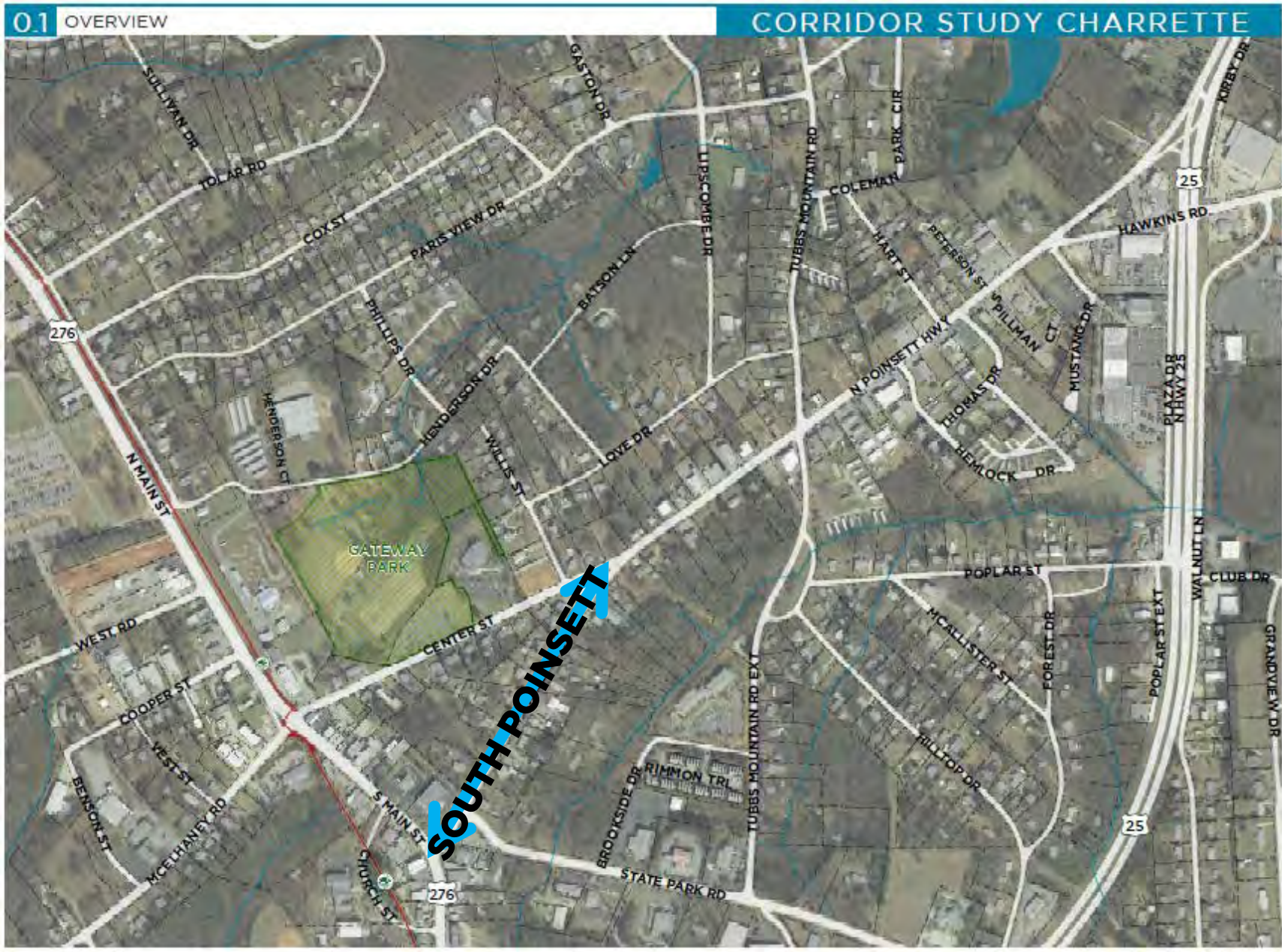
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0 100 200 FEET



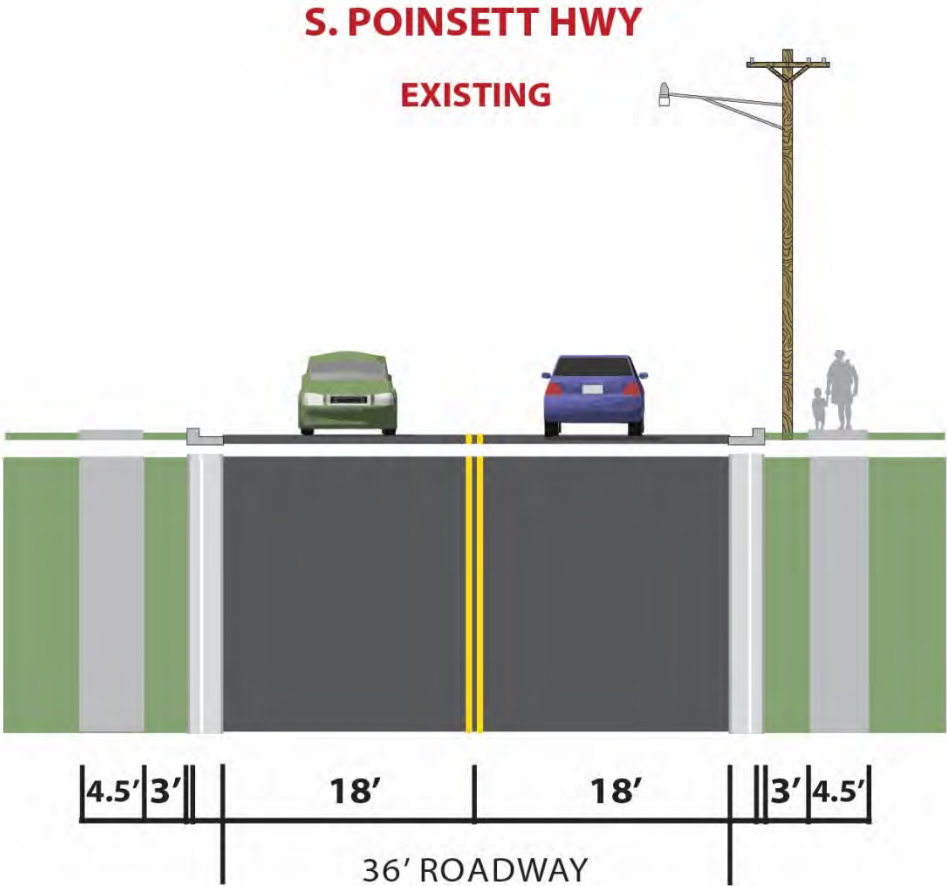


# SOUTH POINSETT HIGHWAY: EXISTING SECTION



west

east



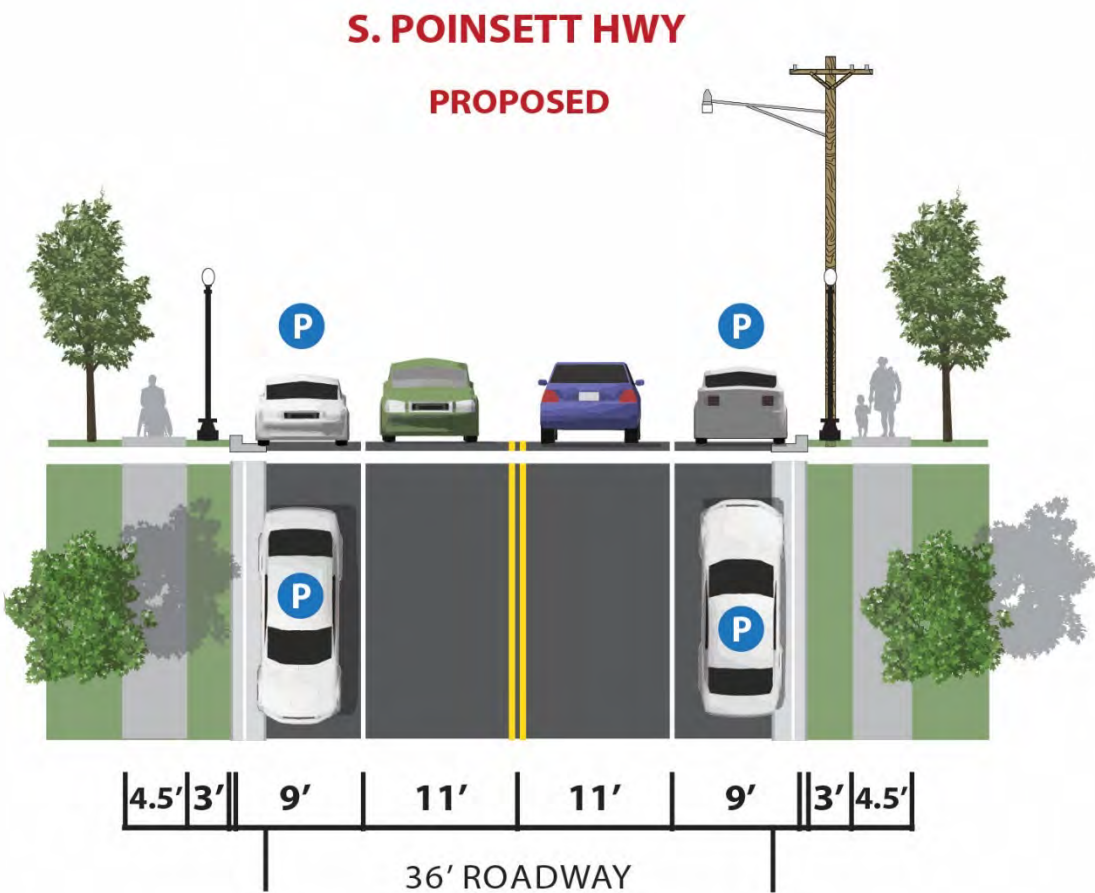


# SOUTH POINSETT HIGHWAY: PROPOSED SECTION



west

east





# SOUTH POINSETT HWY: EXISTING





# SOUTH POINSETT HWY: PROPOSED





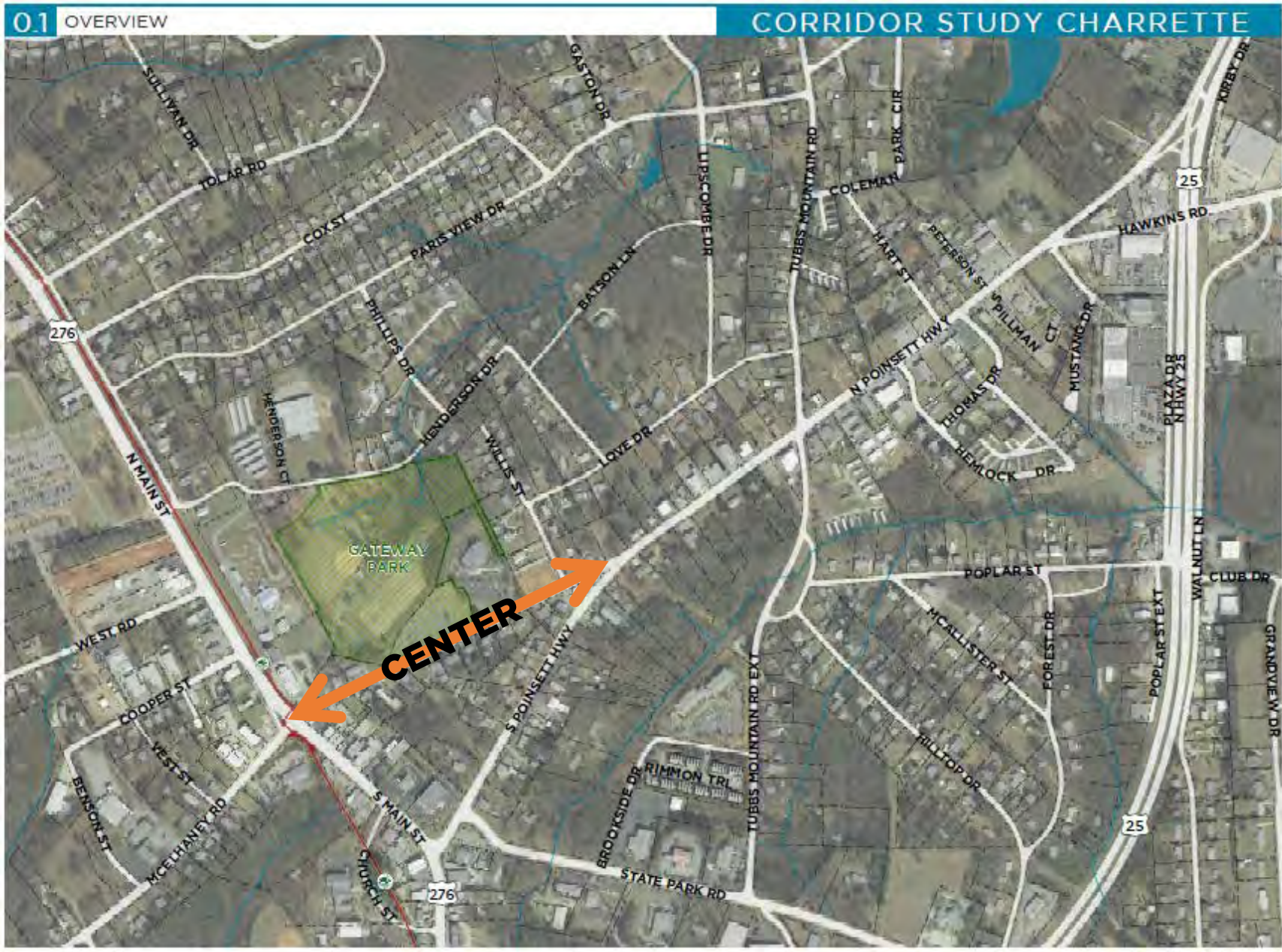
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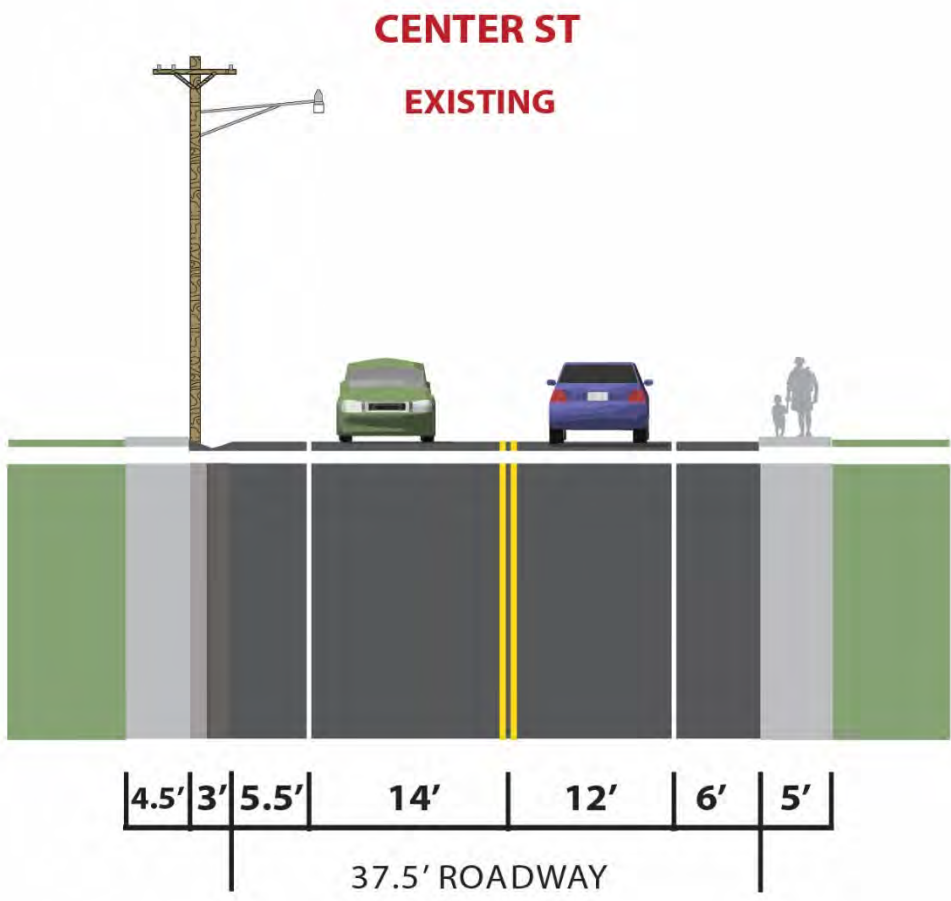




# CENTER STREET: EXISTING SECTION

north

south



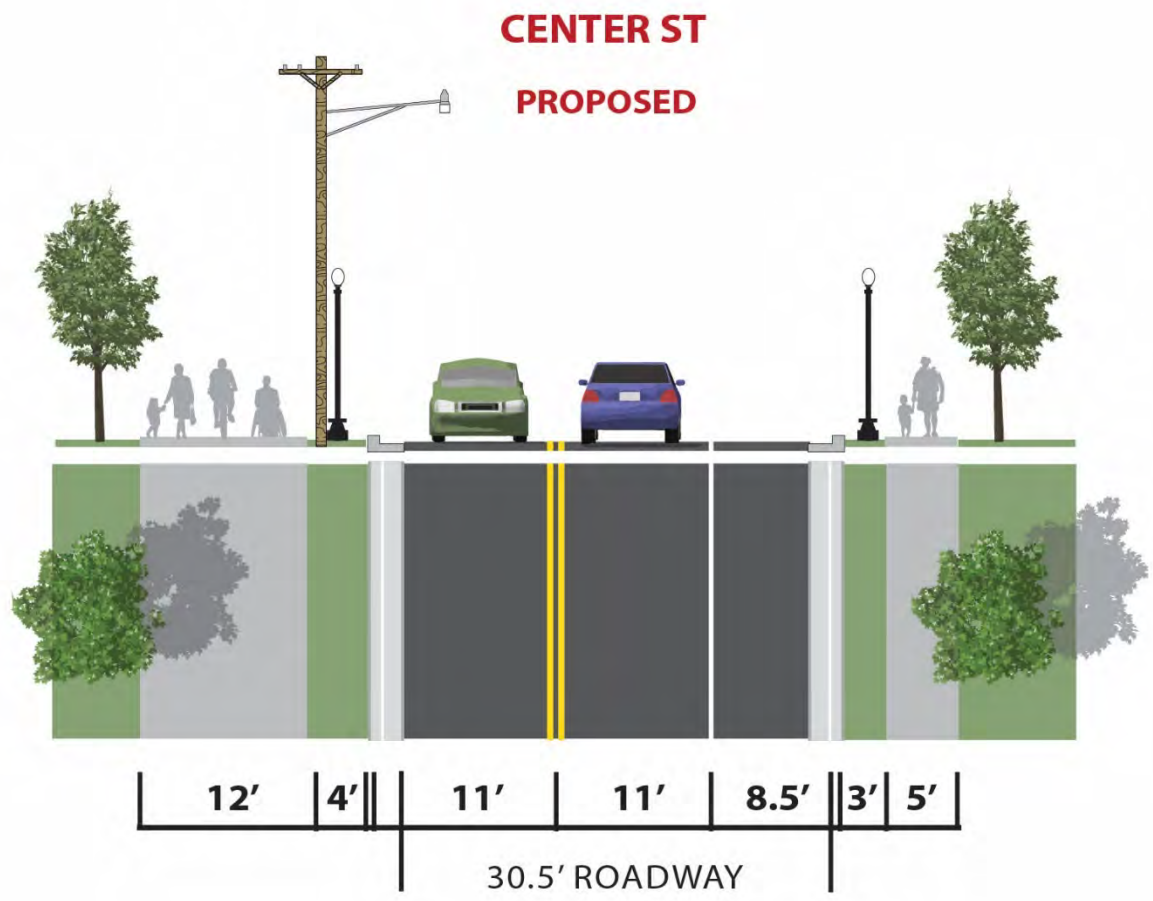


# CENTER STREET: PROPOSED SECTION



north

south





**EXISTING**







PROPOSED





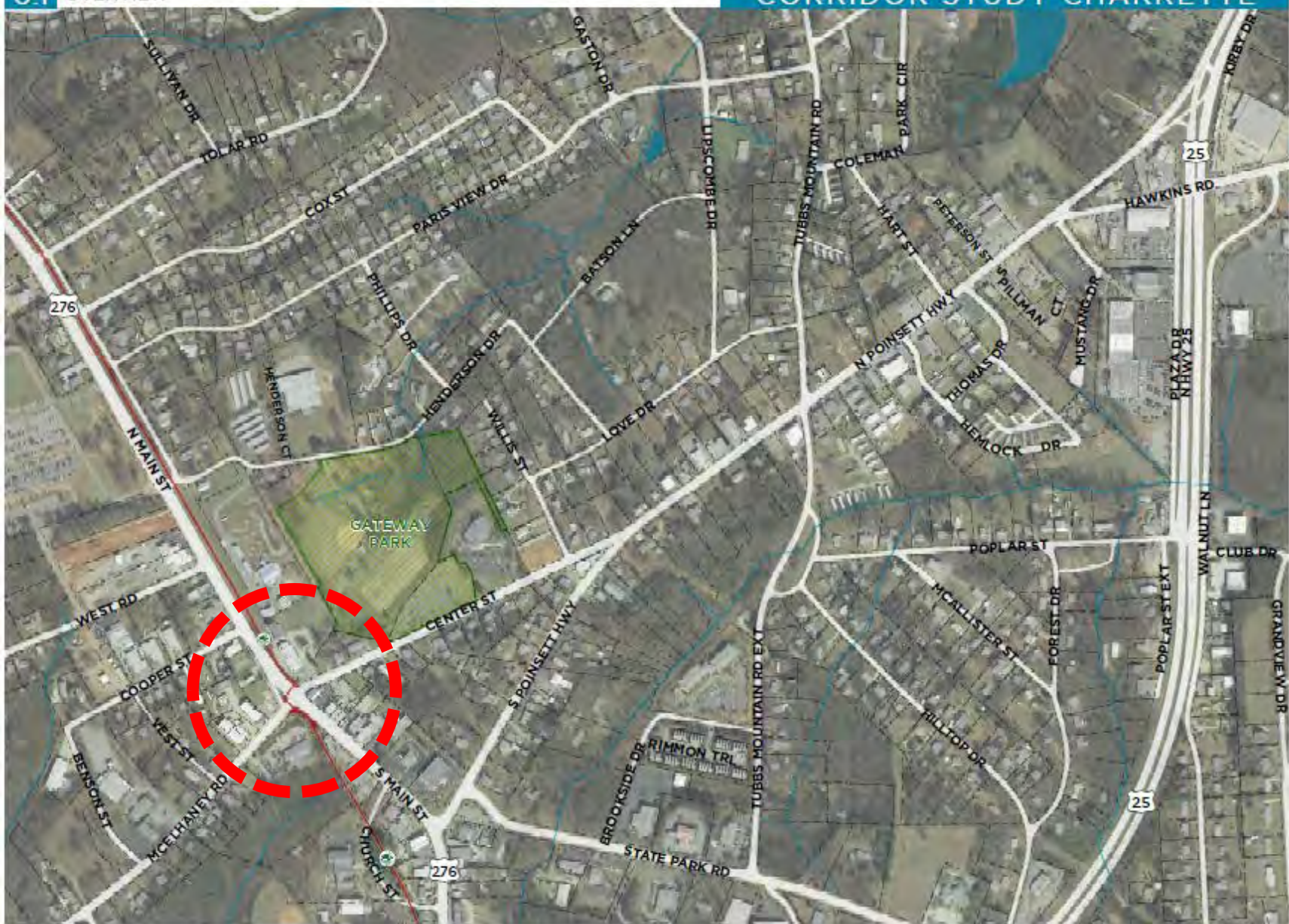
# PROJECT AREA: CENTER + MAIN

0.1 OVERVIEW

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0 100 200 FEET





CENTER ST MAIN ST: EXISTING



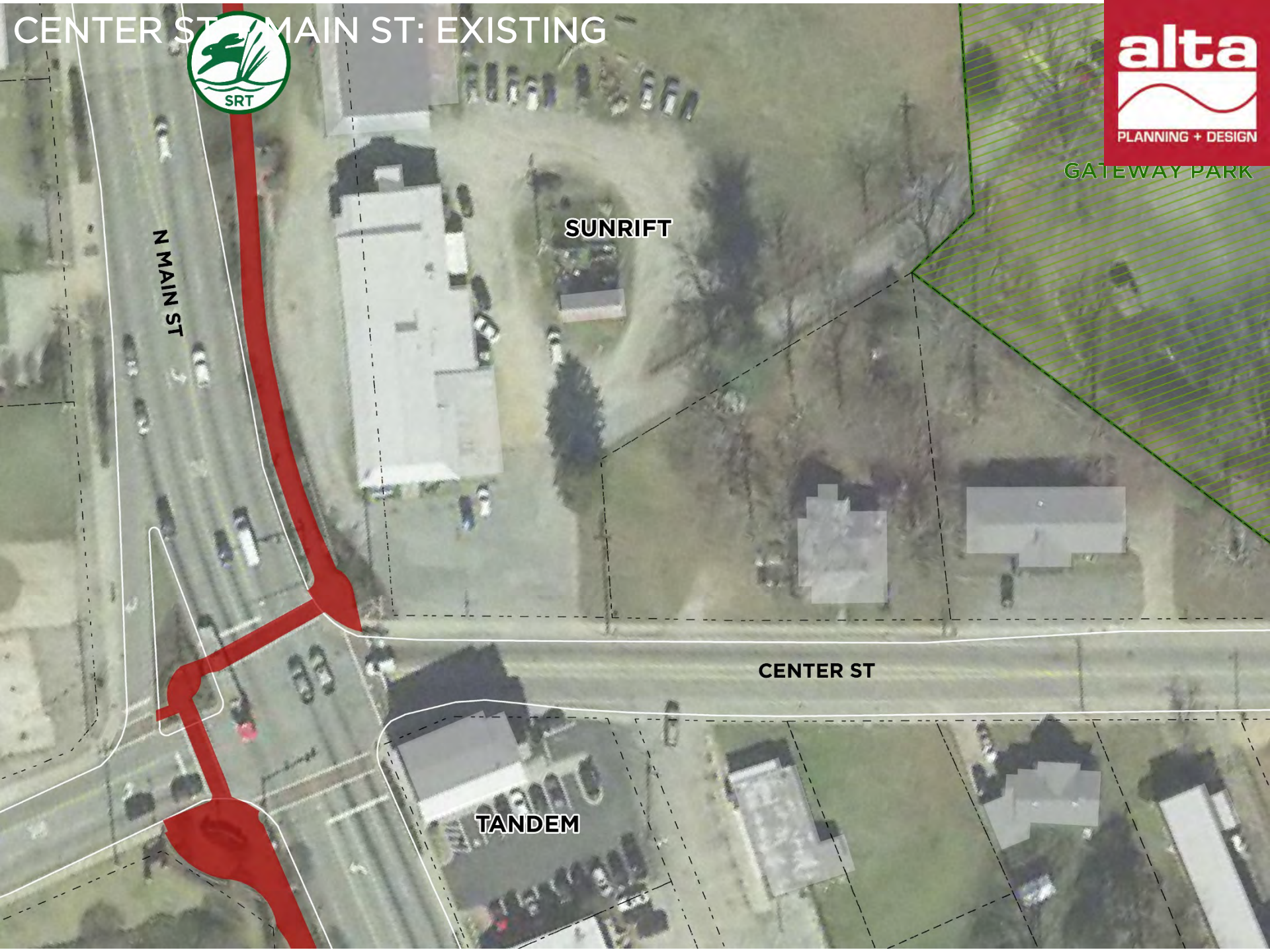
GATEWAY PARK

N MAIN ST

SUNRIFT

CENTER ST

TANDEM





# CENTER ST & MAIN ST: PROPOSED OPTION 1



GATEWAY PARK

N MAIN ST

SUNRIFT

TANDEM





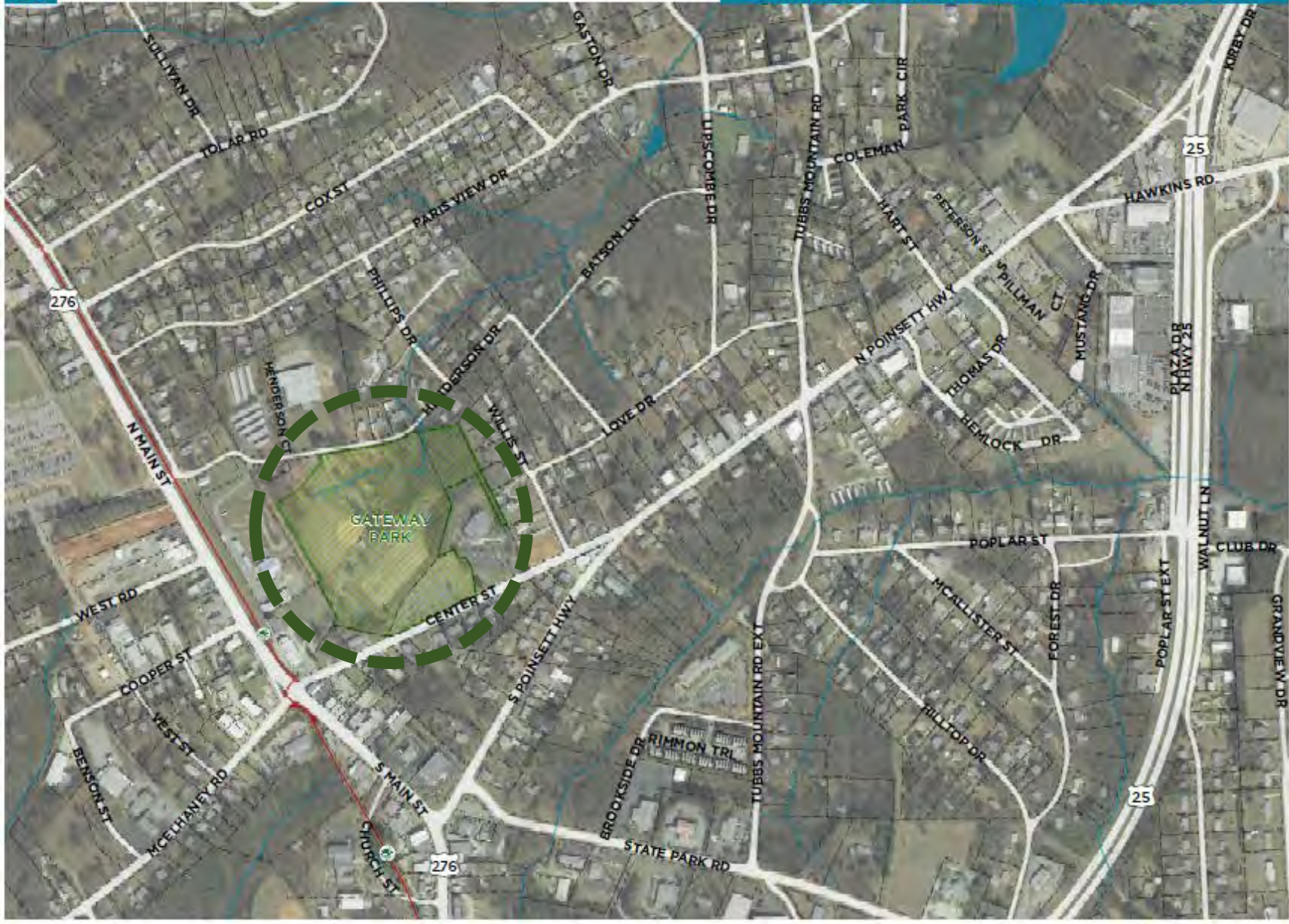
# PROJECT AREA: GATEWAY PARK

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0 100 200 FEET





**EXISTING**

**BROWN FEED  
& SEED**

**GATEWAY PARK**

**COUNTY  
LIBRARY**

**SUNRIFT**

**CENTER ST**

**TANDEM**





**PROPOSED**



**BROWN FEED  
& SEED**

**HENDERSON DR**

**SUNRIFT**

**COUNTY  
LIBRARY**

**CENTER ST**

**TANDEM**



- City Council Prioritization
- Funding Strategies
- Hire Engineering Team and Implement!!



# CONTACT



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