

Abbeville  
SOUTH CAROLINA



*Pretty.  
Near.  
Perfect.™*

Downtown Master Plan  
Milestones Working Version

Key:

Underway/Done

Working Towards

Future Goal

GOAL	Milestone #1	Milestone #2	Milestone #3	Coalition Partner
#1: Leverage Abbeville's architectural significance and place in American History	Contribute a minimum of \$10,000 per year to Tourism Marketing of the Downtown	Expand American and cultural heritage promotional and educational events	Offer assistance, financial or operational, to the Heritage Festival in September	SC Arts Commission
#2: Brand Downtown as a local and regional center for the arts and cultural events that appeal to a broad range of personal and societal preferences	Brand "On the Square", begin using #onthesquare for Downtown Cultural Events	Position "On the Square" as that special place where artists, musicians, writers, architects, photographers, graphic designers locate and collaborate	Develop "On the Square" logo for branding	Greater Abbeville Chamber of Commerce & SC Arts Commission
#3: Establish the downtown as a local and regional destination for retail, dining, and entertainment attractions that are uniquely Abbeville	Occupy Redevelopment Catalyst Sites 1 and 2 with new commercial tenants	Initiate a retail recruitment plan targeting the type and scale of businesses that best match Downtown Abbeville	Establish downtown social groups around young professionals, artists, recent new parents, and the like focusing on younger families and young adults	Greater Abbeville Chamber of Commerce & Downtown Merchants Association
#4: Promote a mix of downtown housing options	Review zoning ordinance to ensure it is compatible with a wide array of Downtown Housing Options	Ensure that existing public utilities pose no barriers to a range of housing options	Communicate zoning changes to area realtors and property owners	Upper Savannah Council of Governments
#5: Attract local businesses and entrepreneurs to locate and grow downtown employment	Implement Erskine College Internship Program Downtown	Apply for USEPA Brownfields grants to fund assessment and remediation activities at distressed downtown sites	Establish Support for Business Incubator	Greater Abbeville Chamber of Commerce & FCCF
#6: Establish an efficient sustainable framework for advancing Abbeville's planned initiatives for the revitalization of its downtown	Market the plan and work to build coalitions.	Increase partnerships with Downtown Merchants Association & Chamber	Annual Celebrations of Success	Greater Abbeville Chamber of Commerce & Downtown Merchants Association

IMPLEMENTATION

# IMPLEMENTATION

GOAL	Milestone #1	Milestone #2	Milestone #3	Coalition Partner
#1: Leverage Abbeville's architectural significance and place in American History	Invest in one building per year through the Historic District Building Grant	Install Historic District Street Signage by 2021 on all streets within the Historic District	Encourage private, charitable donations and corporate giving to the arts	SC Arts Commission
#2: Brand Downtown as a local and regional center for the arts and cultural events that appeal to a broad range of personal and societal preferences	Increase attendance to Opera House Events to over 10,000	Reach two million in economic impact from festivals and events	New sound and lighting systems in Opera House	Downtown Merchants Association
#3: Establish the downtown as a local and regional destination for retail, dining, and entertainment attractions that are uniquely Abbeville	Implement the Business Grant Program for Business Owners	Investigate funding for additional streetscape, wayfinding and traffic volumes and directional analyses	Encourage neighborhood scale business (i.e., pizza, coffee, used book and music store, deli, bakery, wine and cheese, health food, mail/shipping etc.)	Greater Abbeville Chamber of Commerce & Downtown Merchants Association
#4: Promote a mix of downtown housing options	Establish Public Incentives to promote housing as a priority	Establish grants, utility tax credits, and other incentives to property owners adding housing in Downtown	TBD	Upper Savannah Council of Governments
#5: Attract local businesses and entrepreneurs to locate and grow downtown employment	Complete an additional Public Parking Project	Establish a Business Retention program for existing downtown businesses to stay downtown	Promote complementary business clusters (e.g., art supplies, studios/lessons, galleries, antiques, a music store, craft galleries, culinary supplies, etc.)	Greater Abbeville Chamber of Commerce & FCCF
#6: Establish an efficient sustainable framework for advancing Abbeville's planned initiatives for the revitalization of its downtown	Re-evaluate progress by 2022	TBD	TBD	Greater Abbeville Chamber of Commerce & Downtown Merchants Association

GOAL	Milestone #1	Milestone #2	Milestone #3	Coalition Partner
#1: Leverage Abbeville's architectural significance and place in American History	Work with existing 501C3 to encourage private donations to the arts and historic preservation	Work with local historic groups to increase charitable giving to historic properties	Complete 50% brick restoration project	SC Arts Commission & Greater Abbeville Area Chamber of Commerce
#2: Brand Downtown as a local and regional center for the arts and cultural events that appeal to a broad range of personal and societal preferences	Increase Opera House attendance to 15,000	Position Abbeville as the Regional Center for artists, musicians, writers, designers, photographers	TBD	SC Arts Commission & Greater Abbeville Area Chamber of Commerce
#3: Establish the downtown as a local and regional destination for retail, dining, and entertainment attractions that are uniquely Abbeville	Have Downtown Abbeville Commercial Properties at a 90% occupied rate	Increase restaurant & retail sales by 50%	TBD	Greater Abbeville Chamber of Commerce & Downtown Merchants Association
#4: Promote a mix of downtown housing options	Have one building add average of one apartment a year for ten years until housing is a component of 80% of Downtown Buildings	New _____ with the downtown and/or Transition Areas	TBD	Upper Savannah Council of Governments
#5: Attract local businesses and entrepreneurs to locate and grow downtown employment	Have Downtown Abbeville Commercial Properties at a 90% occupied rate	Create technical/business/retail incubators and co-working spaces	Partner with medical facilities and manufacturers to establish a downtown presence	Greater Abbeville Chamber of Commerce & FCCF
#6: Establish an efficient sustainable framework for advancing Abbeville's planned initiatives for the revitalization of its downtown	Re-evaluate Advisory Board for necessary changes	Explore Leadership Options and Transitions with Greater Private Sector responsibilities	TBD	SC Arts Commission