



2016

Business Assistance Guide



Town of Williamston
12 W. Main Street
Williamston, SC 29697
864-847-7473
www.williamstonsc.us

Table of Contents

Welcome

Envision Williamston Master Plan

Local Market Conditions

Williamston Demographic and Economic Data
Trade Area Analysis

Timeline

Zoning and Related Requirements

Fire and Safety

Fire
Safety

Business Licenses and Fees

Business License Information
Hospitality Tax

Utilities

Town of Williamston Water and Sewer
Utility Companies Serving the Williamston Area

Garbage Collection

Anderson County

Other Anderson County Contacts

Envision Williamston

Contacts

Business Planning Resources

Appendices

- A. *Town Map*
- B. *Zoning Map*
- C. *Traffic Count Map*
- D. *Master Plan: Opportunity Gap*



Welcome

Welcome to the Town of Williamston where new ideas spring to life! We are delighted that you are considering opening a new business in town, opening a satellite office, or looking to expand an existing business. Whatever your business plans are, we invite you to get to know us better at our municipal center, located at 12 W. Main Street, across from the historic Mineral Spring Park.

As you progress through the process, we invite you to keep this handbook available for reference. It offers excellent resource materials to help you design and grow your business. There is a list of key contacts to help you navigate the process and several links to additional organizations that can help. We want you to know that this is a business friendly community. We encourage innovation and entrepreneurship, while also providing standardized procedures and zoning requirements for doing business locally. These sound business practices enable the town to provide high quality public services and infrastructure that benefit both residents, visitors and the business community.

While you are here, we hope that you will explore our various parks and the downtown area. We are in the midst of launching a significant revitalization effort. In spring 2016 we adopted the *Envision Williamston Community Master Plan*. This document offers a strategic direction for our community and identifies several major and integrated initiatives to assure that we grow in a planned and coordinated manner. We welcome you to be an important part of this growth and development.

For more information about the Plan and some of our current efforts, please explore our website at www.williamstonsc.us . We also invite you to review our Envision Williamston economic development projects at www.envisionwilliamston.com. Envision Williamston is our implementation agency for economic development and place making, and offers numerous avenues for participation as does our local business association at www.gwba.info/

We are all in this together as we foster the economic vitality of the Town for our community!

Looking toward our future,



Mayor Mack Durham
Town of Williamston

Envision Williamston Community Master Plan

The Town Council determined in 2015 that it would develop a community master plan for the Town of Williamston. A local steering committee was formed to oversee the process and Arnett Muldrow, a national consulting firm, was retained to conduct the comprehensive planning effort. The multi-disciplinary planning team engaged the community in an eight-month long process:

- Strategic Assessment
 - Initial Town Hall meetings and roundtables with key stakeholder groups
 - Retail market zip code and community surveys
 - Visual preference survey on design and façade features
- Planning Charrette
 - Market area analysis, property owner’s workshop, and onsite interviews
 - Onsite design development and regulatory review
 - Town Hall presentation of design options
- Implementation Leadership Workshop
 - Steering Committee debriefings
 - Presentation of research findings and market opportunities
- Project Delivery of Final Report
 - Plan refinement with Steering Committee input
 - Final report, executive summary poster, and final presentations

This comprehensive effort has yielded a three-pronged implementation plan with more than 40 specific strategies. The strategies are aligned among three categories: “First Steps 2016,” “Next Steps 2017-2018,” and then “Long Term 2019” and beyond. They are grouped according to four (4) critical strategic goals for the community that address:

- ✓ Economic development with a multi-use downtown district for shopping, dining, offices and increased residential units.
- ✓ Continued creation of a welcoming community through pacesetting parks, walkable and bikeable streets, revitalized neighborhoods, and historic architecture.
- ✓ Continued capitalization on community pride and regional growth.
- ✓ Partnership development that promotes sustainability, preservation, and complementary programming as evidenced in the Master Plan’s community-wide vision for growth, development, and redevelopment.

To view a full copy of the *Community Master Plan*, go to www.envisionwilliamston.com/resource

Local Market Conditions

Williamston Demographic and Economic Data

The Town of Williamston, South Carolina is located in Anderson County within the growing region of Greenville-Anderson-Mauldin Metropolitan Statistical Area (MSA). Williamston’s 2015 population was approximately 4,000 residents. The Town is composed of 1,576 households within the town limits, and a mean age of only 39 years. About 84% of the population is White and 11% Black. There is a growing Hispanic population that represents about 4% of the current population.

The median household income for the Town of Williamston was \$37,489 in 2015 and is projected to grow to \$43,540 by 2020. The largest sector of employment is in Education, Health and Social Services (500), followed by Manufacturing (307), and then Other Services (152) and Retail Trade (124). Gross retail sales are at \$51,601,000, compared to \$5,831,423,000 for Anderson County as a whole.

Trade Area Analysis

Based on a recent ZIP Code analysis of the Town’s primary retail market area, the Town primarily draws customers from a seven (7) ZIP Code region. Its primary trade area (PTA) includes Williamston (22697), Pelzer (29669), and Belton (29627) and represents over 41,000 people (See Table 1 and Map). The secondary trade area (STA) includes Piedmont (29673), Anderson (29670), and Pendleton (29670), and represents another 76,533 people, for a total trade area population of 119,902.

Table 1. Williamston’s Primary Trade Area: Demographic and Economic Statistics, 2010-2014

Subject	Williamston ZIP Code 29697	Pelzer ZIP Code 29669	Belton ZIP Code 29627
Population	13,186	11,448	16,701
Median Age (years)	39.9	39.2	43.6
Male	6,138	5,521	7,951
Female	7,048	5,927	8,750
Median Household Income	\$46,587	\$41,953	\$40,032
Mean Household Income	\$59,054	\$55,282	\$53,030
Total Housing Units	5,401	5,155	7,549
Vacancy Rate	8.6%	16.2%	15.5%
Number of Business Establishments	159	140	220

Source: 2010-2014 American Community Survey, US Census Bureau. Retrieved from:
<http://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>

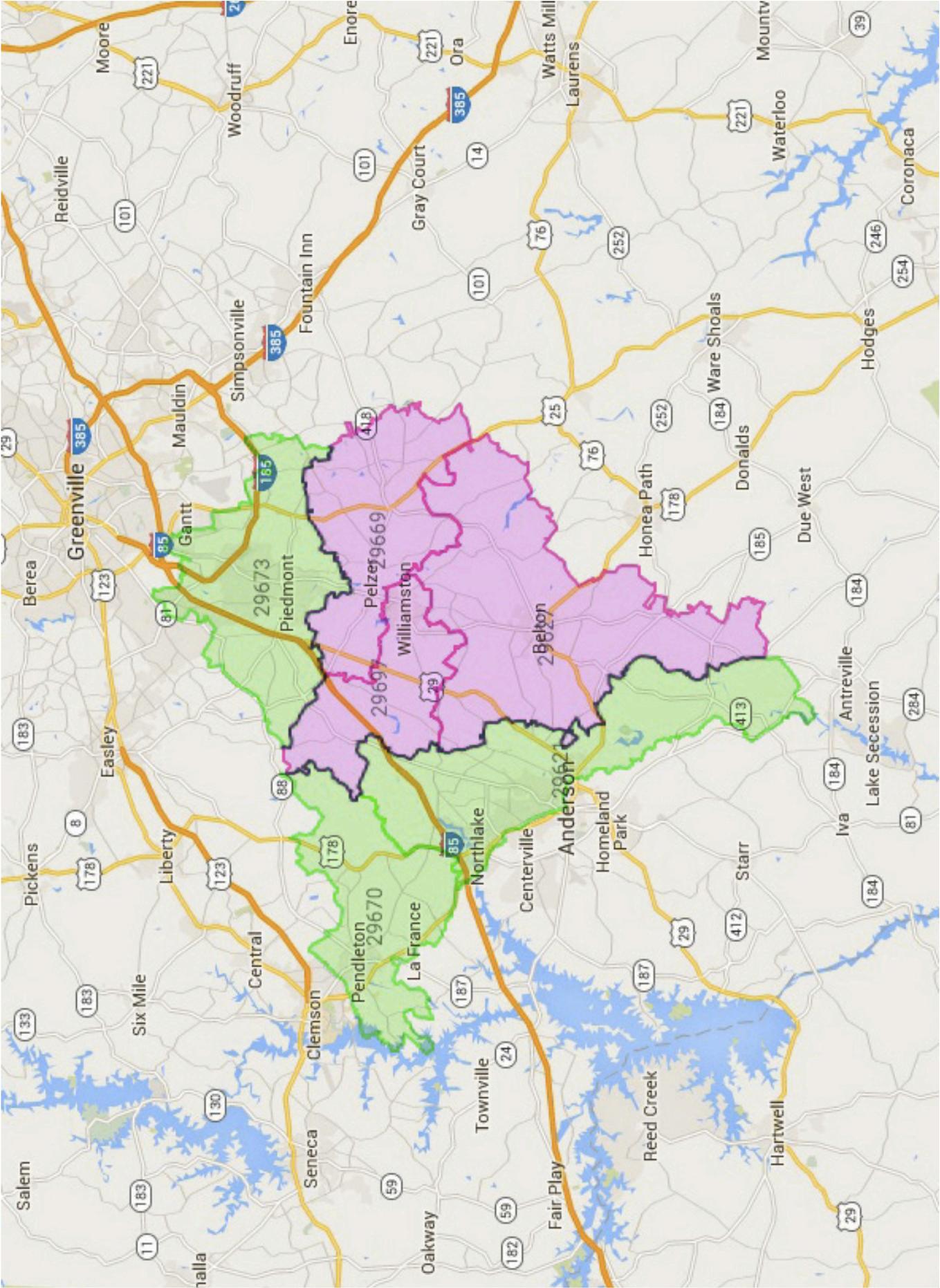


Figure 12: Primary (pink) and Secondary (green) Retail Trade Areas

Trade Area Retail Leakage

“Retail leakage” is the difference between the retail expenditures by residents living in a particular area and the retail sales produced by the stores providing goods and services in the same area. When a community does not offer a product desired by the local population, the consumers will then travel to other locations or use different methods for obtaining those products. Consequently, the dollars spent on those products outside the designated area are said to be “leaking.” If a community is a major retail center for certain line of products then the opposite occurs; they are said to be “attracting” sales rather than “leaking” them from the community. It is important to examine the market data by retail categories to determine in which ones the town or city may be “leaking” or “attracting.”

Based on data prepared by Clarita’s, Williamston experienced a total leakage of \$396 million in sales in 2014 from its Primary Trade Area. For its Secondary Trade Area, there was a gain of \$62 million. Overall, the net amount of leakage for Williamston’s retail trade area was \$334 million in sales in 2014 (See Table 2).

Table 2. Williamston Primary and Secondary Trade Area: Gains and Leakage in Retail Trade, 2014

Trade Area	Amount of Gain/Leakage
Primary Trade Area <ul style="list-style-type: none"> • Primary trade area retailers in selected store types sold \$298 million in goods. • Consumers in the primary trade area spent \$685 million in retail goods. • Net leakage in consumer expenditure over amount sold. 	Leakage: \$396 million in sales
Secondary Trade Area <ul style="list-style-type: none"> • Secondary trade area retailers in the selected store types sold \$1.3 billion in goods. • Consumers in the secondary trade area spent \$1.24 billion in retail goods. • Net gain in consumer expenditures over amount sold. 	Gain: \$62 million in sales
Combined Trade Area <ul style="list-style-type: none"> • Overall leakage for the primary and secondary trade area combined. 	Overall Leakage: \$334 million in sales in 2014

More detailed data by industrial category indicate where Williamston’s primary trade area exceeds expectations (inflow), while also showing opportunities to meet unmet demand in the local market area (leakage categories).

Inflow Categories:

These are categories in which Williamston is pulling outside dollars into its primary trade area:

- Hardware Stores – 44413
- Pharmacies and Drug Stores – 44611
- Optical Goods Stores – 44613

Leakage Categories:

These are some of the categories in which local dollars are being spent elsewhere. Some of these represent key opportunities for retail growth in Williamston:

- Other Motor Vehicle Dealers – 4412
- Home Furnishing Stores – 4422
- Appliances, TVs, Electronics Stores – 44311
- Lawn, Garden, Equipment, Supplies Stores – 4442
- Grocery Stores – 4451 and Specialty Food Stores – 4452
- Beer, Wine and Liquor Stores -4453
- Jewelry Stores – 44831
- Sporting Goods Stores – 45111
- Full-Service Restaurants – 7221 and Special Foodservices – 7223

Market retail capture objectives for downtown include the following:

Category: Full-Service Restaurants

- 2014 Leakage: \$17.2 Million
- 20/5% Capture: \$1.8 Million
- Objective: Two New Downtown Restaurants

Category: Special Foodservice

- 2014 Leakage: \$6.6 Million
- 20/5% Capture: \$1.9 Million
- Objective: Monthly Food Truck/Pop-Up Events

Category: Sporting Goods

- 2014 Leakage: \$5.4 Million
- 20/5% Capture: \$1.3 Million
- Objective: Expanded Sporting Goods Selection in Existing Retailer

For the full discussion of retail market opportunities discussed in the Envision Williamston Community Master Plan, see Appendix D.

Timeline

As a reminder, the following is our recommended timeline for starting a business in Williamston:



Zoning and Related Requirements

Local Zoning and Signage

Be sure to confirm zoning and required parking for your business. The Town of Williamston requires a Sign Application to be submitted for review and then a Signage Permit and Fee to be issued and paid before an applicant can open for business. More information regarding Zoning, Signage, etc. can be found at:

<http://www.williamstonsc.us/town-literature/>

Town of Williamston
12 West Main Street
Williamston, SC 29697

Marion Middleton, Jr., Chairman
864.617.1184
mwmjr1982@gmail.com

Anderson County Permits

Be sure to research and follow-up with the Anderson County Building and Codes Department regarding any necessary permits. More information regarding Anderson County Building and Codes can be found at:

<http://www.andersoncountysc.org/Departments/Building-Codes/Commercial>

Anderson County
401 East River Street
Anderson, SC 29624

Barry W. Holcombe, Building and Codes Manager
864.260.4158 (phone)
864.260.4795 (fax)

Mailing Address:

P.O. Box 8002
Anderson, SC 20622

Fire and Safety

Fire

The Town of Williamston is served by the Williamston Fire Department. The Department has a Class 3 ISO rating, ranking it in the top 3.7% in the nation.

Before any business can open and operate, they must schedule, complete, and pass a fire inspection. The Fire Inspection is completed by the Williamston Fire Department Chief.

Williamston Fire Department
 120 West Main Street
 Williamston, SC 29697

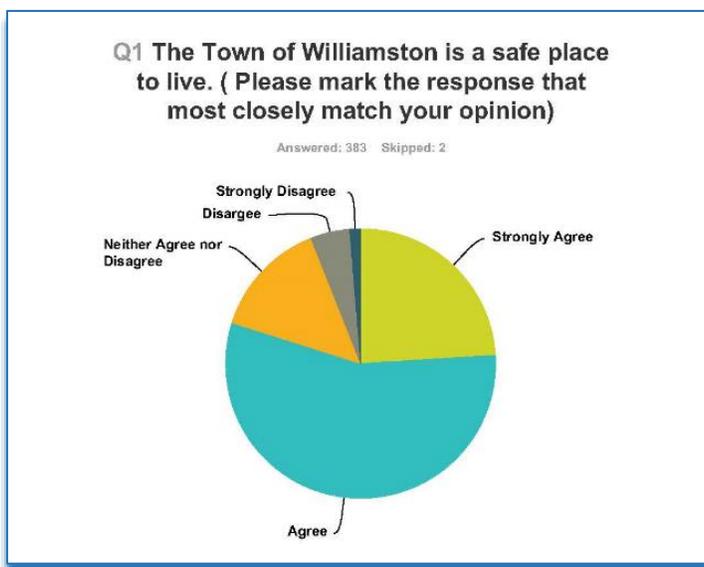
Steve Ellison, Chief
 864.847.4950; 864.844.7101 (cellular)
 wfdchief@williamstonsc.us

Safety

Police protection is provided by the Williamston Police Department. They have 21 police officers dedicated to assuring the safety of the community. Upon request, the Williamston Police Department can assist with special community events, crime watches, and property checks for safety prevention. According to a recent community survey on public safety, the vast majority (80%) of the respondents reported the community as a safe place to live.

Williamston Police Department
 100 Town Square Drive
 Williamston, SC 29697

Tony Taylor, Chief
 864.847.5987
 tctaylor@williamstonsc.us



Source: Williamston Police Department Community Policing Survey, 2015.

Business Licenses and Fees

Business License Information

All businesses operating in city limits (including contractors and subcontractors) must obtain a Business License from the Town of Williamston prior to commencing work. The license will not be issued to the applicant until the license application has been filed, the Fire Inspection and Certificate of Occupancy has been completed and issued, and the fee paid.

Williamston Municipal Center
12 West Main Street
Williamston, SC 29697

Michelle Starnes, Town Clerk/Treasurer
864.847.7473
michellestarnes@williamstonsc.us

Business Licenses are issued for the Williamston area based on whether the business is physically located within city limits or outside of city limits. Be sure to select and file the correct business license version. Forms can be found on the next page and online at:

<http://www.williamstonsc.us/forms-resources/>

Business License Fee Schedule

Inside Businesses: Pay \$65.00 for the first \$2,000.00 and then \$0.65 for each \$1,000.00 after.

Outside Businesses: Pay \$97.50 for the first \$2,000.00 and then \$0.98 for each \$1,000.00 after.

One Day Peddler License: These are valid for one day only. The fee is \$15.00 for the day.

Hospitality Tax

A 2% fee imposed by the Town of Williamston on the purchase of prepared or modified foods and/or beverages intended for immediate consumption or carry out.

All food and/or beverage sales prepared or modified for immediate consumption, carry-out or catered. Examples: Fountain drinks, frozen drinks, coffee, cappuccino, prepared sandwiches, salads, bakery items (doughnuts, cakes, cookies, pies, and breads), heated foods (pizza, nachos, hot dogs, sandwiches, chicken, and vegetables), fruit trays, vegetable trays and deli meats and cheeses purchased by the pound. This list is not inclusive, but it is simply in place to help you determine which items are subject to the hospitality tax.

Who is subject to the tax? Restaurants, hotels, motels, bars and/or lounges, caterers, ice cream shops, bakery shops, and any other food service facilities or establishments of any kind (including convenience and grocery stores) with specified areas for preparing food and beverages. The fee collection form for the Hospitality Tax can be found at:

<http://www.williamstonsc.us/forms-resources/>

Utilities

Town of Williamston Water and Sewer

Businesses operating within the Town of Williamston are served by the Water and Sewer Department. A service agreement and a \$175 deposit are required for service to begin.

Bills are due on the 15th of the month.

For more information on services and fee schedules, please contact:

Williamston Municipal Center
12 West Main Street
Williamston, SC 29697

Front Desk
864.847.7473

For utility issues concerning water and sewer, you may contact:

Williamston Municipal Center
12 West Main Street
Williamston, SC 29697

David Rogers, Utilities Director
864.844.6892
davidrogers@williamstonsc.us

Utility Companies Serving the Williamston Area

For other utility issues, you may contact:

Fort Hill Natural Gas Authority
P.O. Box 189
Easley, SC 29641
<http://fhnga.com/business/>
800.573.5556 or 864.859.6375

Duke Energy
<http://www.duke-energy.com/business.asp>
800.777.9898
Email: ContactUs@duke-energy.com

Charter Spectrum
<http://www.cabletv.com/charter/sc/williamston>
855.821.0524

AT&T
<https://www.att.com>
864.947.1354

Garbage Collection

Businesses located in the Town of Williamston are eligible for weekly curbside pick-up based on a monthly fee. They may also have the option of securing a dumpster. For more information contact:

Williamston Municipal Center
12 West Main Street
Williamston, SC 29697

David Rogers, Utilities Director
864.844.6892
davidrogers@williamstonsc.us

Anderson County

Other Anderson County Contacts

General:

Office of Economic Development
126 North McDuffie Street
Anderson, SC 29621
864.260.4386 (phone)
864.260.4369 (fax)

Business Development:

Burriss Nelson, Director
bnelson@andersoncountysc.org

Existing Industries:

Teri Gilstrap, Existing Industries Manager
tcgilstrap@andersoncountysc.org

Envision Williamston

Envision Williamston is a South Carolina Main Street Program dedicated to economic development and community engagement. It strives to foster economic vitality and a sense of place for visitors, residents, business owners, and emerging entrepreneurs.

Mission: The purpose of Williamston's Main Street program is to enhance our community identity and heritage by working with both the public and private sectors of our town to restore vitality and ensure economic stability through concentrated efforts in organization, promotion, design, and business development.

Envision Williamston is available to assist your business in a variety of ways.

- Developing a relationship with public services and town leadership.
- Coordinating grand openings and celebrations.
- Linking local businesses with local, county and regional resources.
- Recognizing new businesses in the local media.
- Helping create an online presence.
- Providing market area analysis data.
- Developing collateral materials such as the *2016 Dining and Shopping Guide*.
- Introducing new business owners to other local organizational leaders.
- Helping prospective business owners identify available site locations.
- Fostering a positive climate for a thriving local economy.
- Marketing local assets and business opportunities.

To learn more about Envision Williamston and upcoming events and programs, more information can be found at:

www.envisionwilliamston.com

Envision Williamston
Williamston Municipal Center
12 West Main Street
Williamston, SC 29697

Sonya Crandall, Executive Director
864.847.7473
sonyacew@gmail.com

Contacts

Williamston Town Council

MAYOR- Dr. R. Mack Durham
mackdurham@williamstonsc.us
864.617.5097

WARD 3- David Harvell
davidharvell@williamstonsc.us
864.933.7667

WARD 1- Tony Hagood
tonyhagood@williamstonsc.us
864.933.1821

WARD 4- Otis Scott
otisscott@williamstonsc.us
864.556.4272

WARD 2- Rockey Burgess
rokey@williamstonsc.us
864.933.7508

Envision Williamston New Business Recruitment Task Force

Jonathan Fowler, EW Chair
Williamston, SC 29697
jon@fowlercs.com

Russell Harris
10 Stewart Street
Williamston, SC 29697
HARR8000.RH@gmail.com

Rockey Burgess
P.O. Box 248
Williamston, SC 29697
rokey@autochllc.com

Rev. Tiko Thurman, Secretary/Treasurer
15 Randall Street
Williamston, SC 29697
tikot28@gmail.com

Roxanne Hall, Executive Co-Chair
8512 Old Greenville Highway
Easley, SC 29642
roxanne.ellison81@gmail.com

Dr. Marion Williams, O.D., Executive Co-Chair
Eye Care Center
P.O. Box 547
Williamston, SC 29697
drwilliams@eyecarecenterwilliamston.com



Town Personnel

Administration

Michelle Starnes, Town Clerk/Treasurer
864.847.7473
michellestarnes@williamstonsc.us

Fire Department

Steve Ellison, Chief
864.847.4950
wfdchief@williamsotnsc.us

Police Department

Tony Taylor, Chief
864.847.5987
tctaylor@williamsotnsc.us

Public Utilities

David Rogers, Utilities Director
864.844.6892
davidrogers@williamston.us

Envision Williamston

Sonya Crandall, Executive Director
864.650.1075
sonyacew@gmail.com

Area Business Associations

Palmetto Business Association (formerly Greater Williamston Business Association)

Michael Simpson, President
864.617.1605
Presidentgwba1@gmail.com

Anderson County Chamber of Commerce

Pamela L. Christopher, IOM, President and CEO
864-226-3454
pchristopher@andersonscchamber.com

Anderson County

Building and Codes

Barry W. Holcombe, Building and Codes Manager
864.260.4158

Business Planning Resources

There is no more important first step to starting a business than developing a strong, detailed business plan. So many entrepreneurs start with the question, “Where am I going to find the money to start my business?”, only to realize that without a thoroughly developed business plan, they will not be able to obtain the bank loan or investment they need to get their business off the ground. A business plan precisely defines your business. It identifies your goals, and it serves as your company’s resume. It helps you find your start-up money, to weather unforeseen difficulties, and to make strategic decisions to keep your business on track. The basic components include a current and preformed balance sheet, an income statement, and a cash flow analysis. Plans for marketing, financial management, and operations should also be included.

Are you now asking yourself, “How in the world do I write a good business plan?” If your answer is “yes”, then great! That means you acknowledge how essential a good business plan is for you to be successful. Remember – there are countless talented entrepreneurs who have failed due to a lack of planning. The good news is that there are wonderful, free resources right here in this area that can help you to develop a professional plan. We recommend exploring the following sources as the very first step in your quest to start a business.

Clemson University Small Business Development Center

Business Planning | Feasibility | Marketing | Finance | Risk Management

www.scsbdc.com

Clemson Area Office
413 Surrine Hall
Clemson University
Clemson, SC 29634

Ben Smith, Area Manager
864.710.4717
bennys@clemson.edu

SCORE (SERVICE CORPS OF RETIRED EXECUTIVES)

Business Planning | Feasibility | Marketing | Finance | Risk Management

www.piedmont.score.org

Piedmont SCORE
300 E Washington Street
Federal Building, Room B-02
Greenville, SC 29601

864.271.3638
info@piedmontscore.org



There are mandatory compliance measures required of all businesses in South Carolina – ranging from tax requirements to registering your business' name with the secretary of State. We recommend the following resources to help you navigate through these important requirements.

SOUTH CAROLINA BUSINESS ONE STOP

Incorporation | Licensing | Taxes | Compliance

www.scbos.sc.gov/

803.898.5690

scboshelp@scbos.sc.gov

South Carolina Business One Stop is the official South Carolina business web portal, enabling anyone with an existing business or anyone starting a new business to file permits, licenses, registrations, or pay taxes. Each section on SCBOS is designed to support all phases of business lifecycle from start-up through expansion.

SOUTH CAROLINA SECRETARY OF STATE

Business Names and Trademarks | Incorporation

www.scos.com

1205 Pendleton Street
Suite 525
Columbia, SC 29201

Incorporation: 803.734.2158

Trademarks: 803.734.0629

Prior to publicizing and circulating the name of your business and/or graphics, check the name's availability with the South Carolina Secretary of State to assure it's not already in use. To trademark the name, you must register it with the Secretary of State's Trademarks Division.



SOUTH CAROLINA DEPARTMENT OF REVENUE

Retail Sales | Alcohol | Tobacco

www.sctax.org

Greenville Office
545 N. Pleasantburg Drive
Suite 300
Greenville, SC 29607

Retail License: 864.241.1200
Retail@sctax.org
Alcohol: 803.898.5864
alcoholicliq@sctax.org
Tobacco: 803.896.1970
tobaccotax@sctax.org

If your business sells or serves alcohol, you must obtain a permit from the South Carolina Department of Revenue's alcohol Beverage Licensing section. If your business serves alcohol by the drink, you must also collect and remit a liquor by the drink tax.

If your business sells tobacco products, you must obtain a license from the South Carolina Department of Revenue.

If your business sells items at the retail level, you must obtain a retail license and collect and remit sales tax to the South Carolina Department of Revenue.

SOUTH CAROLINA DEPARTMENT OF HEALTH AND ENVIRONMENTAL CONTROL

Food Compliance

www.scdhec.gov

Greenville Office
200 University Ridge
Greenville, SC 29601

864.372.3273
info@dhec.sc.gov

If your business handles food, you must first obtain a license from the South Carolina Department of Health and Environmental Control.



SOUTH CAROLINA DEPARTMENT OF LABOR, LICENSING AND REGULATION

Regulation | Licensing | Enforcement | Training | Education

www.llr.sc.state.us

Synergy Business Park
Kingstree Building
110 Centerview Drive
Columbia, SC 20210

803.896.4300
contactllr@llr.sc.gov

Contact the South Carolina Department of Labor, Licensing and Regulation for information on labor laws, labor issues, wages, unemployment insurance, benefits and employment services.

BUREAU OF ALCOHOL, TOBACCO, FIREARMS AND EXPLOSIVES

Regulation | Enforcement | Training

www.atf.gov

Greenville Field Office
301 N. Main Street, Suite 1802
Greenville, SC 29601

864.282.2937
charlottediv@atf.org

Appendices



"Williamston, SC is a great place to live, work, play and raise a family. Come grow with us as we seek to promote economic vitality, encourage healthy lifestyles and facilitate community engagement."

Dr. R. Mack Durham - Mayor

Welcome to Historic Williamston South Carolina

We are Williamston. A close-knit community of hospitable and persevering people, endowed with one of the oldest public parks in America.

Our historic town was founded around beautiful Mineral Spring Park and for over 150 years, people have come from far and wide to enjoy the fresh, clean mineral enriched water found nowhere else.

Williamston is not only historic, but a safe, friendly and peaceful town. Our children attend one of the best academic and technical school systems in South Carolina.

We enjoy many recreational and cultural activities which constantly renew both our spirit and attitude.

As we come together through arts, trails, and downtown events, we are constantly reminded of the quality of life we all enjoy so much.

Williamston is committed to a robust business environment which includes a walkable downtown that fosters a mix of shopping, dining and professional services benefiting our business owners, residents, and visitors.

We are proud of our diverse community and are committed to preserving our town's history while embracing its ever changing future.

We invite you to come live, work, shop and grow with us as we become one of the most desirable family destinations in the country.

- Dining
- Parking
- Shopping
- Recreation

Envision Williamston has made every attempt to ensure the accuracy and reliability of the information provided in this Guide. However, the information is provided "as is" without warranty of any kind. Envision Williamston does not accept any responsibility or liability for the accuracy, content, completeness, legality, or reliability of the information contained herein. No warranties, promises and/or representations of any kind, expressed or implied, are given as to the product or service's quality, availability, or otherwise appropriate ways to address your situation or customer preferences. Each customer should make his/her own personal assessment.

ANDERSON DRIVE Shopping/Dining

Map of Anderson Drive area showing shopping and dining locations. Key locations include: Deals, Papa John's Pizza, Hardee's, Dog House, Smokin' Pig, Four Seasons, E Z Trip, Kenny's Homecooking, Family Dollar, Phoenix of Anderson All About Fabrics, and Fiesta Mexican. Directions: To Hwy. 29/I-85, To Anderson, To Belton.

Main map of Williamston showing Greenville Drive, East Main Downtown, and West Main Downtown areas. Key locations include: KFC, Bill's Tire NAPA Auto Parts, Fred's, Roberts Blvd., Burger King, City Motors, Rossasy Café, House of Pizza, Stop N Go, Radio Shack, 6PAC Auto, Brookdale Park, N. Hamilton St., S. Hamilton St., Pelzer Ave., E. Main St., Mill St., Williams St., Broad St., Academy St., Gosssett Dr., ARTORY, Unlimited Talk, Zoey O's Boutique, Country Antiques, Foothills Pawn, Ken's Appliances, Pagoda Chinese, Fiesta Mexican, Old Depot, Something Unique, Dollar General, The Journal Fire Dept., Dawks by George, Envision Williamston, Town Hall, Mineral Spring Park, Goody's, Ace, MVPizza, McDonalds, Modern Supply, Rite Aid, The Clock, Subway, Pink House, Little Caesars, G.R.I.T.S., Lee Steam Duke Energy, Dixie Feed, Future Mineral Spring Trail, Big Creek, and Lee Steam Duke Energy.

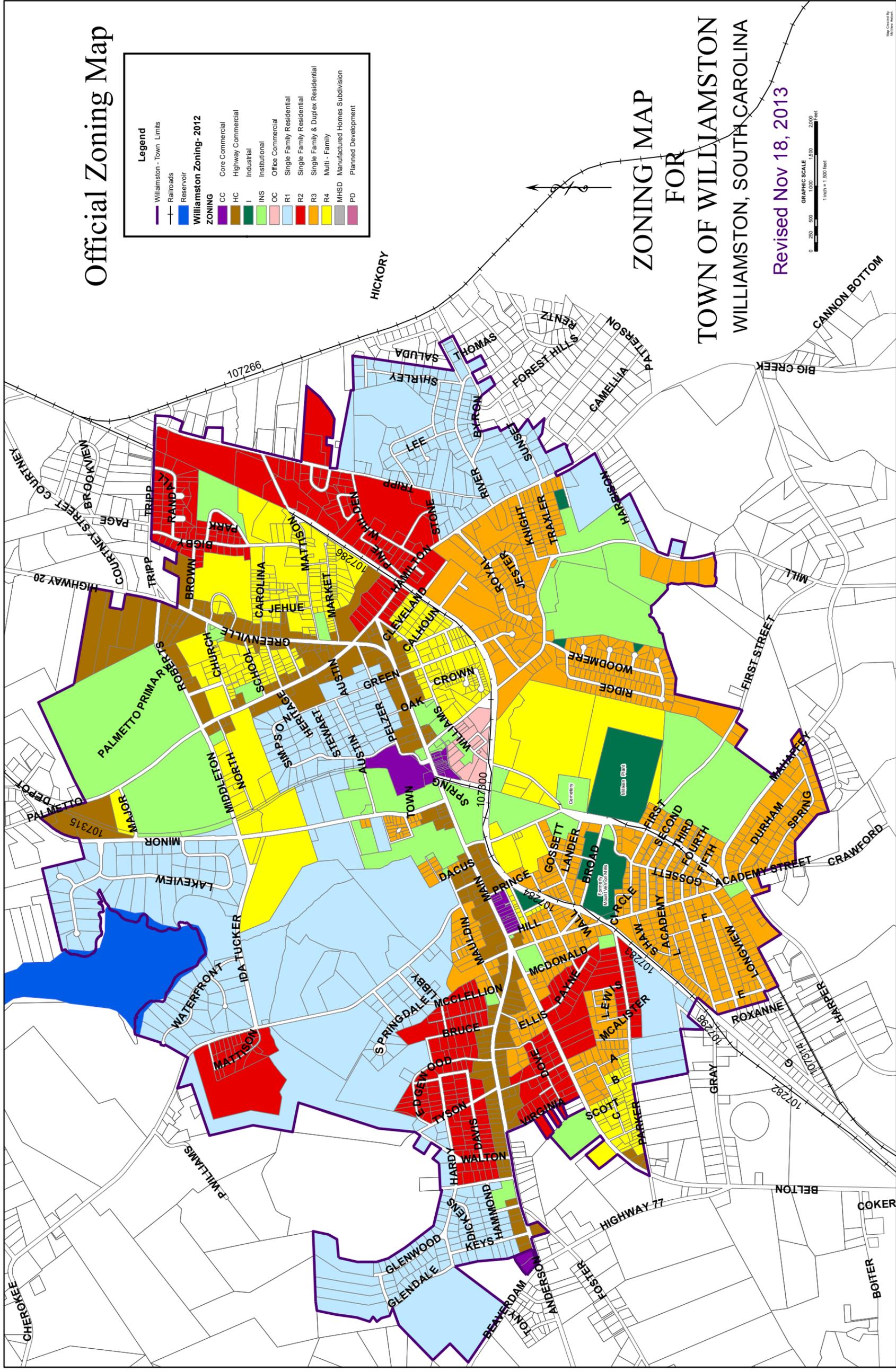


Home of the Springwater Festival and Christmas Park

Town of Williamston

Official Zoning Map

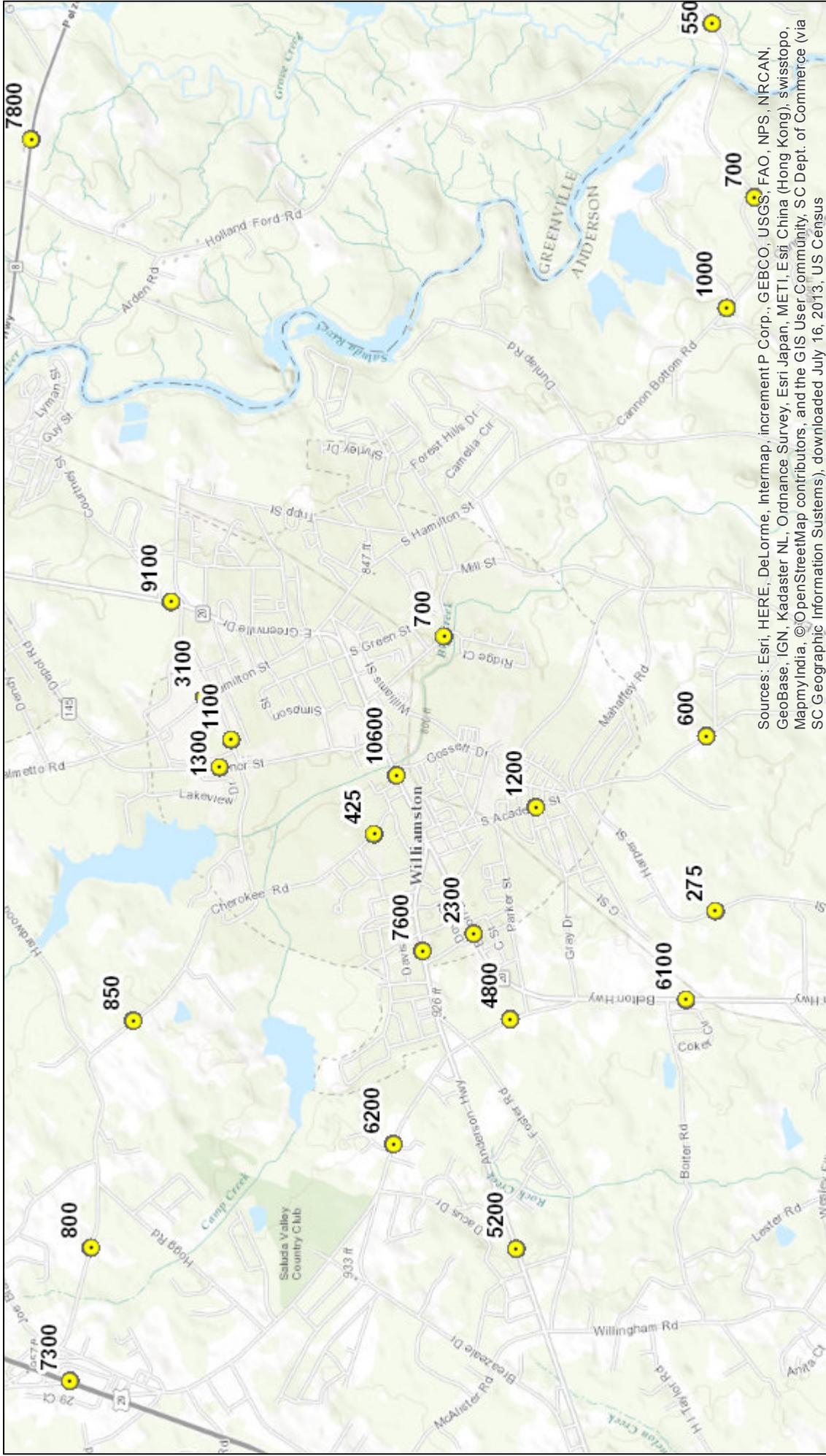
	Williamston - Town Limits
	Railroads
	Reservoir
Williamston Zoning - 2012	
	CC Core Commercial
	HC Highway Commercial
	I Industrial
	INS Institutional
	OC Office Commercial
	R1 Single Family Residential
	R2 Single Family Residential
	R3 Single Family & Duplex Residential
	R4 Multi - Family
	MHSD Manufactured Homes Subdivision
	PD Planned Development



SITE DESIGN, INC.
 CIVIL ENGINEERS • SURVEYORS • LANDSCAPE ARCHITECTS

MAPS PREPARED BY SITE DESIGN, INC. ARE FROM THE INVENTORY OF RECORDS OF THE TOWN OF WILLIAMSTON, SOUTH CAROLINA. THE INFORMATION CONTAINED HEREIN IS FOR GENERAL INFORMATION ONLY AND IS NOT TO BE USED FOR ANY OTHER PURPOSE. THE TOWN OF WILLIAMSTON, SOUTH CAROLINA, IS NOT RESPONSIBLE FOR ANY ERRORS OR OMISSIONS IN THIS MAP. THE TOWN OF WILLIAMSTON, SOUTH CAROLINA, IS NOT RESPONSIBLE FOR ANY DAMAGES, INCLUDING CONSEQUENTIAL DAMAGES, ARISING FROM THE USE OF THIS MAP. THE TOWN OF WILLIAMSTON, SOUTH CAROLINA, IS NOT RESPONSIBLE FOR ANY DAMAGES, INCLUDING CONSEQUENTIAL DAMAGES, ARISING FROM THE USE OF THIS MAP.

Downtown Williamston Traffic Counts



Sources: Esri, HERE, DeLorme, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, MapmyIndia, ©OpenStreetMap contributors, and the GIS User Community, S.C. Dept. of Commerce (via SC Geographic Information Systems), downloaded July 16, 2013, US Census

October 22, 2015 1:46,158

infoMentum

Disclaimer: infoMentum and the Anderson County Economic Development Office make no warranty or representation of any kind regarding maps or information provided herein or the sources of such maps or other information. Copyright, 2015

2014 Traffic Counts

Opportunity Gap - Retail Stores	PTA		STA		COMBINED	
	(Consumer Expenditures)	(Retail Sales)	(Consumer Expenditures)	(Retail Sales)	(Consumer Expenditures)	(Retail Sales)
Health and Personal Care Stores-446						
Pharmacies and Drug Stores-44611	41,871,920	119,689,373	-77,817,453	213,322,616	116,512,488	333,011,989
Cosmetics, Beauty Supplies, Perfume Stores	33,631,499	117,679,092	-84,047,593	153,918,820	93,560,689	271,597,912
Optical Goods Stores-44613	3,005,307	93,345	2,911,962	8,009,992	8,357,478	8,103,337
Other Health and Personal Care Stores-44619	1,461,916	1,916,936	-455,020	21,004,714	4,091,075	22,921,650
	3,773,198	0	3,773,198	30,389,090	10,503,246	30,389,090
Gasoline Stations-447						
Gasoline Stations With Conv Stores-44711	71,318,637	49,236,860	22,081,777	99,866,205	196,650,937	149,103,065
Other Gasoline Stations-44719	52,429,205	39,853,798	12,575,407	80,142,514	144,224,935	119,996,312
	18,889,432	9,383,062	9,506,370	19,723,691	52,426,002	29,106,753
Clothing and Clothing Accessories Stores-448						
Clothing Stores-4481	27,455,212	452,298	27,002,914	37,872,061	80,103,447	38,324,359
Men's Clothing Stores-44811	15,523,755	269,754	15,254,001	29,017,263	44,798,522	29,287,017
Women's Clothing Stores-44812	767,539	0	767,539	1,522,839	2,220,280	1,522,839
Children's, Infants Clothing Stores-44813	3,665,259	160,214	3,505,045	3,262,985	10,644,302	3,423,199
Family Clothing Stores-44814	997,734	0	997,734	1,910,590	2,821,158	1,910,590
Clothing Accessories Stores-44815	8,099,671	0	8,099,671	15,545,539	23,339,621	15,545,539
Other Clothing Stores-44819	657,389	100,293	557,096	1,334,616	1,911,559	1,434,909
Shoe Stores-4482	1,336,163	9,247	1,326,916	5,440,694	3,861,602	5,449,941
Jewelry, Luggage, Leather Goods Stores-4483	2,457,835	0	2,457,835	5,646,885	7,021,017	5,646,885
Jewelry Stores-44831	9,473,622	182,544	9,291,078	3,207,913	28,283,908	3,390,457
Luggage and Leather Goods Stores-44832	8,291,462	182,544	8,108,918	3,207,913	24,906,075	3,390,457
	1,182,160	0	1,182,160	0	3,377,833	0
Sporting Goods, Hobby, Book, Music Stores-451						
Sporting Goods, Hobby, Musical Inst Stores-4511	12,121,301	506,779	11,614,522	39,932,577	35,536,790	40,439,356
Sporting Goods Stores-45111	10,687,035	502,799	10,184,236	34,787,195	30,803,200	35,289,994
Hobby, Toys and Games Stores-45112	5,629,356	213,860	5,415,496	5,967,747	16,309,831	6,181,607
Sew/Needlework/Piece Goods Stores-45113	3,073,383	49,500	3,023,883	19,613,279	8,830,963	19,662,779
Musical Instrument and Supplies Stores-45114	1,018,401	239,439	778,962	581,142	2,850,701	820,581
Book, Periodical and Music Stores-4512	965,895	0	965,895	8,625,027	2,811,705	8,625,027
Book Stores and News Dealers-45121	1,434,266	3,980	1,430,286	5,145,382	4,733,590	5,149,362
Book Stores-451211	1,218,731	3,980	1,214,751	5,145,382	4,095,198	5,149,362
News Dealers and Newsstands-451212	1,048,762	3,980	1,044,782	5,145,382	3,598,891	5,149,362
Prerecorded Tapes, CDs, Record Stores-45122	169,969	0	169,969	0	496,307	0
	215,535	0	215,535	0	638,392	0

Figure 17: Retail Trade Area Opportunity Gap

Opportunity Gap - Retail Stores	PTA		STA		COMBINED		
	(Consumer Expenditures)	(Retail Sales)	(Consumer Expenditures)	(Retail Sales)	(Consumer Expenditures)	(Retail Sales)	Leakage (Inflow)
General Merchandise Stores-452							
Department Stores Excl Leased Depts-4521	80,294,016	32,052,093	48,241,923	187,178,390	226,896,282	219,230,483	7,665,799
Other General Merchandise Stores-4529	33,339,778	970,869	32,368,909	42,953,781	95,000,396	43,924,650	51,075,746
	46,954,238	31,081,224	15,873,014	144,224,609	131,895,886	175,305,833	-43,409,947
Miscellaneous Store Retailers-453							
Florists-4531	18,955,233	4,032,182	14,923,051	51,608,694	53,195,715	55,640,876	-2,445,161
Office Supplies, Stationery, Gift Stores-4532	681,253	64,060	617,193	56,211	1,914,051	120,271	1,793,780
Office Supplies and Stationery Stores-45321	8,216,362	1,907,752	6,308,610	29,433,456	23,651,639	31,341,208	-7,689,569
Gift, Novelty and Souvenir Stores-45322	3,899,435	0	3,899,435	16,487,169	11,252,136	16,487,169	-5,235,033
Used Merchandise Stores-4533	4,316,927	1,907,752	2,409,175	12,946,287	12,399,503	14,854,039	-2,454,536
Other Miscellaneous Store Retailers-4539	1,189,604	489,146	700,458	2,213,481	3,568,461	2,702,627	865,834
	8,868,014	1,571,224	7,296,790	19,905,546	24,061,564	21,476,770	2,584,794
Non-Store Retailers-454							
	55,309,731	5,435,301	49,874,430	27,324,876	158,698,107	32,760,177	125,937,930
Foodservice and Drinking Places-722							
Full-Service Restaurants-7221	63,906,979	13,074,766	50,832,213	211,684,763	183,108,193	224,759,529	-41,651,336
Limited-Service Eating Places-7222	28,653,702	11,446,356	17,207,346	86,261,815	82,372,693	97,708,171	-15,335,478
Special Foodservices-7223	25,664,375	971,859	24,692,516	119,788,499	73,216,557	120,760,358	-47,543,801
Drinking Places -Alcoholic Beverages-7224	6,888,822	233,953	6,654,869	2,130,428	19,657,091	2,364,381	17,292,710
	2,700,080	422,598	2,277,482	3,504,021	7,861,852	3,926,619	3,935,233
GAFO *							
General Merchandise Stores-452	151,933,137	40,672,313	111,260,824	339,952,878	435,140,233	380,625,191	54,515,042
Clothing and Clothing Accessories Stores-448	80,294,016	32,052,093	48,241,923	187,178,390	226,896,282	219,230,483	7,665,799
Furniture and Home Furnishings Stores-442	27,455,212	452,298	27,002,914	37,872,061	80,103,447	38,324,359	41,779,088
Electronics and Appliance Stores-443	12,230,963	4,932,350	7,298,613	24,109,216	35,140,569	29,041,566	6,099,003
Sporting Goods, Hobby, Book, Music Stores-451	11,615,283	821,041	10,794,242	21,427,178	33,811,506	22,248,219	11,563,287
Office Supplies, Stationery, Gift Stores-4532	12,121,301	506,779	11,614,522	39,932,577	35,536,790	40,439,356	-4,902,566
	8,216,362	1,907,752	6,308,610	29,433,456	23,651,639	31,341,208	-7,689,569

Figure 18: Retail Trade Area Opportunity Gap

Inflow Categories

These are categories in which Williamston is pulling outside dollars into its primary trade area:

- Hardware Stores-44413
- Pharmacies and Drug Stores-44611
- Optical Goods Stores-44613

Leakage Categories

These are some of the categories in which local dollars are being spent elsewhere. Some of these represent key opportunities for retail growth in Williamston:

- Other Motor Vehicle Dealers-4412
- Home Furnishing Stores-4422
- Appliances, TVs, Electronics Stores-44311
- Lawn, Garden Equipment, Supplies Stores-4442
- Grocery Stores-4451
- Specialty Food Stores-4452
- Beer, Wine and Liquor Stores-4453
- Jewelry Stores-44831
- Sporting Goods Stores-45111
- Full-Service Restaurants-7221
- Special Foodservices-7223

Retail Capture Objectives

The Williamston retail market demonstrates leakage in nearly every category. In many cases, local dollars will leak to online retailers or to larger markets like Anderson and Greenville. In some categories, however, Williamston should be able to compete for and capture leaking local dollars.

As detailed in **Figure 19**, if we assume Williamston can capture 20% of primary trade area leakage and 5% of secondary trade area leakage in fifteen categories, the result would be \$21 million in additional annual sales and a community with several additional retail offerings.

Market-based retail capture scenario objectives for downtown include the following:

Category: Full-Service Restaurants

- 2014 Leakage: \$17.2 Million
- 20/5% Capture: \$1.8 Million
- Objective: Two New Downtown Restaurants

Category: Special Foodservices

- 2014 Leakage: \$6.6 Million
- 20/5% Capture: \$1.9 Million
- Objective: Monthly Food Truck/Pop-Up Events

Category: Sporting Goods

- 2014 Leakage: \$5.4 Million
- 20/5% Capture: \$1.3 Million
- Objective: Expanded Sporting Goods Selection in Existing Retailer

3.2.5 Market Analysis Conclusions

Current market data indicate that Williamston's retail market is under-performing in many categories and that Williamston is a relatively small player within the larger Anderson-Easley-Greenville retail market. At the same time, data indicate opportunities for existing or new Williamston businesses to tap into unmet local demand in several retail categories. As Williamston works to implement the various marketing, organizational, and physical planning recommendations of this plan, the community should be able to develop a more robust retail economy.

At the time of this study, the number one retail question in town was: "Can Williamston sustain a grocery store?" Based on the results of this analysis, the answer to this question is: "Yes." This being said, a proposed and highly probable Wal-Mart Supercenter in Williamston would bring a full-service grocery store to town and therefore eliminate the market for another grocery offering.

In the coming years, once the Wal-Mart project is realized, the town's retail trade area will likely expand southward to outlying communities like Belton and Honea Path. Williamston retailers will have an opportunity to capitalize on this strengthened market. At the same time, competition between Wal-Mart and retailers in similar NAICS categories will be tough, and these retailers should be prepared to frame their value proposition in terms of customer service and as offerings within Williamston's revitalized commercial nodes and downtown core.

Retail Stores	20% of PTA Outflow	5% Of STA Outflow	Potential Capture	Sales per Sq Ft	Calculated Capture
Selected Retail Categories Below	32,621,639	-11,526,843	21,094,797		249,352
Furniture Stores	442,287	111,049	553,336	141.84	3,901
Home Furnishing Stores	1,017,436	-171,029	846,407	167.75	5,046
Household Appliances Stores	315,381	140,415	455,796	245.44	1,857
Radio, Television, Electronics Stores	1,220,007	-249,022	970,984	207.17	4,687
Computer and Software Stores	567,215	119,857	687,072	207.17	3,316
Camera and Photographic Equipment Stores	56,245	27,203	83,448	542.63	154
Building Material and Supply Dealers	9,175,398	376,252	9,551,651	142.38	67,086
Hardware Stores	-170,748	135,934	-34,814	121.08	N/A
Grocery Stores	6,532,095	1,270,796	7,802,890	371.79	20,987
Health and Personal Care Stores	-15,563,491	-6,934,102	-22,497,593	247.29	N/A
Clothing and Clothing Accessories Stores	3,050,800	12,875	3,063,675	164.60	18,613
Women's Accessory & Specialty	701,009	185,803	886,812	164.60	5,388
Shoe Stores	491,567	-54,185	437,382	158.81	2,754
Jewelry Stores	1,621,784	670,335	2,292,119	263.92	8,685
Luggage and Leather Goods Stores	236,432	109,784	346,216	198.82	1,741
Sporting Goods Stores	1,083,099	235,636	1,318,736	153.46	8,593
Hobby, Toys and Games Stores	604,777	-692,785	-88,008	146.28	N/A
Sew/Needlework/Piece Goods Stores	155,792	62,558	218,350	74.91	2,915
Book Stores	208,956	-129,763	79,194	161.16	491
General Merchandise Stores	9,648,385	-2,028,806	7,619,578	133.90	56,905
Florists	123,439	58,829	182,268	149.82	1,217
Gift, Novelty and Souvenir Stores	481,835	-243,186	238,649	168.55	1,416
Foodservice and Drinking Places	10,166,443	-4,624,177	5,542,265	201.63	27,487
Drinking Places -Alcoholic Beverages	455,496	82,888	538,384	88.07	6,113

Figure 19: Retail Capture Scenario

Historic Williamston

Contact Information:

Sonya Crandall
Envision Williamston
12 W. Main Street
Williamston, SC 29697
864.846.7473
sonyacew@gmail.com

www.envisionwilliamston.com