



# TOWN CENTER MASTER PLAN

March 14, 2023

BOUDREAUX +  THOMAS & HUTTON + FRED DELK

FRED DELK





## TABLE OF CONTENTS

I.	Executive Summary	Page 3
	a. Acknowledgements	
	b. Master Plan Study Area	
	c. Purpose of the Town Center Master Plan	
	d. Guiding Principles	
	e. Catalyst Investments	
	f. Initial Projects to Implement	
	g. Coordination with the Hanahan 2040 Comprehensive Plan	
II.	Community Vision and Input	Page 12
	a. Summary Stakeholder Input	
	b. Survey	
III.	Economic Development Summary	Page 33
	a. Recommendations	
	b. City Statistics	
IV.	Recommendations and Opportunities	Page 40
	a. Branding	
	b. Creative Placemaking	
	c. Master Plan Design Options	
	d. Catalyst Investment Areas: Long Term Project	

# EXECUTIVE SUMMARY



# Acknowledgements

The master plan and the master plan charrette were successful due to the vision, passion and hard work of the City of Hanahan’s leaders – elected, staff and community. We are grateful for this opportunity and for the collaborative effort that made this master planning process possible.

### City Council

- Mayor Christie Rainwater
- Council Member Michael Sally, Mayor Pro-Tem
- Council Member Jeff Chandler
- Council Member Mike Dyson
- Council Member Kevin Hedgpeth
- Council Member Adam Spurlock
- Council Member Ken Boggs

### Planning Advisory Committee

- Christie Rainwater, Mayor, City of Hanahan
- Councilman Mike Dyson, owner Dyson Inc. Business Owner, Resident
- Mike Cochran, former Administrator, City of Hanahan
- Courtney Soler, Administrator, City of Hanahan
- Dennis Turner, Chief of Police, City of Hanahan
- Pat Eckstine, Chair of Planning Commission, Resident
- Danny Stewart, Recreation and Parks Director
- Kyra Morris, Chair of Charleston Metro Chamber, Property Owner in Town Center
- Alex Gonzalez, Property Owner in Town Center, Resident
- Christine England, Founder Lowcountry Eat Out Facebook Group, Oner of Pampas & Picnics, Resident
- Chris Deer, Tideline Aquatics Business Owner
- Chad Chinnners, Blackwell Hardware Manager
- Kenya Dunn, Metro Chamber- Outreach, Resident
- Lydia Cotton, Art Pot

*Special thanks are offered to Emily Huff for her hospitality and tireless preparations for the charrette. Also, thanks to Chief Dennis Turner and Danny Stewart for keeping the gym open and comfortable. They all made the planning team feel right at home.*

“This master plan needs to be focused with big impact.”

-Mayor Christie Rainwater

### The Master Planning Team

#### BOUDREAUX

Irene Dumas Tyson, AICP, Associate AIA, Director of Planning

George Schafer, PhD, RA

Andrew Fulmer

Rachel John

#### Thomas & Hutton

John Winters, PLA

Ryan Thompson, PLA

Samantha Mizell, PLA

Bruce Boysen, PLA

**Fred Delk**, Economic and Downtown Redevelopment Consultant

The City of Hanahan is a hidden jewel among the fast-growing Charleston-North Charleston-Summerville MSA. Tucked away between Rivers Avenue, I-26, the Cooper River, North Charleston, and Goose Creek, it's hard to know when one passes from one city to the next. This can be a blessing, allowing the city to remain affordable and retain a small-town feel. This also can hamper the growth necessary to keep a city vibrant, desirable and a welcoming place for local business and entrepreneurial development.

Hanahan is a “wonderful place to live.” However, city leaders want Hanahan to be more. They want Hanahan to have a vibrant downtown that brings people together and welcomes investments and to be known as a wonderful place to do business and visit. To become this even more wonderful place, city leaders recognized they needed a plan to get there. *Mayor Rainwater stated it best, “This master plan needs to be focused with big impact.”* The Downtown Hanahan Master Plan is a testament to city leaders knowing when it is time to roll up sleeves, listen to the community and keep the planning and work going.

The City needs big, bold ideas and the courage to bring these ideas to life to have meaningful, big impact in the center of this MSA. Hanahan's big impact can be small efforts that cause people to pause and consider the downtown area or simply guide and welcome people to a well-defined downtown. More significant efforts will magnify these small efforts by creating guidelines and ordinances that require visionary development or by re-aligning roads to create a beautiful and vibrant downtown and environment to spur economic prosperity.

The City of Hanahan is poised to grab the attention of residents, potential investors and people visiting in the MSA through the implementation of these recommendations. These recommendations, while focused on downtown, will impact the entire city. Downtown is the heart of the City. Strong cities need healthy and vibrant hearts.

We are grateful to the 100+ people who participated in stakeholder groups and public meetings as well as the over 100 people who participated in an online survey. Your opinions helped shape this plan. We are indebted to City Council, City Staff and the Planning Advisory Committee who provided leadership, thoughtful comments, flawless execution of the charrette schedule and a welcoming environment.

Thank you for this opportunity to help propel the continued revitalization and prosperity of Hanahan's Downtown.

Respectfully submitted,

The Master Planning Team

# Master Plan Study Area

Hanahan has a story to tell. Since 1973, Hanahan has been sandwiched in between a couple of best sellers. Those who step into the Hanahan story enjoy the experience and, most likely, wonder if there is more to the story or a sequel. Many times, the Hanahan story is passed over by the glossy covers, large volumes and numerous storylines of her neighboring cities. What the city lacks is an historic heart – center of town, a place that says, “This is Hanahan.”

## *What is in a name?*

City leaders wanted a dynamic roadmap for Hanahan’s Town Center, the area illustrated to the right. This area is known by most as “Old Hanahan.” Leaders believed this title did not represent their vision for its future, so they renamed the area “Town Center.” However, most Hanahanians consider Tanner Village as the “town center,” given its purpose as a lifestyle town center. During the charrette, other names were considered such as “Hanahan Proper” and “Old Town Hanahan.” Given the vision for this area and what is missing from the city, the planning team recommends the area be branded and promoted as “Downtown.”

Downtown is the center of town, where a town’s *raison d’être* began, where commerce began, where the major roads in and out of town intersected to create a place, a center. The master plan study area is this center even though it has lost its sense of place and identity. Redefining and reviving Downtown Hanahan will create a true historic heart to this city and encourage authentic redevelopment. Having a strong and vibrant heart will positively impact the entire city and ensure Hanahan is not a city in between others, but a city with its own story, vibe and *raison d’être*.

This master plan focused on Downtown and the changing dynamics needed to position the City to keep the momentum going. These dynamics of new partnerships and new economic and placemaking opportunities will establish an accelerated path of progress for the next few years.



*Downtown Hanahan Study Area*

# Purpose of the Town Center Master Plan

City leaders understand that a thriving city cannot sit back on its successes. A thriving city is in a perpetual state of *study, plan, design, implement* to meet the needs and the opportunities of a growing, livable community. Hanahan has numerous development and redevelopment successes from downtown streetscaping, a new City Hall and renovated City Gym to the Hanahan Amphitheater, Tanner Plantation and Bowen Village, just to name a few.

To this end, leaders embarked on a master planning process with the purpose to:

***Envision and implement a Town Center Master Plan for downtown Hanahan that creates new opportunities for bringing people together and for establishing businesses and investments that will sustain Hanahan as a “Wonderful Place to Live, Work and Play.”***

## Master Plan Drivers

The following ideas guided the determination of the catalyst investment areas.

- Define and create a downtown that is recognized as the historic heart of the City of Hanahan.
- Create a downtown that is walkable and connected (accessible trails, sidewalks) to neighborhoods, parks and the future Low Country Rapid Transit (LCRT) line.
- Create a downtown where people (residents and visitors) choose to work, live and play.
- Create an authentic downtown environment that welcomes and encourages local entrepreneurs to invest and start new businesses.
- Implement creative placemaking features throughout the downtown that imbue a unique vibe.
- Maximize and leverage redevelopment of the limited real estate in downtown.
- Increase opportunities for prosperity for residents of Hanahan.

## Goals of the Master Plan

City leaders established the following goals to guide the creation of the master plan, ensuring recommendations keenly focused on revitalizing downtown Hanahan.

- Create a visionary and attainable roadmap for developing a vibrant, unique and sustainable Town Center that captures and leverages the Charleston metropolitan area growth.
- Create a capture and leverage plan that maximizes the Town Center real estate, the future Rivers Avenue/Remount Road Bus Rapid Transit (BRT) stop, the popularity of the Amphitheater, the new soon-to-be named park, existing local businesses, the Goose Creek Reservoir and the Cooper River.
- Amplify the master plan with opportunities for third places that invite residents and visitors to linger, walk, shop, and contribute to the local economy.
- Set the stage for a new Town Center that is ready for new investments and ripe for planting flags of new restaurants, retail and unique local businesses.
- Reinforce *Hanahan 2040: Pathway to the Future* by creating an implementation framework for revitalizing the Town Center.
- Incorporate development and planning best practices from similar cities.
- Imbue an authentic sense of place that distinguishes Hanahan from the surrounding cities and towns.
- Identify opportunities that create a dense, walkable, mixed-use district that becomes a thriving part of Hanahan’s story.
- Engage and listen to the community to shape a master plan that reflects the City’s vision.

# Guiding Principles

These Guiding Principles, developed in response to the community's love and vision for downtown Hanahan, will keep master plan implementation on track and ensure that all revitalization efforts and projects reflect the city's values and community spirit.

- **Sustain downtown as the heart of Hanahan** by investing in the physical, economic and cultural infrastructure that makes downtown a desirable, prosperous, beautiful, creative, safe and accessible place to live, work and play.
- **Elevate the sense of community and level of community engagement** through consistent and intentional communications with residents, business owners, property owners and local organizations and by inviting all residents to serve as stewards for the long-term revitalization of downtown.
- **Capture and promote the history and stories of Hanahan** to connect more people to the place, distinguishing Hanahan from other communities and spurring entrepreneurship through unique, local economic development efforts.
- **Require the highest quality design and development** in all projects, new and redevelopments, to reflect the City's values, to increase the sense of place, to inspire hope for the future and to establish Hanahan as a progressive City committed to developing its potential and increasing prosperity for all residents.
- **Increase pedestrian and bike connectivity** by creating places and connections within downtown and the City that engage people with people, people to places and support residential, retail, cultural, recreational, entrepreneurial and entertainment activities, all of which are paramount to retaining and enhancing an authentic small town appeal and vibrant downtown.
- **Create an entrepreneurial culture** that supports existing local businesses and cultivates new home-grown businesses that will differentiate downtown Hanahan and contribute to the sustain prosperity and vibrancy of downtown Hanahan.
- **Continue to strengthen regional partnerships to continually improve and to sustain the City's quality of life** through leveraged resources and planning, collaborative marketing and promotions, improved infrastructure, multi-modal accessibility and connectivity (LCRT), cultural and recreational opportunities, place-based economic development, and collective stewardship of the natural environment.
- **Strengthen the qualities that define the spirit of Hanahan**, which are exemplified through family values, authentic hometown feeling, inclusivity, award-winning schools, neighbors helping neighbors, a welcoming and safe atmosphere, the ability to see the potential and opportunities for the future, and the resolve to work for this future.





# Catalyst Investments in Downtown Hanahan: 2022 - 2030

Phased 7-12 years

The recommendations of this master plan take a long view toward the creation of a vibrant downtown, providing projects and strategies that can be implemented over the next seven to ten years. We believe, however, there are key projects and efforts that can start now and have a meaningful impact in the next three to four years, setting the stage for more long-term and capital projects. The recommendations of this master plan are grounded in ideas from residents, the public and stakeholders who participated in focus groups and public meetings.

The City can and should prioritize actions in each of the following Catalyst Investment Areas, accomplishing something in each. City Council and staff should commit with leadership, staff and financial resources and to building necessary partnerships (public and private). More specific strategies and recommendations are provided throughout this plan. There are numerous additional recommendations in this master plan.

As Hanahan’s leadership knows, no one thing will revitalize and create a downtown. Sustained and authentic revitalization will require a multi-faceted and multi-year commitment and approach.

## Create a Sense of Arrival

- Design and Install Welcome Signs
- Install Banners – seasonal, events, special moments
- Re-align the Yeamans Hall Road
- Install a roundabout at the intersection of Yeamans Hall/Loftis/Carolyn Roads
- Continue streetscaping throughout downtown and bury power lines
- Redesign the City Hall Plaza into a more welcoming Third Places

## Create a Downtown Buzz

- Capture the history and stories of downtown Hanahan and institute storytelling avenues
- Create a unique branding for all downtown promotions, events and master plan projects
- Regular schedule of unique events
- Create Third Places
- Institute a public art policy and program; explore public/private funding opportunities
- Deep dive into the master plan recommendations and involve residents and business owners in continued discussions to accelerate downtown Hanahan

## Create an Entrepreneurial Environment

- Convene and establish the Hanahan Acceleration Team (HAT), an economic development commission
- Spotlight and celebrate local businesses and industries regularly
- Explore entrepreneurial partnerships with the BCD COG, Trident Tech, Charleston Southern University, and the College of Charleston
- Create Third Places
- Create a development corporation to manage investments and redevelopment projects in downtown.

## Create an Implementation Framework

- Join Main Street SC
- Review and update ordinances and design/development guidelines to ensure the Master Plan recommendations can be implemented
- Ensure the city has the staff and resources to manage implementation
- The HAT to work in concert with the comp plan, LCRT and other long-term projects
- Explore and pursue grants

# Initial and Immediate Projects to Implement

The following are projects and actions the City can begin now to start the ball rolling on shorter-term projects and to create the framework for longer-term projects. These projects will build public support and excitement, thereby laying the foundation for the other recommendations. As Hanahan's leadership knows, no one thing will revitalize and create a downtown. Sustained and authentic revitalization will require a multi-faceted and multi-year commitment and approach.

- City Council adopts the Downtown Master Plan for *Downtown Hanahan*.
- Start branding (*Downtown Hanahan*)/story telling campaign and incorporate into promotions, wayfinding and events
- Design and construct at least two new entrance signs, starting with the Yeamans Hall Road/Remount Road intersection.
- Review and update Town Center ordinance, design guidelines and design review process to reflect the downtown vision and guiding principles
- Convene Hanahan Accelerate Team (HAT), a downtown economic development commission, to shepherd the implementation of the master plan
- HAT begins research and implementation of downtown incentives to support the master plan
- Host consistent, regularly scheduled downtown events that are well-promoted: food truck Thursdays, Third Thursdays, First Fridays... create the buzz to invite people downtown.
- Start a local entrepreneurial and business development program in collaboration with BCD COG, Trident Tech and the College of Charleston
- Create a fun arts destination such as a scavenger hunt for Hanahan Hawks – engage local artists to create hawks and install around downtown. This is similar to Greenville's Mice on Main.
- Continue to enhance the streetscape: complete curb and gutter and add banners and/or flags

## UPDATE THE MASTER PLAN (annually)



# Coordination with the *Hanahan 2040 Comprehensive Plan*

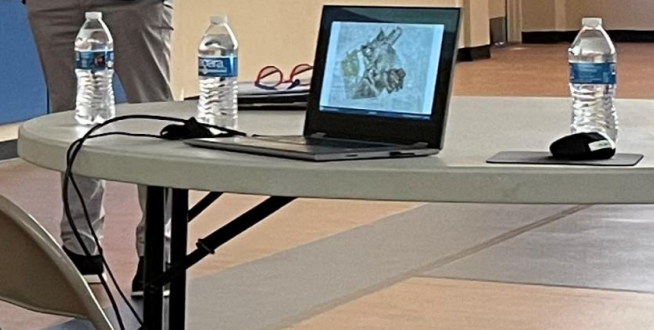
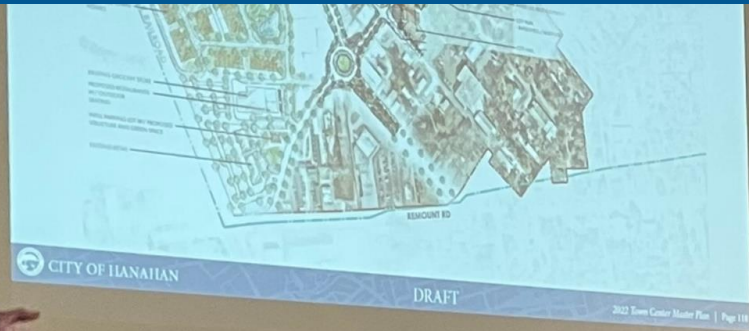
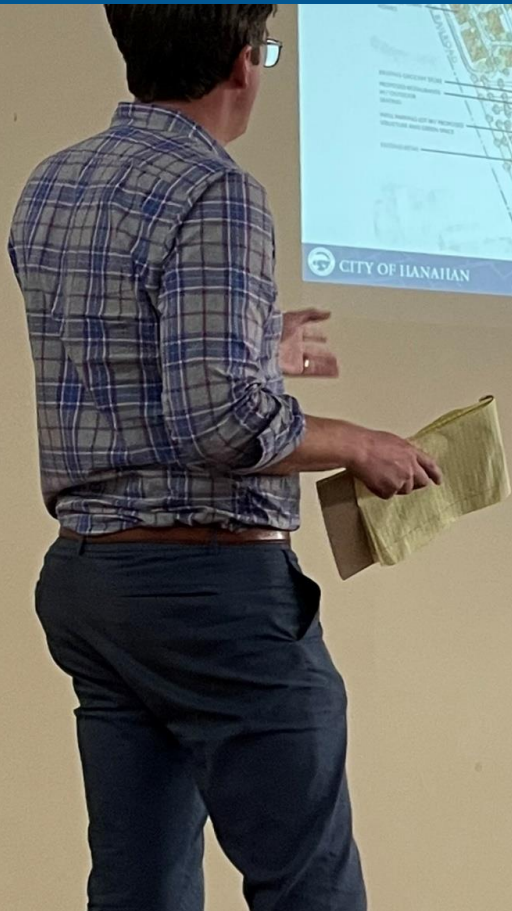
This *Town Center Master Plan* and the *Hanahan 2040 Comprehensive Plan: Pathway to the Future* were coordinated efforts that were pursued on parallel paths. While the two plans are complementary, the nature of the two documents differ. The Comprehensive Plan lays out a holistic strategy for the entirety of the City of Hanahan for the next 10 years. In contrast, the Town Center Master Plan combines specific strategies and tactics for a focused area of the community, the Town Center. The Town Center Master Plan is a focused implementation framework with specific goals and strategies to define and enhance the Town Center and provides a pathway for economic development and placemaking in the Town Center.

The dedicated effort to implement this Master Plan will make significant strides to further objectives identified in the Comprehensive Plan. The Comprehensive Plan describes how Hanahan has clearly established itself as one of the premier communities in which to live in the greater Charleston region. However, an emerging sentiment throughout community engagement efforts was that citizens and stakeholders desire efforts to establish an increased sense of place and development of unique character within the city. Specifically, Hanahan Town Center was identified as a catalyst to not only advancing community character but also can be a pathway for addressing Comprehensive Plan priorities of the economic development and housing elements.

Implementing the Town Center Master Plan is critical for progressing the agenda set forth in *the 2040 Comprehensive Plan*. Both documents are intended to serve as tools for the City to make leveraged and resilient decisions. Specific implementation of one document should be considerate of the other to maintain a cohesive approach to community development. Likewise, the goals, objectives and strategies identified in both plans should be reflected in prioritizing the annual budget, capital improvement program and related or similar documents that spell out specific actions.



# COMMUNITY VISION & INPUT



# Public and Stakeholder Meetings

The public and stakeholders were invited to share their visions for the future of downtown Hanahan. Diverse representatives of residents, local business owners, local, county and regional government staff, and people interested in investing in Hanahan shared their opinions and what they hope for the future of downtown. The City Gym was an ideal location for public meetings, being in the center of the master plan focus area.

The recommendations of this master plan reflect the planning team's understanding and expertise based on analysis and the hopes, concerns and ideas of all who participated in person during the charrette or through the online survey (results provided starting on page 14). The planning team thanks each and every participant and hopes that each of you see a bit of your ideas in the recommendations.

**Charrette Location:** City Gym, 1253 Yeamans Hall Road

## Monday, May 16

10:30 am	Team meeting and Town Center Walk with Mayor Rainwater, Mike Cochran and other Key Staff
12:00 – 1:00 pm	Team Lunch with Key Staff
1:30 – 4:30 pm	Stakeholder Interviews
5:30 – 6:30 pm	Public Input Session
6:45 – 8:30 pm	Team Working Dinner with Planning Advisory Committee (PAC)

## Tuesday, May 17

8:00 am – 9:00 am	Public Input Session
9:00 am – 12:00 pm	Team Work Session and Stakeholder Interviews
2:00 – 1:30 pm	Team Lunch
1:30 – 3:30 pm	Team Work Session (Council members invited to drop in)
4:00 – 5:00 pm	Review meeting with PAC
5:30 pm until	Team dinner and work session

## Wednesday, May 18

9:00 – 10:00 am	Master Plan debrief with Mayor Rainwater, Mike Cochran and other Key Staff
10:00 am – 2:30 pm	Team Work Session and presentation set-up
3:00 – 4:00 pm	Public Presentation of Draft Master Plan



# What Residents Want

- Identifiable, defined downtown
- Walkable and bikeable downtown (safe, accessible, children can freely wander and play) with interesting things to do and greenspaces along the way
- Curate and strengthen the existing unique local businesses such as Blackwell's, Ye Olde Music Shop, La Tapatia, OS Performance, Tideline Aquatics, Dashi's, Doscher's, UEC Electronics, Alpha Supply
- More local businesses to enjoy, shop, dine, linger: diverse restaurants, boutiques, breweries, wine bar, bistro, café, bakery, ice cream shop, hot dog stand, gift shop, quality grocery, place to have breakfast
- Outside dining
- Enhance the tree canopy
- Gathering places for all, especially families
- Authentic Hanahan look, architecture, identifiable features
- Consistent, regularly schedule downtown events that create the buzz
- More art downtown: murals, public art, music, studios, galleries; build the arts community
- Rehabilitated and renovated buildings and properties that are well-maintained
- More recreation opportunities
- Multi-use paths that connect the entire city
- To become a destination
- Improved commercial environment downtown



## Values in Support of Downtown Redevelopment

- Hanahan is a hometown city with a small-town feeling, ideal for raising families, where life is worth living, and where local means something special.
- Hanahan is the Heart of the Low Country, inclusive and welcoming.
- Downtown Hanahan is walkable and reflects the culture, arts and spirit of the City of Hanahan.
- Downtown development celebrates and welcomes local and regional businesses and entrepreneurs.
- Community awareness, engagement and input are the foundation to a successful Downtown master plan.
- City and community leaders support the long-term implementation of the Downtown master plan and sustainability of Downtown development.



May 2022 Survey

105  
Participants

# Community Survey

In addition to hosting in-person meetings, we created an online survey for those that could not attend. This online survey provided a flexible platform for valuable feedback. The following pages summarize the survey responses.

The majority of respondents surveyed have lived in Hanahan for less than 10 years.



100% of respondents surveyed, live in the City of Hanahan



1

What ONE word best describes Downtown Hanahan

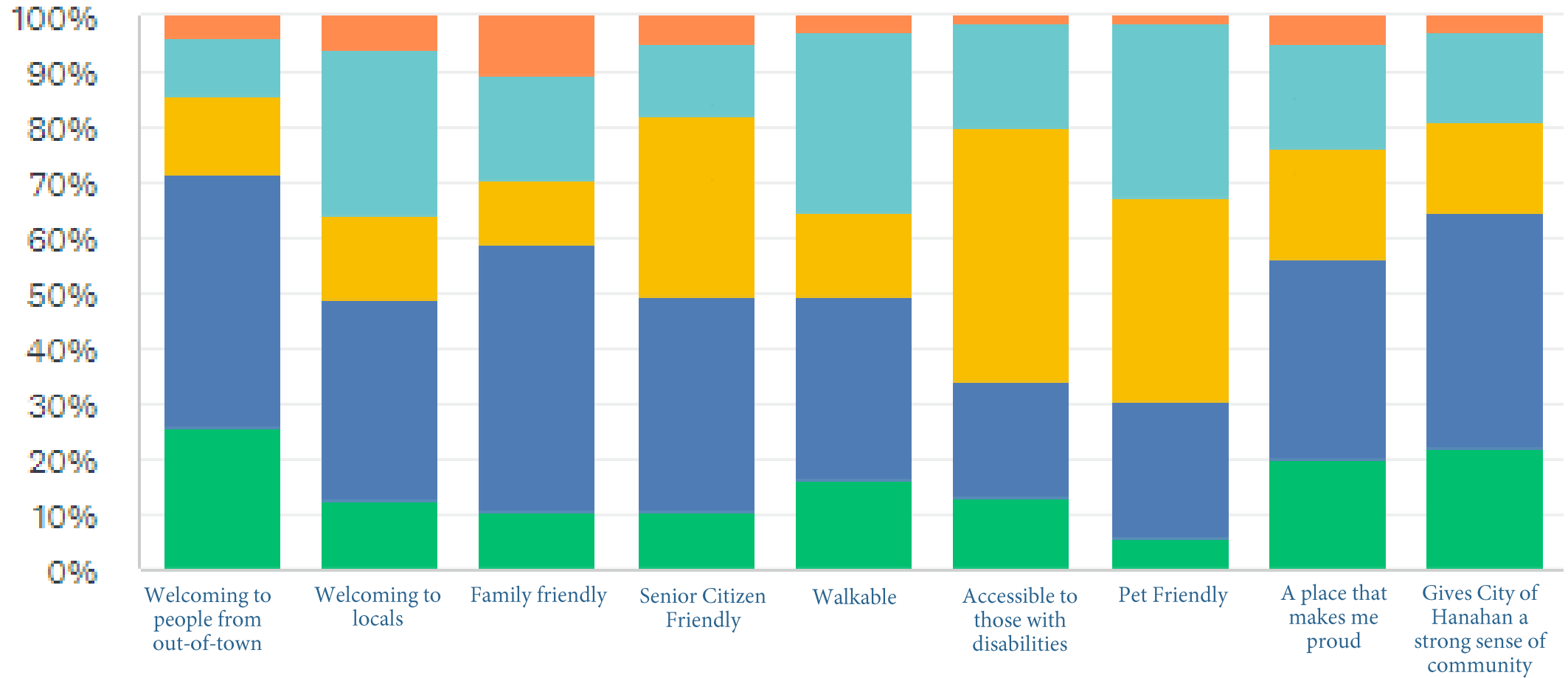
Quaint Messy  
Small Potential  
Outdated Old  
Boring



# 2

## Downtown Hanahan is...

Responses using a 5 point scale.



3

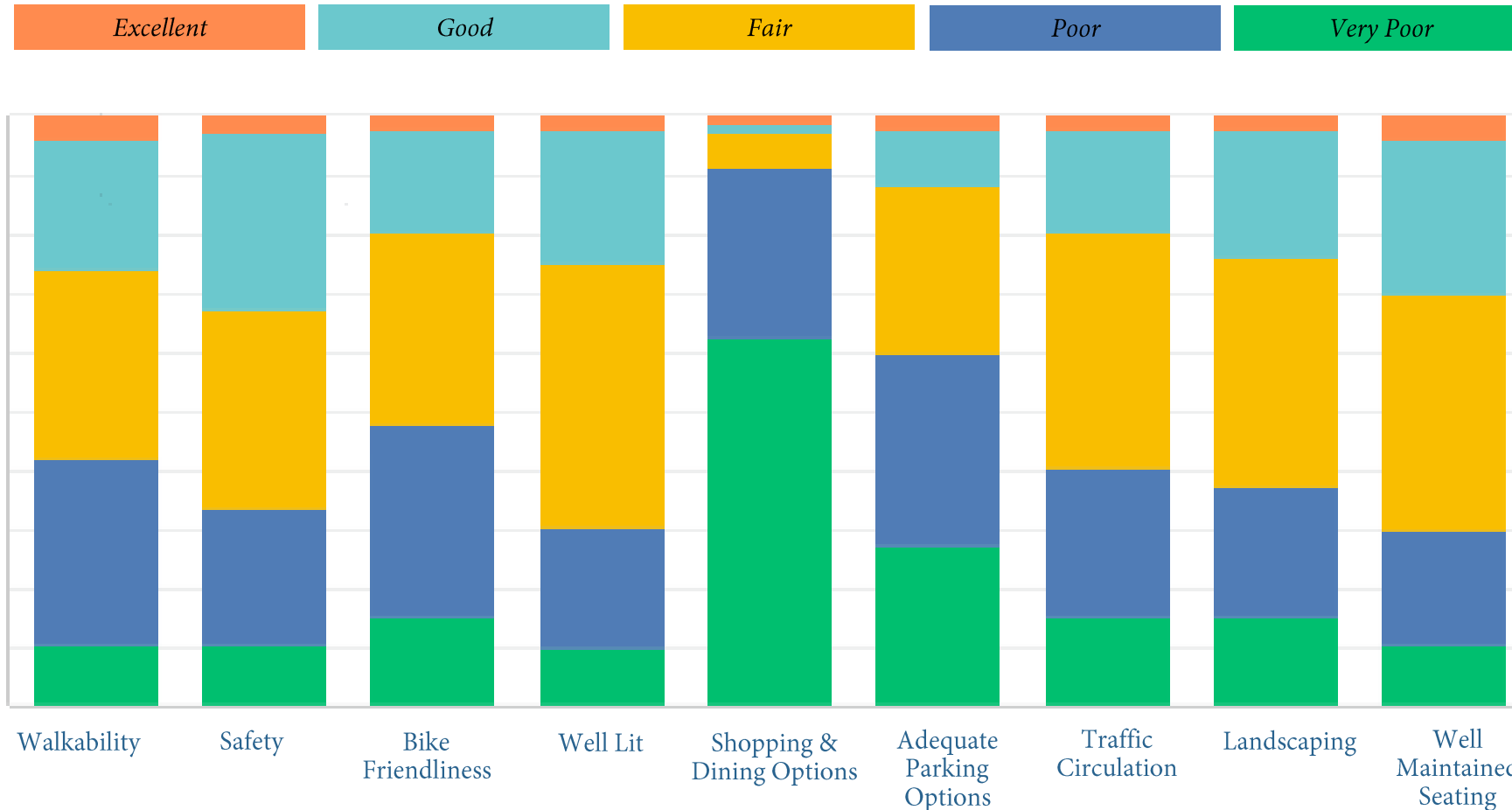
# What makes Downtown Hanahan unique

Nothing The People  
 Blackwell Hardware Local Businesses  
 Food Truck Park The Fountain  
 Small Friendly Family Community Tiny Town Size Small Town Feel  
 The Doors

# 4

## Rate the quality of each of the following elements in Downtown Hanahan

Responses using a 5 point scale.



5

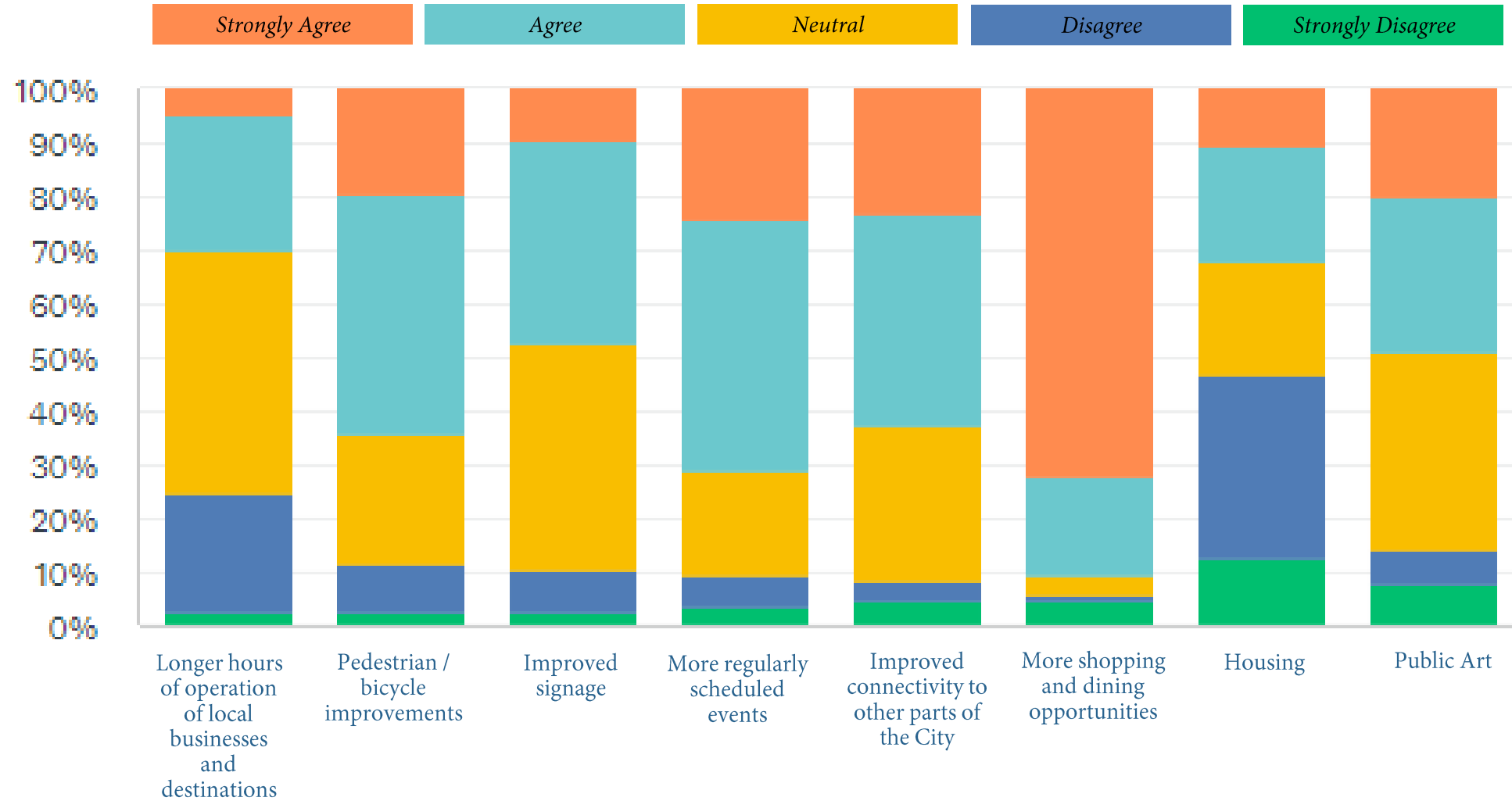
Where is the heart of Downtown Hanahan, the place that says “This is Hanahan”

City Hall  
Amphitheater  
Scotchman  
Tanner Plantation  
Hanahan Crossing  
Blackwell Hardware  
Police Station  
Food Truck Parking Lot  
Yeamans Hall

# 6

## The following would improve the overall quality of life in Downtown Hanahan

Responses using a 5 point scale.



7

# We are giving you a magic wand. What one thing would you do to improve Downtown Hanahan

Safety Improvements

Add restaurants

Get rid of small housing complex

Ye Ole Fashion Ice Cream

Clean it up! Give it new life!

Dog Park

Boutique Shops

More dining options

Restore Historic Properties First

Create a town square

Connect to other parts of the City

Develop a defined downtown

Get rid of the vacant buildings Park

More community events

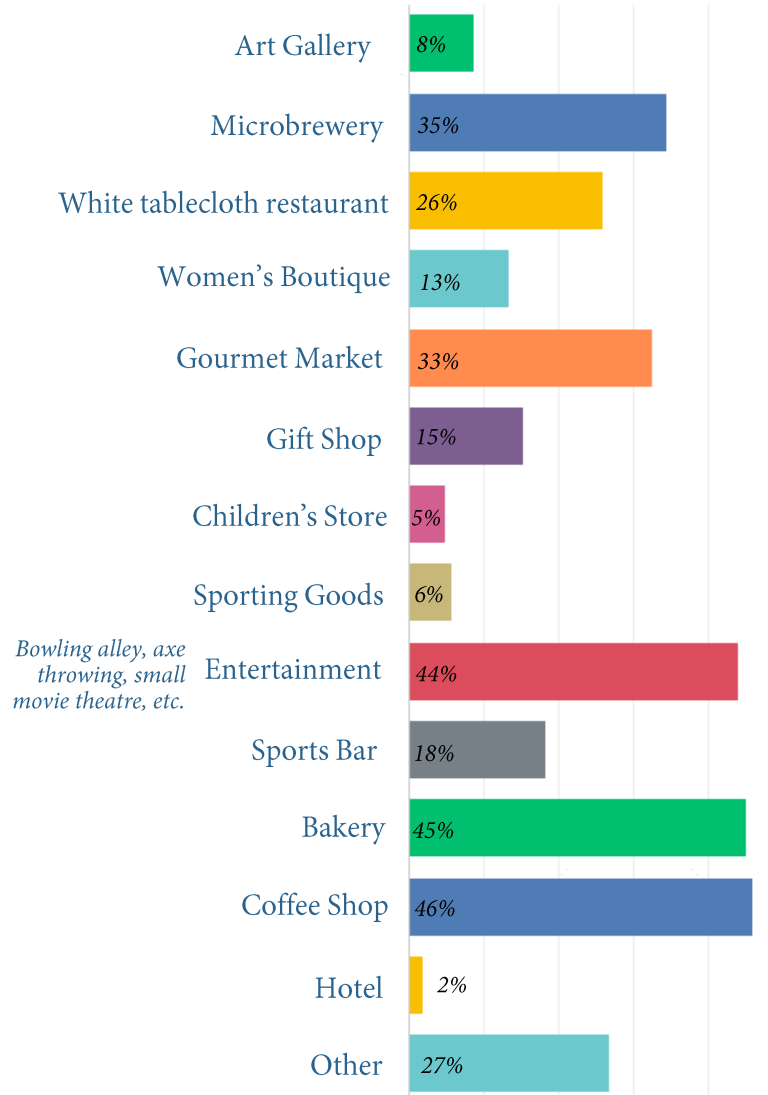
Relocate laundry mat

Invest in people with incubator spaces

Discourage pan handling

# 8

## What three businesses would you like to see in Downtown Hanahan



*Bowling alley, axe throwing, small movie theatre, etc.*

# TOP 3

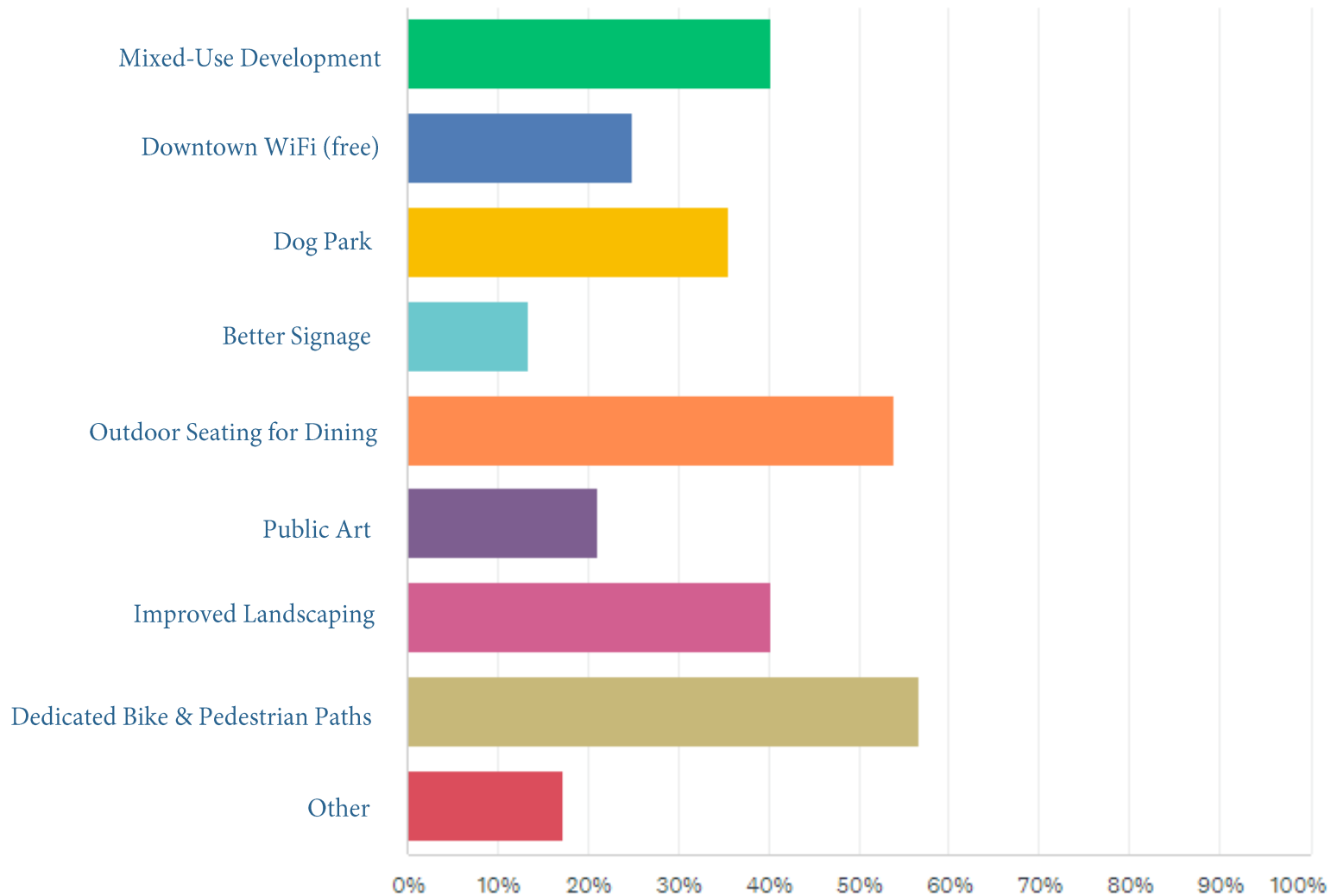
1. Coffee Shop
2. Bakery
3. Entertainment (bowling alley, axe throwing, small movie theatre, etc.)



- Other Suggestions:
- Dog Park
  - Chick-fil-a
  - Office Spaces
  - DeKalb Farmers Market
  - Bars
  - Plant Nursery
  - Grocery Store
  - Breakfast Place
  - Senior Center
  - Car Wash
  - Ice Cream Shop
  - Fresh Foods Farmers Market

# 9

## What amenities do you want to see emphasized in Downtown Hanahan



### Other Suggestions:

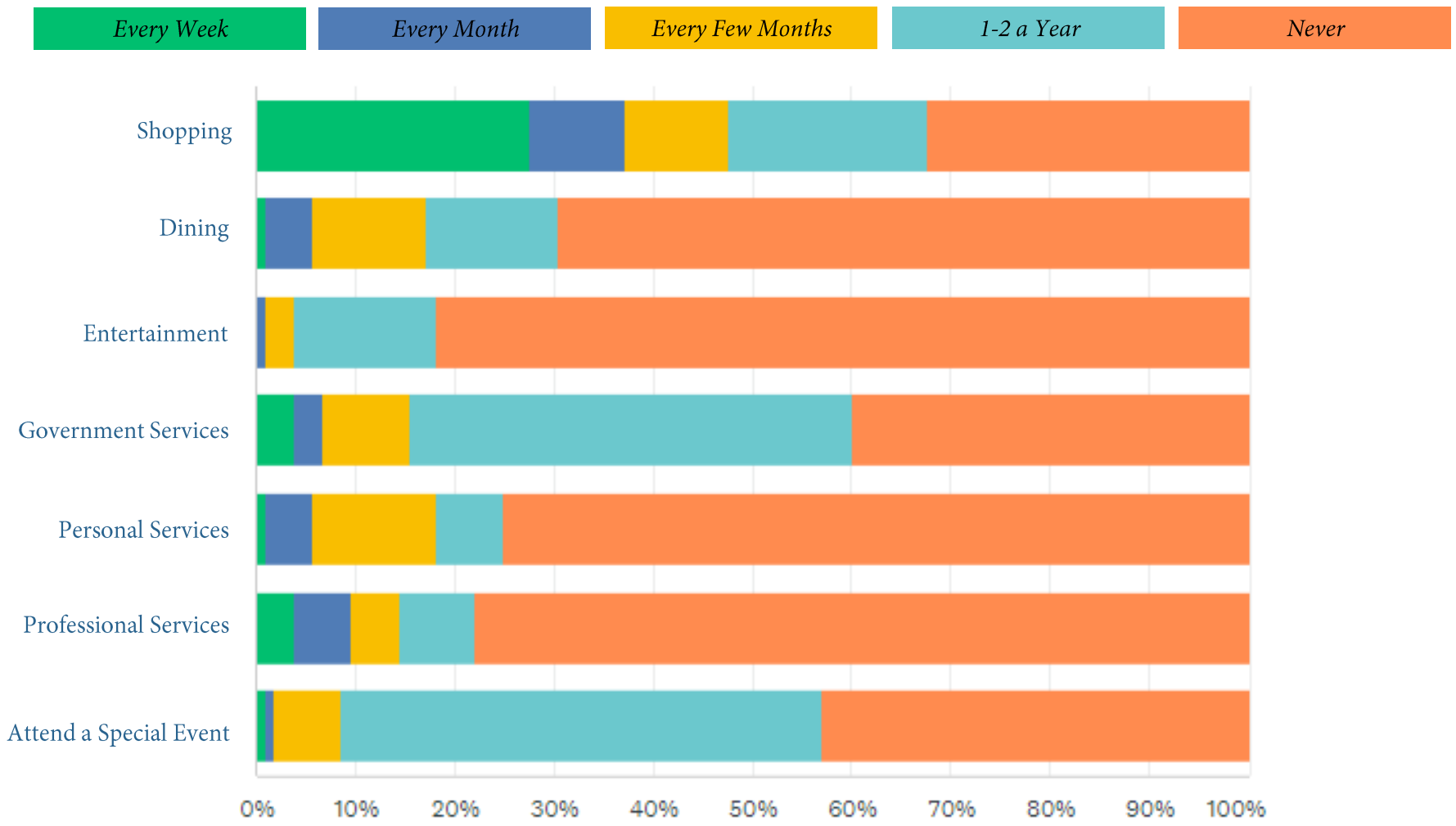
- Connectivity
- Green Space
- Motivated building owners to take care of their spaces
- Farmers Market
- Better roads through neighborhoods
- More Bars
- Splash Pad for kids
- New Business
- Improved Signage



# 10

## How often do you visit Downtown Hanahan

Responses using a 5 point scale.



11

Top 3 wants for  
Downtown Hanahan

# TOP 3

---

Shopping / Retail

Restaurant Options

Local Coffee Shops

12

Top 3 favorite places in  
Downtown Hanahan

# TOP 3

---

Blackwells Hardware

Theory Collective

City Hall

13

Top 3 businesses you  
frequent outside of  
Downtown Hanahan

# TOP 3

---

Park Circle

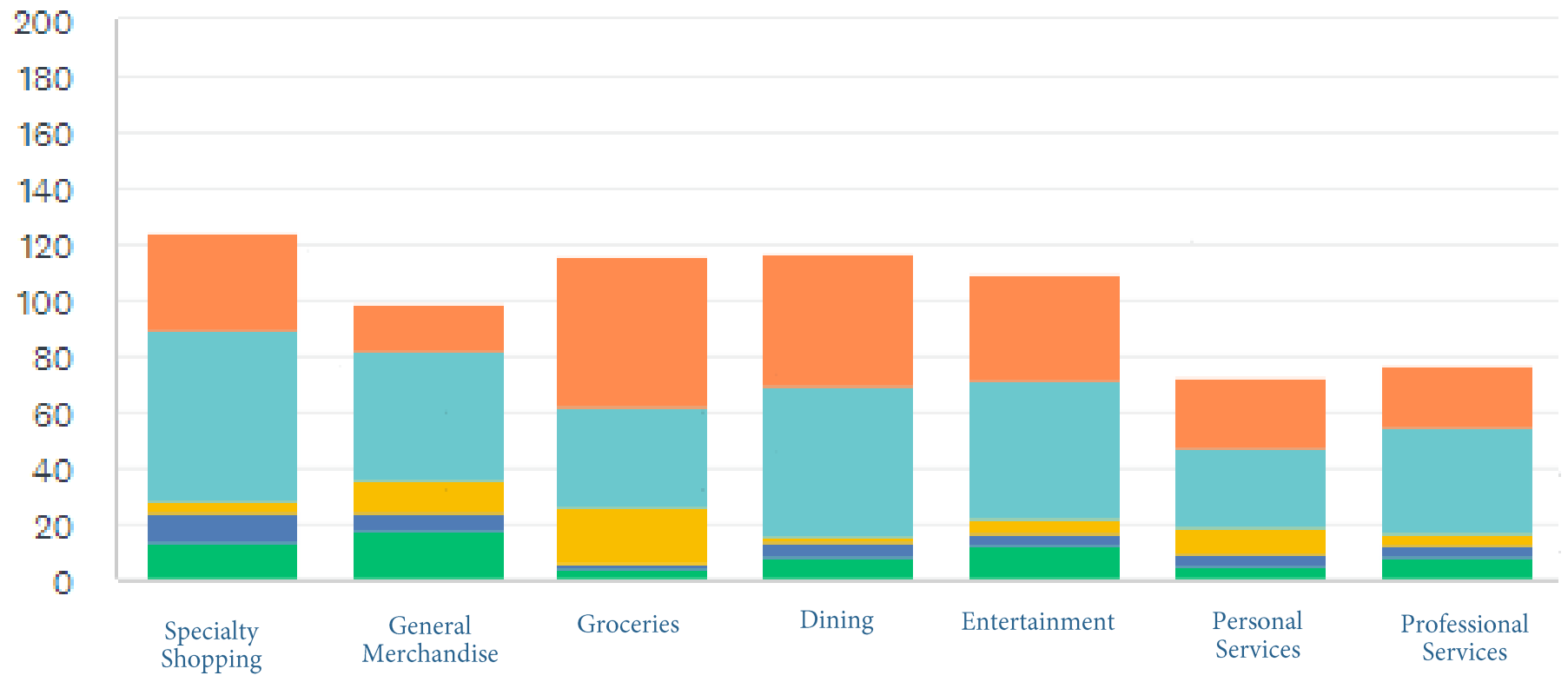
Lowes

Walmart

# 14

## If you DO NOT visit Downtown Hanahan for the following goods and services, please indicate why

Responses using a 5 point scale.



15

If there is something you can't find or do in Downtown Hanahan, where are you most likely to go?



North Charleston, SC



Park Circle



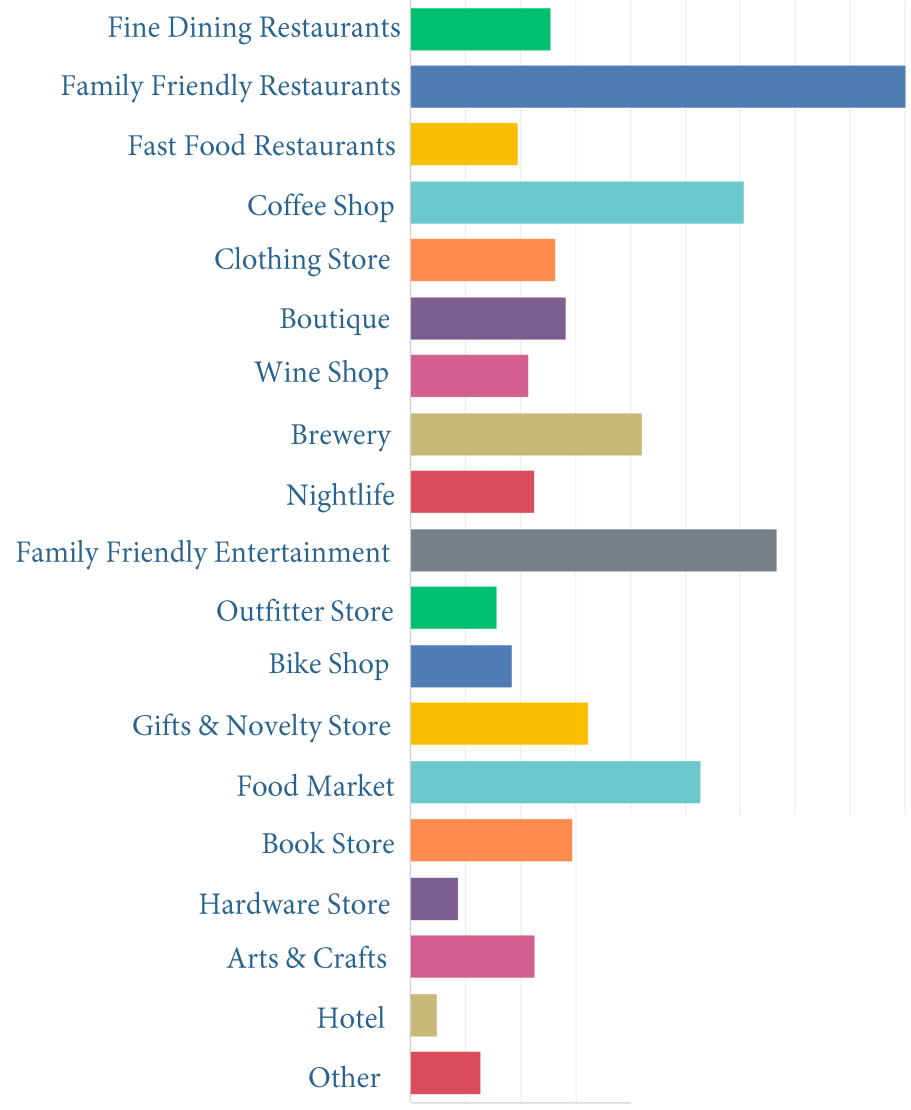
Mt. Pleasant, SC



Charleston, SC

# 16

## What types of retail and restaurant businesses are needed in Downtown Hanahan

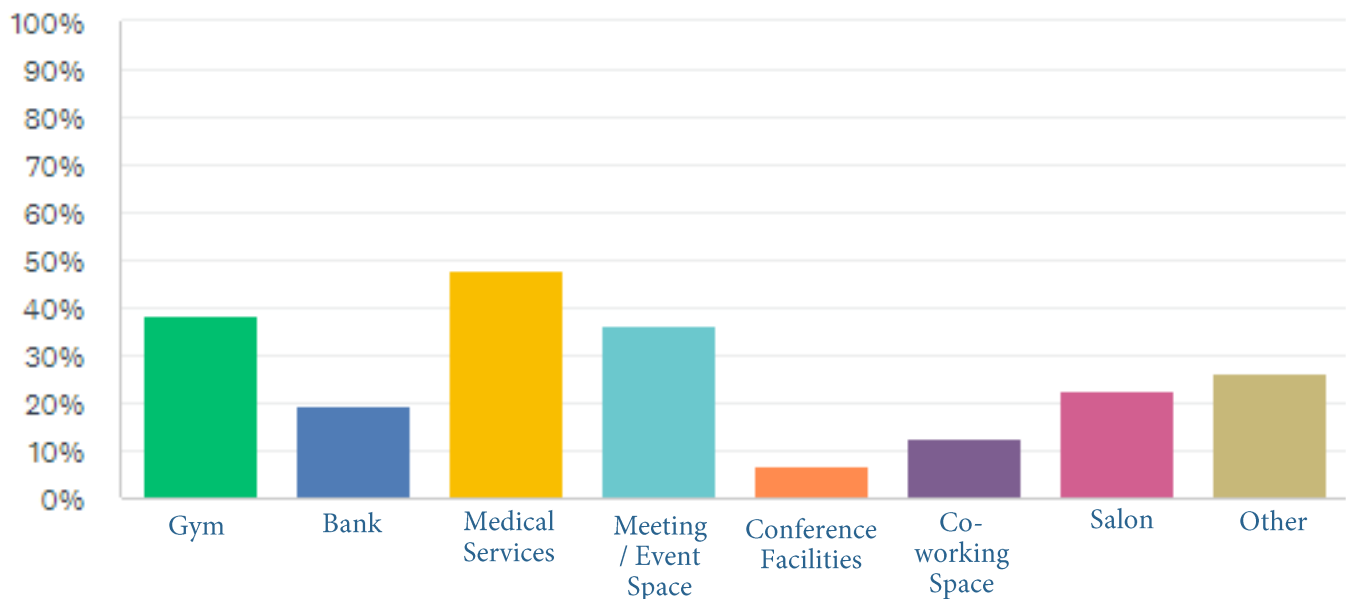
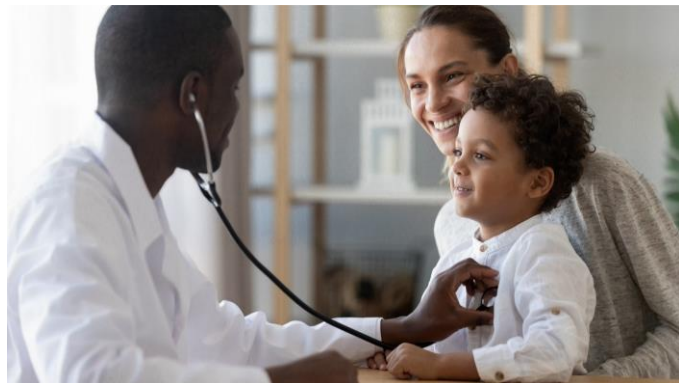


- Other Suggestions:
- Dog Park
  - Office Spaces
  - Doctors Offices
  - Shoe Store
  - Nice Car Wash
  - Spa
  - Bar & Grill



# 17

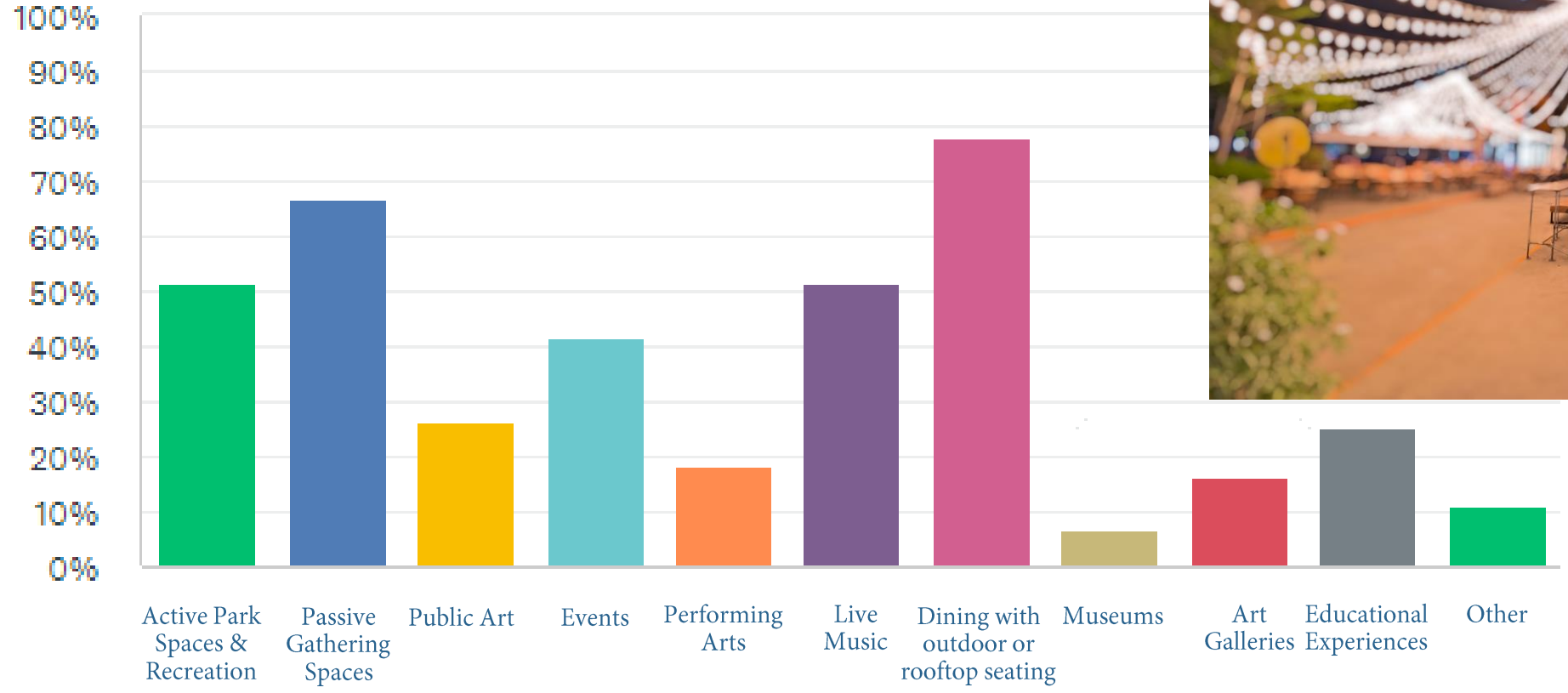
## What types of services are needed in Downtown Hanahan



- Other Suggestions:
- Dog Park
  - Grocery Store Options
  - Nail Salon
  - Post Office
  - Coffee Shop
  - Spa
  - Dining
  - Barber Shop
  - Farmers Market
  - Car Wash

# 18

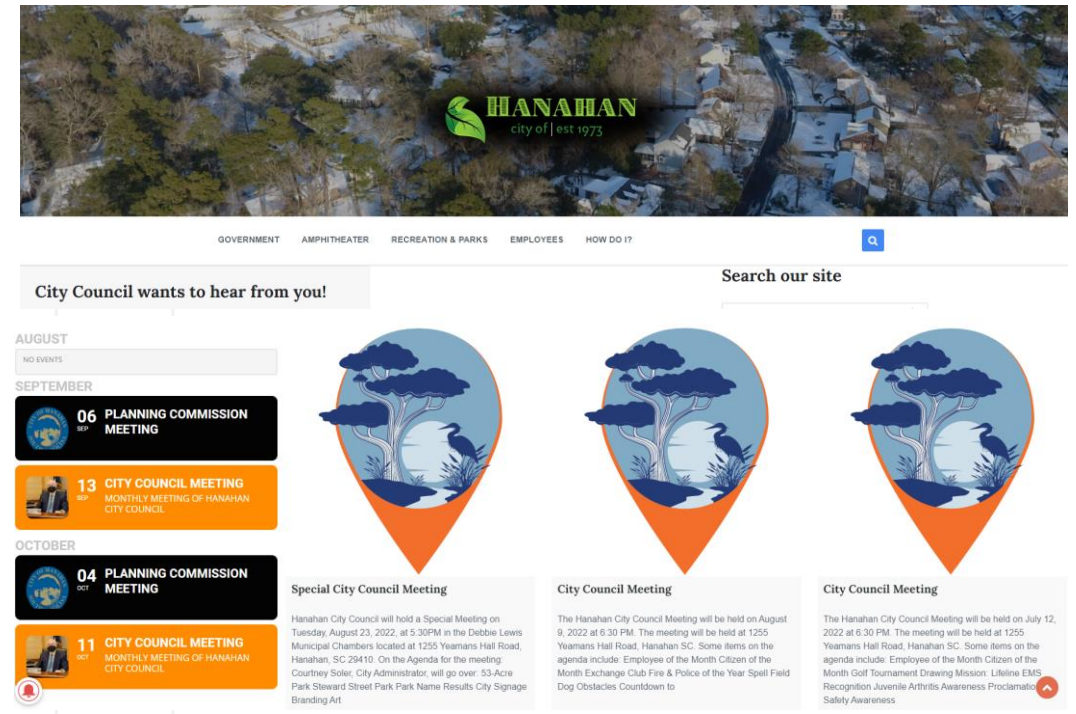
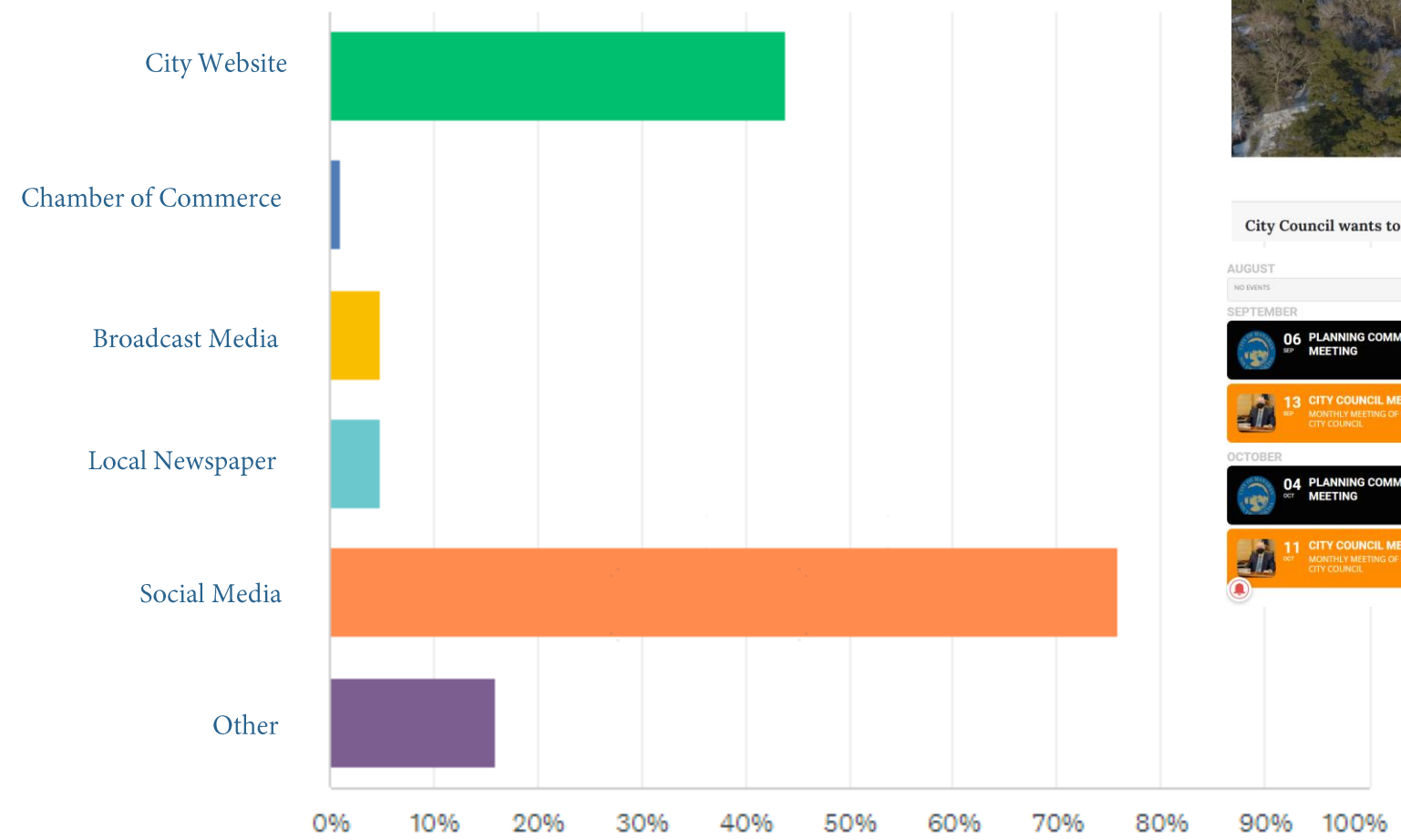
## What type of public spaces, activities, and cultural components are needed in Downtown Hanahan



- Other Suggestions:
- Dog Park
  - Multi-use Trail
  - Farmers Market

# 19

## Where do you get your information about Downtown Hanahan





# ECONOMIC DEVELOPMENT SUMMARY



# Economic Development Recommendations

Hanahan, South Carolina is a community of incredible opportunities. Located in Berkeley County, it is one of the state's fastest growing cities. Hanahan includes portions of the Naval Weapons Station-Charleston, and the town itself is located within the Charleston-North Charleston-Summerville metropolitan area and the Charleston-North Charleston Urbanized Area.

Hanahan, the “Heart of the Lowcountry,” offers unparalleled amenities, including award-winning schools, beautiful live oak tree-lined streets, booming residential neighborhoods, and access to stellar recreational and natural environments such as the Goose Creek Reservoir, a bird sanctuary, public kayak launch, and boat landings. Since Hanahan has direct access to the Cooper River and the Charleston Harbor, fishing and water sports are a large part of life in Hanahan. Opened in 2013, the Hanahan Amphitheater is an outdoor community theater that hosts city run events, movies in the park and concerts. The Amphitheater is complete with concessions, setup for professional audio/video events and host weddings and other community events.

## One of South Carolina's Fastest Growing Cities

Hanahan is attracting hundreds of new residents annually. Incorporated in 1973, Hanahan initially claimed a mere 11,000 residents. Currently, Hanahan has grown to over three times that size in just the past 20 years, with a population of 21,480 (July 2021, [www.census.gov/quickfacts/hanahancitysouthcarolina](http://www.census.gov/quickfacts/hanahancitysouthcarolina)) but a growth rate of 5.4% annually means the population boom will continue. The city also boasts a higher-than-average household income of \$72,291 as well as a highly educated population. Such positive factors have positioned the city well for future economic growth.

Hanahan, like many towns and cities across America, is experiencing a post-Covid renaissance with new energy, businesses, and residents. Both young and old alike are seeking the hospitable and welcoming environment in small town America. By providing residents with affordable housing and residential and cultural activities, Hanahan can create the “buzz” needed for continued economic development, additional housing and bustling commercial activity.



**Blackwell Hardware:** Created in 1947, Blackwell Hardware contributed to a post WWII business boom. The store remains home-grown and still offers the customer service and local flair the chains can't provide.



**LaTapatia Bakery:** This bodega style bakery and grocery store serves the local community but with international offerings and products.

## Creating a Town Center in a New Economy

Hanahan city leaders are interested in creating a town center, a gathering space for citizens and a place that identifies as a town square. Hanahan has never had a downtown; however, an attractive City Hall, commercial businesses, shopping centers, grocery stores, and specialty businesses developed along Yeamans Hall Road creates a primary business center. The area provides for business needs of the community but lacks a gathering space or amenities that can be officially recognized as the downtown.

## Build on Local and One-of-a-Kind Businesses

In a Low Country market that offers vast numbers of national chains and suburban development, Hanahan should work to recruit and encourage local and unique, one-of-a-kind businesses. The city should build on the success of local businesses and specialty offerings, like Ye Olde Music Shop, Tideline Aquatics and Blackwell Hardware. Local and small franchises and specialty stores will maintain Hanahan's individuality and create a business niche for the new town center. These businesses can provide a core strategy to maintain, enhance and celebrate a previously unrecognized part of the community.

## Encourage Mixed-Use Development

Blending multiple uses such as residential, commercial, cultural, and entertainment into a single space will create a vibrant and active downtown. Mixed-use provides higher density, enhanced business revenues and higher property values. The resulting increase in downtown activity will promote further development. Mixed-use also can bring housing diversity, mixed incomes, multifamily, and by its nature, improve walkability in the new town center. Hanahan already has relationships with accomplished mixed-use developers in the suburban areas. Encouraging these developers to consider property in the new Town Center could be the best opportunity to create a first wave of new projects.



**Ye Olde Music Shoppe:** This top-rated and nationally known music store is locally owned and sells musical instruments and equipment to a national audience. The owners are experts in music and have experience touring with national acts.



**Tideline Aquatics:** A specialty fish and aquarium store, Tideline Aquatics attracts a regional audience. The staff is known for their expertise in exotic marine and freshwater plants and animals.

## RECOMMENDED ECONOMIC DEVELOPMENT STRATEGIES

The City of Hanahan's economic development strategy should include activities like business recruitment and assistance to improve the appearance of the business corridors. To be truly successful, however, Hanahan should promote and celebrate its existing businesses and build on relationships with local businesses and developers to continue to provide a warm, inviting and desirable environment for today and the future.

The economic development strategies recommended below are divided into four distinct categories:

1. create a team of advocates for positive economic growth;
2. initiate and/or refine development regulatory processes;
3. identify the best sites and location for future development: and
4. establish an economic development package/toolkit that includes incentives, tax abatement processes, and other tools to facilitate proactive and positive economic development.



**Pepe's Seafood & Produce:** Pepe's is an open-air Their attractive baked products and Hispanic food offerings.

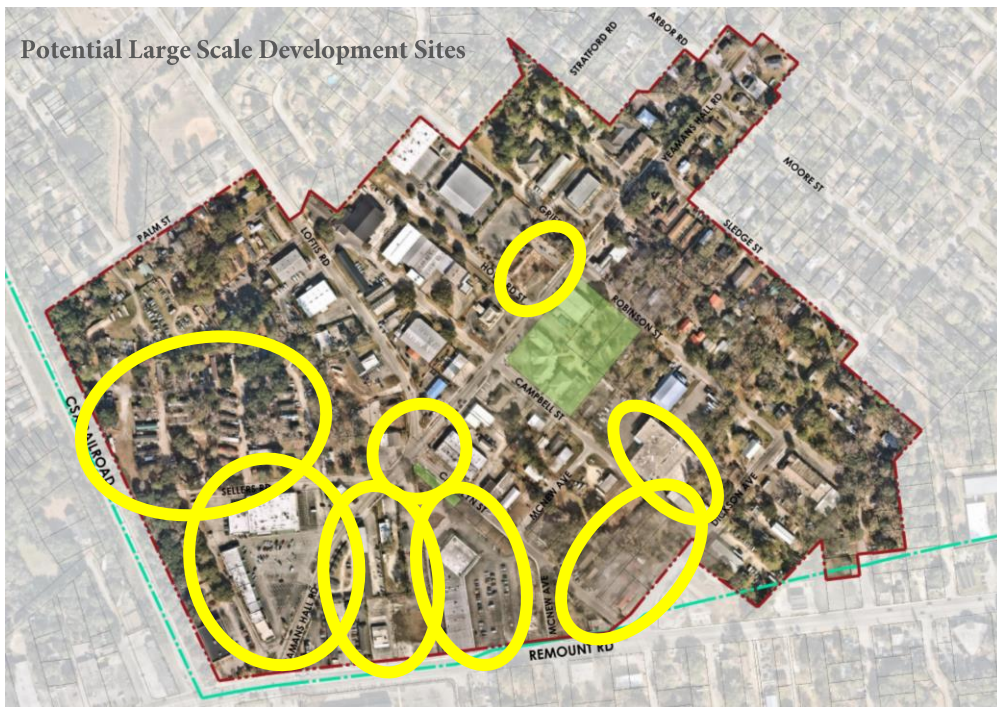
### 1 Establish an Economic Development Advocates Program to build economic development capacity and awareness of Hanahan's economic strengths.

- *Organize community leadership.* Elected officials, neighborhood leaders, key business, and institutional and industrial leadership are the best advocates. The Mayor and City Council should work with the community leadership to strategize a single message to promote the development of Hanahan. These leaders should create consistent and positive messaging for a business recruitment strategy and promotion of the new town center plan.
- *Local businesses are your best advocates.* As members of the Economic Development team, local, established retailers can serve as advocates and models for business recruitment, working together with city staff to promote new retail and commercial development opportunities for the city of Hanahan.
- *Identify commercial real estate brokers and commercial property owners to assess commercial development opportunities needed in the area.* Hanahan's real estate community knows the city and understands the needs of its residents. They recognize and will be the first line business recruiters for expanded retail shopping businesses, including restaurants and brew pubs and other businesses identified by citizens who participated in the master plan survey.

## 2

### Refine and enhance regulatory processes

- Ensure a business-friendly environment, particularly related to the city's economic development regulatory process and staff: businesses and developers like predictability. Regulations are fine if those regulations and requirements are clear, simple and easy to navigate. Ensure City staff, particularly those in planning, zoning and inspections offices, are trained to work with the development process and encourage creativity in helping businesses succeed that will benefit Hanahan.



## 3

### Identify your best potential development sites

- The increasing property values and the ability to assemble large tracts of property could result in a vastly different Hanahan soon. Recent commercial property sales near Hanahan City Hall exceeded \$1 million per acre. Our study identified at least eight potential development tracts from two to six acres, and dozens of smaller parcels ready for redevelopment. Under-utilized property, old shopping centers prime for redevelopment, and land assembly opportunities will result in development that can enhance and strengthen the local economy, while still maintaining the uniqueness and warmth of a small town.
- Just next to the Hanahan Town Center is a six-acre community of mobile homes. Featuring hundreds of older mobile homes and incredible mature live-oak trees, this property is likely to be targeted for redevelopment soon. The property now provides affordable housing for hundreds of area workers. The City of Hanahan should consider development options for this property and include plans to maintain some level of affordable housing if the mobile home park is removed. Care should be taken also to ensure the preservation of the incredible live-oak tree canopy.



# 4

## Create an Economic Toolkit

A development toolkit should be created to provide a practical guide for the Economic Development Team and staff and include data and incentives that have been specifically identified to assist business development. This toolkit can help guide public-private-partnership opportunities.

- Façade Grant Program: Already offered by Hanahan, the façade grant program can be enhanced and promoted to businesses through zoning, permitting and licensing offices. Some cities enhance their programs with additional funding and generous terms to promote new signage, façade improvements including paint and awnings, and in some cases even parking, landscape and seasonal plantings for parking lots. A façade program can provide professional services like architects and design experts to demonstrate how buildings can be easily enhanced with appropriate design improvements.
- Public/Private Partnership Incentives: Many cities put together specially tailored incentives to assist development projects that accomplish targeted business and job development. Some communities assist with land assembly, partner to provide public spaces, provide short-term business loans, tax abatements and other creative tools. Cities can participate through parking variances, assisting with infrastructure assistance like providing sidewalks and public area landscaping. Public/Private Partnerships are common in South Carolina cities and examples abound of creative partnerships to encourage appropriate and beneficial development.
- State Tax Incentives: The State of SC offers the Abandoned Buildings Revitalization Act (tax credit) for the development of vacant and underutilized retail buildings that have been unused for five years or more.
- Federal Programs and Incentives: Hanahan should develop relationships with federal agencies that offer special programs that may assist with the development of downtown businesses and public spaces. The city should explore grant/funding opportunities for leveraging identified projects.
  - ✓ EPA Brownfields Assessment Program: This grant program can assist in assessment of buildings and property that may have contamination that prevents their redevelopment. Properties from gas stations and dry cleaners to grocery stores and all commercial buildings require environmental assessments for development loans.
  - ✓ US Department of Agriculture can play a key role in funding the development of a proposed new farmers' market.
  - ✓ US Housing and Urban Development (HUD) has funding to assist communities in development of affordable housing, housing finance and removal of slum and blight.
  - ✓ There are dozens of other federal and state programs that can aid the City of Hanahan in economic development matters. Programs from EDA to the US Department of Commerce, the SC Department of Commerce and the SC Department of Parks and Recreation offer assistance and incentives to local governments.

# Incredible Hanahan Statistics

## A growing Population

Census year 2000: 17,997  
Census year 2020: 21,480

## Higher than Average Household Income

Hanahan: \$71,291  
State of SC : \$54,864

## Educated Population

### High School or Higher

Hanahan: 91%  
State of SC: 88.3%

### Bachelor's Degree or Higher

Hanahan: 34.9%  
State of SC: 29.0%

## Home Values

### Owner Occupied Homes Median Value

Hanahan: \$249,000  
State of SC: \$170,100

Increasing Commercial Property Values: Commercial Property Sales near City Hall have exceeded \$1,000,000.00 per acre.

*All statistics from the 2020 US Census*

# Businesses Hanahan Residents Want



- Restaurants and Brew Pubs
- Better Groceries/ Meat Market
- Ice Cream Parlor
- Bakery
- Bicycle Shop/Outfitter/Sporting Goods
- Farmers Market



# RECOMMENDATIONS AND OPPORTUNITIES



# What is Hanahan's Brand: Claim and celebrate Hanahan's unique identity.

Two things Hanahanians want to hear in the future:

- 1. Hanahan has an awesome downtown!
- 2. Everyone goes to downtown Hanahan for fun!

Throughout the charrette, people shared where they go for fun and downtowns they think are fun. Hanahan was not mentioned. However, people want Hanahan to be on the top of everyone's list when they are looking for a fun place to visit, to shop, to enjoy varied dining options, to enjoy public art, to browse unique parks and stores, to meet friends for coffee, a beer or glass of wine, and to experience a unique event.

*Branding is part of building the case for Hanahan.*

Branding should reflect the community values and the vision and be unapologetically Hanahan. The following are branding concepts derived from public input, from what residents feel is most important. When the brand is developed, the City should incorporate it into storytelling and encourage local businesses to use it. The examples provide graphic concepts that can be used to tell the City's stories.







## HANAHAN IS HOME

### HOME TO HISTORY

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in

### HOME TO HEROES

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in

### HOME TO HAPPY

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in

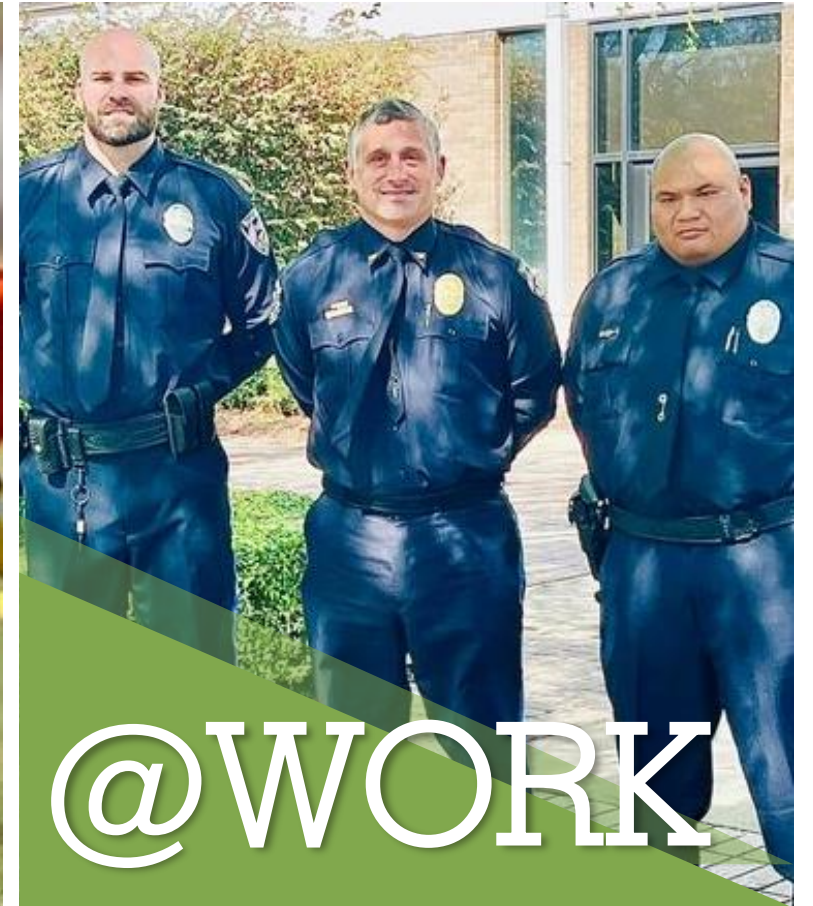
@THE HEART OF IT ALL in  
**HANAHAN**



@HOME



@PLAY



@WORK

# Placemaking & Prosperity

*The work of revitalization is all about placemaking and prosperity.*

Placemaking is about creating authentic places where people want to be to experience and enjoy a community, to make memories, to connect with people and to enhance life. Placemaking is about creating Third Places.

## Third Places

Third Places are critical components to diversifying and sustaining a strong local economy and to becoming a desired destination for residents, visitors and businesses. As defined by Ray Oldenburg in his seminal book, *The Great Good Place*, “**Third Places** are important for civil society, democracy, civic engagement, and establishing feelings of a sense of place.”

Oldenburg calls one's "first place" the home and those with whom one lives. The "second place" is the workplace — where people may spend most of their time. Third places, then, are "anchors" of community life and facilitate and foster broader, more creative interaction. In modern times, people intentionally seek out these informal meeting places. Oldenburg suggests the hallmarks of a true Third Place are: free or inexpensive; food and drink (not essential, but important); highly accessible (within walking distance for most); involve regulars who habitually congregate there; welcoming and comfortable; both new friends and old.

*Successful communities capitalize on their distinctive, authentic assets – their architecture, history, natural surroundings, and home grown businesses - rather than trying to adopt a new and different identity.*

*-Ed McMahon*

Hanahan needs more Third Places downtown as evidenced in the overwhelming comments about more restaurants, bars, parks, bakeries, hangouts for students and art spaces.

*“Strong leadership is essential. Success requires vision and planning. You’re all in it together now. Place matters — take advantage of it.”*

*- Restoring Prosperity, 2008, Brookings Institute Report*

Historically, downtown was the essence of a Third Place - where people shopped, met friends for coffee or ice cream, ran into friends on the sidewalk and enjoyed conversations. This is the spirit that is desired in Hanahan’s downtown: an environment that encourages people to congregate and interact with others outside of the home or workplace. Amenities that will attract people to use downtown as a Third Place include free Wi-Fi, shaded seating, sidewalks that are buffered from passing vehicles allowing patrons to converse and watch the world go by, coffee shops, art studios, and ale houses and wine bars that are open past 5:00 in the evening.

Residents would like to have more Third Places such as coffee shops, breweries, dog parks, restaurants, and bakeries.

Hanahan will truly benefit from supporting more Third Places, which are typically locally owned businesses as well as thoughtfully designed and appropriately placed outdoor spaces. Most responders want more Third Places. Third Places (a variety of indoor and outdoor gathering places) will provide the critical mass to support existing and additional businesses in town, invite more people to be on the streets and sidewalks, all of which elevate the perception of safety, encourage positive experiences and memories for residents and visitors, and build a stronger sense of community for all residents, particularly with young professionals, students, and faculty.

# Authenticity





## What is Creative Placemaking?

Leveraging art and culture in tandem with great design to create a distinctive sense of place—culturally rich, engaging, and economically thriving.

- a proven accelerator for community revitalization
- highlights unique community characteristics
- brings people together to celebrate arts and culture and to inspire and be inspired – particularly socially and culturally diverse audiences
- can have a meaningful positive impact in low-income neighborhoods, along distressed commercial corridors, in struggling rural areas, and in other disinvested communities
- activates public spaces or create a short-term opportunity to connect residents around arts and culture
- visible, welcoming and easily accessible
- provides opportunities to build relationships between diverse partners and to build positive change



ULI Research Report, *Creative Placemaking, Sparking Development with Arts and Culture*, 2020  
Ann Markusen and Anne Gadwa Nicodemus, U.S. National Endowment for the Arts, 2010



## Why does Creative Placemaking Matter?

*Creative placemaking enhances the placemaking dividend, which is, “People stay longer, come back more often, and spend more money in places that attract their affection.”*

-Ed McMahon former ULI senior resident fellow  
Charles E. Fraser Chair for Sustainable Development and Environmental Policy

**Art creates 4.6 million jobs and has an overall national impact of \$166.3 billion in spending annually. The study further reveals that 87 percent of Americans believe that arts and culture improve quality of life and 82 percent believe that art and culture are good for business.**

“Art and Economic Prosperity Study V,” 2018  
Americans for the Arts in partnership with the U.S. Bureau of  
Economic Analysis





# Why does Creative Placemaking matter in South Carolina?

The arts in South Carolina:

- creative enterprise in the state engenders an impact of \$9.7 billion
- support 115,000 jobs
- are responsible for \$3.8 billion in labor income
- generate \$269 million in tax revenue

*2018 analysis: SC economy associated with the arts, design, crafts and related activities  
Dr. Doug Woodward  
Director of the Division of Research at the Darla Moore School of Business at the UofSC*





# The Master Plan Overview

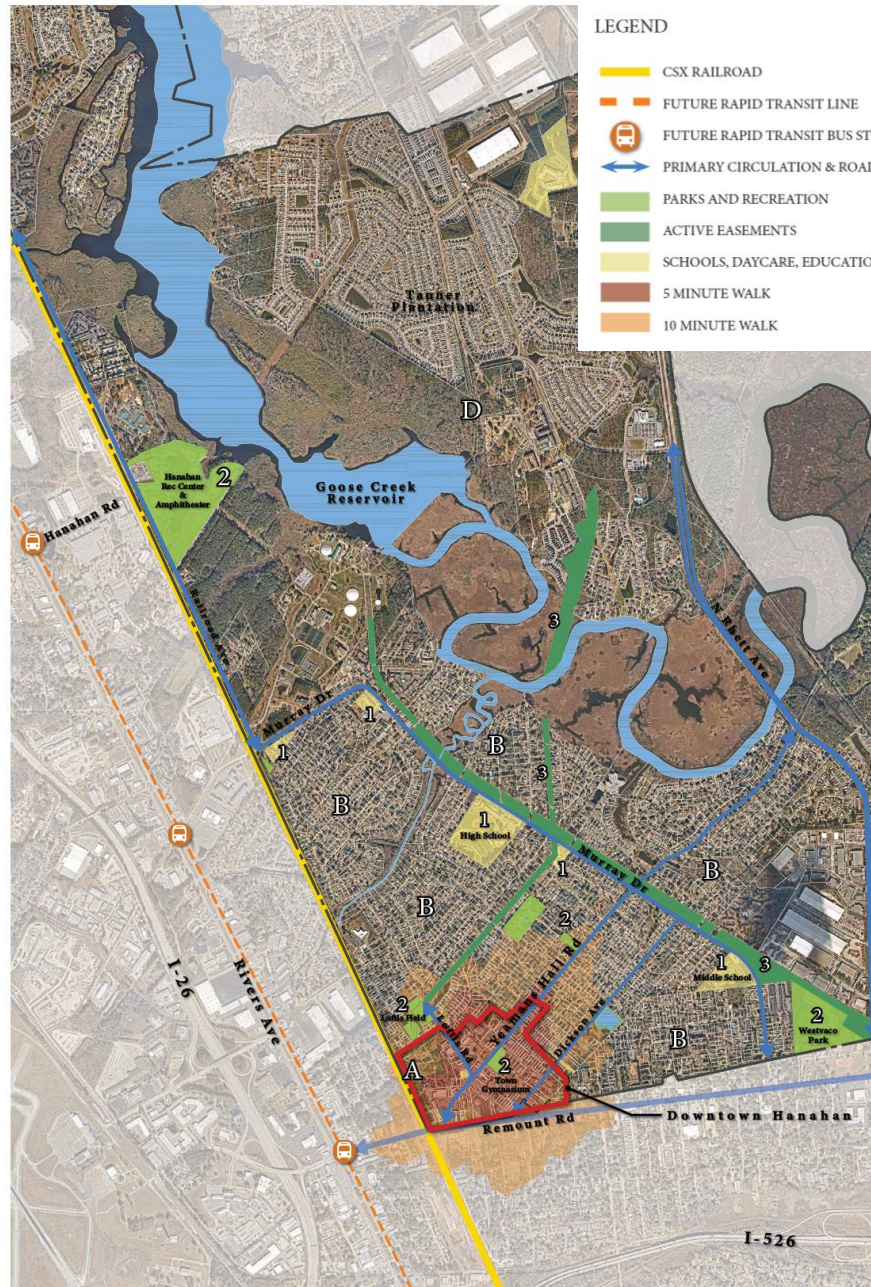
The master plan options presented on the following pages, illustrate a variety of public and private sector improvements that can be implemented over time to build upon Hanahan's downtown revitalization success. Plan recommendations focus on improvements to the **Public Realm** – those spaces that connect buildings and uses within downtown, including active and passive parks and open spaces, courtyards, plazas, streets, alleys and trails – and improvements through development and redevelopment.

Creative Placemaking is another overarching theme, with an emphasis on creating great places for residents and visitors to experience downtown. Creative Placemaking is a principle to guide all development.

Third Places are inherent in creative placemaking. The master plan, public input and the design concepts, provide the framework and rationale for including third places in the public realm and in private development.

# Downtown Hanahan Overview

The existing fabric of the City of Hanahan consists of small businesses, low density residential neighborhoods, and a quaint urban core. With close proximity to commerce, recreation, education, rapid transit, and the Goose Creek Reservoir, the City has an opportunity to improve the pedestrian and bicycle transportation framework that would connect these key destinations to downtown Hanahan. This exhibit illustrates the City's points of interest in an effort to identify how to connect daily life through walkable and bikeable infrastructure.



## Points of Interest

- A** **Downtown Hanahan:** A dense, walkable community with access to local businesses, restaurants and grocery stores, City Hall and the City Gymnasium. Locals and visitors can experience Downtown Hanahan all within a .5 mile walk.
- B** **Hanahan Residential:** Low density residential neighborhoods with close proximity to downtown, schools, parks, and the Goose Creek Reservoir
- C** **Goose Creek Reservoir:** 600 acres of lake that divides Hanahan into two areas. This water way serves as a destination for recreation and wildlife entertainment.
- D** **Tanner Plantation:** A rapidly developing neighborhood with its own commercial district. Though segregated from Downtown Hanahan via Goose Creek Reservoir, future green ways (existing easements) have the opportunity to connect Hanahan as a whole.
- 1** **Hanahan Education:** Schools within the City are located along main thoroughfares. Improved side walks, bike paths, and the implementation of multi-use paths are fundamental in creating safe and accessible transportation infrastructure.
- 2** **Existing Parks and Recreation:** Loftis Field, Hanahan Recreation Center and Amphitheater, Hanahan Gymnasium, and Westvaco Park are existing areas of recreation. Residents will soon enjoy two new parks: Hawks Nest and Steward Street Park.
- 3** **Existing Easements:** Hanahan's easements bisect the town from east to west and north to south. These undeveloped green spaces can connect the existing residential fabric and offer safe, alternative modes of transportation through the use of green ways.

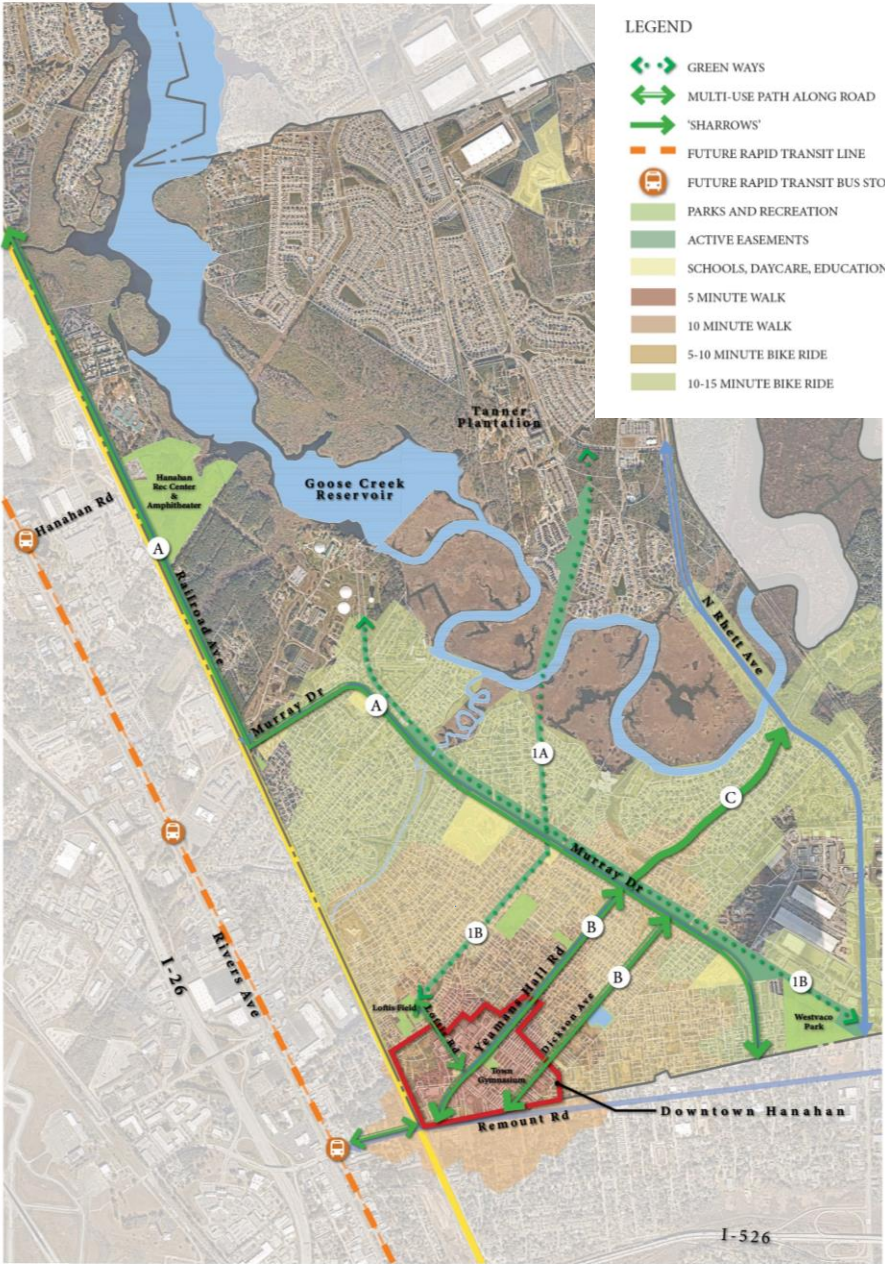
# Pedestrian Connectivity

Pedestrian Connectivity is a key quality to downtown revitalization. People want to be able to walk to and around downtowns. They want to feel safe in and have barrier-free access to the public realm. The most successful downtowns are walkable and are connected (by sidewalks, trails, shared streets) to the city’s neighborhoods, parks and other areas of commerce.

The City of Hanahan has a solid framework through existing easements, trails and parks to complete an extensive pedestrian and bike network throughout the community. The following principles, inspired by this plan’s guiding principles, will shape the design of Hanahan’s streets.

Pedestrian connectivity can promote and ensure:

- safety
- accessibility and inclusivity
- healthy and active living
- environmental sustainability / resiliency
- community character
- economic vitality
- sense of place and community
- strengthen regional partnerships
- promote tourism
- the spirit of Hanahan

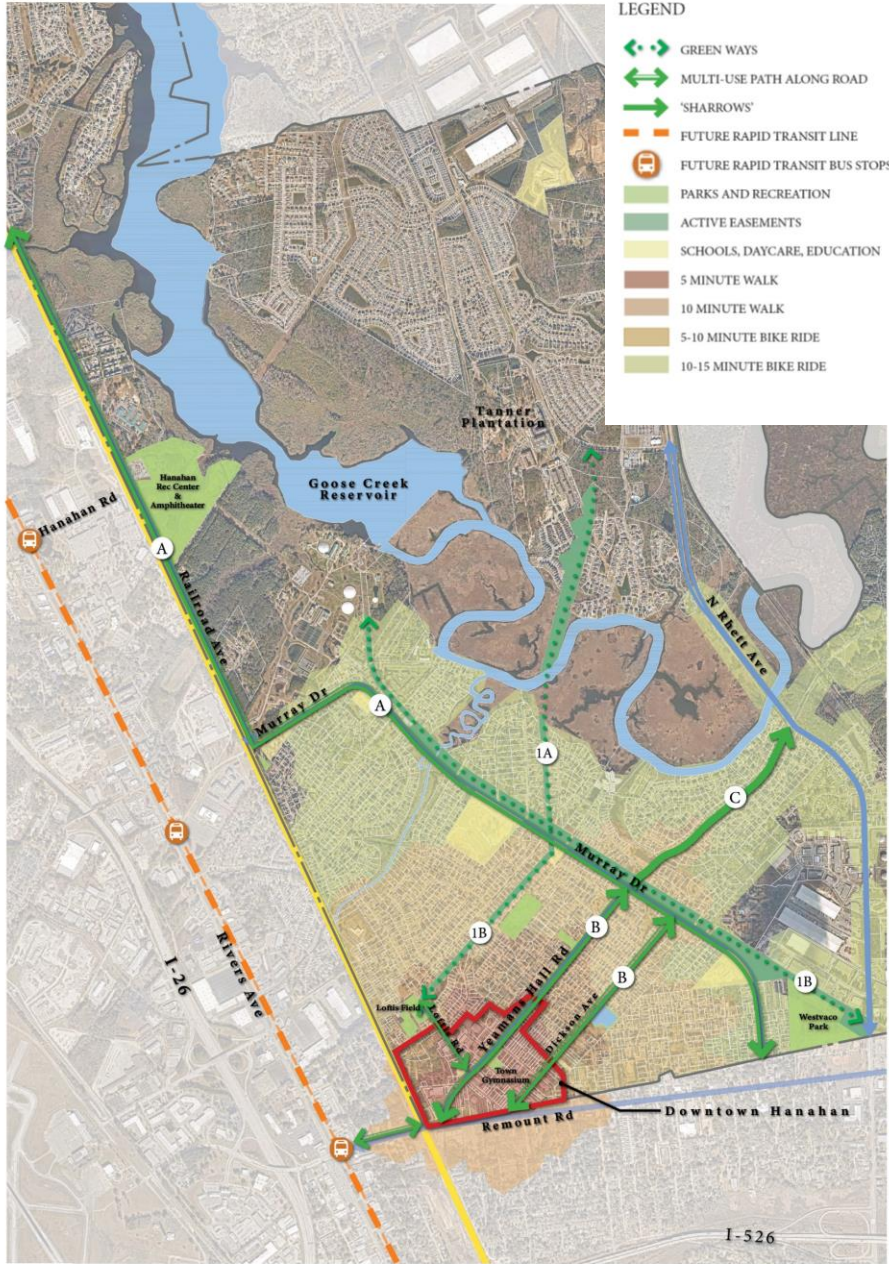


# Pedestrian Connectivity

The framework for improved connectivity to Downtown Hanahan consists of implementing safe pedestrian and bike infrastructure that would improve existing side paths and form new ones. This is done in three ways.



Converting existing sidewalks to multi-use paths along highly trafficked routes. This allows for both pedestrians and cyclist to travel safely going both directions.



# Pedestrian Connectivity

Creating 'sharrows' (shared roads) along roads with right of ways that cannot support side paths. These road markings are clear and consistent to communicate to driver they are sharing the road with cyclists.



**A** SHARROWS

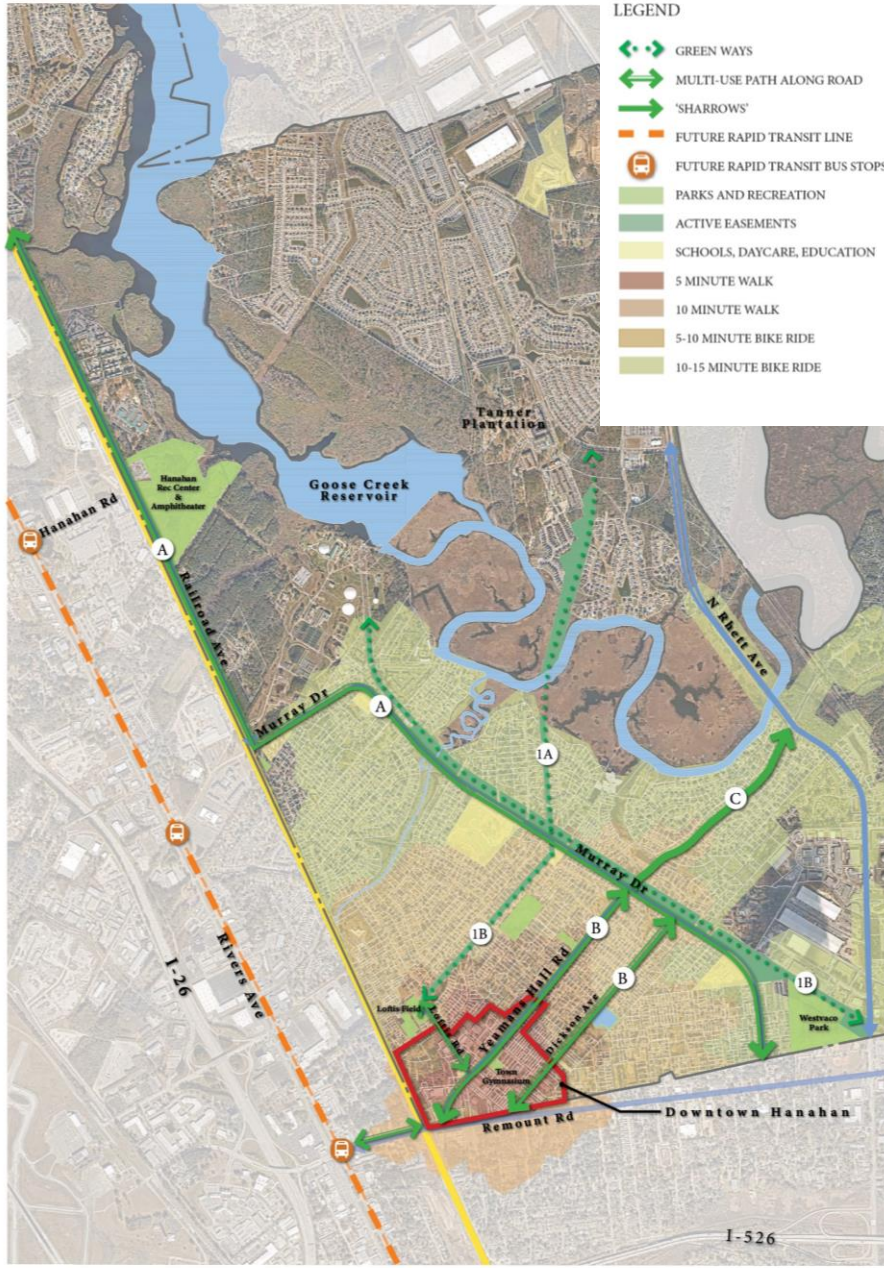


**1A** GREENWAY GOOSE CREEK RESERVOIR CONNECTION



**1B** GREENWAY ALONG EXISTING OPEN EASEMENTS

Implementing green ways along active easements. These green ways will provide connectivity between neighborhoods, increase pedestrian and bicycle activity within the area, and create value, sense of ownership and economic growth within the City.



## Downtown Hanahan Master Plan

The vision for the Downtown Hanahan Conceptual Master Plan is to identify and preserve the strengths of the existing fabric and utilize those to define the character of downtown. Three concept plans have been produced to show different redevelopment opportunities of the downtown area that share the same framework to create a vibrant, walkable environment with easy access to shops, businesses, parks, and city hall.

The following plan illustrations represent long-term redevelopment concepts with phased implementation. Development and implementation can occur as resources allow, property owners desire and the market supports. The City should pursue public and private opportunities to bring these concepts to life.



# Downtown Hanahan Master Plan Concept 1

## **A** Piggly Wiggly Shopping Center District

Repurpose the existing Piggly Wiggly building to be two-sided mixed-use commercial

- demo the existing in-line shops and redevelop the commercial parallel to Yeamans Hall Road to create an entry park with a city icon during redevelopment of the Yeamans Hall in-line commercial redevelopment
- reorganize and relocate parking to create an entrance green space at Yeamans Hall Road

## **B** Mobile Home District

Preserve the mobile home community

## **C** Doschers Grocery Shopping Center District

- preserve Doschers grocery
- establish a festival street at Carolyn Street with new mixed use building fronting on Carolyn Street and Yeamans Hall Road
- encourage redevelopment of Remount Road commercial

## **D** City Hall District

- preserve and incorporate existing commercial into the streetscape

## Loftis Field

## **E**

- designate off-street parking for sports field
- introduce a pavilion for rest areas
- establish a trailhead for the green way

## **1A** Loftis Road and Yeamans Hall Road

- introduce a round-about to calm traffic and create a focal point, a true center
- continue to enhance the existing streetscape of Yeamans Hall Road and Loftis Road corridors to include more parallel parking, sidewalks, street trees, and improved landscape.
- utilize Carolyn Street corridor as a festival street that can be cordoned off for events

## **1B** Downtown Entryway

- realign Yeamans Hall Road to enhance a sense of arrival into the town through the creation of an entry park and commercial node that resembles the framework of traditional town squares





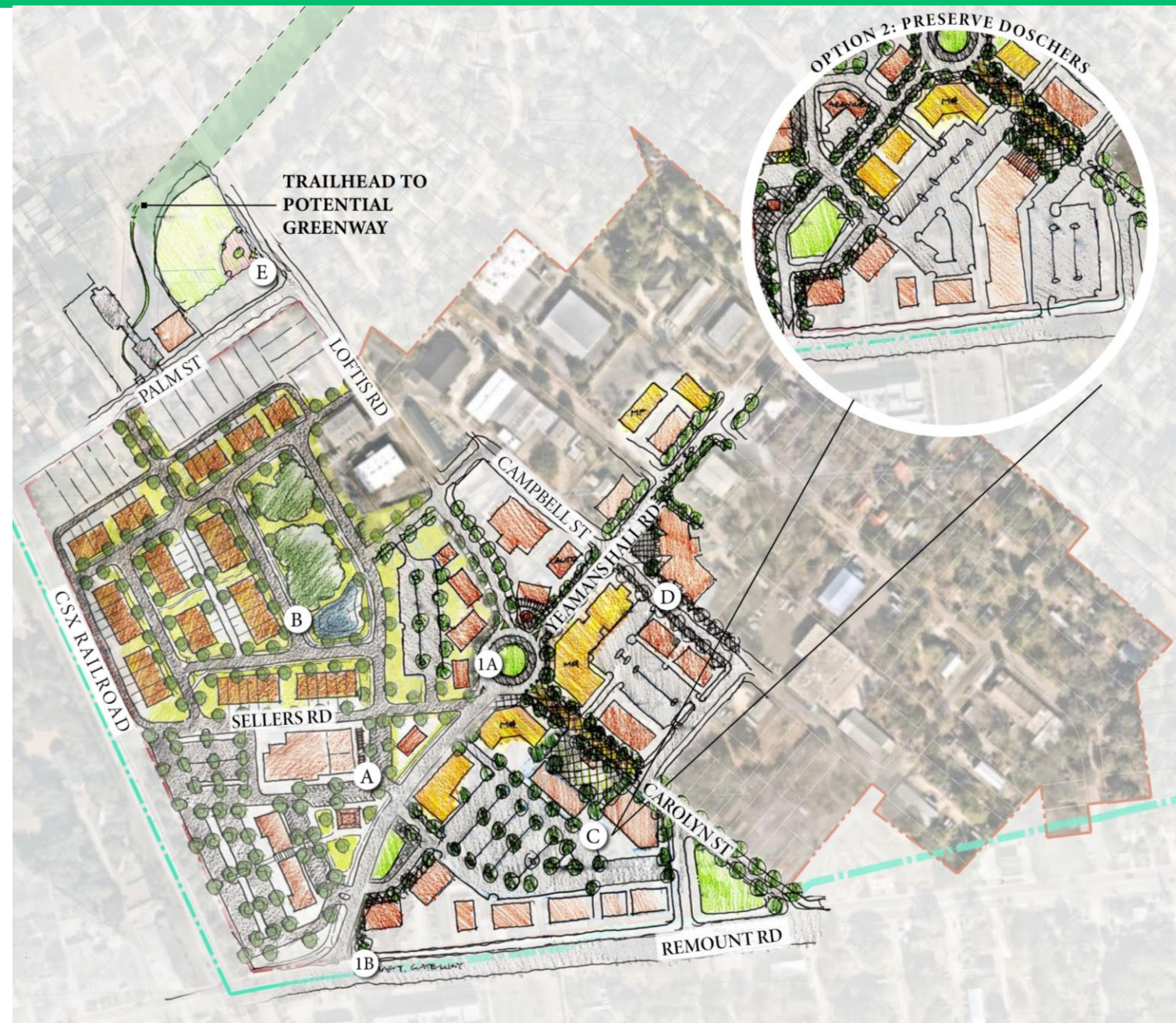
# Downtown Hanahan Master Plan Concept 2

- A Piggly Wiggly Shopping Center District**  
Repurpose the existing Piggly Wiggly building to be two-sided mixed-use commercial.
  - demo the existing in-line shops and redevelop the commercial parallel to Yeamans Hall Road
  - create an entry park with a city icon during redevelopment of the Yeamans Hall Road in-line commercial redevelopment
  - reorganize and relocate parking to create an entrance green space at Yeamans Hall Road.
  
- B Mobile Home District**
  - extend the city street grid into this district utilizing the existing streets
  - introduce higher density alley loaded town homes
  - preserve existing grand live oaks and establish a central park space with the townhomes and Piggly Wiggly commercial fronting on the park.
  
- C Doschers Grocery Shopping Center District**  
See Concept 1
  
- D City Hall District**  
See Concept 1
  
- E Loftis Field**  
See Concept 1
  
- 1A Loftis Road & Yeamans Hall Road**  
See Concept 1
  
- 1B Downtown Entryway**  
See Concept 1



# Downtown Hanahan Master Plan Concept 3

- A Piggly Wiggly Shopping Center District**  
Preserve the Piggly Wiggly grocery and in-line commercial.
- B Mobile Home District**
  - extend the city street grid into this district utilizing the existing streets
  - introduce higher density alley loaded town homes
  - preserve existing grand live oaks and establish a central park space with the townhomes and Piggly Wiggly commercial fronting on the park.
- C Doschers Grocery Shopping Center District**
  - redevelop the public space/right of way at the intersection of Yeamans Hall Road and Carolyn Street to connect to the existing streetscape and visually enhance the round-about
  - preserve and incorporate existing commercial into the streetscape
  - preserve Doschers grocery
  - establish a festival street at Carolyn Street with new mixed use building fronting on Carolyn Street and Yeamans Hall Road
- D**
  - encourage redevelopment of Remount Road commercial
- City Hall District**  
See Concept 1
- E**  
See Concept 1
- Loftis Field**  
See Concept 1
- 1A**  
See Concept 1
- Loftis Road and Yeamans Hall Road**  
See Concept 1
- 1B**  
See Concept 1
- Downtown Entryway**  
Preserve Yeamans Hall Road road alignment.



# Catalyst Investment Areas: Long Term Implementation Projects

Two areas: 1) the Remount Road Gateway, and 2) the Downtown Crossroads are long-term redevelopment projects that will influence and impact economic development opportunities and, most importantly, create a unique sense of place (identity) for the City of Hanahan for years to come.

Planning for these projects needs to start now. They will require some level of collaboration with Berkely County, the BCD COG, the City of North Charleston, and the SC Department of Transportation as well as property and business owners. While the projects are large, they are possible.

The Remount Road Gateway planning can begin immediately. This project will announce the City of Hanahan and welcome all to downtown. This gateway can become a point of community pride and establish a positive precedent for the planning and implementation of City projects.

The Downtown Crossroads project is complex and will require detailed planning, negotiations, sustainable financial resources, and patience. Most importantly, the project will require vision and leadership. While the final project may look different than the proposed concept, the vision is the same: create a safe and beautiful multi-modal environment to elevate commercial and residential opportunities in downtown Hanahan and create well-designed places for new architecture that speaks to the community's value and potential.



# Remount Gateway: Existing

## Challenges

- under-scaled City of Hanahan welcome signage that has to compete with visual clutter
- undefined pedestrian zone (lacking landscaping, lighting and wayfinding) that feels unsafe
- buildings that are designed primarily for the automobile, not the pedestrian, with minimal spaces for gathering and engagement
- architecture lacking cohesive material and character that distinguishes Hanahan from surrounding cities
- no sense of arrival into the city: bleeding boundaries



# Remount Gateway: Vision

First impressions are critically important to the way people metabolize experiences and environments. The Remount Road Gateway should set the tone for the Downtown district, embodying the sense of hospitality that is quintessential to Hanahan through:

- monumental signage featuring materials and iconography, such as the Hanahan High School Hawk, that announces the entry into the Downtown district;
- street improvements, including a tree canopy, landscaping, lighting and banners, that define the axis to downtown and improve accessibility and safety;
- consideration for burying power and communications lines;
- inviting, welcoming architecture that creates engaging “third spaces,” and
- authentic architecture that speaks to the past while embracing innovation, with a diverse palate of materials.



Existing



Conceptual Vision

# Downtown Crossroads: Existing

## Challenges

- an important intersection that feels like more of a “pass-through” than a moment of arrival or a defined downtown
- undefined pedestrian zone (lacking landscaping, lighting and wayfinding) that feels unsafe
- parking in front of buildings, which discourages pedestrian interaction
- buildings in need of improvement with a lack of vertical density, scale and enclosure, which creates an uncomfortable and confusing pedestrian environment
- lack of commercial and retail variety
- lack of “third spaces” that encourage gathering, community engagement and community pride



# Downtown Crossroads: Vision

**This intersection – the “heart” of Hanahan – presents a unique opportunity to be a moment of arrival that features:**

- a traffic-calming roundabout that defines the city center, featuring landscaping and public art that speaks to the history of Hanahan;
- street improvements, including a tree canopy, landscaping, lighting and banners, that define the axis to Downtown and improve accessibility and safety;
- buildings that relocate parking to the center of city blocks and feature mixed uses;
- inviting, welcoming architecture that creates engaging “third spaces,” at the ground and upper levels; and
- buildings that are scaled to create a sense of place with pedestrian zones, interesting places to explore and pedestrian and commercial vibrancy.

***Vision: Downtown Hanahan becomes the hub of local commerce with places to expand entrepreneurial, arts and gathering opportunities.***



Existing



Conceptual Vision

# Downtown Crossroads: Vision

*Downtown Hanahan becomes the hub of local commerce with places to expand entrepreneurial, arts and gathering opportunities and for people to live, work and play.*



Conceptual Vision





HANAHAN  
IS HOME

# TOWN CENTER MASTER PLAN

