

# City of Cayce

# Conceptual Master Plan Charrette

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Clemson Institute for  
Economic & Community Development Team



# Market Analysis

# Zip Code Survey

**Zip Code Survey of Customers**      May 6th - May 12th  
**City of Cayce**

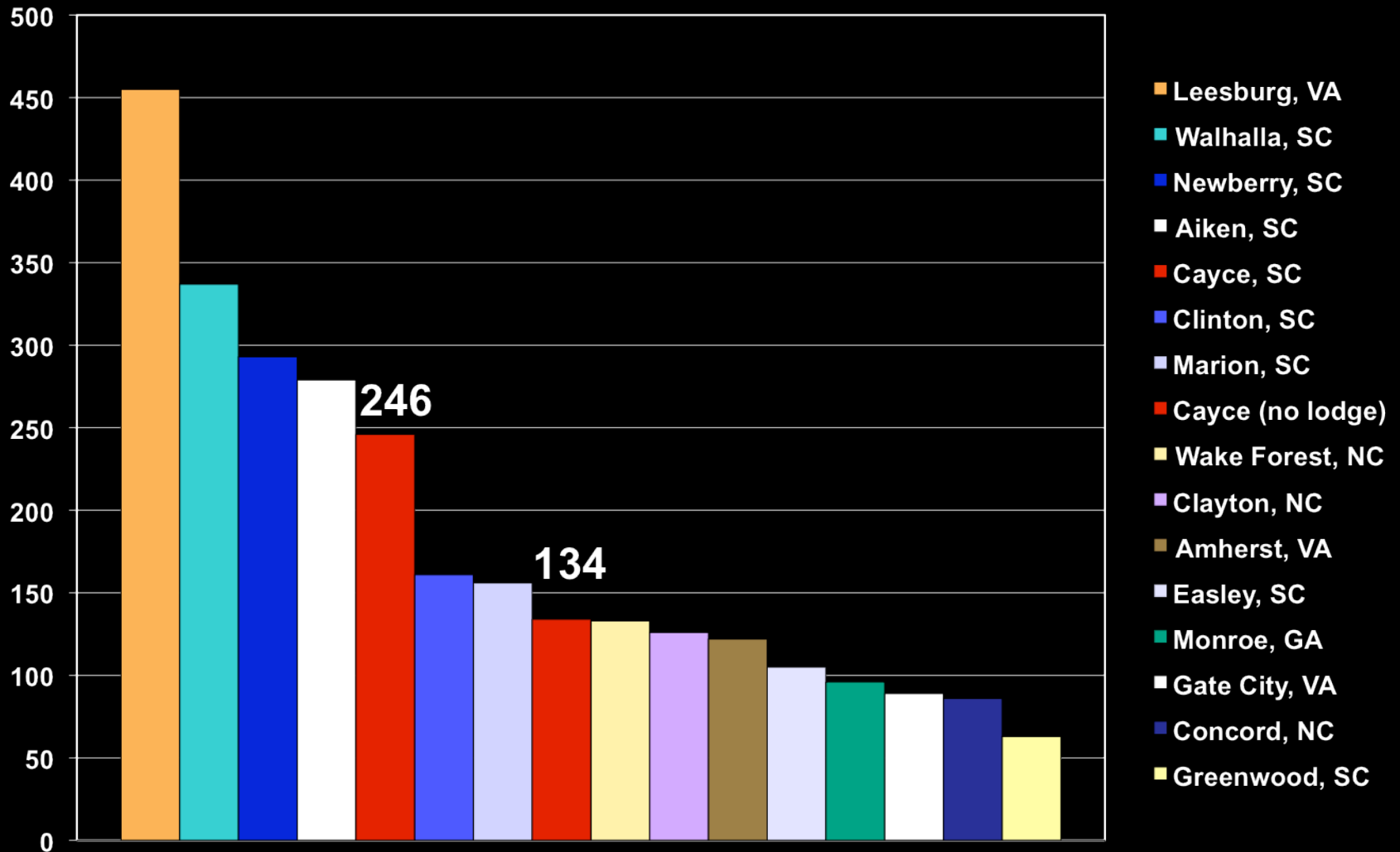
Business Name \_\_\_\_\_

Please record the **residence** zip code of customers in the spaces below.  
Please stop if you complete 200 zip code records.

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30
31	32	33	34	35
36	37	38	39	40
41	42	43	44	45
46	47	48	49	50
51	52	53	54	55
56	57	58	59	60
61	62	63	64	65
66	67	68	69	70
71	72	73	74	75
76	77	78	79	80
81	82	83	84	85
86	87	88	89	90
91	92	93	94	95
96	97	98	99	100
101	102	103	104	105
106	107	108	109	110

- ***Survey – May 6 to May 12***
- ***17 Businesses tallied***
- ***1688 Recorded Visits***
- ***246 Unique Zip Codes***
- ***22 Unique States***
- ***2 Countries***

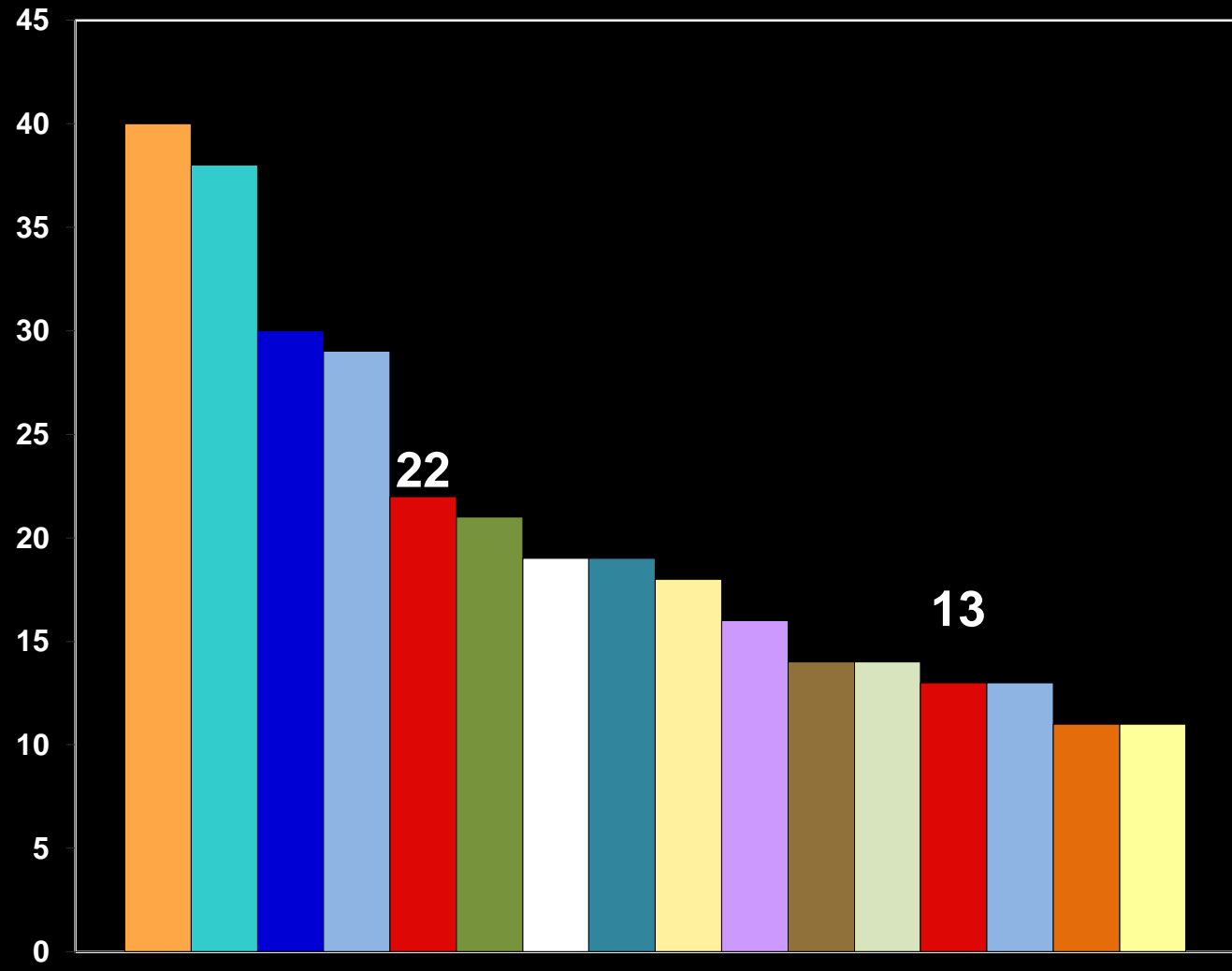
# Unique Zip Comparisons





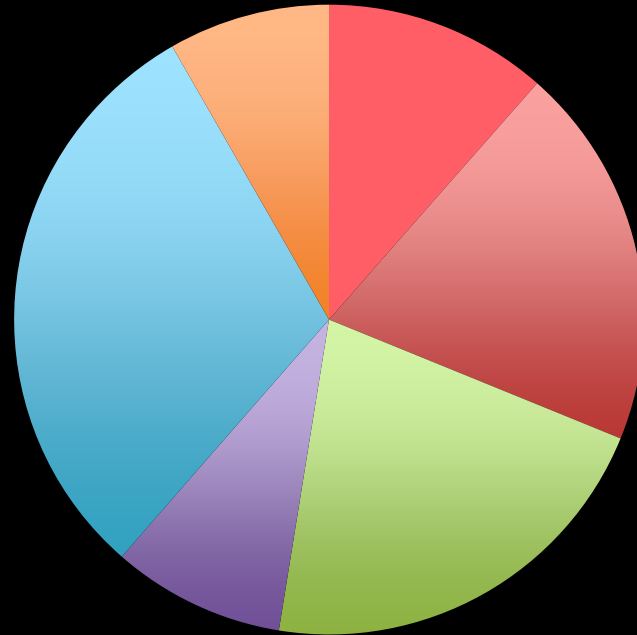


# Unique State Comparisons

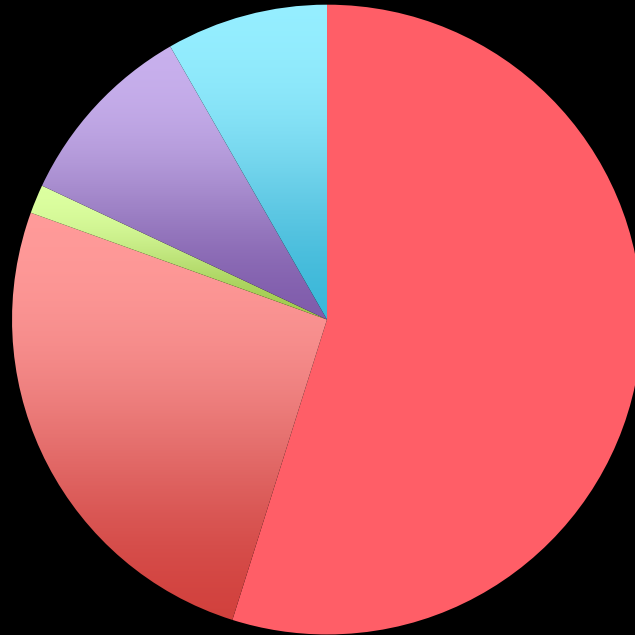




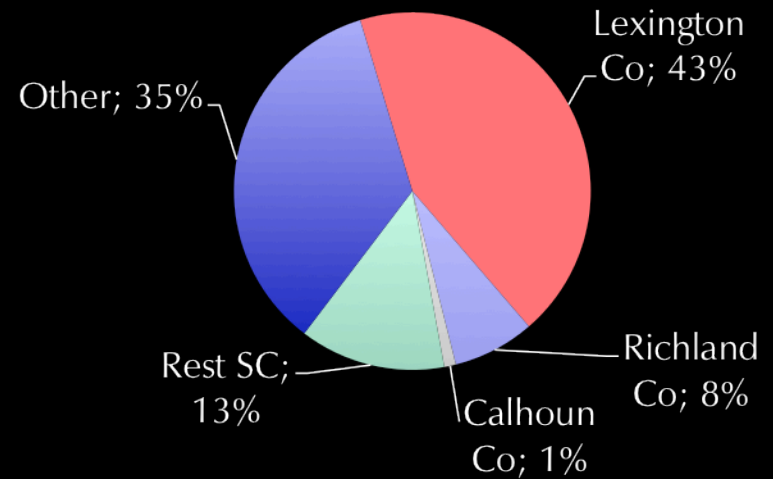
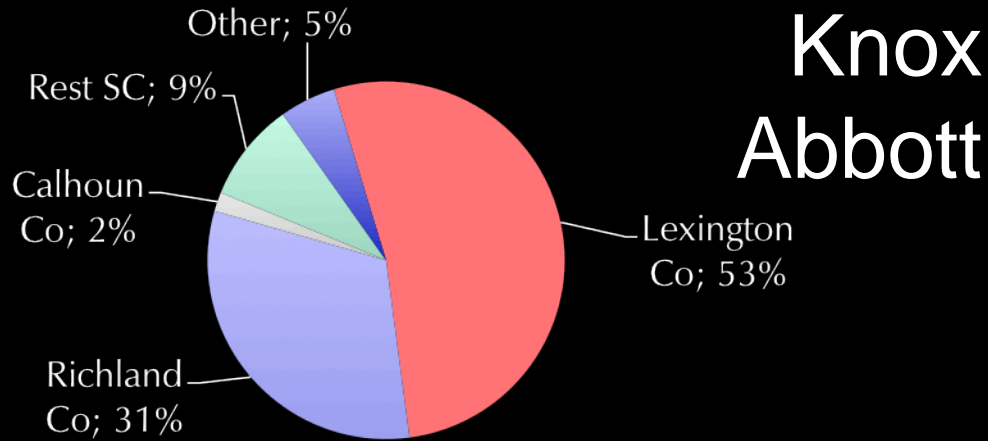
# Where are they from? – Nearby Zips



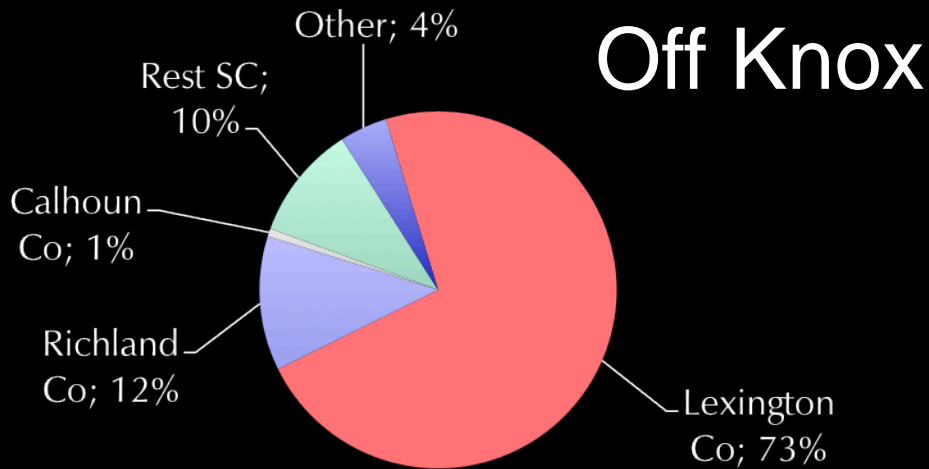
# Where are they from? – Counties



# Where are they from? By Area

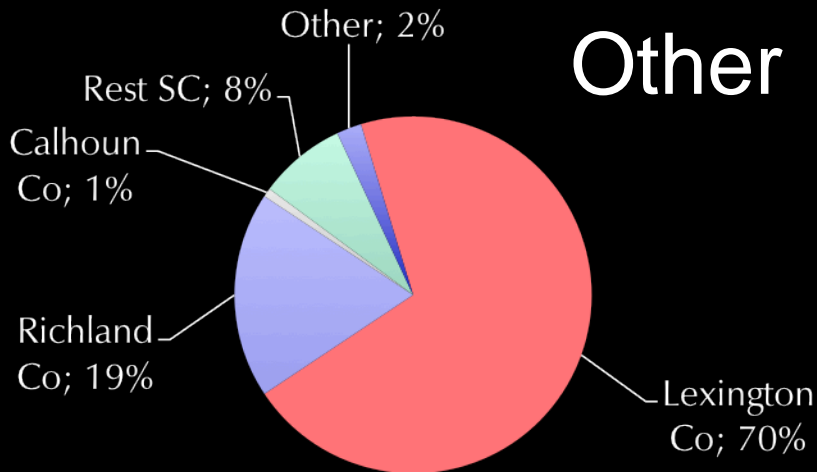
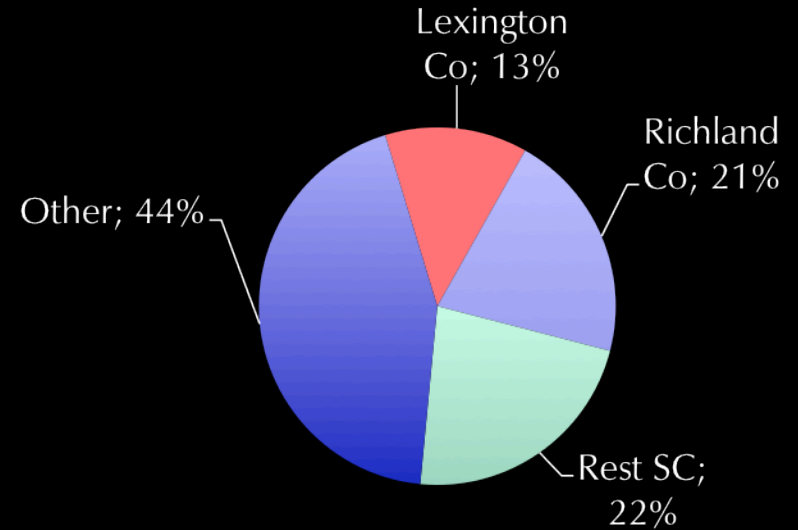
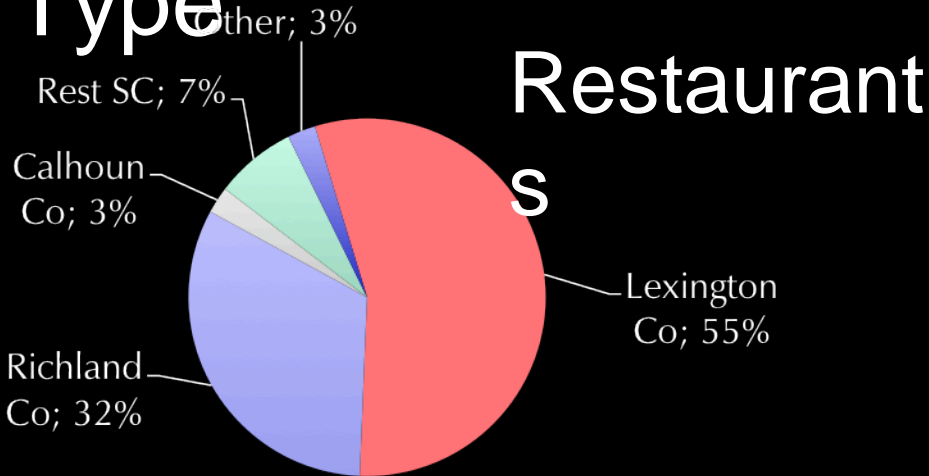


Exit 115



# Where are they from? By Business

Type



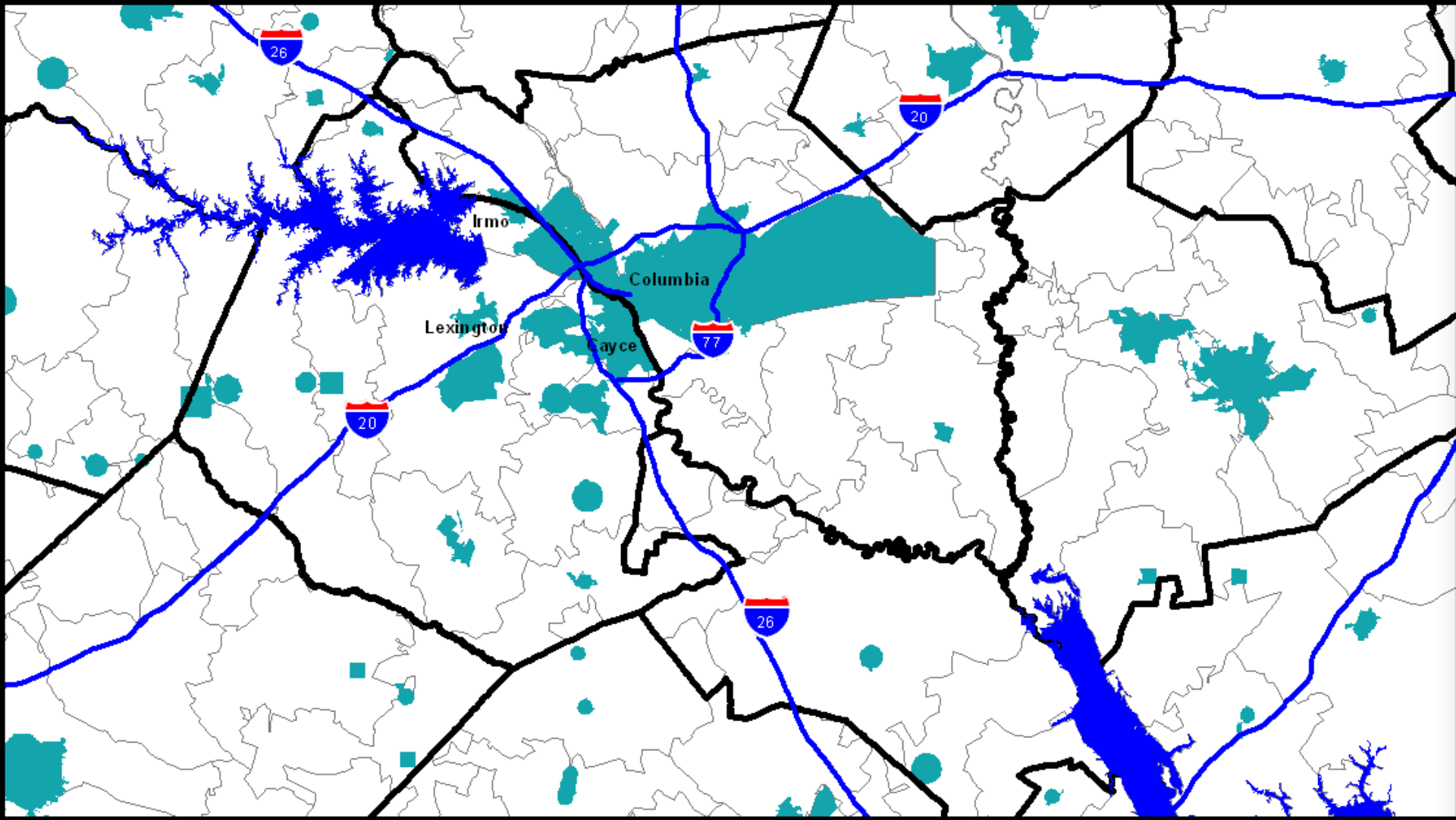
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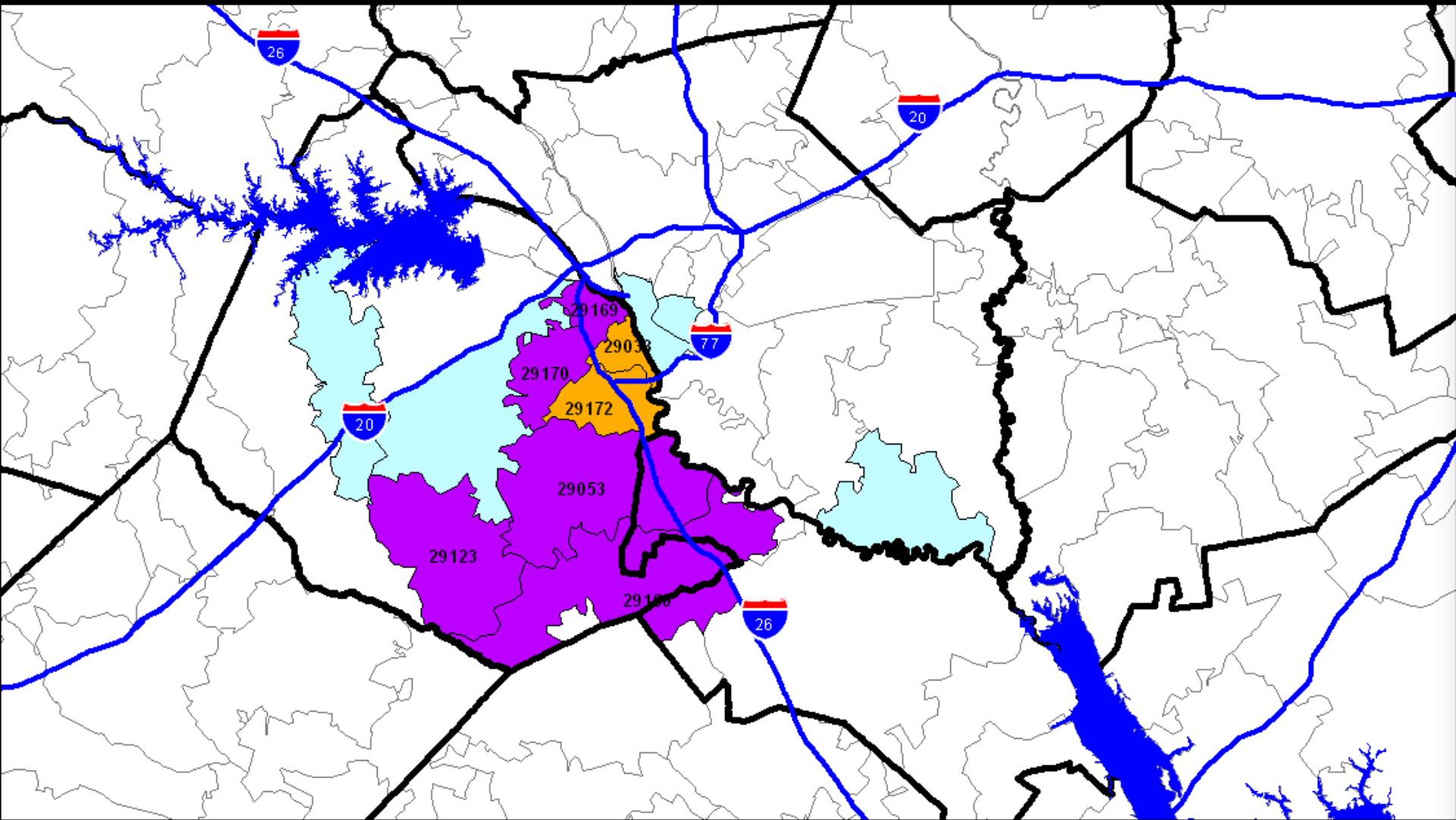
# Trade Areas

# The Trade Area Defined

Zip	Area	Population	Visits	Visits/1000 Pop
29033	CAYCE	11,665	191	16.37
29172	WEST COLUMBIA	9,720	98	10.08
29053	GASTON	16,968	138	8.13
29169	WEST COLUMBIA	22,808	147	6.45
29160	SWANSEA	6,749	36	5.33
29170	WEST COLUMBIA	19,680	84	4.27
29123	PELION	6,886	26	3.78
29201	COLUMBIA	18,823	48	2.55
29052	GADSDEN	2,284	5	2.19
29054	GILBERT	9,201	20	2.17
29073	LEXINGTON	36,653	74	2.02
29205	COLUMBIA	24,860	50	2.01
	All W. Columbia	52,208	329	6.30
	All Lexington	80,722	143	1.77
	All Columbia	317,514	349	1.10







26

20

77

20

26

29169  
29038  
29170  
29172  
29053  
29123  
29180

# Market Definition Conclusions

- ***Cayce has a broad overall market (sample, corridors)***
- ***Primarily Lexington Co. (55%) & Richland (26%)***
- ***Market penetration spread over three county area. Trade areas pull from Cayce/W. Cola to the south***
- ***Market varies by area & business type***
- ***Large number of visitors primarily around interstate. No browsing or coming into Cayce.***

# Retail Leakage Study

***A study to establish the retail dollars leaving or entering a community from its primary and secondary trade areas.***

# Trade Areas – At a Glance

- *PTA stores sold \$397 million*
- *PTA Consumers spent \$343 million*
- *Primary Trade Area GAINED \$54 million overall in the previous year.*
  
- *STA Store Sales \$947 Million*
- *STA Consumers spend \$1.1 Billion*
- *Secondary Trade Area LEAKED sales in the amount of \$185 million last year.*

# Cayce Retail Leakage - 2008

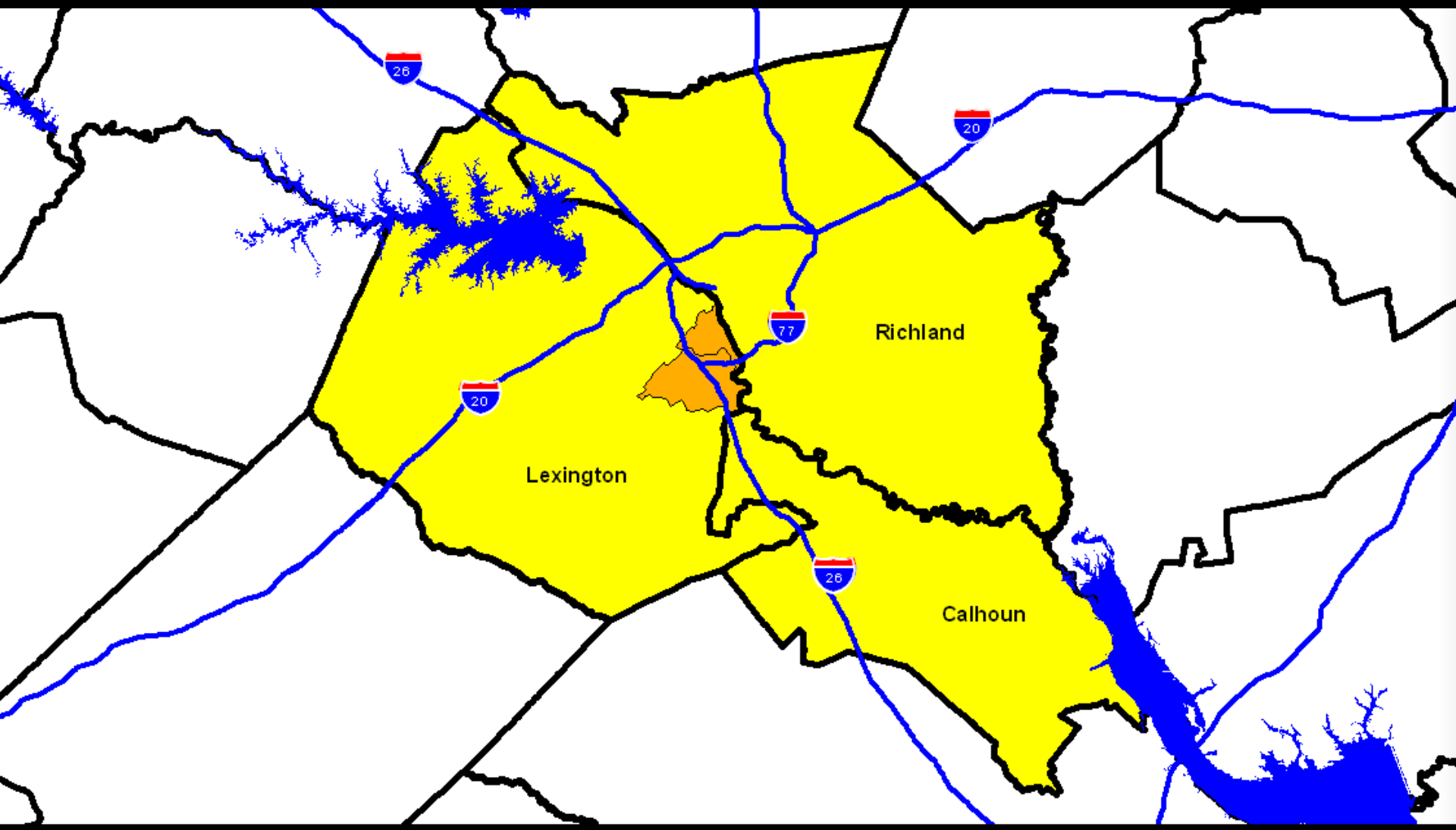
Opportunity Gap - Retail Stores	PTA			STA		
	(Consumer Expenditures)	(Retail Sales)	Leakage (Inflow)	(Consumer Expenditures)	(Retail Sales)	Leakage (Inflow)
<b>Total Retail Sales Incl Eating and Drinking Places</b>	<b>343,289,548</b>	<b>397,412,050</b>	<b>(54,122,502)</b>	<b>1,132,497,074</b>	<b>947,746,124</b>	<b>184,750,950</b>
<b>Motor Vehicle and Parts Dealers-441</b>	<b>73,006,855</b>	<b>121,947,934</b>	<b>(48,941,079)</b>	<b>241,003,123</b>	<b>162,401,098</b>	<b>78,602,025</b>
Automotive Dealers-4411	63,311,324	100,813,724	(37,502,400)	209,159,607	120,769,019	88,390,588
Other Motor Vehicle Dealers-4412	4,204,816	8,634,385	(4,429,569)	13,904,079	31,190,090	(17,286,011)
Automotive Parts/Accsrs, Tire Stores-4413	5,490,715	12,499,825	(7,009,110)	17,939,437	10,441,989	7,497,448
<b>Furniture and Home Furnishings Stores-442</b>	<b>7,733,760</b>	<b>8,556,226</b>	<b>(822,466)</b>	<b>25,568,017</b>	<b>29,899,033</b>	<b>(4,331,016)</b>
Furniture Stores-4421	4,261,371	4,981,896	(720,525)	14,075,570	13,860,390	215,180
Home Furnishing Stores-4422	3,472,389	3,574,330	(101,941)	11,492,447	16,038,643	(4,546,196)
<b>Electronics and Appliance Stores-443</b>	<b>7,376,210</b>	<b>1,039,883</b>	<b>6,336,327</b>	<b>24,159,131</b>	<b>6,064,014</b>	<b>18,095,117</b>
Appliances, TVs, Electronics Stores-44311	5,562,948	47,030	5,515,918	18,218,213	5,464,363	12,753,850
Household Appliances Stores-443111	1,299,525	27,458	1,272,067	4,243,532	4,198,801	44,731
Radio, Television, Electronics Stores-443112	4,263,423	19,572	4,243,851	13,974,681	1,265,562	12,709,119
Computer and Software Stores-44312	1,545,541	992,853	552,688	5,056,862	599,651	4,457,211
Camera and Photographic Equipment Stores-44313	267,721	0	267,721	884,056	0	884,056
<b>Building Material, Garden Equip Stores -444</b>	<b>38,089,482</b>	<b>35,033,469</b>	<b>3,056,013</b>	<b>125,727,325</b>	<b>121,996,462</b>	<b>3,730,863</b>
Building Material and Supply Dealers-4441	35,150,851	33,882,897	1,267,954	115,930,945	115,196,261	734,684
Home Centers-44411	13,701,758	138,219	13,563,539	45,266,644	70,535,340	(25,268,696)
Paint and Wallpaper Stores-44412	737,142	1,473,930	(736,788)	2,443,666	177,443	2,266,223
Hardware Stores-44413	2,745,991	11,181,719	(8,435,728)	9,056,076	16,393,533	(7,337,457)
Other Building Materials Dealers-44419	17,965,960	21,089,029	(3,123,069)	59,164,559	28,089,945	31,074,614
Building Materials, Lumberyards-444191	5,972,018	7,191,593	(1,219,575)	19,617,808	9,578,983	10,038,825
Lawn, Garden Equipment, Supplies Stores-4442	2,938,631	1,150,572	1,788,059	9,796,380	6,800,201	2,996,179
Outdoor Power Equipment Stores-44421	480,431	569,745	(89,314)	1,581,707	5,127,711	(3,546,004)
Nursery and Garden Centers-44422	2,458,200	580,827	1,877,373	8,214,673	1,672,490	6,542,183
<b>Food and Beverage Stores-445</b>	<b>41,504,810</b>	<b>33,444,387</b>	<b>8,060,423</b>	<b>135,424,666</b>	<b>84,862,244</b>	<b>50,562,422</b>
Grocery Stores-4451	38,171,982	32,085,942	6,086,040	124,418,509	80,699,616	43,718,893
Supermarkets, Grocery (Ex Conv) Stores-44511	36,253,217	31,150,964	5,102,253	118,018,181	78,397,947	39,620,234
Convenience Stores-44512	1,918,765	934,978	983,787	6,400,328	2,301,669	4,098,659
Specialty Food Stores-4452	1,176,318	831,077	345,241	3,800,888	1,092,728	2,708,160
Beer, Wine and Liquor Stores-4453	2,156,510	527,368	1,629,142	7,205,269	3,069,900	4,135,369

# Cayce Capture Scenario - 2008

Retail Stores	20% of PTA Outflow	10% Of STA Outflow	Potential Capture	Sales per Square Foot	Calculated Capture
Selected Retail Categories Below	7,341,326	16,067,550	23,408,875		153,589
Furniture Stores	(144,105)	21,518		141.84	
Home Furnishing Stores	(20,388)	(454,620)		167.75	
Household Appliances Stores	254,413	4,473	258,887	245.44	1,055
Radio, Television, Electronics Stores	848,770	1,270,912	2,119,682	207.17	10,232
Computer and Software Stores	110,538	445,721	556,259	207.17	2,685
Camera and Photographic Equipment Stores	53,544	88,406	141,950	542.63	262
Building Material and Supply Dealers	253,591	73,468	327,059	142.38	2,297
Hardware Stores	(1,687,146)	(733,746)		121.08	
Grocery Stores	1,217,208	4,371,889	5,589,097	371.79	15,033
Health and Personal Care Stores	(63,791)	(79,343)		247.29	
Clothing and Clothing Accessories Stores	1,981,102	3,212,668	5,193,769	164.60	31,554
Women's Accessory & Specialty	454,130	742,724	1,196,854	164.60	7,271
Shoe Stores	389,780	572,410	962,189	158.81	6,059
Jewelry Stores	317,970	292,214	610,184	263.92	2,312
Luggage and Leather Goods Stores	28,939	46,439	75,378	198.82	379
Sporting Goods Stores	447,958	607,428	1,055,385	153.46	6,877
Hobby, Toys and Games Stores	274,357	196,917	471,274	146.28	3,222
Sew/Needlework/Piece Goods Stores	57,574	99,583	157,158	74.91	2,098
Book Stores	194,560	206,757	401,317	161.16	2,490
General Merchandise Stores	2,792,710	3,993,667	6,786,376	133.90	50,682
Florists	101,991	97,835	199,825	149.82	1,334
Gift, Novelty and Souvenir Stores	249,817	245,366	495,183	168.55	2,938
Foodservice and Drinking Places	(905,931)	455,051		201.63	
Drinking Places -Alcoholic Beverages	133,737	289,814	423,551	88.07	4,809

# Retail Shares Analysis

***A study comparing sales in the local trade areas as percent share of regional sales in order to identify retail clusters and opportunities for retail growth***



Lexington

Richland

Calhoun



# Retail Shares

Retail Shares Analysis	RETAIL SALES		SHARE
	Primary	Region	
Total Retail Sales	\$397,412,050	\$9,216,317,668	4.3%

Retail Shares Analysis	SHARE
Total Retail Sales	4.3%
Automotive Parts/Accsrs, Tire Stores	10.3%
Hardware Stores	12.6%
Other Gasoline Stations	26.0%

Retail Shares Analysis	SHARE
Total Retail Sales	4.3%
Household Appliances Stores	0.2%
Radio, Television, Electronics Stores	0.0%
Camera and Photographic Stores	0.0%
Cosmetics, Beauty Supplies Stores	0.0%
Optical Goods Stores	0.0%
Other Health and Personal Care Stores	1.8%
Men's Clothing Stores	0.0%
Women's Clothing Stores	0.3%
Childrens, Infants Clothing Stores	0.0%
Family Clothing Stores	0.0%
Clothing Accessories Stores	1.2%
Other Clothing Stores	0.1%
Shoe Stores	0.0%
Jewelry, Luggage, Leather Goods Stores	0.0%
Sporting Goods Stores	0.2%
Hobby, Toys and Games Stores	0.0%
Musical Instrument and Supplies Stores	0.0%
Book Stores and News Dealers	0.0%
Department Stores Excl Leased Depts	0.0%
Office Supplies and Stationery Stores	0.0%
Gift, Novelty and Souvenir Stores	0.4%
Used Merchandise Stores	0.7%



# Businesses/Activities Needed – Public Input

- *Grocery*
- *Drug Store*
- *Borders Book Store*
- *Chic-Fil-A*
- *Steinmart*
- *24-hr Walgreens*
- *Outback Steakhouse*
- *Publix/ Fresh Market*
- *Boutique Stores*
- *Clothing Stores*
- *Business Support (FedEx/Kinko's)*
- *Hardware Store*
- *Coffee Shop*
- *Ice Cream/Yogurt*
- *Entrepreneurial Businesses*
- *Locally-owned restaurants*
- *Hotel*
- *Card Shop*
- *Community Center*
- *Arts Center*
- *Entertainment/Movies*
- *More events/festivals*

# Market Potential – Key

## Opportunities

- *Cayde has opportunities to grow the following areas:*

- **Electronics & Appliances**

- *PTA & STA leaking over \$24 Million*
- *About 14,000 Sq. Ft of Space Demand. Ex – Radio Shack 2.5k, \$1million*
- *Demand still exists when expanded to 15 minute drive (Harbison & Rosewood)*

- **Clothing**

- *PTA & STA leak = \$54 Million, Leakage all categories with most being family (Example - Gap = \$3m/year, Goody's = \$4.6)*
- *31,000 Sq. Ft of Space Demand in all categories, but also*
  - *7,000 Women's accessory*
  - *6,000 Shoes*
  - *2,300 Jewelry*
- *MUST Complement regional offerings. 15-minute drive gaining. 30-minute growth*

- **Sporting Goods**

- *6,800. Typically Hibbett – 5k*
- *Still demand in 15/30 minute drive times*

# Market Potential – Key

## Opportunities

- *Cayde has opportunities to grow the following areas:*

- **Grocery**

- *PTA & STA leaking over \$49 million*
- *About 15,000 Sq. Ft of Space Demand. Typical store = 35k +*
- *New Reid's filling demand*
- *Some demand in specialty foods (meats, bakeries, fruit & vegetable)*

- **General Merchandising**

- *50,000 square feet of demand*
- *Wal-mart/Target typically 125k +*
- *Dollar General's, etc 7 – 10k*

- **Other**

- *Hobby & Craft – about 5k*
- *Office Supplies/Gifts*
- *Books*
- *Florists*
- *Drinking Places*
- *Nursery/Garden Center*

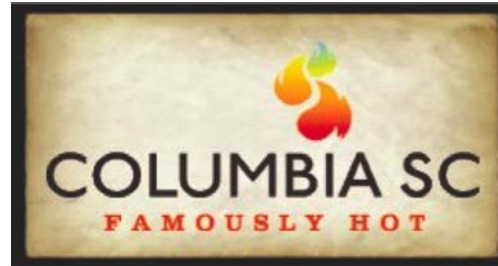
# Market Potential – Key

## Opportunities

- *Other areas show opportunity, but regional offerings may limit growth (general merchandising, building materials & supplies)*
- *Retail must complement regional offerings, Cayce/W. Cola, Harbison, etc.*
- *Restaurant numbers show no real “demand” in local trade areas, but Cayce & PTA gaining restaurant sales.*
  - *Can look to expand existing cluster*
  - *Expand offerings with more full-service and independently owned restaurants, particularly along Knox & State*
- *Demand doesn’t equate to just any business will be successful. Must have quality goods. Sound business plan. Marketing strategy.*
- *Large “visitor” market in Cayce, both regional & out of State. Need to find ways to pull customers off interstates into community.*

# Branding & Marketing

Columbia  
**Riverbanks**  
REGION  
*Where Friendliness Flows*





**CAYCE**  
**BY · THE · RIVER**

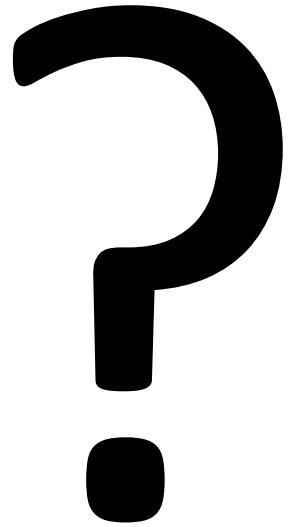






UNIVERSITY OF  
**SOUTH  
CAROLINA**







**cayce**  
well rounded.





- [Minutes & Agendas](#)
- [Financial Report](#)
- [Cayce in the News](#)
- [Job Opportunities](#)
- [Online Bill Payment](#)
- [Site Map](#)

**Calendar of Events »**

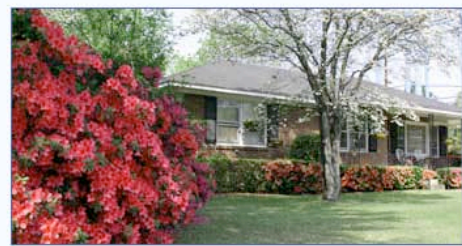
- [Master Plan Input Sessions](#)  
5/21/2009  
Council Chambers
- [Memorial Day Holiday](#)  
5/25/2009  
City Hall Closed

**Twice per week pick up of household garbage only begins Monday, June 1 and ends Friday, August 28.**

**Cayce E-Newsletter coming soon! To join the mailing list, send your email address to [barkley@cityofcayce-sc.gov](mailto:barkley@cityofcayce-sc.gov).**

**A New Kind of City**

Welcome to the City of Cayce's web site! We hope you will find the information provided on this site helpful to you whether you are a lifelong resident, a newcomer to our community or planning to visit or relocate.



**Rediscover Cayce**

Cayce is proud of its rich historical heritage, including as part of its city limits the site of one of the earliest European settlements in the Midlands. Cayce is also home to the Fort Granby site, where several important Revolutionary War battles were fought. In 1914,

**Cayce in the News »**

- City of Cayce  
[CHARRETTE MASTER PLAN](#)  
May 19, 20, 21, 2009  
[Schedule of Input Sessions](#)
- HELP PLAN THE FUTURE OF CAYCE  
Click on Cayce in the News above  
[City of Cayce Kicks-Off Visioning Process](#)
- [Notice of Public Hearing - FY09/10 Budget](#)
- [Important Notice from the Utility Sewer Department](#)
- [Notice of Public Hearing - May 13, 2009](#)
- [Lexington County Minor Home Repair Program](#)

**Links**

- [Emergency Rental Assistance Program for Seniors](#)
- [Carolina Festival newspaper](#)
- [HOME-Lexington County Home Investment Partnerships](#)





City Government

Living In Cayce

Doing Business In Cayce

Visiting Cayce

well rounded.

CAYCE MUNICIPAL BUILDING

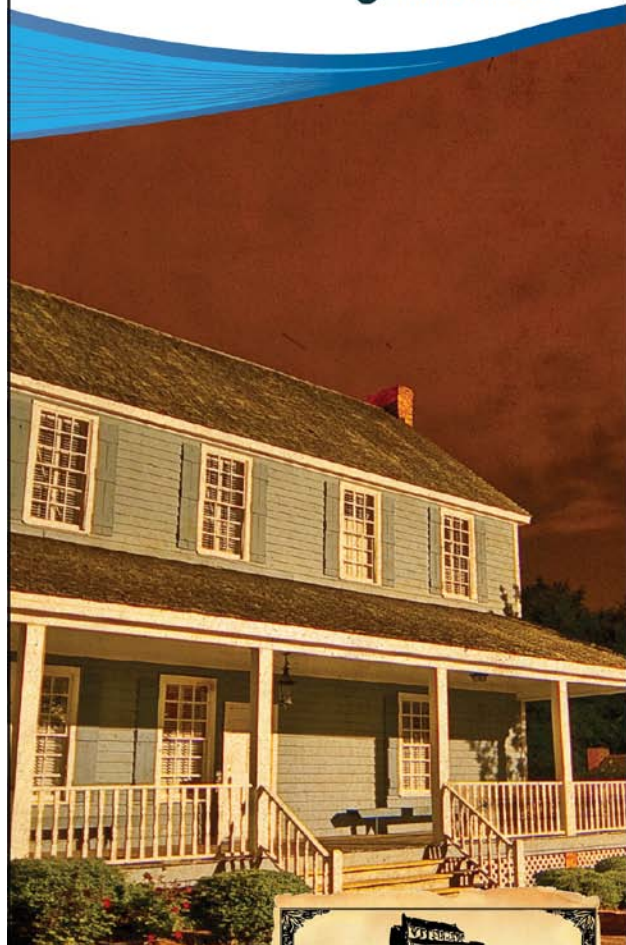
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Parks &  
Recreation  
Guide







Cayce  
Historical  
Museum





Residential  
Fire Safety



# New Resident Guide





**well rounded.**

*cayce, south carolina*







Green is the  
New Black

  
cayce  
well rounded.











**cayce**  
**Parks**



**riverwalk**  
cayce, south carolina



**granby**  
gardens



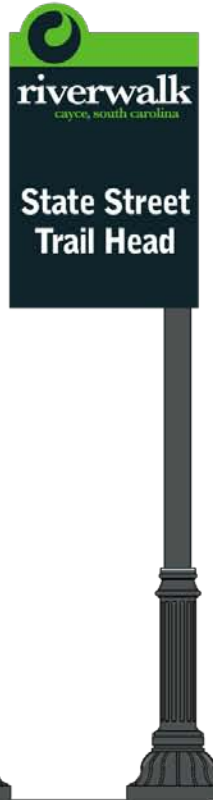
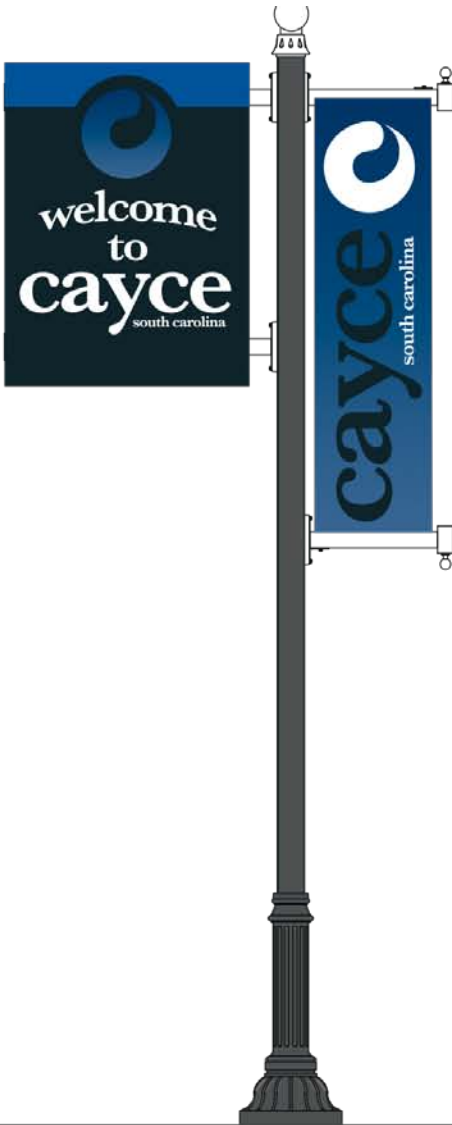


**state st.**  
classic cayce









cayce, south carolina

Well  
Rounded

cayce



Discover Life,  
Well Rounded.



Discover Life,  
Well Rounded.





# Discover Life, Well Rounded.



# Well Rounded.

We are Cayce South Carolina. We are proud to be part of a 12,000 year history of people living right here on the banks of the Congaree. We celebrate the story of our brick works and the buildings that they built, and our speedway, and the champions that it created. We celebrate our neighborhoods, and we embrace our river. We are connected to the world with our interstates and airport, but have managed to preserve small town life in the heart of a bustling region. We are families, and we are business, we are schools and we are nature. We are our past, and we are our future. We are





## classic cayce.

Sitatus. Ma quia nate dessunt ad quiat eost  
andi ad quassequi dolorescius maxim fu-  
giam, in connime omnitat facepe derupta-  
tum et laborer iorrum et ut labore et fuga.  
Dellorpore venduci eturist aut ut que si  
tet autaque amet veliüs demque non eum  
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interior sa con eum, soloresti ut fugia vol-  
orem et ad et reperumquo ipsam, cus.  
Andi dis et et, simolore occusa comni  
omnim quam, sitas vollessequis num fuga.  
Et es mil imporum etus nullabo repedit  
atiisin porecum et que volum, il et fac-  
cusam voluptur? Qui nesequassita qui  
bearumquam facepra teseque serum quas  
ea cum

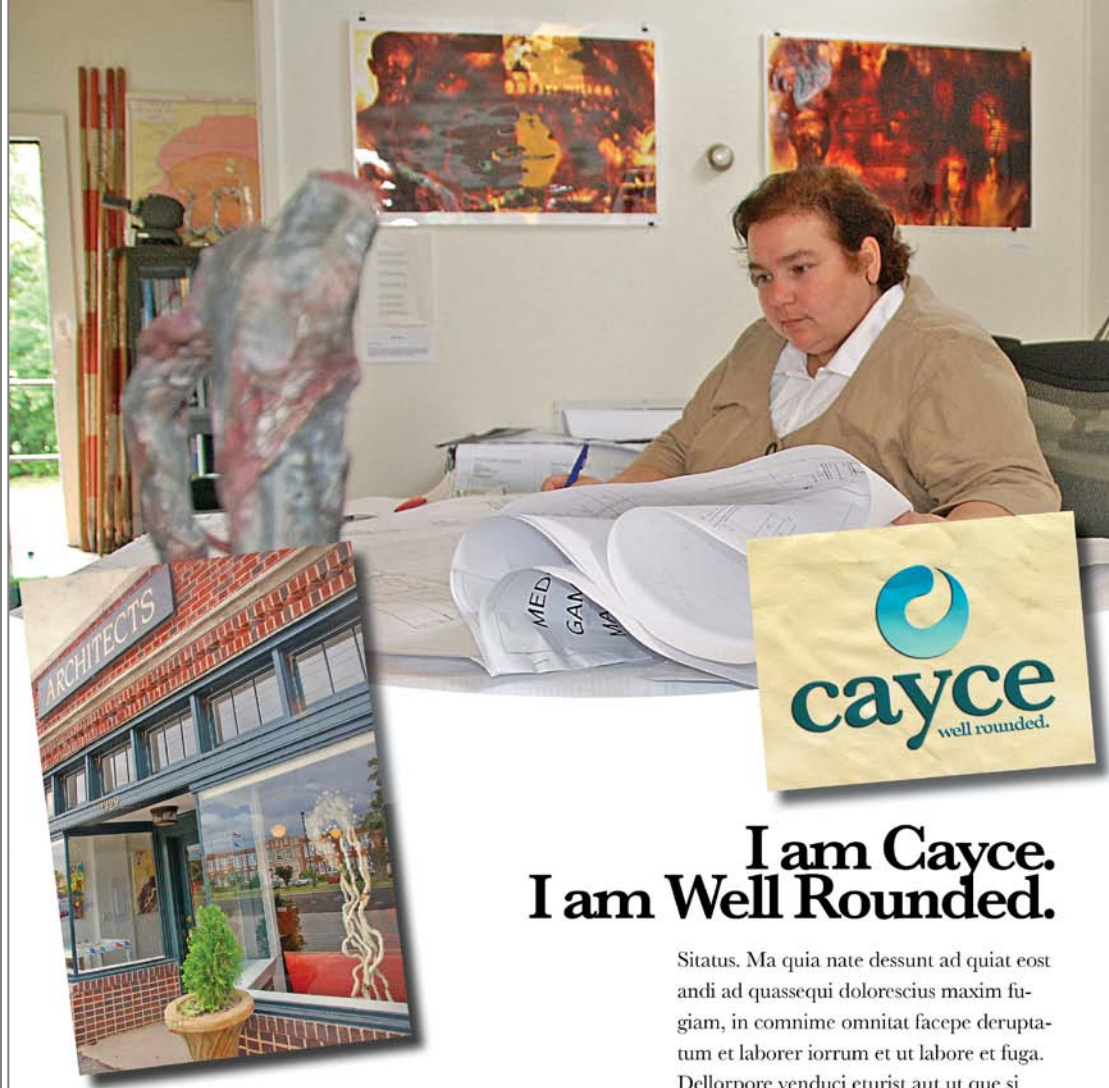
  
**state st.**  
classic cayce





## I am Cayce. I am Well Rounded.

Sitatus. Ma quia nate dessunt ad quiat eost andi ad quassequi dolorescius maxim fugiam, in connime omnitat facepe deruptatum et laborer iorrum et ut labore et fuga. Dellorpore venduci eturist aut ut que si tet autaque amet veliüs demque non eum labores totaquia nesti consequi sunt omniet interior sa con eum, soloresti ut fugia volorem et ad et reperumquo ipsam, cus. Andi dis et et, simolore occusa comni omnim quam, sitas volessequis num fuga. Et es mil imporum etus nullabo repedit atislin porecum et que volum, il et faccusam voluptur? Qui nesequassita qui bearumquam facepra teseque serum quas



## I am Cayce. I am Well Rounded.

Sitatus. Ma quia nate dessunt ad quiat eost andi ad quassequi dolorescius maxim fugiam, in connime omnitat facepe deruptatum et laborer iorrum et ut labore et fuga. Dellorpore venduci eturist aut ut que si tet autaque amet velitis demque non eum labores totaquia nesti consequi sunt omniet interior sa con eum, solocesti ut fugia volorem et ad et reperumquo ipsam, cus. Andi dis et et, simolore occusa comni omnim quam, sitas volessequis num fuga. Et es mil imporryum etus nullabo repedit atuisin porecum et que volum, il et faccusam voluptur? Qui nesequassita qui bearumquam facepra teseque serum quas



## Life. Well Rounded.

Sitatus. Ma quia nate dessunt ad quiat eost  
andi ad quassequi dolorescius maxim fu-  
giam, in comnime omnitat facepe derupta-  
tum et laborer iorrum et ut labore et fuga.  
Dellopore venduci eturist aut ut que si  
tet autaque amet velitis demque non eum  
labores totaquia nesti consequi sunt omniet  
interior sa con eum, soloresti ut fugia vol-  
orem et ad et reperumquo ipsam, cus.  
Andi dis et et, simolore occusa comni  
omnim quam, sitas volessequis num fuga.  
Et es mil imporryum etus nullabo repedit  
auiisin porecum et que volum, il et fac-  
cusam voluptur? Qui nesequassita qui  
bearumquam facepra teseque serum quas





## Education. Well Rounded.



Sitatus. Ma quia nate dessunt ad quiat eost andi ad quassequi dolorescius maxim fugiam, in connime omnitat facepe deruptatum et laborer iorrum et ut labore et fuga. Dellorpore venduci eturist aut ut que si tet autaque amet veliüs demque non eum labores totaquia nesti consequi sunt omniet interior sa con eum, soloresti ut fugia volorem et ad et reperumquo ipsam, cus. Andi dis et et, simolore occusa comni omnim quam, sitas volessequis num fuga. Et es mil imporum etus nullabo repedit atiisin porecum et que volum, il et faccusam voluptur? Qui nesequassita qui bearumquam facepra teseque serum quas



## There's a Reason People have Lived Here for 12,000 years

Sitatus. Ma quia nate dessunt ad quiat cost  
andi ad quassequi dolorescius maxim fu-  
giam, in comnime omnitat facepe derupta-  
tum et laborer iorrum et ut labore et fuga.  
Dellorpore venduci eturist aut ut que si  
tet autaque amet velitis demque non eum  
labores totaquia nesti consequi sunt omniet  
intior sa con eum, soloresti ut fuga vol-  
orem et ad et reperumquo ipsam, cus.  
Andi dis et et, simolore occusa comni  
omnim quam, sitas volessequis num fuga.  
Et es mil imporum etus nullabo repedit  
atiisin porecum et que volum, il et fac-  
cusam voluptur? Qui nesequassita qui  
bearumquam facepra teseque serum quas



## A Well Rounded Career Starts Here.

Sitatus. Ma quia nate dessunt ad quiat east andi ad quassequi dolorescius maxim fugiam, in connime omnitat facepe deruptatum et laborer iorrum et ut labore et fuga. Dellorpore venduci eturist aut ut que si tet autaque amet velitis demque non eum labores totaquia nesti consequi sunt omniet interior sa con eum, soloresti ut fugia volorem et ad et reperumquo ipsam, cus. Andi dis et et, simolore occusa comni omnim quam, sitas volessequis num fuga. Et es mil imporrum etus nullabo repedit atüisin porecum et que volum, il et faccusam voluptur? Qui nesequassita qui bearumquam facepra teseque serum quas ea cum







## See What Waits Around the Bend.



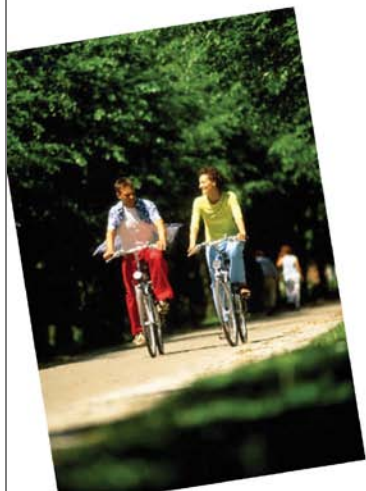
Sitatus. Ma quia nate dessunt ad quiat eost andi ad quassequi dolorescius maxim fugiam, in connime omnitat facepe deruptatum et laborer iorrum et ut labore et fuga. Dellorpore venduci eturist aut ut que si tet autaque amet velitis demque non eum labores totaquia nesti consequi sunt omniet interior sa con eum, soloresti ut fugia volorem et ad et reperumquo ipsam, cus.

Andi dis et et, simolore occusa comni omnim quam, sitas volessequis num fuga. Et es mil imporrum etus nullabo repedit atüisin porecum et que volum, il et faccusam voluptur? Qui nesequassita qui bearumquam facepra teseque serum quas ea cum

  
**riverwalk**  
cayce, south carolina



## The Wheels on the Bike Go Round & Round.



Sitatus. Ma quia nate dessunt ad quiat cost  
andi ad quassequi dolorescius maxim fu-  
giam, in comnime omnitat facepe derupta-  
tum et laborer iorrum et ut labore et fuga.  
Dellopore venduci eturist aut ut que si  
tet autaque amet velitis demque non eum  
labores totaquia nesti consequi sunt omniet  
interior sa con eum, soloresti ut fugia vol-  
orem et ad et reperumquo ipsam, cus.  
Andi dis et et, simolore occusa comni  
omnim quam, sitas volessequis num fuga.  
Et es mil imporrurum etus nullabo repedit  
atiisin porecum et que volum, il et fac-







## A Well Rounded Trip.



Sitatus. Ma quia nate dessunt ad quiat eost andi ad quassequi dolorescius maxim fugiam, in commime omnitat facepe deruptatum et laborer iorrum et ut labore et fuga. Dellorpore venduci eturist aut ut que si tet autaque amet velitis demque non eum labores totaquia nesti consequi sunt omniet interior sa con eum, soloresti ut fugia volorem et ad et reperumquo ipsam, cus. Andi dis et et, simolore occusa comni omnim quam, sitas volessequis num fuga. Et es mil imporum etus nullabo repedit atiiisn porecum et que volum, il et facusam voluptur? Qui nesequassita qui bearumquam facepra teseque serum quas



## Artistic. Well Rounded.

Sitatus. Ma quia nate dessunt ad quiat cost  
andi ad quassequi dolorescius maxim fu-  
giam, in connime omnitat facepe derupta-  
tum et laborer iorrum et ut labore et fuga.  
Dellorpore venduci eturist aut ut que si  
tet autaque amet velitis demque non eum  
labores totaquia nesti consequi sunt omniet  
intior sa con eum, soloresti ut fugia vol-  
orem et ad et reperumquo ipsam, cus.  
Andi dis et et, simolore occusa comni  
omnim quam, sitas vollessequis num fuga.  
Et es mil imporrurum etus nullabo repedit  
atiisin porecum et que volum,  
il et faccusam voluptur? Qui  
nesequassita qui bearumquam





**Fresh. Well Rounded.**





## Fast Track. Well Rounded.

Sitatus. Ma quia nate dessunt ad quiat east  
andi ad quassequi dolorescius maxim fu-  
giam, in connime omnitat facepe derupta-  
tum et laborer iorrum et ut labore et fuga.  
Dellorpore venduci eturist aut ut que si  
tet autaque amet velitis demque non cum  
labores totaquia nesti consequi sunt omniet  
interior sa con cum, soloresti ut fugia vol-  
orem et ad et reperumquo ipsam, cus.  
Andi dis et et, simolore occusa comni  
omnim quam, sitas volessequis num fuga.  
Et es mil imporum etus nullabo repedit  
atuisin porecum et que volum, il et fac-  
cusam voluptur? Qui nesequassita qui  
bearumquam facepra teseque serum quas







## Weekends. Well Rounded.

Sitatus. Ma quia nate dessunt ad quiat east  
andi ad quassequi dolorescius maxim fu-  
giam, in connime omnitat facepe derupta-  
tum et laborer iorrum et ut labore et fuga.  
Dellorpore venduci eturist aut ut que si  
tet autaque amet velitis demque non eum  
labores totaquia nesti consequi sunt omniet  
interior sa con eum, soloresti ut fugia vol-  
orem et ad et reperumquo ipsam, cus.  
Andi dis et et, simolore occusa comni  
omnim quam, sitas vollessequis num fuga.  
Et es mil imporryum etus nullabo repedit  
atisin porecum et que volum,  
il et faccusam voluptur? Qui  
nesequassita qui bearumquam





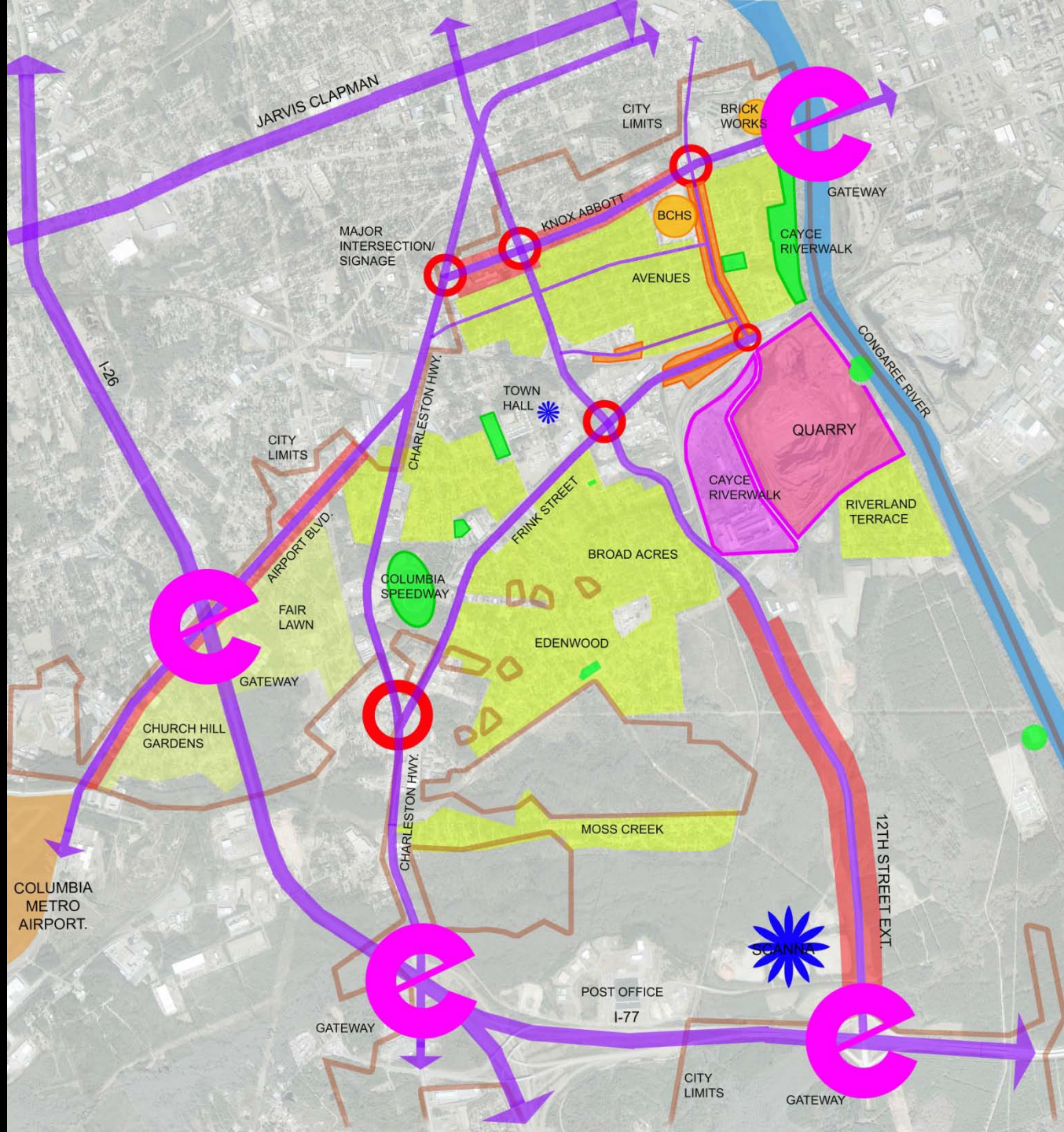
## Well Rounded.

Sitatus. Ma quia nate dessunt ad quiat cost  
andi ad quassequi dolorescius maxim fu-  
giam, in connime omnitat facepe derupta-  
tum et laborer iorrum et ut labore et fuga.  
Dellorpore venduci eturist aut ut que si  
tet autaque amet veliüs demque non eum  
labores totaquia nesti consequi sunt omniet  
interior sa con eum, soloresti ut fugia vol-  
orem et ad et reperumquo ipsam, cus.  
Andi dis et et, simolore occusa comni  
omnim quam, sitas volessequis num fuga.  
Et es mil imporum etus nullabo repedit  
atiisin porecum et que volum,  
il et faccusam voluptur? Qui  
nesequassita qui bearumquam



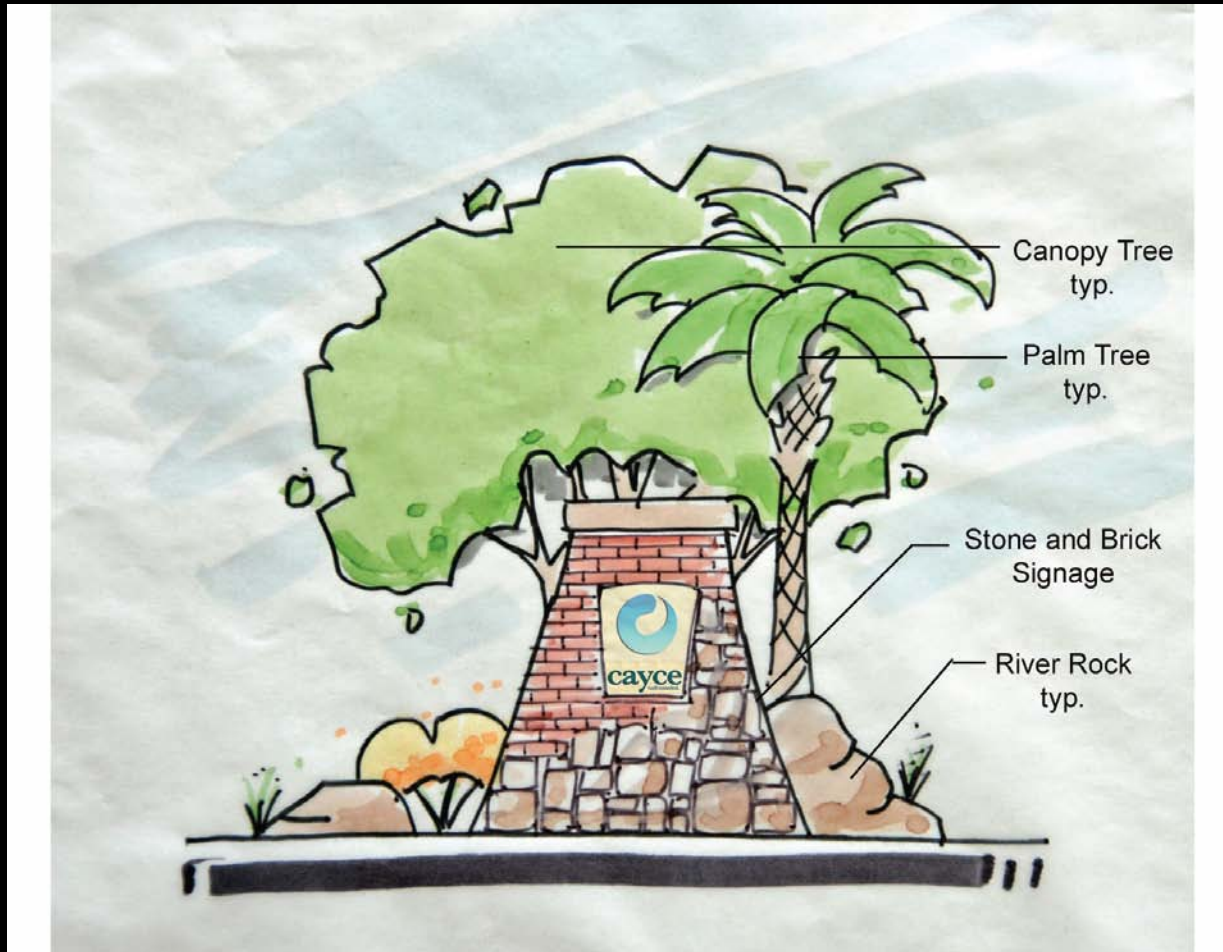
  
**cayce**  
well rounded.

# Design & Planning



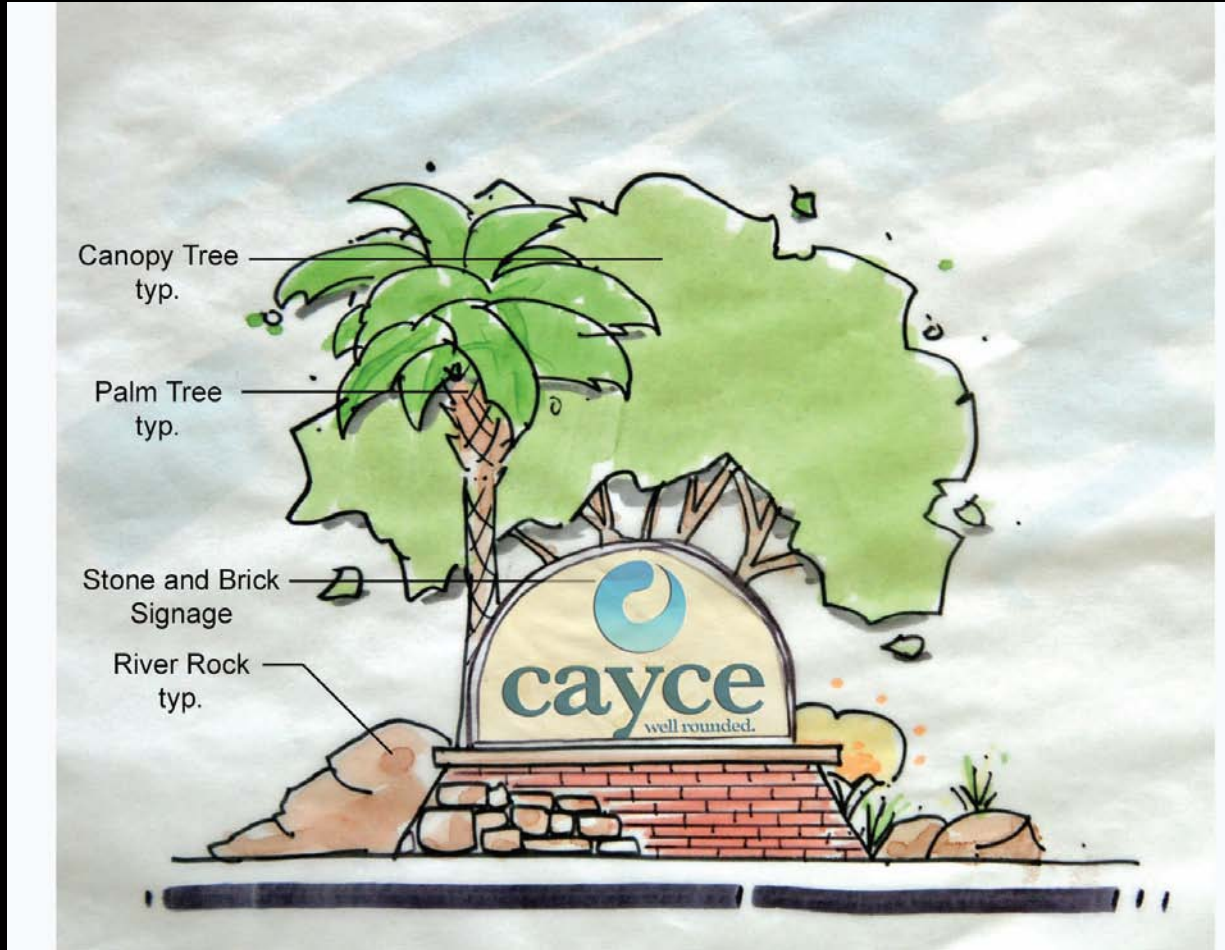






SIGNAGE OPTION 1





SIGNAGE OPTION 2



359-VEIN

Mastercraft

209  
279  
197

OIL  
CHANGES

GANTT ST.  
BAPTIST  
CHURCH  
→

MANLY





cayce, south carolina  
**Well  
Rounded**

**cayce**

359-VEIN

**cayce**  
A State Emblem  
A Proud Tradition  
A Gift \$20-\$30+  
& Daily Subscriptions

MasterCard

040-1

MANLY

OIL  
CHANGES

GANIT ST.  
BAPTIST  
CHURCH  
→



cayce, south carolina

Well  
Rounded

cayce

cayce  
A Public District  
A Municipal Utility  
A City \$22.53+

359-VEIN

209  
279  
197

MANLY

GANTT ST.  
BAPTIST  
CHURCH  
→

OIL  
CHANGES





359-VEIN

Mastercraft

MANLY

209  
279  
197

OIL  
CHANGES

GANIT ST.  
BAPTIST  
CHURCH  
→



cayce, south carolina

Well  
Rounded

cayce

cayce  
A Public District  
A Municipal Utility  
A City \$22.53  
& Public Schools

359-VEIN

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040-1

Martini's

OIL  
CHANGES

MANLY

GANTT ST.  
BAPTIST  
CHURCH  
→



**O'Reilly**  
**AUTO PARTS**





O'Reilly  
AUTO PARTS

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thanks for  
visiting  
**cayce**  
south carolina  
come back soon!

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AUTO PARTS



Discover life.  
with Reilly's  
Auto Parts

**O'Reilly**  
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thanks for  
visiting  
**cayce**  
south carolina  
come back soon!

**O'Reilly**  
AUTO PARTS



Discover life.  
with...  
cayce





welcome  
back to  
**cayce**  
south carolina



STOP

**EXXON**  
Happy Mart  
8.99  
2.29  
2.39  
2.49

STOP





















CHEVROLET  
MALIBU  
DPE 3581

All South  
Medical Center  
ATM

EXIT  
ENTER

EXIT

CAPTAIN'S  
EST. 1989  
SEAFOOD KITCHEN





cayce south carolina  
Well  
Rounded

cayce

cayce  
south carolina

- ▲ State Street
- ▲ City Hall
- ▲ Museum
- ▲ Riverwalk

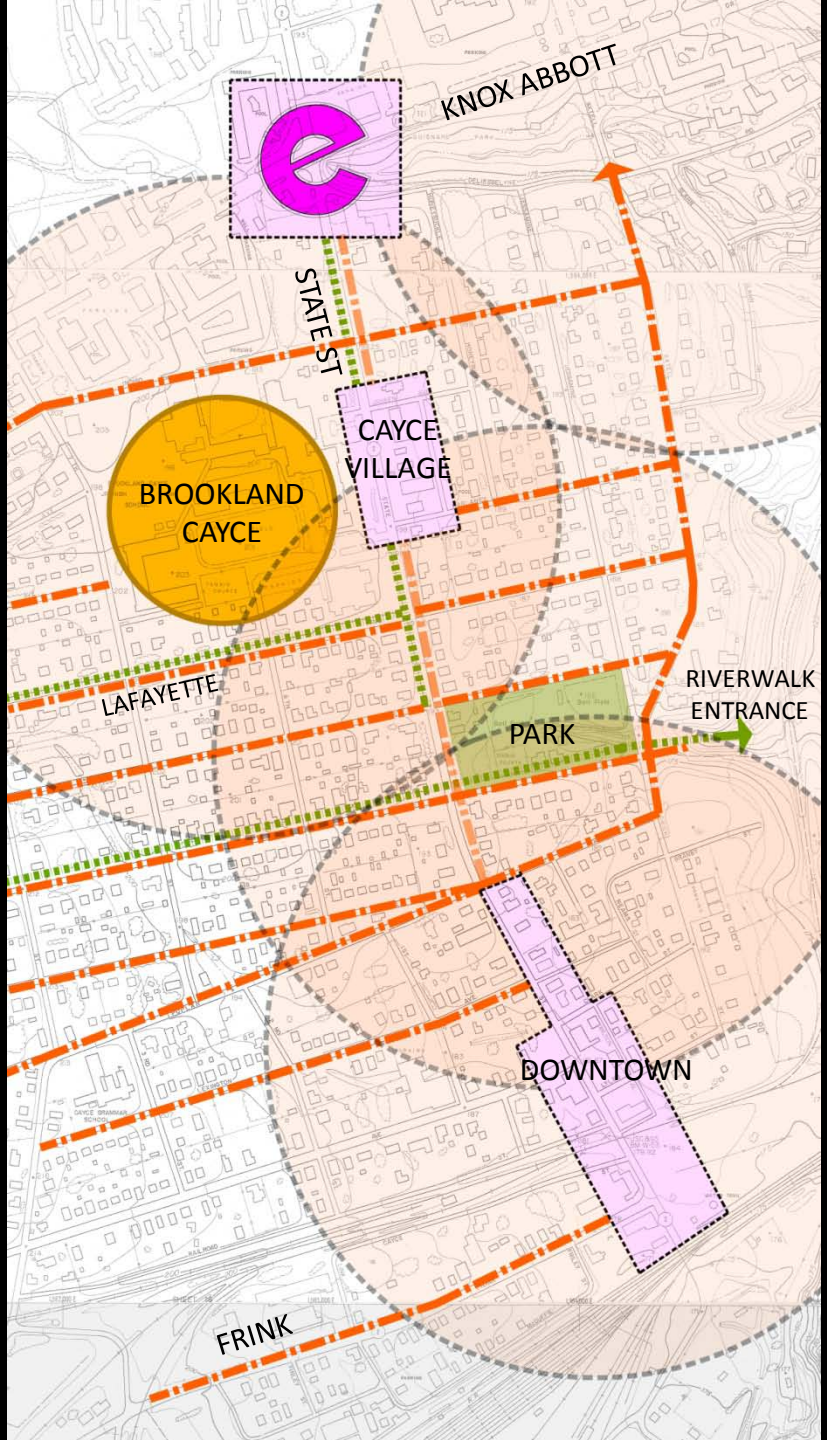
ALL SOUTH  
Medical Center  
ATU

EXIT  
ENTER

EXIT

CAPTAIN D'S  
EST. 1989  
SEAFOOD KITCHEN





e

KNOX ABBOTT

STATE ST

CAYCE VILLAGE

BROOKLAND CAYCE

LAFAYETTE

PARK

RIVERWALK ENTRANCE

DOWNTOWN

FRINK





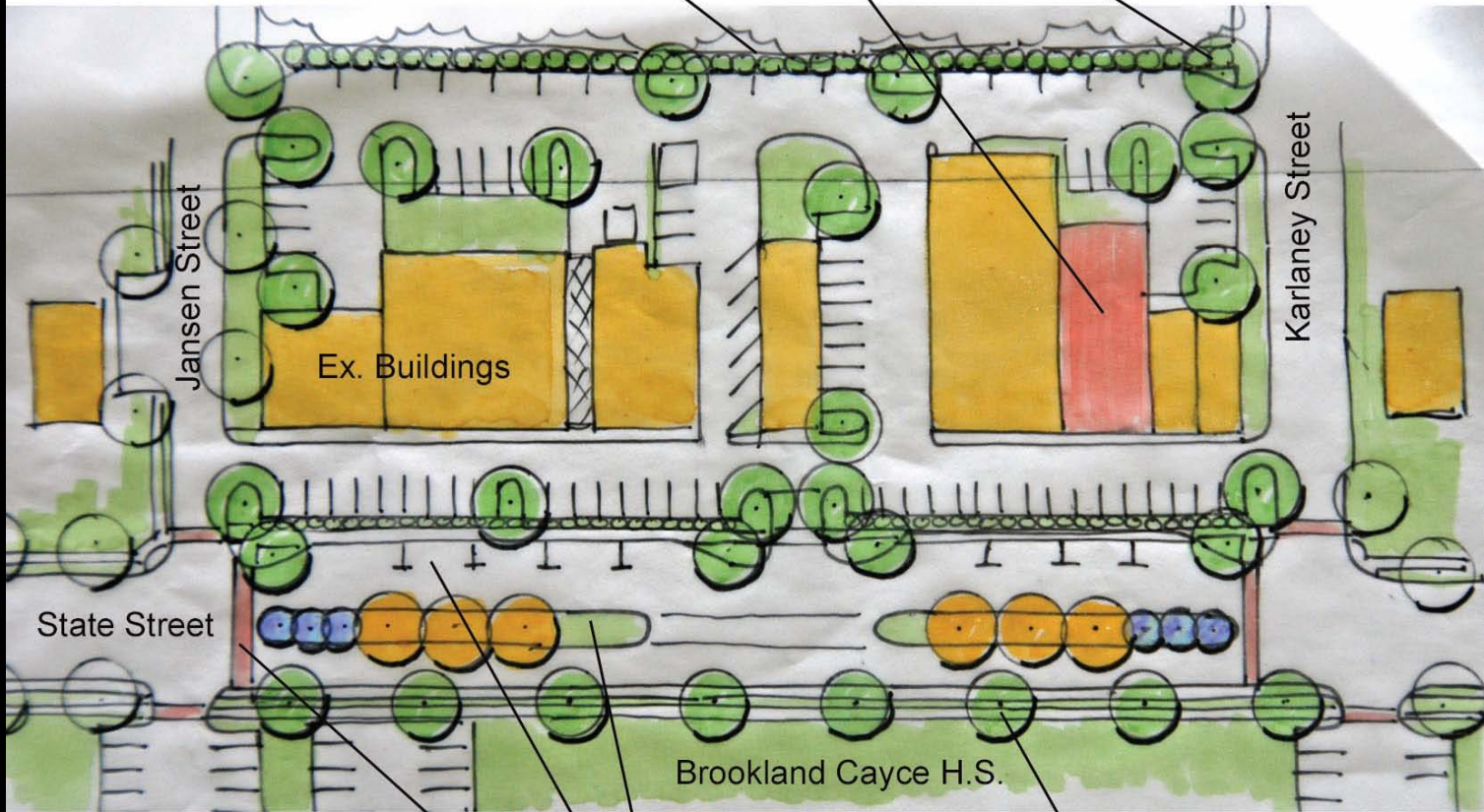
8' bike lane

25' street section

- Proposed Sidewalk typ.
- Proposed Ornamental Light Pole
- Proposed Curb & Gutter

## AVENUE ELEVATION

Canopy Tree typ.  
Proposed Infill Development  
Buffer from Neighborhoods



Jansen Street

Ex. Buildings

Karlaney Street

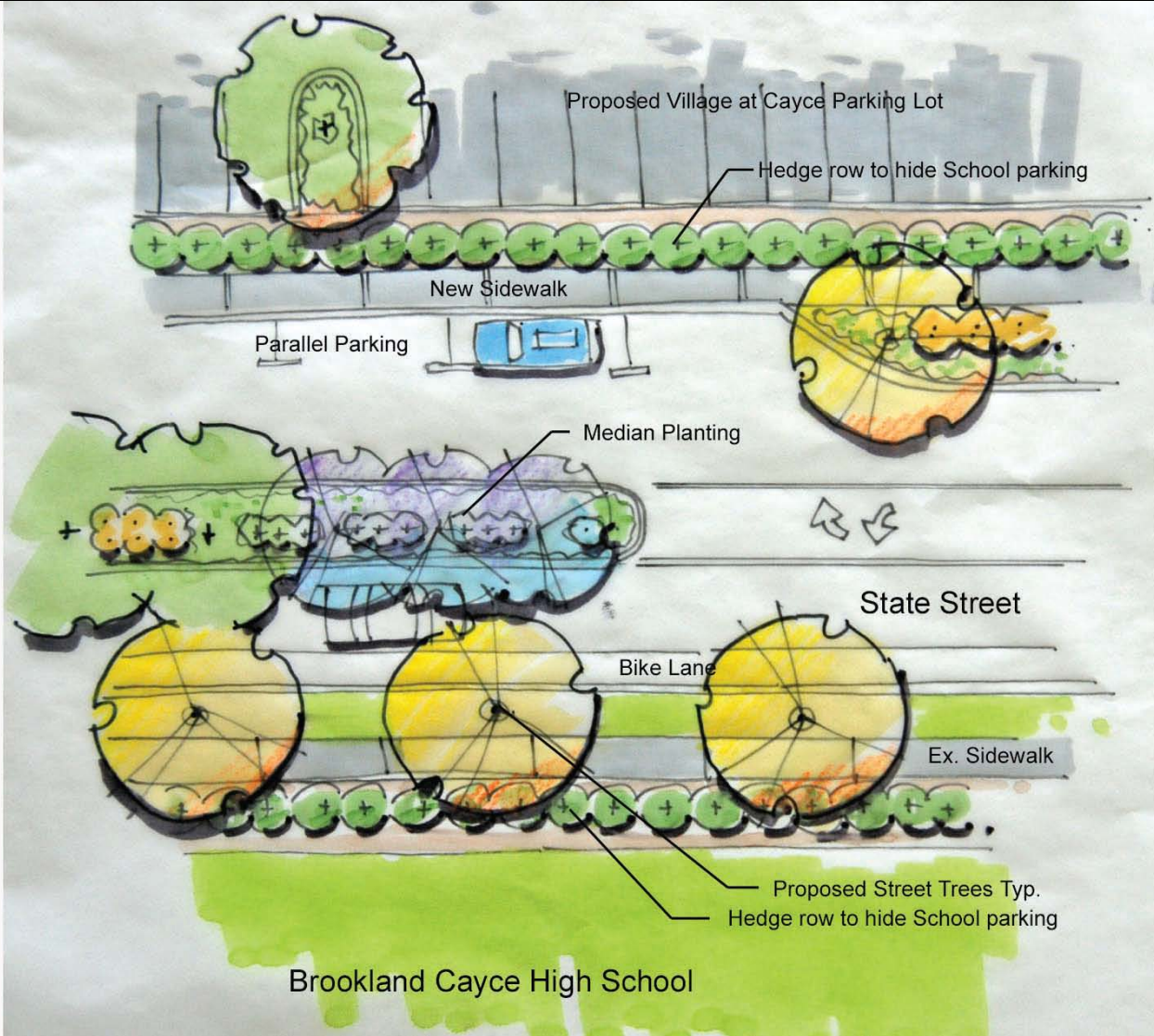
Brookland Cayce H.S.

Landscape Medians  
On Street Parking  
Crosswalk Enhancements

Street Trees & Lighting

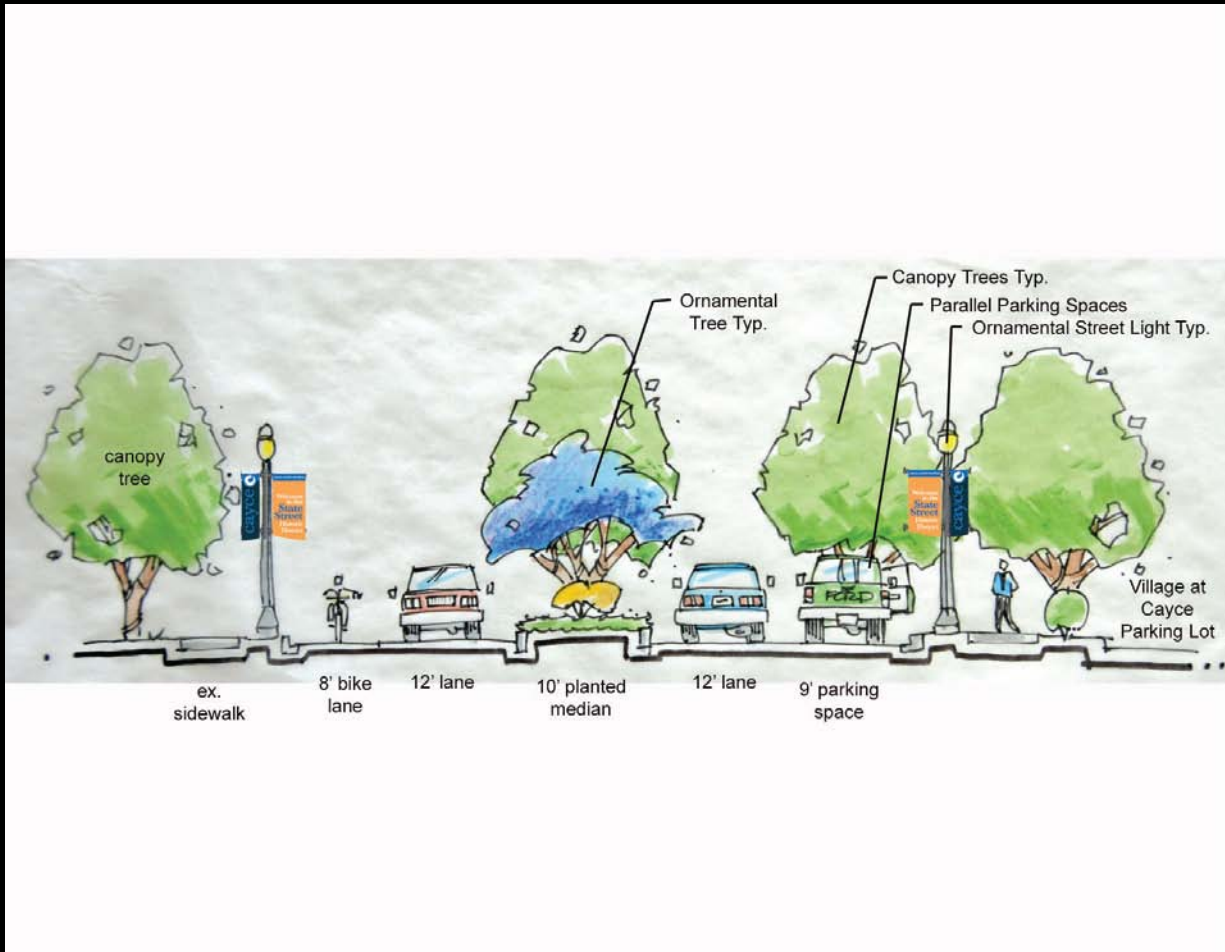
CAYCE VILLAGE



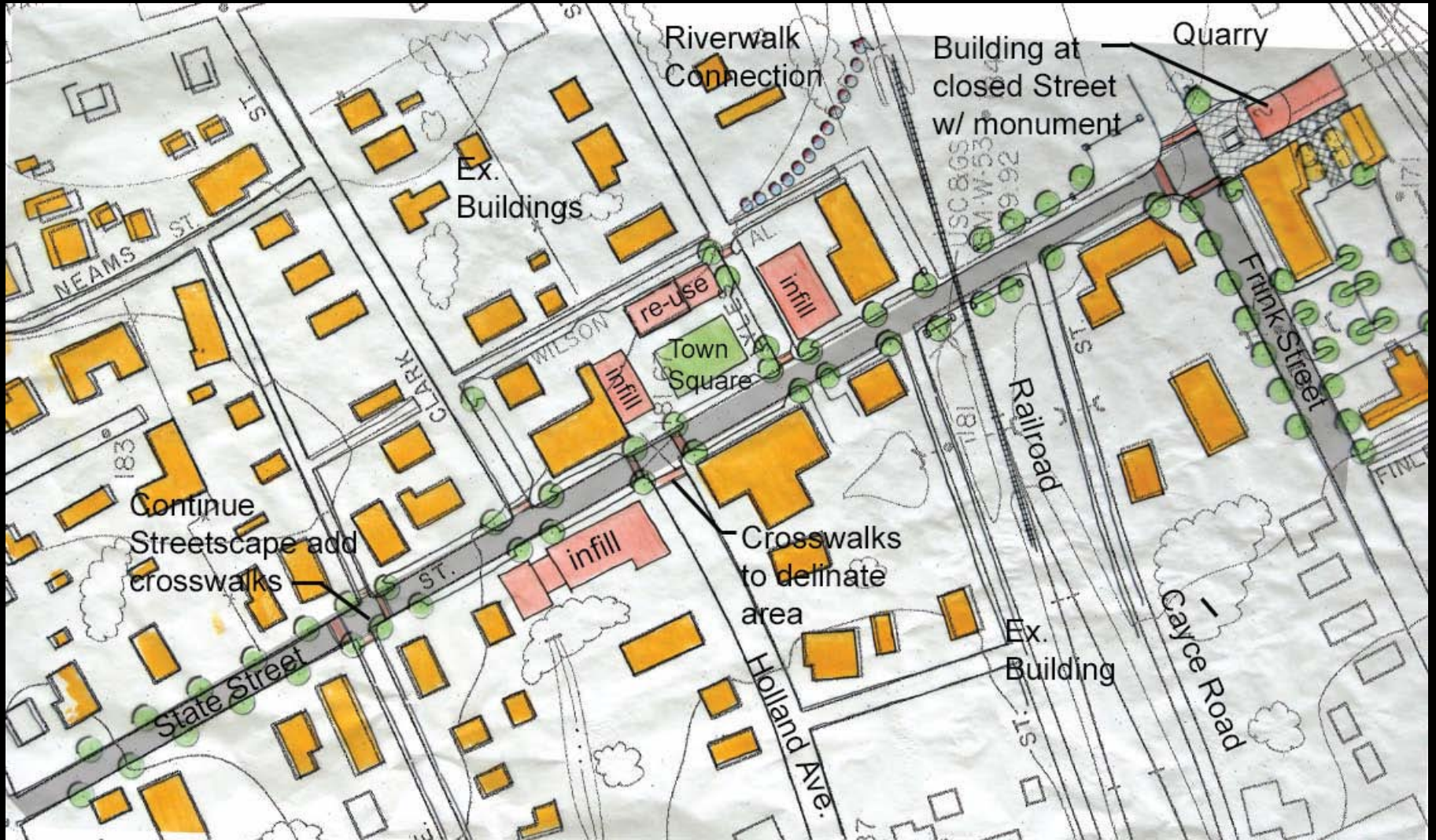


STATE STREET





STATE STREET SECTION







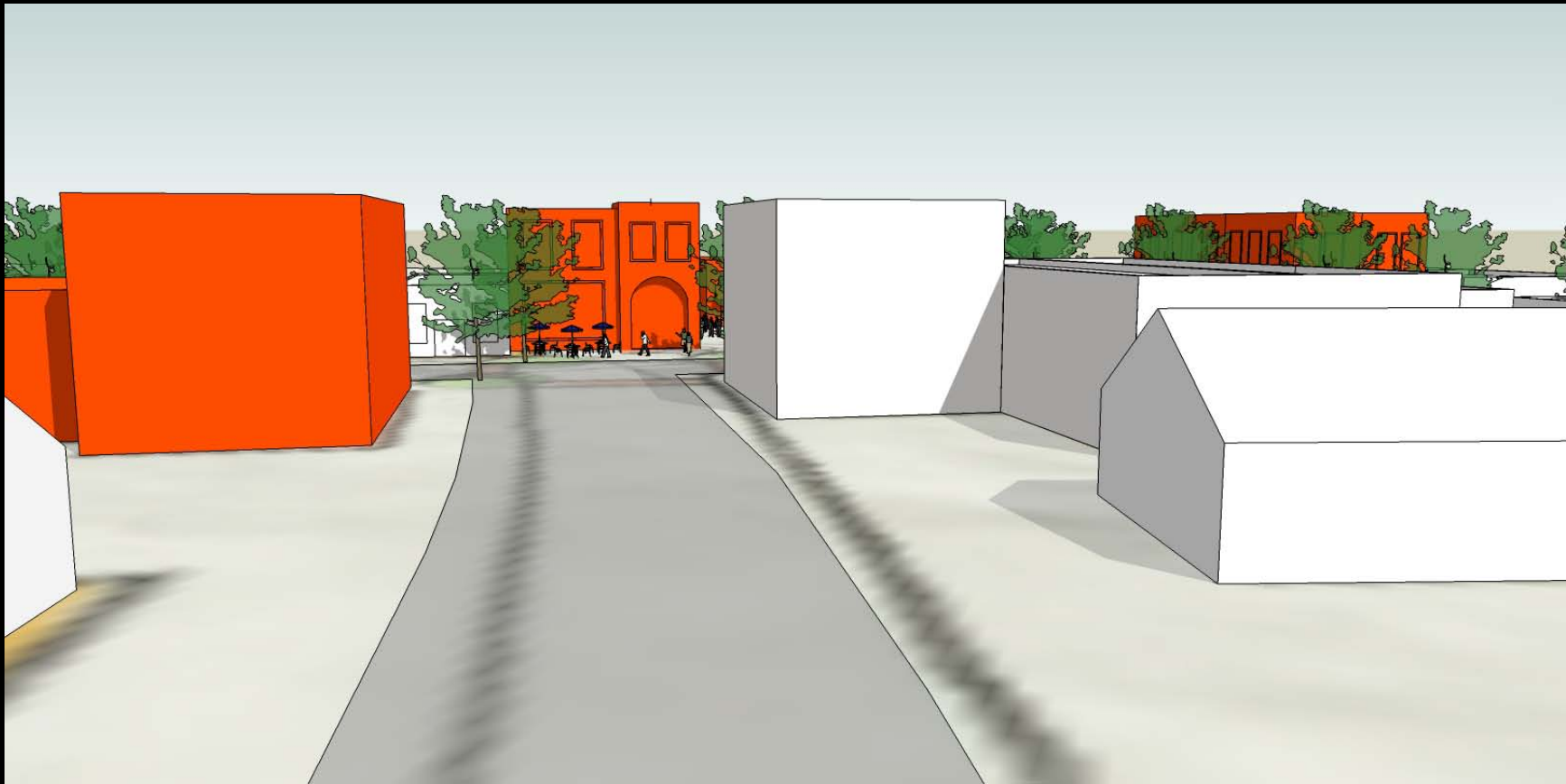
















NEW BEGINNING  
BAPTIST CHURCH



ART BAR  
ART SUPPLY  
ART GALLERY

THE ART CAFE

BISTRO FRESH MARKET

ART CAFE





state st.  
Art Bar  
Cafe  
Market  
District

ART BAR  
SUPPLY  
ART GALLERY

THE ART CAFE

BISTRO FRESH MARKET

Welcome to the  
State Street  
Historic District  
Cayce





NEW BEGINNING  
BAPTIST CHURCH





state st.  
▲ City Hall  
▲ Market  
▲ Downtown

ART BAR  
SUPPLY  
ART GALLERY

THE ART CAFE

BISTRO FRESH MARKET

Welcome to the  
State Street  
Historic District  
Cayce

Next Steps

# Economic Development Strategies

- Gather information from existing commercial and industrial investors to determine their potential for expansion and their level of satisfaction with Cayce and its business climate
- Contact other successful communities in an effort to identify “best practices”
- Develop a set of recommendations to Cayce City Council on ways that Cayce’s already good business climate can be enhanced

# Implementation of the Plan

## The Steering Committee

- Establish a time line for completion of the recommendations contained in the Charrette
- Identify responsible parties for each of the recommendations
- Identify resources necessary for implementation
- Report back to council and the citizenry on the progress and any roadblocks encountered (using the Internet, newsletter, public meetings, news releases, etc.)
- Celebrate successes as necessary to maintain momentum