

Chesterfield, SC Technical Assistance Panel (TAP) Briefing Book

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I. List of Sponsors

- Urban Land Institute
- ULI South Carolina
- Citadel
- Department of Environmental Design & Planning, Clemson University
- Joseph P. Riley Institute for Urban Affairs & Policy Studies, College of Charleston
- Lowcountry Graduate Center
- South Carolina Design Arts Partnership
- South Carolina Mayors Institute for Community Design
- University of South Carolina Institute for Public Service and Policy Research

II. The Assignment

a. Summary of the problem:

Assist the Town of Chesterfield with financial and development strategies to encourage public/private partnerships

b. Questions to be addressed by the panel

1. How to attract new investors given the market conditions/potential?
2. How to utilize the available legal, political, financial and public relations tools to change the status quo?
3. What are the constraints and how to overcome them?
4. How to encourage public/private partnerships?

III. History of the Site or Study Area

The city of Chesterfield is the county seat of Chesterfield County. It, like most other cities within the county, has an economy that is heavily dependent on industrial activities. It is the third largest city in the county behind nearby Cheraw and Pageland. Because of this, Chesterfield has had a more difficult time attracting and retaining national corporations and chains.

Chesterfield's downtown area serves as the cultural hub of the town, and is also a major source of pride in the community. The courthouse is considered by most to be the proverbial jewel in the crown of downtown. The city is one of four Preserve America communities in South Carolina, and there is a local design review commission that approves work done in the city's historic districts. In recent years the city has been working hard on revitalization efforts of the downtown, and has generated a number of opportunities for mixed-use infill development. In 2007, the AIA sponsored a community design service initiative for the city that helped to begin generating some ideas of how the downtown area can be redeveloped. The document generated by this event can be found at the end of this briefing.

IV. Description of the Study Area (as relevant)

a. Physical Description

i. Location

This project is centered on Main Street as well as the surrounding “downtown” area of Chesterfield.

ii. Boundaries, size

The project area involves the block of downtown Chesterfield that is bordered by Bittle Drive to the north, Highway 9 to the south, Scotch Street to the east, and Page Street to the west.

iii. Land uses within the study area as well as surrounding areas (residential, commercial, industrial, institutional)

It is assumed that the majority of parcels in the study area are zoned for commercial uses, with a number of institutional parcels mixed in. This information will be confirmed upon access to land use and zoning maps during the site visit.

iv. Topography, vegetation, natural resources, drainage, natural or manmade barriers or development constraints

The majority of downtown is relatively flat that gently slopes downward from north to south. Also notable is that the alley behind the buildings along the northern side of Main Street is substantially lower than the elevation of Main Street. This has generated problems in using the alley as a service way.

v. Transportation and access

From the AIA150 report: “Chesterfield can be considered a transportation hub with SC Highways 9, 102, and 145 all meeting downtown and leading to I-20. SC Hwy 9 is a significant transportation corridor through the northern sector of South Carolina. Main Street runs parallel to Hwy 9 one block north. Hwy 45 crosses Hwy 9 in downtown Chesterfield and continues north to North Carolina; the state line is only 5 miles away.” Hwy. 9 has traffic counts of 9,000 cars per day and is considered a major transportation corridor to Myrtle Beach

vi. Infrastructure and utilities – availability, location, capacity, condition

Information on this is unavailable at the time and will be filled in after the site visit.

vii. Vacant land – location, ownership, history

Information on this is unavailable at the time and will be filled in after the site visit.

viii. Special features, characteristics, and considerations

Downtown is flanked by two historic districts, one along the eastern portion of Main Street and the other along the western portion. The East Main Street Historic District is primarily residential, but also includes the Chesterfield Courthouse, old Chesterfield jail, the Bank of Chesterfield and the post office. The West Main Street Historic District contains a number of historic residential buildings, including five buildings from the nineteenth century.

b. Economics of the study area

i. Employment types and trends

According to a 2005 Labor Profile for Chesterfield, SC, based on a 30 minute drive time, Manufacturing jobs employ 4,028 people, easily making up the largest percentage of the work force. Retail Trade employ the second largest number of people with 915 workers, and Education and Health Services employ 776 people. Leisure and Hospitality and Transportation and Warehousing each employ around 650 people.

ii. Major employers

Company Name	City	Primary Product/Service	Employment
Wal-Mart Distribution Center	Pageland	Grocery distribution	760
A O Smith Water Products Co.	McBee	Residential water heaters	740
Conbraco Industries/Apollo Div.	Pageland	Apollo ball valves	505
Highland Industries	Cheraw	Industrial synthetic material	378
Dupont Personal Protection/Mar-Mac	McBee	Protective Apparel	300
Talley Metals Technology, Inc	McBee	Stainless steel bars	281
The Stanley Works/Stanley Tool Div.	Cheraw	Hand tools	267
CM Tucker Lumber Co., LLC	Pageland	Lumber	250
Cheraw Yarn Mills	Cheraw	Yarns	185
P&L Bark Inc.	Pageland	Tree bark	165
Carolina Canners, Inc.	Cheraw	Bottled & canned beverages	156
Five Star Food Services, Inc.	Cheraw	Food	110
Chesterfield Yarn Mills	Pageland	Spun rayon yarn	80
Whispering Pines Sportswear	Pageland	Knit shirts	79
Joe-Anne Narrow Fabrics	Chesterfield	Narrow elastic webbing	76
Mar-Mac Wire	McBee	Stainless steel wire	75
Pageland Screen Printers	Pageland	Textile screen printing	65
Sandpiper Knitting	Pageland	Contract knitting	57
McBee Manufacturing Co.	McBee	Ladies' sportswear	55
Aviagen North America	Pageland	Poultry	47

**Source: 2005 Labor Profile for Chesterfield, SC

i. Unemployment – level and trends

According to the 2005 Labor Profile, in 2004 the unemployment rate within a 30 minute drive time was 10.9%. Also, data indicates that there were 444 employees within the same area who were laid off in the previous two years (2002 and 2003). Whether this trend has continued since 2004 is unknown, though it likely has.

ii. Income data (individual and household)

Based on data from “Covered Wages and Employment, 2003” from the SC Employment Securities Commission, average weekly wages in Chesterfield County were \$541 resulting in an average annual salary of \$28,136. Average weekly wages for the United States at the time were \$658 resulting in an average annual salary of \$37,508.

b. Demographics

i. Overview of city and study area population trends

The actual city of Chesterfield has a population of 1,342, making it the third largest city in the county; Cheraw has a population of 5,416 and Pageland has a population of nearly 3,000. According to Census Data, Chesterfield’s population in 2000 was 1,318, indicating a very marginal growth rate.

ii. Population size and distribution within the study area

Population within 30 minutes from Chesterfield is 30,397 and population within 45 minutes is 82,974.

iii. Age distribution, number of households, household size

Based on a 2003 Chesterfield County population of 43,403, this is the population distribution:

- 0-17 years: 11,284
- 18-24 years: 3,906
- 25-34 years: 5,642
- 35-44 years: 6,510
- 45-54 years: 6,076
- 55-64 years: 4,774
- 65+ years: 5,642

Number of households: 610
Average household size: 2.2

iv. Educational levels

Based on a 30 minute drive time:

- High School: 10,781
- Some College: 4,723
- Associate Degree: 1,700
- Bachelors Degree: 2,051
- Post Bachelor: 937
-

v. Special features, such as university students or public housing residents

c. Housing Market

i. **City market conditions and trends**

Information on this is unavailable at the time and will be filled in after the site visit.

ii. **Housing types within the study area – SF, MF, ownership, rental**

While more information is needed about this subject, it is notable that the downtown area is flanked by two historic residential neighborhoods. These likely represent some of the highest real estate values in the town.

iii. **Current and planned residential development**

Information on this is unavailable at the time and will be filled in after the site visit.

iv. **Competitive or alternative residential locations**

Information on this is unavailable at the time and will be filled in after the site visit.

d. Commercial development – current conditions and historical trends

i. Retail

1. **Retail development within the study area**

- Businesses along Main Street include a Dollar General, Chinese restaurant, and other small shops
- There is no grocery store or large retailer in the downtown area
- A Belk's department store that was located downtown closed in 1997 and a B.C. Moore's department store closed in 2007
- According to the AIA150 study, several fast food chains have been interested in opening stores along Hwy. 9 in Chesterfield
- There have expressed desires to strengthen the connection between Main Street and Hwy. 9
- There are no hotels in Chesterfield; this has been seen as a hindrance to a potential tourism market

2. **Competition (nearby commercial areas) – size, type, age, condition, access, tenant mix, level of activity**

The most notable nearby commercial competition is the new Wal-Mart that was built 10 miles east of downtown Chesterfield along Hwy. 9 in Cheraw. Cheraw also boasts a downtown area with many historic buildings which can be seen as a competitor for potential tourists.

3. Office

Information on this is unavailable at the time and will be filled in after the site visit.

4. Industrial

While industry is still a major employer in the area, the loss of 444 industrial jobs between 2003 and 2005 likely does not bode well for the market. The county, however, is still focusing heavily on bringing more industrial jobs to the area, and should garner some attention for successfully bringing in a Wal-Mart distribution center. There are currently five large vacant industrial properties in the county, including a 57,326 sq ft building located within the Chesterfield city limits.

VI. Government

a. Federal government activity affecting the study area

None that are known of

b. State laws or activity affecting the study area

None that are known of

c. County, if applicable: type of government; departments or agencies affecting the area such as police, fire, or health departments; relevant policies; programs, plan and regulations.

Information on this is unavailable at the time and will be filled in after the site visit.

d. Local government

More information will be filled in after the site visit

VII. Private Sector Involvement:

a. Neighborhood associations or community development associations active in or affecting the study area

- East Main Street Historic District
- West Main Street Historic District

b. Schools, hospitals, churches, etc., within or affecting the study area

- Chesterfield High School- located just a few blocks off of Main Street
- Chesterfield Baptist Church- located at the corner of East Main Street and Scotch Street
- Chesterfield Presbyterian Church- located at the corner of West Main Street and South Page Street
- St. Paul United Methodist Church- located on Main Street in the East Main Street Historic District

- Mt. Tabor United Methodist Church- located in the West Main Street Historic District
- Progressive Church of God- located a few blocks from downtown on Hwy. 9
- Chesterfield Church of God- located a few blocks from downtown on Hwy. 9

c. Financial institutions, foundations, major corporations active in or interested in the area

Information on this is unavailable at the time and will be filled in after the site visit.

d. Business organizations

Information on this is unavailable at the time and will be filled in after the site visit.

e. Others as appropriate (such as private social service providers

Information on this is unavailable at the time and will be filled in after the site visit.

VIII. Additional relevant information

IX. Maps



(more maps to be added)