01 | **Project Schedule**  
Where we are at in the process

02 | **Guiding Principles**  
What is driving the project

03 | **Draft Master Plan**  
What we are thinking

04 | **Discussion**  
What you think
# Phase 1
## Initiation & Understanding

### Tasks
- 1.01 Project Management Plan
- 1.02 Steering Committee Establishment
- 1.03 Guiding Principles & Goals
- 1.04 Project Kickoff Workshop

### Deliverables
- Milestone and Meeting Schedules
- Project Management Plan
- Guiding Principles & Goals
- Project Area Base Maps
- Summary of Public Input

### Meetings
- Kickoff Workshop (Includes Public Meeting #1)
- Steering Committee Meetings #1 & #2

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# Phase 2
## Strategies & Recommendations

### Tasks
- 2.01 Physical Environment Strategies & Recommendations
- 2.02 Community & Economic Development Strategies & Recommendations
- 2.03 Public Meeting #2

### Deliverables
- Meeting Presentation & Materials
- Draft Physical Environment Strategies & Recommendations
- Draft Community & Economic Development Strategies & Recommendations

### Meetings
- Steering Committee Meeting #3
- Public Meeting #2

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# Phase 3
## Deciding & Implementing

### Tasks
- 3.01 Draft Plan Document
- 3.02 Steering Committee Meeting #4
- 3.03 Final Plan Document
- 3.04 Final Plan Presentation

### Deliverables
- Meeting Presentations & Materials
- Draft & Final Plan
- Executive Summary
- Town Plan Illustrations
- Planning-Level Cost Estimates
- Master Files for Town Distribution

### Meetings
- Steering Committee Meeting #4
- Final Plan Presentation

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## Project Schedule

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Here We Are!
**Guiding Principles**

**Pelzer Master Plan**

- **Celebrate the Saluda**
  Celebrate and strengthen Pelzer’s relationship with the Saluda River

- **Remember our Roots**
  Make visible the stories, qualities and places that make Pelzer exceptional

- **Build a New Legacy**
  Cultivate energy and investment at Pelzer’s historic mill sites

- **Foster Investment**
  Promote strategies and partnerships to attract investment in Pelzer
Celebrate the Saluda
Celebrate and strengthen Pelzer’s relationship with the Saluda River
Pelzer is a River Town!
Pelzer has nearly three miles of riverfront along the Saluda River.
Hydrology & Topography
Shaping experience and guiding flows

Steep slopes and the railroad corridor make river access challenging
Physical and visual access to the Saluda River is challenging thanks to the natural and man-made topography of Pelzer.
River Access
Where people access the Saluda River

There are two public places to access the Saluda along those 3 miles.
River Programming
What is offered to people when they arrive

Recreational opportunities for those not paddling the Saluda are largely passive
Recreational amenities along Pelzer’s riverfront have occurred organically over the years. They are largely the result of successful collaborations between passionate community members and committed elected officials.

- Benches at the Pelzer Boat Ramp
- Pavilion and Horse Shoe Pits at the Pelzer Boat Ramp
- Basketball Hoop at the Pelzer Boat Ramp
- Pelzer Boat Ramp
- Accessible Fishing Pier & Kayak Portage at Timmerman Landing
Property Ownership
The gatekeepers to Pelzer’s riverfront

Three land owners control nearly all of Pelzer’s riverfront

- Town of Pelzer: 101.19 Acres Total
- Pelzer Hydro Co Inc: 13.25 Acres
- Pelzer Heritage Commission: 38.23 Acres Total

Pelzer Master Plan

MKSK
Celebrate the Saluda!
Key themes to improve Pelzer’s relationship with the Saluda River

- **Improve Accessibility**
  Provide more places for people to get to the Saluda River

- **Diversify Programming**
  Provide more ways for people to enjoy the Saluda River

- **Restore Biodiversity**
  Provide more chances for people to connect with nature
Improve Accessibility
Provide more places for people to get to the Saluda River

"Pelzer Heritage Preserve"
Open up the former lagoon site for public recreation and enjoyment of Piedmont region flora and fauna

"River Run Park"
Connect the Pelzer Boat ramp to the Lower Mill site through the Pelzer Heritage Commission property

"Overlook Park"
Leverage the topography of this Pelzer Heritage Commission site and capitalize on the Saluda River vistas

Pelzer Boat Ramp
Timmerman Landing
"Pelzer Heritage Preserve"
"River Run Park"
"Overlook Park"
The parcels identified above would add roughly 1.25 miles and 92.75 acres of contiguous public riverfront for the enjoyment of those living in and visiting Pelzer.
Improve Accessibility
Provide more places for people to get to the Saluda River

- Integrated Trail Network
  - Expand trail network to improve community and river connectivity

- Pelzer Riverwalk
  - Create a continuous path along the riverfront with plenty of moments to stop and enjoy the Saluda River

- Neighborhood Trailheads
  - Establish easements to improve neighborhood access to the riverfront

- New Portage Locations
  - Create new portage locations for non-motorized boats & floats

- Timmerman Landing

- Path - Secondary
- Path - Primary
- Riverfront Amenities
- Riverfront Access - Secondary
- Riverfront Access - Primary
- Saluda River Blueway
- Portage
- Potential New Parkland
- Riverfront Parcel
- Park
- Saluda River
A diverse and integrated trail network across Pelzer’s riverfront will provide new opportunities for all to enjoy and access this shared resource.
Diversify Programming
Provide more ways for people to enjoy the Saluda River

"Pelzer Heritage Preserve"

"River Run Park"

Pelzer Boat Ramp

"Overlook Park"

Timmerman Landing

Path - Secondary
Path - Primary
Riverfront Amenities
Riverfront Access - Secondary
Riverfront Access - Primary
Saluda River Blueway
Portage
Potential New Parkland
Riverfront Parcel
Park
Saluda River
New uses activate Pelzer’s riverfront and expand the ways people of all abilities can enjoy the river and interact with one another.

- Bird Watching
- Camping
- Prospect Points
- Fishing
- Archery
- Playgrounds
- Treetop Adventure
Restore Biodiversity
Provide more chances for people to connect with nature

Healthy Saluda River
Improve the scenic beauty and ecological value of the riverfront through restoration of native riparian plant communities

Pelzer Boat Ramp

Timmerman Landing
A healthy riverine environment supports a diverse range of native fauna and flora. Educational programming sheds light on the value of this natural resource and cultivates the next generation of stewards.
Celebrate the Saluda!
Celebrate & strengthen Pelzer’s relationship with the Saluda River

**Pelzer is a Rivertown**
Potential for 200+ acres of riverfront parkland

- **Pelzer Heritage Preserve**
  - Open up the former lagoon site for public recreation and enjoyment of Piedmont region flora and fauna

- **River Run Park**
  - Connect the Pelzer Boat ramp to the Lower Mill site through the Pelzer Heritage Commission property

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- **Park**
- **Saluda River**
Remember our Roots
Make visible the stories, qualities and places that make Pelzer exceptional
“Pelzer heritage runs deep based on the Mills and Town” - PHC
The street network reflects the community’s Mill heritage.
The physical fabric of Pelzer has remained largely intact over the last 70 years.
Historic Resources

“Pelzer heritage runs deep” - Pelzer Heritage Commission

Pelzer is home to the only nationally-recognized Mill Village Historic District in Anderson County.
Historic resources in Pelzer remind us of the foundation of excellence upon which the community was established. The remaining historical resources in Pelzer should be celebrated and highlighted.
Parks & Recreation
Places to connect with nature and one another

“Community Facilities encourage investment & become the backbone of future development”
There is a significant inventory of public spaces including parks and waterfront access. These spaces and their potential reinvestment will enhance the quality of life for the community.
Corridors & Gateways
Community connections and first impressions

“Streets are among the first thing people see when they visit cities and towns.”
The streets in Pelzer form the backbone of the community. Today, they offer opportunities to create a greater sense of place and identity for Pelzer.

The current gateway into Pelzer lacks a presence.

Crucial corridors should have vibrant streetscapes.

Residential streets should promote safety in their design.

Crossing the bridge into Pelzer should be a better experience.
Remember our Roots!
Look back on Pelzer’s heritage to provide guidance in shaping it’s future

**Build Community**
Enhance public space and streets that define the backbone of Pelzer

**Share the Story**
Use our heritage to create a stronger sense of place
Build Community Spaces
Enhance public spaces and streets that define the backbone of Pelzer

- New Pelzer Square and Wardlaw Park
- Improved Streetscapes along Major Corridors
- Enhance Recreation Complex
- Monkey Park
- Pelzer Auditorium

Pelzer Master Plan
Enhance our public spaces through strategic investments to make our streets and parks more enjoyable and welcoming for all.

- Program the parks to bring the community together
- Replace outdated Park Features
- Add street vegetation and sidewalk amenities
- Enhanced pedestrian crossings
- Incorporate the river and Pelzer history into the design of new spaces
- Enhance downtown experience with new central square and greenspace

Enhance downtown experience with new central square and greenspace
Share the Story
Use our heritage to create a stronger sense of place.
We can use the history of Pelzer to better tell its story and to create an authentic identity for the community. We want people to know they are in Pelzer and why that’s significant.
Build a New Legacy

Cultivate energy and investment at Pelzer’s historic mill sites
You can walk from one mill site to the other in under 15 minutes.
Pelzer Manufacturing Co constructed the first mill on this site in 1881.
Between 1881 and 1885 three mills were constructed on the lower mill site by the Pelzer Manufacturing Company.
By 2004, all three mills on site had been demolished
The larger of the brick structures on site was built during the turn of the 20th Century and is the only remaining Cotton Warehouse from Pelzer Manufacturing Co’s operation. It’s roof was destroyed in 2012 after wooden palettes stored inside the building caught fire.
Upper Mill
Historic Condition

Pelzer Manufacturing Co constructed the first mill on this site in 1894.
Mill #4 was the first cotton mill in the world to employ incandescent lighting and be powered by electrical power transmitted from a long-distance.
Today, only a former cotton warehouse remains
Only the remnants of a former cotton warehouse remain on the Upper Mill site.
**Build a New Legacy**

Key themes to invigorate Pelzer’s historic mill sites

- **Preserve Character**
  Preserve and Restore the integrity of the mill sites

- **Build Community**
  Provide ample communal space for gatherings big and small

- **Include Everyone**
  Ensure a diverse mix of uses that attracts residents and visitors alike
Leverage Character

Preserve and restore the integrity of the mill sites
Celebrate the industrial charm and heritage of the Lower Mill through preservation of the existing structures on site and context-sensitive architectural renovations and additions where appropriate.
Build Community
Provide ample communal space for gatherings big and small.
The distinction between public and private space on the Lower Mill site should be blurred, encouraging exploration and gathering. Maintaining public access to the Saluda River is paramount.
Include Everyone

Ensure a diverse mix of uses that attracts residents and visitors alike.
A diverse mix of uses occupy the site, favoring the local, creative, and nutritional. Event and performance venues will anchor the site, while more neighborhood centric attractions will increase the livability and vibrancy of Pelzer.
Leverage Character
Preserve and restore the integrity of the mill sites
Celebrate the distinctive architectural qualities and scale of the adjacent mill village and the remaining warehouse through context-sensitive architectural renovations and additions where appropriate.
Build Community
Provide ample communal space for gatherings big and small.

- Neighborhood Gathering Space
- Improved Community Connectivity
- Passive Open Space
- New Connections to the Saluda River

Legend:
- Multi-use Trail
- Primary Road Network
- Developable Land
- Open Space
- Study Area
- Parcel
- Roadway
- Saluda River
The Upper Mill has great potential to improve the neighborhood open space offerings and improve pedestrian access to the Saluda River.
Include Everyone
Ensure a diverse mix of uses that attracts residents and visitors alike
The Upper Mill features uses that support the most vulnerable in Pelzer, the elderly and food insecure.

An urban farm anchors the site offering access to healthy food, promoting physical activity, and forging relationships between community members. Affordable senior housing on site provides much needed housing options for this increasing population.
Foster Investment
Promote strategies and partnerships to attract investment in Pelzer
Foster Investment
Key themes...

Build Capacity
Generate revenue and provide basic services

Inspire Confidence
Invest in the town and encourage private investment

Leverage Partners
Work with others to advance key community projects
Build Capacity
To improve the town’s ability to generate revenue and provide high-quality community services (health, safety, and welfare)
Inspire Confidence
To encourage private investment, the town should be a reliable partner capable of marketing opportunities and investing in complimentary public realm improvements.

Market-Based Opportunities

Places for People

High-Speed Internet

Facade Grant Program

Sidewalks

Street Lamps
Leverage Partners
To plan and implement key projects that will benefit the Pelzer community, the town will require to build and maintain partnerships.

- Senior Housing
- Outdoor Recreation
- Post-Show Events
- Light People
- Shared Marketing Efforts
- Business Recruitment
Foster Investment
Lebby Street Gateway - Before
Foster Investment
Lebby Street Gateway - After
Foster Investment
Betty Boops - Before
Foster Investment
Betty Boops - After
Foster Investment
Rena’s - Before
Foster Investment
Rena’s - After
Foster Investment
Strip Center - Before
Foster Investment
Strip Center - After
Foster Investment
Water Tower - Before
Foster Investment
Water Tower - After
Town of Pelzer

Community Master Plan

Pelzer, South Carolina

Stakeholder Committee #2 - August 12, 2019