

A Small Town In The Heart Of A Growing City.



College Town

Rock Hill is a city of 50,000 residents—and 10,000 college students. Winthrop University alone delivers an annual economic impact in York County of \$146 million. Yet despite the critically important role of higher education to the community, Rock Hill has few characteristics of a college town. Through Old Town Renaissance, Rock Hill and the colleges will plan, develop and grow together to create an appealing College Town.

The Vision

Rock Hill will be a model university community. The Winthrop University campus will be the center of a pedestrian oriented urban neighborhood offering diverse opportunities for education, living, dining and entertainment.



Textile Town

The textile industry built and sustained Rock Hill for its first century. We've recovered from the economic blow of losing thousands of jobs in the 1970's and 1980's. But our community has yet to address the problems and opportunities of vacant and deteriorating textile mills that surround the downtown area. Preserving important textile history while attracting new investment is a major challenge of Old Town Renaissance.

The Vision

Old Town will reflect its history through the redevelopment and reuse of textile mills, historic neighborhoods and other historic structures.



Trolley Town

Old Town will be the heart of future transit systems linking Rock Hill to Charlotte and beyond, and connecting local citizens to their community. Existing rail systems and rail-based destinations like downtown, Winthrop and Piedmont Medical Center create unique opportunities for fixed rail transportation systems in Old Town.

The Vision

Old Town will be a transit-oriented community developed around light rail, trolleys, other transit and pedestrian systems.

Trolley service is not a new idea for Rock Hill, as this c. 1910 photo demonstrates.

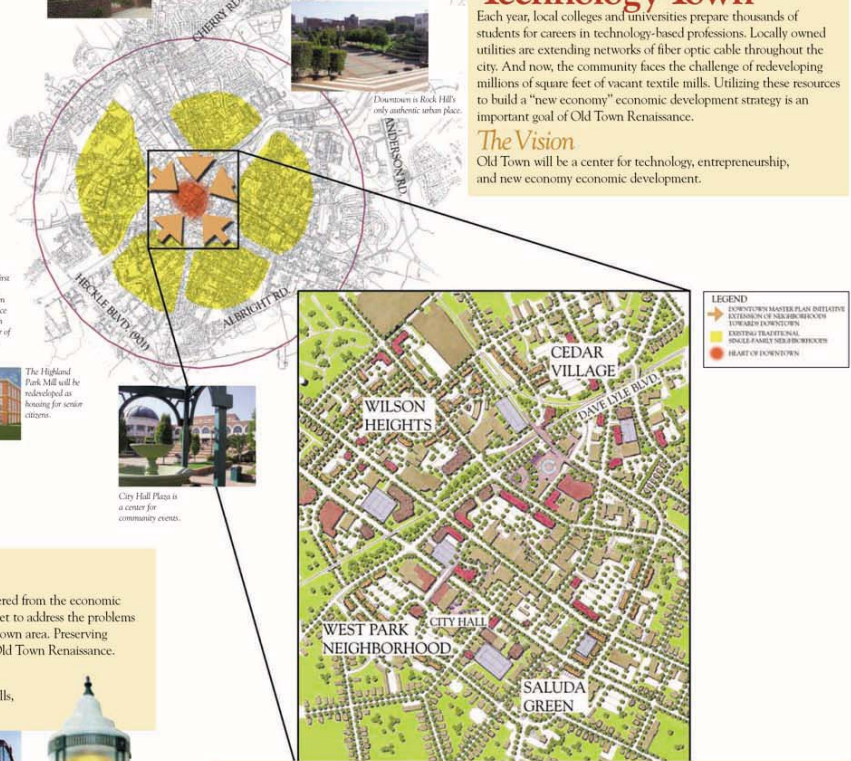


Technology Town

Each year, local colleges and universities prepare thousands of students for careers in technology-based professions. Locally owned utilities are extending networks of fiber optic cable throughout the city. And now, the community faces the challenge of redeveloping millions of square feet of vacant textile mills. Utilizing these resources to build a "new economy" economic development strategy is an important goal of Old Town Renaissance.

The Vision

Old Town will be a center for technology, entrepreneurship, and new economy economic development.

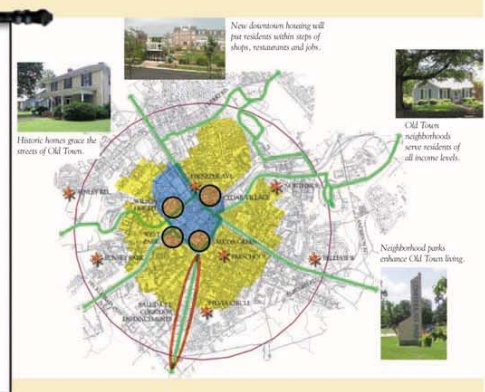
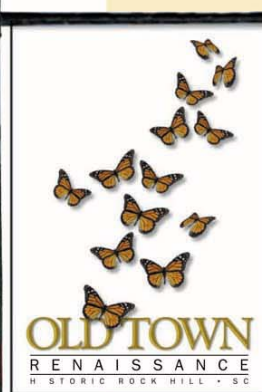


Downtown

Downtown is the heart of Old Town and the entire city. Without a strong downtown, Old Town is just old. Without a strong downtown, Rock Hill is just another sprawling suburb - Anyplace, USA. Downtown has made great progress in attracting new investment. Now we must succeed in attracting shops, restaurants, residents, arts and entertainment to create a true urban center for Rock Hill.

The Vision

Downtown will be a vibrant mixed-use activity center for Old Town and all of Rock Hill.



Hometown

Old Town is York County's largest concentration of households, spread throughout neighborhoods surrounding the downtown. These neighborhoods include the city's oldest, its most historic and, unfortunately, its most threatened. Working in conjunction with Rock Hill's innovative Council of Neighborhoods, Old Town will blossom as a preferred place for people of all incomes and races to live.

The Vision

Old Town will be a community of linked, walkable neighborhoods served by convenient retail, employment and service uses.

LEGEND
 EXISTING TRADITIONAL SINGLE-FAMILY NEIGHBORHOODS
 MIXED-USE URBAN CENTER
 GREENWAY TRAIL NETWORK
 PROPOSED DOWNTOWN NEIGHBORHOODS
 PUBLIC SCHOOLS

OLD TOWN RENAISSANCE
 HISTORIC ROCK HILL • SC