

COLLEGE AVENUE

The current condition of College Avenue includes the following:

- Uneven asphalt pavement over the historic but failing brick roadway.
- Mid-block parking lots on both sides of the street, with multiple curb cuts and poorly defined circulation patterns.
- Two traffic lanes with parallel parking bays where applicable.
- Attractive alignment with Coker College gateway.
- Active retail and restaurant uses to build upon and leverage.

The Proposed improvements include:

- Rebuilding the roadway base and surfacing with new brick paving, asphalt paving or a combination of both materials.
- Re-organizing parking lots to minimize curb cuts and improve circulation patterns.
- Potential location for Hartsville bike rack in front of the south side parking lot.
- Installing brick columns at each end of College Avenue to extend the Coker College Campus character to the 5th Street intersection.
- New crosswalks at the intersection of 4th Street to identify pedestrian connections to Coker College.
- Street trees and landscape improvements at parking areas.

College Avenue is the direct link from the main intersection in downtown to the gates of Coker College. Already home to retail and dining, College Avenue can become the hip, cultural epicenter for more dining, retail and arts programming such as concerts and festivals. However, College Avenue is too wide and needs aesthetic improvements. College Avenue needs to accommodate vehicles and parking, but should be a pedestrian-focused street that draws students, residents and visitors to walk between campus and downtown. Illustrated recommendations for College Avenue are included in the following section.



College Avenue Existing



College Avenue Concept B



College Avenue Concept A



College Avenue Concept C



College Avenue Existing



College Avenue Existing