



CONCEPTUAL RENDERING

2024 SCAPA
AWARD WINNER
OUTSTANDING PLANNING
PROJECT: SMALL URBAN
FOR THE DOWNTOWN MASTER PLAN

Riverfront & Downtown Master Plan

City of Conway | Conway, SC

BOUDREAUX



We guided a team that capitalized on weaving the historic downtown grid with the shady, curved border of the Waccamaw River.

The master plan recommendations focused on downtown yet the projects will impact the entire City of Conway. Our compelling renderings illustrate the potential for catalyst projects such as:

- the creation of new green spaces, a central town square (The Square);
- opportunities to extend the Riverwalk, enhanced alleyways and pedestrian pathways to elevate the creative placemaking experience;
- improving the bike and pedestrian connectivity into downtown; and
- opportunities for infill residential and commercial and institutional development both private and public

Over 200 people participated in stakeholder groups and public meetings with nearly 700 participants in an online survey, authored and administered by our team. The City began implementation of the recommendations immediately with the construction of a new public space, The Terrace, where they are already hosting movies, musicians and people looking for a nice place to relax. In addition, the City is updating ordinances to welcome new businesses.

The project team was a collaborative effort led by BOUDREAUX and included Toole Design, Mahan Rykiel and Associates and Arnett Muldrow.



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