

# Project Summary - Aiken, SC Whiskey Road Corridor Study



*Project Type: Corridor  
Study Market Analysis &  
Development Strategy*

*Client: Aiken County*

*Project Lead: Stantec*

*Project Status:  
Complete (2017)*

*Reference Contact:  
LJ Peterson, Aiken  
County Planning  
803.642.1520 ext 2603*

**ROSE & ASSOCIATES  
SOUTHEAST, INC.**

P.O. Box 910  
Davidson, NC 28036

Phone: 704.896.0094  
krose@roseassociates.com



**Assignment:** The Corridor Study included Whiskey Road from S. Boundary Ave. to US 278 (12 miles), adjacent to downtown in affluent Aiken, SC. Our role was to complete a demographic, economic and real estate market analysis and (re)development strategy to inform the corridor plan. This included catalyst sites and land use strategies. Our findings included four primary themes:

1. Shopping is Changing
2. Whiskey Road as a destination
3. Lifestyles for Baby Boomers & Millennials
4. Planning for the future

**Challenges:**

- The area is a mix of commercial, residential, rural and open/green space
- Storm water problems are impetus for study
- Major concern for traffic safety for the traveling public

**Results:**

Findings and recommendations adopted and are being implemented. <https://www.whiskeyroadstudy.com/>