



A G E N D A
OCONEE COUNTY COUNCIL
SPECIAL WORKSHOP MEETING
with the PLANNING COMMISSION
Tuesday, October 24, 2017

6:00 PM

Council Chambers, Oconee County Administrative Offices
415 South Pine Street, Walhalla, SC

1. Call to Order
2. General Direction (25 minutes)
Vision for the County regarding further growth & development
3. Corridors (30 minutes)
 - a. Focus on immediate needs vs. focus on multiple corridors
 - b. Develop general overlay that can be modified based on location
 - c. Identify potential corridors
 - d. Traffic mitigation
 - e. Signage for overlays
4. Control free district: Is it a zoning district? Should it be added to matrix? (15 minutes)
5. Small Area Zoning: Appropriate size (15 minutes)
6. Destination Oconee: Top 3 items that require planning commission action (20 minutes)
7. Multi-family housing (15 minutes)
8. Adjourn

Oconee County Council & Committee meeting schedules and agendas
are posted at the Oconee County Administration Building
and are available on the County Council Website www.oconeesc.com/council.html
[All upcoming meetings will be held in Council Chambers unless otherwise noted]

This agenda may not be inclusive of all issues which Council may bring up for discussion at this meeting.

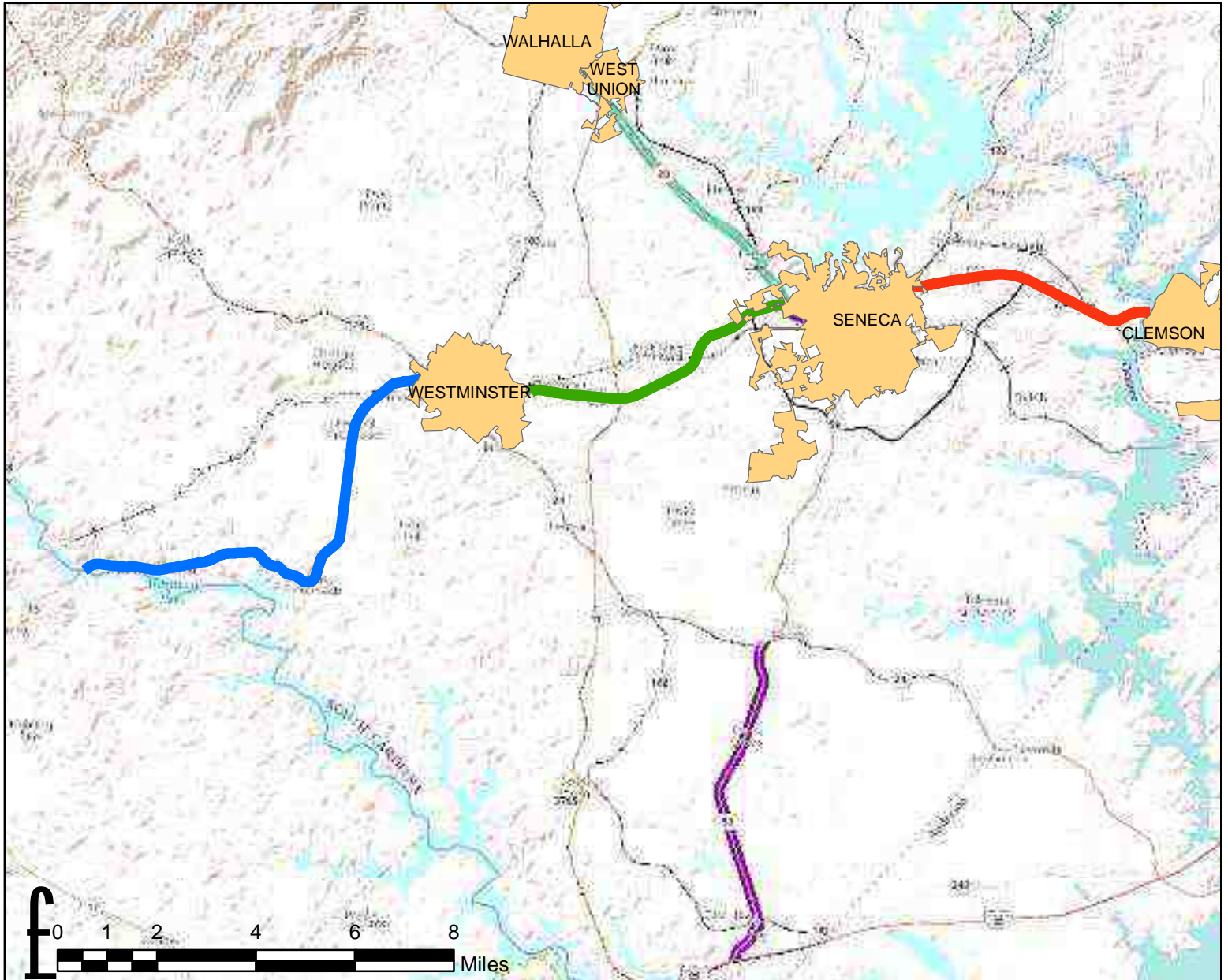
CORRIDOR OVERLAYS






JOINT WORKSHOP

OCTOBER 24TH, 2017

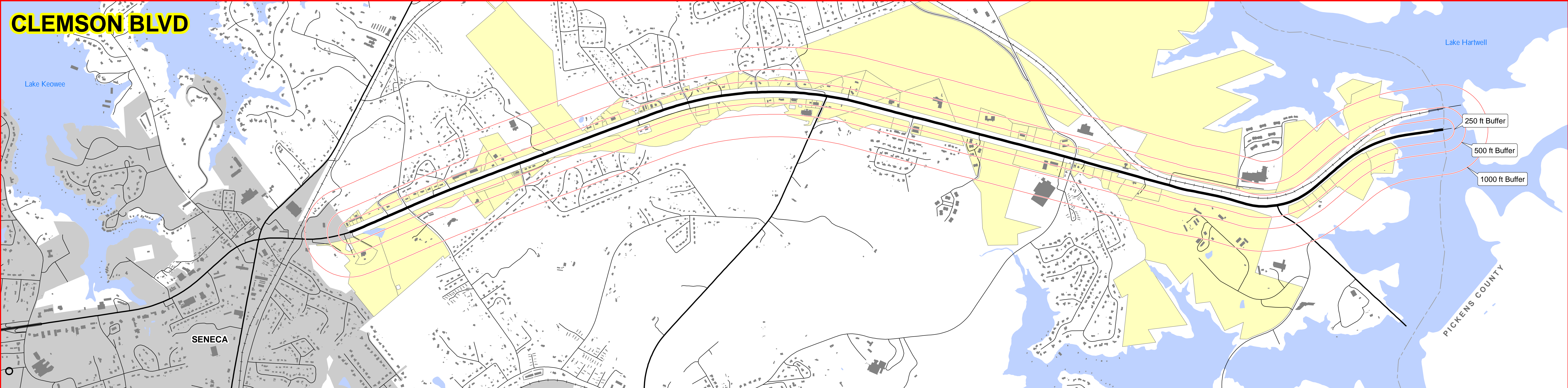
OCONEE COUNTY PLANNING COMMISSION

415 South Pine Street - Walhalla, SC TEL (864) 638-4218 FAX (864) 638-4158

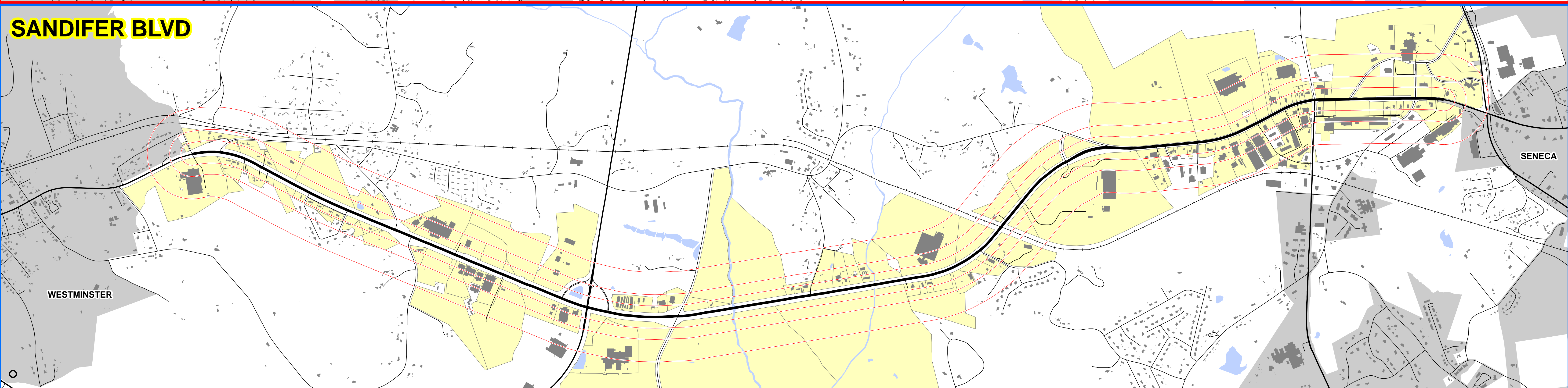


-  Clemson Boulevard
-  Sandifer Road
-  Toccoa Highway
-  Highway 28
-  Highway 59

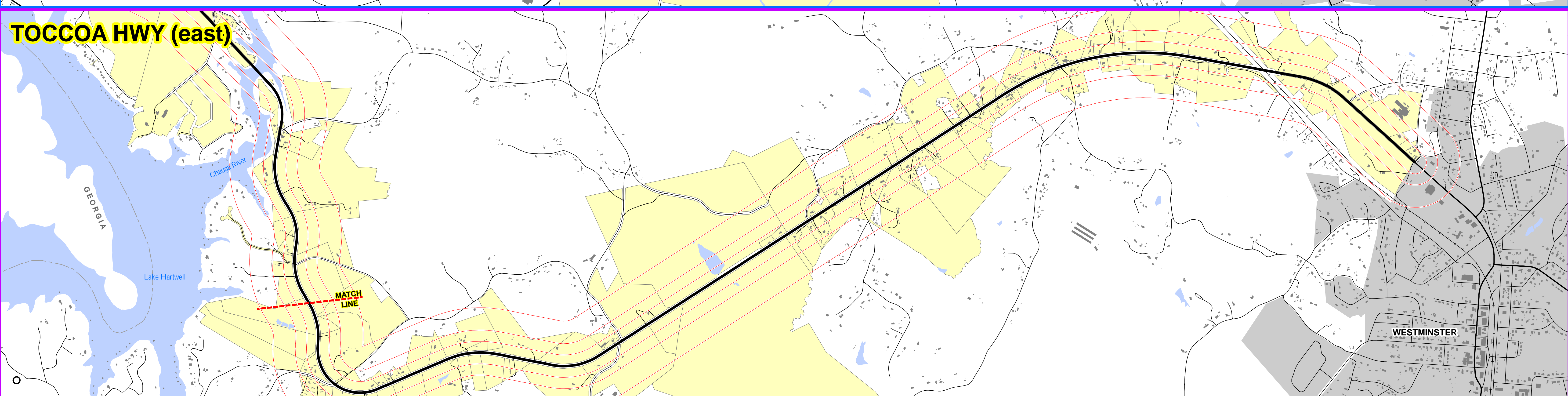
CLEMSON BLVD



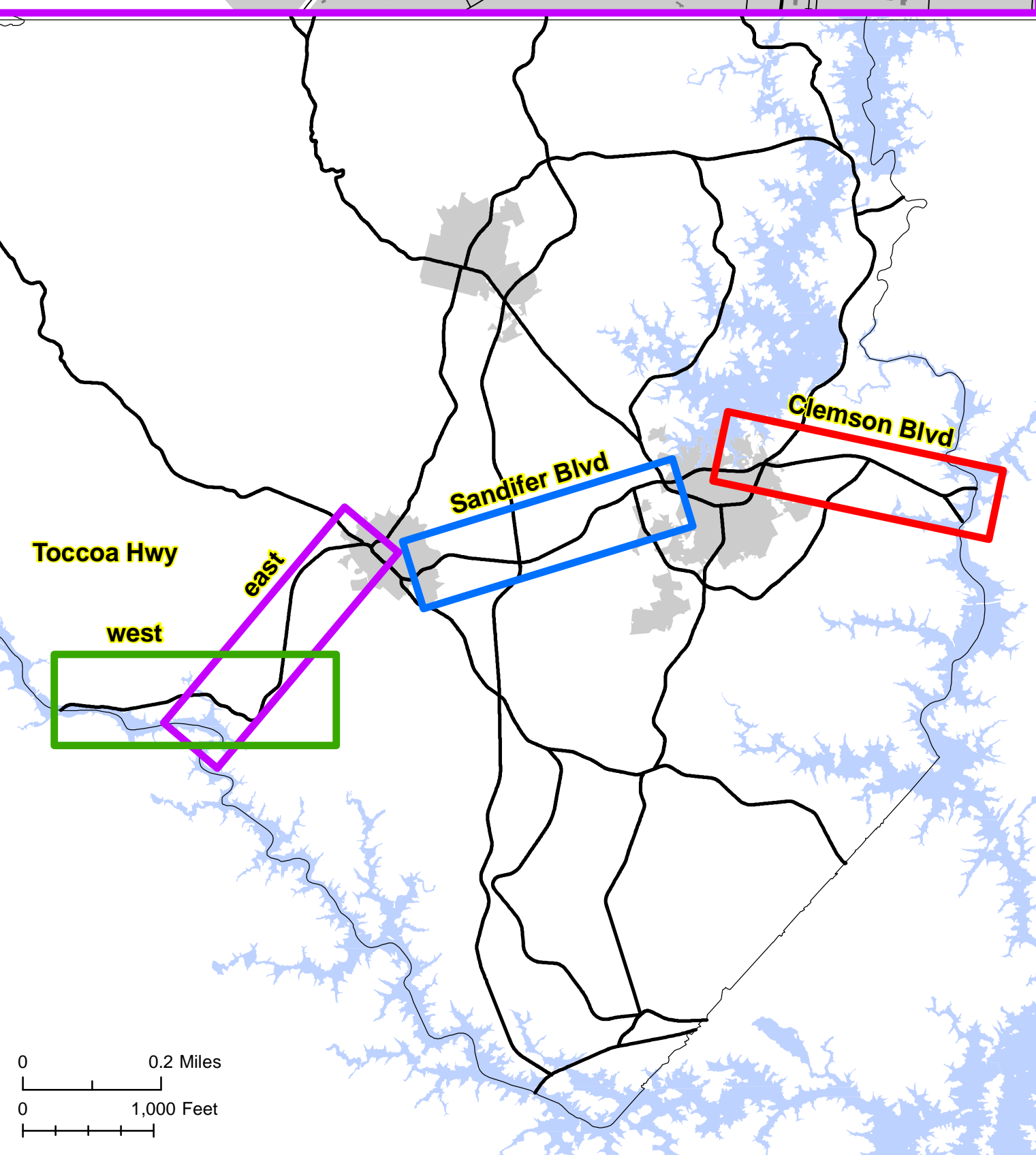
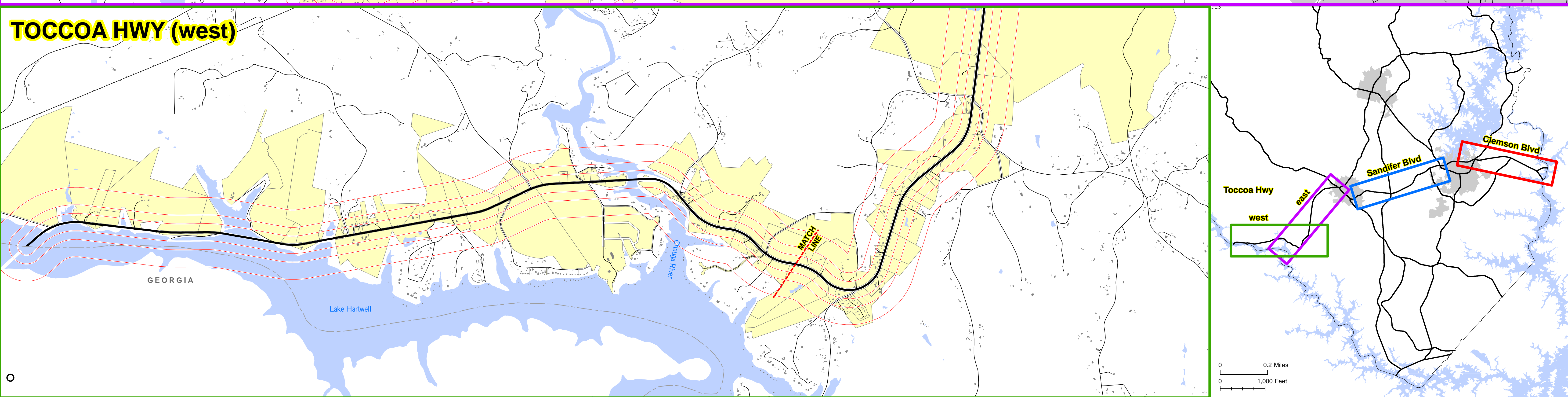
SANDIFER BLVD

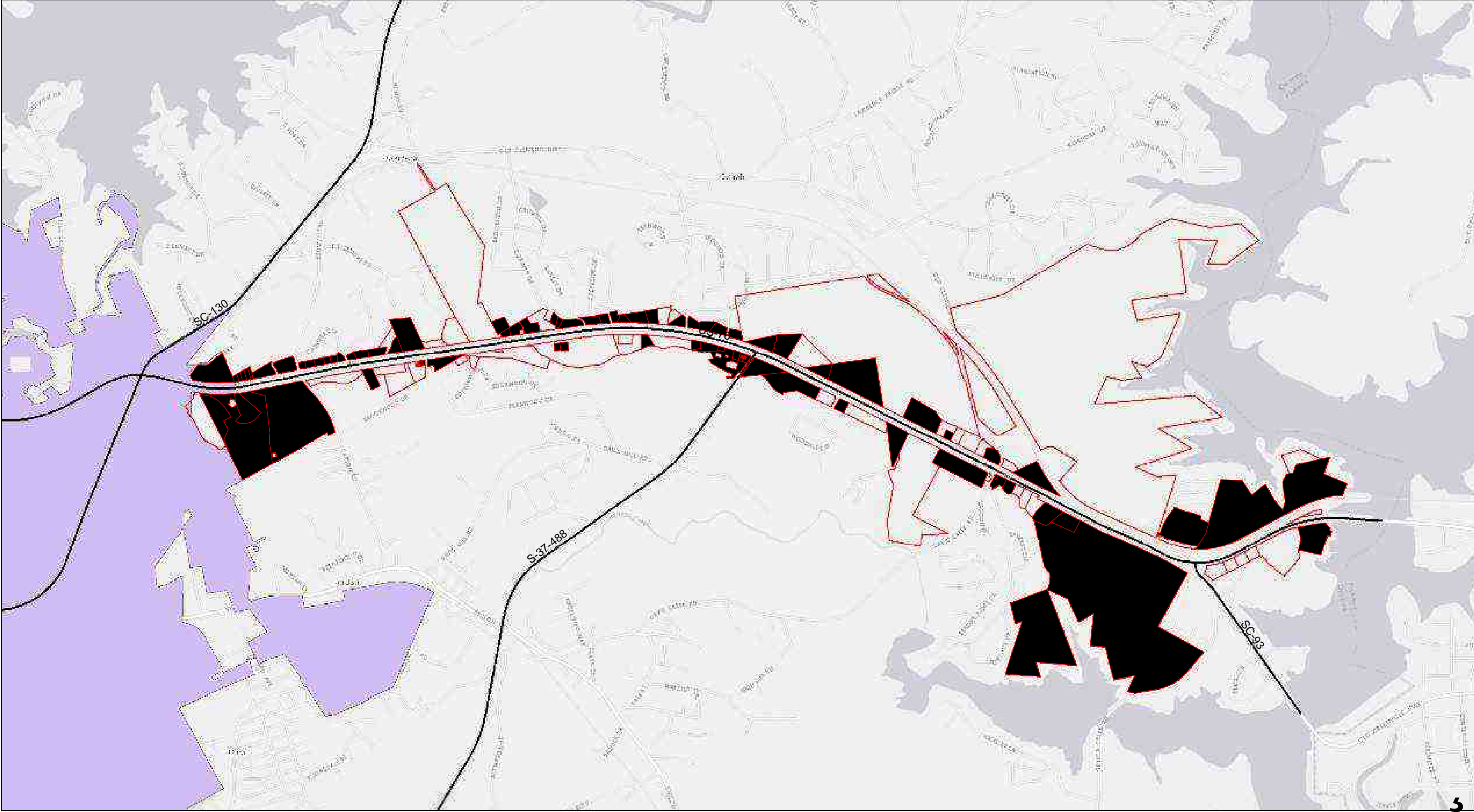


TOCCOA HWY (east)



TOCCOA HWY (west)





- Developed Parcels
- Clemson Highway
- Undeveloped Parcels
- City of Seneca

0 0.125 0.25 0.5 0.75 1 Miles

Clemson Blvd. : Developed Properties



Draft Corridor Overlay Outline Joint Workshop October 24th, 2017

OCONEE COUNTY PLANNING COMMISSION

415 South Pine Street - Walhalla, SC



TEL (864) 638-4218 FAX (864) 638-4168

User Guide

- (OR_) is an option to add new or other language into the section.
- ### is a place holder for section numbers.

Standards Applicable to all Corridors (*'Preamble"*)

Title	Definition	Intent	Boundaries	General Standards	Permitted Uses	Non-Conforming Uses
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ARTICLE 11. - OVERLAY DISTRICTS

The following overlay districts are hereby created to guide development within areas of Oconee County deemed to be of extraordinary value to its citizens. The standards applicable within the boundaries of the various overlays are intended to encourage and maintain positive attributes, while limiting the negative effects associated with unmanaged growth.

Standards Applicable to all Corridors

Title	Definition	Intent	Boundaries	General Standards	Permitted Uses	Non-Conforming Uses
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1) *Title* : Commercial Corridor Overlay District

Standards Applicable to all Corridors (*'Preamble'*)

Title	Definition	Intent	Boundaries	General Standards	Permitted Uses	Non-Conforming Uses
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2) *Definition:* The Commercial Corridor Overlay District ("Corridor Overlay") is not intended to be a separate zoning district, but shall be assigned to those commercial corridors for which Oconee County Council ("Council") desires to provide certain standards relative to aesthetic appearance, connectivity, and safety.

Standards Applicable to all Corridors (*'Preamble'*)

Title	Definition	Intent	Boundaries	General Standards	Permitted Uses	Non-Conforming Uses
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3) *Intent:* As significant commercial and residential land uses either exist or are anticipated along the designated corridors, this overlay is intended to preserve and enhance the subject areas by establishing consistent land use and design standards; Commercial Corridor Overlay Districts are meant to facilitate the creation of attractive business and commercial areas that foster economic development and which are in harmony with surrounding communities.

Standards Applicable to all Corridors (*'Preamble'*)

Title	Definition	Intent	Boundaries	General Standards	Permitted Uses	Non-Conforming Uses
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4) *Boundaries:* The boundaries of Corridor Overlays shall be determined by Council pursuant to separate ordinances. The boundaries shall be defined in relation to designated highways or other thoroughfares and shall apply to parcels fronting on, and within an established distance from, the designated highway or thoroughfare.

Standards Applicable to all Corridors (*'Preamble'*)

Title	Definition	Intent	Boundaries	General Standards	Permitted Uses	Non-Conforming Uses
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5) *General Standards:* Each Corridor Overlay shall be subject to the specific standards contained in the ordinance creating the subject overlay. Unless specifically exempted, all Corridor Overlays shall be subject to the following general provisions:

- a. All Corridor Overlays shall be shown on the Official Oconee County Zoning Map.
- b. The Corridor Overlay regulations shall apply to all uses on properties inside the Corridor Overlays except for detached single family housing, including all ancillary and related structures, and multi-family housing developments (*"Structures?"*) with six (OR) or fewer dwelling units, including all ancillary and related structures, as to which the development and zoning regulations of the underlying zoning district shall govern.

[OR]

The Corridor Overlay regulations shall not apply to single or multi-family dwellings, including any ancillary and related structures, located within the designated overlays, as to which the development and zoning regulations of the underlying zoning district shall govern.

Standards Applicable to all Corridors (*'Preamble'*)

Title	Definition	Intent	Boundaries	General Standards	Permitted Uses	Non-Conforming Uses
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c. The Corridor Overlay regulations shall also apply to all shared access easements and/or cross-access easements located within the overlay, including, but not limited to, those that may be used to access any parcel or parcels beyond the boundaries of the overlay.

Standards Applicable to all Corridors (*'Preamble'*)

Title	Definition	Intent	Boundaries	General Standards	Permitted Uses	Non-Conforming Uses
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6) *Permitted Uses:* Any use permitted in the underlying zoning district, shall also be permitted in the Corridor Overlays, provided it complies with the provisions of the specific Corridor Overlay ordinance.

Standards Applicable to all Corridors (*'Preamble'*)

Title	Definition	Intent	Boundaries	General Standards	Permitted Uses	Non-Conforming Uses
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7)Non-Conforming Uses: Any existing use of a parcel or structure lawful at the time the specific Corridor Overlay ordinance becomes effective shall be allowed to continue as an exempt nonconforming use, subject to the restrictions listed herein.

a)Discontinuation of use: Any exempt nonconforming use discontinued or abandoned for a period of twelve (12) months or more shall void any applicable exemption as a nonconforming use. However, suspension of an exempt nonconforming use for longer than twelve (12) months, solely as a result of fire, flood, wind, explosion, or other calamity or Act of God; catastrophic illness or injury detrimental to the continuation of the use; or the exercise of eminent domain or other governmental act (other than that which results from criminal activity proven in a court of competent jurisdiction) shall not constitute discontinuance or abandonment. An exempt nonconforming use may be discontinued for more than twelve (12) months due to a national or regional recession (as recognized by competent state or national authority), or business restructuring due to bankruptcy (other than through dissolution of the business in question), provided the owner of said nonconforming use submits a request in writing to the County Community Development Department prior to discontinuation of the exempt nonconforming use, supported by appropriate documentation, for an extension of exemption for up to an additional twelve (12) months. No more than three (3) such extensions shall be granted, and if the exempt nonconforming use has not been resumed by the end of the last such extension, the exempt nonconforming use shall be deemed to have been abandoned or expired.

Standards Applicable to all Corridors (*'Preamble'*)

Title	Definition	Intent	Boundaries	General Standards	Permitted Uses	Non-Conforming Uses
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b) Alteration of an Exempt Non-Conforming Structure: In the event an alteration is proposed for any exempt nonconforming structure, the following standards shall apply:

i) The altering, expanding, changing, rebuilding, or resuming of an exempt nonconformity shall be subject to review and permitting under provisions established in this chapter and all other applicable local, state, or federal law.

ii) If an exempt nonconforming structure is reused or reoccupied without alteration, or an abandoned use is resumed within twelve (12) months, no permit is required under this chapter, provided the nature and degree of the exempt nonconformity will not be changed or increased from that which existed before the exempt nonconformity became unused, unoccupied, or abandoned.

iii) An expansion of an exempt nonconforming structure that is a nonconformity solely due to dimensional setbacks shall be permitted, provided the dimensional nonconformity will not be increased.

Standards Applicable to all Corridors (*'Preamble'*)

Title	Definition	Intent	Boundaries	General Standards	Permitted Uses	Non-Conforming Uses
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iv) Exempt nonconforming structures utilized as an integral part of a business at the time of enactment of the specific Corridor Overlay ordinances shall be permitted to be expanded by an amount up to fifty (50%) percent of the building footprint existing at the time of the ordinance's enactment, as a special exception, provided:

(1) Underlying zoning district setback and height requirements are met, with no existing dimensional nonconformities being increased; and

(2) Any increase in excessive light, noise, dust, or other negative impacts on neighboring uses resulting from the proposed expansion are mitigated by screening, fencing, or other adequate means.

c) Any proposed change in use of an exempt nonconforming use may be permitted as a special exception by the Board of Zoning Appeals, provided the proposed use does not increase the effects of the existing use on the surrounding area and all other provisions for granting a special exception are met.

d) For the purposes of this section, the terms "altering," "expanding," and "changing" shall be strictly construed. "Rebuilding" shall mean the rebuilding, reconstruction, or restoration of any exempt nonconforming structure which was damaged or partially destroyed by fire, flood, wind, explosion, or other calamity or Act of God. "Resuming" shall mean the reusing or reoccupying of a nonconforming structure which was unused or unoccupied for a continuous period, or the resuming of a nonconforming use which was abandoned for a continuous period.

Clemson Boulevard

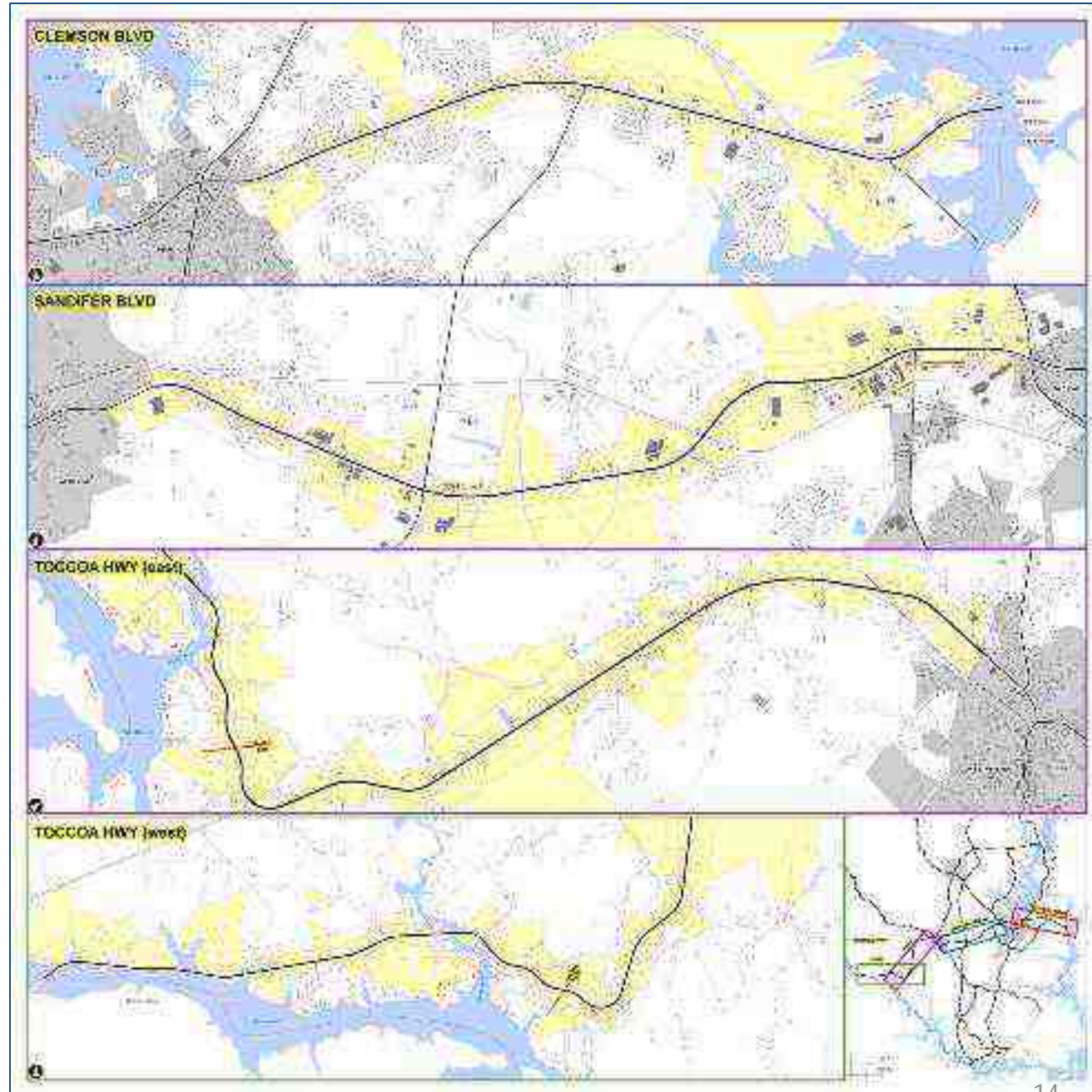
Pickens County line
to the City of
Seneca.

Sandifer Boulevard

City of Seneca to
the City of
Westminster

Toccoa Highway

City of Westminster
to the Georgia
border..



Clemson Boulevard

Pickens County line to the City of Seneca.



Clemson Boulevard (123 from Clemson to City of Seneca)

The Clemson Boulevard Overlay (Overlay) affects commercial and multi-family residential developments of seven (OR___) or more dwelling units as well as accessory buildings (OR and signage) visible from the road and located within the Overlay boundaries. Notwithstanding any other interpretation or definitions, this Overlay is shaped by the following core principles:

- Designs shall be in harmony with the both the natural landscape and balanced with natural elements of our region. Elements of stone, wood, old style brick and other natural materials traditionally used for construction across the region shall be encouraged and expected to the extent possible.
- It will be encouraged that curb-cuts be placed near property lines to encourage shared use with the adjoining properties where possible.
- Use of vegetation as buffers or softening to minimize stark features of commercial structures is encouraged.

Boundaries : The Overlay extends from the boundary of Oconee County with Pickens County to the boundary of Oconee County with the City of Seneca and extends 250 / 500 / ~~1000~~ feet (OR___) from the centerline of Clemson Boulevard.

A. General Requirements & Development Standards

Building
Placement

Setbacks

Shipping &
Receiving Areas

Building
Height

Fences

Sidewalks

Other Ped.
Amenities

1. Building Placement: The front facade of buildings is encouraged to be parallel to Clemson Boulevard property lines. Any facade visible from Clemson Boulevard must incorporate the Design Standards in Section ###.

A. General Requirements & Development Standards

Building
Placement

Setbacks

Shipping &
Receiving Areas

Building
Height

Fences

Sidewalks

Other Ped.
Amenities

2. Setbacks: For all parcels within the Overlay there is no setback minimum (**OR**____) from the property line that fronts Clemson Boulevard. All other setbacks of the underlying zoning district apply. If zoned Industrial District then Industrial District setbacks and buffers, as found in Sec. 38-10.11 of the Oconee County Code of Ordinances apply to all property lines.

A. General Requirements & Development Standards

Building Placement	Setbacks	Shipping & Receiving Areas	Building Height	Fences	Sidewalks	Other Ped. Amenities
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~~3. Shipping and receiving areas/docks: Shall not be visible from primary adjacent parking areas or street rights-of-way unless screened in the fashion as the refuse collection facilities in section ### of the Design Standards.~~

A. General Requirements & Development Standards

Building
Placement

Setbacks

Shipping &
Receiving Areas

Building
Height

Fences

Sidewalks

Other Ped.
Amenities

4. **Building Height:** Maximum building height shall not exceed that permitted in the underlying zoning district.

Staff Note:

Portions of Clemson Boulevard are within the Federal Aviation Administration Airport Vicinity Zone, which regulates heights of buildings on a case by case basis. Below is the general description of the area from the F.A.A.

Surface type:

Airport Vicinity Zone

***Typically compatible uses:** most uses and levels of density are generally acceptable: residential; commercial; industrial; agricultural; recreational;*

***Not compatible land uses:** very tall structures (e.g., TV towers); particularly intense uses creating visual obstructions (e.g., nuclear power plant) or very high concentrations of people (e.g., professional football stadium, large amusement park); major bird attractants (landfills and wastewater treatment plants).*

A. General Requirements & Development Standards

Building
Placement

Setback

Shipping &
Receiving Areas

Building
Height

Fences

Sidewalks

Other Ped.
Amenities

5. Fences: Fencing shall be of durable construction using quality material (i.e., brick, stone, other masonry, wood, metal, decorative vinyl, or any combination thereof). The finished side of the fence shall face the corridor right-of-way or other adjacent property. The height of the fence on any frontage of Clemson Boulevard shall be no more than 4' high **(OR___) no restriction on height.** Chain link, welded or woven wire, and other similar fencing are only permitted on the side and rear of parcels along the Overlay **(OR___)**.

A. General Requirements & Development Standards

Building
Placement

Setbacks

Shipping &
Receiving Areas

Building
Height

Fences

Sidewalks

Other Ped.
Amenities

6. Sidewalks: All sidewalks must meet Federal ADA standards. Sidewalks shall be located on the property to be developed to allow pedestrians to safely move from their vehicles to all areas intended to be used by the public. When possible, sidewalks shall connect to the existing pedestrian circulation of adjacent parcels where not restricted by topography or other existing site features. Pedestrian interconnectivity between adjacent parcels is encouraged. When adjacent to a residential use district with frontage on Clemson Boulevard, sidewalks may be provided to allow pedestrian access to and from a commercial retail development. When adjacent to residential or commercial uses with no frontage on Clemson Boulevard, sidewalks are encouraged to connect the developments.

A. General Requirements & Development Standards

Building
Placement

Setbacks

Shipping &
Receiving Areas

Building
Height

Fences

Sidewalks

Other Ped.
Amenities

7. Other Pedestrian Amenities: All retail commercial development or use with a gross indoor floor area in excess of 40,000 square feet shall provide improved common open space for use by patrons. Such common open space shall be a minimum of 500 square feet in area and may include squares, plazas, greens, or other similar spaces. The following shall also apply:

i. "Improved" shall mean cleared of underbrush and debris, accessible to pedestrians, and shall include one or more of the following: landscaping, walls, fences, walks or similar paved surfaces, fountains, statues, common lawns or greens, tables and chairs, benches or other seating, water fountains, litter and recycling receptacles, playground equipment, or other similar furnishings and amenities;

ii. Such spaces shall include canopy trees to provide shade. At installation, a canopy tree shall have a minimum caliper of 2.5 inches when measured 6 inches above ground with a minimum height of 10 feet; Such spaces shall be accessible from sidewalks and other pedestrian circulation within the development. Trees and other vegetation must be planted and maintained so as not to cause a hazard or nuisance.

iii. The property owners, occupants, and tenants or their agents shall be jointly and severally responsible for the maintenance and upkeep of all such common open space.

All such areas shall be kept free of litter and debris and shall generally be maintained with a neat and orderly appearance.

B. Commercial Retail Developments and Centers:

Access

Signage

1 Access. All retail commercial development designed or utilized with two or more businesses located on the same parcel shall be allowed no more than one access point to Clemson Boulevard per 500' **(OR___)** of frontage on Clemson Boulevard.

B. Commercial Retail Developments and Centers:

Access

Signage

2. Signage : All retail commercial development designed or utilized with two or more businesses located on the same parcel shall be allowed no more than one ground monument sign per access point or 500' of frontage on Clemson Boulevard, whichever is greater (OR___).

Signage for individual businesses shall be consolidated onto one such ground monument. The following shall also apply:

i. Directional and wayfinding signs within a retail commercial development or center shall be grouped and shall be consistent in size, color, ornamentation, and materials, and shall complement the surrounding buildings.

ii. For such developments, a ground monument sign shall not exceed a height of 10 (OR__) feet. Where such a development has a gross indoor floor area in excess of 40,000 (OR___) square feet, the maximum height may be increased to no more than 15 (OR__) feet for a ground monument sign.

2. Signage (OR__) Signage shall follow Oconee County Code of Ordinance for signage.

C. Parking & Vehicular Access

Curb-Cuts

Stub-Outs

Off-Street
Parking

On-Street
Parking

Driveways &
Internal Street
Standards

Landscaping &
Screening

All parking shall be located on site.

1. Curb-cuts:

- Adjacent to property line to allow shared access
- No parcel may have more than one curb-cut within 400'
(OR _____) of another curb-cut on the same parcel.

C. Parking & Vehicular Access

Curb-Cuts

Stub-Outs

Off-Street
Parking

On-Street
Parking

Driveways &
Internal Street
Standards

Landscaping &
Screening

2. Stub outs:

The purpose of stub-outs is to connect properties with adjacent parking areas in an attempt to reduce traffic on Clemson Boulevard. Stub-outs to adjacent parcels are required where possible.

C. Parking & Vehicular Access

Curb-Cuts

Stub-Outs

Off-Street
Parking

On-Street
Parking

Driveways &
Internal Street
Standards

Landscaping &
Screening

3. Off-Street Parking:

i. All parking shall be onsite and not within any setbacks.

ii. If the Design Guidelines in section ### are followed in both intent and to the letter then the parking requirements are:

Parking shall be placed:

- In the rear (defined as closer to the furthest property line running parallel to the corridor).
- At least 50% in the rear
- Anywhere

iii. Uninterrupted surface parking areas shall be limited in size. Parking areas with more than 20 space[s] (OR____) shall be broken by buildings or following the standards for Perimeter Parking Area Planting located in ### of this ordinance. (OR__) Follow the parking standards located in Appendix "A" of the Oconee County Code of Ordinances.

iv. If the Design guidelines in section ### are NOT followed in both intent and to the letter then the parking requirements are, in addition to all requirements in Appendix "A" , are as follows:

- All parking is directly adjacent to the property line furthest from Clemson Boulevard.
- One parking space per 100 (OR____) square feet of floor area
- All parking spaces shall be at least 10'x 20'.

v.. Parking areas shall be designed to allow pedestrians to safely move from their vehicles to the building.

C. Parking & Vehicular Access

Curb-Cuts

Stub-Outs

Off-Street
Parking

On-Street
Parking

Driveways &
Internal Street
Standards

Landscaping &
Screening

4. On-Street Parking: On-street parking is not permitted public streets with-in the Overlay. On-street parking is permitted on private streets within a retail commercial development where adequate space for parking and maneuvering is provided outside of travel lanes. On-street parking shall comply with the requirements set forth in the latest edition of the South Carolina Department of Transportation (SCDOT) Access and Roadside Management Standards (ARMS) Manual.

C. Parking & Vehicular Access

Curb-Cuts

Stub-Outs

Off-Street
Parking

On-Street
Parking

Driveways &
Internal Street
Standards

Landscaping &
Screening

5. Driveway and Internal Street Standards: Interconnectivity between adjacent parcels is required when there is not a conflict in use and is subject to the provisions set forth in Chapter 26 of the Oconee County Code of Ordinances. Stub-outs, located in section ### are required to any and all adjacent properties in the Overlay that may be accessed by vehicles. The installation of frontage roads is encouraged as a design technique to provide for access by multiple properties, thus reducing the number of curb cuts needed along the Overlay as new development occurs.

C. Parking & Vehicular Access

Curb-Cuts

Stub-Outs

Off-Street
Parking

On-Street
Parking

Driveways &
Internal Street
Standards

Landscaping &
Screening

6. Parking Area Landscaping and Screening:

Perimeter Parking Area Planting: A perimeter landscape strip with a minimum width of 3 (OR___) feet shall be required on all sides of parking areas except parking that is up to the building footprint or building adjacent sidewalk. This perimeter area strip may be curbed or at-grade.

i. A continuous native evergreen shrub or native grass screen is required within the perimeter landscape strip. Only Native trees and vegetation are permitted. This landscaping must be regularly maintained, watered, pruned and any other activity to ensure all landscaping is in good health.

D. Design Standards

Visible
Wall Areas

Non-Visible
Areas:

Screening

Exterior
Colors

Public Art

1. **Visible Wall Areas:** The purpose of this design standard is to avoid a monolithic slab appearance and using the materials listed below achieves a rustic exterior appearance. Regardless of the materials listed below, the front façade and other portions as described in paragraph ### shall have wooden beams, columns, timbers and other similar type materials. Non-glazed portions of the front façade and other portions of commercial and accessory structures situated typically visible from the public thoroughfare or right of way shall be constructed of one or more of the following materials:
 - i. Stone, stacked stone, cultured stone or field stone,
 - ii. Painted precast or other concrete systems that utilize form to give the appearance of stone, wood or other natural material,
 - iii. Masonry including brick, and split face block,
 - iv. Wood, Hardie type panels, or similar wood type materials,
 - v. Treatments, adornments, awnings and/or other similar design features,
 - vi. Wooden shingles/shakes composed of natural or other materials giving the appearance of wood,

D. Design Standards

Visible
Wall Areas

Non-Visible
Areas

Screening

Exterior
Colors

Public Art

2. Non-Visible Areas: Side and rear areas not visible from public thoroughfare or right of way may be constructed of materials other than those mentioned above.

D. Design Standards

Visible
Wall Areas

Non-Visible
Areas:

Screening

Exterior
Colors

Public Art

3. Screening: Walls, facades, storage/refuse areas designated as inaccessible to the public but are visible to the public as described in paragraph ### may be exempted from said material requirements if screened from view provided all screenings are designed and constructed of vegetative or building material approved by the Planning Department. Such installations constructed under this section must be maintained to ensure consistency with approved plans throughout the life of the approved structure/use. Vegetative screening will be maintained and replaced as determined by the Community Development Department. (**OR** Public Art Standards, found in section ### may be incorporated into, but not in lieu of these regulations.)

D. Design Standards

Visible
Wall Areas

Non-Visible
Areas:

Screening

Exterior
Colors

Public Art

4. Exterior Colors: The primary colors utilized for building facades and other prominent features shall be earth tones and muted colors. Accent colors may be utilized provided they do not constitute more than 30% (OR___) of the visible wall area described in paragraph ###.

D. Design Standards

Visible
Wall Areas

Non-Visible
Areas:

Screening

Exterior
Colors

Public Art

5. Public Art:

- i. Murals on building facades are allowed and encouraged
- ii. May be painted or drawn
- iii. May cover up to 100% (**OR**_) of building walls
- iv. Colors must be kept in line with the Design Standards in Section ###.
- v. Must be maintained and kept from being an eyesore
- vi. May not include the name of the businesses or products sold on the parcel
- vii. May not include inappropriate, sexually suggestive or otherwise offensive art.
- viii. May be illuminated following the lighting rules in Appendix "A" of the Oconee County Code of Ordinances.

E. Signage

General
Standards

Submittal

Prohibited
Signs

Allowed
w/o Permit

Allowable
Signs

Sign
Illumination

Sign Maintenance
& Landscaping

Unless specifically mentioned in this section the sign code for Oconee County applies.

The sign standards are created to maintain and enhance the aesthetic environment of transportation and economic gateways into Oconee County. The location and design of all signs shall be consistent with the objective of high-quality development and safe and efficient vehicular and pedestrian circulation.

Definition: Sign means any sign structure or combination of sign structure and message in the form of an outdoor sign, display, device, figure, painting, drawing, message, plaque, poster, advertising structure, advertisement, logo, symbol or other form which is designated, intended or used to advertise or inform in relation to the premises on which it is located, any part of the message or informative contents of which is visible from the main traveled way. The term does not include official traffic control signs, official markers, nor specific information panels erected, caused to be erected, or approved by the state department of transportation.

E. Signage

General
Standards

Submittal

Prohibited
Signs

Allowed
w/o Permit

Allowable
Signs

Sign
Illumination

Sign Maintenance
& Landscaping

1. General standards. All signs, including their supports, braces, guys, anchors, electrical parts and lighting fixtures, and all painted and display areas shall be constructed and maintained in accordance with the building and electrical codes adopted by Oconee County.

i. It shall be unlawful for any person to erect, construct, enlarge, move, or replace any sign (with the exception of signage requiring no permit) without first obtaining a sign permit from the planning department, except as relates to routine maintenance and repair or the changing of tenant name panels. All on-premises nonconforming signs shall come into compliance with these standards when abandoned or the cost of repairs or replacement of such signs is beyond 50 percent of their replacement costs. Nonconforming signs are subject to all requirements of this code regarding safety, maintenance, and repair. No sign shall produce a traffic hazard, such as visual obstruction at intersections or glare from lighting. Signs shall not obstruct the view of or resemble traffic directional/safety signs.

E. Signage

General
Standards

Submittal

Prohibited
Signs

Allowed
w/o Permit

Allowable
Signs

Sign
Illumination

Sign Maintenance
& Landscaping

2. Submittal: A preliminary sign permit application along with applicable fees and sign plan shall be submitted to Oconee County. The detailed sign plan shall include the following information, stamped by a South Carolina licensed surveyor, landscape architect, or engineer:

- I. Parcel number.
- II. Scale of site plan and north arrow.
- III. Drawing of entire property with all existing and proposed structures shown.
- IV. Length of street frontage.
- V. Dimensioned setbacks from street and side property line.
- VI. Plan drawing with actual dimensions of sign (as seen from above).
- VII. Location of all existing signs.
- VIII. Location of all proposed signs.
- IX. Elevation drawing of the proposed sign or sign revision including size, height, copy, colors, illumination, materials.
- X. Verification that the proposed sign(s) meet all requirements set forth in this chapter.

E. Signage

General
Standards

Submittal

Prohibited
Signs

Allowed
w/o Permit

Allowable
Signs

Sign
Illumination

Sign Maintenance
& Landscaping

3. Setbacks: Signage shall be set back a minimum of ten feet from all property lines and not within any existing easement or right-of-way.

E. Signage

General
Standards

Submittal

Prohibited
Signs

Allowed
w/o Permit

Allowable
Signs

Sign
Illumination

Sign Maintenance
& Landscaping

4. Prohibited Signs :

- I. No sign shall produce a traffic hazard, such as visual obstruction at intersections or glare from lighting. Signs shall not obstruct the view of or resemble traffic directional/safety signs.
- II. Rooftop signs are prohibited.
- III. Flashing or animated signs are prohibited.
- IV. No sign shall be attached to a utility pole or street sign, or attached to or painted on tree trunks, rocks, or other natural objects.
- V. No sign shall be placed within the public rights-of-way.
- VI. Signs shall not rotate or revolve.
- VII. (OR__)**

E. Signage

General
Standards

Submittal

Prohibited
Signs

Allowed
w/o Permit

Allowable
Signs

Sign
Illumination

Sign Maintenance
& Landscaping

5. Signs allowed without a permit: The following signs require no permit. These signs are subject to all requirements of this code regarding safety, maintenance, and repair.

i. Temporary/portable signs:

a) Shall be displayed only for the duration of time that they remain relevant to a specific event.

b) Temporary signs shall be removed within seven days following the conclusion of the specific event being promoted.

c) No temporary sign exceeding six square feet may be erected on a residential parcel.

d) The maximum allowable size of any non-residential temporary sign is 32 square feet.

e) Traffic, directional, warning, official notice or informational signs authorized by any public agency.

ii. Building nameplates with related inscriptions.

iii. Window signs.

iv. Flags and flagpoles.

v. On-site directional signs, where each sign does not exceed nine square feet in area or four feet in height.

vi. Signs that display name, trademark, logo, brand, or prices, provided the display is an integral part of a vending machine, automatic teller machine, or gas pump. Such signage shall not exceed 32 square feet in area per side.

E. Signage

General
Standards

Submittal

Prohibited
Signs

Allowed
w/o Permit

Allowable
Signs

Sign
Illumination

Sign Maintenance
& Landscaping

6. Allowable Signs

Allowable signs shall be the following:

i. Monument Signs

Monument signs shall be architecturally designed to reflect the character of the structure/development for which they are advertising.

a) No monument sign shall exceed ten (OR__) feet in height.

b) One double faced or single faced sign shall be allowed per parcel.

c) All retail commercial development designed or utilized with two or more businesses located on the same parcel shall be allowed no more than one ground monument sign per access point or 500' of frontage on Clemson Boulevard, whichever is greater.

ii. Wall Signs:

a) Wall signage shall not exceed 15 (OR__) percent of the wall area, per wall face.

b) Wall signs shall display only one surface and shall not be mounted more than six inches from any wall.

iii. Hanging/projecting:

a) Only one (OR__) projecting/hanging sign is allowed per building frontage, except for shopping centers, which may have one projecting/hanging sign for each business use.

b) Signs shall project at a right (90 degree) angle to the building frontage.

c) Signs shall not extend more than four (OR__) feet beyond the line of the building or structure to which it is attached.

d) Signs shall maintain a vertical clearance of eight feet above the sidewalk or ground level accessible to pedestrians.

E. Signage

General
Standards

Submittal

Prohibited
Signs

Allowed
w/o Permit

Allowable
Signs

Sign
Illumination

Sign Maintenance
& Landscaping

iv. Canopy/awning:

- a) Shall not exceed 15 (OR___) percent of the surface area of the face or the canopy or awning to which the sign is attached.
- b) Sign shall not extend more than three inches horizontally from the surface of the awning or canopy.
- c) Sign shall not project vertically outside the area of the canopy or awning.

v. Pole Mounted Signs

- a) Pole Mounted Signs shall not be more than _____feet high
- b) (OR may only be as high as the finished roof height x __%)
- c) Pole sign colors must be in line with the Design Standards located in section ###.
- d) Pole sign faces may be no more than ____ square feet per side

E. Signage

General
Standards

Submittal

Prohibited
Signs

Allowed
w/o Permit

Allowable
Signs

Sign
Illumination

Sign Maintenance
& Landscaping

7. Sign Illumination:

No internal lighting shall include exposed incandescent or fluorescent bulbs.

Externally illuminated signs must have indirect light sources shielded from the view of persons viewing the sign and be further shielded and directed so that the light shines only on the sign and that illumination beyond the copy area is minimized.

Signs shall not have light reflecting backgrounds but may use light reflecting lettering.

No sign shall have lights or illuminations that flash, move, rotate, scintillate, blink, flicker, or vary in intensity or color.

E. Signage

General
Standards

Submittal

Prohibited
Signs

Allowed
w/o Permit

Allowable
Signs

Sign
Illumination

Sign Maintenance
& Landscaping

8. Sign Maintenance: All signs shall be maintained in good condition and working order, and be free of graffiti, peeling paint or paper, faded colors, weeds, vines, and/or broken and damaged materials. No internally or externally illuminated sign shall have only partial illumination for a period of more than 30 days.

9. Sign Landscaping: All ground monument signs shall have native species landscaping and shall be integral with other landscaped areas as required by this Overlay. However, landscaping shall not obstruct the view of a sign.

G. Open Space and Tree Preservation Standards

General Standards	Open Space	Tree Preservation	Tree Mitigation			
-------------------	------------	-------------------	-----------------	--	--	--

The purpose of the Impervious Surface standards is to allow rain time and opportunity to be absorbed in to onsite soil, prevent erosion and runoff. This standard does not apply to parcels equal to or less than 0.5 (OR___) acres.

G. Open Space and Tree Preservation Standards

General
Standards

Open
Space

Tree
Preservation

Tree
Mitigation

1. **Open Space.** A minimum of 10 (**OR___**) percent of the site must be devoted to usable open space which may include grass & unaltered natural features. Required setbacks and buffer yards may be included in calculating this requirement. Parking lot buffers, if self-contained and not part of an open space may not be included in the open space requirement. ~~The Administrator may reduce this requirement for parcels 5 (**OR___**) acres or less on a case by case basis. All open space shall be clearly labeled as such on any plans submitted for County review.~~

G. Open Space and Tree Preservation Standards

General
Standards

Open
Space

Tree
Preservation

Tree
Mitigation

2. Tree Preservation: All required setbacks and buffer yards shall be used as tree preservation areas. Retention and protection of large trees shall be required for all development within the Highway Corridor Overlay District. In addition, all canopy trees with a caliper at 4' height greater than 12' (OR___) inches shall be incorporated into the site plan unless there is no suitable alternative due to unavoidable grading or because of required configuration of a street, driveway, sidewalk, permitted sign, essential utility, or buildings.

Such trees may only be removed under one or more of the following conditions:

- i. The tree is unhealthy, diseased, or dead;
- ii. The tree causes a safety hazard to nearby buildings or pedestrian or vehicular circulation;
- iii. The tree is of a species that may drop debris or sap that can significantly affect property;
- iv. The tree is interfering with an existing underground utility line;
- vi. The tree is causing significant structural damage to a building or other similar structure; and/or
- vii. It is necessary to allow construction of a street or driveway essential for access to a parcel.

G. Open Space and Tree Preservation Standards

General
Standards

Open
Space

Tree
Preservation

Tree
Mitigation

3. Mitigation requirements. Canopy trees with a caliper at 4' height greater than 24" that are removed shall also be replaced with another similar tree elsewhere on the parcel. Any replacement tree within the Overlay shall have a minimum caliper of 2.5 inches when measured 6 inches above ground with a minimum height of 10' when planted.

H. Industrial District

Any parcel zoned Industrial District with in the Overlay shall comply with all requirements of the Industrial District Zoning found in Oconee County Code of Ordinances Sec. 38-10.11



“Multi-Family Development” Discussion

OCONEE COUNTY PLANNING COMMISSION

415 South Pine Street - Walhalla, SC



TEL (864) 638-4218 FAX (864) 638-4168

Only for the Control-Free District

OR?



Applicability?

- Apartments
- Condominiums
- Town Homes
 - Duplex
 - Multiplex
 - Patio Home
 - Zero-Lot Line
 - Mobile Homes
- Recreational Vehicles

• OR



Parent Parcel : The original parcel, before subdivision or development that adjoins other recorded properties or right-of-ways . Subject to underlying zoning district setbacks.

Minimum Parent Parcel Size ?

- . 2 acres
- . 5 acres
- . OR

Internal parcel setback requirements

- 0' (zero) feet

- OR

Bufferyard: An area of land between an adjacent parcel or road and the buildable area of the parent parcel used to “buffer” any visual or noise impacts.

Bufferyard Types

- Existing native vegetation
- New, native vegetation
- Fences / Walls
- Berms

Bufferyard width Size

- A percent of the property area
- A set number
- Depends on adjacent use

• OR



Height-Dependent Setbacks : For every floor , above the ground floor, an additional setback for the parent parcel, from the side and rear property lines.

Height Dependent Setbacks for parent parcel?

- . 5'
- . **OR**

Open Space types?

- **Natural areas** (existing or engineered)
 - **Recreational areas** (pools and associated structures, playgrounds, ballfields, golf-courses, equine facilities, community gardens)
 - **Greenways / Linear Parks**
 - **Landscaped areas** (up to a certain percent of the requirements)
- **OR**



Density to Open Space Requirement: A range of dwelling-units requires a percentage of open space.

Density to Open Space Requirement

Number of aggregate dwelling units per acre	Required open-space minimum area
5-16	20%
17-25	25%
26+	30%

. OR

Parking

- Must be onsite.
- Appendix “A” requirements

• **OR**

Access

- One curb-cut per X number of feet

• **OR**



Submittal

Same as for any major subdivision but any additional requirements must be noted.

1. Sketch Plan
2. Preliminary Plan
3. Final Plan

Other topics???



Oconee County
Council

TRADITIONAL NEIGHBORHOOD DEVELOPMENT (TND)

OCONEE COUNTY PLANNING COMMISSION

415 South Pine Street - Walhalla, SC



TEL (864) 638-4711 FAX (864) 638-4701

**This would be a rezoning from the
Control-Free District or any other
subsequent zoning district.**

**A developer would have to choose
to go into this zoning district.**

TND vs PDD

- . PDD must be mixed-use - Commercial and Residential.
 - . TND can be strictly for Residential

Principals of TND

- . Connectivity
- . Walkability
- . Mixed Housing Types
- . Compatible architecture
- . Community Oriented Design

Connectivity

2 Homes ~3000' apart

36 minutes walking

1.6 miles on the road



Connectivity

2 Homes ~3000' apart

12 minutes walking

0.8 miles on the road



Walkability

Sidewalk Infrastructure and Design



Walkability

Infrastructure and Design



Mixture of Housing Types & Compatible Architecture Infrastructure and Design



Community Oriented Design



PUBLISHER'S AFFIDAVIT

STATE OF SOUTH CAROLINA
COUNTY OF OCONEE

OCONEE COUNTY COUNCIL

IN RE: SPECIAL WORKSHOP MEETING WITH THE OCONEE COUNTY PLANNING COMMISSION - TUESDAY,
OCTOBER 24, 2017

BEFORE ME the undersigned, a Notary Public for the State and County above named,
This day personally came before me, Hal Welch, who being first duly sworn according
to law, says that he is the General Manager of THE JOURNAL, a newspaper published
Tuesday through Saturday in Seneca, SC and distributed in Oconee County, Pickens
County and the Perdition area of Anderson County and the notice (in which the annexed
is a true copy) was inserted in said papers on 10/06/2017
and the rate charged therefore is not in excess of the regular rates charged private
individuals for similar insertions.



Hal Welch
General Manager

Subscribed and sworn to before me this
10/06/2017



Jennifer A. White
Notary Public
State of South Carolina
My Commission Expires July 1, 2024

JENNIFER A WHITE
NOTARY PUBLIC
State of South Carolina
My Commission Expires July 1, 2024

TRANSPORTATION

AUTOS FOR SALE



99 Ford F150
96K Miles \$8,000
Pete's Auto
402 South Oak Street
Seneca • 864-882-1487



CLASSIC BMW 1976
Series 2002, 4 cylinder, A1
Very clean & running great!
Local car - \$12,500.
Bountiful Used Cars
1110 Frontage Road, Seneca
864-221-9949

LEGAL NOTICES

LEGALS

ALL SAFE STORAGE
SENECA

PUBLIC AUCTION NOTICE of the following storage units containing personal and household items:
UNIT 25 SUEBIE VANSTEEN
UNIT 11 & 119 MICHAEL WADE
UNIT 140 BAY WILLIAMS
UNIT 188 NANCY GOFORTH
UNIT 205 NELLIE NARDONE

The entire contents of these units will be sold via public auction on Thursday, OCTOBER 26, 2017, at 9:00 a.m. at All Safe Storage - Seneca located at 606 Birch Road in Seneca, SC 29679 unless paid in full.

All Safe Storage - Seneca
P.O. Box 1174
Seneca, SC 29679
864-885-1038
allsafe@storage.com
all-safe-storage.com

CHICKASAW UTILITY COMPANY'S

2016 CONSUMER CONFIDENCE Report is available at www.chickasaw.com or contact 864-973-3880 to receive a copy by mail.

INVITATION TO BID
Goosee County will accept sealed bids for 170 37-00, Drilling Services for Seneca Landfill - Groundwater Remediation Pilot Study, until November 2, 2017 at 2:00 pm, EST, at which time they will be publicly opened.

There will be a non-marital day pre-bid meeting on October 18, 2017 at 11:00am at the Solid Waste Dept. Office, 15020 West Hwy, Seneca, SC 29678.

Specifications may be obtained from Goosee County Procurement Office, 415 S. Pine Street, Room 100, Walhalla, SC 29691, telephone (864) 938-4141 or at the County's website, www.gooseecounty.com.

LEGAL NOTICES

LEGALS

PUBLIC NOTICE
REQUEST FOR QUALIFICATION
Professional Architect
Design Services

The City of Seneca Recreation Department is looking for an Architect Firm with design experience in municipal recreation facilities to provide the Department with a Master Plan.

Visit the City of Seneca website, www.senecasouthcarolina.com

If interested, please send your qualifications to:

Mr. Robert Farrae
City of Seneca
PO Box 4775

Seneca, SC 29679
rfarp@seneca.sc.us

THE GOOSEE COUNTY COUNCIL will hold a special workshop meeting with the Goosee County Planning Commission at 8pm, Tuesday, October 24, 2017 in the Council Chambers of the Goosee Administrative Offices located at 415 South Pine Street, Walhalla, SC 29691 to discuss various issues related to certain overlays for Goosee County.

Classifieds
Work

THE JOURNAL

Having a yard sale?

Advertise it in the
classifieds and
sell your stuff!

Clip & Go
YARD SALESCHURCHWIDE
YARD SALE

Multi-Families!

Sat. Oct. 7th, 7a.m.

Oakway United

Wesleyan Church

6880 West Oak Hwy.

*Sale will be inside

follow signs.

MULTI-FAMILY
YARD SALE

Sat. Oct. 7th, 8 a.m.

301 McClure Road

Seneca, S.C.

Household items,

clothes & much more...

*in case of rain will

move to Oct. 14th

Every 1st Friday
"Yard Sale"

Corner of Rt. 123

& Riddle Drive

Antiques, Vintage

& Used.

Call 864-882-0592

Local Yard Sale!

111 Elliott Drive, Seneca

(off S. Walnut Street)

Fri. 10/6 & Sat. 10/7,

9 a.m.-5 p.m.

Many and varied household

items, 50 gallon fish tank

(complete system), some furniture,

MANY Christmas items and

lots of other useful items...

Newry
982 W. Branch Street
Friday & Saturday 8 a.m.
Riding & push lawnmowers,
tools, fishing rods, wood chipper
& MUCH MORE...

Several Different
Households
Having A Huge Yard Sale!
Saturday October 7th
8 a.m. until Noon
...Serenity Place...
117 Northside Circle
Seneca, S.C.

Large assortment of
merchandise to browse.
ARTICRAFTS, Jewelry,
Housewares, DVD's, CD's,
Clothes, Shoes, Books,
Knick-Knacks, Pictures,
Baked Goods...

**OPTION FOR CLEARLY ALLOWING
MULTI-FAMILY HOUSING WITHIN THE CONTROL-FREE DISTRICT**

Language to be located Sec. 38-10.2 *Control Free District*

Setback requirements do not apply to lot lines separating dwelling units which are part of a multi-family housing structure (e.g., townhouses).

As to multi-family housing structures located on one lot (e.g., duplexes or apartments), setback requirements apply only to the exterior perimeter wall of the entire structure.

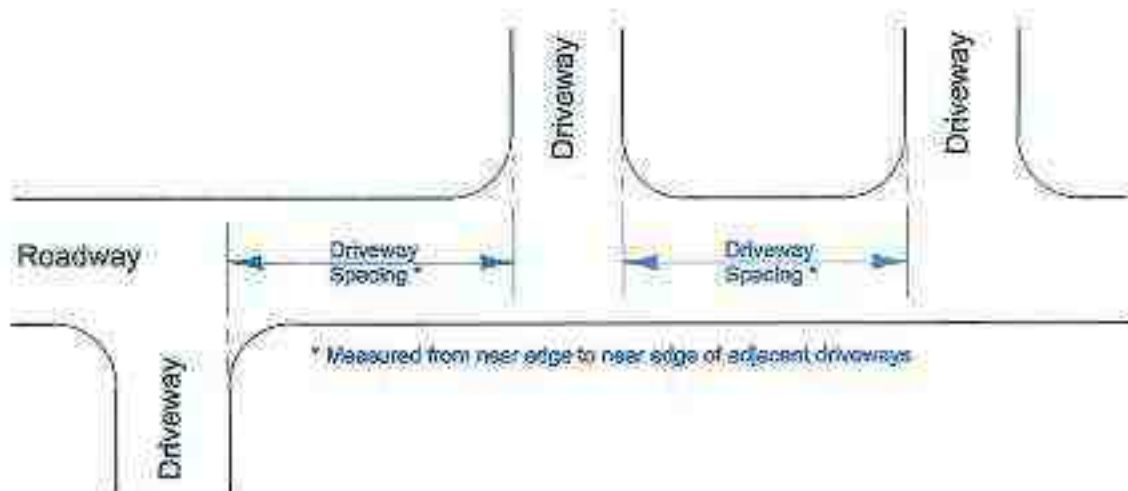


BERKELEY COUNTY PLANNING COMMISSION

1100 MARKET STREET, BERKELEY, MISSISSIPPI 39208



Figure 3-7: Minimum Driveway Spacing



Posted Speed Limit (mph)	Minimum Driveway Spacing (ft) on roadways with AADT \geq 2000 or Driveways Generating more than 50 Peak Hour Trips	Minimum Driveway Spacing (ft) on roadways with AADT < 2000
30	180	75
35	220	125
40	275	175
45	325	225
\geq 50	400	275

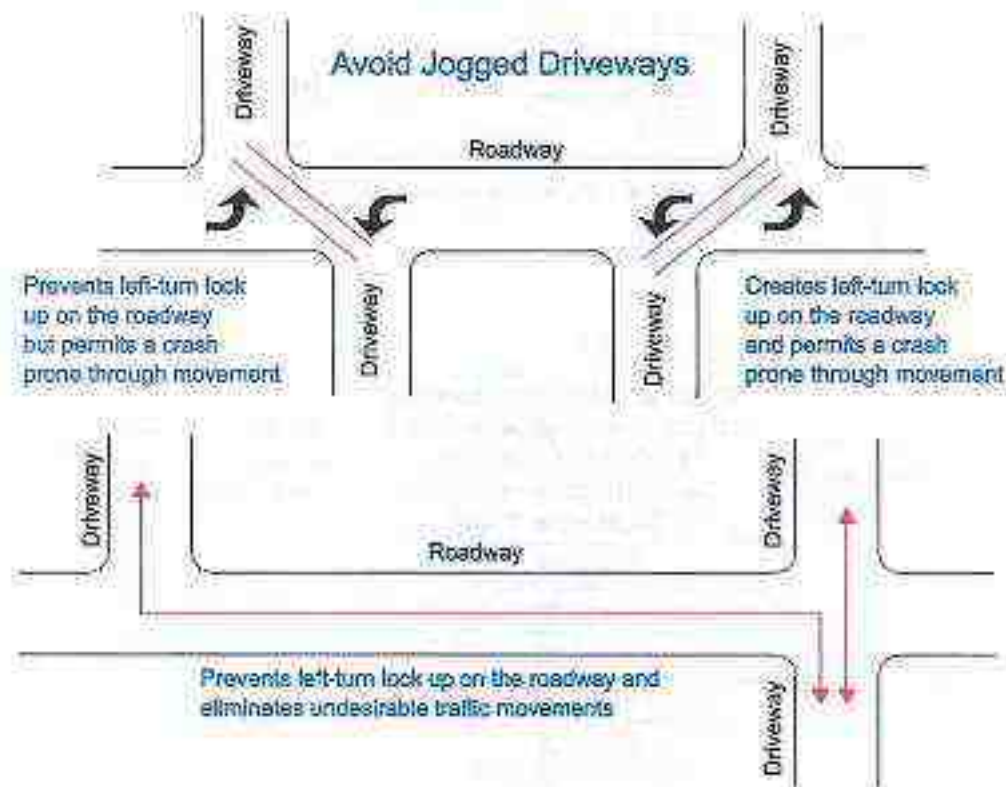
Exceptions to minimum driveway spacing include the following:

- The placement of residential (low volume) driveways. These drives should be placed in a reasonable location to avoid interference with adjacent drives as determined by the Resident Maintenance Engineer (RME).
- The replacement of a driveway to a property that may be lost or disrupted due to a SCDOT project.

In the case of large developments with outparcels, access for outparcels should be provided only internally; however, shared or individual driveways may be permitted provided that **twice the normal spacing** requirements are met. When direct access is approved, it may be limited to right-in, right-out. Even when single or shared out-parcel driveways are allowed, additional access from the outparcels to the major development should be provided. Notation of access for outparcels shall be made on the plans for the development. Early coordination with the District Traffic Engineer is encouraged. For sample drawings of out-parcel access, see Figures A-2 and A-3 in Appendix A.

Avoid closely spaced driveways on opposite sides of an undivided roadway or roadway with a two-way left-turn lane (TWLTL) as they can allow undesirable traffic movements and turning conflicts (See Figure 3-8). The spacing of these drives should also follow the requirements set forth in Figure 3-7.

Figure 3-8: Driveway Connections on Opposite Sides of the Roadway



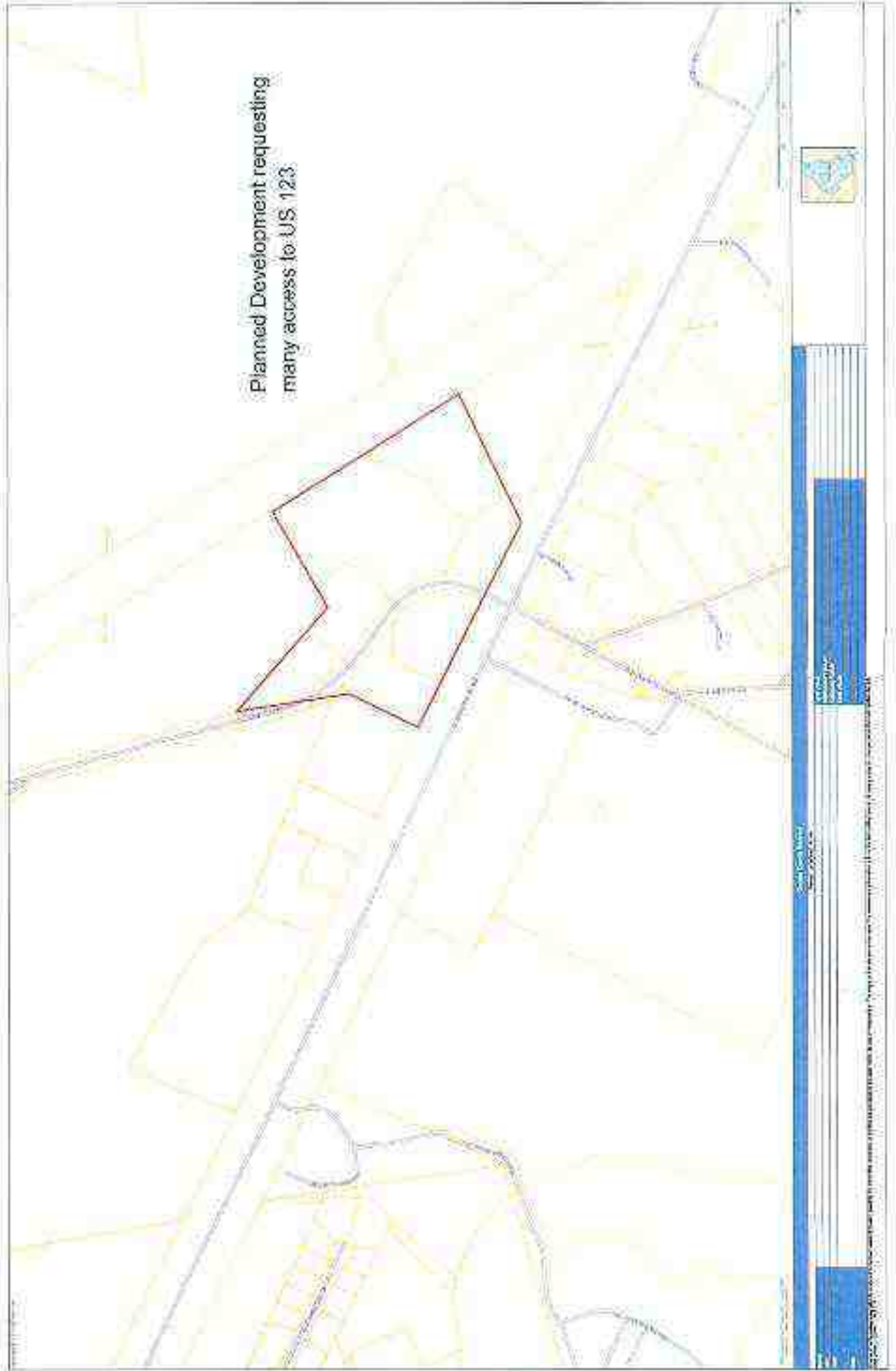
3C-2 Driveway Radius and Corner Clearances

Corner clearance is the distance between a roadway intersection and the nearest driveway. The purpose of corner clearance is to remove conflicting movements from the functional area of intersections and provide sufficient stacking space for queued vehicles at intersections so that the driveways are not blocked. These requirements may limit or exclude driveways on some corner lot frontages. The minimum corner clearance for full access unsignalized as well as signalized intersections is the standard spacing from Figure 3-7. For right-in, right-out access, use a minimum of 150 feet or the value given in Figure 3-7 if it is less than 150 feet.

Under no circumstances will a driveway connection be permitted within the corner radius of the intersection. In situations where large turn radii exist, the beginning of the radius of a driveway shall be at least 10 feet from the point of tangency of the intersecting roadway's radius.

In locations where left-turn lanes exist, these corner clearance distances may need to be increased as driveways should not be located where it is necessary for left turning vehicles to cross an intersection's left-turn lane. In situations where right turn

Planned Development requesting
many access to US 123.



1/26/2017

Google Maps

Google Maps



<https://www.google.com/maps/@29.8568965,-82.5782408,192m/data=!3m1!1e3>

10/24/2017

Google Maps

Google Maps



Imagery ©2017 Google, Map data ©2017 Google, United States ©2017



DESTINATION OCONEE

Realizing the future of Oconee County

Committee Report to Council

August 15, 2017

This report summary is to serve as a comprehensive response to the directive from County Council to analyze the Destination Oconee plan.

Destination Oconee: *Realizing the Future of Oconee County*

Destination Oconee is a comprehensive marketing approach and community branding strategy with a strong emphasis on economic development. The goals of Destination Oconee are to capitalize on the abundance of our natural resources and uniqueness of our downtowns; creating a strong “sense of place” and a distinct, cohesive destination; to create vibrant, thriving communities where people want to work, live, play, and invest. Considered a road map for the future, Destination Oconee identifies a number of recommendations and key areas to place attention and focus. The citizen led committee feels for Oconee County to have continued successes, we must revitalize our downtowns to create that unique sense of place; improve access to our key tourism sites and capitalize on the abundance of our natural resources, while still protecting them.

Background

The Destination Oconee Plan was developed over the course of many months and numerous meetings and interviews with various local residents, business owners, local stakeholders, government entities, non-profits and representatives from the South Carolina National Heritage Corridor. The plan began as an initiative to brand and market the county’s outdoor recreation but grew into a much larger approach that blended elements of both tourism and economic development while focusing on collaboration. While we are fortunate to be surrounded with the natural beauty and resources that attract many to our area, many of the stakeholders noted the need for proactive planning and cooperation among the county and cities for continued success. A large portion of the Destination Oconee plan centers on community development; which includes creating stronger nucleuses in our downtowns and promoting both business and leisure opportunities.

The Destination Oconee Plan was unanimously endorsed by Oconee County Council in July of 2015. At that time, they committed to hire a full time staff person whose responsibility was the implementation of the plan and its’ key recommendations. In addition, County Council voted to appoint a citizen led “Action Committee” comprised of seven members, whose purpose was to work with the staff person to analyze the Destination Oconee document, prioritize the recommendations within it and suggest possible funding options for Council to consider.

In March of 2016, Janet Hartman was hired as the Manager of Destination Oconee. As the Destination Oconee plan has a strong economic development component, it was natural for this position to be placed within the Oconee Economic Alliance. On April 21, 2016, the Destination Oconee Action Committee held their first organizational meeting. The individuals appointed to the Action Committee were Dave Washburn (District I), Luther Lyle (District II), Al Shadwick (District III), Matthew Smith (District IV), Bob Hill (District V), Hal Welch (Member at Large), and Robert Moore (Member at Large).

The committee met over the course of eleven months to become more educated on each of the plan's key recommendations, to better understand and determine the needs to implement specific initiatives within each of the key recommendations. Each month, a specialist presented information directly related to one of the key recommendations in the plan. Those specialists included representatives from the Oconee Economic Alliance, Oconee PRT, Oconee Community Development office, the Convention Visitors Bureau, the City of Walhalla and the Appalachian Council of Governments.

Key Recommendations

The 12 key recommendations listed within the adopted plan are as follows:

1. Support the development of Sanctuary Pointe Resort and the SC Great Outdoor Center at Exit 1
 - a. Letter of support written January 2016, along with letters from Oconee Economic Alliance and Mountain Lakes CVB
 - b. On-going support has and will continue to be provided as needed
 - c. ***Completed**
2. Identify a person or organization to oversee the implementation of "Destination Oconee"
 - a. Manager hired March 2016
 - b. Position placed under the Oconee Economic Alliance
 - c. ***Completed**
3. Conduct Street Audits in Downtowns
4. Pass a Design Review Committee Ordinance
5. Create a 3-year Action Plan for Managing Growth
6. Adopt a Scenic Overlay Ordinance for Cherokee Foothills National Scenic Byway
7. Adopt a Downtown Overlay Ordinance for Westminster, Seneca and Walhalla
8. Adopt a more detailed County and City Signage Ordinance
9. Conduct a Condition Assessment of the public access, structures and signage at lakes, waterfalls, rivers, scenic vistas and other key natural attractions
10. Develop a plan for improving public access and experiences at lakes, waterfalls, scenic vistas and other natural resources
11. Execute all marketing recommendations outlined in the plan
12. Identify sources and commit funding to support tourism projects

Priority Ranking of Key Recommendations

With two of the above twelve recommendations having been completed and one being specifically related to funding, the committee was charged with prioritizing the other nine recommendations. The following is the priority ranking from the County Council appointed Destination Oconee "Action Committee":

1. Adopt a Downtown Overlay Ordinance for Westminster, Seneca and Walhalla
2. Conduct a Condition Assessment of the public access, structures and signage at lakes, waterfalls, rivers, scenic vistas and other key natural attractions
3. Develop a plan for improving public access and experiences at lakes, waterfalls, scenic vistas and other natural resources
4. Conduct Street Audits in Downtowns
5. Adopt a more detailed County and City Signage Ordinance
6. Adopt a Scenic Overlay Ordinance for Cherokee Foothills National Scenic Byway
7. Pass a Design Review Committee Ordinance
8. Execute all marketing recommendations outlined in this plan
 - * The committee specifically noted their lower ranking of this recommendation due to the fact that many of the marketing initiatives were already in motion and will be ongoing. However, the committee points out continued success generated by marketing will not be possible without committed funding.
9. Create a 3-year Action Plan for Managing Growth

The committee agreed on the importance of strengthening the downtowns to create that "sense of place", to improving the overall attractiveness and to enhance the economic climate within each. As the county continues to have economic development successes with business expansions and recruitment, it was determined that there is a need to put greater emphasis on community development to help attract and retain talent for business while enhancing the quality of life.

The committee also ranked assessing and improving the public access areas and infrastructure high on the list. They felt the county needs to concentrate on these areas to be able to provide quality amenities and services for residents and visitors alike. Many of the identified public access areas are in need of improvements not only aesthetically but also to make them safer and ADA compliant. It is a well-known fact that people want to visit and spend time at our parks, lakes and other key attractions. It is also known that people who have a bad experience will likely not return and share that bad experience with many others. The committee feels strongly that Oconee County needs to proactively invest in maintaining its tourism assets.

Funding Options

Once the rankings were completed, a preliminary list of projects was presented to the committee for review and discussion, along with a list of potential funding options. The different funding options considered were:

County Hospitality Tax

- Dedicated source of revenue for tourist related infrastructure and capital projects
- Implemented through ordinance by the County (3 readings and public hearing)
- County can levy up to 2% in the unincorporated areas
- SC Department of Revenue projects \$735,000 annually (very conservative estimate and does not take into consideration new developments coming online in 2017-2018, such as Hartwell Village)

Capital Project Sales Tax

- List of projects proposed by commission appointed by County Council
- Referendum question to appear on ballot for voters to decide
- Vote to be held during a general election (November 2018)
- Estimated \$5M annually

Increase Accommodations Tax

- Potential of 3-4 new hotels to be built in Oconee County in next few years
- Accommodations tax from new hotels beginning 2018 dedicated to Destination Oconee projects for a period of years
- Based on numbers from new Hampton Inn; projected revenue \$30,000-\$50,000/hotel per year

Grant Opportunities

- Research and seek grants for specific projects
- Revenue projections vary on grants available
- Typically local match is needed

After reviewing all the information presented to them, the Destination Oconee "Action Committee" members instructed the Destination Oconee staff person to complete the project list and to include cost estimates for all projects. The project list is divided into flagship/capital projects and immediate/priority need projects.

The Destination Oconee "Action Committee" members voted to make a recommendation to County Council to consider the implementation of a county wide Hospitality Tax, within the unincorporated areas of the county, to fund the immediate and priority need items identified on the Destination Oconee project list, included in this document and to assist with ongoing maintenance efforts of existing recreation assets. In addition, the Committee recommends County Council consider funding future flagship/capital projects with other funding options identified in the Destination Oconee report.

Project List

The following detailed project list was completed with estimated costs assigned to them. These amounts are estimates until such a time a project is moving forward and an exact bid is necessary.



Destination Diverse Committee
2022-118



Flagship Projects

Full Creek (and/or) improvements (Bioswale, Rain Gardens) Trail System	
Palmetto Trail Completion - Wall to Wall Trail	\$500,000.00
Devonon Mountain Bike Trail - Gasparone	\$500,000.00
Coastwide Greenway connecting all three major shorelines (\$100,000/mile x 10 miles)	\$13,000,000.00
Coastwater Trail in Ocean Gateway District	
Recreation/Sports Tourism Activities based on needs assessment for each District	\$2,000,000.00
Total Flagship Projects	\$14,000,000.00

Immediate Need

High Falls Major Main Parking (Park Expansion)	
ADA Day Use Restroom - High Falls Park	\$215,000.00
ADA Day Use Restroom - Oak Hills/Ocean Bay Park	\$200,000.00
High Falls Campground Upgrades (Bioswale, Rain Garden, Full Hookup, Storage shed)	\$250,000.00
New Paved Deck/Pavement/Severance - Oak Hills Park	\$250,000.00
Trailhead Building/ maintenance upgrades - Needs assessment needed	\$250,000.00
Gate Access road side - Needs assessment needed	\$500,000.00
North Area upgrades - Needs assessment needed	\$250,000.00
South Area signage upgrades	\$50,000.00
Wayfinding Signage - plan completed - DCF approved	\$100,000.00
Coastwide Buy Local - Think Occoee (\$50,000/year x 3)	\$250,000.00
Gateway Signage - right-of-ways to the County and state in Ocean Gateway	\$270,000.00
Municipals Support: financing grants for Master Plan, redevelopment projects, etc.)	\$250,000.00

Priority Need

Trailhead Restrooms - South Cove	\$150,000.00
Workshop/Presentation Room - South Cove - High Falls	\$100,000.00
Two restrooms, dock/One multi-use dock - South Cove	\$100,000.00
Leisure deck - High Falls	\$10,000.00
Deck Launch - South Cove - High Falls	\$40,000.00
Highland shade structure - Oak Hills - High Falls	\$10,000.00
Expanded trail system - Chair Barn - Park	\$100,000.00
Gateway Entrances - Rt. 1 and Exit A	\$100,000.00
Green Creek Access improvements - Oak Hills/Eff Access	\$750,000.00
Recreation Building renovations - South Cove	\$80,000.00

Total Immediate & Priority Need

\$4,705,000.00

Total Project List

\$22,705,000.00

2016 – 2017 Accomplishments

While there is still much work to be done to accomplish the goals of the Destination Oconee plan, the program has seen initial successes. The plan has been embraced by the community, has completed successful downtown initiatives, spearheaded a popular buy local initiative, increased engagement on social media and has fostered the acceptance of the new branding.

- Introduction of Destination Oconee initiative
 - County embraced the logo
 - County vehicles rebranded with the logo
 - Planning sessions held with municipalities
 - Cities embraced the logo
 - Civic group and community organization presentations made
 - Formation of Action Committee
 - Collaboration with County PRT, planning department/shared planner
 - Social media presence increased
- Construction of Gateway signs
 - Secured \$76,600 in grant dollars to fund new signs
 - Worked with architect on sign design
 - Applied for DOT encroachment permit
 - Awarded construction contract
 - Supervised project and coordinated final design and landscape
 - New signs placed at county entrances Hwy 123 from Clemson and Hwy 11N
 - County signs replaced at Hwy 107 and Hwy 123 from Georgia
 - Submitted packet for grant reimbursement
- Placement of Interactive photo kiosks
 - Placed first stationary kiosk at South Cove Park
 - Created mobile photo kiosks, partnered with local tourism partners and events for use (Chattooga Belle Farm, Jazz on the Alley, local festivals, etc.)
 - Encouraged interaction with visitors through social media
- Creation of Wayfinding signage plan
 - Toured county for placement/replacement of tourism assets signs
 - Created county wide plan
 - Developed consistent design for signage
 - Received DOT approval for county wide sign plan
 - Coordinated placement within city limits with each municipality
- Creation of County-wide buy local campaign
 - Developed branding and logo for Think Oconee initiative
 - Introduced campaign to community with various promotional materials
 - Distributed 4600 reusable shopping bags, 9200 decals, and 7500 koozies
 - Promoted initiatives through social media and various public events and mediums
 - Coordinated with local merchants for holiday/local spending
 - Supported local Farmers Market with promotional materials and marketing
 - Broadened campaign beyond buy local to recycling and litter initiatives
 - Spearheaded the Great Oconee Clean Up in April 2017
 - 200 volunteers, 2,300 lbs. of litter collected
 - Issued Downtown Clean Up Challenge to municipalities in July 2017
 - 4 cities participated: 145 volunteers, 3,500 lbs. of litter collected
 - Awarded \$500 to 3 cities and \$5,000 beautification grant to winner

- **Municipality support provided**
 - **Met with each municipality, offered support and resources for development initiatives**
 - **Walhalla**
 - **Provided guidance for creation of Downtown Development Corporation**
 - **Conducted street audit**
 - **Developed Façade Grant Program**
 - **Recently awarded 3 grants totaling \$4,992**
 - **Assisted in creating Design Guidelines**
 - **Assisted in updating and amending current zoning and signage ordinance**
 - **Created Business Incentive Program**
 - **Conducted Strategic Planning session for City Council**
 - **Presented ED 101 to City Council**
 - **Westminster**
 - **Created Commercial Building Improvement program**
 - **Supported Local Development Corporation**
 - **Explored various downtown improvement projects**
 - **Presented ED 101 to City Council**
 - **Seneca**
 - **Collaborated with Downtown Merchants Association on various marketing initiatives; Downtown Go-Around and Passport to Seneca**
 - **Conducted street audit**
 - **Facilitated City of Seneca and Downtown Merchants follow up discussion**
 - **Presented ED 101 to City Council**
 - **West Union**
 - **Presented ED 101 to Town Council**
- **Conducted a Condition Assessment of public access areas**
 - **Created an inventory listing of all public access points in the county**
 - **Identified all points on county map**
 - **Performed a preliminary assessment of current condition**

In closing, it is important to know that Destination Oconee is a long-term plan, one that will take many years to complete. In fact, we will never be finished. We will need to continue to plan for the future, while investing in ourselves. As there will continue to be growth and development within the county, continued improvements and changes will need to be addressed.

Oconee County is truly blessed in so many ways from its people and businesses to its rich history and outdoor amenities. The future of Oconee is bright and this Destination Oconee plan is the type of catalyst to help our area reach its full potential.

The Destination Oconee committee and staff would like to thank County Council for their support of the Destination Oconee plan and their strong consideration concerning how to implement the plan fully and to keep the momentum going.

DESTINATION OCONEE

Priority Ranking of Key Recommendations

The following is the priority ranking from the County Council appointed Destination Oconee "Action Committee":

1. Adopt a Downtown Overlay Ordinance for Westminster, Seneca and Walhalla
2. Conduct a Condition Assessment of the public access, structures and signage at lakes, waterfalls, rivers, scenic vistas and other key natural attractions
3. Develop a plan for improving public access and experiences at lakes, waterfalls, scenic vistas and other natural resources
4. Conduct Street Audits in Downtowns
5. Adopt a more detailed County and City Signage Ordinance
6. Adopt a Scenic Overlay Ordinance for Cherokee Foothills National Scenic Byway
7. Pass a Design Review Committee Ordinance
8. Execute all marketing recommendations outlined in this plan
 - * The committee specifically noted their lower ranking of this recommendation due to the fact that many of the marketing initiatives were already in motion and will be ongoing. However, the committee points out continued success generated by marketing will not be possible without committed funding.
9. Create a 3-year Action Plan for Managing Growth

The committee agreed on the importance of strengthening the downtowns to create that "sense of place", to improving the overall attractiveness and to enhance the economic climate within each. As the county continues to have economic development successes with business expansions and recruitment, it was determined that there is a need to put greater emphasis on community development to help attract and retain talent for business while enhancing the quality of life.

The committee also ranked assessing and improving the public access areas and infrastructure high on the list. They felt the county needs to concentrate on these areas to be able to provide quality amenities and services for residents and visitors alike. Many of the identified public access areas are in need of improvements not only aesthetically but also to make them safer and ADA compliant. It is a well-known fact that people want to visit and spend time at our parks, lakes and other key attractions. It is also known that people who have a bad experience will likely not return and share that bad experience with many others. The committee feels strongly that Oconee County needs to proactively invest in maintaining its tourism assets.