Coding for Tomorrow: Developing a Framework for Growth

DESTINATION OCONEE COMMITTEE

JOSH A. STEPHENS, ASSISTANT TO THE COUNTY ADMINISTRATOR

SEPTEMBER 15, 2016

Framework Components

Guiding Principles:

- ◦ Economic Growth/Diversity
- ◦ Natural Resources
- ◦ Quality of Life

Geographic Component

Alignment:

- ◦ Aligning your vision, goals and policy should inform decisions regarding allocation of funding and direct policy development
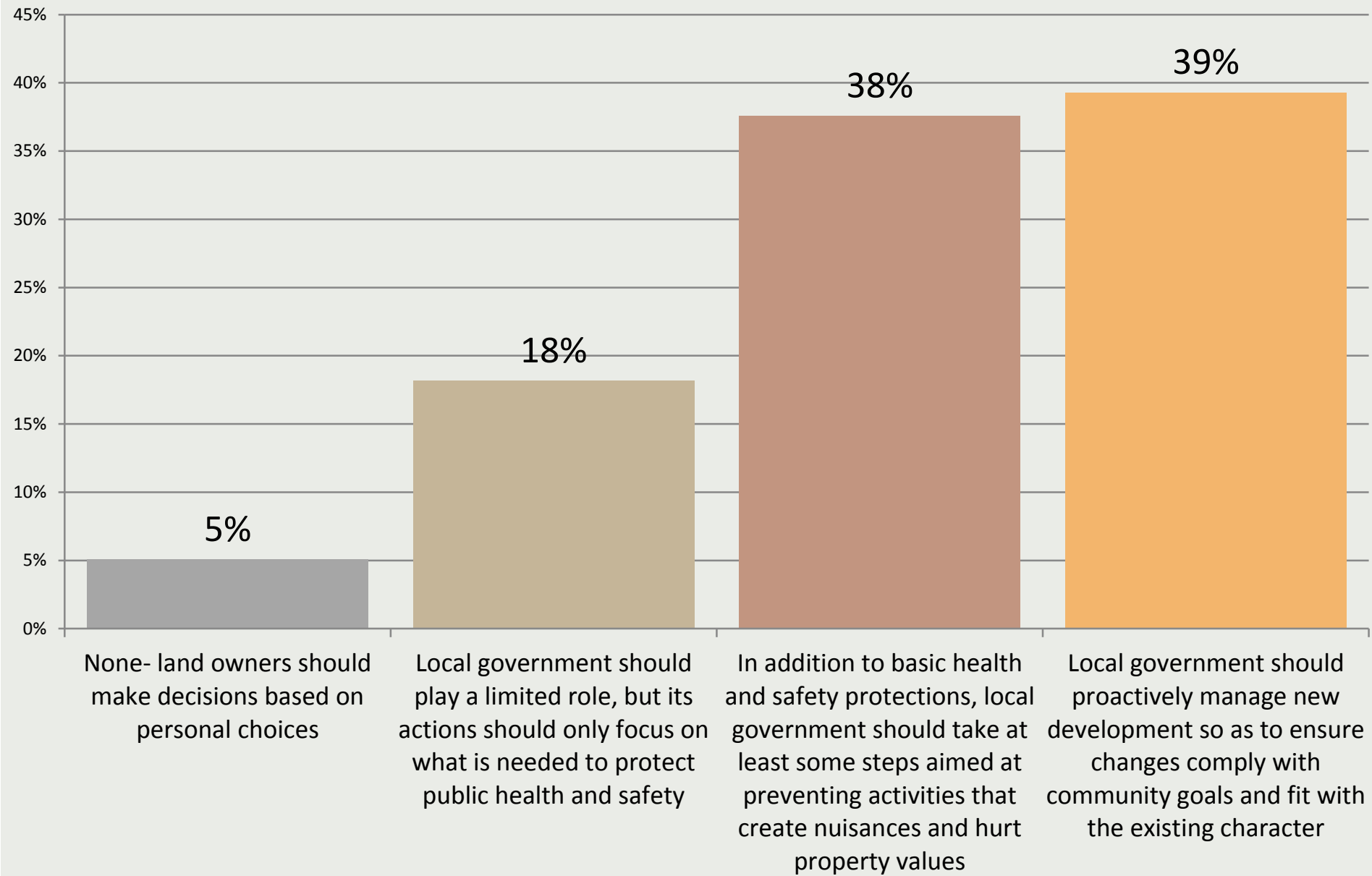
Why?

Impacts associated with growth and change:

◦ Costly sprawl – roads, utilities, health, sense of community, transportation costs

◦ Loss of agricultural lands and natural resources

◦ Service delivery stress

◦ Sprawl diminishes financial, physical and cultural value

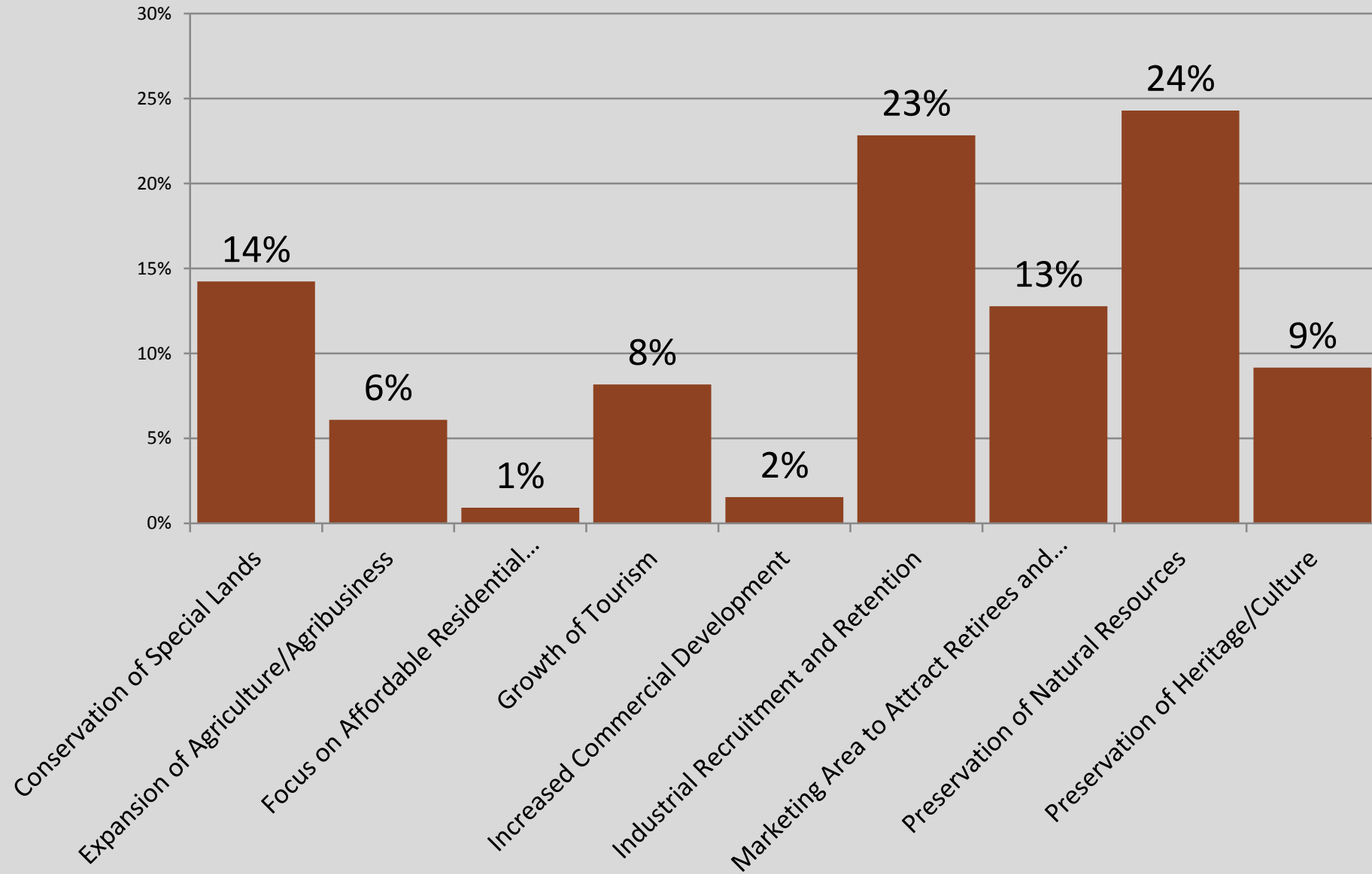◦ Establish goals, objective and action items to bring life to the community's vision

Should Local Government Help Guide Development by Assisting wiith Infrastructure?

No 17%

Yes 83%
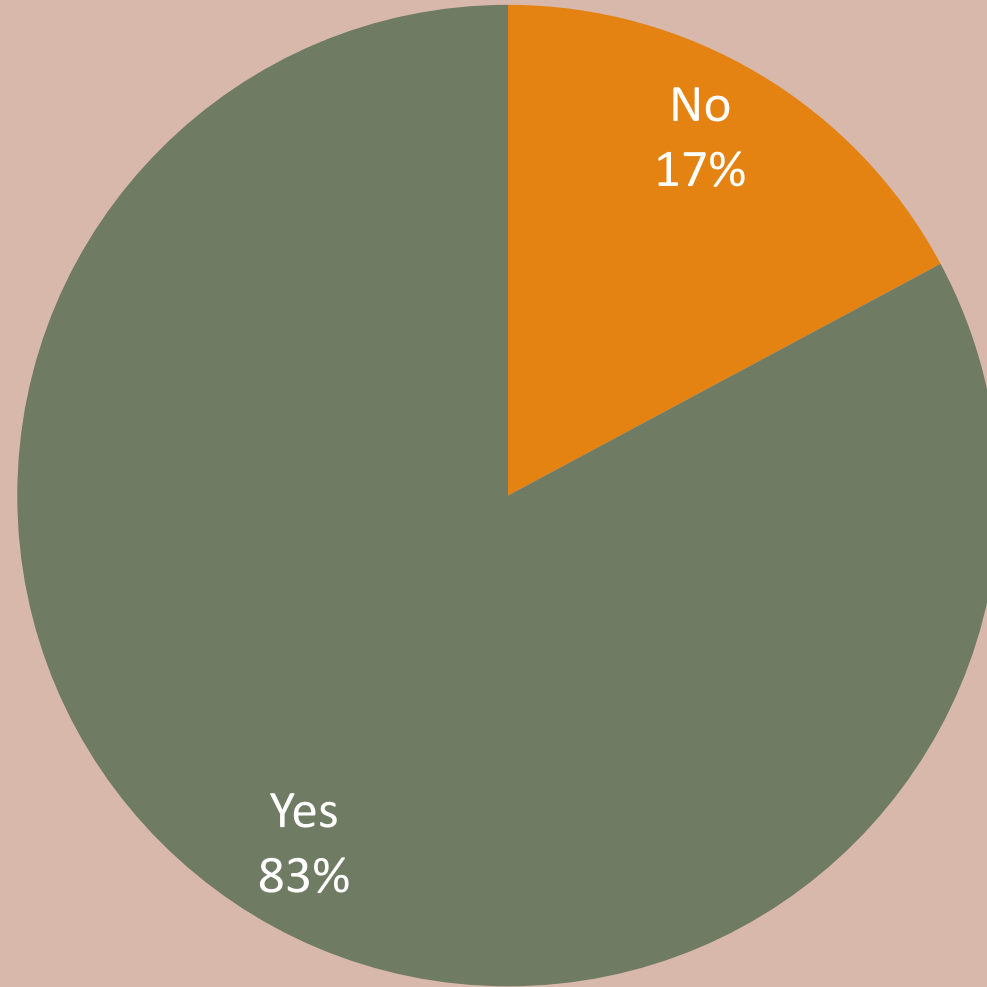
What Role Should Local Government Play in Land Use Management?

What Are the Most Important Items for Oconee's Future?

Category	Percent
Conservation of Special Lands	14%
Expansion of Agriculture/Agribusiness	6%
Focus on Affordable Residential...	1%
Growth of Tourism	8%
Increased Commercial Development	2%
Industrial Recruitment and Retention	23%
Marketing Area to Attract Retirees and...	13%
Preservation of Natural Resources	24%
Preservation of Heritage/Culture	9%

3 Year Action Plan for Growth

Governance

Collaboration amongst partners must occur so a vision of where and how the community wishes to grow can be established.

Utilities

Private Sector

Citizens

County

City

Downtown

Policy Examples that Shape Growth

Master Plans/Small Area Plans

Design Guidelines

Property Acquisition

Streetscape

Rent Assistance

Architect assistance for guidelines

Tap Free Reduction

Density Bonus

Corridor Development

Historic Preservation

Destination Development

Purchase/Transfer of Development Rights

Green Space requirement

Signage

Cluster Development

Revitalization Entity

Simple Steps and Small Steps

Meeting of the Minds
◦ Is there value to this?

Creation of Stakeholder Committee to explore further

Begin to draft growth plan using the following as a starting:
◦ Comprehensive Plan
◦ Zoning Ordinances
◦ Utility expansion plans
◦ Land Use trends
◦ Etc…

Committee proposes creation of Priority Investment Areas and Rural Enhancement Areas as the framework for the growth plan

Stakeholders formally adopt these geographic areas and associated policies needed to ensure areas achieved determined goals as set forth by the committee
◦ Geographically shape investment
◦ Density policies for growth/preservation
◦ Industrial/commercial/residential investment
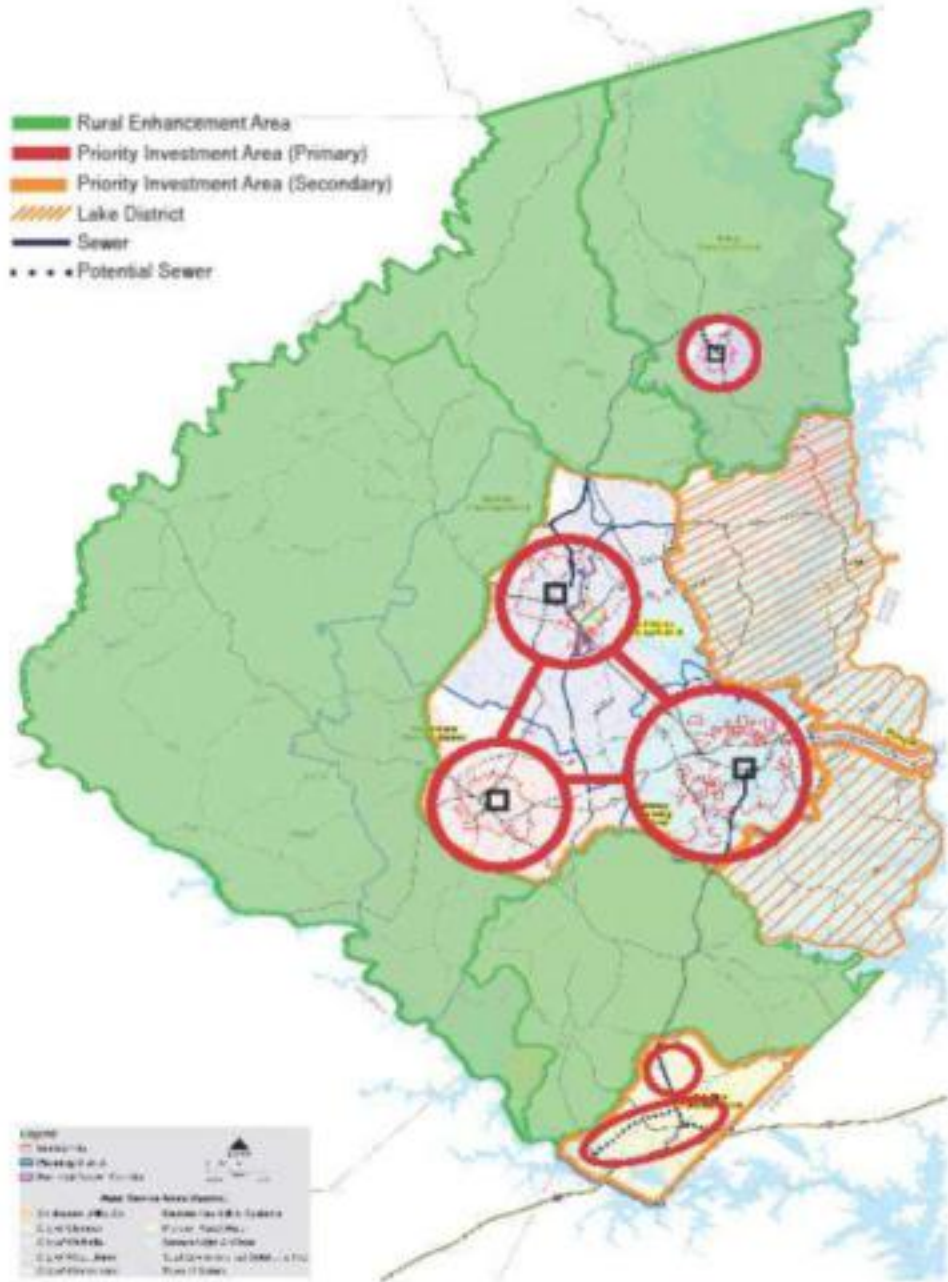◦ Infrastructure investment
◦ Etc…

Legend:
- Rural Enhancement Area
- Priority Investment Area (Primary)
- Priority Investment Area (Secondary)
- Lake District
- Sewer
- Potential Sewer

Scenic Hwy Overlay for Hwy 11

What is a Corridor Plan?

Analysis of the impact resulting from the interplay between land uses, transportation systems and growth along a route

Analysis is used to **define a vision for future growth** and development along corridor

Used to **develop and implement policies** that establish a framework **that align** investment, and development patterns with the established vision

Major Corridors in Oconee County

Based on the direction of County Council, staff has identified three primary transportation routes to be considered for the adoption of corridor plans:

- US Highway 123/Clemson Blvd.
- SC Highway 11
- SC Highway 59, Fair Play, I-85 Exits 2, 4

Secondary corridors to consider in the process

- US Highway 123 into Westminster
- SC Highway 28
- SC Highway 176
- SC Highway 130
- A number of nodes (intersections)

SC Highway 11: Items of Consideration

ASSETS (+)

Scenic views

Natural landscape

Lakes/recreation

Gateways

Connectivity

Sewer South

Industrial/Technology Park

Agriculture

Interstate 85

Exit 1

LIABILITIES (-)

Billboards and other signage

Development on areas of conservation

Unsuitable land-uses

Damaging views

Increased traffic concerns

Interstate 85

Major thoroughfare

Limited land development standards

Strategic Infrastructure lacking

SC Highway 11: Vision of the Future

Protection of natural landscape and scenic views

Encourage appropriate land-uses in suitable areas

Promote agriculture-related activities and operations

Establish design standards for future commercial development

Plan envisioned to be implemented in three sections: I-85/Southern Oconee; Northern Oconee; Walhalla Region

SC Highway 11: Development Policies

- Preservation and Promotion of Natural Resources:
  - Cluster Development & Traditional Neighborhood designs, where appropriate
    - Small lots, higher density, green space
    - Neighborhood scale road standards
  - Encourage agricultural and conservation zoning, where appropriate
    - Lower density, larger lot size
- Focused Growth:
  - Encourage commercial and industrial development within nodes and established parks
- Aesthetics:
  - Buffering and landscaping
  - Signage – monument, limited height, no off-premise
  - Appalachian Rustic Elegance
- Invest in infrastructure where appropriate

Focused growth

Preservation of land

Before

After

Aesthetics

Design Review Committee

County and City Signage

Invest

Mixed-use building, downtown Ashville

Ashville Walmart

.2 | 34.0
Land consumed (acres)

$634.0K | $6.5K
Sales and property taxes per acre

90.0 | 0.0
Residents per acre

73.7 | 5.9
Jobs per acre

Mill House Impact

TIMELINE	CITY PROPERTY TAX

'07 Façade Grant

'08 Assessed Value
- $42,000

'09 Purchased
- $80,000

'09 Renovations

'11 Assessed Value
- $116,700

'07 - $976

'08 - $1,129

'09 – 1,120

'11 - $2,989

'14 - $3,055

Takeaways

Leadership

Collaboration

Solutions built upon multiple layers are needed

It is okay for us to ask for what we want

Invest in ourselves. If we don't then why would anyone else?

Questions?

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AMENDED

A G E N D A

DESTINATION OCONEE
ACTION COMMITTEE

Thursday, September 15, 2016
6:00 PM
Oconee County Administrative Offices
Council Chambers, 415 South Pine Street, Walhalla, SC

Call to Order

Approval of Minutes: August 18, 2016

Discussion of Key Recommendations #7, #8, #9 and #10
        Presentation by Josh Stephens, Deputy Director of Community Development

- Create a 3-year Action Plan for Managing Growth
- Adopt a Scenic Overlay Ordinance for Cherokee Foothills National Scenic Byway
- Pass a Design Review Committee Ordinance
- Adopt a more detailed County and City Signage Ordinance

Old Business:
        Interactive photo kiosk program
        Update of priority/recommendation spreadsheet

New Business:
        2016 meeting calendar
        Katie Smith resignation

Adjourn