Coding for Tomorrow: Developing a Framework for Growth

DESTINATION OCONEE COMMITTEE

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Framework Components

Guiding Principles:

◦ Economic Growth/Diversity

◦ Natural Resources

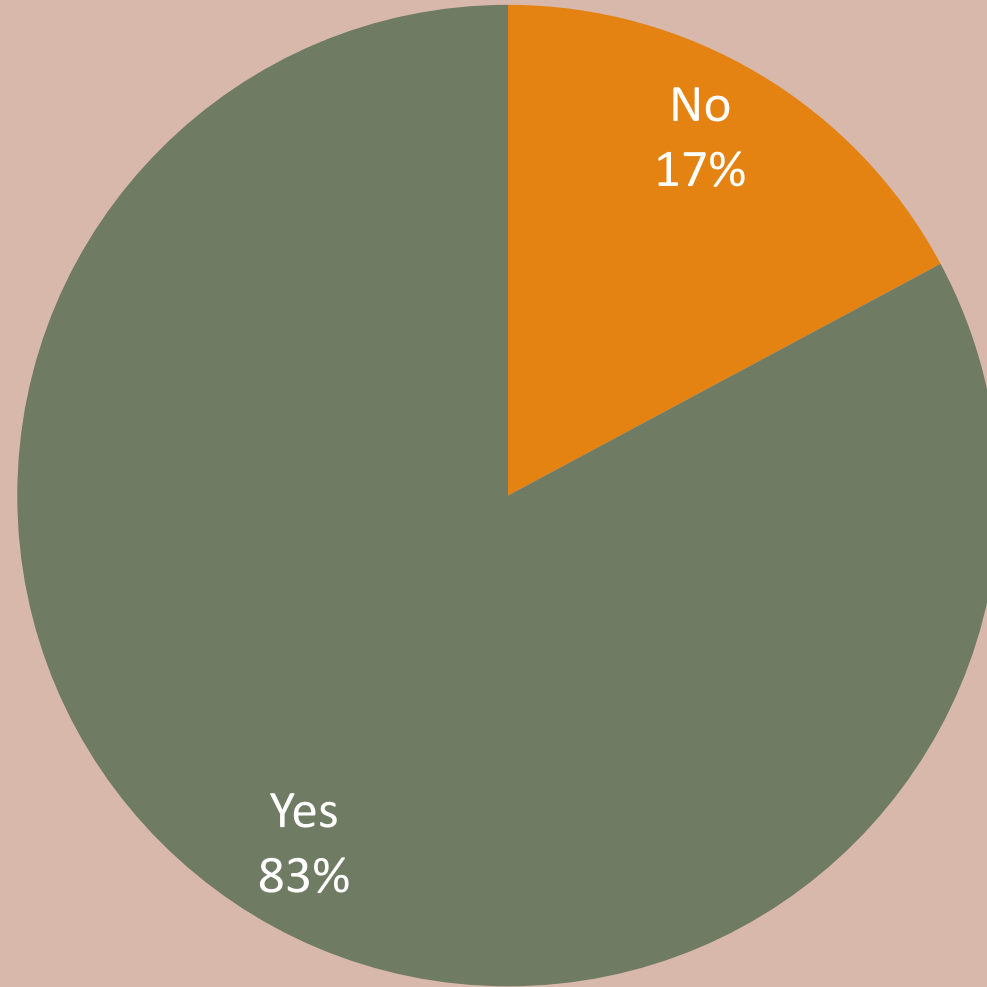◦ Quality of Life

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%
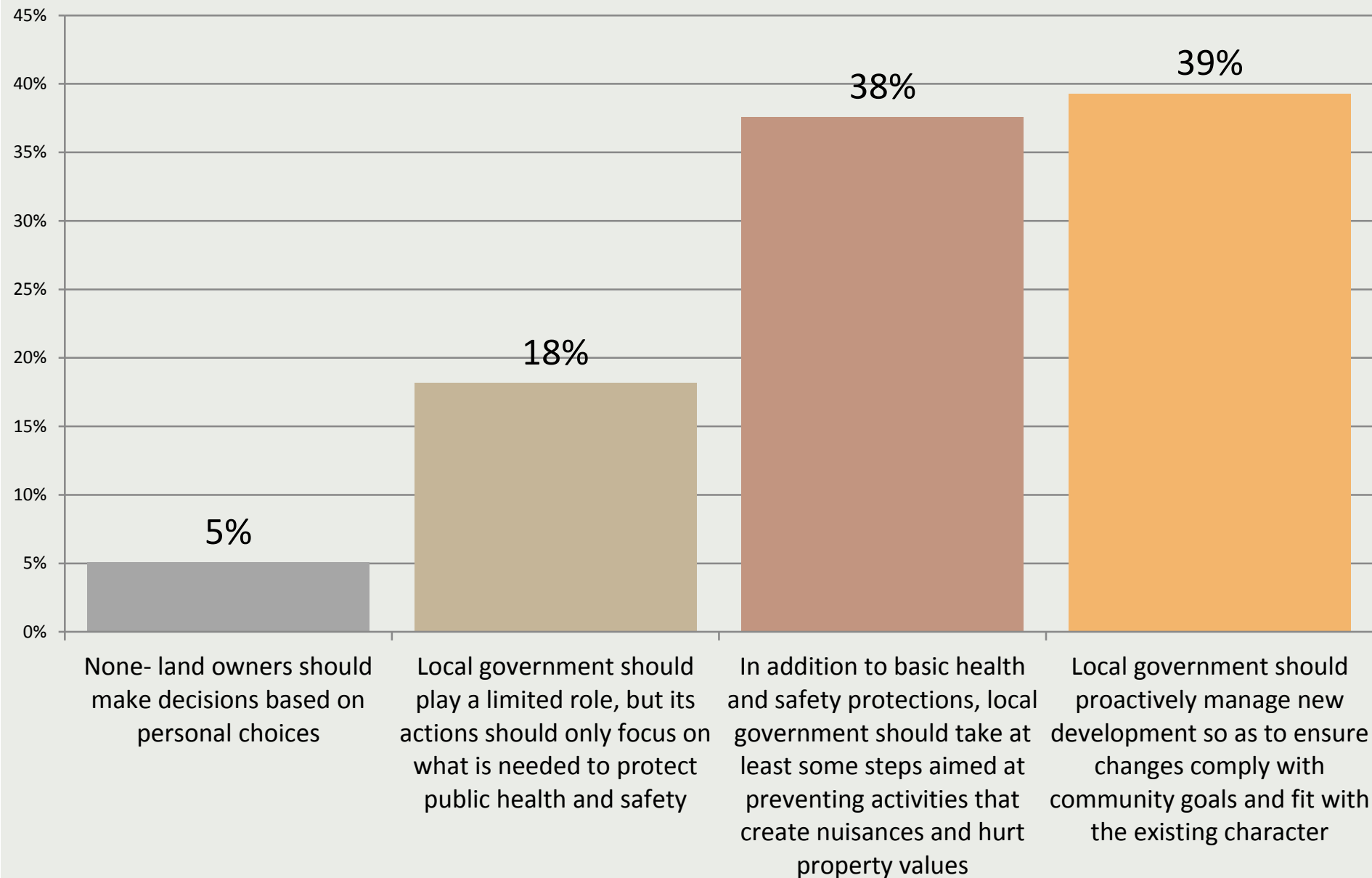
What Are the Most Important Items for Oconee's Future?
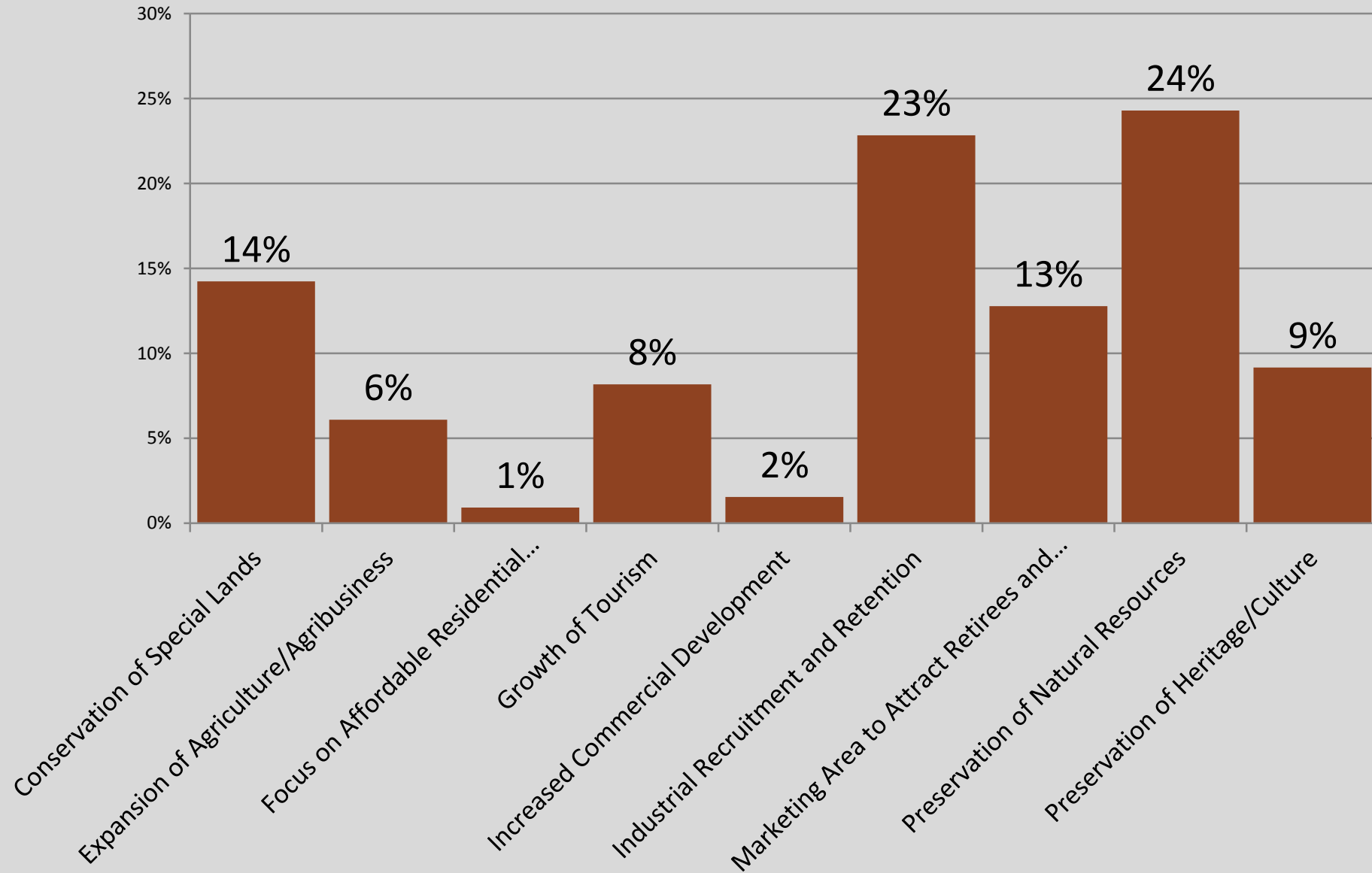
3 Year Action Plan for Growth

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
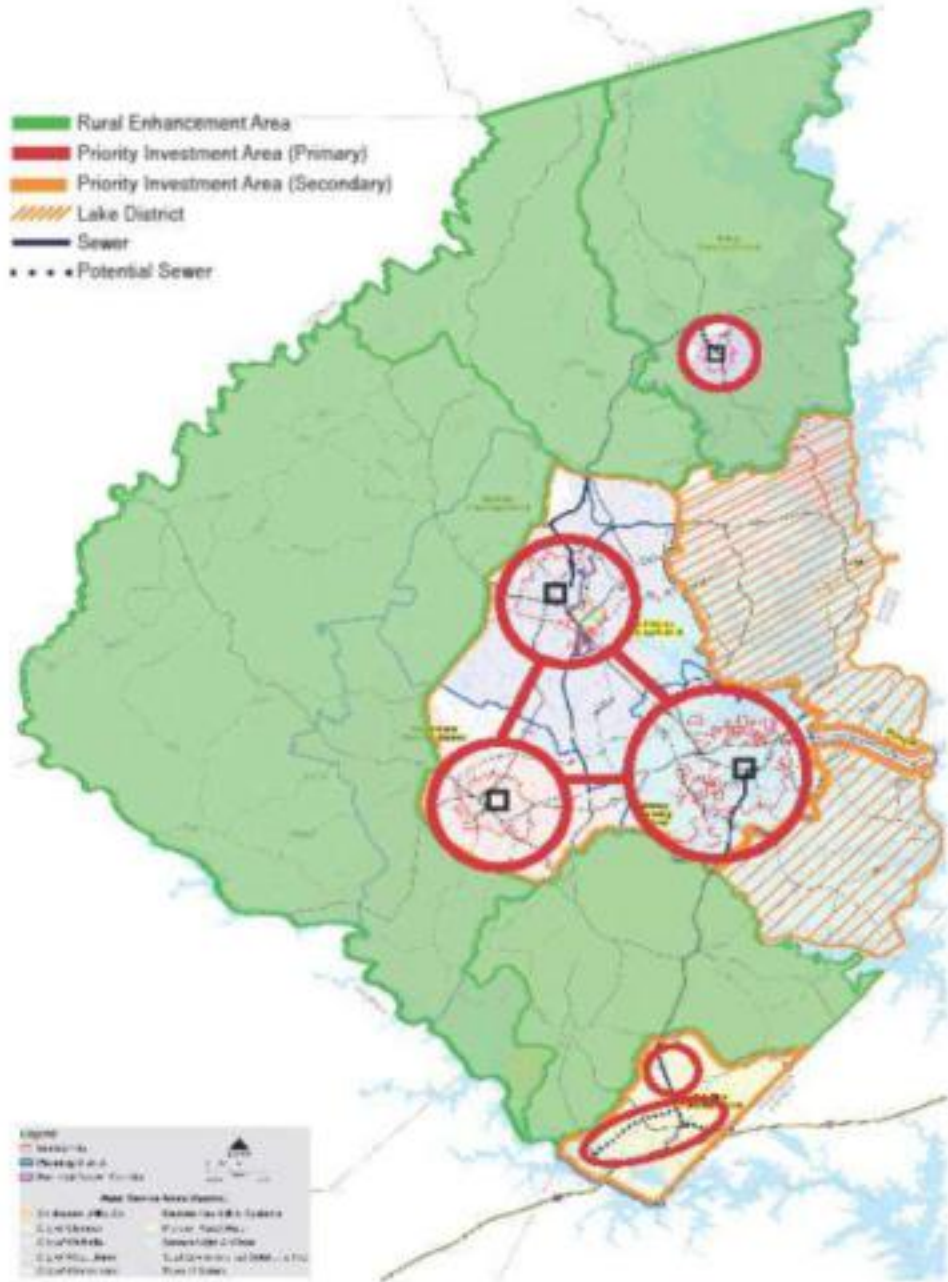
Scenic Hwy Overlay for Hwy 11

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
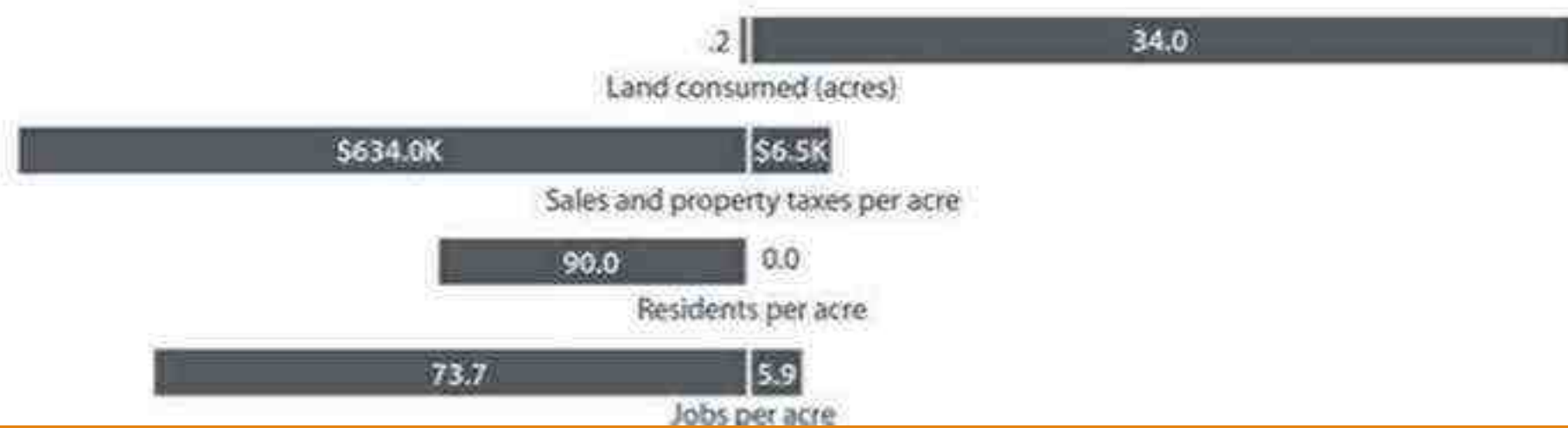
Mill House Impact

TIMELINE

'07 Façade Grant

'08 Assessed Value
- $42,000

'09 Purchased
- $80,000

'09 Renovations

'11 Assessed Value
- $116,700

CITY PROPERTY TAX

'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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**Destination Oconee
Action Committee
2016 Calendar
(Revised 9/6/16)**

<u>June</u> (June 10th 11:30a.m. The Steakhouse Cafeteria, Walhalla)

- Walking tour of Downtown Walhalla

<u>July</u> (Josh July 28th 6:00 p.m. Council Chambers)

- Conduct Street Audits in Downtowns
- Adopt a Downtown Overlay Ordinance for Westminster, Seneca and Walhalla

<u>August</u> (Phil August 18th 6:00 p.m. Council Chambers)

- Conduct a Condition Assessment of the public access, structures and signage at lakes, waterfalls, rivers, scenic vistas and other key natural attractions
- Develop a plan for improving public access and experiences at lakes, waterfalls, scenic vistas and other natural resources

<u>September</u> (Josh September 15th 6:00 p.m. Council Chambers)

- 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

<u>October</u> (Ken, Phil October 20th 6:00 p.m. Council Chambers)

- Execute all marketing recommendations outlined in this plan
- Identify sources and commit funding to support tourism projects

<u>November</u> (November 17th 6:00 p.m. Council Chambers)

- Prepare priorities list and funding strategies for presentation to County Council

<u>December</u> (December 20th 6:00 p.m. Council Chambers)

- December County Council meeting – Janet to present Destination Oconee report and recommendations

Destination Oconee Recommendations

Task Name	Status	Start Date	End Date	Partners	Q4 2015 / Q1 2016 / Q2 2016 / Q3 2016 / Q4 2016 (Oct–Dec)
− Identify a person or organization to oversee the implementation of "Destination Oconee"	Complete				
Hire Project Manager	Complete	12/15/15	03/21/16	CC	▬ Hire Project Manager (Dec–Mar)
Action Committee created	Complete	01/05/16	01/05/16	CC		Action Committee created (Jan)
− Support the development of Sanctuary Pointe Resort and the SC Great Outdoor Center at Exit 1	Complete				
Letter of support provided	Complete	01/15/16	01/15/16	OEA		Letter of support provided (Jan)
− Conduct Street Audits in Downtowns	In Progress				
Complete assessment	In Progress	06/01/16	09/30/16	Cities, Chamber, DDC, Merchants, OEA	▬ Complete assessment (Jun–Sep)
− Walhalla					
− Action Committee walking tour	Complete	06/10/16	06/10/16	DO Committee		Action Committee walking tour (Jun)
Feedback and action plans	In Progress	06/15/16	09/30/16	DDC, City, PC, OEA	▬ Feedback and action p... (Jun–Sep)
Westminster					
Seneca					
− Create inventory				Cities, Chamber, DDC, Merchants, OEA	
Walhalla	In Progress	06/01/16	09/30/16	Chamber	▬ Walhalla (Jun–Sep)
Westminster					
Seneca					
− Adopt a Downtown Overlay Ordinance for Westminster, Seneca and Walhalla	In Progress			Cities, Chamber, DDC, Merchants	
− Create Downtown Development Corp					
Walhalla	Complete	04/19/16	06/30/16	DDC, City of Walhalla	▬ Walhalla (Apr–Jun)
Westminster	Complete				

Task Name	Status	Start Date	End Date	Partners	Timeline
Seneca					
☐ Identify downtown boundaries					
Walhalla	Complete	05/04/16	06/30/16	DDC, City of Walhalla	▬ Walhalla (May–Jun)
Westminster					
Seneca					
☐ Develop Design Standards					
Walhalla	In Progress	08/01/16	11/30/16	DDC, City of Walhalla	▬▬▬ Walha (Aug–Nov)
Westminster					
Seneca (2009 review guidelines)					
Develop Façade Improvement Programs				OEA, Cities, DDC	
☐ Adopt Business Incentive Plans				OEA	
Walhalla	In Progress	08/15/16	10/28/16	DDC, OEA	▬▬ Walhalla (Aug–Oct)
☐ Conduct a Condition Assessment of the public access, structures and signage at lakes, waterfalls, rivers, scenic vistas and other key natural attractions	Not Started	10/03/16	10/28/16	PRT, CVB, OEA	▬ Conduct a Con (Oct)
Identify public access locations		10/03/16		PRT, CVB, OEA	┃ Identify public access (Oct)
Identify short term/long term and Capital needs at each location				PRT, CVB, OEA	
Determine ownership/parties involved				PRT, CVB, OEA	
☐ Develop a plan for improving public access and experiences at lakes, waterfalls, scenic vistas and other natural resources	Not Started	10/17/16		PRT, CVB, OEA	┃ Develop a plan for (Oct)
Prioritize sites into categories of immediate need, 3 year plan, 5 year plan, 10 year plan				PRT, CVB, DO, OEA	
☐ Create a 3-year Action Plan for Managing Growth	In Progress			PC	
Draft a basic framework for growth management action plan				Planning staff	
☐ Adopt a Scenic Overlay Ordinance for Cherokee Foothills National Scenic Byway	In Progress	05/02/16		PC	┃ Adopt a Scenic Overlay Ordinance for Cherokee Foothills Natio (Oct)

Task Name	Status	Start Date	End Date	Partners	Q4 2015			Q1 2016			Q2 2016			Q3 2016			Q4 2016		
					Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Designation exists	Complete																		
Create draft ordinances	In Progress			Planning staff															
Review proposed scope of work necessary to proceed	In Progress	05/10/16		Planning Staff, PC								Review proposed scope of work necessary to proceed							
Pass a Design Review Committee Ordinance	In Progress			PC															
Define "Appalachian Rustic Elegance"	In Progress	05/16/16		PC								Define "Appalachian Rustic Elegance"							
Create formal Design Review Committee				PC, Cities															
Adopt a more detailed County and City Signage Ordinance	In Progress			PC, Cities															
Review current sign ordinances	In Progress			Planning Staff															
Draft improvements to current ordinance				Planning staff, City staff															
Review by Planning Commission				PC															
Execute all marketing recommendations outlined in this plan	In Progress			Cities, Chamber, CVB, PRT, OEA															
Destination Oconee logo created	Complete	01/01/16	01/01/16					Destination Oconee logo created											
Gateway Signage grant	In Progress	01/01/16	12/30/16	PRT, CVB, OEA, PC				████████████████████████████████											
Notice to proceed	Complete	05/18/16	05/18/16									Notice to proceed							
Design Specs	Complete	06/03/16	07/25/16	OEA									████ Design Specs						
Public bid process	Complete	08/02/16	08/18/16	OEA											██ Public bid process				
Installation	In Progress	09/20/16	11/30/16	OEA													████████ Install		
Develop Wayfinding signage plan	In Progress	04/15/16	09/30/16	OEA, PRT, PC, CVB								██████████████ Develop Wayfinding si						
Driving tour - signage location	Complete	06/01/16	06/02/16	OEA, PCT								Driving tour - signage location							
Mapping of proposed signage - DOT approval - final plan	In Progress	06/03/16	09/30/16	OEA, PRT, PC, CVB									██████████████ Mapping of proposed s						
Preparing cost estimate	In Progress	09/19/16	10/28/16	OEA, PRT, PC, CVB												████ Preparing cost			
Create social media campaign	In Progress	07/01/16		OEA										Create social media campaign					
Design interactive photo booth kiosks	In Progress	07/01/16	08/15/16	OEA										██████ Design interactive photo booth kios					
Identify locations	Complete	07/07/16	07/29/16	OEA, PRT, CVB										████ Identify locations					

Task Name	Status	Start Date	End Date	Partners	Q4 2015			Q1 2016			Q2 2016			Q3 2016			Q4 2016		
					Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Build and install kiosks	In Progress	08/01/16	10/28/16	PRT											▓	▓		Build and install	
Introduce mobile photo kiosks	In Progress	09/01/16	11/30/16	OEA, PRT, CVB												▓	▓	Introdu	
Develop a County-wide Shop Local Program		07/01/16	12/30/16	OEA									▓	▓	▓	▓	▓	▓	▓
Continue target based marketing				OEA, PRT, CVB															
⊟ Identify sources and commit funding to support tourism projects	Not Started	11/01/16	12/20/16	DO Committee, Cities, CVB, PRT, OEA. PC														▓	▓
List all available funding options for consideration			12/20/16	DO Committee, Cities, CVB, PRT, OEA															L
Explore County-wide Hospitality Tax																			
Present priority list and funding options to CC		12/20/16		OEA, DO															F
⊟ Key:																			
PRT - Parks Recreation & Tourism																			
CVB - Convention Visitors Bureau																			
OEA - Oconee Economic Alliance																			
PC - Planning Commission																			
DDC - Downtown Development Corporations																			
CC - County Council																			
DO - Destination Oconee Committee																			