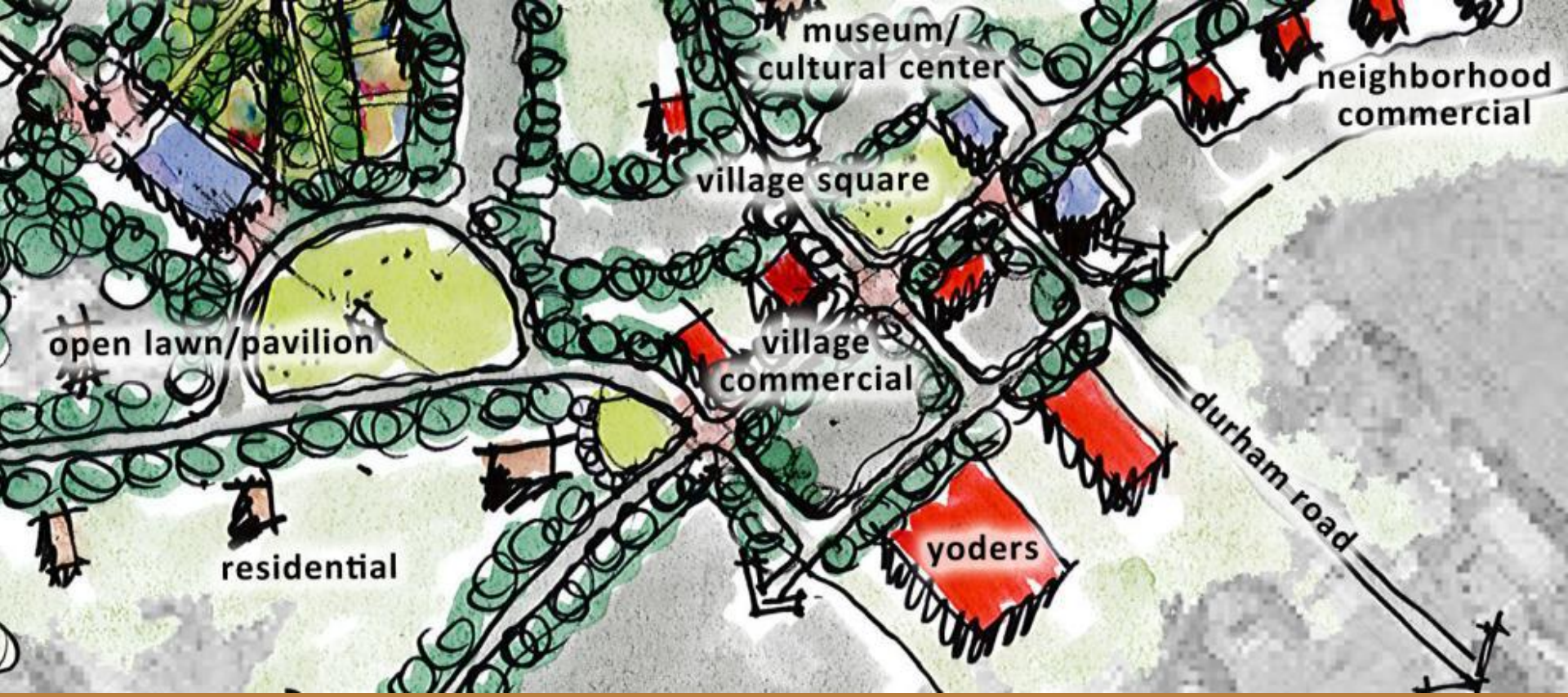


village of fair play master plan – oconee county south carolina

seamonwhiteside + associates - July 2012

village

SeamonWhiteside
+ ASSOCIATES

acknowledgements]

Beginning in April 2012, Oconee County and the Village of Fair Play commissioned a public design workshop, or charrette, to create a master plan for the future development the village and its surrounding corridors. The ideas of property owners, elected officials, staff and government agencies were collected and their input was used to create the following master plan.

Oconee County Planning
Art Holbrooks, Director of Planning

Oconee County Elected Officials
Reg Dexter, County Council

State Elected Officials
Representative Bill Sandifer, House District 2

Village of Fair Play
Jack Maciag
Dick Hughes
Ryan Honea
Glen McPheeters
Charlotte Cowden
Tim Mays
Bill Sandifer

The following objectives were presented during the stakeholder input meetings and worksession/charrette.

support the rural landscape

tax credits for conservation
right to farm policies
buy local campaign
rural home clustering

+

help existing places thrive

prioritize infrastructure spending – fix it first
historic preservation – sense of place
streetscape improvements
targeted new development
adaptive reuse
identify needs of local business

+

create great new places

visioning
walkability
green streets

your goals]

The following goals were determined from stakeholder input meetings and worksession/charrette.

creating opportunities

generate interest
preserve rural character
promote local agribusiness
planned commercial growth

+

improve visual appearance

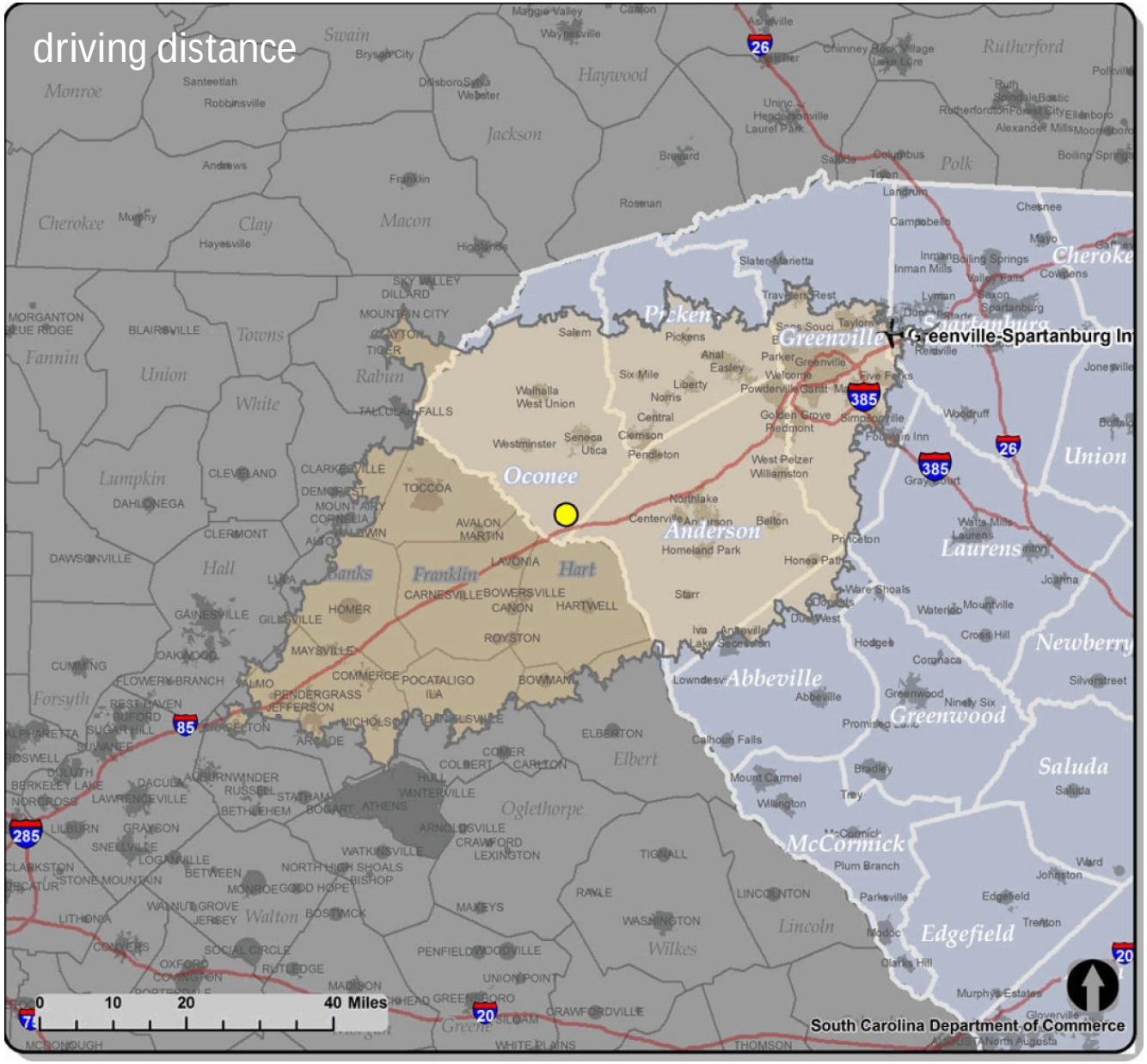
define entrances
signage improvements
create a village

+

ensure quality of life remains

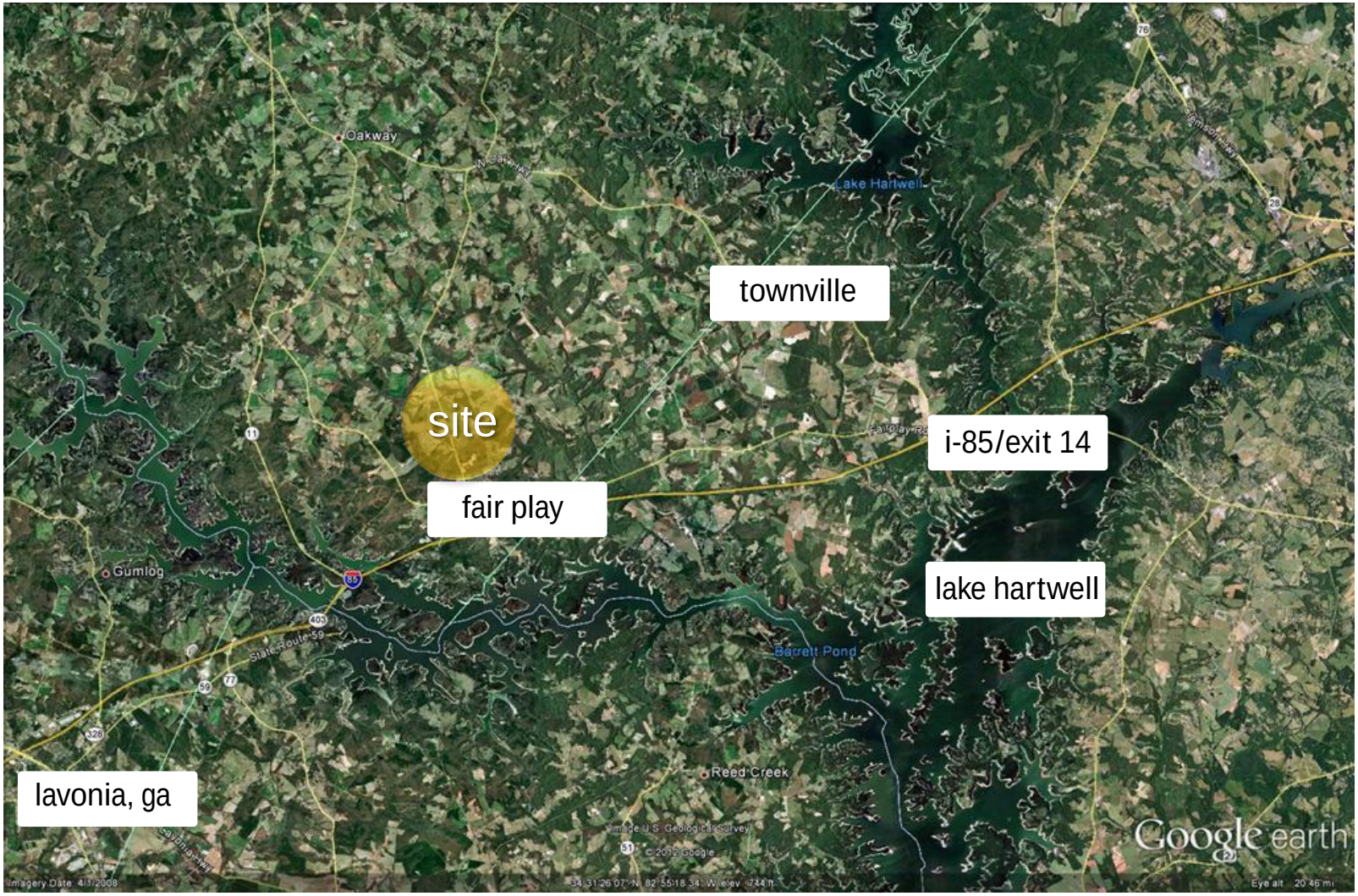
design guidelines (site and architecture)
community-oriented design

the process] understanding the site



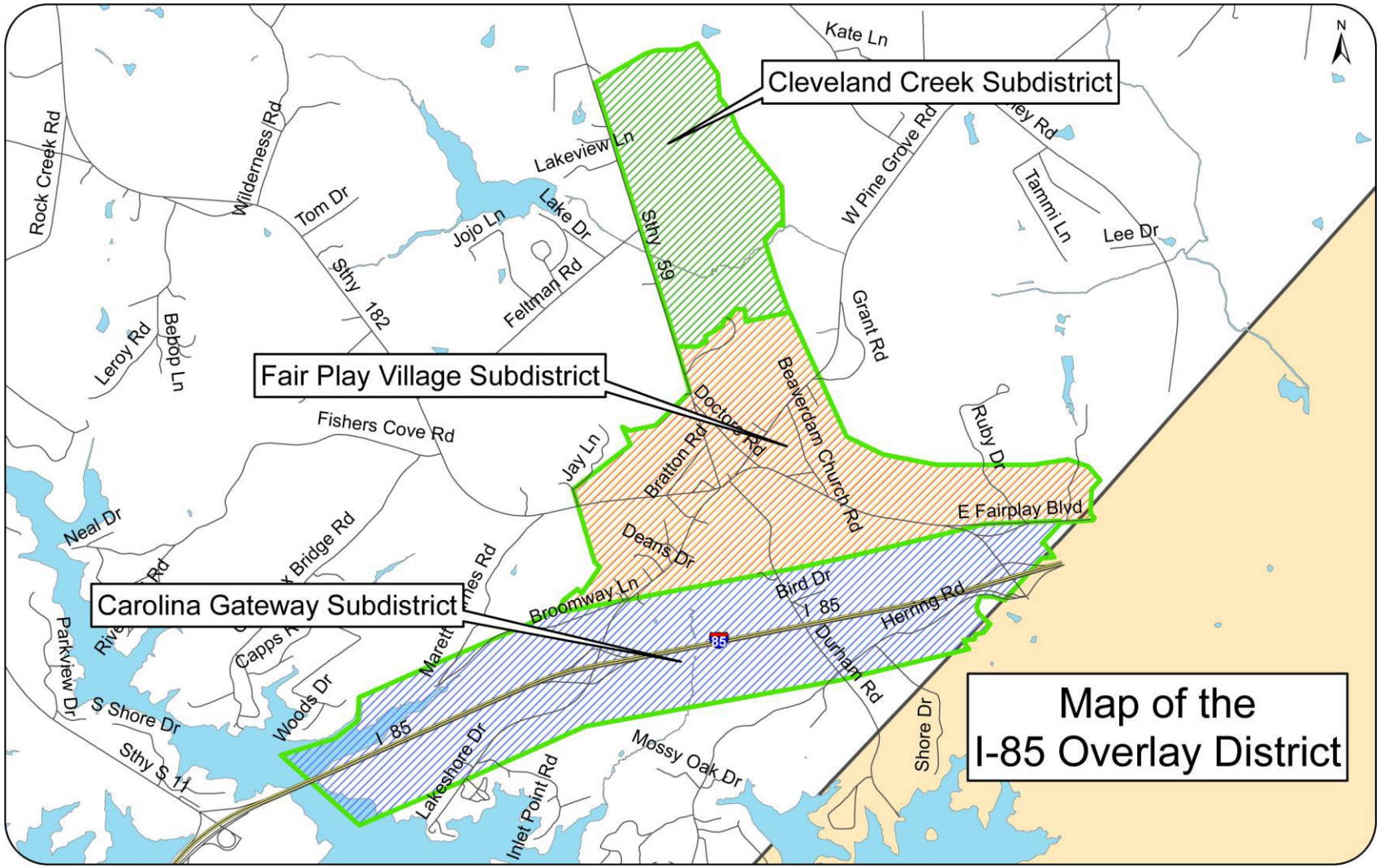
The Village of Fair Play is located in Oconee County along Interstate 85. Within a 40 mile driving distance are 10 counties, encompassing two states and three metropolitan urban areas (Spartanbug, Anderson, and Greenville).

the process] understanding the site

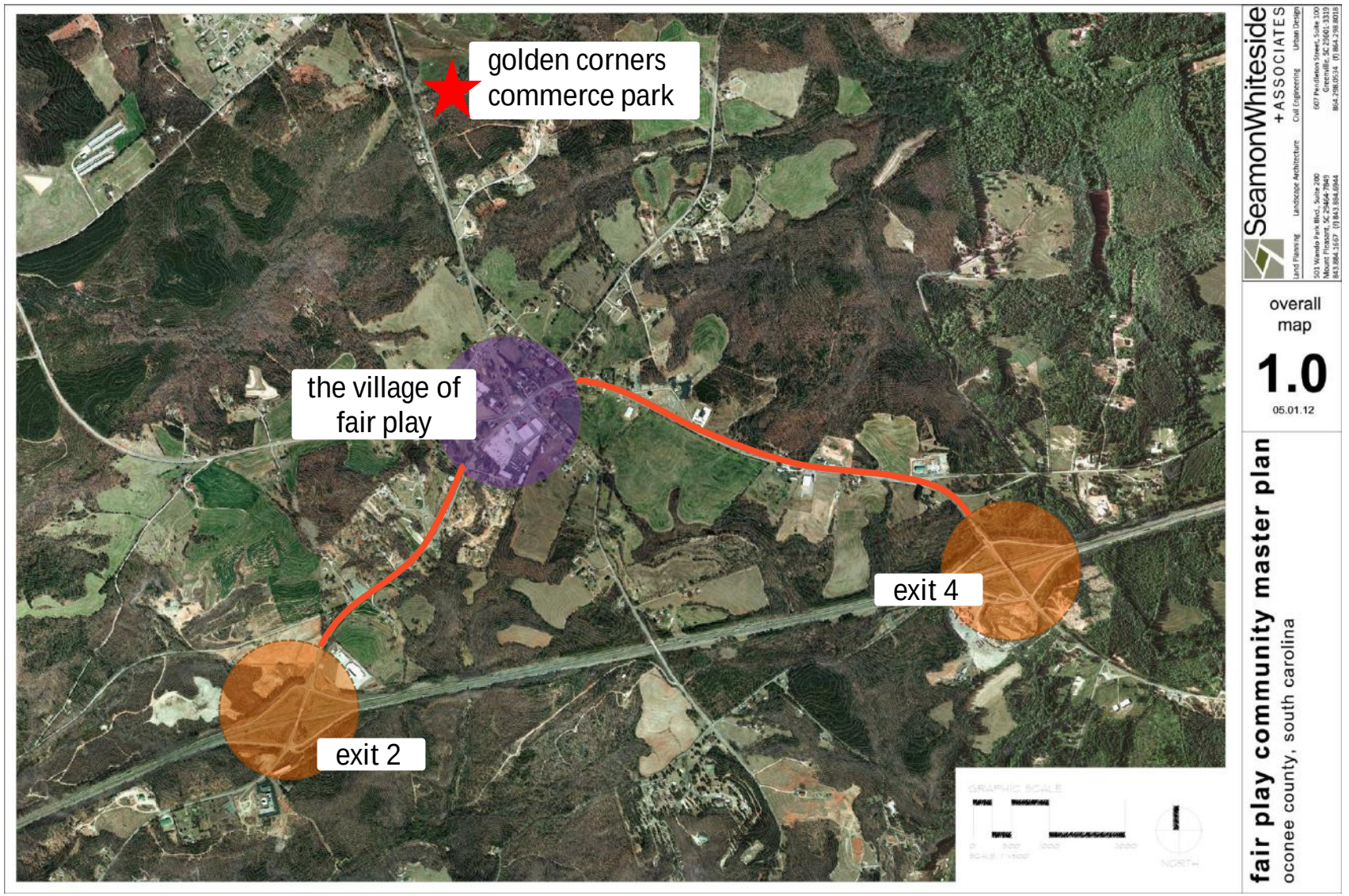


The Village of Fair Play is located in Oconee County along Interstate 85 equal distant from the cities of Lavonia, GA and Anderson, SC. The Interstate Overlay District's boundaries run adjacent to the shores of Lake Hartwell, a man-made lake comprising 56,000 acres of water and a shoreline of 962 miles. The Village of Fair Play is defined by Exit 2 and Exit 4 from Interstate 85, creating a corridor loop through the village, primarily used as a by-pass route to surrounding municipalities.

the process] understanding the site

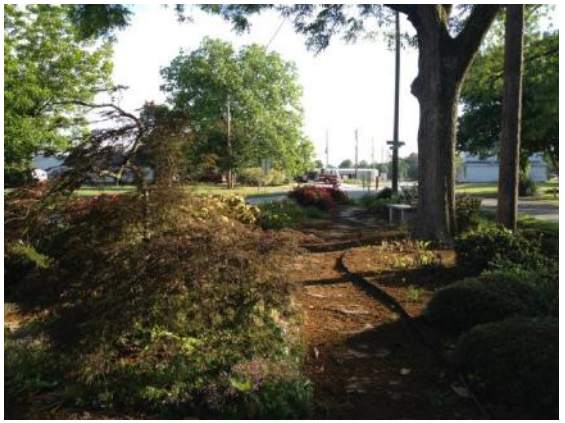


The Fair Play Village Subdistrict will serve as the main study area for this master plan. The land use and parcel coverage vary from commercial outparcel development to undeveloped agricultural farmland.


golden corners
commerce park
the village of
fair play
exit 4
exit 2
SeamonWhiteside
+ ASSOCIATES
overall
map
1.0
05.01.12
fair play community master plan
oconee county, south carolina

the process] photographic inventory

the process] photographic inventory



What An Old Fashioned Country Fair Should Be.
Carolina Foothills Heritage FAIR

UHQT
Upstate Heritage Quilt Trail

SWA

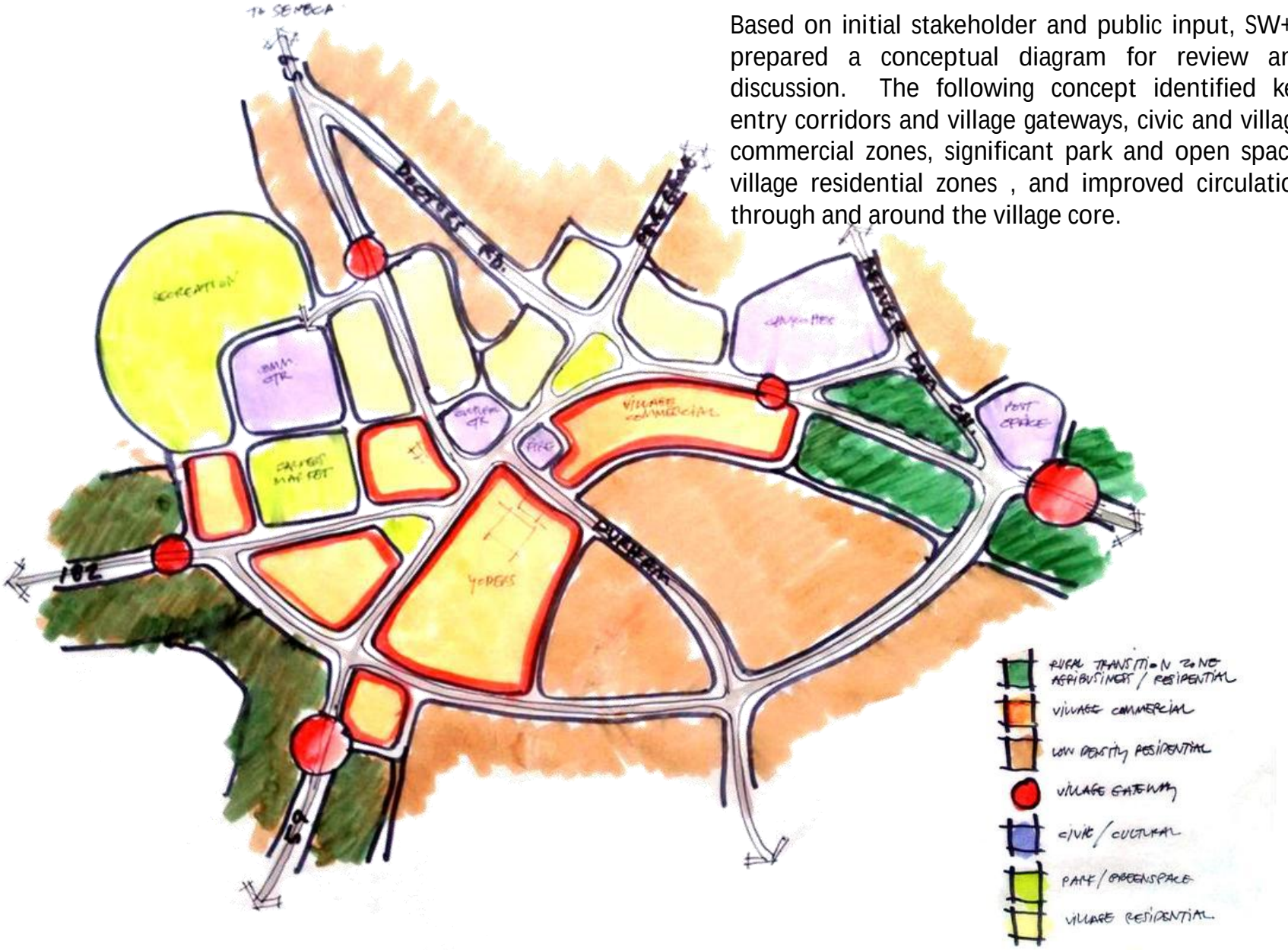
the process] photographic inventory

the charrette]

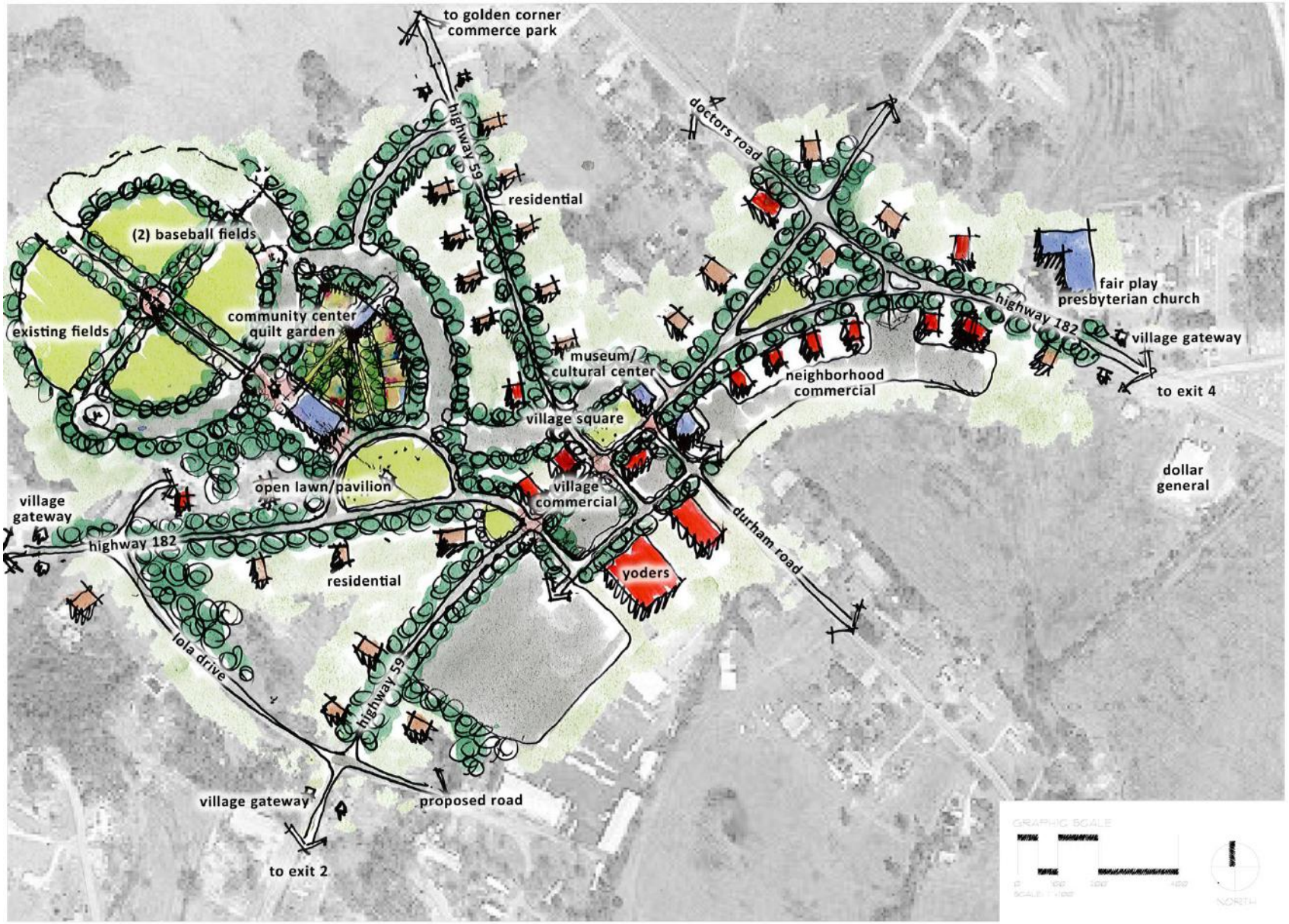
On June 7, 2012, designers and engineers from SeamonWhiteside + Associates held a public meeting at the Fair Play Community Center. The following primary concerns and opportunities were identified during these meetings. Conceptual design ideas were explored on site and have further been refined.

the concept] central village circulation diagram

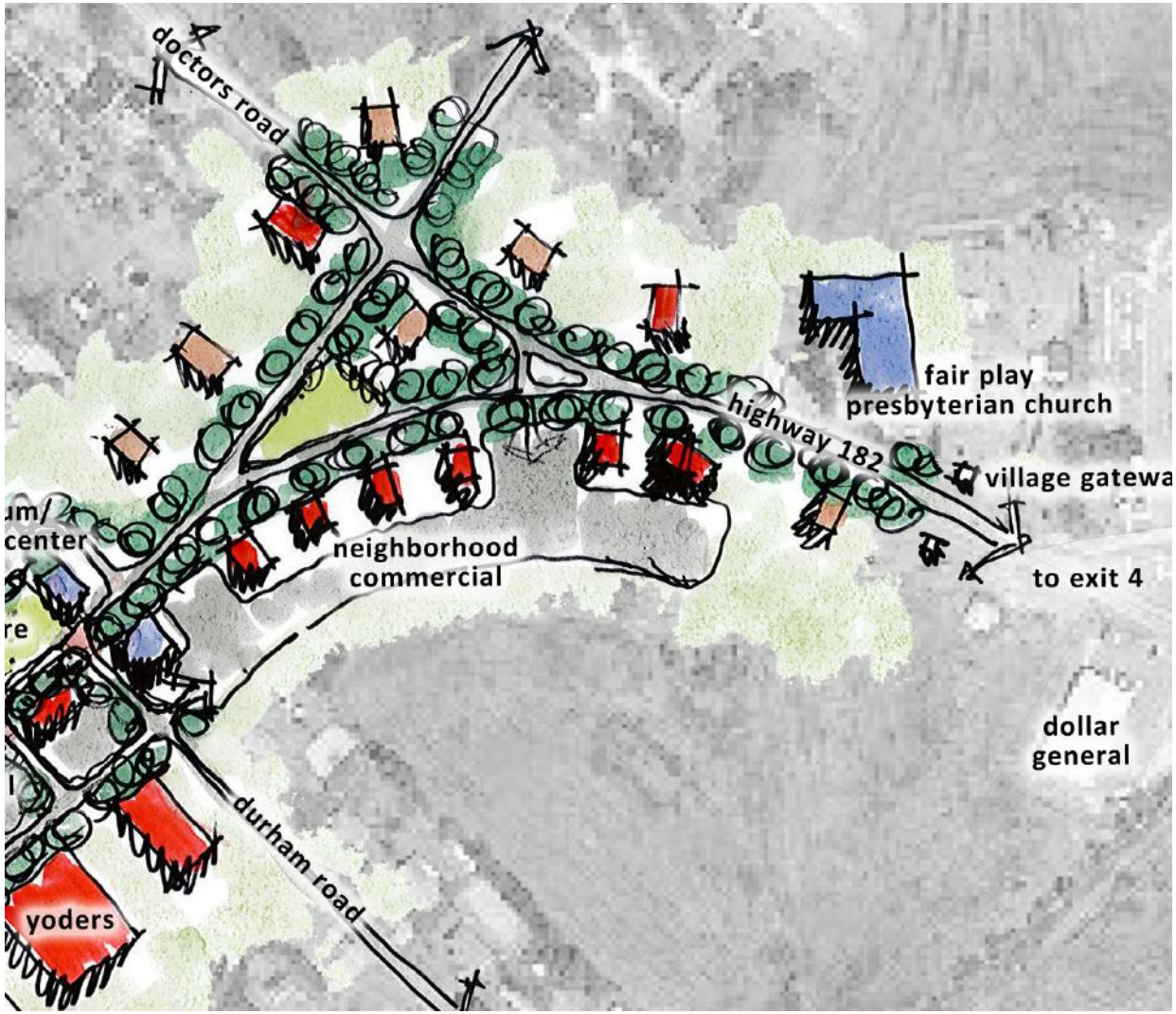
Based on initial stakeholder and public input, SW+A prepared a conceptual diagram for review and discussion. The following concept identified key entry corridors and village gateways, civic and village commercial zones, significant park and open space, village residential zones , and improved circulation through and around the village core.



the concept] the village master plan



the concept] primary village gateway

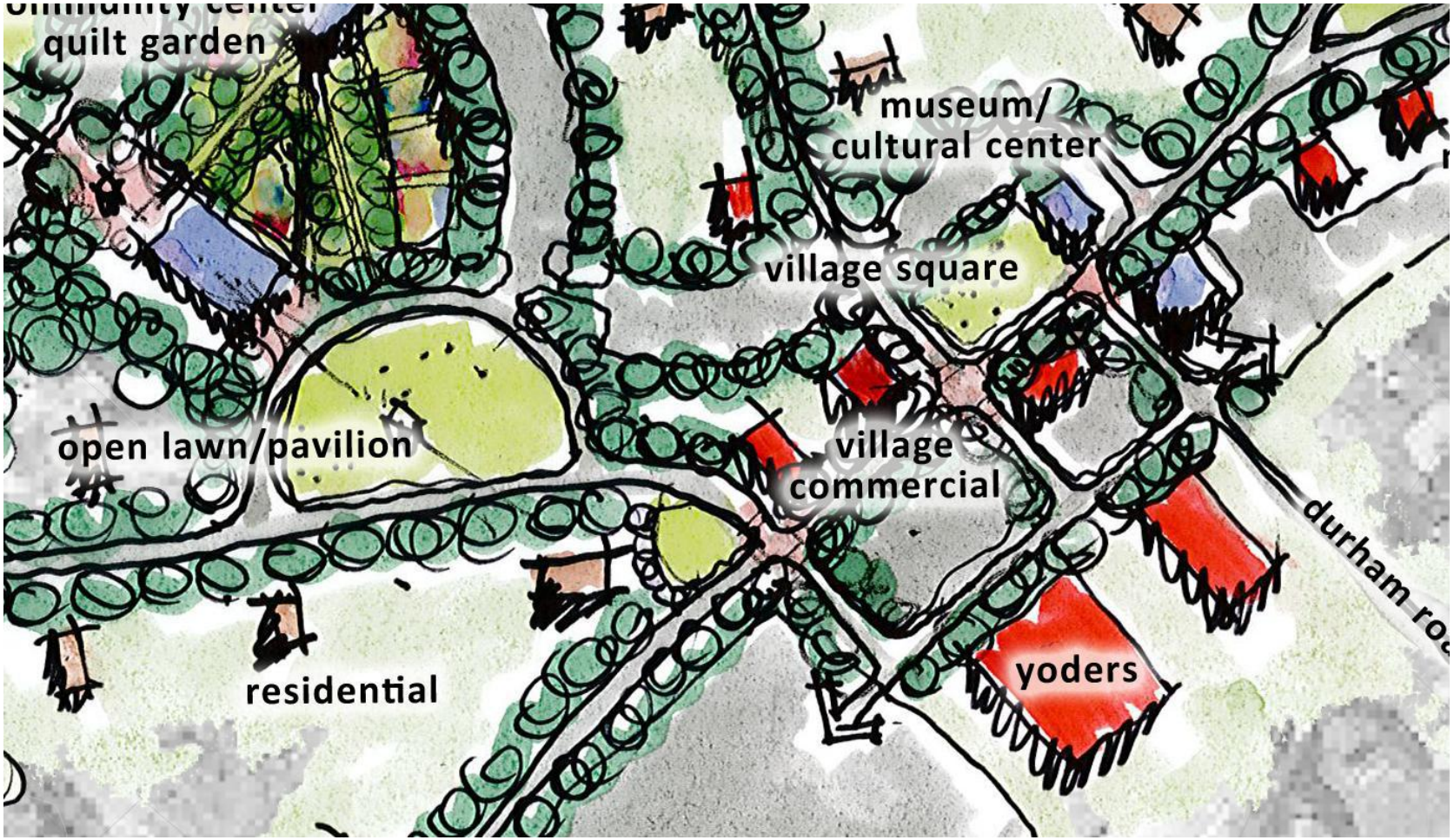


From Interstate 85 (exit 4), a new gateway at the historic Fair Play Presbyterian Church defines the village limits. Doctors Road has been realigned for improved vehicular circulation, which in turn creates movements through tree lined historic streets. The existing park has been rehabilitated to serve as a green buffer between the neighborhood commercial and historic homes.

Shared access points and parking create neighborhood commercial pockets, ideal for specialty retail and restaurant opportunities.

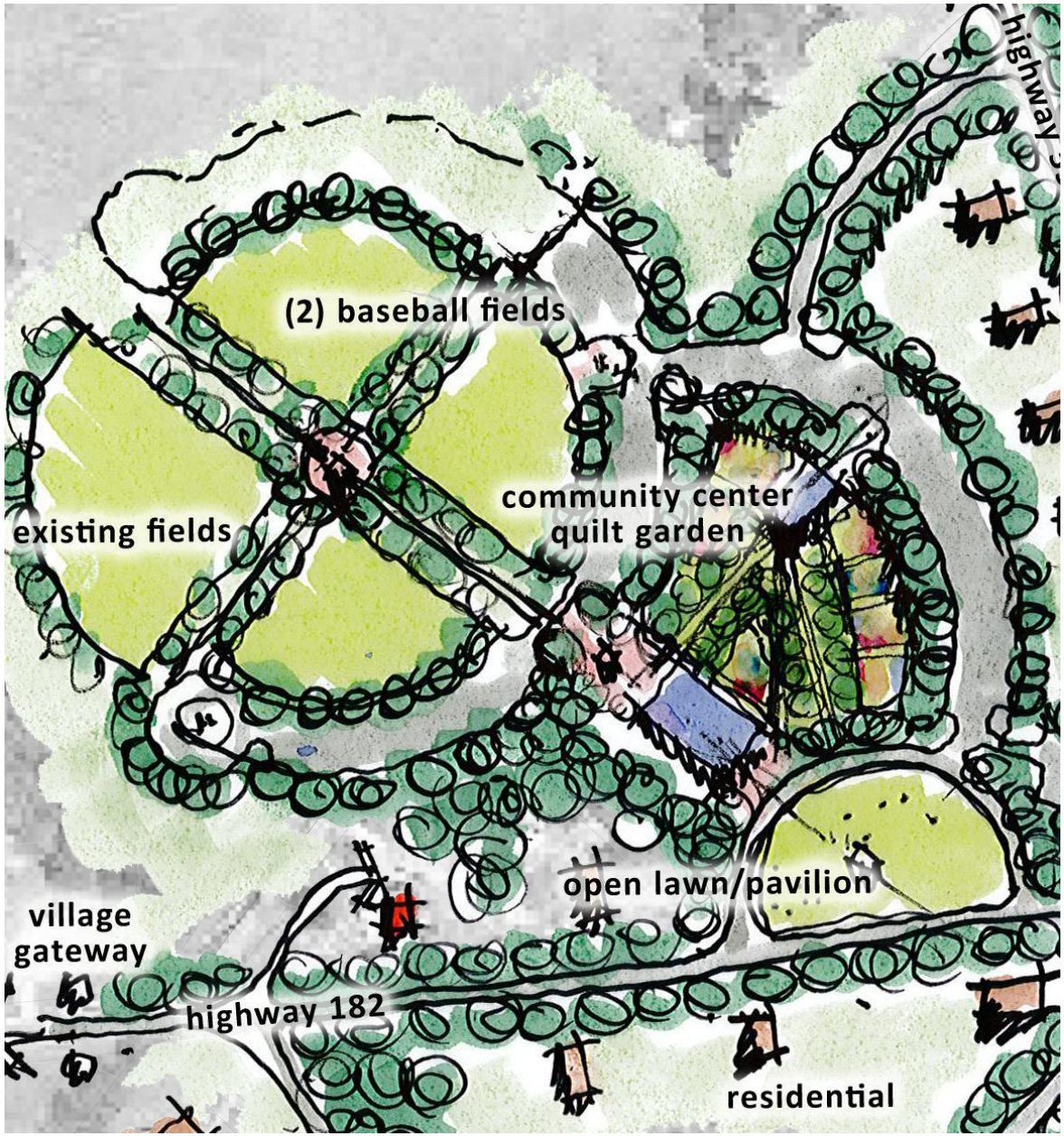
The development of the village commercial district begins with civic uses creating the first cross-roads within the village square.

the concept] the village square



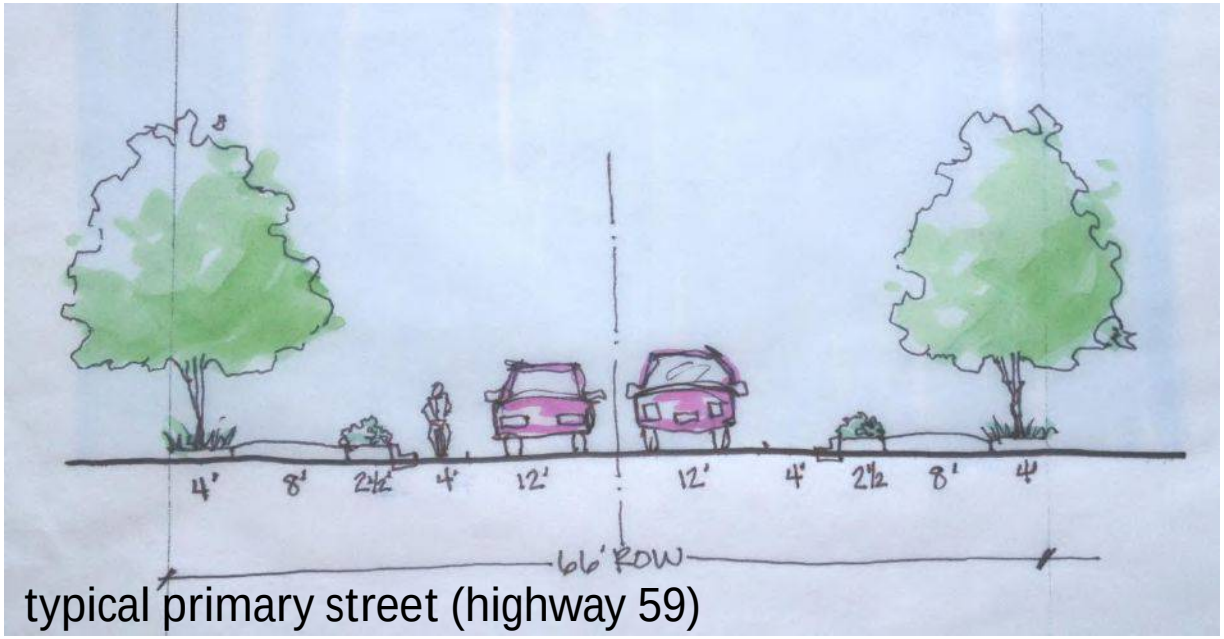
Located between Durham Road and a realigned Highway 59, the Village Square is the heart of the Village of Fair Play. The square is framed by one of the village's remaining historic structures and the redevelopment of two commercial properties. Housed in the historic general store, a cultural center and museum is the first stop along the Upstate Heritage Quilt Trail and serves to promote local history, agribusiness, and crafts. The public lawn provides opportunities for planned civic and cultural events. Streetscape elements along Highway 182 and Highway 59 and within private development (ie. Yoders) promote pedestrian circulation around the square and between the square and adjacent village parks, civic uses, retail businesses, restaurants, and the surrounding residential neighborhood.

the concept] the community center



A short walk from the village square, the community center is a hub of village activity. Organized along a central axis, the center boasts a large lawn and pavilion designed to facilitate the Fair Play Village Farmers Market. The new community center and renovated school gymnasium provide ample space for events, banquets, meetings, classes, and recreation. The village quilt garden further promotes the village's prominence as the beginning of the upstate Heritage Quilt Trail and provides the local community with opportunities for public gardening. A large plaza serves as a threshold between the community center and the expanded Mark S. Miller Jr. Memorial Park. The addition of two new baseball fields, a central concession/press box tower, and ample parking makes the improved recreation complex a first class facility. Bratton Road is abandoned from Highway 182 to provide safe pedestrian access from convenient facility parking.

the concept] typical street sections



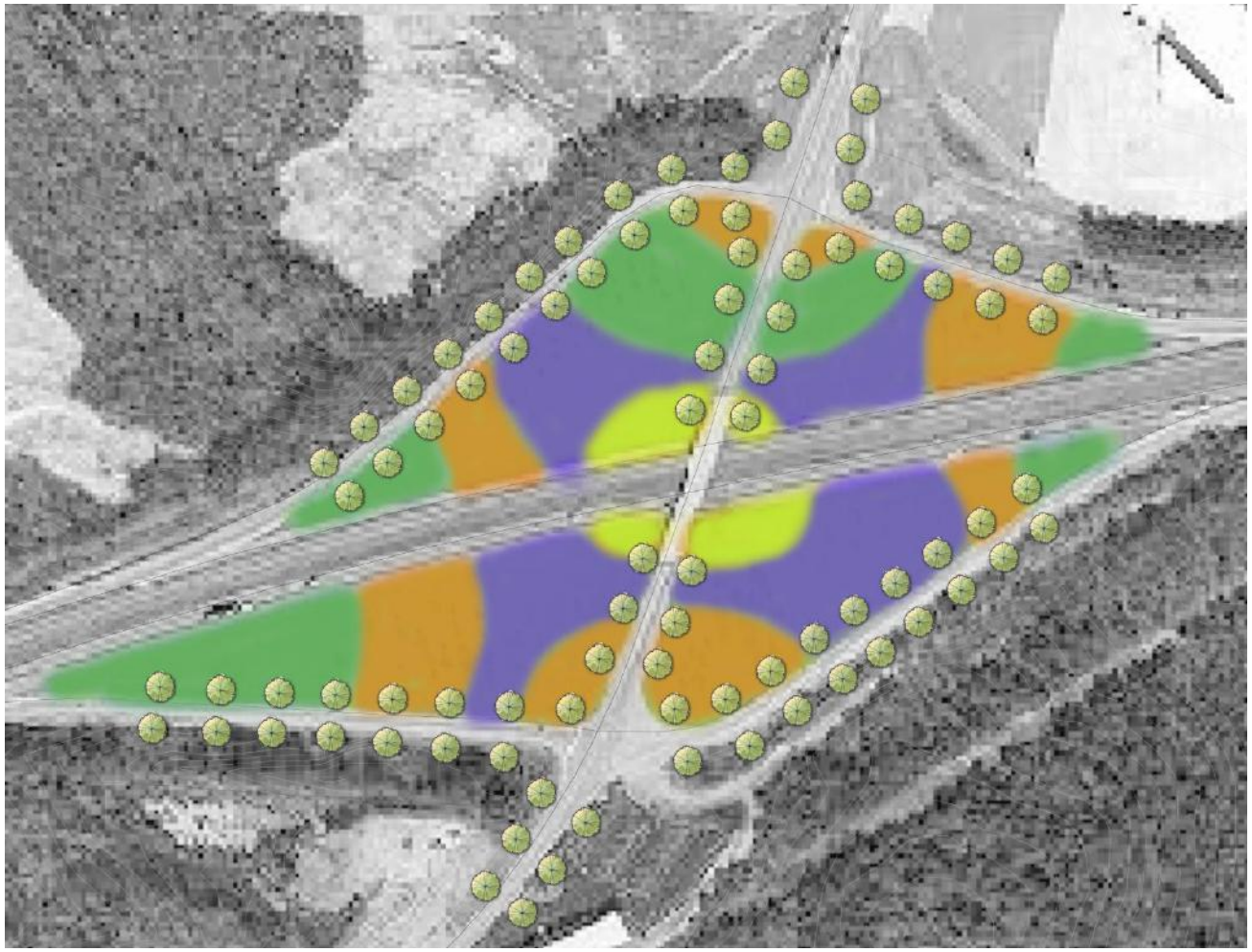
typical primary street (highway 59)

The primary vehicular and pedestrian route has an existing 66' right-of-way. Within this right-of-way, the vehicular lanes have maintained their existing width and a new designated bike lane with curb and gutter has been added. A landscaped verge has been added to serve as buffer between the new 8' sidewalk.

typical secondary street with greenway (durham road)

Secondary streets, or streets that serve the primary vehicular route, continue to maintain their existing lane widths. Curb and gutter has been added to calm traffic, in addition to understory trees. Secondary streets have a larger landscape verge with a 10' multi-use trail on both sides.

the concept] typical interstate gateway



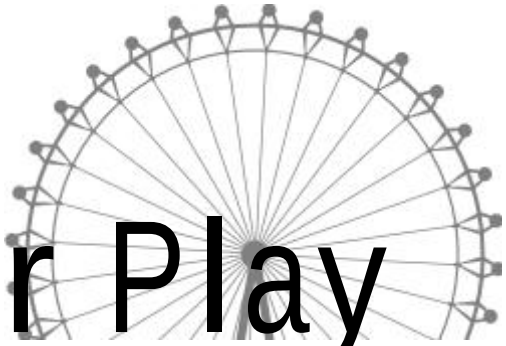
U H Q T

Upstate Heritage Quilt Trail

With the interstate serving as a primary gateway for the majority of residents and visitors, the landscape of the interchange provides a unique opportunity to identify Fair Play as the first stop along the Upstate Heritage Quilt Trail. Large drifts of native wildflowers surrounded by large canopy trees along the on and off-ramps create a bold quilted landscape along the heavily trafficked interstate corridor.

Fair Play

a village stitched together



Fair Play

a foothills heritage village

FP

the thread starts here

welcome to

Fair Play

a foothills heritage village

A brand or logo should capture the essence of a place with simple, but unique graphic and text. A successful brand is easily recognizable and should be an image that the local community connects with.

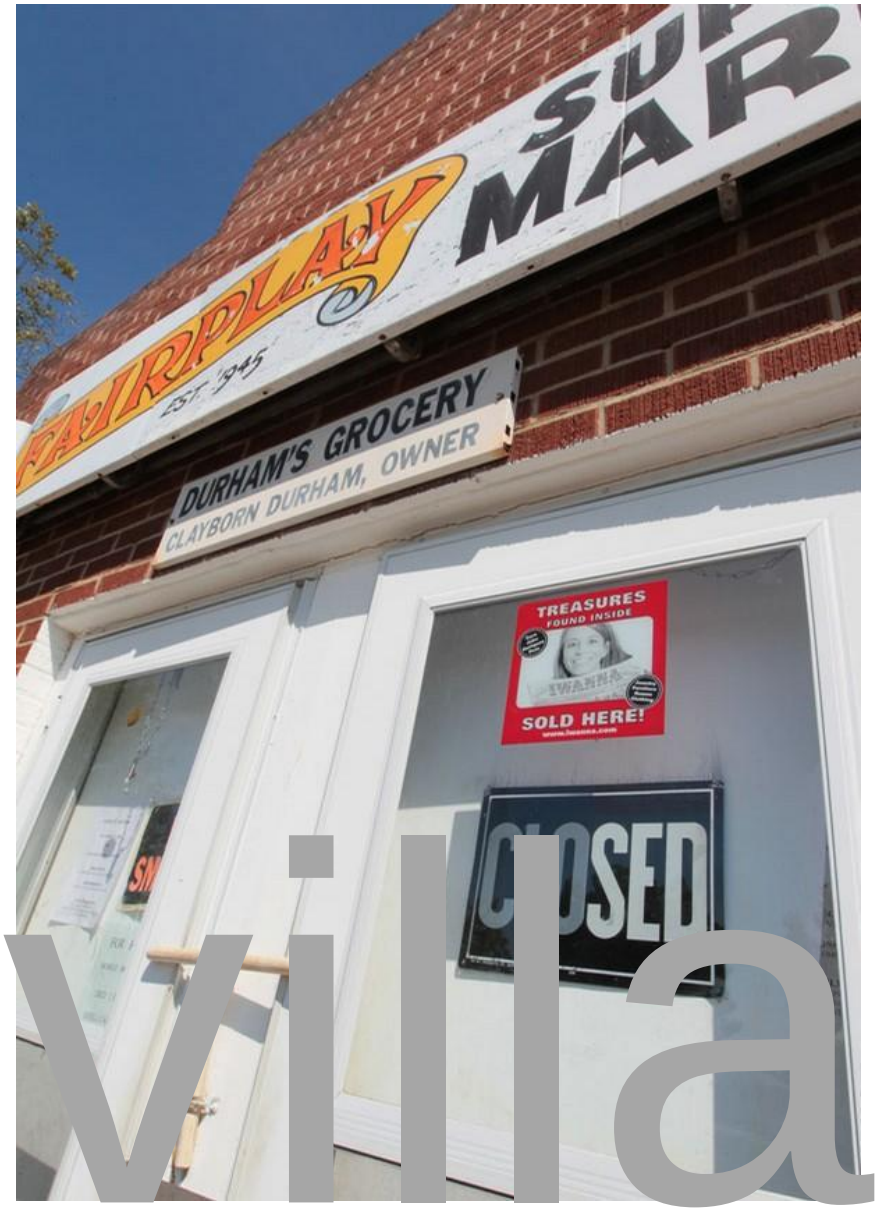
The brand or logo for the Village of Fair Play should celebrate the community's history while promoting its character as a unique rural village. The following associations might inform the brand of the Village of Fair Play.

- Native American Indian history
- Upstate Heritage Quilt Trail
- Foothills Heritage Fair
- Agriculture history or agribusiness
- the original Fair Play fair

The adjacent graphics are simply examples of how text and imagery can be woven together to create a simple graphic, or brand. A separate study is recommended in order to develop a unique and successful brand to promote the historic Village of Fair Play as a desirable destination.

SWA

design team contact information]



Design Team

- Chris Watson
  p. 864-298-0534 ext. 516
  cwatson@swasc.com
- Blake Sanders
  p. 864-298-0534 ext. 512
  rsanders@swasc.com
- Clint Rigsby
  p. 864-298-0534 ext. 515
  crigsby@swasc.com

Oconee County

- Art Holbrooks
  p. 864-638-4218
  aholbrooks@oconeesc.com

village