Moving Spartanburg Forward

Active Transportation + Community Development in Spartanburg, SC

New Partners for Smart Growth: February 3-5, 2011
Welcome

- Jean Crowther, Alta Planning + Design
- Stephanie Monroe, City of Spartanburg
- Craig Lewis, The Lawrence Group
- Curt McPhail, Mary Black Foundation
- Rochelle Williams, Partners for Active Living
Spartanburg, S.C.

- Upstate of South Carolina
- Population just over 40,000
- County of more than 280,000
- Near 22% individuals below poverty
- Over 16% households without vehicle
- Deep philanthropic capacity
Local Initiatives

- 2000 Community Health Impact Assessment
- A decade of healthy lifestyle initiatives
- Downtown revitalization
- Preparing for growth
- Strong nonprofits and public/private collaboration
Active Living Audit – Project Scope

- Reviewed Plans, Ordinances & Regulations
- Identified provisions that impede active living
- Recommendations
Relevant Factors

- Community Design
- Integrated (mixed) uses
- Connected street networks
- Street and sidewalk widths

- Placement of schools
- Parks
- Sidewalks and bike paths
- Traffic congestion and air quality
Major Recommendations

- Apply context-appropriate land use policy/regulations
- Active Living friendly street design guidelines
- Change development regulations
- Fund active living initiatives
- Continue active living education/dialogue
<table>
<thead>
<tr>
<th>Action Strategy/Action Steps</th>
<th>Required Political Capital</th>
<th>Required Time/ Effort</th>
<th>Primary Cost Element(s)</th>
<th>Priority</th>
<th>Implementing Agencies/Orgs</th>
<th>Coordinate with (Action step &amp; section):</th>
<th>Status</th>
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</thead>
<tbody>
<tr>
<td>Develop Pedestrian-oriented Overlay Districts</td>
<td>Moderate</td>
<td>Substantial</td>
<td>Consultant &amp; Staff time</td>
<td>2</td>
<td>County, City</td>
<td>Transect (1.1): Design Guidelines (1.2)</td>
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<tr>
<td>Reduce Parking Standards</td>
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<td>Reduce Minimums/Establish Maximums</td>
<td>Low</td>
<td>Limited</td>
<td>Staff time</td>
<td>1</td>
<td>County, City</td>
<td>Transect (1.1)</td>
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<tr>
<td>Allow shared parking</td>
<td>Low</td>
<td>Limited</td>
<td>Staff time</td>
<td>2</td>
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<td>Count on-street parking</td>
<td>Low</td>
<td>Limited</td>
<td>Staff time</td>
<td>1</td>
<td>County, City</td>
<td>Street Design Guidelines (2.1)</td>
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<tr>
<td>Require bicycle parking</td>
<td>Moderate</td>
<td>Moderate</td>
<td>Consultant &amp;/or staff time</td>
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<td>1.2 Establish Design Guidelines that support Active Living</td>
<td>Moderate/High</td>
<td>Substantial</td>
<td>Consultant time</td>
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<td>Transect (1.1); Street Design Guidelines (2.1)</td>
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<td>1.3 Incorporate Active Living Issues into Land Use Review and Planning Processes</td>
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<td>Include Active Living in Land Use Plan updates</td>
<td>Low</td>
<td>Moderate</td>
<td>Staff and/or consultant time</td>
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<td>County, City</td>
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<tr>
<td>Provide Active Living Training for Review and Enforcement Staff</td>
<td>Low</td>
<td>Moderate</td>
<td>Staff and/or consultant time</td>
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<td>2.0 STRATEGY: SUPPORT PEDESTRIAN ORIENTED TRANSPORTATION FACILITIES AND SERVICES</td>
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<td>2.1 Require that Streets...be Designed with Pedestrians and Cyclists in Mind</td>
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<td>Require Sidewalks</td>
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<td>Require Street Trees</td>
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<td>Reduce required street widths</td>
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<td>Adopt “Complete Streets” Policy</td>
<td>Moderate</td>
<td>Limited</td>
<td>Staff time</td>
<td>1</td>
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<td>Street Design Guidelines (2.1)</td>
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</table>
Pavement Audit

- Street Design
- Parking
- Driveways & Alleys
- Setbacks
Downtown Master Plan
What Happened?
The Master Plan
Keys for Downtown Success

- Housing – Housing
- Bring Back the Middle Class
- Connectivity + Circulation
- Jobs (Daytime Population)
- Public Space
- Things to go Do
- Things to go Buy
- Code for People
A Vision of Infill & Pedestrian Activity
Place

Sociability

- number of women, children & elderly
- social networks
- volunteerism
- evening use
- street life
- pride
- friendly
- interactive
- welcoming

Uses & Activities

- local business ownership
- land-use patterns
- property values
- rent levels
- retail sales
- fun
- active
- vital
- special
- real
- useful
- indigenous
- celebratory
- sustainable

Access & Linkages

- continuity
- proximity
- connected
- traffic data
- readable
- walkable
- mode splits
- transit usage
- pedestrian activity
- parking usage patterns

Comfort & Image

- safe
- clean
- "green"
- walkable
- sittable
- spiritual
- charming
- attractive
- historic
- crime statistics
- sanitation rating
- building conditions
- environmental data

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Pedestrian and Bicycle Enhancements
Focus on “A” Streets
Every development must answer 2 questions:

- How does this connect the downtown?
- Has this been designed for the pedestrian?
Downtown Urban Code

- Focus in on the design (or form) of the buildings and the use is secondary.

- Promotes:
  - More opportunities for mixed-use
  - Better infill compatibility
Design Examples

Current Zoning Plan versus Urban Code Plan
Permitted Under Current Code
Proposed Code Requirements
Church Street & St. John Street
Permitted Under Current Code
Proposed Code Requirements
From Top Down to Bottom Up

Curt McPhail + Rochelle Williams
Lessons Learned

Go to the Experts

Respect the Process

Leverage the Money
Discussion
Contact Information

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Thank you!