



**Project Steering Committee Meeting
February 8, 2017**

The following are the fully transcribed notes from the Feb. 8 meeting organized into the following sections: Contacts, Potential Upstate Areas to Highlight the Issue, Additional Research Questions, Potential Recommendations to Highlight and Other Notes.

WOODRUFF ROAD: WHAT WORKED AND WHAT DIDN'T? (Originally, "How Others' Investments and Decisions Impact the Landscape")

Contacts:

John Owens (former Greenville planner – need contact information). Keith Brockington (Greenville County Transportation Planner, kbrockington@greenvillecounty.org), Dwayne Cooper (Engineering Services Manager, City of Greenville, dcooper@greenvillesc.gov)
John Gardner, former Greenville County Planner

Potential Upstate Areas to Highlight Issue:

Other areas under threat: SC153, Clemson Blvd, SC81N, Pelham Road

Potential Recommendations to Highlight:

Positive examples: Isle of Palms (US17), Naples, FL (951 @US41), Hanes Mall – Winston Salem, Columbia, SC (*Consultant note - couldn't read the Columbia example.*)

Other notes:

Background information: East Woodruff Road Area Plan, Woodruff Road Corridor Study

Verdae Salters emerging N/S grid to alleviate congested area on Woodruff. See - <http://dbw.scdot.org/activeprojects/ProjDescription.aspx?PC=12304&C=Greenville&TY=24>. (*Consultant note – need to better understand the significance of this project.*)

Possible case study: Need a corridor where it has been done "right" – preferably one with a corridor plan for reference.

ECONOMIC VALUE OF NATURAL AREAS, OPEN SPACE, AND LOCAL WATER RESOURCES

Contacts:

Sue Schneider, CEO, Spartanburg Water, sschneider@spartanburgwater.org

(Spartanburg Water is starting to look into ways of reducing their costs to treat water by protecting key parcels of land. Greenville Water took this approach successfully in the past.)

Upstate Forever

TATT (Ten at the Top)

Protected Lands Consortium

Carlton N. Owen

President & CEO, US Endowment for Forestry and Communities, inc.

carlton@usendowment.org

Furman student study on economic value of Swamp Rabbit Trail (Julian Reed, Professor of Health Sciences, Furman, julian.reed@furman.edu)

John Quinn, Assistant Professor of Biology, Furman, john.quinn@furman.edu – modeling economic value of natural resources (mapping)

- Co-P.I. with C.E. Quinn, M. Cohen. Exploring diverse perspectives on sustainable farming to develop land use models for the future health of the Upstate
- Quantifying the environmental benefits of local farm systems in Upstate South Carolina
- Conservation scenario planning for the Upstate

Potential Upstate Areas to Highlight Issue:

Oconee County, all of the Cherokee area attracts residents

Additional Research Questions:

- Open with shifting paradigm and direct impact on business/workforce recruitment?
- How to balance viability of high value natural lands for other than wealthy – e.g., Oconee County
- Funding mechanisms for protection, especially farmland
- Direct impact on economic development, workforce and businesses
- Funding mechanisms for protection
- Changing paradigm – changing demographics

Potential Recommendations to Highlight:

Charleston – half cent sales tax

Oconee County conservation bank and Oconee Forever – outreach group

Dalton, Georgia (*Consultant note - Is there something specific about Dalton?*)

Greenville/Swamp Rabbit, TR connections

Other policies:

1. Creating policies for denser, mixed use, village concept developments – Baxter Village, Fort Mill
2. Stormwater regs, impacted land parameters
3. Trading densities for open space, across scenarios

Other Notes:

Make it important for more than wealthy people.

Clemson study of land-use values of Upstate (*Consultant note: I have several Clemson studies but not this one specifically.*)

Connect with Upstate Forever's recent protected lands mapping.

Direct impact on attracting quality workforce and thus employers – no longer about cheapest lands and power, but about quality of life

Look at Patrick Square in Clemson

Jessica Sargent, Director of Conservation Economics from the Trust for Public Land, presented on *The Economic Benefits of Open Space*. Other speakers were Jason Armstrong of Patrick Square traditional neighborhood development in Clemson and Chris Jennings of the Spartanburg Convention and Visitors

Bureau. <http://upstateforever.org/pdfs/other/2015.10.20EconomicBenefitsConservation.pdf>

Possible case study: Oconee Forever, Patrick Square (Clemson), Swamp Rabbit (and positive impact on Travelers Rest)

HOME PREFERENCES FOR A CHANGING DEMOGRAPHIC AND LIFESTYLE

Contacts:

DR Horton – HBA

ROSE QUINT

Assistant Vice President, Survey Research
Economics and Housing Policy

(202) 266-8527

rquint@nahb.org

American Housing Survey, ACS

Potential Upstate Areas to Highlight Issue:

Greenville County

Spartanburg County, Greer, 290 Corridor job creation

Simpsonville

Anderson County (Powdersville) – (*Consultant note: what is special about Powdersville that makes it relevant?*)

Greer

Greenville (city)

Travelers Rest

Fountain Inn

Northside Spartanburg – revitalize housing stock for diverse walkable neighborhoods.

Look into Missing Middle Housing

Other Notes:

Not enough inventory in any upstate county right now.

Barriers – zoning, anti-growth NIMBY

Policies – good job (more receptive politically)

Possible case study: Greer; Northside Initiative (fits multiple categories); Habersham, SC as an example of “missing middle” housing – but it may be too upscale to serve as a good example.

THE INTERSECTION OF LAND USE, COMMUNITIES, AND SOCIAL EQUALITY

Contacts:

Homes of Hope, Anderson, jweldon@homesofhope.org, Jordon Weldon, Community Relations Director

<http://upstatebusinessjournal.com/news/homes-of-hope-dedicates-9-6m-affordable-housing-project-in-anderson/>

Potential Upstate Areas to Highlight:

Northside is a community redevelopment plan that includes several elements, including housing, jobs, people, health, etc.

<http://www.cityofspartanburg.org/northside-initiative/masterplan>

Additional Research Questions:

Change first research question to: How can citizens within communities prosper?

Potential Recommendations to Highlight:

Eastlake, near Atlanta

Columbia, SC and Charleston efforts are addressing social equity

Myrtle Beach doing a good job of keeping workers living in communities near jobs.

Possible case study: Homes of Hope, with focus on Anderson; Northside Initiative (fits in a number of categories)

WORKING FARMS AND LOCAL FOOD SYSTEMS

Contacts:

Harry Ott, President of SC Farm Bureau, harryott@scfb.org

Thompson Smith, Piedmont District Director, Farm Bureau, stoneybroo@aol.com

Mike McGirr, Feed and Seed, <https://www.facebook.com/feedandseedsc/>

Food Hub – <http://hubcityfm.org/harvest-park/> Caroline Sexton, Executive Director, csexton@hubcityfm.org

Grow Food Carolina, <http://coastalconservationleague.org/projects/growfood/>

Tom Trantham, Happy Cow Creamery, hccinfo@happycowcreamery.com

Whitney Farr, Modern Harvest Farms, info@modernharvestfarms.com
wfarr@spartanburgcounty.org; 864-764-2338 (cell); 864-596-2528 (work)

Circle F Farms, <https://www.facebook.com/CircleFFarmLLC>

Paul Cain, Oconee County Council (?), district3@oconeesc.com

Scott Park, Upstate Forever, Director of Land Trust Program, spark@upstateforever.org
Alissa Duncan, Broadmoor Planning, LLC, Farmland issues, Alissa.r.duncan@gmail.com

Potential Upstate Areas to Highlight Issue

Areas most threatened – Greenville and Spartanburg (urban encroachment)

Oconee – balance between new residents moving for lake/country living that oppose certain agricultural operations (chicken farms)

Additional Research Questions:

What is the status of local efforts – Feed and Seed, Hub City Farmers Market/co-op?

Other Notes:

Swamp Rabbit Café and Grocery to this list: <http://swamprabbitcafe.com/>

Look at Mecklenburg County example.

<http://upstatebusinessjournal.com/news/spartanburg-county-tourism-officials-unveil-digital-tour-local-agricultural-destinations/>

Anderson (north of 85 in Powdersville) is seeing farmers priced out as development expands – the County is looking at promoting that in the southern part of Anderson County

What are communities doing to pair farmers with local restaurants?

Look into York County and Asheville Processing facility for local farmers.

Could be a number of smaller case studies used highlighting how local governments can support farmland preservation and working farms.

PREFERRED DEVELOPMENT PATTERNS, WHO CHOOSES?

Contacts:

Mark Farris - mfarris@greenvillecounty.org Greenville Economic Development Corp

Other Notes:

Add consumer choice as an important aspect. The developers are responding to consumer demand

Major issue is that a strong-willed municipal government is needed. Plans can be in place, but the will must be there to resist what goes against the plan.

Strong regulations are necessary for community to drive development patterns. Incentives are also often needed.

The Upstate is very manufacturing-centric. This can sometimes get in the way of local plans.

Possible case study: City of Greenville

City of Greer – as a place where they know what they want and are working to actually get it done.

Travelers Rest

TRANSIT IN URBAN AND SUBURBAN LANDSCAPES

Contacts:

Greenville Transit Authority - Matt Carter – steering committee member can be good starting point

Greenlink/GTA – Gary Shepard

Katy Smith from Piedmont Health Foundation.

Chris Story – City of Spartanburg

Atchison transportation

SPARTA – Bill Hanred

CAT – Al Babinicz

GPATS – Keith Brockington

SPATS – Lisa Bollinger

Upstate Transportation Coalition

ProTerra – Seneca and Clemson using buses

Potential Upstate Areas to Highlight Issue

City of Greenville

Additional Research Questions:

Add question about zoning and land use regulations to encourage density

Add question about service centers (i.e. airport) – regional hot spots/where should hubs exist, driverless cars.

What about bikes?

Clarify what modes of transit being studied

Potential Recommendations to Highlight:

Who is Addressing the Topic Effectively? Charleston and Columbia, Nashville, Knoxville

City of Greenville

CAT bus – students ride, Clemson pays; partnership between Clemson and City of Clemson to improve routes and stops.

Phoenix

Richmond

Salt Lake City

Charlotte

Cleveland

Other Notes

Wealth of industry should have a role in addressing gaps in transportation

UWP – financial stability task force, transportation committee

International models – incorporate multi-modal in one road
Walkability – you have to take the car from one shopping center to another
Need to create pedestrian friendly corridors
Need to make sure this case study complements – but doesn't simply repeat -- Piedmont Health Foundation's recent transit-focused efforts.
Be sure it focuses on the land use component of a functional transit system.

ACCESS TO EDUCATION, THE TRUE COST OF SCHOOL SITING

Contacts:

Phil Lindler, Greenwood Planning Director, Planner/ TATT Planners Group Co-Chair,
plindler@greenwoodsc.gov

Other Notes:

Safe Routes to School may have an example
Responses from Phil Lindler post-meeting:

- Land cost and availability is the main driver in school selection. In my years of experience, I have unfortunately not witnessed a school selection based primarily on land use patterns, walkability or local growth patterns.
- In my opinion, schools are not working with others until after they have selected a site. There needs to be a process similar to economic development site selection where anonymity is maintained but questions to the local government are asked at the beginning of the process. Or the State provides assistance in acquiring the sites to maintain anonymity of the schools. It would also be good to have the DoE on board with the state-wide siting requirements and conversations with local officials before they approve plans from the school districts. There also needs to be requirements for school districts to place these schools a certain distance from the geographic center of the attendance zone which they serve. These seem to be more functional and cost-effective over time rather than density-based locations. This needs to be considered especially for the middle and high school zones as these schools are more long-term locations that draw people for sporting events, activities, and events beyond the students and faculty.
- In many cases, the infrastructure is already available in the urban footprint and may need to be upgraded. This is much more cost-effective than going to a greenfield site and putting all of the infrastructure. These costs aren't directly noticed or added into the cost estimates of greenfield sites, but these decisions directly affect and impact the local governments and utilities that bear these costs. This doesn't include the costs that the public incur for transportation to get to these sometimes remote sites.
- The number of travel modes are usually reduced to one mode: automobile/bus. New locations are typically not within walking distances to neighborhoods nor near bicycle facilities.

These parts of the infrastructure have to be constructed and aren't addressed until years later, if at all.

- Here in Greenwood, due to the school zoning for elementary schools, there are busses that criss-cross paths. There are individual zones that aren't contiguous for the same school. This doesn't just impact the bus pattern, but the automobile travel as parents drive their children to school. Greenwood District 50 allows elementary students to attend any of the eight elementary school no matter the zone. Busses pick up for the schools, but then the district runs shuttles between each school to provide transportation to each of the schools of choice. I can't speak specifically to the historic costs of bussing for the districts.

- Neighborhood schools would be optimal (especially elementary and middle schools) that provide the ability for students to walk or bike to school. Infrastructure is typically already available in these locations. Some studies have shown that parental involvement is higher at neighborhood schools.

Case study: Have lots of "bad" examples of school siting – need one where it has actually been done right.