

Shaping Our Future

Scenario Planning & Growth Alternatives Analysis

Focus Group Meeting Series

Commercial Development & Business
Creation Expansion & Retention

September 20, 2016





Thank you to the City of Greer for
sponsoring our Focus Group Series.

Shaping Our Future Consortium:



Other Funding Partners:



Hollingsworth Funds



Project Foundation:

- Strom Thurmond Institute Growth Study (2008)
- Urban Land Institute Reality Check (2009)
- Upstate Shared Growth Vision (2010)
- Shaping Our Future Speaker Series (2015)

Project Background



General Information

Shaping Our Future:

A study of growth and development alternatives for the Upstate Region. The analysis will include a comprehensive assessment of current policies, market forces and development preferences (the “trend” growth scenario) and illustrate how continued growth under the trend scenario might influence the cost of government, shape infrastructure, support/limit economic development initiatives, or impact the environment.

The study will also generate information regarding the trade-offs associated with three competing growth scenarios — especially in terms of land consumption, revenue generation, cost of services, economic development and quality-of-life. Case studies will supplement the region-wide scenario planning analysis and offer insights on a variety of topics important to future growth and development decision-making in the Upstate Region.

Region at a Crossroads:

- Rapid & decentralized growth
- Significant land available for development
- Increasing competition for economic investments
- Regional vs. local interests
- Capacity running out for existing infrastructure
- Potential funding shortfalls to meet future needs

General Project Overview



Project Kick-Off Activities

Project Management
Data Exchange
Project Website



Partnering Strategy

Project Steering Committee
Focus Groups
Technical Advisory Committee
Policy-Maker Briefings
Unassigned Meetings



Data Inventory & Analysis

Background Information
Thematic Maps
Trend Growth Scenario
Alternative Growth Scenarios
Major Planning Themes
Growth Choices Report Card
Planning Theme Case Studies



Project Deliverables

Summary Document (Content Draft)
Client 30-Day Review Period
Summary Document (Formatted Draft)
Client 30-Day Review Period
Summary Document (Final)

Planning Cycle 0

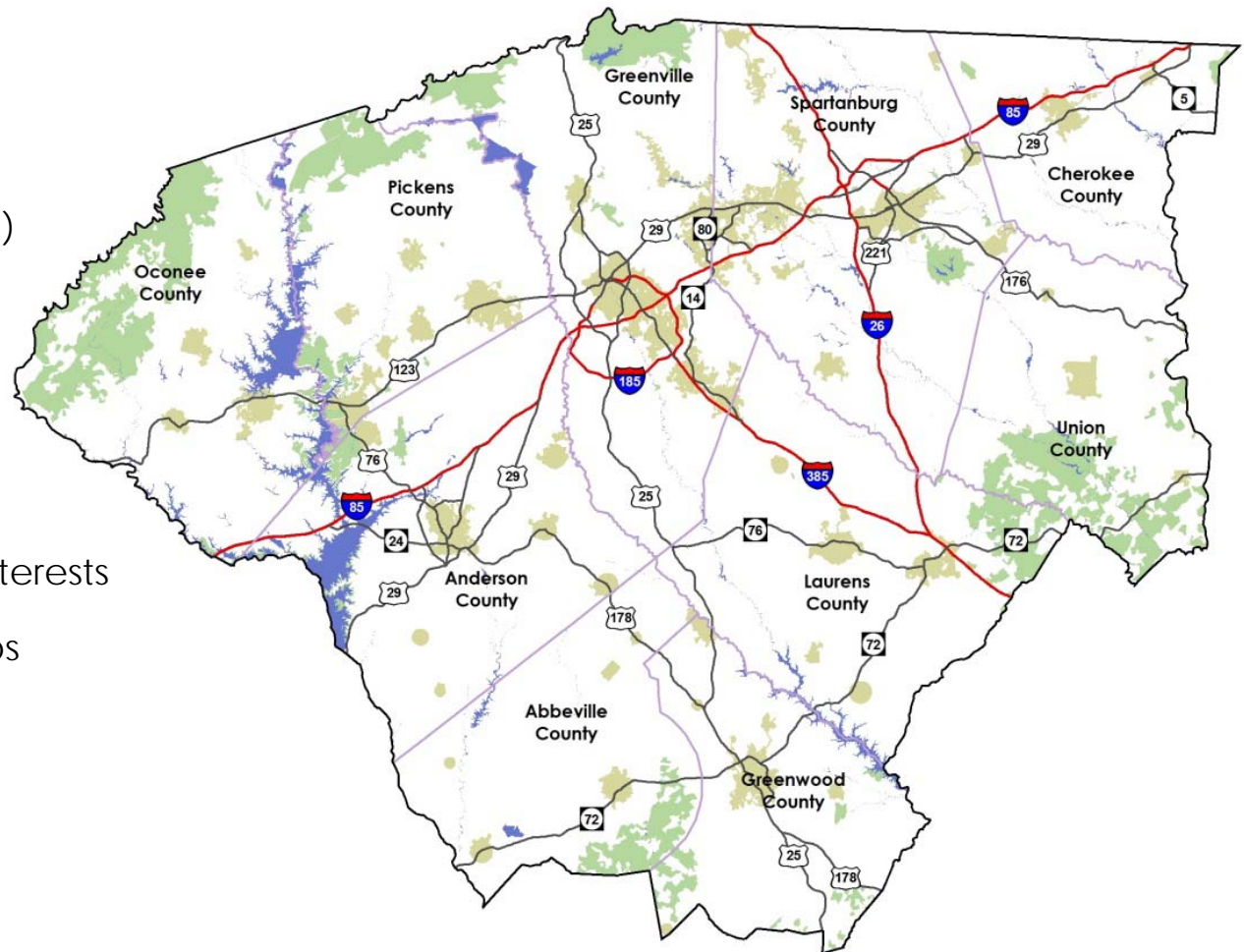
Planning Cycle 1

Planning Cycle 2

Planning Cycle 3

What is Represented in the Study Area?

- One Region (5,997 sq. mi.)
- Counties (10)
- Cities & Towns (62)
- Council of Governments (3)
- Metropolitan Planning Organizations (3)
- Utility Service Providers
- Colleges & Universities
- Business & Development Interests
- Regional Advocacy Groups
- Other Special Interests
- Residents (1,426,625) #



= US Census Bureau, American Community Survey, One Year Estimates, 2015

Continue to Prepare for Growth

HOW BIG DO
WE WANT TO
BE?

What interests do we
share as a region?

**Are we proud of
where we live?**

Where do we want to grow?

Can we pay for
growth?

**Are we growing
sustainably?**

Scenario Planning Initiative

What is the Big Idea?

Scenario planning will be used to explore alternative growth scenarios for the region, measure their impacts, and evaluate the trade-offs. Information from the scenario planning process will help prepare the Upstate for important decisions and actions that lie ahead, especially in terms of a response to continued growth pressures, preferred development patterns, and future investments throughout the region .

End Game:

- New region-wide data sets
- A spotlight on growth & its impacts
- Greater collaboration in the region
- Continued discussion about preferred growth principles
- Information & applications for more informed decision-making in follow-up plans & studies
- Scenario planning tools available for other studies



PLAYING IN A VIRTUAL SANDBOX

Scenario planning offers an overall process, analysis tools, and partnering strategy to share information and make more-informed decisions about the future.

Participants will be asked to contemplate their vision of the most livable study area, and the project team will measure their impacts and evaluate the trade-offs associated with competing scenarios. The scenarios themselves are fictitious stories about the future. They are not forecasts or predictions, but possible futures that could come to pass based on what already exists, emerging trends, or the community's desires to change course for the future. The essential requirement of any growth scenario is that it be plausible, within the realm of what exists or what could be.

Information from the scenario planning process will be shared with key decision-makers and project implementers to develop a shared vision, preferred growth scenario map, and supporting recommendations for the forthcoming Loudon County Comprehensive Plan Amendment.

01 Where are we now?



- community assessments
- participant values and preference
- key decision criteria/performance measures for evaluating choices
- past trends
- previous commitments
- market realities

02 How do we make decisions?



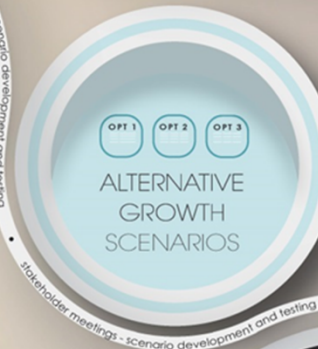
- scenario testing software
- anticipated growth totals
- statistical models
- forecasting tools

03 Where are we going?



- evaluate conditions at build-out of the study area based on currently adopted plans

04 Where do we want to be?



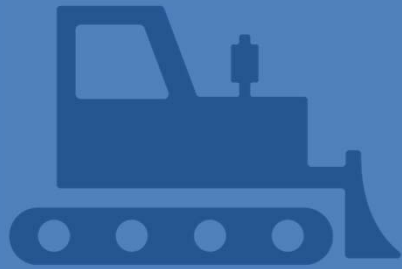
- vision statements
- evaluate alternative futures
- growth scenarios report card (trade-offs)
- preferred growth scenario

05 How do we get there?

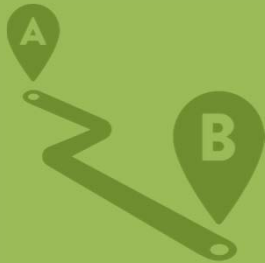


- goals, strategies, and actions
- agendas and priorities
- documentation

Alternative Growth Scenarios



Trend Growth Scenario



Corridor Growth
Scenario



Compact
Growth Scenario



Rural Village
Growth Scenario

Shaping Our Future Focus Groups



Target Groups for Shaping Our Future

Regional Thought Leaders:

Our conversation with thought leaders will be used to discuss broad growth challenges or opportunities facing the region over the next several decades. The group will identify big ideas related to quality-of-life topics, which will be shared with the Shaping Our Future Consortium, project steering committee, technical advisory committee, etc. for identifying major planning themes and case study topics or locations to explore during the project.



Business & Development Interests:

Conversations with business and development interests will be used to gauge the influence of market conditions and business site selection criteria for making one area, or one type and style of development, more attractive to grow and develop compared to others in the Upstate Region. The group will also discuss incentives or obstacles in place for business retention and recruitment, and for promoting various development types, locations, patterns or intensities in the future.



Utility Service Providers:

Our conversation with utility service providers will capture the influence and impact of available infrastructure for making one area, or one type and style of development, more attractive to grow and develop compared to others in the Upstate Region. The group will also be asked to identify general service areas in the region (especially for water and sewer utilities) and challenges associated with serving specific new development types, locations, patterns or intensities in the future.



Our Assignment

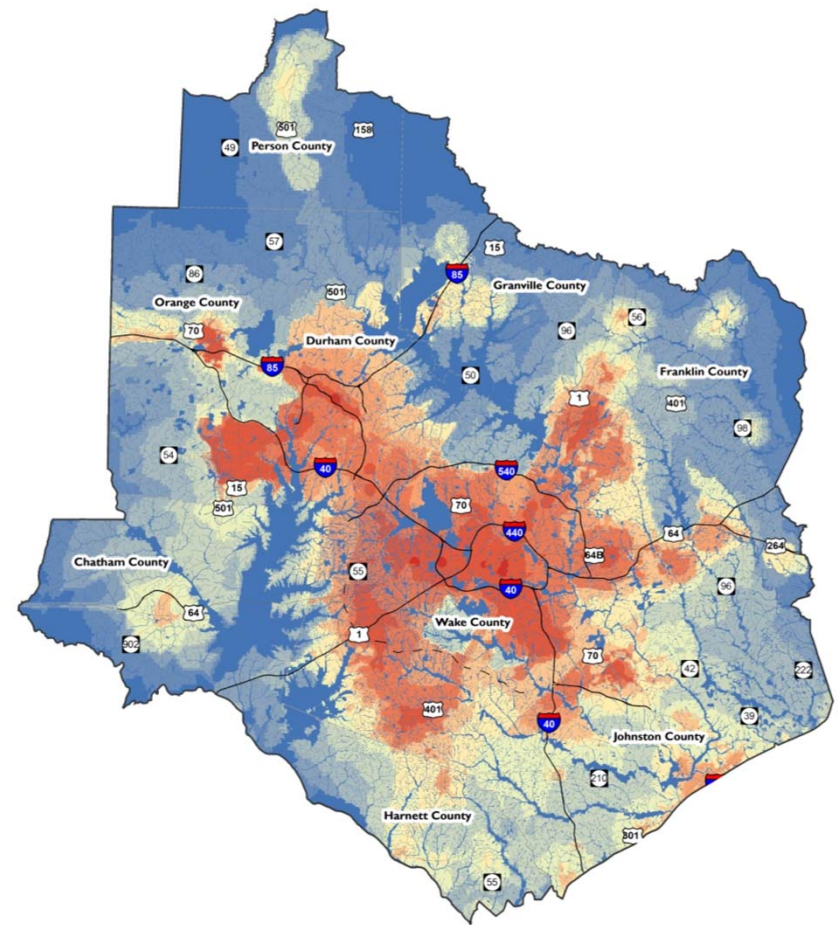
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What Drives & Constrains Growth in the Region?

Land Suitability Analysis:

- Why does one area of the region develop before others?
- What site selection factors does a developer consider when making a decision about where to build in the region?
- How are site selection factors for a developer prioritized in the Upstate Region?
- Where are the next hot spots for growth in the region thinking out to 2040?



Current Markets & Emerging Trends

1. WHAT TYPE OF BUSINESSES OR INDUSTRIES ARE PROMINENT IN THE REGION TODAY?
2. WHAT ARE OUR TARGET BUSINESSES & INDUSTRIES FOR MOVING FORWARD?
3. HOW DO WE SUPPORT & EXPAND EXISTING BUSINESSES WHILE PURSUING NEW TARGETS?
4. WHERE ARE EXISTING TRENDS TAKING US? MORE SINGLE-USE OR MIXED-USE DEVELOPMENT?

What Drives & Constrains Growth in the Region?

Shaping Our Future Scenario Planning & Growth Alternatives Analysis

Focus Group Meetings with Business & Development Interests

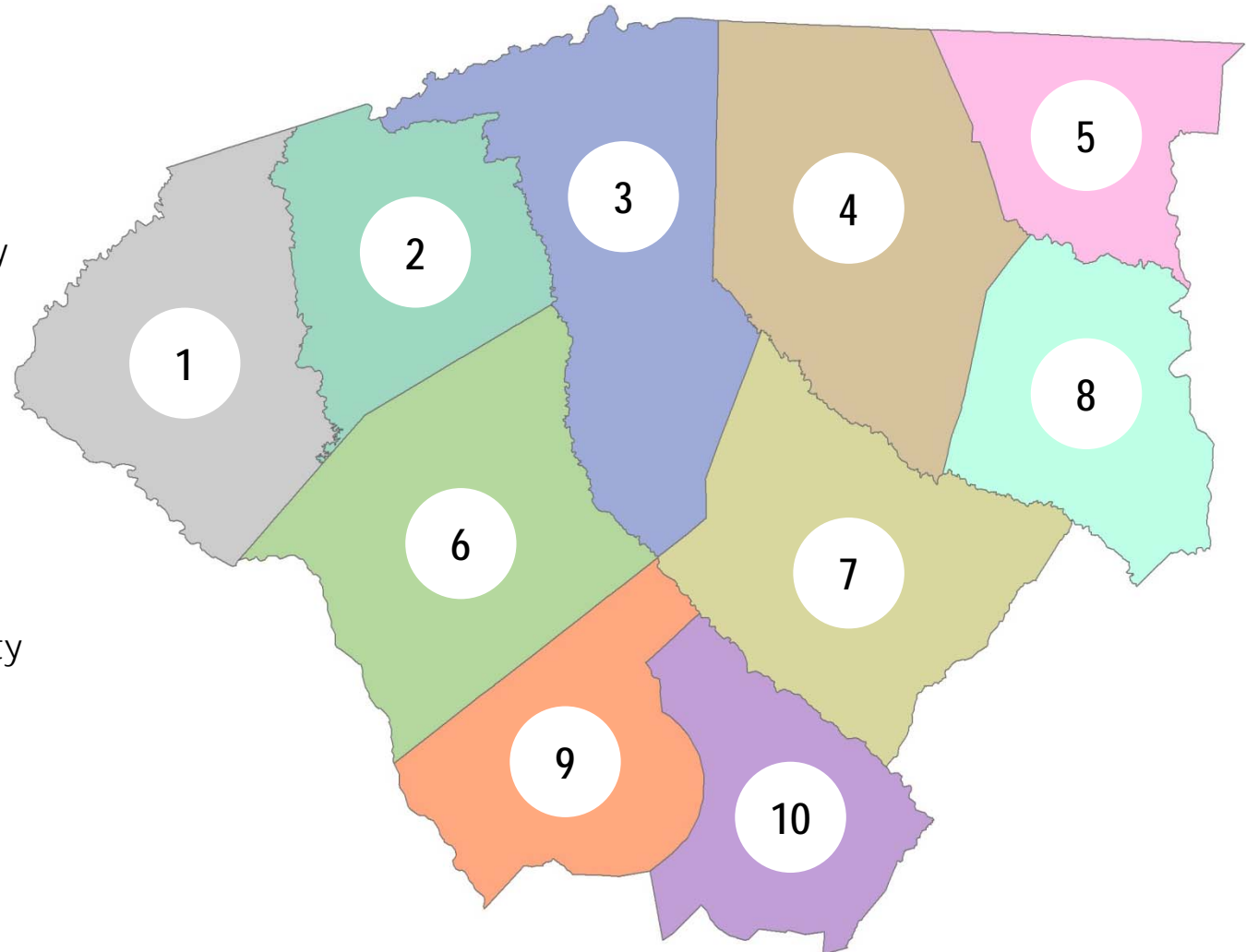
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Where do you primarily work?	1	2	3	4	5	6	7	8	9	10	11	
What development type do you best represent?	Single Family			Multifamily			Retail		Office		Industrial	Mixed-Use
	Requirement or Consideration			Factor's Influence (Pos or Neg)			Rank in Order of Importance		Comments			
Highway System												
Proximity to Major Thoroughfares												
Proximity to Interchanges												
Proximity to Major Intersections												
Other:												
Other:												
Other:												
Development Activity Centers												
Proximity to a Downtown or CBD												
Proximity to a Development Activity Center												
Proximity to a College or University												

What Drives & Constrains Growth in the Region?

Where do you primarily work?

- 1 – Oconee County
- 2 – Pickens County
- 3 – Greenville County
- 4 – Spartanburg County
- 5 – Cherokee County
- 6 – Anderson County
- 7 – Laurens County
- 8 – Union County
- 9 – Abbeville County
- 10 – Greenwood County
- 11 – The Entire Region



Hot Spots to Grow in the Region

- Where will growth concentrate in the future (through 2040)?
- What type of development do you anticipate in these areas?
- What primary factors are driving this growth or development pattern in this location?

