

Downtown Walhalla Charrette + Master Plan

Final Presentation
October 2015

The Design Team



Place Makers

Planners

Engineers

Landscape Architects

Communications Specialists

Bicycle + Pedestrian Master Plans

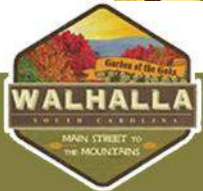
Complete Streets + Corridor Design

Downtown Master Plans

Safe Routes to School

Municipal Planning + Design

Trail Planning + Design



Downtown Walhalla
Charrette and Master Plan



Charrette Schedule

Tuesday

10:00	Driving Tour
12:00	Steering Committee Kick-Off Meeting: What is your Vision?
1:00	Workshop Set-Up/Presentation Prep
6:00	Public Visioning Workshop

Wednesday

8:00	City Council Meeting
9:00	Downtown Business Owner Meetings
10:00	Churches and Civic Organizations
11:00	Chamber/Non-Profit
12:00	Lunch with the Steering Committee
1:00	Studio Session (Open to the Public)
6:00	Steering Committee Design Pin-Up

Thursday, August 6

8:00	Studio Session (Closed)
6:00	Public Presentation



Downtown Walhalla
Charrette and Master Plan

The Master Planning Charrette Process



Downtown Walhalla
Charrette and Master Plan



Downtown Master Plan

Three Day Charrette
Downtown Illustrative Master Plan
Photosimulations
Cross Sections
Funding Strategies
Best Practices
Implementation Plan



Downtown Walhalla
Charrette and Master Plan





Case Studies

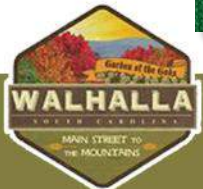
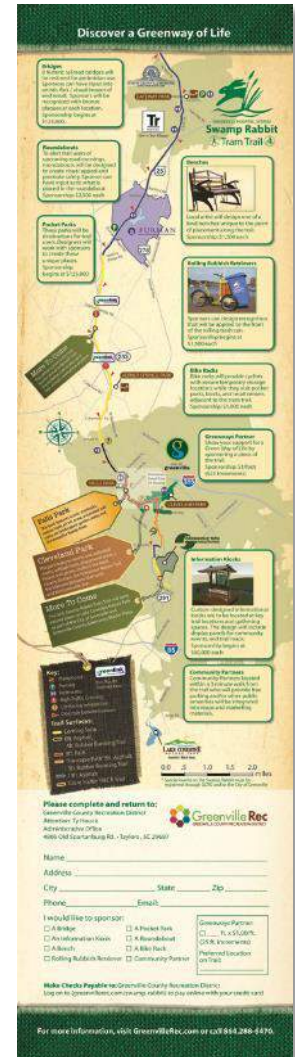
Travelers Rest SC



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Travelers Rest, SC

Mayor of Travelers Rest: “...probably the single most important thing that’s happened to the City of Travelers Rest in years.”



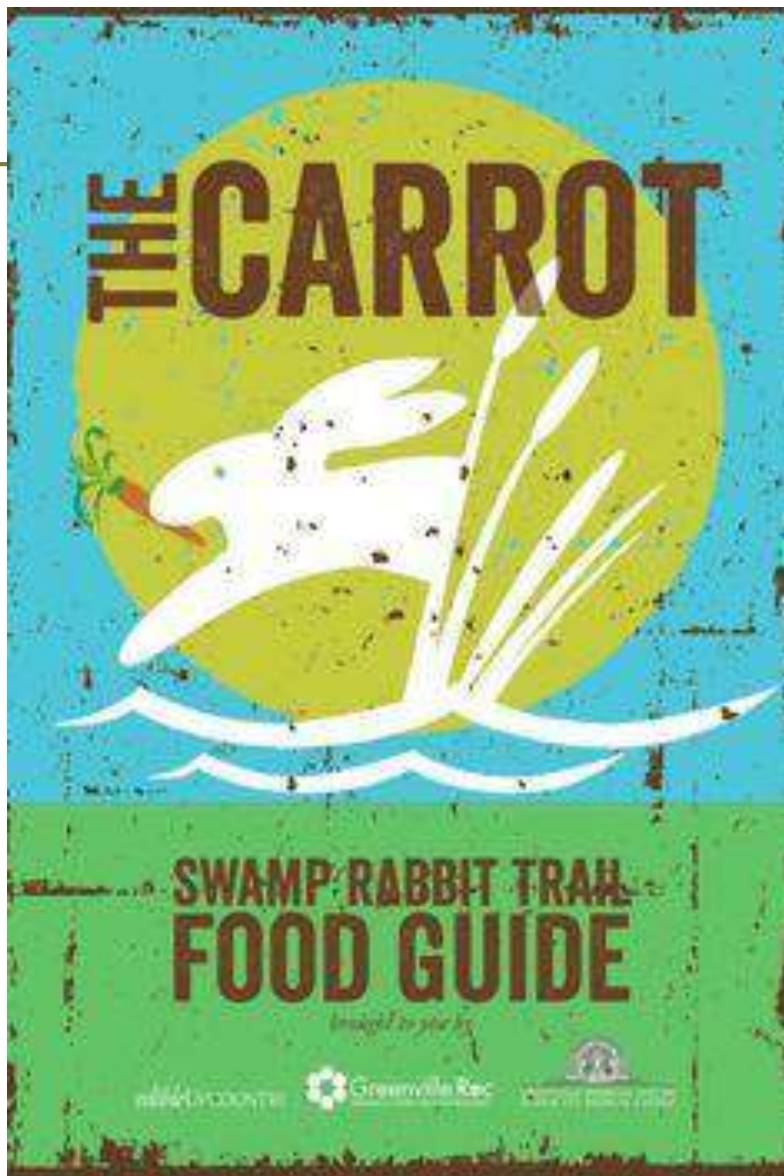
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Travelers Rest, SC

- Furman University – Impact Study (Dr. Julian Reed)
- **502,000 annual users** in year 3 study
 - 60% male/40% female
 - 14% children (under 17)
 - 10% used trail for transportation
- Nearby businesses reported revenue or **sales increases of 30 to 85 percent**
- Up to **30% of new bike users** purchasing bikes for the trail
- **Annual Revenue** from trail users ranged from \$50,000 to **\$400,000** (avg. = \$111,250)





LiveWell!
greenville

TAILS
• ON THE •
TRAIL



Downtown Walhalla
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Walhalla SC

Building On Momentum



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Charrette and Master Plan

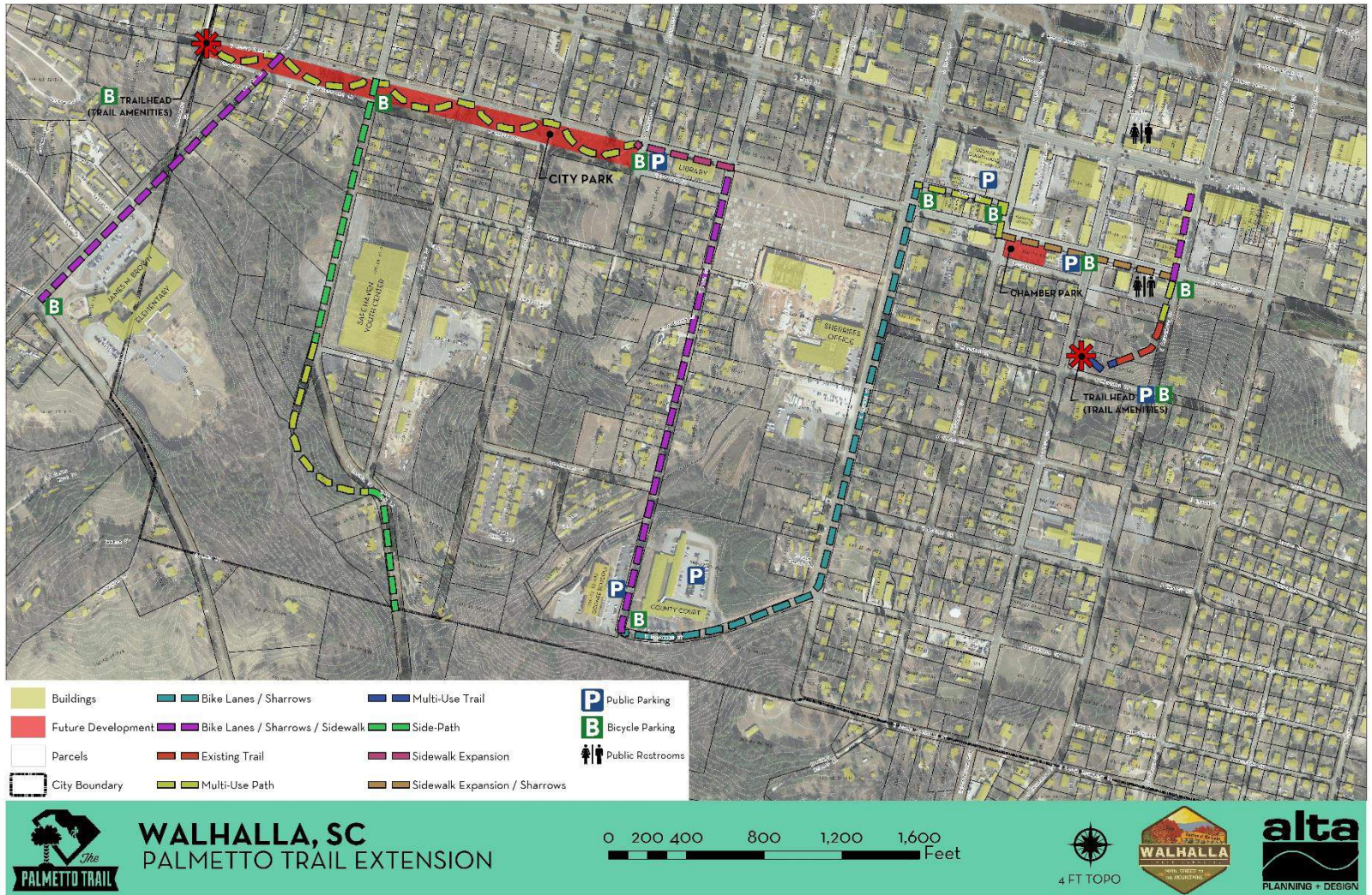


Palmetto Trail



Downtown Walhalla
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Palmetto Trail



Downtown Walhalla
Charrette and Master Plan







Walhalla SC

Enhancing The Foundation



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STUMPHOUSE

A horizontal wooden plank with the word 'STUMPHOUSE' carved into it in a serif font. The plank is suspended by two metal chains from a dark, weathered metal beam. The background is a dense green forest.



TUNNEL

A horizontal wooden plank with the word 'TUNNEL' carved into it in a serif font. The plank is suspended by two metal chains from the same metal beam as the sign above. The background is a dense green forest.





Downtown Walhalla Character

Walhalla SC is the county seat of Oconee County and a town with a rich heritage. In 1850 a group of immigrants from northern Germany arrived in Charleston and couldn't find land that suited their pocketbook or their idea of home.

They formed the German Colonization Society led by General John A. Wagener and found what they were looking for here in the Upstate.

Today, Walhalla is a charming southern town with historical houses, churches and the restored Walhalla Civic Auditorium where regional and local theater events are held. With antique shops, cafes, shops and tree-lined streets, it's a delightful town to explore on foot.

The new county court house reflects the volume of county government business that transpires here and at the other government buildings in town. Oconee County Court House As a growing county, Oconee government employees work hard to meet the ever-increasing demands of an expanding population.

The annual Walhalla Oktoberfest honors the German settlers who came in the mid-1800s and named Walhalla, the "Garden of the Gods". With events for children and adults, it's a special time of fun for the whole community and the visitors who come to join in.

Walhalla is located just minutes away from the variety of outdoor and indoor activities Oconee County has to offer. And the weather is second to none. The four seasons offer a taste of all Mother Nature provides, but none of them stay too long and wear out their welcome! That makes it a great place to raise a family or to enjoy one's retirement.

We are the Main Street to the Mountains.



Downtown Walhalla
Charrette and Master Plan

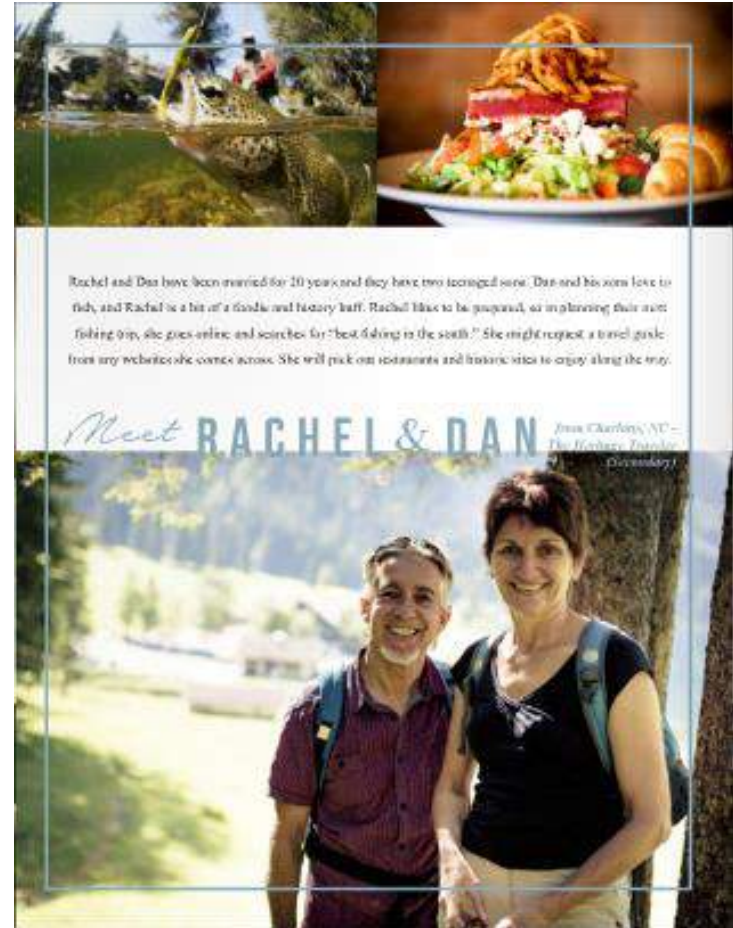
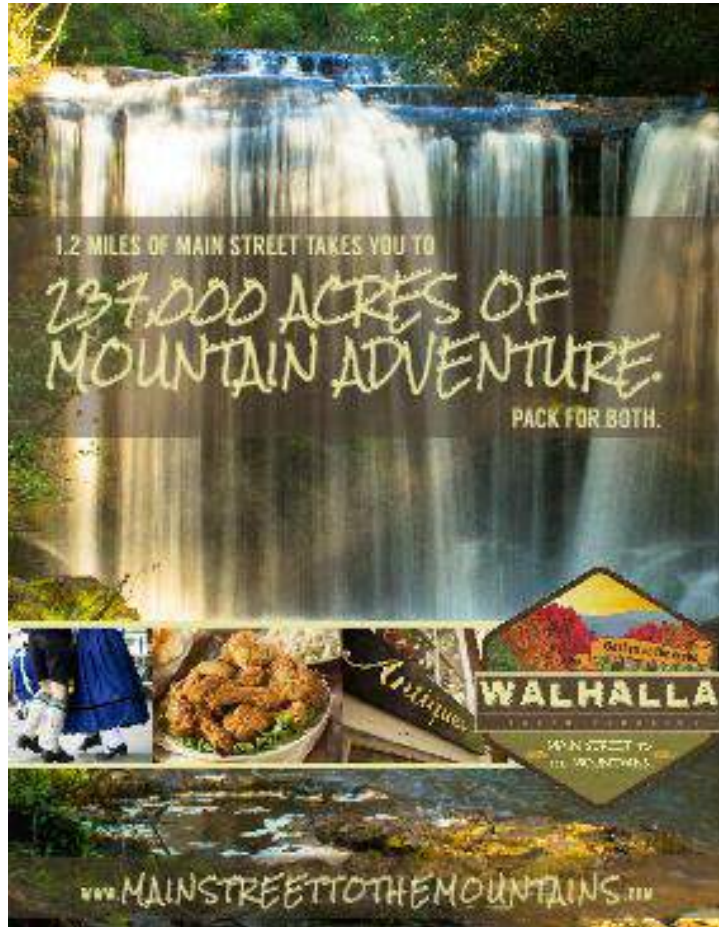


Downtown Walhalla Character



Downtown Walhalla
Charrette and Master Plan

Destination Oconee



Downtown Walhalla Charrette and Master Plan

Walhalla SC Listening



Downtown Walhalla
Charrette and Master Plan



Public Visioning

We asked you to not...

worry about timing, budget or constraints...

but to dream with us...

How would you describe Downtown to a visitor?

What do you LOVE about this place?

What do you HATE about this place?

What do you need to accomplish your vision?



Downtown Walhalla
Charrette and Master Plan



Public Visioning



Downtown Walhalla
Charrette and Master Plan

Public Visioning

Neglect

Speed

Throughway

Stale

Safe

Walk

Time

Funding

Trash

Not-Pedestrian-Friendly

DOT-Signs

No-Connectivity

remove

Lights

Courthouse

town

hate



Downtown Walhalla
Charrette and Master Plan

Public Visioning

A Vision To Become A DESTINATION

outfitter
coffee
Brewery
fudge and ice cream
flowers
markets
Hotel
outdoor venue
more retail and restaurants
general store



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Charrette and Master Plan

Public Visioning

A DESTINATION That Tells A Story About The PEOPLE



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Walhalla SC

Stitching It Together



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Charrette and Master Plan



Stitching It Together



Trees **Friendly** **Access**
Historic-Buildings
LOVE
Proximity

Carolina
Tunnel
Pool
Historic
Mountains
Festivals
Steakhouse
Pizza
Trail
Palmetto
Landscapes
Small-Town
Love
Future



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Stitching It Together



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Walhalla SC

A Vision For The Future



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Charrette and Master Plan



Downtown Master Plan

Gateways

Centers

Connective Threads

Bread Crumbs



Downtown Walhalla
Charrette and Master Plan

Downtown Master Plan

Gateways

Create a sense of arrival

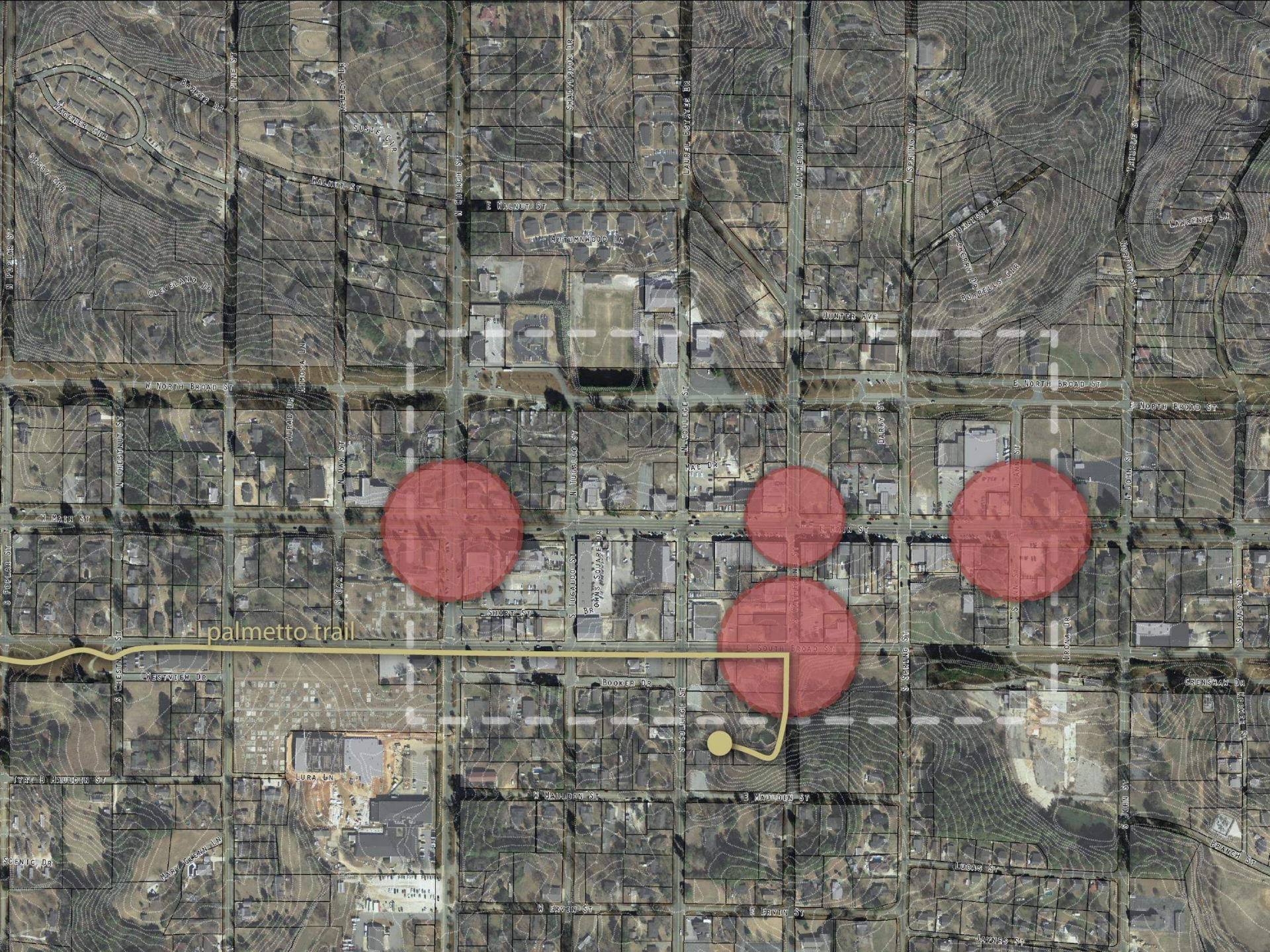
Centers

Connective Threads

Bread Crumbs



Downtown Walhalla
Charrette and Master Plan



Downtown Master Plan

Gateways

Centers

Starting points and gathering spaces

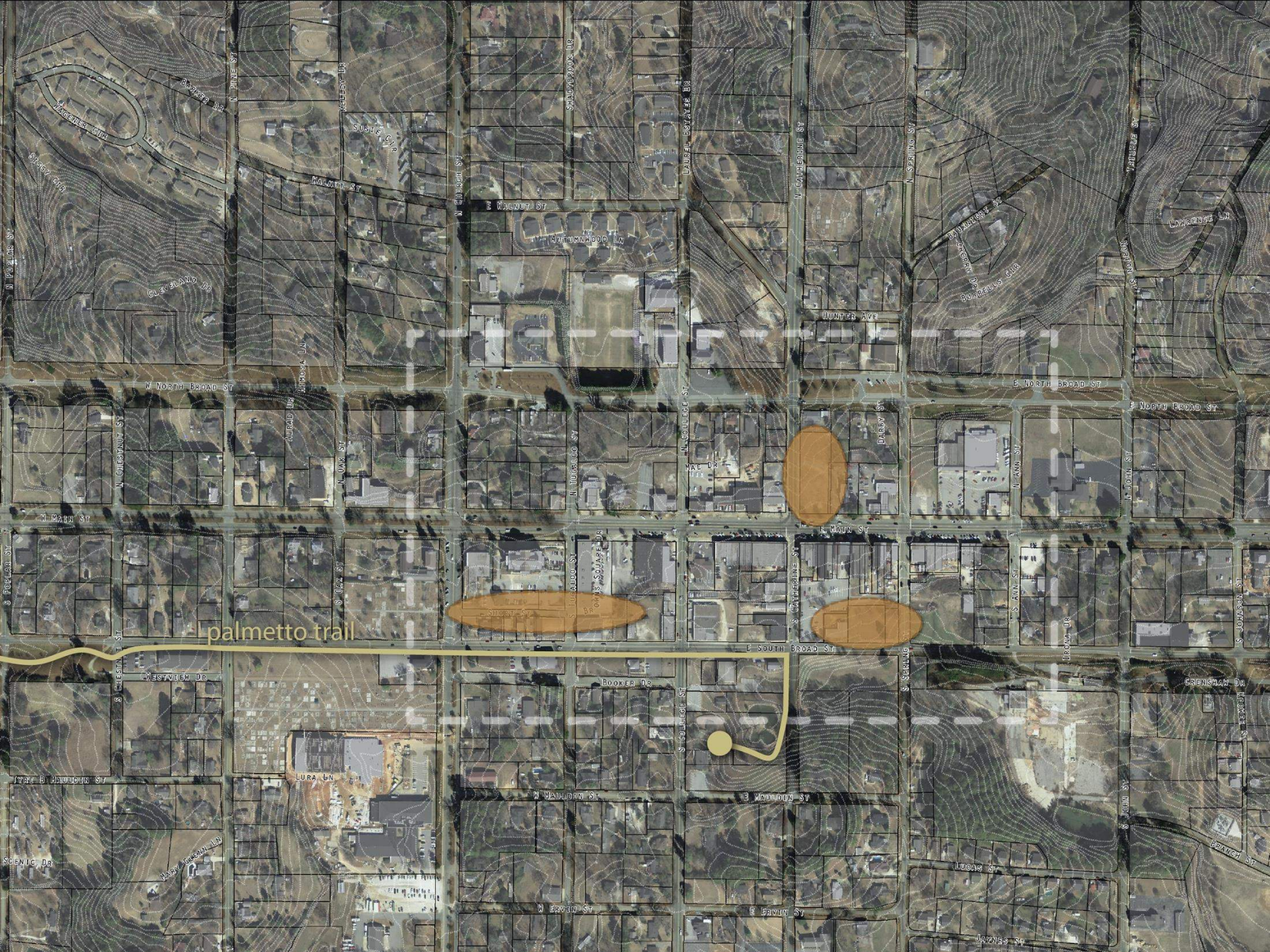
Connective Threads

Bread Crumbs



Downtown Walhalla
Charrette and Master Plan





Downtown Master Plan

Gateways

Centers

Connective Threads

Connectivity and circulation

Bread Crumbs

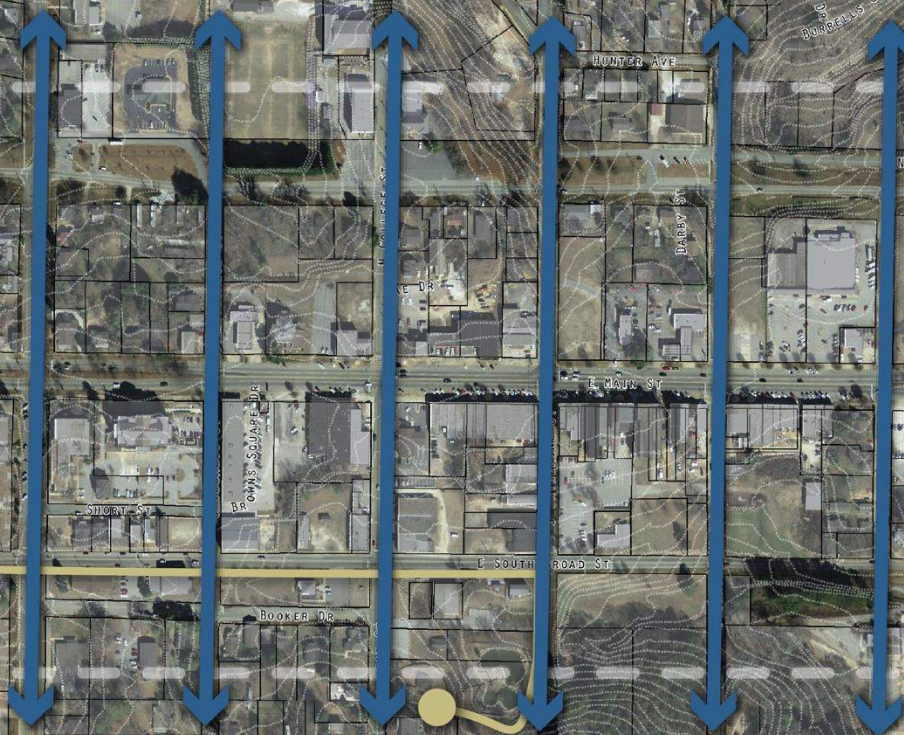


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palmetto trail





Downtown Master Plan

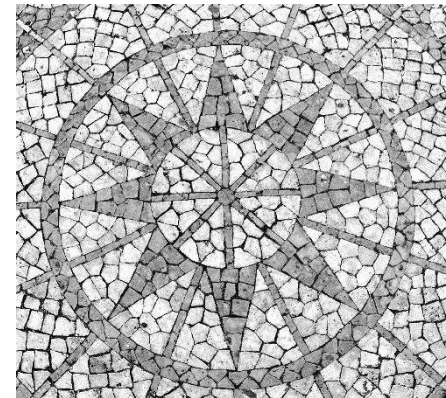
Gateways

Centers

Connective Threads

Bread Crumbs

Visual cues to pull you
through space



Downtown Walhalla
Charrette and Master Plan



NORTH CHURCH STREET

E NORTH BROAD

MAIN STREET

E SOUTH BROAD

NORTH ANNE STREET

BERRY DR
BURRELLS CIR

HUNTER AVE

E NORTH BROAD

N TUGALOO ST

DARBY ST

MAIN STREET

E MAIN ST

E SOUTH BROAD

BOOKER DR

S COLLEGE ST

S SPRING

IRONA DR

NORTH CHURCH STREET

NORTH ANNE STREET

NORTH CHURCH STREET

E NORTH BROAD

MAIN STREET

E SOUTH BROAD

N TUGALOO ST

OO ST

BOOKER DR

ST

E. MAIN



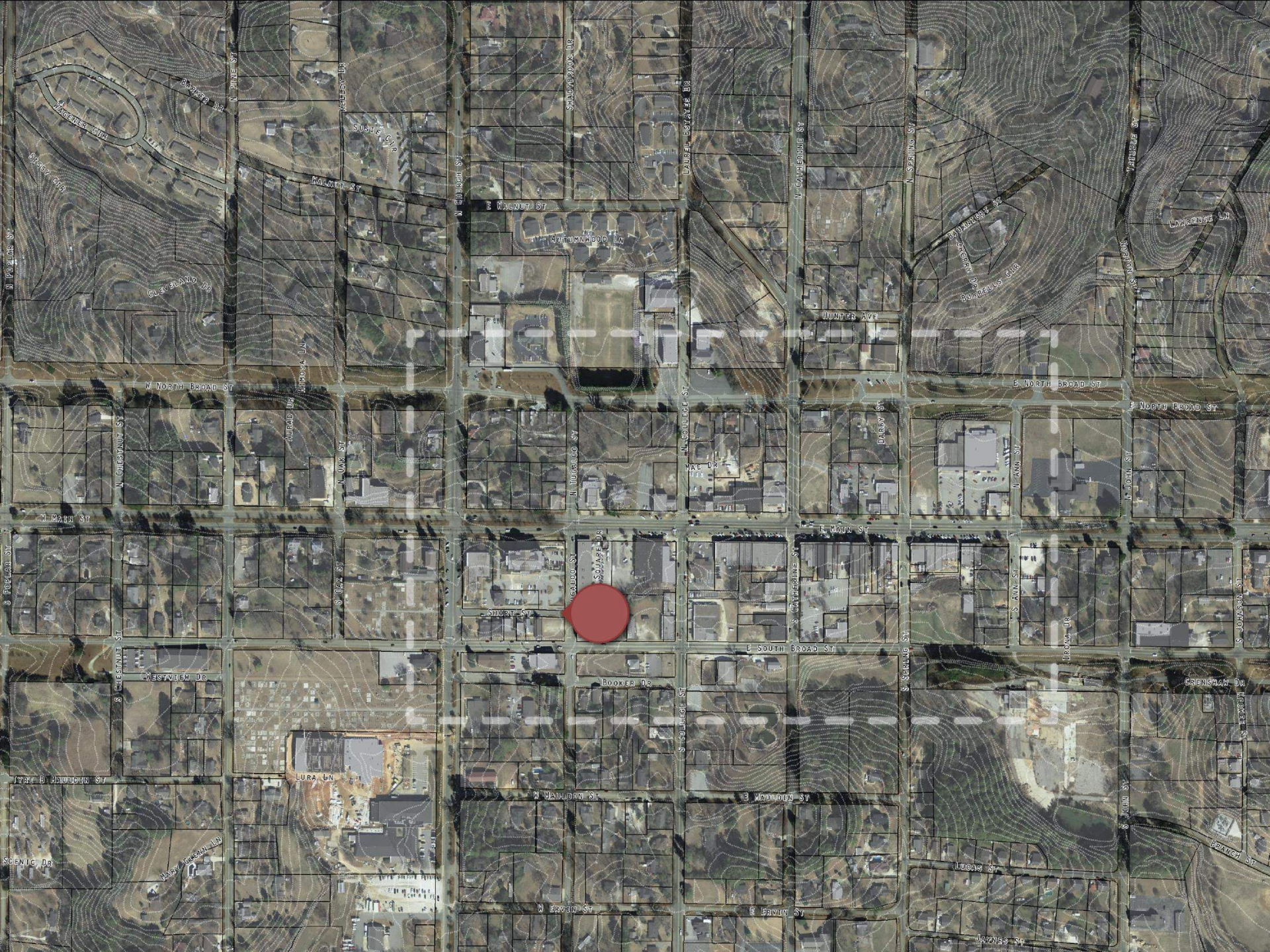
An aerial photograph of a city block, overlaid with a semi-transparent map showing street layouts and building footprints. The map uses colors to distinguish between different types of areas: red for building footprints, tan for open lots or parking areas, and green for parks or landscaped areas. The streets are labeled in white text. The block is bounded by E North Broad to the north, E South Broad to the south, and North Anne Street to the east. A central horizontal street is labeled E Main St. A vertical street on the left is labeled Darby St. Another vertical street on the right is labeled S Spring St. The map also shows various smaller streets and alleys, as well as numerous trees and landscaping elements.

E NORTH BROAD

MAIN STREET

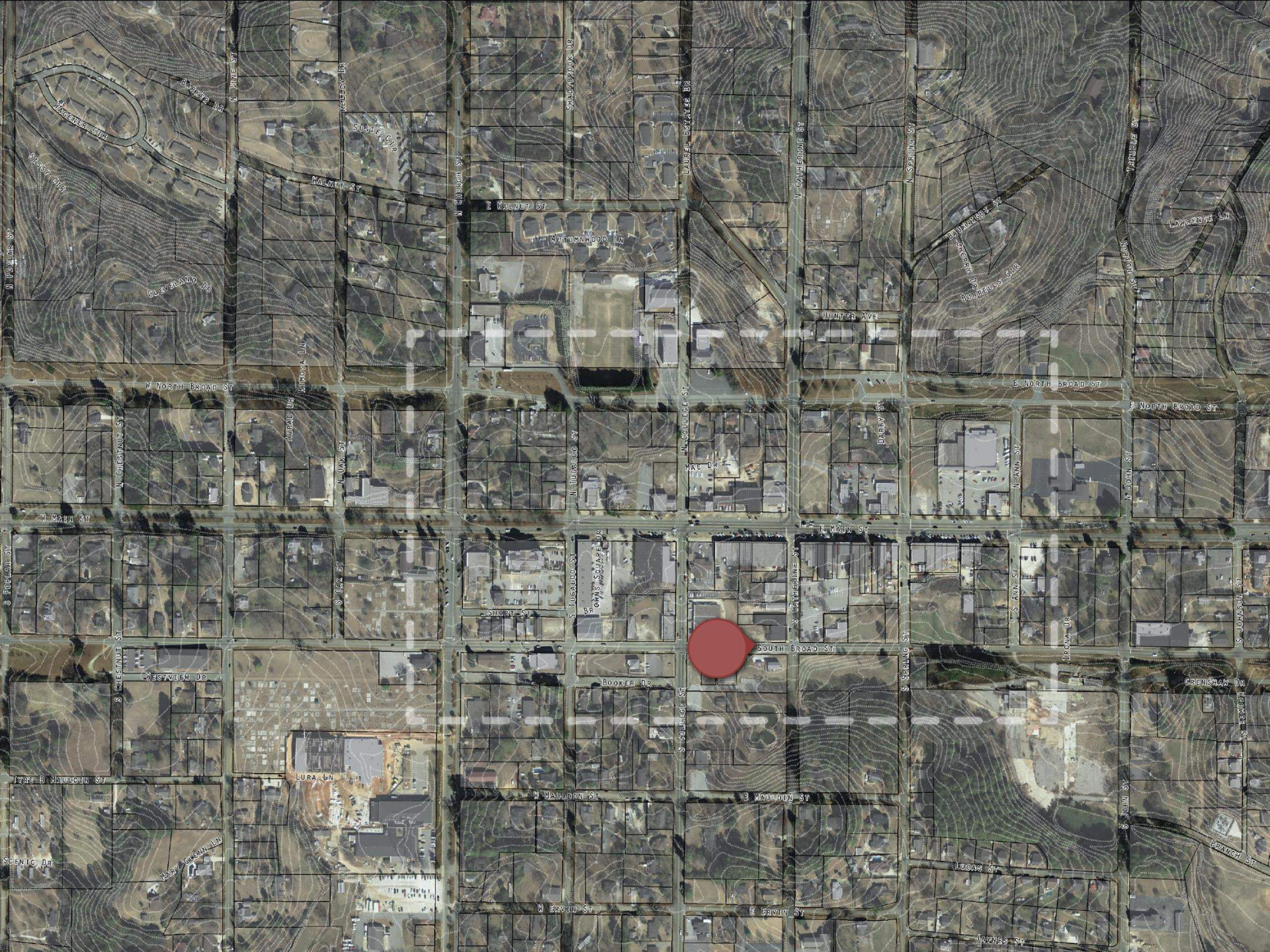
E SOUTH BROAD

NORTH ANNE STREET









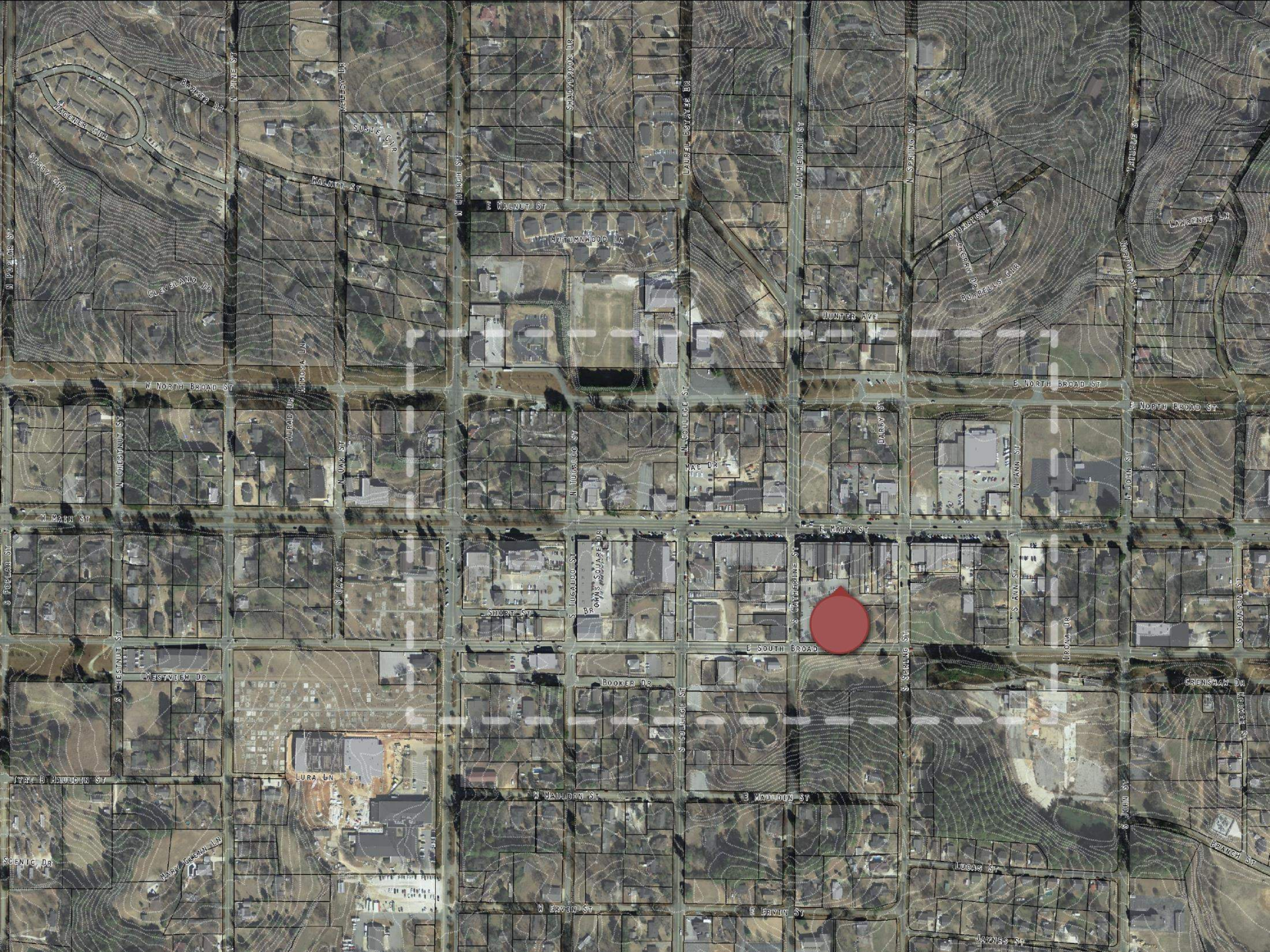


864 982 2311

FOOD TRUCKS
WANTED









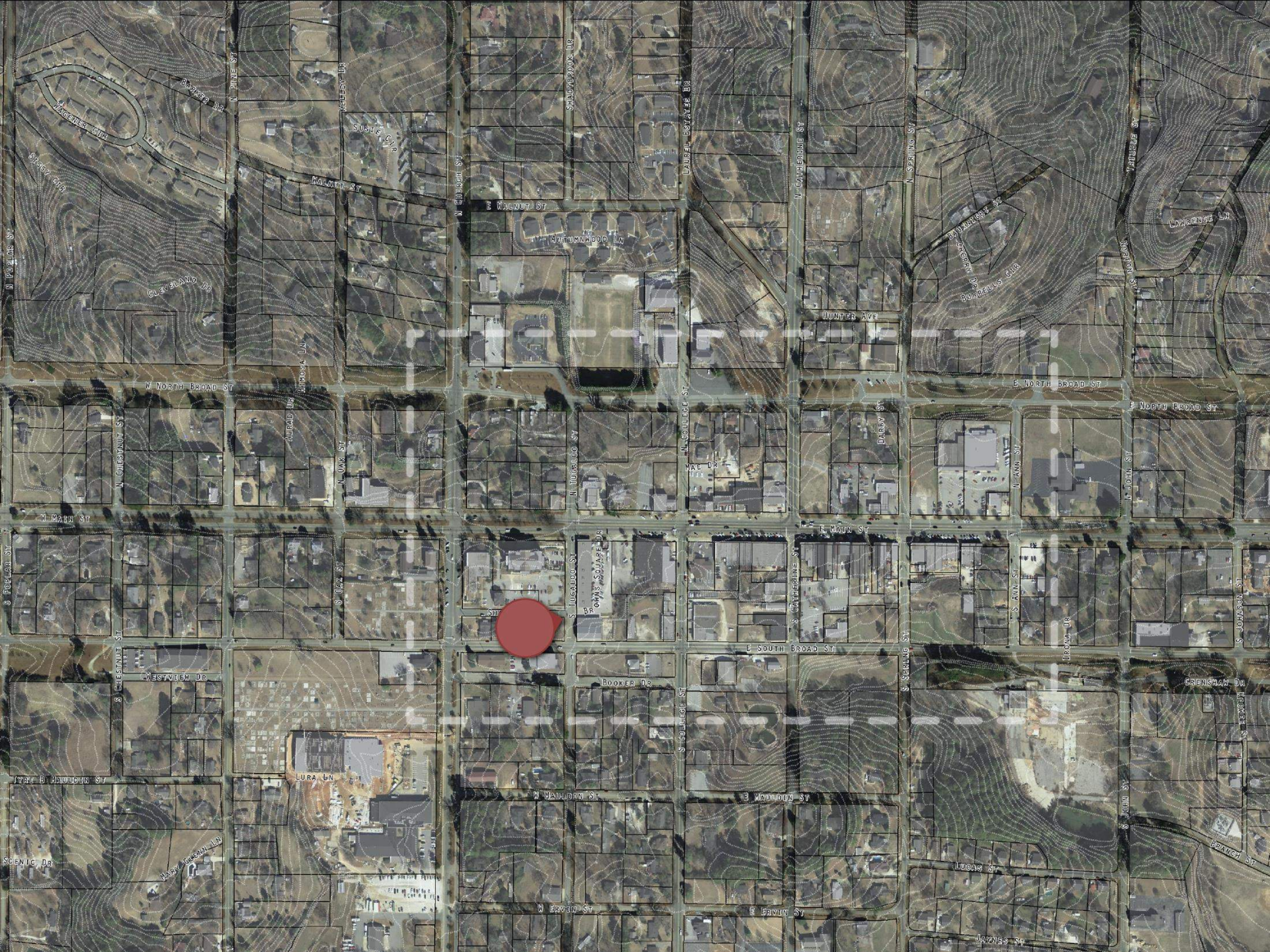
 Walhalla
Pharmacy



WELCOME TO THE
BLUE RIDGE MOUNTAINS

WALHALLA
OUTFITTERS
HIKE BIKE CAMP

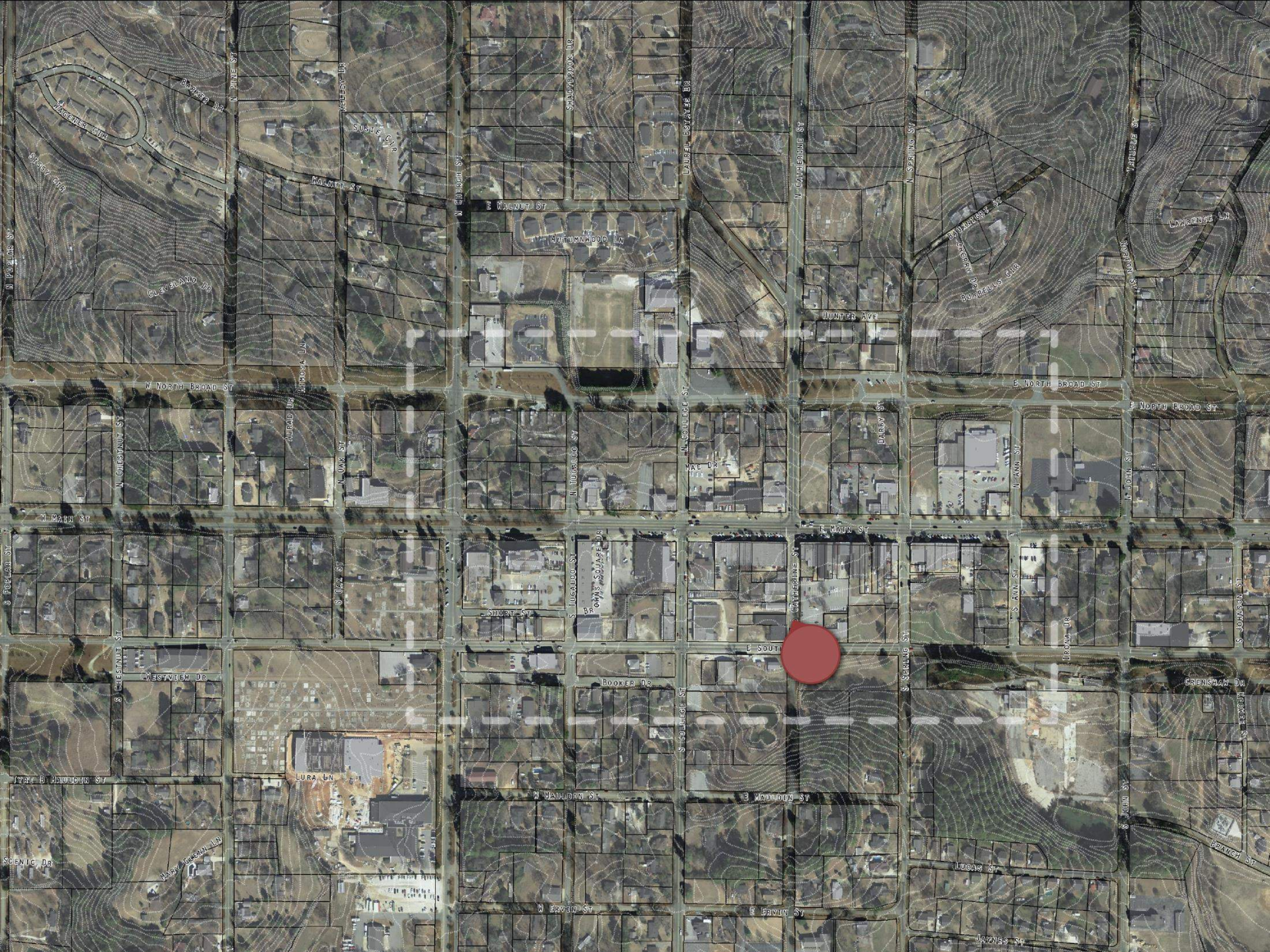
PALMETTO







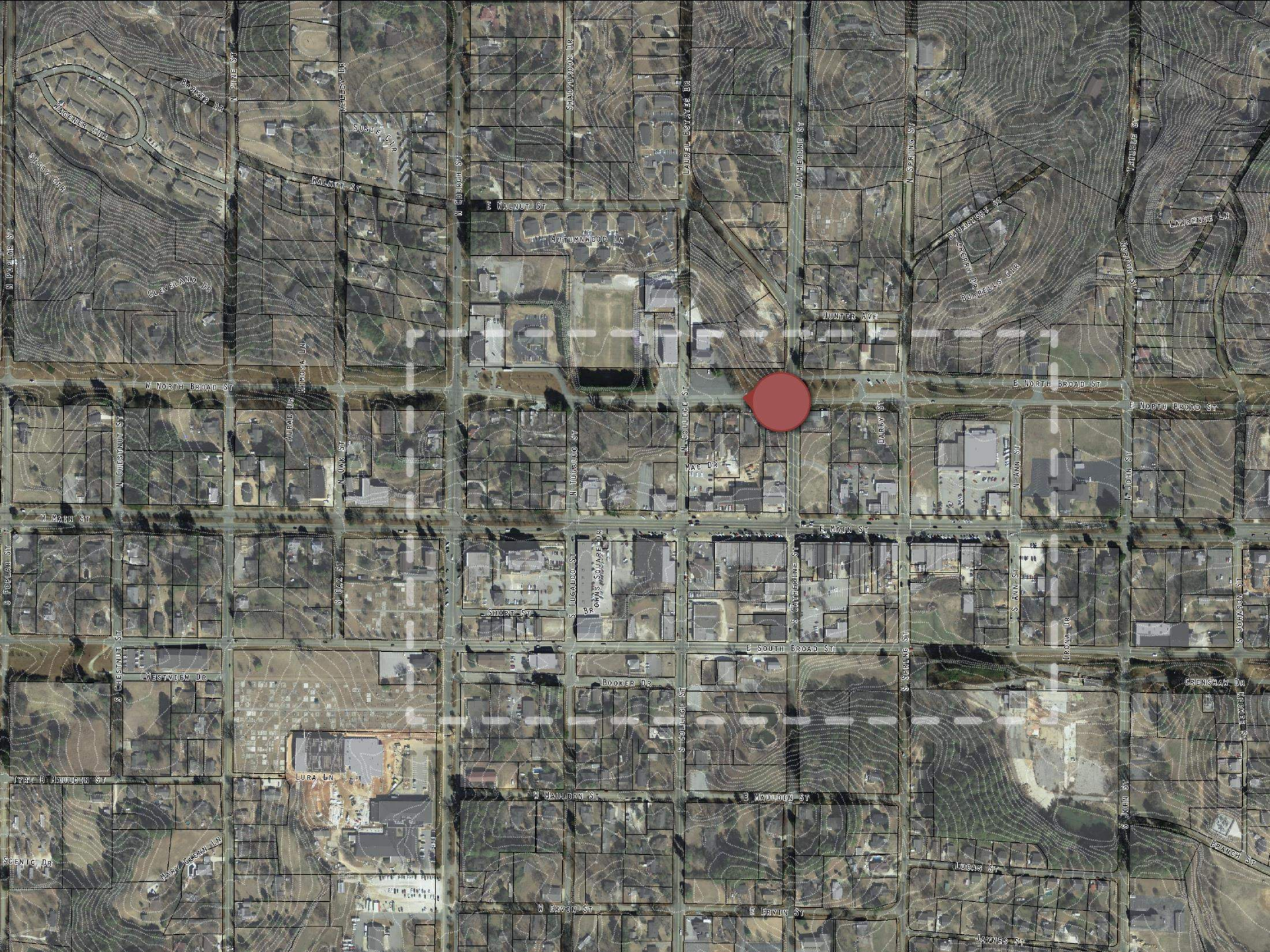






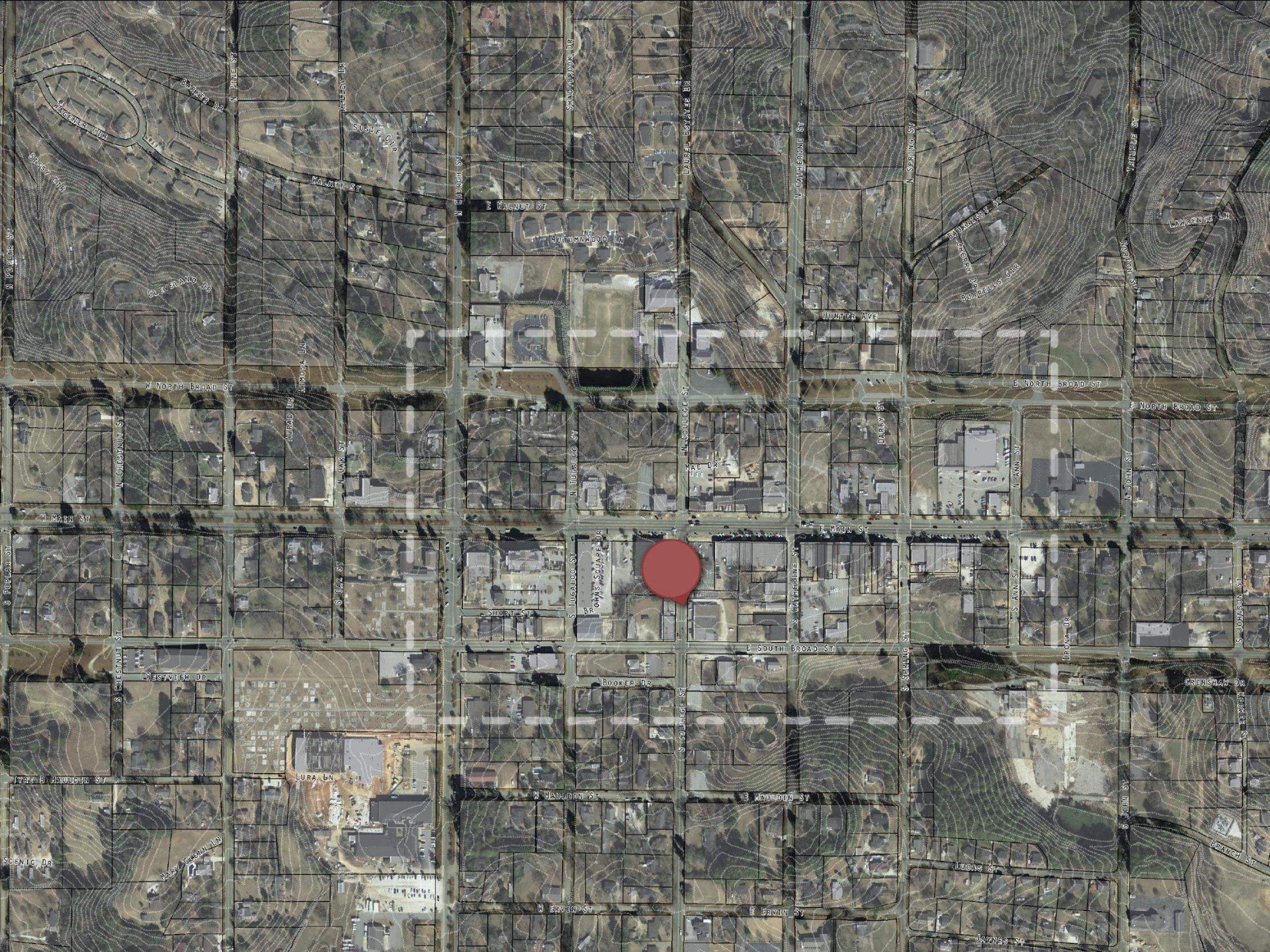
CAROLINA
STEAKS













Chris Central Ministries
Ocean Restoration
THRIFT STORE

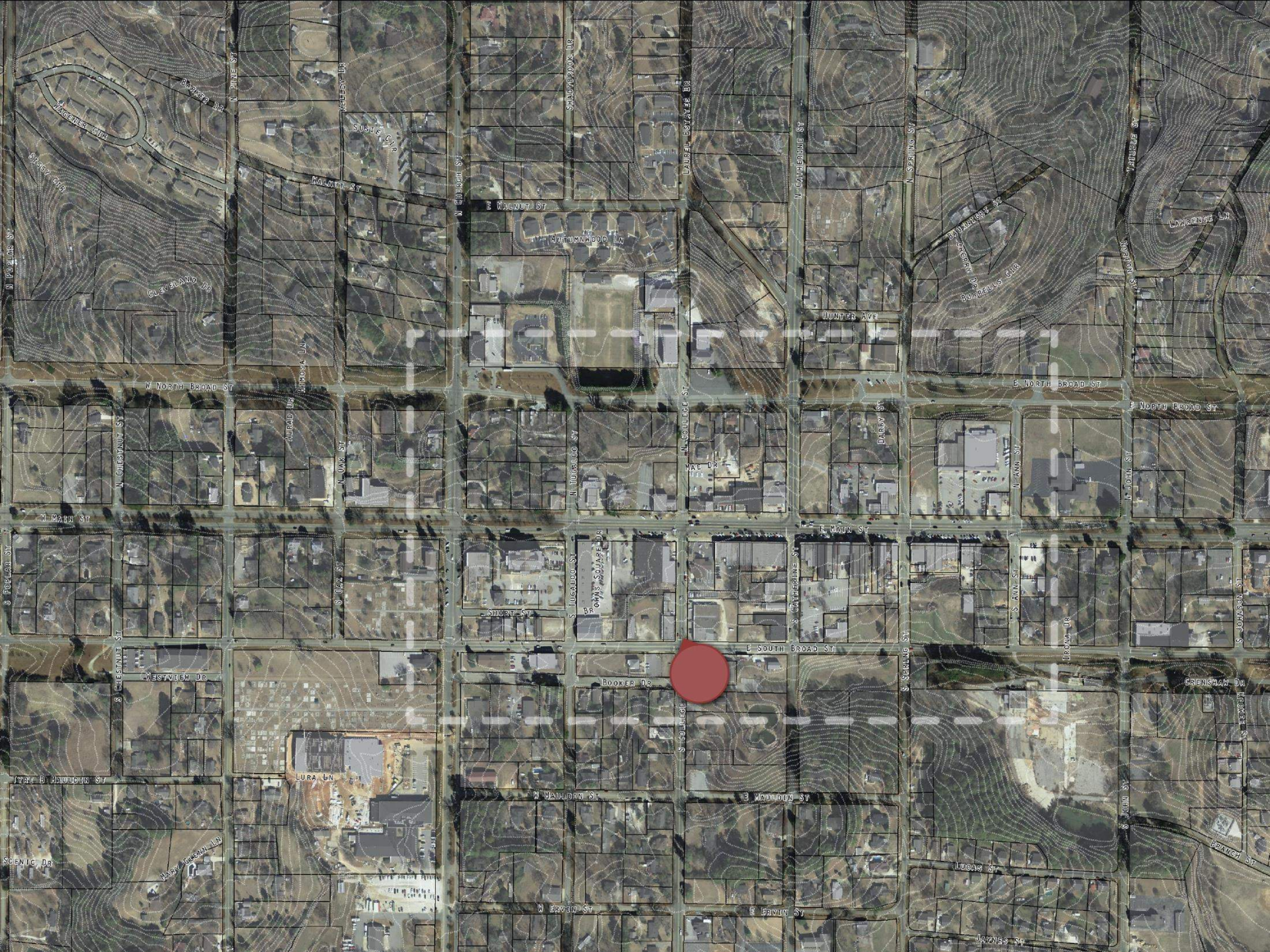
LA ESTRELLA
CAJALDO
804-838-8883

CAJALDO
804-838-8883

THRIFT
STORE

THRIFT
STORE





Sandra's Nails & Spa

Peggy's Pet Grooming
864-280-0618

247-8875

OPEN

SPA
OPEN

OPEN

Peggy's Pet Grooming
& Bath and a Great Place
864-280-0618
New Customer Discount

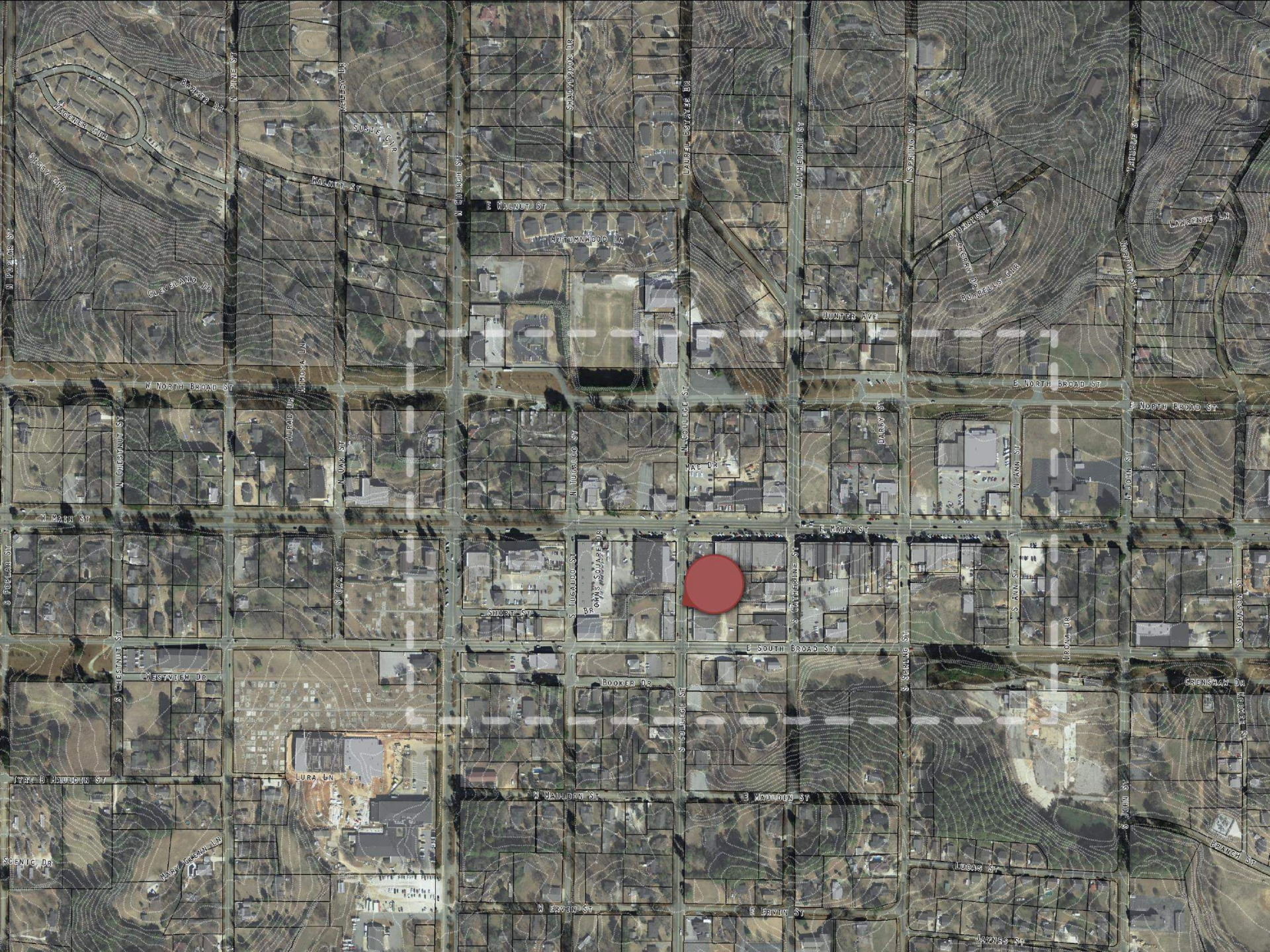


True Value
Auto Parts

DETOUR















Walhalla SC

Maintaining Momentum



Downtown Walhalla
Charrette and Master Plan



Funding Strategies

- ✓ **Federal Funding Sources**
 - ✓ **DRIVE**
 - ✓ **Transportation Alternatives Program (TAP)**
 - ✓ **Recreational Trails Program (RTP)**
 - ✓ **Congestion Mitigation/Air Quality Program (CMAQ)**
 - ✓ **Partnership for Sustainable Communities (EPA)**
 - ✓ **River, Trails, and Conservation Assistance Program (RTCA)**
 - ✓ **Community Development Block Grants**
 - ✓ **Land and Water Conservation Fund (LWCF)**

- ✓ **State Funding Sources**
 - ✓ **SCDOT – Maintenance Program and Capital Projects**
 - ✓ **Parks and Recreation Development Fund (PARD)**



Funding Strategies

- ✓ **City Funding Sources**
 - ✓ **General Fund (Façade Grant Program, etc.)**
 - ✓ **Local Bond Measure (Hospitality, Accommodations, etc.)**
 - ✓ **Stormwater Utility Fee (Developer)**
 - ✓ **Street User Fee**
 - ✓ **Local Improvement Districts**
 - ✓ **Property Tax**
 - ✓ **Tax Increment Financing (TIF)**



Funding Strategies

- ✓ **Private Funding Sources**
 - ✓ **Robert Wood Johnson Foundation**
 - ✓ **WalMart Foundation**
 - ✓ **Bank of America Charitable Foundation**
 - ✓ **Duke Energy Foundation**
 - ✓ **Corporate Donations**
 - ✓ **Fundraising Drives (Kickstarter campaigns)**



Catalyst Projects

- ✓ **Short Street - Festival Street**
- ✓ **The Greenway Network (Palmetto Trail, Loop Trail)**
- ✓ **The Event Lawn (Spring Street/South Broad Street)**
- ✓ **Front of House/Back of House – Downtown Businesses**



Next Steps + Action Plan

- ✓ **City Review Process – Take a few minutes to breathe.**
- ✓ **Identify Catalyst Projects**
- ✓ **Find a Champion!**
- ✓ **Zoning Ordinance and Code Updates**
- ✓ **Develop Funding Strategies (Façade Grant Program, etc.)**
- ✓ **Capitalize on the Brand – Palmetto Trail, Heritage Quilt Trail, Ocktoberfest, etc.)**
- ✓ **Wayfinding Signage (Palmetto Trail, Downtown and Parking)**





Questions/Comments



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