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
<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday</td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td>Driving Tour</td>
</tr>
<tr>
<td>12:00</td>
<td>Steering Committee Kick-Off Meeting: What is your Vision?</td>
</tr>
<tr>
<td>1:00</td>
<td>Workshop Set-Up/Presentation Prep</td>
</tr>
<tr>
<td>6:00</td>
<td>Public Visioning Workshop</td>
</tr>
<tr>
<td>Wednesday</td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td>City Council Meeting</td>
</tr>
<tr>
<td>9:00</td>
<td>Downtown Business Owner Meetings</td>
</tr>
<tr>
<td>10:00</td>
<td>Churches and Civic Organizations</td>
</tr>
<tr>
<td>11:00</td>
<td>Chamber/Non-Profit</td>
</tr>
<tr>
<td>12:00</td>
<td>Lunch with the Steering Committee</td>
</tr>
<tr>
<td>1:00</td>
<td>Studio Session (Open to the Public)</td>
</tr>
<tr>
<td>6:00</td>
<td>Steering Committee Design Pin-Up</td>
</tr>
<tr>
<td>Thursday, August 6</td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td>Studio Session (Closed)</td>
</tr>
<tr>
<td>6:00</td>
<td>Public Presentation</td>
</tr>
</tbody>
</table>
The Master Planning Charrette Process
Three Day Charrette
Downtown Illustrative Master Plan
Photosimulations
Cross Sections
Funding Strategies
Best Practices
Implementation Plan
Case Studies
Travelers Rest SC
Mayor of Travelers Rest: “...probably the single most important thing that’s happened to the City of Travelers Rest in years.”
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)
Walhalla SC
Building On Momentum
Palmetto Trail

Downtown Walhalla
Charrette and Master Plan
Walhalla SC
Enhancing The Foundation
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 Character

Garden of the Gods

WALHALLA
SOUTH CAROLINA

MAIN STREET TO
THE MOUNTAINS

Downtown Walhalla
Charrette and Master Plan
Destination Oconee
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?
Public Visioning

Trees
Friendly
Access
Future

Historic-Buildings

Festivals
Steakhouse
Pizza
Tunnel
Pool

Mountains
Proximity

LOVE

Downtown Walhalla
Charrette and Master Plan
A Vision To Become A DESTINATION

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

DESTINATION

That Tells A Story

About The

PEOPLE
Walhalla SC

Stitching It Together
Stitching It Together

Trees

LOVE

Downtown Walhalla
Charrette and Master Plan
Stitching It Together

Downtown Walhalla
Charrette and Master Plan
Walhalla SC

A Vision For The Future
Downtown Master Plan

Gateways
Centers
Connective Threads
Bread Crumbs
Gateways
Create a sense of arrival

Centers
Connective Threads
Bread Crumbs
Downtown Master Plan

Gateways
Centers
  Starting points and gathering spaces
Connective Threads
Bread Crumbs
Downtown Master Plan

Gateways
Centers
Connective Threads
Connectivity and circulation
Bread Crumbs
Downtown Master Plan

Gateways
Centers
Connective Threads
Bread Crumbs

Visual cues to pull you through space
Walhalla SC
Maintaining Momentum
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

Blake Sanders
blakesanders@altaplanning.com | greenville, south carolina

Melissa Miklus
melissamiklus@altaplanning.com | baltimore, maryland