

MORGAN SQUARE - THE HEART OF DOWNTOWN SPARTANBURG



October 25, 2024

MKSK

SPEAKERS



Christopher George,
Communications Manager at
City of Spartanburg



Brenda Diaz-Flores, CNU-A
Associate Urban Designer at MKSK



Darren Meyer, PLA, AICP
Principal at MKSK

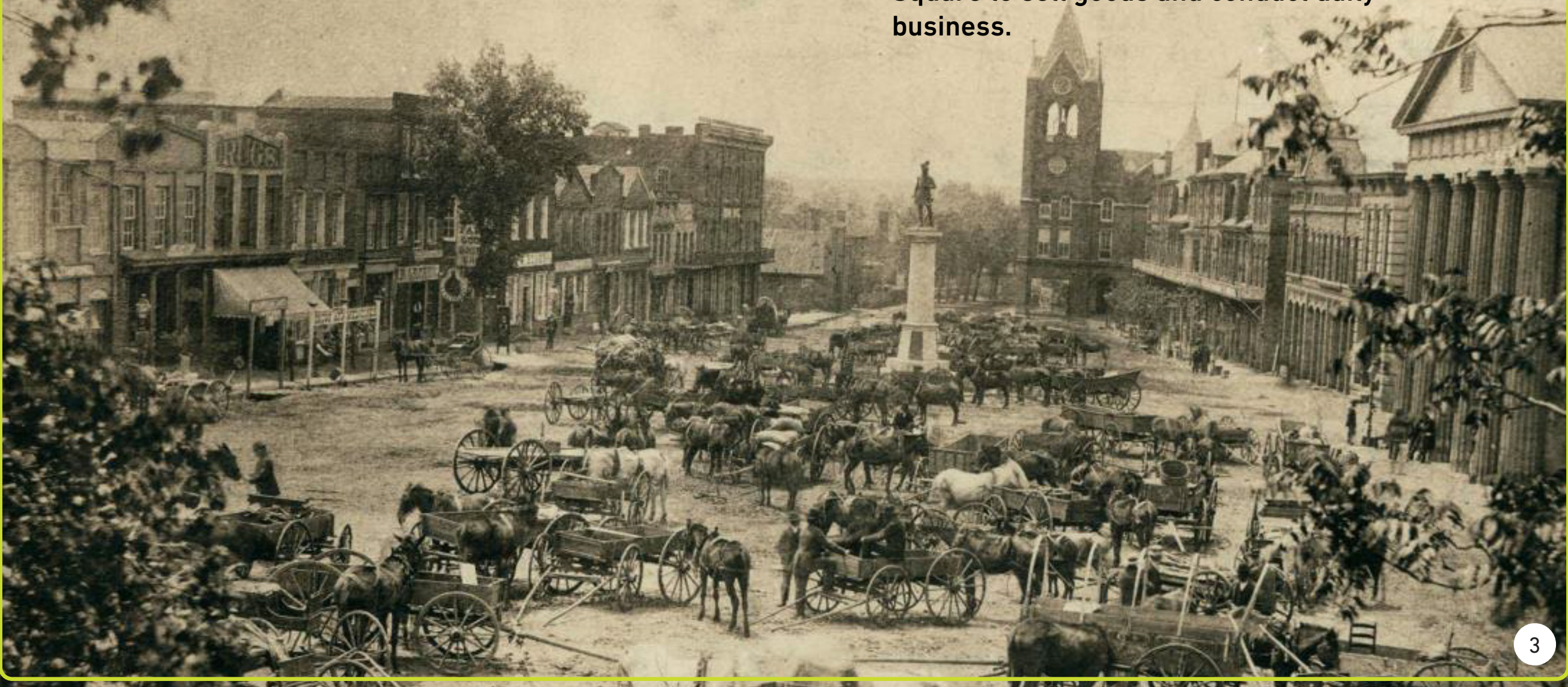
AGENDA

- **Morgan Square History**
- **Reactions to Current Events**
- **Community Engagement**
 - **Steering Committee Selection**
 - **Project Public Input**
- **Morgan Square for Tomorrow**
 - **Re-Integrate the Square**
 - **Re-Imagine Community Gatherings**
 - **Re-Fresh the Urban Experience**

HISTORY

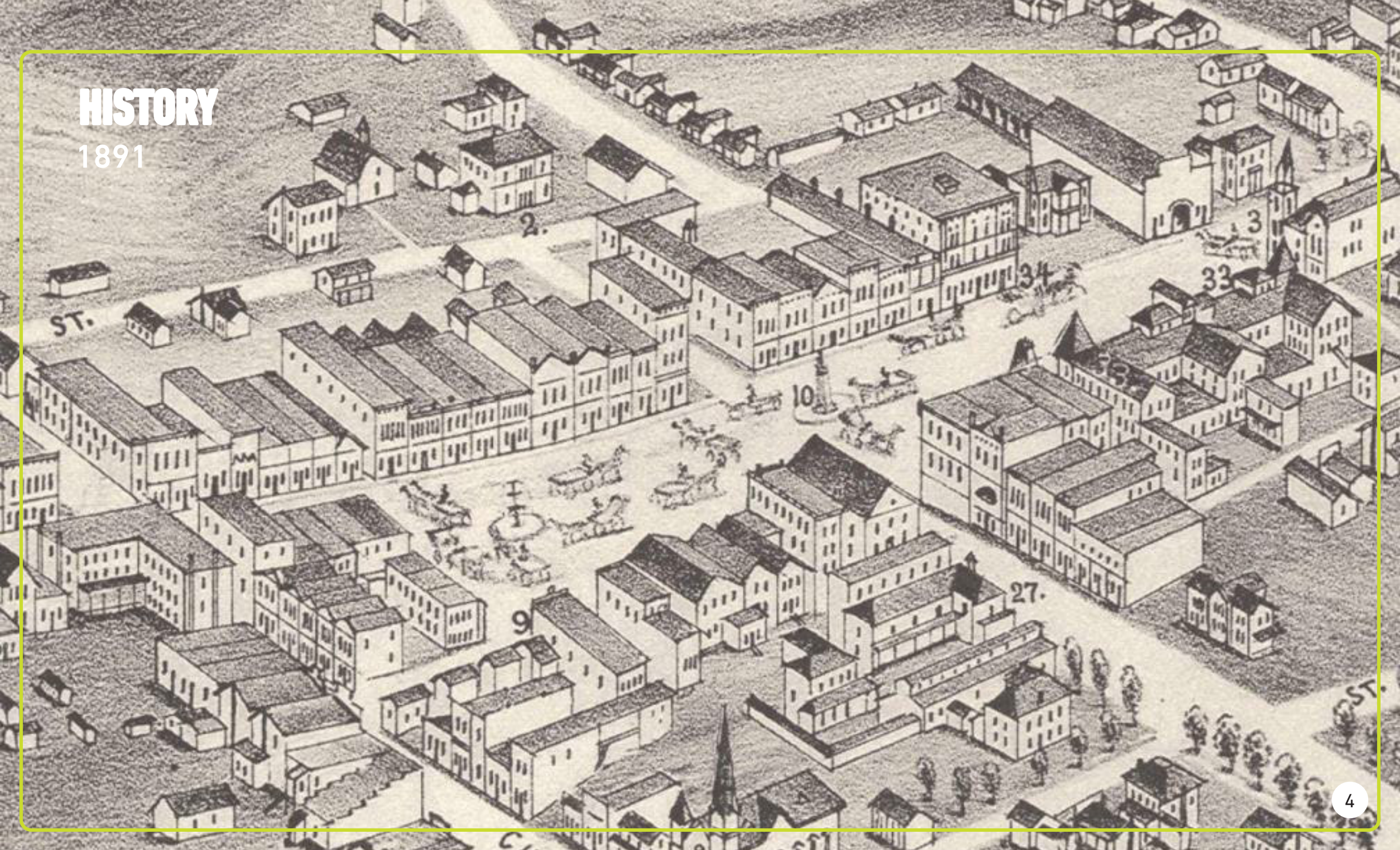
1884

In the 1800s, farmers from Spartanburg and neighboring towns would gather on Morgan Square to sell goods and conduct daily business.



HISTORY

1891



HISTORY

1948

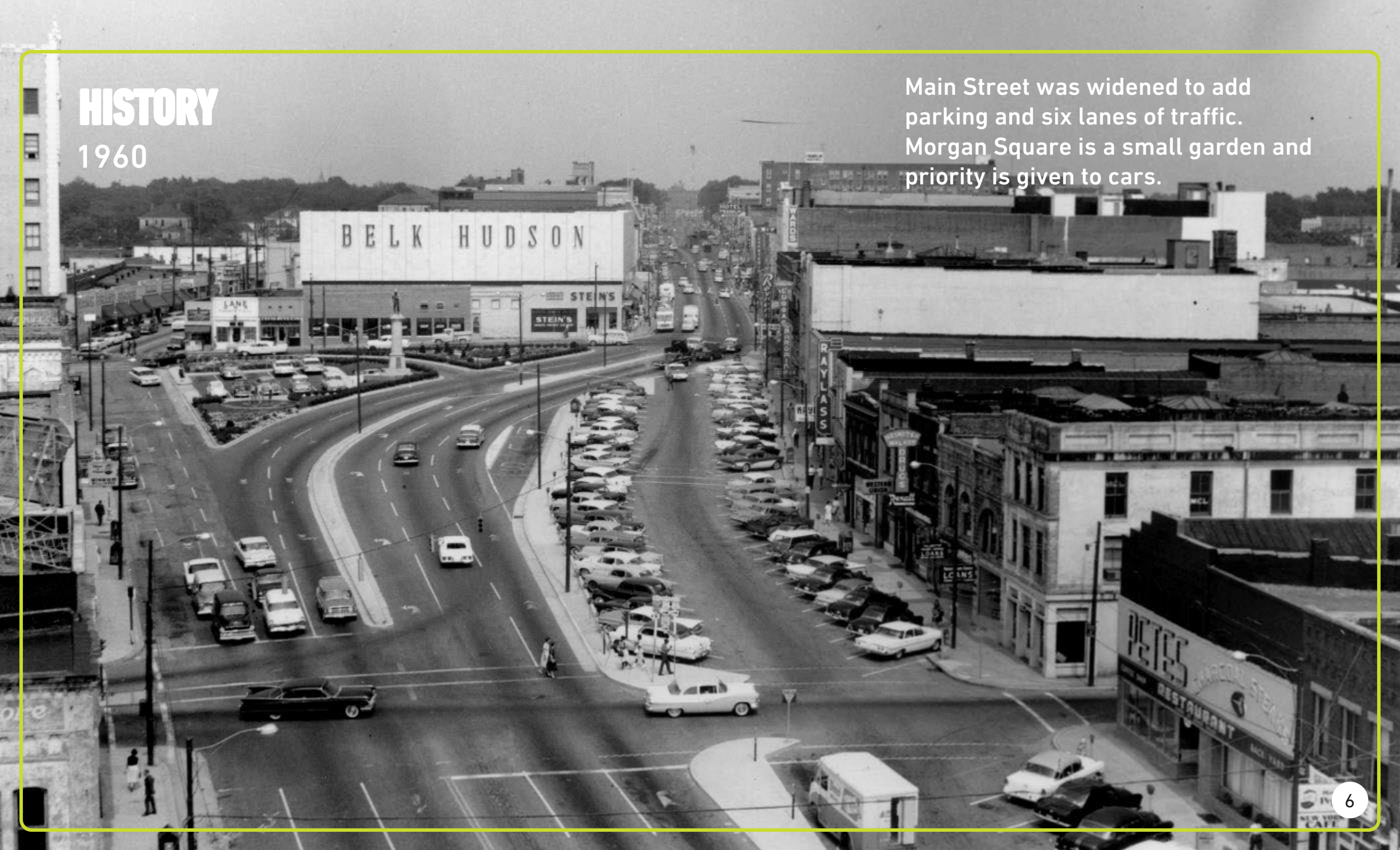


Morgan Square was a ceremonial plaza not user friendly or accessible. Cars and transit are the priority.

HISTORY

1960

Main Street was widened to add parking and six lanes of traffic. Morgan Square is a small garden and priority is given to cars.



HISTORY

2000



HISTORY

2006



HISTORY

2020

Haphazard dining layouts and inconsistent pedestrian access points.



HISTORY

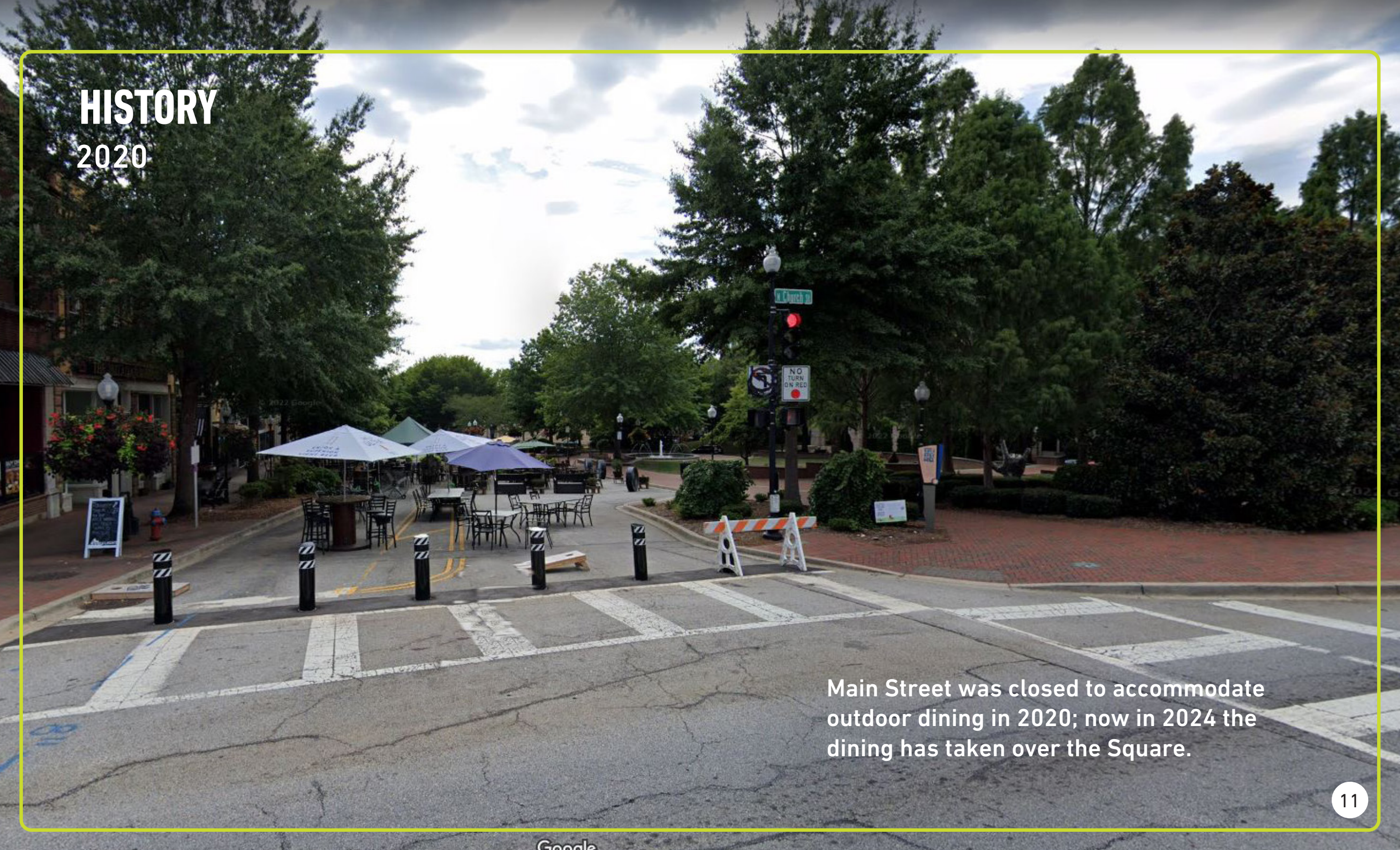
2020



Church Street is a barrier to the Square. Pedestrians are uncomfortable crossing due to high speed traffic.

HISTORY

2020



Main Street was closed to accommodate outdoor dining in 2020; now in 2024 the dining has taken over the Square.

OPPORTUNITIES

HOW DO WE CREATE A
PUBLIC SPACE THAT IS
**ACCESSIBLE, CULTURALLY
RELEVANT, AND WELCOMING**
TO BOTH LOCALS AND
VISITORS?

HOW DO WE **BETTER CONNECT
THE SQUARE** TO THE DAILY ACTIVITY
AND ECONOMY OF DOWNTOWN AND
LOCAL BUSINESSES?

HOW DO WE **CAPTURE THE
SPIRIT OF AN HISTORIC
PLACE** WHILE LOOKING BOLDLY
AHEAD TO A FRESH, ICONIC AND
VIBRANT SPACE IN THE HEART OF
SPARTANBURG?



COMMUNITY ENGAGEMENT

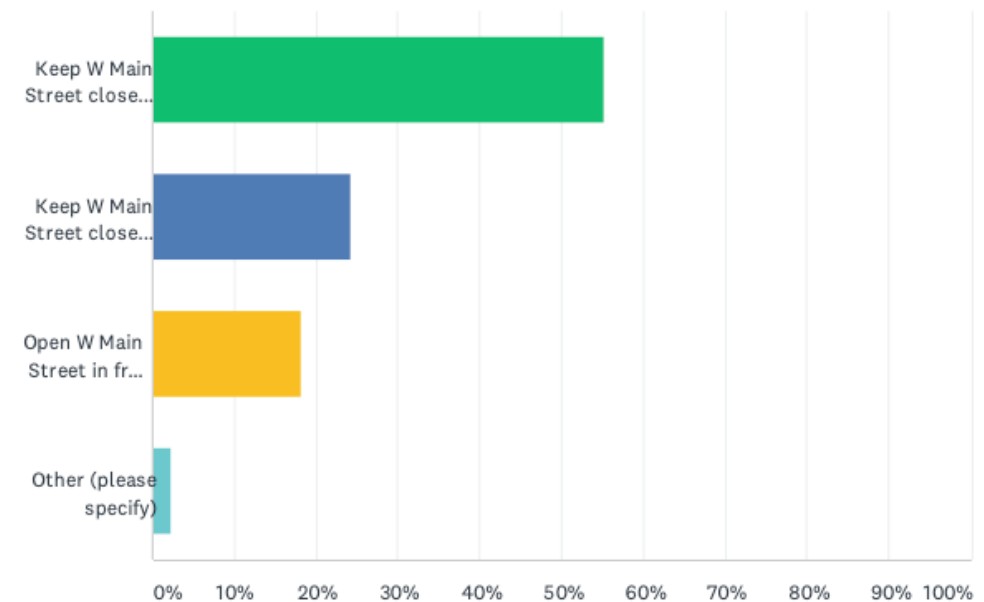
EXPANDED OUTDOOR DINING SURVEY

- Conducted Summer, 2021
- Nearly 80% of respondents favored some version of a closed W Main St.
- Response was consistent across nearly all demographics

3,445
participants!

Q17 Which of these options do you favor most for the Morgan Square area?

Answered: 3,233 Skipped: 212



MORGAN SQUARE ENHANCEMENT COMMITTEE

- Created by City Council in July, 2022
- Downtown retail and restaurant owners, business leaders, developers, City and County elected officials, residents
- Guided public input and design process

13
members



Committee Chair
Halsey Cook
CEO, Milliken & Co.



Alex Powell
Johnson Development



Jack McBride
Founder and Chairman,
Contec, Inc.



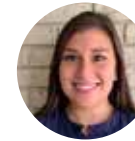
Raj Patel
Co-owner Cribbs
Restaurant & Main St.
Pub



Betsy Teter
Founder Hub City Press



JeMar Brown
City Planning
Commissioner



Tori James LeRoy
Co-owner Two Doors
Down clothing store



Mayor Jerome Rice
Ex Officio



Brenda Lee Pryce
Former SC House
Representative,
Community Leader



John Bauknight
Longleaf Holdings



William Gray
McMillan Pazdan Smith
Architects



County Council Chair
Manning Lynch
Ex Officio



Lauren Rogers
City Design Review
Board Member



PROJECT TEAM



MKSK

We are a collective of urban designers, planners and landscape architects who are passionate about the attachment between people and place.



MKSK

Darren Meyer
PLA, ASLA, AICP
Principal-in-Charge



MKSK

Andy Knight
PLA, ASLA, Principal
Principal Designer



MKSK

Brenda Diaz-Flores
CNU-A, Associate
Project Manager



SHEAR
STRUCTURAL

Burdette Engineering



Terracon

ENGAGEMENT PROCESS

LOGO



YARD SIGN - 18"X24"



TABLE BANNER - 6'X2'



SURVEY CARD - 3.5"X2"



ENGAGEMENT MILESTONES



DICKENS OF A CHRISTMAS



PUBLIC KICK-OFF EVENT



**COMMUNITY WORKSHOP #1
FEBRUARY**



**COMMUNITY WORKSHOP #2
APRIL**



7 STEERING COMMITTEE MEETINGS



STAKEHOLDER ROUNDTABLES



15 MOBILE WORKSHOPS

540+ participants



ONLINE ENGAGEMENT VIA CITY WEBSITE

INTERACTIVE ACTIVITIES



PERFECT DAY THEMES

"... soak in the sun on the grass...always a place to sit and enjoy nature."

"Spending time playing with my daughter in the grass in the middle of the Square."

GREEN!

"...under the shade of a large oak tree to stay cool...we hear sounds of birds chirping."

"It is sunny and nice. We have a picnic on a blanket (maybe a 'Picnic restaurant') people watching."

"Love lights being hung over the street"

INVITING!

"...relax in comfortable chairs while our kids freely play..."

"After dinner we walk across the street (Church) that has been slowed down ..."

PEDESTRIAN-FIRST STREETS!

"The ability to wander and go from location to location."

"The space should be safe for pedestrians... walkable...European."

"Historic buildings share the space with dynamic new architecture..."

"... order lunch outside and sit in a shady area at a table."

VIBRANT EDGES!

"...local vendors to browse... a selection of small local restaurants...options of live music and shopping"

"...activities for all - especially live artists."

COMING TOGETHER!

"Lively concerts on the square... Food vendors, street musicians."

"Shared, communal hang-out spot"

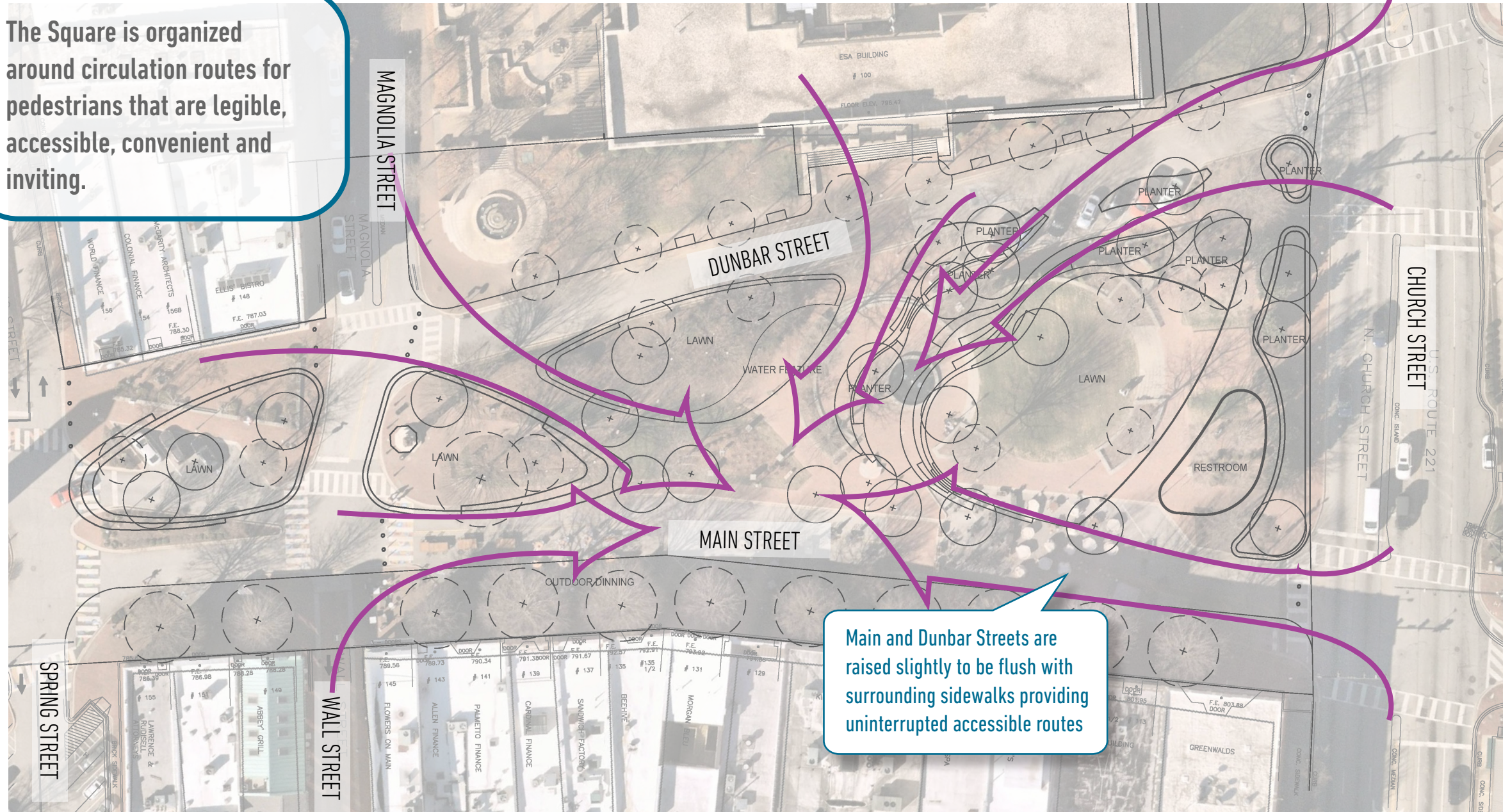
MORGAN SQUARE FOR TOMORROW

INSPIRATION



INVITING AND ACCESSIBLE

The Square is organized around circulation routes for pedestrians that are legible, accessible, convenient and inviting.

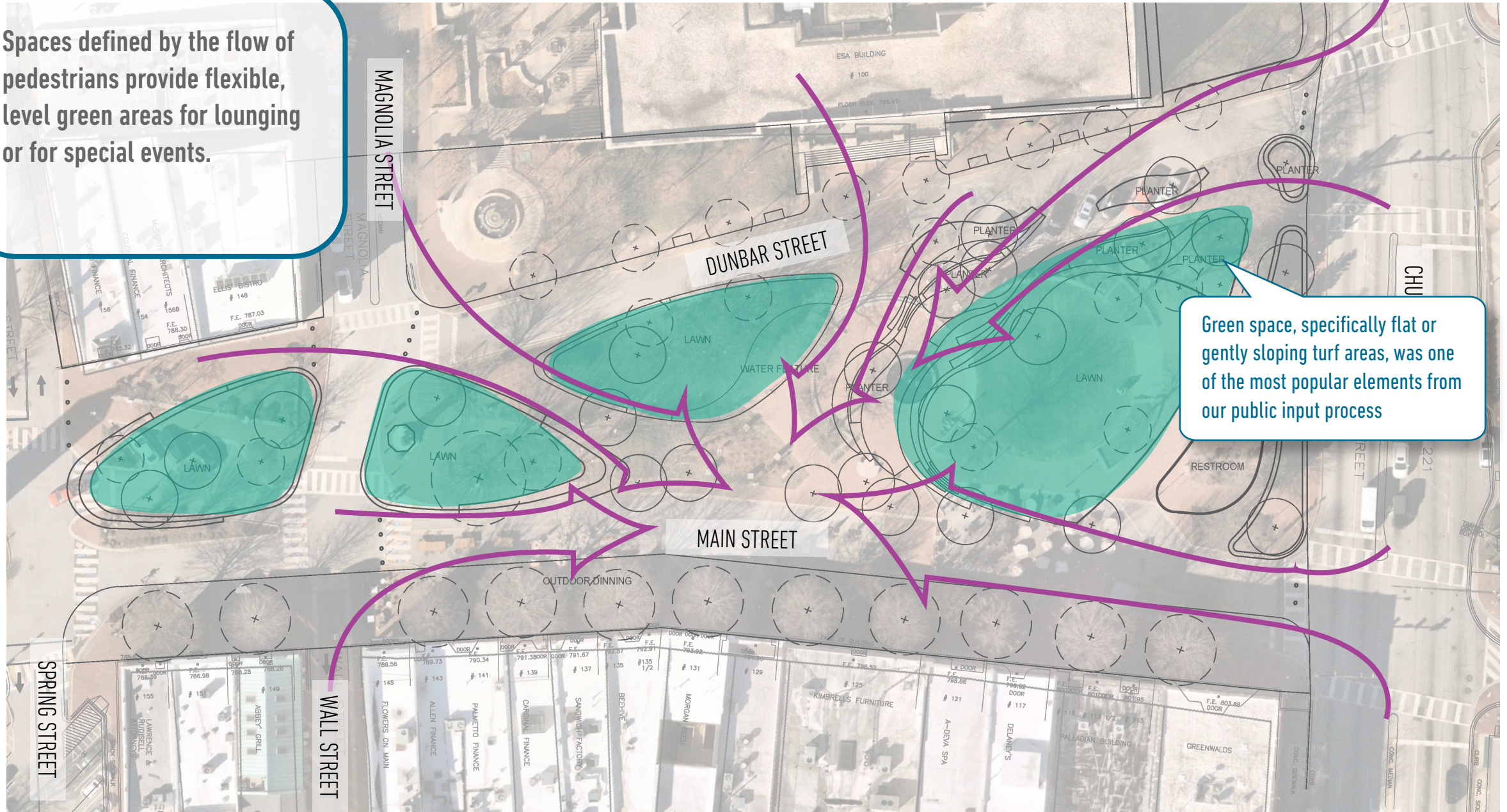


Main and Dunbar Streets are raised slightly to be flush with surrounding sidewalks providing uninterrupted accessible routes

GREEN

Spaces defined by the flow of pedestrians provide flexible, level green areas for lounging or for special events.

Green space, specifically flat or gently sloping turf areas, was one of the most popular elements from our public input process



GATHER

An interactive water feature and sculptural seating create a special gathering space for socializing at the heart of the Square.

Sculptural terraces provide a variety of options for seating (as well as lounging and climbing!), 180 deg views of the Square, and create niches for various sizes of social groups



The terraces also accommodate the change in grade (15ft drop from Church to Magnolia!), allowing the lawn areas to be flat for flexible use and events

COMFORT

Creating a strong tree canopy will keep the Square shady and comfortable for all. The highlighted trees are existing trees planned for preservation.



Trees planned for preservation

New trees

STREET LIFE

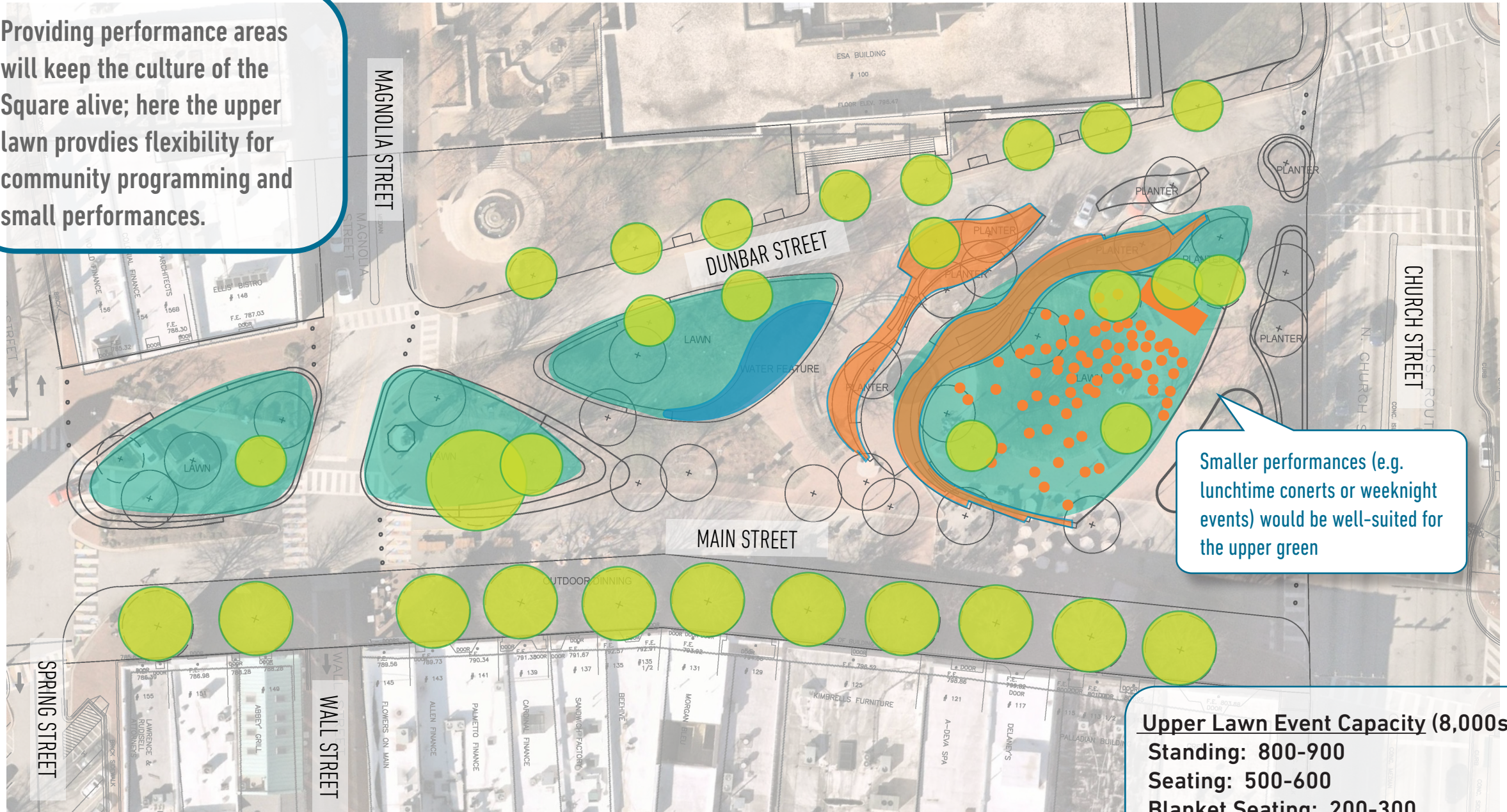
Having a formal expanded area for outdoor dining on Main St will serve business on the Square. Swings along Dunbar St will provide for lounging and people-watching



16-18ft of space can be created for dedicated outdoor dining with the removal of the on-street angled parking spaces

COMMUNITY LIFE

Providing performance areas will keep the culture of the Square alive; here the upper lawn provides flexibility for community programming and small performances.



Smaller performances (e.g. lunchtime concerts or weeknight events) would be well-suited for the upper green

Upper Lawn Event Capacity (8,000sf)
Standing: 800-900
Seating: 500-600
Blanket Seating: 200-300

ACTIVITIES & EVENTS

- Large Performance
- Lawn Games (Corn Hole)
- Large Fitness (Yoga)
- Movie Nights
- Lounge Seating
- Market
- Ice Rink

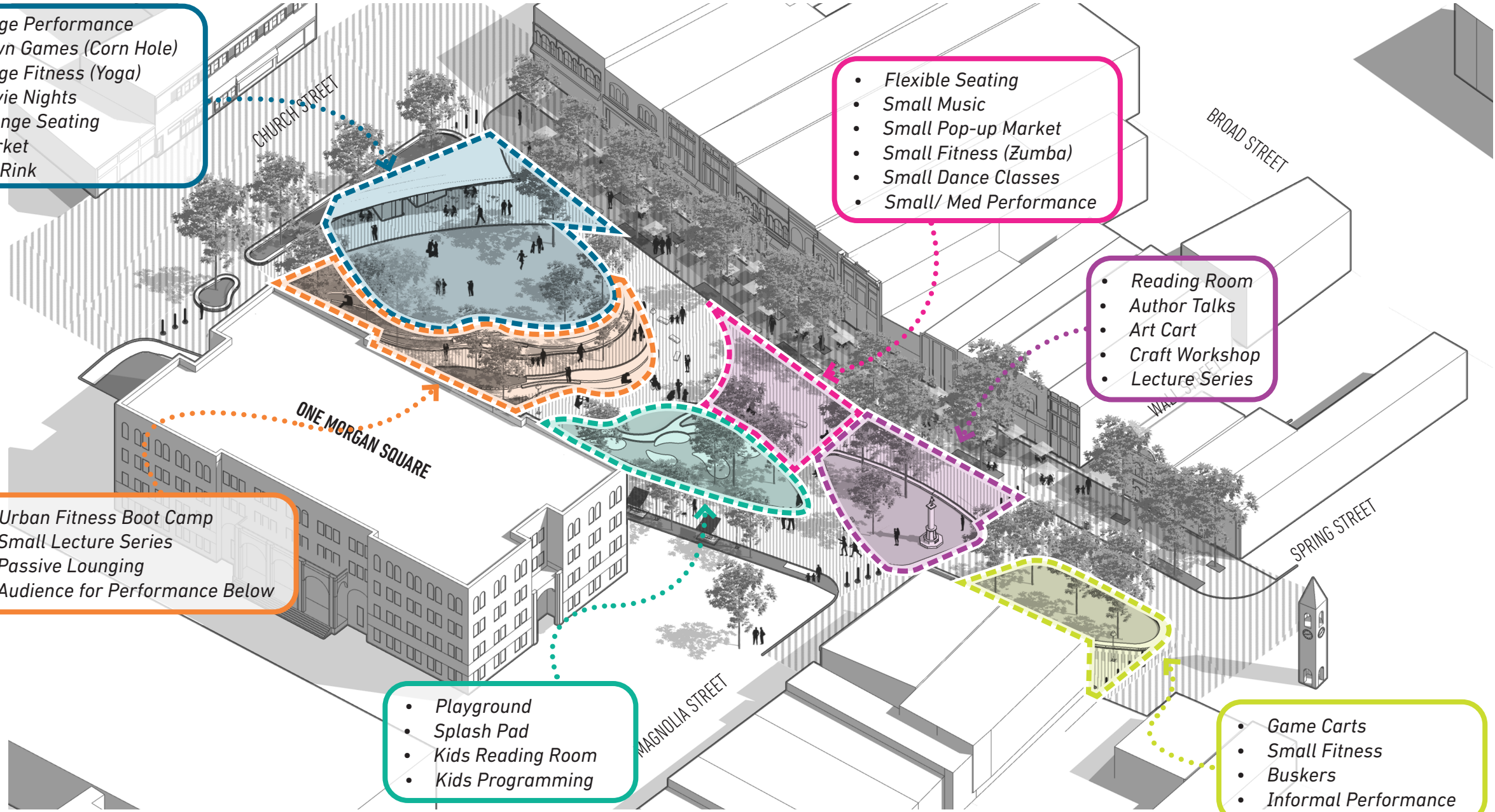
- Flexible Seating
- Small Music
- Small Pop-up Market
- Small Fitness (Zumba)
- Small Dance Classes
- Small/ Med Performance

- Reading Room
- Author Talks
- Art Cart
- Craft Workshop
- Lecture Series

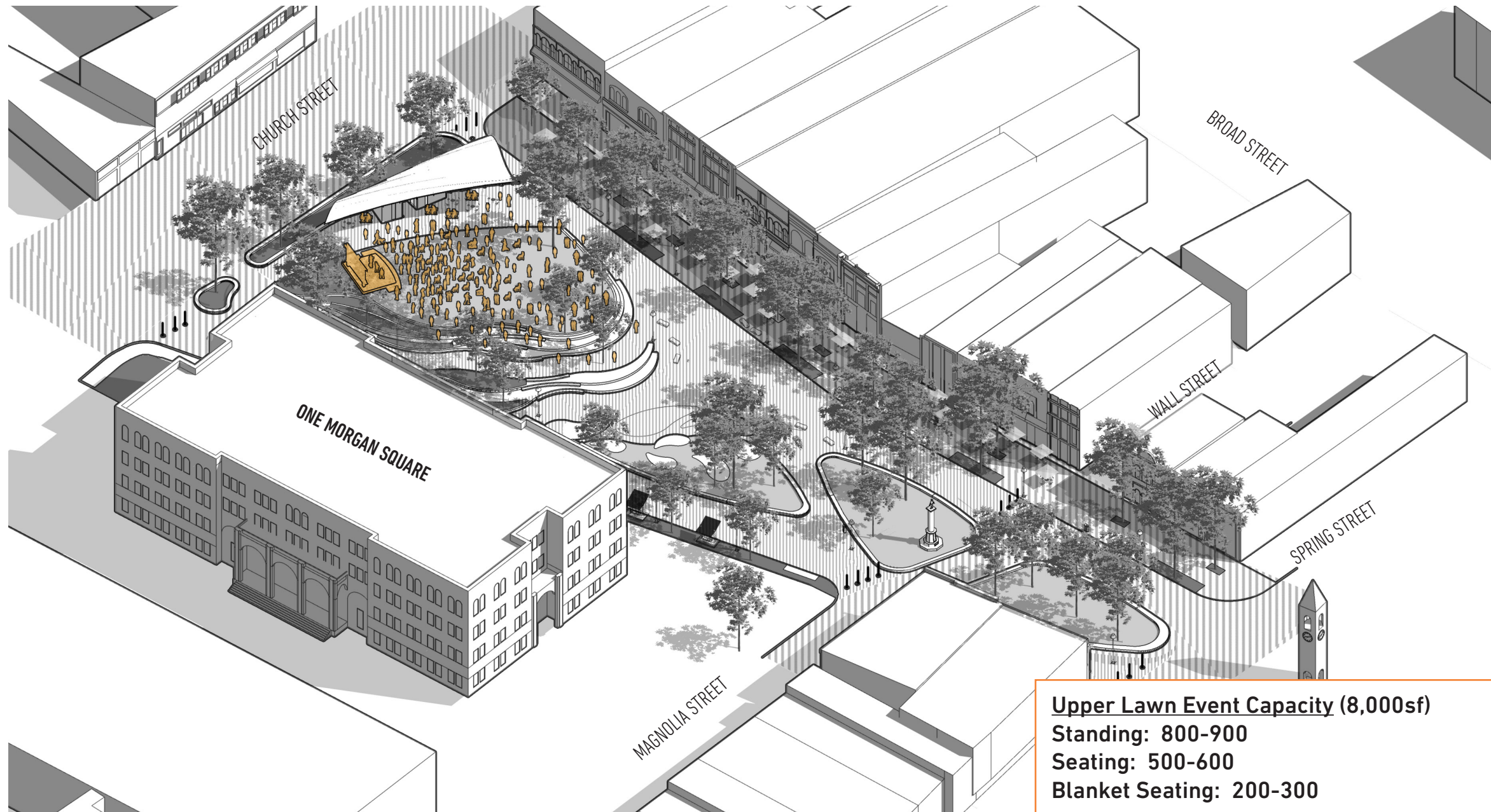
- Urban Fitness Boot Camp
- Small Lecture Series
- Passive Lounging
- Audience for Performance Below

- Playground
- Splash Pad
- Kids Reading Room
- Kids Programming

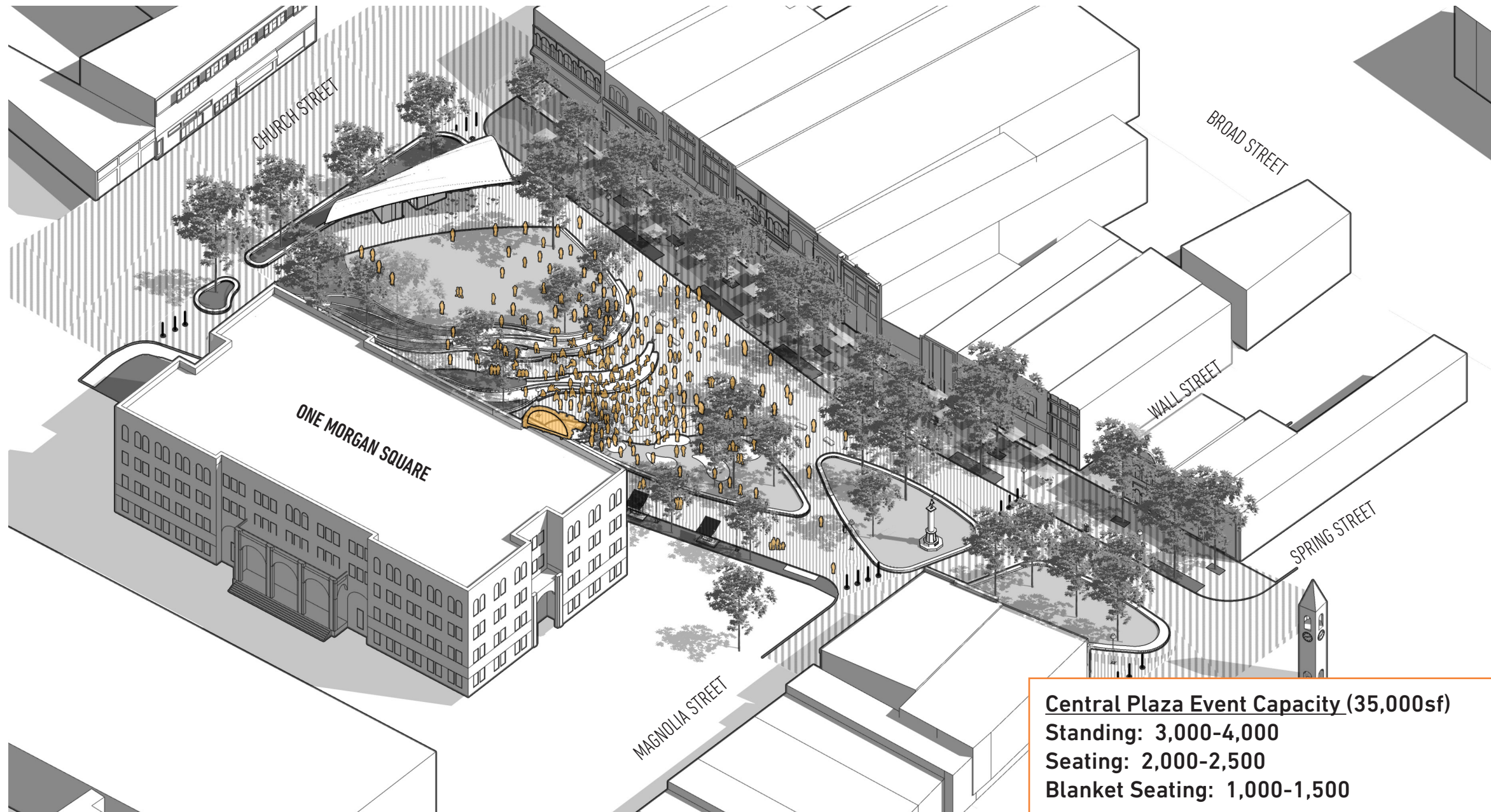
- Game Carts
- Small Fitness
- Buskers
- Informal Performance



OUTDOOR PERFORMANCE DIAGRAM 1



OUTDOOR PERFORMANCE DIAGRAM 2



Central Plaza Event Capacity (35,000sf)
Standing: 3,000-4,000
Seating: 2,000-2,500
Blanket Seating: 1,000-1,500

ILLUSTRATIVE PLAN

- 1 Visitor Kiosk and Public Restrooms
- 2 Festival Street
- 3 Outdoor Dining Zone
- 4 Lounging Terraces
- 5 Performance Green
- 6 Water Feature
- 7 Dunbar Swings
- 8 Daniel Morgan Monument
- 9 Spartanburg Clock Tower
- 10 "I LOVE YOU" Sculpture
- 11 "Chaser" Sculpture



BIRDSEYE VIEW



BIRDSEYE VIEW



VIEW WEST



VIEW NORTH



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THANK YOU!