Uptown Girl
Greenwood’s Small Transportation Improvements Can Have Meaningful Impacts
SCAPA Summer Conference
June 21, 2019
Uptown Greenwood
Becoming a Great Place in America Doesn’t Happen Overnight
What is ‘Uptown’?
Our History
Phase 1
Widest Main Street in the World
Phase 2
Major Recommendations

• Streetscaping
• Wayfinding
• Façade Improvements
• Residential Land Uses
• Accommodations/Hospitality Taxes
• Paint Traffic Poles Black
• Anchor Ends of Uptown
Greenwood City Center Master Plan Project Status February 2018

- Veterans Plaza (2017)
- Main Street Crosswalks (2008) SCDOT Enhancement
- Arts Center Courtyard (2009) Heritage Corridor
- Oregon Avenue Streetscape (2007) CDBG
- Uptown Market/Fountain (2016) Hospitality Tax
- Arts Center, Theatre, Museum Renovations (2004-2008)
- Riley/Magnolia Streetscape (2016) CDBG
- Arts Center Courtyard (2009) Heritage Corridor
- Oak/Main Streetscape (2013) CDBG
- W Court Streetscape (2012) CDBG
- Maxwell Avenue Streetscape (2009) Opportunity Grant
- New Greenwood County Library (2010) 1% Capital Sales Tax
- South Main Entrance Gateway (2006) SCDOT Enhancement
- South Main Entrance Gateway Phase II (2010) SCDOT Enhancement
- E Court Streetscape (2018) CDBG
- Textile Building Condominiums (2016) Private
- Arts Center, Theatre, Museum Renovations (2004-2008)
- South Main Entrance Gateway Phase II (2010) SCDOT Enhancement

KEY
1. Federal Building Arts Council Facility
2. Future Museum (Preferred location)
3. SC Museum of Science (or Private Development)
4. Maxwell Avenue Facade Grants Program
5. Theater Expansion
6. Maxwell Commons
7. Emerald Place
8. Greenwood Building Condominium Development
9. Pressley Commons
10. Upper Floor Residential
11. Court South District
12. Infill Housing
13. Potential New Developments
14. Future Parking Decks
15. Magnolia Park
16. Greenwood Park
17. Uptown Square
18. Typical Streetscape improvements
• 82 acres of commercial, residential and public space
• $28 million invested in public projects
  – $17 million from grants
  – $9.5 million in city funding
Major Accomplishments

• Uptown Market & Interactive Water Feature
• Revitalization Tax Credit
• Emerald Triangle Arts District
• Streetscaping Improvements & Wayfinding Program
• Upper-Story Residential
• Overlay Design District Guidelines
• Certified Local Government – 2018
• Hospitality Tax/Accommodations Tax
• Capital Project Sales Tax – Greenwood County Library
• SC Festival of Flowers – Topiaries
• SC Festival of Discovery – Kansas City BBQ Sanctioned Event
• Bike and Pedestrian Master Plan
Direct Impact

- 15 Major Events ➔ 100,000 visitors annually
- Hospitality tax revenue increased 290% from 2008 to 2016
- Annual hotel occupancy increased from 58% to 70% in seven years including addition of two hotels
Main Street Traffic Calming Study

- Identify Transportation & Multimodal Opportunities
- Inform the Forthcoming Update to the City Center Master Plan
Main Street Traffic Calming Study

Kick-off August 2018
Final Presentation to Council December 2018

**GOAL:** Improve the Uptown Experience through Transportation Enhancements
Greenwood Transportation Successes

- Medians/Islands
- Pedestrian Access
- Access Management
- Streetscape Elements
- Other Long Term Opportunities (Master Planning Process)
The Challenge

Looking Toward South from Maxwell Street

315’ Wide (Building to Building)

205’ is Asphalt (Road or Parking Lot)

65% Asphalt

(Building to Building)
The Challenge
Looking Toward North Between Court and Oak Avenue

460’ Wide (Building to Building)
340’ is Asphalt (Road or Parking Lot)

74% Asphalt
(Building to Building)
The Challenge
Regional US Route: Georgia to Ohio
Uptown Road Network
Project Focus Group

1. Focus Group Engagement
2. Existing Conditions & Analysis
3. Opportunities & Recommendations
4. Reporting & Implementation Plan
Measures of Success

1. IMPROVE
   - Simplify Vehicular Circulation
   - Left Turns to / from Main St
   - Bike Access
   - Walkability (Proximity/Safety)

2. PRESERVE
   - Parking for Businesses
   - Tree Canopy / Medians
   - Community Resources

3. REDUCE
   - Truck Impacts to Community
   - Travel Speeds

4. CONSIDER
   - Lighting
   - SCDOT Cooperation
   - Master Plan Integration
   - Community Resources Impact
Traffic Calming Investigation

Low Cost/Impact
- Signing & Striping
- On-Street Parking

High Cost/Impact
- Medians/Islands
- Road Diet
- Roundabout
- Lateral Shift
# Traffic Calming Investigation

*Source: FHWA Traffic Calming ePrimer*

<table>
<thead>
<tr>
<th>Traffic Calming Measure</th>
<th>Feasibility</th>
<th>Advance Recommendation?</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lateral Shift</td>
<td>Possible</td>
<td>Yes - Long-Term</td>
<td>Long-term due to high cost and need for ROW and additional feasibility studies</td>
</tr>
<tr>
<td>Small Modern &amp; Mini-Roundabout</td>
<td>Not feasible</td>
<td>No</td>
<td>Volumes and truck percentages prohibitive</td>
</tr>
<tr>
<td>Roundabout</td>
<td>Possible</td>
<td>Yes - Mid-Term</td>
<td>Mid-term due to cost and need for right of way</td>
</tr>
<tr>
<td>Speed Table</td>
<td>Not feasible</td>
<td>No</td>
<td>Volumes and truck percentages prohibitive; negative impact to emergency access</td>
</tr>
<tr>
<td>Offset Speed Table</td>
<td>Not feasible</td>
<td>No</td>
<td>Volumes and truck percentages prohibitive; negative impact to emergency access</td>
</tr>
<tr>
<td>Raised Crosswalk</td>
<td>Not feasible</td>
<td>No</td>
<td>Volumes and truck percentages prohibitive; negative impact to emergency access</td>
</tr>
<tr>
<td>Raised Intersection</td>
<td>Not feasible</td>
<td>No</td>
<td>Volumes and truck percentages prohibitive; negative impact to emergency access</td>
</tr>
<tr>
<td>Corner Extension</td>
<td>Possible</td>
<td>No</td>
<td>Impact to truck turns and traffic flow on a primary arterial</td>
</tr>
<tr>
<td>Choker/Narrow Roadway</td>
<td>Possible</td>
<td>Yes - Short-Term</td>
<td>Consider lane markings – narrow through lanes due to cost and drainage</td>
</tr>
<tr>
<td>Median Island</td>
<td>Possible</td>
<td>Yes - Existing</td>
<td>Currently exists throughout Study Area</td>
</tr>
<tr>
<td>On-Street Parking</td>
<td>Possible</td>
<td>No</td>
<td>Not feasible without removing medians</td>
</tr>
<tr>
<td>Road Diet+</td>
<td>Possible</td>
<td>No</td>
<td>Requires removal of trees and medians with limited value and unlikely DOT approval</td>
</tr>
<tr>
<td>Median Barrier</td>
<td>Not desirable</td>
<td>No</td>
<td>Barrier is unsightly and undesirable in this urban context</td>
</tr>
<tr>
<td>Forced Turn Island</td>
<td>Not desirable</td>
<td>No</td>
<td>Already exists with medians and turn restrictions along corridor –increased circulation needed</td>
</tr>
</tbody>
</table>
Short-Term: Narrow Lanes/Striping

$40,000
Short-Term: Speed Feedback Signs

$20,000
Short-Term: Circulation Modifications

$20,000
Short-Term: Circulation Modifications

Open Potential to Pressley Street
Mid-Term: Oak Ave Signal & Left Turn Lane

$535,000
Mid-Term: Oak Ave Signal & Left Turn Lane

Result: Improvements to Maxwell
Mid-Term: Redevelop and Activate Spaces

New Road: $1.08M
Mid-Term: Signal Timing & Upgrade Equipment

Concept Total: $1.89M

- **Signal & Left Turn Lane**: $535,000
- **Corridor Wide Signal Upgrades**: $1.35M
Long-Term: Roundabouts
Long-Term: Lateral Shift and Roundabout

- = Building Line
= Corridor Pinch Point
= Extra Width
Additional Opportunities That Surface

- - - = Building Line
↑↓ = Corridor Pinch Point
→ = Extra Width
What Does a Lateral Shift Achieve?

Shifting “Building Line”
- Cuts Main Street Crossing in $\frac{1}{2}$
- Before 315’ to After 155’
Opportunity Area

Shifting “Building Line”
- Cuts Main Street Crossing in ½
- Before 315’ to After 155’ (Building Front to Building Front)
Long Term: Lateral Shift With Signals

- **Corridor Wide Signal Upgrades**: $1.35M
- **Lateral Shift**: $4.22M
- **New Road**: $1.08M
- **Signal & Left Turn Lane**: $535,000

**Total Concept**: $7.19M
Long Term: Lateral Shift With Roundabouts

- Roundabout: $2.76M
- Corridor Wide Signal Upgrades: $1.35M
- Lateral Shift: $4.22M
- Signal & Left Turn Lane: $535,000
- New Road: $1.08M

Total: $12.71M
Bike and Ped Network Potential

Potential to Unlock Opportunity in Uptown Challenges

- Bikes on Main Street
- Connecting to Lander
- Connecting to Uptown Market
Monument Street

Bicycle Route Alternative to Main Street
Connect Uptown Market to Library
Seaboard Cut-Through
Seaboard Cut-Through

Unlocks Connection to Uptown Market
Seaboard Cut-Through

Unlocks Connection to Lander
Bikes on Main Street With Lateral Shift

Buffered Bike Lane/Standard Bike Lane
Reverse Angled Parking
Takeaways

Regional US Route Implications
Build off Greenwood Accomplishments
So Much Potential!
Cost & Impact
Incremental Progress