

DOWNTOWN MAULDIN

MASTER PLAN RECOMMENDATIONS SUMMARY



November 16, 2012

ACKNOWLEDGEMENTS

Mayor

Dennis Raines

City Council

Patricia Gettys

Bob Cook

Gabe Hunter

Scott Crosby

Dale Black

Larry Goodson

City Staff

Trey Eubanks

John Gardner

Olivia Vassey

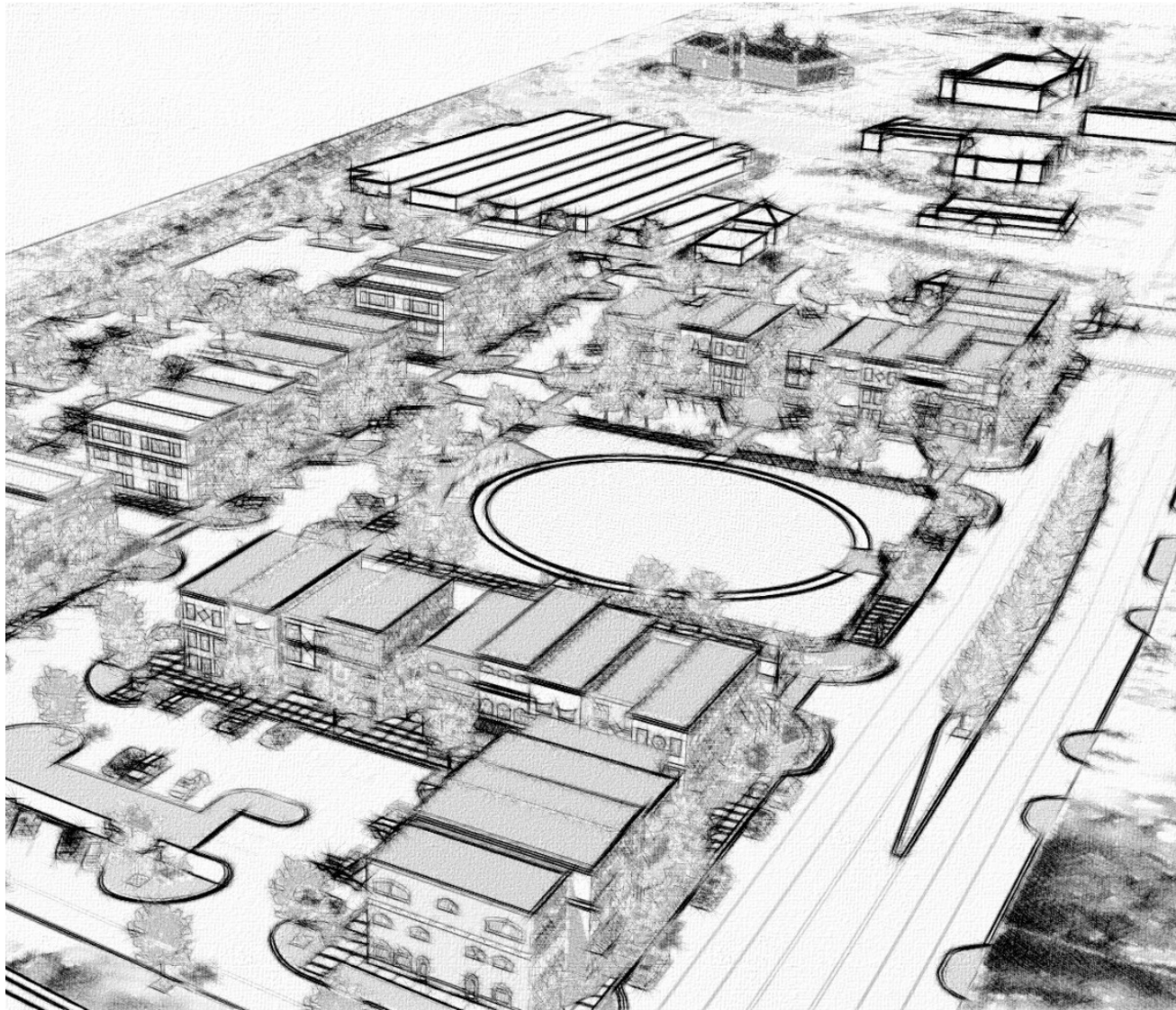
Citizens of Mauldin

Prepared by:

The LandPlan Group South
Community Design
Solutions

Roger D. Dyar, PE

Arnett Muldrow Associates



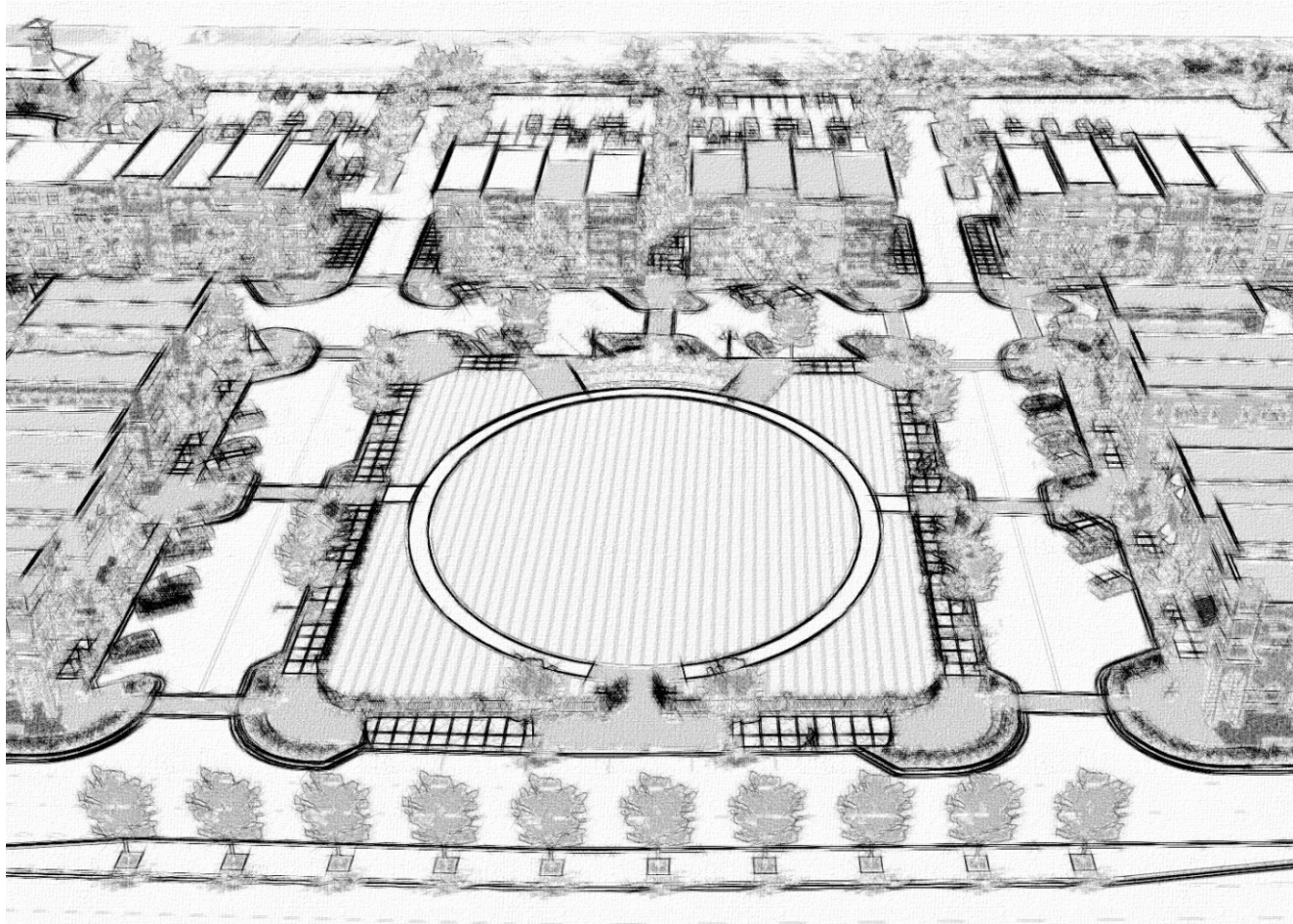
EXECUTIVE SUMMARY

Scope of the Study

The city of Mauldin is a progressive community of approximately 23,000 people, located within an urbanized county of over 450,000 people. Located between two of the largest and fastest growing metropolitan regions in the United States (Atlanta and Charlotte), Mauldin is home for numerous global businesses and offers many opportunities for economic development.

The purpose of this project is to create a master plan for redevelopment of a roughly 12 city block area immediately north of Mauldin's municipal complex.

A key focus area in the master plan is the City's ownership of six acres in the center of the study area.



PROJECT PROCESS

Public Input

A series of four community meetings were held during the course of the study to involve the greater community in the development of the vision for the plan and to receive feedback on various planning concepts and implementation techniques.

Through the use of Question & Answer, On-Line Survey and Image Preference boards, these input sessions were designed to solicit community reaction to the present conditions of the area, provide input on preferred character images for the proposed improvements and review and comment on the master plan recommendations as they were developed.

Merchants in the focus area were also invited to an afternoon walk through session for one on one discussion of any specific concerns of the project.



THE SITE

Existing Conditions

The existing downtown area business district is located along US Highway 276 also known as Laurens Road and to less degree, North Main Street. Three key intersections on North Main Street, in the study area, include Butler Rd, Sunset Dr. and Jenkins St. The Sunset Drive intersection is not signalized, while the other two are currently signalized.

The Key focus area is the City owned property along Jenkins Street. This 6 acre site is one block off of North Main Street and is the current home of the Mauldin Public Works Department and a leased warehouse use.

The current character of the area is typical, corridor strip development lacking any sense of identity with minimal architectural quality.



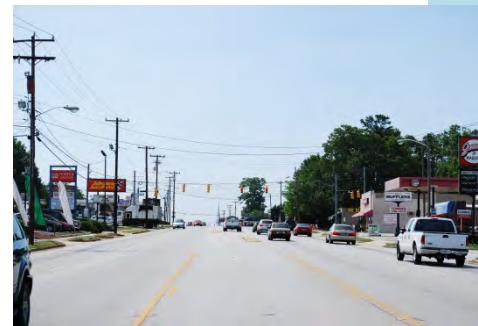
TRAFFIC SYSTEM

North Main Street

The primary vehicular corridor in the City of Mauldin is US Hwy. 276/North Main Street with a daily count of over 30,000 vehicles traveling to and from the Greenville area.

With a cross section consisting of generous lane widths for 5 lanes (2 southbound, 2 northbound and a painted median turn lane) travelers are commonly exceeding speed limits. Multiple curb cuts and access drives provide additional conflict points for motorists.

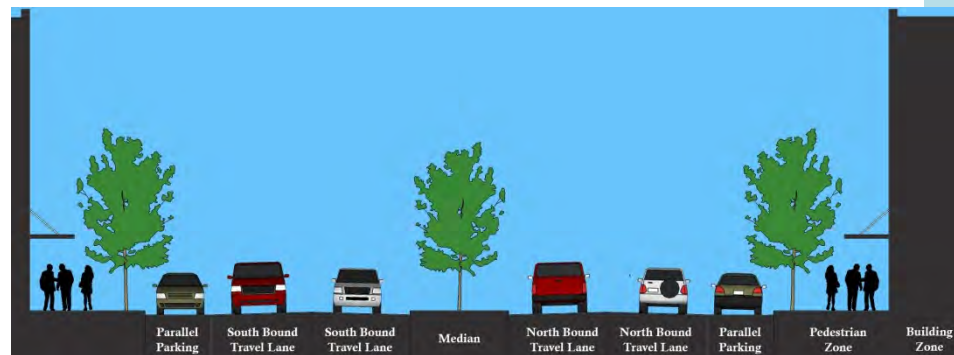
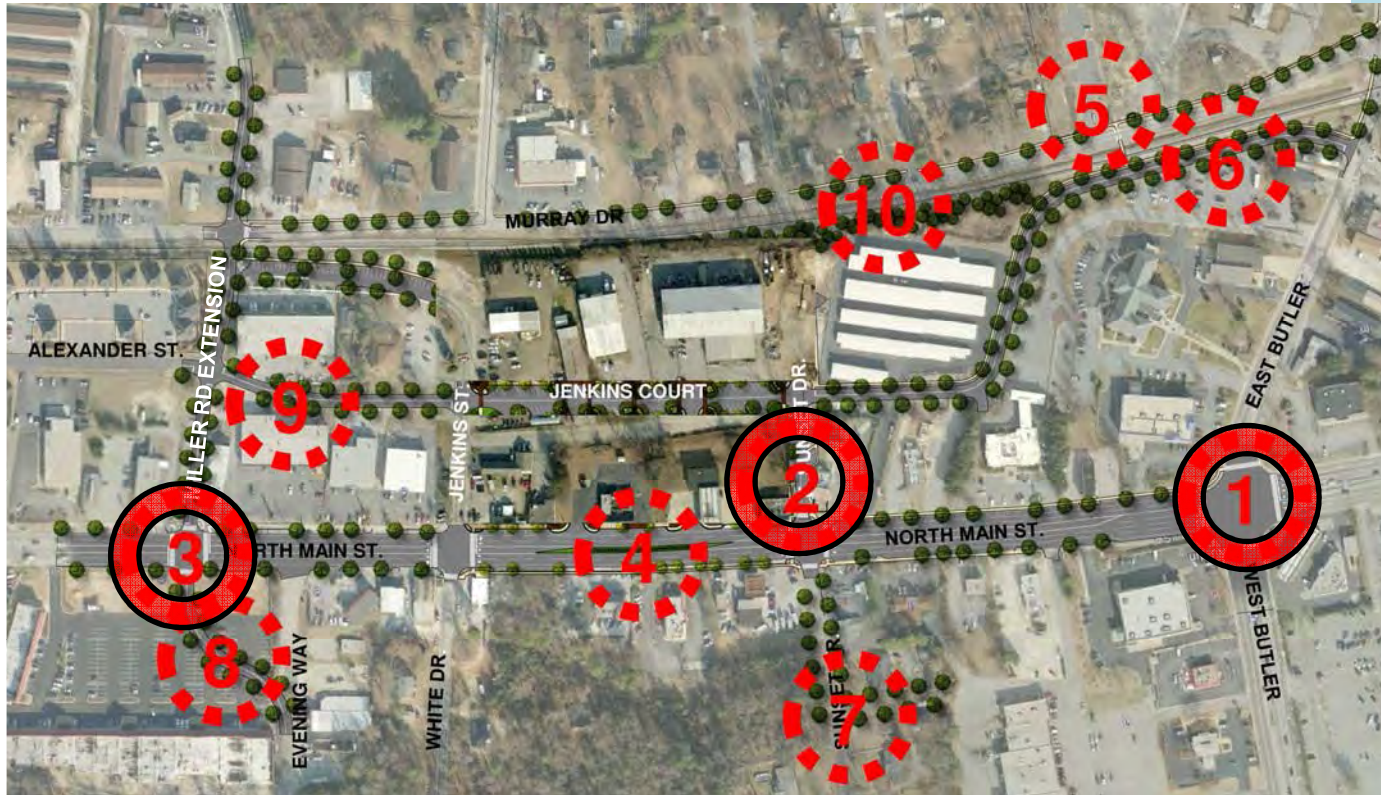
Overhead power lines extend continuously along the east side of North Main Street above an uninviting pedestrian sidewalk zone.



TRAFFIC SYSTEM

Recommendations

1. Intersection improvements at Main Street (US Route 276) at Butler Street, currently under design as approved by SCDOT, with funding to be determined.
 1. Revise striping to create dedicated right turn lane for southbound traffic on Main Street.
 2. Convert outside northbound through lane on Main Street to right turn only, onto East Butler Street. This will eliminate the merging lane that currently extends from Main Street to its terminus south of White Drive/Jenkins Street.
 3. Revise striping to create a double left-turn from West Butler Street turning to go north on Main Street.
 4. Revise striping to allow for only one through lane eastbound at the signal onto East Butler Street.
 5. Revise striping to allow for a dedicated left-turn lane into the City Hall Complex on East Butler Street.
 6. Provide traffic signal revision and additional signing and markings as needed for all the above items.
2. Extend Sunset Drive across North Main Street to connect to Jenkins Street. This Street will include angled parking on each side and sidewalks providing an urban downtown design.
3. Extend Miller Road from its current terminus at Murray Drive across the railroad to North Main Street. Provide an intersection with the existing Alexander Street and remove access from the current Jenkins Street location now on the west side of the rail line. Install a traffic signal at the intersection of Main Street at the new Miller Road Extension. This will eliminate the confusing intersection of Miller Road at Murray Drive.



NORTH MAIN STREET CROSS SECTION

TRAFFIC SYSTEM

Recommendations

4. Access management plan for North Main Street from Butler Street to the new Miller Road Extension. This plan will include enclosure and consolidation of driveway access points and access control with a raised median. It will include parallel parking on Main Street with an urban street design. This corridor will include improved sidewalks and pedestrian features, along with ornamental lighting and modifications to overhead utility lines.
5. Creation of a pedestrian crossing on Murray Drive at the Cultural Center, along with a bus stop for the Greenlink Transit System. The crossing will provide pedestrian access from the Cultural Center to the Mauldin Downtown. This crossing and the bus stop will include attractive lighting and other pedestrian amenities.
6. Addition of a connecting street from East Butler Street to the spine of the Mauldin Downtown street system, generally located opposite the Owens Lane approach to East Butler Street. This connection will also have an urban design and will include sidewalks, attractive lighting and access for adjacent parcels.

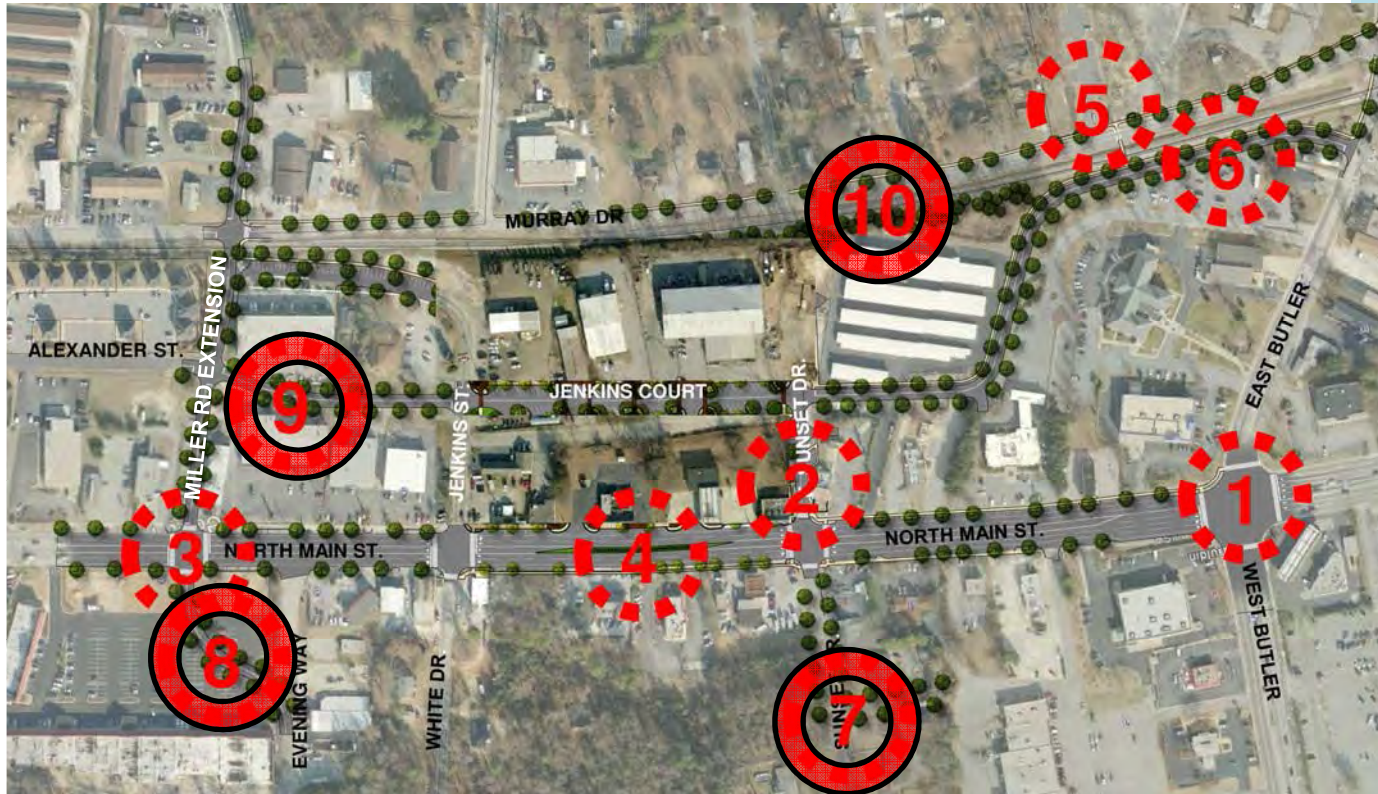


TRAFFIC SYSTEM

Recommendations

7. Sunset Drive Shopping Center Connection – This will provide a direct connection from the shopping center on West Butler Street (Ingles, etc.) to Sunset Drive and will complement the access management plan from item 4 above. It will provide direct access for northbound traffic from the shopping center via a traffic signal.
8. Relocation of Evening Way – This will relocate Evening Way to the north to align with the new Miller Road Extension to provide direct access to the new traffic signal at the North Main Street/Miller Road Extension intersection.
9. Downtown Connection to Miller Road Extension – This will provide a direct connection from the new Miller Road Extension to the Downtown via a new street that will have an urban design. The street will connect to the existing Jenkins Street and will have sidewalks and attractive street lighting.
10. Corridor Improvements to Murray Drive – This item will include improvements to Murray Drive to provide better pedestrian connections with an urban street design and attractive lighting. This will be in conjunction with removal of Murray Drive from the state highway system after the completion of the new Miller Road Extension to North Main Street.

Traffic Signal Control System – This will include a new traffic signal control system for all signals in the immediate area including those on Main Street from Miller Road Extension southward through Owens Lane, along with East Butler Street at Owens Lane and at Hyde Circle. It will be expandable to include signals further to the east on East Butler Street, to the west on West Butler Street and the north on Main Street.



DOWNTOWN IDENTITY

Branding

Branding is the process of communicating a new vision and selling a positive image of Downtown Mauldin. The Brand provides a unique set of emotional connections and positive expectations in the minds of residents, visitors and others. Branding fosters the sense of community that keeps key market segments interested in downtown which in turn makes the community an attractive destination for various market segments.

A brand strategy is critical for many reasons, but the most common is to stimulate economic growth. A strong brand can:

- Change current perceptions
- Create a common vision
- Provide a consistent image
- Enhance local awareness
- Shed unfavorable stereotypes





DOWNTOWN IDENTITY

Branding

The brand logo, slogan and design are tools to help change the current perception, by not only appearing in printed materials but also in physical promotions such as downtown way finding systems, signage, and streetscaping.

A compelling brand is the foundation that helps to make a place a desirable business location, visitor destination or a place to call home.





FOODIE
 FOODIE IS AN INFORMAL TERM FOR A PARTICULAR CLASS OF AFICIONADO OF FOOD AND DRINK. THE WORD WAS COINED IN 1981 BY PAUL LEVY AND ANN BARR, WHO USED IT IN THE TITLE OF THEIR 1984 BOOK THE OFFICIAL FOODIE HANDBOOK.



FASHIONISTA
 A TERM USED TO DEFINE A WOMAN WITH A PENCHANT FOR SHOPPING AND A NATURAL FLAIR FOR COMBINING BOTH CURRENT AND VINTAGE FASHIONABLE TRENDS.



DOWNTOWN IDENTITY

Branding

Promotional material provides additional opportunities to sell a new image and attract new customers.....

DOWNTOWN IDENTITY

Branding

Promote and recruit downtown living.....

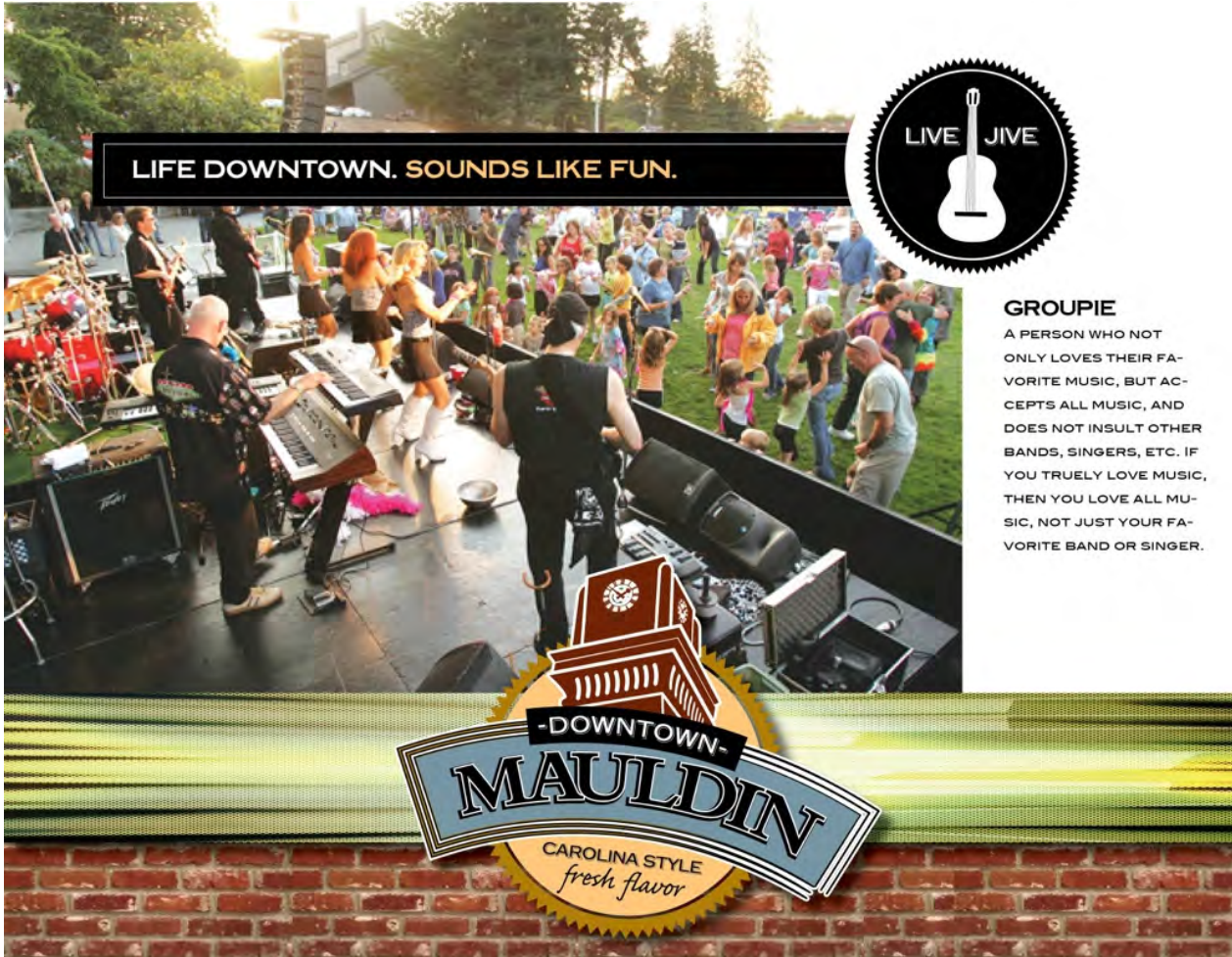
SECOND FLOOR LIVING. FIRST CLASS LIFE.

LIFE *elevated*

DOWNTOWNER
LIVING DOWNTOWN PUTS YOU IN THE CENTER OF EVERYTHING – PARKS, THEATRE, RESTAURANTS, CAFÉS AND SPORTING EVENTS. YOUR COMMUTE TO WORK IS A FEW MINUTES ON FOOT. AND YOUR NEIGHBORS ARE A DIVERSE GROUP PEOPLE, INCLUDING YOUNG PROFESSIONALS, EMPTY-NESTERS AND FAMILIES. DOWNTOWN HAS IT ALL!

**-DOWNTOWN-
MAULDIN**
CAROLINA STYLE
fresh flavor

DOWNTOWN MAULDIN



DOWNTOWN IDENTITY

Branding

and helps unify the community with programmed and well advertised public events.

GROUPIE

A PERSON WHO NOT ONLY LOVES THEIR FAVORITE MUSIC, BUT ACCEPTS ALL MUSIC, AND DOES NOT INSULT OTHER BANDS, SINGERS, ETC. IF YOU TRUELY LOVE MUSIC, THEN YOU LOVE ALL MUSIC, NOT JUST YOUR FAVORITE BAND OR SINGER.



Retail MarketPlace Profile

Polygon_7
Area: 19.54 Square Miles

Summary Demographics

2010 Population	33,061
2010 Households	13,323
2010 Median Disposable Income	\$53,798
2010 Per Capita Income	\$31,071

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45, 722	\$177,638,216	\$319,488,895	-\$228,272,071	-3.9	311
Total Retail Trade	44-45	\$321,087,685	\$306,861,048	-\$14,126,639	-2.7	275
Total Food & Drink	722	\$56,550,561	\$142,404,750	-\$14,146,802	14.3	86
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$77,317,642	\$37,008,371	-\$45,304,271	-41.4	22
Automobile Dealers	4411	\$65,720,039	\$24,289,951	-\$41,430,088	-40.0	9
Other Motor Vehicle Dealers	4412	\$5,606,591	\$1,678,031	-\$3,928,560	-53.0	2
Auto Parts, Accessories & Tire Stores	4413	\$5,986,012	\$6,040,389	-\$4,377	-0.5	11
Furniture & Home Furnishings Stores	442	\$13,186,616	\$22,629,361	-\$9,912,138	-26.3	17
Furniture Stores	4421	\$9,704,626	\$16,468,327	-\$7,263,701	-28.3	9
Home Furnishings Stores	4422	\$3,982,020	\$6,161,037	-\$2,179,017	-21.5	8
Electronics & Appliance Stores	4431	\$10,817,138	\$19,568,403	-\$8,751,265	-28.8	17
Bldg Materials, Garden Equip. & Supply Stores	444	\$13,729,954	\$9,509,522	-\$4,220,432	-18.2	25
Bldg Material & Supplies Dealers	4441	\$12,151,951	\$8,195,108	-\$3,956,843	-15.1	21
Lawn & Garden Equip & Supply Stores	4442	\$1,275,073	\$1,314,414	-\$38,341	-60.4	2
Food & Beverage Stores	445	\$58,563,579	\$85,001,604	-\$26,438,025	-18.4	25
Grocery Stores	4451	\$55,149,729	\$81,210,972	-\$26,070,243	-19.1	15
Specialty Food Stores	4452	\$1,245,303	\$2,198,051	-\$953,648	-27.7	6
Beer, Wine & Liquor Stores	4453	\$2,168,546	\$1,592,680	-\$565,867	-15.6	1
Health & Personal Care Stores	446, 4461	\$15,093,167	\$7,592,148	-\$7,498,987	-29.0	20
Gasoline Stations	447, 4471	\$4,004,987	\$41,086,507	\$17,916,460	13.6	11
Clothing & Clothing Accessories Stores	448	\$14,786,613	\$11,251,950	-\$3,534,663	-13.6	21
Clothing Stores	4481	\$11,648,237	\$9,965,935	-\$1,682,302	-7.8	14
Shoe Stores	4482	\$1,565,326	\$1,704,442	-\$194,883	-34.0	3
Jewelry, Luggage & Leather Goods Stores	4483	\$1,573,050	\$515,573	-\$1,057,477	-50.6	1
Sporting Goods, Hobby, Book & Music Stores	451	\$5,776,643	\$1,558,878	-\$3,717,765	-54.4	11
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,538,116	\$957,621	-\$1,570,495	-44.8	9
Book, Periodical & Music Stores	4512	\$2,738,527	\$591,257	-\$2,147,270	-64.5	2
General Merchandise Stores	452	\$47,664,357	\$50,982,377	-\$3,318,021	-3.4	10
Department Stores Excluding Leased Depts.	4521	\$40,210,809	\$13,949,009	-\$26,261,800	-18.2	2
Other General Merchandise Stores	4529	\$7,453,547	\$37,033,368	-\$3,974,821	-11.9	8
Miscellaneous Store Retailers	453	\$5,763,671	\$6,851,767	-\$1,087,895	-13.1	40
Florists	4531	\$473,637	\$1,336,334	-\$862,677	-47.7	6
Office Supplies, Stationery & Gift Stores	4532	\$2,896,591	\$1,031,752	-\$1,864,838	-47.5	6
Used Merchandise Stores	4533	\$157,493	\$35,089	-\$122,404	-7.9	11
Other Miscellaneous Store Retailers	4539	\$1,436,380	\$3,914,121	-\$2,511,741	-48.6	17
Nursery Retailers	454	\$5,388,314	\$7,918,654	-\$2,469,880	-29.7	4
Electronic Shopping & Mail-Order Houses	4541	\$240,627	\$0	-\$240,627	-100.0	0
Vending Machine Operators	4542	\$671,011	\$1,127,879	-\$456,868	-25.4	1
Direct Selling Establishments	4543	\$4,476,676	\$1,791,075	-\$2,685,602	-42.8	3
Food Services & Drinking Places	722	\$56,550,561	\$12,401,759	-\$11,115,802	-14.3	86
Full-Service Restaurants	7221	\$70,150,773	\$19,519,164	-\$481,610	-1.6	51
Limited-Service Culin Places	7222	\$26,122,482	\$20,140,474	-\$5,982,008	-12.9	26
Special Food Services	7223	\$5,082,496	\$2,232,970	-\$3,740,527	-45.6	4
Drinking Places - Alcoholic Beverages	7224	\$4,294,809	\$512,152	-\$3,782,657	-78.7	3

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The leakage/surplus factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Sources: Esri and Inlogroup

August 13, 2012

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THE MARKET

Retail Leakage

Based on the current market profile, there is evidence of considerable local leakage that could be captured to support additional retail and restaurant services in the Mauldin community.

\$14,000,000 in Retail Categories

\$14,000,000 in Dining

Average sales in Retail is \$400 = 35,000 sustainable square feet.

Average sales in Restaurants in \$800= 17,750 sustainable square feet.

DOWNTOWN MAULDIN

DOWNTOWN MASTER PLAN

Vision

A mixed-use downtown urban core where office, retail, restaurant and residential opportunities thrive with authentic public spaces constituted by streets, sidewalks, plazas, fountains and greens.

Goals

To facilitate opportunities for development of an urban, mixed-use downtown core.

Develop a pedestrian, bicycle and vehicular network that is safe, attractive and continuous.

Ensure adequate infrastructure to accommodate a range of future downtown needs.

Promote multi-purpose outdoor public spaces in close proximity to residents for interacting and cultural programming.



DOWNTOWN MASTER PLAN

Goals, continued...

Provide a variety of public spaces that appropriately relate to the surrounding built environment.

Identify and strengthen connectivity to existing downtown residential neighborhoods.

Identify and strengthen connectivity to existing municipal structures such as City Hall, Cultural Center and the Mauldin Recreation Center.

Foster quality and appropriately scaled structures that sustain the economic well-being of downtown and provide opportunities for live, work and play for all ages.



DOWNTOWN MASTER PLAN



CONCEPTUAL VIEW LOOKING NORTH

DOWNTOWN MASTER PLAN



CONCEPTUAL VIEW LOOKING EAST

DOWNTOWN MASTER PLAN



CONCEPTUAL VIEW LOOKING SOUTH

DOWNTOWN MASTER PLAN



SUNSET DRIVE

N. MAIN ST.

CONCEPTUAL VIEW LOOKING NORTH

DOWNTOWN MASTER PLAN



CONCEPTUAL VIEW ACROSS TOWN GREEN

DOWNTOWN MASTER PLAN



CONCEPTUAL VIEWS OF THE URBAN CORE

CREATE HUMAN SCALE

Height, setback and mass of buildings are coordinated with street width, parking and other elements to create a human scaled zone of activity.

Architectural elements and façade articulation are used to reduce building mass, particularly at first floor level.

Elements such as shade trees, awnings, canopies, arcades, etc. are used to define and create inviting pedestrian corridors.

SENSE OF PLACE

Site plan is organized around an integrating concept that presents a distinctive character that can be extended and connected as additional development occurs.

Gateways are marked with signature architecture, public art, landscape and streetscape elements.

Elements such as shade trees, awnings, canopies, arcades, etc. are used to define and create inviting pedestrian corridors.

CONNECT USES

Urban centers are a mixture of commercial, office, residential and institutional uses linked by conveniently connected patterns of streets, sidewalks and shared open spaces.

Internal vehicular, pedestrian and bicycle connections are provided between buildings in a single development project.

Strong connections are provided between the buildings with roads, walkways, landscape amenities and architectural design.

CONTROLLED TRANSITIONS

Building mass is modulated and building height reduced in order to reduce scale from higher density to lower density uses.

Architectural elements and treatments are used to create transitions between different uses and intensities.

When transitions can't be controlled architecturally, landscape and/or open space transitions are used to reduce impacts between different uses.

REDUCE PARKING IMPACTS

A minimum of 60-70% of the required parking is placed to the side or rear of the development projects, reducing large expanses of parking in front of developments.

Parking lots are screened with landscaping or decorative walls that also serve to define the character of the district.

**Parking structures may be provided for denser developments.
Parking is shared and/or consolidated between compatible adjacent uses.**

PLAN FOR PEDESTRIANS, BICYCLISTS AND TRANSIT USERS

The layout of buildings, streets and pedestrian paths emphasize pedestrian convenience and provide for direct pedestrian routes by providing breaks in building masses.

Pedestrian and bicycle connections are made with sidewalks and paths between buildings to adjacent developments and neighborhoods.

Pedestrian amenities such as walkways, crosswalks and shade are included in parking lot designs.

Buildings are arranged to invite pedestrian activity.

Area for future transit stops are reserved in focus.

Bicycle storage facilities are provided.

PROVIDE OPEN SPACE

Public gathering spaces are provided in a convenient central location as an integral part of the urban core.

Generous sidewalks are used to create a Main Street experience.

Courtyard connections are provided to link parking areas to street fronts and provide flexible programming spaces for community interactions.

DOWNTOWN MASTER PLAN



The implementation of the Downtown Mauldin Master Plan will improve and enhance the walkability, livability and identity to create a unified, economically viable Downtown

DOWNTOWN MAULDIN