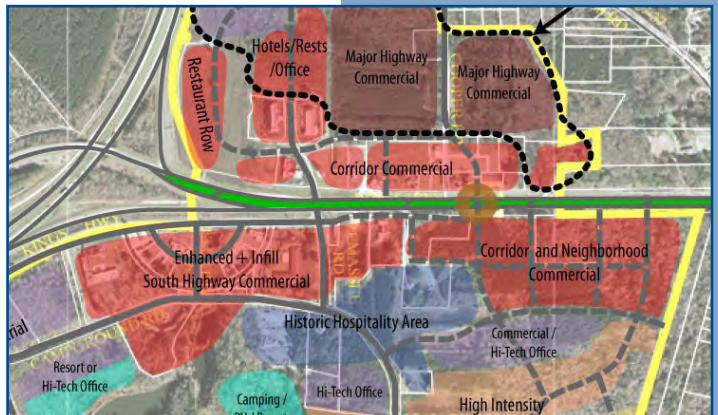


POINT SOUTH




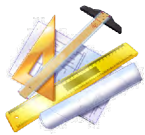

County Improvement District Plan



Jasper County, South Carolina

November 2010

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Introduction

Overview

The Point South area of Jasper County South Carolina is where I-95, an interstate highway running the entire length of the U.S. Atlantic coast, meets Route 17, the main route for those traveling from the south to Charleston and from the north to Beaufort and Parris Island. U.S. 17 is expected to receive increased traffic due to current road expansions from Gardens Corner to Charleston, a creation of a more direct and freer flowing connection between I-95 and Charleston.

To create a new vision for development and ensure present and future businesses to benefit from tourist-related travel, the County sought the expertise of a consulting team of LSL Planning and Thomas and Hutton to create the Point South County Improvement District Plan. The goal of this effort was to develop the overall strategy by which the County may carry out improvements within the project area to increase tourism, enhance vitality, prevent deterioration and preserve the tax base at the Exit 33 interchange. Challenging aspects of the project - poor access to Route 17 and unsafe traffic conditions; lack of road, sidewalk and storm sewer infrastructure; a haphazard development pattern; and marginal aesthetic appeal – revealed a need for comprehensive strategic planning.

The task was to develop a subarea, or County Improvement District (CID), plan for the I-95/Route 17 interchange, an area that has struggled to develop in the fashion originally envisioned. Originally designed by Charles Fraser, developer of the Sea Pines at Hilton Head Island, Point South holds tremendous potential for redevelopment and expansion of land uses. Drawing upon the many historic landmarks in the area, and acknowledging local maritime influences, Point South is being planned to accommodate both commercial and tourist traffic and provide a hub for future research, development and corporate offices that will support the regional economy, including the Parris Island and Charleston areas.

Opportunities and Constraints



Key Opportunities

- Centrally located in region with good access and high traffic counts
- Tourism attractions -Frampton House, Carolina Cider Store, area history, campgrounds, etc.
- Recreation opportunities (add regional attractions)
- High visibility from adjacent highways/interchange (improve image)
- Widening of Route 17 to four lanes near Charleston
- Existing merchant's association in place with land available to develop (establish improved standards for new development, joint promotion, operations and maintenance by business owners)
- Excess capacity in utilities can support expansion/new development
- Proximity to regional employers (defense facilities, shipping ports)

Key Constraints

- Worn and uninviting signs, buildings & sites along highway frontage
- Poor access into and between sites
- Lack of coordinated parking for tractor trailers
- Wetlands throughout study area
- Road conditions and lack of recent public improvements
- Natural features/vegetation limit visibility from northbound traffic on I-95/interchange
- Lack of local population in area to support businesses
- Not pedestrian-friendly

Vision & Goals

Jasper County and the Point South CID Steering Committee established the following vision and goals for the Point South CID. These resulted from an extensive public involvement process; please see page 4 for more details.

Vision Statement

"To have an attractive, safe, well lit and landscaped interchange that is visually appealing, due to quality architecture and landscaping, and also attractive to business, residents and visitors due to the mixture of uses, local attractions and great accessibility from the highway."

Goals

- Identify existing infrastructure deficiencies and capacities.
- Develop a plan that promotes tourism and benefits local businesses, by creating a sense of place for Point South and establishing a common theme with architecture, landscaping, lighting, and signage.
- Ensure that impacts of additional traffic on U.S. 17 are minimized through shared entry drives and cross-access between sites.
- Provide guidance to prospective developers (and to the County who will review site plans) by adopting a set of development guidelines (and zoning regulations) that address the above mentioned themes.
- Identify financing mechanisms to implement plan & infrastructure improvements.
- Create a mixture of uses.

Relation to Jasper County's Comprehensive Plan

The 2007 Comprehensive Plan notes that tourism and economic development are priorities for Exit 33 as a large volume of tourists and thru travelers on I-95 represent an important tourist market to be developed. This request implements a key Economic Development Chapter goal of the Plan by:

- Maintaining policies necessary to attract the identified businesses to Jasper Co.
- Undertaking Tourism Development Planning.

Point South is also an important "Development District" in the Comprehensive Plan that is anticipated to have "mixed uses that may include retail centers, business parks and other uses related to tourism services." The Point South County Improvement District Plan is intended to be adopted as an appendix to the Jasper County Comprehensive Plan; this plan carries out the key objective:

"Designate areas that are under development pressure as special study areas and prepare a land use plan to guide and direct new development that meets the criteria set forth in this amendment to the Comprehensive Plan. Two of the districts that should be considered immediately are Point South and the Levy-Limehouse districts."

Study Area

Point South is comprised of 675 acres of land: 150 acres on the north side of U.S. 17 and 525 acres on the south. Hotels, mini-marts and drive-through restaurants are located on the north side of U.S. 17. Land uses on the south side include restaurants, motels, mini-marts, an office building and miscellaneous retail uses. Point South also has potential for increased tourism activity with an historic attraction (the Frampton house which dates back to the 1700's) beautiful natural amenities (the headwaters Pocotaligo River) and two camp grounds. These attractions are supplemented by the Carolina Cider Company which is located just east of the study area on U.S. 17.



The consulting team worked with the County to reverse unsafe road conditions through alternative road designs, access management and streetscape, and will assist them in the creation of a County Improvement District to help fund needed infrastructure, all the while maintaining a focus on the ever-present historical underpinnings and deep-rooted history that has made Jasper County what it is today. Design guidelines will require high-quality building materials and design characteristic of the area, and a variety of land uses from senior housing to office to general commercial, will be encouraged to create an attractive and sustainable development.



Lowcountry Revolutionary War Trail

The Lowcountry and its citizens played an important role during the final years of the struggle for American independence. The trailhead at the Frampton House in Point South is central to several historically significant sites in the Lowcountry Region:

- Skirmish sites and the temporary state capital in Colleton County
- British army bivouacs and a battle site in Jasper County
- Graveyards and encampment locations in Hampton County
- Forts in Beaufort County
- Key river crossings throughout the region



Steering Committee Members:

- Member 1
-
- Member 2
-
- Member 3
-
- Member 4
-
- Member 5
-

Public Involvement

Steering Committee

Looking to make the Point South Improvement District Planning process as open and inviting as possible, a multi-level public involvement effort was undertaken. The goal was to keep the public involved throughout the process and obtain input for the consulting team and county officials during the improvement district planning effort.

The Steering Committee was established of individuals representing several organizations that approached County Staff in the fall of 2009 with a request to plan for improvements in the Point South area and establish a special assessment district to finance the projects.

Steering Committee Kick-Off Meeting

The project began in January 2010 with a kick-off session with the Point South CID Steering Committee, which consists of business and property owners along with county and regional officials, and the general public. They were first asked to identify the strengths and weaknesses of the district and then list possible improvements that would result from the plan. The group was then asked to develop a “vision” for the future on the interchange, which is ideally what it will be like in 20 years.

Some of the strengths of the interchange include: being centrally located in the region; the existence of mixed land uses; availability of vacant land for growth and a full range of utilities with future capacity; proximity to military installations; a cohesive steering committee; and great road access, including expansion of Highway 17 to Charleston. Some of the weaknesses include: poor identity/branding, including the lack of a web site; traffic safety on Highway 17; a limited area residential population; and poor road and site maintenance in the district.

Some of the improvements desired by the group include an upgrade of the roads, including public ownership and future maintenance; improved traffic control/safety along Highway 17; better directional signage through a wayfinding program; improved landscaping, both for the roadway and individual sites; improved lighting; and better pedestrian access/circulation. At the conclusion of the meeting, the Steering Committee had established the ultimate vision for the interchange (see Vision).

Focus Group Meetings

A series of smaller focus groups meetings were also held in January 2010 with property owners, developers and utility representatives to obtain more specific comments that might not be obtained at a larger public session. These meeting confirmed some of the points made during the larger group session and also offered insight into additional development possibilities for the interchange. Participants also stressed the numerous advantages for future development and the need to be flexible and accommodate a variety of land uses.



The Steering Committee Kick-Off included a vision and goals brainstorming session.

Frampton House | Lowcountry Visitors Center and Museum

The Frampton House property was part of an original King's Grant to the Frampton family in the 1700s. In 1993, Wymann Boozer, a Columbia developer, donated the Frampton House to the Lowcountry Tourism Commission for the creation of the Lowcountry Visitor's Center and Museum thereby assuring restoration of the old farmhouse and the preservation of the magnificent old oaks that frame the building and the Civil War earthworks in the backyard (erected by Robert E. Lee's troops in defense of the important railroad supply line for the Confederacy from Savannah to Charleston). The Lowcountry & Resort Islands Tourism Commission has moved its offices into the upstairs of the Frampton House and the downstairs now serves as the Lowcountry Visitor's Center and Museum. Their mission is to promote the economic development of the Region through a formal program of tourism promotion in Beaufort, Colleton, Hampton and Jasper Counties."



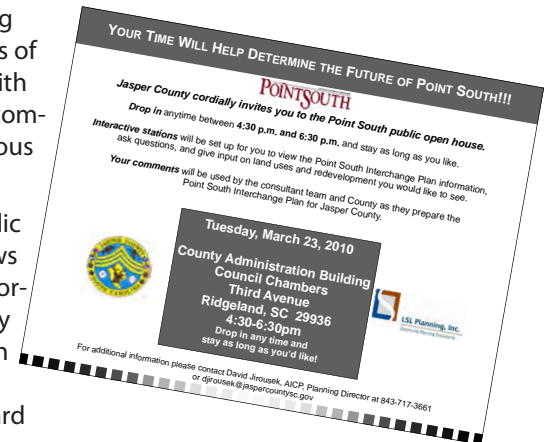
Tour of Interchanges

A mobile tour of various interchanges was held with steering committee members to review existing conditions at Point South, discuss preliminary consultant observations and identify the likes/dislikes of other interchanges off I95. There was a general consensus of the participants that high-quality design standards were needed for future development along with better signage for highway entries and businesses in Point South.

2nd Steering Committee Meeting/Public Open House

Based upon the information received at the previous meetings, a second steering committee meeting and public open house were held in March of 2010. Findings of the January kick-off sessions were presented to the steering committee along with the proposed format for the open house to be held later that evening. The CID committee members were in agreement with the consultant findings from the previous meetings and found the open house presentation boards to be acceptable.

Later that day a public open house on the project was held and the general public invited. An Open House is an interactive drop-in session for the public that allows them to learn about the planning process, ask questions, and give comment. Information is presented through graphic displays that give attendees an opportunity to evaluate solutions being considered and respond to specific questions at each station. Those who attended the public open house provided valuable input to both the steering committee and consulting team as they looked to move forward with plan preparation.



Public Involvement: Public Open House



Final Steering Committee Meeting

In June 2010 a final meeting was held with the steering committee and interested public. The consulting team presented preliminary findings for the study and discussed public improvements and possible phasing with the group. Participants offered suggestions for the final report but were generally supportive and very enthusiastic about the work.

Planning Commission Presentation

At the televised June 2010 Jasper County Council meeting the consultants made a presentation on the Point South project that included an overview of the process, a re-cap of the public involvement efforts, a scope of the planning project, a detailed presentation of the draft plan along with project phasing and a discussion about the tax increment financing process. Several questions and comments were presented by Planning Commission members and they were supportive of both the process and the direction the planning process was taking.



Infrastructure Evaluation

Current Amenities | Anticipated Needs

Early in the planning process, Thomas and Hutton was retained by the County to assess infrastructure in the study area and evaluate the need for specific improvements to support new development plan (see Appendix for full report). They reviewed the roads, drainage, sewer, water and other related utilities.

It should be noted that in general, existing infrastructure in the CID study area was designed and constructed (under in the early 1970s to the south and 1980s-1990s to the north. Considering much of the infrastructure has reached or is nearing the end of its service life, the infrastructure is generally in fair condition.

Highways and Access

Kings Highway (U.S. Route 17), the primary means of access to the CID, connects the I-95 corridor (which borders the CID on the west) to coastal destinations including Charleston and Beaufort. Under the jurisdiction (which effects access permits, maintenance, and design) of the South Carolina Department of Transportation (SCDOT), these key corridors have significant average daily traffic figures: I-95 serves 41,000 vehicles and U.S. 17 serves over 10,000 (2008 SCDOT data). Generally, the pavement of U.S. 17 is in good condition, under maintenance by the SCDOT.

It appears that adequate auxiliary lanes exist on US 17 for access into the Point South CID area at the intersections at Yemassee Drive and Tullifinny Lane. There are currently seven access points providing access to the north of U.S. 17 and four accesses providing access to the south of U.S. 17 within the Point South CID study area. Deficiencies and needs noted for access management along U.S. 17 include:

- Plan to retrofit properties with excess drives/no cross-access.
- Potential signalization based on development patterns.
- Cross-access between sites to reduce the need to drive onto a road or highway to access another nearby business, including a rear service drive for north commercial (between U.S. 17 “frontage” and rear sites) and continue/connect frontage road south of U.S. 17 to connect properties.
- Need for auxiliary lanes (left turn/u-turn lane) into driveways along U.S. 17.

Local Roads and Non-Motorized Facilities

While the local roads throughout the study area were found to be in fair to good condition, most are in need of replacement and exhibit signs of cracking and have been patched or still have potholes. The pavement edges are generally in poor condition, in large part due to the parking of tractor trailers at the edge of the road. Some roads are not paved and would need to be upgraded to accommodate increased traffic volumes. No bicycle or pedestrian facilities are located in the Point South CID study area. Residents and visitors to this destination were observed using local streets and roadside shoulders along U.S.17 to travel between destinations.

Natural Features

The natural features of the CID are typical of the Low Country: undeveloped areas are mostly a wet, densely wooded mixture of pines and hardwoods. Some areas within the CID study area exhibit very mature tree growth that should be protected to the maximum extent practical. The tract contains approximately 242 acres of wetland and 20 acres of lagoons. The Pocotaligo River is within close proximity to the project area and could provide a destination and future attraction to Point South visitors and residents. There is also an existing pond between the campgrounds that should be preserved and perhaps retrofitted for storm water attenuation and treatment.



Highway signage geared to through traffic should be replaced with Point South signage that includes local attractions and regional wayfinding.



Existing pond between the campgrounds is an asset for a recreational/tourist district.

Drainage

The Point South CID study area is part of the Pocotaligo River Basin. The Pocotaligo River discharges into the Broad River and ultimately into the Atlantic Ocean. All stormwater generated from the site ultimately flows into the Pocotaligo River located southeast of the CID. The property's primary conveyance for stormwater runoff consists of a network of roadside swales, larger man-made ditches and culverts, which flow into natural freshwater wetland systems and ultimately discharge into the Pocotaligo River. Deficiencies in the system include lack of maintenance to drainage features (clogged pipes and swales), lack of a stormwater management and treatment system (i.e. detention, water quality, etc.) before discharge into freshwater wetlands.

Potable Water

Potable water service is currently provided to the Point South area by Beaufort-Jasper Water and Sewer Authority (BJWSA). The potable water system capacity appears to be easily expandable for future development. Deficiencies noted for the potable water system include existing water mains are not "looped" to maximize water pressures, fire hydrants need to be adjusted to grade, and an upsize in water distribution mains may be warranted to maintain desired water pressure.

Wastewater

Sanitary Sewer service is currently provided to Point South by BJWSA. There are two waste water pumping stations in Point South that transport wastewater to the Point South Wastewater Treatment Plant (WWTP) at the southernmost extent of the of the CID preliminary study area. The WWTP has a capacity of 600,000 Gallons per Day (GPD) and presently receives an average daily inflow of 150,000 GPD. This data translates into a capacity to handle approximately 1,500 additional residential equivalency units (REU). As future development occurs, the system may need an upsize in gravity main, force main, and pump size to handle excess flows.

Electric and Natural Gas Service

South Carolina Electric & Gas (SCE&G) currently provides power to the Point South CID study area. Natural Gas is not currently provided to Point South but could be extended by SCE&G from existing line one mile away as development occurs.

Telecommunications

There are two existing Fiber Optic Lines along U.S. 17. One fiber optic line is operated by Palmettonet, and another is operated by Hargray Communications. Hargray Communications, Comcast, and CenturyLink provide a combination of voice, video, and data services to Point South. See Exhibit J-"Existing Telecommunications Exhibit" for utility locations provided by Hargray Communications.

Lighting

Decorative street lighting, overhead pole lighting, and interstate interchange lighting are all present at various locations within the Point South CID preliminary study area. Interchange lighting facilities were installed approximately 8 years ago and are located adjacent to the northbound exit ramp from I-95. This system of larger concrete pole-mounted overhead lighting is present along the majority of U.S. 17 frontage of the CID area. On the local streets within the CID, a system of decorative and overhead power pole lighting is present. The installation of the decorative lighting was a recent initiative of the Point South Merchant's Association. Each developed commercial parcel within the CID preliminary study area has its own lighting, but the disconnected development pattern still hinders the ability to exhibit a sense of "place."



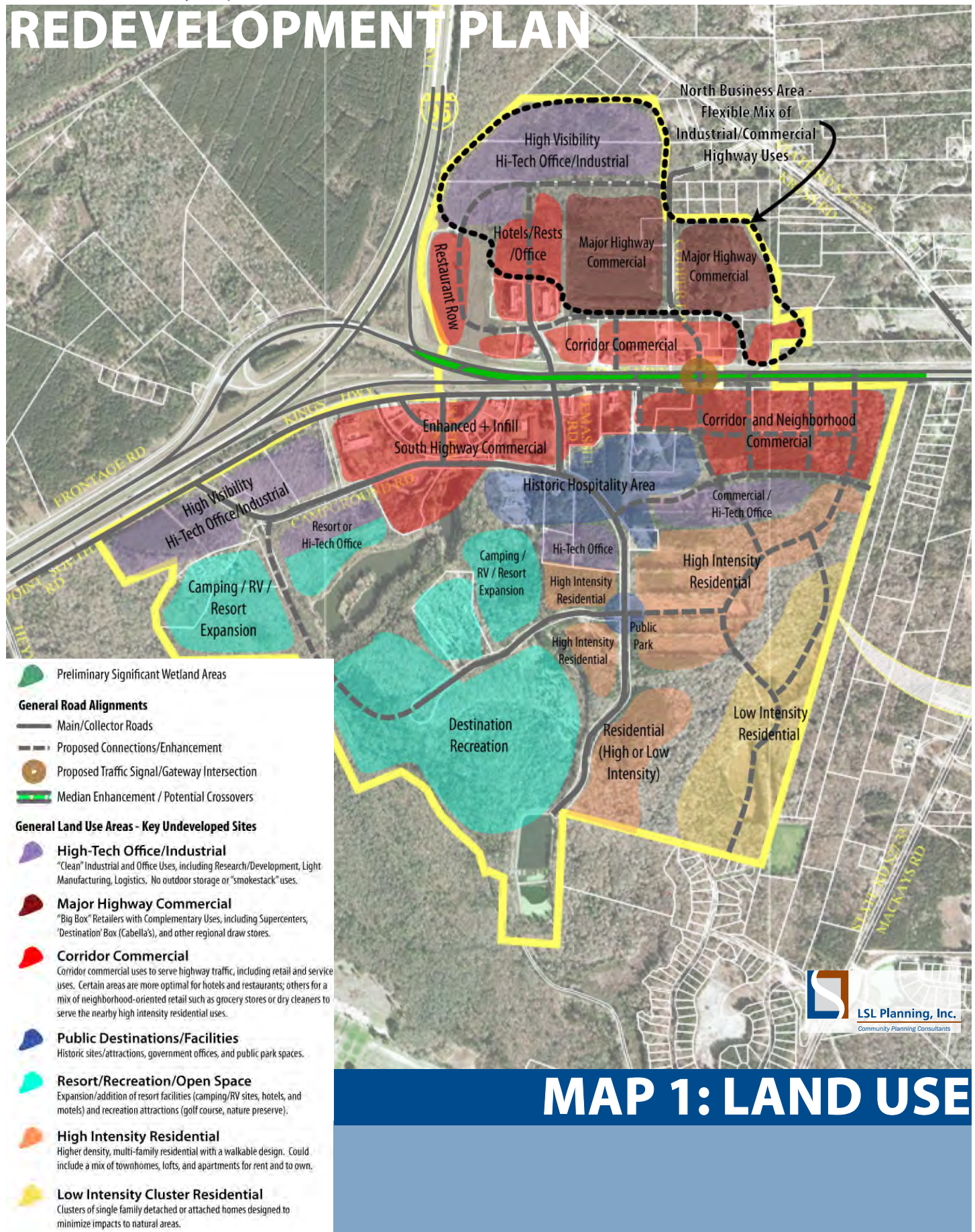
Existing drainage pond and water tower in place on the south side of U.S. 17.

An REU is equivalent to 300 gallons per day which is the wastewater anticipated from a single family residential unit.

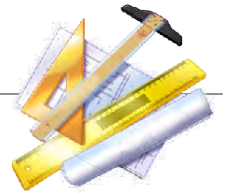


Interchange lighting facilities dominate the streetscape entering Point South from I-95.

REDEVELOPMENT PLAN



Redevelopment Plan

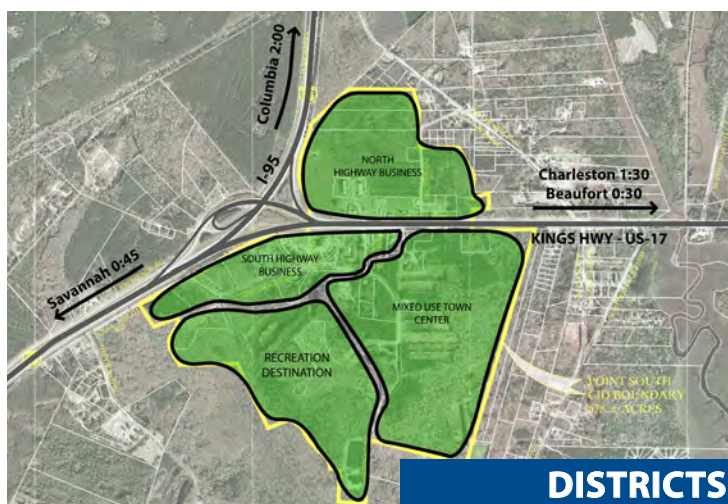


Based upon input received from the public involvement sessions and analysis by the consulting team, a multi-step redevelopment plan was created for the district that identifies future land uses (see below and map on previous page), truck parking areas (see page 10), and infrastructure improvements (see page 12). Together, these components comprise a road map that will guide future improvement efforts to realize the vision of this plan. It is important to stress that a key theme throughout this planning process was the need to provide flexibility in land uses to allow the plan to respond to market demands, especially for the larger tracts behind the U.S. 17 frontage properties. Transformations in the regional and global economies make it difficult to predict practical development activity for the coming years.

Future Land Use

As shown on Map 1 (see left), a series of seven future land use categories have been identified for the district. The majority of the property fronting U.S. 17 is designated as Corridor Commercial, which supports current retail commercial development. An area designated on the map as "Restaurant Row" to the west of the existing hotels is identified as a prime location for future sit-down eateries due to great visibility and access from I95. Some of the property on the north side of the road to the rear of the U.S. 17 frontage is designated as Major Highway Commercial. The intent is to attract large retail operations such as a Cabella's or Wal Mart to provide more shopping opportunities for both visitors and residents in the region.

A small amount of High-Tech Office Industrial is located on the southernmost edge of the district on Point South Road but the remainder is to the rear of the Corridor Commercial on both sides of U.S. 17. Since the district is intended to be a mixed-use development, a significant amount of high- and low- intensity residential is located on the south side of the road on property known as the Frampton Tract. The remaining land in the district is designated as either Public destinations/Facilities or Resort/Open Space. The goal is to build upon the tourist attractions that include the Frampton Plantation House and two different camp grounds. These facilities draw visitors from the highway and will benefit from the addition of complimentary uses.



FLU | CATEGORIES

High-Tech/Office/Industrial

"Clean" research and development, manufacturing, assembly, warehousing and distribution, other light industrial, offices, and supporting land uses; no "smokestack" uses.

Areas with highway visibility have highest importance to viability of interchange area as a node of high quality industrial and office development.

Major Highway Commercial

Major businesses that serve regional community and highway users.

"Big Box" Retailers with complementary uses, including Supercenters (General Retail, Home Improvement, Electronics), 'Destination' Stores (Sporting Goods, Home Furnishings), and other regional draw stores.

High-quality building and site design of these areas key to Point South image. Walkable design with access to pocket parks, hotels.

Corridor / Neighborhood Commercial

Corridor commercial uses such as restaurants, hotels, smaller scale retail, and strip malls, to serve highway traffic, including retail and service uses.

Certain areas called out as optimal for hotels and restaurants; others for a mix of neighborhood-oriented retail such as grocery stores or dry cleaners to serve the nearby high intensity residential uses and hotels.

Walkable design and amenities, especially near residential and hotels.

Public Destinations/Facilities

Public, government, or tourism uses.

Includes historic sites/attractions, Lowcountry Visitors Center, government offices, and public park spaces.

All public areas should be accessible and connected to the greatest extent possible to all areas in and near Point South, especially residential, hotels, and neighborhood commercial uses.

Resort/Recreation/Open Space

Areas with potential for expansion/addition of resort facilities (camping/ RV sites, hotels, and motels) and construction of recreation attractions (golf course, nature preserve) that may serve tourists, regional community, and/or local residential development.

Design of sites should incorporate natural features and historical assets to support unique Point South identity.

High Intensity Residential

Higher density, multi-family residential with walkable design. Could include a mix of attached single family, townhomes, lofts, and apartments for rent and to own.

Public spaces within and adjacent to these areas should be given prominent, convenient locations for access by residents and Point South visitors.

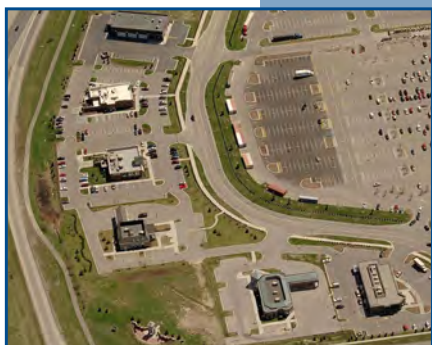
Low Intensity Residential

Clusters of single family detached or attached homes designed to minimize impacts to natural areas.

Conceptual Redevelopment Layout



Mid-block crosswalks



Restaurant choices

As part of this plan, the project team developed a map that indicates the location of future buildings and sites to better depict potential buildout of the district's key redevelopment sites in the next 20 years (can be found in the Appendix). It aided in the preparation of tax increment financing tables found later in this plan by approximating the square footage, and hence taxable value, for future development. This plan also provides a vision to ensure future infill development is compatible with, and will enhance, current structures and sites. Although some of the current buildings and sites are ripe for redevelopment, the plan focuses on development of primarily vacant sites. The plan still lends itself to redevelopment of individual site as the market dictates regardless of new construction being shown.

Another important outcome of crafting a concept that shows building footprints is to establish a more accurate estimate of the amount of new development, by land use, at full buildout of the plan. The ground-checked estimates for the key redevelopment sites are listed in Table 2 (see next page) along with building cost estimates.

This plan also took into account the general location of wetlands in the district and the resulting limitations on development. Land on the north side of U.S. 17 is impacted more by estimated wetlands than the south side because it limits the amount of High-Tech Office/Industrial Development possible. Wetlands on the south side of U.S. 17 are more extensive but can be incorporated into the recreation theme of the neighboring campgrounds.

Potential Sites for Truck Parking

As discussed in the Key Constraints section of this plan, the scattered and uncoordinated parking of tractor trailers throughout the district has a negative impact on future improvements and development. There is a tremendous need for attractive, organized and safe parking areas to preserve road surfaces and eliminate the visual impact of scattered truck parking; the Potential Truck Parking Map below shows proposed locations and conceptual layout for two public truck parking lots of 20+ trucks, on either side of U.S. 17 located close to I-95 ramps.



Table 2: Land Use Development and Building Cost Estimates

| Land Use | Acres | Square Feet | Cost Per SF | SF | Est Bldg Cost |
|---|-------|-----------------------------|-------------|---------|----------------|
| HiTech/Light Industrial/Office Park | 60.3 | 603,000 SF | \$ 150 | 603,000 | \$ 90,450,000 |
| Highway Commercial | 32.7 | 327,000 SF | \$ 110 | 327,000 | \$ 35,970,000 |
| General Corridor Commercial | 57.2 | | | | \$ - |
| North Hotels Area | 8.8 | 600 Rm 4 Hotels | \$ 140 | 360,000 | \$ 50,400,000 |
| Restaurant Row | 5.4 | 4 Restaurants | \$ 170 | 20,000 | \$ 3,400,000 |
| Other | 43 | 430,000 SF | \$ 110 | 430,000 | \$ 47,300,000 |
| Frampton Senior Housing | 3 | 25,000 SF | \$ 133 | 25,000 | \$ 3,325,000 |
| Frampton High Intensity Residential | | 250 Units | \$ 145 | 300,000 | \$ 43,500,000 |
| Other High Intensity Residential (20 DU/AC) | 9 | 180 Units | \$ 145 | 216,000 | \$ 31,320,000 |
| Frampton Single Family Residential | | 180 Homes | - | - | \$ 39,600,000 |
| Hospitality Node | 11.4 | 150 Rm 1 Hotel | \$ 140 | 90,000 | \$ 12,600,000 |
| Resort Expansion Area | 11.3 | 300 Rm 2 Hotel | \$ 140 | 180,000 | \$ 25,200,000 |
| Golf Course/Destination Rec Areas | 67.4 | 9 Hole GC 3k SF clubhs + | \$ 180 | 3,000 | \$ 1,265,000 |
| | | | | | \$ 384,330,000 |

Implementation Measures

Design Guidelines

To facilitate an improvement in the appearance of South Point, a series of design guidelines were drafted that, when adopted, will govern both new development and redevelopment with substantial changes to existing sites. Quality development generally leads to new investment, so the goal is to gradually upgrade the image of the area with design guidelines that tie into zoning requirements. This manual will provide the County, design professionals, property owners and the business community with a comprehensive set of standards to consider when preparing, reviewing, and approving development proposals in Point South. It also assures potential investors that new projects will be held to a uniform, consistent development standard.

As the intent behind the Point South CID is to create a high-quality, mixed-use development that reflects positively on the image of the interchange, the goals and objectives on page 3 will be used as the basis for the design guidelines.

Zoning Ordinance Changes

To establish a regulatory framework for implementation, the project included drafting a Point South Overlay District. When enacted, the district will guarantee a standard of development consistent with the vision, goals, and objectives herein. More specifically, the language includes specific standards for the following key factors:

- An appropriate mix of uses within developments and the district as a whole.
- Flexibility in application of the land use concept areas, but with careful consideration of appropriate transition and buffering where appropriate.
- Requirements for construction of needed infrastructure as part of developments.
- Provision of high-quality, preservation-minded landscaping and site design.
- Requirements for cross-access and service drives for safe, efficient access.

A Flexible, Dynamic Plan

The Point South County Improvement District Plan is a dynamic document that is intended to be amended by County Council from time to time based on recommendations of the Steering Committee and Planning Commission. The plan can be revised based on: the County's future ability to finance improvement; the need for further flexibility of land use and map amendments; incentives needed for prospects; or desire to re-prioritize and/or add projects.



Infrastructure Improvements



Sidewalks and paths

One of the primary goals of this plan is to identify needed infrastructure improvements, primarily to the road network. Existing roads need to be upgraded, new roads are needed to support future development, improvements are needed along U.S. 17 to promote safe access to the sites and streetscape enhancements are needed to visually improve the district. Map 2 (see below) depicts planned new roads along with streetscape and road improvements. The numbering relates to Table 3.1, which phases and prioritizes the projects; detailed descriptions of the improvements and cost estimates can be found in Table 3.2 (see next page). Top priority projects have a lower number, even though the ultimate implementation schedule will be based more on pending development projects.

One of the goals of this plan is to obtain ownership, or at least an easement, the I95 interchange area (shown in pink) from the South Carolina Department of Transportation (SCDOT). The Point South CID would like to take over beautification and maintenance of this area since it is the main entryway into the district. Cutbacks in state funding have limited the ability of SCDOT to provide maintenance beyond the bare minimum so an alternate approach is being sought.

Table 3.1: Infrastructure Phasing

Phasing and priorities should be revisited and adjusted regularly based on development and market conditions.

Short-Term

- I-95 Interchange Area Improvements/Annual Upkeep

Mid- and Long-Term

Phase 1

- U.S. 17 Streetscape Improvements
- R1 Yemassee Rd + E Camp Rd
- R2 Tullifinny Ln + Pt S Dr + W Camp
- 2 Pocket Parks (1/2 Acre w/ Play Area)

Phase 2

- N1 Restaurant Row + Streetscap (C+G)
- 2 Pocket Parks (1/2 Acre w/ Play Area)
- S1 North of US_17 Hotel Rear Svc Dr (C+G)
- TP Truck Parking Areas Along U.S. 17

Phase 3

- S2 Campground Rd South to Intersect (C+G)
- N4 New Frontage Rd South Side (C+G)
- SW1.1 Regional Detention/Retention Areas
- SW1.2 Existing Culvert Upgrades (to Code)
- SW1.3 Maintenance of Existing System

Phase 4

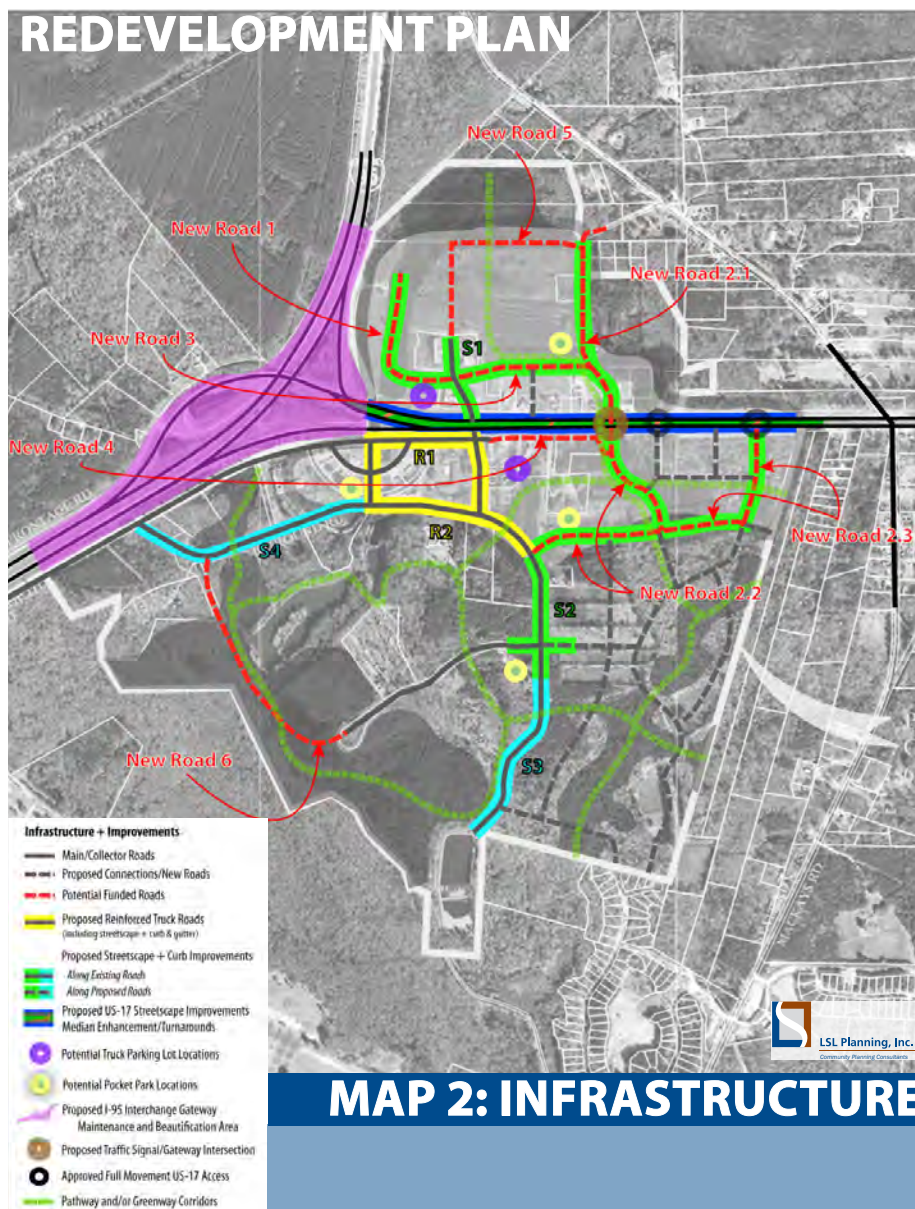
- New US-17 Entry Signalized Intersection
- S3 Campground Road I-95 to Tullifinny
- S4 Campground Road South to WWTP
- N3 New Rear Service Dr North Side (C+G)

Phase 5

- N2.1 New N/S - North of US-17 (C+G)
- N2.2 New N/S - South of US-17 (C+G)
- Path Pathway Network (up to 3 Miles)

Phase 6

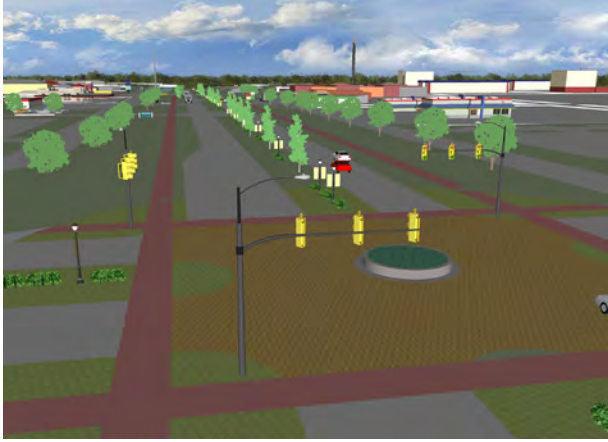
- N2.3 New Loop - Connect US-17 to N2.2
- N5 New N Service Street
- N6 New Campground Rd Connection



MAP 2: INFRASTRUCTURE

Street Design Concepts

Many of the improvements proposed by this plan are conceptual infrastructure improvements, which will have to go through more detailed engineering and design. The plan used 3-D modeling to simulate what form many of the recommendations might take.



Themed intersection concept for new signalized access point along U.S.17. Design features include textured pavement/pavers, decorative mast arm signals, high visibility crosswalks, and indirect left turns.



A typical cross-section of a **3-lane urban road** with 4' bike lanes on each side.



Entry signage and themed streetscape elements should be installed and updated regularly to add to placemaking and high-quality development in the CID.

Table 3.2: Project Details and Projected Infrastructure Costs

| All Include 15% Contingency | | | | | |
|--|----------------|---------------|---------------------|----------------------|---------------------|
| | Amount | \$/LF | Costs | Cost + 15 % Cont | Rounded Cost |
| New Roads | | | | | |
| N1 Restaurant Row+Streetscap (C+G) | 1200 ft | | \$ 911,455 | \$ 1,048,173 | \$ 7,500,000 |
| 3 Lane Urban Rd + 4' Bike Ln | 1200 | \$ 511 | \$ 613,636 | | |
| Sidewalk 8' Wide (one side) | 1200 | \$ 36 | \$ 43,636 | | |
| Ped Scale Streetlights | 1200 | \$ 182 | \$ 218,182 | | |
| Cost for street trees per mile, 40' average spac | 1200 | \$ 30 | \$ 36,000 | | |
| N2.1 New N/S - North of US-17 (C+G) | 1750 ft | | \$ 1,329,205 | \$ 1,528,585 | |
| 3 Lane Urban Rd + 4' Bike Ln | 1750 | \$ 511 | \$ 894,886 | | |
| Sidewalk 8' Wide (one side) | 1750 | \$ 36 | \$ 63,636 | | |
| Ped Scale Streetlights | 1750 | \$ 182 | \$ 318,182 | | |
| Cost for street trees per mile, 40' average spac | 1750 | \$ 30 | \$ 52,500 | | |
| N2.2 New N/S - South of US-17 (C+G) | 1800 ft | | \$ 1,367,182 | \$ 1,572,259 | |
| 3 Lane Urban Rd + 4' Bike Ln | 1800 | \$ 511 | \$ 920,455 | | |
| Sidewalk 8' Wide (one side) | 1800 | \$ 36 | \$ 65,455 | | |
| Ped Scale Streetlights | 1800 | \$ 182 | \$ 327,273 | | |
| Cost for street trees per mile, 40' average spac | 1800 | \$ 30 | \$ 54,000 | | |
| N3 New Rear Service Dr North Side (C+G) | 1200 ft | | \$ 775,091 | \$ 891,355 | |
| 3 Lane Rural Rd + 5' Shldr | 1200 | \$ 398 | \$ 477,273 | | |
| Sidewalk 8' Wide (one side) | 1200 | \$ 36 | \$ 43,636 | | |
| Ped Scale Streetlights | 1200 | \$ 182 | \$ 218,182 | | |
| Cost for street trees per mile, 40' average spac | 1200 | \$ 30 | \$ 36,000 | | |
| N4 New Frontage Rd South Side (C+G) | 1400 fr | | \$ 298 | \$ 417,614 | \$ 480,256 |
| 2 Lane Rural Road | 1400 | \$ 298 | \$ 417,614 | | |
| N5 New N Service Street | 1900 ft | | \$ 398 | \$ 755,682 | \$ 869,034 |
| 3 Lane Rural Rd + 5' Shldr | 1900 | \$ 398 | \$ 755,682 | | |
| N6 New Campground Rd Connection | 2400 ft | | \$ 398 | \$ 954,545 | \$ 1,097,727 |
| 3 Lane Rural Rd + 5' Shldr | 2400 | \$ 398 | \$ 954,545 | | |
| Reinforced Roads | | | | \$ 2,410,644 | \$ 2,415,000 |
| R1 Yemassee Rd + E Camp Rd | 1400 ft | \$ 524 | \$ 733,674 | \$ 843,725 | |
| Reinforced Surface | 1400 | \$ 95 | \$ 132,576 | | |
| 2 Lane Rural Road | 1400 | \$ 298 | \$ 417,614 | | |
| Curb and Gutter Per Mile | 1400 | \$ 95 | \$ 132,576 | | |
| Sidewalk 8' Wide (one side) | 1400 | \$ 36 | \$ 50,909 | | |
| R2 Tullifinny Ln + Pt S Dr + W Camp | 2600 ft | \$ 524 | \$ 1,362,538 | \$ 1,566,919 | |
| Reinforced Surface | 2600 | \$ 95 | \$ 246,212 | | |
| 2 Lane Rural Road | 2600 | \$ 298 | \$ 775,568 | | |
| Curb and Gutter Per Mile | 2600 | \$ 95 | \$ 246,212 | | |
| Sidewalk 8' Wide (one side) | 2600 | \$ 36 | \$ 94,545 | | |
| Signalized Entry Intersection | | | | \$ 825,125 | \$ 830,000 |
| New US-17 Entry Signalized Intersection | | | | \$ 825,125 | |
| Widen 300' Right Turn Lane | | | \$ 165,000 | | |
| Widen 300' Right Turn Lane | | | \$ 165,000 | | |
| Signals per intersection | | | \$ 240,000 | | |
| Decorative Lighting, Pavers, Landscap | | | \$ 147,500 | | |
| Existing Street Streetscape Improvements + (C+G) | | | | \$ 2,168,708 | \$ 2,200,000 |
| S1 North of US 17 Hotel Alley (C+G) | 1000 ft | \$ 343 | \$ 342,879 | \$ 394,311 | |
| Pedestrian Scale Streetlights | 1000 | \$ 182 | \$ 181,818 | | |
| Street Trees (40' Avg Spacing) | 1000 | \$ 30 | \$ 30,000 | | |
| Curb and Gutter | 1000 | \$ 95 | \$ 94,697 | | |
| Sidewalk 8' Wide (one side) | 1000 | \$ 36 | \$ 36,364 | | |
| S2 Campground Rd South to WWTP (C+G) | 1000 ft | \$ 343 | \$ 342,879 | \$ 394,311 | |
| Pedestrian Scale Streetlights | 1000 | \$ 182 | \$ 181,818 | | |
| Street Trees (40' Avg Spacing) | 1000 | \$ 30 | \$ 30,000 | | |
| Curb and Gutter | 1000 | \$ 95 | \$ 94,697 | | |
| Sidewalk 8' Wide (one side) | 1000 | \$ 36 | \$ 36,364 | | |
| S3 Campground Road I-95 to Tullifinny | 2000 ft | \$ 343 | \$ 685,758 | \$ 788,621 | |
| Pedestrian Scale Streetlights | 2000 | \$ 182 | \$ 363,636 | | |
| Street Trees (40' Avg Spacing) | 2000 | \$ 30 | \$ 60,000 | | |
| Curb and Gutter | 2000 | \$ 95 | \$ 189,394 | | |
| Sidewalk 8' Wide (one side) | 2000 | \$ 36 | \$ 72,727 | | |
| S4 Campground Road South to WWTP (CG) | 1500 ft | \$ 343 | \$ 514,318 | \$ 591,466 | |
| Pedestrian Scale Streetlights | 1500 | \$ 182 | \$ 272,727 | | |
| Street Trees (40' Avg Spacing) | 1500 | \$ 30 | \$ 45,000 | | |
| Curb and Gutter | 1500 | \$ 95 | \$ 142,045 | | |
| Sidewalk 8' Wide (one side) | 1500 | \$ 36 | \$ 54,545 | | |
| U.S. 17 Improvements | | | | \$ 1,323,807 | \$ 1,350,000 |
| Landscape Area in Median | 75000 sf | \$ 0.50 | \$ 37,500 | | |
| Pedestrian Scale Streetlights | 3000 ft | \$ 182 | \$ 545,455 | | |
| Street Trees | 3000 ft | \$ 30 | \$ 90,000 | | |
| Median New Curb | 6000 ft | \$ 10 | \$ 60,000 | | |
| Sidewalk 8' Wide (two sides) | 3000 ft | \$ 72 | \$ 218,182 | | |
| Entry Signage/Feature | Est | | \$ 200,000 | | |
| Parks and Pathways | | | | \$ 1,291,128 | \$ 1,300,000 |
| Pocket Parks (1/2 Acre w/ Play Area) | 4 Parks | Each | \$ 150,000 | | |
| Pathway Network (3 Miles) | 15840 ft | \$ 33 | \$ 522,720 | | |
| I-95 Int. Area Improvements/Annual Upkeep | | | | \$ 50,000 | \$ 1,000,000 |
| Maintenance of Vegetation | | | | | |
| Entry Signage/Feature | | | | | |
| Select Landscaping | | | | | |
| Truck Parking Areas (not including land acq.) | | | | \$ 500,000 | \$ 1,000,000 |
| Storm Water System Upgrades | | | | \$ 2,012,500 | \$ 2,015,000 |
| SW1.1 Regional Detention/Retention Areas | | | \$ 750,000 | \$ 862,500 | |
| SW1.2 Existing Culvert Upgrades (to conform to Code) | | | \$ 500,000 | \$ 575,000 | |
| SW1.3 Maintenance of Existing System (Debris Removal, Ditch) | | | \$ 500,000 | \$ 575,000 | |
| Total Infrastructure | | | | \$ 19,610,000 | |
| Anticipated Administrative, Planning, Surveying, Engineering and Legal Fees (20%) | | | | \$ 3,922,000 | |
| Total Projected CID Budget | | | | \$ 23,532,000 | |

Financing Analysis

Tax Increment Financing (TIF) District

Once future projects and corresponding costs were identified in the plan, the goal was to identify funding mechanisms that would provide for implementation. A total cost of approximately \$22,000,000 was estimated to implement capital improvement recommendations for the entire plan. The project list includes: installation of pocket parks for visitors; regional detention improvements; new road construction; existing road re-construction; utility system upgrades, streetscape improvements; and traffic safety improvements to US 17.



Recognizing that these projects could not be funded all at once, a strategy was developed to fund short-term, entryway improvements as well as long-term infrastructure items. Approximately \$50,000 in highway entryway landscaping and signage improvements along US 17 would be funded using general revenue or some form of a Special Assessment District (SAD). An additional \$12,000 would be budgeted annually from this fund to pay for ongoing maintenance of the improvements. The remainder of the projects would be funded using long-term financing mechanisms such as Tax Increment Financing (TIF) or bonding. A TIF District provides for the capture by the County of new tax increment that is created through private investment, such as the construction of new buildings, building additions or equipment purchases. The premise is that new investment will be encouraged with the public improvements identified above. Also, tax increment financing does not increase the amount of tax paid by a property owner beyond normal taxing practices. Other financing options may be considered depending on the project at hand.

Consultation with Bond Counsel

Since the current recession has caused lending institutions to be very conservative with lending, the County decided to consult with its bond counsel, Howell, Linkous and Nettles, P.C., as part of this planning process. They indicated that diversity of uses and ownership in the district would be good for future borrowing because it spreads the risk out amongst several taxpayers as opposed to a single, large taxpayer. The bond attorneys also indicated that the best strategy would be to start making small improvements in the area using a Special Assessment District and then follow up later with TIF financing for larger projects. They also indicated that a phased approach to borrowing based upon prospective developments would be financially prudent. The goal is to avoid borrowing money that the district might not be able to pay for, thereby negatively impacting the County general fund.

Tax Increment Financing (TIF) Analysis

To better understand the potential tax capture ability of the proposed TIF District, the future taxable value of proposed development was estimated based upon the future development identified in the plan. As shown on Table 4, the value of commercial improvements is estimated at nearly \$796,000 per year and residential improvements at \$235,490 annually. Based on these projections the total tax capture over a 20 year period is almost \$56,000,000. These estimates assume an even annual increase in taxable value and full buildout of all development during that same period. It is obviously difficult to know with certainty how quickly development will take place; sometimes it occurs faster and other times it is slower. Given the current economic climate, borrowing against potential tax increment capture is not advised until tax capture reserves have begun to accumulate. When bonding is needed to pay for improvements, borrowing will need to be conservative and hopefully tied into actual projects.

Table 4: Projected Infrastructure Costs⁽¹⁾: 2013 - 2033

| Fiscal Year | Calculations for Commercial Improvements | | | Calculations for Residential Improvements ⁽²⁾ | | | Total Tax Capture |
|-------------|--|--------------|--------------|--|-------------|-------------|---------------------|
| | Improvement Assessment | Net Taxable | Tax Capture | Improvement Assessment | Net Taxable | Tax Capture | |
| 2012 | | | | | | | |
| 2013 | \$795,960 | \$795,960 | \$212,521 | \$235,490 | \$235,490 | \$29,672 | \$242,193 |
| 2014 | \$795,960 | \$1,591,920 | \$425,043 | \$235,490 | \$470,980 | \$59,343 | \$484,386 |
| 2015 | \$795,960 | \$2,387,880 | \$637,564 | \$235,490 | \$706,470 | \$89,015 | \$726,579 |
| 2016 | \$795,960 | \$3,183,840 | \$850,085 | \$235,490 | \$941,960 | \$118,687 | \$968,772 |
| 2017 | \$795,960 | \$3,979,800 | \$1,062,607 | \$235,490 | \$1,177,450 | \$148,359 | \$1,210,965 |
| 2018 | \$795,960 | \$4,775,760 | \$1,275,128 | \$235,490 | \$1,412,940 | \$178,030 | \$1,453,158 |
| 2019 | \$795,960 | \$5,571,720 | \$1,487,649 | \$235,490 | \$1,648,430 | \$207,702 | \$1,695,351 |
| 2020 | \$795,960 | \$6,367,680 | \$1,700,171 | \$235,490 | \$1,883,920 | \$237,374 | \$1,937,544 |
| 2021 | \$795,960 | \$7,163,640 | \$1,912,692 | \$235,490 | \$2,119,410 | \$267,046 | \$2,179,738 |
| 2022 | \$795,960 | \$7,959,600 | \$2,125,213 | \$235,490 | \$2,354,900 | \$296,717 | \$2,421,931 |
| 2023 | \$795,960 | \$8,755,560 | \$2,337,735 | \$235,490 | \$2,590,390 | \$326,389 | \$2,664,124 |
| 2024 | \$795,960 | \$9,551,520 | \$2,550,256 | \$235,490 | \$2,825,880 | \$356,061 | \$2,906,317 |
| 2025 | \$795,960 | \$10,347,480 | \$2,762,777 | \$235,490 | \$3,061,370 | \$385,733 | \$3,148,510 |
| 2026 | \$795,960 | \$11,143,440 | \$2,975,298 | \$235,490 | \$3,296,860 | \$415,404 | \$3,390,703 |
| 2027 | \$795,960 | \$11,939,400 | \$3,187,820 | \$235,490 | \$3,532,350 | \$445,076 | \$3,632,896 |
| 2028 | \$795,960 | \$12,735,360 | \$3,400,341 | \$235,490 | \$3,767,840 | \$474,748 | \$3,875,089 |
| 2029 | \$795,960 | \$13,531,320 | \$3,612,862 | \$235,490 | \$4,003,330 | \$504,420 | \$4,117,282 |
| 2030 | \$795,960 | \$14,327,280 | \$3,825,384 | \$235,490 | \$4,238,820 | \$534,091 | \$4,359,475 |
| 2031 | \$795,960 | \$15,123,240 | \$4,037,905 | \$235,490 | \$4,474,310 | \$563,763 | \$4,601,668 |
| 2032 | \$795,960 | \$15,919,200 | \$4,250,426 | \$235,490 | \$4,709,800 | \$593,435 | \$4,843,861 |
| 2033 | \$795,960 | \$16,715,160 | \$4,462,948 | \$235,490 | \$4,945,290 | \$623,107 | \$5,086,054 |
| | | | \$49,092,425 | | | \$6,854,172 | \$55,946,597 |

Methodology for this table: The total value of commercial improvements and residential improvements were estimated, multiplied by the appropriate assessment rate, and divided by the term of the TIF plan (20 years) to establish the yearly increase in value. Each year is allocated 1/20th of the total value, and the capture amount is ⁽¹⁾ calculated.

⁽²⁾ South Carolina TIF law (see excerpt below) requires that schools be compensated for potential loss of taxes from residential development. Therefore, the school operating and debt millages were subtracted to create this rate.

Excerpt from SC State Law: SECTION 31-7-80.(D) If the redevelopment plan includes residential development, then to the extent that the findings pursuant to subsection (A)(6) demonstrate increased public school enrollment because of this development, then an amount of the increment equal to the average property tax collected per pupil in the district multiplied by the estimated increased enrollment is not credited to the special tax allocation fund but is instead allocated to the affected school district as other school tax revenue.

| | | | |
|-------------------------------------|-----------------------------------|-----------------------------|----------------------------------|
| Commercial Tax Rate | Estimated Total Commercial Value | Commercial Assessment Rate | Yearly Commercial Value Increase |
| 0.267 | \$265,320,000 | 0.06 | \$795,960 |
| Residential Tax Rate ⁽²⁾ | Estimated Total Residential Value | Residential Assessment Rate | Yearly Residential Capture |
| 0.126 | \$117,745,000 | 0.04 | \$235,490 |

POINT SOUTH

County Improvement District Plan

Appendix

Jasper County, South Carolina

November 2010

Point South CID Plan: Design Guidelines

To facilitate an improvement in the appearance of South Point, a series of design guidelines have been adopted that will govern both new development and redevelopment with substantial changes to existing sites. Quality development generally leads to new investment so the goal is to gradually upgrade the image of the area with design guidelines that tie into zoning requirements. This manual provides the County, design professionals, property owners and the business community with a comprehensive set of standards to consider when preparing, reviewing, and approving development proposals in Point South. It also assures potential investors that new projects will be held to a uniform, consistent development standard.

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The intent behind the Point South CID is to create a high-quality, mixed-use development that reflects positively on the image of the interchange. To accomplish this, the following goals are identified:

GOALS OF THE POINT SOUTH CID

1. Create a sense of place for Point South to differentiate it from typical retail and mixed-use developments.
2. Establish a common theme for the area with architecture, landscaping, lighting, signage, etc.
3. Ensure that the impact of traffic on US 17 from new development is minimized through the use of shared entries and cross-access between sites.
4. Provide guidance to prospective developers, and to the County who will review site plans by adopting a set of development guidelines that are consistent address the above mentioned themes.

Having development guidelines provides a clear message to developers about the County's expectations for thoughtful and attractive site planning at Point South. They have been prepared in conjunction with overlay district requirements and are to be used when reviewing development proposals at Point South.

DEVELOPMENT GUIDELINES

It is important to keep in mind that these are both guidelines and possibly overlay district requirements. The guidelines are not intended to be strict rules but instead are the County's interpretation of the intent of the Point South CID Plan and general site plan review standards found in the Zoning Ordinance. They provide the County a framework within which decisions can be made. Independent judgment must be exercised in each case without sacrificing the intent behind the guidelines. Consideration must be given to the specifics in each case and handled accordingly.

Objective. *Encourage site layouts that are functional, attractive, and allow views of businesses.*

SITE LAYOUT

Site layout needs careful consideration early in the design process to determine how to best use the site to showcase the business from the road while integrating other essential features such as parking. Also to be considered in site layout are adjoining land uses and building configurations: whether it makes sense to provide visual or physical linkages to them, or to separate them with screening techniques.

- The layout of buildings and site features should be square and true to the roadway. Unusual shapes and relationships to the road generally look odd and detract from roadside continuity.
- A planting area 15 feet wide, incorporating a sidewalk at least five feet wide, should be located between building and parking lots or driveways. The sides of buildings which neither have store fronts nor require sidewalks should have a planting strip at least eight feet wide.
- The primary pedestrian entrances must be oriented toward the roadway and parking area. Entrances should be clearly identified as to the businesses served.
- Outside storage of vehicles and/or equipment is prohibited except in locations designated on an approved site plan.

Objective. *Consolidate and reduce the number of access points from US 17 to improve safety and visually organize the roadway edge. Make driveways well-defined, easy to negotiate, and designed to accommodate any type of vehicle which might enter the site.*

ACCESS

Clearly defined driveways not only help people find their way into businesses, but they also warn through traffic about where cars and trucks may be exiting or entering the roadway. Frequent, ill-defined curb cuts create traffic congestion and motorist confusion. A lack of definition where the roadway and parking blend together is a serious traffic hazard because cars and trucks are allowed random access to the road. This situation increases the number of potential conflict points between through-traffic and shoppers.

- Shared parking lot driveways, parking lot connections, access aisles adjacent to site frontage, and common access points along US 17 shall be provided to assist with internal vehicular circulation between development parcels where practical and reasonable.
- All cross access easements and maintenance agreements must be reviewed by the County Attorney and DSR.

- Driveways should be oriented perpendicular to the roadway.
- Entrances should be accented with landscaping and signs. This is an area where more elaborate landscaping is effective. An identification sign placed close to the driveway will further strengthen the entrance identity. (Refer to landscaping and signage sections for more details).

Objective. *Provide on-site circulation systems which are logical, well-delineated, and safe. Parking lot design should ensure that each business has adequately sized and well-planned parking areas.*

VEHICULAR CIRCULATION /PARKING

Once on site, moving cars, pedestrians, parked cars, and deliveries must be adequately accommodated. Motorists must be able to comprehend the site in order to know where to go and where not to go.

- A parking setback of twenty feet from all public right-of-way lines and internal driveways shall be provided, with the exception of US 17 wherein the setback shall be thirty-five feet.
- No parking, storage, display of merchandise or loading shall be allowed within parking setbacks.
- Parking should be restricted to the sides and rear of the building where practical.
- Parking for the outlot parcels for larger retail buildings should not be located between the building and the roadway. Where this is not feasible, landscaped islands, and strips should be used to soften the appearance of the parking area.
- All driveways, parking lots and walks should be paved, either with asphalt, or concrete, and maintained without large cracks or deterioration of the surface. Masonry pavers are suggested as decorative accents. Dirt, gravel, and other unpaved surfaces are inappropriate for commercial development.
- All driveways and parking lots must be defined by concrete curbs six to eight inches high. Timbers and asphalt curbing must be avoided due to their appearance, short life span, and vulnerability to damage by trucks and cars.
- Parking lot spaces and driving lanes should be identified with painted striping.
- Screen parking adjacent to road right-of-ways and adjoining uses. A landscape screen, a maximum of thirty-six inches high, will screen



wheels, bumpers, and paving, but allow views. (Refer to landscaping section for more detail).

- Planted parking lot islands and driveway medians should be used to better facilitate vehicular circulation and provide an aesthetic quality to help break up the parking area and building mass.
- Parking lot islands should be a minimum of ten feet wide, two feet shorter than adjacent parking space.
- Planting medians should be at least eight feet wide.
- Landscaping for parking lots should be simple and easy to maintain. Hardy shade trees, upright shrubs or natural ground covers, and grass should be utilized. Rocks are not a suitable ground cover material.

Objective. *Provide a safer and more pleasant pedestrian environment which would encourage people to walk and shop in nearby businesses, reducing the volume of on-site vehicular movements.*

PEDESTRIAN CIRCULATION

Walkways should be located where people are most likely to use them and head in directions that people are most likely to want to go. Walks should be delineated by curbing, paving, and striping where appropriate and protected from moving vehicles. Pedestrian entrances to the businesses should be clearly in view from the sidewalks and marked in some way.

- Landscaping and other pedestrian scale features should be used to encourage a more comfortable and inviting pedestrian environment.
- Sidewalks should be constructed of concrete, stamped concrete, or decorative pavers rather than asphalt.
- Walkways should be separate and protected from parking areas and driveways with curbs and planted areas. Walks should be located in parking lot islands and medians when logical.
- Walks should be a minimum of five feet wide. Where more foot traffic is expected, the width should be increased by at least two feet. Where a car bumper might overhang the sidewalk, the sidewalk should be made at least two feet wider than normal.
- Sidewalks should connect parking areas with building entrances in the most direct manner. Sidewalks should be used to encourage foot traffic to pass by store fronts, to increase window shopping, and entice people to enter the stores.



- Pedestrian connections shall be provided between adjoining businesses so that people can park once and shop in a few places.
- Sidewalks in the public right-of-way must extend across the driveway apron, thereby creating a visual separation of the pedestrian area for motorists. Signage may also be required to ensure advance warning signals of pedestrian crossings.
- Painted warning striping (crosswalks) must be provided and maintained in parking lots and driveways where pedestrians must cross.

Objective: *Make delivery and trash storage areas accessible yet inconspicuous. Screen other essential yet unsightly elements which detract from the overall look of Point South.*

SCREENING

Service and utility functions can often be selectively located out of public view. Screening is required for other elements and activities which must be located in the public area. The purpose of screening is to visually integrate the unsightly element into the public environment. A few different options for screening are discussed below.

Surface parking often consumes 50% to 75% of a project site. Well-commercial roadways can be one of the most effective methods of improving the overall aesthetic quality of a road corridor. Screening techniques can effectively soften the visual effects of vast asphalt surfaces.

- Truck dock locations must be located on building sides or to the rear - not facing public roads
- Where truck doors are visible to the public from within the site or from U.S. 17, substantial landscaping shall be provided.
- Service and delivery bays and overhead doors must not face onto a public right-of-way.
- Trash storage and service areas, for example, should be shielded from all public right-of-ways and major entrances. Locating unsightly elements out of public view is the first preference. The undesirable element should be located where the least number of people will see it for the shortest length of time.
- Partial screening is all that might be needed to effectively reduce the visual impact of some site elements such as parking. Partial screening, especially with low landscaping, softens the view while tying the element into the surrounding environment. This may be preferred to full screening for security or functional reasons.



- Full screening is required of those elements which are constantly messy or visually objectionable. The design and durability of the screen are very important. Full screening should be designed to require little maintenance and be located with adequate setback to prevent abuse. The design and materials used should harmonize with architectural and site development themes. Residential solutions, such as plastic or wooden fencing, should be avoided. These materials tend to fall into disrepair and become unsightly themselves.
- Waste receptacles must be fully screened and the doors to the enclosure must be oriented away from the public right-of-way. The enclosure must be constructed of brick or decorative masonry block that matches or compliments the exterior of the building.
- Loading and service areas must be located where they are least visible. Full screening is required when visible from the public right-of-way. Partial screening, which provides boundaries between public and service areas, is absolutely necessary.
- Rooftop utilities must be located to the rear of buildings and be fully screened where possible. New development must incorporate rooftop utilities within the roof geometry (including parapet walls) to avoid the need for screens on the roof.
- Building-mounted utilities and mechanical equipment must be screened with plantings or enclosures.
- Storage areas should be treated similarly to loading zones with regard to screening.
- Large areas requiring long sections of screening should be simple in design but not monotonous. Landscaping should be planted in masses with a limited number of species but a variety throughout the site. Walls and fences should provide interruptions such as piers or columns for interest.

Objective. *Incorporate landscaped open space into the design of both the public corridor and private properties to functionally improve the area while making it more attractive and compatible with the surrounding environment.*

LANDSCAPING /OPEN SPACE

Landscaping is commonly used in development to add beauty while screening undesirable elements. But landscape features can also greatly increase the motorist's ability to determine where one development ends and another begins. By delineating the edge of the development and the critically important driveway, landscaping increases the business's

visibility and hence its viability in the competitive setting of the interchange.

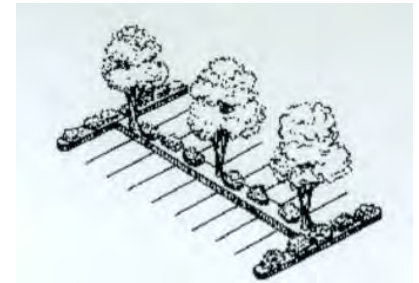
Street trees provide scale, color, texture, and rhythm to the entire length of the corridor, unifying the diverse elements that make up the corridor's visual experience. They also help to break up long views of utility lines.

- At least 30% of each lot should remain open space. Open space shall not include driveways, parking spaces, storage areas, loading zones, accessory buildings, or any improved surfaces.
- Green space should be used to separate adjoining developments, enhance the roadway, strengthen the pedestrian setting, and soften the built environment.
- Only healthy, hardy, proven plant species recommended by a landscape architect or reputable nurseryman familiar with local conditions and climate should be used.
- Street trees shall be provided between the public right-of-way and internal driveways and the sidewalks to offer visual relief from long, uninterrupted views of utilities and light poles.. Street trees shall be planted thirty-five feet on center. To be effective, however, street trees must not be located where they will grow to interfere with utility lines at maturity. Trees which have been pruned and cut back around utility lines are eyesores.
- Trees which produce a messy fruit or seeds should be avoided near paved areas.
- Landscaping should emphasize simple design and quality materials. Easy maintenance should be a prime consideration. Residential designs and materials such as timbers should be avoided.
- Planting areas shall be defined by concrete walks, steel edging, or concrete curbing.
- Planting beds shall be provided on each side of driveway entrances to assist motorists in identifying vehicular entrances. Planting areas shall consist of a mixture of low shrubs, upright shrubs, annuals, and perennials. These shall be provided in addition to the required greenbelt shrubs.
- Foundation plantings should make use of evergreens for year-round interest, as well as other upright shrubs or small trees used to compliment the building architecture. It is important to consider what the mature size of any plant used at a foundation location.



Plants that grow tall may require regular pruning to keep them in line.

- Parking lot islands and medians should include shade or street trees, upright shrubs, and natural ground covers and grass. The use of rocks as ground cover is prohibited. Because security is important, tall shrubs should be avoided as they can provide a hiding place for potential assailants.
- Curbed planting strips between the roadway and the development should be kept simple but more formal. Regularly spaced street trees will provide shade, order, and rhythm to the development, and low shrubs, ground covers and grass will help to define the roadway edge.
- Landscape screens around the perimeter of the development can be more natural and use a wider variety of types, sizes, and shapes of plant materials. Screens to block views are typically best achieved with thick, full evergreen plants. The screen may consist of a pruned hedge or a natural stand of evergreen trees. More natural buffers may be composed of evergreen trees and shrubs mixed with deciduous ones.
- Plant species native to South Carolina are the best choices. Avoid plants which are susceptible to pollution produced by cars and trucks and wind.
- As a submittal requirement for site plan review, building elevations should show proposed plant materials at maturity.



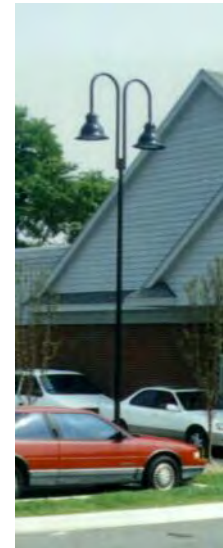
Objective. *Incorporate lighting into site design which will make the area more attractive and safe after dark.*

LIGHTING

Lighting is important to businesses with a nighttime trade such as restaurants, theaters, or bowling alleys. But other retail operations such as grocery or convenience stores typically also keep later hours. With sunset being very early in winter and during peak Christmas shopping time, other retail operations may want to consider lighting their store fronts and parking areas to attract shoppers.

- Lighting of off-street parking areas must be designed to reflect light away from adjacent properties, with a maximum intensity of one foot candle at the property line.
- Metal Halide and LED (white) are preferred to high and low pressure sodium lighting fixtures.

- Lighting of parking lots should provide illumination adequate for security, typically at an overall intensity ratio of ten to one throughout the site.
- A shoe box or domed fixture with a recessed element is preferable to the cobra head design for appearance.
- In general, pole-mounted overhead lighting should be used for parking lots, as opposed to building-mounted lighting. Building-mounted lighting may be used to illuminate storage and loading/unloading areas but must be directed downward and have a maximum intensity of one foot candle at any property line. Except in the case of ornamental fixtures, building-mounted lighting should not be used on the front of a building.
- Lighting location and levels should respond to site features such as steps, ramps, walkways, and building entrances.
- Light posts should be placed so that they do not create hazards for pedestrians or vehicles.
- The design of exterior building illumination should avoid exposed light fixtures. Flashing or moving lights are not permitted.
- Neon should be avoided and only be used as an architectural detail.



Objective. *Establish a uniform signing system that effectively provides essential information to approaching motorists/pedestrians and draws people into the shopping areas.*

SIGNS

Of all the design elements found in commercial and mixed-use areas, signs have one of the strongest impacts on the perceived quality and appearance of the individual businesses and the commercial area as a whole. Careful consideration is necessary to ensure that signage provides a positive identity for Point South.

Business-related signs should be restricted to two types of identification signs. The first is a main identification sign for each lot or development, which identifies it from the highway. The second type of sign is a smaller, building-mounted identification sign which identifies individual businesses from the parking area.

Main Identification Signs

Graphic simplicity for main identification signs is crucial. They need to be simple and legible to the motorist for safe and ample reaction time.



- Main identification signs should be located as close to the main entrance as reasonable. This will assist motorists in finding their way and also help to highlight the driveway. The location of the sign, however, should in no way obscure sight lines needed by drivers to safely exit and enter the site.
- Generally only one main identification sign should be allowed per development. If a development has more than one driveway entrance, or if a group of parcels share two driveways, one driveway should be designated as the main entry and receive the main identification sign. Smaller signs of similar design may be placed at other driveways serving the development.
- The information included on the main identification sign should be restricted to the minimum needed for business identity. Signs for developments with only one business should contain only the business name and address. Signs for developments with more than one business should include the name and address of the overall development, if there is one, and then in smaller text, a listing of the names of individual businesses found in the development.
- If permitted, illustrations and symbols should be created specifically for outdoor use and not merely enlarged from other media. For example, a logo used effectively on business letterhead may be too intricate for an exterior sign.
- Main identification signs must be of the monument style with a decorative masonry block base that matches the architecture of the building
- The sign shape should be kept simple and regular.
- Text should be written in a style that is simple and easy to read. Avoid script and complicated lettering styles.
- Signs should include no more than three colors and two lettering styles. At least one of the sign's colors should be coordinated with the predominant building color in the development.
- Signs should be composed of durable, weather resistant, architectural-quality materials with a long life-span.
- Sign fabrication and installation should be by a qualified, experienced professional.
- Internal illumination is preferred for main identification signs because it creates less glare and stray light shining over or around the sign that exterior projected light produces.



- The background on internally illuminated box signs should be “blacked out” so only the letters are visible at night.
- Signs with moving parts or blinking, flashing, or fluttering lights are not allowed, except for time or temperature signs.
- Electrical elements such as wires, conduits, junction boxes transformers, ballasts, switches, and panel boxes should be concealed from view.
- Structural supports should be enclosed and not visible.
- All visible sides and edges should be finished.
- Signs which advertise businesses and services no longer available should be removed.
- Temporary or portable signs are prohibited at Point South.

Building-Mounted Business Identification Signs

Once the motorist has successfully turned off the highway at the appropriate location, he or she must then be directed to individual businesses. Building-mounted signage should be used to identify each business and its entrance from the driveway, parking area and walkways.

- When more than one business occupies a building, individual signage is essential to identify which entrances lead to which businesses.
- Since it is viewed from much closer distances and at much slower speeds, building sign design can be more personal and slightly more elaborate.
- Only one projecting sign per business should be permitted.
- Flat signs should be placed parallel to the face of the building and allowed to project no more than 18 inches beyond the primary surface of the building.
- Separate internally illuminated letters/logos are preferred over internally illuminated box signs.
- Awning and canopy signs should be prohibited.



- Signs should be no lower than the top of a display window head or an eight foot height, whichever is lower. Signs should not be located on the roofs or on the side walls of buildings.
- All proposed signs should be reviewed in conjunction with the architecture and the overall PUD to ensure compatibility with the building's overall architectural character.

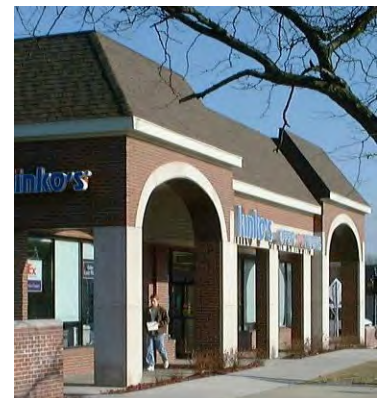
General

- Discourage signs that are significantly larger than, or out of proportion with those on adjacent or nearby properties.
- An integrated sign design scheme should be required for all shopping centers.
- Temporary signs, plastic flagging, and other advertising paraphernalia are prohibited. If allowed for temporary events such as a grand opening, a permit procedure with a time limit should be strictly enforced by the County.

Sensitive design and building site planning will enhance Point South and the image of the area. Requiring the use of appropriate and durable materials for construction will add to their longevity and appearance while helping to reinforce the importance of their use. A description of key architectural factors are offered as a frame of reference for property owners and their design professionals in making decisions that effect both the visual as well as physical aspects of the development. These include the following:

- **Mass.** Simple massing which reflects the vernacular style should be used. Steeper roof pitches with well defined stepping facades and recesses will add interest and unity.
- **Openings.** When the building program supports their use, windows should be articulated by a series of separate single openings or a group of multiple openings.
- **Entrances.** Recessed or projected vestibules with suitable overhead weather protection should be utilized. Canopy and entrance elements should have steeply pitched roofs.
- **Materials.** Durable building materials that provide an attractive, quality appearance should be chosen. Earth-toned brick, masonry block, or a combination the two materials should be used. EFIS surfacing should be used as an accent material only. In addition the following standards shall apply:

ARCHITECTURE



- Smaller Buildings - All buildings less than 15,000 sq. ft. in area shall be constructed of brick as the primary exterior material on all sides. The accent materials should represent the materials found on the larger buildings to the immediate rear of the site.
 - Big Box Buildings - The larger, big box retail buildings can be constructed with brick or a four inch decorative masonry block exterior on sides facing a public right-of-way and eight inch decorative masonry block on the other sides. The accent material must be brick and should match the primary material of the outlot buildings.
 - Office Buildings - All office buildings must be constructed with a brick or other high-quality exterior surface, as determined by the DSR.
 - Industrial/High Tech Buildings - Any office portions or front elevations of industrial/high tech buildings must be constructed of a high-quality material such as a four inch decorative masonry exterior, as determined by the DSR.
- Colors. Color selection should be made on the basis of aesthetic unity and to articulate special elements of design. Bright, offensive colors should be avoided, especially as the primary color of the building.
 - Improperly detailed or out of scale materials should be avoided as they cheapen the appearance of the establishment and lower the overall standards of the development.

General

- Entrances should be oriented perpendicular to parking. Entrances should be defined and accented.
- The building should be buffered from parking by a grade separated sidewalk or a concrete curb.