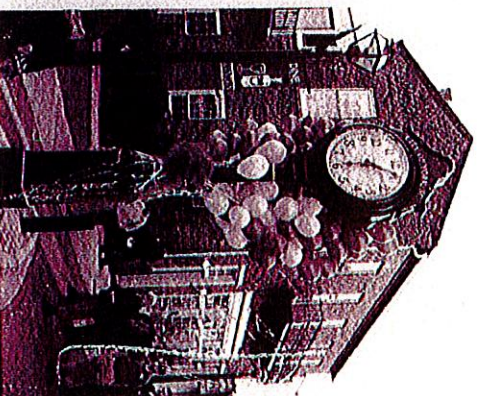
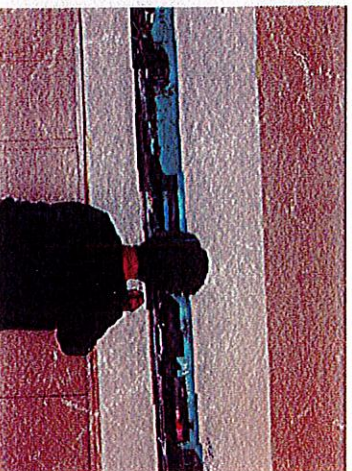
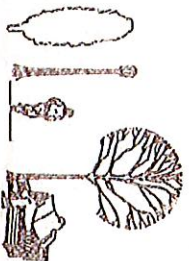


# CITY OF YORK DOWNTOWN MASTER PLAN

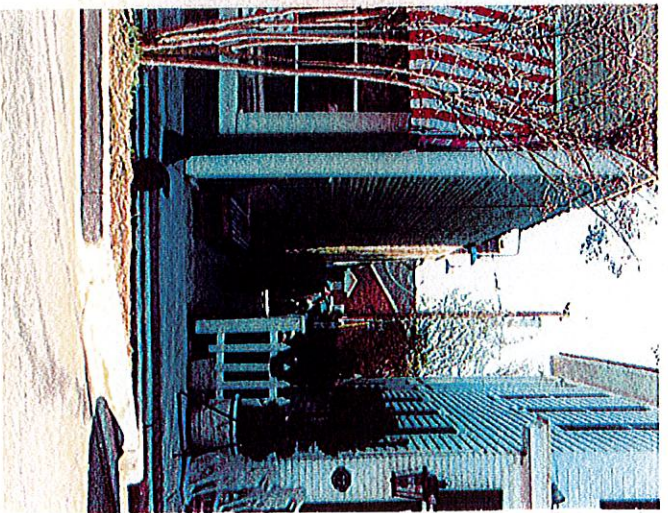
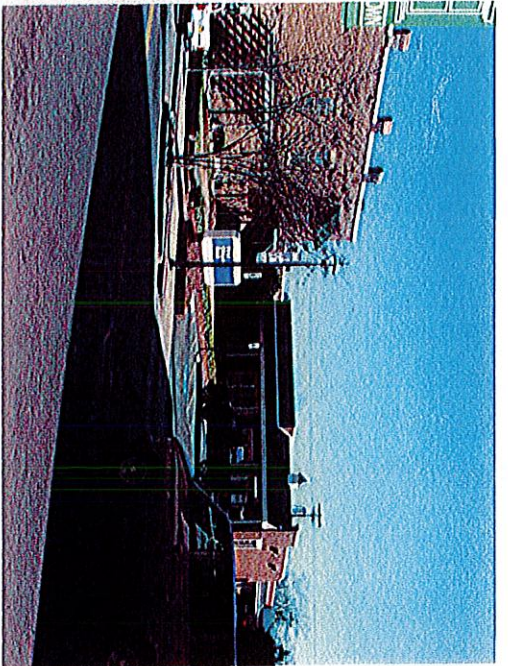
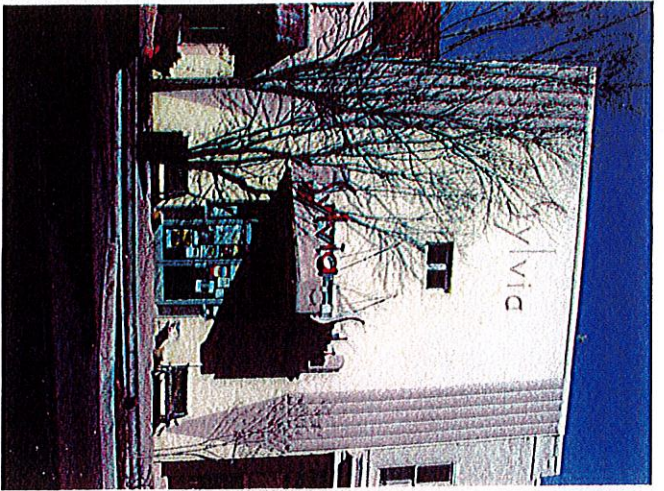
## YORK, SOUTH CAROLINA - AUGUST 2004



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# EXECUTIVE SUMMARY





## EXECUTIVE SUMMARY

### Background

In 2003, the City of York adopted a Capital Improvement Plan that includes, among other projects, the development of a Downtown Master Plan. The Downtown area of York has enjoyed a renewed interest and revitalization over the past five years, evidenced by new Downtown businesses and the renovation of several historically-significant structures. Recent amendments to the zoning code have provided alternative methods of construction, allowed residential uses, and created many mixed use opportunities. These amendments also provided for design standards to guide growth citywide. The Downtown Master Plan was envisioned as a community-driven, strategic planning process to guide the growth and promotion of the Central Business District.

It was determined that the Downtown Master Plan should include the following Plans:

- Economic Restructuring Plan – This plan must include an assessment of current market conditions in the project area and develop a strategy and action plan to attract businesses to the area and help businesses in the area remain viable and strong.
- Physical Improvement Plan - This plan must include an assessment of current blighting conditions in the project area by significantly identifying properties and structures that are deemed blighted and must develop a strategy and action plan to remove all blight in the project area.
- Parking Assessment Plan – This plan must include an assessment of current parking conditions and develop a traffic flow and parking plan to address these issues.





- Infrastructure Improvement Plan – This plan must include a phased implementation schedule for expanding streetscape project amenities (lighting, landscaping, pavers, crosswalks) throughout the Downtown area.

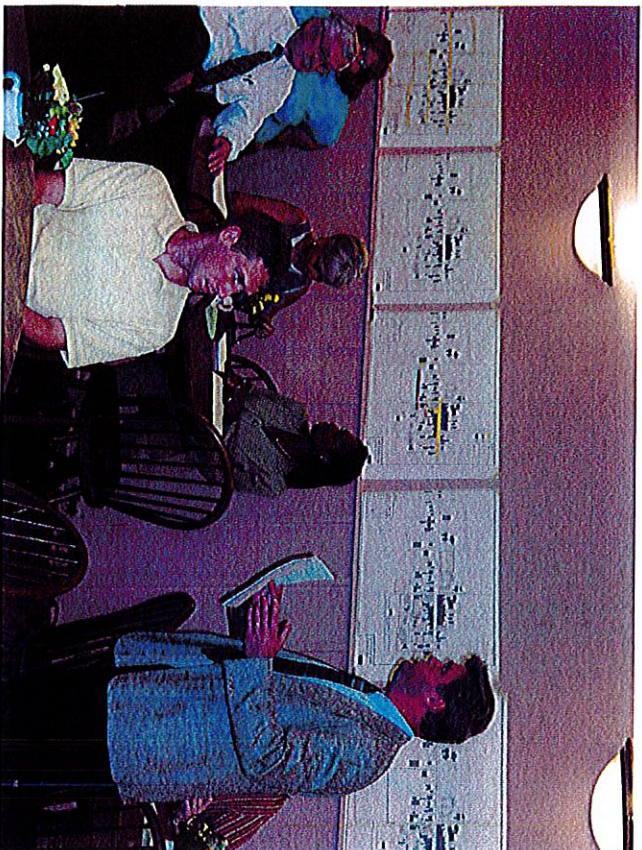
The following specific products were to be produced in the course of the project and be presented to the City of York by the completion of the project period:

- A color presentation of the master plan, identifying the specific phases, for public display purposes.
- A public information “handout” (both color and black & white) depicting the Master Plan that can be distributed to property owners, developers, and the public.
- A schedule indicating the phased implementation of the plan and the components, goals and objectives of each phase.
- A detailed summary of comments received from the public at a minimum of two (2) public input sessions.

### **Project Overview**

After issuing a Request for Qualifications and interviewing prospective consulting firms, the City of York chose a design team lead by Hayes, Seay, Mattern, and Mattern (HSM) to produce the Downtown Master Plan. Shortly after the Award of Contract, the HSM Design team attended a kick-off meeting with the City of York staff and Downtown stakeholders to establish a schedule and define the focus and scope of work for the Downtown Master Plan. During this meeting, there were two main areas of discussion for those attending. The first was a desire to address various structures and site features within the Downtown area that were in poor condition, and improve the overall appearance and functionality of Downtown York. The second concern, voiced by many Downtown business owners, was the desire to stimulate more shopping traffic Downtown. As detailed in the Request for Qualifications, this Master Plan would need to offer both guidance for physical enhancement, and act as a prescriptive for Economic Development.





comprehensive marketing plan with branding and logo options. The other issue was a desire to explore city-sponsored business incentives like low interest loans and business planning assistance. (Most were unaware of existing programs through organizations like the Catawba Regional Development Corporation). Mr. Bill Boyd, the Economic Development Director for the City of York, and Mr. Steiner took a few minutes to list existing programs that individuals may not have been aware of. Mr. Steiner agreed to develop a market position statement and a logo reflecting the market character of York. He also would enumerate financing options for plan implementation. The meeting was attended by approximately seventy-five people.

At the second meeting (May 25, 2004), the tabulated results from the two questionnaires were presented to the group for discussion. Topics that emerged from this discussion concerned a perceived lack of parking and the possibility of adding a Visitor Center Downtown. The second half of the meeting was facilitated by Rachel Cotter who provided mapping and GIS services for the Design Team. Ms. Cotter presented enlarged versions of the attribute mapping she was developing for the project and discussed



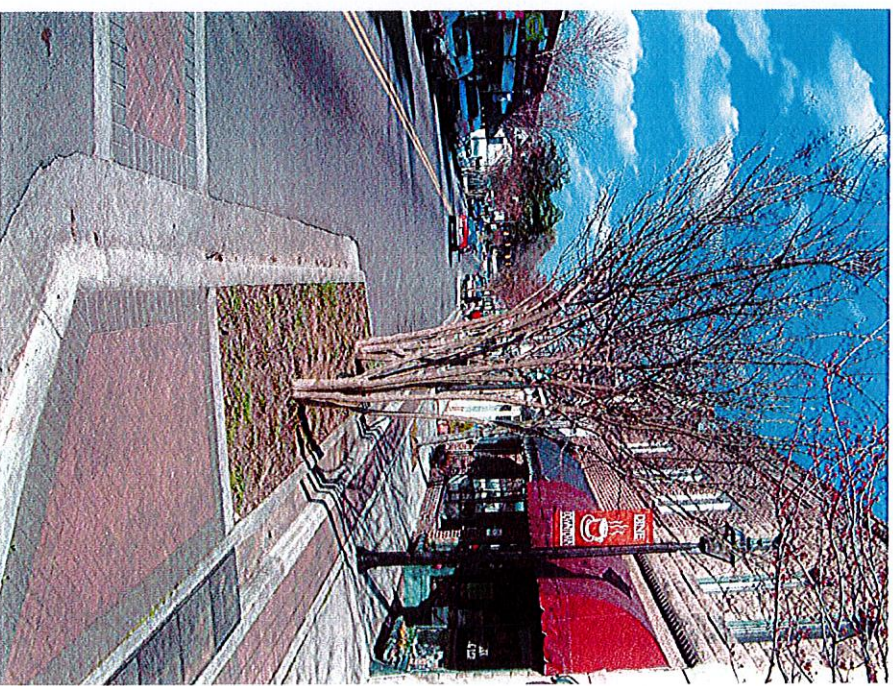
how mapping various combinations of attributes would yield useful information for developing the Master Plan. The second meeting had approximately thirty attendees.

On June 1, 2004, the Design Team met with City of York staff to discuss the results from the second Public meeting. During this meeting, City staff requested that the Design Team hold a third Public meeting to present the results of the Draft plan. At the July City Council meeting, the Project Manager for the Design Team gave Council and the public an update on progress and schedule. Beppe LaGrand gave a preliminary presentation on the Economic Development portion of the project. A third meeting date was set for July 12, 2004.

The Draft compilation meeting was held on July 8, 2004. The purpose of the meeting was to review project work to date, refine formats, and identify errors and omissions for correction before submittal to Council on August 3, 2004. Revisions to be made were identified and the agenda for the July 12 meeting was discussed.

The third and final Public meeting was held on July 12, 2004 at the Senior Citizen's Center. The purpose of the meeting was to present the Physical Enhancement and Economic Development recommendations and request final comment and input.

Suggestions and comments from the third and final Public meeting were addressed by the Design Team. City of York officials reviewed the revised draft of the Master Plan document and provide additional input. The final Downtown Master Plan document was submitted to City Council on August 3, 2004.





## Project Methodology

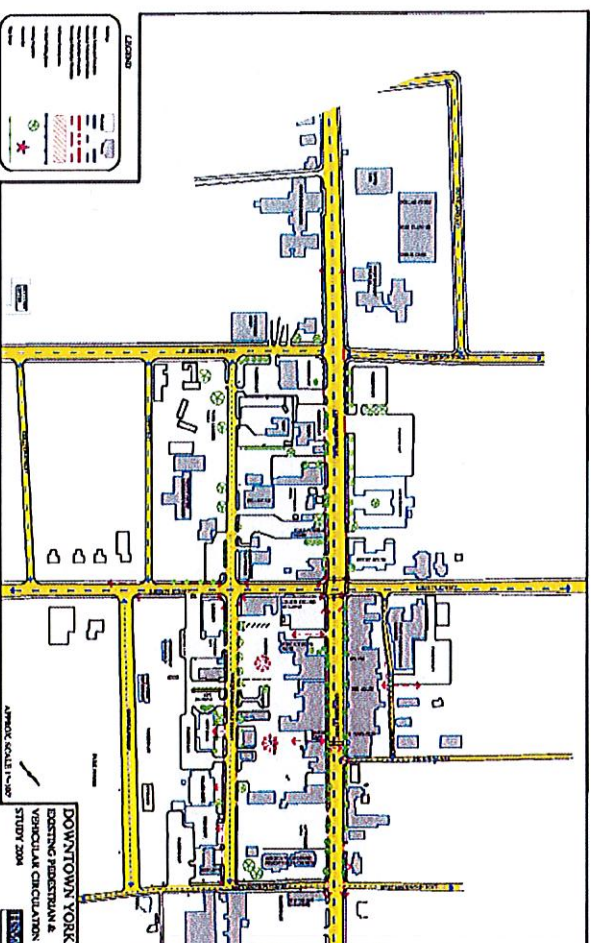
The following methods and procedures were used to create the products of this Downtown Master Plan.

### Economic Restructuring Plan

Through the surveys, through the public meetings and through a series of interviews an understanding of current marketing initiatives was determined. The information gathered was used to develop a feel for the marketable assets of downtown York – both in the eyes of citizens and those of outsiders. An inventory of existing businesses was developed to begin to determine what, if any business clusters exist to support marketing positions. An understanding of the organizational players and their roles was determined.

### Physical Improvement Plan

In addition to identifying blighted properties in the project area, the team mapped and assessed vehicular circulation, pedestrian circulation, signage, lighting, infrastructure, and other physical attributes that affect the development and functionality of properties in the Downtown area. It was also critical to understand the local perception of what comprised a “blighted property” and what remedies would be acceptable to citizens of York. The design team employed the following methods to collect information for the Physical Improvement Plan.






Existing Conditions and Inventory Mapping – Using information supplied by the City of York, the S.C. DOT, and Catawba Regional Development Corporation, a map was created for the project area. This initial map was updated with additional information from other sources as the project developed. Using this map, the design team documented physical attributes impacting the project area. Once collected and mapped, each attribute was considered alone, and in synthesis with other attribute combinations. For example, a map of pedestrian circulation alone is useful information, but a map combining pedestrian circulation, lighting conditions and public parking provides a higher level of information. Understanding the physical environment and infrastructure around a distressed or blighted property is necessary for a valid assessment about its continued viability.

Questionnaires – Input from residents and Downtown proprietors can often identify physical improvement issues overlooked by inventory and attribute mapping. During the first public meeting, two separate questionnaires were administered to participants. The first questionnaire, intended for the general public, dealt with when, where, and why people visited Downtown York and their perceptions of the area in general. The second questionnaire was directed at proprietors and property owners Downtown. This questionnaire focused on existing infrastructure, City services, and other factors in the built environment that affect activities Downtown. Several properties were identified as “blighted” by survey respondents. Others were identified as not being appropriate for their location or as public nuisances.

One-On-One Interviews - Interviews with people and organizations providing infrastructure services Downtown were another valuable source of information. The Design Team met with County and City Staff, elected officials, Downtown proprietors and owners, historians and other stakeholders identified throughout the study. The team also conducted “on the street” interviews, specifically with visitors from out of town. Interviews and re-direct interviews were ongoing throughout the duration of the project. The historical value of a particular distressed property was assessed, along with its context within the study.

**YORK DOWNTOWN ENHANCEMENT SURVEY - APRIL 5, 2004**

The Historic City of York, South Carolina has commissioned a Master Plan Enhancement Study to insure the continued growth and prosperity of the City, while protecting and nurturing the qualities that make this city a special and unique place to live and work. As Citizens of York, you have ideas and opinions that are vital to this process. Please support your city in this bold initiative by completing this survey as fully as possible. Many Thanks!



Your Age ... ☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65+ ☐ # of people in household ☐

Distance to the York Downtown District from your home ... ☐ Less than 1 mile ☐ 1-2 miles ☐ 3-4 miles ☐ 5-10 miles ☐ More than 10 miles

Distance to the York Downtown District from your place of work ... ☐ Less than 1 mile ☐ 1-2 miles ☐ 3-4 miles ☐ 5-10 miles ☐ More than 10 miles

Reasons that you go to Downtown York ... ☐ Shopping ☐ Dining ☐ Entertainment ☐ Business ☐ Other ☐

Agers of Children my at Home are ... ☐ None ☐ 1-2 ☐ 3-4 ☐ 5-6 ☐ 7-8 ☐ 9-10 ☐ 11-12 ☐ 13-14 ☐ 15-17 ☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65+

How often do you go Downtown? ☐ Never ☐ Once a Year ☐ 2-3 Times a Year ☐ 4-5 Times a Year ☐ 6-7 Times a Year ☐ 8-9 Times a Year ☐ 10 or More Times a Year

I usually visit Downtown ... ☐ Alone ☐ With Family ☐ With Friends ☐ With a Group ☐ With a Date ☐ With a Business Contact

A successful Downtown should provide opportunities for ... ☐ Shopping ☐ Dining ☐ Entertainment ☐ Business ☐ Other ☐

Page One



area. Interviews with County, City and industry leaders were required to understand the physical space requirements anticipated with the growth of these entities. This anticipated growth directly impacts the fate of distressed or blighted property in the project area.

Public Meetings – The City hosted three public meetings at the Downtown Senior Citizen's Center where visitors participated in questionnaires, mapping sessions, facade studies, and break out groups. During the first Public Meeting, enlarged color facade composites were taped to the wall and participants were asked to circle blighted properties and structures, and note whether the structure should be razed, renovated, or restored.

Immersion and Observation – "Actions speak louder than words." While interviews and questionnaires are useful ways to gather information, observation is the best verification. Design Team members spent a significant amount of time Downtown observing and recording activity on weekdays, weekends, and all hours of the day and night. Team members also documented their own experiences as first time visitors getting to know the Downtown area.

### **Parking Assessment Plan**

Existing inventory mapping, attribute mapping, and physical dimensions were the primary methods for producing the Parking Assessment Plan. In addition, informal traffic counts and observation recorded parking habits Downtown. The questionnaires had many questions concerning parking and the results gave the design team great insight into the real and perceived parking difficulties in the project area. Lastly, as first time

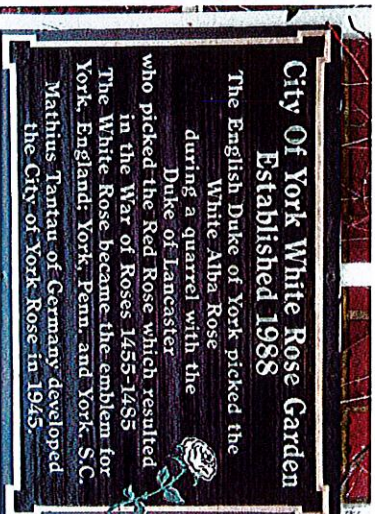
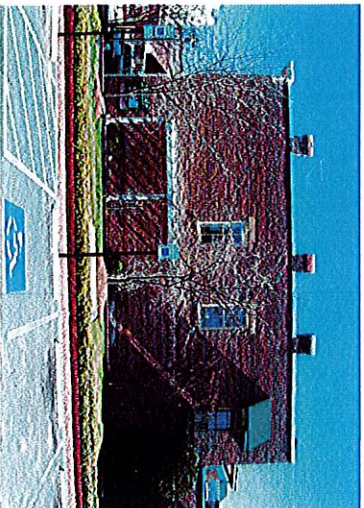




visitors to York, design team members were able to incorporate their own first impressions of Downtown parking into the study.

### **Infrastructure (Streetscape Amenities) Improvement Plan**

Existing inventory and attribute mapping were used to identify areas lacking in basic Streetscape amenities such as signage, lighting, sidewalks, crosswalks, benches, trash receptacles, and landscaping. Attribute mapping also indicated areas where streetscape amenities were needed to link destinations downtown in a consistent and coherent manner. Input from interviews and the questionnaires gave insight into local resident's perception of the relative value and utility of such improvements. County-wide road improvement projects, future Gateway and Corridor Improvements, and other influences outside the project area were considered.





## **ACKNOWLEDGEMENTS**

The Design Team would like to recognize the following individuals and organizations who gave of their time to help create this Downtown Master Plan:

The Honorable Mayor J. Edward Lee

### City Council Members when Bid Awarded

Mayor Pro-Tem - John Smith

Councilmember - Ed Brown

Councilmember - Charles Johnson

Councilmember – Johnny McCoy

Councilmember – Bill Miller

Councilmember – Tony Moore

### City Council Members when Bid Awarded

Mayor Pro Tem - Bill Miller

Councilmember - Ed Brown

Councilmember – Charles Johnson

Councilmember – Tony Moore

Councilmember – John Smith

Councilmember – Leslie Hatchell

### City Officials

Raymond C. "Trey" Eubanks, III, City Manager

William "Bill" Boyd, Director of Economic Development

David Breakfield, Director of Planning

Charles Helms, Director of Public Works

William Mobley, Chief of Police

Domenic Manera, Fire Chief

### Organizations

Greater York Chamber of Commerce

Downtown Business Association

McClavey Center

Culture and Heritage Museum

York County

Friends of York

Yorkville Historical Society

### Citizens

Jeannie Ferguson

Mary Lynn Norton

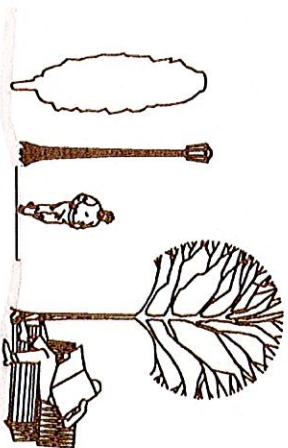
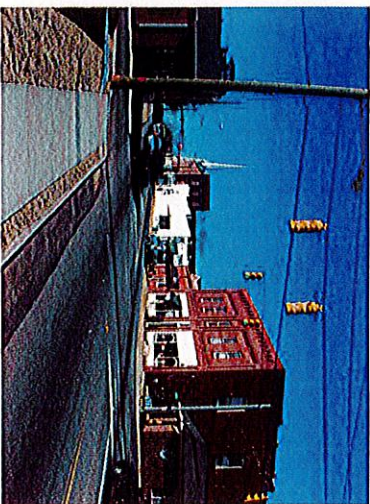
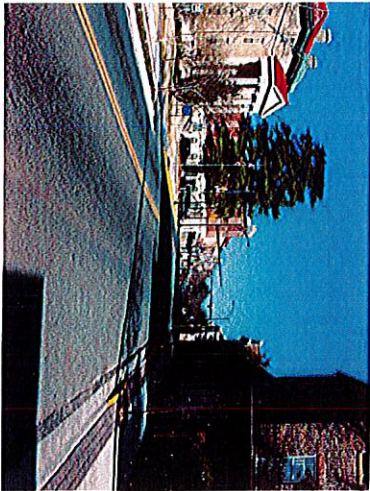
Ronnie Bailes

Russell Propst

Mary Anna Richbourg

And all the Citizens of York who participated in public meetings, Interviews, and Map Sessions





# ECONOMIC RESTRUCTURING PLAN





## **Economic Restructuring Plan**

### **A. Purpose**

As outlined above, the first public meeting identified the primary needs for economic development: Stimulating traffic through marketing, enumerating financing options and developing an organizational structure to help carry out the master plan.

**Response to Conditions** - The material gathered has been used to create three market themes under the umbrella theme of "York: The White Rose City." The three themes are "The Creative City," "The Historic City," and "The Friendly City." Graphic identities accompany each and can be used to direct a comprehensive signage and wayfinding system.

Several business clusters were identified that build off and support the themes. By reinforcing the clusters the business climate will be strengthened through having like businesses support one another, thus creating a stronger whole. All but one of the clusters follow already developed like-business groupings. One is formative, but, if developed, would strengthen downtown.

Key to implementing the master plan is an organized effort to carry it out. The surveys, meetings and interviews were used to learn the current roles of various organizations and their potential roles in carrying out the plan. A new coordinating group called the York Revitalization Committee is proposed to bring the many organizations working for downtown together to ensure that the plan is carried out and that downtown's needs are supported over the long term.

Several financing options exist. The best choice to carry out the physical improvements is a Tax Increment district. The hospitality tax and accommodations tax, both already in place, can be used to help support the marketing efforts. A Municipal Improvement District is a financing option that should be considered in the future as need for increased services downtown is stimulated. Existing efforts to establish a low interest loan pool should be continued with thought given to using the pool to reinforce the business clusters. Tax credits, both Federal and State, are



available to assist in the renovation of historic buildings. The Bailey Bill supports building rehabilitation by freezing property taxes for a period of years at the pre-improved rate. Other sources of funds include the Community Development Block Grant program and TEA-21 funds from the SC Department of Transportation.

## **B. Assessment Mapping and Documentation – Economic Development Analysis and Recommendations**

The economic development analysis has seven sections: A.) York Market and Community Assessment, B.) Marketing and Graphic Recommendations, C.) Clustering, D.) Financing, E.) Organizational Recommendations, F.) Composite Recommendations and Timeline, and G.) Conclusion.

### **B-1 York Market and Community Assessment**

#### **What We Heard**

In conversations with the general public, downtown merchants, elected officials, and key stakeholders we heard a range of ideas about York, its past, its present, and its potential for the future. In those conversations, supported by the survey, a few key messages began to emerge on a recurring basis:

- There is an obvious resurgence of the downtown revitalization effort. Moreover, perhaps now, more than ever, there is a broad base of support for this effort that ranges from public officials to a groundswell of private citizen support.
- While there is a desire to promote York and paint a clear future vision for downtown, there is an undeniable appreciation and valuing of your city, both physically and historically.
- Recent events and community efforts have demonstrated that your populace is willing to work together to see downtown succeed.
- One of the social assets that can set you apart is the friendliness of your people.
- There is a sense that you have a lot to offer, but are struggling to know how to promote yourself.

#### **What We Observed**

In addition to interviewing residents, the team spent several days doing on-site observations of the physical conditions of the city, surveying the business mix, and analyzing the opportunities that are being under-utilized. This led to some of the following conclusions:



- You have an attractive place, but the appearance could be improved. By way of example, the downtown buildings present a wonderful "historic, small town appeal", however, the gateway entrances along the main thoroughfares into downtown present an incompatible appearance.
- There is an inconsistent image portrayed about your community. While the previous point addressed this from a physical standpoint, a similar dynamic exists relative to your perception by the outside world. Many groups (e.g. the Chamber of Commerce, Downtown Business Association, etc.) are telling very compelling stories about York, however, they are each telling it from their perspective and there are no common themes linking them together. This makes it impossible to perceive an understanding of your place in a universal sense. Another example would be the dichotomy between your tagline, "York: The White Rose City" and the absence of any physical presence of the white rose in your city or a visible celebration and honoring of it.
- While many groups mean well and have York's best interests at heart, they are all "doing their own thing" and as a result York suffers from an uncoordinated revitalization effort. While "synergy" might be an overused buzzword, the truth of that concept is quite applicable here. If these disparate groups could rally around a common goal the commensurate result would far exceed the efforts of each of them individually.
- There does not exist a group thinking exclusively about all the many facets that make up your downtown. Different groups are concerned about pieces of it, but no one group has the big picture in mind. These leads to fractured efforts and some areas simply not being addressed.
- The best news is that we observed numerous untapped community resources and assets that are waiting to be unveiled. By revealing these in a compelling way, we are convinced that they will propel York toward its desired future.

## **B-2. Marketing and Graphic Recommendations**

There is one inescapable truth to a marketing campaign: if you do not tell "your story," someone else will tell it for you, or it will not be told at all. Sometimes others tell your story in a manner that is in keeping with your vision, yet regrettably, at other times it is not. One of the early observations by the team was that until we spent time in York, we knew relatively little about your place, its assets, its past, and its plans for the future. If this was true of the marketing team, one relatively conversant in South Carolina communities, then the same is likely true of the general public.



Understanding the disparity between public awareness of York and its wonderful past and promising future led us to develop a message campaign with three basic components:

*The Message*

*The Messenger*

*The Market*

### ***The Message***

Simply stated, the message is the story you want told about York. It answers the question, *WHAT* do you want people to know about York. Based on our observations during our time in York, we are recommending a "thematic message" strategy based on three themes, with a fourth, overarching theme. These themes will serve to tie myriad advertising campaigns together with a logical, compelling message. This is illustrated in the accompanying graphics.

The key themes that should be emphasized relative to York's unique assets are:

- York: The Creative City
- York: The Historic City
- York: The Friendly City

Along with the overarching theme of:

- York: The White Rose City

The rationale for these themes is as follows:

First, we discovered a creative presence in the community that ranged from the decorative arts to functional arts to performing arts. Decorative arts were present at the pottery and artist studios at the McCelvey Center. The functional arts were represented by custom crafted antiques, custom built guitars, custom fitted golf clubs, and a soap maker. Finally, we were made aware of regular performances at the Sylvia and McCelvey Center, as well as, your successful concert series. All of these artistic expressions position you well to capture both the artists and those that appreciate art, in their variety of forms.

Second, the historic city is perhaps the most obvious asset you have. From the beauty of your historic buildings to your proximity to numerous Revolutionary War battle sites, to actual historic events in your downtown area, York



has plenty to promote and celebrate. Historic and cultural tourism is a dominant force in the tourism industry and by capitalizing on these unique assets York can capture a meaningful portion of the tourism market in your area.

Third, you identified yourself as a friendly city and that was certainly evident in all of our interactions with your residents. Moreover, the spirit of cooperation we observed relative to the execution of key events such as Summerfest, the Home Tours, and the Thursday Night Live concert series suggests that personal friendliness extends to community partnerships. Finally, while not precisely a product of "friendliness," it was suggested that the beauty of the place, ranging from its natural appeal, weather, and beautiful homes and gardens (described by one resident as "Southern Eden") tends to promote a gentility that contributes to the community's friendliness.

Finally, the White Rose City is a tagline that has been passed down from generation to generation such that when prompted to submit suggestions for a slogan, it was never mentioned. However, when we mentioned it, the response, was "of course, that's a given." So the good news is this: there is a clear understanding by your populace that you are indeed "The White Rose City" and that provides you with a tangible theme to tie all of your revitalization efforts together. The bad news is: as an objective, outside consulting team, we encountered no physical evidence that suggested you are "The White Rose City" and it actually begged the question in our minds: "Why is York called the White Rose City?" The application is that as we answer that question in a compelling way, it will provide answers that will both build pride of place for those who are aware of this moniker, while building curiosity in those who are unfamiliar with York.

### ***The Messenger***

It could be argued that in many cases, the messenger—that is, *WHO* tells your story—is as important as the message itself. We considered the current and proposed messengers for the York story and have generated the following list, ranking them in an order from (most likely) least to most effective and why.

Yourself (York): This group is broken down into more specific groups below, but represents all of you living in York. On one hand, you have the most "insider knowledge" of what is unique and compelling about York and therefore, you are the most qualified to tell the story of your place. On the other hand, the general public might dismiss your story as being simply a marketing ploy. This should in no way dissuade you from telling the story, we only need be mindful of public perception and interpretation of the message looking for opportunities to have messengers who are the most believable.



Visitors: The consulting team is a perfect case study for this type of messenger. Many of us have told friends, spouses, and others about our time here and the unique things we discovered about York. However, our insight is limited due to the duration of our stay. Therefore, it is important to distribute to visitors a plethora of quality information about York to ensure dissemination is accurate, compelling and coordinated.

Volunteers: These are the people who give of their time, talent, and efforts to pull off your events and festivals. They have more knowledge than visitors and their "network" of contacts is broader than simply the City or its visitors. This group gives of their time because they believe in York. Therefore, it behooves those who coordinate volunteer activity to value them and constantly keep the vision of York's future before them.

Partners: These are the organizations such as the Chamber of Commerce, Friends of York, the Downtown Business Association, the Mayor's Events Committee, etc. Their message is compelling because they are often viewed as objective since they receive no direct economic gain from their involvement in the revitalization effort. However, it is important that any and all organizations that partner with the City tell the same, compelling message about York and its future.

Famous York Residents: No one can argue with a true success story. If York boasts former residents who have gone on to establish themselves in a significant way, they should be drawn upon to link in some meaningful way their time in York to their current success. Note: this can also apply to deceased individuals in a post-mortem manner.

Engaged Advocates: Descriptively, or generically, these messengers are those who have direct contact with the City in a professional or casual way. The consulting team represents a good example, local industries provide another, and of course, your Downtown Business Association and local businesses fall into this category. The School District and the County are also examples of Engaged Advocates. They are effective messengers because they have a network that is simultaneously formal and informal and because they potentially have financial and/or professional clout to support their message. (Said more simply: these are people who have "put their money where their mouth is" so their message has a bit more credibility.) Imagine HSMM or Community Builders promoting what a great place York is in their professional newsletters. Or imagine the Guitar Shop describing York in glowing terms in their trade magazine. In either of the above cases, there is a greater credibility to the promotions by advocates that the City could never garner.



You will see examples of the different messengers in the graphics. The point to keep in mind as you market York, now and into the future, is that you want to consider who is telling the story and how to enlist the most effective messenger. To assist we recommend that you conduct periodic training of those who interact with the public to ensure that they are knowledgeable about York and its assets and can direct visitors to amenities and other sources of information.

### **The Market**

The market refers to your target audience. It answers the question, "to whom do you want to tell your story?"

Fundamentally, there are two markets, the first is obvious, the second less so. The first is the "external market," or those who do not live in York or are not familiar with York. Practically everyone can fit into this category. The importance of the external marketing campaign is to tell your story in myriad, compelling ways to numerous audiences so that public perception of York matches reality –both the "reality" of what York is today and what it can and will be in the future. Advertising to this market should describe in a creative, compelling way why someone should visit York, relocate their business to York, or choose York as their next home.

However, an oft-overlooked market is the "internal market," or those who call York, "home." This audience could conceivably include residents, but we are thinking also of those in outlying areas who call York the place they are from. The importance of the internal marketing campaign is to first convince "yourself" that you have a vision for your future, state it in clear and compelling ways, and demonstrate how your vision, or mission, is tangibly changing the lives of your residents. The goal of the internal marketing campaign is to build "community pride" for who you are and what you do.

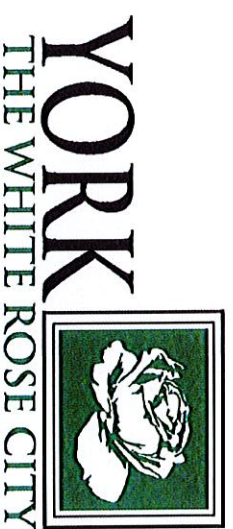
Until this is done, any external campaign will be limited in its effectiveness. The reason for this is that the people who make up the internal market are the ones with whom the external market interacts. It is imperative that outsiders are receiving positive messages from York residents which confirm and complement the message sent through external marketing.

### **Graphic Design**

On the pages that follow, we have developed a series of graphic design pieces that illustrate many of the points noted above. These include, but are not limited to, a proposed logo and tagline. It is important to recognize the difference between a town seal and a logo. We are not proposing a change to the City seal, nor do we want to

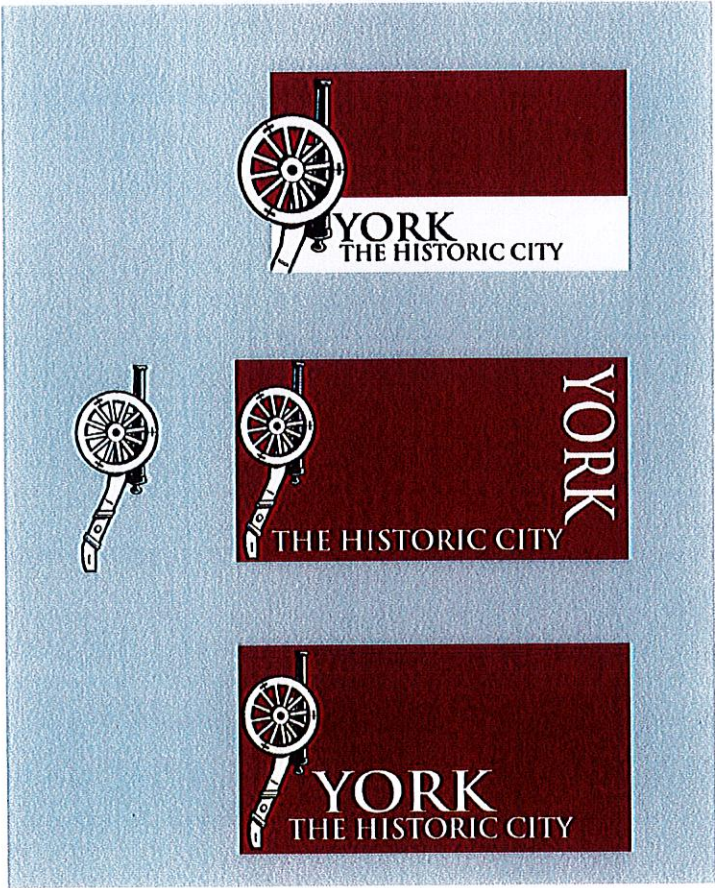
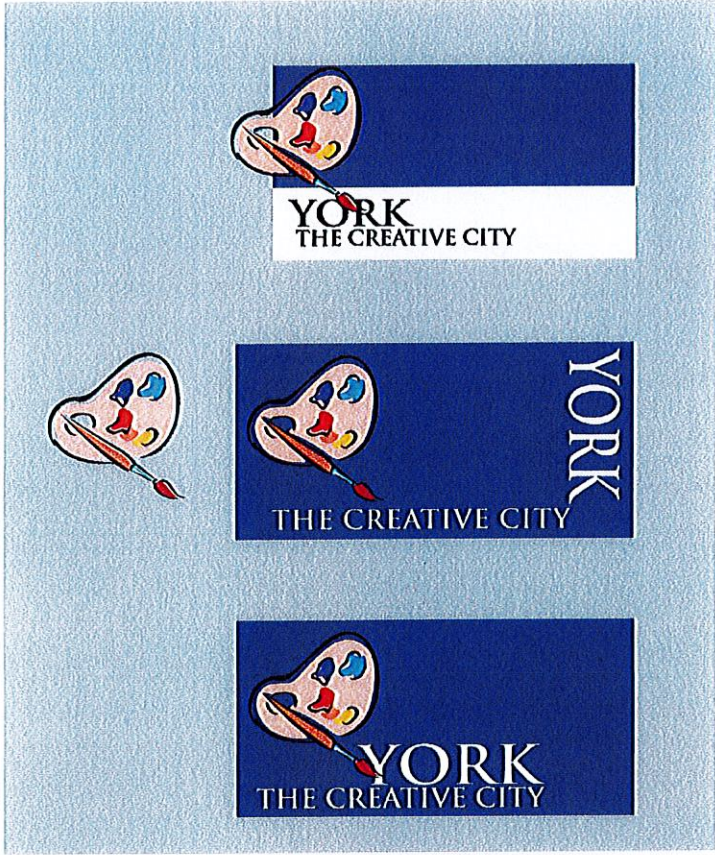


replace it with a new design. The seal is for governmental purposes whereas the logo is for thematic marketing purposes. The buzzword for this is "branding" whereby an identifiable image is developed for a place, so that every time you see the image, or logo, you immediately think of that place. (Obvious examples of this on an international basis would be the Nike "swoosh", Apple Computers' "apple", or McDonald's "golden arches", and New York's "Big Apple", New Orleans' "The Big Easy.") While we have no ambition to make the York logo internationally recognized (though no one would be disappointed if it occurred!), at least statewide and regionally you want an identifiable logo that is distinct and tells a unique story about York.

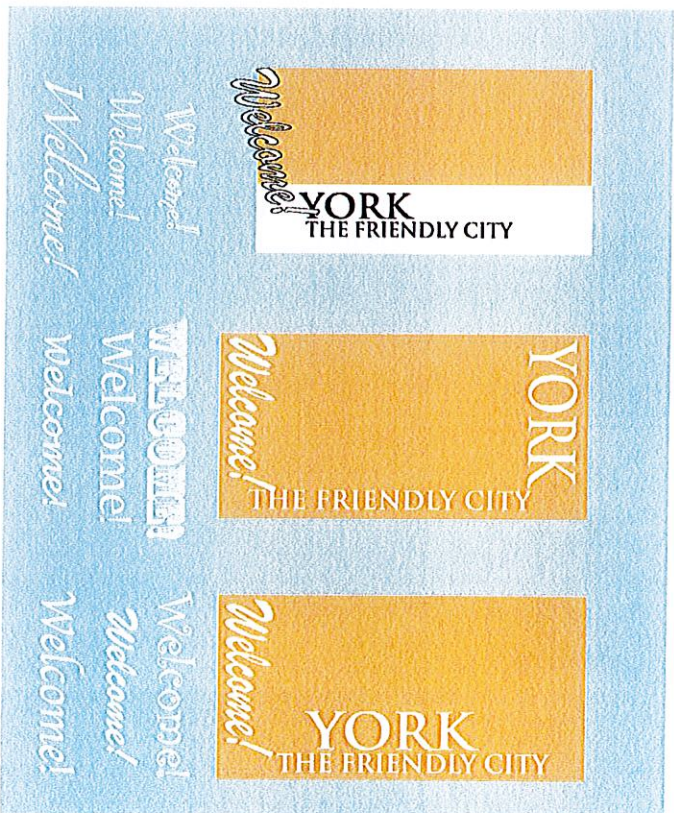
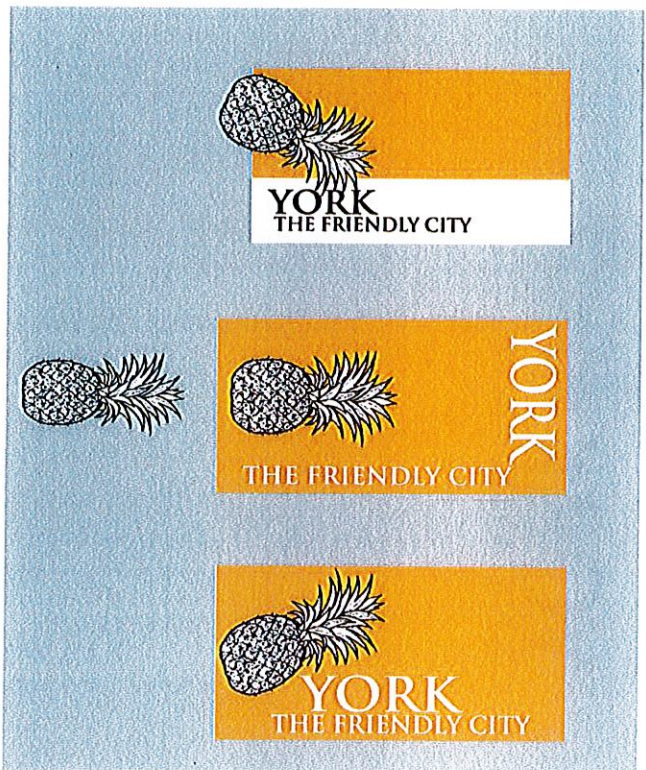




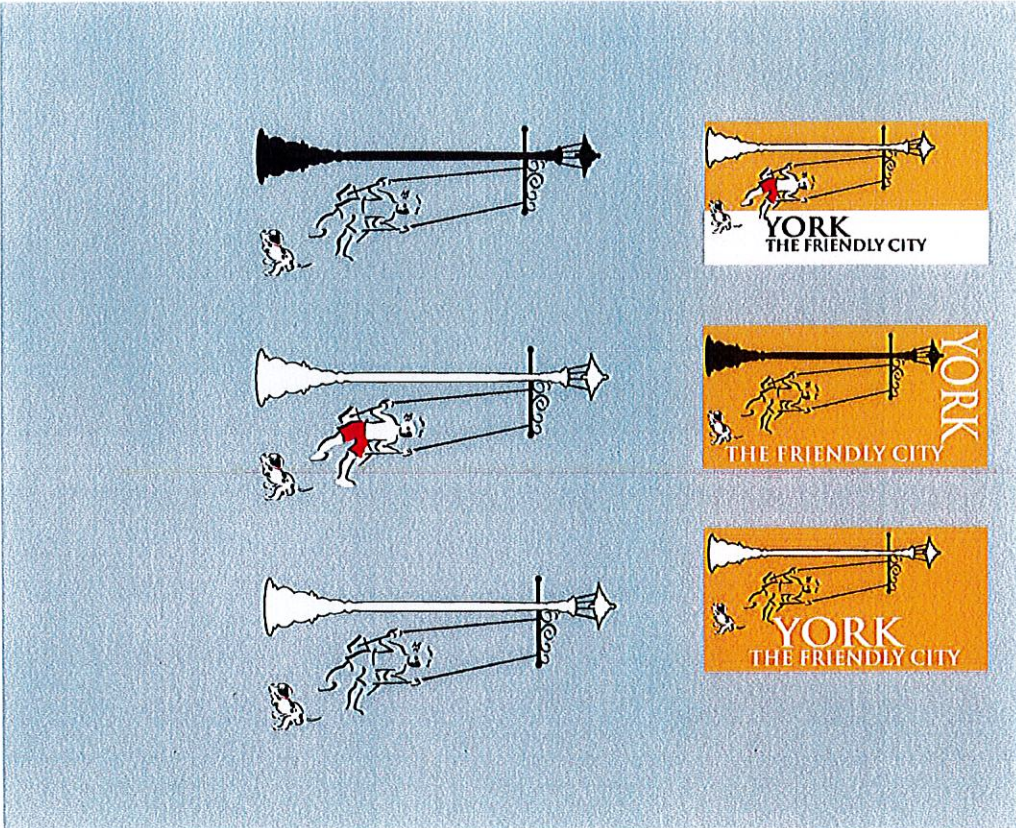
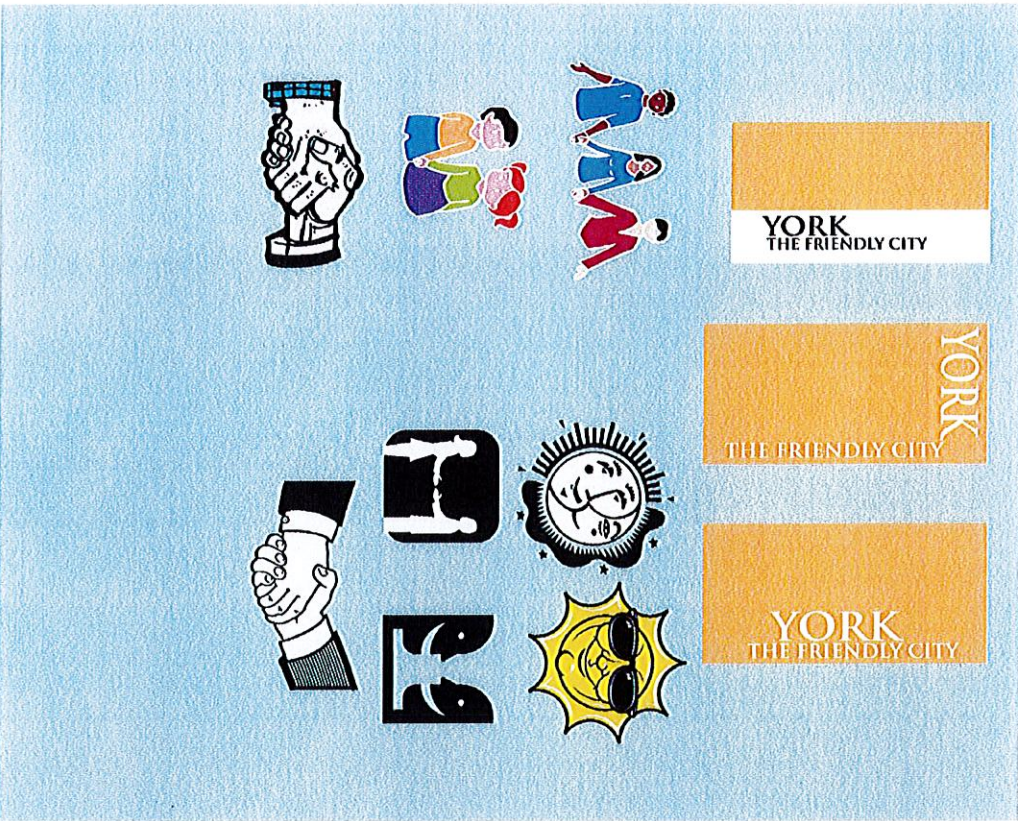
Included in the graphics is a banner system that speaks to each of the four themes addressed above. They are color coordinated to both respond to their theme as well as to potentially lend distinction and organization to a signage campaign. For example, anytime you saw directional signage that was burgundy, you would know you were being directed to a historic site or asset. Or if you saw signage that was blue, you would realize you were being directed to an artistic site or performance venue, etc.



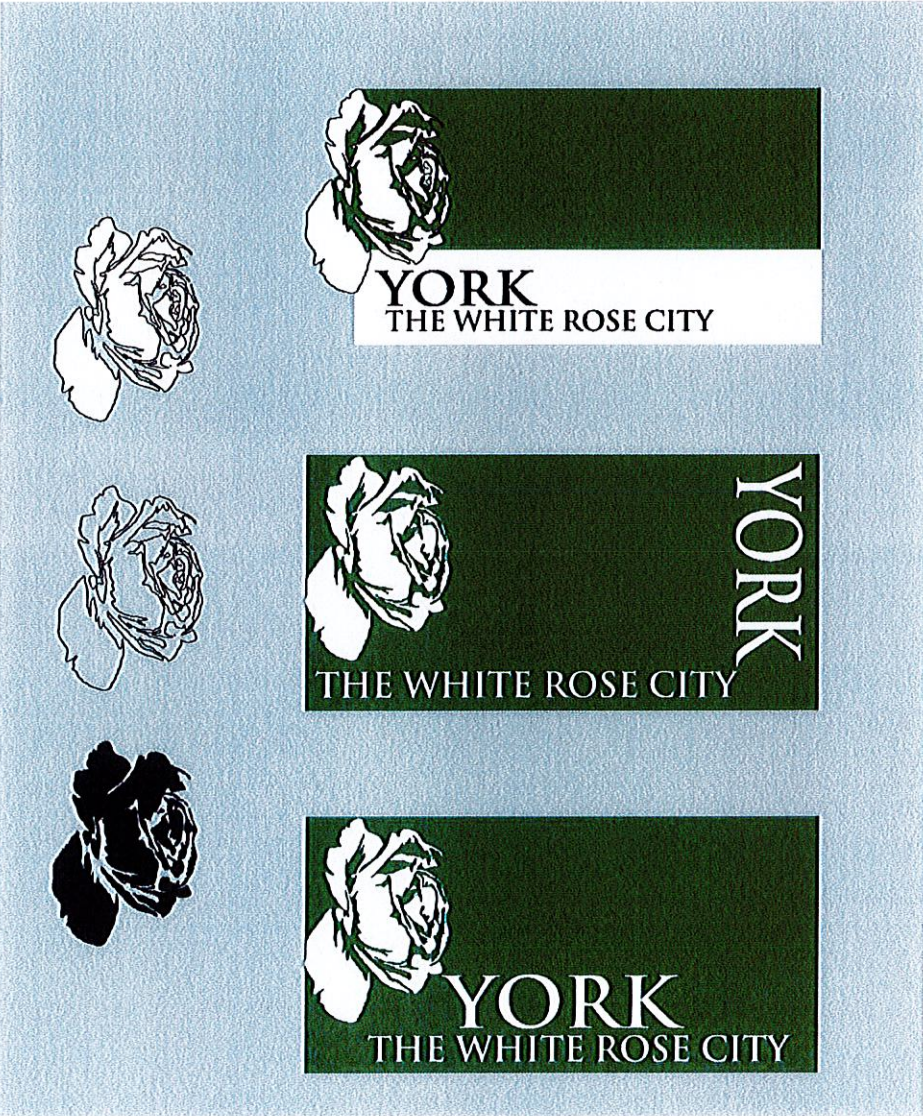














Finally, we have included a series of hypothetical advertisements that directly and indirectly respond to each of the four themes and are targeted at one or both of your markets. We craft these advertisements to provide a vision of how your community could be portrayed in a marketing capacity.

## ALIVE



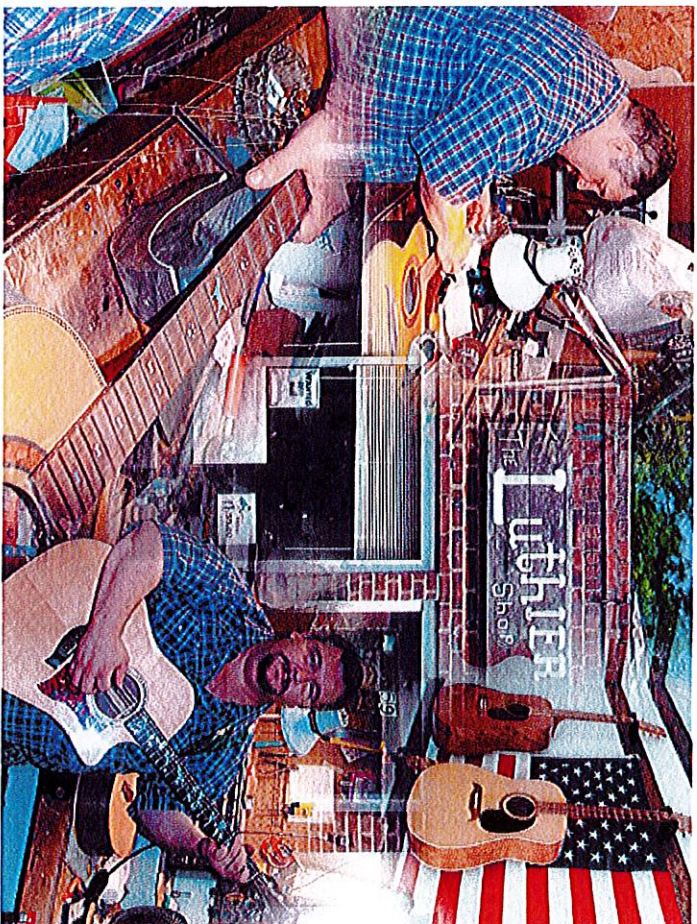
### THURSDAY NIGHT LIVE: THE WHITE ROSE CONCERT SERIES

The Thursday Night Live White Rose Concert Series is held each Thursday from March through October. Each concert begins at 6:30 and is held at the new amphitheater at the White Rose Cultural Center in the heart of downtown York. While enjoying the music, take a stroll around downtown and visit our shops, restaurants, and theater sites while watching the White Rose Live.





## HAND MADE



If you're looking for a one-of-a-kind guitar, York, South Carolina is the place for you. Our creative city is home to The Luthier Shop, a place where guitars are built to your individual specifications. In York we believe every individual is important and unique so why should you play someone else's guitar? Come see what makes our city unique, why we call York, The Creative City.





## TIMELESS



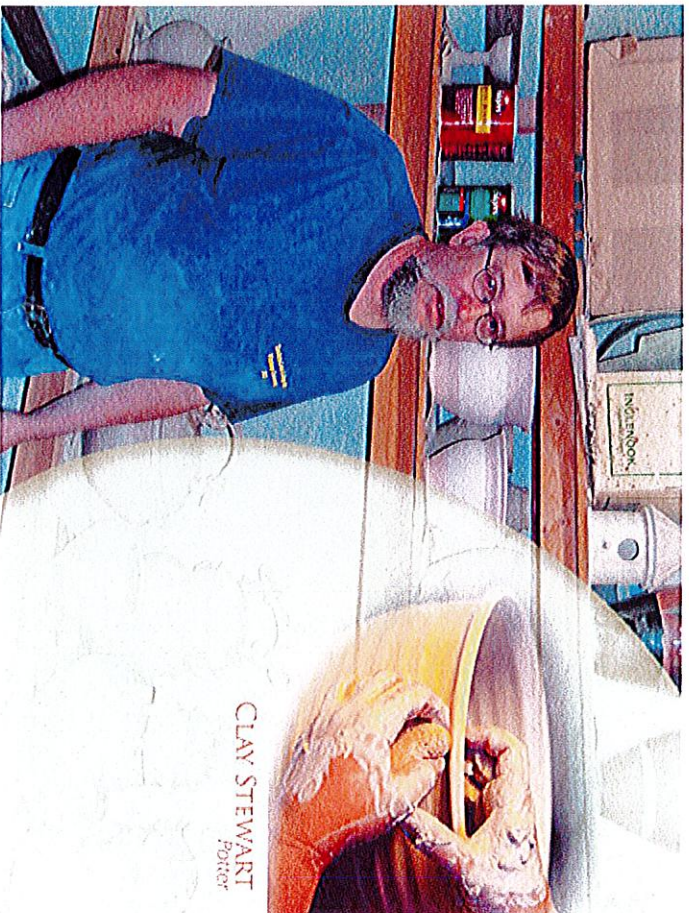
Insert text about York, South Carolina's historic assets. Be sure to tell the story about Jefferson Davis' sleeping here. Mention the Revolutionary War battle sites that surround the town. All of the these unique stories have one thing in common: they represent the historic experience waiting for tourists, historians, and you, in York, the Historic City.

**YORK**  
THE WHITE ROSE CITY





## ORIGINAL

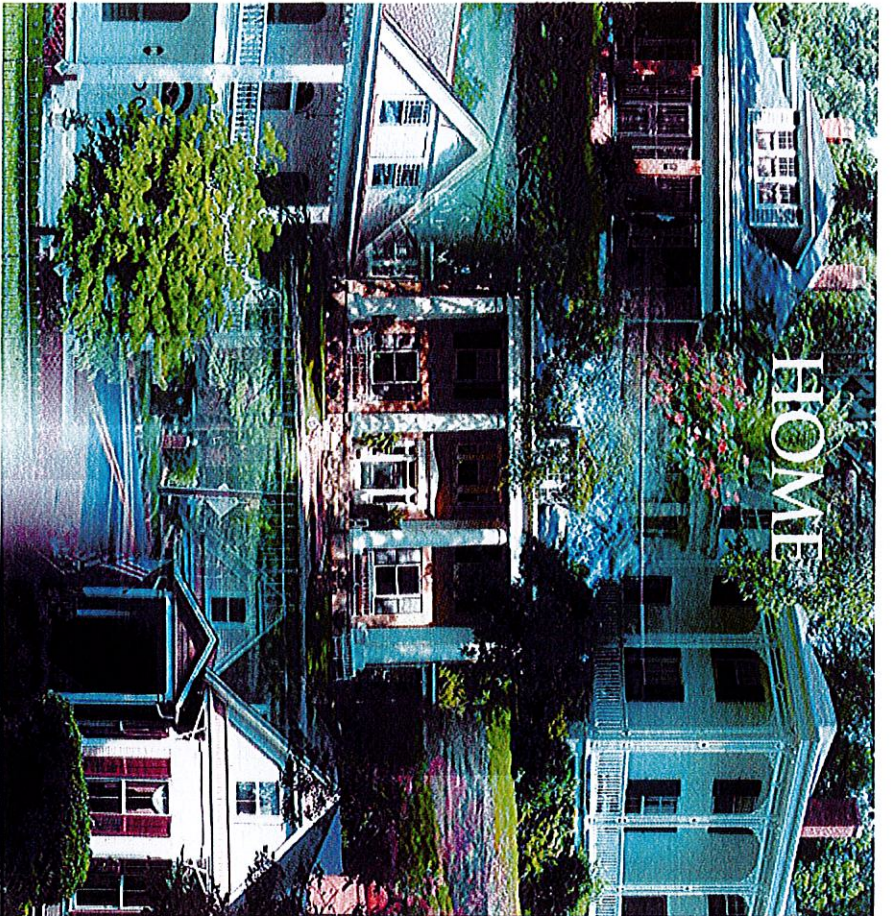


CLAY STEWART  
*Potter*

Insert text about York's creative arts community. Be sure to tell the story about the pottery center at McCreedy. Also tell the story about the hatter who makes handmade guitars. Also tell the story about the antique dealer who makes hand-crafted reproduction pieces. All of these unique stories have one thing in common: they represent the creative environment that awaits artists or arts enthusiasts in York: The Creative City.







A stroll down the tree-canopied streets of York, South Carolina reveals some of the most lovely homes to be found anywhere. Moreover, in the yards and on the porches of these avenues are friends and neighbors with a ready smile, a wave, an offer of iced tea. Basically, a chance to get to know each other. York is different from most cities because its people still care about each other and the place they call home. Come visit York and see why we call York The Friendly City.





### **B-3. Clustering**

With the marketing ideas in mind, we recommend thinking about downtown and the arrangement of businesses in that marketing context. Doing this helps to understand how downtown can intentionally support the marketing position in its business composition and the location of businesses. The marketing themes reflect who you are, what downtown is, and what you want to promote. Conversely, think about downtown within that marketing context and how to enhance the business arrangement to support the marketing efforts.

It can be argued that downtown is morphing into a specialty business area that will cater as much to outsiders as to locals. Much of local shopping for day-to-day goods takes place outside of downtown in what can be classified as strip commercial, and primarily on East Liberty. However, it would be a mistake to completely abdicate the local market to the competition. In fact, the marketing themes outlined above not only allow you to appeal to the outside world, it helps to create the niche that downtown fulfills in the local market. In addition the operation of government - the Courthouse, County, and City - downtown is primarily local in nature. They generate traffic from the entire county that can take advantage of businesses in downtown. Other businesses operating at this time downtown, too, are supported by locals.

We recommend that you work to strengthen what we see as natural clusters beginning to form in downtown. The three themes we have developed cater naturally to a visitor market as well as to locals looking for entertainment and specialty shopping. This is one of several clusters. Rough boundaries are suggested for the clusters, however the clusters will overlap one another. The clusters follow.

- There is a natural cluster of businesses that is formed in the North Congress block between Liberty and Madison. This cluster extends back to McNeel Street. This is the Creative, Historic, Friendly cluster. Specialty retail, entertainment retail such as restaurants and music, decorative and functional arts are the businesses that compose this cluster. While there are businesses different from these, they actually add to the interest and variety that make this cluster appealing.
- A second natural cluster forms around the Courthouse and County offices on South Congress. While there are several retail businesses in this block we would encourage thinking about it as a government/office sector. The west side of Congress will remain government in use. With the courthouse and attendant uses that support it, it is reasonable to look at additional office use in the block. These are compatible uses with the residential Rose Hotel.



- At the other end of Congress on Madison there is a service cluster that should be reinforced. Currently there are cleaners, beauty shop, uniform rental, and mortgage banking. This is an important cluster that serves the local market drawing people downtown. Its proximity to the different offerings on North Congress and the Creative, Historic, Friendly cluster enables people to attend to several needs at once – the multi-function downtown you want to be.
- A second government/office cluster exists on Roosevelt between Liberty and Madison. Consolidation and better layout of the parking behind North Congress businesses should enable the addition of additional office fronting Roosevelt Street. Construction of buildings on this side of the street would strengthen Roosevelt visually and help screen the parking.
- Finally we are recommending a complementary cluster to the Creative, Historic, Friendly cluster described as a “home décor” cluster on Roosevelt between Jefferson and Liberty. Currently, this is the least well formed cluster, but would very much serve locals and attract a broader market that would also take advantage of the Creative, Historic, Friendly cluster. In the cluster at this time are the tile store and the flooring store on South Congress that you would want to ultimately see move to Roosevelt at some time in the future. The businesses in this cluster would not compete with chains and discounters. They should offer “designer”, hard-to-find, unique products for the home.

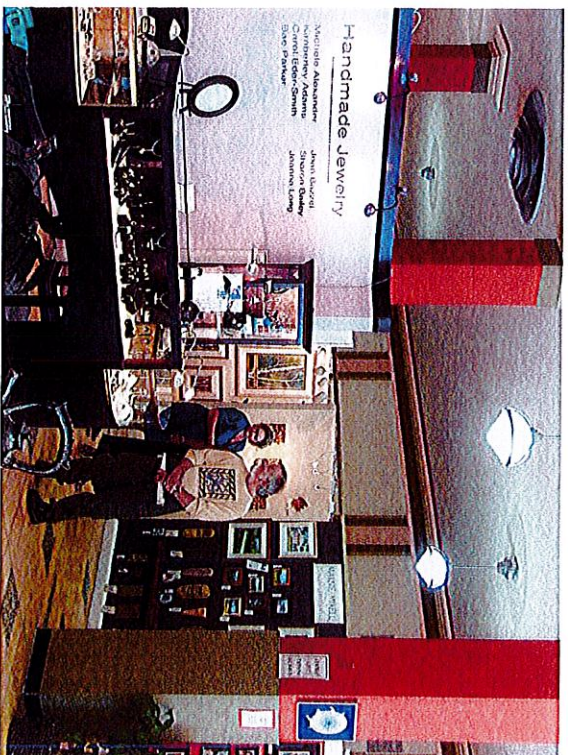
As the clusters are developed, begin to consider what other businesses would complement existing businesses, adding to the mix.

- Additional businesses to consider in the Creative, Historic, Friendly cluster would be antiques, arts/crafts supply, art gallery/workshops, more specialty grocery with “artisan” and local foods, a bookstore, a coffee shop or some combination of several of these.
- Also worth considering would be one store selling the wares of artists from the region similar to the *Woolworth Walk* in Asheville. With County Court Records moving soon, the old Belk Building would be a worthy candidate for this use.





- Possible additions to the home décor cluster would be drapery and blinds, upholstery fabrics/reupholstering/linens, garden supplies/art, kitchen/bath appliances and equipment, and home furnishings. Remember that these would not be businesses that compete with chains and big boxes. They would be offering more unique items.





In developing clusters we are not suggesting that any businesses be displaced. Rather, as vacancies occur, or if you begin recruitment of business, you recruit businesses to locations that support the cluster. Strides are being made to develop a low interest loan pool. This is a great tool that you could tailor to support the clusters by only making loans to businesses that fit the cluster. Other communities have similarly targeted loan pool funds to their special needs at a given point in time.

The McCelvey Center fits neatly into the Creative, Historic, Friendly theme. However, it stands alone and isolated from downtown. We believe it is and should be considered a part of downtown and the thematic construct of downtown. The creation of a home décor cluster on Roosevelt helps bridge the distance between the McCelvey Center and N. Congress Street. The streetscape improvements will help physically tie the Center to downtown. The Center adds an additional attraction and the home décor cluster and streetscaping are important ways to connect it. In the next section we will be recommending that it be included in the tax increment district that we believe should be created to help finance the physical improvements in the plan.

#### **B-4. Financing**

There are a variety of financing tools to consider to help implement the various elements of the master plan. You are employing several already and we include them in the list of possibilities. These include the hospitality tax, a municipal improvement district, a tax increment financing district, Tea-21 funds, Community Development Block Grant funds, the Bailey Bill that helps rehabilitation of older structures, and Federal and State tax credits for building rehabilitation.

#### **Tax Increment Financing**

We believe the best tool for helping provide a stable source of funds is tax increment financing (TIF). A TIF establishes an area in which the assessment of all properties is recorded at the time of district establishment. Additional tax revenues above those at the time the district were formed, and generated in the district from improvements and additions (the increment), are used to pay off bonds that are issued to pay for public improvements in the district. Taxing bodies forego the increased taxes over the short term to pay for public improvements.



In 1998 the City had a redevelopment plan prepared, which is a requirement for establishing a TIF. Review of the plan suggests that it is fundamentally relevant to current conditions. Some of the development anticipated in that plan has occurred. However, the general conditions the plan was written to address remain.

In the 1998 plan three noncontiguous areas were established: the SC Highway 5/Liberty Street Entry Corridor, the Downtown/Historic District, and the US Highway 321 Entry Corridor. Clearly, the first two areas should be included in the plan. The Highway 321 Corridor should be re-evaluated because it has been slow to develop. However, it is our belief it should be included even though it has yet to develop. With planned road improvements it will develop within the next five years.

We would recommend that the boundaries of the downtown area be modified to include the McCelvey Center. The Center is an important and integral part of downtown's future. A home décor cluster will bridge the physical distance to downtown making McCelvey a part of downtown. TIF funds can be used to make needed improvements and connections making downtown and the McCelvey Center more viable.

### **Community Development Block Grant**

The City has utilized CDBG funds for projects in the past, including the successful renovation of the Rose Hotel. Currently, the City of York is pursuing CDBG funds for a new \$889,000 sanitary sewer service for the northwest portion of Downtown that will flow west. This improvement is planned for the end of 2004. Guidelines for CDBG funds were changed in the spring of 2004. New categories of eligibility were added. Included are revitalization projects, planning, and "high tech" which is loosely defined. Because the categories are new the applicability is untested. However, new opportunities are represented and worth pursuing.

### **Hospitality Tax**

The City is already using the hospitality tax. It is a source of funding for marketing York. The beauty of the tax is that as visitor traffic builds it generates more funds that can be used for marketing to build visitor traffic.

### **Accommodations Tax**

The accommodations tax is a bed tax on overnight guests that must be used for tourism purposes. This tax is in place and is a source of funds for marketing.

### **TEA-21**



The City has made good use of the Transportation Enhancement Funds. We anticipate it will continue to pursue these funds and encourage it to do so.

### **Municipal Improvement District**

A municipal improvement district, more commonly known as a business improvement district or BID, is a self-tax within a defined area. The proceeds from the tax are spent in the district for additional services such as marketing, street cleaning, safety, events. We believe that a BID should be considered in the future as the revitalization of downtown builds. As traffic grows downtown it will become increasingly important to maintain a high quality environment with the services to match. The BID is an effective tool to help fund an organization that will provide these services. In the organizational section we will recommend the creation of a new organization to help implement the master plan. The BID could be used in the long term to help this organization carry out its work.

The following represent incentives for individuals that will encourage revitalization as opposed to the funding sources for the City listed above. Incentives are an important and necessary component of a revitalization strategy.

### **Federal Tax Incentives**

There exist two tax credits for the rehabilitation of old and historic properties. These incentives provide one of the most successful revitalization tools in the country. There is a 20% credit for the rehabilitation of properties used for income producing purposes that are on the National Register of Historic places. The rehabilitation has to be substantial (the greater of \$5000 or the basis of the property) and must meet the Secretary of the Interior's Standards for Rehabilitation. There is a 10% credit for the rehabilitation of buildings not on the National Register and built before 1936. The program is administered by the SC Department of Archives and History, and any project should begin by working with Archives and History to insure the credit will be received.

### **SC Historic Rehabilitation Incentives**

South Carolina has a tax incentive that complements the Federal incentive. It provides a 10% credit for projects that are eligible for the 20% Federal credit. The paperwork and procedures done for the Federal credit are used for the State credit so that there is no additional work required.

### **The Bailey Bill**

The Bailey Bill is a South Carolina law empowering municipalities to lower or freeze the tax assessment on a historic property that is rehabilitated. If a municipality has the law enacted the property tax is frozen for up to two



years while the property is rehabilitated. Once complete the property is assessed for the next eight years at the greater of 40% of the post-rehabilitation assessment or 100% of the pre-rehabilitation assessment. The program is administered by the SC Department of Archives and History.

### **Low Interest Loan Pool**

York is working to establish a loan pool that will provide low interest loans for work on properties downtown. This is a tool used widely in downtown revitalization efforts. We would recommend that the loans be made to businesses that strengthen the clusters so that you begin to reinforce the cluster concept.

Knowledge of incentives and the ability to assist people with them is important. Who in York will fill that role? This leads to the organizational recommendations.

### **B-5. Organizational Recommendations**

All of the elements of this master plan are important. There is a physical improvements piece. There is a marketing piece. There is a funding piece. However, we believe the key is an organizational structure that enables York to carry out this plan. Experience shows that the most effective revitalization strategies are those that have a public sector and private sector partnership. Each brings its own strengths and abilities to the table. Each lacks all of the tools.

There is no question that the City of York is committed to the enactment of the Master Plan. It has funded the development of the plan, it has provided significant staff resources to the plan, and it is committed to the follow-up steps that are in its power to carry out.

Currently York has a number of excellent private sector organizations that are carrying out their work well. The Chamber of Commerce, Downtown Business Association, the Mayor's Events Committee, Friends of York, the McCelvey Center, the Jaycees and others each contribute important programs, initiatives, energy and financial resources to downtown. Not one of these groups, however, is charged with the big picture needs of downtown. We believe this is a fundamental need that must be addressed.

To that end we are recommending that a York Revitalization Committee be created. The accompanying chart shows who should be on the Committee. This is not meant to be "**The**" list, but a starting point for you to consider.



Broadly speaking YRC's role is to bring the interested parties together in support of the Master Plan and to assist the City in coordinating and carrying out the many activities that it will take to carry out the plan. Ultimately, a strong downtown requires ongoing work and support which will extend beyond the completion of the elements of this plan. YRC's role should be the continuous championing of downtown. As suggested above, the increased use of downtown will necessitate a higher level of services. YRC should be the organization that advocates for and insures those services. This will develop and happen over time, and we believe could be supported with the municipal improvement district discussed under financing.

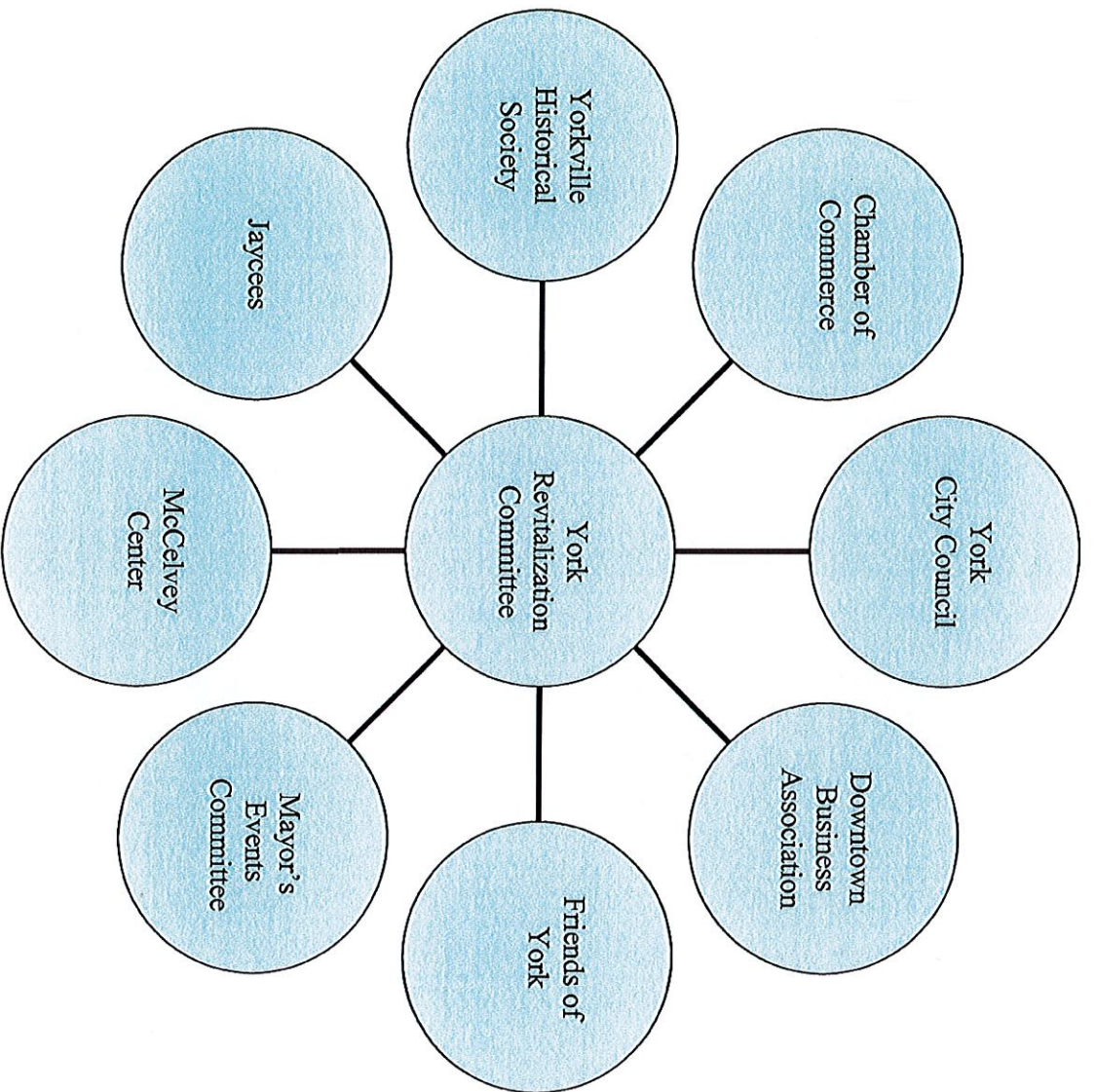
We would recommend that YRC be established jointly by the organizations on the chart and others that you deem appropriate. Following are a list of tasks that will need to be addressed:

- Determine if you wish to pursue a 501(c)3 nonprofit status with the IRS and SC Secretary of State at this time,
- Develop a mission statement arrived at through a participatory process involving key stakeholders,
- Establish a work plan with goals and strategies,
- Establish a regular meeting time and place,
- Implement a communication process that ensures that all partners stay informed.

Based on the mission and work plan the following tasks are likely to be needed:

- Work with the City to agree on adoption and use of the themes and graphics recommended in this report,
- Bring relevant parties together to begin implementing the marketing campaign,
- Work with the City on using the marketing graphics in the establishment of a wayfinding system and incorporation into entryway design,
- Establish a yearly calendar of events to enhance downtown events and to determine if there are gaps,
- Hold periodic training sessions of those who interact with the public so that they are effective messengers for downtown (knowledge of York assets, information about the themes, ability to direct visitors, friendly),
- Assist in supporting the clusters by working with the loan pool,
- Establish a committee structure to carry out the work plan,
- Become a one stop shop for all information relating to downtown including knowledge about financial incentives.





The York Revitalization Committee would relate to and engage all other Downtown Stakeholders and Organizations.



It is important that the establishment of YRC is one that engages all downtown stakeholders and organizations. The purpose of the organization is to coordinate activities, not supplant existing efforts. We are always hesitant to recommend yet another group. In this case there is no group that clearly has all of downtown's needs as its charge. Should an existing group decide that it would make sense for it to take on that role and should all the other parties agree, we would support that option. Realistically, however, that may be difficult to achieve.

#### **B-6. Composite Recommendations and Timeline**

All recommendations except the last one should be carried out in the 2004-2005 fiscal year. Several recommendations are obviously ongoing and will need revision and updating, however all should be underway by the end of the fiscal year or calendar year 2005 at the latest.

- 1.) Develop a "thematic message" strategy with logo and tag lines. Use the overarching theme of "York: The White Rose City" and three supporting themes: "York: The Creative City," "York: The Historic City," and "York: The Friendly City."
- 2.) Develop a banner, wayfinding and signage system that uses the logo and tag lines. Incorporate these into gateways, printed materials and web sites.
- 3.) Use the accompanying advertisements either verbatim (modified for accuracy) or as models for a marketing campaign to both your external and internal markets.
- 4.) Conduct periodic training of those who interact with the public to ensure that they are knowledgeable about York and its assets and can direct visitors to amenities and other sources of information.
- 5.) Conduct an internal marketing campaign beyond Recommendation 3 that informs residents about the assets of York so that they become "daily advocates" with pride in your City.
- 6.) Strengthen the naturally formed business clusters by introducing the cluster concept to downtown businesses and property owners, the county and city, and professionals and offices. Work with them for their support in its ongoing development, promotion, recruitment of compatible businesses and the use of the loan pool to strengthen it.

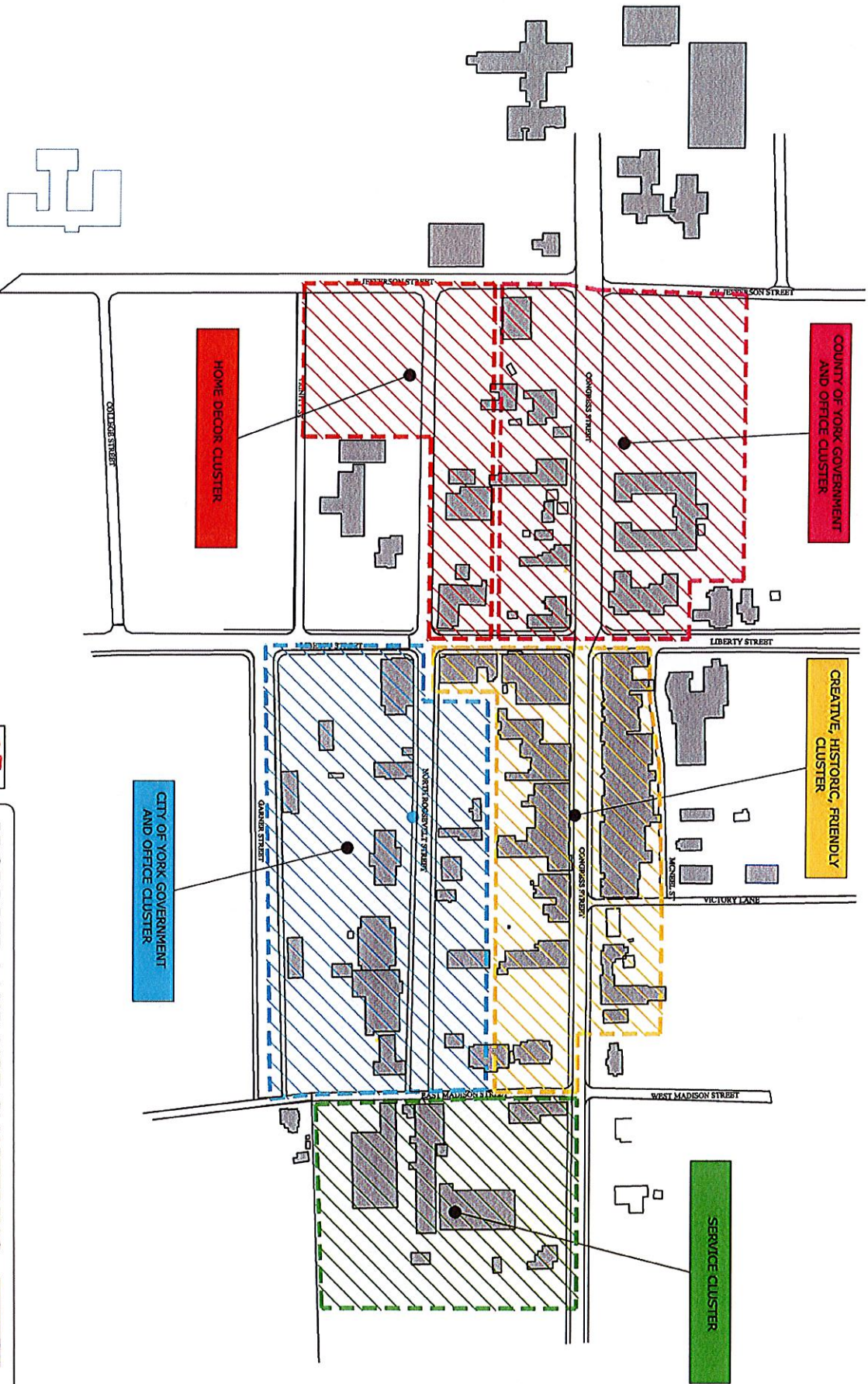


- 7.) Help the establishment of a home décor cluster on Roosevelt between Jefferson and Liberty by recruiting compatible businesses. This cluster is important as a bridge to the McCelvey Center.
- 8.) Investigate the feasibility of an arts outlet for regional artists similar to the Woolworth Walk in Asheville, NC to be located on North Congress Street.
- 9.) Work with the County and School District to create a tax increment financing district that incorporates the McCelvey Center.
- 10.) Bridge the physical gap to the McCelvey Center with streetscape improvements, the TIF district, and the home décor cluster.
- 11.) Establish the York Revitalization Committee to partner with the city to carry out the master plan, to carry out the 10 preceding recommendations, and to act as an advocate for downtown. Ideally the Committee will ultimately be:
  - Acquired by the City Council and operated under a specific set of City Council approved guidelines.
  - Staffed
  - Unify all interested parties in a common direction for downtown
  - Be responsible for carrying out the above recommendations.
- 12.) At some point in the future, in the 3-5 year range, consider establishment of a municipal improvement district to support additional services in downtown.

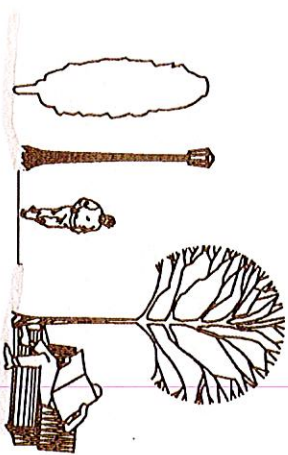
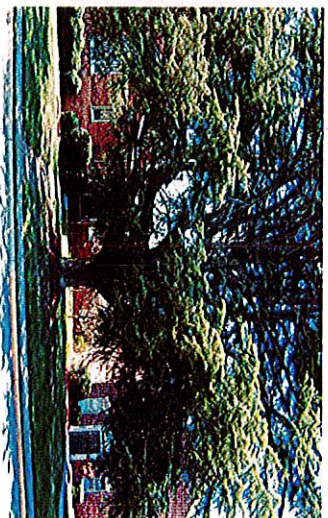
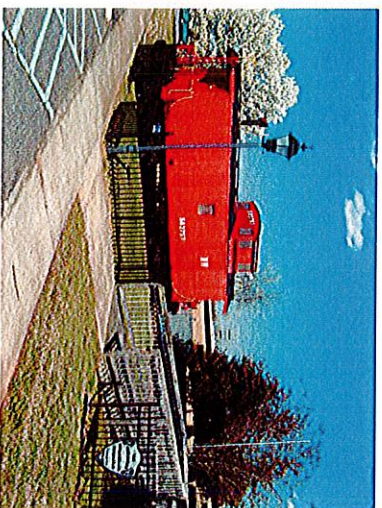
### **B-7. Conclusion – Economic Development Restructuring**

York is an absolutely wonderful city with much to offer. The recommendations provided in this Economic Development Analysis section can help make it even more wonderful. Recommending and doing are two different things. We absolutely believe that the organizational effort will be key to all the other recommendations. We would sincerely encourage you to look on Community Builders as a resource in establishing the organization.









# PHYSICAL IMPROVEMENT PLAN





## Physical Improvement Plan

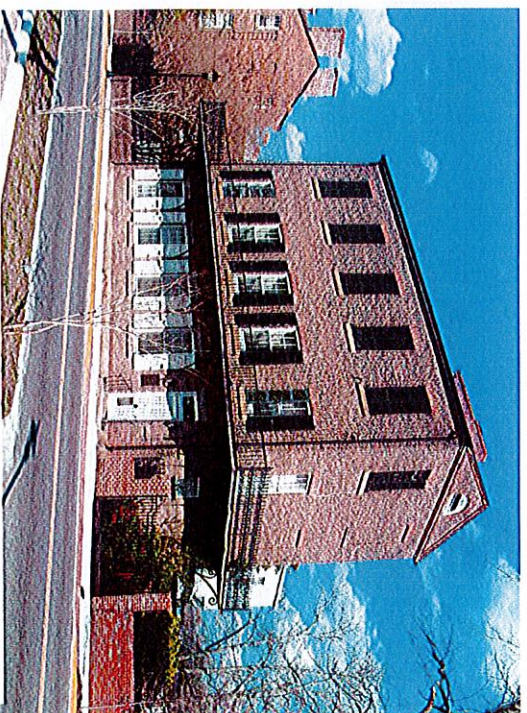
The Design Team assessed blighted or distressed structures in the project area and identified them on the Physical Improvement Plan. This plan provides each downtown property with a Distress Rating, an assessment with a description of the issues that place it in that particular category, and gives an Action Strategy recommendation.

This Distress rating is as follows:

- Class 1** – No issues or Recommended Improvements
- Class 2** – Minimal Improvement issues
- Class 3** – Moderate Improvement Issues
- Class 4** – Major or Severe Improvement Issues
- Class 5** – Candidate for Relocation or Demolition

Downtown structures were considered in the following three categories:

1. Historically Significant Structures - Among threatened properties downtown, the most worrisome are those that are historically or architecturally significant. While standing, such a structure represents a compelling, living history that can be entered, touched, and experienced first-hand. After demolition, a historic structure is reduced to old photographs, a reference in books, or a site where "something important" once stood. For this reason, it is critical that that York preserve and protect its architectural heritage Downtown. The most significant structure in this category is the Latta House/York Funeral Home. While still in very sound condition, the property has maintenance issues that, over time, could threaten the structure. The property has recently been purchased to expand parking for an adjacent business. It is hoped that the historic garden area and the Latta House will benefit in the process.



The walls of the 1824 Latta House were built from ballast brick and are 2 feet thick. There is a crack in the south end of the building from the Charleston Earthquake of 1886.



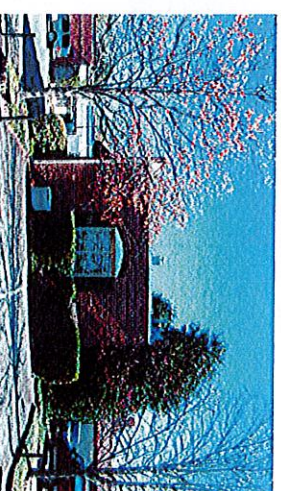
2. Locally Significant Structures – A structure may not have a national or regional historical significance, but it can still have great value in its ability to tell an interesting or compelling local story. These structures help tell one of the treasured “secrets” of the City. The two buildings (one rebuilt after a 1987 fire) that were once part of the Barnett Brothers Circus winter quarters would exemplify this category.

3. Average Non-Descript/Non-Compliant Structures – Blighted or dilapidated structures without any historic merit and those structures whose architectural or construction types cannot feasibly be made compatible to prevailing intended land use, should be removed once the current business relocates to a more favorable Downtown location.

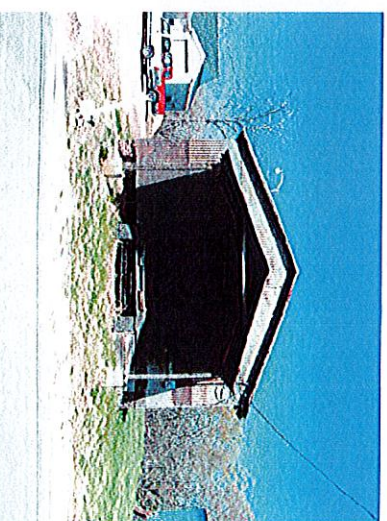
### **Physical Improvement Action Plan**

The City of York must actively create innovative ways to protect, maintain, and upgrade the condition of properties in the Downtown Area. In addition to the specific recommendations and actions enumerated on the Physical Improvement Plan, the following anti-blight actions are suggested.

- Develop a Downtown Overlay District – Create legislation to insure the minimal maintenance and upkeep of properties Downtown. This should address the storefront and façade of the building, but also insure its continued structural soundness. Include an enforcement mechanism where the City can step in to assist where a structure is threatened or its general upkeep or appearance has a deleterious effect on surrounding businesses. This Overlay District should comply with, and strengthen other historic or architectural standards currently in place. Continue exploring ways to encourage sensible mixed use and infill development. Create



Locally significant Buildings add interest Downtown



Blighted Structures without Historic or local significance are good candidates for demolition.

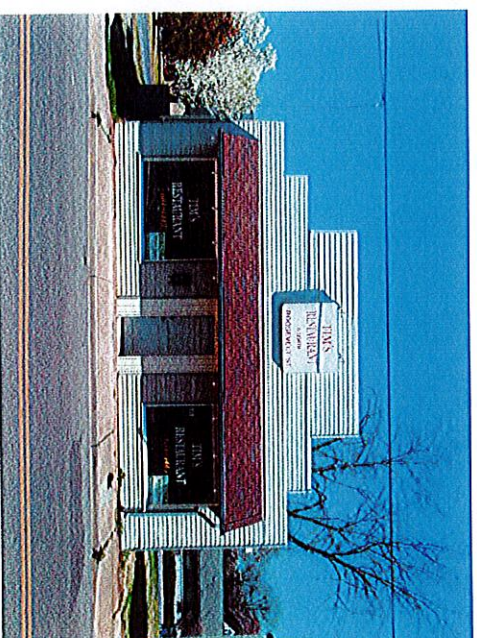


Downtown Architectural guidelines to insure that new in fill development is in keeping with the Historic Heritage of York. The York Planning Commission is the appropriate group to take the lead in this effort.

- Expand and Promote Economic Incentives – As discussed in the Economic Restructuring Plan, business planning assistance, low interest loans, and other programs can help Downtown owners make capital improvements and show Downtown proprietors ways to make their businesses more profitable. It only stands to reason that more economic activity in Downtown York will eventually manifest itself in physical improvements to the area.

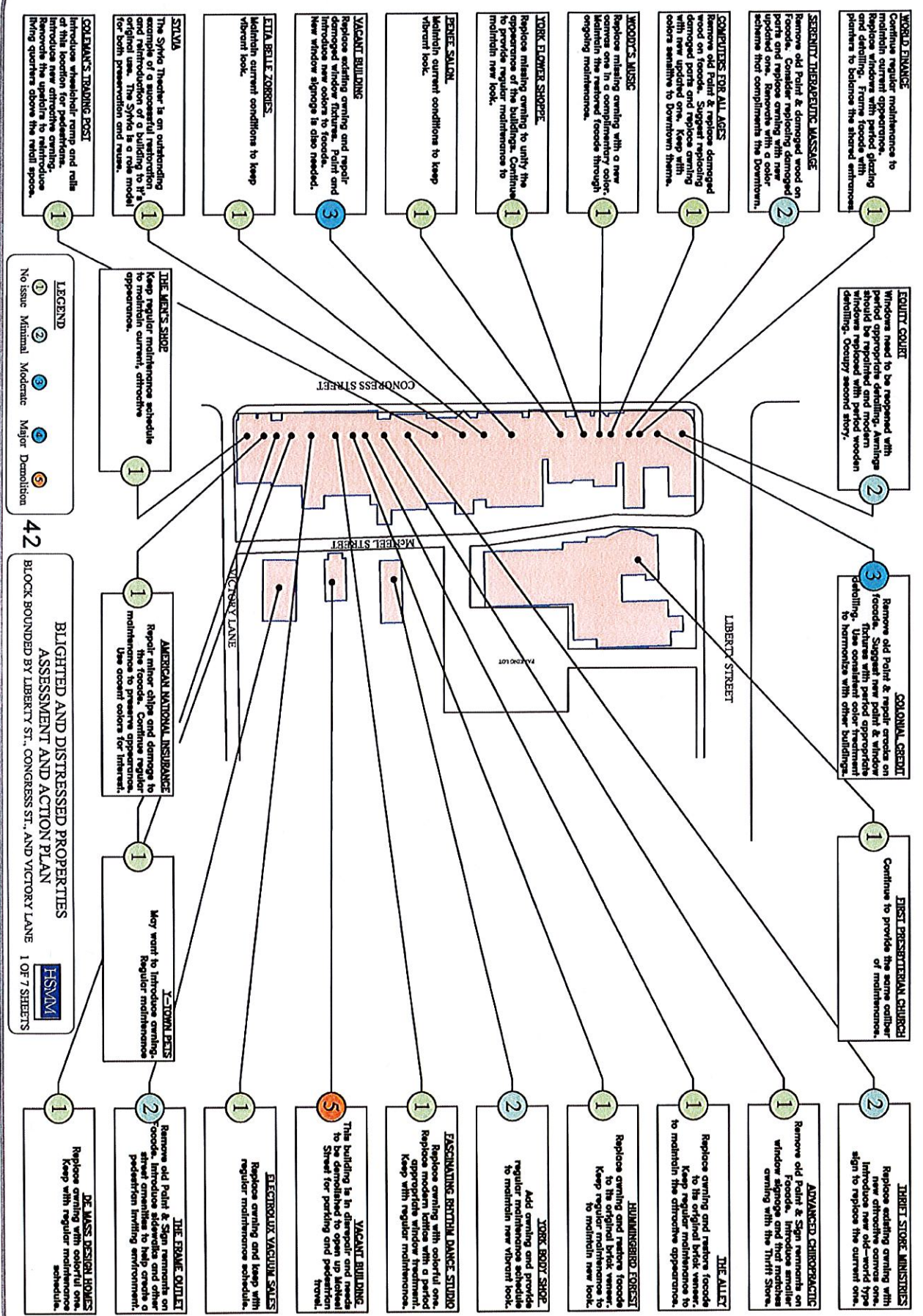
The City of York has already made great strides in encouraging rehabilitation Downtown. Recent zoning amendments provide an alternate means of construction, and reclassified the Central Business District to allow residential uses. The results of these amendments are already evident in the Downtown area.

- Acquisition – The City should consider opportunities to acquire distressed non-descript or non-compliant properties, particularly if they fall within the developing City of York Government/Office Cluster, and are integral to the Downtown Master Plan, or are simply a good investment because of their current condition. The first acquisition efforts should be directed at the Norfolk Southern property that represents the proposed future sites for the Welcome Center and City Park.



This vacant building is sited within the City of York Government/Office Cluster, making it a desirable property for acquisition.





**WORLD FINANCE**  
Continue regular maintenance to maintain current appearance. Replace windows with period glazing and detailing. Frame facade with planters to balance the altered entrance.

**SECURITY THERAPEUTIC MASSAGE**  
Remove old paint & replace wood on facade. Consider replacing damaged ports and replace ceiling with new updated one. Remove with a color scheme that complements the downtown.

**COMPTON'S FOR ALL AGES**  
Remove old paint & replace damaged wood on facade. Suggest replacing damaged ports and replace ceiling with new updated one. Remove with a color scheme that complements the downtown.

**WOOD'S MUSIC**  
Replace missing ceiling with a new cornice one in a complementary color. Suggest replacing damaged ports and replace ceiling with new updated one. Remove with a color scheme that complements the downtown.

**YORK FLOWER SHOPPE**  
Replace missing ceiling to unify the appearance of the buildings. Continue to maintain new look.

**PERE'S SALON**  
Maintain current conditions to keep vibrant look.

**VACANT BUILDING**  
Replace existing ceiling and repair damaged window fixtures. Paint and introduce new colors to facade. New window signage is also needed.

**ETIA BELL ZOBERS**  
Maintain current conditions to keep vibrant look.

**STYLVA**  
The Stylva Theater is an outstanding example of a successful restoration. Suggest a similar restoration to be carried out. The Stylva is a role model for both preservation and reuse.

**COLEMAN'S TRADING POST**  
Introduce wheelchair ramp and rails at this location for pedestrians. Introduce new attractive ceiling. Remove the upstairs to reintroduce living quarters above the retail space.

**EQUITY COURT**  
Windows need to be replaced with period appropriate detailing. Arrange windows replaced with period wooden detailing. Occupy second story.

**COLONIAL CREDIT**  
Remove old paint & repair cracks on facade. Suggest new paint & window fixtures with period appropriate detailing to harmonize with other buildings.

**THE MEN'S SHOP**  
Keep regular maintenance schedule to maintain current, attractive appearance.

**AMERICAN NATIONAL INSURANCE**  
Repair minor chips and damage to facade. Consider new cornice to preserve appearance. Use ocean colors for interior.

**1-TOWN ELLIS**  
May want to introduce ceiling. Regular maintenance.

**DE MASS DESIGN HOMES**  
Replace existing ceiling with new attractive cornice one. Introduce new side-world type sign to replace the current one.

**THE FRAME OUTLET**  
Remove old paint & sign remnants on facade. Introduce smaller window signage and that matches ceiling with the Thrift Store.

**THE ALLEY**  
Replace existing and replace facade to its original brick veneer. Keep regular maintenance to maintain the attractive appearance.

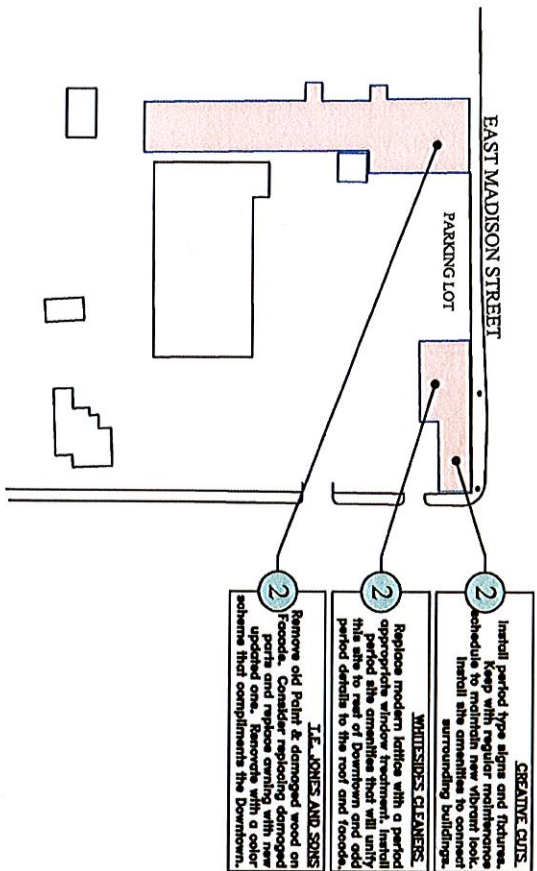
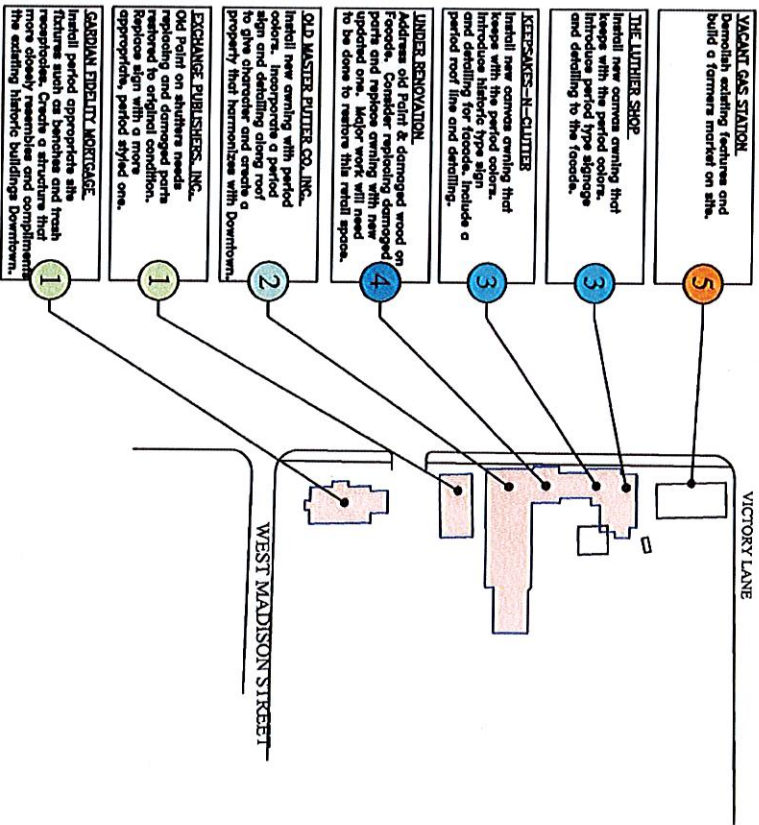
**HUMPHREY FOREST**  
Replace existing and replace facade to its original brick veneer. Keep regular maintenance to maintain the attractive appearance.

**YORK BOYZ SHOP**  
Add ceiling and provide regular maintenance schedule to maintain new vibrant look.

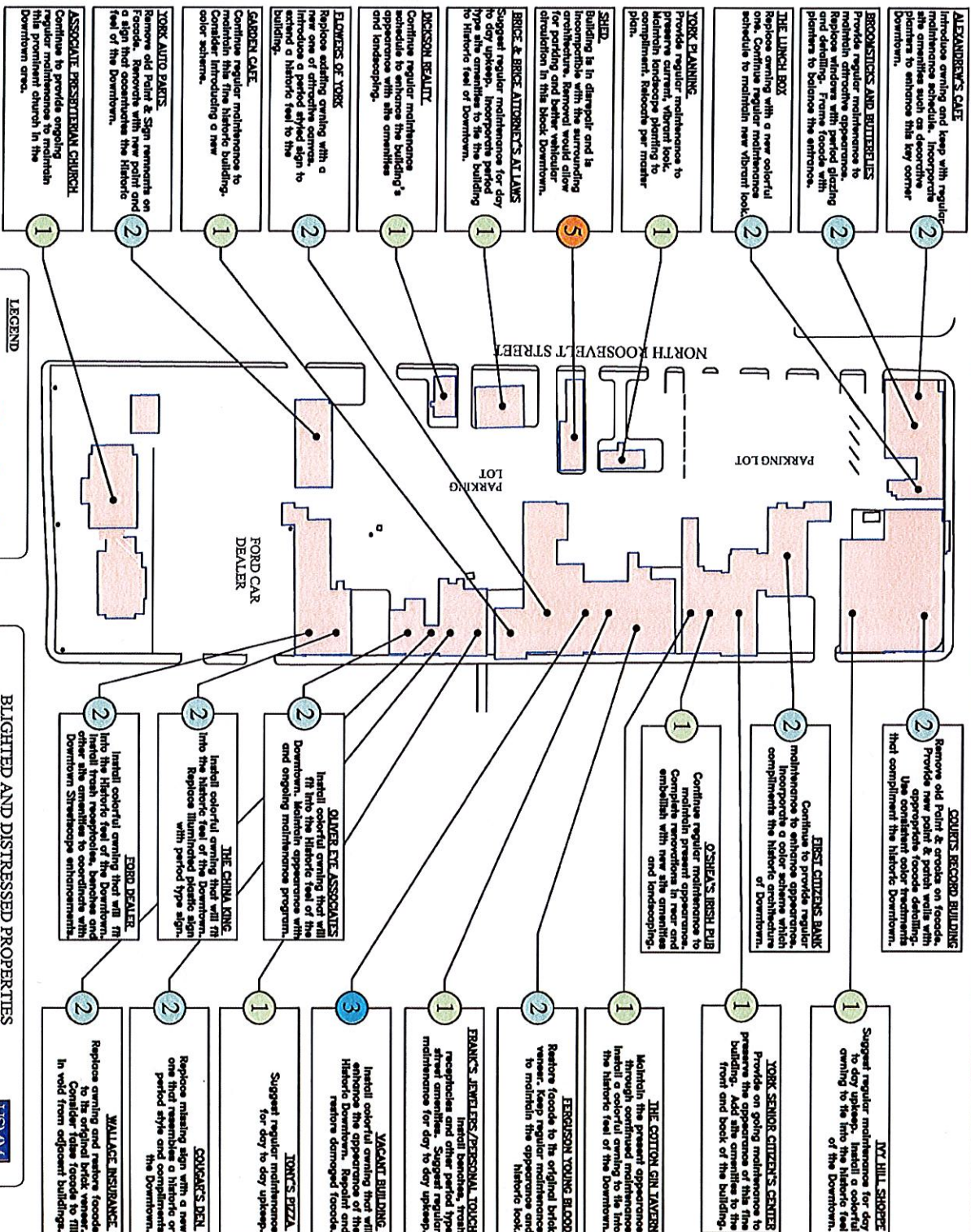
**LEGEND**  
① Minimal  
② Moderate  
③ Major  
④ Demolition

**BLIGHTED AND DISTRESSED PROPERTIES ASSESSMENT AND ACTION PLAN**  
HSNM  
1 OF 7 SHEETS







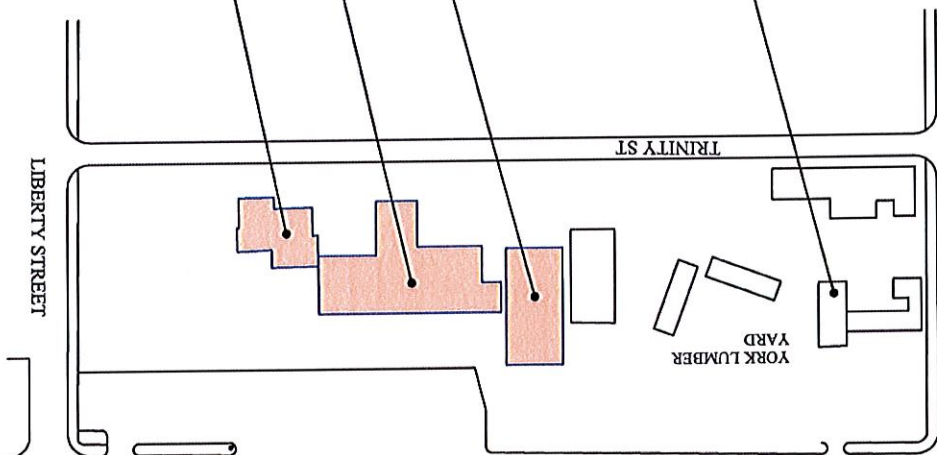








E. JEFFERSON STREET



**YORK LUMBER YARD**  
Incorporate period signage and fencing material to bring historical flavor to lumber yard. Use fencing and planting for screening. Relocate 2 existing buildings to allow in fill development.

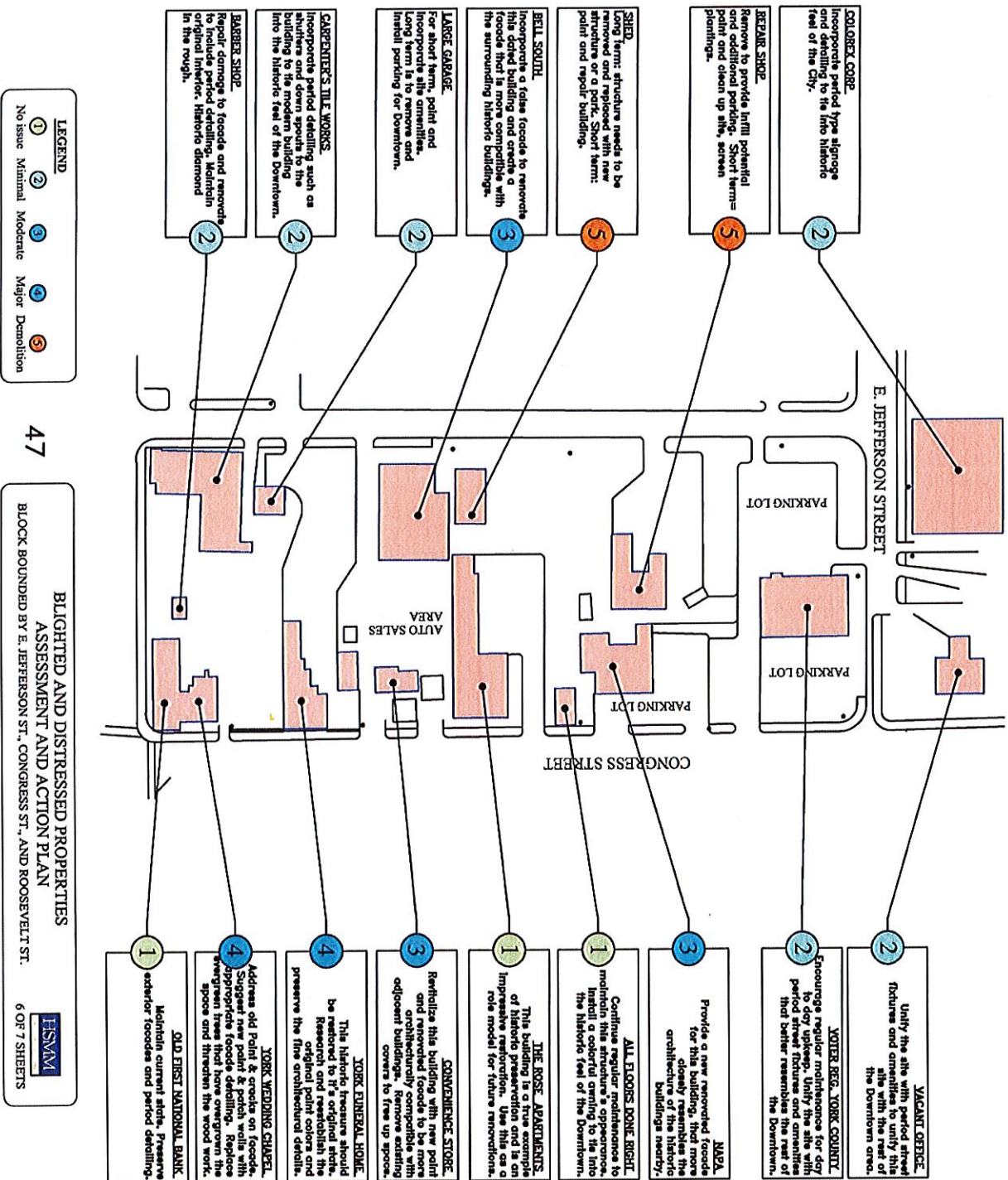
**CHURCH FELLOWSHIP HALL**  
Incorporate period detailing to make building look more historical. Use architectural elements or landscaping to soften this large, relatively simple building.

**TRINITY UNITED METHODIST CHURCH**  
Incorporate period wooden siding and roof. Use existing existing roof features to break up this building's linear architecture.

**TRINITY UNITED METHODIST CHURCH**  
Maintain current historical feel to building by keeping regular maintenance and incorporating appropriate architectural detailing when renovating facility.

**LEGEND**  
① No Issue    ② Minimal    ③ Moderate    ④ Major    ⑤ Demolition







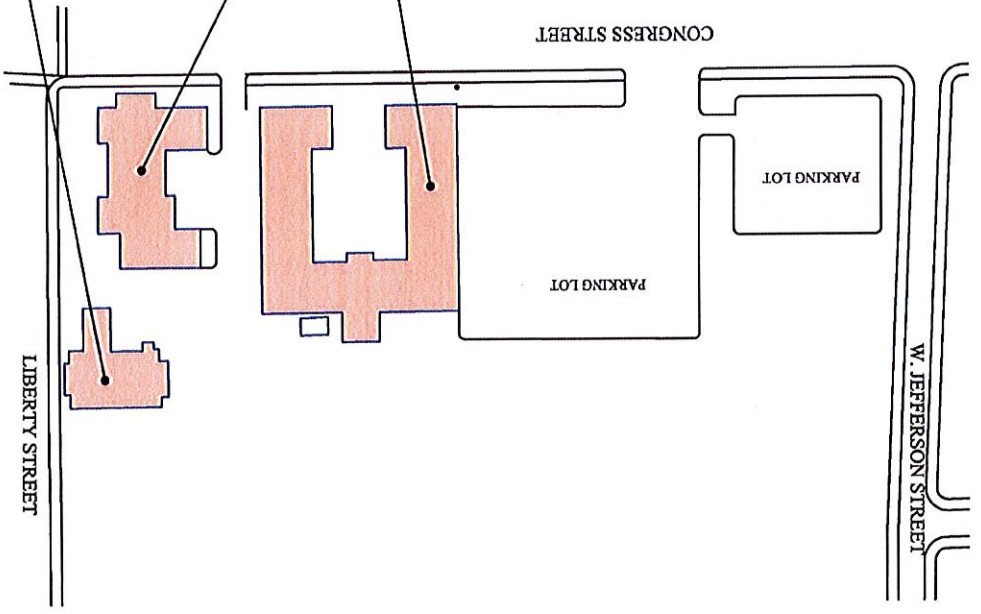
**LEGEND**

①	②	③	④	⑤
No Issue	Minimal	Moderate	Major	Demolition

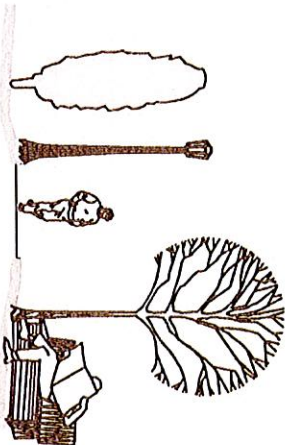
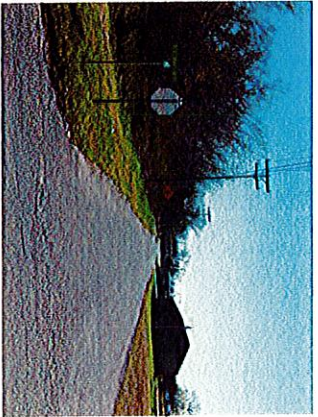
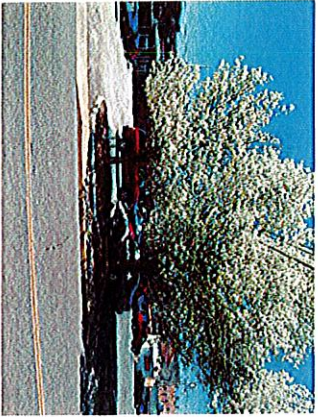
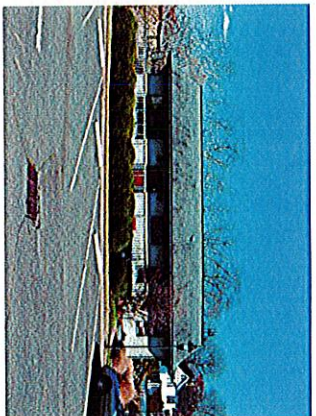
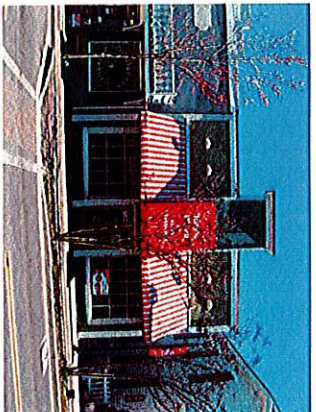
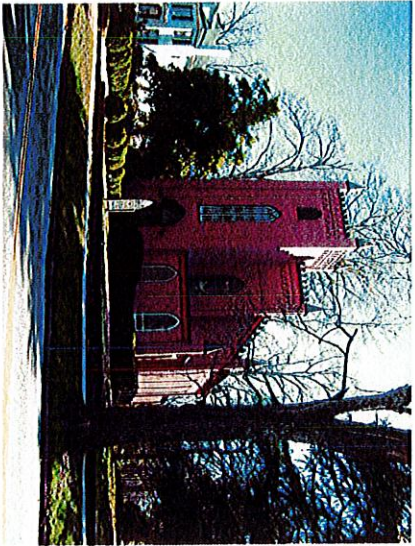
**AGRICULTURE BUILDING**  
Coordinate replacement with York County a revitalization effort. Strongly consider replacing with the compatible, classic or period style architecture.

**COURT HOUSE**  
This historic site and structure is the cornerstone of the York County Government office Cluster.

**BANK OF YORK**  
The Bank of York, with it's prominent location and classic appearance, contributes greatly to the ambience of the Downtown.







**HSM**  
ARCHITECTS ENGINEERS PLANNERS

# PARKING ASSESSMENT PLAN

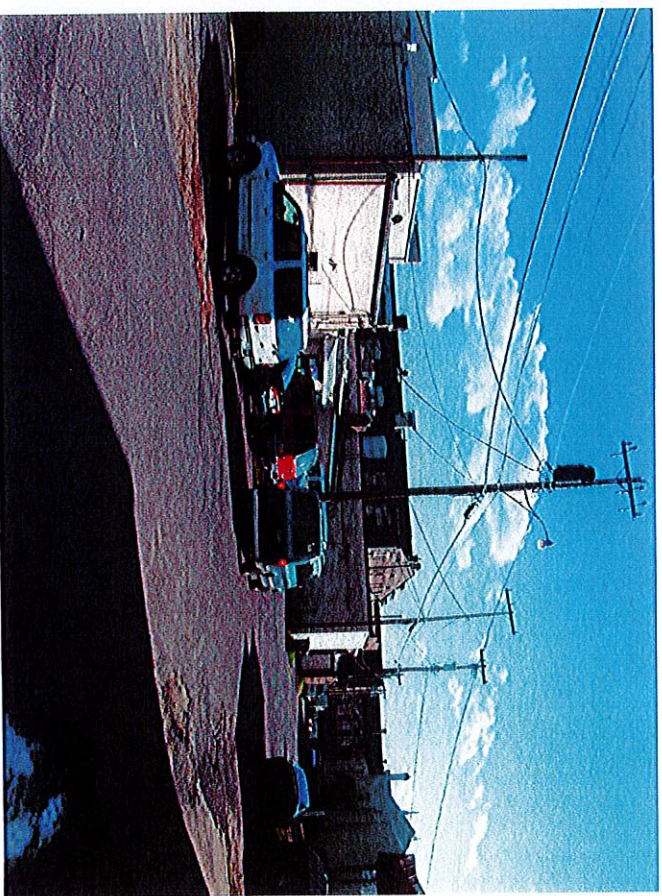




## **Parking Assessment Plan**

### **Assessment**

It is the opinion of the Design Team that the Downtown area currently has sufficient land area devoted to parking, but that off street parking is not well laid out and is inefficient. The new library will have limited on-site parking. Adjacent shops on North Congress have differing rear parking configurations that work against each other. The uncoordinated placement of utility, service, and waste disposal services takes up space and makes deliveries and waste collection more difficult. McNeel Street has both accessible parking and circulation issues. Parking areas in the Service and Home Décor clusters have large expanses of poorly-marked parking that is devoid of pedestrian amenities or landscaping. The emerging Home Décor Cluster also has large expanses of existing pavement that could be reconfigured to create space for more parking and landscaped areas. County C-Funds are a funding source currently being explored by the City of York.

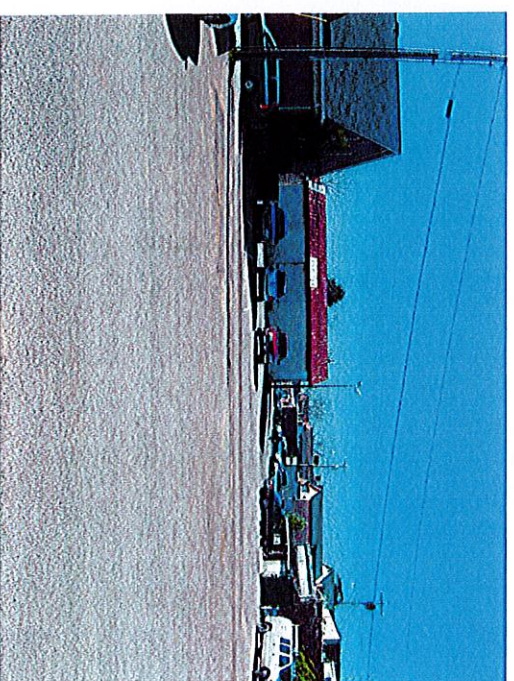


### **Parking Assessment Plan**

The parking Assessment Plan provides a design for additional parking spaces and new circulation patterns to improve traffic flow in each cluster. Additional spaces were gained by consolidating parking and utility areas together and providing a pedestrian corridor throughout the parking area. These proposed parking areas are laid out on existing paved areas and, if implemented, will reduce the amount of aggregate existing impervious surfaces area. These parking schemes minimize the required number of driveway curb cuts for additional spaces and to streamline traffic circulation Downtown.



The proposed improvements in the City of York Government/Office Cluster include relocating the Ferguson out building (current City Planning office) to front on Roosevelt Street, adjacent to the existing law and real estate offices. This will open up area for additional parking in the Creative, Historic, Friendly Cluster and give the outbuildings a better relationship to Roosevelt Street and adjacent buildings. Pedestrian circulation and proposed landscaping is shown.



In the Creative, Historic, Friendly, Cluster, McNeel Street is shown with one-way circulation from the intersection with West Liberty Street to the First Presbyterian Church parking lot connection. From this point on to Victory Lane, McNeel Street would support two-way vehicular circulation. Additional parking and a consolidated waste/recycling area is proposed.

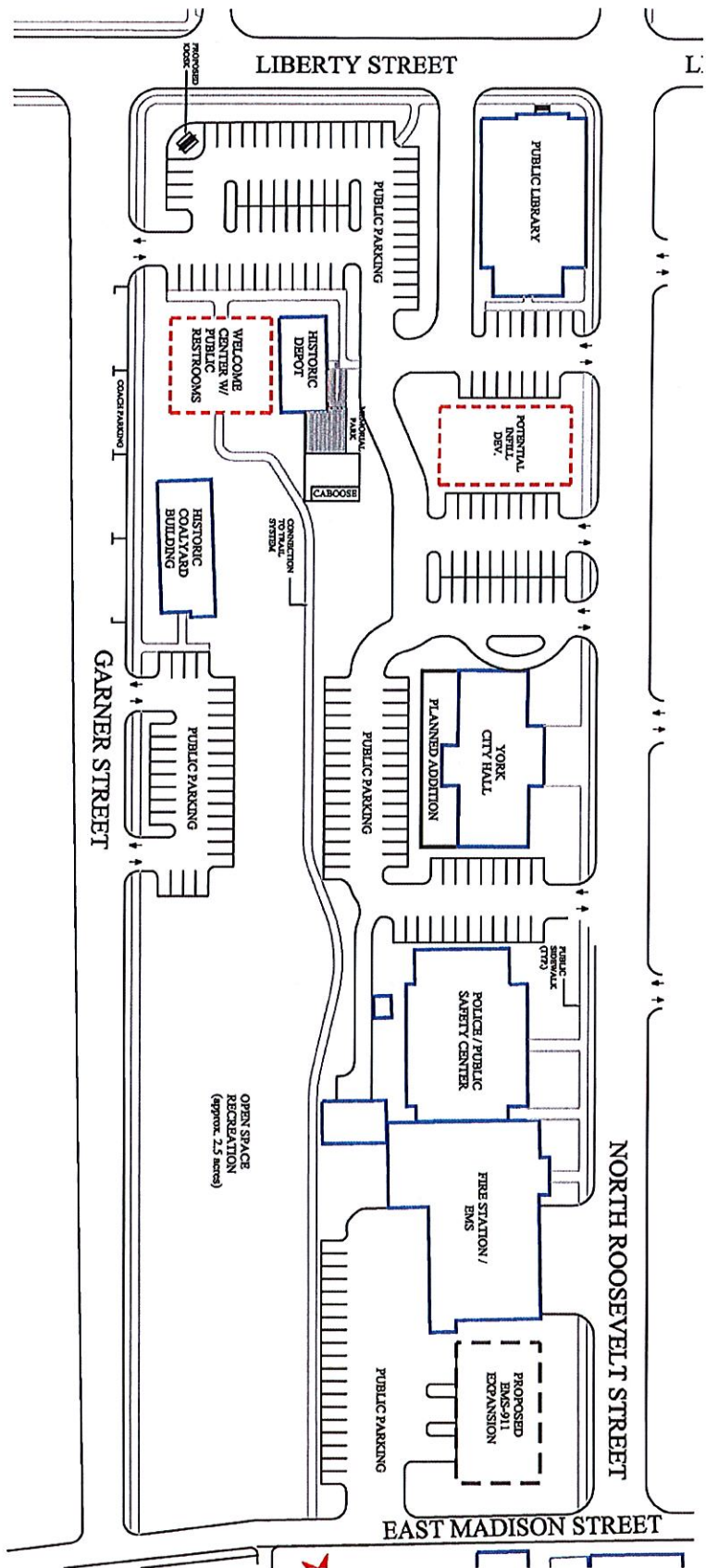
In the Service Cluster, a large existing parking area has been organized with landscaping and dedicated pedestrian circulation. One new in-fill building is shown with an alley connection to the north.

In the Home Décor area, parking has been consolidated with an eye to retaining the historic garden space associated with the Latta House, and to improve circulation through the central parking area. The theme of consolidating and screening public parking behind buildings and providing pedestrian space is followed throughout Downtown.

### **Implementing the Parking Infrastructure Plan**

The City must encourage private property owners to work cooperatively through the use of cross access easements and other mechanisms to utilize the available area for parking in a more efficient manner. Provide an enhanced Parking Area Landscape Ordinance to improve buffering, screening, and the general aesthetic of the area. Consolidate waste/recycling areas for greater efficiency.





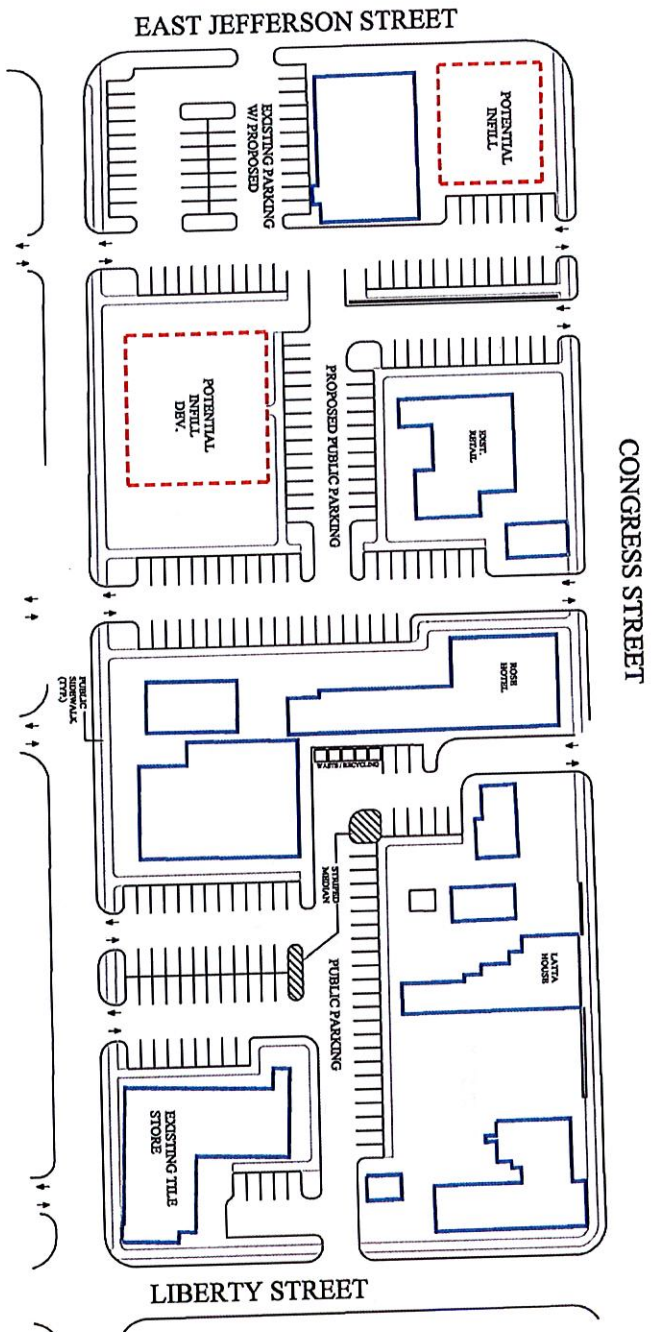
### PARKING PLAN DESCRIPTION

The proposed redevelopment suggests a parking system providing six connections with Liberty and Roosevelt Streets and are intersected internally. The vehicular system for the Fire Station and EMS Center is kept separate. All internal drives are two-way. Parking locations are centralized to service municipal functions and the proposed City Park. Circulation is proposed both on a vehicular and a pedestrian level using accessible parking and a sidewalk system that will link all redevelopment areas together.

### CITY OF YORK GOVERNMENT AND OFFICE CLUSTER

NOT TO SCALE





# PARKING PLAN DESCRIPTION

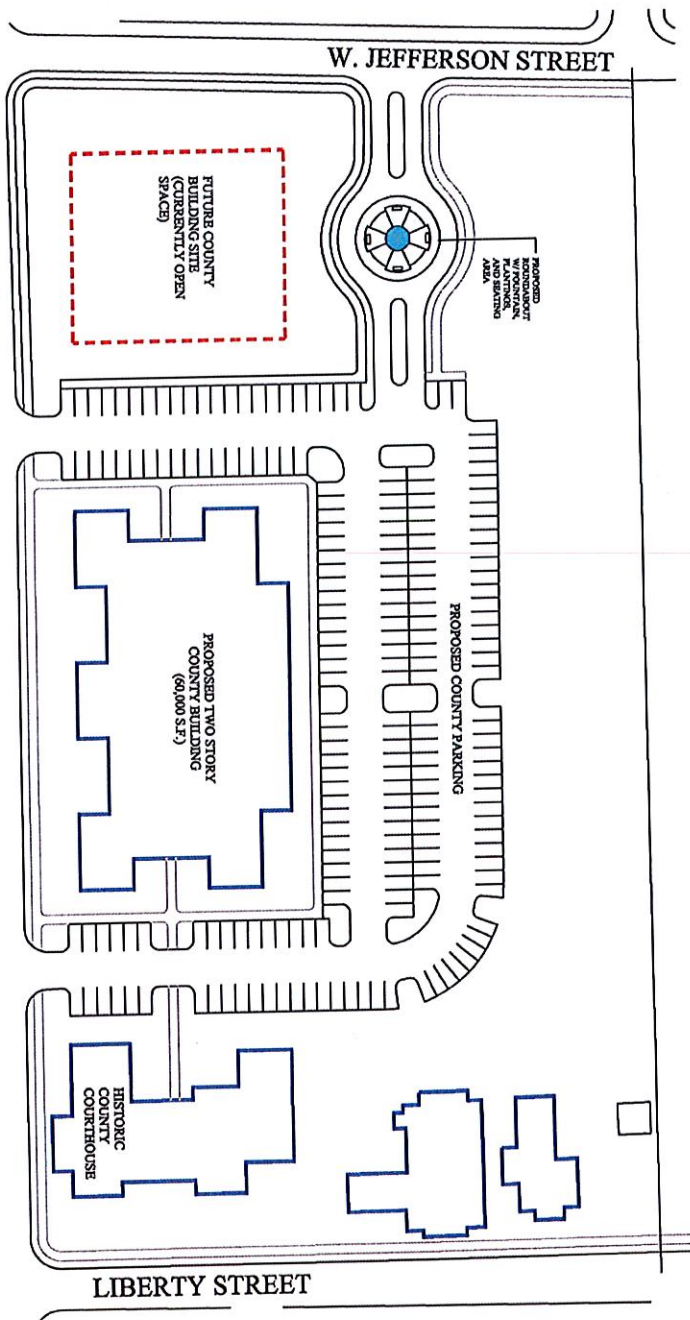
The proposed development provides a parking system with four parking connections to North Roosevelt Street, one parking connection to East Jefferson Street, three parking connections to North Congress Street and one parking connection with Liberty Street. All parking areas are intersected internally and internal drives are two-way. The proposed parking also allows access to the three proposed buildings that will be into the architecture of the area and to the proposed recycling service. Circulation is proposed both on a vehicular and a pedestrian level using accessible parking and a sidewalk system that will link all redevelopment areas together.

## COUNTY OF YORK GOVERNMENT AND OFFICE CLUSTER

NOT TO SCALE







# **PARKING PLAN DESCRIPTION**

The proposed redevelopment identifies a parking system that provides two connections with Congress Street and are intersected internally. There also is proposed a main entrance to the new County Building that will provide access to the site from W. Jefferson Street. All internal drives are two-way. Parking locations are centralized to service County functions and future development site. Circulation is proposed both on a vehicular and a pedestrian level using accessible parking and a sidewalk system that will link all redevelopment areas together.

## **COUNTY OF YORK GOVERNMENT AND OFFICE CLUSTER**

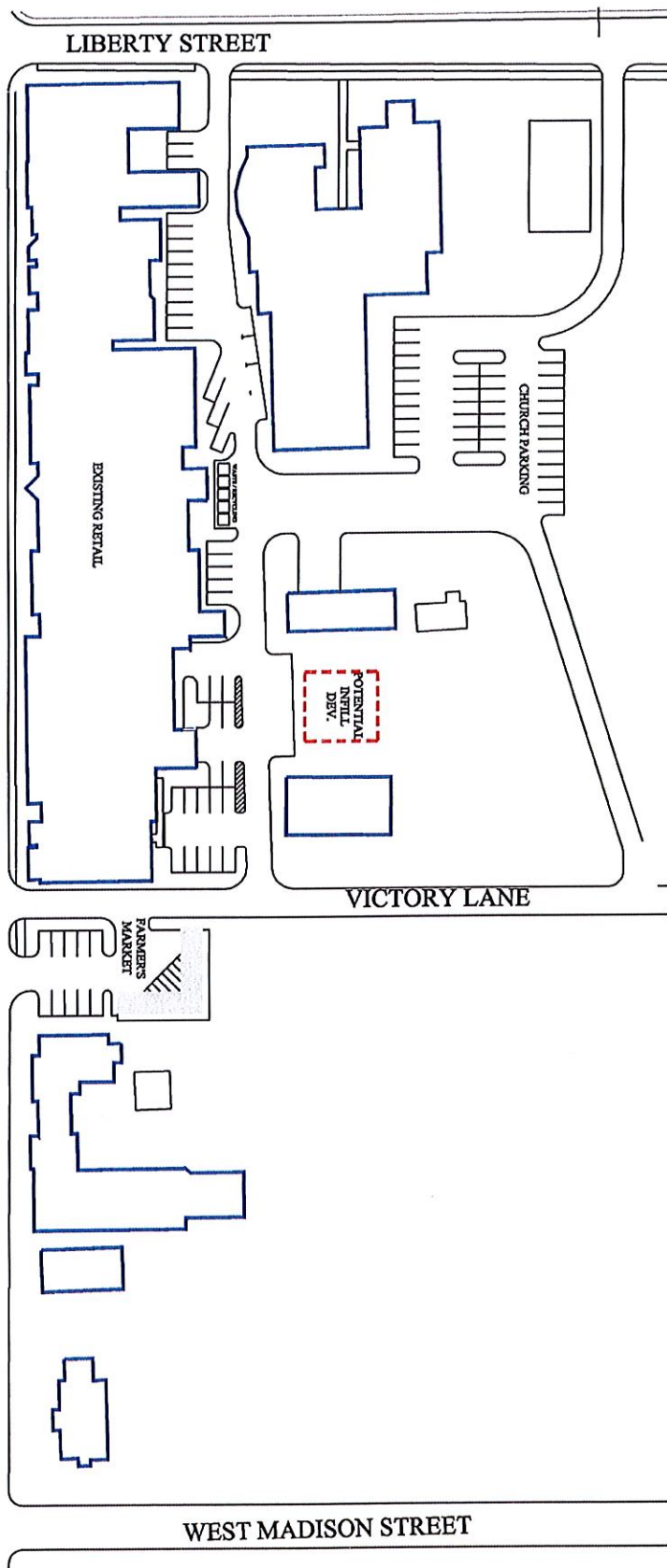
NOT TO SCALE



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### PARKING PLAN DESCRIPTION

The proposed parking system provides one connection with Victory Lane and one with Liberty Street. Parking locations are centralized to service historic municipal functions and the proposed recycling service. Circulation is proposed both on a vehicular and a pedestrian level using accessible parking and a sidewalk system that will link all redevelopment areas together.

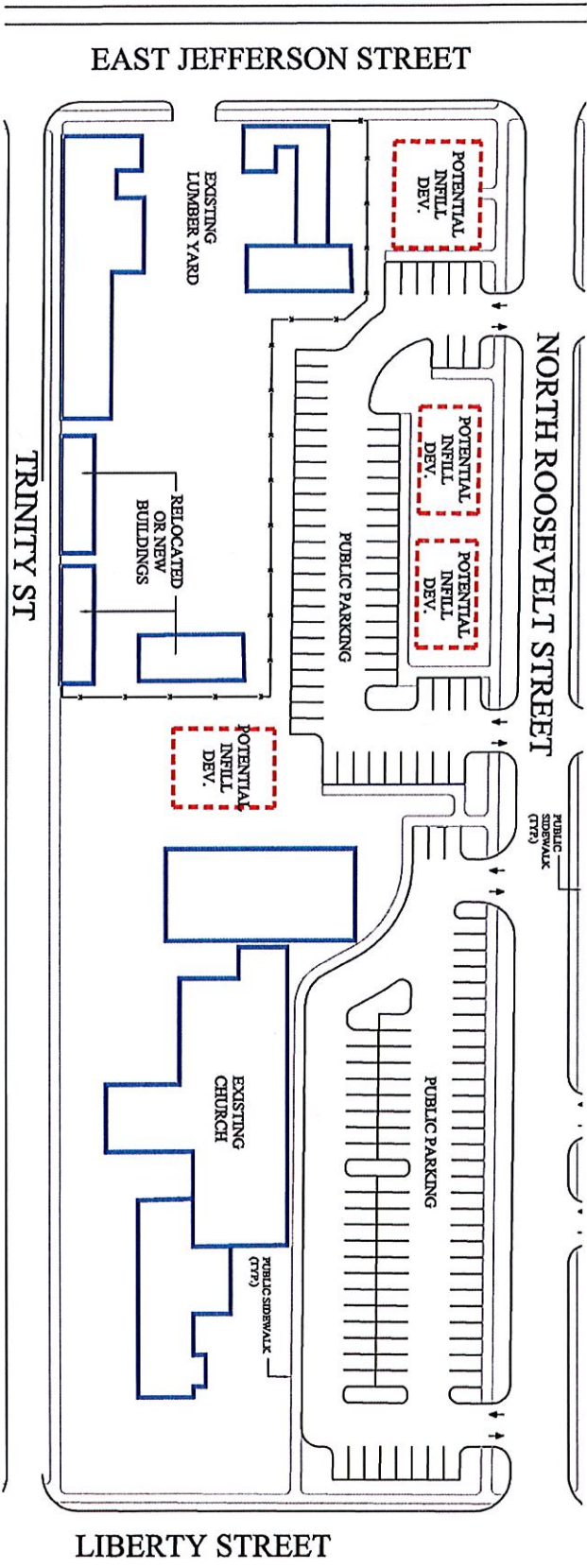
CREATIVE, HISTORIC,  
FRIENDLY CLUSTER

NOT TO SCALE



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### PARKING PLAN DESCRIPTION

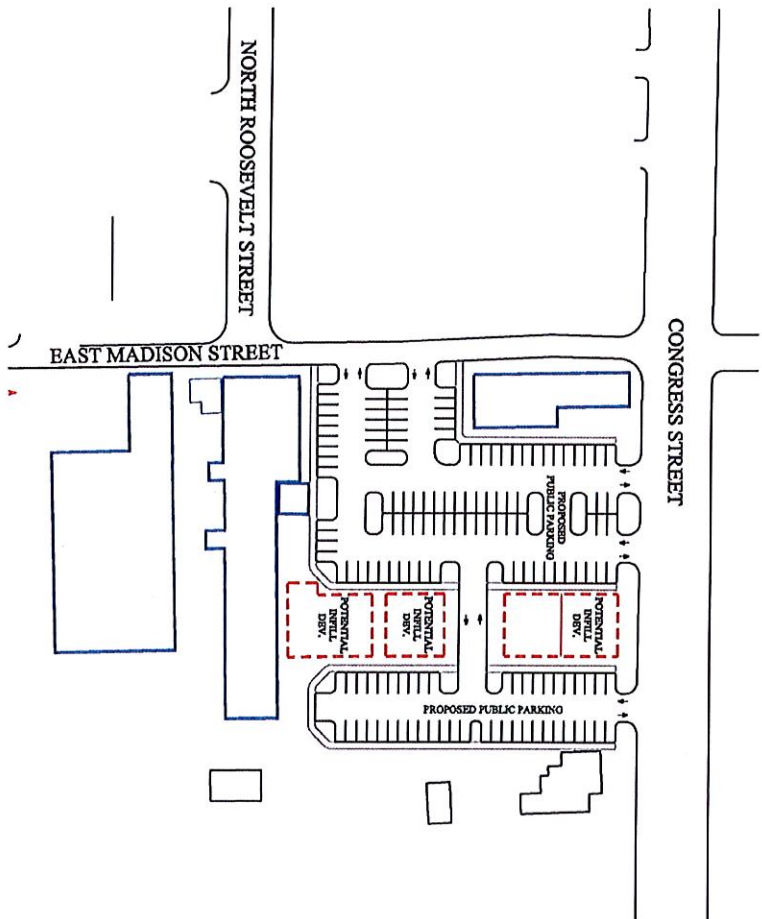
The proposed redevelopment provides a parking system with four connections with North Roosevelt Street and are intersected internally. All internal drives are two-way. Parking locations are centralized to service municipal functions and the proposed development of four new buildings that will tie into the surrounding architecture. Circulation is proposed both on a vehicular and a pedestrian level using accessible parking and a sidewalk system that will link all redevelopment areas together.

### HOME DECOR CLUSTER

NOT TO SCALE







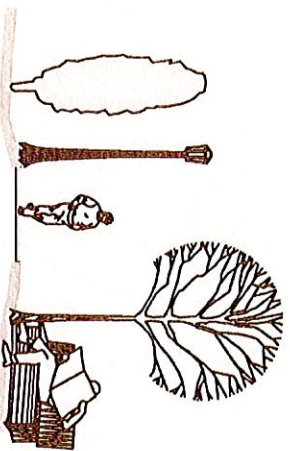
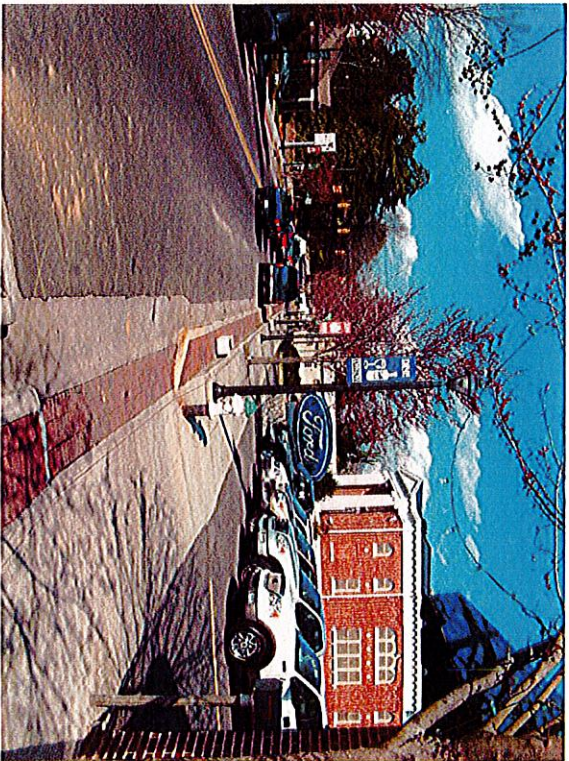
# **SITE DESCRIPTION**

The proposed parking system provides two connections with Congress and East Madison Streets and are intersected internally. All internal drives are two-way. Parking locations are centralized to service municipal functions and the two proposed structures. Circulation is proposed both on a vehicular and a pedestrian level using accessible parking and a sidewalk system that will link all redevelopment areas together.

## **SERVICE CLUSTER**

NOT TO SCALE





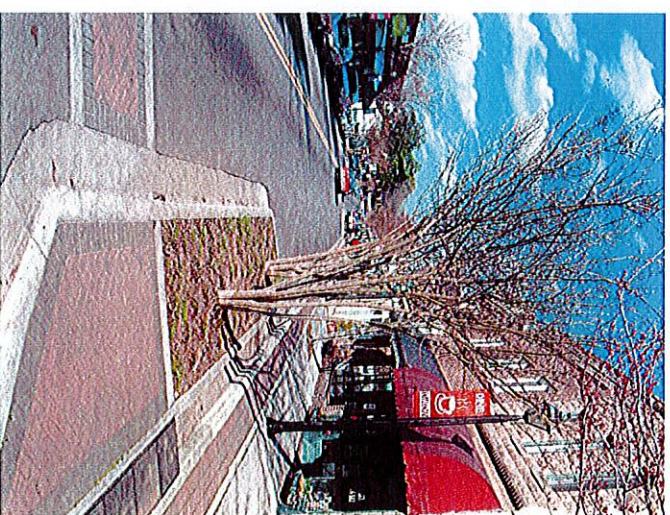
# INFRASTRUCTURE IMPROVEMENT PLAN





## INFRASTRUCTURE IMPROVEMENT PLAN

Currently there are two phases of Streetscape Improvements completed along Congress Street. While these existing improvements are very appropriate, some minor suggestions are indicated. Some of the selected Maple tree cultivars are too broad for their intended growth area. Such trees should be removed over time in a phased and staggered fashion so that there are no obvious "gaps" in the streetscape and younger replacements are given time to mature and fill in the spaces. This procedure should be accomplished by a registered tree surgeon to advise when trees should be limbed up or removed. Replacement trees should be long-lived and appropriate for their location. Throughout the Streetscape improvement process, it is important to upgrade other infrastructure (utilities, etc.) concurrent with Streetscape improvements. The on-going S.C. Highway 5/161 Improvement Projects will provide improved access for motorists visiting in the Downtown area and the City should coordinate its efforts to take full advantage of this opportunity. Where possible, Downtown streetscape improvements should be completed at entrance connection points concurrent with corresponding gateway and corridor improvements, but the functional and aesthetic needs of the Downtown should dictate the schedule. Streetscape improvements increase curb appeal, provide area-wide continuity, and give a sense of arrival Downtown. The proposed improvements are divided into two block phases to approximate the size of completed phases. If additional funding is available, phases can be combined.





## **Infrastructure Improvement Implementation Schedule:**

This schedule is also graphically depicted on the Infrastructure Improvement Plan.

### **2006 Grant Cycle:**

#### **East Liberty Street (from College St to White Rose Lane)**

Streetscape amenities along this section of Liberty Street will connect the two main intersections Downtown and provide curb appeal for motorists at this vehicular nexus. Suggested amenities would include decorative crosswalks with the City Seal embossed into the center of the Liberty Street/Congress Street and Liberty Street/Roosevelt Street Intersections, and a full-length mural along the old Belk building to provide public art, and educate passersby about York's rich history. Decorative lighting and improvements that match those along Congress Street will provide continuity between the two major streets. This also is an opportunity to provide an enhanced pedestrian connection to the City Recreation Center from the Downtown area.

### **2008 Grant Cycle:**

#### **Roosevelt Street (East Jefferson to East Madison)**

If parking area consolidation efforts are complete along both sides of Roosevelt Street, Streetscape improvements should commence in this area. Include the City Seal and decorative crosswalks at the Roosevelt/Liberty Street intersection if this was deferred from the 2006 Grant Cycle due to implementation difficulties. If consolidation efforts are not finished, Roosevelt Street should defer improvements. It is imperative that parking modifications and Streetscape improvement efforts are coordinated to avoid installing work that must be torn up later.

### **2010 Grant Cycle:**

#### **East Jefferson Street (South Congress to College Street)**

This Streetscape improvement is intended to create a vehicular and pedestrian link between the McCelvey Center and the Downtown area. If the Roosevelt Streetscape improvements are finished, the pedestrian connection from the parking areas on both sides of Roosevelt to the intersection with East Jefferson will be complete. Completing improvements from South Congress to College Street will provide two enhanced pedestrian connections from the McCelvey Center to the Downtown area. Creating connections between the McCelvey Center and the Downtown area is critical.



**2012 Grant Cycle:**

East Madison (Garner Street to North Congress Street)  
Completions of this streetscape improvement will bookend the Southeast boundary of the Downtown Business area and provide aesthetic enhancement. It also provides an enhanced pedestrian connection from the YMCA and the existing hiking/biking trail head to the North Congress Street Creative, Historic Friendly Cluster.

**2014 Grant Cycle:**

Garner Street (East Madison Street to East Liberty Street)  
This block can be deferred as needed because the proposed park use on the west side of Garner street and existing vegetation and lack of development on the east side make enhancement less critical than in other areas.

**2016 Grant Cycle:**

Trinity Street (East Jefferson Street to East Liberty Street)  
As a one block street with no through connection and residential use along the east side, Trinity Street is also an enhancement area that can be deferred as required.

**2018 Grant Cycle (and future efforts):**

Once improvements are completed within the Downtown area, future efforts should be concentrated on locations where entrance corridors meet the Downtown area.

**2006 Grant Cycle:**

East Liberty Street (from College St to White Rose Lane)  
Streetscape amenities along this section of Liberty Street will connect the two main intersections Downtown and provide curb appeal for motorists at this vehicular nexus. Suggested amenities would include decorative crosswalks with the City Seal embossed into the center and a full-length mural along the old Belk building to provide public art, and educate passersby about York's rich history. Decorative lighting and improvements that match those along Congress Street will provide continuity between the two major streets. This also is an opportunity to provide an enhanced pedestrian connection to the City Recreation Center from the Downtown area.

GATEWAY HWY. 321 SOUTH

**2008 Grant Cycle:**

Roosevelt Street (East Jefferson to East Madison)  
If parking area consolidation efforts are complete along both sides of Roosevelt Street, Streetscape improvements should commence in this area. If consolidation efforts are not finished, Roosevelt Street should defer improvements. It is imperative that parking modifications and Streetscape improvement efforts are coordinated to avoid installing work that must be torn up later.

**2010 Grant Cycle:**

East Jefferson Street (South Congress to College Street)  
This Streetscape improvement is intended to create a vehicular and pedestrian link between the McCalvey Center and the Downtown area. If the Roosevelt Streetscape improvements are finished, the pedestrian connection from the parking areas on both sides of Roosevelt to the intersection with East Jefferson will be complete. Completing improvements from South Congress to College Street will provide two enhanced pedestrian connections from the McCalvey Center to the Downtown area. Creating connections between the McCalvey Center and the Downtown area is critical.

GATEWAY HWY. 5 WEST

GATEWAY HWY. 161

GATEWAY SC HWY. 49  
GATEWAY HWY. 321 NORTH

**2012 Grant Cycle:**

East Madison (Garner Street to North Congress Street)  
Completion of this streetscape improvement will bookend the Southeast boundary of the Downtown Business area and provide aesthetic enhancement. It also provides an enhanced pedestrian connection from the YMCA and the existing hiking/biking trail head to the North Congress Street Creative, Historic Friendly Cluster.

**2014 Grant Cycle:**

Garner Street (East Madison Street to East Liberty Street)  
This block can be deferred as needed because the proposed park use on the west side of Garner Street and existing vegetation and lack of development on the east side make enhancement less critical than in other areas.

**2016 Grant Cycle:**

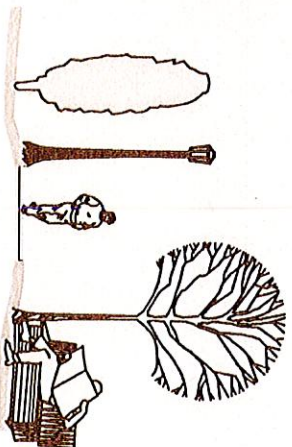
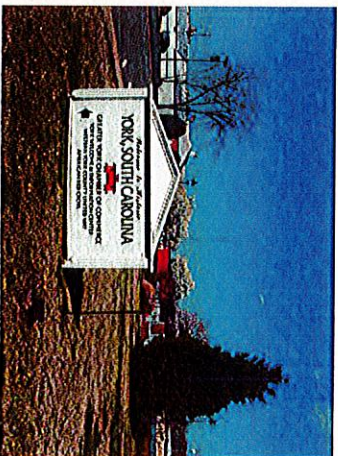
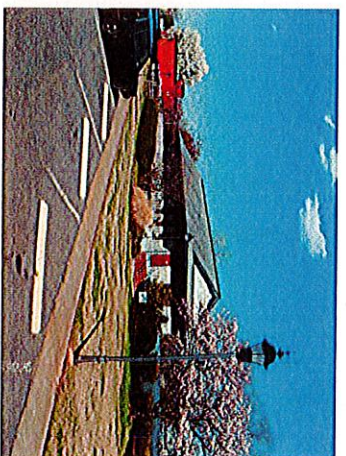
Trinity Street (East Jefferson Street to East Liberty Street)  
As a one block street with no through connection and residential use along the east side, Trinity Street is also an enhancement area that can be deferred as required.

PROPOSED INFRASTRUCTURE PHASING

CITY OF YORK MASTER PLAN • AUGUST 2004 • NOT TO SCALE







# DOWNTOWN MASTER PLAN





## Master Plan

The Master Plan graphically consolidates the recommendations made by the Economic Restructuring, Physical Assessment, Physical Improvement, Parking Assessment, and Infrastructure Improvement Plans. It is intended for use as a public display and as an information handout for property owners, developers, and the public.

### Master Plan Description

City of York Government/Office Cluster – This block bounded by Roosevelt Street, East Madison Street, Garner Street, and East Liberty is shown as the City of York Government/Office Cluster. The vacant building (Tim's Restaurant) will be demolished and the beauty shop business (Clip and Curl) will be re-located into the Service Cluster. A new Welcome Center is proposed on the property currently owned by Norfolk Southern Railroad. The new parking associated with the center would also support the public library. This Center would provide public restrooms, meeting rooms, maps and local and regional information. The center would also support the proposed adjacent City Park and compliment nearby existing hiking and biking trails. A proposed trail is shown connecting the Center with an existing trail head



**The Historic Depot, Jaycee Memorial Park, and proposed Welcome Center will become part of York's City Park.**

nearby. The proposed 1.75 acre park would provide badly needed open space downtown and represent a valuable resource to the existing YMCA across East Madison Street. As historic structures, the Train Depot and Coal Yard Restaurant would remain. The caboose and existing Jaycee Memorial park would remain as components of the proposed City Park. The Park would provide much needed open space into the Downtown area. Large gatherings and music events (Thursday Night Live) could be held in the park, utilizing the adjacent parking. The existing shed behind the Fire Department can be relocated to the Home Décor Cluster. The coin operated laundry and Shirley's Thrift Shop building will be removed and the businesses will be relocated into the Service Cluster area. A EMS/911 center is proposed for that location. Parking within this block shall be located for consolidated use and will serve as after hours and weekend parking for the City Park.



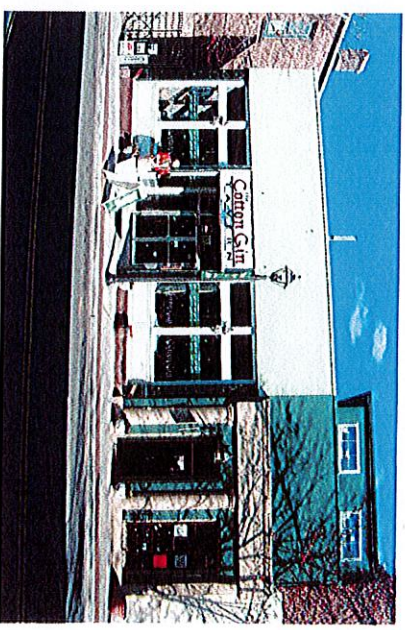
The Creative, Historic, Friendly Cluster – As stated in the Parking Assessment Plan, off street parking connected with this cluster is not well laid out with adjacent parking areas at odds with each other. The Master Plan Exhibit shows how this area could be reconfigured to provide more parking and improve traffic circulation. Consolidated parking and utility areas would yield more space for retail expansion, pedestrian circulation, and amenities like decorative lighting, information kiosks, benches, and extensive landscaping. This also reinforces the existing public back entrances into shops, a wonderful characteristic of the City of York.

In the public parking area, future driveway widths and radii shown are adequate for both dumpster trucks and Fire/Rescue vehicles. The Ferguson outbuilding should be relocated to address Roosevelt Street alongside an additional proposed new building. The existing Attorney's and Real Estate offices will remain and have been provided some open space buffer from the proposed parking area. The currently empty building site on North Congress adjacent to the China King Restaurant is shown with a proposed new architecturally compactable structure and a 10' wide public access easement. As the main central public car park Downtown, pedestrian connections to this area will be extremely important.

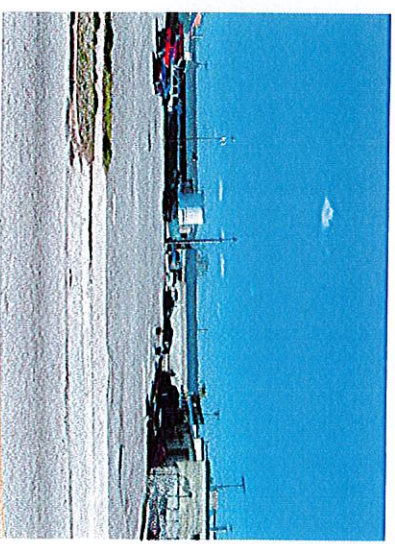
The McNeel Street parking and utility areas will be consolidated and reconfigured. Accessible spaces are provided on both sides to provide access to the church entrance and the back entrances to the shops that front onto Congress Street. These new spaces will help mitigate existing accessibility issues.

The old Marshall Gas Station will be demolished and a new Farmer's Market constructed in its place.

The Service Cluster – This area is characterized by expanses of pavement and few site amenities. The opportunity for future parking area consolidation



**The Creative, Historic, Friendly Cluster has many wonderful places for dining, shopping, and entertainment.**

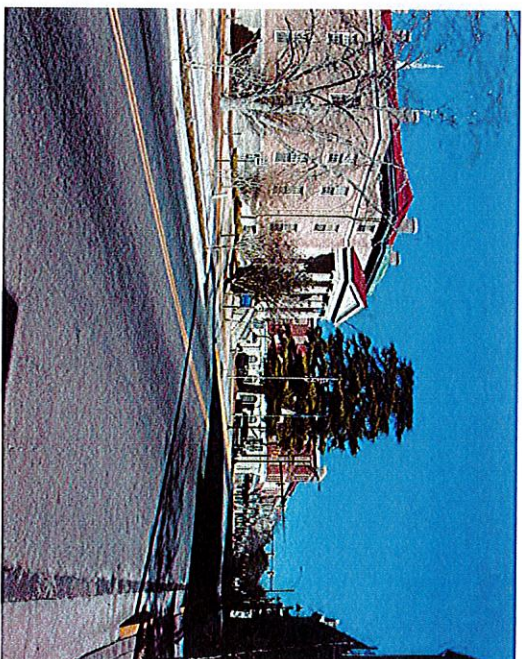


**The Service Cluster has ample parking area and in fill development potential.**



is shown by the Parking Assessment Plan. The Master Plan shows in-fill potential. Like the McCelvey Center, this cluster has a physical and perceptual separation from the rest of the Downtown area. The Master Plan proposes streetscape amenities (signage, landscaping, cross walks, pedestrian connection, lighting) to tie this cluster to the rest of the Downtown area.

County of York Government/Office Cluster – The County of York is currently considering removing the existing Agriculture Building and replacing it with a new building or complex. The master plan depicts a new building and associated parking, with open space and room for expansion. The height of the new structure(s) should not exceed that of the existing Courthouse, Rose Hotel and Latta House/York Funeral Home. Following the prevailing Downtown character, the building would be sited to address Congress Street and parking in this cluster will be grouped behind buildings. There is a strong pedestrian connection proposed with the Courthouse and the rest of Downtown. The historic Latta House garden area has been retained and restored as open space for this cluster. Other than the County property, there is little infill potential at the core of the cluster, but room for growth towards the south end of Congress.



**The York County Courthouse is the anchor for the York County Government/Office Cluster.**

**Home Décor Cluster** – This emerging cluster has some room for infill development as evidenced by the Master Plan. Potential consolidated off street parking areas are shown with pedestrian connections to adjacent shops. Significant open space has been retained on the block.

There are three Master Plan recommendations that should begin implementation as soon as possible.

A Comprehensive Vehicular and Pedestrian Signage Plan is needed that anticipates roadway improvements and coincides with future Gateway and Entrance Corridor enhancements. This signage plan should be completed by March of 2005 and implemented by December 2005. The signage must incorporate York's logo and branding and be interlaced throughout the Downtown area. Where possible, Downtown streetscape improvements should be



completed at entrance connection points concurrent with corresponding corridor improvements, but the functional and aesthetic needs of the Downtown should dictate the schedule. The S.C. Highway 321 South Gateway and Entrance corridor is currently under design and will be the first implemented. East Liberty will be the second Gateway and Entrance Corridor to receive improvements.

The next issue to address is consolidating and improving public parking and improving the general aesthetic in the area. An enhanced landscape ordinance for parking areas is needed to serve as a guideline for implementing parking area consolidation. These improvements must coincide with Streetscape efforts to so that the resulting product is aesthetically pleasing and functional. Creating a schedule for off-street parking consolidation in the clusters is a difficult task because it involves the consensus of many individuals and may be costly to implement. We would recommend addressing public parking consolidation in the Creative, Historic, and Friendly Cluster first. All destinations Downtown must be tied together and unified with improvements that enhance the experience of motorists and pedestrians, particularly those visiting York for the first time. Attention must be paid to the curbside appeal of the Downtown area. Architectural standards are needed that address expanding, successful mixed uses Downtown and cover aspects of storefront/facades, accent and security lighting, and other architectural and structural features. An Overlay District is needed to protect valued structures Downtown and address aesthetic and negligence issues.



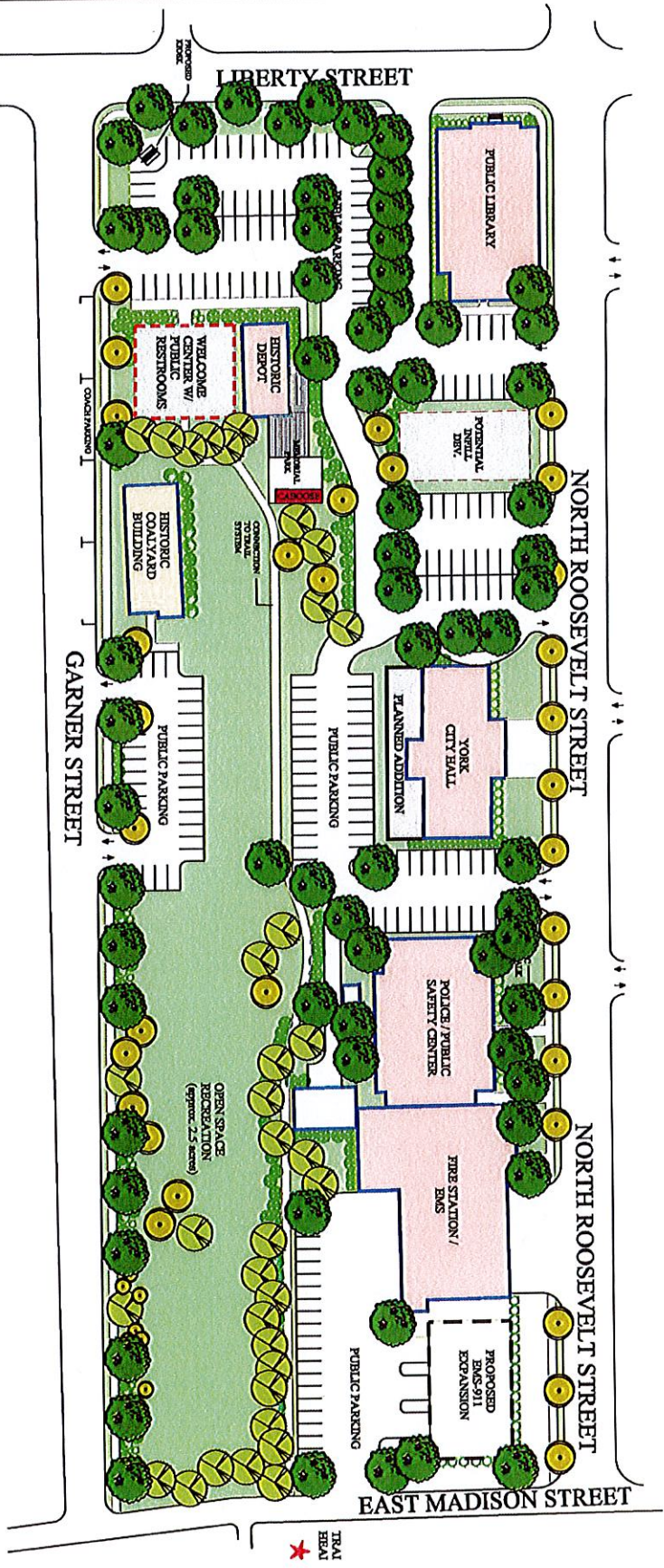
**The Home Décor Cluster has great infill potential and can create a connection between the McCelvey Center and the Downtown area.**

The third task is to begin efforts to create a Welcome Center and City Park. This effort should begin as early as possible because of the real estate negotiations required and the funding needed to implement these facilities.

## **Conclusion**

The current renewed interest in the downtown area, combined with on-going road improvement projects in the County, and anticipated Gateway and Corridor Improvements, create a wonderful opportunity for the City of York, its citizens, and Downtown Area Stakeholders to lay the groundwork for a successful and prosperous future. Full implementation of this Master Plan is an ambitious and long term task, but based on the City of York's past efforts, it is an attainable goal.

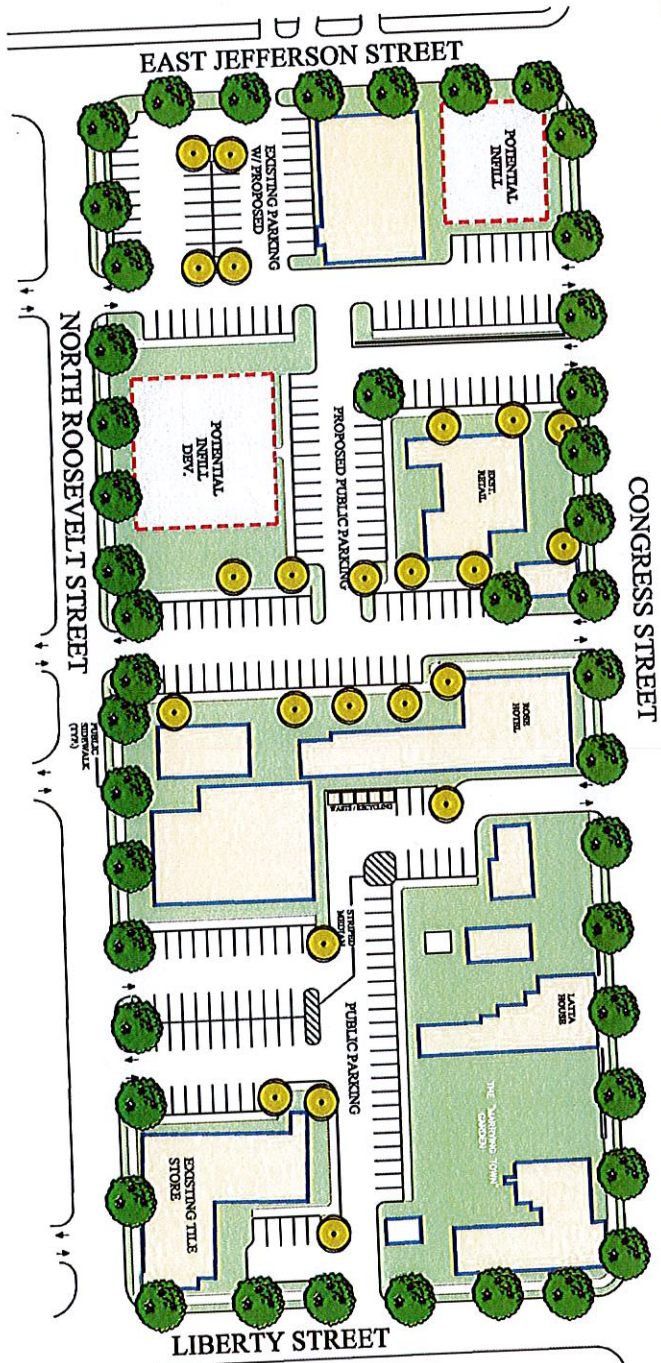




CITY OF YORK GOVERNMENT  
AND OFFICE CLUSTER

NOT TO SCALE



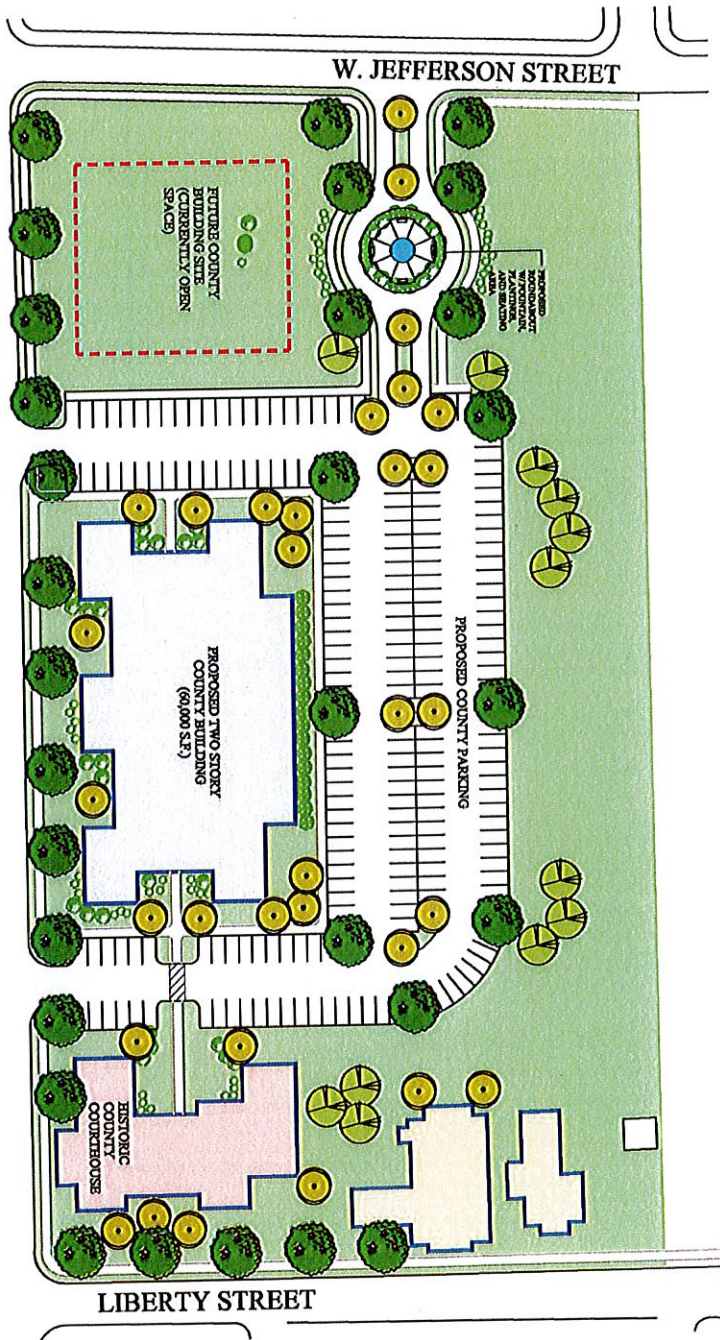


COUNTY OF YORK  
GOVERNMENT AND OFFICE  
CLUSTER

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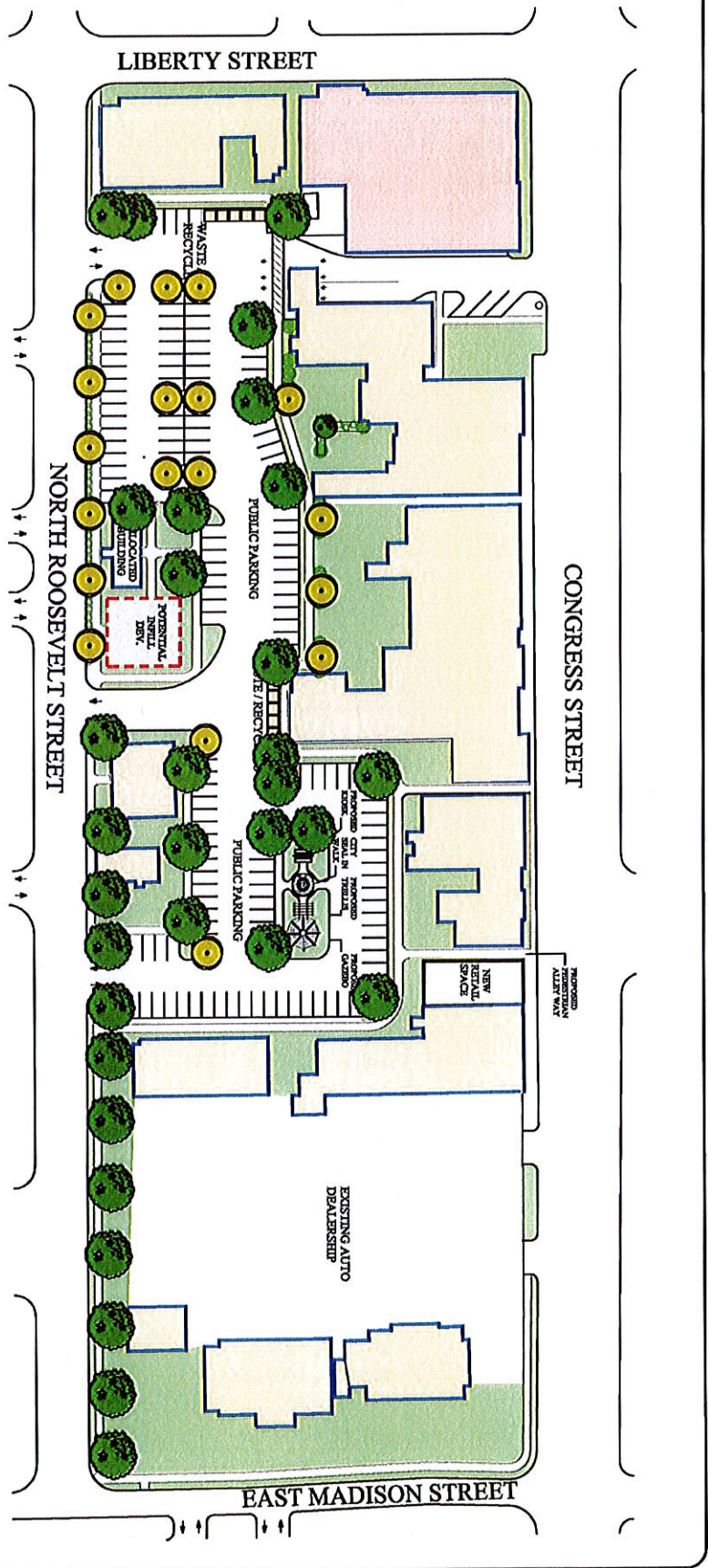




COUNTY OF YORK  
GOVERNMENT AND OFFICE  
CLUSTER

NOT TO SCALE





CREATIVE, HISTORIC,  
FRIENDLY CLUSTER

NOT TO SCALE

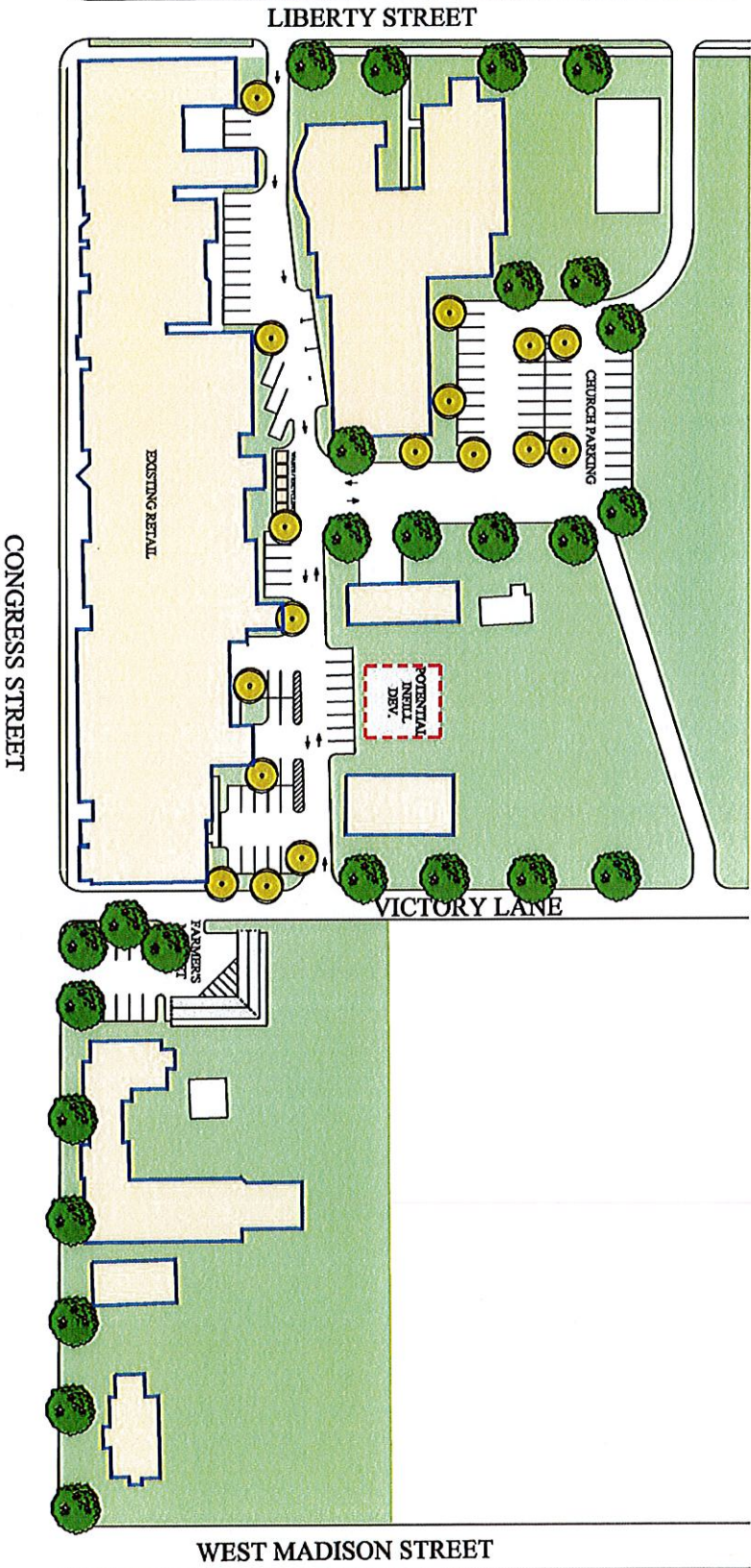


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RENDERED MASTER PLAN  
CITY OF YORK MASTER PLAN - AUGUST 2004 - NOT TO SCALE



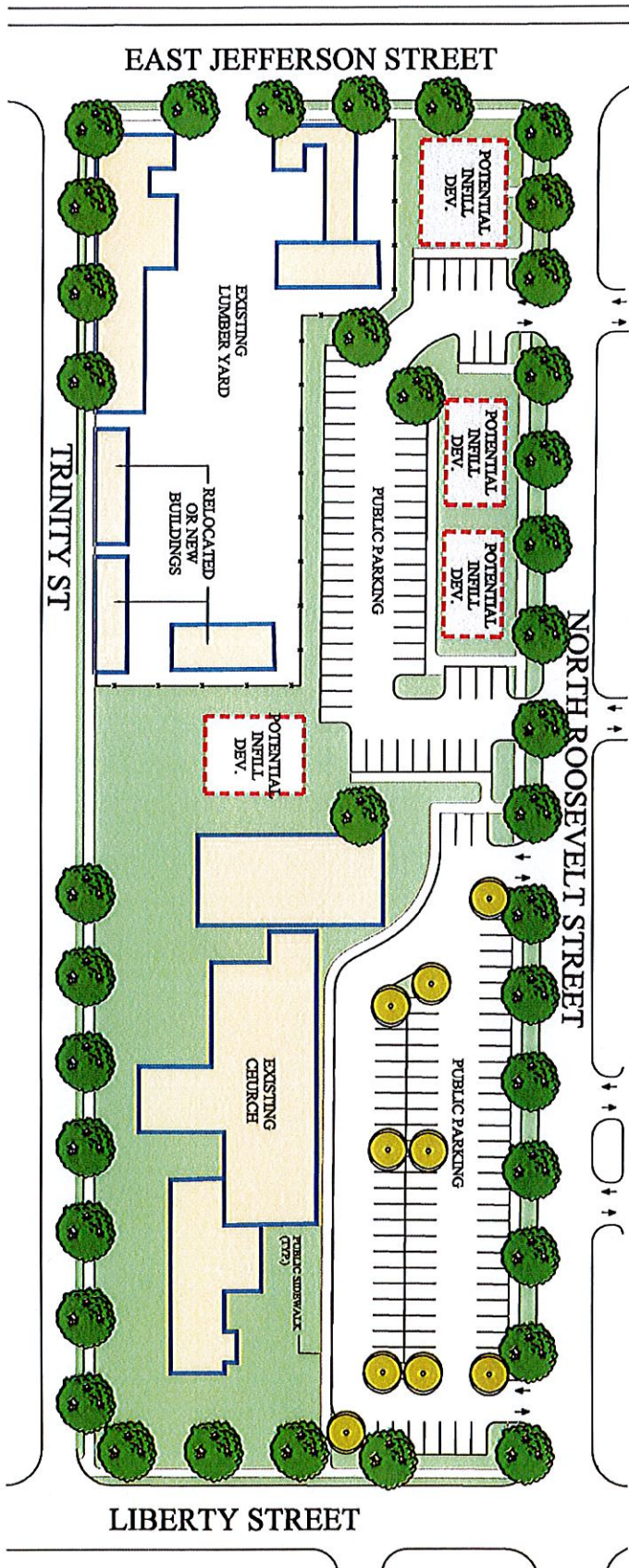




CREATIVE, HISTORIC,  
FRIENDLY CLUSTER

NOT TO SCALE



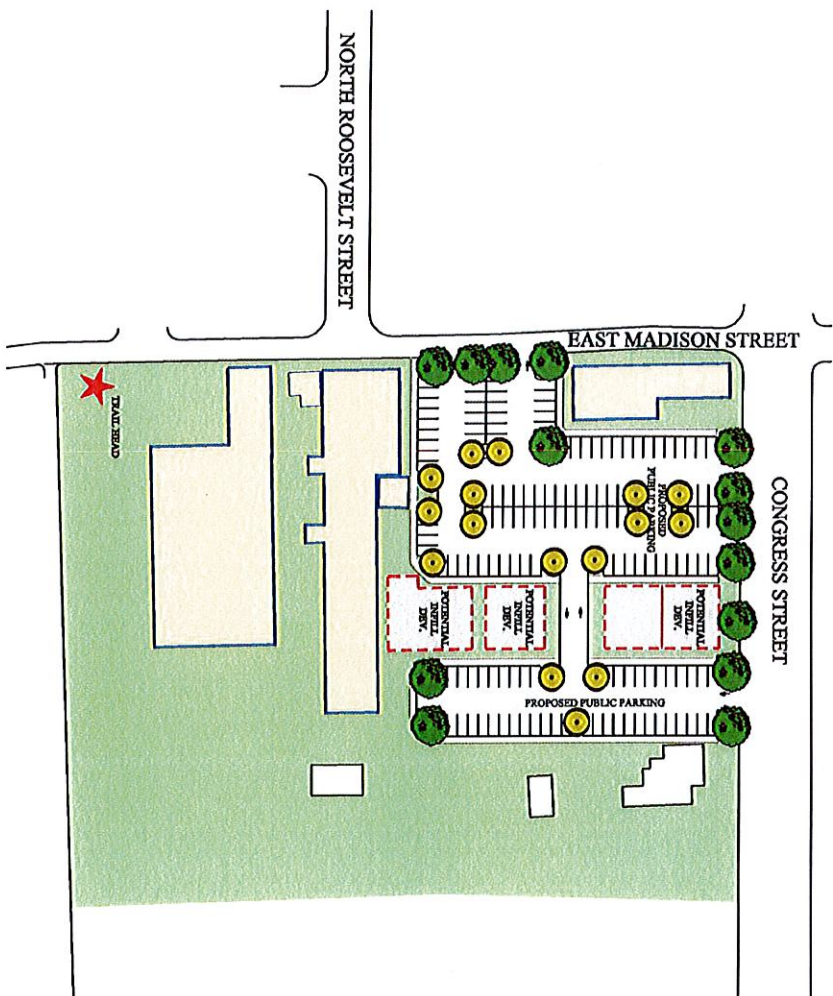


# HOME DECOR CLUSTER

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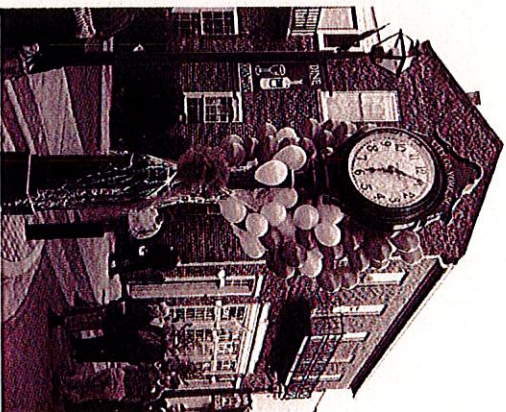
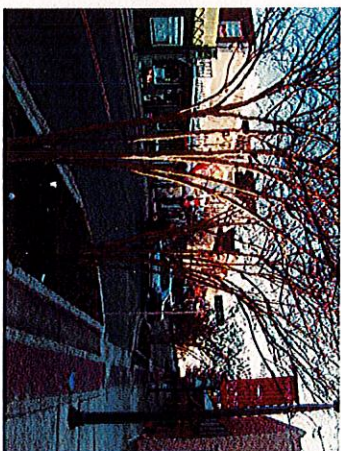
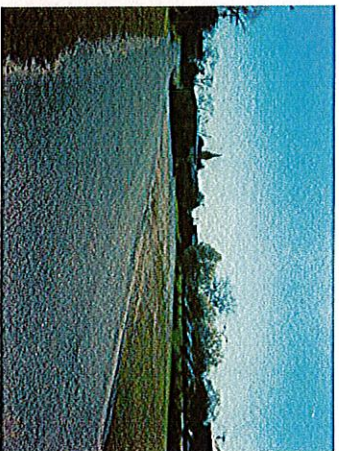
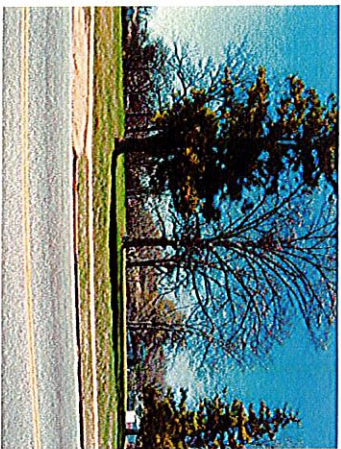
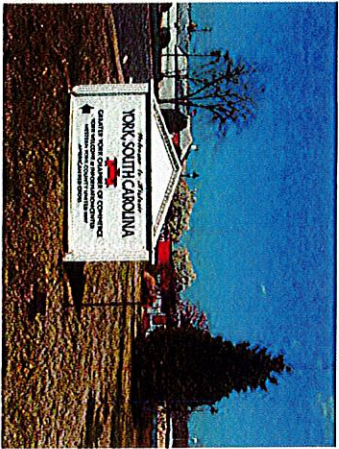




# SERVICE CLUSTER

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# ASSESSMENT DOCUMENTATION





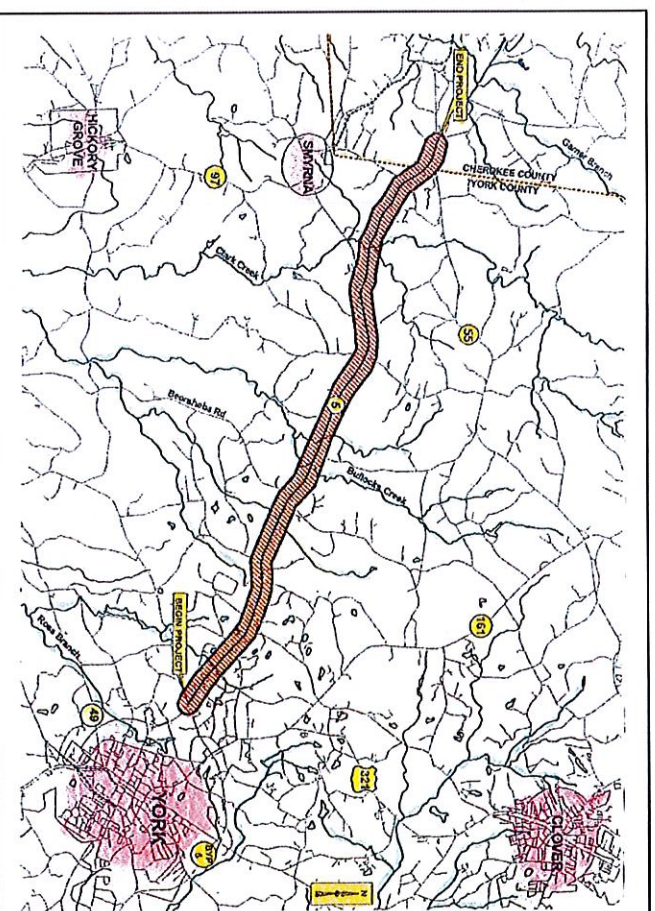
## VEHICULAR CIRCULATION ANALYSIS

The Design Team used various methods to collect and organize information about roadways and vehicular circulation impacting the Downtown area. The team drove throughout the project area at different times of the day and week to photograph video tape and map physical features that impact a motorist's visit to Downtown York. All of the Entrance Corridors were driven and video taped as were the gateway locations indicated by the Gateway Corridor Overlay District. The York Comprehensive Plan (1999), GIS maps, Highway Improvement Project information, S.C. DOT information, as-well-as regional and interstate highway connections and informal traffic counts, were considered in this analysis. A significant number of questions on the questionnaires and informal traffic counts, were considered in associated issues. City and County staff were interviewed for data on vehicular circulation.

### EXISTING CONDITIONS:

#### Opportunities

While the road system within the study area is small, factors affecting this system are on a regional scale. As the County Seat, York is a destination for County employees and individuals conducting business with the County. Visitors come to York to enjoy the good variety of shopping, eating and entertainment establishments. Close proximity to the neighboring cities of Charlotte, Rock Hill, Gastonia, and Spartanburg create many development opportunities. Connections to Interstate 77 and Interstate 85 make York a logical side trip destination for people traveling to and from Atlanta, Greenville, Columbia, and Asheville (via I-26). Being in the vicinity of Sumter, Chatahoochee, Pisgah, and Montgomery National Forests give viability to conventional vehicular& cycling, hiking, and eco-tourism opportunities. York is well-positioned as a natural and historic crossroads. Highway 321 passes through York on a North and South axis, while Highway's 5 and 49 cross in a general East/West



S.C. Highway 5 Improvements N.W. of the City of York to I-85.



direction. York has currently identified four major gateways into the City. A Gateway Corridor Overlay District has been defined and planning has been initiated for these entranceway corridors. The roadway system in the study area is generally in good condition and meets the SC DOT criteria for capacity and design speed. York County is the site of major Highway Improvement projects that will have a direct impact on the City of York.

The vehicular circulation system is mainly two-lane throughout the project area. There are several cut-thru that have been observed throughout the downtown area. Two of the most noticeable are the ones that help motorist bypass the intersection of Congress and Liberty. Motorist coming from the southwest will cut thru onto E. Jefferson to Trinity streets and those traveling Northeast will take the Garner/North Roosevelt to E. Madison Street cut thru. It is hoped that the on-going transportation improvements taking place in the County will alleviate the need to increase the capacity of the vehicular system Downtown. The current width and design speed of the road system Downtown is pedestrian-friendly and accommodates enjoyment of historic buildings and visual detailing. Improvements to the two bypasses around York will accommodate through traffic and lower the numbers traversing through the Downtown area. This may be a blessing because lower traffic counts Downtown will create additional capacity to motorists visiting and conducting business in the area. The bypasses will also connect Gateways and Entrance Corridors, providing more access for visiting motorists. These projects are funded by the County Capital Project Sales Tax (CPST)

#### South Carolina Route 5 Improvements

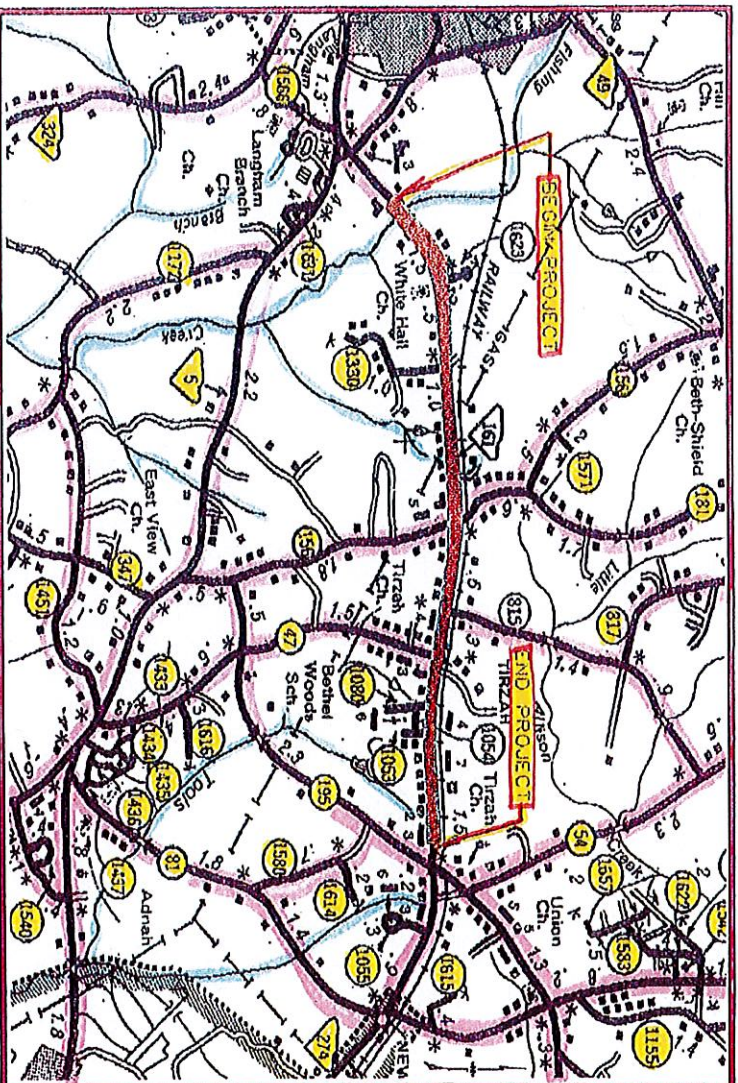
Route 5 West provides the main east west traffic corridor through York County, linking traffic from I-77 to I-85. Accident data collected by the SCDOT between January 1999 and December 2002 reported 5 fatalities with 147 total reported accidents. The nature of the accidents indicated conditions of excessive speed, poor sight distances, high turning volumes and general use over capacity. These projects will add multi-lane roadway to reduce accidents, improve emergency vehicle response time and move more commercial and private traffic safely and efficiently across York County. Traffic counts from January 2004 indicate an average daily trip count of 5,840 and anticipate an increase of 20% to 7,500 ADT. The first phase of work along SC Route 5 corridor began late in 2003 and should be completed by the end of 2005. Phase Two should be completed by 2006. Design and implementation on SC 5 Bypass is currently in progress.



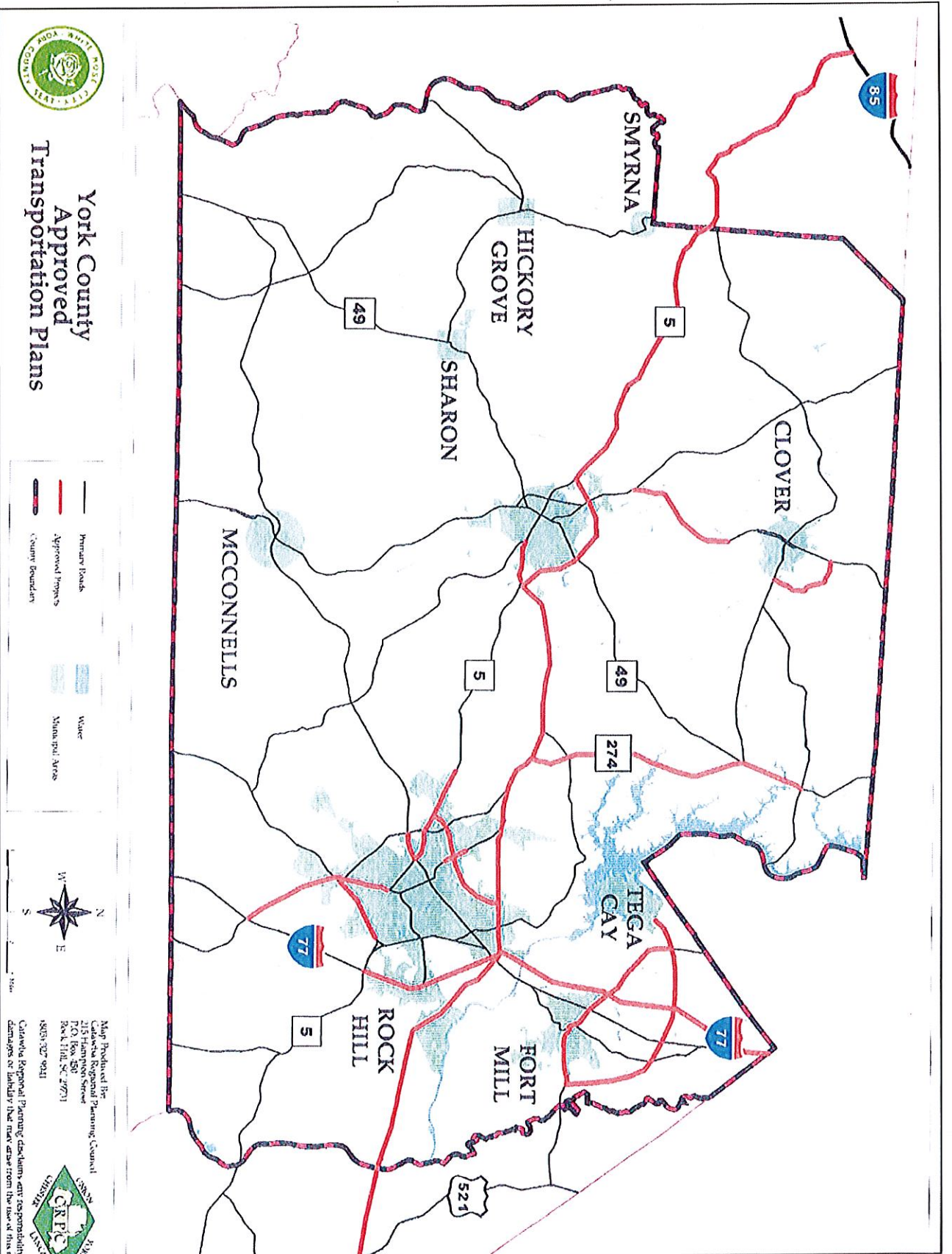
### South Carolina Route 161 Improvements

South Carolina Route 161 is a two lane suburban route with posted speeds of 45-55 that provides a connection from I-77. The SCDOT estimates that this corridor will serve 19, 700 vehicles per day by 2020. This 4.5 mile multilane project begins at the SC 5 Bypass and ends at the intersection with Mt. Gallant Road (S-195). Funded by the initial County Capital Project Sales Tax, this project is currently in the R/W Acquisition/Design phase.

Commercial expansion is expected in the area of East Liberty Street and along the entire corridor of the soon-to-be widened Highway 5 Bypass. The existing commercial center Southeast of Downtown is flourishing and expected to grow with continued roadway improvements.



S.C. Highway 161 Improvement to occur southeast of the City of York to I-77 and Rock Hill





## **Gateways & Entrance Corridors:**

The City of York has recently created a Gateway Corridor Overlay District and identified the following four locations to be developed and enhanced as Gateways into York:

- 1- The intersection of Devinney Road and S.C. Highway 321 South
- 2- The intersection of S.C. Highway 161 and S.C. Highway 5 Bypass
- 3- The intersection of S.C. Highway 49 and S.C. Highway 5 Bypass
- 4- The intersection of Highway 321 North and Highway 5 Bypass

## **Constraints**

- Lack of Gateway and Entrance Corridor Enhancement – There is very little visual information to tell the visiting motorist that he is entering the Historic City of York. Views along the entrance corridors vary widely from rolling green vistas to deteriorating commercial and residential structures. Long term efforts should include enforcing the GCOD regulations and maintaining entrance corridors that promote a positive image of York.
- Lack of Informational and Directional Vehicular Signage – Without information about destinations Downtown and directional signage to get there, the first time visitor is unlikely to make an unscheduled stop in Downtown York.
- Low number of first time visitors to York - While a significant volume of vehicles currently drive through York, only a small percentage of travelers actually make unscheduled stops Downtown. Without a sustainable and growing number of visitors Downtown, it is hard to maintain a vibrant and economically strong Downtown Area. Less revenue generated Downtown will dissuade new merchants from moving into the area and existing merchants will consider moving elsewhere. A deteriorating tax base will, in turn, lower the level of infrastructure and support that can be devoted to the Downtown area.
- Poorly Defined Parking – Once in the Downtown area, the first time visitor must find a place to park. Interviews and questionnaire results indicate a general perception that parking downtown is difficult. The design team has concluded that there is sufficient area devoted to parking, but this area is not well organized or defined. Multiple drive connections and non-connectivity issues lower the capacity of existing parking areas.



## **Recommended Actions**

### **In General:**

The on-going Highway Improvement projects provide an opportunity for the City to increase the number of people visiting Downtown. Work with the S.C. DOT to insure that planned highway signage and intersection enhancements are a mutual benefit. Create a sense of arrival into the City of York with gateway signage and entrance corridor enhancement. Provide informational signage along the entrance corridors adjacent to the Gateway signage and transition to directional signage as the corridor approaches Downtown York. Explore ways to make York a destination of regional interest.

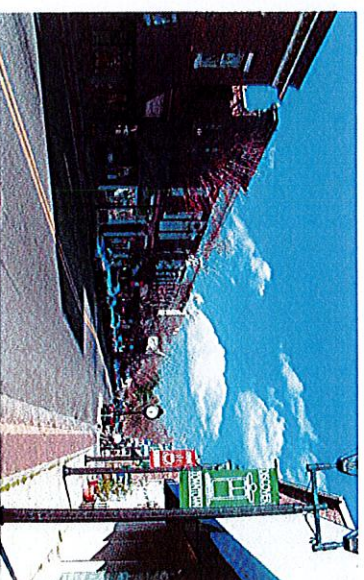
- Design and Implement York's Eight Gateways and Entrance Corridors – The City of York has identified its major Entrance Corridors and provided the locations for four Gateways into the City. Design efforts have just begun on the S.C. Highway 321 South Gateway and Entrance Corridor. Funding for this project is being provided by a T-21 Enhancement Grant in a partnership with York County. The City should continue to partner with the County in this effort and strive for continuity and consistency through the gateways and Entrance Corridors. Signage and planting should be consistent with City of York's Gateway Palette and contain the City's branding, seal, and logo. Projects should consider entrance corridors in their entirety, beginning at the gateway signage and continuing into the City. Factors to consider are view sheds, corridor planting, existing commercial sign and new signage potential, primary and secondary intersections, and sidewalk and trail connections. The gateways are an opportunity to announce special events and provide seasonal or accent planting. Gateway enhancements must be maintained to be effective and send the correct message to the motoring public. Automatic irrigation will help maintain healthy vegetation. Attractive night time illumination allows the gateway to function 24 hours a day. These entrance corridors help create "curb appeal" and will influence a first time visitor's impression of the City.

- Develop and implement a vehicular signage and information system – Create a comprehensive vehicular and pedestrian public signage system that begins at the City's Gateways and Entrance Corridors and continues throughout the City. Incorporate the City's branding and colors, using graphic representations wherever possible. This system must be both informational and directional in nature. This hierarchy of signage builds on the motorist's knowledge as



he traverses the Entrance Corridor. Passing the gateway into the entrance corridor, there is a brief window of opportunity to communicate to the motorist the many reasons to stop and visit downtown. Signage in vicinity of the gateways should be informational and become more directionally-oriented as the corridor approaches downtown. For example, signage at the edge of the entrance corridor would announce the Welcome Center and the services it provides, but signage closer to Downtown would only direct one to the Center. Signage is an effective method, but attention must also be paid to the subliminal visual cues that abound in the entrance corridor. Attractive gateways and signage cannot compensate for entrance corridors that appear unsightly, unpleasant, or unsafe.

- Develop a Regional information system to make York Downtown a Regional Destination – While signage is important in attracting visitors from the roadside, it is probably more important, in the long term, to refine York's existing information system and develop new ways to communicate to visitors and prospective industries what the York Downtown area has to offer. York currently has an excellent website and an information channel via cable. The City also places information at S.C. DOT rest stops on I-77 and I-85.



Public signage Downtown tends to have an aesthetic or marketing value. There is little informational or directional signage.

- Re-configure and organize off street public parking areas – Since there is a finite amount of parking area in Downtown York, it is important to consolidate trash collection, recycling, delivery, and utility locations in parking areas to maximize the amount of public parking within the existing areas. Contiguous property owners must work cooperatively to increase the number of parking spaces and improve the efficiency of the parking areas available. Provide a pedestrian corridor, lighting and landscaping to make public parking safe and attractive. Promote the idea that the Downtown area is best explored on foot, encouraging visitors to park once and only enter their vehicle again to store purchases, or when it is time to leave. Off street parking is essential for large Downtown area events. During these temporary periods when extra parking is needed, existing parking at the periphery of the Downtown area (McKelvey Center and various church parking lots, Whitesides Cleaners and York County Agriculture Building parking lots) should be pressed into service. During these events, parking must be set aside for merchants conducting business during the event. The city should make every effort to utilize existing



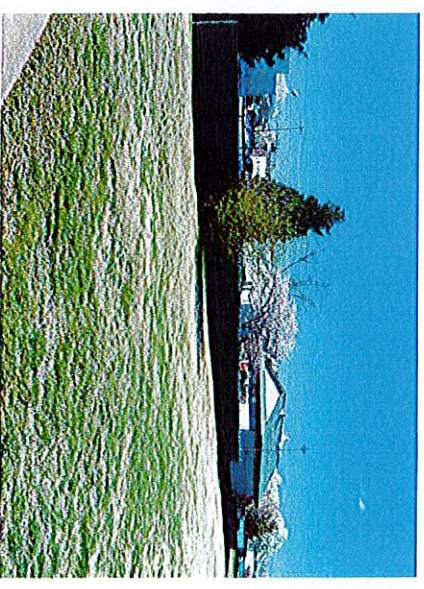
parking areas efficiently and avoid constructing new parking areas. Impervious parking areas create storm water issues and are certainly not the highest and best use for valuable real estate Downtown.

- Retain On-street Parking – While off street parking is statistically safer and less disruptive to vehicular circulation Downtown, many people still prefer to park on street. Future Streetscape Enhancement Projects should retain existing on street parking where possible.

- Provide Handicapped Parking Spaces adjacent to Accessible Entrances – Motorists with physical impairments have the additional challenge of finding ADA compliant parking near their destinations. For a first time visitor, this can be very daunting. Provide adequate number of Accessible spaces throughout the Downtown area. Raised curbing along Congress Street presents an impediment, prompting the need for some ADA parking to access back entrances from McNeel Street. Accessible parking is also needed along McNeely, adjacent to the street level entrance to the First Presbyterian Church.

- Continue an aggressive Downtown Streetscape Enhancement Program – Streetscape Enhancement project are a valuable opportunity to upgrade the quality of vehicular circulation Downtown. Adjusting curb radii, adding upgraded signalization and aesthetic improvements will improve the motorist's experience Downtown. Liberty Street uses them to connect Downtown areas. Consider "Curb Appeal" Downtown, particularly in areas where a motorist might stop in traffic (Liberty from Roosevelt to Congress)

- Provide a Vehicle-Friendly Welcome Center – In addition to being visually prominent and easy to find, a successful Welcome center must be convenient for the motorist. Provide ample parking close to the center with an accessible, well-stocked outdoor information kiosk. Restroom facilities will entice motorists to stop and will provide a level of comfort for people exploring Downtown. Ample parking will allow visitors to walk Downtown from the Welcome Center without re-parking their car. The Welcome Center could serve as a trailhead for people hiking or biking in York.



**The current Chamber of Commerce/Welcome Center Area is not visually prominent from Liberty Street**















## PEDESTRIAN CIRCULATION ANALYSIS

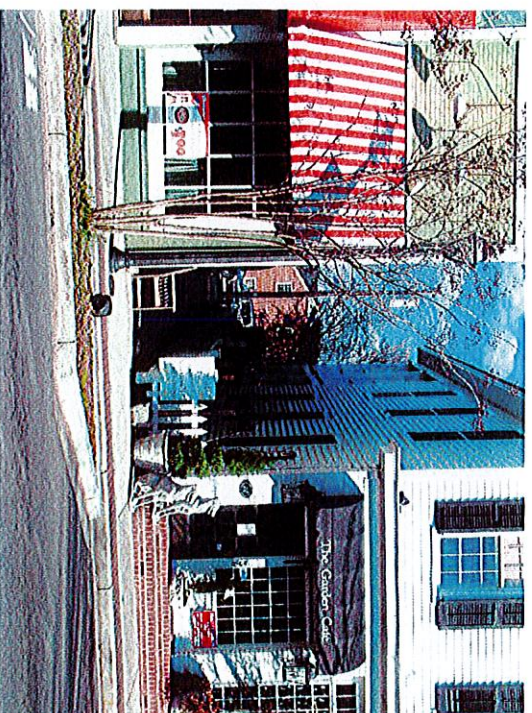
The Design Team used various methods to collect and organize information about pedestrian circulation. A significant number of questions on the two questionnaires addressed pedestrian circulation and associated issues like signage, parking, lighting, ADA compliance, etc. The team also walked the project area at different times of the day and week to photograph, record, and map these physical features that impact pedestrian circulation.

### EXISTING CONDITIONS

#### Opportunities:

The Downtown area is blessed with a level grade and wide sidewalks, creating a safe and comfortable environment for pedestrian activities. In addition, existing off-street parking adds an additional element of safety in comparison to entering and exiting a vehicle parked on the street. A mid-block crosswalk on North Congress is adjacent to an existing pedestrian alley which, in turn, opens onto the off-street parking areas between Congress and Roosevelt. There are existing streetscape improvements on North Congress Street from the Northeastern boundary of the study area to just past the Agricultural Building.

The "bump out" planting areas serve to break the line of on-street parking, slow traffic and provides a place of refuge for the pedestrian. The period-type decorative lamp posts provide additional illumination at night and visually supports York's historic theme. Piped-in music along East Congress adds to the pedestrian experience. Street trees provide shade and soften the prevailing architecture. The existing storefronts offer a high level of detail, making a walk downtown more interesting. Police, Fire, and Emergency services are located downtown, reinforcing both the reality and perception of a safe place to get out of your car and walk around. Statistically, the City of York enjoys a very low crime rate. A majority of the public spaces Downtown are adequately lit and easily navigated. Walk-able Downtown Streets are a benefit to people walking for exercise or to shop (e.g. White Oak Manor Residents and County employees)



**Pedestrian Alleysways and Public back entrances make York a very walk-able City. Site amenities such as benches, decorative lighting, landscaping, and piped in music add to the pedestrian experience.**



Constraints:

- Lighting is less than adequate in some areas – While the majority of the downtown area has good to moderate lighting, there are still a few areas in the Downtown that have no or very poor lighting. Some of these areas are along South Roosevelt Street, behind the Lunch Box, and in the current vacant lot next to the China King Restaurant. The area along South Roosevelt is currently not a big part of the active Downtown area and has little pedestrian traffic at night. The area has little to no street lighting at night and has an image of being very uninviting. Attention will be needed in this area in future planning to accommodate for the expanding Downtown. The other areas in the Downtown area suffer from the same affects as South Roosevelt, but have the added fact that they are in closer proximity to the Downtown area. Like the vacant lot next to the China King restaurant where there is currently very little light at night. The only light this area gets is that of ambient lighting from adjacent streetlights or the pedestrian lights along Congress Street. Pedestrian travel is hindered by this and should be addressed for future development.

- Lack of public information and signage – Currently, there is little or no signage directing people to the Downtown Area, off-street public parking areas, and information centers. To have pedestrian traffic Downtown, you must first get people out of their cars and onto the sidewalks. If there is a perception that finding a parking space is difficult, many potential visitors will not stop. Also, a large number of drivers are uncomfortable with negotiating parallel on-street parking and exiting their vehicle into moving traffic. Once in the off-street car parks, the first time visitor has no information about how to proceed on foot to his destination. Nearby pedestrian destinations that are not visually evident (i.e. The McCelvey Center) are likely to be missed by the first time visitor.

- No well-defined Visitor Center – Currently the historic train depot serves as, among many other things, as the Chamber of Commerce and the ad hoc visitor center for the City of York. Set back from Liberty with no direct drive connection to the depot is not visually prominent and is easy to miss. The existing signage is placed close to the R/W with the print face parallel to Liberty Street, making the sign easy to miss as well. The entrance to the depot faces towards Roosevelt Street and is not visible from the entrance corridor. The strategic location is basically good, but supporting infrastructure (signage, parking, etc.) is poor and does little to create prominence from the entrance corridor.

- No Public Restrooms – York has no public restroom facilities. Often, centrally-located and identifiable public restroom facilities are enough incentive for first time visitors to stop and take a break. Public restrooms add to



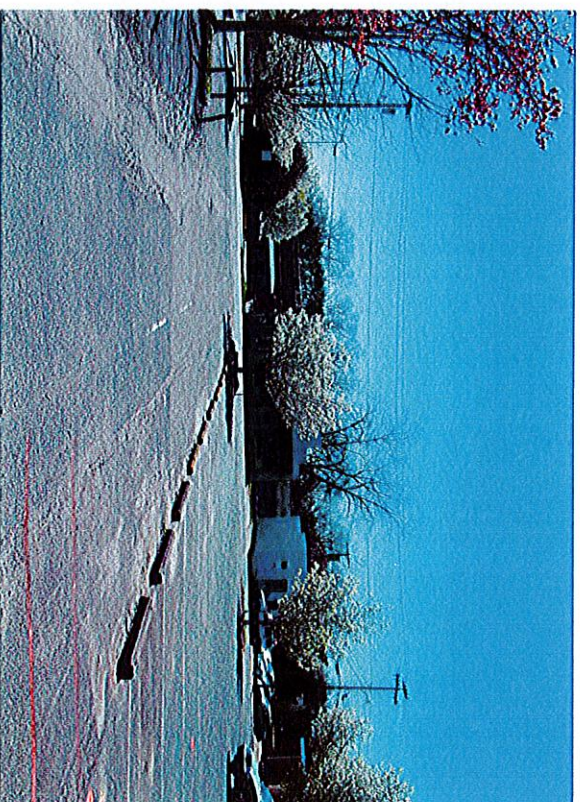
the comfort level of the pedestrian visitor, particularly the elderly and families with young children. Public restrooms, supported with additional portable facilities, could be useful during street festivals and other similar events. This would alleviate pressure on local merchants to provide restrooms facilities to "non-customers", particularly during area-wide events.

- Accessibility Issues – There are some areas downtown that present issues for the physically challenged visitor. Areas of uneven pavement, crosswalks and intersections with signalization all present a challenge. Future streetscape improvements should address and correct these problems and make the downtown more easily maneuverable and accessible.

- Pedestrian Traffic is Bisected by Liberty Street – Liberty Street is heavily traveled and becomes congested during peak periods of the day. There are no pedestrian crossing signals. This is a major disincentive for pedestrians to venture across Liberty and, in a real sense, divides the City into two halves. It is hoped that the on-going highway improvements will help alleviate this issue.

- Pedestrian Circulation Issues - There are still some areas downtown that have no sidewalks. In addition, there is no mid-block connection to McNeel Street and parking areas behind the church. As many large social functions are located at the First Presbyterian Church, pedestrian traffic and how it relates to the utilitarian use of McNeel Street is a significant issue. A mid-block connection with North Congress Street and would be a desirable long term goal. Former alley space has now become valuable real estate. Any effort to re-open alleyways should involve negotiation with the current owner and merchant to create a win-win opportunity.

- Real and Perceived Parking Issues – While the design team found no evidence of a lack of parking, there is a perception that parking is a problem. This issue is covered in the Vehicular Circulation, but the relationship



**When Public Parking Areas are re-combined, space should be set aside for landscaping and a pedestrian corridor.**



between safe roadways & convenient public parking to pedestrian traffic will need to be addressed by improving the parking situation Downtown and communicating that there is plenty of convenient, free parking in Downtown York. Negotiate with owners of existing large tracts of parking for use during area-wide events. Consolidate service areas in public parking areas to provide more pedestrian space.

- Lack of Defined Public Spaces/Public Art – Currently, the only well-defined outdoor public space is in the vicinity of the City Clock. Public spaces provide the pedestrian a place to rest and enjoy the activity of the Downtown area. It gives pedestrians something to do without having to spend money. Benches are welcome resting places for the elderly and physically challenged. Lack of these spaces and site amenities give the visitor little incentive to stick around once his business downtown is concluded.

### **Recommended Actions**

- Develop and implement a signage and information system – Create a comprehensive vehicular and pedestrian public signage system that begins at the City's Gateways and Entrance Corridors and continues throughout the City. Incorporate the City's branding and colors, using graphic representations wherever possible. Consider additional discrete signage for walking tours, historical buildings and districts.

- Make Downtown Accessible – Make efforts to provide handicapped parking adjacent to accessible entrances Downtown. Handicapped parking on McNeel Street should be addressed, particularly at the church's accessible entrance and the back entrances to storefronts on North Congress. Raised curbing along North Congress should be assessed for further practical solutions to improve its safety and accessibility. Use T-21 and other funding opportunities to make the Downtown area more accessible to the physically challenged.

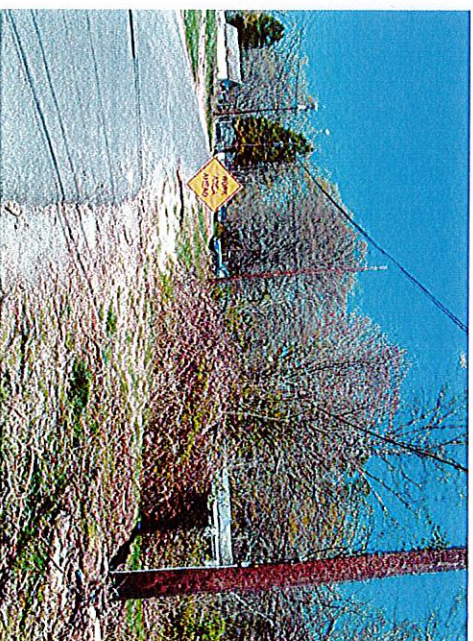
- Enhance the prominence of the Proposed Welcome Center Area – Direct visitors to the proposed Welcome center area with signage and improve the infrastructure to visually connect the Center to Liberty Street. Provide parking with a drive connection from Liberty Street or a connection from Garner Street that is visually evident. Use attractive landscaping and lighting to enhance the presence of this area. Over the long term, consider adding another architecturally compactable structure that faces onto Liberty Street. This building could act as a stand alone Welcome Center with public restrooms and an information kiosk. Provide a pedestrian connection from the Welcome Center area to the rest of Downtown so visitors can head downtown on foot, leaving their car at the Welcome Center area.



- Provide Public Restrooms at the Welcome Center – Restroom facilities at the Welcome Center should be available during the Center’s operating hours. The car park would be a good location for a simple information kiosk much like the one currently in use at the Senior Citizen’s Center. Public restrooms and a welcome center will help promote tourist coach visits to the Downtown. Tour groups add a significant number of visitors without adding undue pressure on existing parking spaces. Tour companies could coordinate efforts with the City and local merchants to create cost saving packages that would entice visitors to the area.

- Continue with on-going Streetscape revitalization efforts – Create opportunities for the continued revitalization of the downtown streets, sidewalks, historic buildings and controlled infill development. Use these projects to help consolidate, not homogenize the elements that make Downtown York the special place that it is. Use T-21 funding to create lighted pathways and connections to destinations downtown. For example, a well-defined pedestrian route to the McCelvey Center would more closely tie the Center to Downtown and encourage pedestrian and bicycle traffic between the two. Consider opportunities to create outdoor spaces and add visual detailing to enhance the enjoyment of a walk downtown. Enhancing pedestrian ways need not be a large or expensive undertaking. For example, the treatment of the

pedestrian alleyway beside the Garden Café is delightful. It adds to the pedestrian experience and gives the visitor a desire to explore other parts of the area. The outdoor Beer Garden/Dining area behind O’shea’s and the Cotton Gin provides a welcome oasis from the public parking area. This effort enhances the pedestrian experience and attracts business. Placing public art in strategic locations will draw attention and interest to the Downtown area. An expanded mural on the full wall of the old Belk building could provide public art and tell the history of York, which is one of the “secrets that the City wants to tell.”



**Utilize Streetscape Improvement Projects to provide sidewalks to areas currently without them.**

- Consider connections with local and Regional Trail/Greenway Systems - Neighboring Rock Hill and other surrounding communities are developing trail and greenway systems that should connect to York’s pedestrian

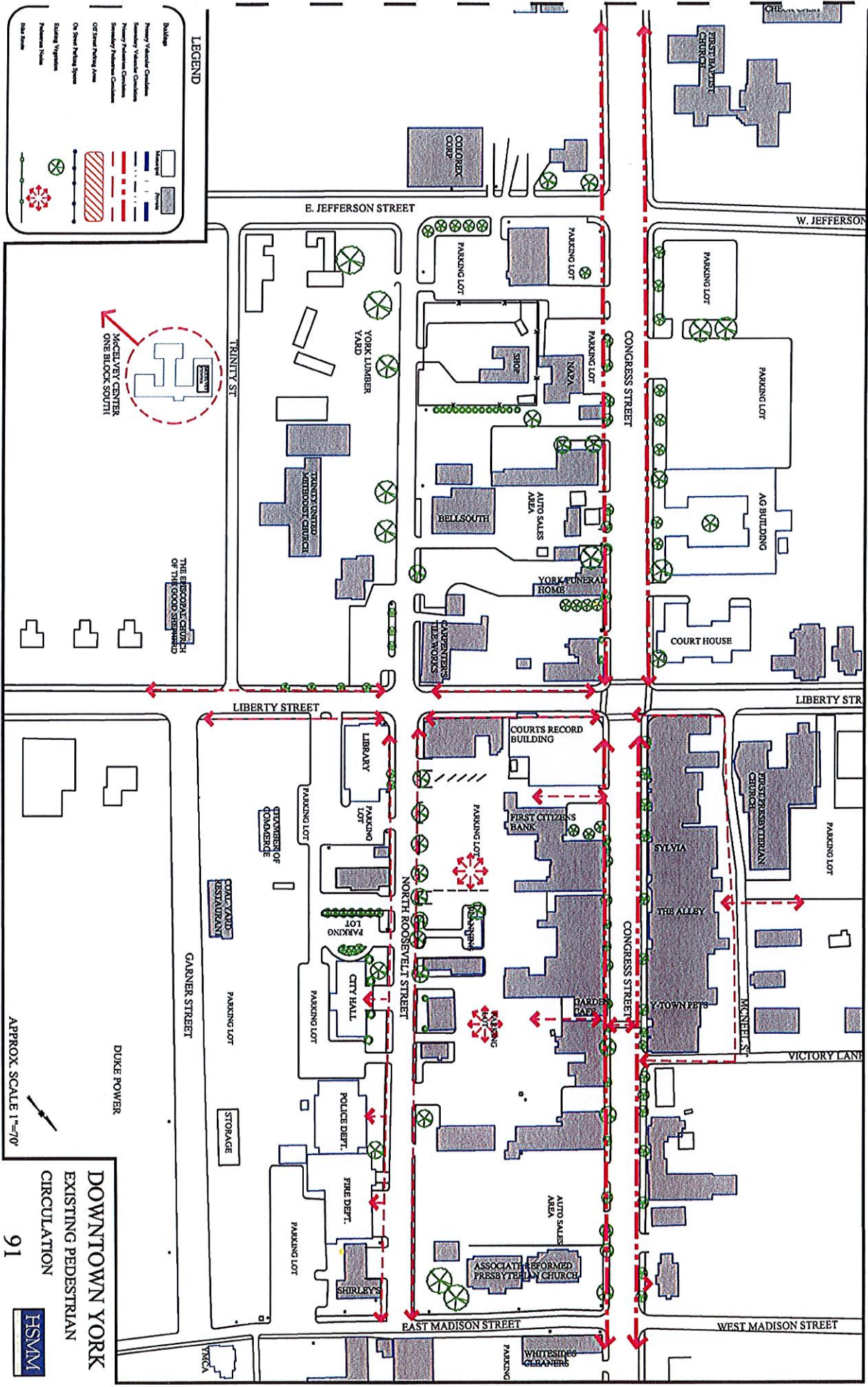


and bicycle system. Well placed trail heads and facilities would act as additional gateways, attracting hikers and cyclists into York and the Downtown area. Look for regional connections with State Parks and National Forests. Appeal to the health conscious by promoting the idea that Downtown is so well laid out and connected that no vehicle is required to visit Downtown York.

- Improve Lighting in Pedestrian Areas – One way to increase the amount of light in the areas of poor lighting is to replace missing or damaged bulbs in light fixtures. A simple maintenance plan can be established to periodically check lights and monitor their condition. This will assure that damaged or vandalized fixtures get replaced in a timely manner assuring continued coverage in lighting throughout the Downtown. Where lighting is currently insufficient new appropriate fixtures can be installed according to the lighting ordinance. These new fixtures

- Provide a cut through to McNeel Street from North Congress - Currently there is no access from McNeel Street to Congress Street except on the ends or through stores rear entrances. Pedestrian travel is hindered by this as people will have to walk out of their way to access the stores on West Congress Street. The neighboring First Presbyterian Church has a lot of activities throughout the week and would benefit from added street parking and access along Congress Street. Future planning might look into reclaiming one access alley in the middle of West Congress Street if and when one becomes vacant

- Create a Central Downtown Park and Open Green Space - On the property east of the municipal facilities off Garner Street, develop a central public park that includes a Welcome Center that shares parking with the Library. This public space will become a destination and point of departure for residents and tourists visiting the downtown area. Festival and special events can be accommodated in this outdoor green space, which also provides passive recreation possibilities. Provide a trail through the proposed park from the existing trail head adjacent to the YMCA.





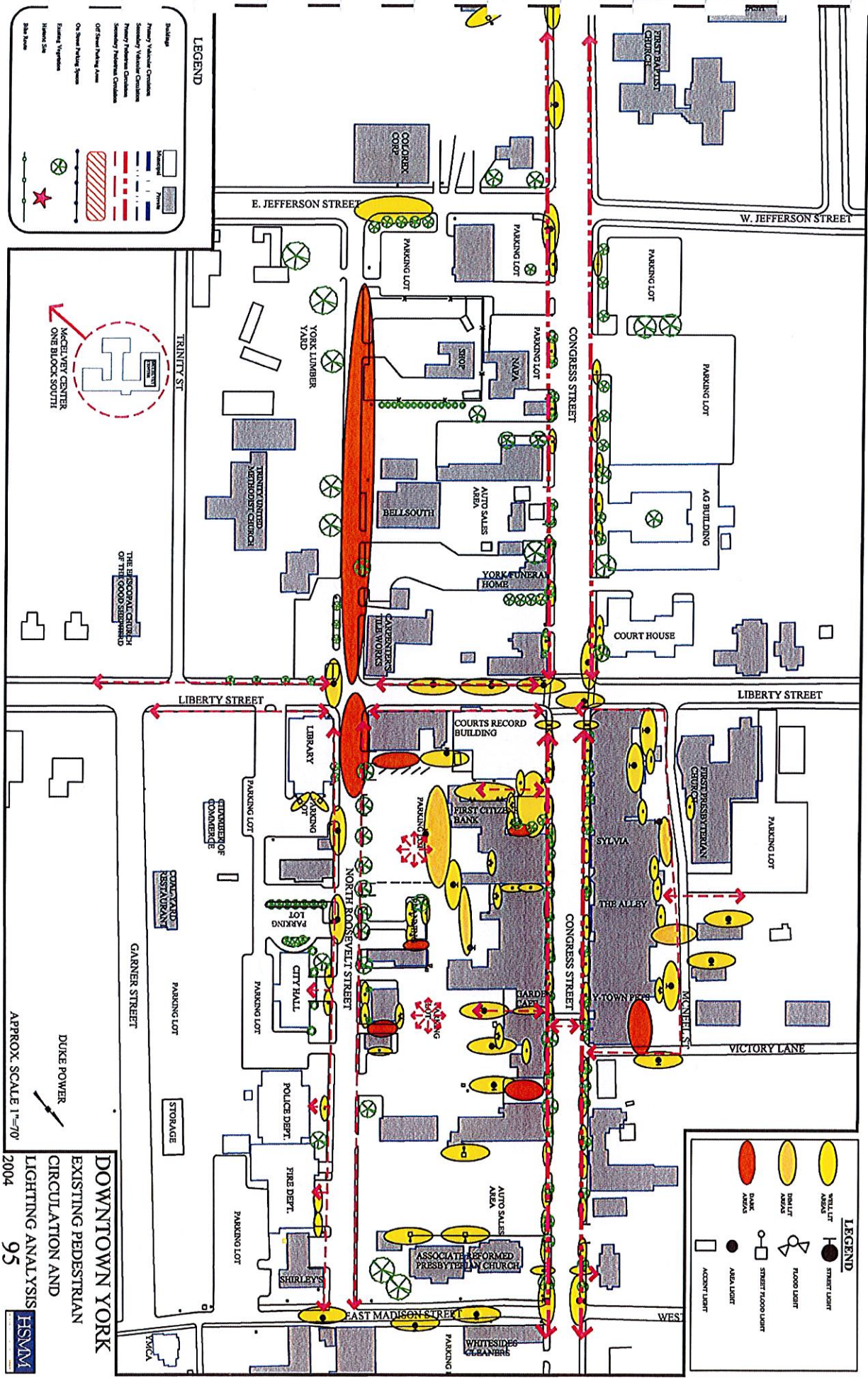














## **LIGHTING ANALYSIS**

The lighting analysis was comprised of several night and day visits to the town to collect lighting data. On each night trip the town was transversed several times, at different stages of darkness, with a camera and video camera to record and document all the current light areas and sources. The data was then transferred onto the base map sheets and then brought back to the office for further review. The day trips were used to evaluate the types of fixtures and the current state of each light. A mapping system was produced showing the existing overall layout of the lights throughout downtown, the relationship to each type and the rhythm of the existing design. The lighting analysis map was then produced showing the opportunities and constraints of the town and the light structures.

### **Existing Conditions:**

#### **Opportunities**

The existing lighting infrastructure for Downtown York is variable in its present state but has started changing to meet the needs of the ever changing community. Streetlights and decorative pedestrian light poles in the streetscape areas provide the majority of the light in the downtown area. Other light types like accent lights, area lights, flood lights and street lights can be found all over the downtown area giving York a good start for upgrading the lighting. There have been some great strides in updating part of the downtown streetscape which includes lighting. One good example of this is the newly renovated streetscape along Congress Street, which combines pedestrian friendly period light poles with larger streetlights to give a nice and inviting environment at night. Other features like street trees, landscape bump outs and new sidewalks add to the lighting to give York its underlying backbone for future redevelopment.

#### **Constraints**

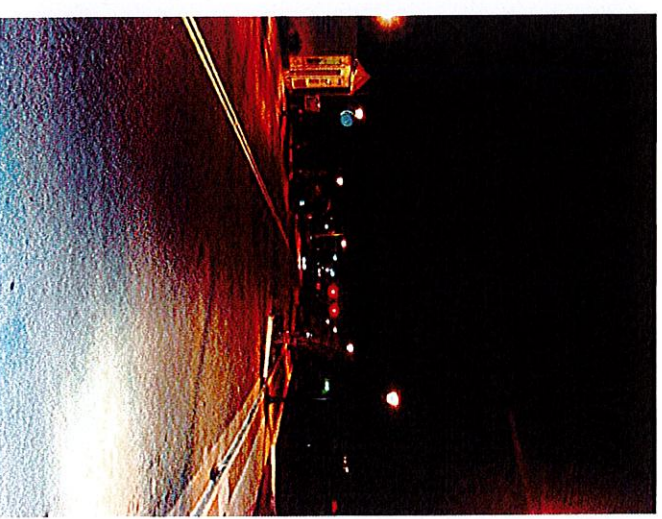
- No organization in lighting structure downtown - Currently, there is no planned lighting system in the downtown area with the exception of the new Congress Streetscapes. To have pedestrian traffic through the downtown area at night, you must first make people feel safe and secure out of the comfort of their automobile. There is spotty lighting all around downtown going from well lit areas to extremely dark areas. With numerous types and styles of lighting randomly placed around the downtown, the system lacks organization and structure.



- No continuity in lighting fixtures – Currently with the exception of the Congress streetscape, there is no continuity in the lighting fixtures found around downtown. Each building and store has its own different type of light fixtures and placement. It has basically been left up to the owners of each store to provide the type of light fixture that they want for the space and to match the existing decor and theme of the building. With this type of lighting structure you get random placement of different intensities of lights causing a patch work feel to the lighting. A good example of this, are the streetlights that are along Congress Street. They do not match the new pedestrian lights recently installed with the updated streetscape.

- Poorly Lit Areas – York has several areas adjacent to key destinations that are poorly lit. The inadequate illumination in these areas is created by a number of factors. Another factor affecting low light areas is the placement of the wrong type of light fixture for the adjacent land use. With the differing heights of buildings in such close proximity to each other, it provides for shadows and corners where lighting is insufficient. When an adjacent building is one to two stories higher than the other it creates little nodes and that become insufficiently lit. With areas of insufficient lighting comes the notion that those areas are unsafe and not accessible. People tend to go to areas that are well lit and easy to navigate and when the space is dark or has low light, people tend to avoid these areas.

- Accessibility – With poor lighting comes the added effort and stress for those with disabilities. Although good accessibility does not rely solely on lighting, it does depend on it tremendously. People with disabilities need to be able to see any obstructions or obstacles that they might encounter when moving through a site.



View of completed Streetscape  
Improvements along Congress



## **Recommended Actions**

- Develop and implement a lighting system or ordinance – Consult with a professional lighting engineer or designer to create a comprehensive lighting system throughout the downtown area that takes into account existing lighting and infrastructures of the City. This would include using a light meter to map out relative light readings for certain areas and then develop the types of lights and themes that go along with the architecture and style of the Town. Lighting specifications would need to be written to where it gives local vendors several of options on light types and styles that will still be within the look and function the town is going for. York has already begun developing this lighting system but careful consideration needs to be taken in future phase to assure that the connectivity of the lighting system works for the intended look.

- Use correct type of lights for appropriate use – Make sure that the specific use of the light or light fixture is what it is designed to do. Parking areas and streets should place the light at a higher level to increase the area covered, reduce glare from the light, and removes clutter from the view field. The ornamental period lighting should be used in areas where the scale of the lighting needs to be reduced like in areas where pedestrian travel is frequent. By bringing the period lighting down to the traveler's level, it creates a more inviting and intimate space and environment. Accent lighting should be used for directional lighting and should be ground mounted. It should be placed outside of the pedestrian travel way as not to interfere with the movement of the space. It can be used to bring emphasis to a special feature or sign and can even be used to create a silhouette between two objects. Bollard lighting can be used for minor spaces and path lighting. It does not create a recognizable area so it should be used in conjunction with other types of lighting to provide adequate coverage. Area lights can either be free standing or mounted on a building or structure. It is generally used for lighting areas of congregation like outdoor dining areas and other places where nice soft coverage is desired. By choosing the right type of light and the bulb for the use, York can develop a seamless transition from one space to another, without jeopardizing the health or safety of its resident's connection from the Welcome Center to the rest of Downtown.

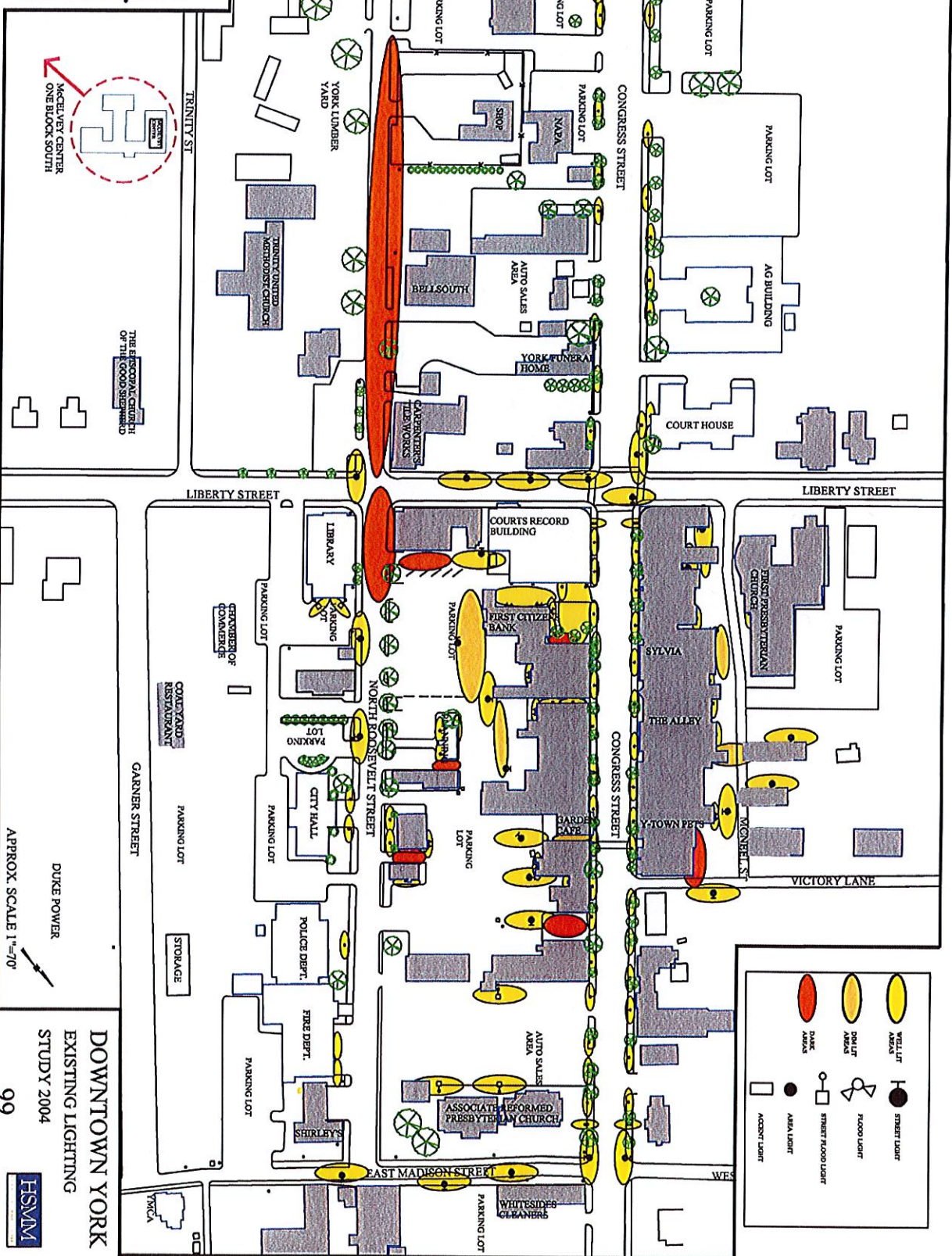


**LEGEND**

Building  
 Primary Vehicle Circulation  
 Secondary Vehicle Circulation  
 Primary Pedestrian Circulation  
 Secondary Pedestrian Circulation  
 Off Street Parking Areas  
 On Street Parking System  
 Existing Vegetation  
 Historic Site  
 This Area

Proposed  
 Existing

Street Light  
 Area Light  
 Accent Light



WELL-LIT AREA  
 DIMLY-LIT AREA  
 DARK AREA  
 STREET LIGHT  
 ROAD LIGHT  
 STREET FLOOD LIGHT  
 AREA LIGHT  
 ACCENT LIGHT

DOWNTOWN YORK  
 EXISTING LIGHTING  
 STUDY 2004  
 99  
 HSM



## PUBLIC MEETINGS

The HSM Design Team has conducted two public meetings thus far in the project. Both meetings were advertised and held at the Senior Citizens Center. There was a huge turnout for the first meeting. The second meeting was attended by a smaller number but included several people who attended the first. Both meetings were attended by city officials including introductions and discussion by Mayor Edward Lee and Trey Eubanks. Bill Boyd, the Economic Director has been instrumental in securing the facility and helping set up and break down following the meetings.

### First Public Meeting:

The first public meeting included a group of Downtown Business and Landowners who had a vested interest in the topics which were discussed that evening. Following a brief welcome and introduction by the Mayor and Trey Eubanks, Bruce Morgan (Principal in Charge) introduced the HSM Design Team. The agenda for the evening was described, and all attendees were asked to sign the guest books which were circulated for their convenience. Project Manager, Nigel Clarke, thanked the crowd of approximately seventy-five for their attendance and shared the excitement of HSM to have been selected for this study. A brief discussion of the project intent followed as well as a description of the Team and the role each would play. Bob Harned the lead Urban Planner was introduced, and he described the methods that would be used to investigate, record, analyze, and make conclusions as the study progressed. The desire to have participation and conversation during the meeting was stressed. Bill Steiner, the Economic Development Leader on the design team discussed preliminary schemes for economic enhancements.

Following the brief remarks, the attendees were allowed approximately one half hour to fill out their questionnaires and talk amongst themselves. Participants were encouraged to visit the photographic murals. Pens were supplied to allow comments to be left directly on the wall covering displays. Photographs of the meeting were taken to record the event and document the process. These photos would also be used to create posters announcing the next meeting, but more importantly, to build excitement and raise awareness for the Downtown Revitalization Master Planning Process.

After the attendees were allowed to complete the questionnaires, a discussion was lead by the Team to initiate public comments. Photographic murals were used as a reference and discussion topics included revitalization, circulation,





and economic stimulation. Parking issues were of particular interest and focused on the limitations of existing facilities and conflicting interests. All verbal comments made during the evening were also recorded to be included in the project record.

The specific concerns of downtown property owners and storekeepers were encouraged in this meeting. Project Team Member Bill Steiner was on hand and gave a brief presentation. His discussion of the economic development aspects of the project identified potential goals and implementation strategies. The stakeholders in the Downtown Project Area were very vocal in their desire to make this a significant portion of the project focus. Mr. Steiner agreed to assist the City with defining and further establishing an identity, and a strategy to increase exposure of the City as a historic treasure offering a vital and diverse destination for visitors. Several of the attendees voiced their opinion of the attributes and challenges of the Downtown Area. There were several dissenting opinions voiced, but for the most part, attendees were interested in the Downtown Study process and were engaged in the proceedings of the evening. Interestingly, through the discussions, several existing focus groups shared their own concerns, but more so, allowed others to know of their existence. Through this exposure, the individuals representing the various groups invited others to attend their meetings. This spirit of cooperation marked the evening with an upbeat attitude and an indication that cooperation amongst the differing factions would be possible.

The Team thanked the attendees for their participation and interest in the project. The need for additional participation and creating more excitement about the project was described. The Team charged the audience with being ambassadors for the study and helping to spread the word about the photographic murals, and the fact that they would be left up for several weeks to allow additional comments. Team members mingled among the crowd during the meeting and stayed after the conclusion to answer questions, and meet some of the participants. An unofficial meeting followed at the Cotton Gin where team members met with City Officials to recap the events of the evening. The meeting was a success with a fantastic turnout and stimulating discussions. The goals of the following weeks were discussed and a tentative schedule for the next meeting was set.

The questionnaires from the first meeting and the photographic murals were collected two weeks later and reviewed by the HSM Design Team. The questionnaires were tallied and chronicled in a tabulation process which recorded all of the comments and responses. Comments on the photographic murals were also recorded and reviewed by the Project Team.



Through on site investigations, comparison of comments, discussion from the First Public Meeting, and subsequent discussions with the City of York, the Team prepared for the Second Public Meeting. During this time, the HSMM Team continued gathering all available mapping for the City of York. This effort included visiting and receiving all related maps and information from the County GIS Department, gathering promotional brochures and illustrative maps from the Chamber of Commerce, the Historic Walking Tour Map from the Yorkville Historical Society, The York Bike and Hike Trail Map from the Parks and Recreation and numerous meetings and interviews.

### **Second Public Meeting:**

As the large colorful posters in the display case at Town Hall had publicized, the Second Public Meeting for the Downtown York Master Planning Study was held on Tuesday, May 25<sup>th</sup> at 6:00 pm. Mayor Eddie Lee welcomed the audience and following a brief introduction asked Trey Eubanks to say a few words. Trey briefly described the project and introduced the Lead Urban Planner, Bob Harned, who conducted the evening meeting. Bob introduced Rachel Cotter, a Landscape Architect intern, who was working on the project and was the creator of the mapping that was displayed on the walls of the Senior Citizens Center. Bob also introduced Bepie LeGrand, Economic Development Specialist and Project Manager with the Consulting Firm, Community Builders.



The crowd of about thirty signed a guest book and indicated if they had attended the First Public Meeting for comparison. The agenda for the evening was explained, and the initial discussion was a review of the questionnaire results which had been compiled following a lengthy evaluation period. The results of the questionnaires were highlighted for the most frequent responses and any notable comments. Discussions were encouraged as the responses were read aloud. At the completion of the first questionnaire review, a straw poll of the results was taken. In general, the attendees agreed with the responses and their accuracy. A general discussion ensued and focused on the parking, which was the most frequently noted response and hot topic of the evening.



The Property Owners and Downtown Stakeholders questionnaire results were then read aloud. This was presented more quickly to allow more time for a review of the mapping and group discussion. Again, the focus of the participants was parking and economic stimulus. Through conversation and the shared discussion of several of the participants, the facilitator challenged the crowd to identify the reasons parking dominated the questionnaires and discussion. More spirited and at times heated discussions followed. The Lead Landscape Architect for the project suggested that the "parking problem" was more one of perception than a physical lack of facilities. Specific problems and possible solutions were thoroughly explored among those in attendance. The issue was not resolved, but a clear direction and strategy were initiated by and stimulated by this meeting.

At this time, Rachael Cotter was re-introduced and her involvement in the process was explained. She briefly discussed the background of the mapping effort and stood before the dozen sheets of representative graphics to describe their meaning. All of the maps of the Downtown Project Area were printed at the same size and all included a consistent legend. A general description of each was followed by a summarization of the purpose and their greater meaning to the Study as a whole. It was explained that the mapping would be included in the final Master Plan Document at the conclusion of the study.

Following the description of the mapping exercise, the attendees were asked to take a break, stretch their legs, and use the pens that were provided to write their comments on the maps. The maps were described as a work in progress and the comments would be reviewed and incorporated. This participatory process was used during the First Public Meeting with the photographic murals. The HSMW Team has found that participatory mapping creates more public involvement and as a consequence an opportunity to receive valid input from citizens that might not be compelled to voice their opinions in public.

The meeting was reconvened for closing comments and to recap the discussions of the evening. Trey Eubanks spoke briefly and encouraged those attending to spread the word that the maps would be left up for several more weeks to allow greater participation and input by citizens. The HSMW Team thanked everyone for attending and their valuable involvement. The events of the coming weeks were announced and Ms. Beppie LeGrand was again introduced. Community Builders had recently visited the City and met with Bill Boyd and Trey Eubanks. She announced that they planned to make a presentation at the next Council Meeting. The success of the evening and further discussion was shared by the Mayor, Bill Boyd, Trey Eubanks and the HSMW Team at a post meeting Cotton Gin celebration.



## FOCUS GROUP MEETINGS

- Team members attended meetings with the Downtown Business Owners Association to better understand the specific concerns they have.
- The Team has met with York County Government Officials on several occasions to discuss current plans of the County, to anticipate future development plans, and initiate a dialog to promote a more synthesized cooperation between the City and County of York.
- Community Builders has had strategy meetings with Bill Boyd & Trey Eubanks concerning the Economic Development involvement of the project and with the Downtown Business Owners Group.



## MAPS WORKSHOP

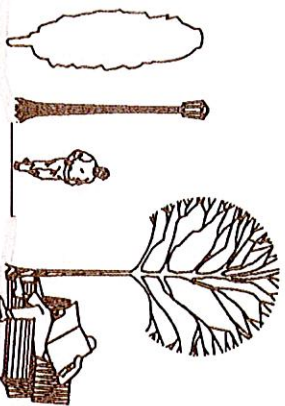
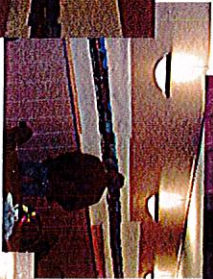
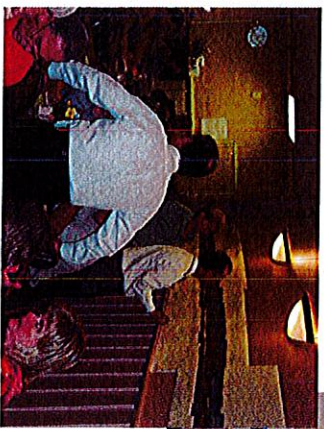
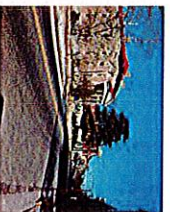
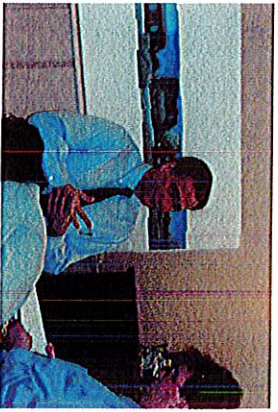
The First Public Meeting included the use of photographic murals that provided a visual record of the existing conditions for the Design Team (and the City) and allowed participants to write comments concerning opportunities and constraints directly on them. These were left up at the Senior Citizens Center for three weeks to allow citizens an opportunity to comment and provide the Design Team with more information. Twelve maps were displayed and presented at the Second Public Meeting. The Team described the purpose of the mapping exercise and the progress to date. The maps were again displayed during the meeting and the attendees were asked to write comments directly on them.



## **MISC. MEETINGS**

- A portion of one council meeting / RFP short list presentation
- City Clock Dedication Ceremony, Fundraising Auction
- Downtown Business Owners Association Meeting
- Strategy meetings with Bill Boyd, Trey Eubanks, Mayor Eddie Lee
- HSMM Interviews and Strategy Meetings with City of York Municipal Departments, Etc.
- HSMM Meetings and Interviews with York County, Etc.
- HSMM Meetings and Interview of Jeannie Ferguson concerning York's Historic District





# APPENDIX





# Alternative Methods of Construction Qualified Historic Properties

Final Recommendation 2/26/03
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## SECTION I – JURISDICTION

Due to the infeasibility of retrofitting certain historic buildings to meet the strict provisions of modern building and fire codes, the City of York Construction Board of Adjustment and Appeals has determined that the following parameters may be used by City staff in lieu of a variance for each specific situation.

## SECTION II – QUALIFIED HISTORIC PROPERTIES

A qualified historic property must meet each of the following requirements:

1. The property is a pre-existing structure no less than 50 years old;
2. The property is a recognized part of the city's Historical District;
3. The structure is located on a preexisting legally-distinct property;
4. The structure is no more than two (2) stories in height;
5. A code defined hazardous occupancy is not proposed for or currently exists in the structure;
6. Only code-defined residential, business, assembly, and/or mercantile occupancies are planned for the structure.

## SECTION III – APPLICABILITY

1. The techniques described herein shall apply to qualified historic properties where existing facilities are being rehabilitated.
2. Where a structure exceeds 5000 sq ft or contains an assembly occupancy, a South Carolina licensed design professional shall design and submit plans for the project (per state law). In the submitted plans, the design professional shall specifically address any requested alternative method of construction.

## SECTION IV – NONAPPLICABILITY

1. The provisions of Section V shall not apply to required hood, exhaust, and fire suppression systems for cooking appliances or required electrical, plumbing and HVAC components;
2. At least one exterior window or door in each bedroom shall meet current egress requirements;
3. In all cases, new construction shall meet the requirements of all adopted current construction codes.

## SECTION V – REGULATIONS

### Part 1 – Building Height and area requirements:

- For buildings containing second floor assembly or mercantile occupancies, the exterior and interior common walls shall consist of masonry or other noncombustible materials. The minimum fire rating of the walls shall be 2-hour and 1-hour for mercantile and assembly occupancies, respectively.
- The second floor area for such assembly and mercantile occupancies shall not exceed maximum figures prescribed by the adopted building code (currently 8,500 and 12,500 sq ft, respectively)

### Part 2 – Fire-rating requirements for tenant/occupancy separation.

Fire-rating requirements for existing interior walls, floors, ceilings, etc may be waived subject to the following:

- The subject membrane shall be identified as historically-significant by the City of York; and
- Where a fire alarm system is not otherwise required, a fire alarm system shall be installed for the entire structure that meets NFPA 72 or alternative requirements deemed equivalent by the City of



York. The fire-alarm system shall interconnect all tenant spaces such that activation of the system in one tenant space notifies all tenant spaces.

- A knox box shall be installed per York Fire Department standards.

### Part 3 –Fire-rating regulations for common wall on property line

An existing tenant separation wall located along a shared property line shall be exempt from the fire rating requirements of the current construction codes subject to the following:

- The wall is structurally stable
- The wall extends uninterrupted from the ground to the underside of the roof deck. All voids in the wall shall be filled with fire-rated material. Any new construction shall have a minimum 2-hour fire rating.
- Where an open stairway is installed between the first and second floors, the doors, windows, penetrations, etc in each common wall shall be covered with appropriately-rated material.

### Part – 4 Existing stairway/corridor requirements

1. Where the general occupancies have not changed or the same tenant occupies the first and second floor, an existing, enclosed stairway or corridor need not meet the fire-rating requirements of the current codes when either of the following is applicable:
  - A. Where a fire alarm system is not otherwise required, a fire alarm system shall be installed to meet NFPA 72 or alternative requirements deemed equivalent by the City of York (please note that a smoke detection device is required in any accessible, enclosed under-stairway area). A knox box shall be installed per York Fire Department standards.

**OR,**

- B. The floors, ceilings, walls, doors, penetrations, etc are provided with a minimum 1-hour fire rating (the floors need not be fire-rated if a fire-alarm system has been installed throughout the building).
2. Where proposed, different tenant spaces are served by an existing stair way or corridor, the stairway/corridor need not meet the fire rating requirements of the current codes when the following are applicable:
  - A.1 Where a fire alarm system is not otherwise required, a fire alarm system shall be installed to meet NFPA 72 or alternative requirements deemed equivalent by the City of York (please note that a fire-smoke detection devise is required in any accessible, enclosed under-stairway area. A knox box shall be installed per York Fire Department standards; and
  - A.2 The second floor tenant area accommodates less than twenty (20) people; and
  - A.3 The stairway/corridor leads directly to the outside without openings into the first floor tenant areas; and
  - A.4 An alternative means of egress (exterior window or door) is provided from each commercial as well as residential tenant space.

**OR,**

- B.1 The floors, ceilings, walls, doors, penetrations, etc are provided with a minimum 1-hour fire-rating (the floors need not be fire-rated if a fire alarm system has been installed throughout the building).



## SECTION - VIII - GATEWAY CORRIDOR OVERLAY DISTRICT

1. **Definition** - The Gateway Corridor Overlay District is defined as follows:

- a. Any property wholly or partially within a 250-foot radius of any of the following intersections shall be considered, in its entirety, a part of the overlay district
  - Intersection of Devinney Road and Highway 321 South
  - Intersection of Highway 161 and Highway 5 Bypass
  - Intersection of Highway 49 and Highway 5 Bypass
  - Intersection of Lincoln Road and Highway 5 Bypass
  - Intersection of Highway 321 North and Highway 5 Bypass
  - Intersection of Business 5 and Highway 5 Bypass
  - Intersection of Business 5 and Highway 321 Bypass
  - Intersection of Highway 49 and Highway 321 Bypass
- b. For the following specified corridors, any property within 500 linear feet of the street right-of-way shall be considered a part of the overlay district.
  - Corridor on East Liberty Street from intersection of Highway 161 and Highway 5 Bypass to Flint Street.
  - Corridor on Highway 321 North from intersection of Highway 321 North and Highway 5 Bypass northward to the last property within the city limits
  - Corridor on Highway 321 south from the onset of the city limits northward to Old Pinckney Road
  - Arrow Road
  - Alexander Love Hwy (Hwy 5 Bypass)
  - Old York Road (Hwy 161)

2. **Annexation.**

For properties outside the city limits of York that otherwise would be included in the Gateway Corridor Overlay District, a specific designation for such properties shall be established on the Official Zoning Map. Upon annexation of any such property, the property shall be incorporated into the Gateway Corridor Overlay District.

3. **Applicability.**

The provisions of Section XIII are applicable to all types of new development, as well as existing properties that have changed in use or ownership. For multiple-tenant properties, each tenant space shall be responsible for a proportionate share of landscaping on the property. Such property uses include, but are not limited to:

- Businesses
- Rental properties
- Residential properties converted into commercial uses
- Single-family residences or apartments not built to be occupied by owners
- Entrances to subdivisions
- Parking areas
- Any alteration of any lot or structure



- For clearing of wooded property, landscaping regulations

#### 4. *Exclusions*

The Gateway Corridor Overlay district is not applicable to the following types of development

- 1) Owner-built, occupied-upon-completion, single family residences
- 2) Pre-existing buildings and properties that have not changed in use or ownership

#### 5. *General regulations.*

- a. Signage regulations shall be as specified in Section XII
- b. Landscaping regulations shall be as specified in Section XIII
- c. Each building façade, support column, etc for primary and accessory buildings shall have a brick, textured-block, or other exterior finish approved on special exception by the Board of Zoning Appeals. The roof(s) for accessory structures shall match the appearance of the primary building roof.
- d. Properties having a street frontage in Gateway Corridor A shall provide trees a maximum of thirty feet (30') on center along such street frontage. The exact location and species of such trees shall meet the approval of staff and the Planning Commission.
- e. A 75-foot minimum setback from major streets for properties in the Gateway Corridor Overlay District shall be enforced. A minimum twenty-five (25) foot setback shall be maintained from all other streets. The setback shall be measured from the centerline of the subject street.
- f. Access points shall be provided via public street, right of way, easement or other means approved by the City of York. Each zoning lot shall provide street access per the following requirements:
  - 1) Each proposed driveway shall be located a minimum of 300-feet from the intersection of two (2) or more streets or from an existing driveway. The 300-foot requirement may be reduced by the Planning Commission for secondary streets. Let it be noted that no driveway on a secondary street shall be located closer than 300-feet from the intersection of a major street. Major streets are those explicitly mentioned in the Gateway Corridor regulations".
  - 2) Where a property has less than 600 ft of street frontage, a single access point shall be allowed.
  - 3) Where a property has 600 ft or more of street frontage, a maximum of two (2) access points is allowed. Requests for additional access point(s) are allowed only by special exception from the Board of Zoning Appeals.
  - 4) Any access point shall be located a minimum of 150 ft. from any property line unless an access point is centered on a shared property line. The minimum separation between access points shall be 300 ft.
  - 5) Where deceleration lanes are required in accordance with SCDOT standards, a 400-foot minimum spacing is required between drives (measured centerline to centerline or from the intersecting right-of-way lines of public streets to the centerline of a curb cut).
  - 6) All lots existing on or before the adoption of these regulations that cannot meet the minimum curb cut spacing are guaranteed one access point. Pre-existing, contiguous lots under the same ownership that cannot accommodate the minimum access point separation requirements shall be provided with access points along shared property lots spaced to provide maximum separation of such access points.
  - 7) Minimum spacing between median cuts on arterial roads with a divided median shall be 1,320 feet.
  - 8) SCDOT deceleration lanes are required for single or combined uses that generate driveway/road volumes (trip ends) of 300 or more vehicles in the peak hour as determined using standard Institute of Transportation Engineers (ITE) trip generation rates for the subject land use(s).

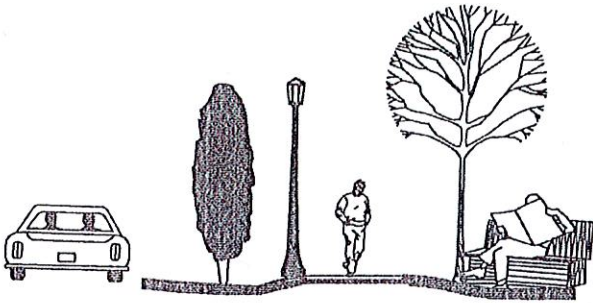


Additional development that will push a project over the 300 vehicle threshold will also require the installation of a SCDOT deceleration lane. This standard shall also apply to public streets constructed in order to access development(s).

- 9) Prior to preliminary approval of any subdivision plat affecting the GCOD, the above-referenced regulations shall be applied to the property(s) to ensure that pertinent zoning requirements are met.



# YORK DOWNTOWN ENHANCEMENT SURVEY - APRIL 5, 2004



The Historic City of York, South Carolina has commissioned a Master Plan Enhancement Study to insure the continued growth and prosperity of the City, while protecting and nurturing the qualities that make this city a special and unique place to live and work. As Citizens of York, you have ideas and opinions that are vital to this process. Please support your city in this bold initiative by completing this survey as fully as possible. Many Thanks!

Your Age ... ☐ Under 21 ☐ 21 to 35 ☐ 35 to 55 ☐ 55 to 75 ☐ over 75

Gender ... ☐ Male ☐ Female

# of people in household

Distance to the York Downtown District from your home ...

☐ Less than 1 mile ☐ Less than 5 miles ☐ 5 -10 miles ☐ over 10 miles

Distance to the York Downtown District from your place of work...

☐ I work Downtown ☐ Less than 1 mile ☐ Less than 5 miles ☐ 5 -10 miles ☐ over 10 miles

Reasons that you go to Downtown York ...

(Please Check all Boxes that Apply)

☐ Workplace ☐ Business ☐ Dining ☐  
☐ Shopping ☐ Entertainment ☐ Walking ☐

Ages of Children my at Home are ...

(Please Check and fill in all Boxes that Apply)

☐ No Children ☐ 0 to 6 years old ☐ 6 to 12 years old ☐ 13- 18 years old ☐ Adult Children  
☐ # of Girls ☐ # of Girls ☐ # of Girls ☐ # of Women  
☐ # of Boys ☐ # of Boys ☐ # of Boys ☐ # of Men

How often do you go Downtown?

☐ Several times Daily ☐ Once a Day ☐ Several Times Weekly ☐ Once a Week ☐ Once a Month ☐ Several times Yearly ☐ Once/Twice Yearly ☐ Almost Never

I usually visit Downtown ...

(Please Check all Boxes that Apply)

☐ Mornings ☐ Afternoons ☐ Early Evenings ☐ Late Evenings ☐ Weekends ☐ For Special Events

A successful Downtown should provide opportunities for... (Please Check all Boxes that Apply)

☐ Recreation ☐ Social Activity ☐ solitude ☐ Exercise  
☐ Education ☐ Entertainment ☐ Relaxation ☐ Public Service



I am aware of this Enhancement project because....

I am attending this public meeting because....

What makes Downtown York special or unique ?

My biggest concern about this Downtown Enhancement effort is ....

To be successful, Downtown York must ....

I currently go into Downtown York to....

I participate in the following Events Downtown....

My six most frequent destinations in Downtown York are.....

- |          |          |
|----------|----------|
| 1) _____ | 4) _____ |
| 2) _____ | 5) _____ |
| 3) _____ | 6) _____ |

I feel the following Businesses/Activities are not appropriate for Downtown York:

-----  
-----  
-----

The following Businesses/Resources/Activites are currently needed downtown:

-----  
-----  
-----

The following Businesses/Resources are currently over-represented in Downtown York.

-----  
-----  
-----

My family has the following needs which are not addressed by the City of York:

-----  
-----  
-----

Negative or unpleasant experiences Downtown include....

-----  
-----  
-----

The biggest problem currently facing the enhancement of Downtown York is...

-----  
-----  
-----



I currently attend the following Special Events downtown. \_\_\_\_\_

The following are Special Events that I would like to see occurring in the Downtown District of York:

The biggest problem getting new businesses to locate Downtown is...

The best way to get new businesses to locate Downtown is...

Doing business Downtown is inconvenient because.....

I would spend more time Downtown if.... \_\_\_\_\_

When I shop elsewhere, it is usually because...

Public Open space is important Downtown ...

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

Public Restrooms should be provided Downtown ...

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

The City of York needs an expanded Visitor Center Downtown ...

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

York needs an store specializing in local and regionally-based products, books, etc ...

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

Attractive, well-maintained buildings and streets can have a beneficial effect on tourism ...

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

The gateways into the City and the Downtown District is clearly recognizable and delineated.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

The City's current zoning and allowable land uses are not restrictive and promote growth

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

Tourism is a critical and vital component for continued growth and prosperity.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

Attracting new business and industry is more important to the local economy than tourism.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

There is currently adequate parking for businesses and activities Downtown.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

Public areas Downtown are prone to gang activity, vandalism, graffiti, and illegal drug use

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

Money invested Downtown would be better invested in other education, public health, and safety issues.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

Cities have an obligation to support local civic projects and activities beneficial to the community and provide downtown locations for their accomplishment.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion



Public spaces in downtown York are well-lit and safe to frequent during the evening hours.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

York needs more on-street parking to support businesses downtown.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

Centrally located off-street parking is more important than on-street parking.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

There are currently enough public downtown amenities (benches, trash receptacles, etc) to support visitors to York.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

The City of York should promote and expand bikeways and pedestrian trail connections to Downtown York.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

Historic Preservation is an important component of any Downtown Enhancement Plan.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

Getting around York's Downtown district by car is easy and straightforward.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

Getting around York's Downtown district on foot is easy and straightforward.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

Traffic Congestion is not a pervasive problem, occurs mostly at rush hours, and will be alleviated once current road work is completed.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

Traffic Congestion is an on-going problem and will continue to be a concern, even after current road improvements are implemented.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

Additional Comments (Use back of this sheet if needed)

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# YORK DOWNTOWN ENHANCEMENT SURVEY – APRIL 5, 2004

## Resident Survey Tabulations

Your age... Under 21: (3) 21 to 35: (5) 35 to 55: (38) 55 to 75: (17) over 75 (1)  
Gender...Male: (36) Female: (25) # of People in Household 1(6) 2(29) 3(8) 4(9) 5+(6)

Distance to the York Downtown District from your home...  
< 1 mile (29) < 5 miles (11) 5-10 miles (9) > 10 miles (15)

Distance to the York downtown District from your place of work...  
I work Downtown (18) <1 mile(15) <5 miles (4) 5-10 miles (7) > 10 miles (18)

Ages of my children at home are:

	No children	0-6 yrs old	6-12 yrs old	13-18 yrs old	Adult children
# girls	37	6	2	7	5
# boys		6	7	6	6

How often do you go Downtown?

Several times daily (15) Once a day (4) Several times weekly (25) Once a week (12) Once a month(3) Several times Yearly (2) Once/ Twice Yearly (0) Almost Never (0) Live Downtown (2)

I usually visit Downtown...

Mornings(29) Afternoons(32) Early Evenings(32) Late Evenings(19) Weekends(32) For Special Events(29)

A successful Downtown should provide opportunities for....

Recreation(14) Social Activity(53) Solitude(15) Exercise(23) Education(24) Entertainment(56) Relaxation(44) Public Services(22)

I am aware of this enhancement project because:

- Newspapers(17)
- Word of mouth(11)
- I am involved in it
- I attended the final presentation of the city council Mtg. I also have revived the final four plans.
- I am on the City Council(5)
- Editor of local newspaper
- Involvement on historic Commission
- Business owner (2)
- Member of the Chamber of Commerce (2)
- Interested in scouting a new business downtown
- Downtown Business Association (2)
- I work for the City of York
- I came here to ask a question
- I live downtown and have been interested in this project for quite some time.
- Friends of Committee Members
- I'm on the email list
- My neighborhood committee has discussed it.
- I am a member of the Rose Hill Neighborhood Association
- I was given a survey
- I am on the CHC Board
- McCelvey Center connections (4)
- Exposure through work – Cultural and Heritage Commission of York County
- My place of employment is actively involved in the enhancement project
- Was informed by representation of survey group

I am attending this public meeting because...

- I live downtown
- I care about downtown (7)
- I want to be heard and counted
- I own a home in downtown and very interested in seeing the town grow and preserve its wonderful historic value
- I wish to see all the best possible situation to take place in downtown
- I am a City Councilman



- I live and work Downtown (3)
- Involvement on Historic Commission and personal investment in downtown revitalization
- We are interested in owning property Downtown
- I'm interested in Downtown (7)
- I want to help
- It is very important for our Downtown. I have a vision and plan for itself not to be adrift and defined by fate
- I want to have input in shaping the future of York
- I want to help develop Downtown York and I want to prevent increased taxes
- I want to keep abreast of what is occurring
- I want to be an active participant in the changes made to my town.
- I would like to have input prior to policies being in place. That cannot be changed.
- Downtown needs improvement and help.
- Of its importance to the Downtown area
- I live Downtown and I am concerned because there is no effort on the city's part to accommodate people living on Main St. and the noise coming from the bars and people yelling and carrying on after midnight under our windows.
- I was and I am concerned about the image of our Downtown
- I am very interested in improvement and beautification of our Downtown. Creating a Downtown that would be attractive to new businesses and attractive to visitors and shoppers.
- I want to preserve this area as a cultural shopping district
- To broaden my scope of possibilities for town enhancement.
- I want my business to succeed and we need this plan to bring people to visit York
- I want to know what's happening.
- I have a strong interest in a vital downtown, offering a variety of dining, social gathering and entertainment venues, while maintaining its historical and architectural character

#### **What makes Downtown York special or unique?**

- Ability of people to live and work Downtown and to use properties as they were initially intended (living quarters above businesses)
- History and culture (8)
- People and older buildings
- Historic homes, buildings, businesses, friendly people, wonderful "small town atmosphere" (4)
- The historical appeal is primary. Second is the many businesses and the friendly atmosphere during the day and evening.

- The stores and the atmosphere (2)
- It has functioning restaurants, bars and entertainment as well as churches, apartments and homes.
- Quaint (5)
- It's a cool change of scenery
- Historic
- We are a historic community, something that cannot be created or built anew. We have an obligation to those who come after us to not destroy the aesthetic integrity of this space.
- The people that have invested so much of their income and their time and hard work to develop businesses that are thriving. They work so hard to make sure York is alive and well!
- It could be a niche arts district.
- Historic charm and dedication of community to maintain this aspect.
- The old town atmosphere, the Sylvia Theatre, Ivy Hill shop, the Garden Café
- Historical building, very people friendly (i.e. walking, lights, benches), slow pace, good quality of life.
- Small town, old buildings, people size building scale, personal service
- Historic, quaint destination. Businesses (Sylvia, Lutheir, Garden Café etc...) (2)
- I live on Main St. in the middle of everything
- The history behind the buildings and shops
- Last bastion on rural small Downtown community
- Historic value It's the 2<sup>nd</sup> largest historic district in SC. Unique dining and a venue for music.
- History, growing, active
- It's History (2)
- Charming buildings
- Historic value and charm (2)
- Historic, charming, old town feel (2)
- Our people, architecture and history (2)
- Entertainment
- Variety of retail stores and casual dining (2)
- Wal-Mart
- The atmosphere-it's a very village-like town! Ettabelle Zorries offers all kinds of great art/craft classes and the Sylvia is just incredible!
- Lived here all my life (2)
- Historic buildings, churches, old timey stores such as Ferguson Youngblood and Coleman's store. The cosmetic improvements. Living quarters over the stores; friendly merchants

- Small, close-knit people know each other, unusual shops like Coleman's Trading Post & Ferguson-Youngblood's, variety of places to shop
- McKelvey Center could be a huge asset. Etta Belle Jorrie is unique (2)
- Intact nature of historic buildings & pedestrian atmosphere
- The downtown businesses attract patronage, few empty businesses, high quality dining opportunities, live music & entertainment
- Too much will be attempted and not enough accomplished
- The small town character of the store fronts and its compact size. The landscaping is also very attractive and sends a visual message about the overall "health" of the Downtown merchants, etc.
- We enjoy dining and shopping in York, especially the Men's Shop

**My biggest concern about this Downtown Enhancement effort is...**

- Control of noise
- That when it is completed the city will not implement the plan. The will to stick to the long-range plan is "iffy" on the council. They are not united.
- Continuing the effort
- My biggest concern is to make sure the public supports Downtown not only in walking and looking but to spend.
- Parking (2)
- We'll wait and see
- Not keeping the quaintness (maintaining) (2)
- That it works to its potential
- Will it work?
- That it will be solely economic driven and not aesthetically driven. I think that if we can preserve and enhance what is beautiful about our space then the economic benefit will follow.
- That it helps improve and adds to the existing things that are Downtown and doesn't do anything to hurt Downtown – want to be sure enhancements are just another drawing card to Downtown. (2)
- Taxes and the lack of emphasis on the arts
- That it will only focus on Main St and Back St
- A tax increase
- It's success (2)
- That decisions will be made by the powers to be without considering the public's input. It's most important to do the right things and no short term fixes.
- Inadequate marketing research and strategy

- To implement the plan – that action will take place
- These issues trying to accommodate people living on Main St. and the noise coming from a bar on Main St.
- To make it as safe as possible
- That you will destroy what is unique in a blanket effort to make it better (modern)
- That we don't have enough parking on the street or any public parking available
- Not being implemented
- That people participate now and complain later
- For properties to be kept up
- Nothing will come of it
- That we will lose the momentum generated by business development over the past few years.
- Too many restrictions
- That it could be too big a project to come to reality
- A few more youth oriented activities
- Self interest masquerading as public do-gooder
- Too many eateries & pubs
- That every effort is to be made to lure local and surrounding area citizens back to the downtown
- I would like to see the existing restaurants & bars thrive as well as the creation of new ones
- The diversion to the ugly strip mall and Wal-mart
- That buildings in non-use will be ignored and fall into disrepair
- Money needs to be spent wisely. Help to promote downtown to the majority not just small specific interest
- New construction is kept in period with older architecture
- Closing early, not open Sundays, basically blue laws; lack of originality; smokers
- Maintaining the historic flavor
- Loss of pedestrian atmosphere
- Changing the nature and complexion of the downtown area. Do not modernize too much.
- Traffic congestion because part of street is being used for parking
- That the costs may be prohibitive
- Try to make downtown something it's not

**To be successful Downtown York must...**

- Accommodate businesses and property owners
- Be innovative, be CLEAN and attractive



- Have a variety of attractions including businesses and entertainment
- Add to the store variety that is available to the public
- Work together as one
- Offer something that people want and cannot get either better or more affordably elsewhere
- Offer a place people make their destination
- Work together and cooperate with each other
- Attract people to the Downtown. (2)
- Continue to enhance what is unique and beautiful. The entire historic district with Downtown at its center needs to be the "identity" for our town. Then it will be a place where people want to be.
- Have good parking, have businesses that sell things that people want to purchase with friendly owners and have hours that accommodate people that work and it must be a clean, pretty and family atmosphere.
- Have a very well developed arts district
- Have a plan for growth and ways to attract people so businesses remain in operation
- Have interesting shops, restaurants and entertainment, good library, specialty stores (i.e. locally-based products).
- Have proper parking facilities and variety of different stores (if all stores are basically yard sale stores it won't work)
- Research and achieve identity and customs, be a center of activity, be a healthy small-business center, be a historically preserved place.
- Pull together, put positive back in motion
- Be a part of both worlds – people living in the old buildings and entertainment
- Cater to all age groups (2)
- Embrace modern methodology/ tech innovations to illustrate unique history etc...
- Have more parking and landscaped and green areas for parks and walking or just relax downtown.
- Keep businesses
- Attract more people
- Support each other and convince the public that it is a special place
- More businesses for a better draw for Downtown.
- Bring people to shop, dine and promote York
- Continue to improve. We need to develop a brand, increase foot traffic, improve marketing, bring in more retail development and enhance infrastructure (public and private)
- Facilitate development
- Bring in new businesses and retailers
- Have businesses and areas that attract people from other areas. There also needs to be adequate publicity
- Crack down on liquor and bar establishments

- Reduce through traffic to a minimum; reduce 18-wheeler traffic to virtual zero; refurbish back-lot parking and eliminate through traffic and parking on Congress St. downtown
- Provide to all persons
- Attract shoppers and diners; beauty parlors; the theatre is a great new enterprise
- Get the message to the people as to what York has to offer (2)
- Support the nightlife and maintain its clean and historical atmosphere
- To be a drawing card for not only York residents but people from entire Charlotte area who seek unique dining and entertainment experiences.
- Remain relatively small, offer products & services that do not compete with chain stores, and keep sidewalks, streets & businesses tidy & clean
- Pay attention to historic preservation; bury power lines in historic district; look good!; encourage foot traffic
- Develop its own niche. Something to help people come from larger cities to see it
- Include McCelvey Center more-encourage the arts
- help support new artist, businesses, etc.; no smoking; crafts
- Get a Bank of America
- Have better shopping stores, maybe a children's clothing and toy store
- Have businesses that people need; provide goods & services they can't get at WalMart; provide opportunities for recreation
- Diversify the merchandise sold downtown and upscale it a bit in order to attract a more sophisticated clientele
- Be attractive, well-lit, easy to move around in, have businesses and shops that people want to visit, have plenty of parking

#### I currently go to Downtown York to...

- Live (6)
- Visit. (4)
- Work (11)
- Shop (36)
- Dine (40)
- Walk (12)
- Attend Syvlia Theatre (3)
- Entertainment (9)
- Play
- Relax (3)

- Go to the Library (3)
- Everything
- Drop off car
- Pay bills (2)
- Party (2)
- Legal Work
- Beauty Parlor (2)
- Hang out
- bank
- play darts at Oshea's
- Ettabelles (2)
- School
- Attend City Council meetings
- Ride through and look
- Socialize
- Religion
- Do business
- Attend events at McCelvey Center
- get keys made, get a massage, buy soaps
- I participate in the following events Downtown...
- Festivals (5)
- Music/Theatre (8)
- All (9)
- Summerfest (28)
- MLK day
- Christmas Parade (4)
- St Patrick Day Parade (2)
- Clock dedication
- Fall in York (4)
- Most everything to go on with Council
- Living
- Parades (6)
- Farmer's Market (2)

- Bachelor Auction
- Tour of homes
- Pottery
- Running
- Christmas tour (3)
- None (4)
- Jaycees Thursday Nite Live Band
- Baseball
- DBA
- Historical Commission
- Business after hours
- Most major events (2)
- Shopping

My six most frequent destinations in Downtown York are...



- Elta Belle (22)
- Garden Café (31)
- Dickerson's Motor (2)
- The Sylvia Theatre (12)
- Ferguson and Youngblood(14)
- Men's Shop (22)
- Pub
- McCelvey Center (7)
- Antique Shops
- City Hall (6)
- Bradford and Bradford Law Firm (2)
- My house (2)
- My Office (3)
- Tony's Pizza (8)
- Cotton Gin (11)
- Restaurants (4)
- Shades
- Whiteside Cleaners (4)
- Creative Cuts
- Data Imaging
- Ivy Hill Gift Shop (12)
- The Alley (3)
- Flowers Etc. (4)
- Serenity Massage (3)
- Bank of York (2)
- Thrift Store (2)
- York Automobile
- O'shea's (11)
- Computers for all ages (2)
- The Golf Shop
- Brice & Brice
- Beehives to Butterflies (2)
- First Citizen's Bank (5)
- Duke Power
- Cougar's Run Restaurant (2)
- Solutions
- Carpenter's Tile Works
- China King (3)
- Italian Garden
- Lunch Box (2)
- Beauty Parlor
- Magnolia Mills (2)
- Sewing Place
- YMCA(3)

- Steve's Style & Trim
- Coloman's Store (2)
- Wal-mart
- Car Wash
- School
- Keepsakes & Clutter
- Duck Inn
- Magnolia Mills
- Moore Park
- Church
- Pet store
- Wm Perkins Residence
- Woody's Music Shop
- McDonald's
- Ballfield
- Hummingbird Forest
- Antiques
- Friends homes / apartments
- Library (2)
- Massage therapists
- Park & More

I feel the following businesses/Activity are not appropriate for Downtown York:

- Cotton Gin (2)
- Store Front Church (2)
- Tattoo Parlor (2)
- Adult Book Stores (3)
- Massage Parlors (not spas)
- Strip clubs (3)
- Okay with everything (5)
- No more finance/insurance offices
- Large corporations
- Discount Stores
- Bars (7)
- Anything which will make those who live there uncomfortable (2)
- Clubs
- Democrat fundraising location
- Storage for closed businesses
- Car Dealership (3)
- Gas Station (3)
- Tanning/Nail Salons
- Thrift Store
- Sr. Citizen's Center

- Master in Equity
- Check cashing stores
- No chains
- Second rate shops and restaurants that will likely go out of business, such as computer shops, clothing shops, and Tony's pizza
- Auto Parts Store
- Bingo parlor
- Pawn shop
- Ballgames
- Commercial business
- Erotica of any sort
- Big box stores
- Industrial activity
- Empty stores
- Liquor store
- Redneck beer joints

**The following businesses/resources/activities are currently needed Downtown:**

- Police presence after midnight
- Book Store/Newsstand (8)
- Antique Store (6)
- Grocery/Deli/Wine (4)
- Drug Store (5)
- Clothing Stores (esp. women) (6)
- Specialty Shops (8)
- Clothing Shops (4)
- Art Galleries (12)
- Parks
- More entertainment (like Sylvia) (2)
- More festivals
- Movie theater (5)
- Furniture Stores (Antique)
- Candy store
- Coffee Shop (7)
- Bakery (3)
- Health food store
- Hardware store
- Parking
- More cash registers - retail density (3)
- Activities for young people (5)
- More Restaurants
- Carriage ride
- Monthly events
- Shoe Store (2)
- Adult Entertainment / Hooters
- Upscale Apartments



- Ethnic restaurants
- Somewhere for people to hang out
- branch of York Tech to offer courses of community interest,
- upscale decorating shop like Pier 1 or Black Lion
- Professional bar ownership & management - O'Sheas and Cotton Gin fall short in this category
- Short order breakfast restaurant
- Children's Clothing Shop (2)
- There is no swimming pool for city or school district use
- Farmer's Market
- A nice ladies shop (more upscale)
- Ice cream shop (2)
- Parking
- Maybe the Sylvia could show some art/independent films one weekend a month
- Art and art classes; pottery, handmade art like Asheville
- A larger facility for the public library
- Stationary/print shop
- Wine Shop
- Children's bookstore
- Downtown welcome center for visitors & HQ for York Historical Society open each day. I would also like to see a Town Square like many small towns have with grass, monuments honoring veterans, historic markers, benches, etc.

**The following businesses/resources are currently over-represented in Downtown York:**

- Government (courts)
- Hair salons
- Finance/Insurance (2)
- Flower shops (2)
- Bars (4)
- Junk Shops (3)
- General offices instead of retail (3)
- Restaurants (4)
- None
- "Fake" flower shops
- "Home-made, country fried restaurants

- What's it, stuff shop

**My family has the following needs which are not addressed by the City of York:**

- Safety
- Excess noise at night (2)
- Light groceries (2)
- Drug store (2)
- More entertainment
- Clothing stores
- Sporting Good Stores
- Slow down traffic on N. Congress
- Clean up/repair sidewalks (2)
- Photographer
- Walking trails
- Street and curb repair
- Drainage ditch repair
- Coffee Shop
- Need more green space
- Cut back on loitering on Main St. after midnight
- We need our business to work and it's not
- Youth activities
- More parking
- More Sunday dining choices
- Shops should stay open later at least Thurs. & Fri. to accommodate people who work
- Kids clothing store
- Private schools
- Public swimming pool
- The city park needs a more comprehensive playground for children
- Would like to see a deli located downtown
- Needs handicapped parking & access closer to Court House
- To have fun as a family

**Negative or unpleasant experiences Downtown include...**

- Watching men urinating on bushes outside senior citizen's building after midnight
- Noise (4)
- None (5)
- Parking and traffic on McNeel St. makes it hard to get to my apartment
- Drunk Driving
- Loud Bars (2)
- Traffic on N. Congress
- sprawl on outskirts of town is impacting on Downtown in a negative way. We're losing our historic identity.
- Drunkenness / roudy behavior (4)
- Parking (2)
- Litter (4)
- Intimidating people walking through
- Trucks going through town
- Dirty Streets
- The "old timers" that are stuck in the past and don't like change.
- The lady who owns the Garden Café is rude, unpleasant, and unfriendly. She seems to dislike anyone who lives here. It's clear she doesn't want locals to dine there!
- Wall of the old Belk building at Murral
- Lack of police foot patrol
- Too many street people/indigents at times
- Being asked to pay cover charges in O'Sheas when I've been there for 2 hours already and it's for a band in Cotton Gin – They're two different places
- Unkept landscaping, burned out decorative small light bulbs
- Pigeon poop on the sidewalk; trash on street or sidewalk; parallel parking
- Too much traffic in town; loud music / talking after midnight – we do have people living downtown and it's disturbing to them. Bars need to close by 1:00 am on Fridays and Sat.
- Road condition
- Closes too early
- Nothing to do downtown but eat
- Noise from the Cotton Gin

The biggest problem currently facing the enhancement of Downtown York is...

- We need to keep our county government active and officed in Downtown especially the court system because of the people it brings in.
- Lack of money (6)
- Parking must be addressed if any enhancement is to be effective (5)
- Little foot traffic during daylight hours, population may be too small to support some of the most interesting businesses Downtown
- Lack of unified approach by individual business people and money to promote the downtown as a whole on a regional level.
- Small business loans
- Home owners giving negative feedback to local businesses
- Drunk driving
- We need more people spending money
- Apathy- too many people are unconcerned about Downtown because they are busy shopping for bargains at wal\*Mart or wondering what new fast food restaurant will be built on the outskirts
- Empty buildings (3)
- Not enough parking (4)
- Ugly buildings (3)
- Higher taxes
- Keeping central business district viable
- Lack of volunteers
- Negativity
- Police seem unwilling to control the noise and people on Main St. after midnight
- Making it family oriented
- Diversity of needs/desires. Exorbitant rent
- Need more activities
- Nothing or little to bring people to York – we need to promote, promote and add retail
- Willingness to pull together in order to overcome common issues. There is the danger of a split among business owners and a degree of apathy.
- Planted wrong trees – too big; the Islands by ARP church should be removed can't believe they removed the cotoneaster from islands so more weeds are seen
- Fear of change
- Lack of funding



- The Old Texaco station should be made to clear out old pumps and maybe make a seating area with fountains & plantings
- Terrible economy – no incentives to entice small businesses to come here
- Stupid people
- Deciding priorities as to what is needed and following through
- Lack of consumers
- Public funds for repair to sidewalks on streets other than Congress; improved attractive parking lots; landscaping and lighting on other access streets, old buildings
- Moving people back to the center of town; moving the post office was disastrous
- York has a city-wide trash-along-streets problem
- Attitude
- Losing personality
- Vision to preserve historic nature of York and celebrate its heritage
- Parking –street parking is limited and if there are free public lots, I don't know where they are or no signage indicates where they are
- Conditions of the pavement & poor lighting need to be addressed. Also, will there be enough to accommodate growth?
- Lack of community interest

**I currently attend the following Special Events Downtown:**

- Parades (6)
- All (9)
- Most (2)
- Summerfest (20)
- Fall Festival (9)
- Christmas Parade (3)
- Farmer's Market (2)
- Sylvia Theatre Shows (3)
- MLK Parade
- Music Shows

- Art Shows (2)
- Christmas Tour (2)
- St. Patrick's Day Parade (2)
- Home Tour
- Thursday Night Live sponsored by Jaycees (2)
- Historical Society sponsored events
- My grandchildren like to walk the bike trail from the city park to the YMCA. They also like the Nature Trail from York High to Jr. High.
- Festivals
- Dedication ceremonies
- Business After Hours
- Plays at McCelvey

**The following are Special Events that I would like to see occurring in the Downtown District of York:**

- Quarterly Festivals (2)
- Food Festival
- Thursday Night Live on Congress St. rather than a parking lot
- Historical Events – people knowing about the circus wintering here etc...
- Concerts (1)
- Art Shows (3)
- Symphony (2)
- Performing Arts Functions
- Yearly reenactment of life 100 years ago (houses, dress, wagons, etc..)
- Monthly events – sidewalk sales, promotional events, anything to bring people to shop.
- Antique car show
- Flower show
- Antique fairs (3)
- Blue Grass Jamming
- Outdoors Celtic Music Fests
- A "Taste of York" with food booths representing restaurants throughout the City with samples/specialties from participating restaurants
- Mardi Gras celebration

- Kids day or night, dancing, singing, events were people actually have fun
- Block party
- Free live music
- I don't feel we need anymore special events, just a healthy, diversified, assortment of shops & restaurants that are OPEN all week

**The biggest problem getting new businesses to locate Downtown is:**

- Foot traffic – we need to have more people Downtown (6)
- Modernize Buildings
- Parking (6)
- Small business loans – ability to purchase property
- Not enough room (2)
- I think some folks locate their business here on a lark without realizing the commitment and financial resources necessary to make a success
- Taxes
- Not enough businesses to support them
- Lack of support (3)
- Poor demographics
- Multiple periodicals required to cover customer base
- Economy
- Combo of right business/right building
- City Council
- Prices of old buildings and expensive to renovate them
- Lack of incentives
- Lack of capital/resources
- High rent; meeting codes & regulations
- Distance from Charlotte; need to get the 4 lanes through
- Accessibility
- Probably finding empty space
- Stores are small, not enough patrons, Walmart prices
- The perception that no one shops downtown – that everyone goes to Walmart

**The best way to get new businesses to locate Downtown is:**

- Recruiting existing businesses from elsewhere
- Renovation
- Bring more people to the area (3)
- Strong support by city and other merchants/businesses (2)
- Incentives (8)
- Being open later
- Building new buildings
- Make it worth the trip
- Help the businesses that we have already to be successful
- Reduce taxes
- Provide steady business
- Recruit experienced business people
- Improve "backdoor" access for Parking (3)
- Improve regional customer base
- Market it better
- Decrease rates on water, sewer, power, etc. for a period of time
- Better & prettier routes to get to York
- Successfully target specific crowds (decent crowds)
- Attract specialty stores, restaurants, and assure them of marketing throughout Charlotte region
- Shut down Walmart
- Support the Arts
- Make downtown larger
- A developer is needed – someone who will invest \$\$ in the two largest "white elephant" buildings left & there find upscale, diverse tenants for these storefronts

**Doing business Downtown is inconvenient because...**

- Parking (12)
- No wheelchair access on sidewalks
- No good advertisement
- Off the beaten path
- Availability of items I want (2)



- Shops need better hours (4)
- Not enough options (3)
- Lack of people during the week
- There are not enough shops/stores – and the few they have are not open in the PM
- Rush hour, traffic congestion
- Not enough signs telling people how to get to points of interest

**I would spend more time Downtown if...**

- More businesses and activities that interest me were available
- More variety of stores (9)
- More entertainment like Sylvia Theatre
- Shops were open later (3)
- Better shopping/Clothing stores (2)
- If we did better with the business
- If I liked to shop for knick-knacks but I don't
- More trees
- More art galleries
- More antique stores
- More leisure time activities were provided (2)
- Faster restaurant service, they are all slow
- More family oriented
- Better Parking
- Students had a place to chill
- Some business weren't so arrogant (cotton gin)
- There was less vehicle traffic and noise
- I didn't work out of town
- If it were geared more towards social activities and entertainment
- I lived in it (5)
- Had more time
- More sitting

**When I shop elsewhere it is usually because...**

- Something I can't get Downtown (clothing, groceries, movies, etc..) (25)

- I shop other places because of the variety of stores available (6)
- Downtown stores are closed
- Better products (3)
- It's like Greenville, SC
- Parking (2)
- No convenient one stop shopping
- I have to. I hate malls and mega-stores
- Easy parking, business owners are extremely friendly & appreciate the patronage
- There's no where good to shop here
- I can't first find it downtown. I hate Wal Mart, and only go there out of desperation.
- I need inexpensive staples, food (2)
- It is impossible to find clothing or children's gifts and wedding gifts
- It is easier to park; bigger choice; lower prices
- I need to go to a big mall like Southpark or need a gourmet food item
- York is not convenient to my home for shopping
- Evening hours
- Downtown's clothing stores are for older people not younger. They are boring stores.
- It's on my way home
- Convenience (2)

**Public Open space is important Downtown...**

- Strongly agree (19)
- Agree (33)
- Disagree (4)
- Strongly disagree (1)
- No Opinion (2)

**Public Restrooms should be provided Downtown...**

- Strongly agree (14)
- Agree (33)
- Disagree (8)
- Strongly disagree (0)
- No Opinion (5)

**The City of York needs an expanded Visitor or Center Downtown...**

- Strongly agree (10)
- Agree (36)
- Disagree (9)
- Strongly disagree (2)
- No Opinion (4)

**York needs a store specializing in local and regionally-based products, books, etc...**

- Strongly agree (26)
- Agree (22)
- Disagree (1)
- Strongly disagree (1)
- No Opinion (10)

**Attractive, well-maintained buildings and streets can have a beneficial effect on tourism...**

- Strongly agree (49)
- Agree (9)
- Disagree (1)
- Strongly disagree (0)
- No Opinion (2)

**The gateways into the City and the Downtown District is clearly recognizable and delineated.**

- Strongly agree (8)
- Agree (7)
- Disagree (29)
- Strongly disagree (13)
- No Opinion (3)

**The City's current zoning and allowable land uses are not restrictive and promote growth.**

- Strongly agree (4)
- Agree (16)
- Disagree (8)
- Strongly disagree (6)
- No Opinion (14)

**Tourism is a critical and vital component for continued growth and prosperity.**

- Strongly agree (35)
- Agree (22)
- Disagree (3)
- Strongly disagree (0)
- No Opinion (1)

**Attracting new business and industry is more important to the local economy than tourism.**

- Strongly agree (8)
- Agree (21)
- Disagree (21)
- Strongly disagree (2)
- No Opinion (7)

**There is currently adequate parking for businesses and activities Downtown.**

- Strongly agree (1)
- Agree (15)
- Disagree (17)
- Strongly disagree (20)
- No Opinion (7)

**Public areas Downtown are prone to gang activity, vandalism, graffiti, and illegal drug use.**

- Strongly agree (1)
- Agree (6)



- Disagree (31)
- Strongly disagree (15)
- No Opinion (7)

**Money invested Downtown would be better invested in other education, public health, and safety issues.**

- Strongly agree (0)
- Agree (8)
- Disagree (31)
- Strongly disagree (15)
- No Opinion (6)

**Cities have an obligation to support local civic projects and activities beneficial to the community and provide downtown locations for their accomplishments.**

- Strongly agree (15)
- Agree (5)
- Disagree (3)
- Strongly disagree (0)
- No Opinion (7)

**Public spaces in downtown York are well-lit and safe to frequent during the evening hours.**

- Strongly agree (4)
- Agree (37)
- Disagree (11)
- Strongly disagree (0)
- No Opinion (9)

**York needs more on-street parking to support businesses downtown.**

- Strongly agree (11)

- Agree (22)
- Disagree (18)
- Strongly disagree (2)
- No Opinion (7)

**Centrally located off-street parking is more important than on-street parking.**

- Strongly agree (12)
- Agree (27)
- Disagree (9)
- Strongly disagree (2)
- No Opinion (10)

**There are currently enough public downtown amenities (benches, trash receptacles, etc) to support visitors to York.**

- Strongly agree (1)
- Agree (21)
- Disagree (25)
- Strongly disagree (7)
- No Opinion (5)

**The City of York should promote and expand bikeways and pedestrian trail connections to Downtown York.**

- Strongly agree (15)
- Agree (27)
- Disagree (12)
- Strongly disagree (2)
- No Opinion (4)

**Historic Preservation is an important component of any Downtown Enhancement Plan.**

- Strongly agree (37)
- Agree (19)
- Disagree (1)
- Strongly disagree (2)
- No Opinion (2)

**Getting around York's Downtown district by car is easy and straightforward.**

- Strongly agree (8)
- Agree (40)
- Disagree (5)
- Strongly disagree (4)
- No Opinion (3)

**Getting around York's Downtown district on foot is easy and straightforward.**

- Strongly agree (13)
- Agree (42)
- Disagree (3)
- Strongly disagree (0)
- No Opinion (2)

**Traffic Congestion is not a pervasive problem, occurs mostly at rush hours, and will be alleviated once current road work is completed.**

- Strongly agree (5)
- Agree (31)
- Disagree (13)
- Strongly disagree (3)
- No Opinion (7)

**Traffic Congestion is an on-going problem and will continue to be a concern, even after current road improvements are implemented.**

- Strongly agree (3)
- Agree (11)
- Disagree (27)
- Strongly disagree (8)
- No Opinion (10)

**Additional Comments:**

- The trees selected for North Congress will grow too large. I can't believe the City did not realize this in time to make better selections for South Congress. The dogwoods which were planted during the depression on other streets are dying. It would be nice if there was a campaign to replant some of these. The old gas stations are an eye sore. The 2 houses below White Oak Manor should be cleaned up! One particularly could be attractive.
- Police are not enforcing 18 wheeler rules.
- Several businesses are absolute eyesores – such as Colemans, ex-filling station, 3 bldgs next to old enquirer office look like shacks in a 3<sup>rd</sup> World Country.
- Need to paint the side of Old Belks – looks bad. I have heard many comments on this
- People should be taxed as for where they live. City people should only pay city taxes. County people should only pay County taxes. County people used the city as much or more than City people with exception to water & sewer. Maybe they should have to be taxed in city & county as city folk are. That would be fair.
- Our streetscape needs to be continued & enhanced.
- I believe this is a great opportunity for the City of York & should be pursued with vigor. I hope no matter what is proposed & is implemented that we don't lose sight of the historical position York files in from the Revolution to today.
- I moved to downtown Congress St. in May 2003 because it was convenient to work, food, and recreation. If there was a convenience store and a video rental store, I would leave.
- Something needs to be done quickly or the town will not retain its historic beauty. You can see "sonic" is already moving in on 161.
- Make it worth the trip – we need to push all building owners to renovate (at least paint the walls) – we need to create one flyer for everybody to hand out.
- Too many non-retail businesses to support downtown. Not enough parking. Need to promote York, add incentives to businesses.
- Do NOT cut the trees!!! More art.
- Please address the problem of noise from the bar and people yelling up and the street after midnight. Nobody wants to live in the middle of loud noise and hear drunks yelling up and down Main St.
- It needs to be slow in downtown area to make it pedestrian friendly. The bi-pass is for the people in a hurry.
- York could be a very nice town. It needs more large trees and way more arts activities like galleries and perhaps a symphony. Also, clean up the streets, tear down the old ugly buildings and reduce taxes.
- York downtown is a part of greater York. All of this should be taken into consideration – Our identity is as a beautiful historic community but Liberty Street does not model that. Put power lines underground, improve sidewalks, groom trees beautifully not just downtown but the entire historic district and all over town. Help our town be lovely, unique, and special which has the potential to be. Without help it will be rundown & unattractive who would want to visit or live here if we allow that to happen?



-Some buildings need to be painted – more containers of flowers should be added to add more color, an historical mural on side of Men's Shop building would be nice, some small tables & chairs should be added somewhere to bring business downtown; offer customer incentives – for instance, if a customer spends so much money in your shop in a certain amount of time he is entitled to so much money off his next purchase, a gift certificate, a free meal, etc.

-The trees, lampposts, benches, potted plants, etc. look good but are also obstacles for pedestrians. As foot traffic increases, they will become more of a problem than they are now. There is probably enough parking space; however, some of the off-street parking needs repairs / repaving, marked spaces to accommodate the most cars possible, and signs to direct visitors from out of town. Also, business owners need to decide if they want to allow any downtown customers to park in their lot.

-It is impossible to overstate the appearance of general negligence. There are inexcusable detracting features (ex. The remains of a dead cat which reek in the intense heat, have lain in the front of the Health Dept. for 3 days now, a health hazard and an eyesore)

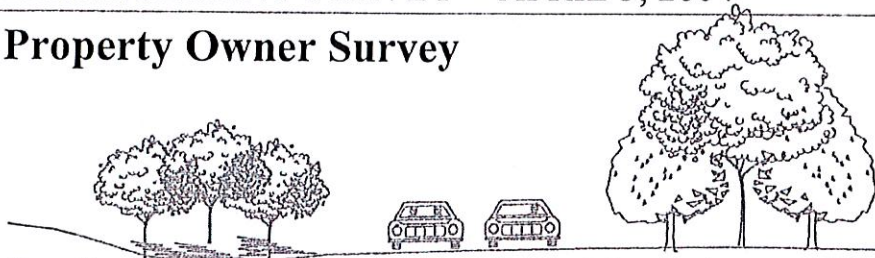
-The City of York needs to contrast the large street-sweeping machines to work more often especially during spring when the large trees are dropping debris into the streets. Spend more attention to abandoned buildings; preserve abandoned historic buildings (Latta House); have overgrown lots cleaned up by owners (Lot of Madison, Wright, Smith streets corner; Lot of house across from YMCA on Madison)

-York needs more downtown housing – in line with Charleston & New Orleans (on much smaller scale) being very careful not to let slums take over

-More entertainment for a reasonable price (advertise); more interest in local arts / artists is needed

-There needs to be more activities for young children and teens

## Downtown Proprietor and Property Owner Survey



The Historic City of York, South Carolina has commissioned a Master Plan Enhancement Study to insure the continued growth and prosperity of the City, while protecting and nurturing the qualities that make this City a special and unique place to live and work. As Proprietors and Property Owners Downtown, you are a primary stakeholder in this process. Your ideas, comments, and concerns are integral to the projects. Please support your City in this bold initiative by completing this survey as fully as possible. Many Thanks!

Check all That Apply

I own a business & rent my store space from some one else ☐

I own the business and the storefront that it occupies ☐ I own property Downtown ☐

Your Age ... ☐ Under 21 ☐ 21 to 35 ☐ 35 to 55 ☐ 55 to 75 ☐ over 75

Gender ... ☐ Male ☐ Female

# of Employees

☐ Full Time ☐ Part Time

Distance to your shop or commercial property from your home ...

☐ Live at same location ☐ Live Downtown ☐ Less than 1 mile ☐ Less than 5 miles ☐ 5 -10 miles ☐ over 10 miles

How many years have you been in business or owned property Downtown?

☐ Less than a year ☐ One year ☐ Three Years ☐ Five Years ☐ Ten years or more

Reasons for owning a business or Property in Downtown York...

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Have you ever considered re-locating your business or selling your property? ☐ Yes ☐ No

Why? -----

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Does your current location have an impact on your business's ability to grow? ☐ Yes ☐ No

Why? -----

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## These questions are for Downtown Proprietors and Property Owners only

The existing city infrastructure provides adequate and appropriate support for my business and property.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

I would support additional amenities and services downtown, even if it requires a moderate tax increase.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

Adequate support for businesses owners is provided through the local Chamber of Commerce and/or Downtown Business Association.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

I would be interested in low interest loans and other incentives to improve my business.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

Delapidated buildings adjacent to my business have negatively impacted my business.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

My location in Downtown York is beneficial for my business.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

I plan to stay in my current location for at least the next three years.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

Tourism is a critical and vital part of my business Downtown...

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

Attracting new business and industry Downtown would be beneficial for my business.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

My business has adequate parking for my customers.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

I would support legislation obligating property owners to maintain the appearance and structural integrity of their properties.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

I promote and advertise my business using the following...

(Check all that Apply)

☐ Newspaper

☐ Flyers

☐ Store front

☐ Other

☐ Web Site

☐ Web Links

☐ Word of Mouth

Cities have an obligation to support local businesses and activities beneficial to the community.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion



**These questions are for Downtown Proprietors and Property Owners only.**

I experience a marked increase in business when special events or festivities are held Downtown.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

The completed streetscape projects have had a positive impact on my business.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

I would consider changing my building front facade to create more continuity and consistency with the surrounding structures Downtown.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

I am aware of other businesses Downtown and often refer my customers to them.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

I am willing to work with adjacent property owners to consolidate delivery/utility areas, share parking, and improve the appearance of back entrances.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

A significant number of my customers are "walk ins" or "stroll-bys", so first time visitors are important to my business.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

Most of my customers are by appointment or make specific trips to my store.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

Receiving Deliveries and finding a place for Recycling and Waste Disposal is a problem

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

Downtown "Happy Hours" or special evenings of extended store hours would increase foot traffic and improve my business.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

Most of my customers are local people.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

Most of my customers are not local and are in York for a special event or to visit a destination Downtown of regional interest.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

Most of my customers are "passing through" town. Purchases are mostly impulse or replacing forgotten items.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion

I make an effort to do as much personal business with other proprietors Downtown as possible.

☐ strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐ no opinion



**These questions are for Downtown Proprietors and Property Owners only.**

The single, most important factor in the continued, long term success of my business is...

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Current utilities or services provided by the City of York that could be improved are....

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These services could be improved by.....

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The best way to locate a particular product or service Downtown is..

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I chose my Downtown store location because....

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If possible, I would change...

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I would/would not support a comprehensive Business Overlay District because...

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## YORK DOWNTOWN ENHANCEMENT SURVEY – APRIL 5, 2004

### Downtown Proprietor and Property Owner Survey Tabulations

I own a business & rent my store space from someone else: (4)  
I own the business and the storefront that it occupies: (9)  
I own property Downtown: (11)

Your age... Under 21: 21 to 35: 35 to 55: (11) 55 to 75: (7) over 75:  
Gender...Male: (9) Female: (8) # of Employees...Full Time: (13) Part Time: (15)

#### Distance to your shop or commercial property from your home....

Live in same location: (4) Live Downtown: (1) > 1 mile: (6) > 5 miles: (3) 5-10 miles: (1) over 10 miles: (2)

#### How many years have you been in business or owned property Downtown:

>than 1 year: (2) One year: (2) Three years: (3) Five years: (4) Ten years or more: (7)

#### Reasons for owning a business or Property in Downtown York.....

- Quaint atmosphere
- We relocated to the area & wanted to purchase an older home.
- We believe that the town can only thrive & hope that it maintains it's "quaint" appeal
- Like working & living downtown
- I live on Main St. above the property I rent (retail)
- Restoration of upstairs living quarters
- To try and make a difference
- Investment & support of community
- I have a law practice, and my location on the corner across from the Courthouse is a perfect location for any practice
- Place for my business
- Love downtown & walking
- Passionate about downtown
- Investment opportunity. Opportunity to own and improve historic structure. Long term plan to make use of property for my office.

- Investment
- Affordable property
- Family business
- We like York and the small town "hominess"
- Local newspaper
- This town has an "old town" feeling – the real estate is true to historic towns

#### Have you ever considered re-locating your business or selling your property?

- No...(10)
- Yes
- No, We own the property our business is in and our business relies mostly on advertising and word of mouth
- Yes, because York will not enforce noise restrictions. The city does not take seriously the concerns of those living across the street from a certain bar.
- Yes, lack of noise ordinance in York / lack of control of amplified music/sound after midnight
- Yes, profit from renovations to building
- Yes, more space
- No, would only have my shop in a downtown location
- Yes, slow business and not enough attraction of people to York
- No, I enjoy York

#### Does your current location have an impact on your business's ability to grow?

Yes 4 No 4  
No, We rely on advertising and word of mouth, don't need a storefront  
Yes, we have enough room in our building to meet our current and long term needs  
Somewhat, holding out for more space in same building  
No, I cannot rely on walk in traffic; my retail portion will improve as downtown traffic improves  
Yes, positive impact  
Yes, positive growth of downtown area brings more traffic  
Yes, too small  
Yes, we use the downtown district  
Yes, the demographics are not ready for my business

The existing city infrastructure provides adequate and appropriate support for my business and property.



Strongly agree (2) agree (5) disagree (8) strongly disagree (2) no opinion (1)  
\* one responded...haven't lived here long enough to know

**I would support additional amenities and services downtown, even if it requires a moderate tax increase.**

Strongly agree (8) agree (10) disagree (1) strongly disagree (1) no opinion

**Adequate support for businesses owners is provided through the local Chamber of Commerce and/or Downtown Business Association.**

Strongly agree (4) agree (9) disagree (2) strongly disagree (1) no opinion (1)

**I would be interested in low interest loans and other incentives to improve my business.**

Strongly agree (8) agree (4) disagree (1) strongly disagree (0) no opinion (5)

**Dilapidated buildings adjacent to my business have negatively impacted my business.**

Strongly agree (2) agree (3) disagree (3) strongly disagree (2) no opinion (9)

**My location is Downtown York is beneficial for my business.**

Strongly agree (5) agree (10) disagree (0) strongly disagree (0) no opinion (3)

**I plan to stay in my current location for at least the next three years.**

Strongly agree (13) agree (4) disagree (0) strongly disagree (0) no opinion (2)

**Tourism is a critical and vital part of my business Downtown...**

Strongly agree (9) agree (3) disagree (2) strongly disagree (4) no opinion (1)

**Attracting new business and industry Downtown would be beneficial for my business.**

Strongly agree (12) agree (5) disagree (0) strongly disagree (1) no opinion (1)

**My business has adequate parking for my customers.**

Strongly agree (4) agree (5) disagree (6) strongly disagree (2) no opinion (2)

**I would support legislation obligating property owners to maintain the appearance and structural integrity of their properties.**

Strongly agree (11) agree (6) disagree (0) strongly disagree (2) no opinion (0)

**I promote and advertise my business using the following:**

Newspaper (10) Flyers (2) Store Front (10) Web Site (5) Web Links (2)

Word of Mouth (14)

Other:

-Radio

-TV (2)

-Yellow Pages(2)

**Cities have an obligation to support local businesses and activities beneficial to the community.**

Strongly agree (15) agree (3) disagree (0) strongly disagree (0) no opinion (0)

**I experience a marked increase in business when special events or festivities are held Downtown.**

Strongly agree (1) agree (8) disagree (3) strongly disagree (1) no opinion (6)

**The completed streetscape projects have had a positive impact on my business.**

Strongly agree (5) agree (7) disagree (1) strongly disagree (0) no opinion (5)

**I would consider changing my building front façade to create more continuity and consistency with the surrounding structures Downtown.**

Strongly agree (1) agree (4) disagree (7) strongly disagree (1) no opinion (5)

**I am aware of other businesses Downtown and often refer my customers to them.**

Strongly agree (3) agree (4) disagree (6) strongly disagree (2) no opinion (3)

**I am willing to work with adjacent property owners to consolidate delivery/utility areas, share parking, and improve the appearance of back entrances.**

Strongly agree (9) agree (7) disagree (0) strongly disagree (0) no opinion (2)

**A significant number of my customers are "walk ins" or "stroll-bys", so first time visitors are important to my business.**

Strongly agree (5) agree (5) disagree (2) strongly disagree (1) no opinion (5)

**Most of my customers are by appointment or make specific trips to my store.**  
Strongly agree (5) agree (4) disagree (4) strongly disagree (1) no opinion (2)

**Receiving deliveries and finding a place for recycling and waste disposal is a problem.**  
Strongly agree (2) agree (2) disagree (6) strongly disagree (3) no opinion (4)

**Downtown "Happy Hours" or special evenings of extended store hours would increase foot traffic and improve my business.**  
Strongly agree (1) agree (4) disagree (5) strongly disagree (2) no opinion (5)

**Most of my customers are local people.**  
Strongly agree (0) agree (4) disagree (8) strongly disagree (2) no opinion (3)

**Most of my customers are not local and are in York for a special event or to visit a destination Downtown of regional interest.**  
Strongly agree (1) agree (6) disagree (2) strongly disagree (4) no opinion (4)

**Most of my customers are "passing through" town. Purchases are mostly impulse or replacing forgotten items.**  
Strongly agree (1) agree (1) disagree (6) strongly disagree (5) no opinion (3)

**I make an effort to do as much personal business with other proprietors Downtown as possible.**  
Strongly agree (11) agree (8) disagree (0) strongly disagree (0) no opinion (0)

**The single most important factor in the continued long term success of my business is:**

- To maintain a customer base to find new customers
- Development of Downtown and new economic development
- Buying customers!
- Improve parking
- The continued growth and improvement of York
- Promotion of Downtown
- Own job performance
- My ability to work

- A solid local and national economy
- Growth of the area
- Owners keeping their property up
- Support of local government i.e. in enforcing laws and ordinances
- Getting the city to get control of Main St. after midnight
- Getting more people to come Downtown and shop
- Advertising, word of mouth
- Getting more people to come to town instead of Wal\*Mart and Lowes

**Current utilities or services provided by the City of York that could be improved are:**

Trash pick up	Better service
Sewer system, light posts on Main St. that are not burned out. Litter and weed control	Our city employees do a good job but they need to hire extra helpers from time to time. The police should have a car parked on Main street at night. Many problems such as noise would be relieved if there was a police presence.
Water and sewer	replacing
Clean up on daily basis and parking	Central parking areas. Parking directional signs. Daily litter pick up on sidewalks and streets
Except for the new streetscapes, sidewalks and curbing throughout the city are in a very bad state of repair and need serious attention	A long term plan to deal with and systematically repair and/or replace sidewalks and curbing.
Water and sewer	Better connection service for upgraded/renovated businesses. Due to Poor st, Congress st, main lines connection to Roosevelt or McNeal cl. are expensive (IE 300 ft of trench parking repair and lines)



Over charging for \$8 fee for water with a single water meter and not \$32 for each business	Cutting this service to perimeter not for businesses.
Police presence on Main St. after dark	A police officer walking a beat on downtown portion of Main St. to get the bars and pedestrians to adhere to noise ordinances
Trash pick up, Traffic control (trucks)	Keep trash bins clean and stopping unnecessary truck traffic
Clean the streets weekly instead of a week before Summerfest	(no suggestion)

**The best way to locate a particular product or service Downtown is:**

- To look around
- The local newspaper(2)
- Phone book (3)
- Call Chamber office (2)
- Word of mouth (4)
- Don't know
- Signage

**I chose my Downtown store location because:**

- Historical value(2)
- Of the versatility of knowledge of Downtown York
- Location(6)
- Affordable property (3)
- It was a good investment opportunity
- Love Downtown(2)
- Size and quality of molding.
- Chamber member (not located downtown)

**If possible I would change:**

- All the buildings to be fixed up
- Awnings on downtown businesses
- Some businesses need to be fixed up
- The size of building but still stay Downtown York
- Better quality trees on side walks (2)
- Improve behind buildings
- Improve parking (2)
- The current status of the "wedding chapel" building and the York Funeral home building. Both are in serious need of being repaired and being properly maintained.
- Taking down old signage and printing a charge for properties to be kept up
- the ability of people to hold onto their buildings and have no incentive to sell to allow businesses to come in.
- Summerfest (hot,hot) to an Octoberfest or have one in the Spring instead of in the torrid heat.

I would/would not support a comprehensive Business Overlay District because

Would(7)

- We need it.
- It is important
- Good for city
- Identify a unified development plan

Would not (0)

## Public Comments on Maps for City of York

### Map 1: Roosevelt Street:

#### Curley Thrift Shop → Coin Laundry

- wish city could purchase this property
- Clean it up! Move business
- No parking - Madison St. side
- Block view from Roosevelt
- Police Department / Fire House
- Hate the whole 90s redbrick, flashing, big window look. Not at York
- artist's Restaurant & Kris's Cuts & Curl
- has a lot of potential / wish city could purchase

#### New Library

- Finish it! (good idea)

### Map 2: W. Roosevelt Street:

#### Lot behind Napa Building

- Make a public parking space
- Something needs to be done / needs to be removed / cleaned out
- Vacant Building behind Boarding House
- Needs to be removed / cleaned up / needs to go
- Intersection of W. Roosevelt / Liberty Streets
- Sidewalks on South side of Liberty on this block are in bad state of repair & need attention
- Parking Lot
- Great potential for central parking with landscaping
- Needs planters, shrubs, flowers, etc.
- Centralize and organize parking area
- Promote alleyways to N. Congress

### Map 3: Street with York Auto Parks

- Building right of parking lot needs to go
- Parking lots need owners consortium to unify / then green areas, alleys, etc.
- Small white building with black shutters needs curb appeal
- Parking lot to the right needs planters, shrubs, etc.

## Public Comments on Maps for City of York (Cont'd)

### Map 4: Congress Street

#### Parking Lot to Left of Office Complex

- Put Gov't here

#### Brick Office Complex

- Needs better access to lot entrances & exits
- Make front more attractive with shrubs, fountains, etc.

#### Building beside Colonial Credit

- Needs to be retail; Colonial Credit needs to be painted

#### Sylvia Theater

- Help promote national shows which will promote York also

#### Building beside Theater

- Needs wheel chair access from Main Street

- Needs hand rails so older people can step up to sidewalk; most people have to use tree to help them step up

#### Thrift Store

- New awning & facade
- Also there's not a wheel chair ramp on this side of street

### Map 5: Street with Dance Studio, Luthier Florist, Factory Outlet

#### Building Left of Dance Studio

- Do not cut down trees - green = \$; redraw behind buildings

#### Dance Studio

- Colorful - new awning
- Lattice in windows / not pretty

#### Vacant Gas Station

- Parking lot needed; city owned parking; parking / farmers' market

#### Possible Park

- Greenspace here - grass, benches, water features (fountain)

#### Luthier Florist through Factory Outlet

- Needs ownership curb appeal / facelift
- Needs improvement
- Tear these buildings down & put up a park or perhaps some good-looking buildings
- A park with some trees

### Map 6: Street with York Wedding Chapel & Rose Apartments

#### Ivy Hill Shop

- Could use a colorful awning

#### County Probate

- Needs facade improvement
- More positive activity for downtown business; get gov't (& across the street) out of downtown (proper) - buildings more valuable as businesses



### Public Comments on Maps for City of York (Con't)

- Side of building needs painting
- Paint & patch wall
- Mural should have covered wall & make it brick

#### Intersection

- Needs to be focal, welcoming, part of downtown
- Banner or welcome sign across street needed- signs pointing to different sections

#### Funeral Home

- Building is a key downtown property and needs a change in ownership. It then needs to be restored & repaired & then be put in a use which is compactible with the masterplan
- "1" Lots of agreements with the above statement
- Courtyard wall needs repaired

#### Gas Station

- Possible Park
- Needs a tenant
- Needs to be removed (5 agree)
- Red roof needs color & exterior change
- Possible additional parking
- Parking and / or green space
- Has a tenant, business opening May 1st - newly painted & remodeled

### Map 7: Street with Cotton Gin & Garden Gate

#### Buildings Across the Street from Church on left

- All unnecessary concrete walls should be removed / repaired: city parking
- Need planters, shrubs, etc.

#### China King

- Standard sign type possible for all downtown
- Lot right of China King - possible small park area with local plants
- Public green space / park

#### Wallace Insurance

- Fix awning

#### Cougars Den

- Replace sign or paint

#### Ally between Tony's Pizza & Garden Café

- Alleys remind me of Charleston, cultivate the throughfare between back space & front
- More alleyways to promote back parking

#### Flowers of York

- Holes between buildings: needs high fence
- Fix awning

### Public Comments on Maps for City of York (Con't)

#### Brick Building Right of Flowers of York

- Needs improvements - stone front
- All windows need repair / owner is broke (why doesn't owner sell so someone else will make improvements)
- Building has a lot of potential
- Remodel & retail store ap's upstairs
- Get rid of overhead music (lacky)

#### Cotton Gin

- Clean up behind this building

#### Building Right of Cotton Gin

- Do not cut or relocate trees green is the color of S

#### Corner of Street

- Public water fountain here & another across the street / have a pet drink fountain at the bottom for dogs

### Map 8: Whiteside Cleaners

- Fairly attractive, light cheery color
- Left parking lot - planter, repave, etc.

### Map 9: Street with All Floors & Napa Auto

#### All Floors

- Cute place, great building

#### Napa Auto

- Needs facelift

#### Parking Lot to Right

- Move gov't down this way

#### Brick Building at Intersection

- Needs a tenant

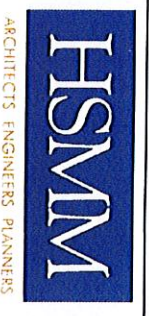
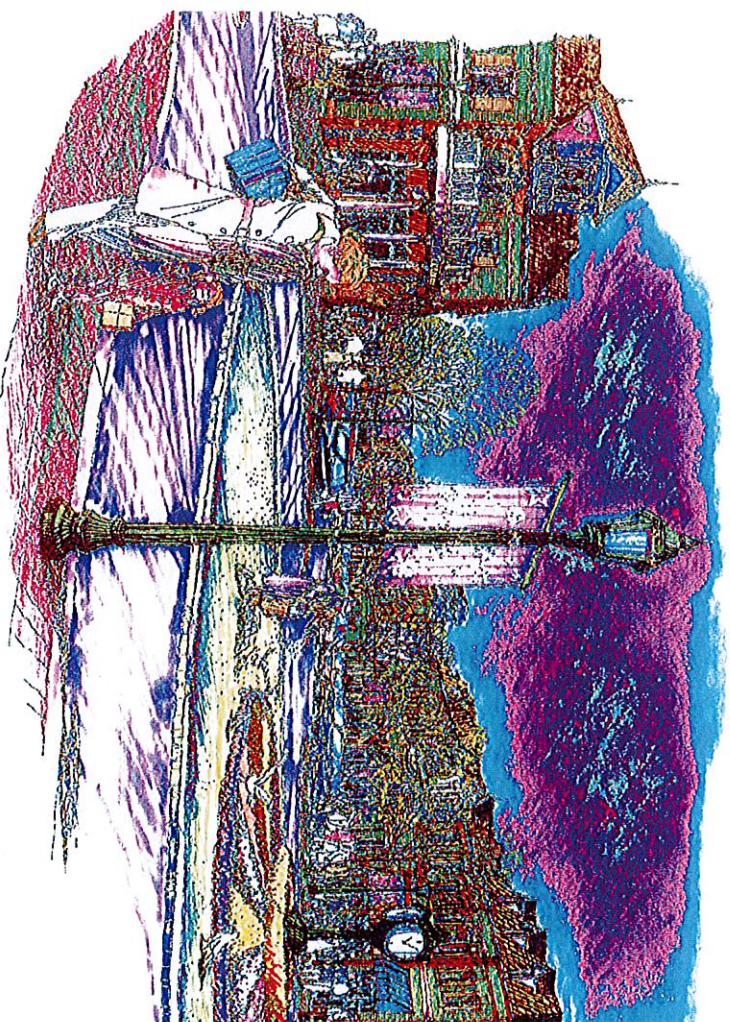
#### Empty Lot - Blah area

#### Southend of Street

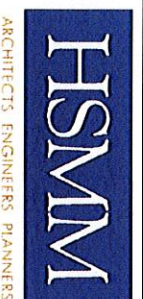
- Needs improvement
- Demolish
- Clean Up

### **In closing...**

The Design Team would again like to thank all the City and County Officials, Organizations, and Citizens who contributed their time, knowledge, and ideas to this Master Plan Document. The revitalization that the City is now experiencing is, in part, a product of the significant past efforts made to keep York a creative, historic, and friendly place to live, work, and visit. Throughout the project, the Design Team has been impressed by the continued interest, involvement and enthusiasm of the people of York and it has indeed been a pleasure working with everyone. It is anticipated that, with these attributes, the good work of the past will be continued.



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