



Springdale



TOWN OF SPRINGDALE
PLATT SPRINGS ROAD MASTER PLAN

THE LANDPLAN GROUP SOUTH THE BOUDREAUX GROUP TOOLE DESIGN GROUP

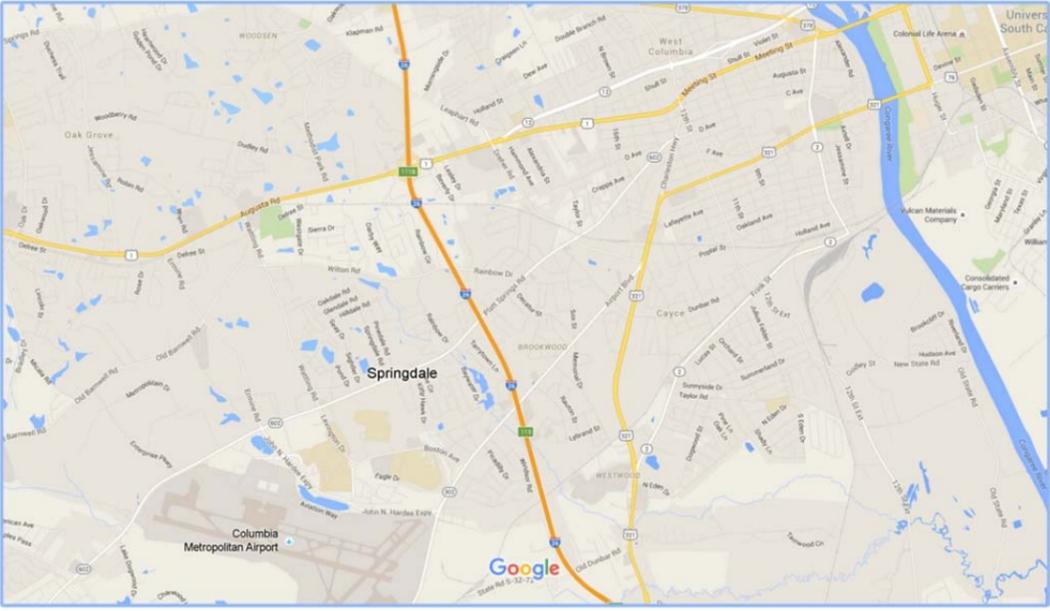
DECEMBER, 2015

Executive Summary

The Platt Springs Road Corridor Master Plan examines a roughly 2.25 mile long segment of commercial, residential and mixed use property frontage along the five lane roadway running through the center of the Town of Springdale, South Carolina. The project limits were loosely identified as the intersection of Platt Springs Road at Ermine Road and Platt Springs Road at Rainbow Drive. Near Ermine Road at the west end of the corridor study area is the Columbia Metropolitan Airport and Midlands Technical College. The east end of the corridor extends through the study area beyond Rainbow Drive into West Columbia and is a connection into Downtown Columbia, SC.

Some of the Goals of the Corridor Plan, as provided by Town Staff, included:

- Increase visibility of bike lanes
- Develop and implement a streetscaping plan for Platt Springs Road
- Install crosswalks on all side streets intersecting Platt Springs Road
- Install 2-3 mid-block crossings across Platt Springs Road
- Develop and implement a façade improvement program for commercial areas
- Improve existing sidewalks
- Add bus shelters



The Process

The Master Plan Charrette was conducted over a three day period which included multiple public input sessions, stakeholder and agency interviews and coordination with Town Staff. Outcomes of the Charrette were guided by the input collected in concert with the site inventory and analysis. The Charrette culminated in a final public presentation of the key findings with conceptual plan recommendations.

Day One

- Study Area Familiarization Tour
- Site inventory and Analysis
- Staff Input Sessions
- Merchant Input Session
- Public Input Session

Day Two

- Government Agency Input Sessions
- Springdale Town Council, Mayor, Administrator
- Lexington County
- SCDOT
- Council of Governments

Day Three

- Team Work Sessions



Springdale House



Existing Conditions

The Corridor



Existing Conditions

Platt Springs Road

Platt Springs Road (SC 602) is a principal arterial having a 5-lane cross section with two travel lanes in each direction and a continuous center turn lane. Bike lanes are also present. Travel lanes are 10 feet wide, the center turn lane is 12 feet wide, and each bike lane is 4 feet wide, resulting in a pavement width of 60 feet. Additional right- and left- turn lanes exist at primary intersections along the corridor. The speed limit is 40 miles per hour. Sidewalks are present on both sides of the street throughout, located directly behind the curb. The Town of Springdale has implemented some limited streetscaping through the installation of several small landscaped islands, pedestrian scale lighting, and decorative banners. **Figure 1** depicts the existing typical cross section for Platt Springs Road.

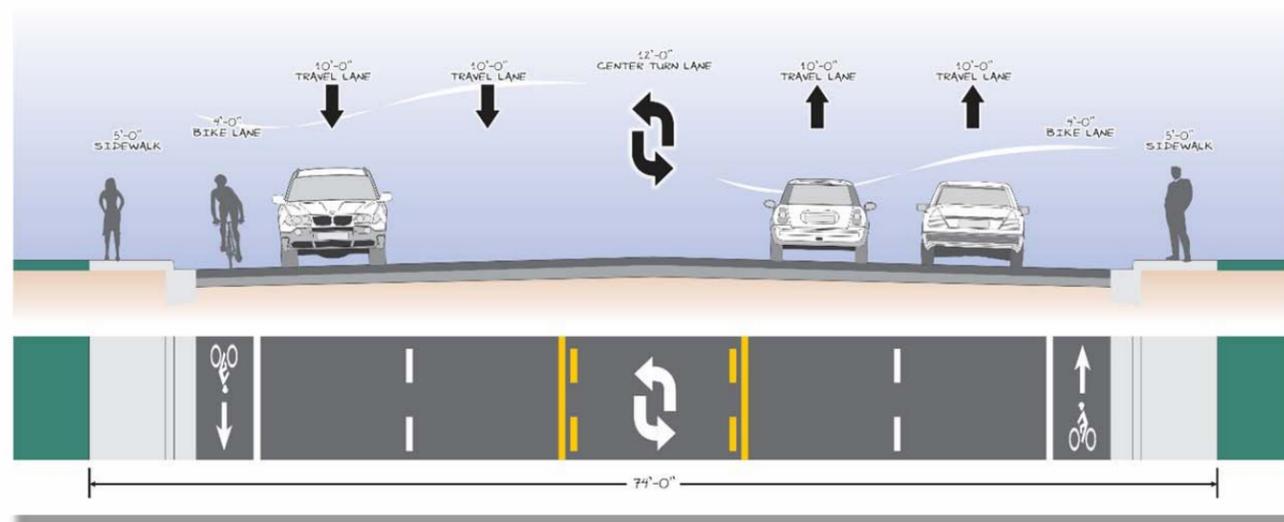


Figure 1: Platt Springs Road Existing Typical Cross Section



Platt Springs Road

Traffic Volumes

Historical annual average daily traffic (AADT) volume information for Platt Springs Road as collected by the South Carolina Department of Transportation (SCDOT) is summarized in **Table 1** below. Platt Springs Road carried nearly 16,000 vehicles per day in 2014. From 2007 to 2014, traffic volumes were flat east of I-26 and actually decreased west of Watling Road. In the most recent four-year period, traffic volumes increased an average of 1.30% per year.

Table 1
Platt Springs Road Historical Traffic Volumes

| Location | AADT* | | | | | | | |
|----------------------|--------|--------|--------|--------|--------|--------|--------|--------|
| | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
| East of I-26 | 10,200 | 10,800 | 10,100 | 10,600 | 10,200 | 10,200 | 10,400 | 10,600 |
| West of Watling Road | 16,600 | 16,800 | 15,400 | 16,000 | 15,200 | 15,200 | 15,500 | 15,800 |

*All data obtained from SCDOT roadway count stations.

Figure 2 shows AADT volume information in the vicinity of the study area for the most recent year available, 2014.

During the Project Team’s meetings with stakeholders and the public, traffic volumes on Platt Springs Road were not a point of concern. This makes sense, as the street’s 5-lane cross section is currently designed to handle well in excess of the 16,000 vehicles that travel it each day. Even using a conservative one percent annual growth rate through 2035, Platt Springs Road would only carry approximately 20,000 vehicles per day; this is still only about half its designed capacity. The excess capacity is considered positive, as the street should have no problem accommodating new development desired by the community.

By contrast, the community is concerned about Watling Road and the congestion it currently experiences. Presently, Watling Road is a two-lane street that is often encumbered by left-turning traffic. Other than its intersections with Platt Springs Road and US 1, Watling Road does not have any dedicated turn lanes to enable turning traffic to move out of the flow of through traffic.

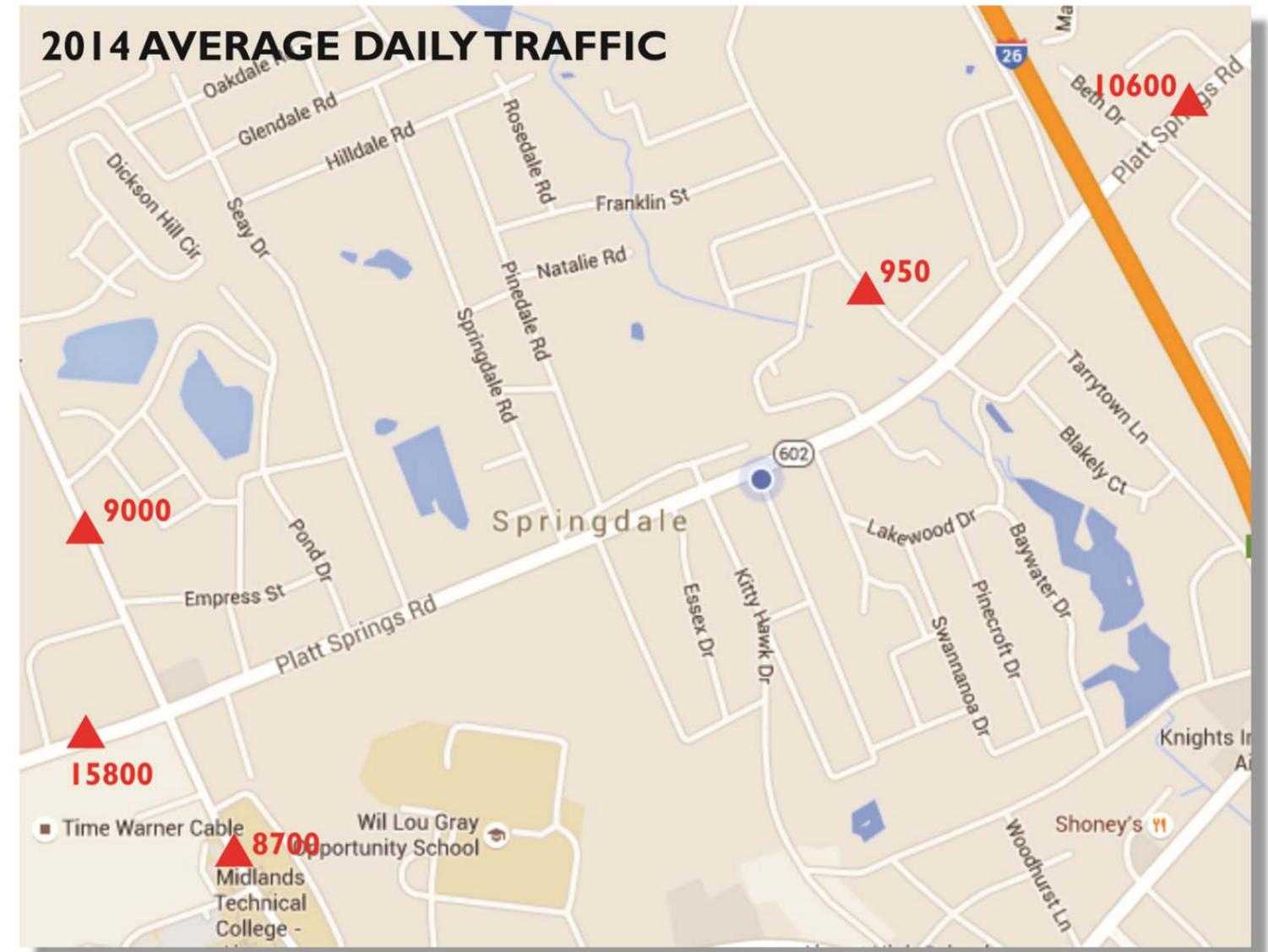


Figure 2: 2014 Annual Average Daily Traffic Counts*

*All data obtained from SCDOT roadway count stations.

The Town of Springdale would like to see Watling Road widened to three lanes to accommodate turning traffic and expected residential growth along the street. In meetings with SCDOT, it was indicated that 10,000 vehicles per day is generally the threshold where 3-lane cross sections are considered. This is a function of roadway capacity and safety. Currently, Watling Road carries 9,000 cars per day. Applying a one percent annual growth rate, Watling Road will not reach an AADT of 10,000 until 2025. However, with planned and future residential development along Watling Road, it is possible that daily traffic could increase at a faster rate.



Traffic Speeds

While Platt Springs Road is not experiencing traffic congestion, the speed of traffic on Platt Springs Road is of concern. Because there is no congestion and the street is overbuilt, people tend to drive faster than they realize with actual speeds well in excess of the 40 mph posted speed limit. As shown in **Figure 3** and **Figure 4**, vehicular speed has a direct effect on stopping distance, cone of vision, and pedestrian crash fatalities.

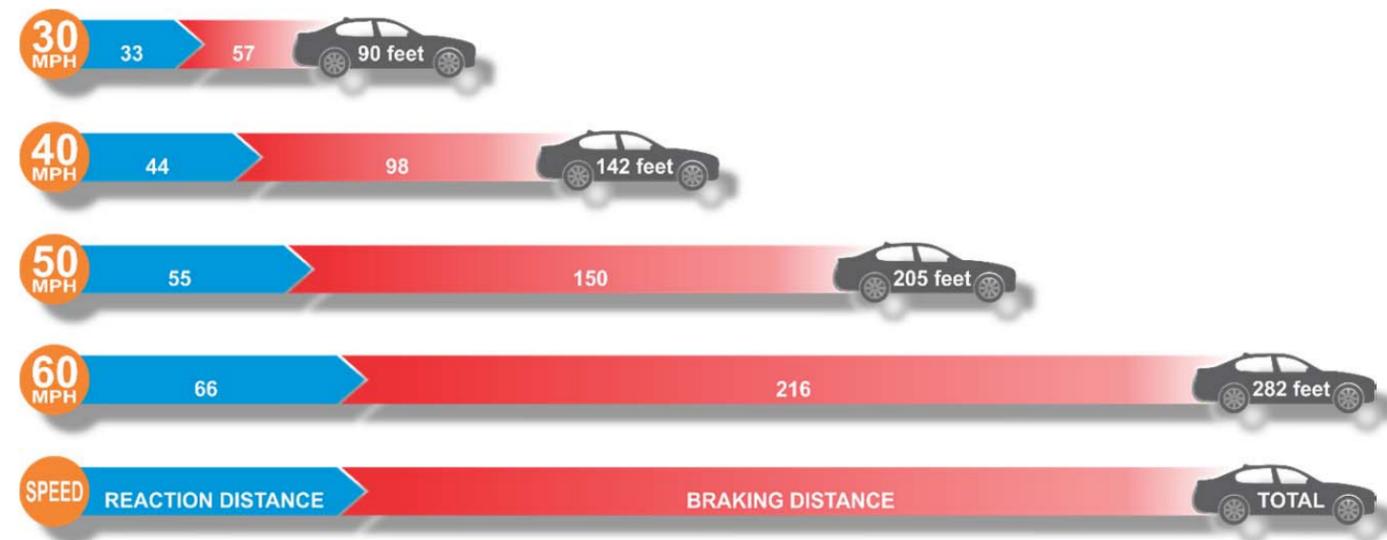


Figure 3: Effective Reaction and Stopping Distances Based on Speed

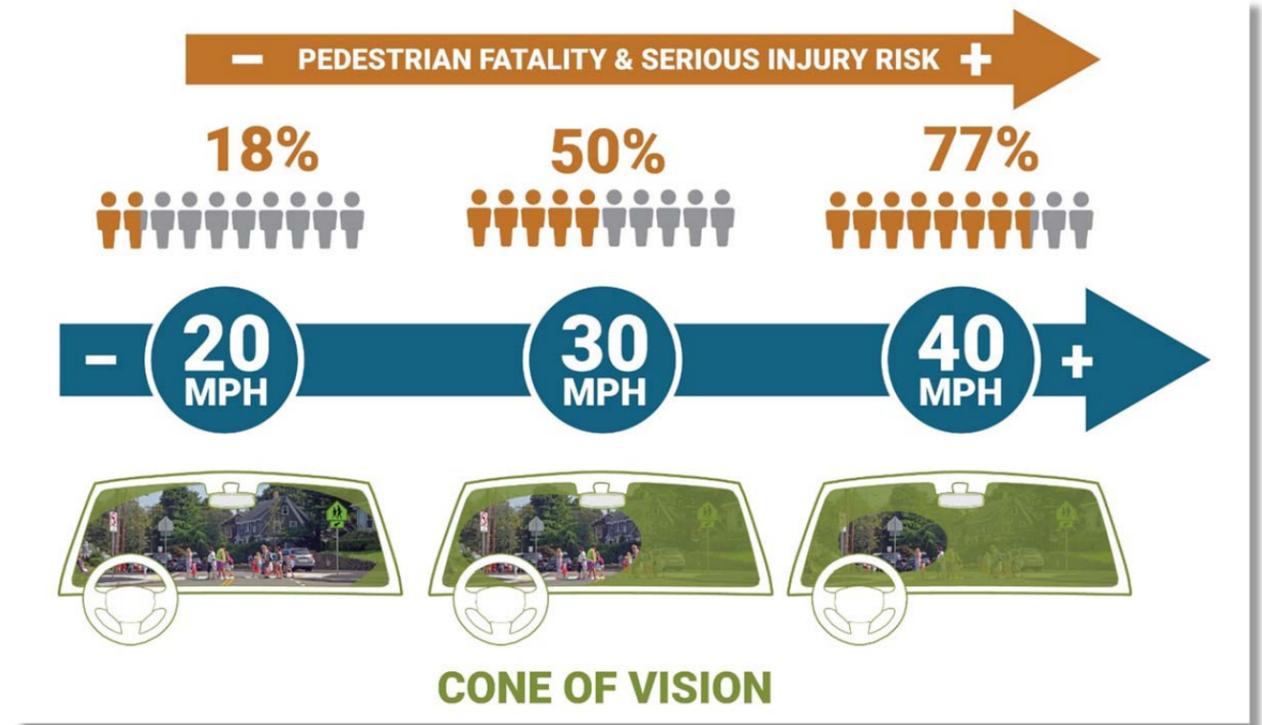


Figure 4: Effect of Vehicle Speed on Pedestrian Injury/Fatality and Driver Cone of Vision

Pedestrian and Bicycle Facilities

Sidewalks are located along both sides of Platt Springs Road running the entire length of the corridor. The existing cross section (i.e., shown previously in Figure 1) includes a 5-foot sidewalk directly adjacent to the curb. Sidewalks along the corridor are in good condition, as Platt Springs Road was widened and completely rebuilt just several years ago. Bicycle lanes are also present along the entire length of Platt Springs Road and extend well beyond the study limits to provide connections to the surrounding area. However, bike lanes are immediately adjacent to the travel lanes. With these travel lanes being narrower than normal (i.e., 10 feet wide instead of SCDOT’s standard of 12 feet), bicyclists are quite close to high speed traffic. Additionally, road debris tends to accumulate in the bike lane causing bicyclists to have to utilize the travel lane at times.



Public Input

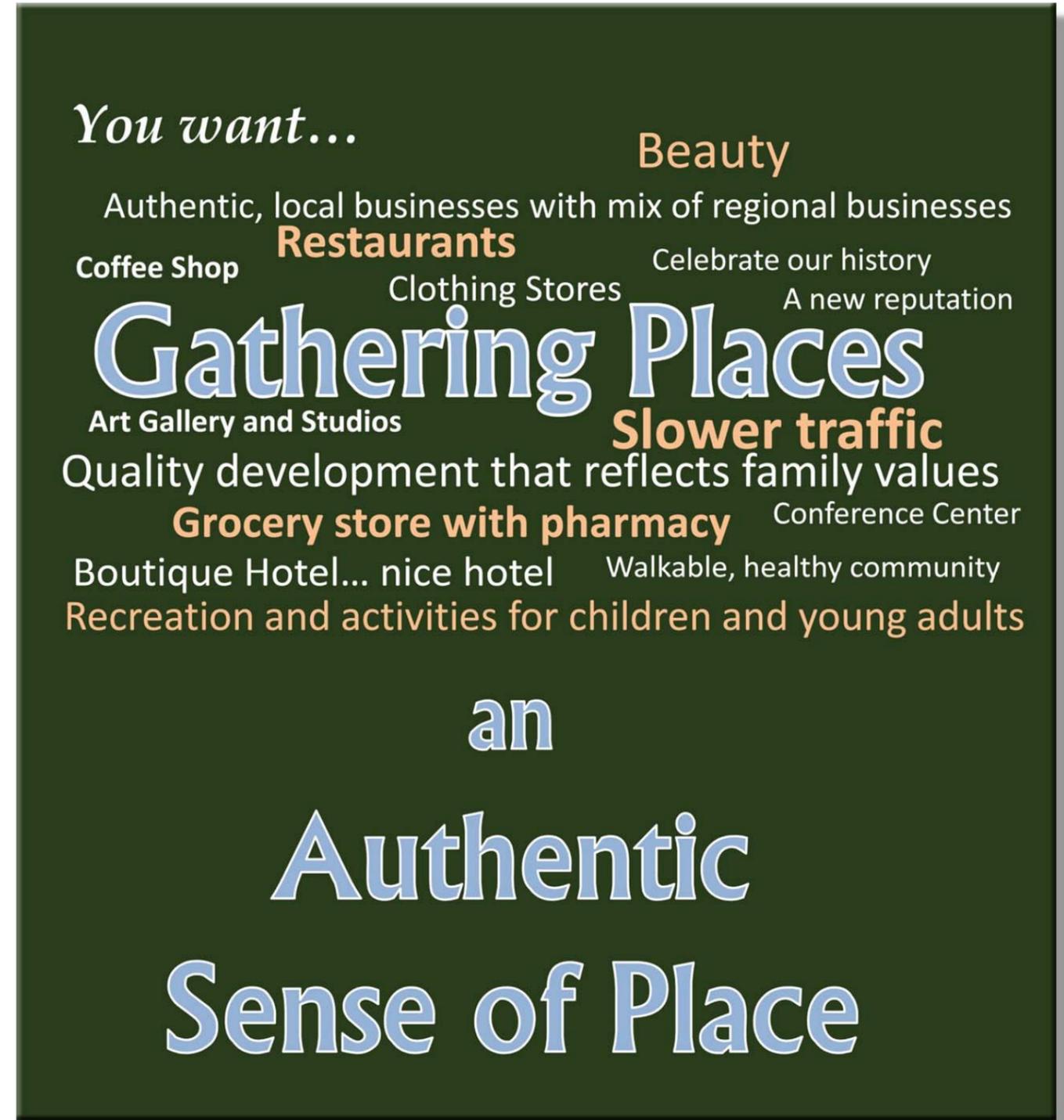
The Public Input sessions provided multiple opportunities for local merchants and citizens to provide open comments, concerns and suggestions for the conditions of the Community, and what improvements they would like to see take place in the future.

The size of the text in these images is directly related to the amount of repetition and consensus

What is Springdale?



What the Community wants:



What the Community said:

You said...

If you don't change your socks, your feet stink.

Springdale is the Jewel of Lexington County.

The first good taste of Columbia from the airport should be Springdale.

This may be your thoroughfare, but it's ***our community***.

If we don't have a vision, we will end up with gas stations or discount stores on every corner.

Springdale is a good place to come home to everyday or after moving away.

This is our one chance. We have to get it right.

You're an instant friend if you're from Springdale.

To quote Steve Spurrier when he moved to USC, "Why not here?"

Yes, why not Springdale?



Vision for Platt Springs Road

Platt Springs Road is the beautiful main street of the Town of Springdale that connects our families, provides opportunities for prosperity and play, conveys our community values, and brings us all home

Guiding Principles

- Platt Springs Road is a beautiful corridor that reflects the Town's civic values and spirit.
- Platt Springs Road is a beautiful and welcoming entrance to the Columbia metropolitan region.
- Development along Platt Springs Road reflects and honors the history and family values of Springdale residents through quality, authentic design.
- Springdale neighborhoods, schools, parks, and business and civic assets along the corridor are connected through safe and accessible sidewalks, trails and intersection crossings.
- Platt Springs Road celebrates the rural, agricultural heritage of Springdale while providing innovative opportunities for prosperity and play.
- The Town of Springdale leverages public and private resources to support and sustain projects that will elevate the quality of life for Springdale residents.



Preferred Character Images

Based on the Public comments, meetings with Town Council and staff, and the expressed desires of the merchants and community, a series of character images were compiled. These visual examples offer preferred types of future development projects for growth in Springdale.

A family friendly Town,

with authentic local business mixed with regional business.



Preferred Character Images

A quality assemblage of development, reflecting family values



Preferred Character Images

A walk-able, healthy Community, with engaging Community gathering places



Preferred Character Images

*A credible sense of place expressing Springdale's history and heritage,
a Destination*



Corridor Recommendations

Through the multi-day workshop setting, a package of recommendations were developed that work in concert with each other. These include transportation, infrastructure, economic development, recreational, and regulatory solutions that, when combined, provide a strong path forward for the Town of Springdale. By having a complement of recommendations, solutions can be implemented strategically over time. The following sections outline recommended strategies.

It is important to note that all recommendations are conceptual in nature and will require further analysis as they move into the design and implementation phases. Specific design components should be coordinated with affected property owners as they are refined and developed further.

Access Management

The Town of Springdale is in a unique position to guide future development to achieve a stronger transportation network than currently exists. Because so much of Platt Springs Road is not currently developed, or is in need of redevelopment, the Town can utilize its development regulations to influence the style and character of that development and the manner in which it addresses and interacts with surrounding streets.

Access management is a strategy that would help to maintain the efficient and safe flow of all modes along Platt Springs Road. Access management solutions can include restricting left-turn movements, inter-parcel connectivity, and limiting the number of driveways to each property. Access management improves traffic flow by organizing and formalizing the points along a street where vehicles may enter or exit. Because vehicles are only allowed to enter or exit at major intersections, drivers within traffic flow can focus on driving rather than being concerned with a constant barrage of turning traffic. Additionally, access management reduces crashes by limiting the number of motor vehicle turning movements across travel lanes, bike lanes, and sidewalks. Multi-lane streets without medians, like Platt Springs Road, present challenges to people riding bikes, walking, and driving cars.

It is recommended that planted medians be installed along the length of Platt Springs Road to limit left turns along the corridor. As much as practical, left turns should be consolidated to signalized intersections or major driveways that link multiple properties. These medians will help to organize the roadway and promote more efficient traffic flow as drivers will not have to constantly anticipate turning traffic into and out of travel lanes. Medians will also provide opportunities for the implementation of street trees and other landscaping, which will help in reducing travel speeds. The Town of Springdale is encouraged to use this Plan to articulate where future intersections and major driveways should be located so that medians can be implemented in advance of development and thereby reduce the need to later retrofit the corridor.

It is further recommended that, as properties are developed/redeveloped, adjacent parcels and associated circulation and parking be physically connected. This should include bicycle and

pedestrian connections as well. Shared driveways should also be mandated through the Town's development regulations. When several parcels in succession are connected, a pseudo frontage road can be created, allowing a number of shorter trips to occur without accessing Platt Springs Road. The more parcels that are connected, the longer these short trips can become. A good example of this is Sunset Boulevard (US 378) in Lexington, SC. The Town of Lexington has required properties to be interconnected and limited driveways directly onto Sunset Boulevard. As seen in **Figure 5**, more than 25 businesses can be patronized without accessing Sunset Boulevard, removing hundreds of trips from the road but not the corridor. Additionally, every parcel is not provided direct access to Sunset Boulevard; rather, driveway access is consolidated to major entry points, resulting in fewer opportunities for collisions.



Figure 5: Inter-parcel Connectivity and Driveway Consolidation in Lexington, SC



Corridor Recommendations

Pedestrian Improvements

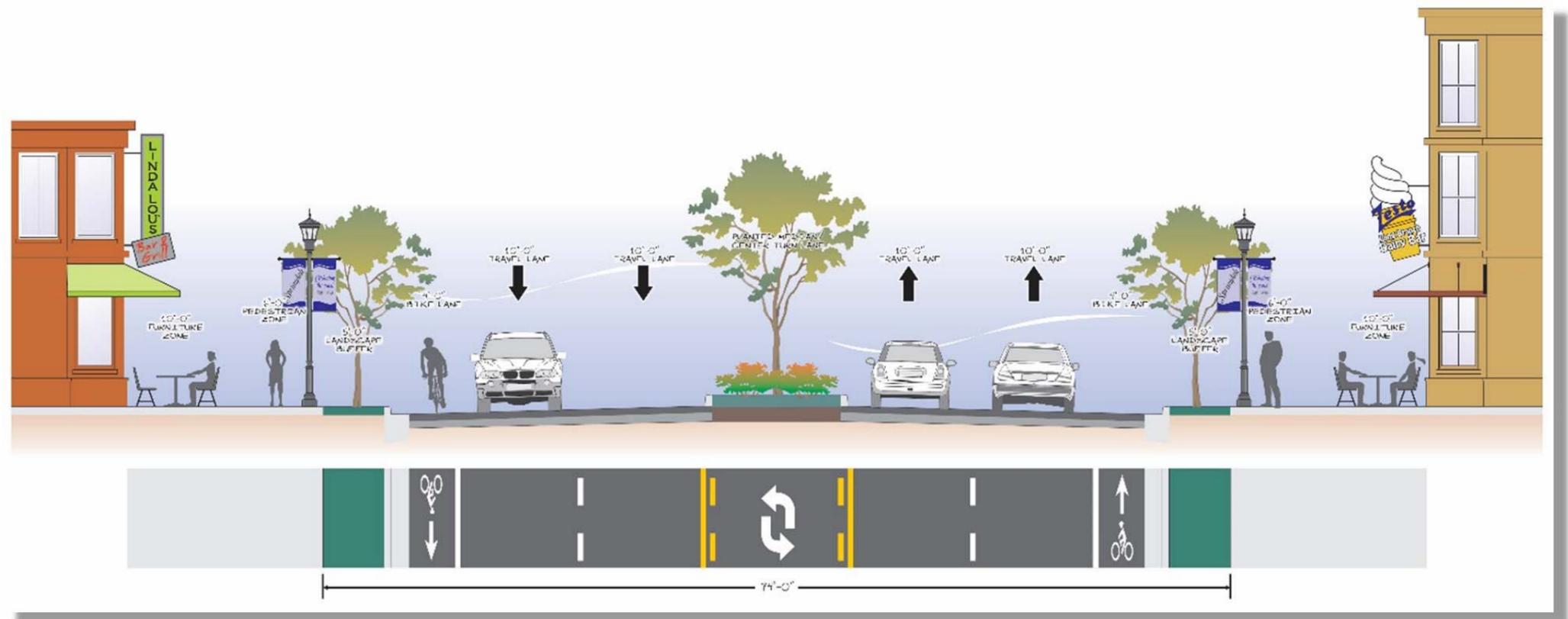
Several areas of pedestrian improvement were studied during the multi-day workshop for Platt Springs Road. Recommendations can be classified into two categories: 1) Along the Street; and 2) Across the Street. Consideration should be given to both of these area of activity when implementing the recommendations found here and when determining new improvements associated with future development along the corridor.

Along the Street

Providing a quality walking experience along Platt Springs Road is essential for its development potential and the quality of life of the Town of Springdale. As discussed earlier, the existing cross section of Platt Spring Road places the sidewalk directly adjacent to the curb which provides pedestrians little buffer from vehicular traffic. Project Team members walked the corridor during the multi-day workshop and felt extremely uncomfortable with cars traveling past them at speeds well in excess of the 40 mph posted speed limit. As an immediate improvement, the Town should explore with SCDOT the possibility of reducing the speed limit to 35 mph.

A more ambitious recommendation is to physically move the sidewalk further back from the street, providing a minimum 5-foot vegetative buffer behind the curb. While it would be wonderful to make this transition for the entire corridor all at once, it is more practical to shift the sidewalk away from the street as individual properties are developed / redeveloped. This can be done through the institution of development regulations that require a pedestrian zone along property frontages. Such regulations would spell out not only the placement of the sidewalk but other elements such as street trees, lighting, signage, street furniture, and the manner in which buildings address the street. **Figure 6** shows how Platt Springs Road might look with this pedestrian zone, new development, and additional streetscape improvements in place.

Figure 6: Platt Springs Road Proposed Cross Section



Corridor Recommendations

Across the Street

In addition to providing continuous, safe, and comfortable facilities adjacent to Platt Springs Road, safe and easy to navigate street crossings are a critical part of providing an accessible and complete pedestrian network.

One of the challenges faced by pedestrians today is the lack of signalized crossings along Platt Springs Road. This leads to people making poor decisions and crossing at unsafe locations. The land use recommendations of this Plan offer some ideas on where future signals should be located as properties develop/redevelop. In the interim, it is recommended that the Town and SCDOT explore the possibility of implementing midblock pedestrian crossings. One method of doing this is through the installation of a signal that is only actuated when pedestrians are present; these are sometimes called HAWK signals (High-intensity Activated crossWalk beacon). An example of such a crossing is shown in **Figure 7**.

As part of the workshop, the intersection of Platt Springs Road, Watling Road, and Lexington Drive, the only signalized intersection on the corridor, was considered for pedestrian improvement. Currently, this intersection is extremely difficult for pedestrians to cross. All approaches have multiple through and turn lanes making the crossing distance very long and traffic moves well above the speed limit.

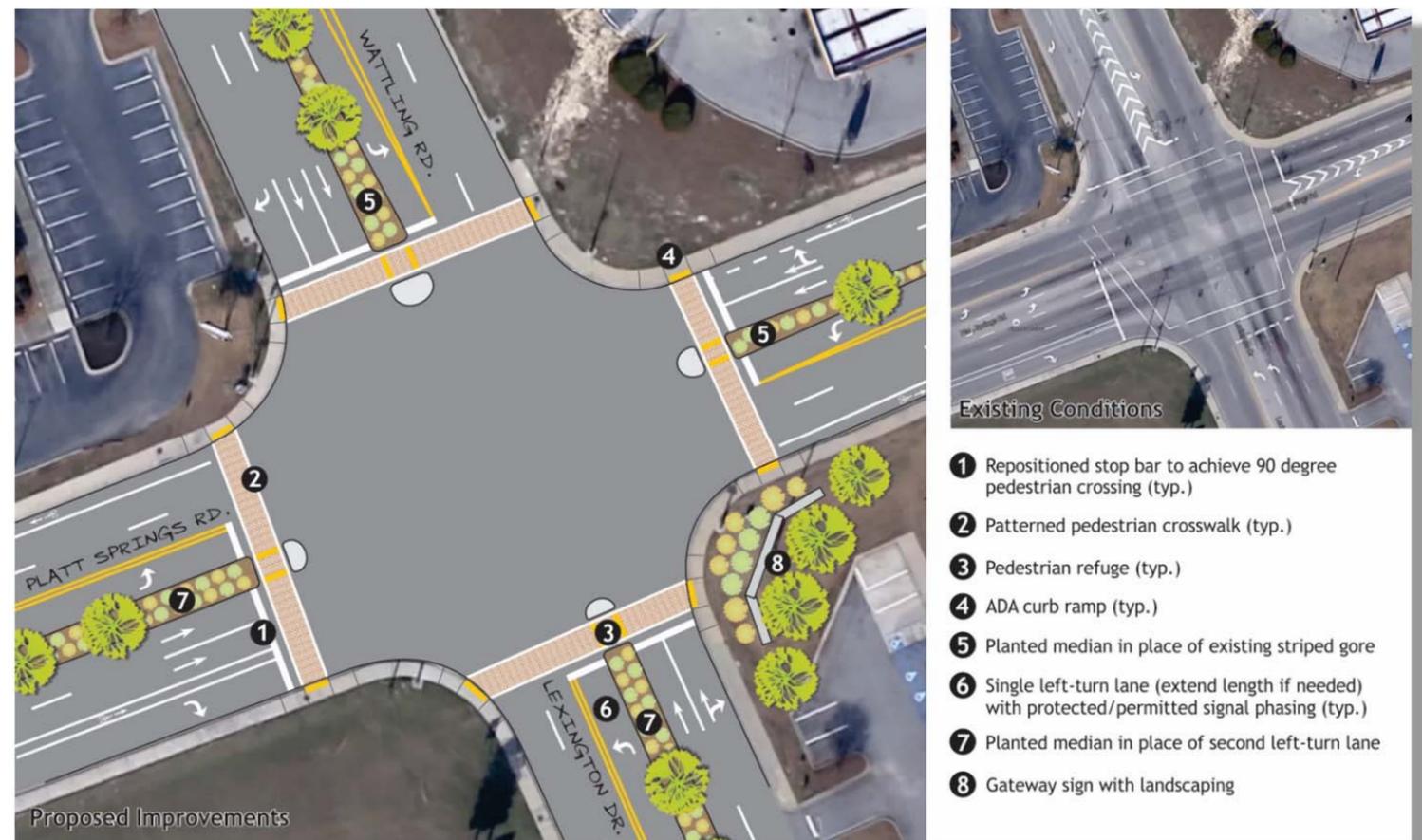
To improve pedestrian comfort and safety at this intersection, it is recommended that one of the dual left-turn lanes on eastbound Platt Springs Road and northbound Lexington Drive be removed. Within the format of the multi-day workshop, traffic analysis was not feasible and removal of these left-turn lanes was not analyzed. While such an analysis should be performed prior to implementing this recommendation, in many instances intersections can perform as well or better with a single left-turn lane as long as proper storage length is provided for vehicular stacking.

The existing dual left-turn lanes require a protected left-turn signal phase, meaning that drivers can only turn left when a left-turn arrow is illuminated. With a single left-turn lane, left turns would be both protected with a left-turn arrow but also permitted when the through movement has a green light and opposing traffic clears to allow the turn. Generally, this reduces driver frustration and in many instances moves an equal number or more cars through an intersection in a single signal cycle. This simplification may allow the overall cycle length at this intersection to be reduced, further reducing wait times for drivers.

A planted median should be installed in the location of the former left-turn lanes. This area will serve as a pedestrian refuge midway through the intersection, shortening the required crossing distance and allowing pedestrians to focus on one direction of traffic at a time. Street trees and other landscaping will help to calm the speed of traffic as well as beautify the corridor. Moving the stop bars back will allow for shorter, 90 degree pedestrian crossings with decorative texture for increased visibility and beautification.



Figure 7: Pedestrian Actuated Signal, N. Church Street, Spartanburg, SC



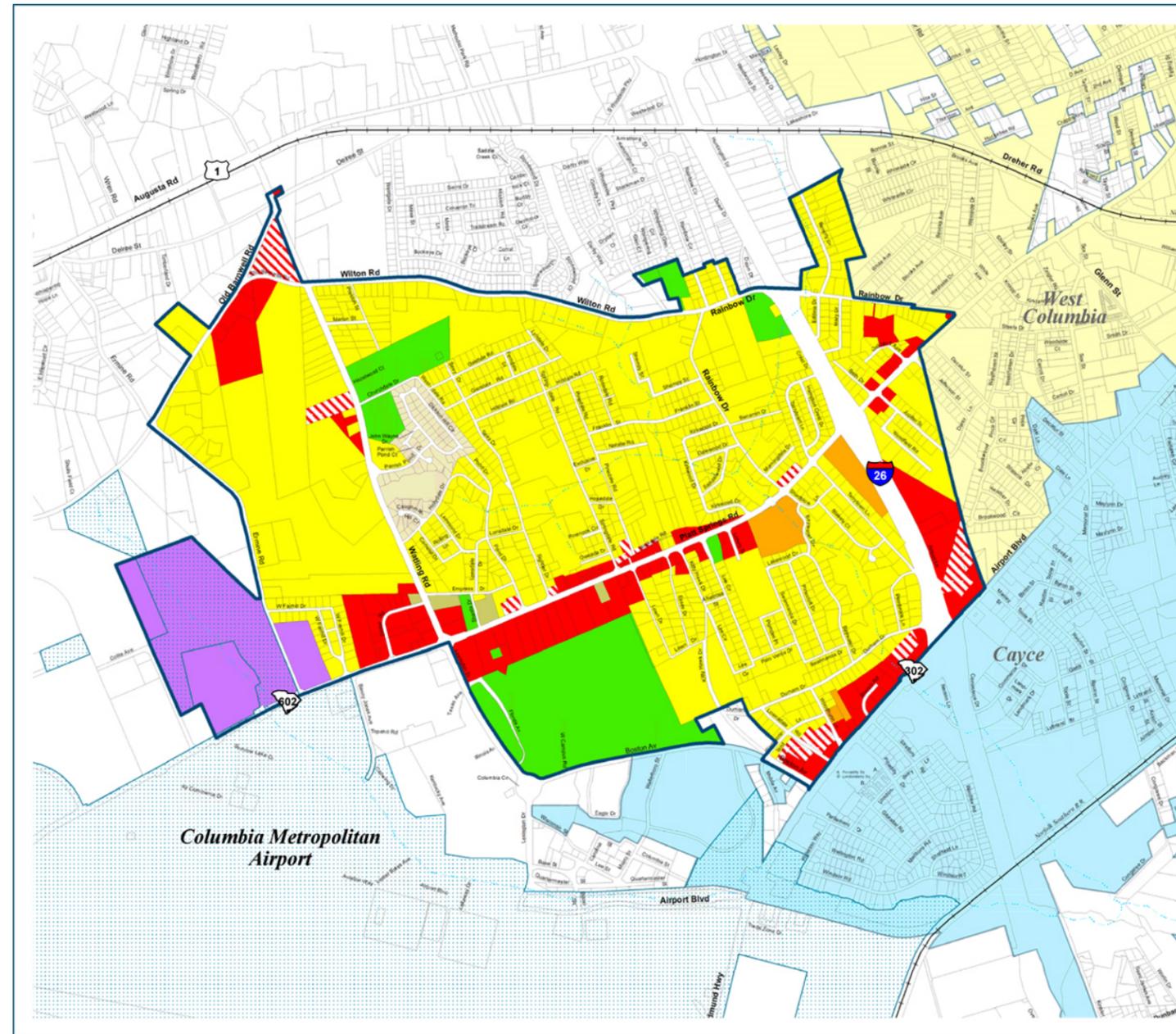
Priority Investment Areas

The following projects and recommendations represent the desires of residents and the business community in concert with the team’s evaluations of need, opportunities, capacity of the town and potential partnerships. We recommend that the Town of Springdale address the organizational recommendations within the next six months by first instituting the Investment Recruitment Committee and the Town & Gown Collaborative.

These groups will be critical to getting key leaders and investors to the table in order to chart implementation plans for the capital projects. The Town of Springdale is uniquely positioned, geographically, to become a residential, commerce and entrepreneurial destination due to its proximity to Midlands Tech and the Columbia Metropolitan Airport as well as downtown Columbia, USC and the businesses and industries through Lexington and Richland Counties. Being “halfway between” is an advantage on which the Town should build and promote.

Organizational Recommendations

- Investment Recruitment Committee
- Town & Gown Collaborative
- History Harvesting Committee (involve Midlands Tech & Airport High School Students)
- Cultural Committee



ZONING MAP

Town on Springdale, SC

| Legend | Zoning |
|---------------|--------------------|
| Town Boundary | Planned |
| Cayce | Single Family |
| West Columbia | Duplex Residential |
| Airport | Multi-family |
| Parcels | General Commercial |
| Railroad | Transitional |
| | Industrial |
| | Public |
| | Airport |

0 0.125 0.25 0.5 Miles

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 Updated: August 2, 2011 Annexation



Priority Investment Areas

Gateways

- Platt Springs Road at Rainbow Drive
- Platt Springs Road at Watling Road

Corridor Improvements

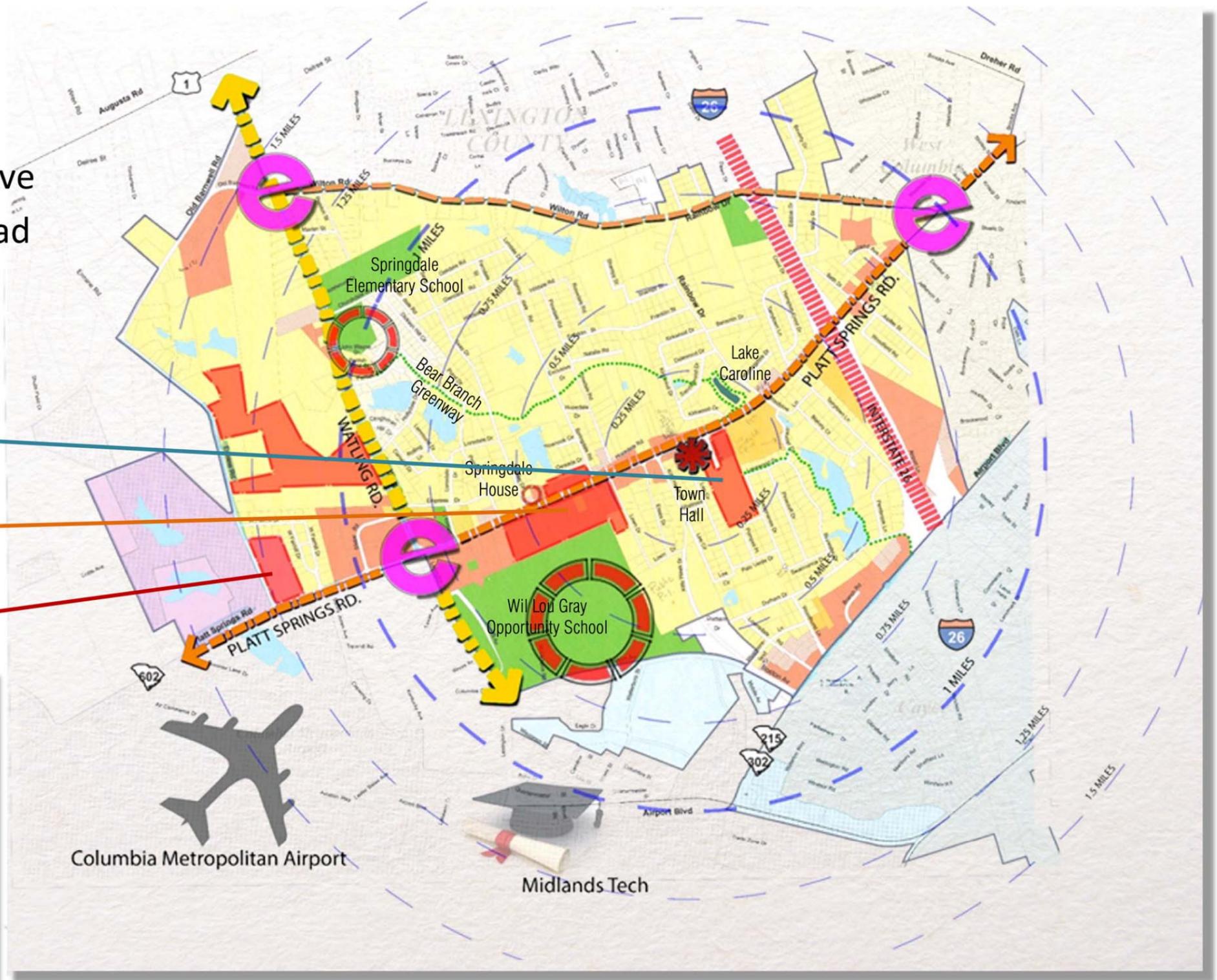
Town Center

The Farm at Long Branch

Springdale Civic Center

LEGEND:

- ENTRANCE GATEWAYS
- SIGNIFICANT DEVELOPMENTS
- DEVELOPMENT OPPORTUNITIES
- TOWN HALL
- GREENWAY



Priority Investment Areas

Corridor & Gateway Improvements

Unless you are from Springdale, you pass through town on your way somewhere else and never really know that you have passed through a charming town. Constructing beautiful gateways on Platt Springs Road will create a unique sense of arrival and welcome as well as community pride for those who call Springdale home. These gateways will convey that “you are here – you are in Springdale.” The gateways are easy projects to implement and will send a very positive, progressive message to residents that the Town is moving forward. We propose two gateways as illustrated.



Intersection of Platt Springs Rd & Wattling Rd



Priority Investment Areas

Corridor & Gateway Improvements



Intersection of Platt Springs Rd & Rainbow Dr



Priority Investment Areas

Town Center

The Town of Springdale should conduct a feasibility study for Town Hall functions, the Justice Center and the Public Works Center that will analyze the existing space and space conditions, future staffing and space needs, and an evaluation of security for all buildings. The existing facilities do not appear to meet all code and security requirements for public and justice buildings. This charrette did not address space or security needs, but we do recommend a study.

Based on the feasibility study, we recommend creating a Town Center that will include the Town Administrative offices, including the Justice Center and Public Works Center. The Town should explore mixed-use opportunities, which can activate the area.

- Town Hall with Justice Center and Public Works Center
- Retail
- Offices
- Splash Pad/Amphitheatre
- Green space



Priority Investment Areas

The Farm at Long Branch

Building on the agricultural and natural springs history of the area, we recommend the development of the vacant tract of land across Platt Springs Road from the existing Retail / Restaurant development property as a mixed-use destination that will become the center of the Town. The Farm can develop in phases and should represent a new architectural vernacular that reflects progressive small town values in concert with respect for the agricultural roots of the area. Quality housing will be attractive to young professionals, entrepreneurs and retirees who desire to live in a bit more “urban” environment while enjoying the small town pace. The Farm will be a great place to visit and shop and to live and walk to a favorite local restaurant. The Farm can begin to meet the residential and retail needs and opportunities desired by residents.

- Mixed use
- Town Green
- Farmers Market Shed
- Live/Work units
- Retail
- Restaurants
- Offices



Priority Investment Areas

The Farm at Long Branch



Existing Retail / Restaurant area & Springdale House



3D model of proposed development.



Priority Investment Areas

The Farm at Long Branch



3D model of proposed development



Artist's renderings of proposed development



Priority Investment Areas

Springdale Civic Center

There are immediate needs for meeting and event space in Springdale that will serve, not only the Town, but the Lexington Two School District, Midlands Tech, the Airport Authority and the businesses and industries in the surrounding area. We recommend that the Town & Gown Collaborative and the Investment Recruitment Committee act immediately to discuss opportunities for leveraging resources and to define the short and long-term needs of all sectors. With Lexington Two's plans to build a performing arts center and the immediate needs of Midlands Tech for large meeting and conference space, this is a unique opportunity to build a vibrant consortium. This will allow all to capitalize and leverage their assets and make the Town of Springdale a destination for the arts, conferences, special events and businesses incubators/entrepreneurs.

- Formalize relationship with Midlands Tech and the Airport Commission-Consortium with non-binding MOU
- Encourage business, entrepreneurial and technology incubators
- Civic Center: museum/gallery, meeting space
- Conference Center
- Performing Arts Center
- Catering and commercial kitchen



Implementation

- **Adopt Corridor Study Plan**
- **Update Development Regulations**

To fully realize the recommended transportation improvements, adjustments to the standards that control development of adjacent properties will be needed.

Refine and Enhance Existing Regulations

The Town's existing development regulations are not in concert with the community's vision for its future and therefore it is recommended that they be refined and/or enhanced to better reflect the desires of the community. The following two specific revisions are recommended:

- Municipal development regulations should be refined to include the encouragement of denser development with a mix of uses. To achieve a vibrant, walkable, 24-hour, 7-day-a-week corridor, it is essential to have a variety of uses (e.g., shopping, residential, office, restaurants, etc.) within close proximity to one another.
- The zoning overlay should be amended to reflect future desired land uses along the corridor. Of specific concern is limiting future automobile oriented development and encouraging quality mixed-use redevelopment.

Adopt Companion Regulations

In addition to revising existing regulations, it is recommended that the Town of Springdale adopt companion standards and guidelines that further clarify the desired character of future development. Specifically, it is recommended:

- Design guidelines for the corridor should be created that have specific requirements for building placement, style, and characteristics (e.g., minimum and maximum heights, zero setbacks or build-to lines, materials, fenestration, articulation, etc.). Such standards would ensure that a proper and dynamic street wall is maintained and that multistoried buildings are encouraged. Coupling these guidelines with design standards for public amenities (see below) will encourage appropriate pedestrian-oriented environments.
- Performance standards should be developed to focus site plan review targeted at improving compatible transitions between adjacent land uses. Such standards should include provisions for public open space, frontage requirements and dedications, internal and external sidewalks, landscaping, buffer yards between adjacent uses, interconnectivity of

parcels, and shared parking. Performance standards such as these would provide greater efficiency to development and cost sharing for public amenities by developers.

- Design standards for public amenities should be created to develop a unified vision for streetscapes and pedestrian zones. Such should include standards for sidewalks, lighting, signage, street trees, and street furniture. When working in concert with new design guidelines for buildings (see above), these standards will provide for inviting pedestrian environments.

- **Town Hall Feasibility Study**
- **Investment Recruitment Committee**

Branding, funding research and opportunities, leveraging public and private resources, jumpstarting development

- **Town & Gown Collaborative**
Town of Springdale, Midlands Tech, Lexington Two School District, Richland-Lexington Airport Commission
- **History Harvesting Committee**
Agricultural, WWII, German POW camp, Columbia Air Base, engage students from Airport High School, Wil Lou Gray, Midlands Tech, Police Department
- **Cultural Committee**
Civic Center, performing arts, studio arts, museum, festivals, tourism
- **Identify and Establish Funding**
Hospitality Tax, TIF District, Municipals Bonds, grants, use Accommodations tax revenue
- **Establish Project Phasing based on available funding**





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