

Rail-Trail Advisory Committee

10:00 AM | March 8, 2023
King Street Meeting Room



Agenda

Call to Order

Public Comment

Approval/Adjustment of Agenda and Approval of Minutes

Updates

Trail Maintenance

Business Community Outreach Plan

Public Comment

0

3

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45

45

MINUTES

SECONDS

Public Comment

0

2

=

4

4

MINUTES

SECONDS

Public Comment



MINUTES

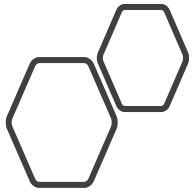
SECONDS

Business Community Outreach Plan

This past summer, County staff presented the idea of developing a self-managed business group that would specifically address the impact and effects of the trail on their businesses.

Starting in December 2022, Planning staff began cataloguing properties contiguous to the trail corridor in conjunction with encroachment mapping.

Before the trail officially opens, it is important to work with businesses to understand their thoughts about the trail and what role they want to play.



Rethink Folly Road

- Folly Road is a major thoroughfare leading onto James Island (adjacent to the historic peninsula of Charleston), connecting it with the West Ashley area of Charleston to the north and with the City of Folly Beach to the south.
- The 7 mile road passes through 4 different jurisdictions before reaching the Atlantic ocean.
- A multi-jurisdictional plan, Rethink Folly Road, was created to address major traffic and safety concerns, climate change issues, and land use conflicts.
- To help implement the recommendations of the plan, the governments needed buy-in and support from the local businesses.
- A business group was created in 2016 with the intent to become self-supporting. This group is tremendously effective and is still an active group today.





Business Community Outreach Plan

- A letter will be sent to identified property/business owners inviting them to have one-on-one discussions as well as respond to a survey.
- A survey was created to specifically gauge opinions on shared parking, restroom use, and other ways to partner.
- Staff are also specifically asking if the business would be willing to partner with the County if their business was assisted in some way.
 - Businesses could be included in marketing materials
 - i.e., printed and online map that denotes their location
 - Signage from the trail that has maps and exhibits businesses
 - Easements for connection to the trail

Business Community Outreach Plan

- After data is gathered regarding the interest of various business and property owners, businesses will be invited to a meeting to discuss opportunities and issues as a group.
- FOET and the County can assistance in getting the group started, but the ultimate plan is for the group to be self-managed.
- Stakeholders that do not fit into the same category (e.g. churches) will be invited to another public input session geared to their more unique situations along the trail.

Looking to the Future

- In addition to the immediate resources businesses can provide, there is a practical reason to identify land uses contiguous to the trail as well as commercial and residential entities that are trail-oriented.
- A multi-jurisdictional zoning overlay district could be created to guide development that will benefit from the trail as well as benefit the trail.



Looking to the Future

- Benefits:
 - Assists property owners in their trail-oriented endeavors
 - Lessens confusion when going through the development process in different jurisdictions
 - Can be used to create a cohesive look and feel as trail users traverse invisible jurisdictional boundaries
 - Can be used to ensure housing prices stay affordable
 - Can be used to encourage trail-oriented land uses and discourages clashing land uses that could cause negative impacts to the trail and its users.

Business Community Outreach Plan

- Even without formal regulations, staff from the various jurisdictions and representatives from RTAC, FOET, and others, can proactively prepare for the economic boom the built trail will likely catalyze.
- Ensuring businesses, churches, organizations, and residents are heard and their concerns are addressed is crucial to “start off on the right foot”.
- Creating partnerships with these entities and assisting in the connection of property owners will build trust and serve as a springboard for generating opportunities.
- Helping existing businesses to flourish will encourage others to develop; especially trail-oriented businesses.