



Fort Mill

OUR PATH FORWARD

Downtown Master Plan

DRAFT

JANUARY 6, 2026

PREPARED BY:



**BOLTON
& MENK**



ACKNOWLEDGMENTS

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- Councilman Allen Garrison
- Councilman Ben Hudgins
- Councilman Chris Moody
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Report Cover: Weekends on Main | Town of Fort Mill
 Image (Left): Downtown Fort Mill and Historic Bandstand

Chapter I. Downtown Master Plan



ABOUT THE PLAN

What is the Downtown Master Plan?

The Downtown Master Plan acts as a blueprint for guiding downtown Fort Mill's future growth, preservation efforts, and development initiatives. It is crafted to work in harmony with other city plans, such as the Our Path Forward Comprehensive Plan, and align with both current and upcoming policies and ordinances. The plan also provides direction for government bodies engaged in planning or executing projects that fall within the Town's jurisdiction.

At its heart, the Master Plan focuses on identifying and prioritizing the qualities that define and enhance the community's distinct character. There is a strong community pride in belonging to a town recognized for its charm and cultural richness. Downtown—especially along Main Street—is a defining symbol of that identity. Its historic architecture and small-town feel contribute to the sense of place that residents deeply value and have worked hard to preserve.

To support this vision, the Master Plan includes design guidelines that shape how the downtown evolves. These guidelines promote development that respects the existing scale, encourages intentional connections between buildings and pedestrian areas, and ensures compatibility with adjacent residential neighborhoods. The overarching goal is to safeguard downtown's unique character and identity while enhancing quality of life.

Chapter Cover: Main Street in Downtown Fort Mill

Organization and Overview

Document Organization

Chapter I – About the Plan

This chapter lists the Introduction, Community Input, Character Districts, and Downtown Master Plan.

- The Introduction provides historical context and outlines the vision and goals for downtown.
- Community Input summarizes the ideas, aspirations, and feedback gathered throughout the Master Plan process. A full record of public engagement is available in the Community Engagement Summary Appendix.
- Character Districts define four distinct areas—Main Street, Walter Y. Elisha Park, Tom Hall Corridor, and Williamson Mill—highlighting existing conditions and opportunities for improvement.
- The Downtown Master Plan includes conceptual site plans with recommendations for streetscape improvements, redevelopment opportunities, trail connections, and public spaces.

Chapter II – Downtown Design Guidelines

This chapter guides public realm, site design, and building design to ensure future development aligns with downtown's character and vision.

Chapter III – Implementation

This chapter includes an implementation table outlining short-, mid-, and long-term priority projects to guide the plan's execution over time.

Downtown Study Area

Downtown is a central focus within the planning area, encompassing Main Street, surrounding commercial and residential districts, and key corridors that connect downtown with parks, civic spaces, and other community destinations. This area is fully within Fort Mill town limits, and it includes the Downtown Fort Mill Historic District and part of the Tom Hall Corridor District.

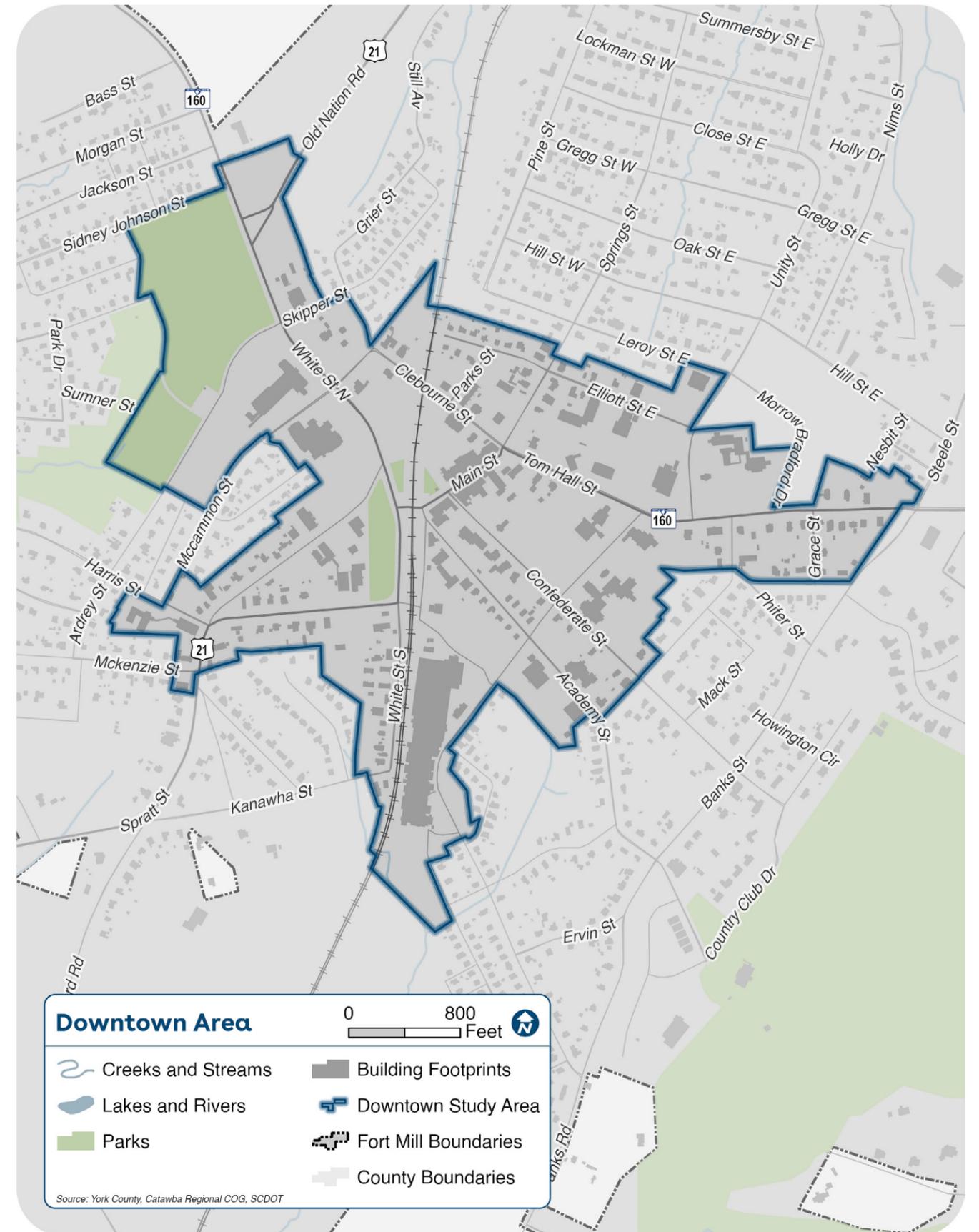


Figure I.1 - Town of Fort Mill Downtown Study Area | Esri

Historic Context

Established in 1873, the Town of Fort Mill has a rich history. The area was home to the Catawba Indians prior to the arrival of Scotch-Irish settlers in the 1750s and 1760s. The area rapidly began to develop following the arrival of the railroad. In 1852, the Charlotte and South Carolina Railroad began operations of the Fort Mill passenger depot. With the completion of the railroad, Fort Mill's Main Street, previously referred to as Trade Street, was created.

Fort Mill continued to expand with the development of textile mills in the late 1800s. Communities around downtown began popping up to provide housing for the influx of mill workers in the area. Other neighborhoods began to develop in downtown Fort Mill as the city began to grow. In the 1890's, the neighborhood of Paradise, a predominantly African-American community, was developed as a place where former slaves settled and became teachers, merchants, entrepreneurs, etc.

Downtown Historic District

Fort Mill's Downtown Historic District was built in phases as Fort Mill continued to expand. These buildings identify three key phases of the city's growth: the development of commercial businesses following the construction of the railroad, the growth in commerce due to the emerging textile industry, and rebuilding of structures following fires which destroyed a large portion of downtown.

Downtown soon became the heartbeat of Fort Mill—acting as both the center of commerce and the community. In 1982, the Greater Fort Mill Chamber of Commerce sponsored the first Fest-i-Fun, a Spring festival to pay tribute to the history and people of Fort Mill. The festival, which was renamed SpringFest in 2007, continued until 2010 when it was changed to the South Carolina Strawberry Festival and was held in Walter Y. Elisha Park. Downtown Fort Mill was the beginning of a thriving, historic, and charming small town in the heart of South Carolina.



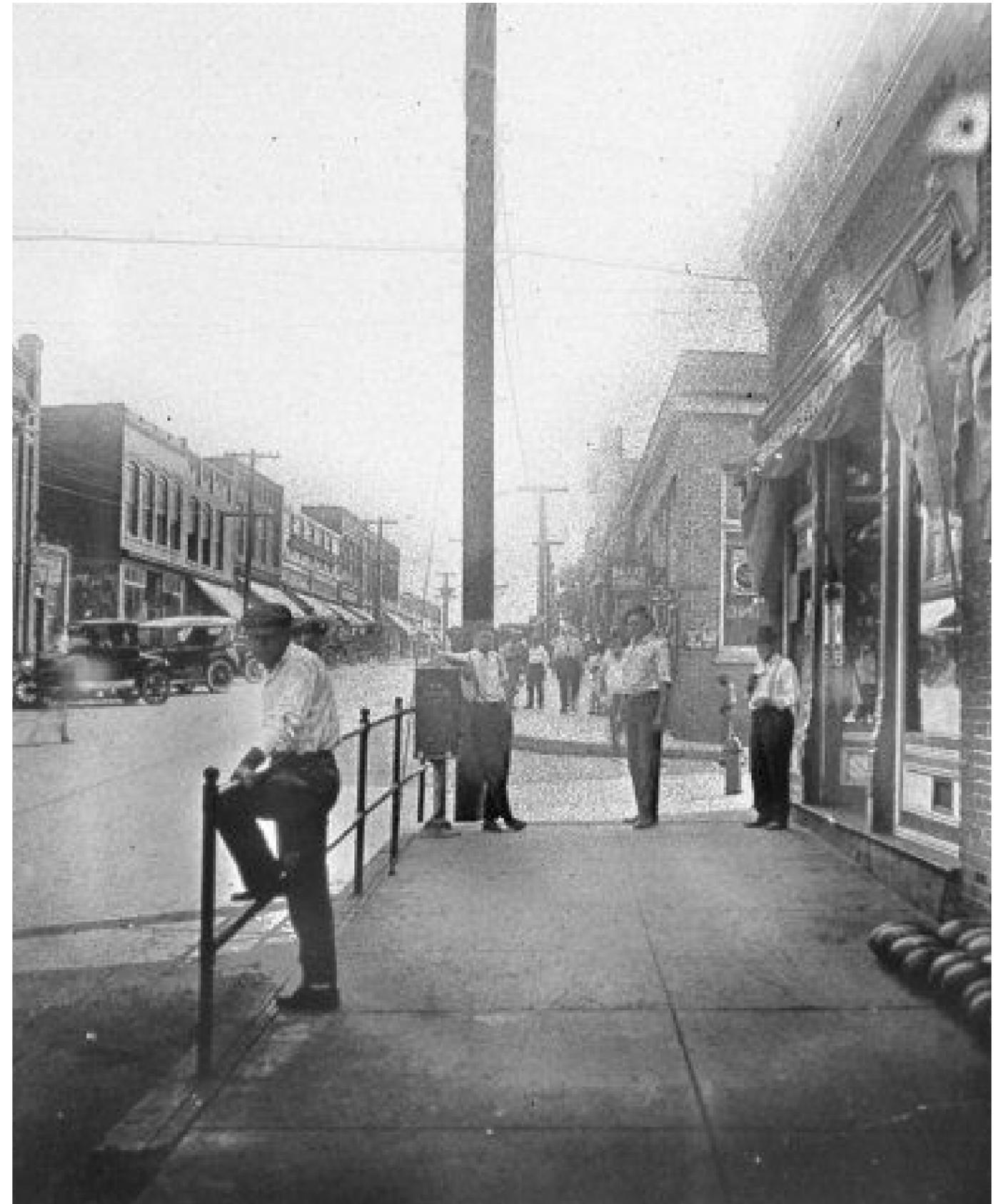
Town of Fort Mill Historical Marker | Fort Mill History Museum, Michael Sean



Fort Mill Passenger Depot | Fort Mill History Museum



Fort Mill Plant | Fort Mill History Museum



Main Street | Fort Mill History Museum

Downtown Timeline

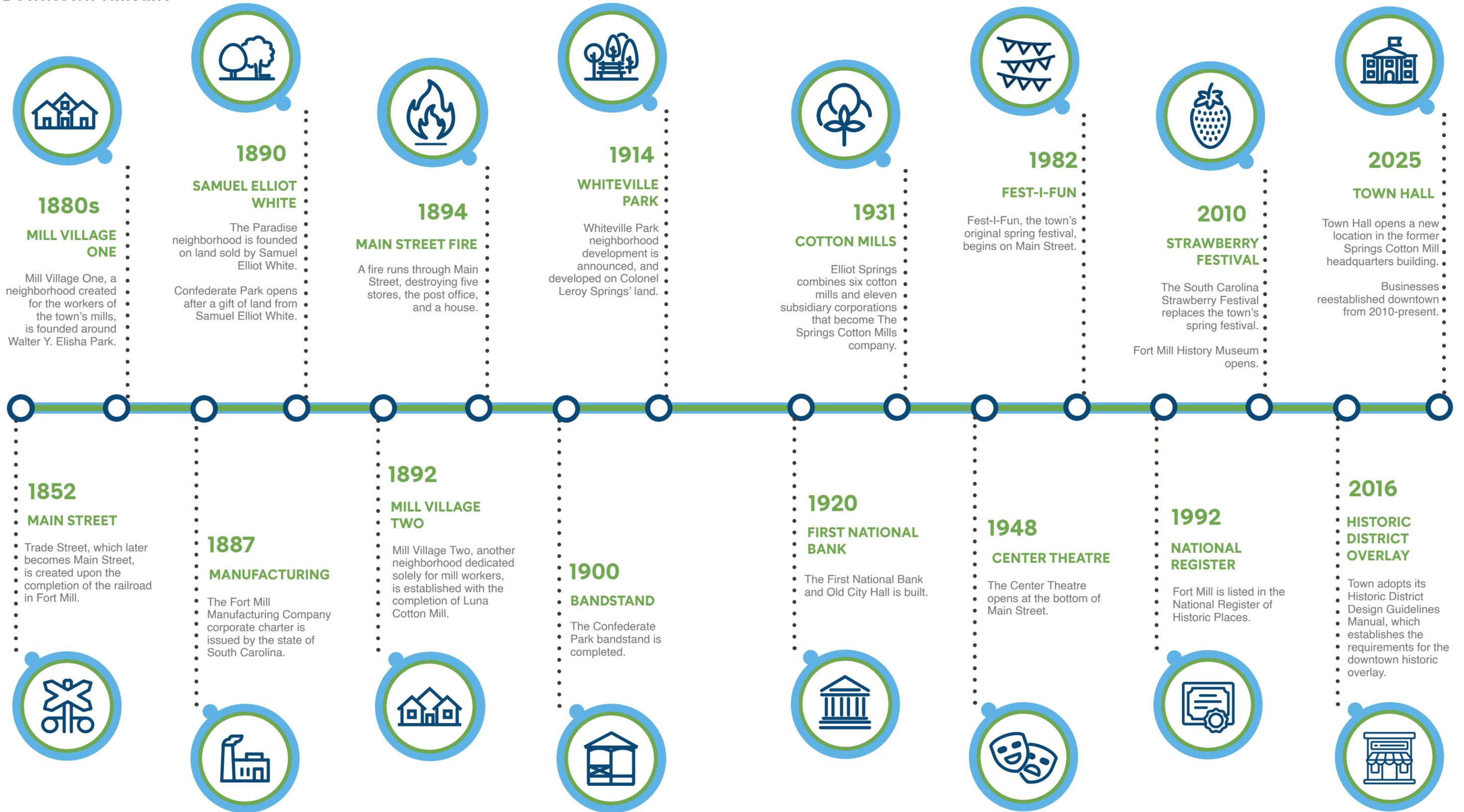


Figure I.2 - Downtown Fort Mill Historical Timeline

Guiding Plans & Policy

Town of Fort Mill Trail Master Plan (2024)

The Fort Mill [Trail Master Plan](#) guides the Town in developing, maintaining, and funding multi-use paths and trails. It proposes new trail facilities, implementation strategies, and a maintenance plan to enhance active transportation and recreation.

The plan connects neighborhoods, commercial areas, schools, and key destinations while building on the 2009 Carolina Thread Trail Master Plan, its 2020 amendment, and 2040 Comprehensive Plan (2020). Recommendations focus on paved trails, natural surface trails, and sidepaths to fill critical network gaps identified by the Plan's Steering Committee and public input.

Priority projects ranked by community needs, school and park connections, and major activity centers include:

- Harris Road/Street Sidepath
- Harris Street Park Trail
- Old Nation Road Sidepath
- Tom Hall Street Sidepath (downtown)

Town of Fort Mill, SC Historic District Design Guidelines (2016)

The Fort Mill [Historic District Design Guidelines](#) ensure rehabilitation and redevelopment align with the town's historic character while promoting cultural, environmental, and economic sustainability. They apply to all properties within the Historic Preservation Overlay District (HPOD), which is fully encompassed by the Downtown Study Area, and other designated sites, helping preserve historic properties and strengthen Fort Mill's cultural identity.

These guidelines address compatibility, site design, building scale, orientation, materials, and other criteria that a project must adhere to. Town staff and the Historic Review Board evaluate projects—including rehabilitation, new construction, signage, and improvements—using these guidelines and the

Historic Preservation Ordinance, issuing a Certificate of Appropriateness before construction.

Fort Mill has 70 historic properties within the HPOD, the National Register of Historic Places or the Downtown Historic District. The guidelines help preserve key architectural styles which evolved over the years within the historic downtown such as Federal, Victorian, Vernacular Commercial Storefront, and Art Moderne. In addition to preservation of historic architectural styles, the guidelines prioritize repair of deteriorated elements and replacing them only when necessary. Preservation of Fort Mill's historic character maintains the integrity and identity of downtown. These efforts support a vibrant downtown while fostering community engagement with local history.



Trail Master Plan | Town of Fort Mill

Town of Fort Mill, SC Historic District Design Guidelines



August 1, 2016

Historic District Design Guidelines | Town of Fort Mill

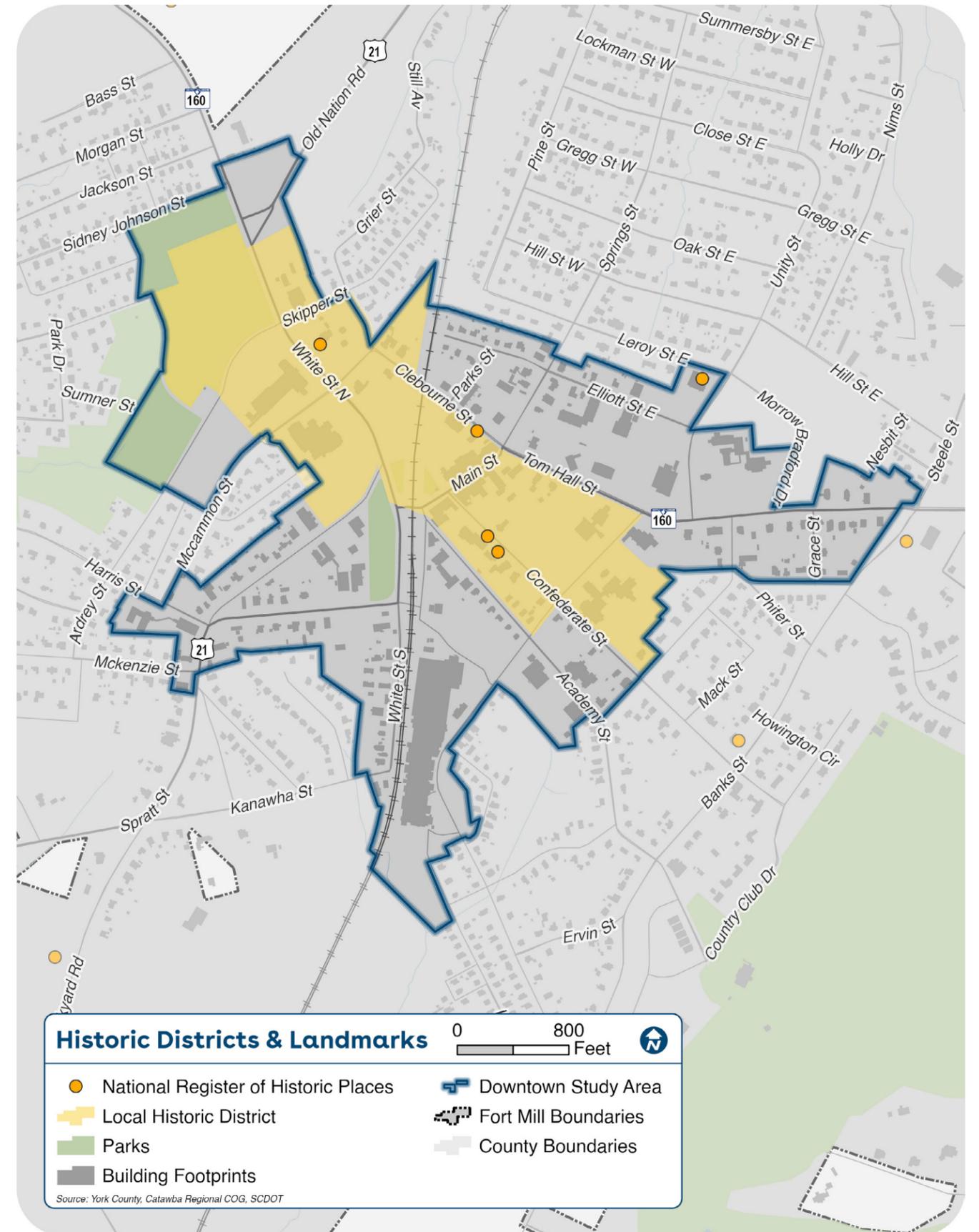


Figure I.3 - Historic Districts & Landmarks | Esri

Market Study

Purpose of the Market Study

Market analysis plays a critical role in shaping strategies that guide Fort Mill’s growth while preserving the town’s character. By understanding consumer behavior and identifying market gaps, the town can align retail recruitment with community needs and strengthen downtown vitality.

This study reviewed the custom trade area, retail gaps, walkability, and stakeholder input to assess downtown Fort Mill’s economic potential.

Custom Trade Area

Retailers apply their own site selection criteria to determine if a location can support a profitable store. While municipal boundaries, radius rings, and drive-time areas provide an initial framework, a refined trade area paints a clearer picture of consumer behavior.

For Fort Mill, the trade area was defined using drive-time modeling, mobile data analysis, geographic boundaries, and competing shopping destinations. The analysis shows that a 10-minute drive time trade area best represents Fort Mill’s primary customer base—those most likely to shop and dine in town regularly.

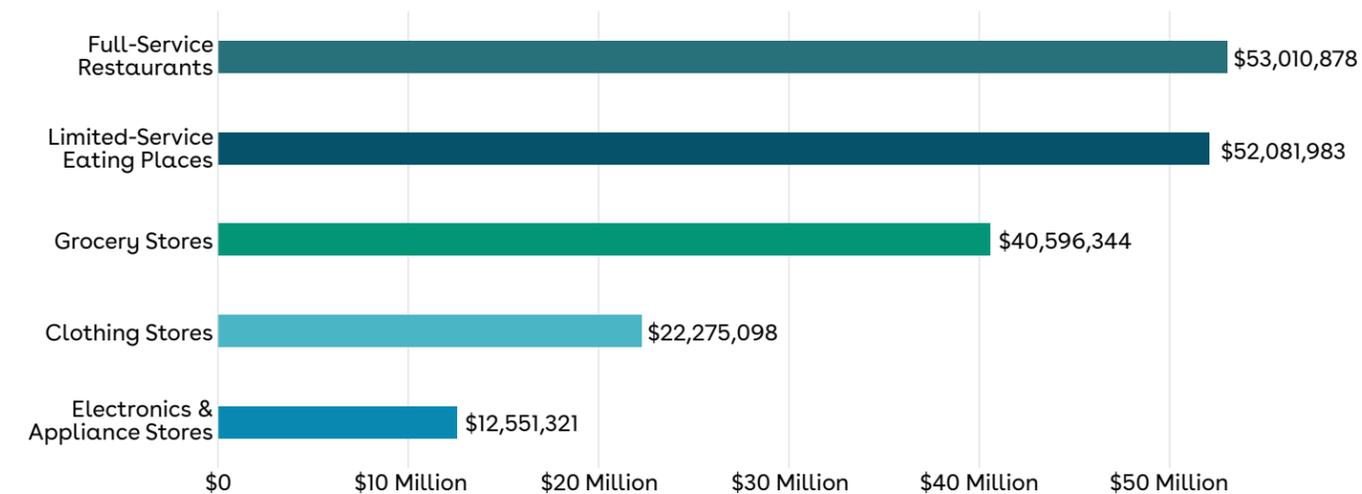


Figure I.4 - Gap Analysis Graph

Gap Analysis (Demand vs. Supply)

The study used STI:PopStats, which combines US Bureau of Labor Statistics and Census data, to measure the difference between consumer demand and local retail supply.

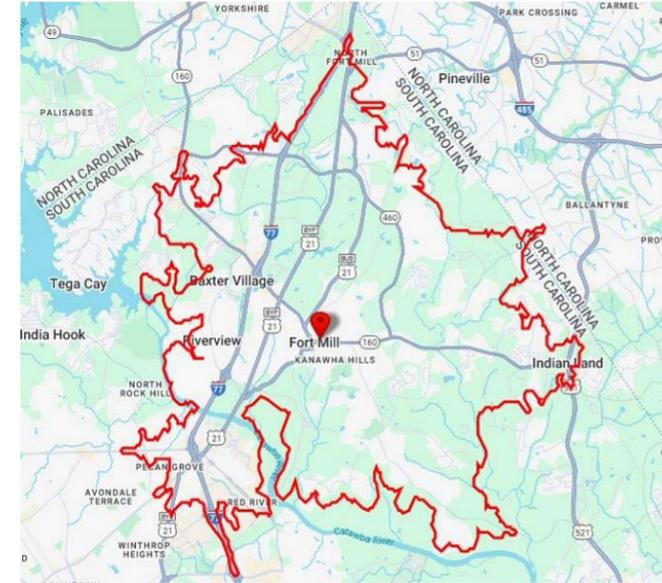
- Positive values = demand exceeds supply (opportunity gap).
- Negative values = supply exceeds demand (surplus).

While data is never perfect, it highlights categories with the strongest potential for growth.

- Largest Opportunity Gaps in Fort Mill
- Full-Service Restaurants: \$53,010,878
- Limited-Service Eating Places: \$52,081,983
- Grocery Stores: \$40,596,344
- Clothing Stores: \$22,275,098
- Electronics & Appliance Stores: \$12,551,321

These categories represent the greatest opportunities for retail recruitment. To capitalize, Fort Mill should:

- Establish a focused recruitment team for restaurants and retailers.
- Maintain a prospect list for immediate outreach when vacancies arise.



Fort Mill Custom Trade Area (10-Min Drive Time)

Walkability Assessment

Market demand alone is not enough—walkability shapes whether businesses thrive. A walkable downtown encourages people to shop, dine, and linger, benefiting both consumers and businesses.

Downtown Fort Mill has a Walk Score of 62, considered “moderately walkable,” where some daily errands can be accomplished on foot.

Walkability Factors

- Proximity: Distance between destinations.
- Infrastructure: Safe, connected pathways for pedestrians and cyclists.
- Variety: A mix of restaurants, retailers, and services.

Downtown Walkability Demographics (20-Minute Walk Radius)

- Residents: 2,629
- Median Age: 40.9
- Businesses: 208
- Employees: 1,635

Improving walkability will strengthen Fort Mill’s competitiveness as both a local hub and a regional destination.



Downtown Fort Mill Walkability Assessment (20-Min Walk Time)

Implementation Strategies

Short-Term (1–2 Years)

- Recruit restaurants to fill food service gaps.
- Incentivize mixed-use downtown development.
- Add pedestrian-focused upgrades.
- Launch a “Downtown Fort Mill” identity.

Medium-Term (3–5 Years)

- Attract a grocery or department store anchor.
- Encourage upper-floor residential units.
- Enable major mixed-use projects through partnerships.
- Improve connectivity and parking.

Long-Term (5+ Years)

- Establish Fort Mill as a regional dining/shopping destination.
- Promote strategic redevelopment opportunities to increase downtown residents and employees.
- Develop incubator or co-working spaces.
- Strengthen regional connections within the Charlotte metro region.

Case Study

Rent Subsidy Grant - Florence, SC

Florence's Downtown Incentive Package includes a Rent Subsidy Grant designed to support new businesses locating within the designated downtown districts. The grant helps offset rental costs for up to six months, offering up to \$3,000 total. It targets areas like its Downtown Historic District and the Food, Artisan, and Warehouse District.

Eligible businesses must contribute to the district's vitality, such as retail, dining, or creative enterprises, and are selected based on their potential to activate storefronts and enhance pedestrian activity. This grant is part of a broader strategy to attract startups and entrepreneurs, complementing other incentives like facade and design grants, and supports Florence's ongoing downtown revitalization efforts.



INCENTIVE PROGRAMS

CITY OF FLORENCE
DEVELOPMENT OFFICE
324 W. EVANS STREET | FLORENCE, SC 29501
843-678-5912 • PROGRESS@FLORENCEDOWNTOWN.COM

Incentive Program Package | Downtown Florence, SC

Stakeholder & Community Insights

Through nine meetings with council members, the mayor, and key partners, several consistent themes emerged:

1. Housing Density & Economic Development

- Strong agreement that residential density is critical to retail success (“Retail follows rooftops”).
- Support for the proposed 215-unit mill conversion project.
- Need for workforce housing and starter homes, not just high-end condos.
- Pushback to additional rental housing; concerns about gentrification.

2. High Commercial Rents & Property Ownership

- Widespread complaints about \$40–50/sq ft rents.
- Limited ownership creating monopolistic conditions.
- High turnover among small businesses.
- Bailey Bill incentives reduce immediate tax revenue.

3. Connectivity & Walkability Challenges

- Downtown feels disconnected between areas.
- Two breweries only blocks apart “feel like different districts.”
- Strong desire for pedestrian bridge connections.
- Poor signage and wayfinding throughout downtown.
- Parking exists but is poorly communicated.
- Need to better connect downtown with Walter Y. Elisha Park and mill areas.

4. Staffing & Organizational Needs

- No dedicated economic development staff position in Fort Mill.
- Downtown Co-op and FMEP partnerships lack coordination.
- Desired responsibilities: recruitment, retention, advocacy, permitting help, event planning.
- Concern that new Town staff may lack local knowledge.

5. Infrastructure & Growth Management

- Roads and infrastructure lag explosive growth.
- Over 7,000 housing units in the pipeline.
- Water/sewer facilities are adequate, but distribution lines are aging.
- Strong desire for controlled, smart growth.
- School impact fees are high.

Policy Tools & Incentives

Regulatory Tools

- Vacant property registry with escalating fees.
- Minimum maintenance standards for existing buildings.
- Design guideline and signage enforcement.
- Tree preservation requirements.

Incentive Programs

- Storefront activation grants.
- Upper-floor development incentives.
- Explore municipal service district for ongoing funding.

Transportation & Accessibility

- Take control of Main Street from SCDOT.
- Manage curb lanes for deliveries.
- Explore micro-transit within a 5-mile radius.
- Consider pedestrian-only Main Street (events or permanent).
- Evaluate one-way street conversions.

Events, Business Mix, & Partnerships

Current Strengths

- Farmers Market (would be enhanced by permanent structure).
- July 4th celebration attracts thousands.
- Main Street Jams favored by merchants.
- Art walks preferred over disruptive festivals.

Challenges

- Retail hours don't align with evening foot traffic.
- Events need strategy, not just entertainment.
- Main Street is too small for many events.
- Need for more regular, smaller-scale programming.

Business Mix

- Two breweries anchor the district.
- Strong demand for arts-related businesses (e.g., clay classes).
- Retail leakage remains, especially in food.
- Arts and cultural district designation in progress.
- Desire for both regional/national brands and strong local businesses.

Strategic Partnerships

- Fort Mill Economic Partners (fundraising and advocacy).
- Downtown Co-op (business owner voice).
- York County Arts Council (cultural district).
- Chamber of Commerce (limited local impact).

Conclusion & Next Steps

Downtown Fort Mill's Market Potential

- Strong demographics: high incomes, steady growth.
- \$180+ million in unmet annual retail demand.
- Affluent, family-oriented customer base.
- Strategic location within the Charlotte metro.

Critical Success Factors

- Alignment among leadership and business community.
- Clear vision and regulatory consistency.
- Proactive recruitment and development support.
- Balance between character preservation and growth.

Implementation for the Master Plan

- Advance residential density strategies and zoning updates.
- Develop a comprehensive connectivity and infrastructure plan.
- Create a dedicated downtown organizational structure.
- Update regulatory framework (vacancy, design standards, signage).
- Launch a targeted business recruitment and retention program.

Existing Conditions

Existing conditions maps provide a baseline to identify opportunities and constraints that will guide the plan.

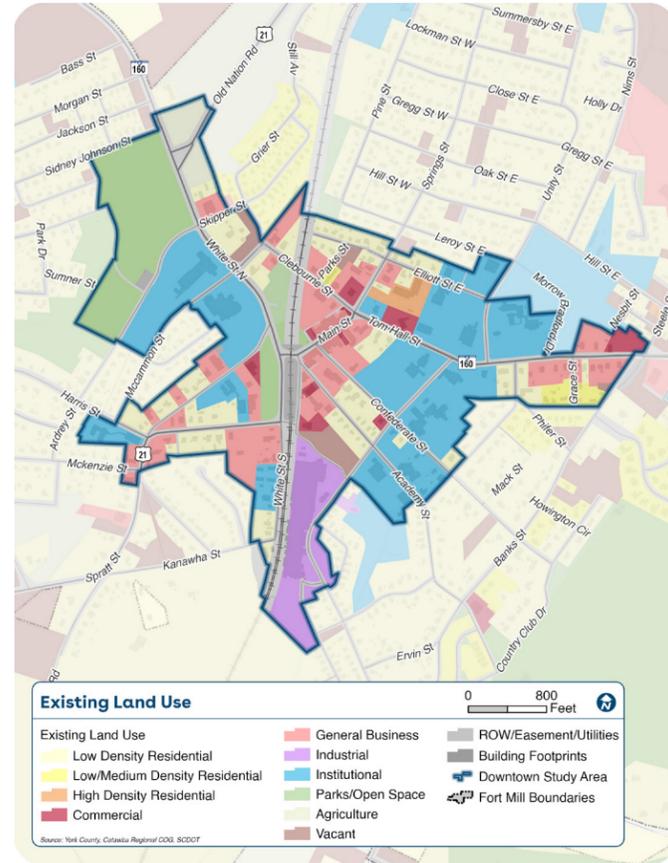


Figure I.5 - Existing Land Use | Esri

Existing Land Use

- The existing land use classifications in the downtown include Residential, Commercial, Business, Industrial, Institutional, Parks and Open Space, Agriculture, and areas designated for Right-of-Way, Easements, or Utilities.
- The most prevalent existing land uses are institutional and business.

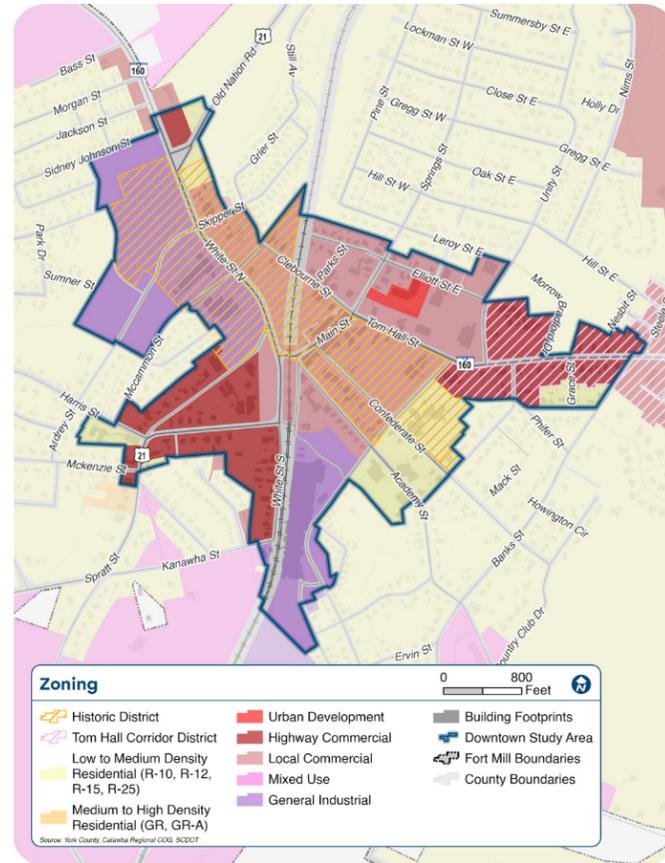


Figure I.6 - Zoning | Esri

Zoning

- Downtown Fort Mill has 5 zoning classifications regulating land use, density, and development, including residential, commercial, industrial, urban development, and mixed-use.
- Residential zones range from low-density single-family to high-density townhomes and multifamily housing, while commercial and industrial zones support retail, office, and light/heavy industrial uses.

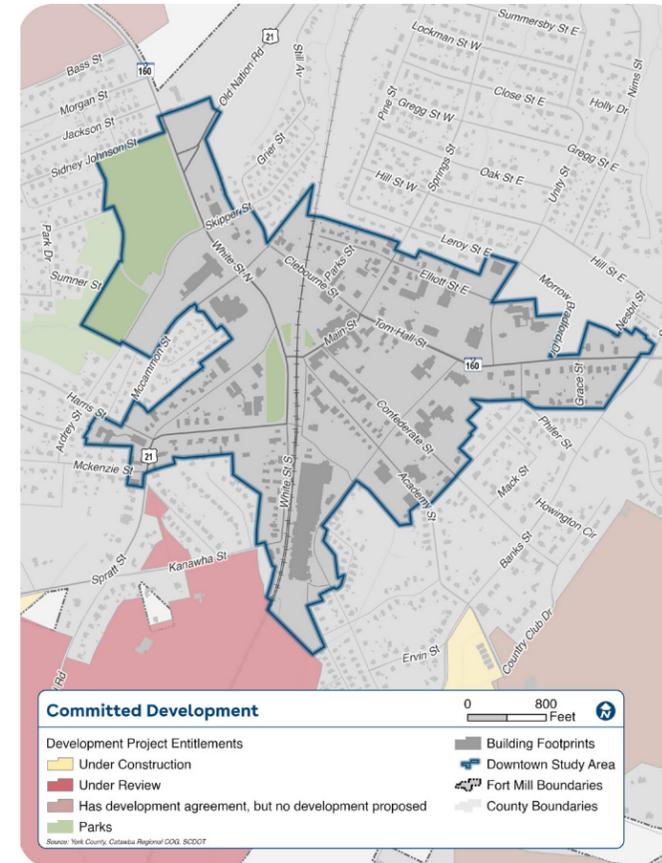


Figure I.7 - Committed Development | Esri

Committed Development

- Currently, there are no committed developments within the downtown Fort Mill area.
- Beyond the study area, committed developments include projects that are under construction, under review, or developments which have been agreed to but lack a formal proposal.

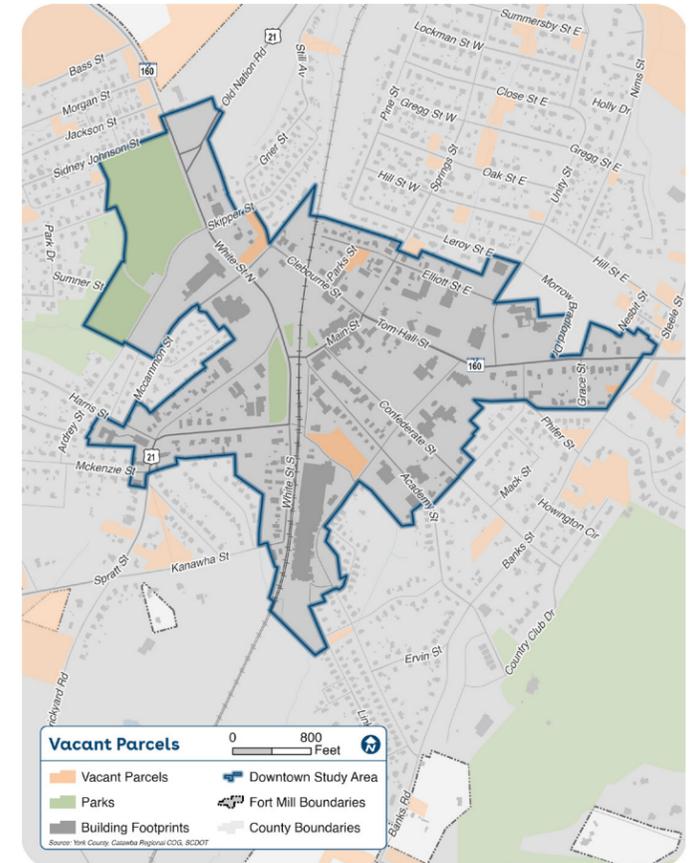


Figure I.8 - Vacant Parcels | Esri

Vacant Parcels

- Identifying vacant land supports opportunities for new development or open space conservation, particularly in areas like Downtown Fort Mill where strategic infill and redevelopment are priorities.
- Highlighting underutilized parcels can guide decisions for residential, commercial, or recreational uses, promoting efficient land use and compact urban growth.
- Understanding where vacant land exists also aids infrastructure planning, ensuring future facilities align with evolving development patterns.

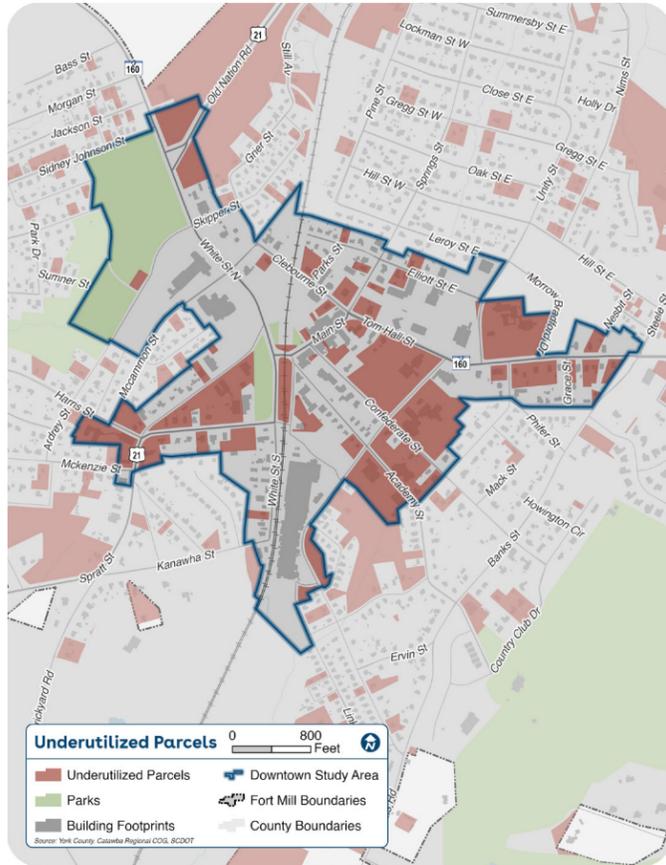


Figure I.9 - Underutilized Parcels | Esri

Underutilized Land

- Identifying underutilized properties reveals opportunities for redevelopment, infill, and adaptive reuse.
- These sites allow for more efficient land use, economic growth, and creative revitalization.
- In Downtown Fort Mill, where land is limited, focusing on underperforming spaces supports sustainable development and strengthens the urban fabric.

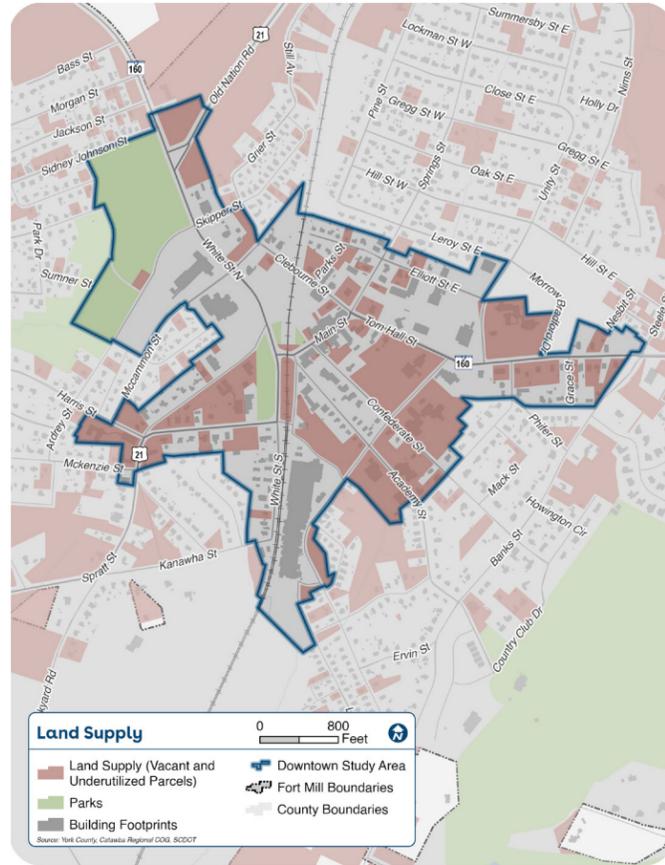


Figure I.10 - Land Supply | Esri

Land Supply

- Land supply includes both vacant and underutilized parcels available for possible development or redevelopment.
- Understanding land supply helps identify available sites for development while considering environmental constraints.
- Analyzing spatial patterns supports growth and conservation decisions, guiding zoning, regulatory compliance, and risk management.
- In Downtown Fort Mill, this approach contributes to more informed and strategic development planning.

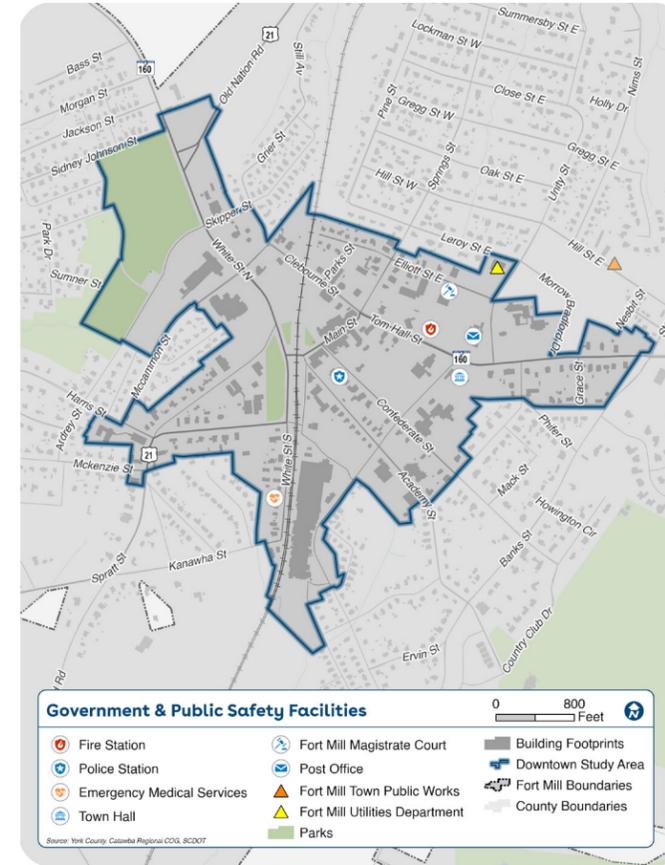


Figure I.11 - Government & Public Safety Facilities | Esri

Government & Public Safety Facilities

- Within the study area there are a number of government and public safety facilities available to the public.
- These facilities include a fire station, police station, Town Hall, emergency medical services building, Fort Mill Magistrate Court, a post office, and a utilities department. Outside the study area, there is a Fort Mill Town Public Works building.
- Most of these facilities are to the East of the railroad and concentrated in the northeastern portion of the study area.

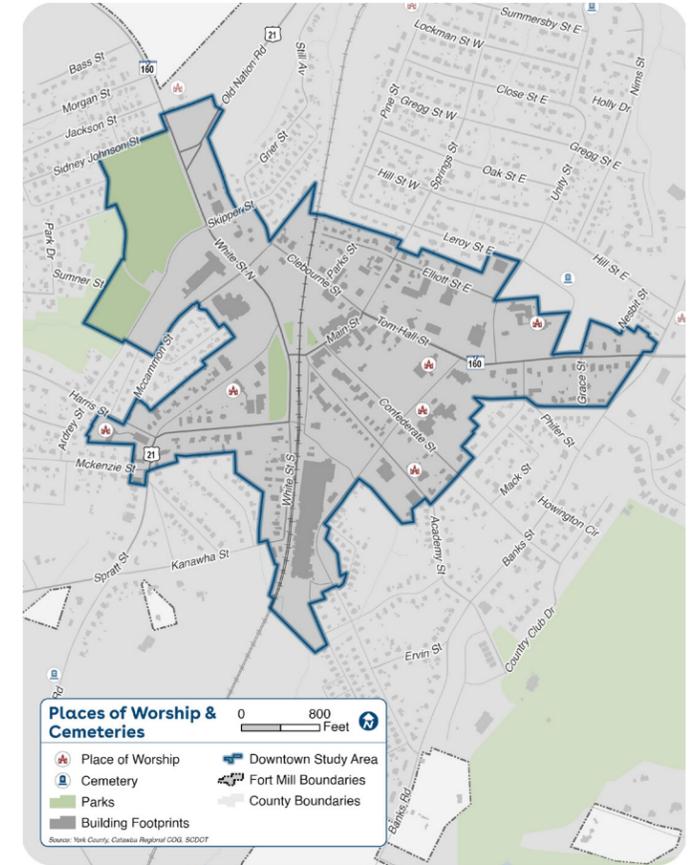


Figure I.12 - Places of Worship & Cemeteries | Esri

Places of Worship & Cemeteries

- There are multiple places of worship located within the downtown study area. Two are along the western edge with the rest concentrated on the eastern side of the study area.
- Just North of the study area there is a cemetery along with another place of worship.

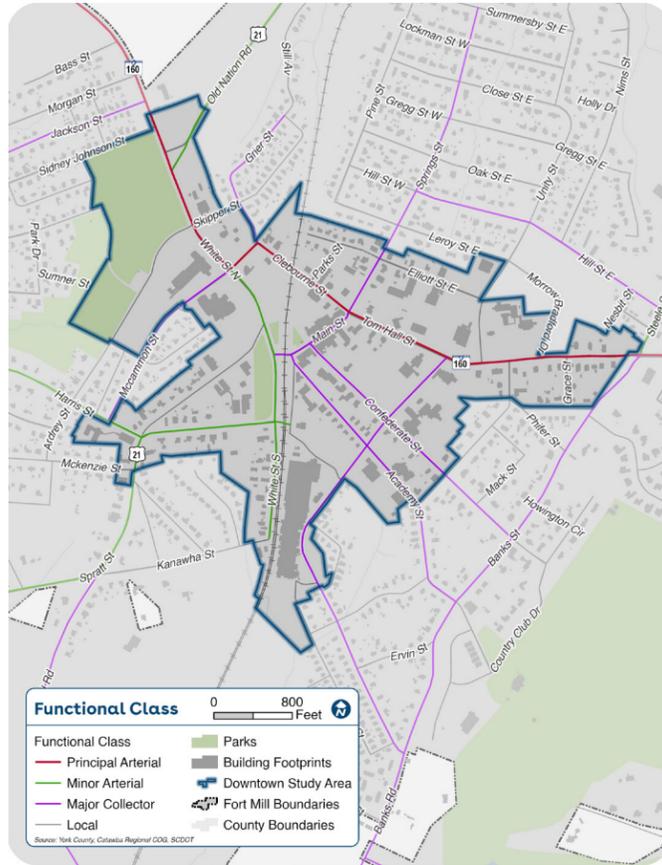


Figure I.13 - Functional Classification | Esri

Functional Classification

Fort Mill’s road network consists of four functional classes:

- Principal Arterial: N. White Street, Clebourne Street, and Tom Hall Street create a linkage which spans laterally throughout the downtown.
- Minor Arterial: Roads like S White Street and Harris Street link key areas along the southwestern edge of the downtown.
- Major Collector: Routes like Confederate Street, Main Street, and Academy Street create a path of travel east of downtown.
- Local Roads: Provide direct property access with low speeds and short travel distances.

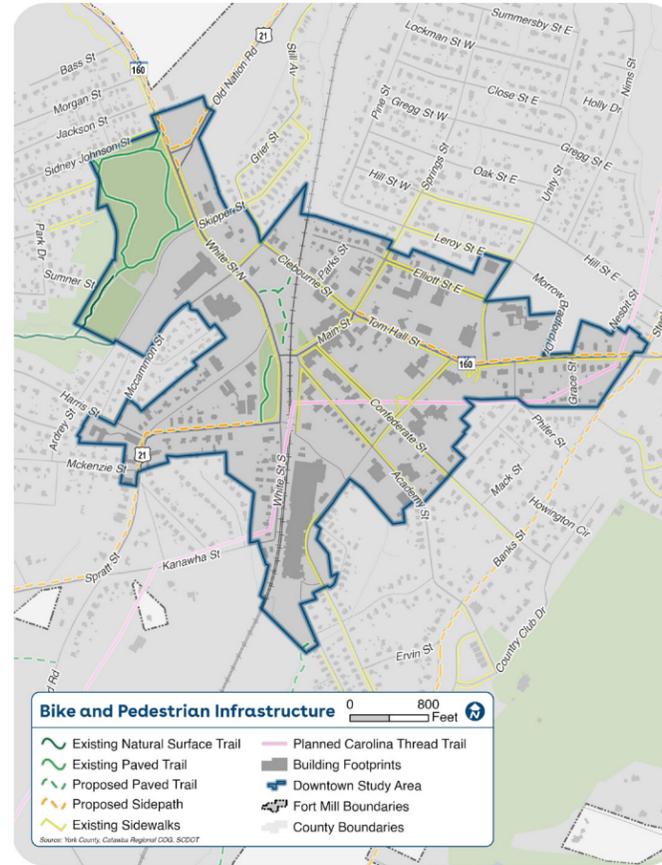


Figure I.14 - Bike and Pedestrian Infrastructure | Esri

Bike and Pedestrian Infrastructure

- Most main roads in downtown have existing sidewalks.
- Proposed sidepaths or sidepath improvements are planned along SC 160/Tom Hall Street, Spratt St, N. White Street, and Old Nation Road.
- Existing trails run in and behind Walter Y. Elisha Park and Millstone Park, with proposed trails to connect Millstone Park and Veterans Park to Clebourne Street.

The Carolina Thread Trail is also planned to pass through downtown Fort Mill in the future.

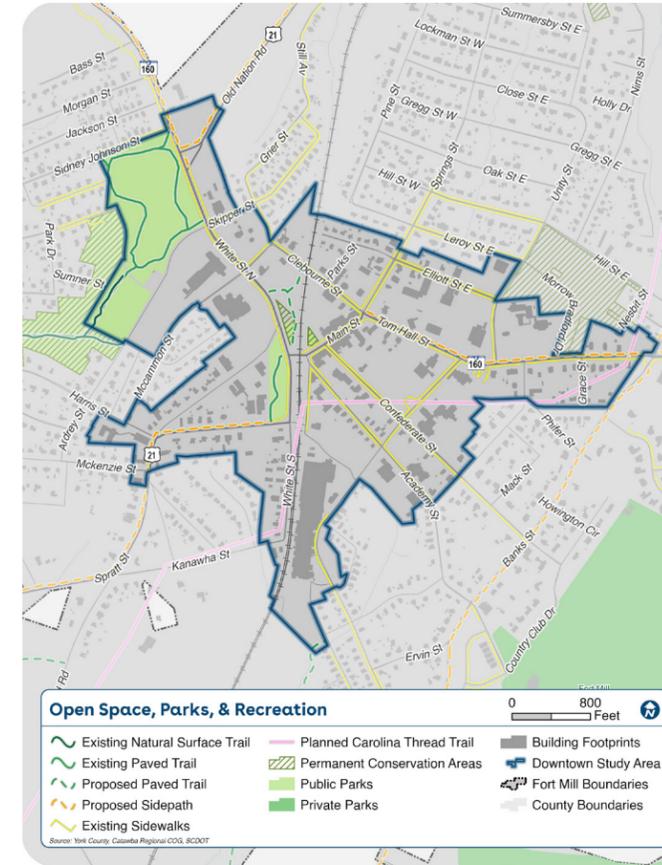


Figure I.15 - Open Space, Parks, & Recreation | Esri

Open Space, Parks, & Recreation

- The Fort Mill Parks & Recreation department oversees the programming, maintenance, rental of facilities, safety, and usage of nine parks in Fort Mill.
- Parks within the downtown area include Walter Y. Elisha Park, Millstone Park, and Confederate Park.
- The downtown includes several existing trails, including segments of the Carolina Thread Trail, with more trails and proposed sidepaths planned for future development.

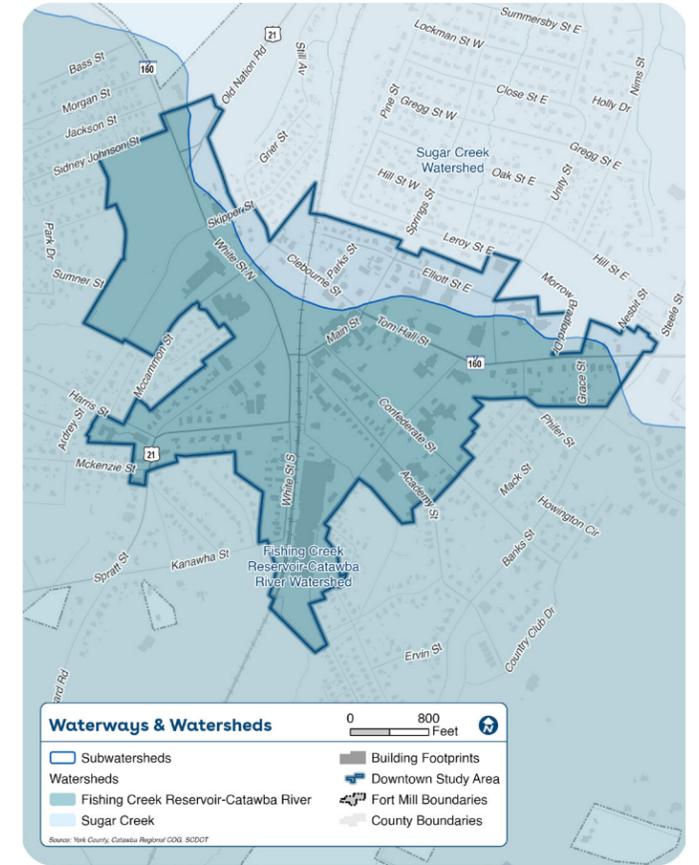


Figure I.16 - Waterways & Watersheds | Esri

Waterways & Wetlands

- The downtown planning area includes two main watersheds.
- The Fishing Creek Reservoir-Catawba River Watershed covers the southern portion, following SC 160 and extending north of Main Street and along Doby’s Bridge Road.
- To the north, the Sugar Creek Watershed includes areas north of SC 160, downtown, and Doby’s Bridge Road.

COMMUNITY INPUT

Engagement Summary

Our Path Forward, which includes the Comprehensive Plan, Downtown Master Plan, and Parks and Recreation Plan, was developed with a strong commitment to intentional and meaningful community engagement. The planning process for the Downtown Master Plan was designed to reach a broad cross-section of residents, stakeholders, and community partners through both in-person engagements and digital tools.

For the Downtown Master Plan specifically, engagement activities included public open houses, stakeholder focus group listening sessions, and regular meetings with the Downtown Steering Committee and Town Council. An online survey focused on downtown Fort Mill provided additional opportunities for community members to share feedback. Outreach was supported through the project website, email updates, social media posts, and informational materials distributed throughout the community. These efforts ensured that residents of all ages, backgrounds, and neighborhoods had a voice in shaping the future of downtown.



Downtown Steering Committee Meeting #1 at Fort Mill Town Hall

Public Engagement Plan

Engagement Goals

- Identifying downtown stakeholders and interest groups
- Using a variety of tools and activities to reach all groups effectively
- Ensuring meaningful participation from underrepresented populations
- Gathering input that directly informed plan recommendations
- Collaborating with project partners to broaden outreach
- Sharing project information in a clear and timely way
- Listening to and addressing community questions and concerns
- Strengthening relationships among project partners and stakeholders
- Documenting engagement progress and effectiveness
- Building agreement around the vision, goals, and recommendations to support adoption and implementation

Building Awareness

- Project website & branding
- Flyers and informational materials
- Email updates
- Social media campaigns shared by the Town
- Pop-up events at key community locations
- Presentation by the Planning Director at the Downtown Co-Op about the Downtown Master Plan

Gathering Input

- Downtown Survey
- Three Downtown Steering Committee Meetings
- Downtown Design Workshop
- Public Open House (In conjunction with the Comprehensive Plan)
- Policy-maker Workshop (In conjunction with the Comprehensive Plan)

ENGAGEMENT STRATEGY	
Strategy	Who It Reaches
Steering Committee Meetings	Key downtown leaders and advisory members
Stakeholder Focus Group Sessions	Targeted interest groups
Technical Committee	Town and county staff
Policy-maker Briefings	Decision makers and elected officials
Public Survey	General public and broad community
Open House	Residents and stakeholders
Pop-up Events	Underrepresented and lower-participation groups

Figure I.17 - Engagement Strategy



Open House at Fort Mill Elementary School

Engagement by the Numbers



Engagement Schedule (2025-2026)

February

- Kick-off Meeting
- Engagement Plan
- Launch Town Webpage
- Tour of Study Area

March

- Preparation

April

- Preparation

May

- Policy-maker Workshop

June

- Open House #2
- Downtown Master Plan Survey Begins
- Downtown Steering Committee Meeting #1

July

- Downtown Master Plan Survey Ends
- Downtown Design Workshop
- Downtown Steering Committee Meeting #2

August

- Preparation

September

- Downtown Steering Committee Meeting #3

October

- Town Council Presentation
- Draft Plan Release

November

- Planning Commission Presentation

December

- Public Hearing

January

- Plan Adoption

Figure I.18 - Engagement Schedule

Engagement Activities

Open House

The Downtown Master Plan's only Public Open House was held on June 11, 2025, at Fort Mill Elementary School. This event was paired with the Comprehensive Plan's second Public Open House and the Parks & Recreation Master Plan, creating a combined opportunity for the community to engage with multiple planning efforts.

The open house featured Downtown Master Plan materials, including existing conditions, demographics, market findings, and opportunities for feedback on downtown priorities. It also promoted the Downtown Survey, encouraging additional input on the future of downtown. Alongside this, the Comprehensive Plan presented updated content such as survey results, a draft vision statement, scenario planning, and land use place types, while the Parks & Recreation Master Plan provided an overview of the process and feedback stations on recreation needs. A Junior Planners' Station was also available, allowing younger participants to share their ideas.

Approximately 20 people attended the event, offering focused feedback that will guide the development and implementation of the Downtown Master Plan.



Open House at Fort Mill Elementary School

Downtown Steering Committee

The Downtown Steering Committee guided the development of the Downtown Master Plan, a key component of the Our Path Forward Comprehensive Plan. The committee included downtown stakeholders, such as business owners, property owners, and residents, who offered feedback to ensure the plan reflected local priorities and preserved the character of downtown.

Meeting Summaries

- Meeting 1 (June 11, 2025)
 - Members were introduced to the planning scope and goals for downtown.
- Meeting 2 (July 17, 2025)
 - Coinciding with a three-day design workshop, this meeting included a presentation of draft concepts and an opportunity for stakeholder feedback. Members of the Comprehensive Plan Steering Committee were also invited.
- Meeting 3 (September 10, 2025)
 - The committee reviewed the draft Downtown Master Plan and refined recommendations for implementation.

Downtown Steering Committee Affiliations

- Amor Artis Brewing / The Print Shop
- Anne Springs Close Greenway
- Crossings on Main
- Current Commercial Business Owners and Operators
- Downtown Businesses and Property Owners
- Fort Mill Barber Shop
- Fort Mill Pharmacy
- Illumination Wines
- Kuester Real Estate Services
- LOOM Coworking, Gallery, and Event Space
- Poppyseed Kitchen
- Stinger Sports
- Town Council
- Town Residents



Downtown Steering Committee #2 Meeting and Downtown Workshop at Fort Mill Town Hall

Downtown Workshop

The Downtown Workshop was a three-day design charrette held from July 15–17, 2025. Led by the consultant team, the workshop focused on translating the cumulative input received throughout the Our Path Forward planning process into visual concepts and strategies for Downtown Fort Mill.

The designs and concepts developed during the workshop were not created in isolation—they were shaped by a running list of recommendations, themes, and priorities identified over the course of the planning process. This included input from public open houses, the policymaker workshop, stakeholder focus group listening sessions, Steering Committee meetings, and Downtown Steering Committee meetings. The workshop served as a visual synthesis of what the community and stakeholders had voiced throughout the engagement process.

On the final day of the workshop, the consultant team presented draft concepts during a joint meeting of the Downtown Steering Committee (their second official meeting) and the Comprehensive Plan Steering Committee, followed by a presentation to Town Council. Hand-drawn graphics were pinned throughout Town Hall, with a TV monitor displaying digital versions for more detailed viewing. Stakeholders were invited to review and provide feedback on the preliminary ideas, helping guide refinements for the Downtown Master Plan.

Design work focused on four key character districts within the study area:

- Main Street District
- Williamson Mill District
- Tom Hall Street District
- Walter Y. Elisha Park District

While each district had its own unique identity, the design work was ultimately combined into a single holistic rendering to illustrate a unified vision for the entire downtown study area. This comprehensive drawing helped communicate how the various concepts, including street enhancements, open spaces, redevelopment opportunities, and mobility

improvements, could work together cohesively across districts.

In addition to district-level design, several town-wide priorities were explored:

- **Mobility:** Identified potential alignments for the future Carolina Thread Trail and broader improvements to the bicycle and pedestrian network.
- **Open Space:** Explored opportunities to enhance connectivity between existing parks and identify new green space opportunities.
- **Community Facility Concept:** Developed a vision for reimagining the 123 N. White Street building as a downtown community space.
- **Gateway Design:** Conceptual designs were developed for key entry points into downtown, including:
 - US-21 Business and SC-160
 - Tom Hall Street / Steele Street / Banks Street
 - Main Street / White Street / Railroad Avenue / Academy Street
 - Spratt Street / Harris Street / Massey Street

During the workshop, the consultant team also conducted individual interviews with members of Town Council, the Fort Mill Economic Partners, and the Downtown Co-Op to gather their perspectives, goals, and aspirations for downtown. These conversations further informed the consultant team’s understanding of community priorities and leadership vision.



Downtown Workshop at Fort Mill Town Hall



Downtown Workshop at Fort Mill Town Hall



Downtown Public Survey

As part of the Our Path Forward planning process, the Downtown Survey was open from June 11 to July 18, 2025. The Town of Fort Mill promoted the survey widely—at community events, in gathering spaces, via mass emails, and with the support of organizations such as HOAs, the Fort Mill School District, Downtown businesses, and the Anne Springs Close Greenway. Flyers were posted throughout town, and physical copies were distributed in areas that are often underrepresented.

A total of 1,435 people participated in the survey. While only 12% of respondents reported living downtown and 7% working there, a strong 87% were Fort Mill residents, ensuring broad community representation. The results highlight widespread support for downtown as the heart of Fort Mill—a central gathering place that should be walkable, vibrant, and full of local character. Respondents expressed a desire for more dining, shopping, and entertainment options, along with improved public spaces, safety, and pedestrian connectivity.

More detailed results, including charts and key insights, can be accessed by scanning the QR code to the right or by clicking the link provided here: <https://arcg.is/09KWWTO>



Top Desired Improvements

- Historic preservation / reuse of existing buildings / facade improvements, building maintenance
- Improvements to existing or new public spaces, parks, and plazas
- Additional public parking
- Safe /imposed pedestrian and bike connections in and to downtown from neighborhoods (sidewalks, crosswalks, crossing signals, bike lanes)
- Additional festivals, events, and programs
- Businesses with longer hours of operation
- Landscaping (plantings, street trees)
- Seating and street furnishings (trash cans)

Most Desired Public Spaces

- Outdoor dining spaces (e.g., patios, parklets)
- Relaxation spaces (e.g., gardens, fountains, pocket parks)
- Spaces to stroll (e.g., wide sidewalks, trails)
- Places to play (e.g., playgrounds, splash pads, dog parks)
- Unique spaces to discover (e.g., reimaged alleys, artistic nooks)

Types of Businesses Desired

- Casual dining restaurants
- Small independent retail shops (hardware shops, boutiques, drugstores, etc.)
- Cafes and coffee shops
- Breweries/wineries/distilleries
- Fine dining restaurants
- Entertainment venues (music, theater, etc.)
- Personal services (spa, salon, etc.)

What Would Make Downtown More Appealing

- Local shopping experiences
- Food tours/culinary experiences
- Outdoor recreation opportunities
- Historical markers/walking tours
- Cultural attractions (museums, galleries)

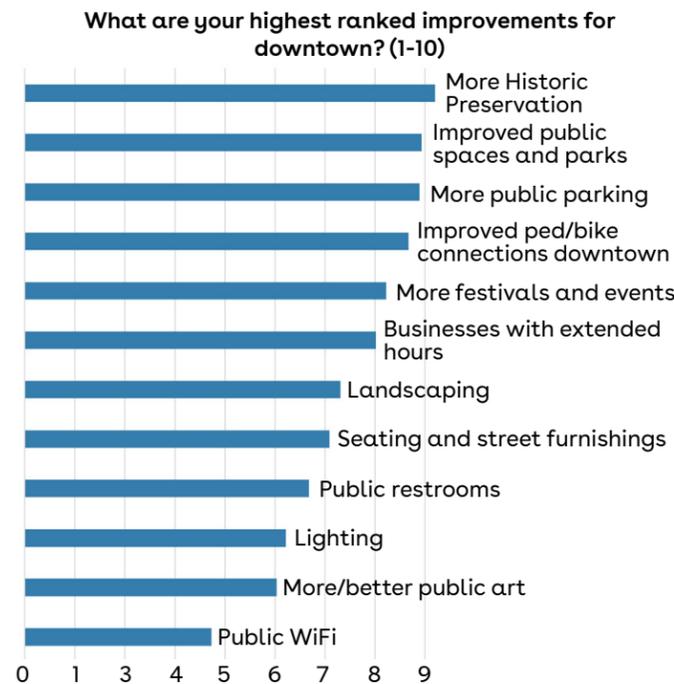


Figure I.19 - Top Desired Improvements

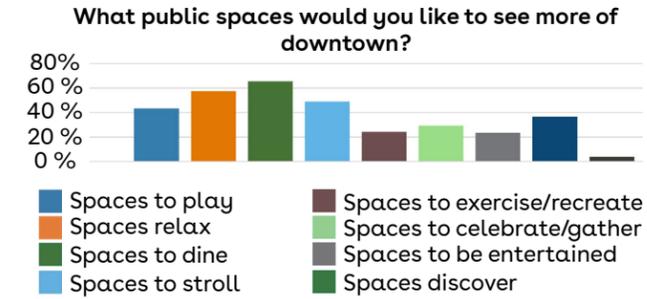


Figure I.20 - Most Desired Public Spaces

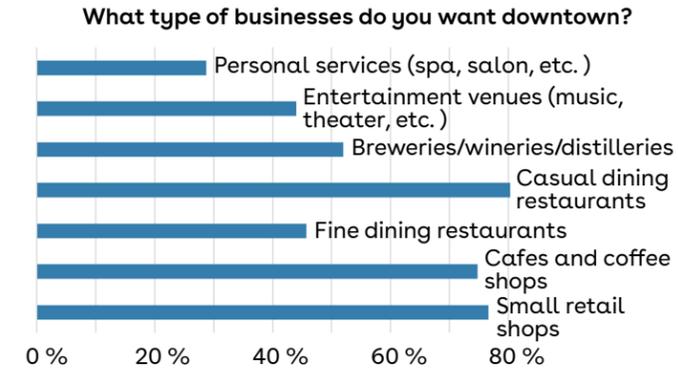


Figure I.21 - Types of Businesses Desired

More Requested Types of Shops

- Specialty food shops
- Gift shops
- Clothing and accessories
- Books and stationery
- Antiques and vintage items

Top Reasons for Visiting Downtown

- Dine
- Events/Entertainment
- Socialize
- Shop
- Recreate/Exercise

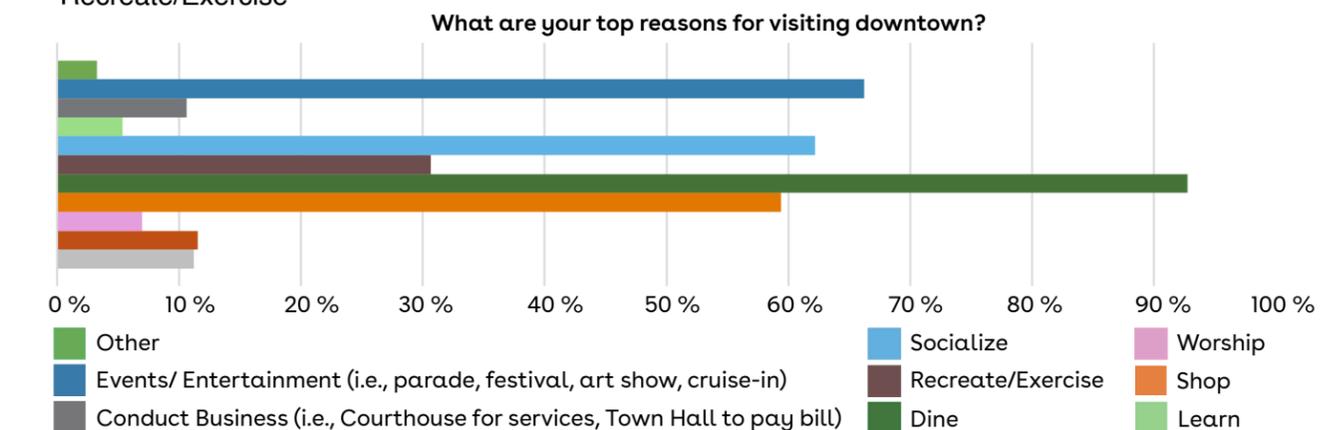


Figure I.22 - Top Reasons for Visiting Downtown

Why People Shop Downtown

- Support for local businesses
- Ability to combine shopping with dining/entertainment
- Unique products not available elsewhere
- Ease of parking
- Pedestrian-friendly environment

Other Notable Insights

- 95% believe downtown should be Fort Mill's central gathering space, reflecting pride and a sense of community
- 95% prefer to walk once they arrive downtown
- Respondents feel safest as drivers (4.4/5), followed by pedestrians (3.8/5) and cyclists (2.7/5)
- Many find parking a challenge, especially during events; preferred solutions include surface lots, structured parking, and angled street parking
- Survey results show a divided perception of downtown housing
 - 40% of respondents were unsure if there are enough housing units, while 36% said yes and 18% said no
 - Similarly, 47% were unsure whether there are enough housing options, with 25% saying yes and 23% saying no
 - When asked what types of housing would be compatible with downtown character, 53% selected lofts or units above retail/office, 27% chose townhomes, 14% said missing middle housing, and 22% were unsure

CHARACTER DISTRICTS

Character Districts

The downtown study area is distinguished by four primary districts, each with its own unique atmosphere, history, and potential for future development. These character districts have been carefully identified to highlight the park. The park opened in 2017 and is an important hub for the community. The park hosts the annual South Carolina Strawberry Festival and other major town events. This district also houses other institutional buildings and town properties such as the old Town Hall. This area is well suited for public and institutional uses.

Main Street District

Situated in the center of the downtown area and desired to remain intact with respect to the city's historic buildings, this district can welcome new businesses and economic growth to enhance downtown. Main Street is the heart of not only this district, but also the community. This district houses some of the oldest buildings in Fort Mill and is known for its historic charm. Preservation of this district's identity is vital to maintain the charm and integrity of downtown Fort Mill.

Tom Hall Corridor District

Tom Hall Corridor is an area along the eastern edge of the study area. The district supports mainly commercial and institutional uses. Tom Hall is a major thoroughfare and the vital linkage for all the businesses and buildings in the area.

Walter Y. Elisha Park District

The northern edge of the downtown study area is centered around Walter Y. Elisha Park. The park is an important hub for the community. The park hosts the annual South Carolina Strawberry Festival and other major town events. This district also houses other institutional buildings and town properties such as the old Town Hall. This area is well suited for public and institutional uses.

Williamson Mill District

Located along the southernmost edge of the downtown study area, Williamson Mill District is composed of neighboring residential developments along with potential sites for redevelopment. The anchor of this district is Williamson Mill. The mill is a series of manufacturing buildings which have been added over time. The oldest part of the building complex is the 1892 Luna Cotton Mill. The area, specifically Williamson Mill, has been identified as an area that would be well suited for redevelopment.

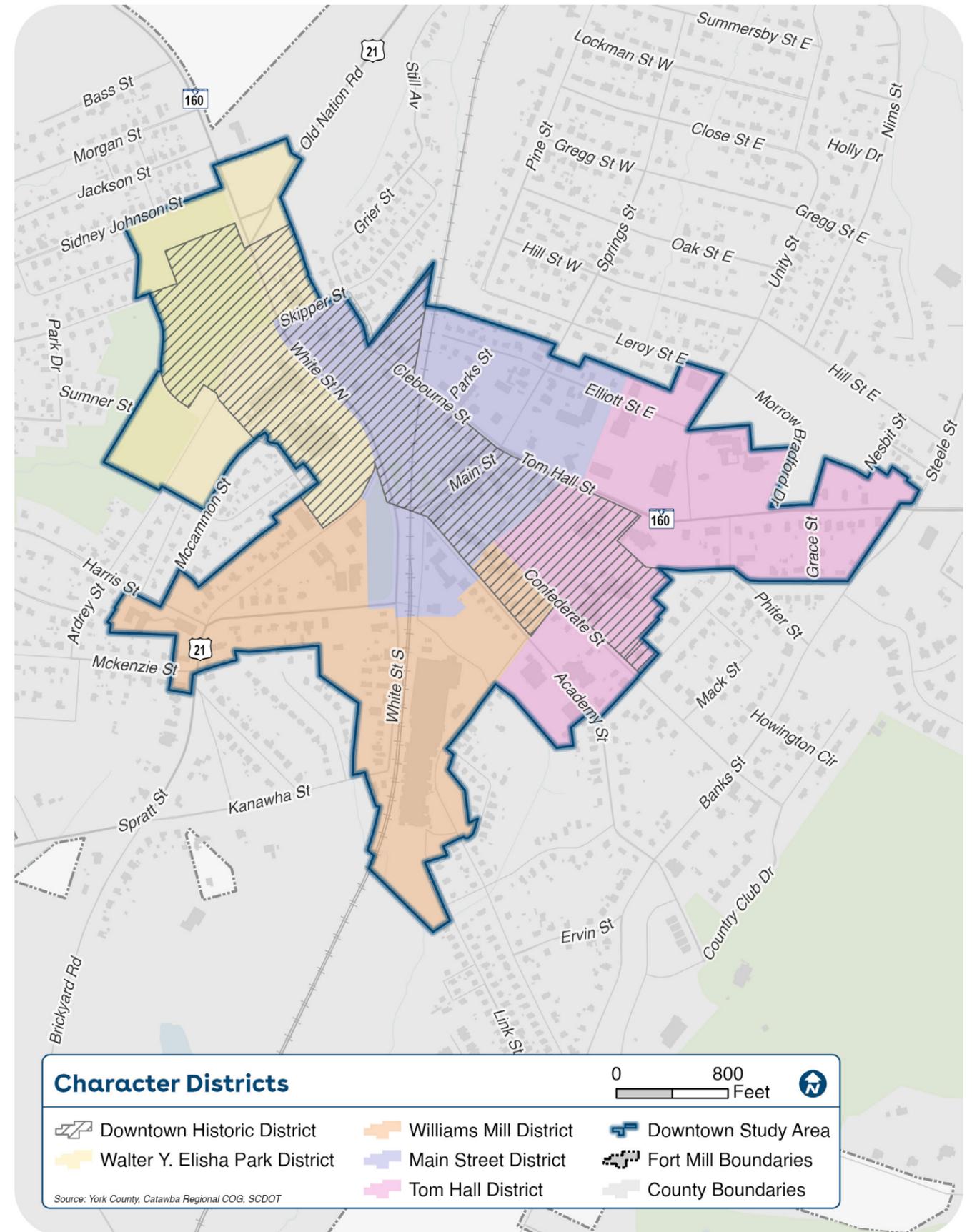


Figure I.23 - Character Districts | Esri

Main Street District

Located at the center of the downtown area, the Main Street District serves as both a living testament to Fort Mill's history and a thriving anchor for its future. This district is cherished for its collection of historic buildings—some of the oldest in the town—which stand as enduring symbols of Fort Mill's rich architectural tradition and unique character. Main Street itself pulses with energy, drawing residents and visitors alike to its vibrant core.

The district features preserved brick facades and classic storefronts, blending historic charm with modern community needs. Quaint shops, local restaurants, and small businesses line the district, inviting patrons to linger, explore, and connect. Community events and seasonal celebrations often center here, turning Main Street into a gathering space where traditions are honored and new memories are made.

Preserving the integrity and unique identity of this district is essential for maintaining the overall character of downtown Fort Mill. At the same time, thoughtful integration of new businesses and selective economic development promise to keep the area dynamic and relevant for future generations. The Main Street District aspires to balance reverence for the past with a bold vision for growth, ensuring that the heart of downtown remains both an emblem of heritage and a catalyst for continued vitality.

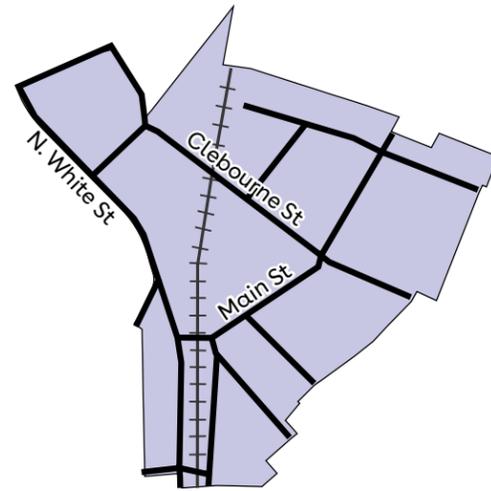


Figure I.24 - Main Street District

Opportunities

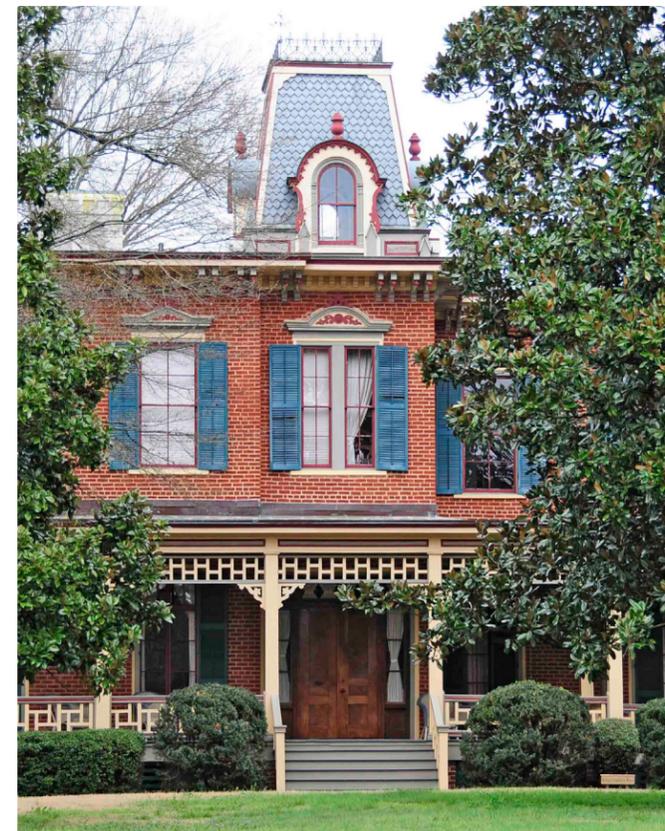
To ensure Main Street remains the vibrant soul of downtown, a thoughtful approach to preservation and enhancement is essential. By blending reverence for historic character with mindful integration of contemporary amenities, Main Street can continue to serve as an enduring emblem of Fort Mill's identity—a welcoming place where memories are made, traditions thrive, and the district's legacy is celebrated for generations.

Opportunities include:

- Restore historic facades and maintain classic features
- Shape the district through incentives and policies, encouraging desired developments
- Diversify land use emphasizing more residential
- Improve connectivity and accessibility by improving rail crossing, streetscapes, and intersections
- Develop a parking strategy
- Cultivate green spaces and pocket parks
- Activate side streets and alleys
- Invest in placemaking such as public art installations, seasonal landscaping, and inviting seating areas
- Support local businesses through grants, flexible zoning, and promotional events



Main Street | Visit York County



John M. White House | Bill Fitzpatrick



Crossings on Main | Visit York County

Tom Hall Corridor District

Tom Hall Corridor is an area along the eastern edge of the study area. The district supports mainly commercial and institutional uses. Tom Hall is a major thoroughfare and the vital linkage for all the businesses and buildings in the area.

The Tom Hall Corridor District forms the eastern boundary of the downtown study area, serving as a critical connector between Fort Mill's historic core and its outlying neighborhoods. Stretching along Tom Hall Street—a principal artery through the town—this district is defined by a mix of commercial establishments, institutional spaces, and essential services that collectively support the day-to-day needs of the community.

Over the years, Tom Hall Corridor has developed into a business hub, welcoming both longstanding local enterprises and new ventures. Retail shops, professional offices, and service-oriented businesses line the street, contributing to a lively streetscape animated by the steady flow of residents and visitors. Institutions such as the US Post Office, Town offices, and places of worship are interspersed throughout the corridor, reinforcing its role as a center for both economic activity and community life.

The corridor's strategic location and accessibility make it a vital linkage, not only for businesses and buildings within the district but also for connecting pedestrians, cyclists, and motorists to neighboring areas and downtown attractions. Looking ahead, the future alignment of the Carolina Thread Trail is planned to follow the Tom Hall Corridor, further enhancing connectivity and providing residents with an accessible multi-use trail for recreation and transportation. Streetscape enhancements, improved walkability, and infrastructure upgrades are envisioned as part of ongoing efforts to make Tom Hall a welcoming, accessible, and visually appealing gateway into Fort Mill.

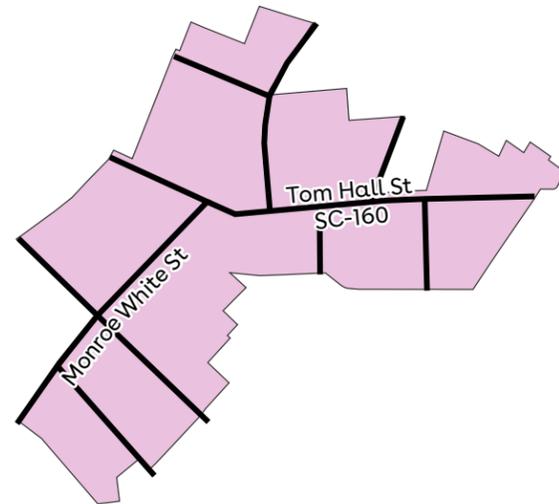


Figure I.25 - Tom Hall Corridor District

Opportunities

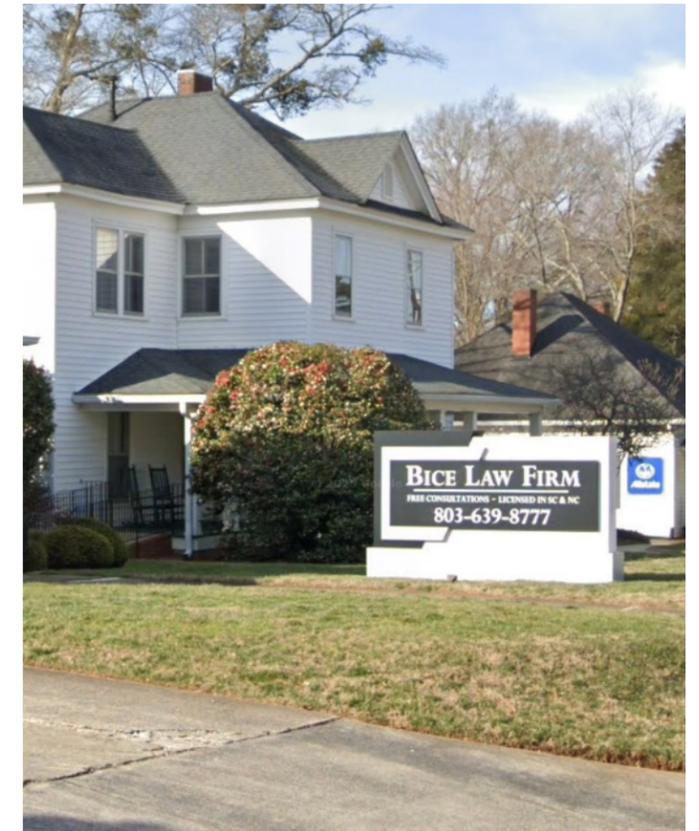
In the years ahead, the Tom Hall Corridor is poised for thoughtful growth and revitalization. Plans for the district emphasize balancing robust commercial development with green spaces and community amenities, ensuring that it remains an inviting and functional environment for all who live, work, and gather there. As Fort Mill continues to evolve, the Tom Hall Corridor stands ready to play an integral role in shaping the town's future, providing a vital link between its storied past and its promising future.

Opportunities include:

- Implementation of the Carolina Thread Trail alignment through the district
- Strategic redevelopment opportunities that diversify land uses and add more commercial space in downtown
- Partnerships for shared parking with places of worship to support downtown businesses
- Adaptive reuse of existing buildings for retail and commercial uses to grow downtown's footprint
- Streetscape improvements for safety, accessibility, and beautification
- Enhancement of key gateway intersections



Fort Mill Fire Station



Repurposed Homes as Commercial Businesses



Infill Commercial



Former Town Hall

Walter Y. Elisha Park District

The northern boundary of the downtown district is anchored by Walter Y. Elisha Park, a vibrant and multifunctional green space that has become a focal point for community life, drawing residents and visitors alike to its expansive lawns and trails.

Each spring, the park transforms into a lively venue for the South Carolina Strawberry Festival, a celebrated event that brings together local businesses, families, and festival-goers for days of entertainment, food, and cultural activities. In addition to the Strawberry Festival, Walter Y. Elisha Park hosts a wide array of town gatherings throughout the year, serving as a natural stage for concerts, outdoor movie nights, fitness classes, and seasonal markets.

Surrounding the park, the district is dotted with key institutional buildings and properties that reflect the town's heritage and ongoing civic engagement. Notably, the former Springs Global HQ building is now the Town Hall and Police Station. It stands as a testament to the area's evolution, now serving a new purpose while maintaining its architectural charm. Other municipal facilities in the vicinity contribute to a strong public presence, supporting government and community functions.

As the northern gateway into downtown, the intersection of N. White Street (US-21) and Nations Ford (SC-160) welcomes both drivers and pedestrians into the heart of downtown beneath an arching canopy of mature trees. This scenic approach offers an inviting first impression, seamlessly blending the natural beauty of Walter Y. Elisha Park with the vibrant activity of Main Street.

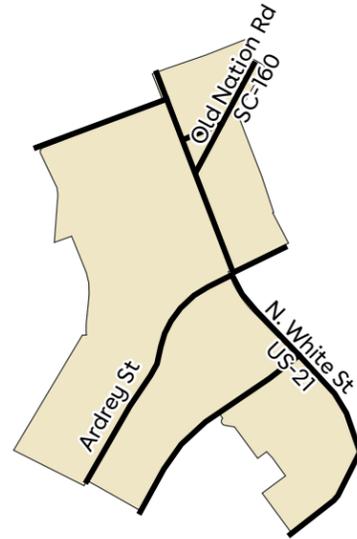


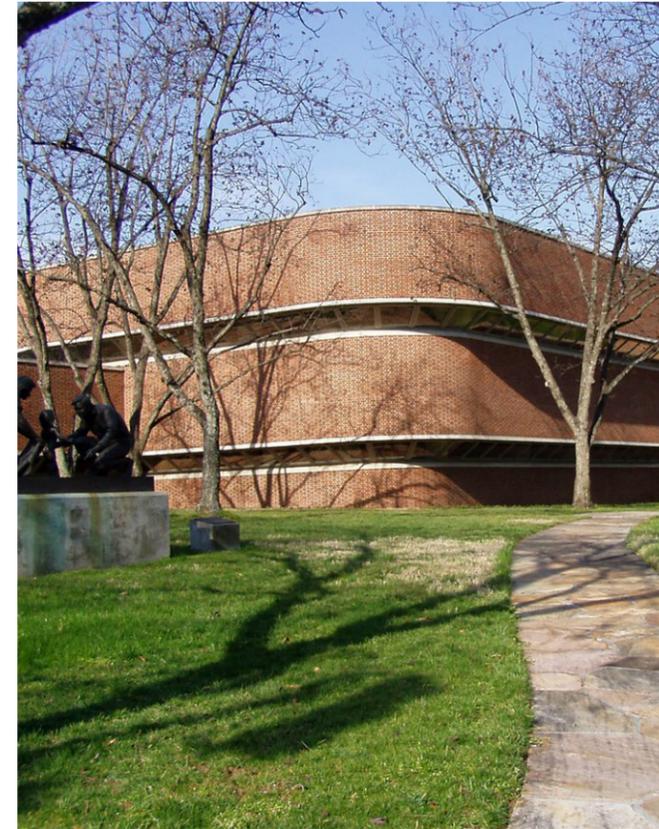
Figure I.26 - Walter Y. Elisha Park District

Opportunities

Given the rich tapestry of activity and the concentration of public assets, this area is particularly well-suited for a blend of public and institutional uses. Opportunities abound for further integrating recreational amenities, expanding event programming, and enhancing connections between the park and the other downtown districts.

Opportunities include

- Improvement of the intersection of US-21 and SC-160
- Incremental redevelopment to support a vibrant district
- Repurposing the 123 N. White Street building to contribute to civic vitality
- Introducing placemaking, wayfinding, and public spaces to connect the district to Main Street and the Williamson Mill Districts
- Activation of the park's edges to be more inviting to people passing by
- Connecting to Main Street safely over the railroad tracks



Fort Mill Town Hall | Charlotte Business Journal



Spings Company | Myers & Chapman



Elisha Park Amphitheater | DP3 Architects



Spings of Achievement Sculpture | Fort Mill History Museum

Williamson Mill District

Located along the southernmost edge of the downtown study area, the Williamson Mill District is a distinctive blend of historic legacy and emerging potential. This area is characterized by neighboring residential communities and several promising sites slated for redevelopment, offering both stability and opportunity for future growth.

At the heart of the district stands Williamson Mill, a storied complex of manufacturing buildings that narrate the evolution of Fort Mill's industrial heritage. The oldest part of this ensemble, the 1892 Luna Cotton Mill, remains a prominent landmark, testifying to the district's beginnings as a center of textile production. Over time, additional structures have been integrated, each bearing the mark of its era and contributing to the district's layered architectural character.

Beyond its industrial past, the Williamson Mill District is poised for transformation. The surrounding residential neighborhoods provide a sense of community while the mill itself and adjacent properties have been identified as prime candidates for adaptive reuse and creative redevelopment. Plans for the district envision new mixed-use spaces that could incorporate retail, dining, and residential components while honoring the historical significance of the original mill buildings.

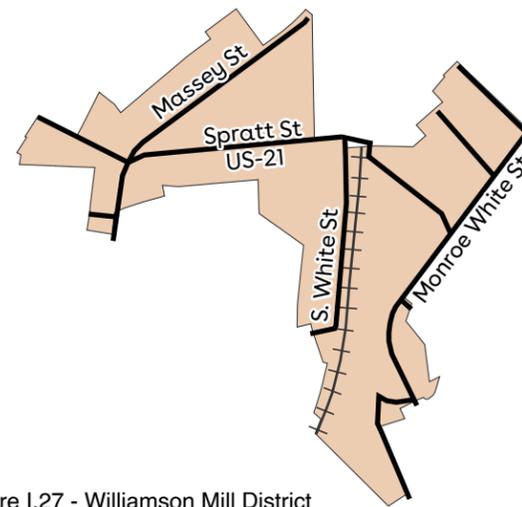


Figure I.27 - Williamson Mill District

Opportunities

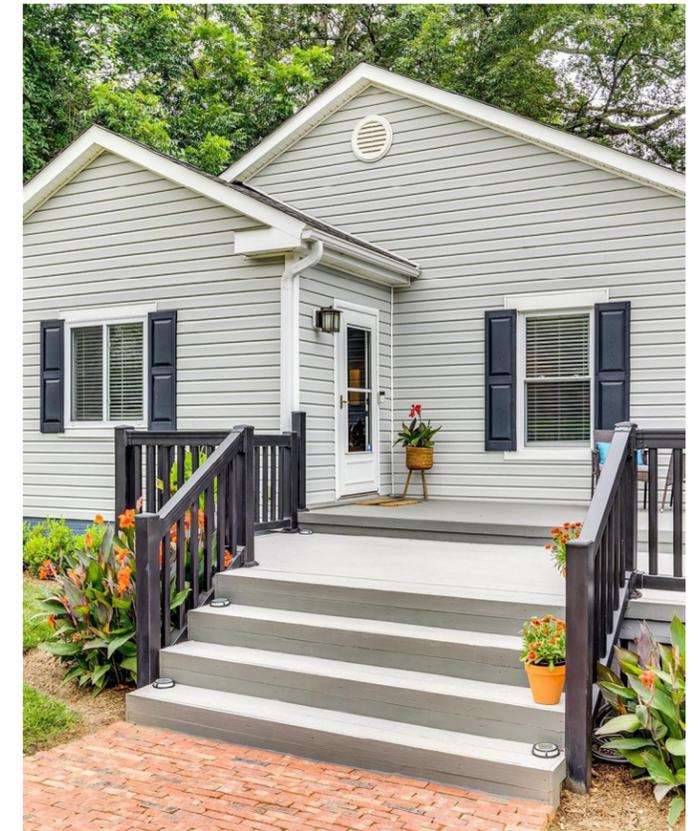
Investment in the Williamson Mill District holds the promise of revitalizing a crucial part of downtown, infusing it with renewed energy and purpose. By balancing preservation with innovation, this area has the potential to become a vibrant gateway to Fort Mill's future, inviting new residents, businesses, and visitors while celebrating the city's rich legacy.

Opportunities include:

- Positioning the redevelopment of Williamson Mill as the focal point of the district
- Prioritizing housing redevelopment and rehabilitation that is complimentary to the character of the historic mill village and existing homes
- Developing a network of open spaces that connect the mill redevelopment to the neighborhood and greater downtown
- Realignment of Watson Street to improve safety and add pedestrian infrastructure
- Incremental mixed-use redevelopment at key intersections
- Streetscape improvements that improve ADA accessibility, safety, and beautification
- Multi-modal connection to Tom Hall Street, Main Street, and Walter Y. Elisha Park
- Additional pedestrian connection across the railroad tracks to improve connectivity from the south of downtown



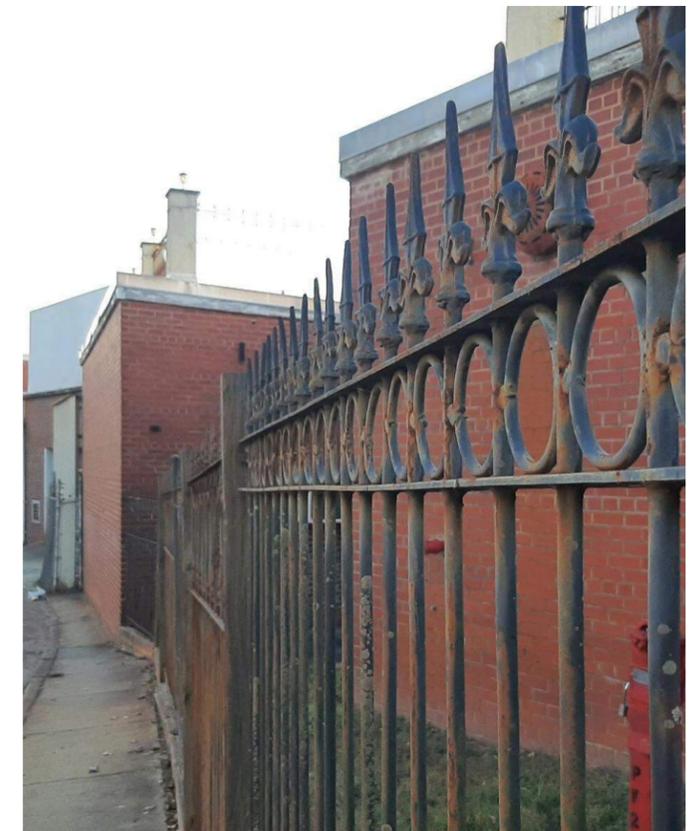
Millstone Park I Locations Hub



Williamson Street Home I KW Realtors



Fort Mill Church of God I FMCOG



Exterior of Williamson Mill I The Herald

DOWNTOWN MASTER PLAN

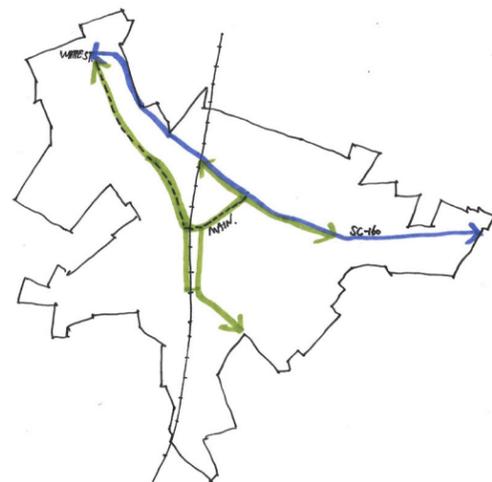
Guiding Principles

In developing the future of downtown, a set of guiding principles was established to integrate the district's characteristics and resources. These principles act as benchmarks for creating an environment that is engaging, resilient, and inclusive. They highlight the importance of intentional planning, consideration of residents' and visitors' experiences, connections between destinations, and support for civic life. By basing the district's growth on these values, the community can develop a space that is functional, aesthetically pleasing, and adaptable to change. Together, these guiding principles provide a holistic framework for downtown revitalization, ensuring the area is not only well-connected and functional, but also lively, inclusive, and intentionally people focused.



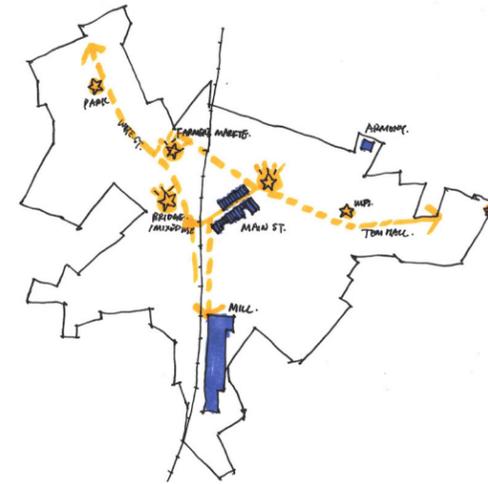
Connect the Bright Spots

Downtown is challenged with topography, railroad tracks, and other obstacles that segregate the bright spots of activity and potential. Intentionally connecting Main Street to Walter Y. Elisha Park and the Williamson Mill will be paramount to the future success of downtown.



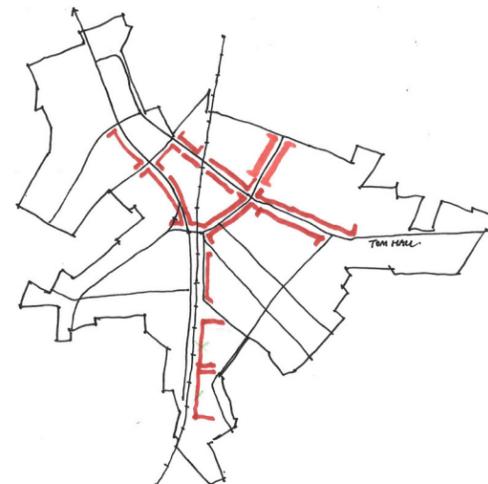
Prioritize People Over Cars

At the heart of a successful downtown lies a commitment to people-first design. Streets and public spaces should be welcoming, comfortable, and safe for pedestrians, cyclists, and those using alternative modes of transit. Success will be found in shifting the focus from vehicle through travel, to walkability and community gathering so downtown can become more accessible, connected, and enjoyable for all.



Infuse Placemaking

Infusing downtown with placemaking strategies creates authenticity and vibrancy. Public art, distinctive signage, outdoor seating, and interactive installations invite discovery and create memorable experiences. Programming events and pop-ups adds activation and gives people reasons to linger. Placemaking transforms ordinary spaces into destinations that foster social connection and local pride.



Activate Buildings

The district's fabric is animated by ground-level activity. Buildings with transparent facades, inviting storefronts, and accessible entrances support a seamless relationship between indoor and outdoor life. Cafes, shops, galleries, and community services on the ground floor draw people onto the sidewalks and into the district, while upper levels can accommodate a mix of residential, office, and cultural uses. This layering of activity creates a dynamic, safe, and continuously engaging streetscape.



Develop a Strong Network of People First Spaces

An interconnected web of trails, parks, and plazas is foundational to a successful downtown. These green corridors not only encourage healthy, active lifestyles but also serve as vital links between neighborhoods, commercial zones, and cultural assets. Thoughtful wayfinding, shade, and amenities along these connections ensure that people can move easily and enjoyably throughout the district, fostering both mobility and serendipitous encounters.



Figure I.28 - Downtown Master Plan

Downtown Master Plan

Developed based on ideas, aspirations, and input from downtown stakeholders, the Downtown Master Plan (DMP) represents a blend of community input and best practices, grounded in market realities. The DMP serves as a conceptual guide for future decisions, aiming to preserve key elements, update outdated aspects, and implement necessary transformations to sustain downtown’s viability for years ahead. Building on the Guiding Principles, the Key Strategies outline realistic and implementable approaches illustrated in the plan.

Key Strategies

- A Create a Walkable Core** – Reroute SC-160 away from Main Street so that space for pedestrians becomes the focus and priority, thus, creating a walkable core.
- B Thread the Trail** – Incorporate the Carolina Thread Trail through Downtown and support the overall bike-pedestrian network with key connections.
- C Focus on Incremental Redevelopment** – Prioritize redevelopment that supports the community’s vision for downtown. New development should not only complement the character and scale of the existing buildings, it should also contribute to building a safe and beautiful public realm and provide a mix of uses.
- D Breathe New Life into Old Spaces** – Adaptive reuse of existing buildings within a downtown is a key opportunity to preserve the character while evolving with changes in the real estate market.
- E Bridge Barriers** – Connect districts to each other by bridging over the railroad tracks, creating barrier-free access, better connectivity, and iconic gateway opportunities.
- F Invest in the Canopy** – Beyond the environmental, social, emotional, and physical benefits of trees, they aid in the creation of “place” by providing “ceiling and walls”, bringing destinations into focus, and adding character.
- E Public Space as a Connector** – Parks, paths, and plazas to name a few, are examples of public spaces that can be knitted together to create a network that allows people to seamlessly move and explore downtown.

"The Main Street District will be the heart and soul of Fort Mill, blending a rich past with a vibrant future."



Figure I.29 - Main Street District Conceptual Plan

Main Street District

- A Main Street Reimagined** - Drawing the energy back to Main Street, a key recommendation will be to reroute SC-160 away from Main Street to allow for less through-traffic and an enhanced streetscape that allows for more space for pedestrians. Main Street can be reimagined to have wider sidewalks, a leafy canopy of street trees, and room for outdoor furnishings and cafe dining. For specialty events Main Street can be closed with retractable bollards and specialty paving can enhance this important historic destination for the community.
- B Bridging the Railroad** – An old idea made new again, the reintroduction of a pedestrian bridge over the railroad tracks provides a safer and more scenic option for those traveling between Main Street and Walter Y. Elisha Park. Anchored atop Millstone Park, the bridge could span White Street with a landing in Veteran’s Park and then span the tracks landing in the north corner of Confederate Park, allowing users options.
- C Intersection of Academy and Main** – Reconfiguring the intersection of Academy and Main Streets to allow for a safer pedestrian experience and provides an opportunity to extend pedestrian space at the base of Main Street and with the removal of on-street parking allows for the addition of a street-level sidewalk that would be ADA compliant.
- D Top of Main** – Positioned as the entrance to the Main Street District, the four corners of Main, Clebourne, Spring, and Tom Hall Streets can transform into a blend of historic buildings, redevelopment, and public spaces that are reimagined from former parking lots. Incorporation of placemaking elements such public art, interactive elements such as fountains, cafe seating and other elements will create a vibrant and welcoming front door to this special district.
- E Vibrant Public Spaces** – Main Street will have a variety of public spaces to explore while visiting downtown. These spaces should provide options for respite, play, discovery, education, and connection.
- F Extending Main Street** – Only two blocks in length, there is opportunity and community desire to extend Main Street to encompass more blocks and spaces to explore. Growth down Spring and Tom Hall Streets should be encouraged, all while maintaining the scale and character of the district.
- G Threading the Trail** – As plans for the Carolina Thread Trail come into focus, the opportunity to align the trail along the north side of Tom Hall/SC-160 will allow trail users to access the Top of Main directly from the trail.
- H Clebourne/SC-160 Bridge** – Realigning SC-160 away from Main to Clebourne Street, presents the opportunity to reconstruct the Clebourne Bridge to meet the traffic needs but also incorporate adequate space for the Carolina Thread Trail alignment, as well as streetscape beautification.
- I White Street Growth** – Extending the energy along White Street towards Walter Y. Elisha Park by reimagining the Farmer’s Market site and properties along McCammon Street with redevelopment that extends the core, will provide more opportunities for businesses and residences, all while seamlessly connecting to the Walter Y. Elisha Park District.
- J Main Street Connector** – Within a short walk of Main Street, downtown visitors can find an abundance of parking. To aid visitors, a welcoming path connecting Main Street to Monroe White Street can provide an effective way to provide parking and access.

Intersection of Academy and Main – Reconfiguring the intersection of Academy and Main Streets to allow for a safer pedestrian experience and provides an opportunity to extend pedestrian space at the base of Main Street and with the removal of on-street parking allows for the addition of a street-level sidewalk that would be ADA compliant.



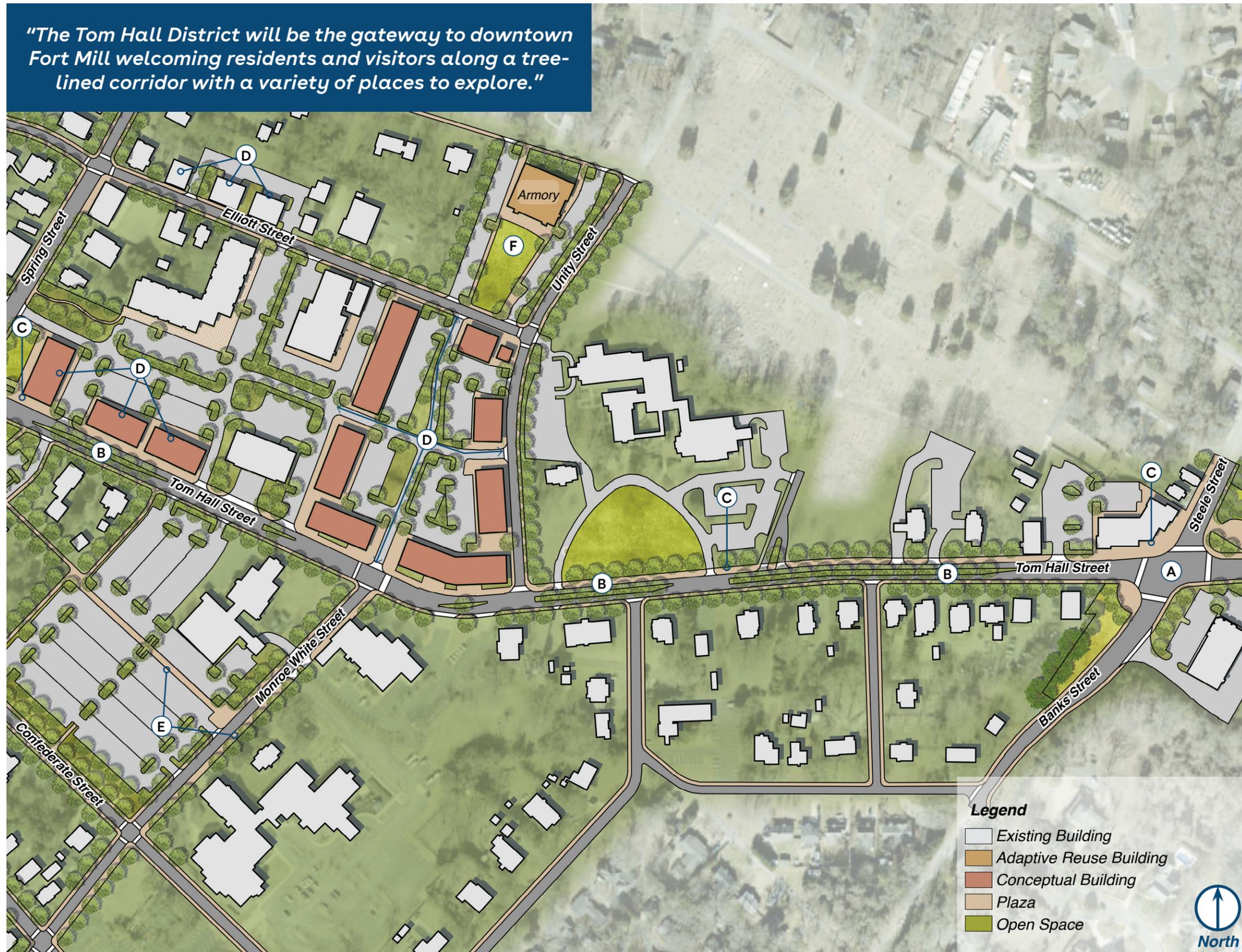
Figure I.30 - Conceptual Rendering of the Intersection of Academy and Main Streets

Top of Main – Positioned as the entrance to the Main Street Districts envisioned as a blend of historic buildings, redevelopment, and public spaces that are reimaged from former parking lots. Incorporation of placemaking elements such public art, interactive elements such as fountains, cafe seating and other elements will create a vibrant and welcoming front door to this special district.



Figure I.31 - Conceptual Rendering of the Top of Main

"The Tom Hall District will be the gateway to downtown Fort Mill welcoming residents and visitors along a tree-lined corridor with a variety of places to explore."



Tom Hall District

- A Gateway to Downtown** – The intersection of Tom Hall and Steele Streets and the Carolina Thread Trail presents an exciting opportunity to define a welcoming gateway with monument signage, lush green space, and accompanying development.
- B Tom Hall Streetscape** – Serving as the gateway to downtown, this streetscape should be reimagined to incorporate the Carolina Thread Trail, ample sidewalks, a center median and turn lane, and street trees that create a welcoming experience for downtown visitors.
- C Carolina Thread Trail** – Following Steele Street, the Carolina Thread Trail downtown trail head will be at the intersection of Steele and Tom Hall Streets and continue along the north side of Tom Hall heading west towards Main Street.
- D Growing the District** – As the district evolves, redevelopment and retrofits of existing spaces should orient towards Tom Hall, incorporate a mix of uses, invest in open spaces, locate parking at the sides and rear of buildings, and connect to neighboring parcels through an internal network.
- E Connecting Districts** – Investments in intersection improvements, enhanced sidewalks, and multi-use paths along Monroe White Street will provide a seamless connection from Tom Hall to the Williamson Mill District. Similar, the Main Street Connector will provide a direct connection from Main Street to parking and Monroe White Street.
- F New Life for Old Places** – The historic Armory Building holds a special place in the memories of community members from over the years. As it transitions from a Town operations building back into a community space, it should include a festival lawn, wrap around parking, and incorporate community art.

Figure I.32 - Tom Hall District Conceptual Plan

"The Walter Y. Elisha Park District will be an extension of Main Street with welcoming open spaces, civic uses, and vibrant businesses"



Figure I.33 - Main Street District Conceptual Plan

Walter Y. Elisha Park District

- A Growing Civic Uses** – Reimagining the parking lot and lawn along the northern corner of the Town Hall property allows for the future location of the downtown Farmers Market with a permanent open-air market building, civic plaza, event lawn, and new commercial kiosk.
- B Anchoring the District** – With two civic buildings anchoring the district, the front door of Town Hall along White Street could be an active frontage with commercial uses like a cafe. The 123 N. White building could be positioned as a multi-tenant space that will serve the greater Fort Mill community as an arts, education, or cultural anchor for downtown.
- C Green Spaces as Connectors** – Holding court at the base of Main Street, Millstone Park has the potential to extend north following White Street along the Town-owned properties into Walter Y. Elisha Park. A collection of plazas, public art, and placemaking can be interwoven creating a memorable and enjoyable path connecting the districts.
- D The Perch Over Main** – Realigning Phillips Street to connect to Massey Street allows for the opportunity for development that would have a breathtaking view of Millstone Park and Main Street and would aid in connecting the districts.
- E White Streetscape** – Improvements to White Street could include expanded sidewalks, street trees, and a center median with a turn lane. These enhancements would not only create a safer corridor, but a more attractive and comfortable experience designed to deliver visitors to Main Street.
- F A New Gateway** – Realigning the intersection of SC-160 and US-21 provides the opportunity to create a new node of activity and a northern gateway to the downtown district. Complimentary development could include a mix of uses aligning the intersection – creating a walkable node within steps of downtown’s greatest open space.



Figure I.34 - Conceptual Intersection Realignment of SC-160 and US-21

Growing Civic Uses – Reimagining the parking lot and lawn along the northern corner of the Town Hall property allows for the future location of the downtown Farmers Market with a permanent open-air market building, civic plaza, event lawn, and new commercial kiosk.



Figure I.35 - Conceptual Rendering of the Farmers Market

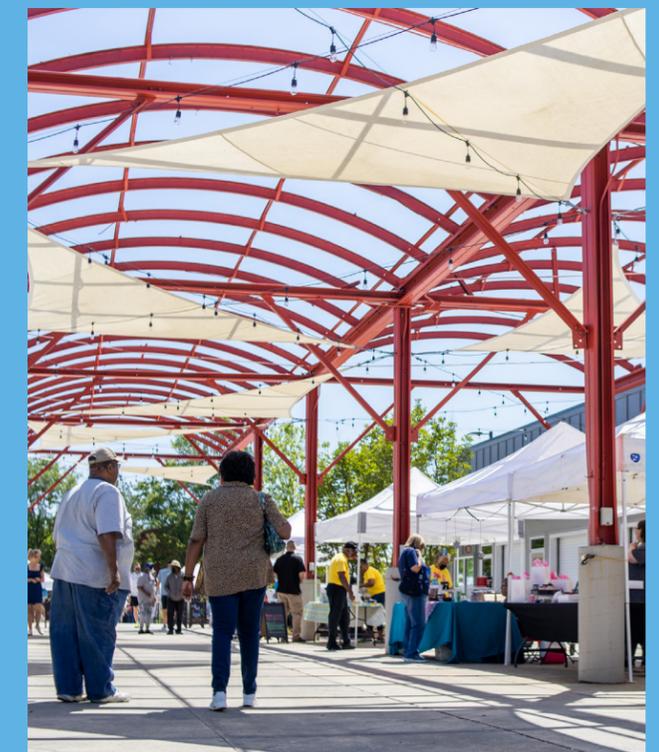
Case Study

City Center Farmers Market

The City Center Farmers Market is located at 200 Sanborn Street, Florence, SC. Since relocating there in early 2020, the market has seen significant growth and now operates year-round. The facility is part of a broader downtown revitalization effort supported by the Florence Downtown Development Corp. (FDDC) and the City of Florence, which have invested in infrastructure improvements and public amenities.

The market is funded through a mix of public investment and local incentives:

- \$3.7 million in Tax Increment Financing (TIF) was used to develop the City Center Market and surrounding infrastructure.
- Additional support comes from hospitality tax revenues, water/sewer utility revenues, and grant programs administered by the Downtown Development Department.



City Center Farmers Market | Kyle Roebuck

Williamson Mill District

- A** Williamson Mill Redevelopment – Serving a key role employing members of the Fort Mill community for over a century, the historic mill is poised to enter a new era as a catalyst for the district. Redevelopment should include a mix of uses and incorporate a mix of open spaces that connect to trails and other districts.
- B** Watson Street Realignment – Capitalizing on the mill redevelopment, realign Watson Street to improve safety and create a streetscape that incorporates wide sidewalks, street trees, and furnishings.
- C** Shaping a District – Redevelopment should align with the character of the mill and the surrounding mill village and should include a mix of uses.
- D** Bridging the Gap – Additional opportunities to span the railroad tracks and connect neighborhoods to downtown.
- E** Western Gateway – A commercial node along Spratt Street should be enhanced with the realignment of the intersection and the creation of public spaces.
- F** Connecting Districts – Multi-use paths along Railroad Avenue and the Williamson/Monroe White corridor should be considered to allow for safe and seamless bike/pedestrian travel between the downtown districts.



Figure I.36 - Main Street District Conceptual Plan

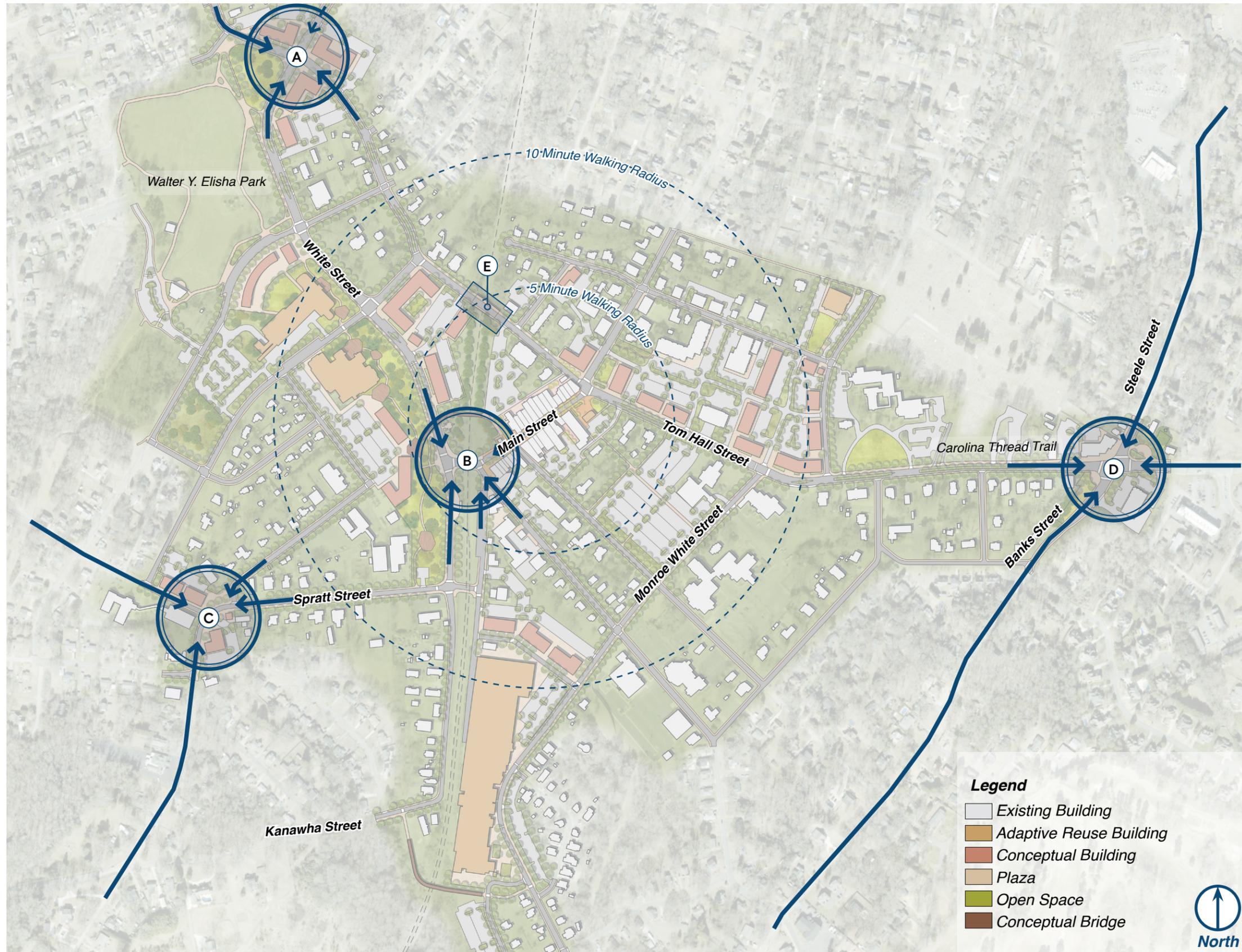


Figure I.37 - Gateways

Gateway Strategy

Several key gateways serve as entry points into Downtown Fort Mill, but there is currently little visual indication when entering the area. Identifying and enhancing these gateways can help establish a stronger sense of place through improved wayfinding, signage, and streetscape design that reflect the character and identity of downtown.

Key Strategies

- (A) US-21 Business / N. White Street (SC-160) Intersection:**

This is a major entry point for visitors coming from I-77. The potential realignment of SC-160 presents an opportunity to create a more defined and welcoming gateway into downtown.
- (B) Tom Hall Street (SC-160) / Steele Street / Banks Street Intersection:**

This corridor primarily serves traffic from the east and Indian Land. Enhancing both sides of SC-160 with gateway elements and creating visual features at the intersection will reinforce downtown identity and improve visibility.
- (C) Main Street / White Street / Railroad Avenue / Academy Street Intersection:**

This complex and hazardous intersection includes active rail lines and is adjacent to Millstone Park, Veterans Park, and Confederate Park. Existing signage at the base of Main Street provides some identity, but improvements to pedestrian safety and circulation—such as a potential pedestrian bridge across North White Street—could transform this into a more effective gateway.
- (D) Spratt Street / Harris Street / Massey Street Intersection:**

This entry point is currently unsafe and lacks visual cues. Enhancing safety and adding gateway features would improve the experience for those arriving from Riverview and surrounding neighborhoods.
- (E) New SC-160 Bridge:**

The bridge on Clebourne Street is a strong candidate for renovation. With the potential SC-160 realignment, there is an opportunity to redesign the bridge with gateway elements that signal arrival into downtown.

Open Space and Bike/ Pedestrian Network Strategy

Parks, paths, and plazas to name a few, are examples of public spaces that can be knitted together to create a network that allows people to seamlessly move and explore downtown. Building on the existing public spaces, expanding multi-use paths and integrating new public spaces into bike/pedestrian network will better connect the districts.

Key Strategies

- (A) Support the reconstruction of the Clebourne Bridge to include adequate pedestrian infrastructure, lighting, and beautification.
- (B) Develop a pedestrian passage between Confederate Park and Hobo's to connect the conceptual pedestrian bridge to Main Street.
- (C) Improve the Main Street streetscape with the selective removal of parking spaces, widening of the sidewalk, and installing decorative crosswalks, street trees in tree grates, overhead cafe lights, street furnishings, and other placemaking elements.
- (D) Develop a pedestrian passage from Main Street to Monroe White Street to connect to the future Carolina Thread Trail.
- (E) Realign Watson Street to improve safety, function, and aesthetics.
- (F) Study opportunities for another rail crossing near Kanawha Street.
- (G) Partner with a bike or scooter vendor to provide rentals at key locations throughout downtown like the Farmers Market, Walter Y. Elisha Park, Williamson Mill, and Main Street.
- (H) Study the opportunity to implement a pedestrian bridge that extends from Mill Stone Park, across White Street and the rail road, and connects to the north corner of Confederate Park.
- (I) Study Tom Hall Street corridor as a preferred alignment for the Carolina Thread Trail.
- (J) Study Monroe White Street as an opportunity for a spur of the Carolina Thread Trail in efforts to connect the Mill District to Main Street and Tom Hall Street.
- (K) Develop a linear park.
- (L) Build a plaza at the Top of Main.



Figure I.38 - Open Space and Bike/Pedestrian Network



Parking Strategy

Within the downtown study area, there are over 3,500 combined public and privately-owned parking spaces. Of those, 70 are public on-street spaces and 877 are public off-street spaces. Over 2,600 parking spaces are privately-owned and of those, nearly 1,300 of those spaces are owned by places of worship.

Key Strategies

- (A) Conduct a parking study to develop a strategy for parking. The study should provide recommendations for wayfinding, parking partnerships, shared parking, special event parking, timed parking, metered parking, enforcement, and the adoption of parking technologies.
- (B) Maintain parking agreements and improve access to parking lots located behind buildings on Main Street.
- (C) Develop shared parking agreements with downtown places of worship.
- (D) Study the feasibility of building a parking structure within 1-2 blocks of Main Street.

Figure I.39 - Parking Strategy

Chapter II. Downtown Design Guidelines



INTRODUCTION

The Downtown Design Guidelines provide a framework to shape future development, additions, and renovations in downtown Fort Mill. They express the community's vision while ensuring growth respects the distinct character of each district and aligns with core urban design principles.

Historic properties within the Fort Mill Downtown Historic District continue to be governed by the adopted architectural standards ([Historic District Design Guidelines](#)) and review processes. However, areas outside the Historic District have lacked consistent design guidance.

These Guidelines address that gap by providing clear expectations for both Town staff and private developers regarding the public realm, site design, and building design. The intent is to ensure that all future investment strengthens community identity, enhances walkability, and contributes to a cohesive, vibrant downtown.



Main Street Fort Mill | Road Trips & Coffee

Organization

The Guidelines are divided into three sections: Public Realm, Site Design, and Building Design.

Public Realm

The Public Realm guidelines focus on shared community spaces downtown including public streets, sidewalks, parks, and plazas. Their purpose is to shape vibrant, engaging environments that encourage pedestrian activity and community interaction.

Site Design

The Site Design guidelines address the physical layout of new development, including building placement, height, and overall massing. They also cover important elements such as open space, stormwater control, and parking, ensuring that projects align with the character and long-term vision of downtown.

Building Design

The Building Design guidelines define the architectural identity found within the downtown districts. They provide direction on facade treatments and key features such as entries, windows, roofs, doorways, and materials. A strong emphasis is placed on activating ground-level spaces to foster lively, pedestrian-friendly street fronts.

Chapter Cover: Main Street in Downtown Fort Mill

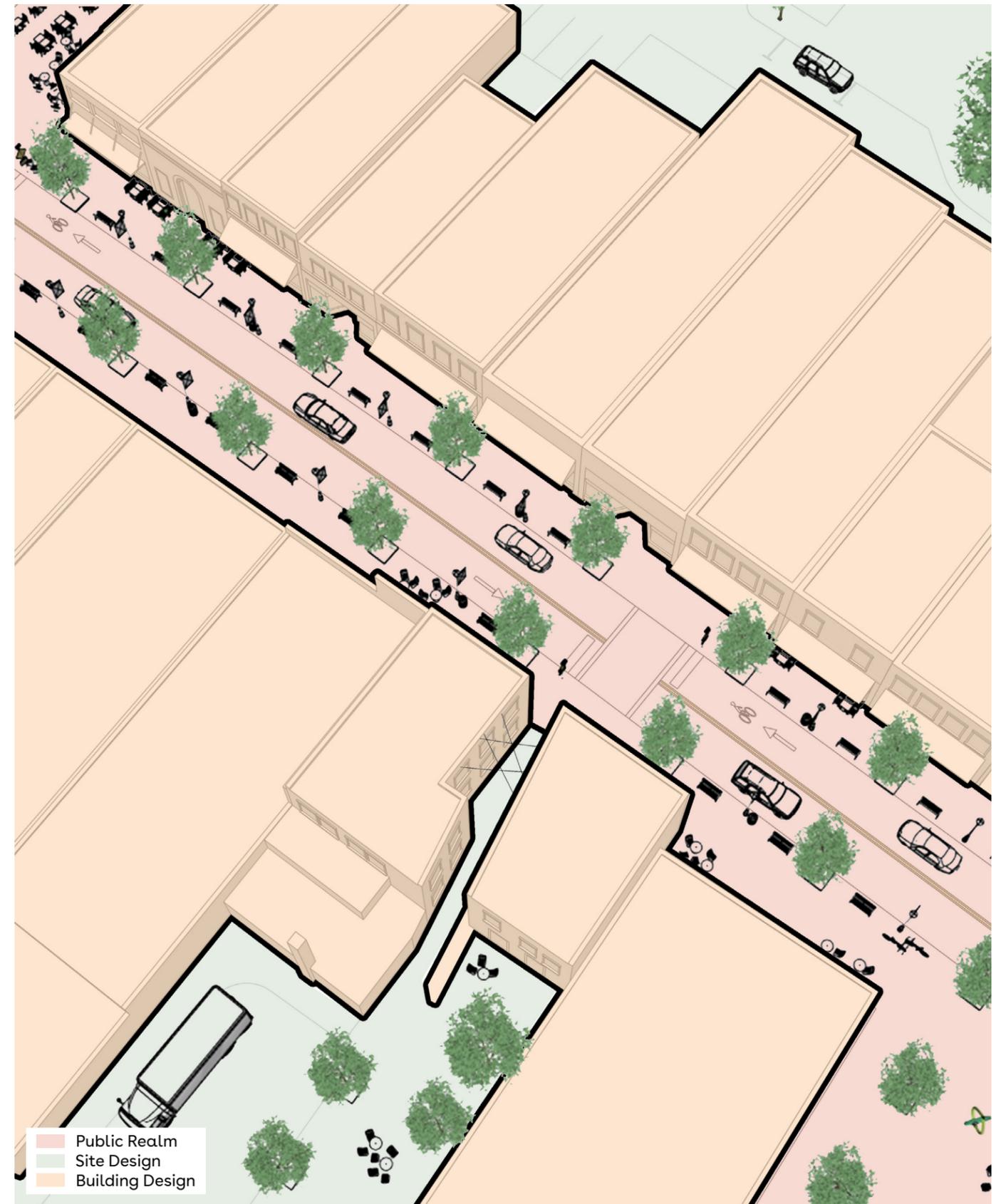


Figure II.1 - Public Realm Diagram

PUBLIC REALM

The public realm encompasses all public and semi-public spaces extending from one building frontage to another. These spaces form the connective framework of downtown and are essential to creating a lively, walkable environment.

In Fort Mill, the quality of the public realm shapes how people experience downtown, influencing comfort, accessibility, and opportunities for community interaction. Thoughtful design should support walkability and provide welcoming settings where residents and visitors can gather and connect.

Elements such as generous sidewalks, outdoor dining, landscaping, bike and pedestrian infrastructure, public art, plazas, and parks all contribute to an inclusive, welcoming, and vibrant public realm.

Blocks

A series of streets and alleys create blocks which outline the spaces for buildings. Together these streets, alleys, and blocks create block patterns giving areas of a city unique character. Urban blocks are ideally between 300-500 feet to promote walkability and cross maneuverability. Fort Mill's downtown core is not arranged in a typical historic block pattern due to the railroad corridor that transects the downtown. However, the residential developments along the edges of the downtown study area are arranged in a more typical block structure. The downtown area has a more organic layout due to the natural growth and development of the town. The following section provides opportunities to strengthen the city's block grid and provides more opportunities for better connections. Each character district is accompanied by a block diagram that simplifies the street network (black solid lines) and proposed streets (dash black lines).

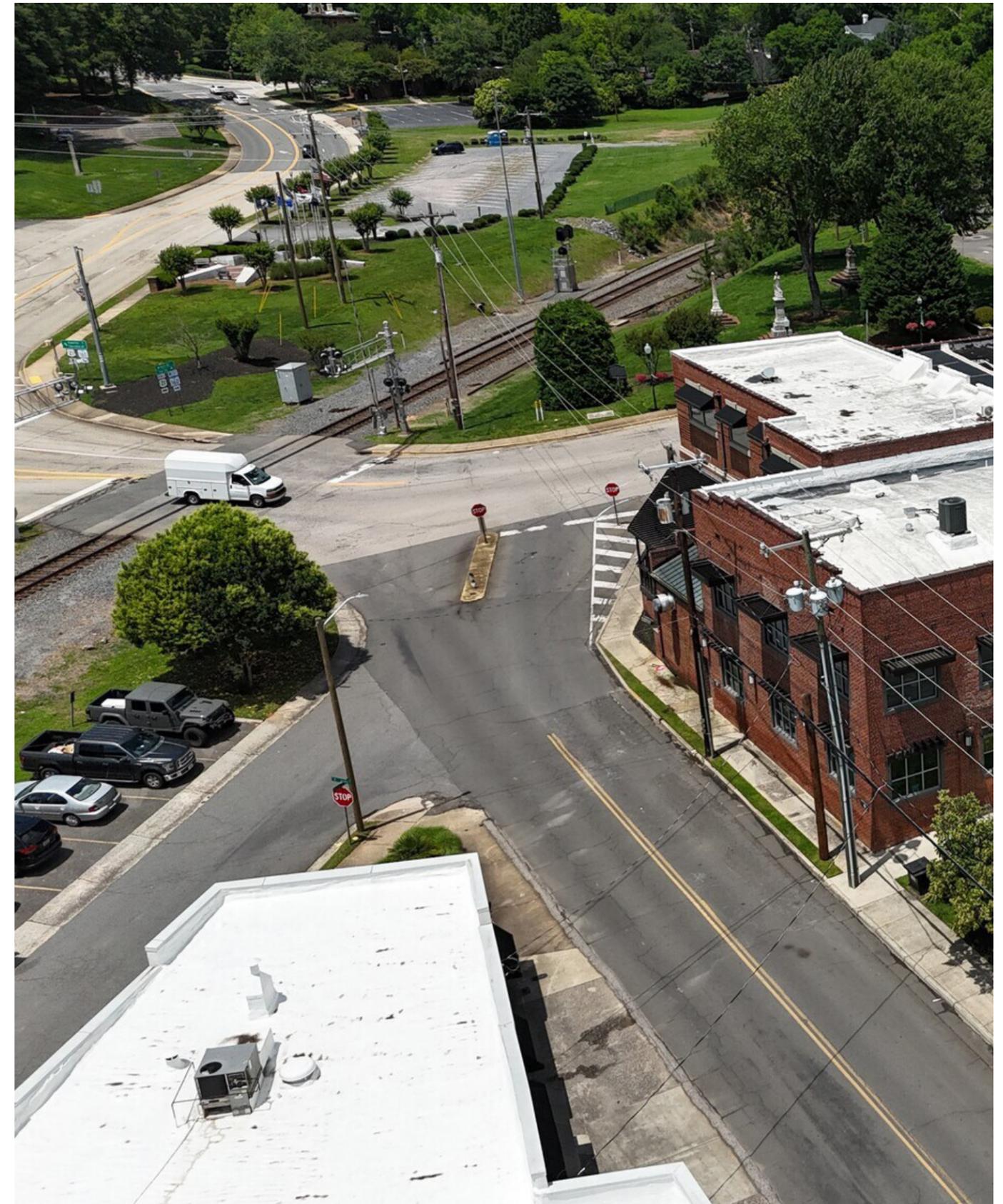


Public Realm Elements | Road Trips & Coffee

OPPORTUNITIES

General Opportunities include:

- Strengthen downtown's block network by filling gaps in the street grid and creating smaller, walkable blocks.
- Introduce new street and alley (public and private) connections to improve circulation, reduce congestion, and provide more options for vehicles, pedestrians, and cyclists.
- Enhance pedestrian corridors and crossings to improve safety and encourage walking between districts.
- Reorganize fragmented or disconnected parking areas into shared systems that support redevelopment.
- Use redevelopment opportunities to create a more cohesive urban fabric, balancing historic character with modern needs.
- Reinforce gateways into downtown with safer intersections, improved streetscapes, and stronger visual identity.



Intersection of White Street, Railroad Avenue, Academy Street, Main Street, and the Railroad

Main Street District

The Main Street District is shaped by the railroad, which bisects the area and creates challenges for both pedestrian and vehicular connectivity. Limited and low-quality crossings disrupt movement and form barriers within the downtown core, reducing accessibility and walkability—essential elements of a vibrant urban environment.

Along Main Street, rear parking lots serve adjacent retail but lack a formal structure for circulation and access. A well-defined alley network would improve safety and connectivity, support future redevelopment, and strengthen the overall urban fabric.

North of Tom Hall Street, a large block of individual parcels with separate parking arrangements is poised for redevelopment. This presents an opportunity to implement a unified alley system, improving functionality and creating a more attractive, pedestrian-friendly streetscape. Thoughtful planning can ensure future development advances broader goals for connectivity, accessibility, and design quality in the Main Street District.

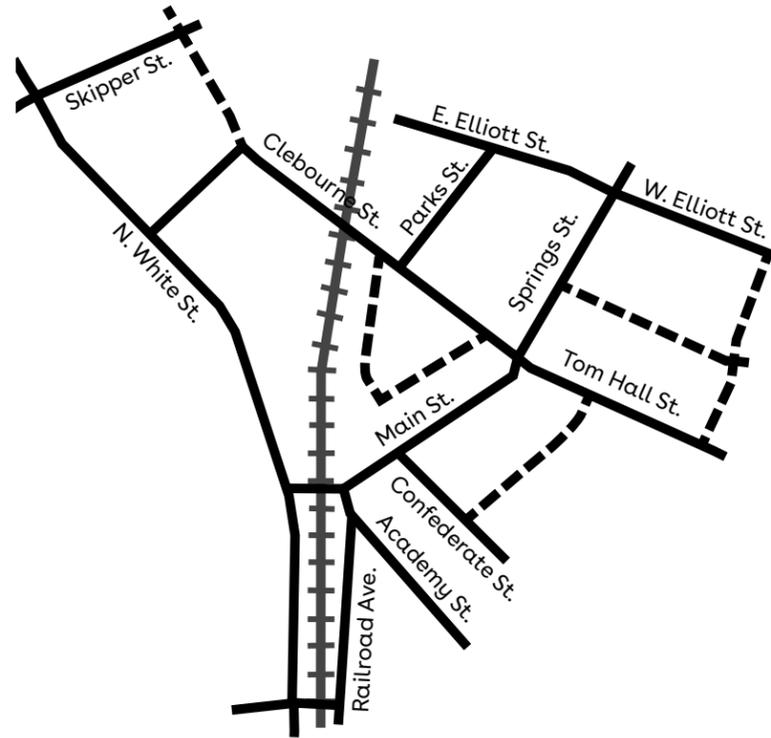


Figure II.2 - Main Street District Blocks Diagram



Main Street in the Main Street District

OPPORTUNITIES

- Improve crossings over the railroad to reduce barriers and strengthen connectivity.
- Reorganize rear parking lots with a defined alley network to improve circulation and access.
- Support redevelopment through clearer and safer access routes.
- Implement a unified alley system north of Tom Hall Street to enhance functionality.
- Create a more attractive, pedestrian-friendly streetscape in redevelopment areas.

Williamson Mill District

The Williamson Mill District is centered around the historic Williamson Mill along the railroad, originally used for industrial purposes. Like the Main Street District, limited and low-quality crossings create barriers that reduce accessibility and walkability within the downtown area.

Spratt Street, a minor arterial, connects the southern part of Fort Mill to downtown, but its intersection with Massey Street and Harris Street is particularly hazardous for both pedestrians and vehicles. Aligning Massey Street more directly with Spratt Street would enhance safety and circulation.

Additional recommendations include straightening Watson Street and extending Railroad Avenue slightly south to improve connectivity. A defined alley extension along the west side of the mill would provide truck access for potential redevelopment.

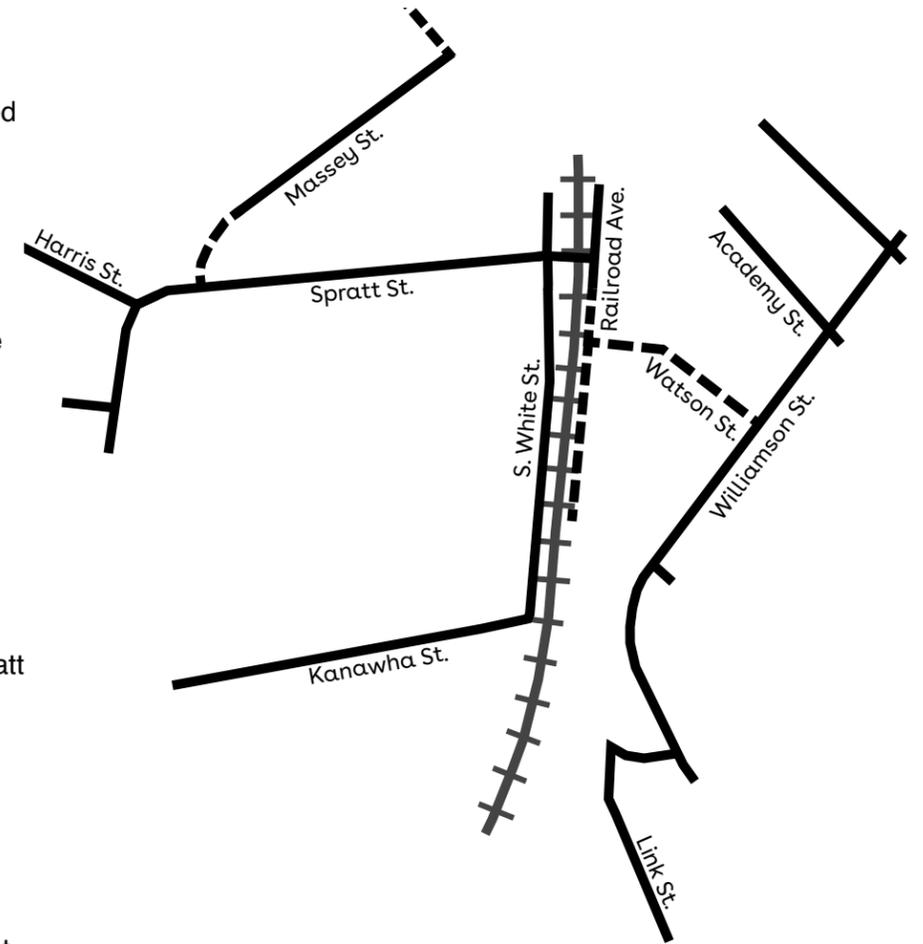


Figure II.3 - Williamson Mill District Blocks Diagram



Watson Street in Williamson Mill District

OPPORTUNITIES

- Upgrade railroad crossings to improve connectivity and walkability.
- Realign Massey Street to intersect Spratt Street for a safer, more functional intersection.
- Straighten Watson Street to improve block circulation.
- Extend Railroad Avenue south to strengthen the street network.
- Add an alley west of Williamson Mill to support truck access and redevelopment.

Walter Y. Elisha Park District

The Walter Y. Elisha Park District is centered around the park, with North White Street (SC-160) and Old Nation Road (US-21 Business) serving as key entrances into downtown Fort Mill. The intersection of these roads functions as a gateway but can be hazardous for both pedestrians and vehicles, reducing accessibility and safety.

Recommendations include rerouting SC-160 off North White Street south of Old Nation Road and creating a more formalized intersection to improve traffic flow and pedestrian safety. A public right-of-way behind the Amphitheater currently connects its parking lot to the Calhoun Street Park parking lot, providing a potential pedestrian and vehicle link to Calhoun Street and Looms Way. Another possible improvement is a new street connection between McCammon Street and Massey Street to strengthen circulation in the district. Aligning Sidney Johnson Street more directly with the new SC-160 realignment would enhance safety and circulation.

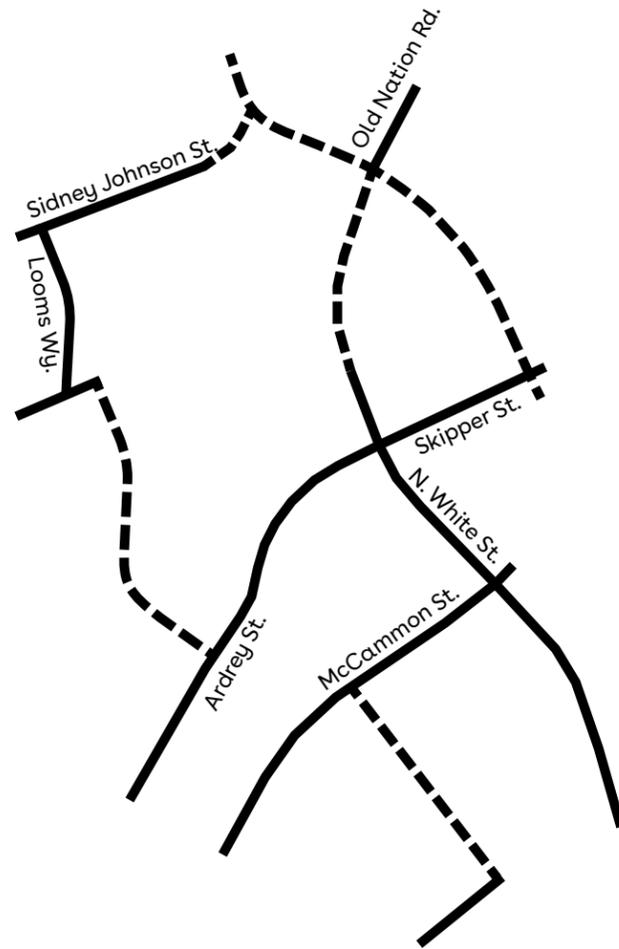


Figure II.4 - Walter Y. Elisha Park District Blocks Diagram



N. White Street in Walter Y. Elisha Park District | Google Earth

OPPORTUNITIES

- Explore rerouting SC-160 off North White Street to reduce conflicts and enhance circulation.
- Redesign the SC-160/Old Nation Road intersection to improve safety and create a stronger downtown gateway.
- Formalize the right-of-way connection behind the amphitheater to Calhoun Street and Looms Way for better pedestrian and vehicle access.
- Consider new street connections, such as McCammon Street to Massey Street, to strengthen block circulation.
- Align Sidney Johnson Street with the new SC-160 realignment.

Tom Hall Corridor District

The Tom Hall Corridor District centers on Tom Hall Street (SC-160), a key entrance into downtown Fort Mill from the east. The blocks in this district are relatively large and include a mix of uses, from expansive church campuses to smaller retail and residential properties. Thoughtful planning in the Tom Hall Corridor can enhance connectivity, support future redevelopment, and strengthen the district's role as a gateway into downtown.

Continuing the Main Street District's recommendations for the area north of Tom Hall Street, a large block of individual parcels with separate parking arrangements is poised for redevelopment. This presents an opportunity to implement a unified alley system, improving circulation and creating a more attractive, pedestrian-friendly streetscape.

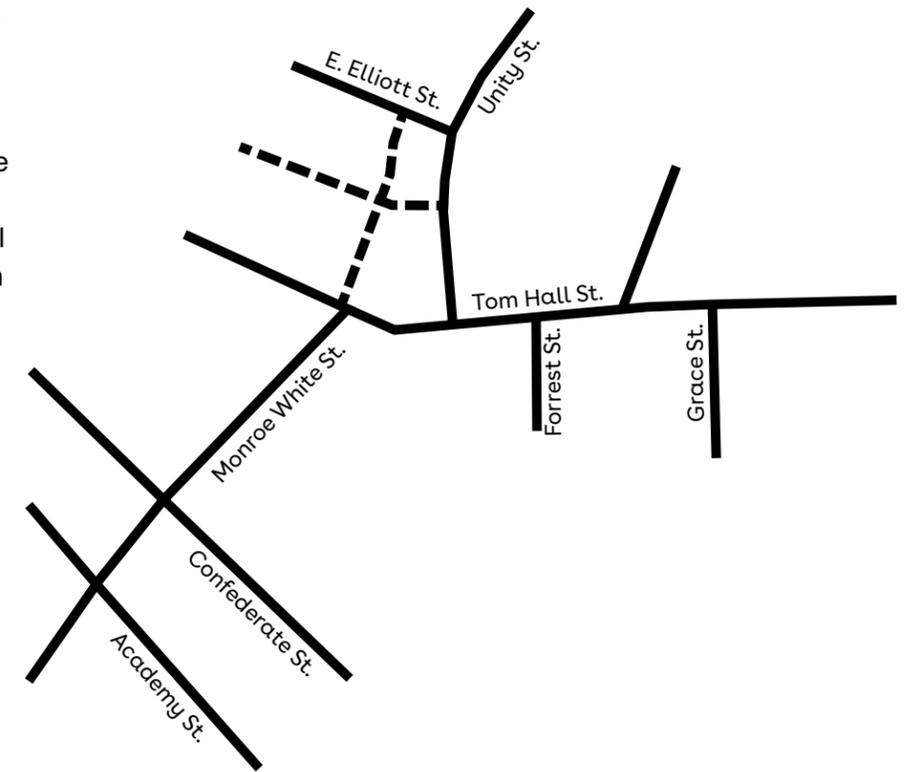


Figure II.5 - Tom Hall Corridor District Blocks Diagram



Tom Hall Street in Tom Hall Corridor District

OPPORTUNITIES

- Redevelop large blocks to improve connectivity and support more walkable development patterns.
- Implement a unified alley system to coordinate access and circulation across parcels.
- Reorganize fragmented parking lots into shared, more efficient arrangements.
- Enhance streetscape design along Tom Hall Street to strengthen its role as a gateway into downtown.
- Encourage redevelopment that integrates smaller-scale retail, residential, and civic uses into a more cohesive urban fabric.

Streets

Functional Classification

Road functional classification categorizes streets and highways based on the level of service they offer for vehicular travel. The Federal Highway Administration (FHWA) establishes criteria such as traffic volume, vehicular speeds, and connectivity, which transportation agencies utilize to classify roadways. Annual Average Daily Traffic (AADT) serves as a key metric for analyzing and predicting traffic volume.

Principal Arterials

Principal arterials accommodate the highest traffic volumes, often spanning long distances and linking multiple towns, neighborhoods, and major activity centers. Examples in the downtown area include portions of N. White Street, Clebourne Street, and Tom Hall Street which serves as SC 160.

Minor Arterials

Minor arterials serve smaller geographic areas with a lower level of mobility compared to principal arterials. Examples include S. White Street, Harris Street, and Spratt Street., which serves as US-21.

Major Collectors

Major collectors facilitate traffic flow between local streets and arterials, connecting multiple local streets within a neighborhood. Examples in the downtown area include Confederate Street, Academy Street, Main Street, McCammon Street, and Monroe White Street, and Williamson Street.

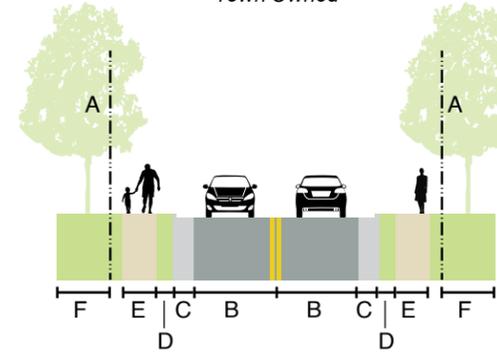
Local Streets

Local streets have minimal traffic volumes, low speeds, and limited connectivity but offer direct access to adjacent land. Most downtown streets fall under this classification.

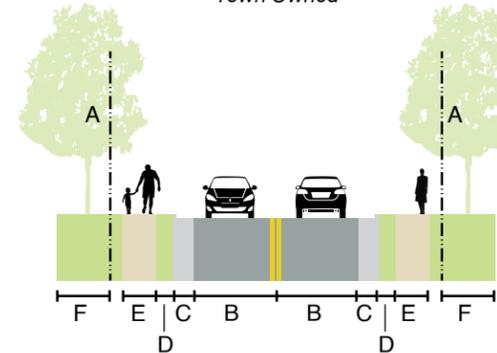
EXISTING SECTIONS		
A	Right-of-Way Line	D Buffer
B	Travel Lane	E Sidewalk
C	Curb and Gutter	F Building/Property

Figure II.6 - Existing Street Sections Legend

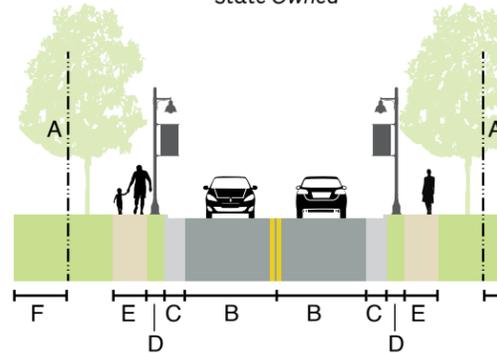
Local (Typical: 40')
Town Owned



Major Collector (Typical: 40')
Town Owned



Urban - Minor Arterial (Typical: 50')
State Owned



Urban - Principal Arterial - Other (Typical: 60')
State Owned

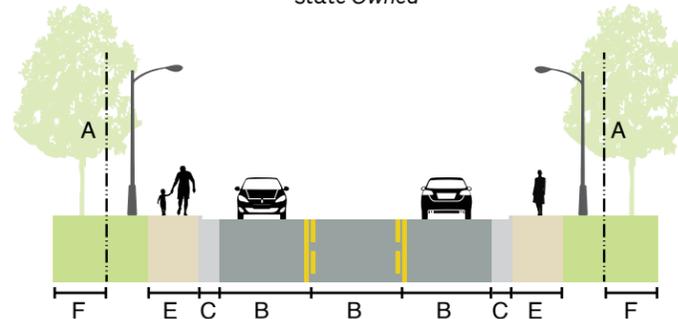


Figure II.7 - Existing Street Sections

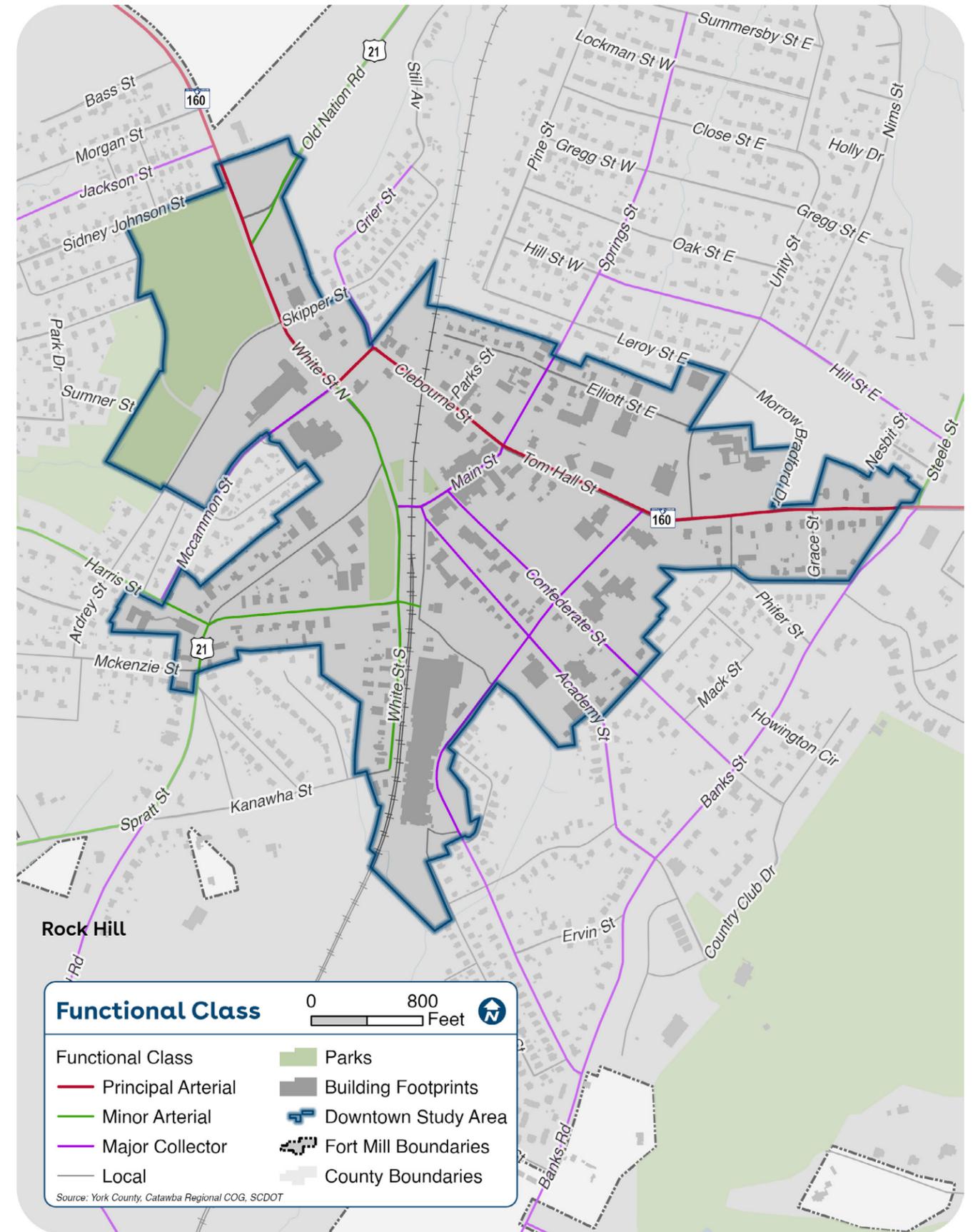


Figure II.8 - Functional Classification Map I Esri

Streetscape Character

Methodology

Streetscape character typologies were developed based on Fort Mill's existing street conditions, usage patterns, surrounding context, and functional roles. These typologies reflect the diversity of the town's street network and are intended to guide future improvements.

Six distinct street typologies were identified, considering factors such as right-of-way (ROW) width, streetscape elements, adjacent land uses, pedestrian activity, bicycle infrastructure, and vehicular traffic volumes. These typologies provide a framework for understanding how different streets function and how they can evolve.

Streetscape character typologies should inform future streetscape enhancements and the implementation of design strategies. They serve as a foundation for incorporating elements such as on-street parking, landscaping, lighting, and pedestrian amenities—each tailored to the unique characteristics of Fort Mill's streets and downtown character districts.

Boulevard

These streets are designed to accommodate higher traffic volumes with 2–4 travel lanes and often include a planted median or turn lane. Despite their vehicular focus, they support multimodal use through sidewalks or multi-use paths on both sides. Boulevards serve as key connectors between districts and often feature landscaping and occasional on-street parking.

Community Collector

Community collectors are two-lane corridors that connect neighborhoods to downtown and other civic destinations. They typically feature sidewalks on both sides and may include multi-use paths or trail connections. These streets support moderate traffic volumes and are characterized by their civic and residential frontages. Planting strips are generally not present.

Neighborhood Collector

Neighborhood collectors are narrower, two-lane corridors that serve local residential areas. They often include sidewalks on one or both sides and may have a buffer zone or amenity strip. These streets prioritize walkability and local access, with lower traffic volumes and a more intimate residential scale.

Residential

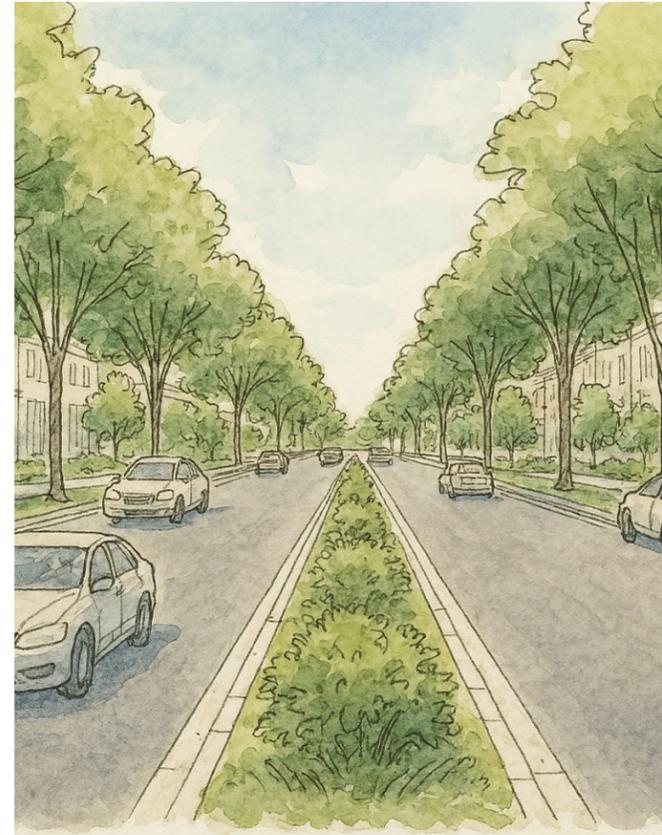
Residential streets are the most intimate in scale, typically with two travel lanes and minimal traffic. Sidewalks and planting strips may be present, but pedestrian infrastructure is less formal. These streets support low-density housing and local circulation, with occasional informal on-street parking and limited street amenities.

Alley

Alleys typically have one to two travel lanes with a rolling curb and are located behind buildings or between properties. In a downtown environment, they can be enhanced with specialty paving, lighting, and public art to support pedestrian movement and create intimate, walkable connections between blocks.

Special

Special streets, such as Main Street and Railroad Avenue, are designed to support high pedestrian activity and flexible use. They feature wide sidewalks, on-street parking, and street amenities like lighting, banners, and seating. These streets can be adapted for festivals or pedestrian-only events, making them central to Fort Mill's public life and identity.



Conceptual Rendering of Boulevard Character



Conceptual Rendering of Neighborhood Collector Character



Conceptual Rendering of Specialty Street Character

STREETSCAPE CHARACTER OF EXISTING STREETS TABLE				
Street Name	Streetscape Character	Street Classification	R.O.W. Range (ft)	Speed Limit Range (mph)
S White Street (US-21)	Boulevard	Urban - Minor Arterial	50' (-140*)	-
Spratt Street (US-21)	Boulevard	Urban - Minor Arterial	50' (-75*)	30 mph
Old Nation Road (US-21)	Boulevard	Urban - Minor Arterial	75' (- 215*)	45 mph
Tom Hall Street (SC-160)	Boulevard	Urban - Principal Arterial - Other	48' - 60'	35 mph
Clebourne Street (SC-160)	Boulevard	Urban - Major Collector	50' - 92' (111*)	-
N White Street (US-21 & SC-160)	Boulevard	Urban - Principal Arterial - Other	75' - 76'	35 mph
Monroe White Street	Community Collector	Major Collector	40'	25 mph
Williamson Street	Community Collector	Major Collector	40'	25 mph
Academy Street	Community Collector	Urban - Major Collector	38' - 40'	-
Confederate Street	Community Collector	Urban - Major Collector	38' - 42'	-
Clebourne Street	Community Collector	Urban - Major Collector	50' - 92' (111*)	-
Harris Street	Community Collector	Urban - Minor Arterial	48'	25 mph
Massey Street	Neighborhood Collector	Local	30' - 46' (75' & 122*)	-
Ardrey Street	Neighborhood Collector	Local	40' - 45' (64*)	-
Forest Street	Neighborhood Collector	Local	40'	-
S White Street (South of Spratt)	Neighborhood Collector	Urban - Local	126' - 190**	-
E Elliott Street	Neighborhood Collector	Urban - Local	40'	20 mph
Unity Street	Neighborhood Collector	Urban - Local	40' (70*)	20 mph
Grier Street***	Neighborhood Collector	Urban - Major Collector	33' - 42'	20 mph
McCammon Street	Neighborhood Collector	Urban - Major Collector	35'	-
Sidney Johnson Street	Neighborhood Collector	Urban - Local	40'	-
Skipper Street	Neighborhood Collector	Urban - Major Collector	39' - 40'	-
Springs Street	Neighborhood Collector	Urban - Major Collector	50' - 53' (75*)	20 mph
Meacham Street***	Residential	Local	36' - 40' (73*)	-
Link Street	Residential	Local	40'	20 mph
W Elliott Street	Residential	Urban - Local	15' - 41'	20 mph
Parks Street	Residential	Urban - Local	18'	-
Morrow Bradford Drive***	Residential	Urban - Local	30' (-70*)	-
Grace Street	Residential	Urban - Local	40'	-
Kanawha Street	Residential	Urban - Local	40'	30 mph
McKenzie Street	Residential	Urban - Local	40'	-
Alley	Alley	Local	20'-25'	-
Main Street	Special	Urban - Principal Arterial - Other	47' - 78'	20 mph
Railroad Avenue	Special	Local	40' - 190**	-
Watson Street	Special	Local	20' (26*)	-

Figure II.9 - Streetscape Character Table
Streets are wider at certain intersections*

Streets have wider rights-of-way to accommodate the railroad**
Streets end or start at the edge of the study area***

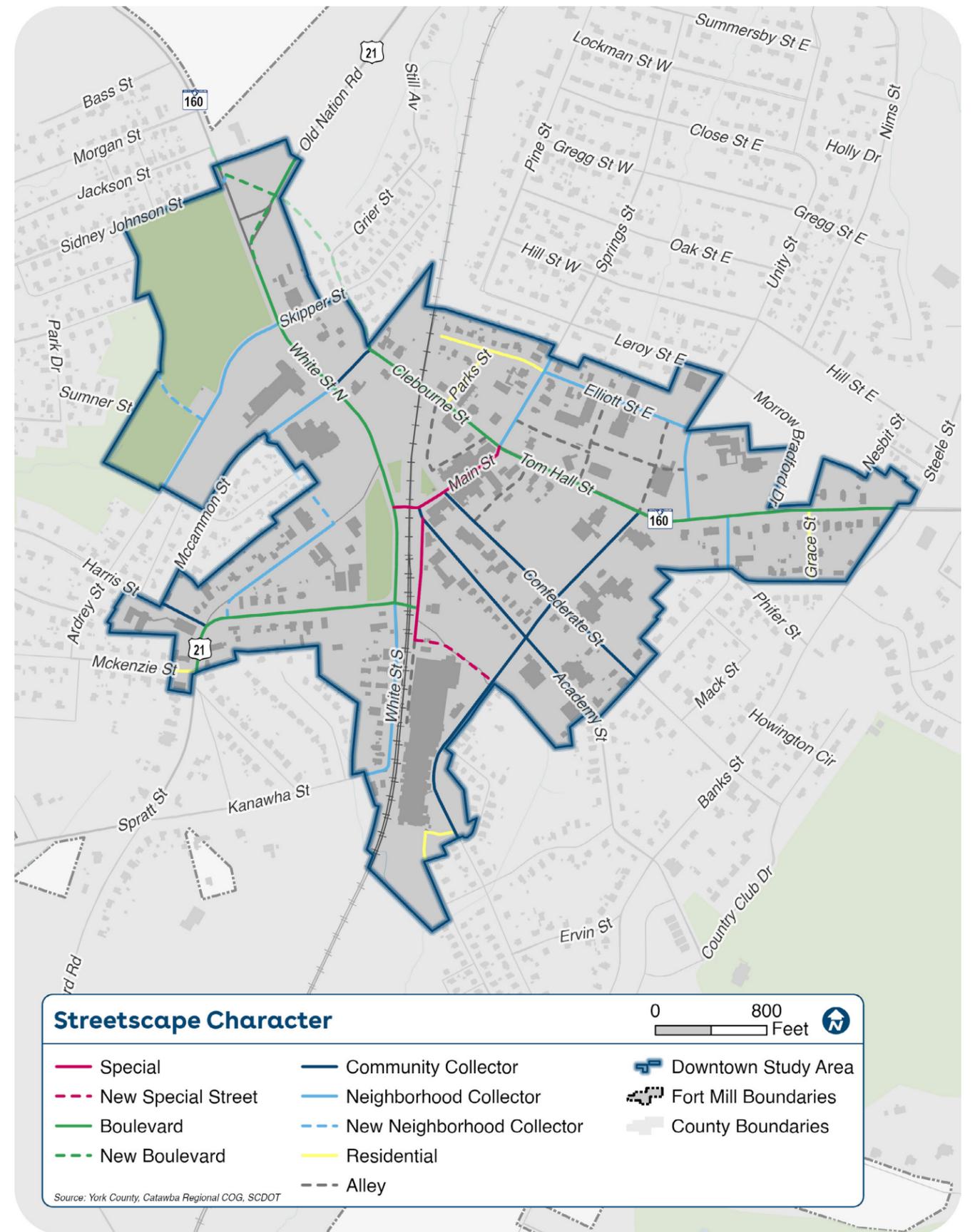


Figure II.10 - Streetscape Character Map | Esri

Boulevard - A (Typical 50'-60')

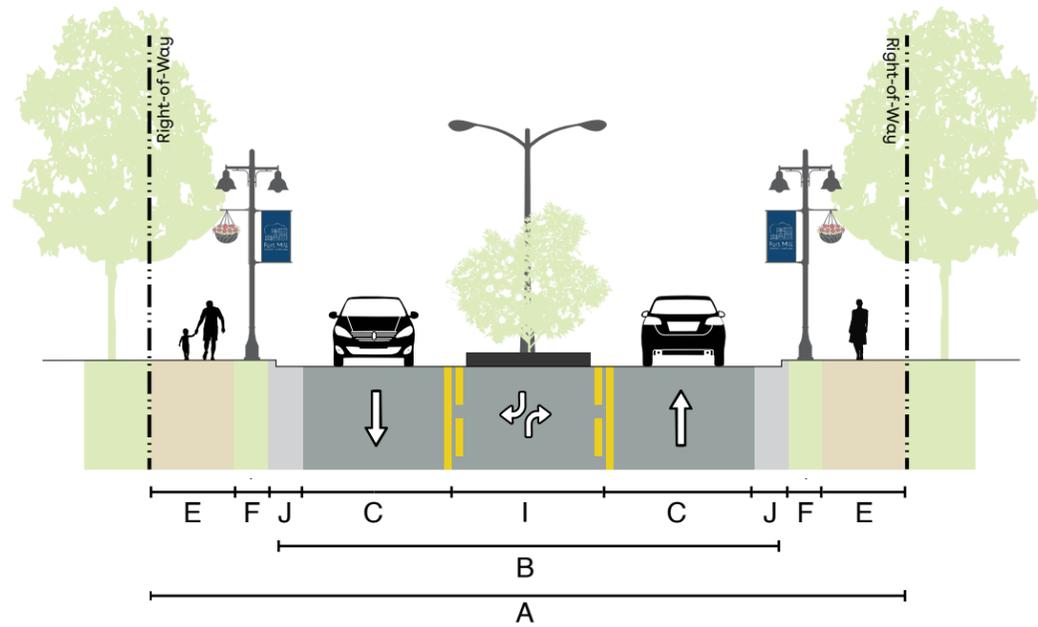


Figure II.11 - Boulevard - A Section, 55' ROW Shown

BOULEVARD - A	
Street Design Elements	Dimensions
A. Right-of-Way (ROW) Width	48'-75' (varies)
B. Pavement Width (face of curb to face of curb in feet)	22'-48' (varies)
C. Travel Lanes (width in feet of each lane, total number of lanes)	11', 3 lanes (varies)
D. On-Street Parking (type, width in feet, number of sides of the street)	None
E. Sidewalk Width (feet), Multi-Use Path Width (feet)	6' (varies)
F. Amenity Zone Width (Type, width in feet)	Grass, 2.5' (varies)
G. Street Trees, Spacing (feet)	Outside of ROW, 40' on center
H. Pedestrian Lighting	Decorative streetlights, Cobra-head lights
I. Turning Lane (type, width in feet)	Alternative median, 11'
J. Curb (type, width in feet)	Vertical, 2.5' width for curb and gutter pan
K. Bike Facilities	Sharrows within travel lane

Figure II.12 - Boulevard - A Table

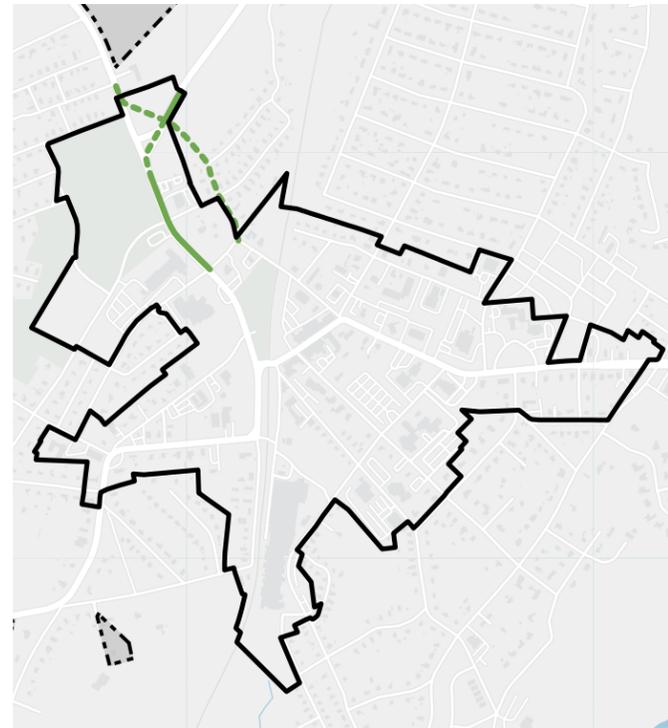


Figure II.13 - Boulevard - A Map

(Coordinate street trees, lighting, and pedestrian amenities to ensure proper spacing and quantity. Ideal conditions may not be possible where ROW width varies.)

Boulevard - B (Typical 50'-60')

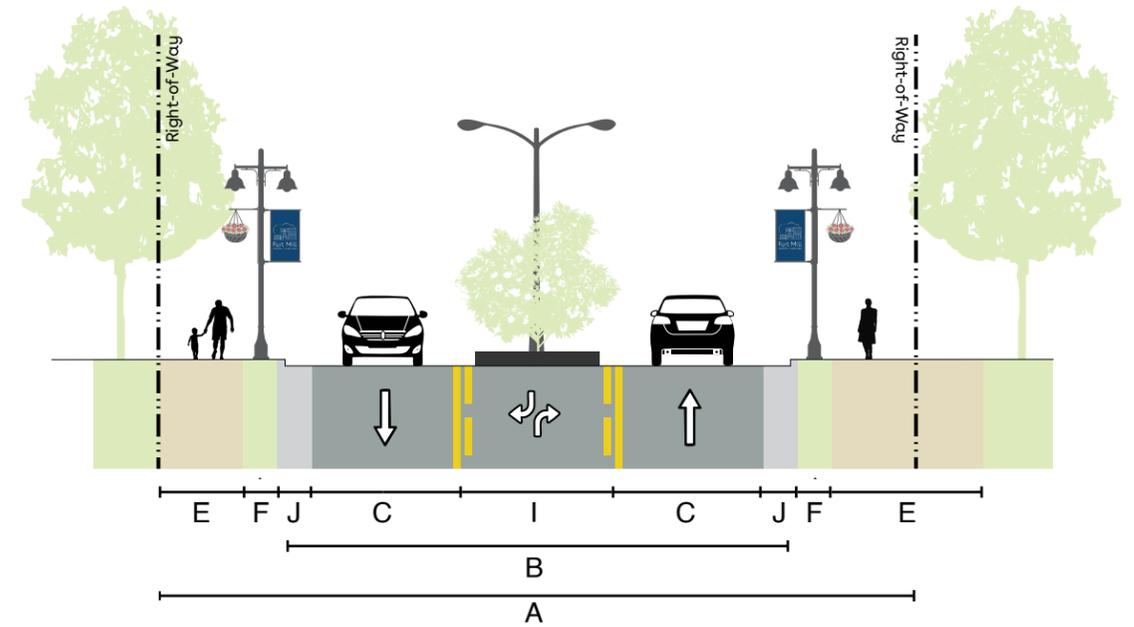


Figure II.14 - Boulevard - B Section, 55' ROW Shown

BOULEVARD - B	
Street Design Elements	Dimensions
A. Right-of-Way (ROW) Width	48'-75' (varies)
B. Pavement Width (face of curb to face of curb in feet)	22'-48' (varies)
C. Travel Lanes (width in feet of each lane, total number of lanes)	11', 3 lanes (varies)
D. On-Street Parking (type, width in feet, number of sides of the street)	Parallel, 6', 1-2 sides (varies)
E. Sidewalk Width (feet), Multi-Use Path Width (feet)	6' (varies), 14'
F. Amenity Zone Width (Type, width in feet)	Grass, 2.5' (varies)
G. Street Tree Spacing (feet)	Outside of ROW, 40' on center
H. Pedestrian Lighting	Decorative streetlights, Cobra-head lights
I. Turning Lane (type, width in feet)	Alternative median, 11'
J. Curb (type, width in feet)	Vertical, 2.5' width for curb and gutter pan
K. Bike Facilities	Sharrows within travel lane, On Multi-Use Path

Figure II.15 - Boulevard - B Table

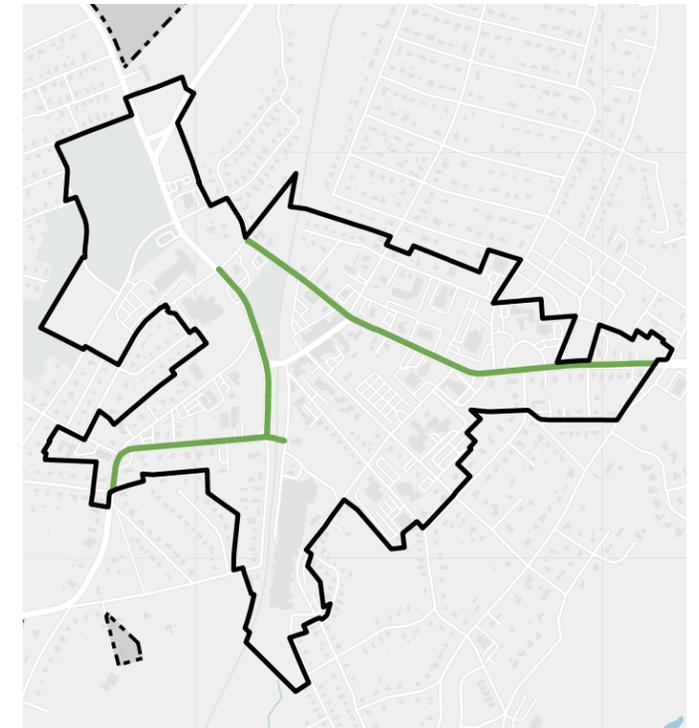


Figure II.16 - Boulevard - B Map

(Coordinate street trees, lighting, and pedestrian amenities to ensure proper spacing and quantity. Ideal conditions may not be possible where ROW width varies.)

Community Collector (Typical 40')

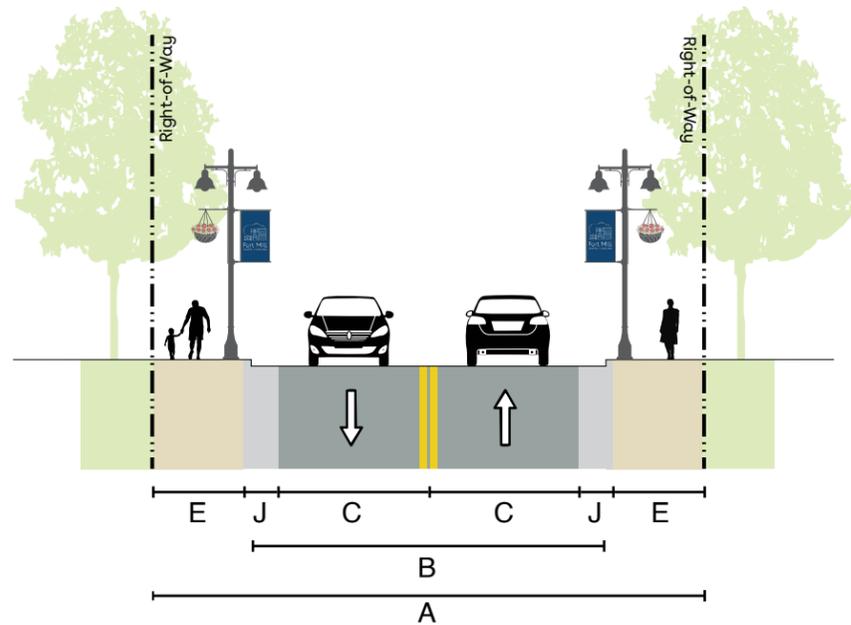


Figure II.17 - Community Collector Section, 40' ROW Shown

COMMUNITY COLLECTOR	
Street Design Elements	Dimensions
A. Right-of-Way (ROW) Width	40-48' (varies)
B. Pavement Width (face of curb to face of curb in feet)	20'-33' (varies)
C. Travel Lanes (width in feet of each lane, total number of lanes)	11', 2 lanes (varies)
D. On-Street Parking (type, width in feet, number of sides of the street)	None
E. Sidewalk / Multi-Use Path Width (feet)	6.5' (varies)
F. Amenity Zone Width (Type, width in feet)	None
G. Street Tree Spacing (feet)	Outside of ROW, 40' on center
H. Pedestrian Lighting	Decorative streetlights
I. Turning Lane (type, width in feet)	None
J. Curb (type, width in feet)	Vertical, 2.5' width for curb and gutter pan
K. Bike Facilities	Sharrows within travel lane

Figure II.18 - Community Collector Table

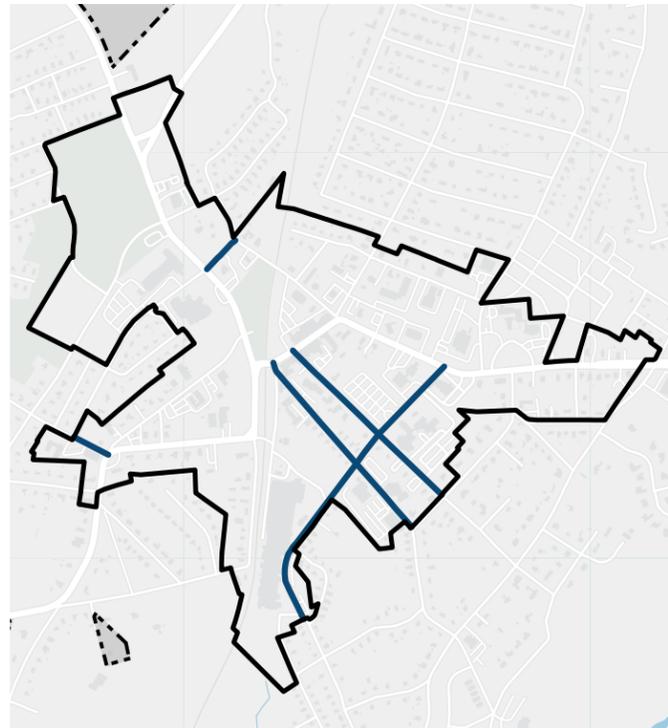


Figure II.19 - Community Collector Map

(Coordinate street trees, lighting, and pedestrian amenities to ensure proper spacing and quantity. Ideal conditions may not be possible where ROW width varies.)

Neighborhood Collector (Typical 40')

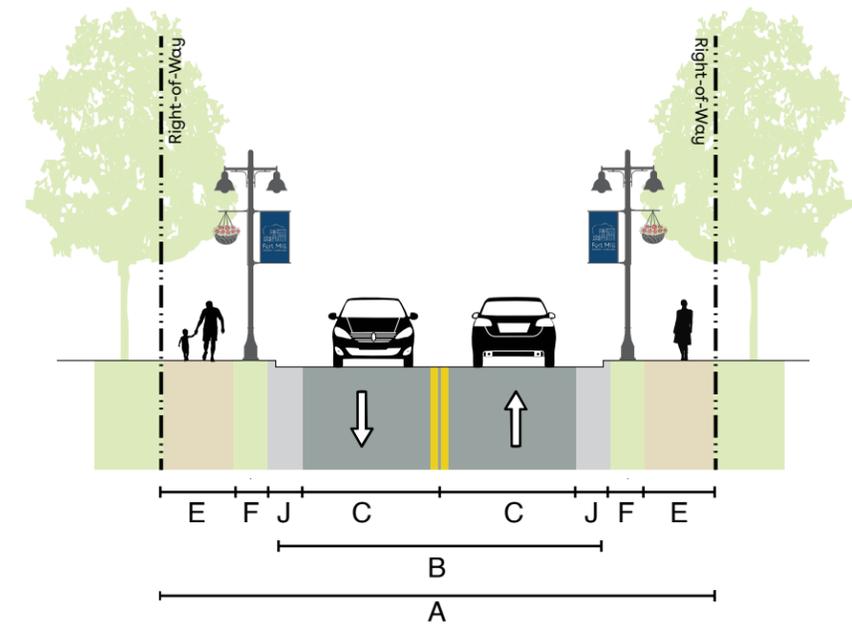


Figure II.20 - Neighborhood Collector Section, 40' ROW Shown

NEIGHBORHOOD COLLECTOR	
Street Design Elements	Dimensions
A. Right-of-Way (ROW) Width	30'-53' (varies)
B. Pavement Width (face of curb to face of curb in feet)	18'-30' (varies)
C. Travel Lanes (width in feet of each lane, total number of lanes)	10', 2 lanes (varies)
D. On-Street Parking (type, width in feet, number of sides of the street)	Angled, 25', 1 side (varies) / Perpendicular, 20', 1 side (varies)
E. Sidewalk / Multi-Use Path Width (feet)	5' (varies)
F. Amenity Zone Width (Type, width in feet)	Grass, 2.5' (varies)
G. Street Tree Spacing (feet)	Outside of ROW, 40' on center
H. Pedestrian Lighting	Decorative streetlights
I. Turning Lane (type, width in feet)	None
J. Curb (type, width in feet)	Vertical, 2.5' width for curb and gutter pan
K. Bike Facilities	Sharrows within travel lane

Figure II.21 - Neighborhood Collector Table

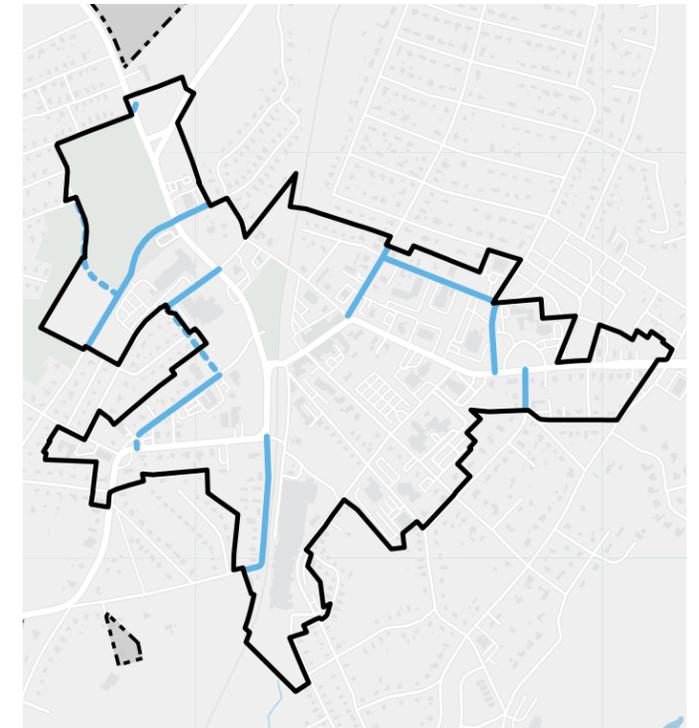


Figure II.22 - Neighborhood Collector Map

(Coordinate street trees, lighting, and pedestrian amenities to ensure proper spacing and quantity. Ideal conditions may not be possible where ROW width varies.)

Main Street - A (Typical 47')

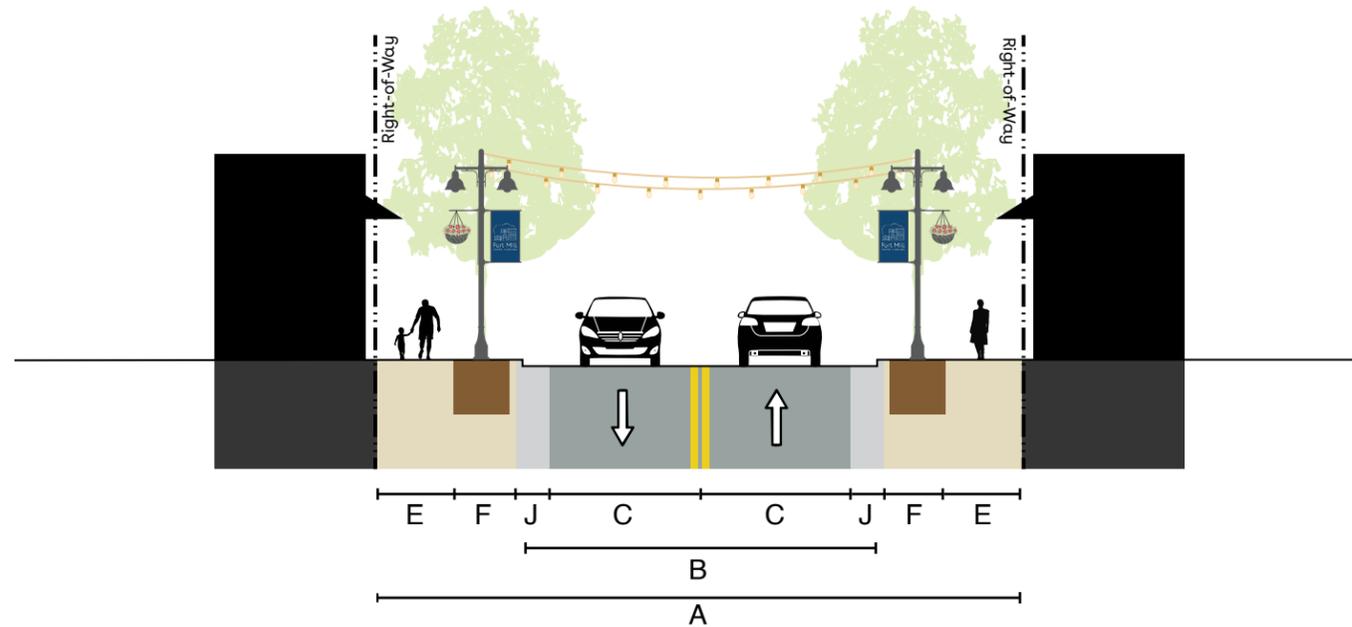


Figure II.23 - Main Street - A Section, 47' ROW Shown

MAIN STREET - A (SPECIAL STREET)	
Street Design Elements	Dimensions
A. Right-of-Way (ROW) Width	47-78' (varies)
B. Pavement Width (face of curb to face of curb in feet)	28'-60' (varies)
C. Travel Lanes (width in feet of each lane, total number of lanes)	11', 2 lanes
D. On-Street Parking (type, width in feet, number of sides of the street)	None
E. Sidewalk / Multi-Use Path Width (feet)	5' (varies)
F. Amenity Zone Width (Type, width in feet)	Paved, 5' (varies)
G. Street Tree Spacing (feet)	In ROW, 40' on center
H. Pedestrian Lighting	Decorative streetlights
I. Turning Lane (type, width in feet)	None
J. Curb (type, width in feet)	Vertical, 2.5' width for curb and gutter pan
K. Bike Facilities	Sharrows within travel lane

Figure II.24 - Main Street - A Table

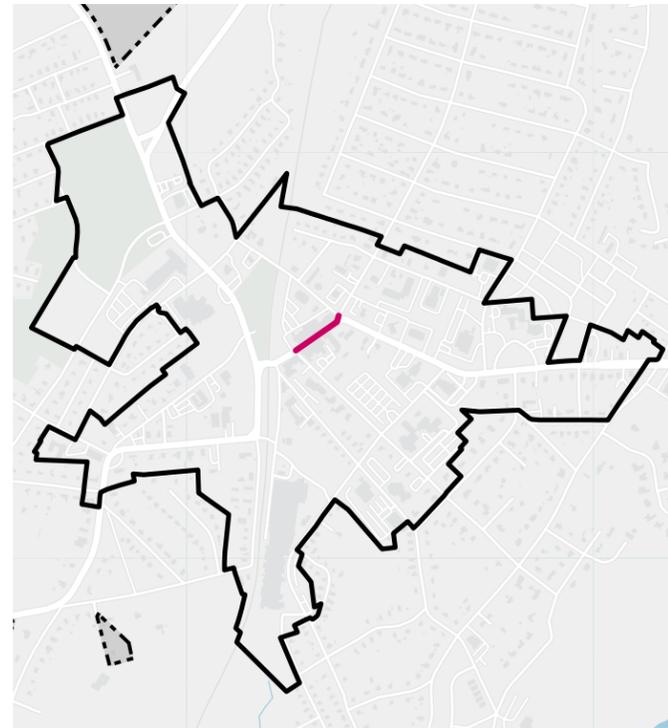


Figure II.25 - Main Street - A Map

(Coordinate street trees, lighting, and pedestrian amenities to ensure proper spacing and quantity. Ideal conditions may not be possible where ROW width varies.)

Main Street - B (Typical 55')

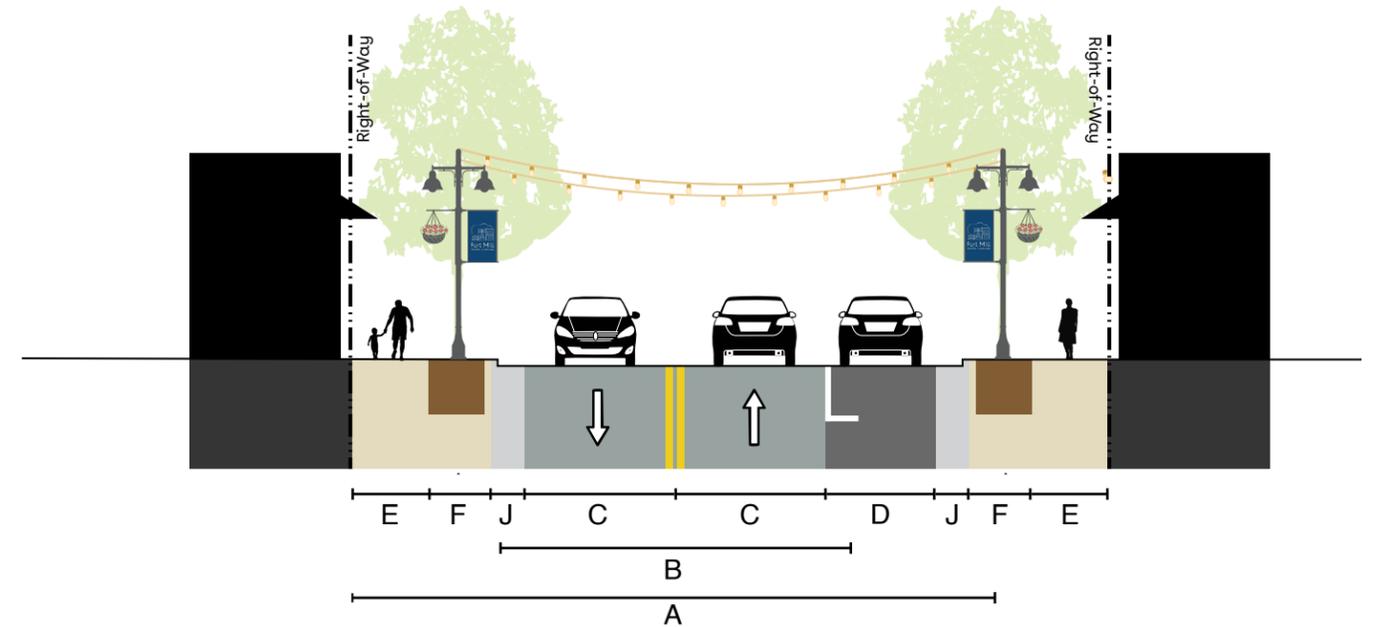


Figure II.26 - Main Street - B Section, 55' ROW Shown

MAIN STREET - B (SPECIAL STREET)	
Street Design Elements	Dimensions
A. Right-of-Way (ROW) Width	47-78' (varies)
B. Pavement Width (face of curb to face of curb in feet)	28'-60' (varies)
C. Travel Lanes (width in feet of each lane, total number of lanes)	11', 2 lanes
D. On-Street Parking (type, width in feet, number of sides of the street)	Parallel, 8', 1 side (varies)
E. Sidewalk / Multi-Use Path Width (feet)	5' (varies)
F. Amenity Zone Width (Type, width in feet)	Paved, 5' (varies)
G. Street Tree Spacing (feet)	In ROW, 40' on center
H. Pedestrian Lighting	Decorative streetlights
I. Turning Lane (type, width in feet)	None
J. Curb (type, width in feet)	Vertical, 2.5' width for curb and gutter pan
K. Bike Facilities	Sharrows within travel lane

Figure II.27 - Main Street - B Table

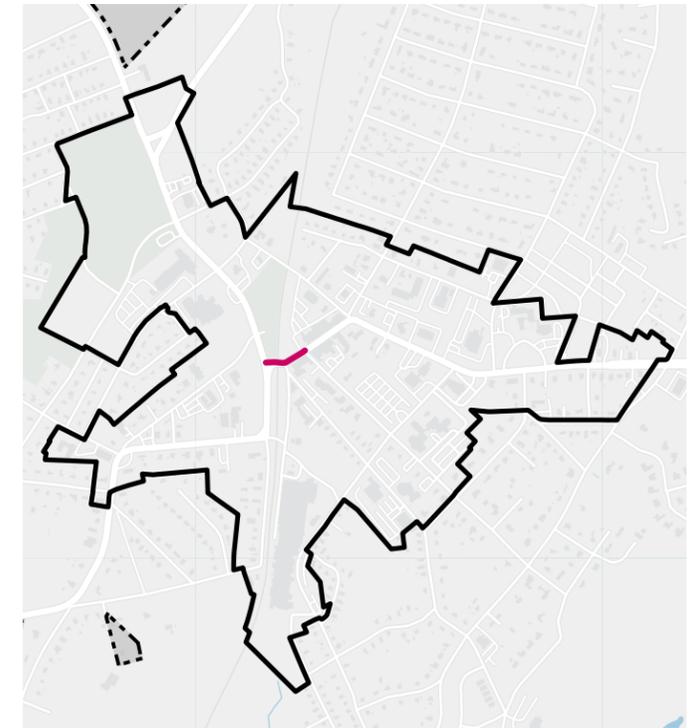


Figure II.28 - Main Street - B Map

(Coordinate street trees, lighting, and pedestrian amenities to ensure proper spacing and quantity. Ideal conditions may not be possible where ROW width varies.)

Railroad Avenue (Typical 51')

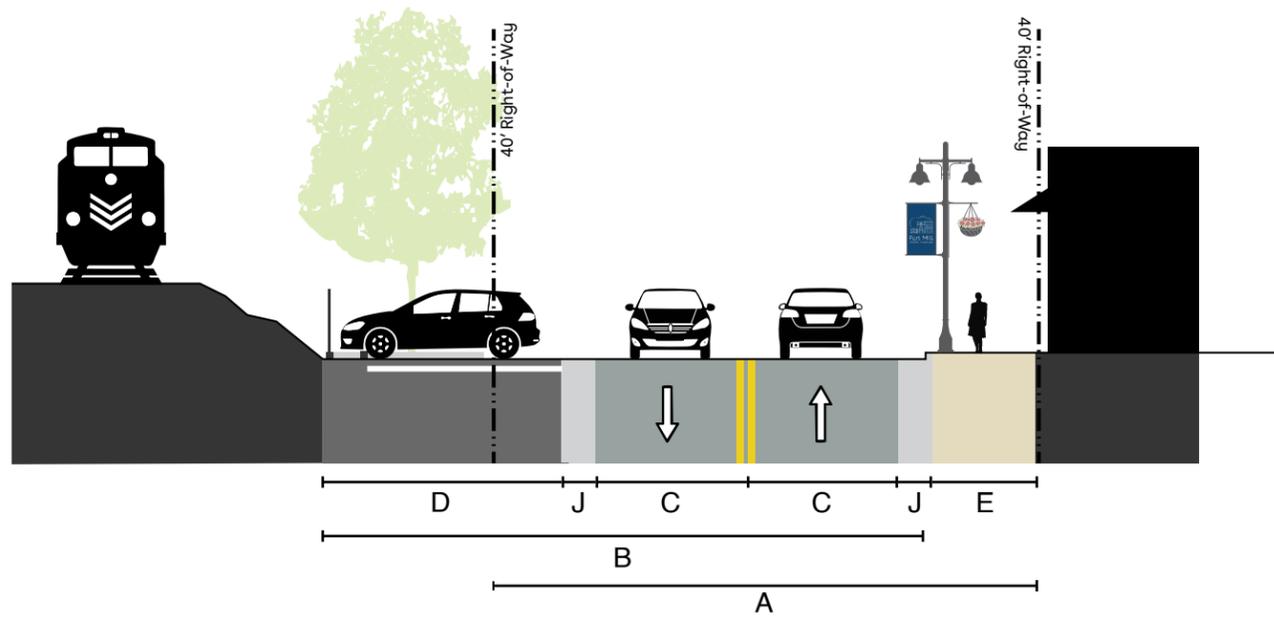


Figure II.29 - Railroad Avenue Section, 51' ROW Shown

RAILROAD AVENUE (SPECIAL STREET)	
Street Design Elements	Dimensions
A. Right-of-Way (ROW) Width	40'-190' (varies)
B. Pavement Width (face of curb to face of curb in feet)	22'-48' (varies)
C. Travel Lanes (width in feet of each lane, total number of lanes)	10', 2 lanes
D. On-Street Parking (type, width in feet, number of sides of the street)	Perpendicular, 20', 1 side, fencing along railroad
E. Sidewalk / Multi-Use Path Width (feet)	6' (varies)
F. Amenity Zone Width (Type, width in feet)	None
G. Street Tree Spacing (feet)	Outside of ROW, 40' on center
H. Pedestrian Lighting	Decorative streetlights
I. Turning Lane (type, width in feet)	None
J. Curb (type, width in feet)	Vertical, 2.5' width for curb and gutter pan / Rolling, 2.5' width
K. Bike Facilities	Sharrows within travel lane

Figure II.30 - Railroad Avenue Table

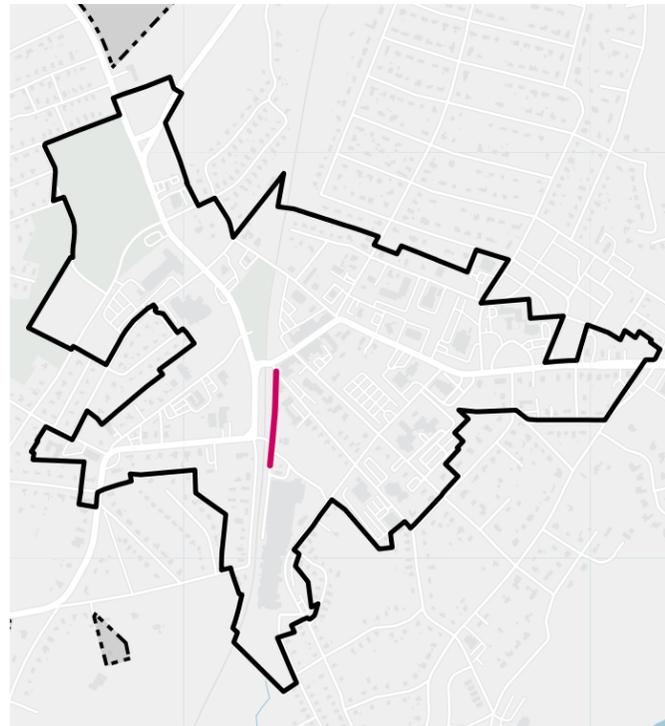


Figure II.31 - Railroad Avenue Map

(Coordinate street trees, lighting, and pedestrian amenities to ensure proper spacing and quantity. Ideal conditions may not be possible where ROW width varies.)

SC - 160 New Bridge (Typical 61')

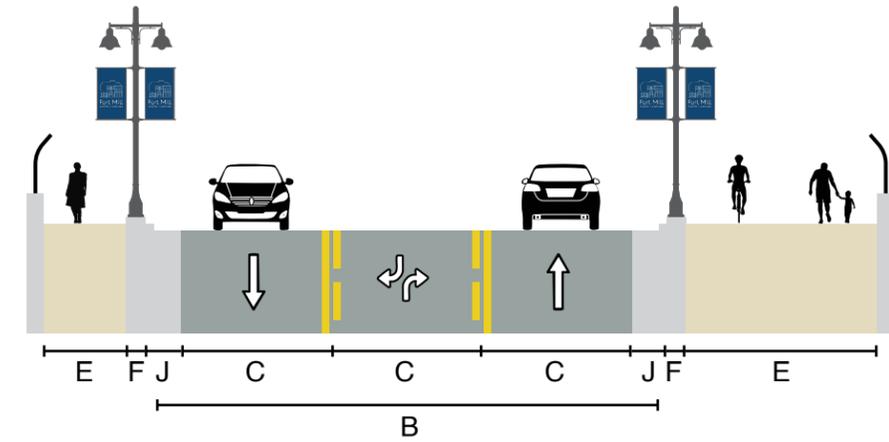


Figure II.32 - SC - 160 New Bridge Section, 61' ROW Shown

SC - 160 NEW BRIDGE (BOULEVARD)	
Street Design Elements	Dimensions
A. Right-of-Way (ROW) Width	N/A
B. Pavement Width (face of curb to face of curb in feet)	33' (varies)
C. Travel Lanes (width in feet of each lane, total number of lanes)	11', 3 lanes (varies)
D. On-Street Parking (type, width in feet, number of sides of the street)	None
E. Sidewalk / Multi-Use Path Width (feet)	6' (varies), 14'
F. Amenity Zone Width (Type, width in feet)	Wall, 1.5' (varies)
G. Street Tree Spacing (feet)	N/A
H. Pedestrian Lighting	Decorative streetlights
I. Turning Lane (type, width in feet)	Regular turn lane, 11'
J. Curb (type, width in feet)	Vertical, 2.5' width for curb and gutter pan
K. Bike Facilities	On multi-use path

Figure II.33 - SC - 160 New Bridge Table

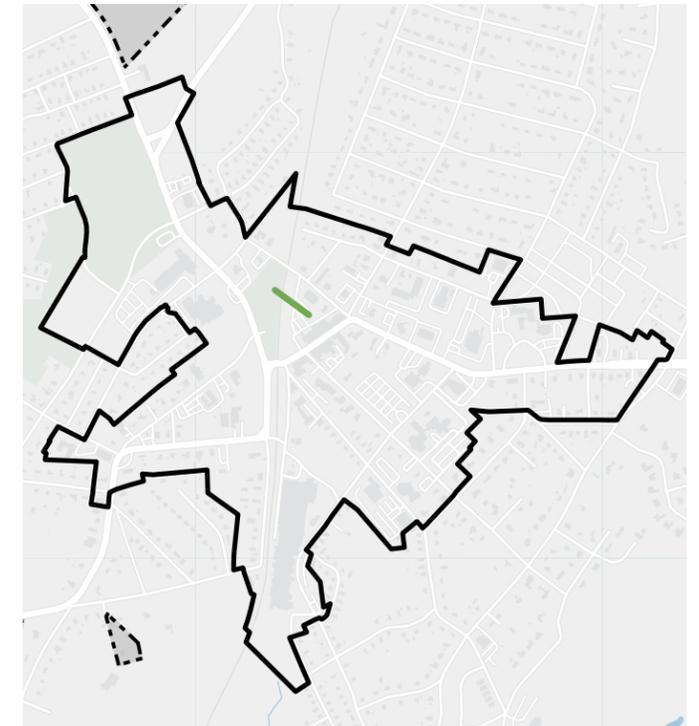


Figure II.34 - SC - 160 New Bridge Map

(Coordinate street trees, lighting, and pedestrian amenities to ensure proper spacing and quantity. Ideal conditions may not be possible where ROW width varies.)

Residential Street (Typical 40')

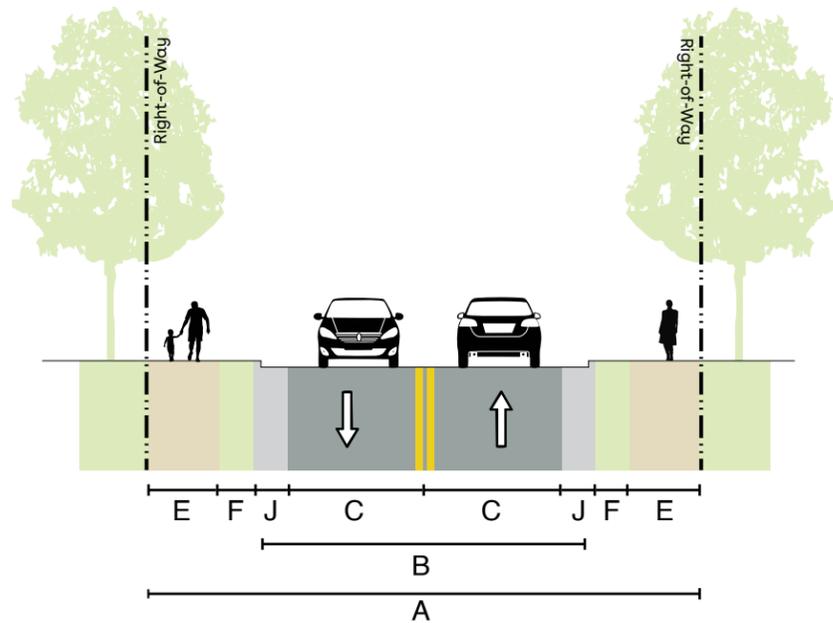


Figure II.35 - Residential Street Section, 40' ROW Shown

RESIDENTIAL STREET	
Street Design Elements	Dimensions
A. Right-of-Way (ROW) Width	15'-41' (varies)
B. Pavement Width (face of curb to face of curb in feet)	25'-24' (varies)
C. Travel Lanes (width in feet of each lane, total number of lanes)	10', 2 lanes
D. On-Street Parking (type, width in feet, number of sides of the street)	None
E. Sidewalk / Multi-Use Path Width (feet)	5' (varies)
F. Amenity Zone Width (Type, width in feet)	Grass, 2.5' (varies)
G. Street Tree Spacing (feet)	Outside of ROW, 40' on center
H. Pedestrian Lighting	None
I. Turning Lane (type, width in feet)	None
J. Curb (type, width in feet)	Vertical, 2.5' width for curb and gutter pan
K. Bike Facilities	None

Figure II.36 - Residential Street Table

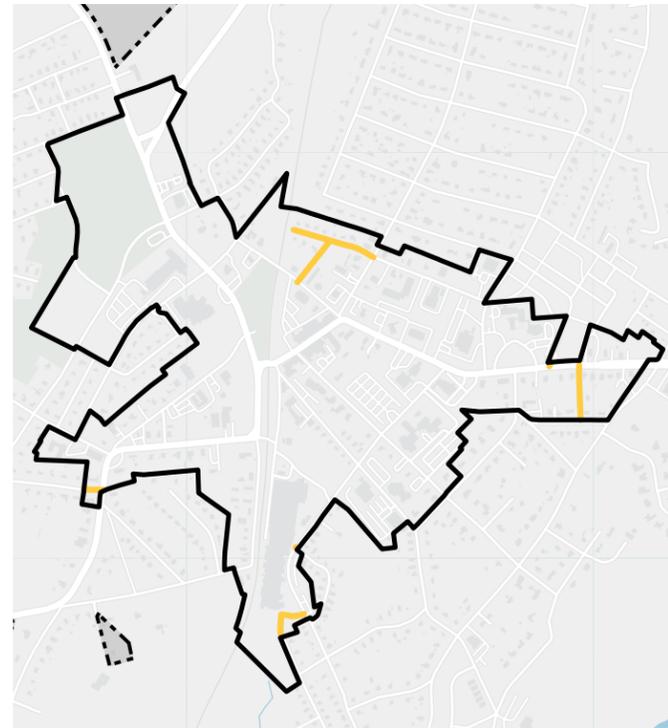


Figure II.37 - Residential Street Map

(Coordinate street trees, lighting, and pedestrian amenities to ensure proper spacing and quantity. Ideal conditions may not be possible where ROW width varies.)

Alley (Typical 25')

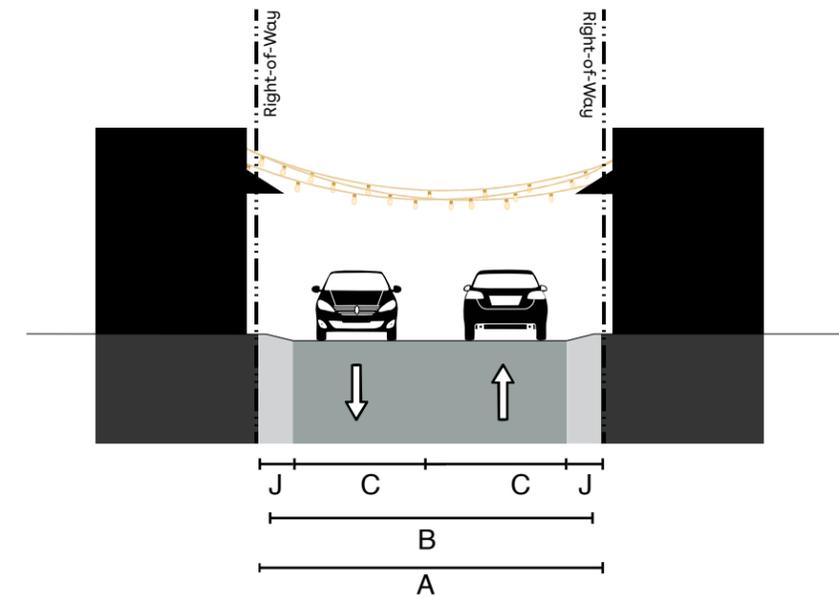


Figure II.38 - Alley Section, 25' ROW Shown

ALLEY	
Street Design Elements	Dimensions
A. Right-of-Way (ROW) Width	25' (varies)
B. Pavement Width (face of curb to face of curb in feet)	20'-22' (varies)
C. Travel Lanes (width in feet of each lane, total number of lanes)	10', 2 lanes
D. On-Street Parking (type, width in feet, number of sides of the street)	None
E. Sidewalk / Multi-Use Path Width (feet)	None; where feasible, minimum 3'
F. Amenity Zone Width (Type, width in feet)	None
G. Street Tree Spacing (feet)	None
H. Pedestrian Lighting	String lights
I. Turning Lane (type, width in feet)	None
J. Curb (type, width in feet)	Rolling, 2.5' width for curb and gutter pan
K. Bike Facilities	None

Figure II.39 - Alley Table

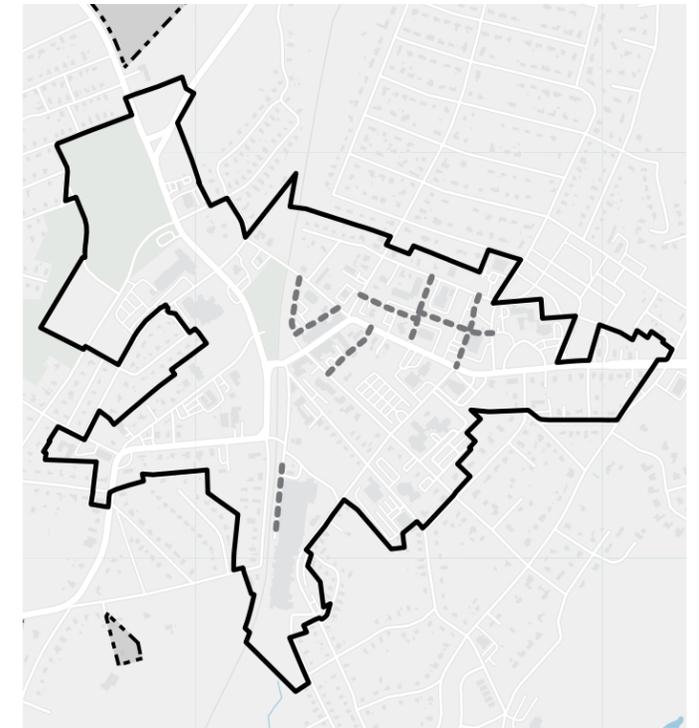


Figure II.40 - Alley Map

(Coordinate street trees, lighting, and pedestrian amenities to ensure proper spacing and quantity. Ideal conditions may not be possible where ROW width varies.)

Streetscape Zones

Zone 1: Edge Zone

This space directly adjacent to the street serves as a buffer between on-street parking and the amenity zone. It provides clearance for vehicle doors to open safely and may include street lighting or utility elements. A 6-inch curb is recommended to define and protect this area.

Zone 2: Amenity Zone

Located between the edge zone and pedestrian zone, this area is dedicated to streetscape elements such as street trees, landscaping, public furnishings, bicycle racks, waste receptacles, public art, and wayfinding signage. It enhances the comfort and character of the public realm.

Zone 3: Pedestrian Zone

This clear, unobstructed zone is reserved for pedestrian movement. It should remain free of encroachments to ensure safe and accessible travel for all users, including those with mobility devices or strollers.

Zone 4: Building Zone

Situated directly adjacent to buildings, this zone connects interior activity with the public realm. It supports a blend of public and private uses, such as outdoor dining, seating, small merchandise displays, accent plantings, and art. Architectural features like canopies, signage, and balconies may extend into this zone.

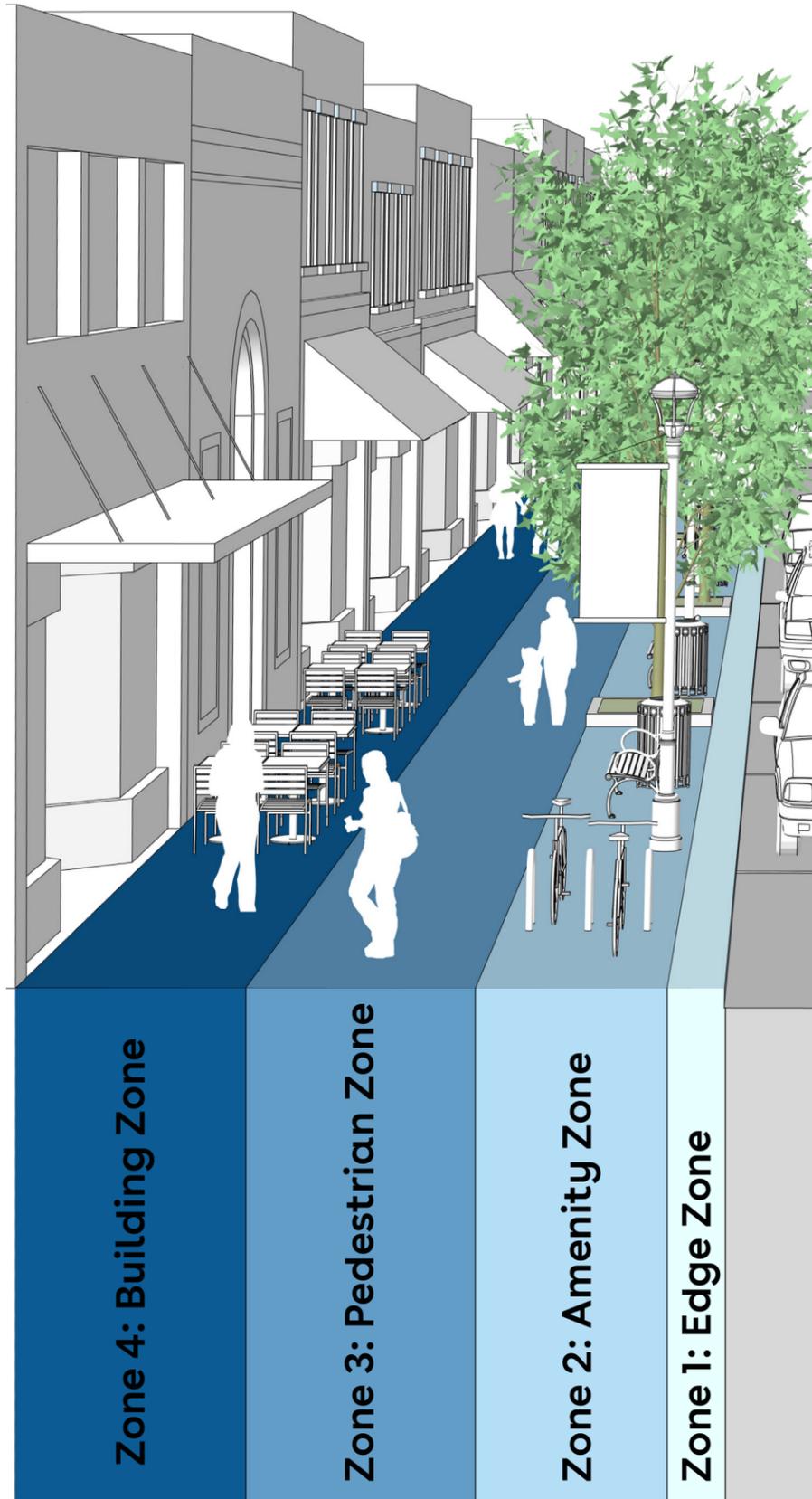


Figure II.41 - Streetscape Zones



Outdoor Dining in Building Zone | The Infatuation



Pedestrian Zone on Main Street | Visit Greenville SC



Main Street in Fort Mill

Streetscape Retrofits

Streetscape retrofits provide opportunities to enhance the public realm, support multimodal transportation, and create more inviting, pedestrian-friendly environments. These interventions are designed to be flexible, cost-effective, and responsive to Fort Mill's evolving urban character.

Pavement Mural / Bicycle Facilities

Pros: Reclaims former on-street parking spaces for bicycle parking while incorporating public art through pavement murals. This retrofit is affordable and easy to implement.

Cons: Painted surfaces require ongoing maintenance as they fade or wear over time.

Parklet

Pros: Adds space for seating, landscaping, and public use without altering the curb line. Parklets extend the pedestrian realm and introduce greenery in constrained urban areas.

Cons: Typically lacks permanent structures or tree plantings, limiting long-term impact.

Landscaping Curb Extension

Pros: Enhances the streetscape with tree canopy and plantings, provides shade, and creates space for public art and social amenities.

Cons: More costly due to tree installation and maintenance, and may reduce flexibility for future redesigns.

Plaza Curb Extension

Pros: Expands pedestrian zones at intersections, improves visibility and safety, and allows for street furniture and landscaping.

Cons: Does not support permanent tree planting and may constrain future streetscape modifications.



Pavement Mural with Bicycle Facilities | SFMTA



100' Long Parklet | College Park Main Street Association, Eater



Landscaping Curb Extension | Dylan Passmore



Plaza Curb Extension | Guide to Hendersonville, NC

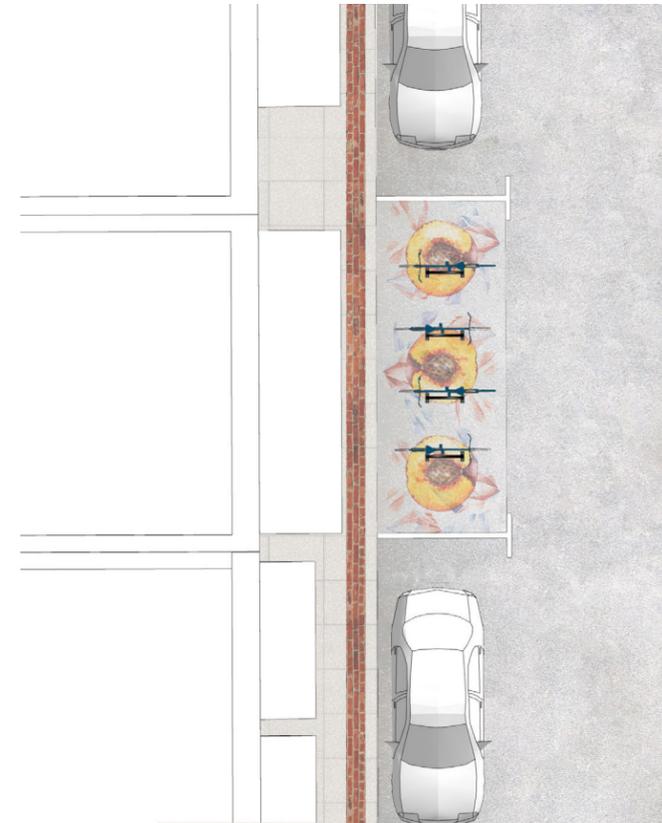


Figure II.42 - Pavement Mural / Bike Facilities



Figure II.44 - Parklet

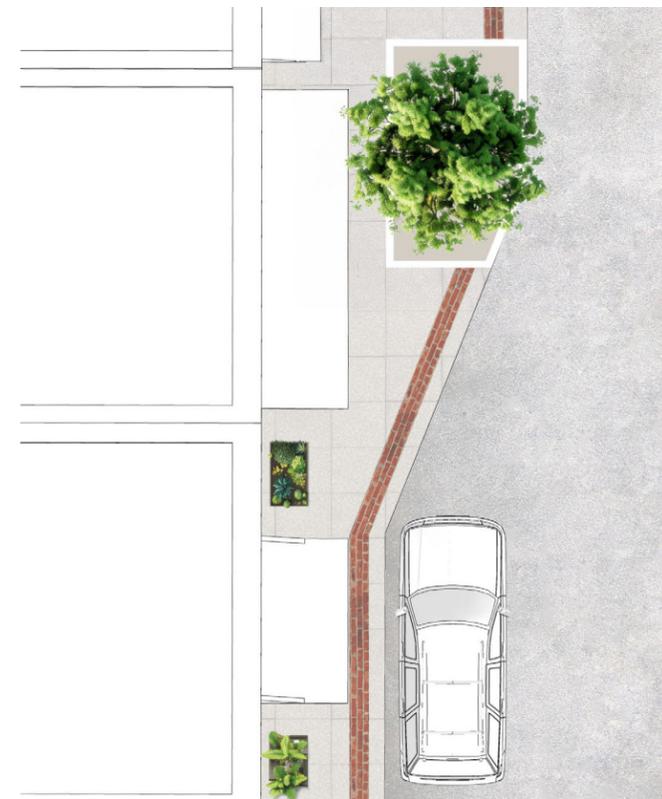


Figure II.43 - Landscaping Bulb-out

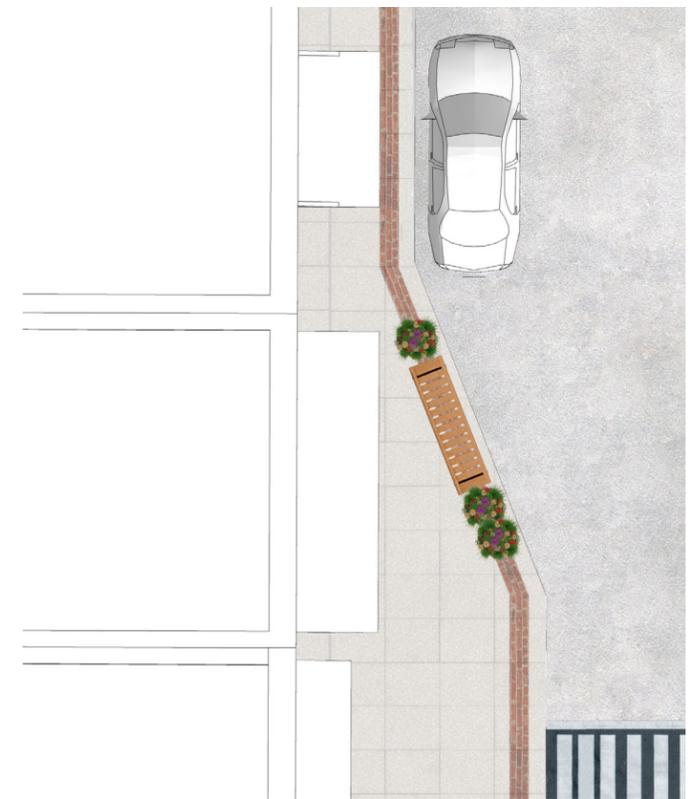


Figure II.45 - Plaza Bulb-out

Pedestrian & Bike Infrastructure

Bike and pedestrian infrastructure such as sidewalks, greenways, trails, and bike lanes supports active and sustainable mobility by creating safe and convenient connections across downtown. These facilities link districts and destinations while improving options for cyclists and pedestrians.

General Recommendations

Sidewalks

- Provide internal sidewalk connections between buildings and all on-site facilities, including parking, bicycle amenities, open spaces, and gathering areas.
- Ensure external sidewalks extend from all buildings on-site to the broader sidewalk system as well as nearby multi-use trails, parks, and greenways.

Greenways & Trails

- Expand and enhance greenway and trail systems to strengthen links between neighborhoods, parks, and community destinations.
- Integrate greenways and trails with existing urban infrastructure to ensure seamless connectivity. Reference the comprehensive trail network outlined in the Town of Fort Mill Trail Master Plan.

Bike Infrastructure

- Grow the dedicated bike lane network across downtown.
- Introduce bike share programs at trailheads, parks, and other public open spaces adjacent to bike facilities.
- Reference the comprehensive trail network outlined in the Town of Fort Mill Trail Master Plan.



Woodstock Downtown Trailhead Plaza | TWA Design

Connectivity & Accessibility

The expansion of pedestrian and bicycle infrastructure in Fort Mill presents an opportunity to foster a more sustainable, inclusive, and vibrant community. As the Town considers strategies for growth and revitalization, priority can be given to integrating pedestrian- and bike-friendly elements into the urban fabric. A stronger network enhances accessibility, improves safety, and creates seamless connections across downtown.

The Americans with Disabilities Act (ADA) requires greenways and trails to be accessible to individuals with a range of mobility needs. Exceptions may apply where accessibility would significantly impact cultural or natural resources, alter a trail's core purpose, face terrain constraints, or conflict with construction regulations.

Recommendations include:

- Develop cohesive networks of sidewalks, crosswalks, and bike lanes to ensure safe and convenient travel throughout downtown.
- Improve safety at intersections, crossroads, and railway crossings to reduce conflicts between vehicles, trains, cyclists, and pedestrians.
- Ensure ADA standards are incorporated into all new pedestrian and bicycle infrastructure.



Multi-use Path | Adobe Stock

On-Road Facilities

On-road facilities incorporate infrastructure directly within or alongside streets, providing shared or designated space for pedestrians and cyclists in areas with vehicular traffic.

Sidewalks

- Expand the existing sidewalk network to close gaps in connectivity. Where feasible, downtown sidewalks should be at least 10 feet wide to support walkability and comfortable use.
- Provide curb ramps at intersections to improve accessibility for individuals with disabilities, parents with strollers, and other users. Incorporate buffer zones—such as landscaped strips, trees, or street furniture—between sidewalks and traffic lanes.
- Establish regular maintenance programs to repair cracks, uneven surfaces, and other deficiencies, while evaluating opportunities for further improvements.

Multi-Use Paths

- Design multi-use paths to serve a variety of users, including pedestrians, cyclists, and people using scooters or other micro-mobility devices.
- Plan paths to connect key community destinations beyond downtown and parks, such as schools, residential areas, and public transit hubs.



Micro Transit with Bike Rack | Move Minneapolis

Bike Facilities

- Build a connected, town-wide network of bicycle infrastructure.
- Install physically separated bike lanes or cycle tracks on high-traffic corridors and other locations where safety is a priority.
- Improve intersection safety with design features such as bike boxes, advanced stop lines, and bicycle-specific traffic signals.
- Engage local cycling groups to support education, outreach, and identification of priority improvements.
- Coordinate bicycle infrastructure with public transit by adding bike racks on vehicles and providing secure storage at transit stops and stations.
- Implement ongoing maintenance programs to keep bicycle facilities safe, clean, and in good condition.

Off-Road Facilities

Off-road facilities provide dedicated spaces for pedestrians and cyclists that are separated from vehicular traffic, offering safer and more comfortable travel options. These facilities enhance connectivity, support recreation, and promote economic vitality while reducing conflicts with motor vehicles.

Reference the Fort Mill Trail Master Plan for design guidance.

Public Spaces

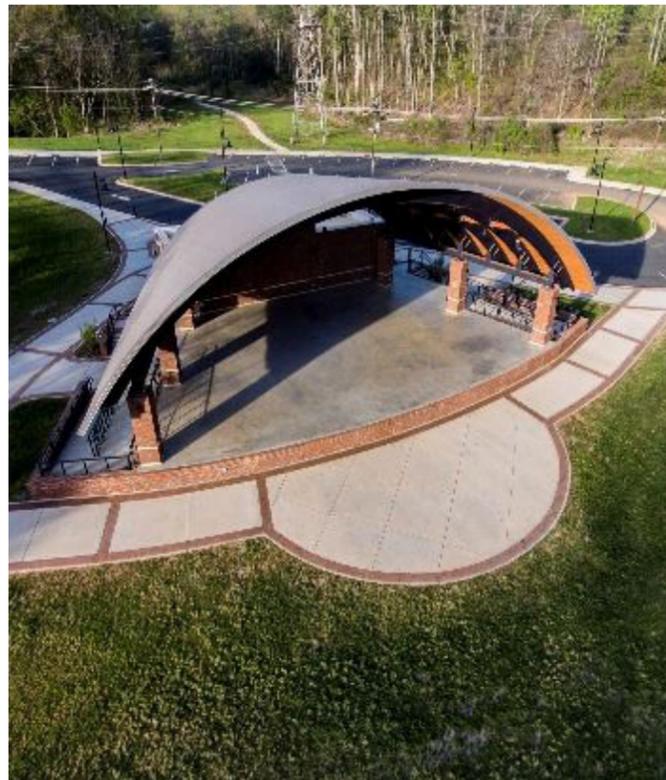
Public spaces create shared environments for community interaction, recreation, and cultural expression. These spaces range in scale and character, from intimate parklets and pocket parks to larger plazas and signature parks. Well-designed public spaces enhance quality of life, foster social connections, and support economic vitality.

Signature Park

Walter Y. Elisha Park is continuing to serve as the premier gathering space in downtown Fort Mill. A signature park should be flexible enough to host both large and small events, planned performances, impromptu activities, and community celebrations.

Recommendations include:

- Continue to enhance Walter Y. Elisha Park as the town's signature park
- Encourage surrounding land uses that complement and activate the park
- Prioritize connectivity and programming both within the park and along its edges



Walter Y. Elisha Park Amphitheater

Plazas

Plazas are hardscaped public spaces framed by buildings or streets. While primarily paved, they may also incorporate trees, landscaping, seating, lighting, and public art. They are designed to host civic and cultural events while serving as everyday gathering places for residents, workers, and visitors.

Recommendations include:

- Activate plazas with regular programming and community events
- Design plazas with movable seating, shade structures, and landscaping to support daily use

Pocket Parks

Pocket parks are small public green spaces often created on infill parcels or underutilized sites between buildings. In downtown settings, they serve as intimate social hubs featuring landscaping, seating, and public art.

Recommendations include:

- Introduce pocket parks in vacant or underutilized urban spaces
- Design them as vibrant gathering places with seating, plantings, and placemaking elements

Parklets

Parklets are sidewalk extensions that convert one or more on-street parking spaces into places for people. Sponsored and maintained by businesses or community groups, parklets may include outdoor dining, bicycle parking, landscaping, or public art. They can be temporary or permanent and serve as a placemaking tool that strengthens street life.

Recommendations include:

- Create a town-wide parklet program with guidelines for downtown businesses and identified suitable locations
- Establish design standards for parklets and encourage business participation by incorporating seating, art, and interactive features

Amenities

Amenities such as furnishings, lighting, and landscaping enhance the quality, functionality, and appeal of public spaces.

Furnishings

Street furnishings, including benches, tables, and seating, improve pedestrian comfort and convenience.

Recommendations include:

- Incorporate street furnishings throughout downtown streetscapes, pocket parks, and plazas

Lighting

Lighting is essential for safety, visibility, and a welcoming atmosphere in downtown areas. Well-designed lighting extends the usability of public spaces beyond daylight hours and can highlight architectural features, pathways, and green spaces

Recommendations include:

- Use pedestrian-scale street lighting within the edge zone
- Enhance safety and ambiance through strategic placement
- Highlight architectural features, landmarks, sculptures, and trees, following the Zoning Ordinance
- Enhance lighting with banners, hanging baskets, or market lights in selected locations



Hackney Parklet | Mastering Public Spaces

Trees and Landscaping

Trees and landscaping improve visual appeal while providing shade, noise reduction, and environmental benefits. Thoughtful placement and ongoing maintenance can strengthen the character of public spaces and create a sense of calm and well-being.

Recommendations include:

- Plant trees along streets to provide framing, shade, and a pedestrian-friendly scale
- Use bulb-outs, planters, and tree grates along the street edge to buffer sidewalks from vehicular traffic
- Incorporate raised planters and landscaping elements to define pedestrian pathways
- Employ trees, shrubs, and other landscaping to screen service areas, utilities, and parking spaces



Main Street Lighting in Greer, SC | Kidding Around Greenville



Street Trees in Kingstree, SC | Municipal Association of SC

Creative Placemaking

Placemaking transforms public spaces into engaging and functional areas that connect people to their surroundings. Elements such as public art, wayfinding systems, banners, and signage strengthen the identity and usability of the public realm.

Wayfinding and Signage

Wayfinding features help people navigate urban areas, encourage walking, and support transit use by providing clear directional and destination information from a pedestrian perspective. Signage in public spaces serves multiple purposes, including reinforcing the overall image of downtown or district areas, highlighting businesses within buildings, and marking key edges or entry points.

Recommendations include:

- Implement clear, consistent, and visually engaging signage
- Provide intuitive wayfinding elements to enhance navigation
- Strengthen urban identity with distinctive signage design



Creative Wayfinding | RSM Design

Banners

Street banners can enliven major corridors and define distinct areas of downtown. They can communicate city or neighborhood branding, highlight special events, or contribute to seasonal programming.

Recommendations include:

- Install banners along key corridors within each downtown character district to establish and reinforce the area's identity

Public Art

Public art activates the built environment and enhances the character of public spaces. Downtown development projects in Fort Mill are encouraged to include public art, ranging from temporary exhibits to permanent installations, to enrich the visual and cultural experience of the area.

Recommendations include:

- Incorporate public art and creative placemaking in downtown development projects, either on-site or in the public right-of-way adjacent to the site
- Encourage art on the rear facades of buildings adjacent to alleys to promote activation of secondary spaces
- Establish a public art committee to guide policy, strategy, and implementation of public art and creative placemaking initiatives within downtown Fort Mill

Examples of public art projects include sculptures, painted crosswalks, decorative paving, site furnishings, installations, artistic bicycle racks, cabinet wraps, decorative signage, facade enhancements, murals, and parklets.

PLACEMAKING ELEMENTS

	Main Street District	Walter Y. Elisha Park District	Williamson Mill District	Tom Hall Corridor District
Site Furnishings	Within streetscape amenity and building zones	Within streetscape amenity and building zones	Within streetscape amenity and building zones	Within streetscape amenity and building zones
Installations	Located in special streets, parklets, plazas, and other public places	Located in parklets, plazas, and other public places	Located in parklets, plazas, and other public places	Located in parklets, plazas, and other public places
Sculptures	Within streetscape amenity, building zones & along trail	Within streetscape amenity, building zones & along trail	Within streetscape amenity, building zones & along trail	Within streetscape amenity, building zones & along trail
Murals	Not permitted on Main Street, but permitted elsewhere within the district	Along sides and rear of buildings that face alleys	Along sides and rear of buildings that face alleys	Along sides and rear of buildings that face alleys
Decorative Paving	Crosswalks, special streets, plazas, and other public spaces	Crosswalks, special streets, plazas, and other public spaces	Crosswalks, special streets, plazas, and other public spaces	Crosswalks, special streets, plazas, and other public spaces
Painted Crosswalks	Permitted	Permitted	Permitted	Permitted
Artistic Bike Racks	Permitted	Permitted	Permitted	Permitted
Cabinet Wraps	Permitted	Permitted	Permitted	Permitted
Facade Improvements	Permitted	Permitted	Permitted	Permitted
Wayfinding Signage	Permitted	Permitted	Permitted	Permitted
Parklets	Permitted	Permitted	Permitted	Permitted
Ghost Murals	Permitted	Permitted	Permitted	Permitted

Figure II.46 - Placemaking Elements



Parklet Shade Installation | RSM Design



Site Furnishings | RSM Design



Park Adjacent Development | RSM Design



Site furnishings | Sherman Ave, ID

Site Furnishings

Functional objects such as benches, trash receptacles, and bike racks that are designed with artistic or decorative elements to enhance public spaces.



Intrude Bunnies | Uptown Charlotte

Installations

Temporary or permanent artworks that are strategically placed within a space to engage viewers.



Sculpture | Fort Mill History Museum

Sculptures

Three-dimensional artworks, often placed in public areas to add aesthetic value and cultural significance.



Building with awnings | Main St

Facade Improvements

Improved building exteriors with architectural features or art.



Artistic Bike Racks | McKinley Park

Artistic Bike Racks

Functional bike racks designed with creative or sculptural elements, often reflecting the culture or themes of the surrounding area.



Pop-up Park

Parklets

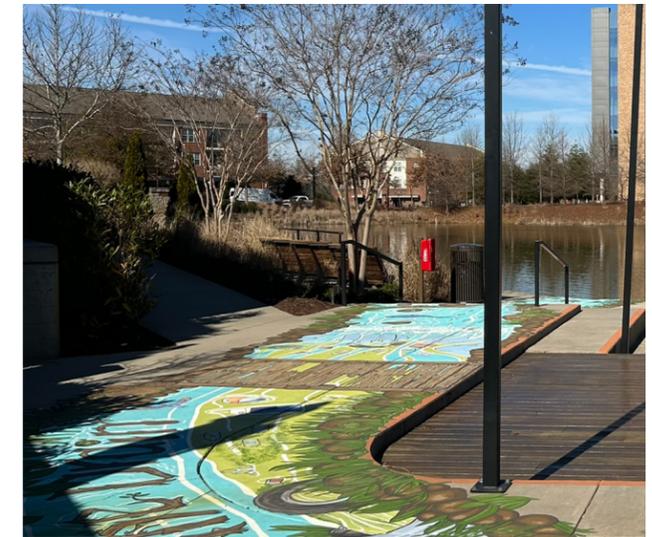
Temporary or permanent small parks or seating areas created by repurposing curbside parking spaces.



Transformer box wraps | Sacramento

Utility Cabinet Wraps

Artworks or designs applied to utility cabinets, such as electrical boxes or signal cabinets, to transform them into visually appealing elements.



Painted Walkway | Fort Mill Kingsley

Painted Walkways

Crosswalks painted with colorful or artistic designs to enhance visibility, promote pedestrian safety, and add visual interest to streetscapes.



Murals | Fort Mill

Murals

Large-scale paintings or artworks applied directly to walls or surfaces, serving to enrich urban environments.



Decorative Paving | Evanston

Decorative Paving

Artistic designs or patterns integrated into sidewalks, plazas, or other paved surfaces.



Decorative Wayfinding | Fort Mill Kingsley

Decorative Banners/Signage/Wayfinding

Artistic or creatively designed banners used for informational purposes or branding.



Ghost Signage | Fort Mill Kingsley

Ghost Signage

A hand-painted advertising sign that has been preserved on a building.

SITE DESIGN

Frontage Types

Frontages refer to the portion of a lot or building facade that faces a public street or public space. Setback and build-to lines are determined based on the specific type of frontage, ensuring that building placement and orientation contribute to a cohesive streetscape and vibrant public realm.

Primary Frontage

The main frontage along a downtown street or a public open space such as a park or plaza.

Secondary Frontage

The frontage on other downtown streets that are not designated as primary.

Other

Alleys are not considered primary frontage.

Lots with Multiple Frontages

When a lot has multiple frontages, at least one frontage must be designated as primary.

A corner lot with two street frontages must designate a primary frontage to ensure the building's strong presence along the main street while appropriately addressing the secondary street.

Historic District Design Guidelines

- Respect established building location, lot coverage and open space patterns when locating a new building.
- Locate a new building to respect the alignment of historic building facade and entrances in the surrounding context/block.

From Town of Fort Mill Historic District Design Guidelines 4.2 & 4.3

Building Placement & Setback Character

Orientation

- Buildings should face the street and be accessible from the sidewalk.
- Site layout should prioritize placing buildings toward the front of the lot, with parking located to the side and/or rear of the building.
- Buildings located on a corner should include one of the following architectural features:
 - Two entrances, one primary and one secondary, located on each frontage
 - An architecturally prominent corner entry with vertical emphasis through building height or architectural elements such as porches or colonnades

Setback Line

- The setback line is the minimum required distance between the building facade and the edge of the public right-of-way (typically measured from the future back of curb).
- This line ensures a consistent building edge along the street and helps define the public realm.

Build-To Zone

- The Build-To Zone is the area between the minimum and maximum setback lines where the building facade must be located.
- This zone provides flexibility while maintaining a strong street presence and cohesive streetscape.

Build-To Percentage

- The Build-To Percentage refers to the proportion of the lot's primary frontage that must be occupied by the building facade within the Build-To Zone.
- This requirement ensures that buildings frame the street and create an active, pedestrian-oriented environment.

Setback Exceptions

Primary

- Infill development should match the building setback line of adjacent properties.
- If the setback of existing buildings varies, the Town of Fort Mill will determine the setback line for infill development.

Primary-Other

- For property fronting on a public open space, the building setback line should be based on an adopted plan.
- If there is no adopted plan, the Town of Fort Mill will determine the location of the building setback line.
- Infill residential should match the building setback, mass, and scale of adjacent properties.



Health Sciences Building at Frances Marion University in Florence, SC Fronting on a Public Space | Little

REQUIRED SETBACK & BUILD-TO-PERCENTAGE BY FRONTAGE TYPE & DISTRICT

				Main Street District	Walter Y. Elisha Park District	Williamson Mill District	Tom Hall Corridor District
Required Setback Line by Frontage Type (from future back of curb, measured in ft)							
A	Frontage Type	A.1	Primary	20'	30'	20'	20'
		A.2	Primary-Other	20'	30'	20'	20'
		A.3	Secondary	16'	22'	16'	16'
Build-To-Zone (from setback line, measured in ft)							
B	Frontage Type	B.1	Primary	0'-10'	0'-25'	0'-10'	0'-10'
		B.2	Primary-Other	0'-10'	0'-25'	0'-10'	0'-10'
		B.3	Secondary	0'-20'	0'-30'	0'-20'	0'-20'
Minimum Build-To-Percentage							
C	Frontage Type	C.1	Primary	80%	60%	80%	80%
		C.2	Primary-Other	80%	60%	80%	80%
		C.3	Secondary	60%	50%	60%	60%
D	Side Setback Line (ft)			None, unless abutting single-family residential zoning, then 10'			
E	Rear Setback Line (ft)			None, unless abutting single-family residential zoning, then 10'			

Figure II.47 - Required Setback and Build-To-Percentage by Frontage and District

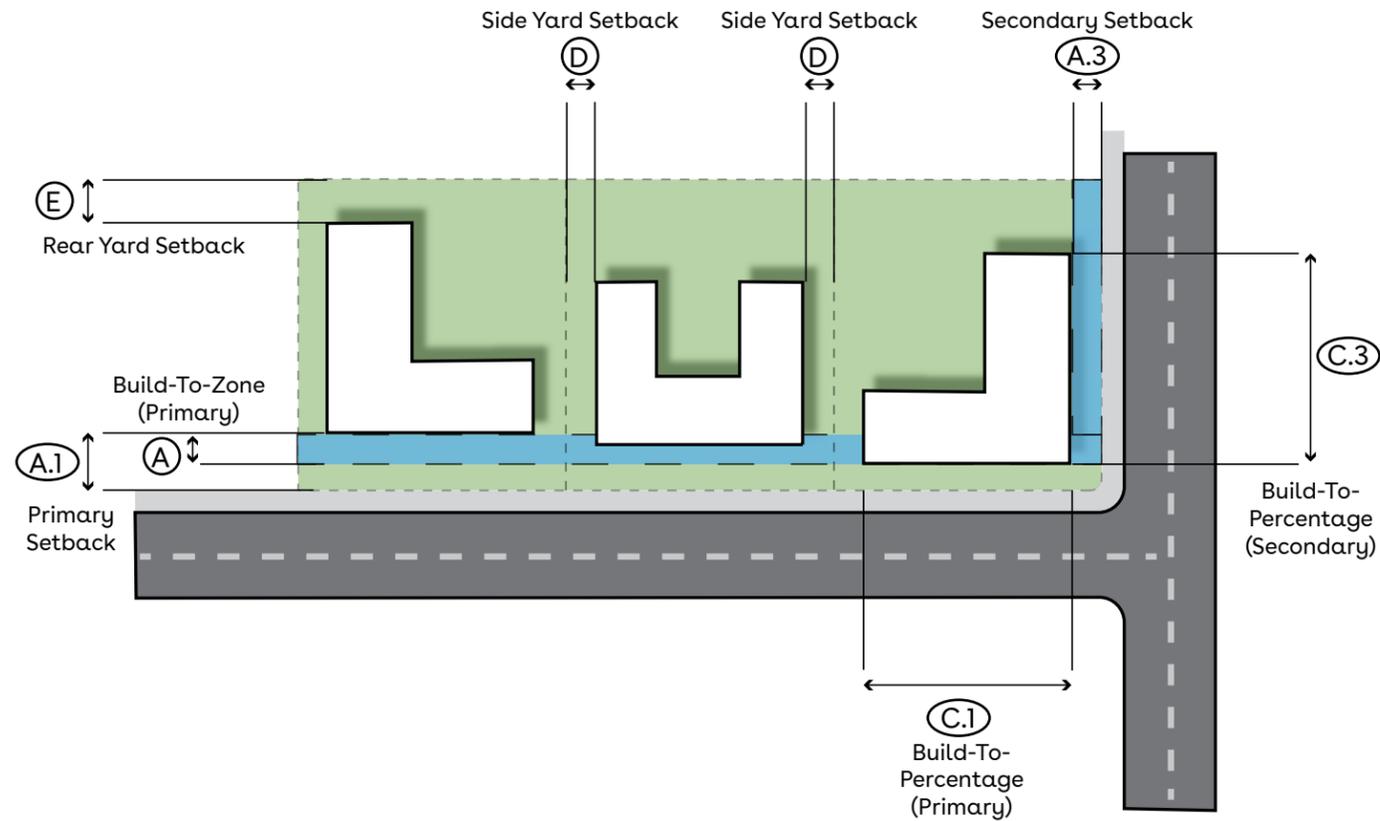


Figure II.48 - Building Placement and Setback

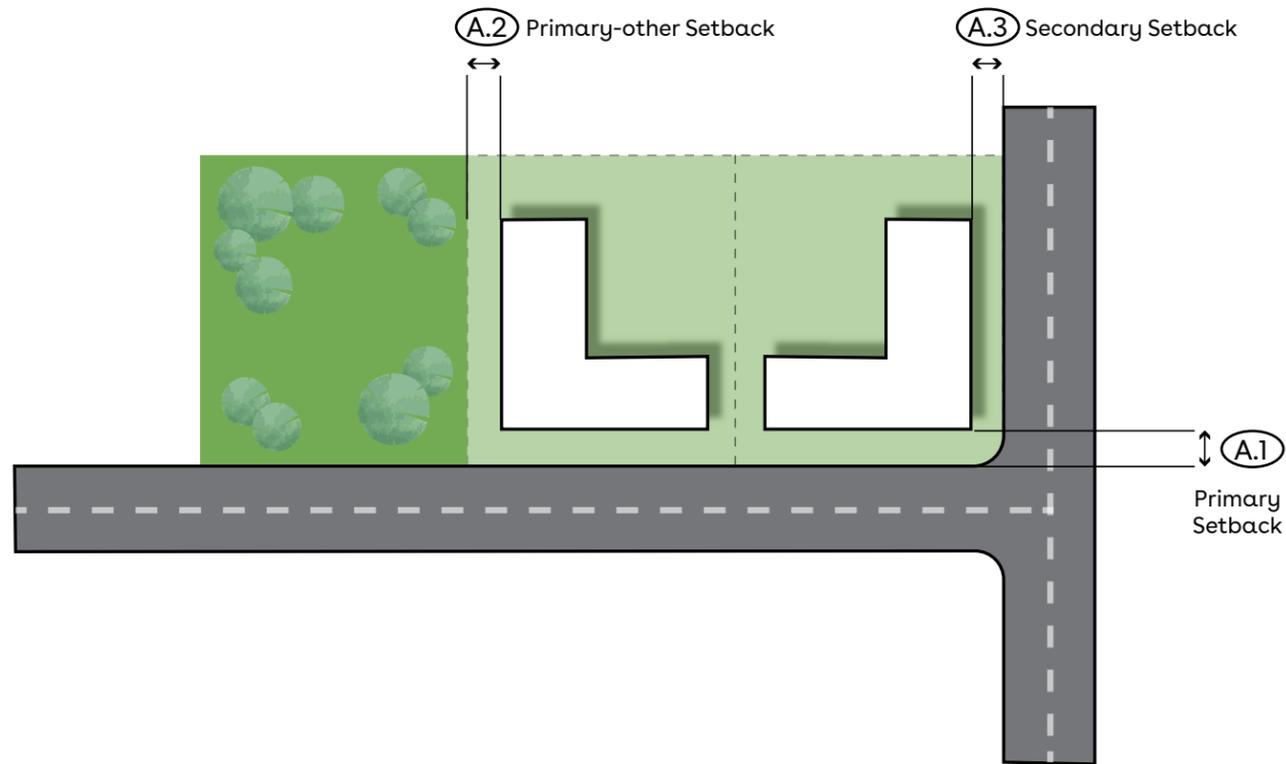


Figure II.49 - Building Frontage Types

Building Height

Building height defines the scale and character of downtown. Height standards are established to prevent disproportionate development and preserve downtown's overall character. Building heights in downtown vary across the downtown districts, each with specific minimum and maximum limits.

Building Height Calculation

- Building height is the vertical distance measured from the lowest point of the ground story to the highest point of the top story, attic, or parapet.
- A story is any level fully or partially above grade with at least 7 feet floor-to-ceiling height. Basements and mezzanines may count as stories depending on their height and exposure above grade.
- Parapets are included in building height.
- Basements with a height of less than 6 feet—measured from the average grade of the fronting sidewalk—are not considered stories and are excluded from the overall building height calculation.

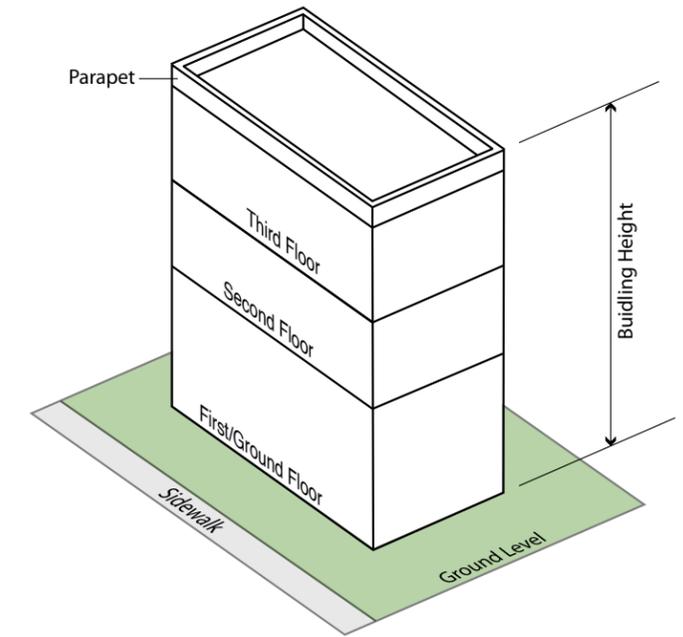


Figure II.50 - Calculation of Building Height

Building Height by District

The permitted building height varies according to the specific downtown character district. Refer to Figure II.50 for the minimum and maximum height standards for each district.

- If a property is located within a character district, it must comply with the district's minimum and maximum building height requirements.
- If a property is located within an overlay district as well, the overlay district standards take precedence over the character district standards.

BUILDING HEIGHT		
Character Districts	Building Height	
	Minimum	Maximum
Main Street District	1 story	4 stories
Walter Y. Elisha Park District	1 story	3 stories
Williamson Mill District	1 story	4 stories
Tom Hall Corridor District	1 story	4 stories
Overlay Districts	Minimum	Maximum
Historic Preservation Overlay District	1 story	3 stories

Figure II.51 - Building Height

Historic District Design Guidelines

- Design the height, mass and form of a new building to be compatible with the historic context.
- Design a new building to be within the typical range of building forms, heights and sizes in the surrounding context.
- When new development is greater than two stories along Main Street, it should step down in height towards the street to reduce the overall scale of the building and to respect the traditional one and two story building heights
- Use floor-to-floor heights that are similar to those in the surrounding historic context.
- A new building should step down in height to an adjacent historic building

From Town of Fort Mill Historic District Design Guidelines 4.6

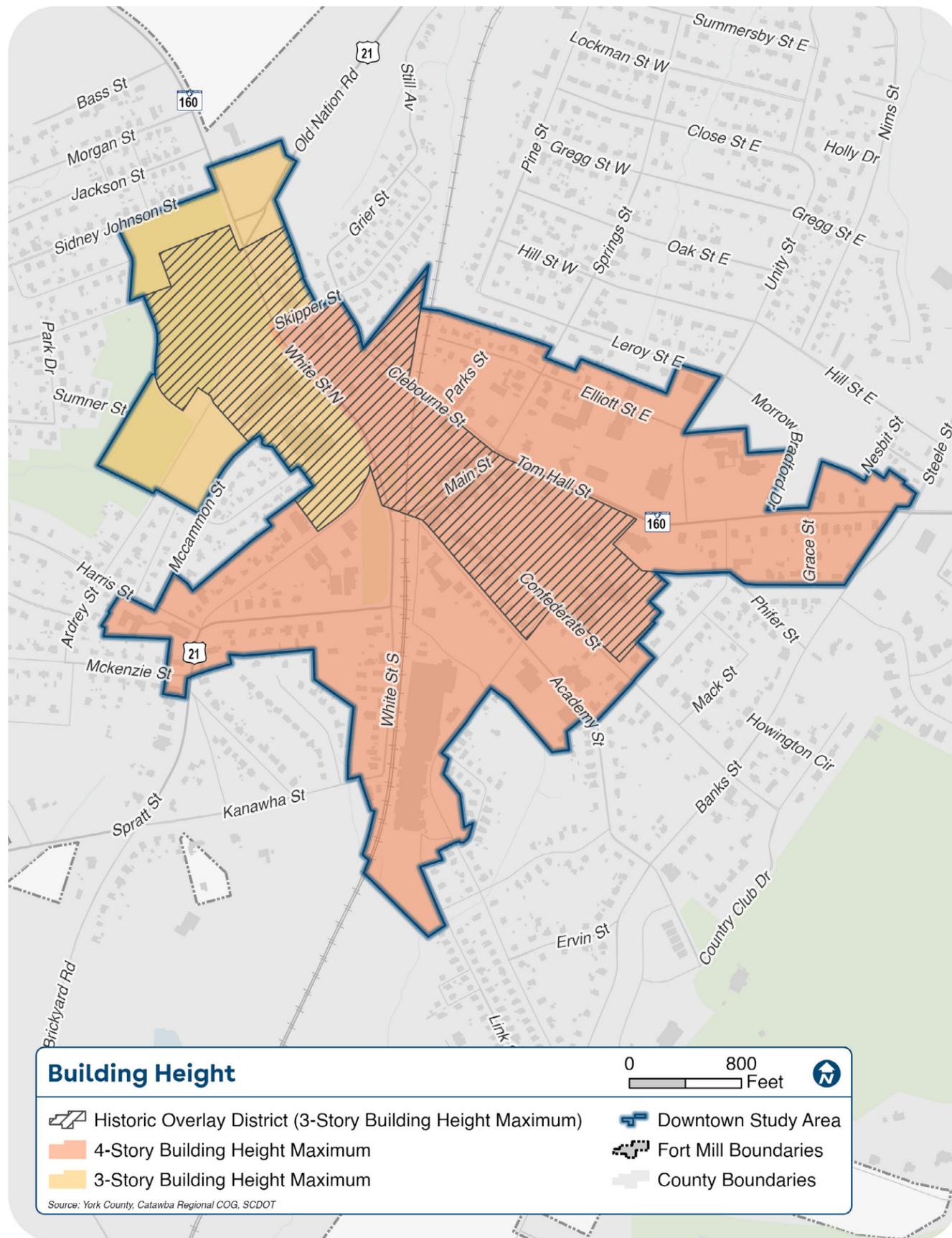


Figure II.52 - Building Height | Esri

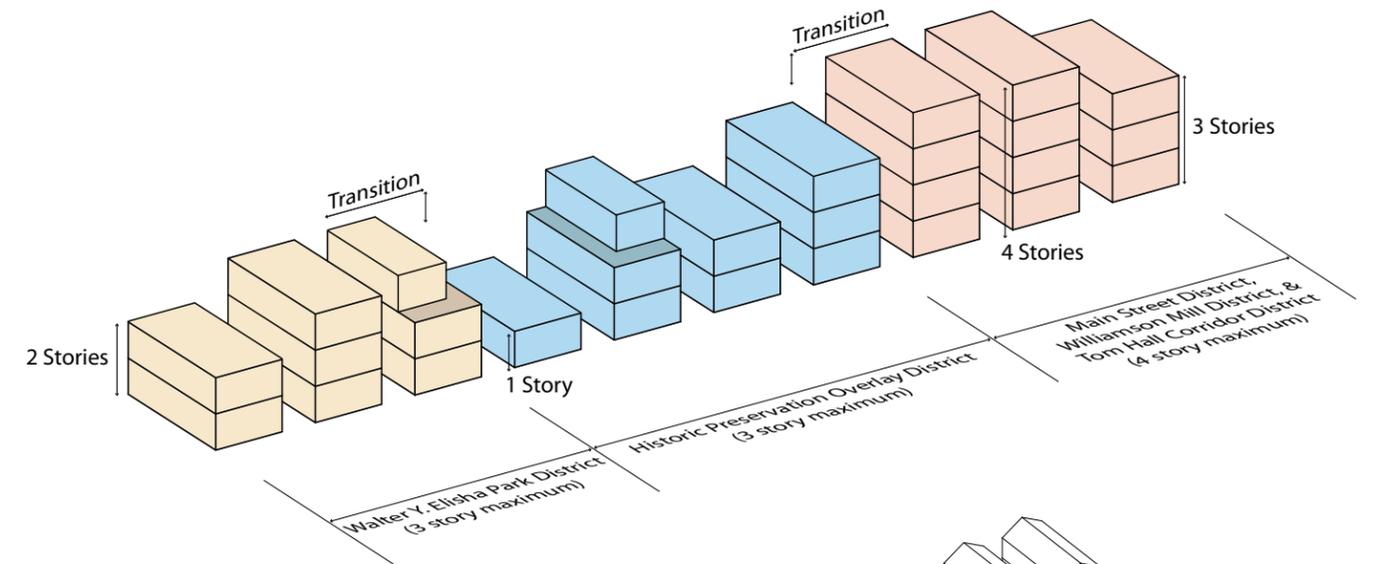


Figure II.53 - Building Height Character District Transition

Height Stepbacks

A stepback is a horizontal setback of upper stories from the lower facade to reduce the perceived building mass and improve compatibility with adjacent properties. Height stepbacks are required within the character districts and the Historic Overlay Preservation District to ensure that the mass and scale of new development align with the existing character of downtown. Stepbacks are measured from the front facade of the building.

Rear and Side Stepbacks (Residential/Historic Interface)

- For new development adjacent to residential zoned properties or historic structures, building height shall not exceed a one-story difference for the first 15 feet of building width along the shared property line.

Character District Transitions

- When new development is adjacent to a character district with a lower maximum building height, the development shall match the adjacent district's height limit for the first 15 feet of building width along the shared property line.

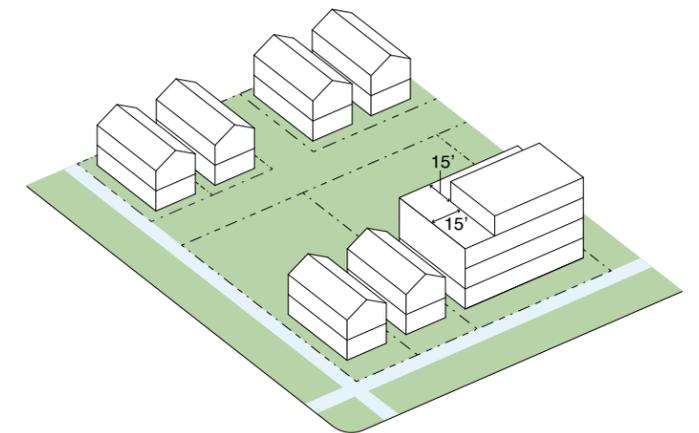


Figure II.54 - Height Stepbacks

Greenway & Trail Frontage

- When future development is planned along a proposed trail identified in an adopted plan, the developer shall construct the portion of the trail located along the site frontage.
- The Town of Fort Mill may adjust or waive this requirement if the improvement is not proportional to the development's impact or if the Town or the Parks and Recreation Department has adopted plans to construct the same trail segment.

Connections to Parks and Greenways

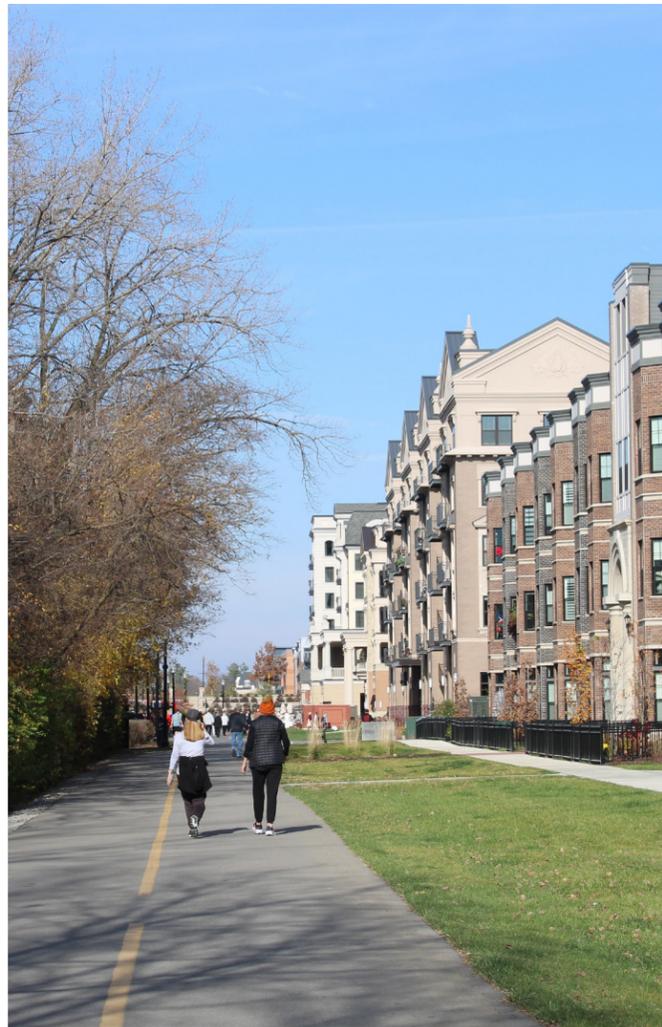
- When a development abuts an existing or planned greenway, park, or open space, pedestrian and bicycle accessways must be provided at intervals of no more than 1,000 feet, where feasible as determined by Town staff.

Landscape

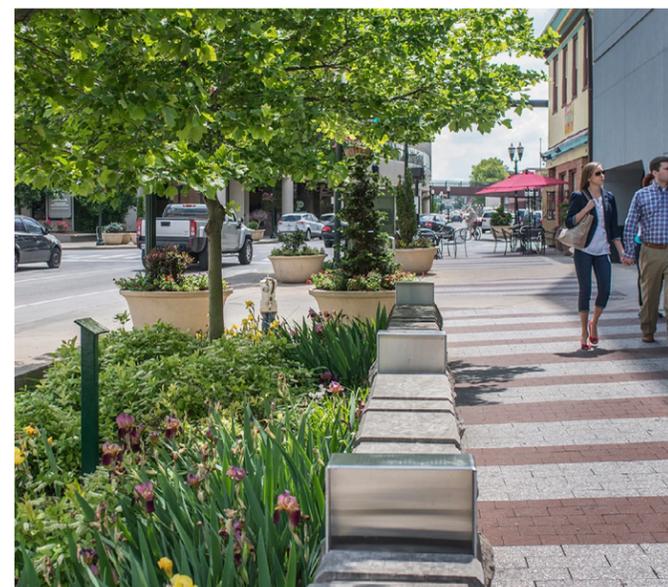
- Design landscaping, fencing, and retaining walls to be integrated into the site and its architecture.
- Utilize a diverse selection of native trees, shrubs, and ground covers to screen service areas, utilities, and parking lots.
- At street intersections within downtown, incorporate pedestrian bulb-outs to reduce crossing distances, calm traffic, and increase pedestrian safety.
- Use these expanded areas for public amenities by integrating planters, monuments, public art, and seating areas.

Stormwater Management

- Underground stormwater detention should be utilized within downtown districts instead of surface detention facilities.
- Prioritize low-impact development (LID) strategies such as pervious paving materials, bioretention swales, and vegetated landscape islands within surface parking lots to facilitate natural stormwater infiltration, reduce runoff, and enhance site permeability.
- Incorporate innovative stormwater management techniques such as bioretention systems within planting strips along secondary or non-primary streets. These green infrastructure elements filter stormwater, reduce flooding risks, support urban ecology, and enhance the pedestrian experience.



Development Along Greenway | Adobe Stock



Downtown Streetscape Landscaping | MKSK



Stormwater Retention / Rain Garden | iStock

Parking

Parking strategies in downtown Fort Mill focus on balancing accessibility with walkability and preserving character. Near-term priorities include shared parking and on-street parking where feasible, with structured parking considered as development intensifies.

- Surface parking lots shall not be permitted as a principal use in any character district.
- For commercial and institutional/semi-public uses within character districts, 20% of the total parking spaces shall be made available for public use during off-peak business hours.
- Shared parking among multiple uses is strongly encouraged.
- On-street parking should be incorporated where feasible to support businesses and reduce the need for large off-street lots.

Structured Parking

- Structured parking is not required at this time but may be considered in the future as development density increases.
- If structured parking is introduced, it should include active ground-floor uses or be wrapped with liner buildings to maintain a pedestrian-oriented streetscape.
- Developments requiring 200 or more parking spaces must provide structured parking.
- When adjacent to a frontage, parking structures shall include active ground-floor uses or be wrapped with liner buildings to maintain a pedestrian-oriented streetscape.
- Architectural treatments such as vertical and horizontal elements should approximate the window openings of adjacent buildings.

- At least 60% of ground-floor openings on or visible from a frontage shall be screened with architectural louvers or panels.

Parking Requirements

- Minimum parking requirements follow the underlying zoning district.
- Parking maximums apply to all properties within character districts regardless of the underlying zoning designation. See Figure II.54.

Trailhead Parking

With the proposed Carolina Thread Trail running through downtown Fort Mill, some designated trailhead parking may be needed to support access.

- Surface parking lots are permitted within the Walter Y. Elisha Park District, Williamson Mill District, and Tom Hall Corridor District for trailhead use only.
- Trailhead parking lots must be spaced at least ½ mile apart.
- Trailhead lots shall provide no more than 10 spaces total, including ADA-compliant spaces.
- Amenities such as restrooms, water fountains, trash/recycling receptacles, and benches may be incorporated.
- Parking lots must be screened from the trail and adjacent public streets with a minimum 10-foot-wide landscape buffer.

MAXIMUM PARKING REQUIREMENTS

	Main Street District	Walter Y. Elisha Park District	Williamson Mill District	Tom Hall Corridor District
Single-Family Attached or Detached	No limit	No limit	No limit	No limit
Multi-Family	1 / bedroom	1 / bedroom	2 / bedroom	1 / bedroom
Commercial Use	3 / 1,000 sf GSF	3 / 1,000 sf GSF	4 / 1,000 sf GSF	3 / 1,000 sf GSF
Civic Use	2 / 1,000 sf GSF	2 / 1,000 sf GSF	3 / 1,000 sf GSF	2 / 1,000 sf GSF
Open Space Use	1 / 6,000 sf GSF	1 / 6,000 sf GSF	1 / 6,000 sf GSF	1 / 6,000 sf GSF

Figure II.55 - Maximum Parking Requirements

On-Site Open Space

All proposed developments must provide on-site open space, except for projects located on parcels ¼ acre or smaller. On-site open space ensures that new development contributes to downtown livability, supports recreation, and enhances the public realm.

Open Space Design Guidelines

- Open space should be visible and easily accessible from public streets or pedestrian pathways.
- Incorporate landscaping, shade, and seating to create comfortable, usable spaces.
- Rooftop terraces may count toward open space requirements if they are accessible and designed for active use.
- Connect on-site open spaces to sidewalks, greenways, and trails where feasible.

Minimum On-Site Open Space by Character District

- Main Street: 5%
- Walter Y. Elisha Park District: 15%
- Williamson Mill District: 10%
- Tom Hall Corridor District: 10%



On-Site Open Space at Kingsley I Kingsley Apartments

On-Site Open Space Types

Plazas

- Paved public spaces near urban buildings featuring gathering areas, landscaping, seating, and sometimes retail or dining activity

Courtyards

- Semi-enclosed outdoor areas defined by surrounding buildings or walls

Greens

- Small urban parks covered by grass and/or trees

Close

- Shared green areas within residential or mixed-use clusters, serving as an alternative to private yards

Pocket Parks

- Mini parks or green spaces integrated between buildings

Linear Parks

- Long, narrow parks that connect key destinations such as greens or landmarks

Greenway/Trails

- Multi-use paths designed for walking, bicycling, and connections to open space networks

Outdoor Amenities and Recreation Spaces

- Open spaces designed for active or passive recreation

Outdoor Dining Areas

- Furnished outdoor areas dedicated to food and beverage service

Rooftops

- Open, accessible terraces atop buildings, designed as usable open space

ON-SITE OPEN SPACE REQUIREMENTS

	Main Street District	Walter Y. Elisha Park District	Williamson Mill District	Tom Hall Corridor District
On-Site Open Space Percentage	5%	15%	10%	10%
Plazas	Preferred; Permitted	Preferred; Permitted	Preferred; Permitted	Permitted
Courtyards	Preferred; Permitted	Permitted	Preferred; Permitted	Preferred; Permitted
Greens	Permitted	Preferred; Permitted	Preferred; Permitted	Permitted
Close	Preferred; Permitted	Preferred; Permitted	Preferred; Permitted	Preferred; Permitted
Pocket Parks	Preferred; Permitted	Permitted	Preferred; Permitted	Preferred; Permitted
Linear Parks	Permitted	Preferred; Permitted	Preferred; Permitted	Preferred; Permitted
Greenways/Trails	Permitted	Preferred; Permitted	Preferred; Permitted	Preferred; Permitted
Outdoor Amenities and Recreation Spaces	Preferred; Permitted	Preferred; Permitted	Preferred; Permitted	Preferred; Permitted
Outdoor Dining	Preferred; Permitted	Preferred; Permitted	Preferred; Permitted	Preferred; Permitted
Rooftops	Preferred; Permitted	Permitted	Preferred; Permitted	Preferred; Permitted

Figure II.56 - On-Site Open Space Requirements



Plaza



Courtyard



Green



Close



Linear Park | Lumicor



Greenway/Trail



Outdoor Amenity/Recreation Space



Outdoor Dining | Cooper Cary



Rooftop | Florence, SC

BUILDING DESIGN

Architectural Character

An overview of the architectural character of each proposed character district is provided below. Future development should draw inspiration from the existing architectural vernacular within each district while avoiding direct imitation. The goal is to maintain a cohesive downtown identity that respects historic context and promotes high-quality, contemporary design.

Main Street District

This district is characterized by a traditional downtown core with primarily 1–4 story buildings and a mix of historic and contemporary structures.

Building Types

- Historic commercial buildings along Main Street
- Single-family residential homes
- Larger historic residential homes

- Businesses converted from single-family homes, often adapted for retail or office use
- Condos and apartments (e.g., The Green)
- Civic buildings and small-scale commercial structures

Common Materials:

- Natural and painted brick, often accented with decorative friezes, cornices, and other architectural details

Common Architectural Character:

- Frequent use of awnings, varied signage types, and storefront transparency to create an active pedestrian environment

Common Streetscape Features:

- Narrow setbacks, wider sidewalks, and street trees that reinforce a walkable character

Walter Y. Elisha Park District

This district is centered around Walter Y. Elisha Park and is defined by its open space and recreational amenities, with 1–3 story building development along its edges.

Building Types

- Larger historic buildings converted for civic use, such as Fort Mill Town Hall
- Single-family residential homes on the district fringe
- Businesses in renovated buildings, adapted for retail or office use
- Park-related structures and amenities, including the Walter Y. Elisha Park Amphitheater

Common Materials:

- Predominantly brick, often paired with unique window articulation; some structures exhibit an institutional or civic feel, with elements that could be described as brutalist-inspired

Common Architectural Character:

- Mid-century modern influences, such as flat or low-pitched roofs, ribbon windows, and strong horizontal lines

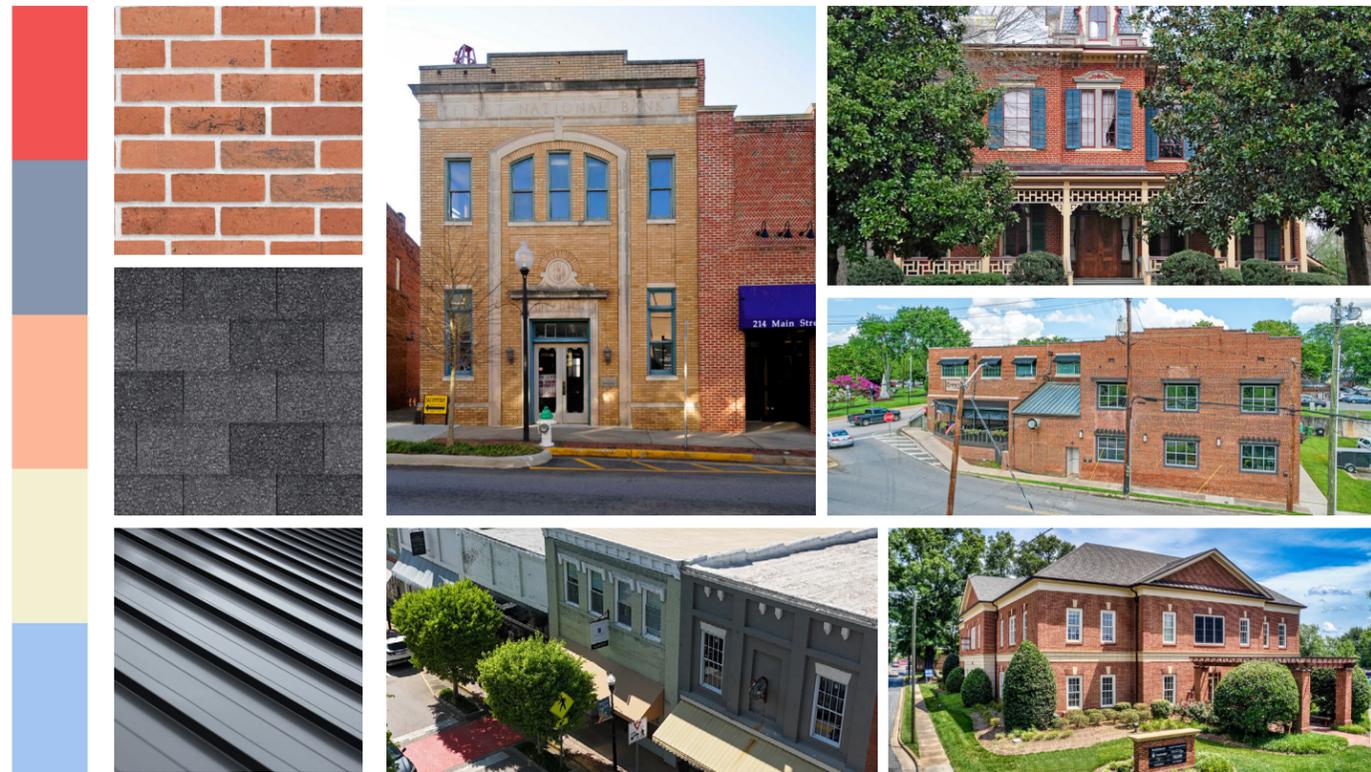
Common Streetscape Features:

- Landscaped buffers, sidewalks, and strong connections to greenways and trails

Historic District Design Guidelines

- Design a building to include the typical features and rhythms of historic buildings in the surrounding context, using similar proportions and dimensions.
- Design a new building to be recognized as current construction, while respecting key features of the historic district as well as the surrounding historic context.

From Town of Fort Mill Historic District Design Guidelines 4.4 & 4.5



Williamson Mill District

This district reflects Fort Mill's industrial heritage and serves as a transitional area with primarily 1–2 story buildings, historic structures, and opportunities for adaptive reuse.

Building Types:

- Historic mill buildings and warehouses, such as Williamson Mill
- Single-family mill-style homes and other modest residential structures
- Businesses converted from single-family homes for retail or office use
- Churches
- Small apartment buildings
- New mixed-use and residential infill

Common Materials:

- Brick, often paired with metal accents and large windows reflecting the district's industrial character

Common Architectural Character:

- Adaptive reuse of historic structures is strongly encouraged, with contemporary additions that complement existing scale and materials

Common Streetscape Features:

- Wider setbacks in some areas, shared-use paths, and connections to greenways

Tom Hall Corridor District

This district functions as a gateway corridor with primarily 1–2 story buildings and a mix of commercial, office, civic, religious, and residential uses.

Building Types:

- Large churches
- Single-family residential homes
- Businesses converted from single-family homes for retail or office use
- Stand-alone commercial buildings and small office structures
- New commercial buildings
- Civic uses such as the US Post Office and Fort Mill Fire Department
- Historic buildings, including the Town of Fort Mill Utilities Department

Common Materials:

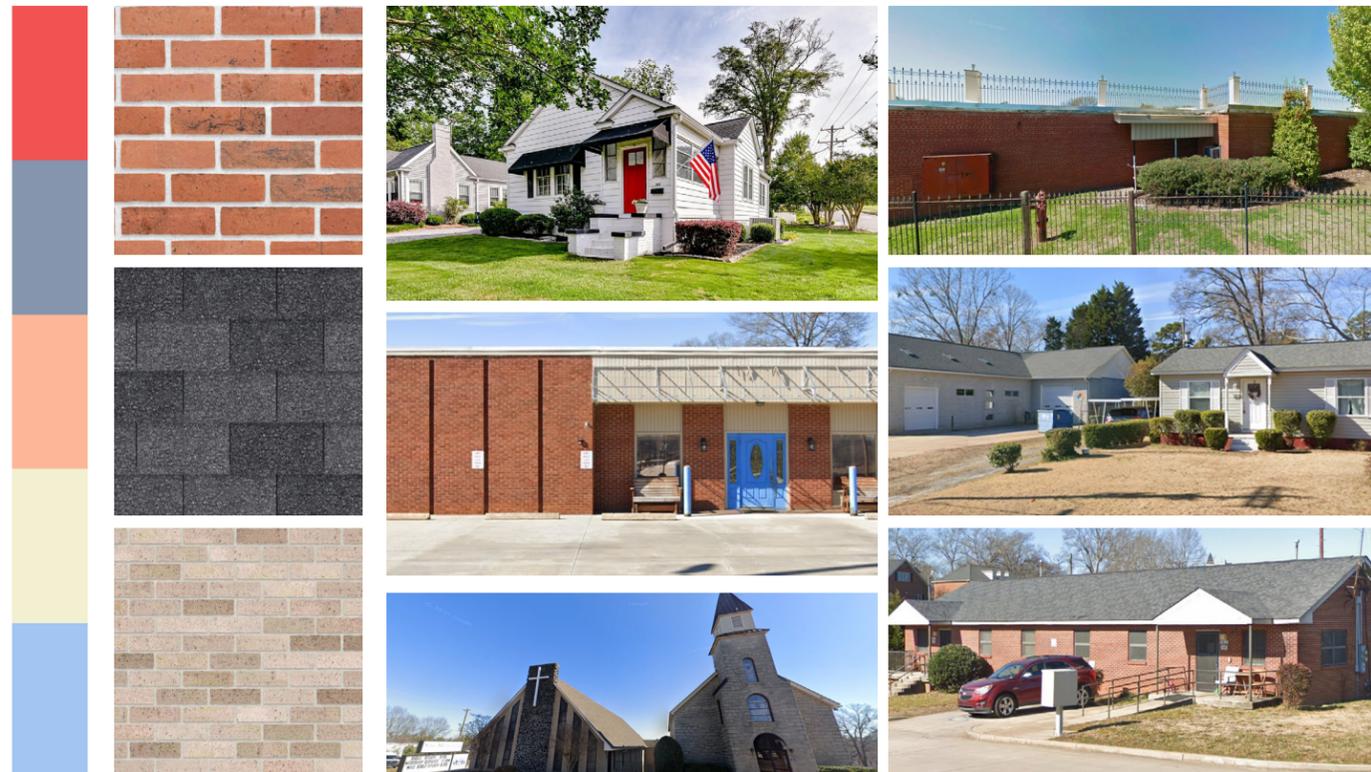
- Brick, fiber cement siding, and painted finishes

Common Architectural Character:

- Architectural character should reinforce a cohesive corridor identity with consistent setbacks, landscaping, and pedestrian connections

Common Streetscape Features:

- Sidewalks, street trees, and opportunities for on-street parking where feasible



Facade Articulation and Massing

Building design should reinforce a human scale and create visual interest along the street. Large buildings should be broken down into smaller, pedestrian-friendly components through articulation, modulation, and thoughtful detailing.

- (A) Buildings 150 feet or longer shall incorporate articulation to reduce perceived mass and scale.
- (B) Facades should be divided into smaller segments using modulation at intervals of no more than 60 feet, with a minimum depth of 2 feet.
- (C) Courtyards visible from the street are encouraged on primary frontages, with a minimum width and depth of 60 feet, spaced no more than 150 feet apart.
- (D) Ground-floor design elements such as arcades, galleries, colonnades, outdoor plazas, or outdoor dining areas should be integrated into the facade and may count toward required build-to percentages.

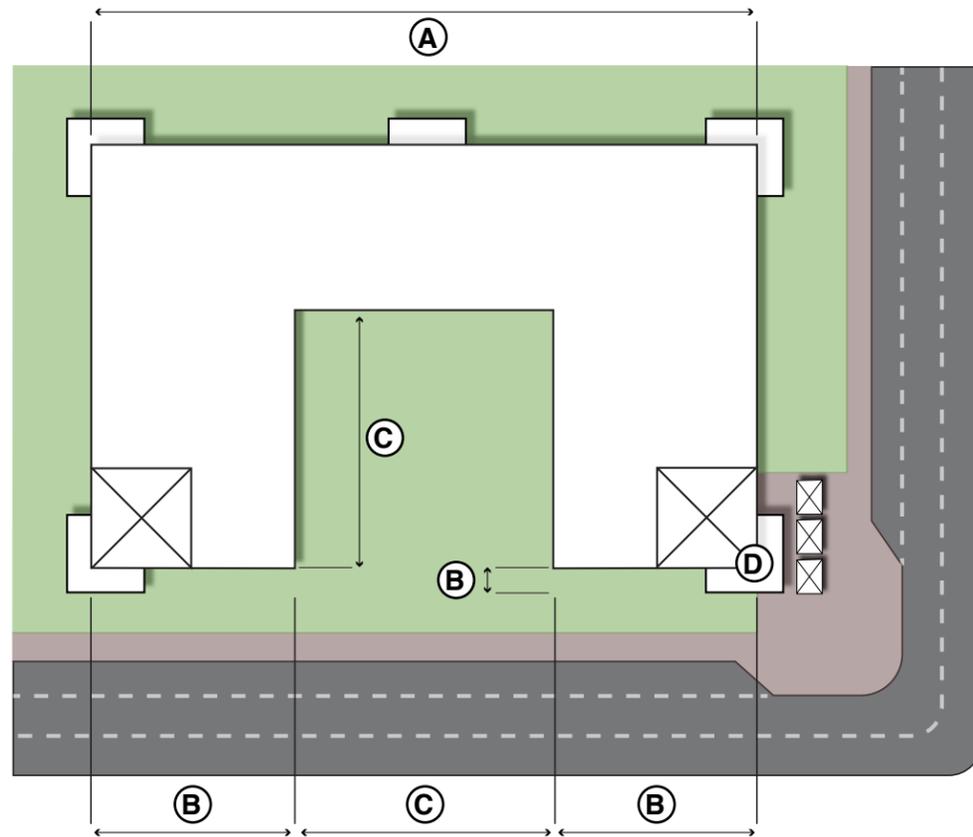


Figure II.57 - Facade Articulation and Massing Diagram

Additional Considerations

- The first two floors above street grade should be visually distinguished from upper floors to enhance the pedestrian experience.
- Emphasize the building base with design elements such as material changes, color variation, recessing, corbeling, molding, stringcourses, ornamentation, or architectural lighting.
- Buildings located on corners or at prominent view corridors should include architectural emphasis or additional height. Examples include:
 - Chamfered or rounded corners
 - Projecting or recessed balconies and entrances
 - Enhanced window designs

Building Elements

Entries

- The main pedestrian entry should be a prominent, clearly identifiable entrance on the primary frontage.
- For corner buildings with two frontages, the main entry may be located at the corner.
- Enhance entry areas with high-quality materials, landscaping, and architectural details that naturally guide pedestrians to the door.

Activated Ground Floor

The ground floor plays a critical role in creating an active, pedestrian-friendly downtown.

- Ground-floor facades should be composed primarily of glass to allow views into the building and showcase activity.
- Within the Main Street District, ground floors should be reserved for commercial uses.
- Private residences on the ground floor are discouraged in Main Street and similar districts, except for townhomes, brownstones, or foyers to upper-floor units.
- Residential entries should incorporate features such as stoops or porches.
- Activate the ground floor with retail displays, planters, public art, and canopy coverings to encourage pedestrian engagement.

Windows

- Shopfront windows should not be lower than 2 feet above the ground plane, except where architectural features such as glass curtain walls or glass roll-up doors are used.
- Windows should comprise at least 60% of the ground-floor facade in the Main Street District and at least 40% in other character districts.
- Windows should be recessed 4–6 inches from the facade to create depth and shadow rather than appearing flush.

Recessed Doorways

- Recessed doorways are encouraged, with a maximum recess of 5 feet from the front wall.
- No glass should be positioned lower than 2 feet above ground level.

- Doors should not swing into the sidewalk or pedestrian zone.

Materiality

- Materials should be high-quality and compatible with the surrounding district, while allowing for diversity and contemporary interpretation.
- All facades visible from a primary frontage should use durable materials such as brick, wood, stone, concrete-based stucco, horizontal wood siding, architectural metal panels, or wood shingles.
- In the Main Street District, brick should be the primary material, covering at least 50% of the non-glass wall surface.
- Prohibited materials include concrete board, concrete block, pre-engineered corrugated metal panels, and vinyl siding.

Roofs

- Infill development in the Main Street District should have flat roofs to match the existing architectural character.
- Pitched roofs are appropriate in other districts, such as Walter Y. Elisha Park, Williamson Mill, and Tom Hall Corridor, where residential and adaptive reuse buildings are common.

Franchise Architecture

- Standardized franchise architecture is not permitted in its typical form within character districts.
- Franchise designs must be adapted to reflect the character of the district, using appropriate materials, massing, and detailing.
- All franchise buildings must comply with these Downtown Design Guidelines.

Drive-Throughs

- Drive-through facilities are not permitted in the Main Street District, Historic Overlay District, and other pedestrian-oriented areas.
- This restriction applies to all uses, including restaurants and financial institutions.
- Walk-up service windows are the preferred alternative in downtown districts.
- In districts where drive-throughs are allowed, they should be located to the side or rear of the building, never along the primary frontage.

Signs

Regulatory References

Signage in downtown Fort Mill is regulated by:

- Town of Fort Mill Zoning Ordinance, Article III – Signs
- Fort Mill Historic District Design Guidelines (for properties within the Historic District)

Key Zoning Ordinance Requirements:

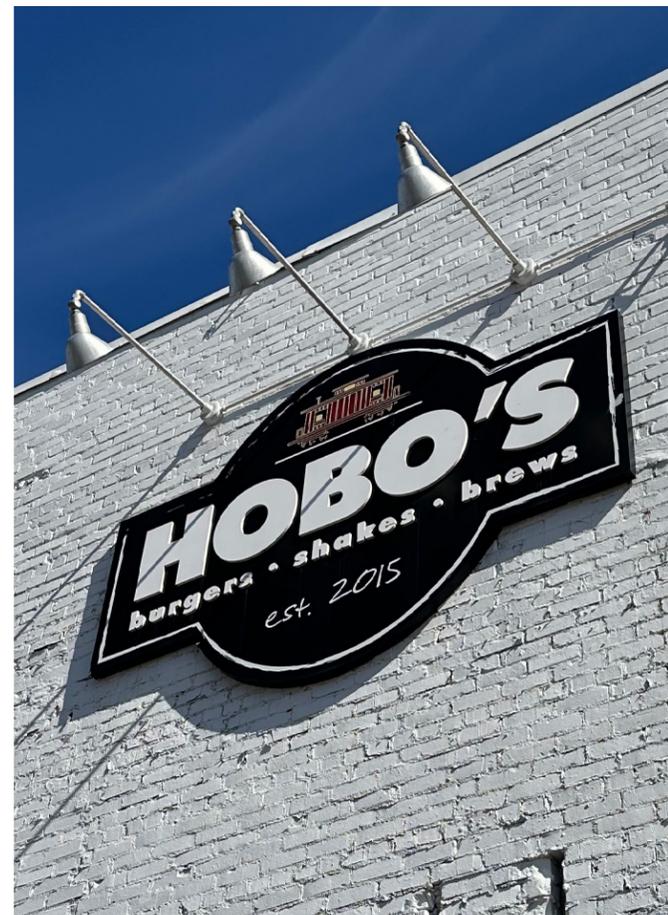
- A sign permit is required for the erection, alteration, or reconstruction of any sign unless otherwise noted. Permits are issued by the Zoning Administrator in accordance with Article IV of the ordinance.
- Signs must be constructed of durable materials, maintained in good condition, and not allowed to become dilapidated.
- Signs on properties abutting federal or state highways must comply with applicable regulations. Where Town standards are more restrictive, Town standards apply.

Historic District Design Guidelines (Additional Requirements)

- Preserve historic signs whenever possible; consider history, context, and design before removal.
- Historic wall signs should remain exposed when feasible.
- Signs should be subordinate to the building's overall composition and avoid obscuring architectural details.
- Preferred sign types include awning/canopy signs, window signs, flush-mounted wall signs, projecting signs, symbol signs, tenant/directory signs, interpretive signs, and ground/monument signs.
- Sign lighting should use shielded sources or subtle silhouette lighting.
- Sign materials and colors should be compatible with the building facade and surrounding context.

General Standards

- Signs should be located on private property and not within the public right-of-way.
- Signs should enhance the character of the streetscape, support walkability, and complement the building architecture.
- Signs should be pedestrian-scaled and integrated with the building facade.
- Recommended materials:
 - Wood (carved, sandblasted, etched, sealed, and painted or stained)
 - Metal (formed, cast, or engraved, primed, and protected against corrosion)
 - High-density foam or similar durable materials
 - Custom neon tubing (integrated into permitted sign types)
- Signs should be located on private property, not within the public right-of-way.
- All illuminated signs must use UL-approved lighting and comply with Town lighting standards.



Exterior Wall Sign on Main Street

Historic District Additional Standards

Properties located within the Fort Mill Historic District must comply with the Fort Mill Historic District Design Guidelines in addition to the Town's Zoning Ordinance and these Downtown Design Guidelines. The following principles apply specifically to signage within the Historic District:

Preserve Historic Signs

- Retain and maintain historic signs whenever possible. Consider the sign's history, context, and design before removal or alteration.

Historic Wall Signs

- Leave historic wall signs exposed whenever feasible to maintain authenticity and character.

Sign Character

- Signs should be subordinate to the overall building composition and should not dominate the facade.

Sign Content

- Simple, clear sign designs are preferred over overly complex or cluttered layouts.

Sign Lighting

- Use shielded light sources to minimize glare. Silhouette or halo lighting may be used to provide subtle illumination that highlights both the sign and the building.

Sign Installation

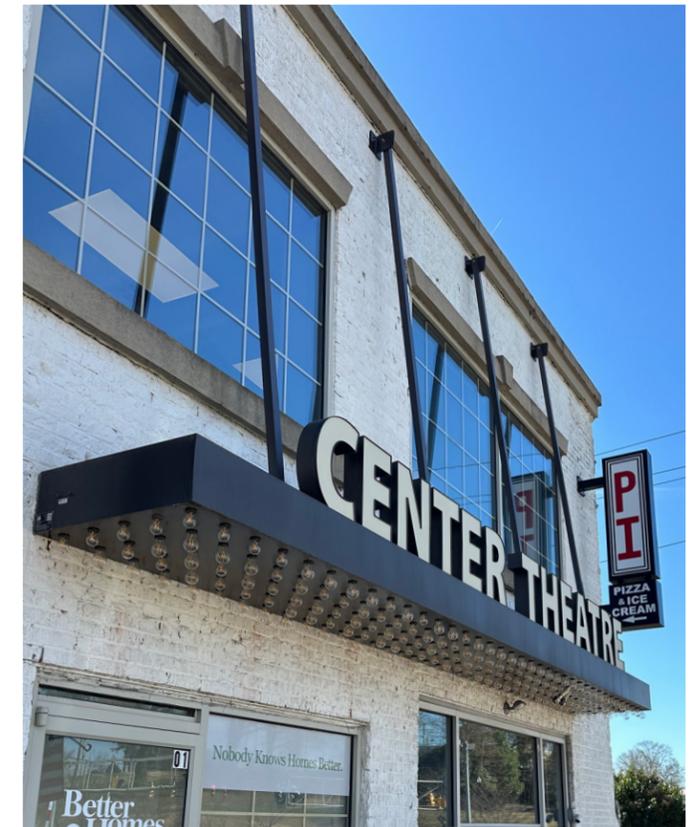
- Avoid damaging or obscuring architectural details or features when installing signs. Mount signs in a way that minimizes impact on historic materials.

Sign Materials

- Use materials that are compatible with the building facade and site, such as wood or metal. Avoid synthetic materials that detract from historic character.

Sign Color

- Select colors that are generally compatible with the building's color palette and the surrounding context.



Projecting Sign with Lighting on Main Street



Window Sign on Main Street

Permitted Sign Types

The following sign types are permitted within the downtown Fort Mill and within the Fort Mill Historic District.

1. Awning or Canopy Signs

- Signs located on or under a canopy or awning may be considered.

2. Window Signs

- Should minimize window coverage and be painted on glass or hung inside the window.

3. Wall Signs:

- Flush-mounted wall signs may be considered; minimize the depth of sign panels or letters.

4. Projecting Signs:

- Design projecting or blade signs to reflect traditional character.

5. Symbol Signs:

- Using a symbol or icon as part of the sign design is encouraged.

6. Tenant or Directory Signs:

- Consolidate multiple small signs into a single directory panel for multi-tenant buildings. Interpretive Signs: Keep interpretive signs simple and subordinate to their context.

7. Ground or Monument Signs:

- Should maintain the visual qualities and ambiance of the building site and surrounding context.

8. Pole-Mounted or Freestanding Signs:

- Only permitted where appropriate to the site and context.



Awning Sign on Main Street



Projecting Sign on Main Street



Multiple A-Frame Signs on Main Street



Monument Sign on Clebourne Street



Painted Sign on Academy Street

Prohibited Signs

The following sign types are prohibited within the downtown Fort Mill and within the corporate limits of the Town in general, as referenced in the Zoning Ordinance:

1. Signs Resembling or Imitating Traffic or Warning Signals

- No sign may display intermittent lights resembling traffic signals or emergency vehicle lights.
- Signs may not use words such as “Stop” or “Danger” in a way that could mislead or confuse drivers.

2. Signs on Roadside Appurtenances

- Signs attached to or painted on utility poles, trees, parking meters, bridges, overpasses, rocks, benches, refuse containers, or building roofs are prohibited unless specifically allowed elsewhere in the ordinance.

3. Projecting Signs

- Prohibited except in GI, LC, and HC zoning districts, and only if:
 - Maximum size is 12 square feet
 - Projection does not exceed 3 feet from the facade
 - Does not impede pedestrian or vehicular movement or visibility
 - Does not encroach into the public right-of-way without an encroachment permit
 - No more than one projecting sign per business

4. Off-Premises Signs

- Includes billboards and general advertising signs for businesses not located on the premises.



Video Display Sign | Electro-Matic Visual

5. Roof Signs

- Any sign or portion of a sign extending above the highest point of the roof.

6. Portable Signs

- Signs mounted on wheels or portable frameworks, except as permitted in Article III, Section 6(8).

7. Animated or Flashing Signs and Signs of Illusion

- Includes blinking, flashing, intermittent lights, moving parts, or signs giving the illusion of movement unless specifically allowed.

8. Abandoned Signs and Sign Structures

- Signs for businesses or activities no longer operating on the property must be removed within 30 days.

9. Pennants, Streamers, Balloons, and Similar Devices

10. Signs Obstructing Access

- Signs that block driveways, doors, windows, fire escapes, or other required exits.

11. Signs Located in the Right-of-Way

- Except those installed by the Town or other qualified public agencies for directional, informational, or safety purposes.

12. Inflatable Signs or Balloons

13. Electronic Graphic Display Signs

14. Multi-Vision Signs

15. Video Display Signs



Signs on Utility Pole | WKBN 27

**Chapter III.
Implementation**

LOVE

where you

LOVE



IMPLEMENTATION GUIDE

Implementation Guide Overview

The Downtown Master Plan outlines a bold vision for the future of downtown Fort Mill. This implementation guide translates that vision into actionable steps, providing a clear framework for how each recommendation can be realized over time. It is designed to help Town staff, elected officials, stakeholders, and community members track progress, prioritize efforts, and coordinate resources to bring the plan to life.

This Implementation Guide serves as a reference tool for the recommendations outlined in the Downtown Master Plan. Each recommendation is:

- Categorized by theme,
- Linked to a specific character district, and
- Numbered for easy reference.

Where applicable, case studies are included to illustrate similar projects or programs. These examples serve as practical models for how specific recommendations might be carried out

Each recommendation is assigned a project horizon based on the estimated timeline for implementation:

- Short-term: 0–5 years
- Mid-term: 5–10 years
- Long-term: 10+ years

These timeframes reflect the complexity, scale, and resources required for each initiative.

In addition to project horizon, projects that are classified as a Priority Recommendations are denoted as such by an asterisk (*).

Chapter Cover: Mural on Railroad Avenue

Guiding Principles

The future of downtown is shaped by a set of guiding principles that reflect its character, resources, and community values. These principles emphasize intentional planning, vibrant public spaces, and a people-first approach to design. They serve as a framework for creating a downtown that is functional, inclusive, and adaptable.

Connect the Bright Spots

- Overcome barriers like topography and rail lines to link key destinations, such as Main Street, Walter Y. Elisha Park, and the Williamson Mill, into a cohesive and accessible downtown.

Prioritize People Over Cars

- Design streets and public spaces that prioritize pedestrians, cyclists, and transit users. Shift the focus from vehicle traffic to walkability and community gathering.

Infuse Placemaking

- Use public art, signage, seating, and events to create memorable experiences and foster local pride. Placemaking turns everyday spaces into vibrant destinations.

Activate Buildings

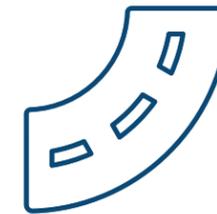
- Encourage ground-level activity with transparent facades, inviting storefronts, and accessible entrances. Mixed-use buildings support a dynamic and engaging streetscape.

Develop a Network of People-First Spaces

- Create interconnected trails, parks, and plazas that promote mobility, health, and social connection. Thoughtful design and amenities ensure these spaces are welcoming and easy to navigate.

Priority Recommendations

Based on stakeholder interviews, existing conditions analysis, feedback from the Downtown Steering Committee and Town Council, and input from the downtown workshop, four key recommendations have been identified as top priorities.



SC-160 Alignment

Currently, SC-160 is routed to Main Street. This presents a challenge for many reasons including increased truck and pass-through traffic, limitations for an enhanced streetscape and pedestrian improvements, placemaking, and other challenges. A key recommendation of the master plan is to initiate a realignment study with SCDOT to identify alternative route options and feasibility.



Downtown Housing

The market analysis, prepared by Downtown Strategies, found there are currently fewer than 150 residential units within the downtown study area. In efforts to support existing and new local businesses and promote a vibrant and active downtown atmosphere, the master plan recommends strategically and incrementally increasing the number of residential units within the downtown study area. Housing types should be consistent with the scale, character, and style of what currently is offered in the study area in efforts to intentionally add housing units in strategic locations that promote a walkable and vibrant downtown.



Parking Strategy

Feedback from the downtown survey, stakeholder interviews, and steering committee suggests many feel Main Street lacks adequate parking. Upon further review, downtown has sufficient parking, but navigating to available spaces may prove challenging. The master plan recommends the Town conduct a parking study to analyze current parking supply (public, private, etc.) and demand, assess the need for additional parking (surface, structured, etc.), and develop recommendations for parking agreements, management, enforcement, and other strategies to support a thriving downtown.



Downtown Manager

Coordination of policies, projects, programs, and effective communication between Town leadership and downtown stakeholders will be essential to the success of the plan's implementation. A key master plan recommendation is for the Town fund a position that coordinates the plan's implementation and serves as a liaison between the Town and downtown businesses and property owners.

DOWNTOWN RECOMMENDATIONS				
Category	Character District	Number	Recommendation	Project Horizon
Economic Development	Main Street District	1.01*	Work with downtown places of worship to develop a land use strategy. This could include strategies for work force housing, a parking structure, or other community benefiting uses. Case Study: Faith in Housing Initiative - Charlotte, NC (Link)	0-5 years
	Walter Y. Elisha Park District	1.02	Relocate the Farmers Market to the Town Hall property. Build a permanent dedicated space for market vendors, activate with placemaking features, utilized shared parking with the Town Hall, and develop a shared lawn and plaza space to be used for small events.	0-5 years
		1.03	In partnership with a new Farmers Market, develop a commercial space at the corner of White and Ardrey Streets to serve park and market users, as well as visitors within the downtown area. Case Study: City Center Farmers Market - Florence, SC (Link)	5-10 years
		1.04	Dedicate a commercial space near Town Hall that fronts along White Street. This space should be positioned to house a tenant that will activate the frontage such as a cafe, coffee, shop or other use that will serve park, market, Town Hall, and downtown visitors.	5-10 years
		1.05	Market 123 N. White Street as a multi-tenant space that will serve the greater Fort Mill community as an arts, education, or cultural anchor for downtown. The ground floor space (front door) that fronts White Street should house a tenant that will activate the frontage - such as a cafe, coffee shop, or bistro. Case Study: Discovery Place Kids - Huntersville, NC (Link)	5-10 years
		1.06	Identify a partner to repurpose the historic Armory Building into a destination for arts, culture, and entertainment. Case Study: Duluth Armory - Duluth, MN (Link)	0-5 years
	Tom Hall Corridor District	1.07*	Develop an organizational structure for ongoing downtown management. Case Study: Main Street South Carolina (Link)	0-5 years
	Overall Downtown Study Area	1.08	Develop strategic business recruitment and retention program.	0-5 years
		1.09*	Fund a position that will coordinate the plan's implementation and serve as a liaison between the Town and downtown businesses and property owners.	0-5 years
		1.10	Work with the Arts Council of York County to establish an Arts District within downtown. Work closely with artists, businesses/organizations, and residents to ensure its enduring success.	0-5 years

Figure III.1 - Implementation Table
Projects that are classified as a Priority Recommendations are denoted as such by an asterisk (*).

Ordinance Update	Partnerships	Notes
Yes	Property Owners	
-	Fort Mill Farmers & Artisans Market	
-	Fort Mill Farmers & Artisans Market	
Yes	-	
Yes	-	
Yes	-	
-	Municipal Association of South Carolina, and Main Street South Carolina	
-	-	
-	-	
-	Arts Council of York County	

Case Study

Faith in Housing Initiative - Charlotte, NC

The City of Charlotte's Faith in Housing initiative empowers faith-based organizations to play a direct role in addressing the city's affordable housing needs. Through tools, resources, and strategic partnerships, congregations are supported in transforming underutilized land and buildings into housing solutions for residents.

The program offers guidance for faith leaders and community advocates at every stage—from exploring development opportunities to launching housing projects. Case studies and learning resources showcase successful efforts across Charlotte, encouraging collaboration and innovation.

By mobilizing faith communities, the initiative fosters inclusive growth and helps create a Charlotte where everyone has access to safe, affordable housing.



Faith in Housing Initiative Logo & Summit | City of Charlotte

DOWNTOWN RECOMMENDATIONS				
Category	Character District	Number	Recommendation	Project Horizon
Land Use	Main Street District	2.01	Support the redevelopment of the public parking lot on the east corner of Spring and Tom Hall Streets. A redevelopment should include a mix of parking, ground floor retail, and public open space.	10+ years
		2.02	Support the redevelopment of suburban-style shopping centers in downtown into vertical mixed use developments with active ground floor retail and public open space.	10+ years
		2.03	Support the continuation of the Main Street District along Spring Street to Elliott Street.	10+ years
		2.04	Support the redevelopment of the property on White Street that the Farmers Market currently occupies, as well as the properties located within the boundaries of N. White Street, Clebourne Street, and the railroad.	10+ years
	Williamson Mill District	2.05	Support the redevelopment of the former Williamson Mill into a mixed use, residential development with affordable units. Support the incorporation of public spaces and improved streetscapes. Case Study: Osage Mill - Bessemer City, NC (Link)	0-5 years
		2.06	Support redevelopment opportunities along the Carolina Thread Trail.	10+ years
	Tom Hall Corridor District	2.07	Support the redevelopment of properties along the Tom Hall corridor into vertical mixed use sites with active ground floor uses.	10+ years
	Overall Downtown Study Area	2.08	Support the redevelopment of key gateway intersections to include a mix of land uses paired with pedestrian infrastructure improvements, public open space, and streetscape enhancements.	10+ years
Mobility	Main Street District	3.01*	Study the extension of Clebourne Street to US-21 to support the relocation of SC-160.	0-5 years
		3.02*	Support the reconstruction of the Clebourne Bridge to include adequate pedestrian infrastructure, lighting, and beautification.	5-10 years
		3.03	Develop a pedestrian passage between Confederate Park and commercial buildings to connect the proposed pedestrian bridge to Main Street.	5-10 years
		3.04	Improve the intersection of Railroad Avenue, Academy, and Main Streets to include a wider sidewalk, improved pedestrian crossings, and ADA improvements. Case Study: University District Gateway Bridge - Spokane, WA (Link)	5-10 years

Figure III.1 - Implementation Table
Projects that are classified as a Priority Recommendations are denoted as such by an asterisk (*).

Ordinance Update	Partnerships	Notes
Yes	-	
Yes	Property Owners	
Yes	Property Owners	
Yes	-	
Yes	Property Owners	
Yes	Property Owners	
Yes	Property Owners	
Yes	SCDOT, Property Owners	
-	SCDOT, Property Owners	
-	SCDOT, Property Owners	
-	-	
-	Railroad, SCDOT	

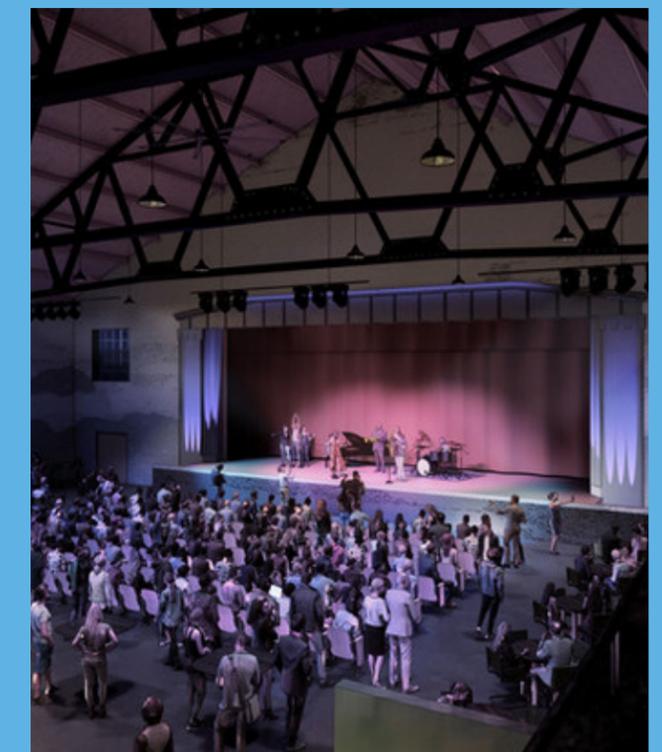
Case Study

Duluth Armory Renovation - Duluth, MN

The Duluth Armory, a historic 1930s-era building with deep cultural and musical roots, is being revitalized into a dynamic arts and community hub. Spearheaded by the Armory Arts and Music Center (AAMC)—a nonprofit established to preserve and repurpose the site—the project is a model of adaptive reuse and public-private collaboration.

In partnership with a developer, the redevelopment will include a performance and event venue, arts education and exhibit spaces, a community kitchen and local food vendors, and historical tribute areas.

The project is funded through a mix of state support, historic and new markets tax credits, and private fundraising. The restored Armory is expected to reopen in Fall 2026 in downtown Duluth, MN.



Armory Building Renovation Rendering | Duluth Armory

DOWNTOWN RECOMMENDATIONS				
Category	Character District	Number	Recommendation	Project Horizon
Mobility	Main Street District	3.05	Improve the Main Street streetscape with the selective removal of parking spaces, widening of the sidewalk, and installing decorative crosswalks, street trees in tree grates, overhead cafe lights, street furnishings, and other placemaking elements. Case Study: Downtown Streetscape Revitalization - Greer, SC (link)	5-10 years
		3.06	Develop a pedestrian passage from Main Street to Monroe White Street to connect to the future Carolina Thread Trail.	10+ years
		3.07*	Study options to realign SC-160 off of Main Street	0-5 years
		3.08	Study the opportunity to implement a pedestrian bridge that extends from Mill Stone Park, across White Street and the railroad, and connects to the north corner of Confederate Park.	10+ years
		3.09*	Take control of Main Street from SCDOT.	0-5 years
	Williamson Mill District	3.10	Realign Watson Street to improve safety, function, and aesthetics.	0-5 years
		3.11	Study opportunities for another rail crossing near Kanawha Street and possible closure of the current rail crossing at Railroad Avenue and Spratt Street.	10+ years
	Walter Y. Elisha Park District	3.12*	Study options to reconfigure the intersection of US-21 and SC-160. Options could include a realignment of the intersection, traffic circle, or another configuration to improve safety and traffic flow.	5-10 years
		3.13	Partner with a bike or scooter vendor to provide rentals at key locations throughout downtown like the Farmers Market, Walter Y. Elisha Park, Williamson Mill, and Main Street.	0-5 years
		3.14	Realign and extend Phillip Street to connect with Massey Street.	10+ years
	Tom Hall Corridor District	3.15	Study Tom Hall Street corridor as a preferred alignment for the Carolina Thread Trail.	0-5 years
		3.16	Study Monroe White Street as an opportunity for a spur of the Carolina Thread Trail in efforts to connect the Williamson Mill District to Main Street and Tom Hall Street.	0-5 years
		3.17	Improve the function and aesthetics of the Tom Hall corridor with an improved streetscape, street trees, wider sidewalks, pedestrian crossings, and the implementation of the Carolina Thread Trail.	5-10 years

Figure III.1 - Implementation Table
Projects that are classified as a Priority Recommendations are denoted as such by an asterisk (*).

Ordinance Update	Partnerships	Notes
-	SCDOT	
-	Carolina Thread Trail, Property Owners	
-	SCDOT, Property Owners	
-	Railroad	
-	SCDOT	
-	Railroad	
-	Railroad	
-	SCDOT, Property Owners	
-	-	
-	Property Owners	
-	Carolina Thread Trail, Property Owners	
-	Carolina Thread Trail, Property Owners	
-	SCDOT, Property Owners	

Case Study

Downtown Streetscape Revitalization - Greer, SC

The City of Greer, South Carolina, demonstrates how strategic streetscape improvements can drive downtown revitalization. Through public investment, private partnerships, and high-quality materials like clay pavers, Greer transformed its main corridor into a woonerf-style shared street that prioritizes pedestrians while remaining adaptable for vehicles and events

Key features included:

- Pedestrian-first design with no curbs, using bollards, trees, and lighting for safety.
- Underground electrical infrastructure to support festivals, concerts, and vendors.
- Historic preservation through custom gas-lantern-style lighting and reuse of 100-year-old granite curbs.
- Clay brick pavers that enhance walkability and reflect historic character.
- Flexible-use space that converts into a plaza for events like “Dine on Trade.”

Since completion, over \$120 million has been reinvested downtown, with new businesses, restaurants, and mixed-use developments emerging as a direct result.



Downtown Streetscape | Greer, SC

DOWNTOWN RECOMMENDATIONS				
Category	Character District	Number	Recommendation	Project Horizon
Mobility	Overall Downtown Study Area	3.18	Implement curb-lane management for deliveries.	0-5 years
		3.19	Partner to provide micro-transit system (5-mile radius).	0-5 years
		3.20	Develop a comprehensive connectivity plan with specific infrastructure improvements.	0-5 years
Open Space	Main Street District	4.01	Reconfigure the south corner of Main Street at Tom Hall Street to include an activated plaza space with cafe seating, lighting, public art, street trees, and placemaking.	5-10 years
	Walter Y. Elisha Park District	4.02	Develop a linear park along White Street that connects Walter Y, Elisha Park, the Farmers Market, Town Hall, 123 N. White Street, Mill Stone Park, and the Main Street District. The park should be designed to include activated plazas connected to buildings, pathways, lush landscaping, unique placemaking, and public art.	0-5 years
Parking	Main Street District	5.01*	Study the need and feasibility of building a parking structure within 1-2 blocks of Main Street.	0-5 years
		5.02*	Conduct a parking study to develop a strategy for parking. The study should provide recommendations for wayfinding, parking partnerships, shared parking, special event parking strategies, timed parking, metered parking, enforcement, and the adoption of parking technologies. Case Study: Next Steps for Parking Study Article (link)	0-5 years
		5.03*	Maintain parking agreements and improve access to parking lots located behind buildings on Main Street.	0-5 years
		5.04*	Develop shared parking agreements with downtown places of worship. Case Study: Shared Parking Program - Tucker, GA (link)	0-5 years
Programs & Tools	Overall Downtown Study Area	6.01	Develop vacant property registry ordinance with escalating fees.	0-5 years
		6.02	Develop and enforce minimum maintenance standards for existing buildings.	0-5 years
		6.03	Implement sign ordinance.	0-5 years
		6.04	Develop and enforce tree preservation requirements.	0-5 years
		6.05	Provide storefront activation grants for retail tenants.	0-5 years
		6.06	Provide upper-floor development incentives.	0-5 years
		6.07	Explore municipal service district to fund other incentives.	0-5 years

Figure III.1 - Implementation Table
Projects that are classified as a Priority Recommendations are denoted as such by an asterisk (*).

Ordinance Update	Partnerships	Notes
-	SCDOT	
-	-	
-	-	
-	SCDOT, Property Owners	
-	-	
-	Property Owners	
-	SCDOT, Property Owners	
-	Property Owners	
-	Property Owners	
Yes	-	

Case Study

Shared Parking Program - Tucker, GA

To address limited public parking in Downtown Tucker, the City partnered with Main Street Church (formerly Tucker First Baptist Church) to create 101 shared parking spaces. These spaces are available to the public Monday through Saturday, 7 a.m. to 8 p.m., supporting increased activity along Main Street.

This initiative follows a 2017 Urban Land Institute study that identified over 900 parking spaces near Main Street, but only 123 were publicly accessible. The study recommended shared parking as a key strategy to improve availability.

In addition to the church partnership, the City is resurfacing 12 leased spaces from CSX on Railroad Avenue and will add 27 new spaces next year adjacent to the upcoming Tucker Town Green. These improvements are part of a broader, community-centered approach to downtown development, enhancing access while preserving the area's character.



Shared Parking Sign | Tucker-Northlake CID



Fort Mill
OUR PATH FORWARD

Downtown Master Plan

