



# RETHINK FOLLY ROAD

A COMPLETE STREETS STUDY

Work-in-Progress Presentation | Wednesday, May 13, 2015

[follyroad.mindmixer.com](http://follyroad.mindmixer.com)

# Dover, Kohl & Partners

town planning, urban design & community engagement

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# Alta Planning + Design

multimodal transportation planning

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# Josh Martin, Turnberry Consulting US

community outreach & implementation strategy

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# Horsley Witten Group

stormwater management & green infrastructure

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# Bihl Engineering

transportation analysis

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# Partners for Economic Solutions

economic analysis & implementation strategy

welcome back

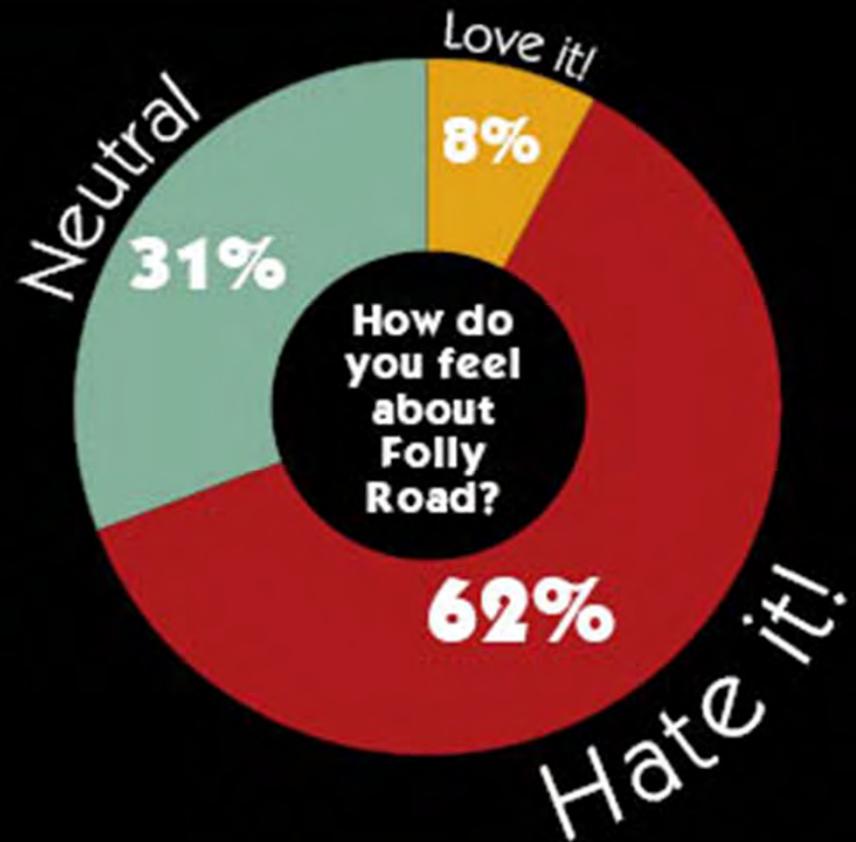
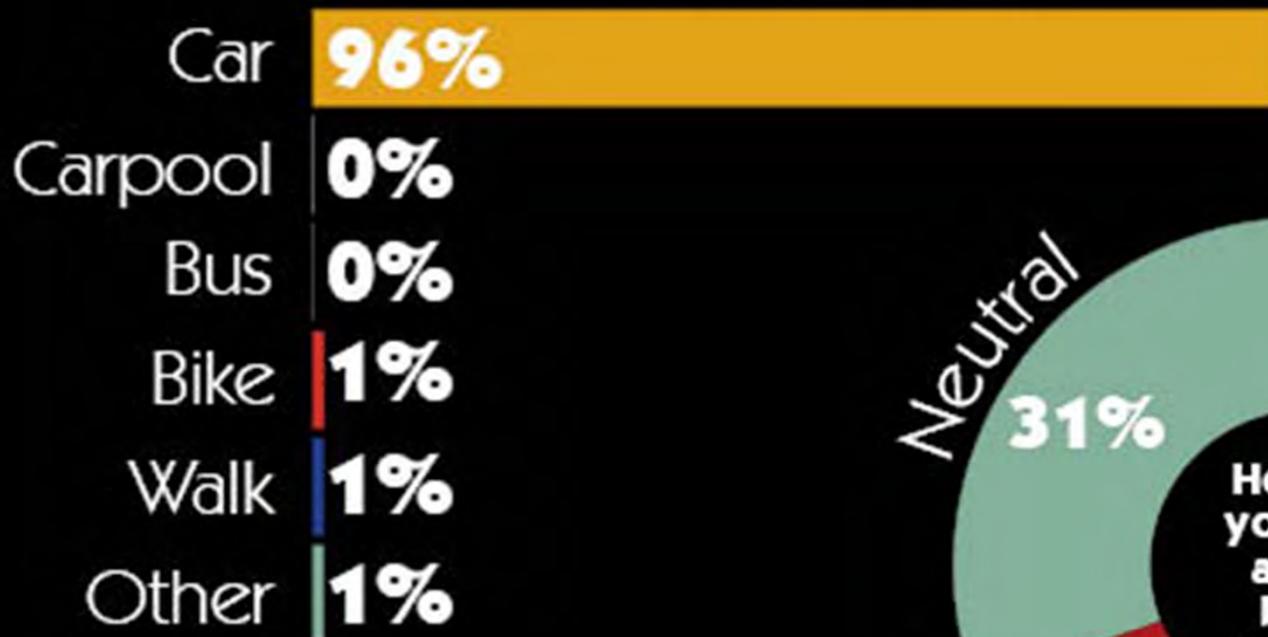
# tonight's agenda

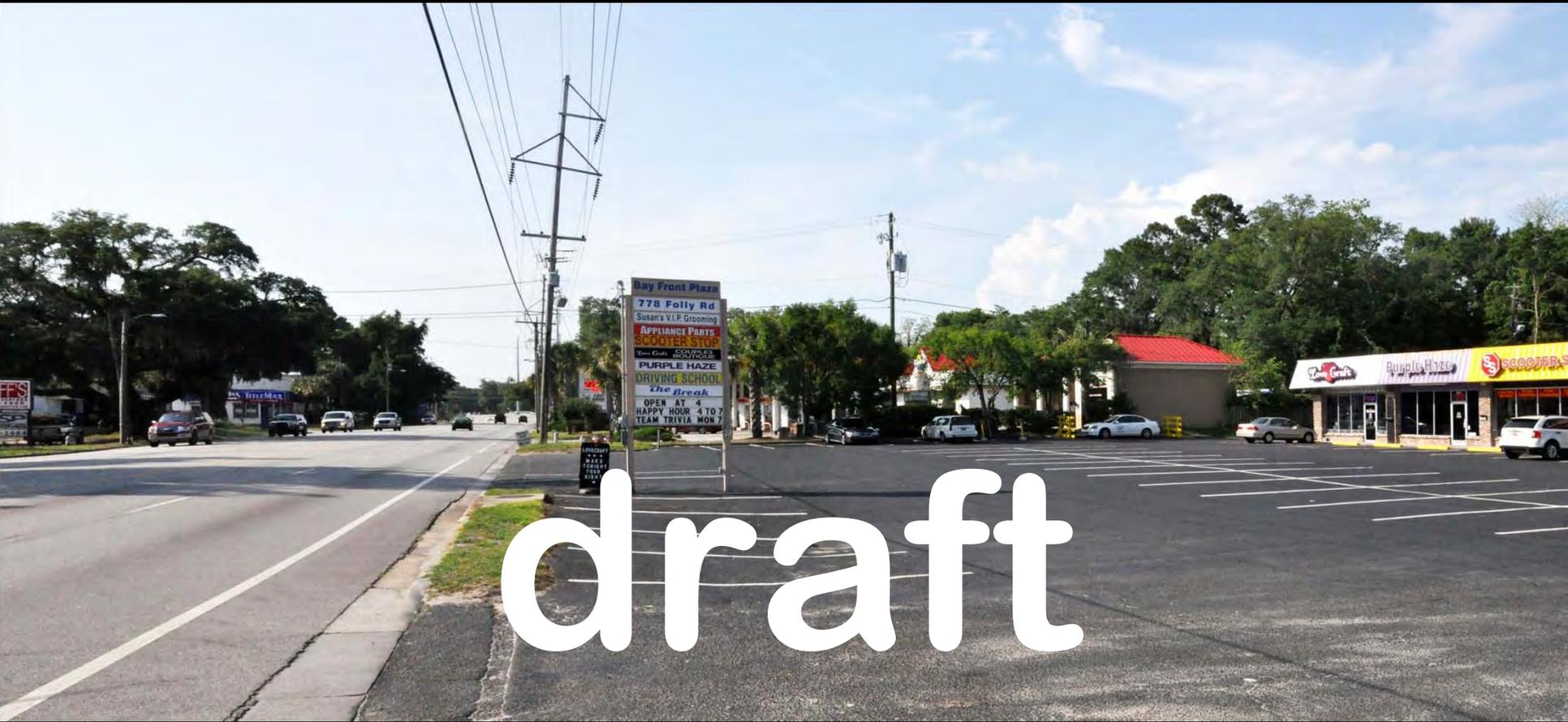
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- welcome back
- what if?
- recap: the process so far
- a future tour of the corridor:  
    place, mobility, & environment
- next steps

**work in progress**

## The primary way I typically move around the corridor is by:





draft

**what if...**



what if...



what if...



what if...



what if...



what if...



what if...



what if...



what if...



what if...



what if...



what if...



what if...



what if...



what if...



what if...



*(from A Brief History of James Island, Jewel of the Sea Islands)*

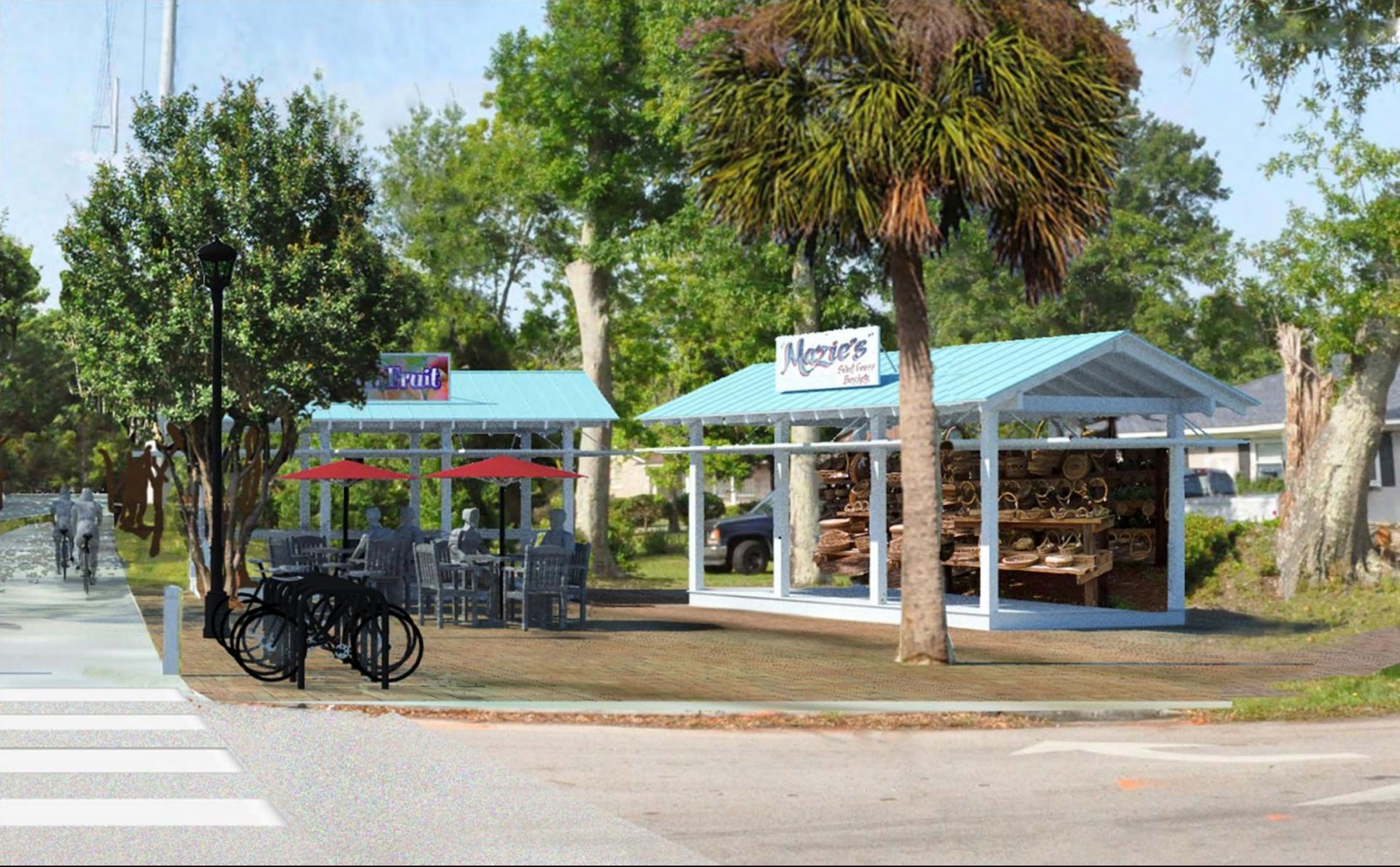




what if...



what if...



what if...

**this week**

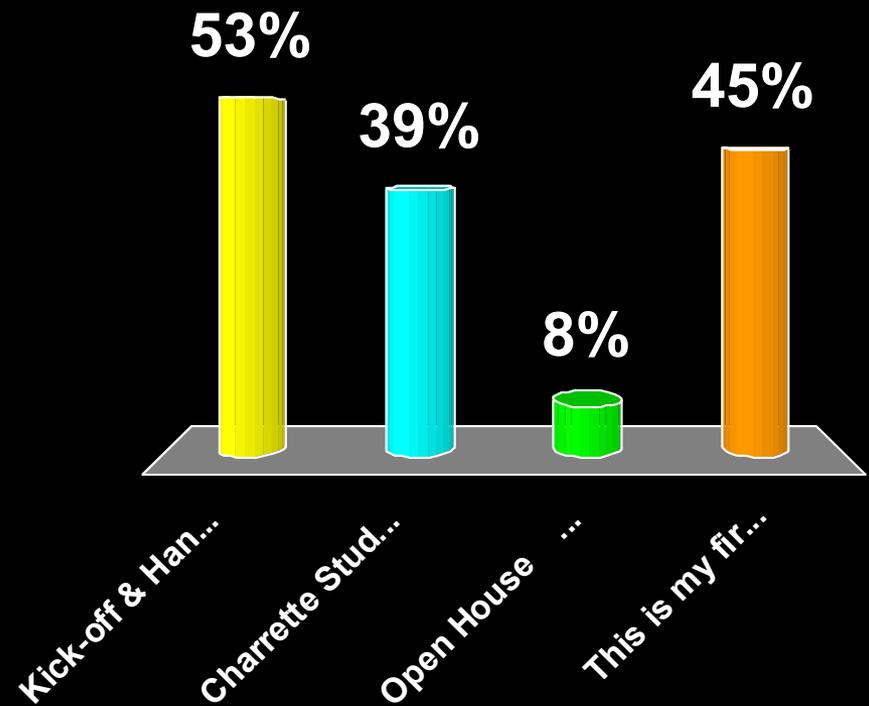
quick poll

QUICK POLL

participants

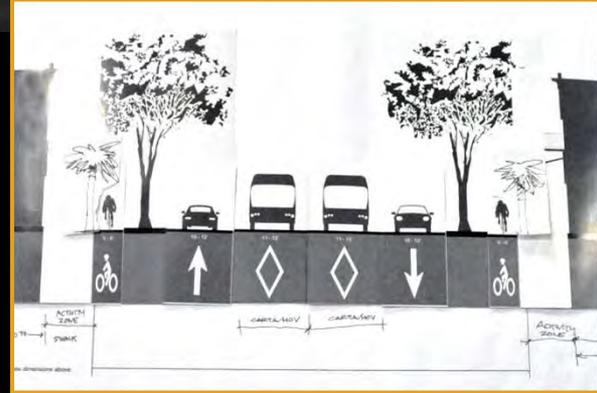
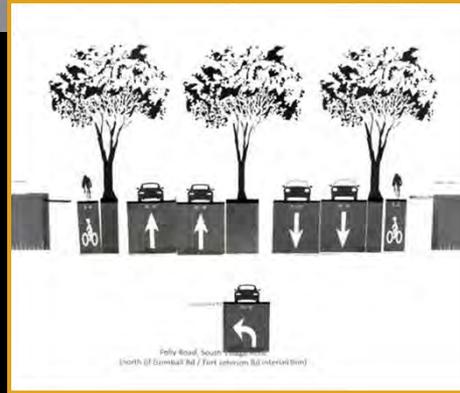
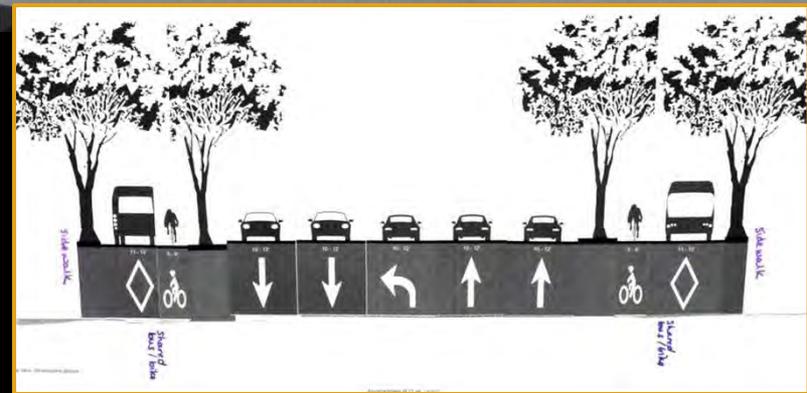
# Did you attend any of the charrette events earlier this week?

1. Kick-off & Hands-on Session  
(Thursday, May 7)
2. Charrette Studio  
(Friday – Tuesday)
3. Open House  
(Sunday, May 10)
4. This is my first event





Hands-on Design Session: Thursday, May 7



“Build the Street, Your Way” Exercise



## RETHINK FOLLY ROAD

A COMPLETE STREETS STUDY

3 TOP IDEAS  
TABLE # 7

1. Continuous sidewalk along corridor for bike and pedestrian - shared trees.

## RETHINK FOLLY ROAD

A COMPLETE STREETS STUDY

3 TOP IDEAS  
TABLE # 19

1. TREES + BUFFERS TO CALM TRAFFIC

## RETHINK FOLLY ROAD

A COMPLETE STREETS STUDY

3 TOP IDEAS  
TABLE # 8

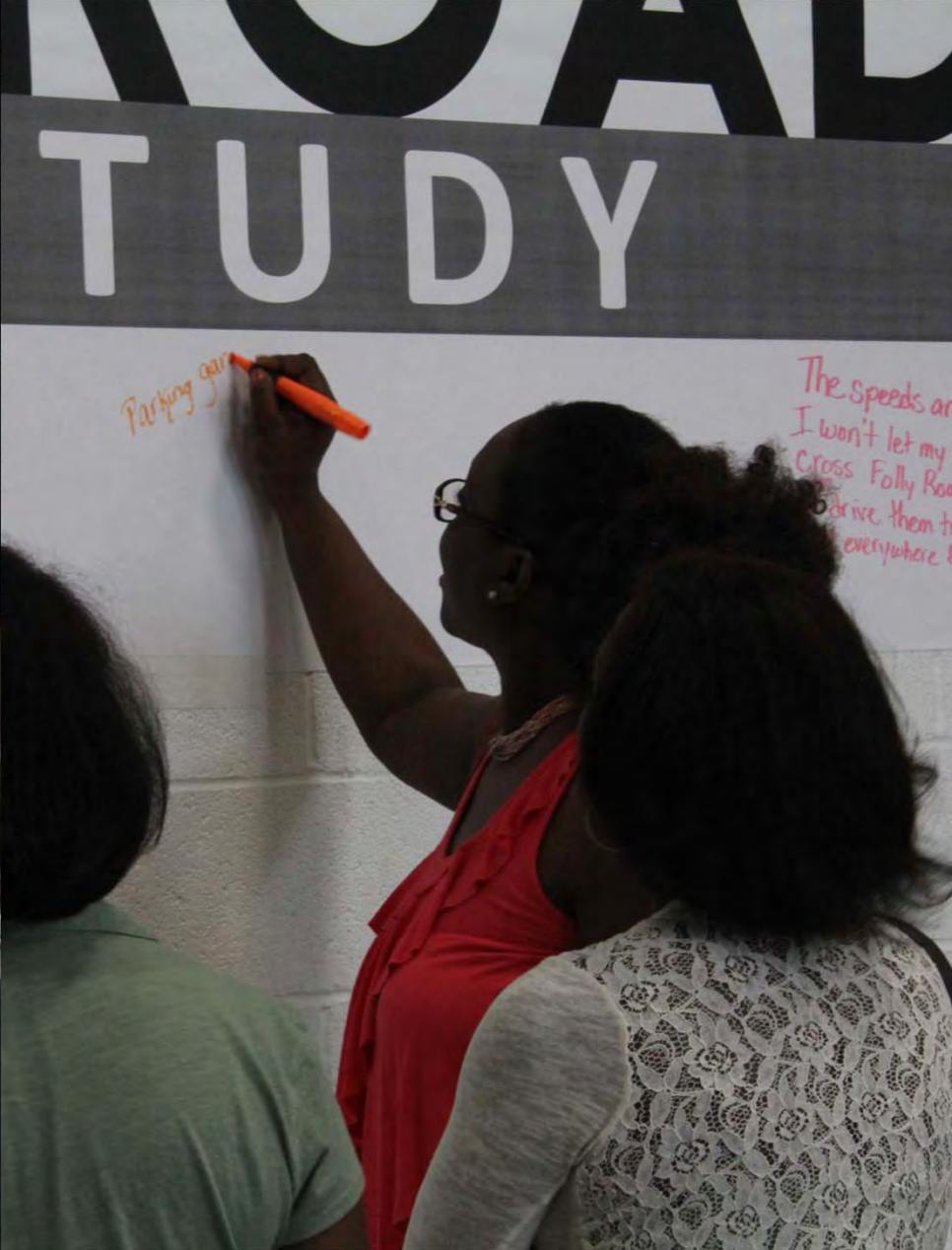
2. Bus

1. Dedicated transit/carpool lane

2. BOARDWALK ALONG MARSH / PLACES TO WALK AND BIKE



On-site Design Studio: Friday, May 8 – Tuesday, May 12



Open House at the Design Studio: Sunday, May 10

# RETHINK FOLLY ROAD

A COMPLETE STREETS STUDY

YOUR IDEAS HERE:



Open House at the Design Studio: Sunday, May 10

PLEASE   
→ ILLUMINATE ←  
ALL OF FOLLY ROAD!

The speeds are too FAST  
I won't let my kids on or  
Cross Folly Road. So I have  
to drive them to school...  
well everywhere for that matter  
Slow down

A COMPLETE STREETS STUDY  
YOUR IDEAS HERE:

Trolley to  
work, play, eat  
areas on Folly Rd

SAFE PEDESTRIAN  
CROSSINGS!  
Because I get in my car to cross FOLLY RD @ Sol Legare!



# RETHINK FOLLY ROAD

## A COMPLETE STREETS STUDY

### PARTICIPANT FEEDBACK

Of the many ideas you heard or seen so far, which ones seem the most exciting to you?

- bike lane on sidewalks / cycle track (protected + elevated)
- bury power lines / underground utilities
- to reduce beach traffic, public transit that doesn't have to wait in a station (dedicated transit lanes)
- will be
- reduce
- Design
- street

THANK YOU for having us input!!

# RETHINK FOLLY ROAD

## A COMPLETE STREETS STUDY

### PARTICIPANT FEEDBACK

This is an exciting experience.

Of the many ideas you heard or seen so far, which ones seem the most exciting to you?

more <sup>non-car</sup> options for pedestrians & bikers to Folly navigate the island. - 1st N+S to + from Beach  
2nd connecting the neighborhoods that circle James Is.  
with routes →

# RETHINK FOLLY ROAD

A COMPLETE S...

Bus. HOV lanes

Of the many ideas you heard or seen so far, which one

using trees to calm traffic so people can be safer when they walk or bikes

Trees - Plant more, save more.  
↓ bike lane / pedestrian lane (seperate lane)  
→ Folly Trolley - suggest using Walmart for parking?  
yes!

Please leave this at the sign-in table or hand it to a design team member.  
Food jobs Army!!!  
Thanks for allowing participation

# “handlebar survey”





**17th TITLEMAX**  
TITLE LOAN

Shell  
Regular Club  
**2.29**  
Regular **2.39**  
CAR WASH

SHARE  
THE STREETS

GOT PAIN?  
TRY US!  
31  
**Susan's  
VIP  
Grooming**  
406-0076



Folly Road Corridor bike conditions





The Potential: Connecting the East Coast Greenway to Folly Beach

**DRAFT**

# guideposts



safe



connected



green



valuable



synced

**a tour of  
the corridor**



Vappoo Cut

Maybank

# Maybank



Central Park  
Connector

# North Village



Empire Lines

# Commercial Core



St. Johnson  
Grimball

# South Village



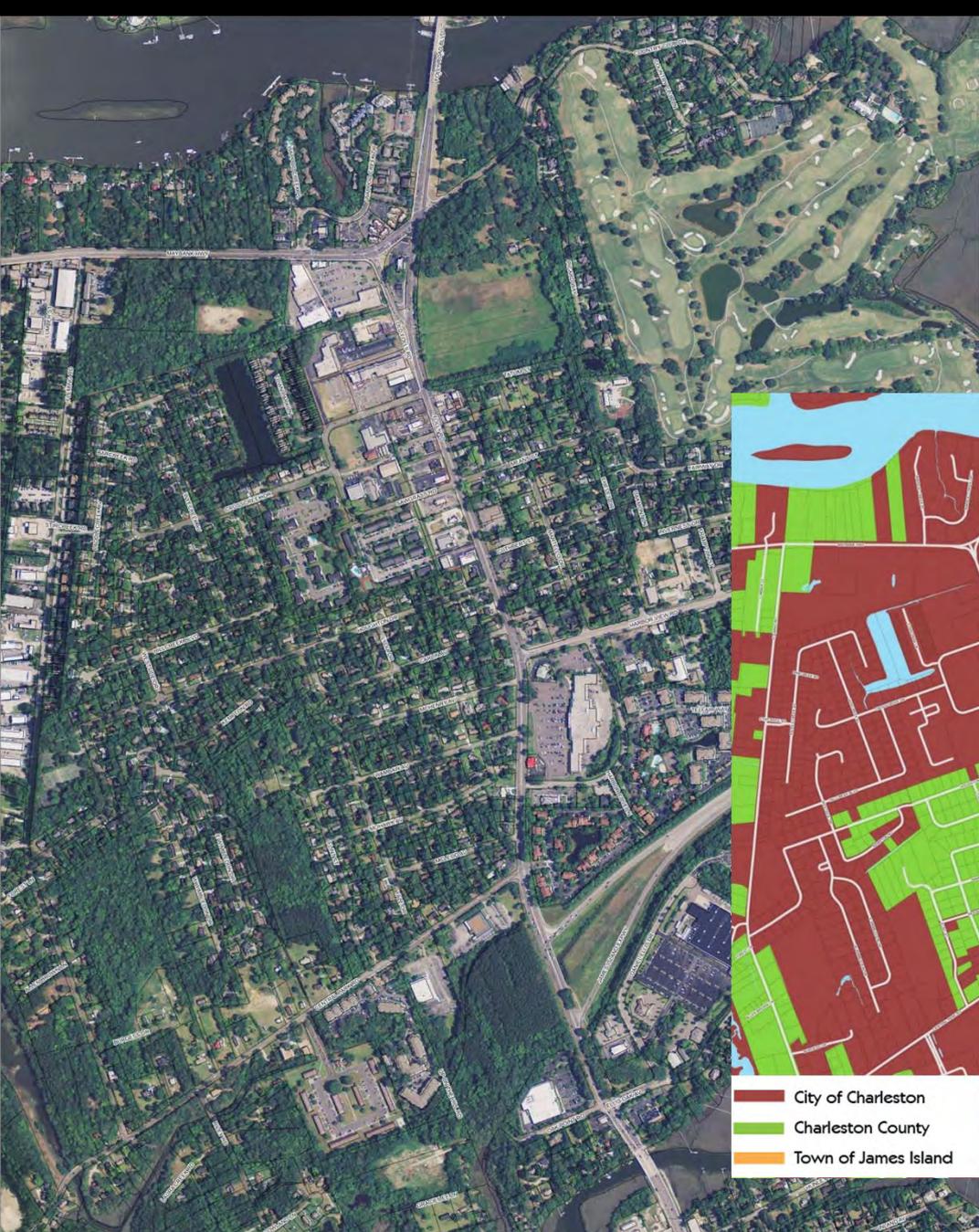
Grimball

# Neighborhood Preservation Area

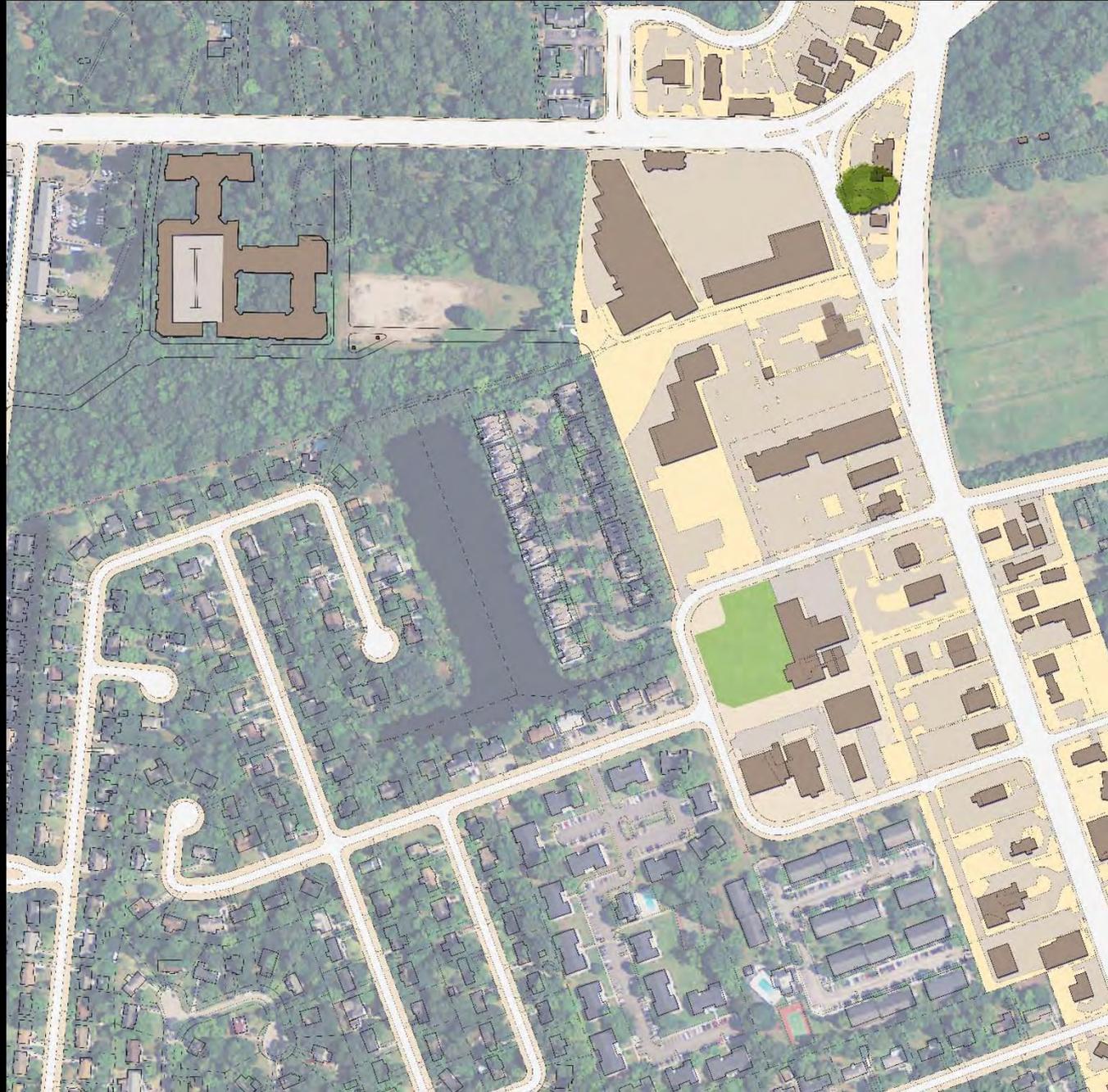


Polly Beach

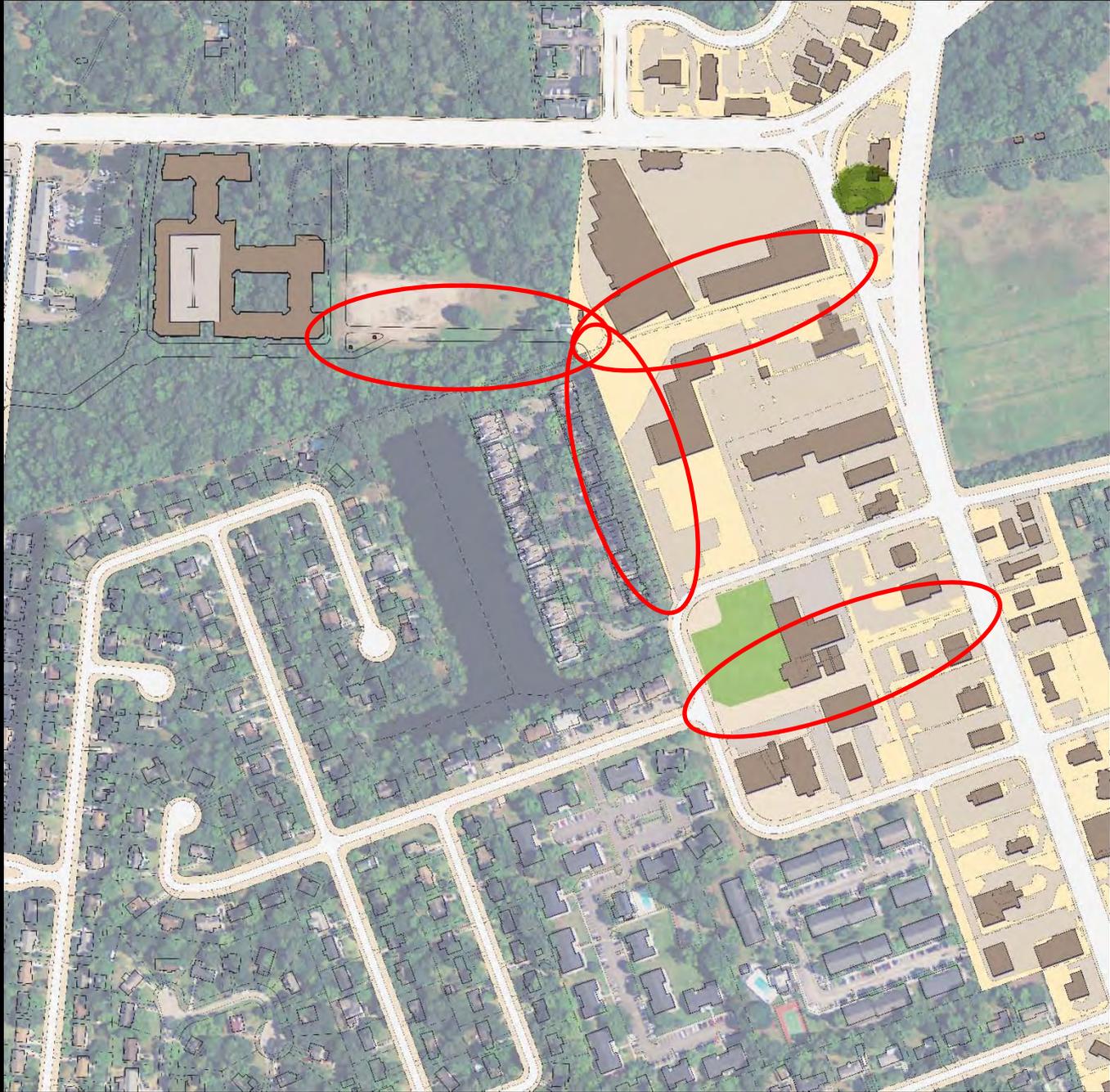
# Conservation Area



Folly Road Corridor: **Maybank & North Village**



Maybank Hwy - existing conditions



Maybank Hwy - existing conditions



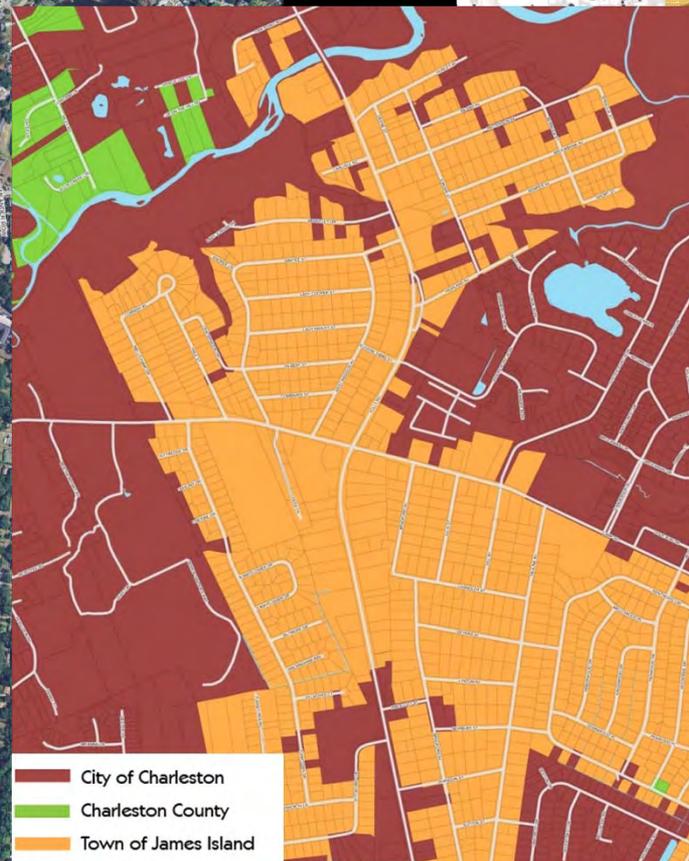
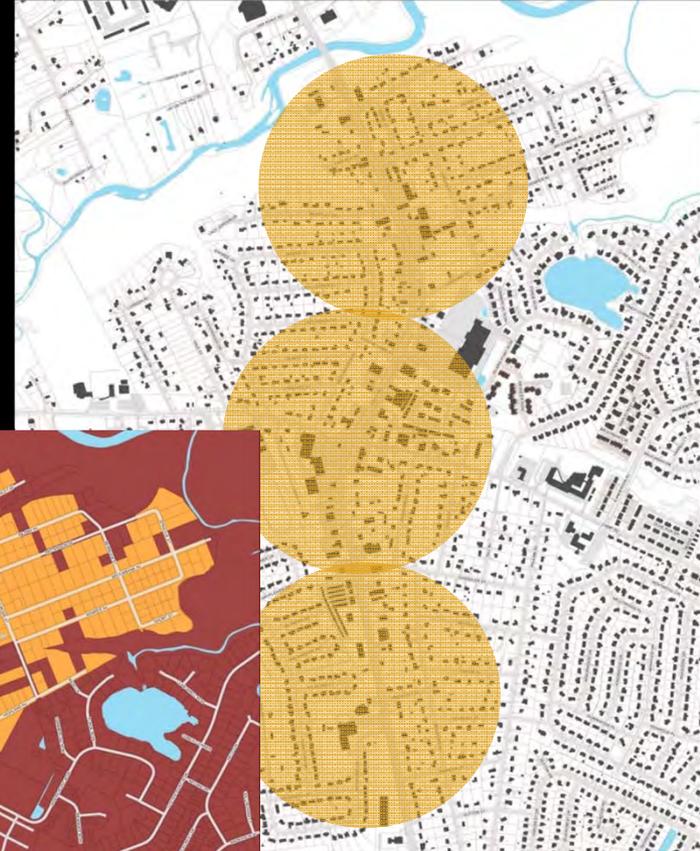
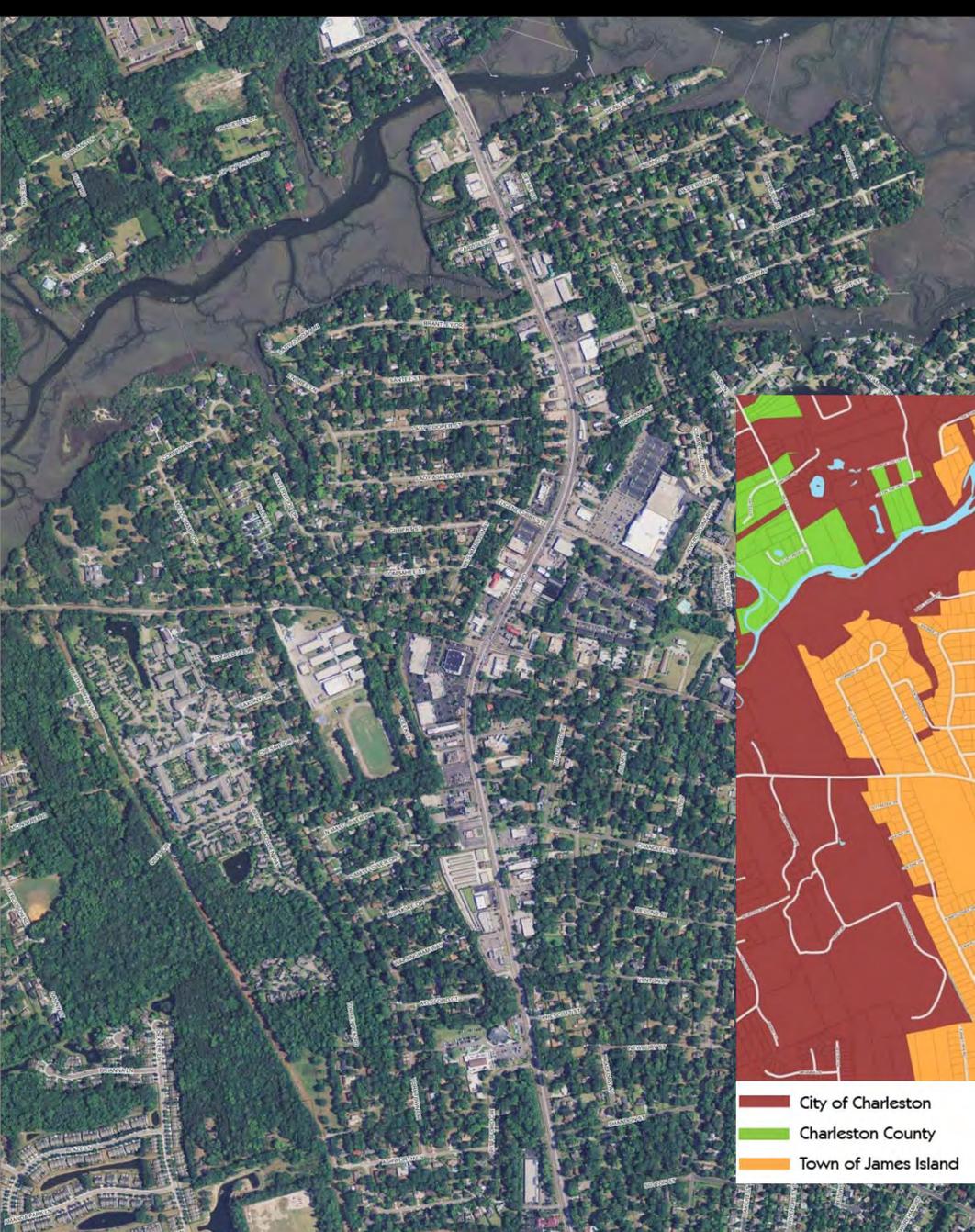
Maybank Hwy – Folly Road improvements, new street connections



Maybank Hwy – Folly Road improvements, new street connections



Maybank Hwy – incremental infill



Folly Road Corridor: **Commercial Core**



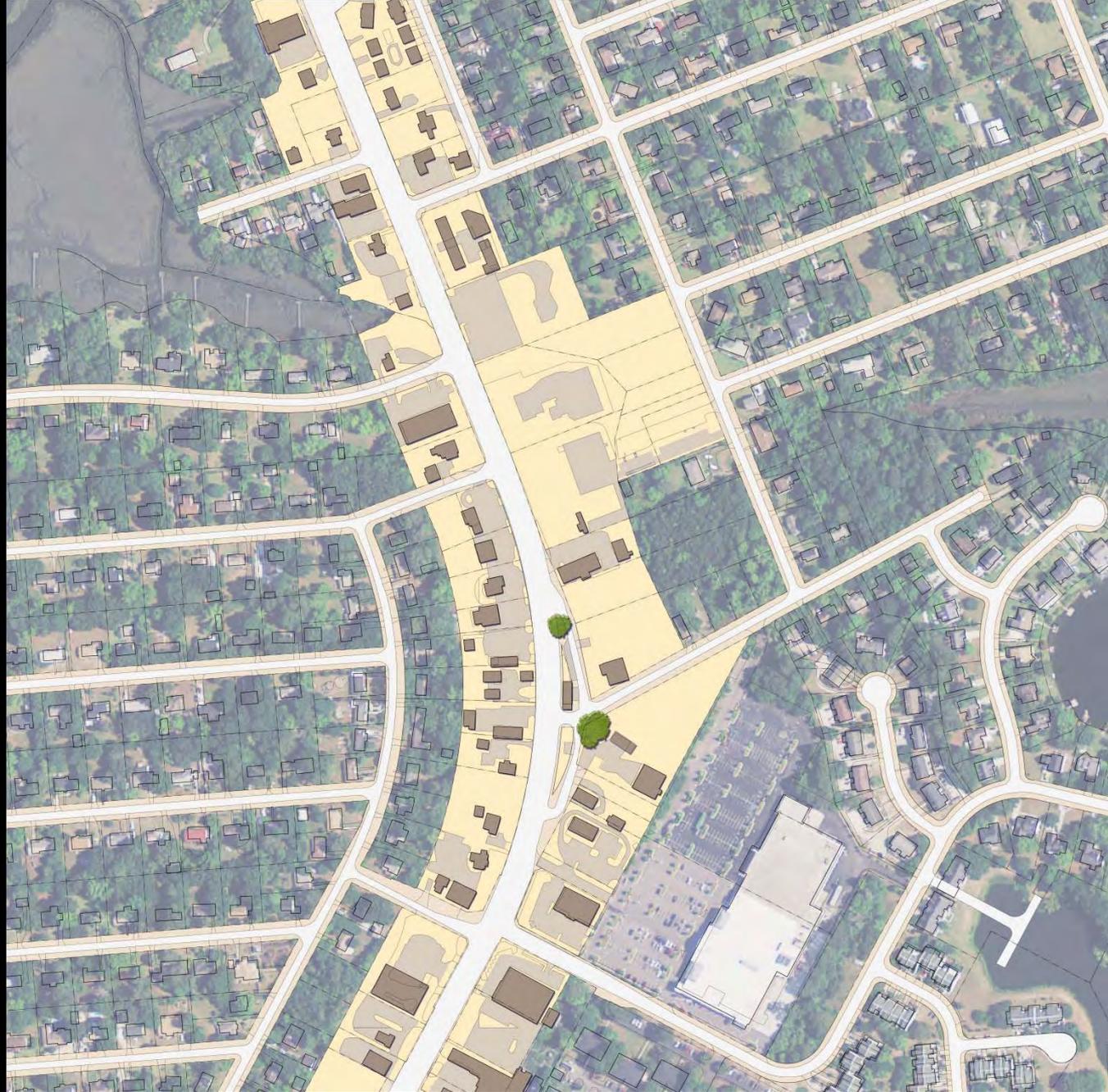
Commercial Core: existing conditions



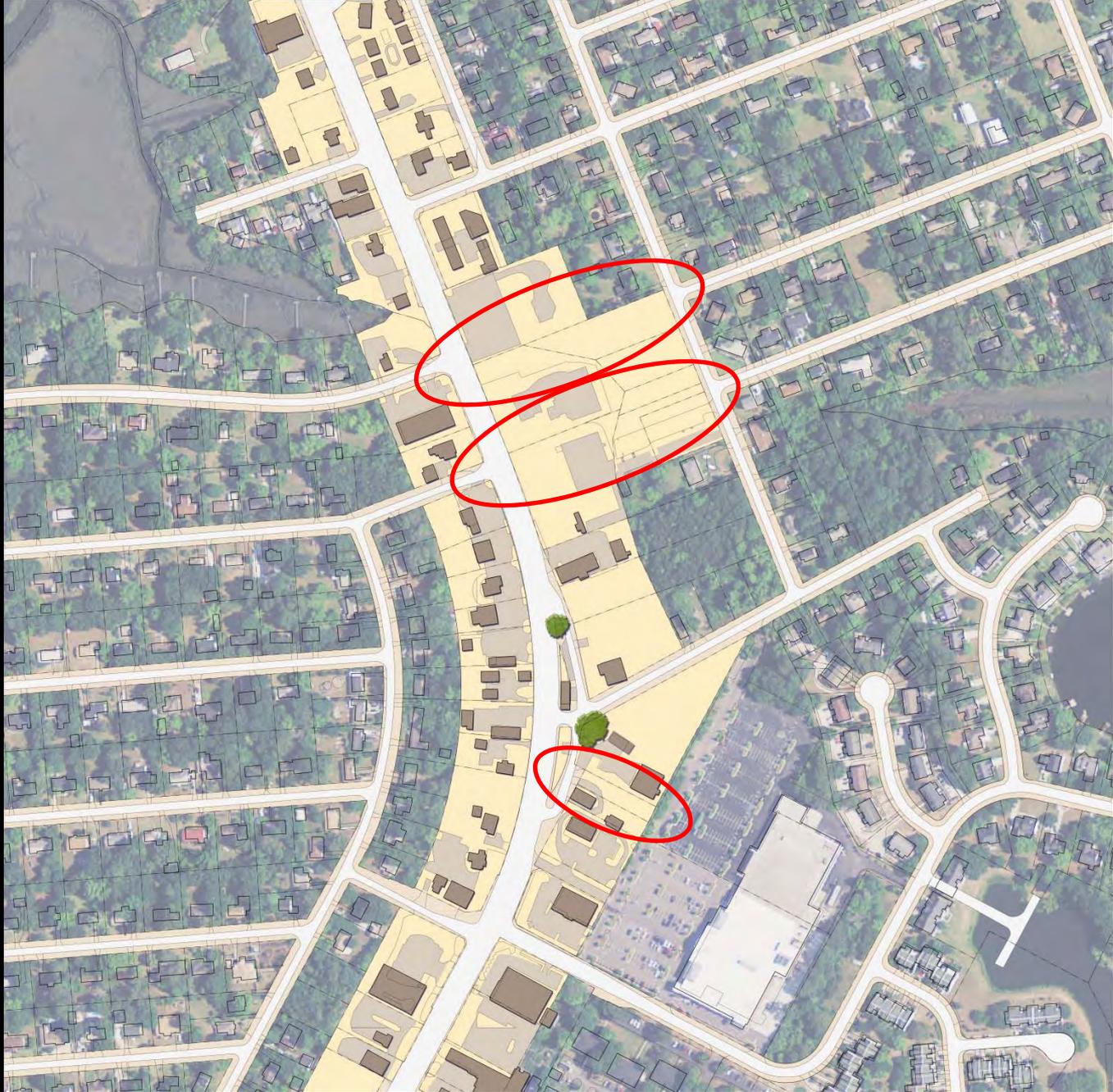
**Commercial Core:** enhanced bikeability



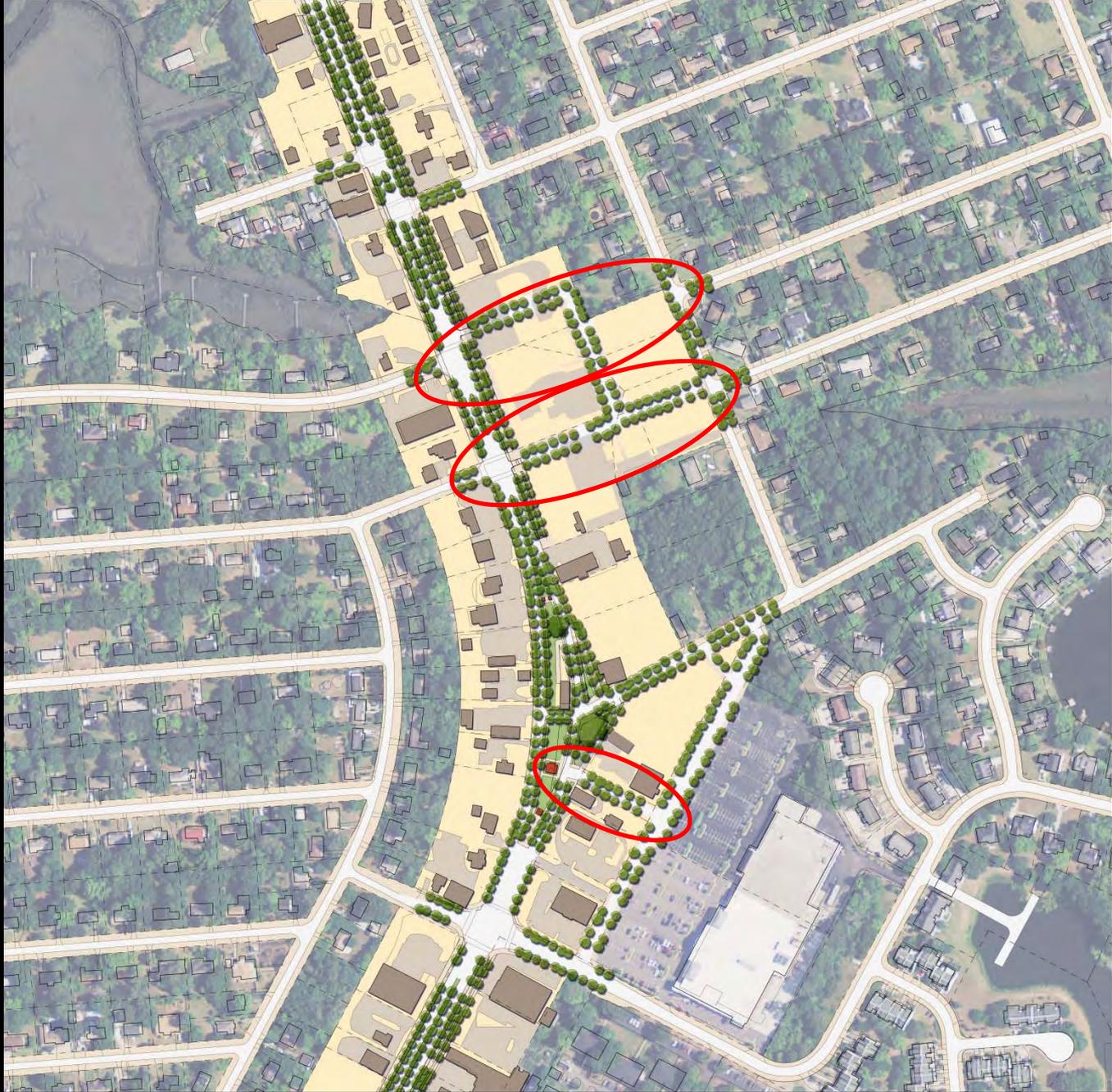
**Commercial Core:** new pedestrian-oriented development



Commercial Core - existing conditions



Commercial Core - existing conditions



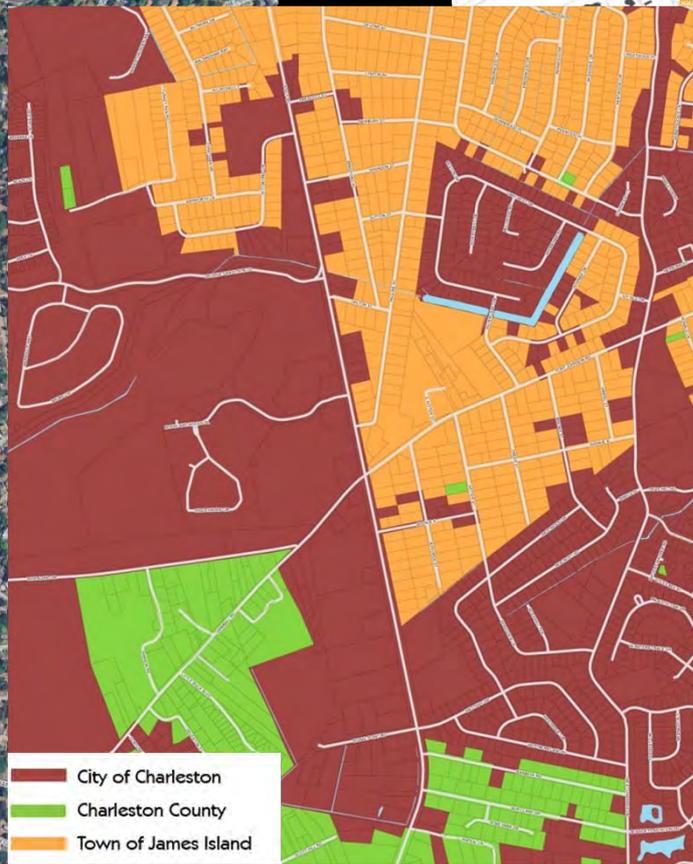
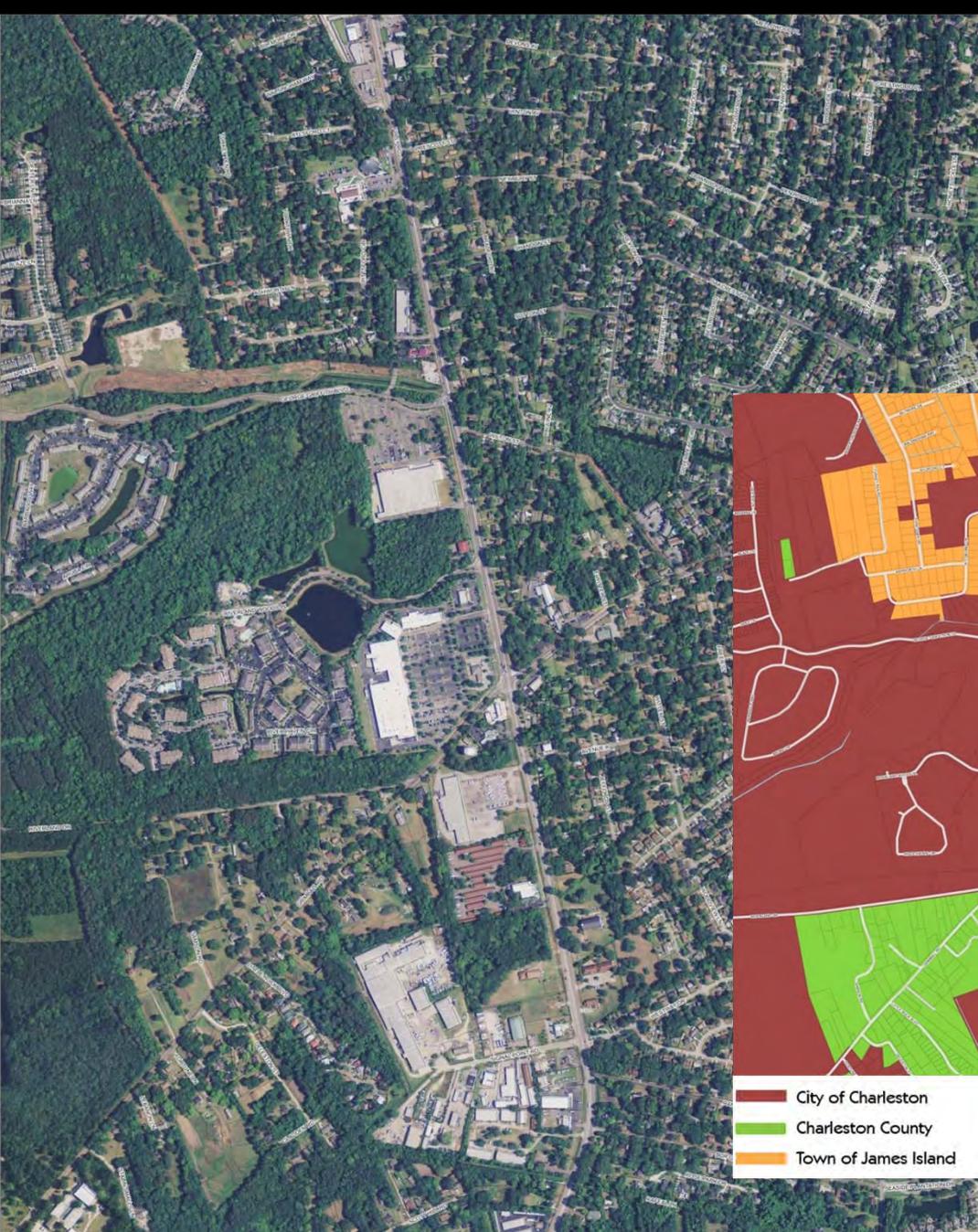
Commercial Core - Folly Road improvements, new street connections



Commercial Core - Folly Road improvements, new street connections



Commercial Core – creating a center



Folly Road Corridor: **South Village**



South Village: existing conditions



South Village: existing conditions



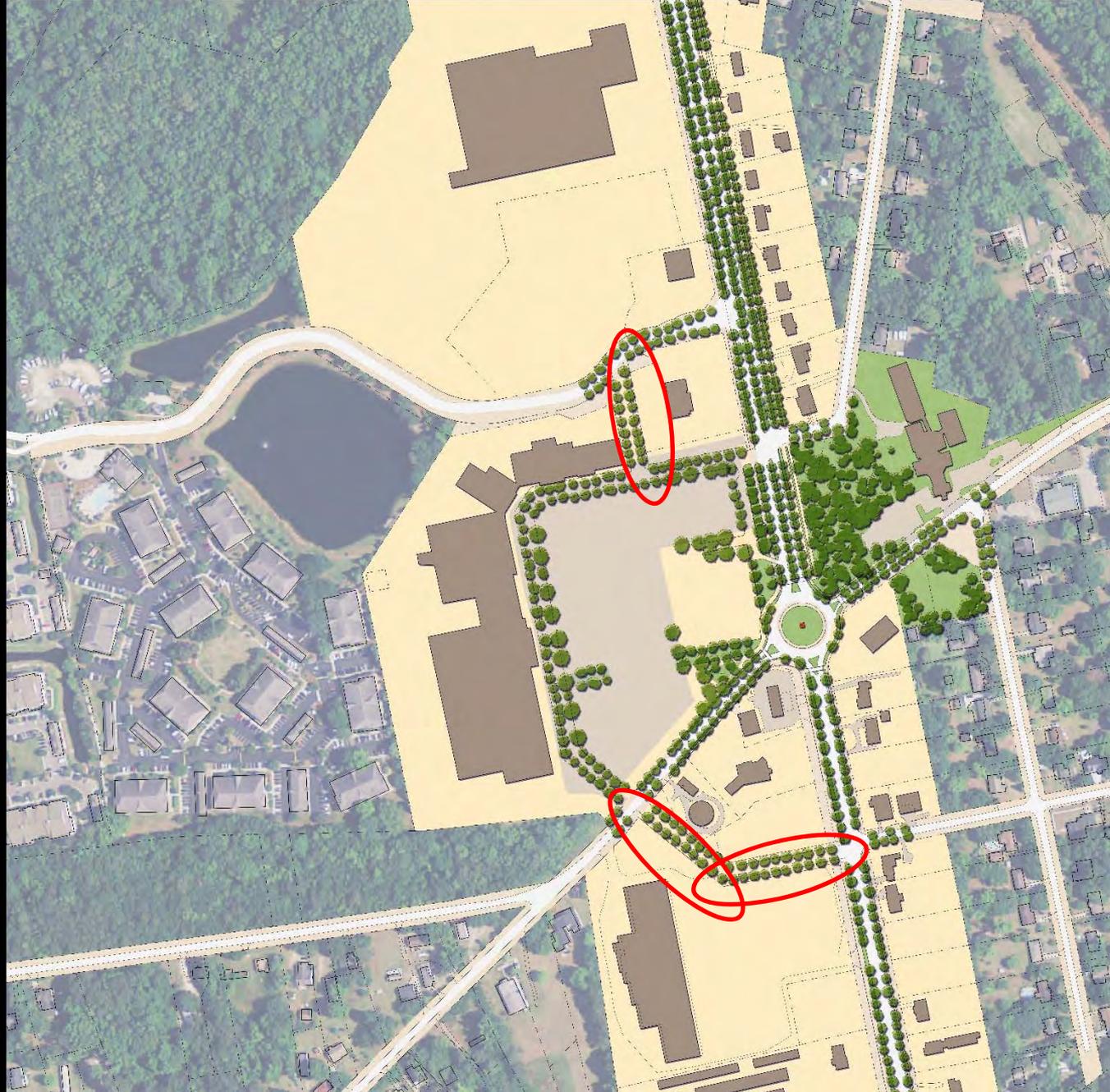
South Village: existing conditions



Grimball & Fort Johnson – existing conditions



Grimball & Fort Johnson – existing conditions



Grimball & Fort Johnson – Folly Road improvements, new street connections



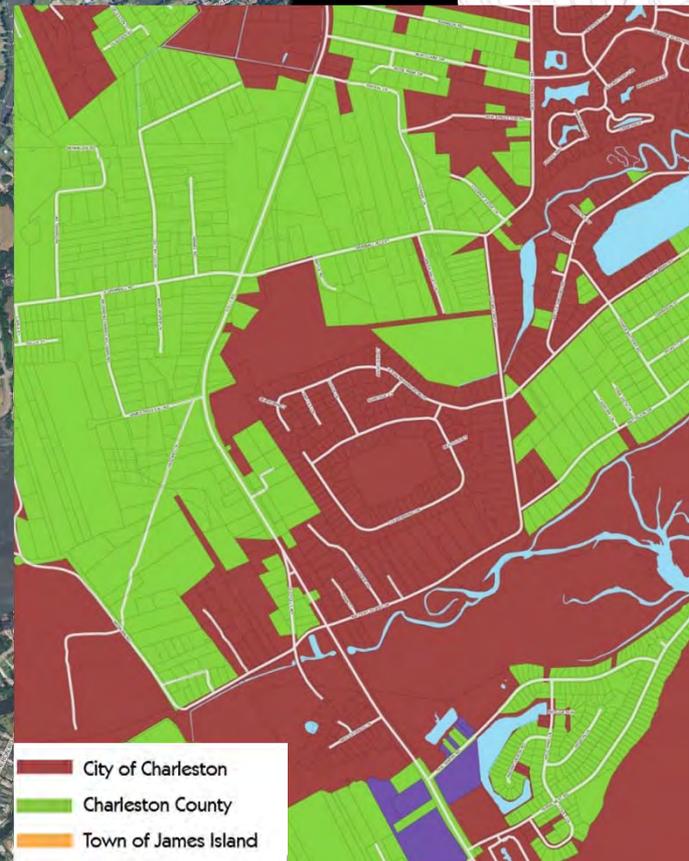
Grimball & Fort Johnson – Folly Road improvements, new street connections



Grimball & Fort Johnson – infill in parking areas



Grimball & Fort Johnson – additional infill



Folly Road Corridor: **Neighborhood Preservation Area**



Grimball Rd – existing conditions



Grimball Rd – power lines relocated



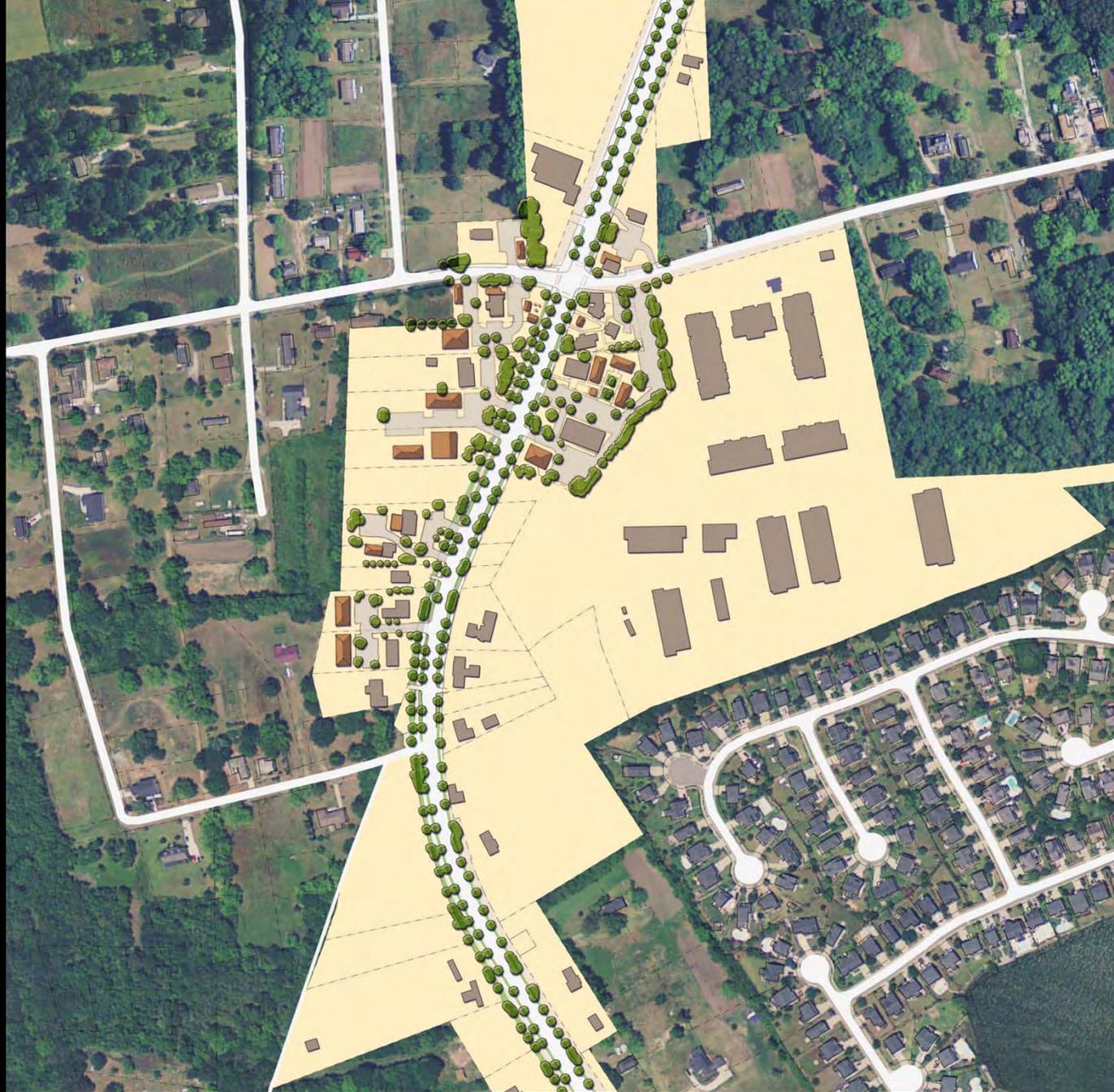
Grimball Rd – multi-use path and roadside stands



Grimball Rd – the Folly Trolley



South Grimball – existing conditions



South Grimball –bike/ped trails...plus... James Island scale development



South Grimball – existing conditions



South Grimball – New bike/ped path with trees



South Grimball – New commercial buildings similar in scale to existing houses



South Grimball – Similar scale of new buildings blend well with those remaining



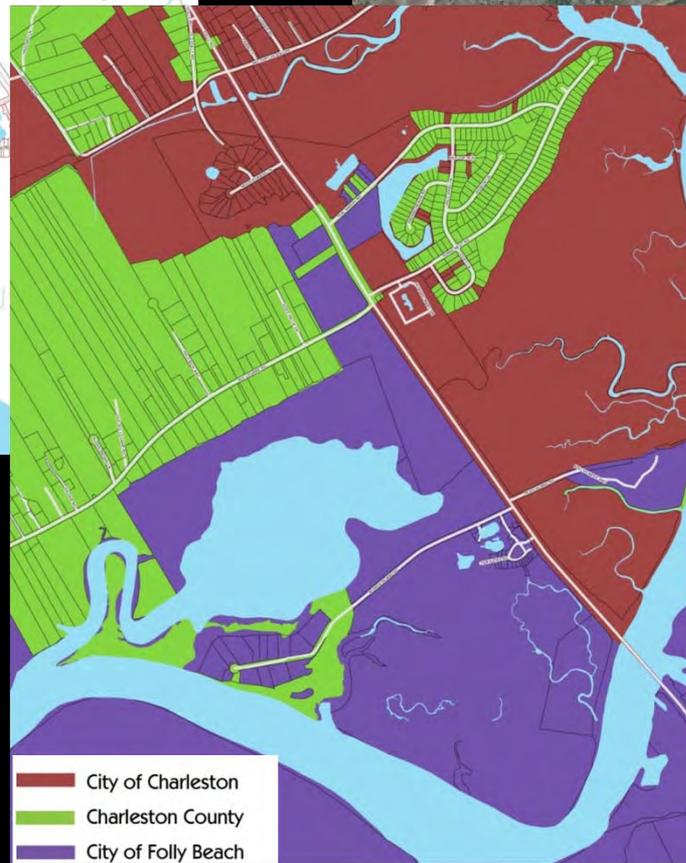
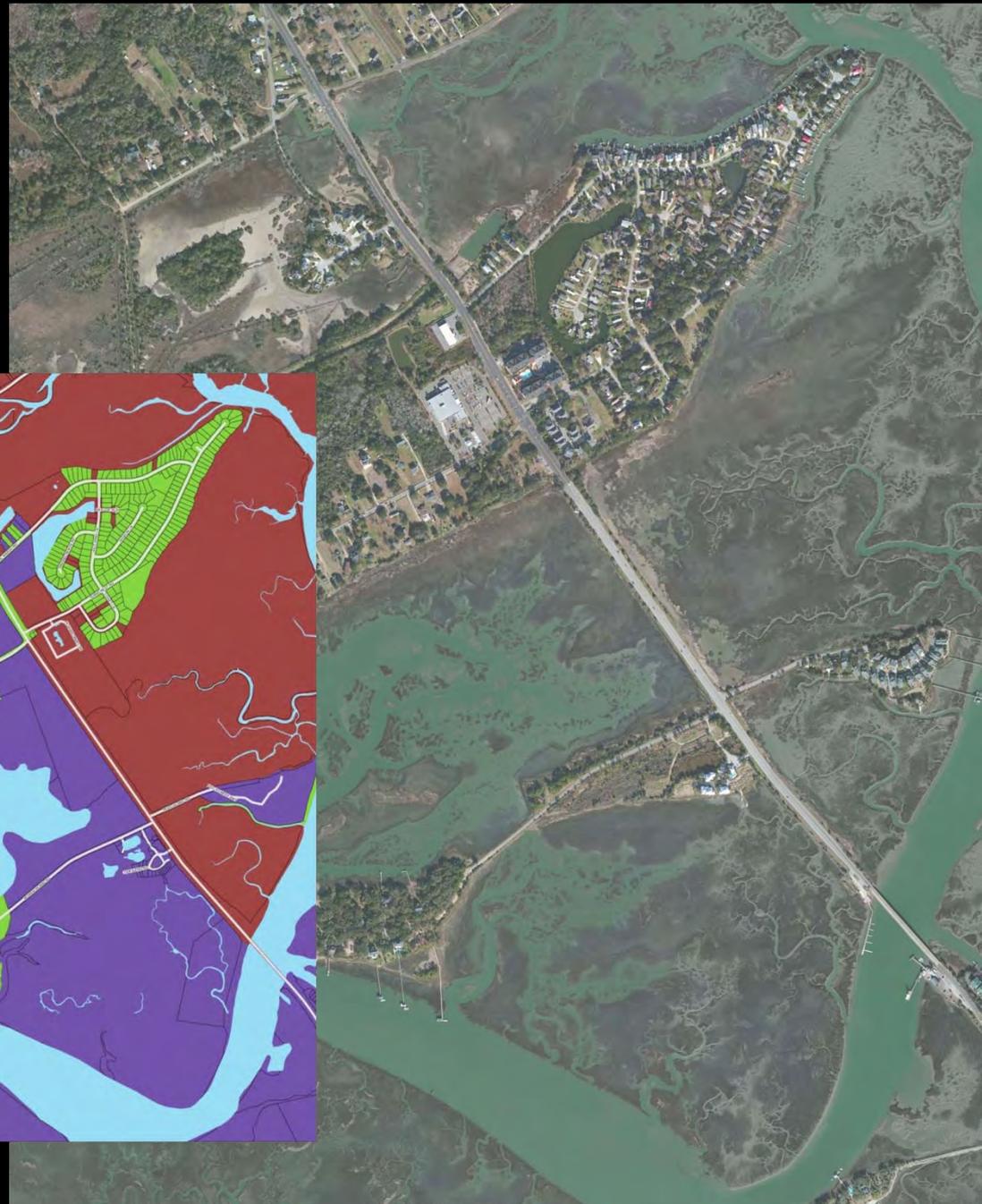
South Grimball – Properties need to connect parking lots



South Grimball – Diagram of connected parking lots



South Grimball



Folly Road Corridor: **Conservation Area**



- City of Charleston
- Charleston County
- City of Folly Beach

Folly Road Corridor: **Folly Beach**



Inter-City Inc.  
Property Located  
on 5-100,000  
Call 813-415-1234  
Inter-City Inc.



Folly Trolley

Shuttle  
Traffic  
Only

1000-555-5555  
Folly Beach  
1000-555-5555  
1-800-200-0000

mobility

# how this can happen

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- Traffic continues to drop or stabilize
- Connect neighborhoods with Folly
- Design for appropriate speeds
- Better connect bikes and pedestrians
- Take steps to make transit better
- Repurpose lanes with volume drops

# how this can happen

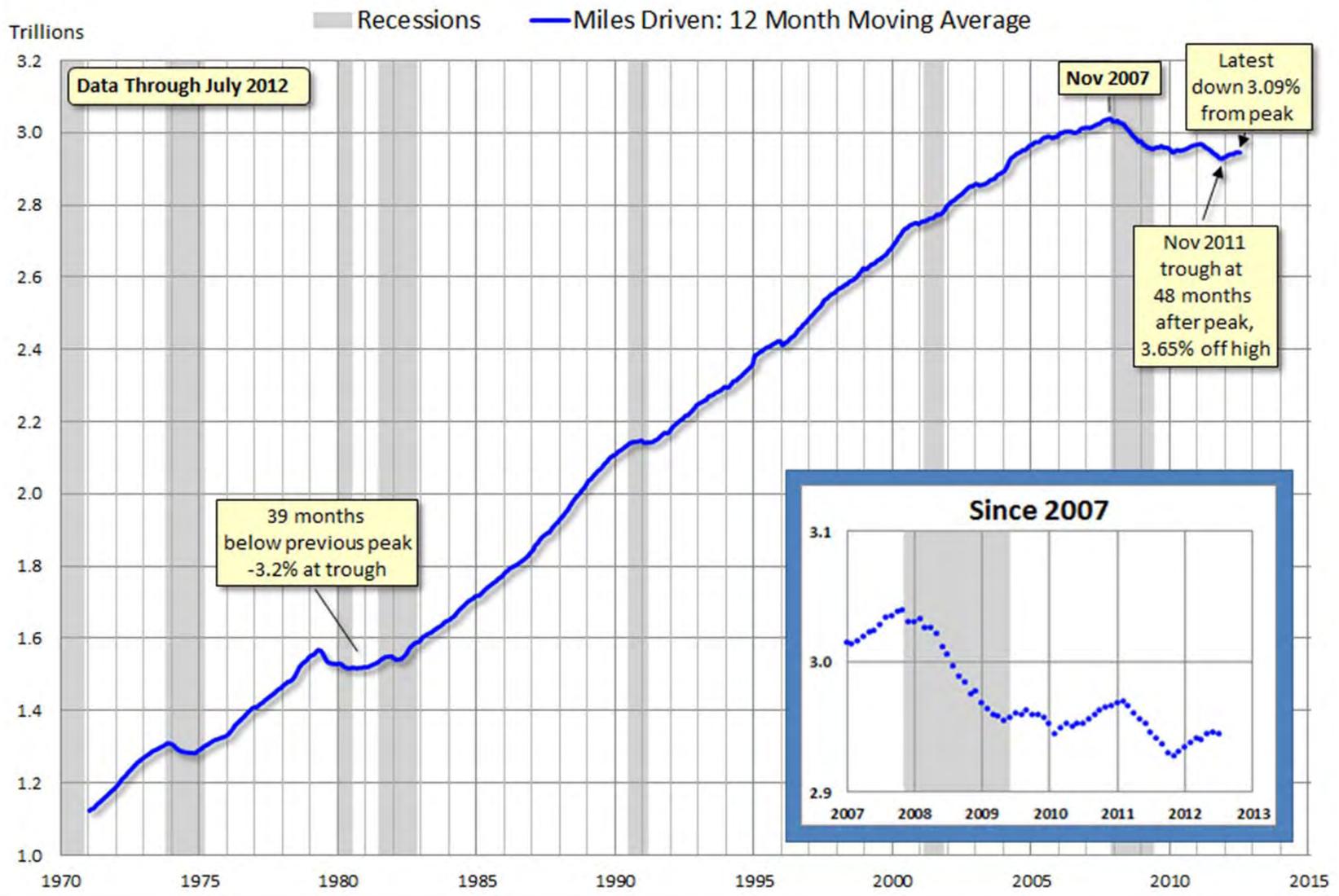
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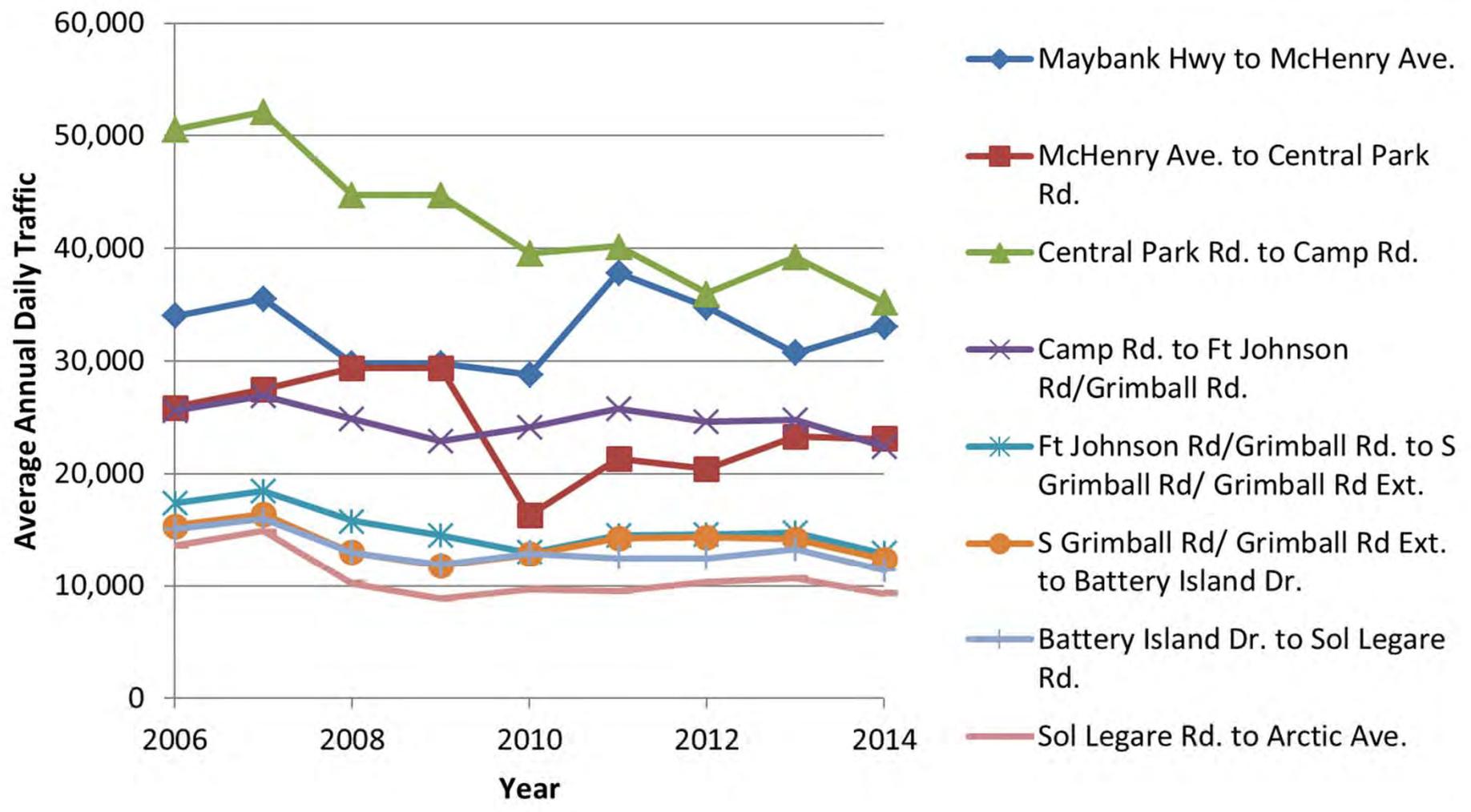
# people are driving less nationally...

## Estimated Vehicle Miles Driven on All Roads

dshort.com  
September 2012



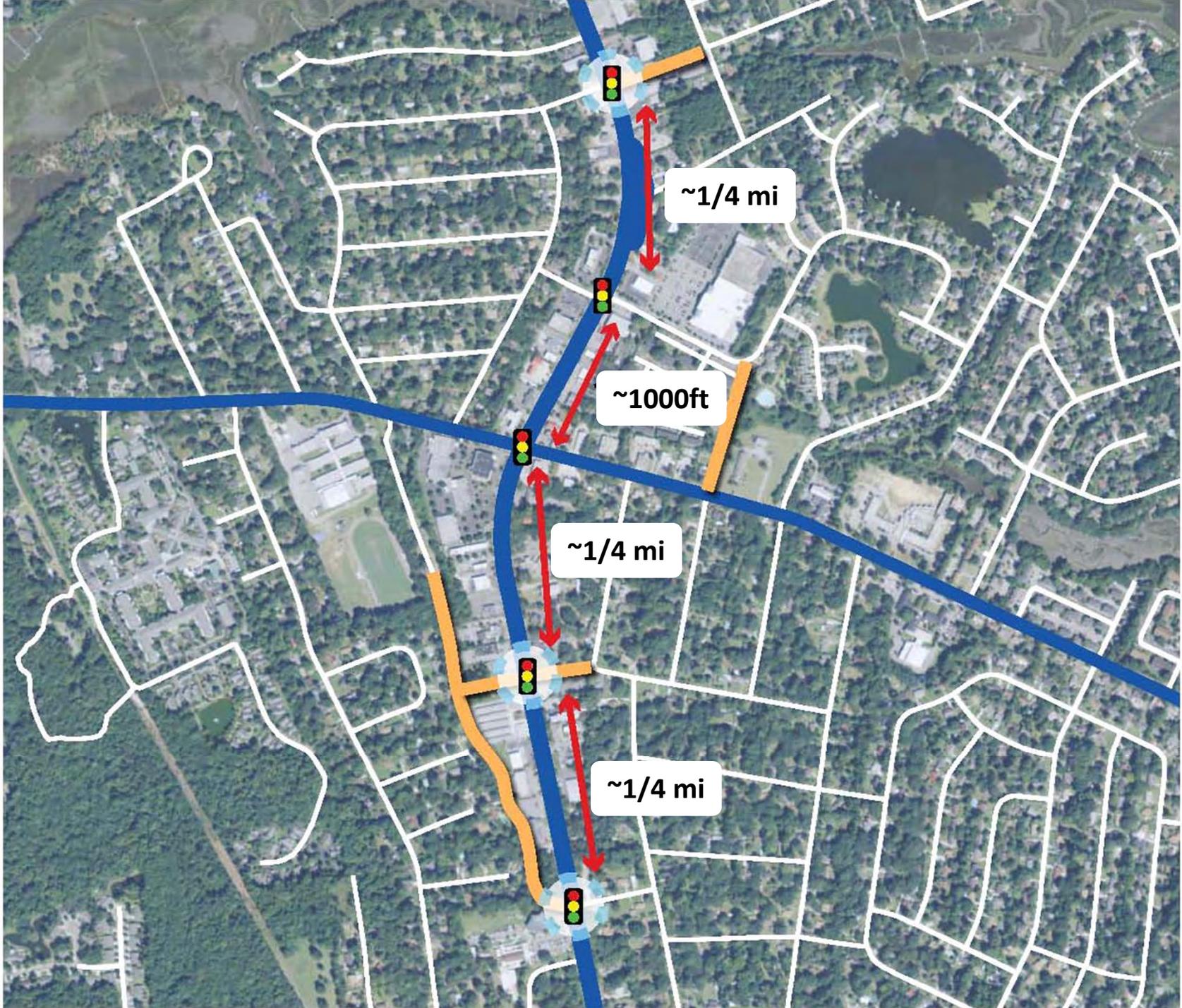
# ...and on Folly Road too



# how this can happen

---

- Traffic continues to drop or stabilize
- **Connect neighborhoods with Folly**
- Design for appropriate speeds
- Better connect bikes and pedestrians
- Take steps to make transit better
- Repurpose lanes with volume drops



~1/4 mi

~1000ft

~1/4 mi

~1/4 mi

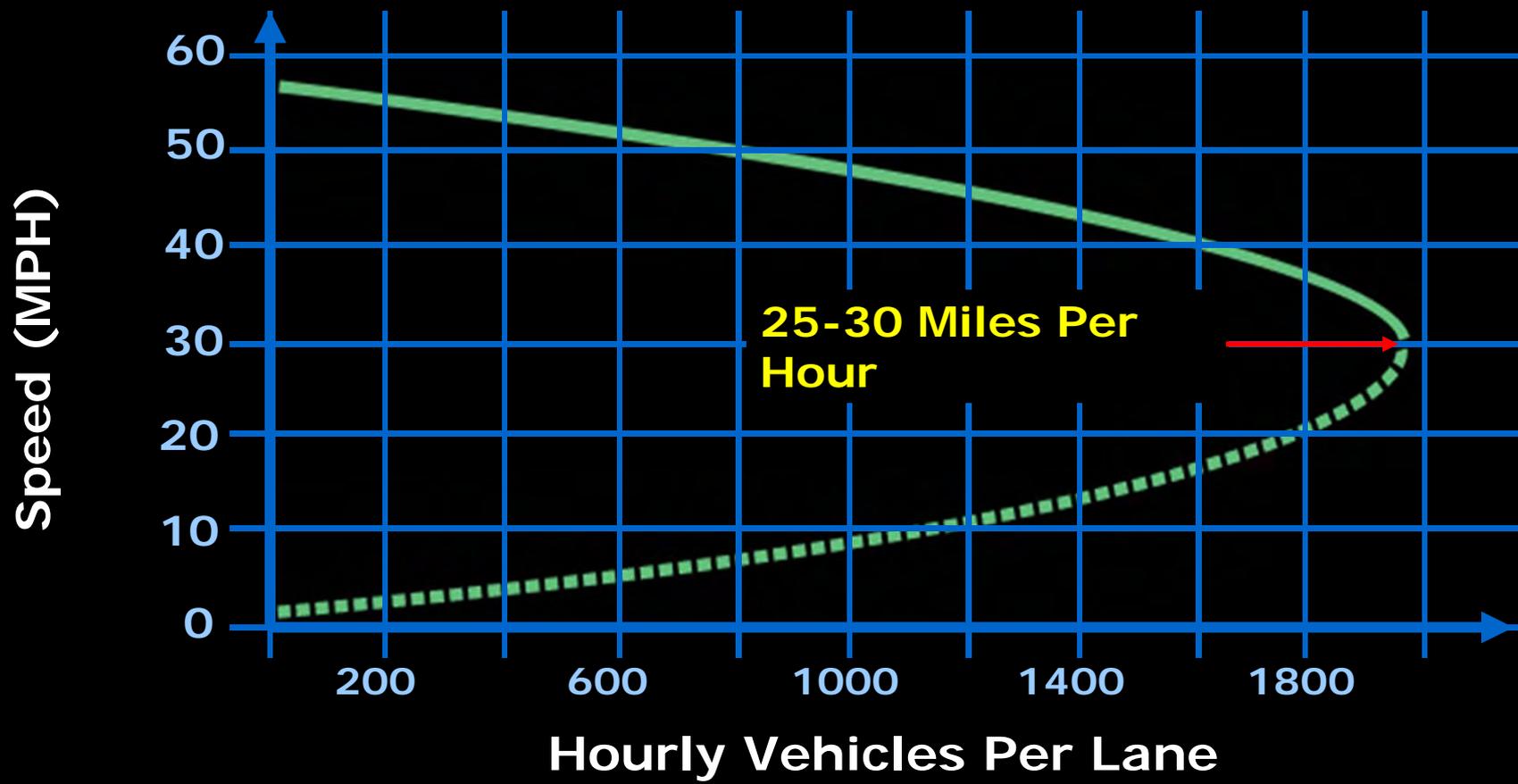
# how this can happen

---

- Traffic continues to drop or stabilize
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# car-moving efficiency at lower speeds



# how this can happen

---

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Nationwide  
Insurance &  
Financial Services

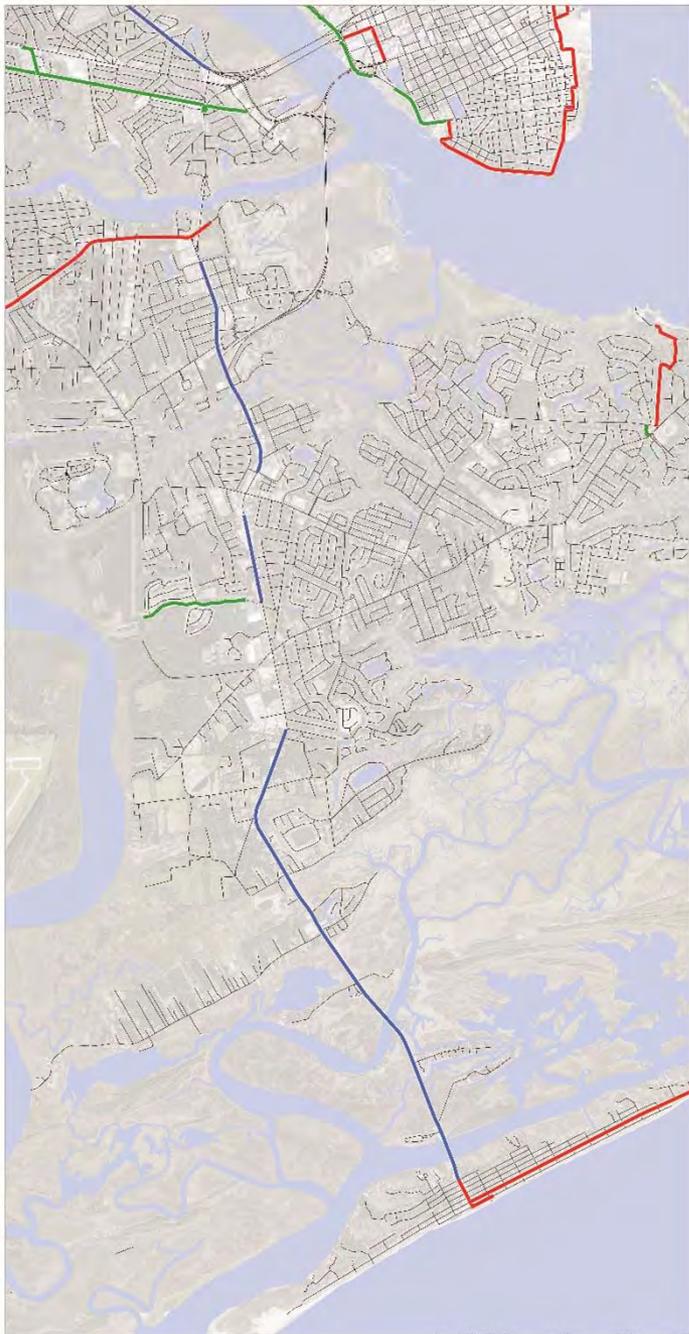
Agency  
189

AL  
ED?

Merchants Village

Publix Tirezone

Publix  
Tirezone  
Grocery  
Tires  
Auto Care  
Pet Supplies  
Home Goods  
Electronics  
Books  
Garden Center  
Pharmacy  
Optical  
Deli  
Bakery  
Butcher  
Flowers  
Frozen Foods  
Beverages  
Dairy  
Meat & Seafood  
Produce  
Bread  
Candy  
Snacks  
Beverages  
Deli  
Bakery  
Butcher  
Flowers  
Frozen Foods  
Beverages  
Dairy  
Meat & Seafood  
Produce  
Bread  
Candy  
Snacks

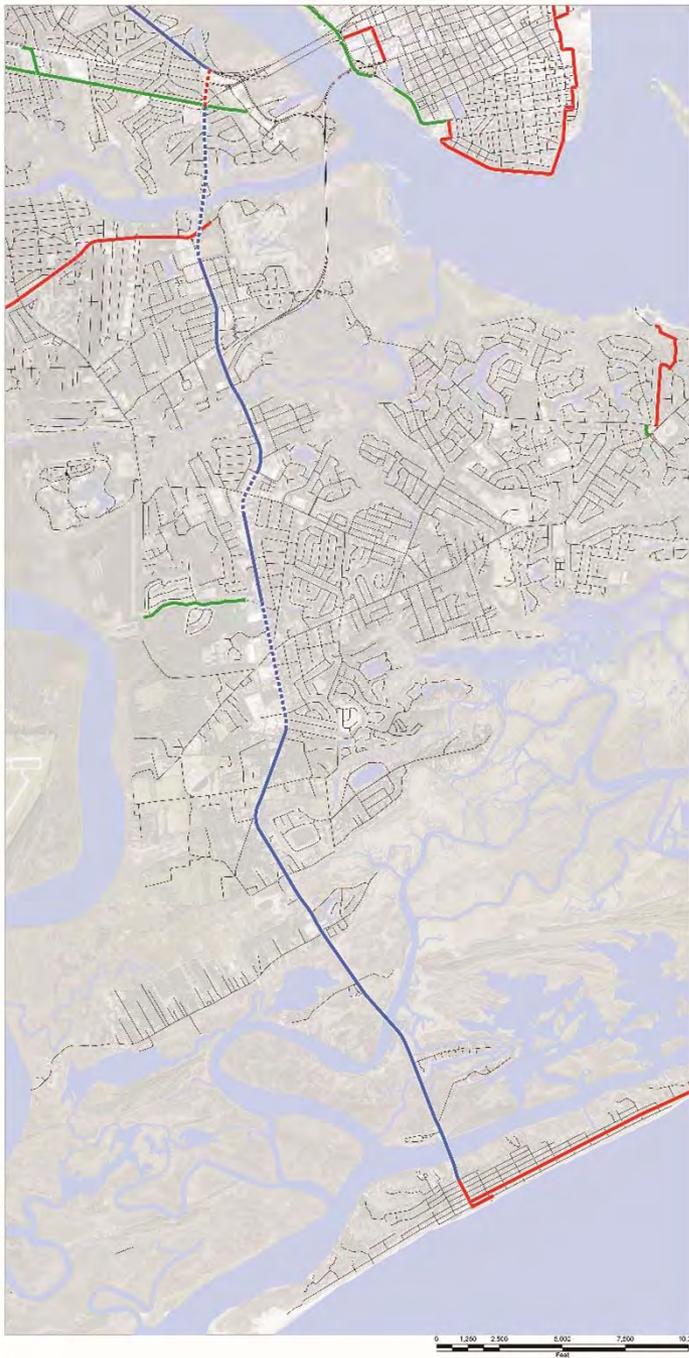


### Proposed Bikeways

- Multi-Use Path
- Paved Shoulder
- Sharrow

### Existing Bikeways

- Multi-Use Path
- Bike Lane or Paved Shoulder
- Shared Lane Markings

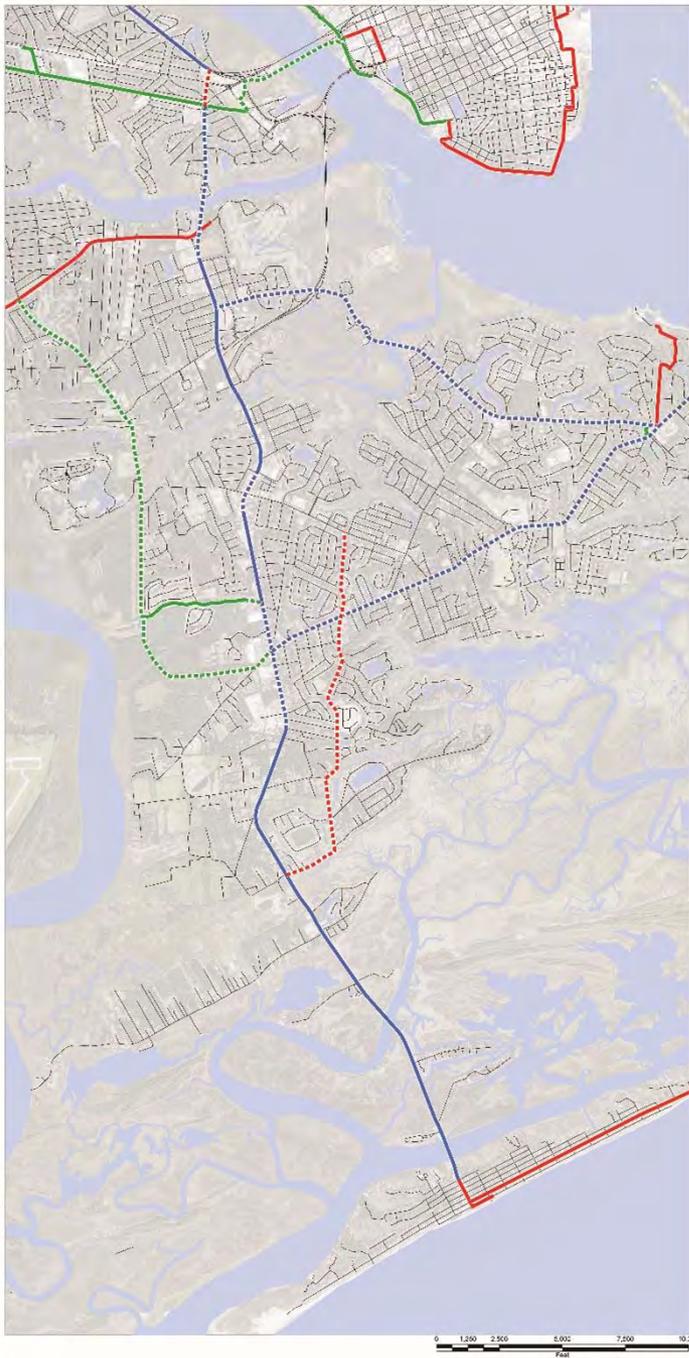


### Proposed Bikeways

- Multi-Use Path
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### Existing Bikeways

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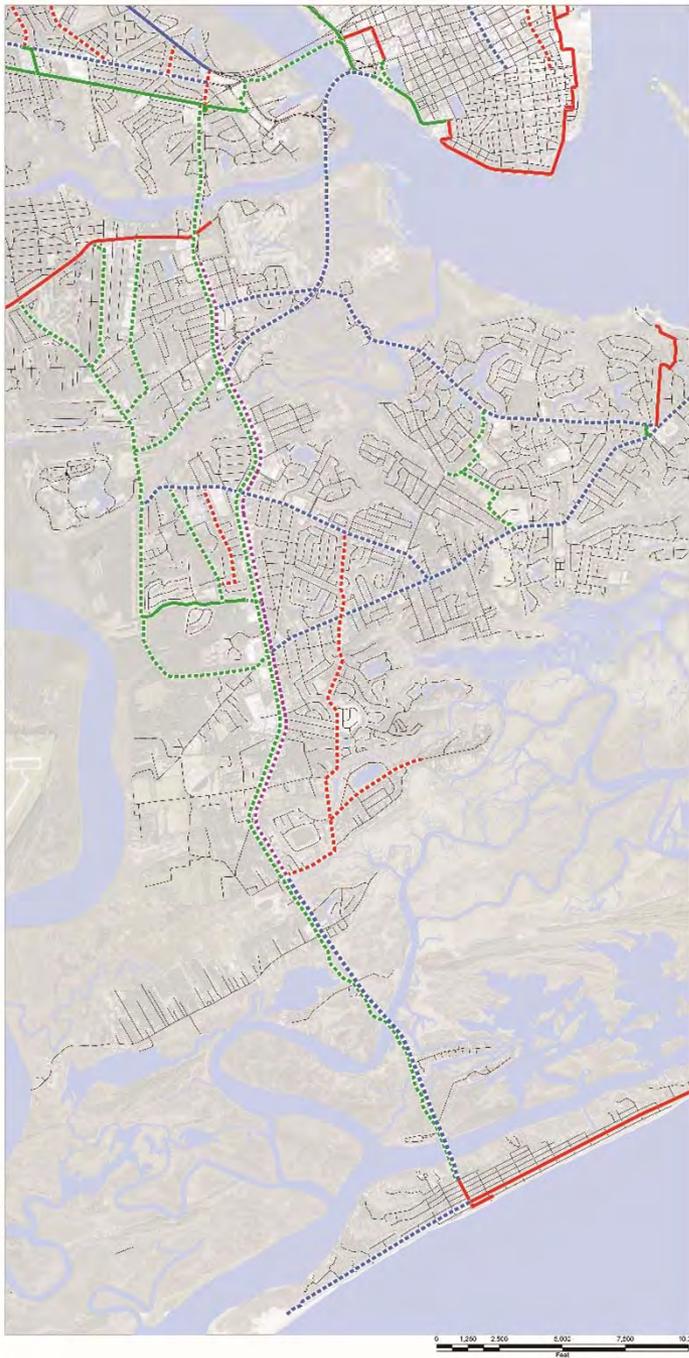


### Proposed Bikeways

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### Proposed Bikeways

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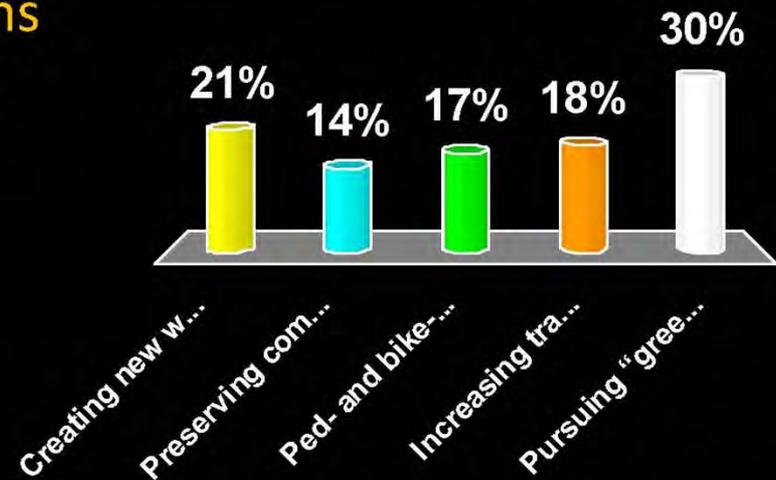
### Existing Bikeways

- Multi-Use Path
- Bike Lane or Paved Shoulder
- Shared Lane Markings

# I am *most* interested in learning more about:

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1. Creating new walkable, mixed-use development
2. Preserving community character
3. Ped- and bike-oriented street design
4. Increasing transportation options
5. Pursuing “green infrastructure” (stormwater, tree canopy)



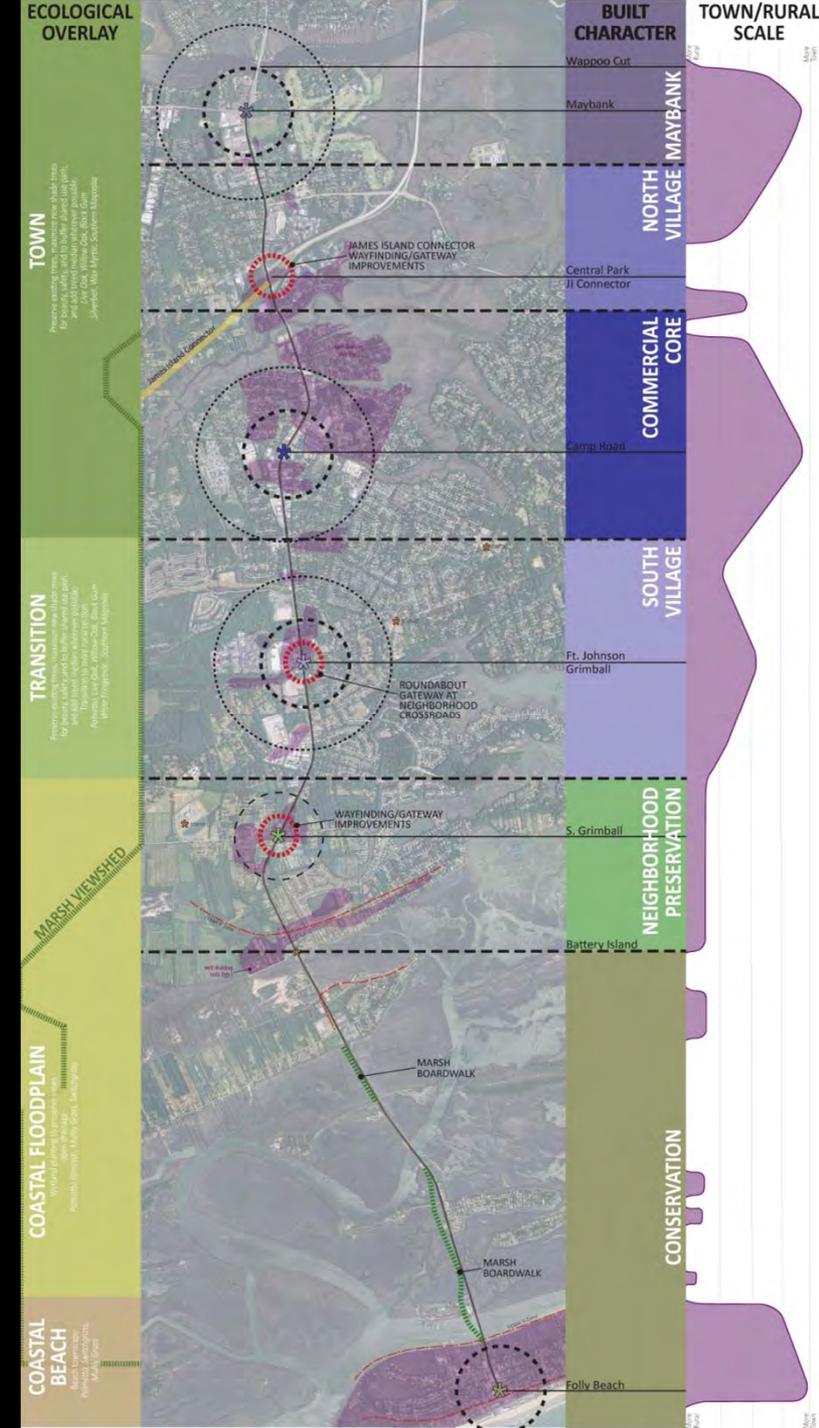
# folly green

- Better landscape & open spaces in each context
- Preserve existing tree canopy & add real street trees
- Livable, lovable stormwater infrastructure



# better landscape: ecological placemaking

- Unique James Island character across jurisdictions
- Reinforce town-rural context
- Viewsheds
- Gateway moments





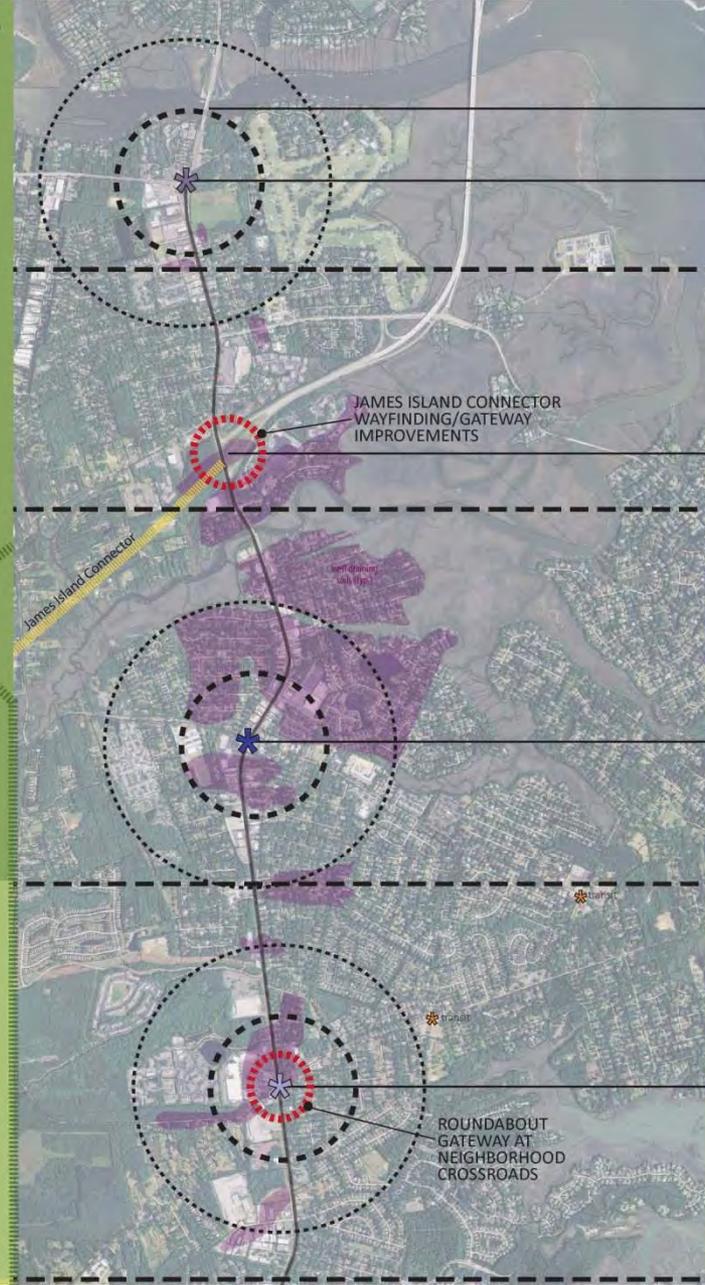
# ECOLOGICAL OVERLAY

## TOWN

Preserve existing trees, maximize new shade trees for beauty, safety, and to buffer shared use path, and add tree median wherever possible.  
*Live Oak, Willow Oak, Fringetree, Wax Myrtle, Southern Magnolia*

## TRANSITION

Preserve existing trees, maximize new shade trees for beauty, safety, and to buffer shared use path, and add tree median wherever possible. Transition to more rural section.  
*Live Oak, Willow Oak, Black Gum, White Fringetree*



# BUILT CHARACTER

Wappoo Cut

Maybank

Central Park  
JI Connector

Camp Road

Ft. Johnson  
Grimball

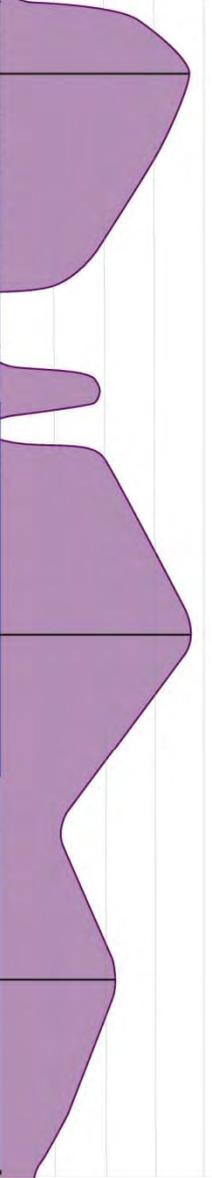
## NORTH VILLAGE - MAYBANK

## COMMERCIAL CORE

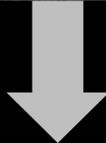
## SOUTH VILLAGE

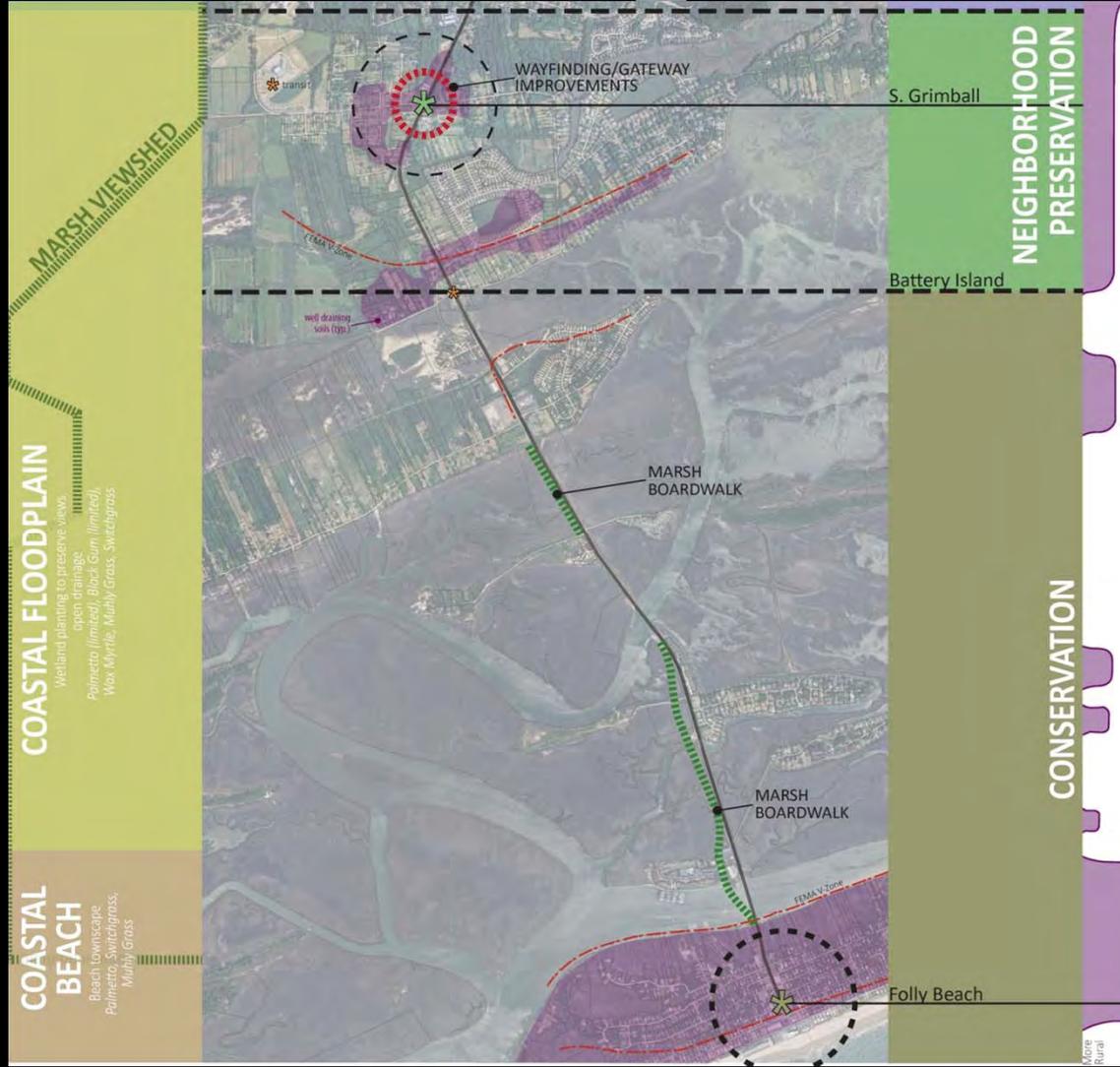
# TOWN/RURAL SCALE

More Rural



More Town





Maple  
Rural

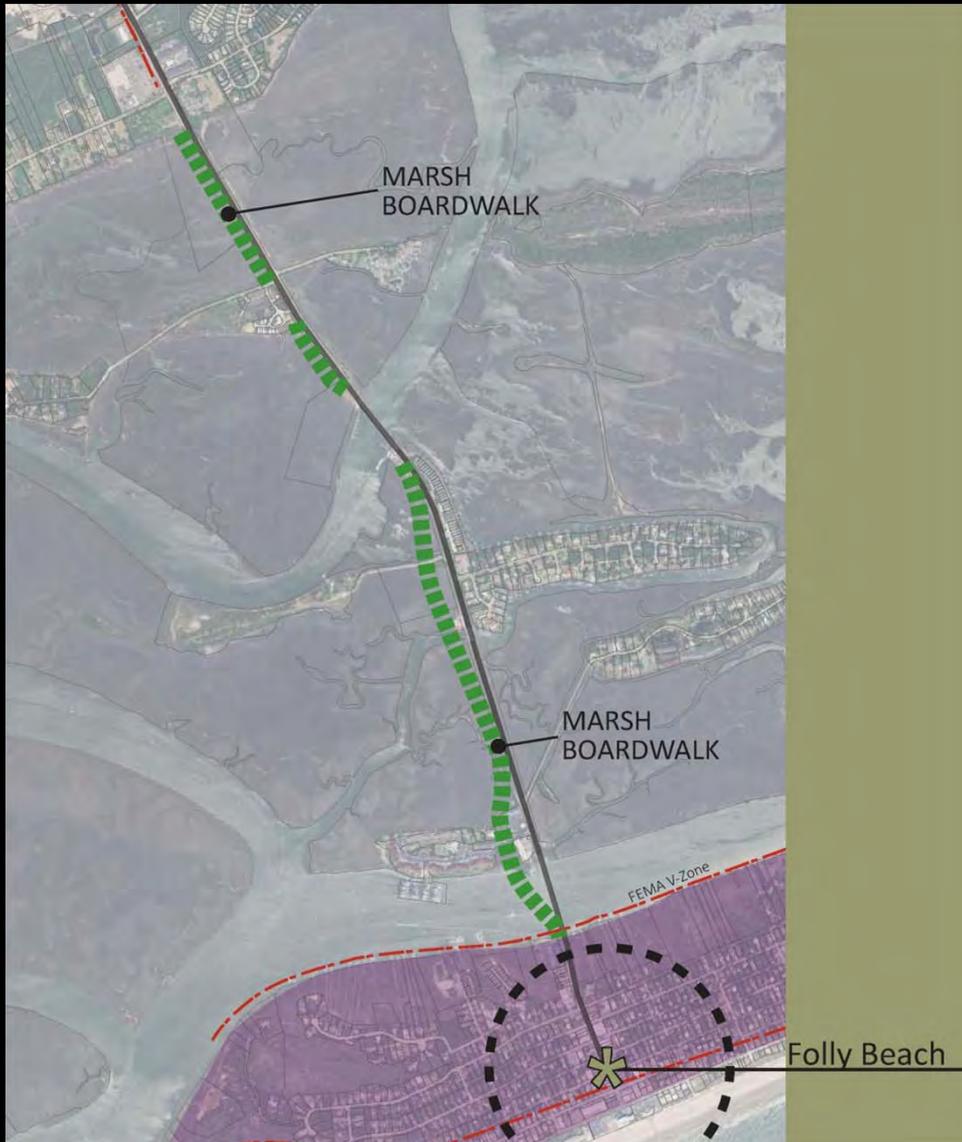
Maple  
Town





# better green: marsh boardwalk

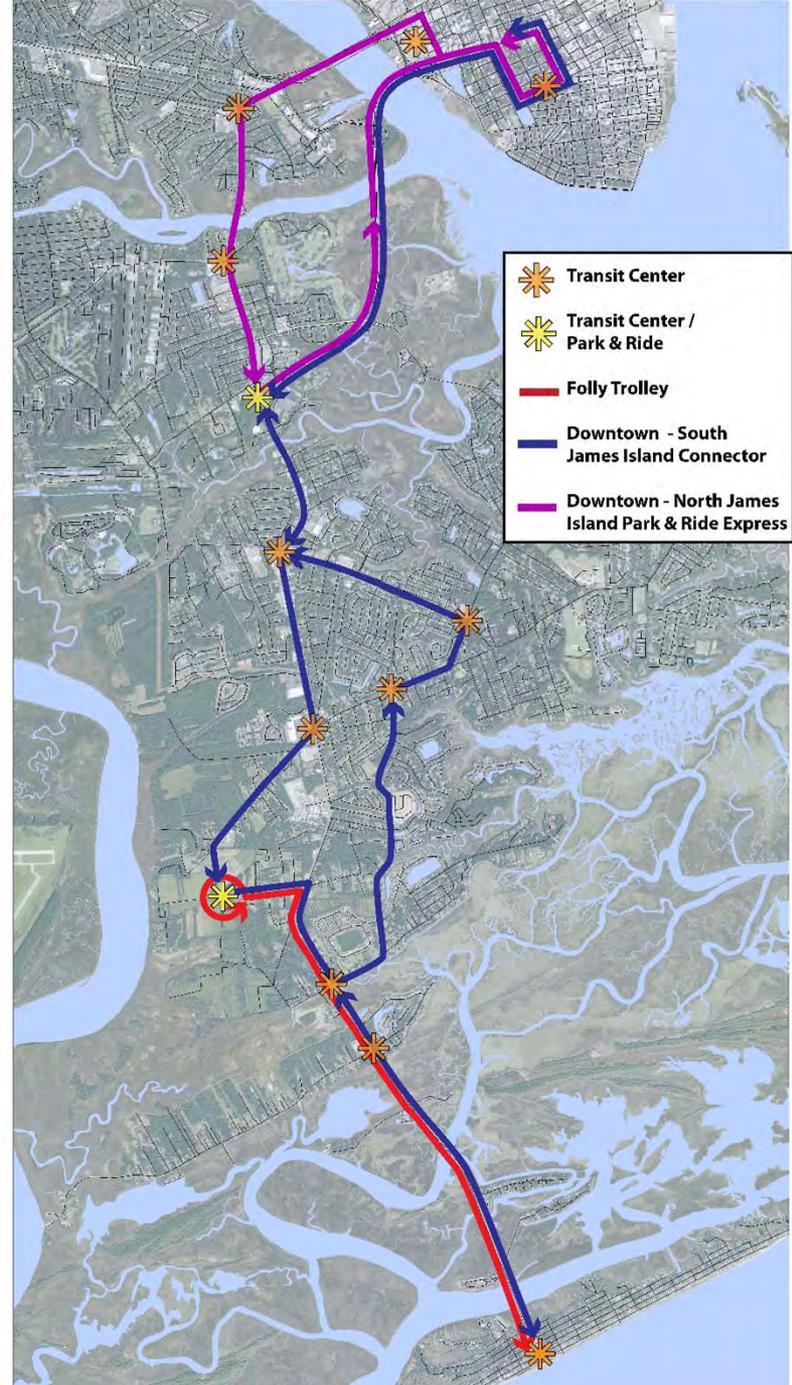
- Wood boardwalk on helical piles (DHEC preferred)



# how this can happen

---

- Traffic continues to drop or stabilize
- Connect neighborhoods with Folly
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- Take steps to make transit better
- Repurpose lanes with volume drops



-  Transit Center
-  Transit Center / Park & Ride
-  Folly Trolley
-  Downtown - South James Island Connector
-  Downtown - North James Island Park & Ride Express



MIKE'S  
BIKES  
& Backwoods

Signage for a business, possibly a shop or restaurant, located on the right side of the road.

Small red sign on the left side of the road.



3506

CARTA

MIKE'S  
BIKES  
& Backwoods



MIKE'S  
BIKES  
& Backwoods





BIKES  
BUS  
ONLY

MIKE'S  
BIKES  
& BACKWOODS

# how this can happen

---

- Traffic continues to drop or stabilize
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TRAFFIC SIGNAL

Old Folly Beach Rd







Island Plaza  
GOLD'S GYM  
DOLLAR TREE  
FOOD LION  
CICO  
Pick That!  
SANDWICHES  
BURRITOS  
WINE & SPIRITS

45





# folly green: benefits of trees

- Reduced traffic speeds
- Safer walking environment
- Aesthetics, placemaking, & security
- Connection to nature
- Rain, sun, heat, & skin protection
  
- Reduced tailpipe emissions
- Emotional & psychological health
- Pollutant absorption & lower ozone
- Lower urban air temperatures
- Improved local economy
- Added value & tax base
- Longer pavement life

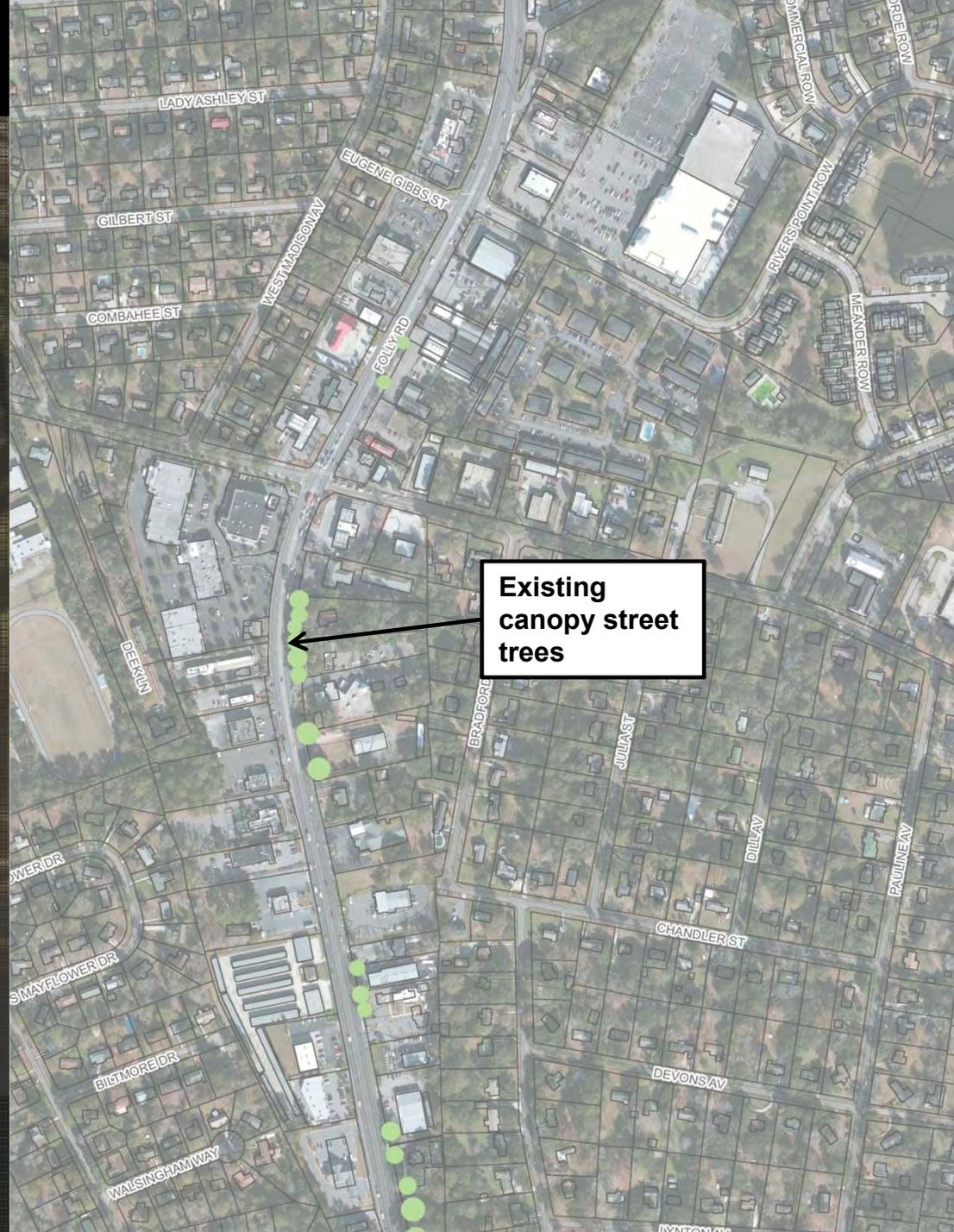
# folly green: benefits of urban trees

- **HAPPINESS**
- **HEALTH**
- **VALUE**

# folly green

## Regulatory/ Enforcement:

Preserve existing  
tree canopy



# folly green

**Good:**

Incremental median  
pavement to green

= 8% pavement  
reduction



# folly green

A++:

- Add shade trees & planted buffers
- Build better: Green Infrastructure to address flooding & water quality



# folly green

## Public

- Fix problems (i.e. flooding)
- Beauty, happiness & comfort
- Traffic calming & safety

## Municipal

- Fix problems (i.e. flooding)
- Replace aging infrastructure
- MS4 compliance
- Increase land values
- Benefit local economy
- Eco-tourism

## Environmental

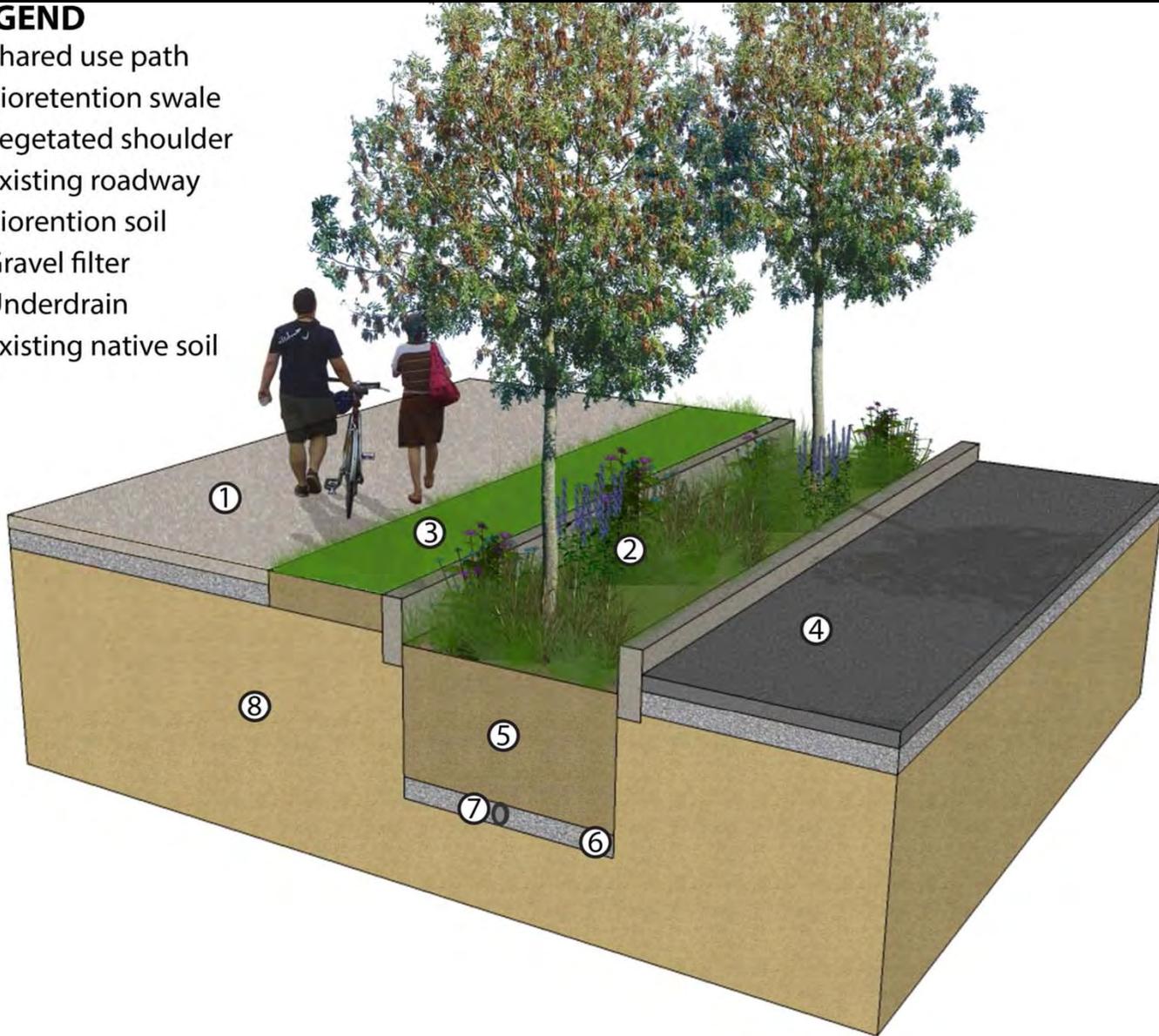
- Water quality health
- Address flooding



# better green: lovable infrastructure

## LEGEND

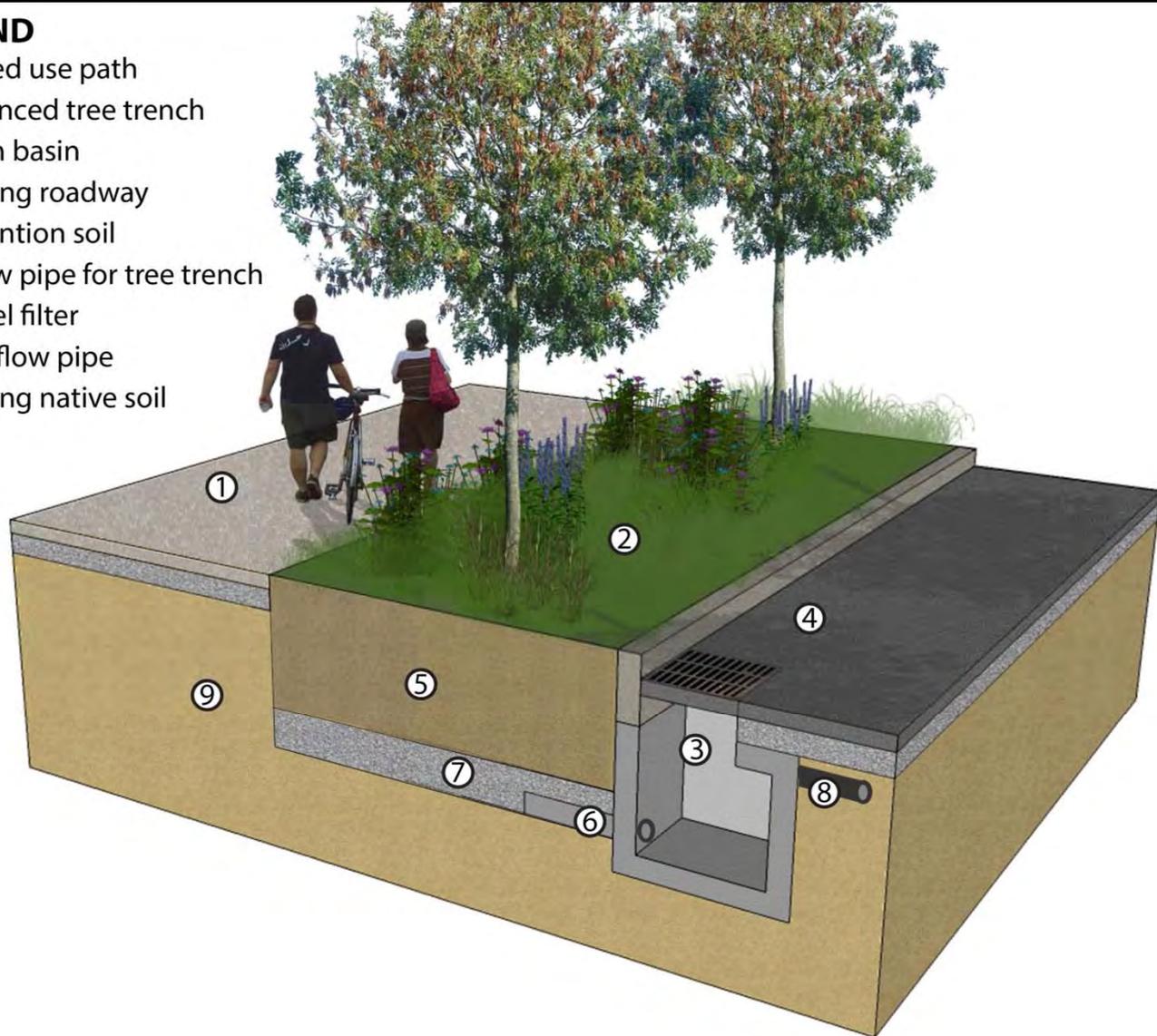
1. Shared use path
2. Bioretention swale
3. Vegetated shoulder
4. Existing roadway
5. Bioretention soil
6. Gravel filter
7. Underdrain
8. Existing native soil



# better green: lovable infrastructure

## LEGEND

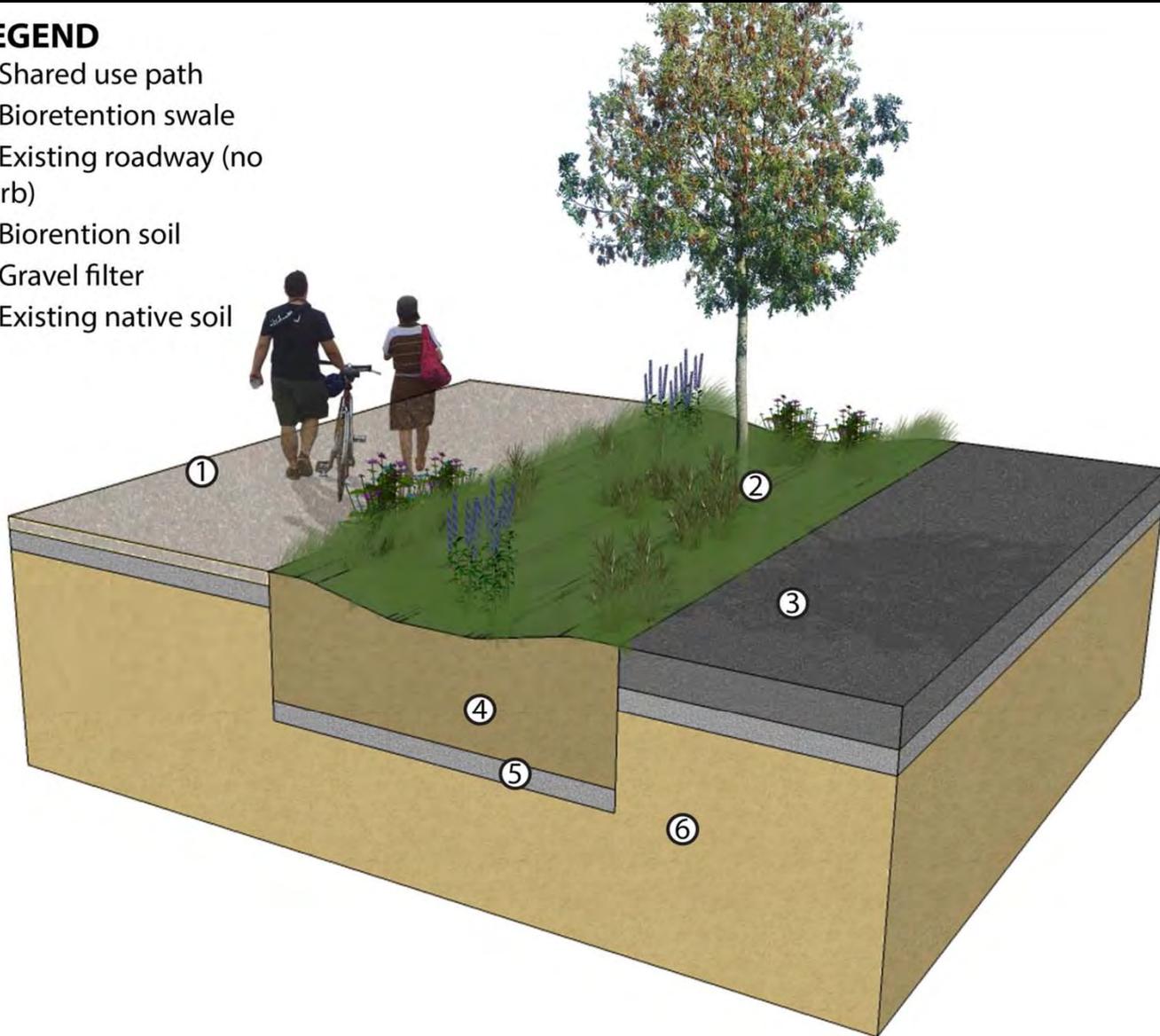
1. Shared use path
2. Enhanced tree trench
3. Catch basin
4. Existing roadway
5. Biorention soil
6. Inflow pipe for tree trench
7. Gravel filter
8. Overflow pipe
9. Existing native soil



# better green: lovable infrastructure

## LEGEND

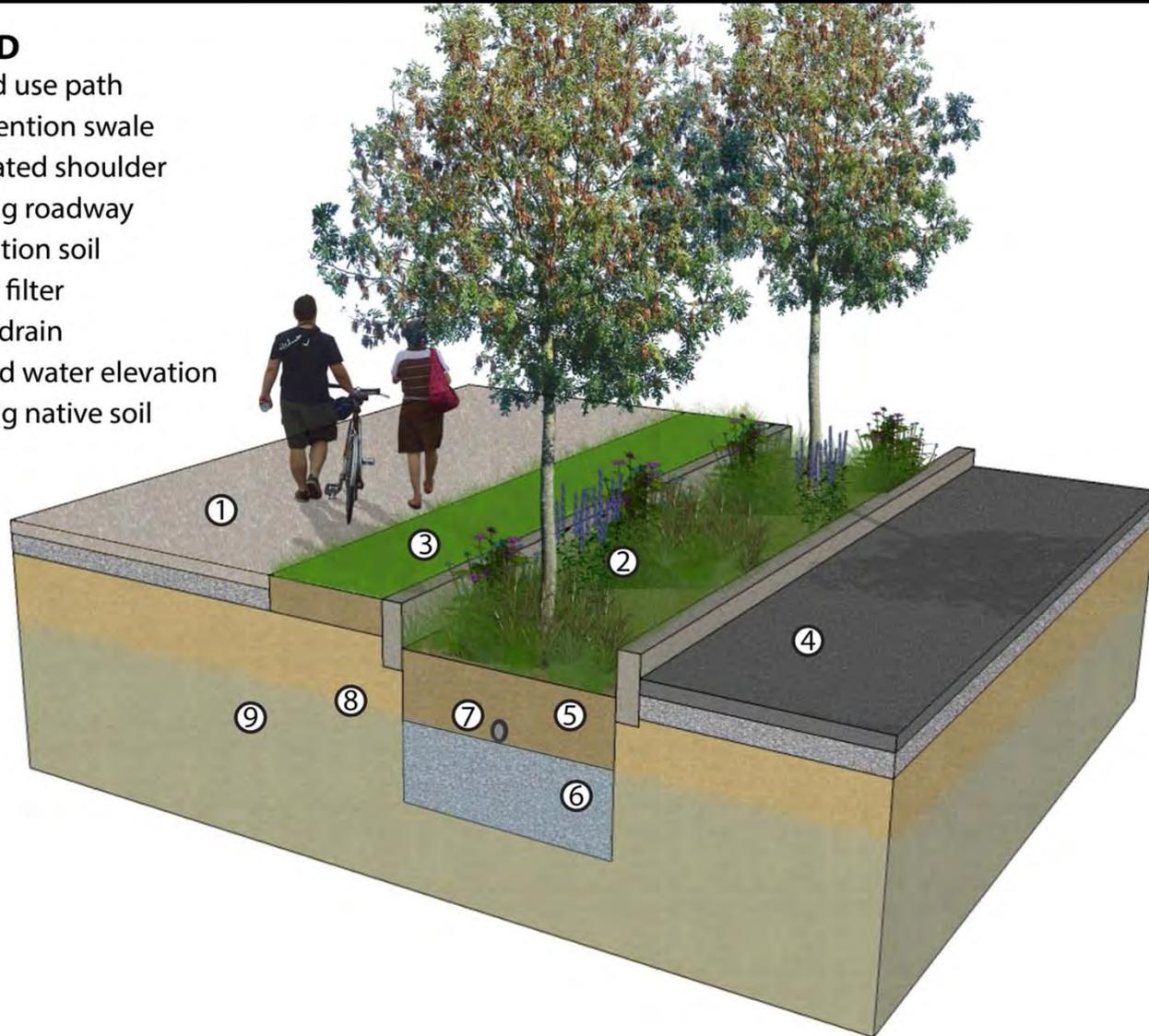
1. Shared use path
2. Bioretention swale
3. Existing roadway (no curb)
4. Bioretention soil
5. Gravel filter
6. Existing native soil



# better green: lovable infrastructure

## LEGEND

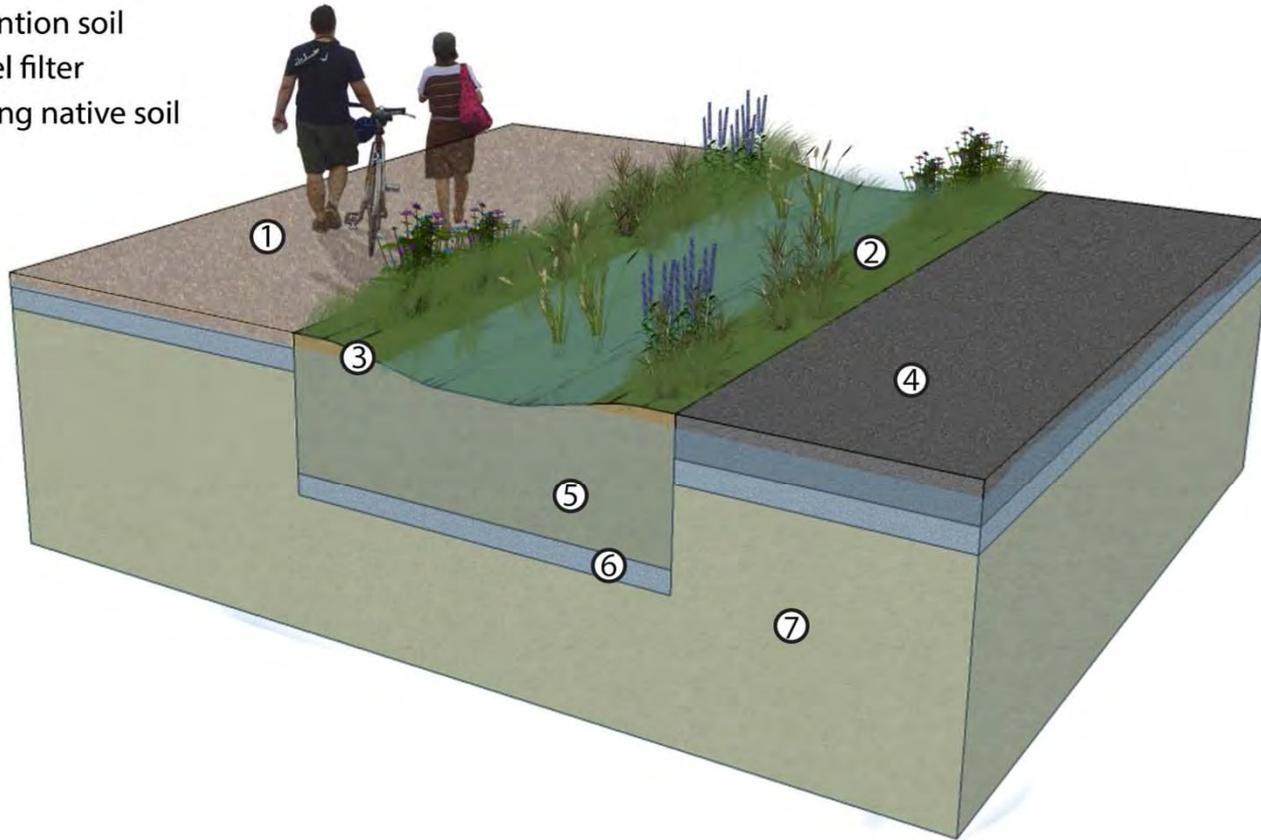
1. Shared use path
2. Bioretention swale
3. Vegetated shoulder
4. Existing roadway
5. Bioretention soil
6. Gravel filter
7. Underdrain
8. Ground water elevation
8. Existing native soil



# better green: lovable infrastructure

## LEGEND

1. Shared use path
2. Wet swale
3. Ground water elevation
4. Existing roadway (no curb)
5. Bioretention soil
6. Gravel filter
7. Existing native soil



# overhead utilities: alternatives

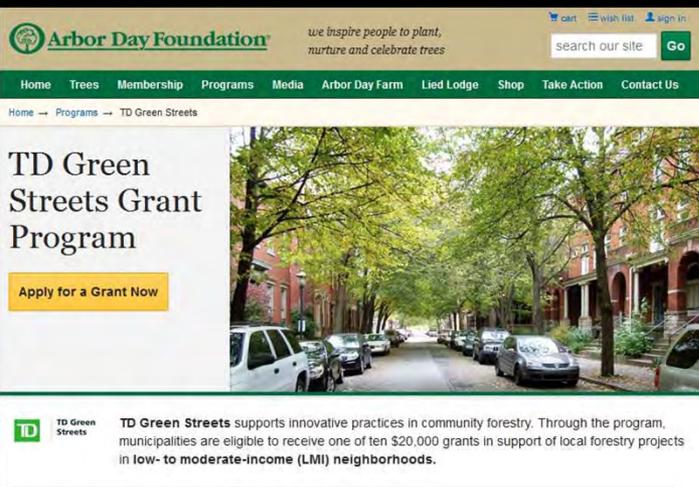
- Get started: plant trees to shield & screen
- Consolidate – reduce visual clutter
- SCE&G supports shared use path to improve maintenance access
- Radial transmission line (non-looped) means more costly undergrounding

# folly green

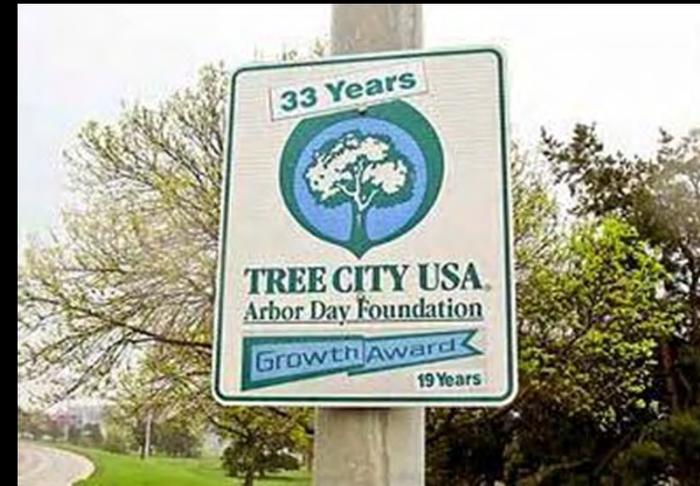
	Good	Better	A++
<b>Green</b>	Convert pavement to green & add new trees to DOT/utility guidelines	<ul style="list-style-type: none"><li>• Add shade trees</li><li>• Marsh boardwalk</li></ul>	Integrate green infrastructure stormwater management
<b>Stormwater</b>	Address immediate flooding concerns	Green Infrastructure (GI) demonstration projects	Lovable GI integrated with ped/bike solutions
<b>Overhead Utilities</b>	Plantings to screen & shield	<ul style="list-style-type: none"><li>• Consolidate utilities to reduce visual clutter</li><li>• Shade trees</li></ul>	Bury overhead wires within town context zones

# folly green: get started!

- Neighborhood tree plantings
- Green infrastructure demonstration project
  - Parking lot retrofits
  - Municipal building retrofits
  - Green roof bus stops
- Green improvements + gateways/wayfinding
- Pavement to parks



The screenshot shows the Arbor Day Foundation website. The header includes the logo and tagline "we inspire people to plant, nurture and celebrate trees". A navigation menu lists Home, Trees, Membership, Programs, Media, Arbor Day Farm, Lied Lodge, Shop, Take Action, and Contact Us. A search bar is present. The main content area features a large image of a tree-lined street and a yellow button that says "Apply for a Grant Now". Below this, a small TD Green Streets logo is followed by text: "TD Green Streets supports innovative practices in community forestry. Through the program, municipalities are eligible to receive one of ten \$20,000 grants in support of local forestry projects in low- to moderate-income (LMI) neighborhoods."



quick poll

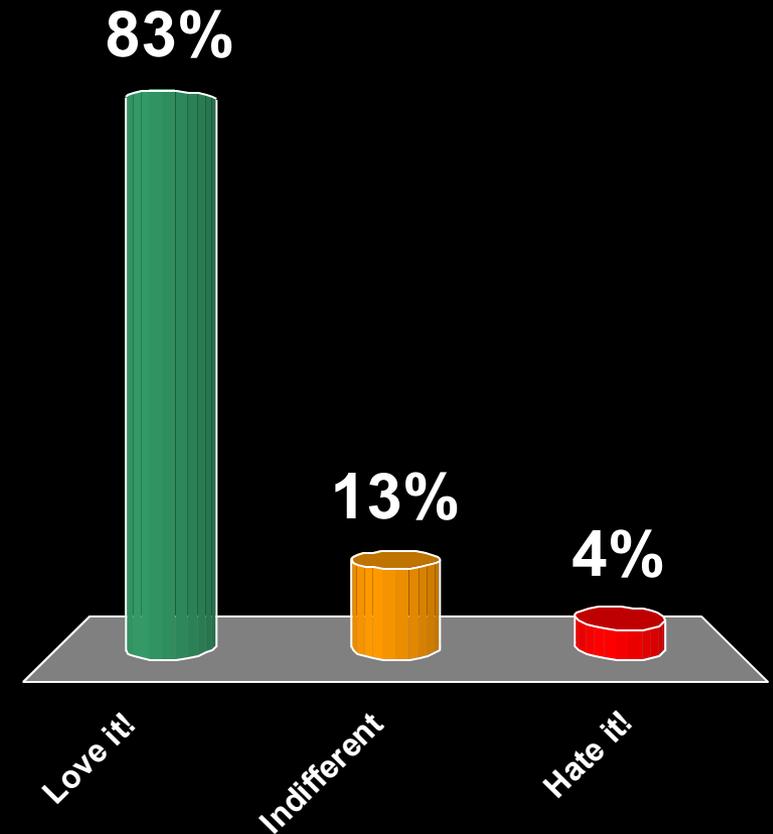
QUICK POLL

draft vision

# How would you rate the draft vision for a safer, separated walking and biking path?



1. Love it!
2. Indifferent
3. Hate it!

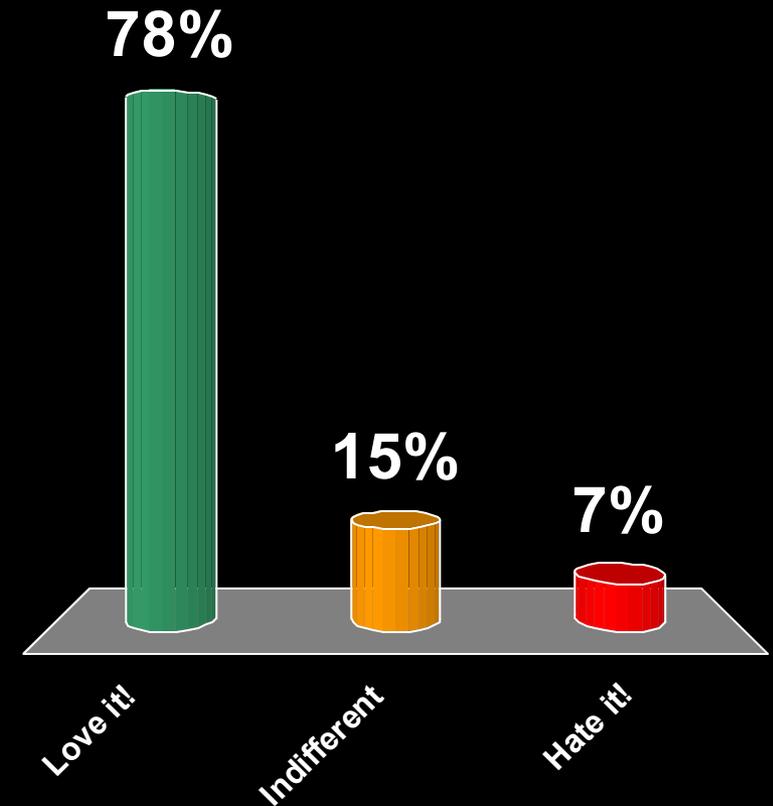


Next Question

# How would you rate the draft vision for upgrading commercial sites?



1. Love it!
2. Indifferent
3. Hate it!

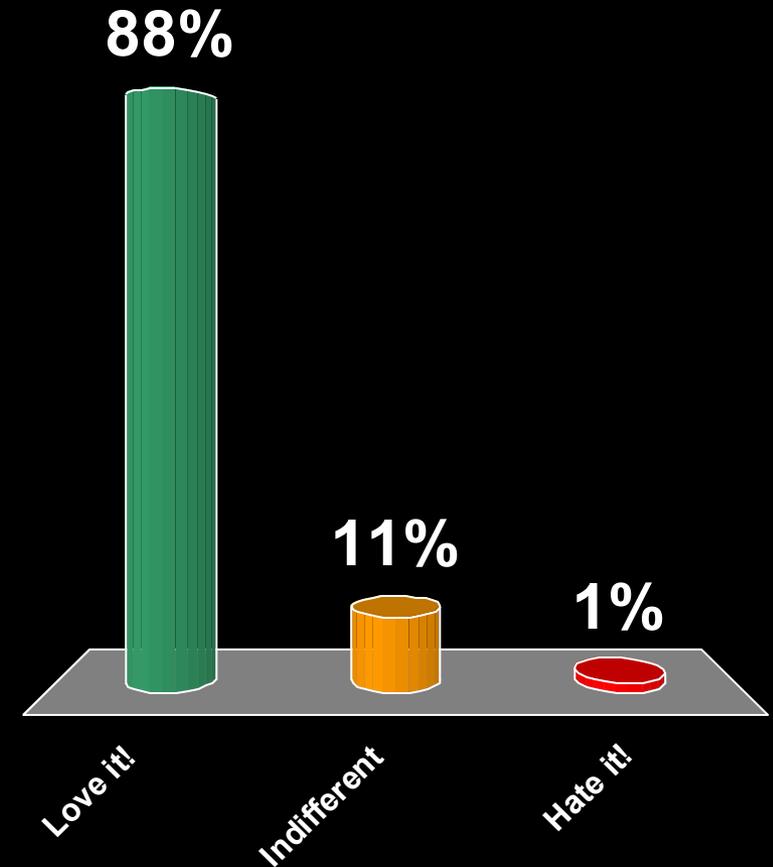


Next Question

# How would you rate the draft vision for introducing new public green spaces?



1. Love it!
2. Indifferent
3. Hate it!

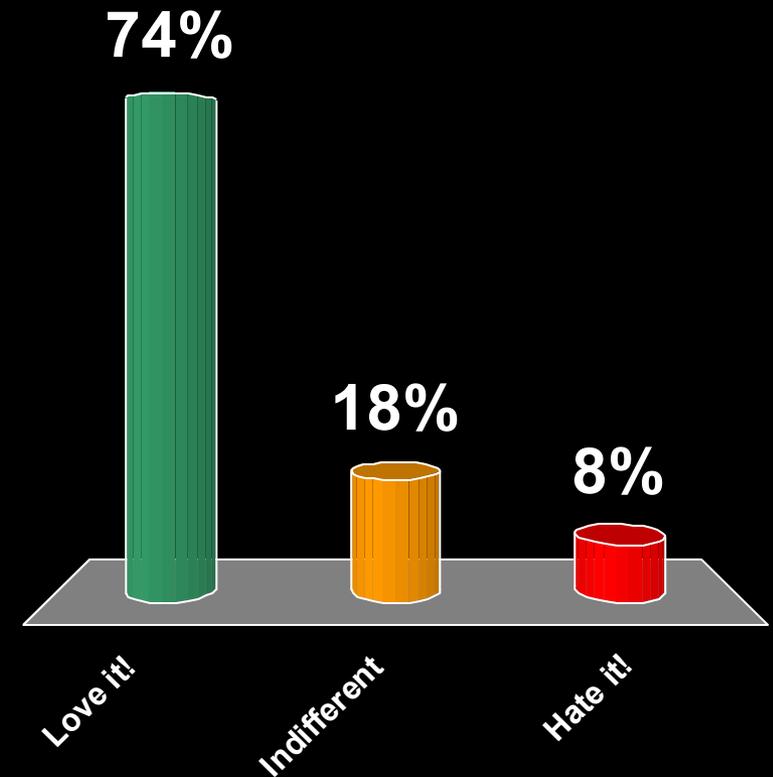


Next Question

# How would you rate the draft vision for enhanced transit?



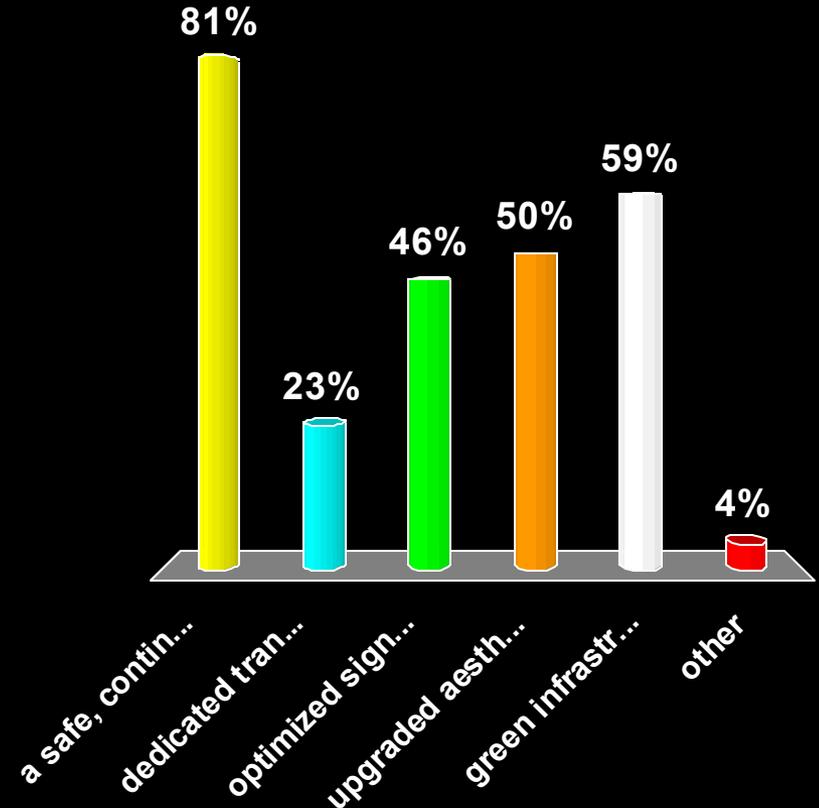
1. Love it!
2. Indifferent
3. Hate it!



Next Question

# Which of these features of the draft vision are you most interested in? (pick up to 3)

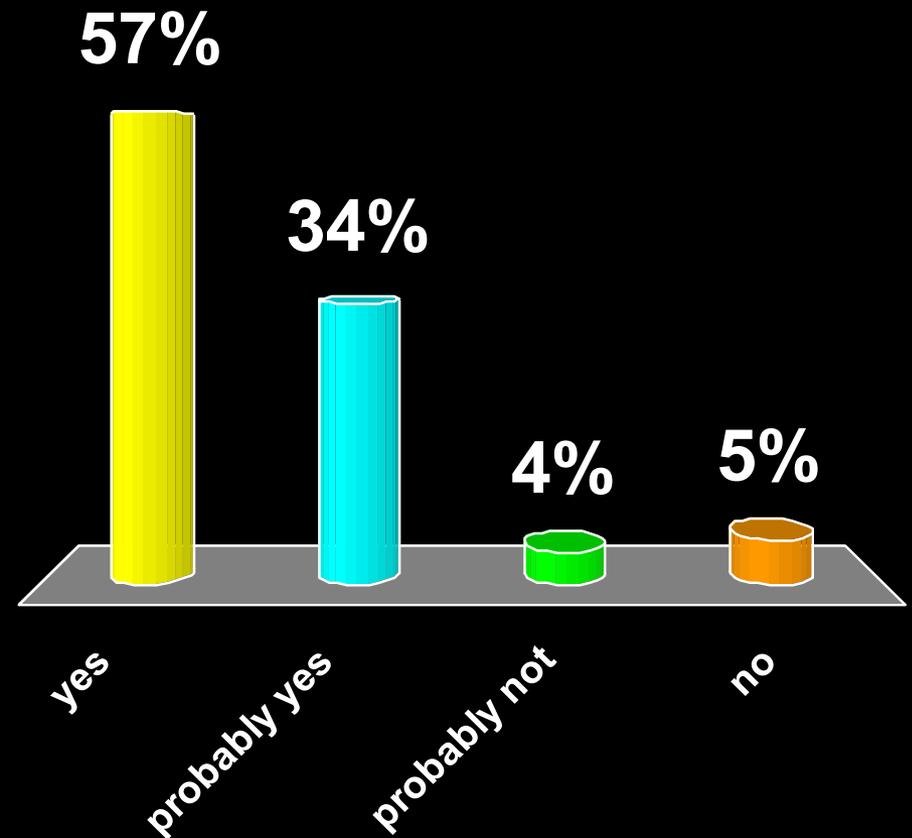
1. a safe, continuous walking and biking facility
2. dedicated transit lanes
3. optimized signal timing
4. upgraded aesthetics on and along Folly Road
5. green infrastructure (trees, stormwater)
6. other



Last Question

# Would you support the establishment of the “Folly Trolley” and its park-and-ride lot?

1. yes
2. probably yes
3. probably not
4. no



next steps

# implementation

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- Get started
- Manage the project
- Find the funding
- Act now
- Keep it going

# get started

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- Execute an MOU
- Adopt the Rethink Folly Road Plan
- Reflect the vision in the overlay
- Adopt any required zoning amendments
- Develop incentives for voluntary participation
- Identify first priority projects

# manage the project

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- Establish committee of elected officials
- Appoint day-to-day project manager
- Create joint staff review and  
Design Review Board process
- Negotiate joint maintenance contract

# find the funding

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- Flexible, adaptable, “fundable”
- TIGER grant
- Long-Range Transportation Plan
- Transportation Alternatives Program
- Half-cent sales tax
- Local funding: TIF; municipal service district; development impact fees

# act now

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## Lighter/Quicker/Cheaper

- Build community support
- Plant trees
- Paint crosswalks
- Optimize traffic signal timing
- Farmers market
- Mass bike ride to the beach
- Farm stand/bus stop improvements
- Food truck rodeo

# keep it going

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- Designate project in funding lists
- Get projects “shovel-ready”
- Coordinate use of SCE&G easements
- Secure strategic parcels

# near-term projects

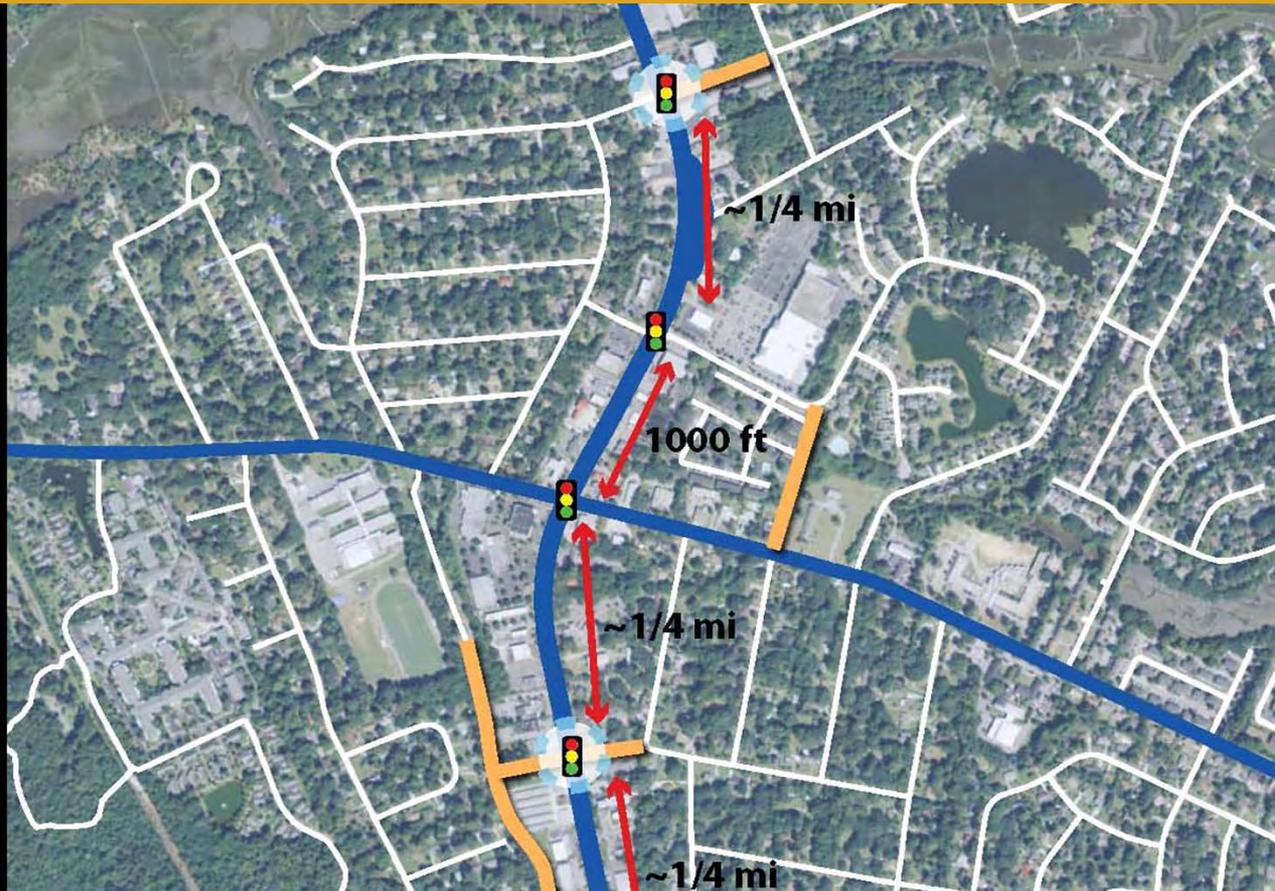
(next three to six years)



safe

# near-term projects

(next three to six years)



# connected

# near-term projects

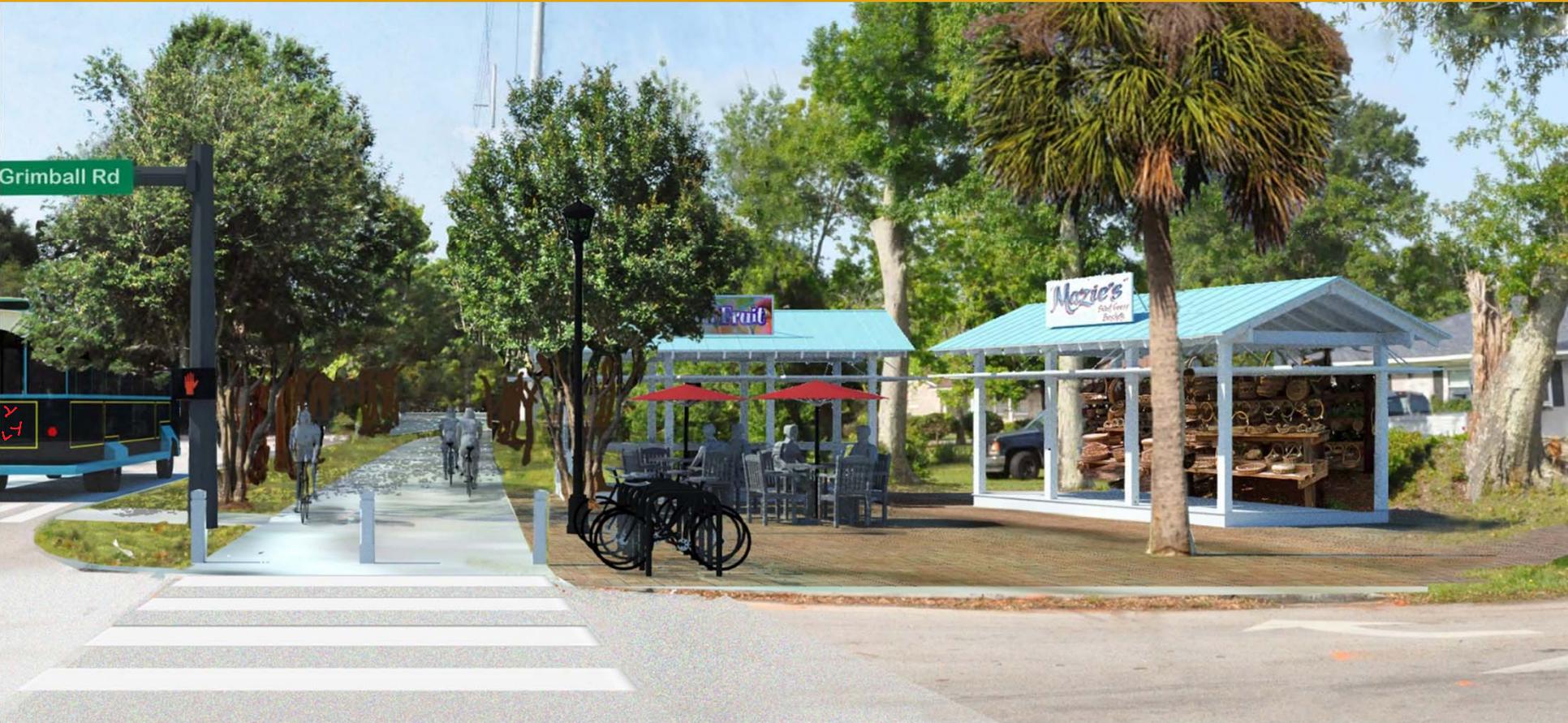
(next three to six years)



green

# near-term projects

(next three to six years)



valuable

# near-term projects

(next three to six years)



synced

questions  
remain

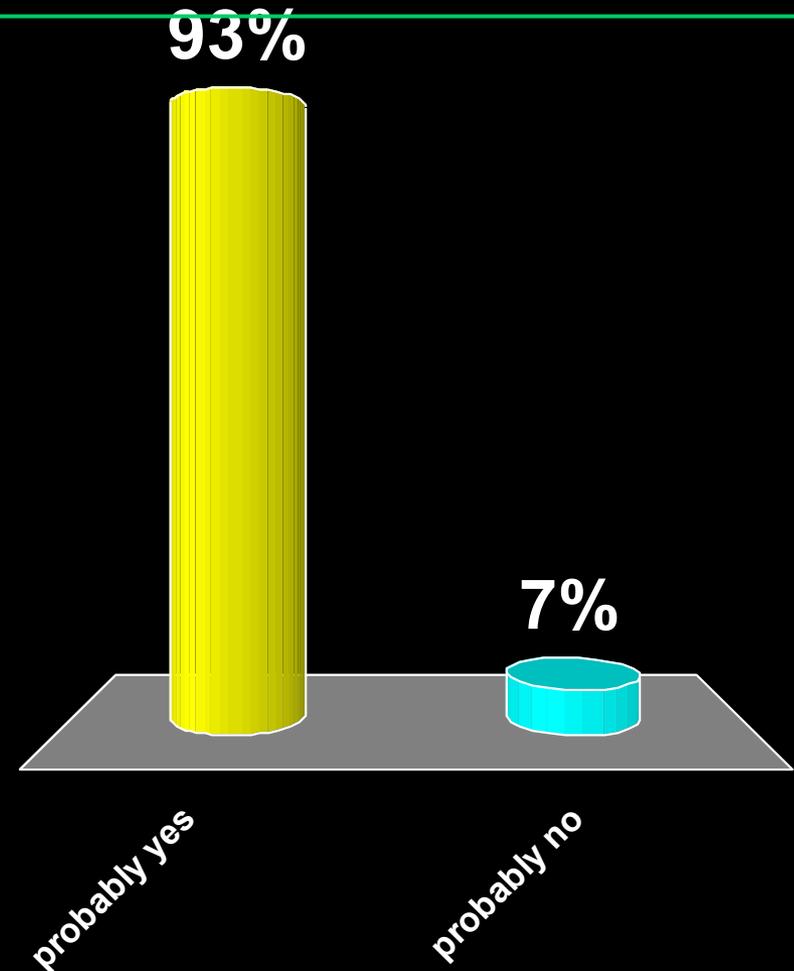
quick poll

QUICK POLL

implementation

Would you support implementation of the improvement projects described so far?

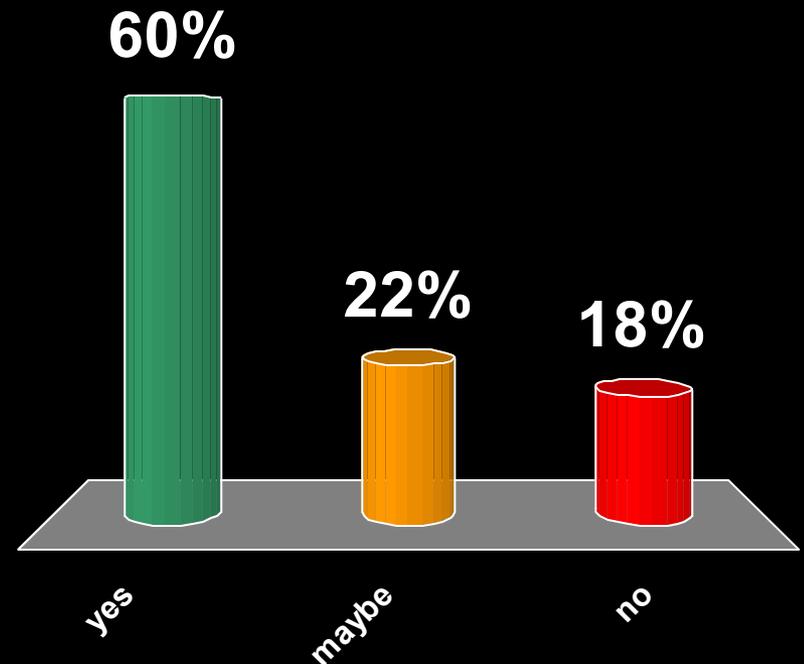
1. probably yes
2. probably no



Next Question

# Would you support an additional ½ cent sales tax (funded primarily by tourism) to fund the Folly Road improvements?

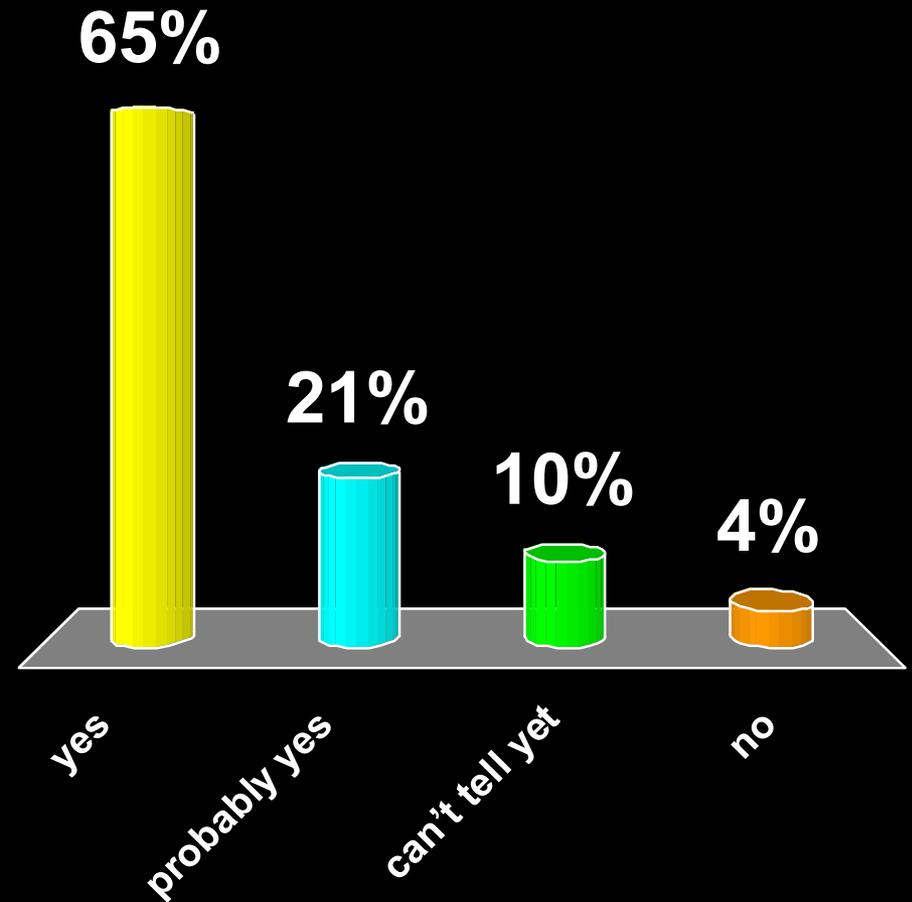
1. yes
2. maybe
3. no



Last Question

# Is this vision generally on the right track?

1. yes
2. probably yes
3. can't tell yet
4. no



**tell us what you think**

# **RETHINK FOLLY ROAD**

**A COMPLETE STREETS STUDY**

**PARTICIPANT FEEDBACK: WORK-IN-PROGRESS**

Did you attend the Community Kick-off Presentation (April 23, 2015)?

Yes

No

Did you attend the Hands-on Design Session (May 7, 2015)?

Yes

No

Did you visit the Open Design Studio (May 8 - May 12, 2015)?

Yes

No

Of the many ideas you heard or seen so far, which ones should be a top priority?

# next steps

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- provide feedback, questions, check for updates:  
[follyroad.mindmixer.com](http://follyroad.mindmixer.com)
- draft report for review: this summer

Rethink Folly Road: a Com x  
follyroad.mindmixer.com

Home Topics Activity About Sign Up Log In

# Welcome to Rethink Folly Road: a Complete Streets Study.

The **RETHINK FOLLY ROAD** study will explore the potential to remake Folly Road as a more sustainable, multimodal corridor, which could become a precedent for the Charleston region. This is an interactive forum to share and discuss ideas.

Connect with Facebook or Sign Up with Email

## Topics

Join the discussion and add to current topics. [View All Topics](#)

### Your Big Idea

Posted Apr 22 0 Interactions 40 Days Remaining



What's your big idea for the future of the Folly Road corridor?

Description

The Rethink Folly Road study offers an opportunity to re-envision the future for this

SHARE YOUR IDEAS:

[follyroad.mindmixer.com](http://follyroad.mindmixer.com)



**thank you!**