



# MEMORANDUM

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To: Natalie Zeigler  
City Manager  
City of Hartsville  
100 E. Carolina Ave.  
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Hartsville, SC 29551  
natalie.zeigler@hartsvillesc.gov

From: Tee Coker and Blake Sanders – Alta Planning + Design

Date: July 18, 2016

**Re: Downtown Ordinance Review and Rewrite/Overlay**

Natalie:

Alta Planning + Design appreciates the opportunity to present the following proposal for the aforementioned services. Please find the attached proposal indicating the scope of professional services and associated fees for your project. Based upon recent conversations, we understand that the City of Hartsville is interested in updating the city's code to allow for high-quality, context-sensitive, mixed-use development in the city's historic downtown.

The scope provided includes two options for final deliverables: the first option would be a rewriting of the city's existing code to allow for desired development; the second option would be the creation of a downtown overlay district with appropriate design guidelines and development standards. Alta will work closely with the Client to determine which of these two approaches will be in the best interest of the city and its partners.

Whether the final deliverable is a revised municipal code or a set of design guidelines, the project goal is identical: to coordinate and orchestrate the overall development of downtown Hartsville so that projects help each other succeed and result in a better, livable and active community. Project deliverables will provide guidance for creating a livable Downtown and will be used jointly by the Planning Department, City Administration, Public Works, and private sector partners as Hartsville continues to become the leading small city in South Carolina.

Tee Coker, AICP will serve as Project Manager for the duration of this project and will be the main point of contact for all communication. Please do not hesitate to contact me at (864) 608-6678 or by email at [teecoker@altaplanning.com](mailto:teecoker@altaplanning.com) should you have any questions or comments regarding this proposal. We look forward to working with you on this exciting project. Thanks again for this opportunity.

Tee Coker, AICP - Associate  
Alta Planning + Design

## **PROPOSED SCOPE OF WORK**

### **Task 1: Client Meeting & Stakeholder Input (Site Visit One)**

The Alta team will visit Hartsville to kick off the project with a meeting with the Client and selected stakeholders as desired by the Client. This meeting will set the scope and schedule for the final deliverables. As part of this meeting, Alta will conduct up to three additional meetings with other city staff (Public Works, Planning Department, and others as needed) and downtown property owners (as directed by the Client) to gather input and direction on the goals of the plan.

As part of this Task, Alta will review existing zoning ordinances and development guidelines. Alta will provide the Client with an agenda for the kick-off meeting and meeting notes from the Client meeting and associated kick-off meetings. After the meeting, Alta will prepare a summary meeting memorandum outlining the overall discussion and appropriate tasks moving forward.

This task will inform Alta's final deliverables as described in **Option I** or **Option II**.

### **Option I: Downtown Design Guidelines**

#### **Task 2: Draft Downtown Design Guidelines**

If the Client and Alta determine that design guidelines will be the appropriate final deliverable for this project, Alta will prepare draft Downtown Design Guidelines to include:

- Overview (Historical character, boundaries)
- Sustainable Design (Site, Landscape, Building)
- Sidewalks and Setbacks
- Acceptable Uses (including mixed-use)
- Ground Floor Treatment (building usage based on market analysis (by others))
- On-Site Open Space (parks, right of way spaces)
- Architectural Detail (colors, facades, roof lines, etc.)
- Streetscape Improvements (cross sections, planting spaces, on and off street parking)
- Signage (architectural, private and public)
- Public Art and Amenities (Locations; Amenities include benches, trash receptacles, bicycle parking, etc.)
- Civic and Cultural Life (Noting areas for events, locations requiring special treatment, etc.)

These guidelines, presented as part of a formal report, will include relevant imagery of existing conditions and supporting imagery of proposed guidelines.

#### **Task 3: Final Downtown Design Guidelines (Site Visit Two)**

Incorporating comments from Task 2, Alta will develop final design guidelines in a formal report to be presented at a regularly scheduled council meeting. The report will be made final to City Council prior to the meeting. In addition, Alta will present the design guidelines to the Downtown business owners and merchants upon request. Final design guidelines will incorporate imagery support of proposed conditions, proposed elevations and cross sections, color palettes, architectural imagery, signage

examples, and other supporting documentation to further enhance the report. Alta will provide up to two rounds of revisions to these deliverables.

It is assumed the Downtown Design Guidelines will be adopted as part of an ordinance amendment to the Zoning Ordinance. Alta can provide assistance and guidance through the adoption process and any amendments for an additional service.

Alta will provide the Client with 5 hard copies of the final deliverables and a digital copy of all files.

## **Option II: Ordinance Update**

### **Task 2: Draft Ordinance Update**

If the Client and Alta determine that an update to the city's existing ordinance will be the appropriate deliverable for this project, Alta will prepare a Draft Ordinance Update that will include additions, excisions, and modifications to selected chapters within *Part II: City Code* and *Appendix A: Zoning*.

### **Task 3: Final Ordinance Update (Site Visit Two)**

Incorporating comments from Task 2, Alta will develop final zoning ordinance updates for the Client. These will include up to two rounds of edits and revisions to chapters within *Part II: City Code* and *Appendix A: Zoning*. Alta can provide assistance and guidance through the adoption process and any amendments for an additional service.

Alta will provide the Client with 5 hard copies of the final deliverables and a digital copy of all files.

## **Project Timeline**

Alta is prepared to complete the associated task in accordance with the Client's desire to have the project completed in a timely manner. Alta staff is available to have the project completed by December 2016.

Task 1	August 2016
Task 2	October 2016
Task 3	December 2016

## **Project Fee**

Task 1	\$4,000
Task 2	\$16,000
Task 3	\$10,000