



Our Quality of Life First



John Tecklenburg's Comprehensive Plan for Charleston



TECKLENBURG
MAYOR

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Our Quality of Life First John Tecklenburg's Comprehensive Plan for Charleston

My name is John Tecklenburg and I'm running for mayor because I love this city, and because I believe we need a leader who will put Charleston city government squarely on the side of our citizens -- the people who live in our neighborhoods, work in our businesses, commute on our roads and invest in our community with their time, their taxes and their talents.

These are the people who make our city the special place that it is. And they deserve a city government that's focused on their concerns: safer streets, stronger schools, faster commutes, wiser development policies and smarter city services that meet their needs and protect their pocketbooks.

More than thirty years of executive experience in private business, charitable organizations and Charleston city government have prepared me to lead on these fundamental quality-of-life challenges. As mayor, I will work every day to make our city more livable, our government more responsive and our municipal services more professional. I will ensure that all areas of the city -- West Ashley, James Island, John's Island, Daniel Island and the Peninsula -- get the respect and attention they deserve. And I will never forget that being mayor of Charleston is not about politics -- it's about serving the people who call this special city home.

The American poet Walt Whitman once said that "a great city is that which has the greatest men and women." Well, if that's true, there can be no greater city in the world today than my home town of Charleston. And it would be the highest honor of my life if the people of this city gave me the opportunity to serve them as their next mayor, and to lead our city into the even better, even brighter, future that I know lies ahead.

This is my plan to help us get us there.

A handwritten signature in black ink, appearing to read "J. Tecklenburg".

John Tecklenburg



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Part I: Livability and Quality of Life

Charleston has become one of the top tourist destinations in the world in recent years, and that's an achievement we can all be proud of. But we've now reached a point in our city's development where we need to strike a better, more sustainable balance between the rapid growth of tourism and development and our citizens' quality of life – a balance that makes livability and quality of life our primary concern.

Public Safety - The First Job of Government

- Expansion of our current **neighborhood policing and accountability efforts** to ensure that we're getting the most out of what's already working
- Creation of a **public advisory group** to strengthen ties between our citizens and their police
- Implementation of strong new policies to **protect against and punish the perpetrators of criminal domestic violence and assist the victims of crime**
- Periodic reviews of our new body camera policy to ensure that it's being implemented properly and working as designed
- The **creation of SAFE (Secure Access for E-commerce) Zones** to allow for the secure exchange of items purchased online
- Regular **review of our City compensation plans** to verify that our police, firefighters and other first responders are being paid properly for their efforts

Managing Tourism and Development

- **Greater collaboration with neighborhoods and citizens** before major projects are approved, particularly via existing vehicles for public participation, such as the Design Review Board and the Civic Design Center
- **A full zoning review** to ensure that all properties throughout the city conform to the city's comprehensive Century V Plan
- **A hotel approval pause** while we work collaboratively with citizens, businesses, and neighborhood and preservation groups to create sensible new limits on hotel development in the city
- **Split the Board of Architectural Review into two boards** to ensure that every project gets the attention it deserves
- **A pause on new large events** while we work to reform our city's event planning process, to include scheduling events in other areas throughout the city



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Managing Tourism and Development(Cont.)

- **Improved coordination of existing special events**, so that they do not create unnecessary congestion in already busy areas
- A thorough **review of tour bus and carriage operations**
- Development of a **city parking policy that prioritizes citizen and resident access** (see Transportation and Public Transit)
- **Identify parking** outside the city's Historic District to increase "park and ride" opportunities for visitors and others
- **Implement the recent recommendations** of the city's Tourism Advisory Committee

Better Cruise Ship Regulation

- **Shore power** to reduce cruise ship pollution while in port
- **An enforceable cap on both the number and the size of cruise ships** visiting annually
- **A passenger head tax** to defray costs that the City incurs by hosting the cruise industry that the State Ports Authority does not cover
- **Off-site parking** to decrease traffic congestion in the immediate area
- **Better planning and coordination** to ensure that cruise ship arrivals don't add to congestion during large-scale events
- **The reopening of Concord Street** to help relieve traffic congestion, and **the redevelopment of the Union Pier area**, returning this blighted space to the fabric of our city.
- **Completion of the court-ordered review** of the proposed cruise ship terminal permit and its larger impact on the historic district

Protecting Our Natural Environment

- **Respect the Urban Growth Boundary** and the surrounding greenbelt areas
- **Preserving and creating new green spaces** throughout the city
- **Work to implement the portions of the city's Green Plan** that have already been approved by Council and are in the Century V Plan
- Collaborate on the development of a **regional coastal resilience plan** to mitigate damage from sea-level rise
- **Continued opposition** to offshore oil exploration and drilling
- **Promote conservation and improve energy performance** via retrofitting older buildings and LEED-qualified new construction



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Drainage/Flooding Relief

- **Completion of the city's current drainage and pumping projects** to ensure that we have the necessary infrastructure
- Working with citizens to create **neighborhood "gutter watch" programs** that will empower people to report and, when appropriate, help clear clogged storm drains
- **Encouraging rainwater collection and reuse** with green roofs, rain barrels and more for irrigation and greywater use
- **Install drainage outlet "check valves" or "backflow preventers"** that will prevent tidal waters from backing up into the storm drainage system
- **Installation of smaller portable pump systems** for spot/local flooding areas

Making the Arts Accessible for All Our Citizens

- **Identify affordable space** for local arts organizations
- **Partner with schools for more arts programs at all age levels**, both during and after school
- **Promote live/work and residential/studio space** for local artists and creatives
- **Spread arts and cultural programs** such as Piccolo Spoleto and the MOJA Arts Festival throughout the city and our schools, so that residents in all areas of Charleston can easily attend and participate



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Part II: Transportation and Public Transit

No single issue will have a larger impact on Charleston's future than transportation. It affects almost every aspect of our city's life -- jobs, economic development, housing, and most important of all, our citizens' basic quality of life. And solving it will require a multifaceted, multi-jurisdictional approach.

That's why I've created a detailed, realistic transportation plan built around four major components -- road building and completion, a regional public transit plan, making our city more walkable and bikeable, and improving parking for our citizens.

Road Building and Completion

- **Complete I-526** to alleviate traffic West of the Ashley
- **Plan and seek funding to extend the Glenn McConnell Parkway** to ease area congestion, while respecting the Urban Growth Boundary with regard to future development
- **A thorough reevaluation of major arteries like Folly Road, Savannah Highway, Highway 61 and Sam Rittenberg Boulevard**, leading to definitive road projects we can take to federal and state agencies for financing

Public Transit

- **A regional public transit system** forming the the spines of an interconnected infrastructure, with area transfer stations in the Summerville, North Charleston, Downtown, West Ashley, James Island and East Cooper areas
- **An efficient local area bus network** providing local service from the area transfer stations
- **Pilot projects** to test the effectiveness of ferry boat service to and from island areas
- **Close collaboration with our regional partners** on the development of this regional public transit plan, including pricing, so that application can be made for the federal and state funding required for its completion



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Making Charleston More Walkable and Bikeable

- **Light infrastructure improvements**, including striping, signals and safety barriers to make biking and walking safer and more practical
- **Enforce existing "rules of the road"** to promote safety for bikers and for motorists alike
- The creation of a **major north-south bike corridor** on the peninsula
- **Better signage** to make existing routes more usable
- **A safe way to walk and bike back and forth** between West Ashley and Downtown
- A full-scale **bike sharing plan** of the kind that has worked so well in other cities around the country

A Parking Policy that Works

- Move toward **unsubsidized market rates for visitor parking** in city parking garages
- **Introduce resident-only parking in busy areas** where our citizens most often struggle to find available spaces
- Creation of **additional parking further out from the city center** to encourage a "park and ride" approach that reduces traffic and congestion
- **Expand residential parking permits** to ensure that our residents have the parking opportunities they need
- **Work with our colleges, schools and businesses** to promote the use of public transit and decrease parking requirements
- **Provide discounts for non-Peninsula city residents** when they come to the Downtown area for shopping, worship and other activities



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Part III: Economy and Jobs

In Charleston today, we need a comprehensive approach to job creation and economic development. First, we have to ensure that future growth is consistent with maintaining and improving our citizens' quality of life. Then, we need to encourage projects that will revitalize our underperforming areas, and create real and meaningful opportunities for all of our citizens.

Strategic Economic Development

- **Streetscaping and other infrastructure improvements** to certain retail areas, particularly in the West Ashley area -- similar to the work we did on Upper King Street when I was the City's Director of Economic Development
- Work to recruit and retain **creative, knowledge-based and value-added jobs** and make sure our citizens have the skills and training to do those jobs
- Leverage our improved air service to encourage **office and headquarters relocation to Charleston**
- Work directly with the Department of Commerce and the State Ports Authority to **promote international business and trade**
- **Deployment of a full-time city staffer** to help connect citizens with job opens as they arise
- **Work with new economy companies like Uber**, both to create jobs and to deliver services to our citizens

Education and Training

- **Demand excellence in our schools** by implementing models that are working, such as the Charleston Development Academy and the Meeting Street Academy
- **Provide greater vocational education opportunities**, particularly in the areas of medical services, hospitality and information technology
- **Work with the Charleston County School District** to implement a strategic plan to turn around underperforming schools in our city
- **Improve recreation and after-school programs** for our kids
- **Partner with business and regional governments** to ensure that our workforce is trained for available jobs
- **Support volunteerism and mentoring programs** to provide expertise for our schools and role models for our students



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Housing Affordability

- **Incentivize the creation of a mix of housing** that includes more affordable units, both in private development and in the redevelopment of Charleston Housing Authority properties
- **Work with nonprofits to create community land trusts** to make housing affordable over the long term
- **Audit the city's existing workforce housing program** to eliminate abuse and ensure we're getting full value for the city's investment
- **Reform student housing policies** to limit the incentives for residential conversion and reduce gentrification

Support Local Small Businesses

- Continue to develop and expand the city's **small business technology incubators**
- Incentivize the development of **affordable small business commercial space**, particularly in underperforming retail areas West of the Ashley
- Make incubator space available for **minority- and women-owned businesses**
- Help local small businesses **access already-available Local Development Corporation funding**
- **Review city permitting policies and practices** to ensure that small businesses are not facing unnecessary bureaucratic hurdles



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Part IV: Better City Services

It's time for Charleston city government to enter the 21st century, with accountability measures like performance audits and rigorous statistical assessments, and modern technologies like 311 and smartphone apps that make city services better -- a system we're calling *ACCESS Charleston*.

With executive experience in both entrepreneurial businesses and nonprofits and as the Director of Economic Development for the City of Charleston under Mayor Joe Riley, I know that customer satisfaction is absolutely essential in any enterprise that means to succeed. As a result, I've developed a plan to ensure that Charleston city government provides first rate city services with the highest possible levels of customer service.

Reform of Existing City Practices

- **A full performance audit of Charleston city government**, so that we know what's working and what's not, and to save taxpayer dollars
- Consolidation of our City Ombudsman's office and Neighborhood Services to **create a new Citizens Service Desk** reporting directly to the mayor
- The placement of a **full-time citizen service representative in the West Ashley area**, as a way to bring city government directly to the people of the West Ashley area and to often save them an unnecessary trip downtown
- **Deployment of Citizen Service Representatives to Daniel Island, James Island and John's Island on a weekly basis** to ensure that all our citizens have full access to city government
- **Greater collaboration with neighborhoods and citizens**, particularly via existing vehicles for public participation, such as the Design Review Board and the Civic Design Center, and making citizen input easier via the Internet and modern technology
- **Creation of an alternative-review option** for construction plans and inspections to improve turnaround times for permitting and approvals when City resources are stretched thin and wait times might otherwise be excessive
- **Make all budgets, meetings and public information** more readily available to the public to improve transparency
- **Better regional cooperation with area governments**, such as the St. Andrews and James Island PSDs and the town of James Island, to reduce waste and eliminate duplicative services and ensure zoning and planning are on the same page



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Improving Services with Technology, Not Taxes

- **A 311-style system for non-emergency calls to the city of Charleston**, offering a single point of contact for citizens who are trying to reach city service providers
- **Smartphone apps** to make it easy to report problems and get simple questions answered
- **A rigorous, metrics-based accountability system** similar to CitiStat, allowing us to know with real precision on a daily basis where we're succeeding for our citizens and where there's still work to be done



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Part V: Stronger Neighborhoods

Here in Charleston, neighborhoods matter. That's why my plan features specific initiatives to empower and improve every area and neighborhood in Charleston -- West Ashley, John's Island, James Island, Daniel Island and the Peninsula.

West Ashley

- **Appointment of a full-time Citizen Service Representative in West Ashley** to ensure that information and assistance are always available
- **Strategic economic revitalization of underperforming commercial and retail areas**, similar to the work I did on Upper King as the Director of Economic Development for the city of Charleston
- **Completion of I-526** to alleviate traffic congestion
- **Plan and secure funding** for the extension of the Glenn McConnell Parkway
- **Intersection improvements** at Highways 7 and 61 and Main Road and Savannah Highway
- **Completion of long-promised beautification projects** that haven't yet received the attention they deserve
- **Work with regional authorities to create a West Ashley TIF District** to fund needed beautification and infrastructure improvements without raising taxes

James Island

- **Completion of Camp Road and Folly Road** intersection improvements
- **Establishment of a "good neighbor" policy** by the city of Charleston toward the town of James Island and the PSDs
- **Regular upper-level meetings** between neighboring governing bodies for planning and zoning
- **Consolidate services** where possible to increase efficiency and save taxpayer dollars
- **Appointment of a Citizens Service Representative** who will be available for residents to see and consult on a weekly basis
- Ensure that agreements are in place that guarantee **the fastest possible emergency response times** when life and/or property are at risk



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John's Island

- **Strict observance of the Urban Growth Boundary**, so that overdevelopment does not destroy the special way of life on John's Island
- **Appointment of a Citizens Service Representative** who will be available for residents to see and consult on a weekly basis
- **Various road improvements**, including completion of the "Pitchfork Plan" to ease traffic congestion in the area
- **Work to improve recreational programs** and make them seamless for all citizens in the John's Island area

Daniel Island

- **Resolve outstanding commitments from the original Daniel Island development agreement** with consideration for a Community Center, walkways, parks and other improvements on the Island
- Collaboration between the city of Charleston and the State Parks Service **to provide new recreational areas for Daniel Island residents**
- **Appointment of a Citizens Service Representative** who will be available for residents to see and consult on a weekly basis
- **Continue implementation of one-side parking** and work with the Daniel Island Neighborhood Association to allow for swift passage of emergency vehicles
- **Various street improvements**, including intersection improvements, new striping and tree maintenance

The Peninsula

- **New tourism, cruise ship, zoning and flooding plans and procedures** as outlined in Part 1 (Livability and Quality of Life)
- **A "pause" on new hotel construction and special events** while the city conducts a thorough review of existing policies
- **The implementation of a new parking plan**, including resident-only parking and the creation of additional "park and ride" opportunities outside of the city center
- **Full implementation of both the zoning and height requirements** in the Century V Plan
- **Planning reform** that splits the BAR into two bodies, requires a more classical approach to architecture in the Historic District, and allows the Upper Peninsula to accommodate further development as appropriate



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About John Tecklenburg

A Common Sense Businessman, Rooted in a Tradition of Service and Ready to Lead

Charleston businessman, community servant, and mayoral candidate John Tecklenburg is ready to lead his hometown to become this country's most livable city where opportunities abound for all of its citizens!

John Tecklenburg has spent much of his career as a small business owner and business advocate – a long legacy in his family. Since his great-great grandfather established a corner grocery store at St. Phillip and Wentworth streets in 1867, the Tecklenburg family has been a part of the Charleston business community for well over a century.

In that same tradition, in 1978, John founded Southern Oil Company, which he successfully owned and operated for nearly 20 years. Upon selling the business in 1995, he was appointed by Mayor Joe Riley and Charleston City Council to the position of Director of the Department of Economic Development, where he led the revitalization of Upper King Street.

John is a product of parochial and public education who, through his experiences during the early days of desegregation, came to understand the importance of bringing diverse people together to achieve a common goal. He holds a bachelor's degree in Chemistry from Georgetown University in Washington, DC. He also attended the Berklee College of Music in Boston where he pursued his lifelong passion for music and jazz, in particular.



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Inspired by the example of his parents' lives of community service and faith in God, John Tecklenburg has shared his time and talents helping and leading many volunteer and community organizations. He has served as president of the historic Rotary Club of Charleston and president of the Crisis Ministries homeless shelter. He is co-founder and President of SC STRONG, a program for the rehabilitation of former offenders. He has also been a leader with the Palmetto Project, Charleston County Human Services Commission, SC Coastal Conservation League, and Lowcountry Aid to Africa.

John and his wife Sandy live West of the Ashley, and raised their five children here in Charleston. The couple also has five wonderful grandchildren. John and Sandy share a deep concern for our collective quality of life. They believe that the ideal for quality of life is not just where basic needs are met; rather, it is a place of nurturing – a place where we, our families, and our neighbors have the opportunity to realize our full potential. This collective experience is the fulfillment of the true "Spirit of Charleston" – that special place where we love to live, work, play, worship and thrive.

John Tecklenburg believes it is his mission in life to work to leave things better than he found them. He knows that working together, we can improve Charleston's quality of life and leave things better than we found them. We owe it in respect of those who have come before us and, more importantly, to our children and generations to come.

A businessman, a family man, a proven leader, John Tecklenburg is running for mayor, because he knows that working together, the best days of Charleston are yet to come.



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