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GREENVILLE COUNTY DEPARTMENTS

County Attorney's Office
Emergency Medical Services
General Services
Human Resources
Sherriff's Department
Public Safety
Public Works

CONSULTANTS

LandDesign, Inc.
TischlerBise

COMMITTEES

Community Facilities Citizen Committee
Comprehensive Plan Ambassadors
Cultural Resources Citizen Committee
Housing Citizen Committee
Land Use & Transportation Citizen Committee
Natural Resources Citizen Committee
Population & Economic Development Citizen Committee
Stakeholders Committee on Priority Investment

LOCAL GOVERNMENTS

City of Fountain Inn
City of Greenville
City of Greer
City of Mauldin
City of Simpsonville
City of Travelers Rest

OTHER AGENCIES

Appalachian Council of Governments
Civic Organizations
Duke Energy
Greater Greenville Association of Realtors
Greater Greenville Chamber of Commerce
Greenville Area Development Corporation
Greenville County Association of Fire Chiefs
Greenville County Library
Greenville County Recreation District
Greenville County Redevelopment Authority
Greenville County School District
Greenville County Sewer Collection System Alliance
Greenville County Taxpayers Association
Greenville Farm Bureau
Greenville Forward
Greenville Hospital System
Greenville Technical College
Greenville Water System
Home Builders Association of Greenville
Metropolitan Sewer Sub-District
Piedmont Natural Gas
Renewable Water Resources (ReWa)
South Carolina Department of Health and Environmental
Control (SCDHEC)
South Carolina Department of Transportation (SCDOT)
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Upstate Forever
Urban Land Institute

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CONTENTS

INTRODUCTION

Letter from the Chairman of Greenville County Council vii

Letter from the Planning Director viii

Resolution..... ix

Ordinance x

Executive Summary.....xiii

Frequently Asked Questions xvi

Our County xix

What is *Imagine Greenville County*? xx

Growth Brings Change and Challenges..... xxi

CHAPTER 1: ELEMENTS

Greenville County: By the Numbers 3

CHAPTER 2: CITIZEN PARTICIPATION

Public Participation and Outreach..... 21

Coordination with other Local Governments and Public
Service Agencies 27

Citizen Identified Goals 33

CHAPTER 3: MAPPING OUR FUTURE

One County, One Future 39

Moving Forward 41

CHAPTER 4: FUTURE LAND USE

A New Direction is Set..... 47

A New Focus for the Future Land Use Map..... 51

CHAPTER 5: PRIORITY INVESTMENT
AREAS

Priority investment Element..... 61

CHAPTER 6: NEXT STEPS

Implementing the Vision..... 67

Conclusion 69

APPENDICES



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LETTER FROM THE CHAIRMAN OF GREENVILLE COUNTY COUNCIL

To the Citizens of Greenville County:

The comprehensive plan, *Imagine Greenville County*, was developed over the course of 18 months under the supervision of the Greenville County Planning Commission. Development of the plan was an open process in which citizen involvement was encouraged every step of the way. Citizens from all across Greenville County were invited to take part and many did so. The plan represents the prevalent values of citizens, past trends and future projections, and suggestions on ways to alleviate future problems that occur in the absence of sound planning, much as a family plans for the purchase of a house, or to send children to college.

The ten-year comprehensive plan is not a controlling document. Its purpose is not to mandate or require anyone to do anything, yet it serves a very useful purpose. That purpose is to facilitate orderly growth for an increasing population and to spend tax dollars wisely and economically on the infrastructure needed to sustain quality of life. The comprehensive plan offers a road map to the future over the next ten years.

Members of the Greenville County Planning Commission are commended for producing this excellent plan together with the support of the fine professional staff of the Greenville County Planning Department, and, of course, with many thanks to the many citizens who provided their excellent ideas, thoughts, and advice.

A comprehensive plan is essential and this plan will serve us well.

Respectfully,

A handwritten signature in black ink that reads "Butch Kirven". The signature is written in a cursive, flowing style.

H. G. (Butch) Kirven, Jr.
Chairman

LETTER FROM THE PLANNING DIRECTOR

The ten-year update of the comprehensive plan truly has been a team effort. It has taken more than 18 months and thousands of staff and volunteer hours to complete this document. We can be proud of this effort and the plan it has created.

This comprehensive plan, *Imagine Greenville County*, was created with an unprecedented level of input from the residents of Greenville County. The goals and objectives in this plan were created by the members of our citizen committees. They attended numerous meetings and completed assignments to increase their knowledge about the various elements of the comprehensive plan. Based on the knowledge they gained and their concern for the future of Greenville County, they identified the most appropriate goals and objectives for the County.

In addition to the work of the citizen committees, the Planning Department used many opportunities to gain public input. The staff attended high school football games to meet citizens, received surveys completed by more than 1,500 Greenville County residents, conducted community meetings at schools throughout the area, held the One County, One Future and Moving Forward growth exercises, and met citizens at several workshops and public events.

This plan takes some innovative approaches to components such as the Future Land Use Map. Whereas the previous map showed land uses at the parcel level, the new Future Land Use Map takes a broader focus and shifts the map from specific uses to general

purposes. The map comprises three basic components – Centers, Communities, and Corridors – which lay the groundwork for more flexibility of uses. It is our hope that these new approaches will lead to more effective planning practices and a more streamlined, easily understood process for the residents of Greenville County.

We would like to thank the members of the citizen committees, residents who took part in one or more of the public participation events, and, of course, the dedicated members of County Council and the Planning Commission for offering their perspectives and feedback throughout this process. It is my hope and the hope of everyone who took time to contribute to this plan that it will be an effective guide for Greenville County's growth.



Mellone F. Long
Assistant County Administrator
Department of Planning

RESOLUTION

A RESOLUTION TO ADOPT THE COMPREHENSIVE PLAN FOR GREENVILLE COUNTY CONSISTENT WITH THE REQUIREMENTS OF THE SOUTH CAROLINA LOCAL GOVERNMENT COMPREHENSIVE PLANNING ACT OF 1994.

SECTION 1: Whereas, the Comprehensive Plan is the result of a two year long planning process entitled *Imagine Greenville County Tomorrow's Vision Today* that involved citizens throughout Greenville County;

SECTION 2: Whereas, this Comprehensive Plan contains goals, objectives, strategies, and maps relating to population, the economy, natural resources, cultural resources, community facilities, housing, land use, transportation, and priority investment areas;

SECTION 3: Whereas, this Comprehensive Plan can serve as a guide for making county decisions relating to land development proposals and ordinances, transportation issues, and public facilities programming. This Comprehensive Plan can also be used in considering changes to the Future Land Use Map or smaller areas plans, and zoning ordinance text and map changes;

SECTION 4: Whereas, the Greenville County Planning Commission recognizes that the Comprehensive Plan is not binding on Greenville County Council or future County Councils as far as specific zoning of land is concerned and it does not mandate future zoning conformance or zoning jurisdiction expansion. However, the Plan will be considered by the Greenville County Planning Commission and County Council in making zoning decisions along with other relevant information;

SECTION 5: Whereas, in its approval, the Greenville County Planning Commission recognizes the value of having a coordinated overview of the problems, needs, and opportunities that growth and change will create. The Greenville County Planning Commission further recognizes that the Comprehensive Plan is not a final and absolute answer to all of the many matters of policies, programs, and facilities contained therein. Constant community change, further identification of needs, more detailed planning, limitation of resources, and other changing conditions undoubtedly will require periodic review of the Plan's objectives.

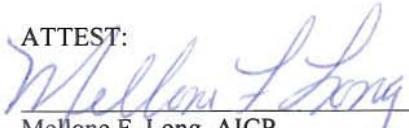
BE IT RESOLVED that the Greenville County Planning Commission, in regular session, approved the *Imagine Greenville County Tomorrow's Vision Today* Comprehensive Plan and Future Land Use Map as general guides for change, and development in the county.

BE IT FURTHER RESOLVED that, in light of the Commission's adoption of the plan, and the widespread citizen input into the formation of the plan, and the demonstrated critical need for managing growth in Greenville County, the Commission does hereby request that County Council adopt the plan as a guide for future growth in Greenville County.

ADOPTED IN MEETING DULY ASSEMBLED THIS 28 DAY OF October, 2009.


C. Todd Usher, Chairman
Greenville County Planning Commission

ATTEST:


Mellone F. Long, AICP
Assistant County Administrator-Planning

AN ORDINANCE

AN ORDINANCE TO ADOPT A COMPREHENSIVE PLAN FOR THE COUNTY OF GREENVILLE IN COMPLIANCE WITH S.C. CODE SECTION 6-29-510.

BE IT ORDAINED BY THE GREENVILLE COUNTY COUNCIL:

WHEREAS, the Greenville County Planning Commission has, pursuant to Section 6-29-520(B) of the South Carolina Local Government Comprehensive Planning Enabling Act of 1994, by resolution, recommended that the Greenville County Comprehensive Plan set forth in that certain document entitled, "Imagine Greenville County Tomorrow's Vision Today", attached hereto and incorporated herein by reference as Exhibit "A", be adopted by Greenville County Council; and

WHEREAS, the Greenville County Comprehensive Plan includes those planning elements required by the South Carolina Local Government Comprehensive Planning Enabling Act of 1994 to be contained in a local comprehensive plan, namely: (1) a population element which considers historic trends and projections, household numbers and sizes, educational levels, and income characteristics ; (2) an economic development element which considers labor force and labor force characteristics, employment by place of work and residence, and analysis of the economic base; (3) a natural resources element which considers slope characteristics, prime agricultural and forest land, plant and animal habitats, parks and recreation areas, scenic views and sites, wetlands, and soil types; (4) a cultural resources element which considers historic buildings and structures, residential districts, unique, natural, or scenic resources, archaeological, and other cultural resources; (5) a community facilities element which considers water supply, treatment, and distribution; sewage system and wastewater treatment; solid waste facilities; education facilities; and libraries; (6) a housing element which considers location, types, age and condition of housing, owner and renter occupancy, and affordability of housing; (7) a land use element which considers existing and future land use by categories and components; (8) a transportation element which considers transportation facilities, including road improvements, new road construction, transit projects, pedestrian and bicycle projects, and other elements of the transportation network; and (9) a priority investment element which considers coordination among local and regional governments and local and regional public service providers resulting in future development that is more cost effective and more efficient in the consumption of land; and

WHEREAS, the nine (9) planning elements enumerated above are an expression of the recommendations of the Greenville County Planning Commission to Greenville County Council with regard to the wise and efficient use of public funds, the future growth, development, and redevelopment of the Commission's area of jurisdiction, and consideration of the fiscal impact on property owners;

NOW, THEREFORE, BE IT ORDAINED by the County Council of Greenville County:

Section 1. Adoption of Comprehensive Plan. The County Council of Greenville County, South Carolina, hereby adopts the Greenville County Comprehensive Plan entitled, "Imagine Greenville County Tomorrow's Vision Today", as set forth in Exhibit "A" attached hereto, under the authority of the South Carolina Local Government Comprehensive Planning Enabling Act of 1994 (Chapter 29) and in accordance with Section 6-29-510, *et. seq.* of the *Code of Laws of South Carolina*, 1976, as amended.

Section 2. Effective Date. This ordinance shall take effect upon approval..

DONE IN REGULAR MEETING THIS 1st DAY OF DECEMBER, 2009.

ATTEST:



Theresa B. Kizer
Clerk to Council



Herman G. Kirven, Jr., Chairman
Greenville County Council



Joseph M. Kernell
County Administrator

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EXECUTIVE SUMMARY

IMAGINE GREENVILLE COUNTY Tomorrow's Vision Today

EXECUTIVE SUMMARY

Greenville County Council authorized the Greenville County Planning Commission to undertake a citizen-driven, community-based study for the creation of a new comprehensive plan establishing the vision for the next ten years. The process, known as *Imagine Greenville County*, has involved thousands of citizens and stakeholders over the past 18 months. The resulting document is the expression of what these participants envisioned for the future of Greenville County over the next ten years.

This comprehensive vision serves as a planning guide for future land use and growth. Based upon the collective input of citizens, current economic data, and growth predictions, this six-chapter document is intended to be a purposeful guide for the many public and private decisions that shape our quality of life.

CHAPTER 1 ELEMENTS - INVENTORY OF EXISTING CONDITIONS

Data was gathered from a selective analysis of current trends in the County. This information was used by planners, citizens, and stakeholders as they participated in the *Imagine Greenville County* process. The data assisted the participants by providing an overview of the current conditions in Greenville County including:

- Population
- Economic Development

- Natural Resources
- Cultural Resources
- Community Facilities
- Housing
- Land Use
- Transportation
- Priority Investment Area

CHAPTER 2 CITIZEN PARTICIPATION

Public Participation and Outreach

The citizens of Greenville County were able to participate in the creation of Greenville County's comprehensive vision through numerous community meetings, planning events, school outreach programs, and interactive workshops that provided citizens with the opportunity to offer input. Input was collected from surveys, committee reports, ideas noted in the "Green Room," and from those who logged onto the *Imagine Greenville County* website. It is estimated that the citizens of Greenville County volunteered more than 5,290 hours during the process.

Coordination with Other Local Governments and Public Service Agencies

It was important for the update of the County's comprehensive vision to be coordinated with the planning efforts of other local governments and agencies. With the exception of the City of Travelers Rest, which completed their comprehensive plan in 2006, all municipalities within Greenville

County were simultaneously updating their comprehensive plans. The Greenville County Planning Department worked closely with the staffs of these municipalities to better understand the visions within the County. This coordination was critical for establishing land use consistency between county and municipal comprehensive plans.

11 Issues Identified as Most Important

Citizens were asked to voice their concerns and identify the issues they felt needed to be addressed by the *Imagine Greenville County* process. The citizen comments were reviewed and the most frequently mentioned issues were identified as follows:

- better regulation options
- economic development
- funding for required infrastructure
- infill development
- mixed-use development
- natural resource protection
- private property rights
- reuse of vacant buildings
- sustainable development
- transportation options

These issues were also utilized by the volunteer citizen committees to further define goals for each element, ultimately impacting the design of the Future Land Use Map.

CHAPTER 3 MAPPING OUR FUTURE

With goals and objectives defined, the next community step in the comprehensive planning process was to embark on a visioning exercise which assisted in “visualizing” an actual map of Greenville County. Various maps were constructed by citizens using two criteria:

1. Allocate the anticipated commercial and residential growth over the next

ten years in Greenville County

2. Utilize the five priority principles for growth identified by citizens:
 - Efficient use of existing infrastructure
 - Even mix of uses
 - Urban development to preserve open space
 - Protect water and air quality
 - Develop and integrate a transportation system

An overall development suitability map was created for Greenville County, which incorporated computer modeling to indicate which areas of the County could handle new development most efficiently. This development suitability map, along with additional computer models, public citizen meetings, data from surveys, and dialogue with stakeholders and public officials, was utilized to select the model which best suited the criteria for Greenville County. The final map selection addressed the high priority Greenville County participants placed on urban development. The choice was also supported by the priorities of the citizen committees advocating

- the preservation of open space;
- the facilitation of mass transit;
- higher density development;
- the utilization of existing infrastructure prior to developing new infrastructure.

The Future Land Use Map is shown on page 52.

CHAPTER 4 FUTURE LAND USE MAP

A comprehensive strategy was developed to address future growth based on three naturally occurring elements in the built environment: Communities, Centers, and Corridors. The basic premise is to

encourage growth in areas that can best support new development.

- Communities are distinctive residential sub-areas of the County that share a common identity.
- Centers serve as the major hubs of activity, providing goods and services to the surrounding neighborhoods and communities. They vary in size from small neighborhood centers to large mixed-use areas that serve the larger region.
- Corridors provide the connections that link the major urban centers to the smaller center types found within the outlying communities.

The Future Land Use Map is the primary tool for implementation of the Communities, Centers, and Corridors growth strategy. The goals and objectives established throughout the visioning process are incorporated into the Future Land Use Map. The map is designed to accommodate future growth, stimulate economic development, support transportation alternatives, and guide future infrastructure investment. The development and use of design guidelines are a key component to the overall land use strategy by ensuring the compatibility of different land uses.

CHAPTER 5

PRIORITY INVESTMENT AREAS

The purpose of the Priority Investment Element is to improve governmental efficiency by encouraging a higher level of coordination among local governments and other local or regional public service providers. A Priority Investment Area Committee was created and is comprised of public service providers in the County coordinated by County staff. The Committee agreed on a common goal to

communicate and share information on a regular basis. Improved coordination among these organizations will facilitate coordinated infrastructure resulting in future development that is more cost effective and more efficient in the consumption of land.

CHAPTER 6

NEXT STEPS

From the start, the issues identified by citizens drove this visioning process. The resulting goals and objectives provide a pathway for fulfilling the vision for Greenville's future. This vision outlines the places and traditions our community wishes to change, as well as those they wish to maintain. The following steps identify a framework for implementing the vision:

1. Adopt the *Imagine Greenville County* plan
2. Cooperate with Municipalities and Agencies
3. Review Current Ordinances
4. Improve Ordinances Where Necessary
5. Monitor Progress
6. Manage Change Within the Future Land Use Map

Imagine Greenville County is a comprehensive vision for promoting prosperous growth while ensuring the preservation of the diverse character of our communities within the County. The comprehensive plan is only a vision for the next ten years in Greenville County. Strong leadership and willing citizens must move forward with implementation of the concepts and ideas presented in this vision in order to bring any of the vision to reality.

FREQUENTLY ASKED QUESTIONS

What is the Comprehensive Plan?

The comprehensive plan is a policy document that is adopted by County Council to serve as a guide for future decisions on the growth of Greenville County.

The plan inventories current conditions, identifies future needs, and includes recommendations and implementation strategies to address nine different elements of the County: Population, Economy, Community Facilities, Housing, Cultural Resources, Natural Resources, Transportation, Land Use, and Priority Investment Areas.

Why Do We Need Comprehensive Planning In Greenville County?

State law requires a new comprehensive plan be completed for Greenville County every ten years with a review of the plan every five years.

Beyond just being a mandatory document, this plan will serve as a useful tool to promote and maintain future growth and improve the quality of life for all residents of Greenville County.

This comprehensive plan involved much citizen participation and it reflects their vision and their desires.

What Does the Comprehensive Plan Do?

While necessary to be adopted by Greenville County Council, the comprehensive plan is not legally binding. It is intended to serve as a reference guide and as a decision making tool for local government officials, as well as private businesses and the public.

The plan will also help guide decisions related to rezonings, infrastructure improvements, development of new programs, and new investment areas.

Although legally this plan only has a ten-year time horizon, the vision of this plan should serve the County for 20 years or more. Since many things may change over that span of time, the plan is subject to future reviews and amendments.

What Doesn't the Comprehensive Plan Do?

The comprehensive plan is not legally restrictive and therefore does not have to be followed. The comprehensive plan does not affect the use or tax rate of any personal property.

How Will the Plan be Implemented?

The comprehensive plan contains the citizen and stakeholder created goals, objectives, and activities for each of the nine elements. Following the adoption of the plan and its goals, a work program detailing the implementation strategies will be developed.

In addition to the goals and objectives of the plan, a Future Land Use Map will also be adopted as part of the comprehensive plan. This map will help guide future decisions related to land use.

What is the Future Land Use Map?

The Future Land Use Map shows the desired location of different land uses in Greenville County. This map is used by the Planning Department, Planning Commission, and County Council when

making decisions on rezoning requests. However, like the rest of the plan, the map is intended as a guide.

In addition, the Future Land Use Map is required for all local governments that practice zoning. The map is a portion of the required Land Use Element of the plan.

This Future Land Use Map is based upon the principles and goals of the overall comprehensive plan. Unlike previously adopted land use maps used in Greenville County and elsewhere, this map is intended to allow for greater flexibility and integration of uses.

Will the Future Land Use Map Zone or Rezone My Property?

The Future Land Use Map is NOT a zoning map, nor is it intended to encourage or discourage zoning in unzoned areas. The map will, however, be used in making recommendations on individual rezoning request cases and in the identification of potential zoning districts for citizen driven efforts in expanding the County's zoning jurisdiction.



OUR COUNTY

Stretching from the foothills of the Blue Ridge Mountains into the Piedmont region of South Carolina, Greenville County provides an ideal location for a quality of life that is surpassed only by its matchless beauty. From its humble beginnings as a Cherokee trading outpost to its consolidation as the Greenville District in 1786, the area that today is Greenville County flourishes as a regional center with national and global prominence.



A look inside a textile mill typical of those found in Greenville County in the early 20th century.

Greenville County is home to more than 438,000 residents and remains South Carolina's most populous county. It is the fastest growing county within the ten-county Upstate region, with an average annual growth rate of 1.93 percent. In addition, Greenville County is South Carolina's thirteenth largest county by land area with approximately 790 square miles.

Beginning in the 1800s with the establishment of numerous textile mills, Greenville County was recognized as a thriving textile manufacturing hub, unrivaled throughout the country as well as the world. By the 1970s many of the mills had closed and Greenville's economy shifted from textile manufacturing to a broader based economy, which now includes automotive and related manufacturing, medical, construction and engineering. Our skilled and growing workforce is supported by nationally ranked institutions of higher education located throughout the Upstate.

Today Greenville County is considered to be the economic engine of South Carolina's Upstate region offering opportunities for entrepreneurs and corporations alike. Local and regional organizations continue to meet with success as they recruit a variety of new businesses to the area.



Clemson University International Center for Automotive Research (CU-ICAR).

WHAT IS *IMAGINE GREENVILLE COUNTY*?

The South Carolina Local Government Comprehensive Planning Enabling Act of 1994 (S.C. §6-29-310 through §6-29-1200) requires local governments that have zoning ordinances to have a ten year comprehensive plan and to conduct plan updates every ten years. *Imagine Greenville County* is Greenville County's response to this requirement in South Carolina state law.

Greenville County Council authorized the Greenville County Planning Commission to undertake a citizen-driven, community-based study for the creation of a new comprehensive plan establishing the vision for the next ten years. The process known as *Imagine Greenville County* has involved thousands of citizens and stakeholders over the past 18 months. This resulting document is the expression of what these participants envisioned for the future of Greenville County.

This comprehensive vision serves as a planning guide for future land use and growth decisions. Based on the collective input of citizens, current economic data, and growth predictions, this document is intended to be a purposeful guide for the many public and private decisions that shape our quality of life.

Imagine Greenville County is a comprehensive vision for promoting prosperous growth while ensuring the preservation of the diverse character of our communities within the County.

GROWTH BRINGS CHANGE AND CHALLENGES

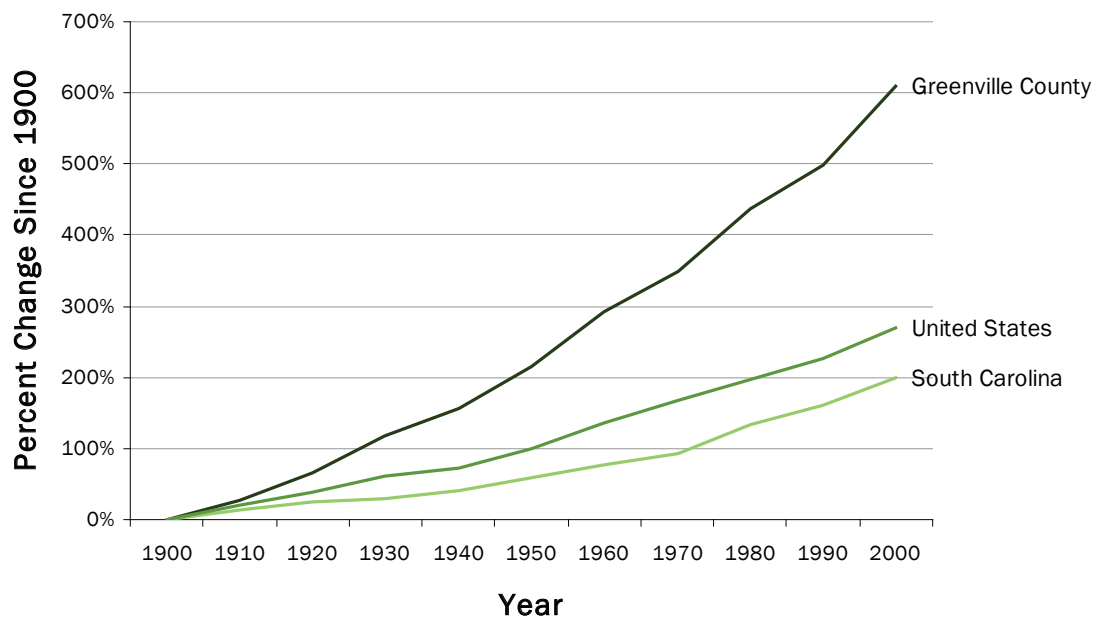
Like most counties, Greenville County has its share of advantages and disadvantages. The balance of the two affects the quality of life for most citizens. Fortunately, Greenville County has many advantages to offer. From its resilient economy to its natural beauty, citizens cite multiple factors that bring them to the area and keep them here. Because of these advantages, Greenville County has experienced a steady upward trend in its population growth in recent years. Nearly 118,000 new residents have arrived since 1990, an increase of over 36 percent.

With this growth comes many new challenges. The increased demand for services such as new roads, public infrastructure, schools, police, fire, and recreation has changed our landscape. Construction has become commonplace across Greenville County with over 20,000 new housing units completed since 2000. To support this growth, new roads are planned, new schools have

been constructed, and the demand for additional services continues to increase. Growth has undeniable effects on citizens' quality of life, the environment, and the level of public services available. Greenville County's citizens and leaders must decide how growth will be balanced so the quality of life that attracts so many to Greenville County is sustained and improved.

Greenville County's growth, changes, and ensuing challenges make this study timely. This comprehensive vision is comprised of goals, objectives, and a Future Land Use Map. The South Carolina Local Government Comprehensive Planning Enabling Act of 1994 outlines the categories to be examined in a comprehensive plan. The data presented here in *Imagine Greenville County* is organized in these categories.

Population Growth Since 1900





chapter **1** **ELEMENTS**

IMAGINE GREENVILLE COUNTY Tomorrow's Vision Today

INVENTORY OF EXISTING CONDITIONS

Data was gathered from a selective analysis of current trends in the County. This information was used by planners, citizens, and stakeholders as they participated in the *Imagine Greenville County* process. The data assisted the participants by providing an overview of the current conditions in Greenville County.

It is important to note that this data certainly is not exhaustive, nor is it intended to be. The focus was on the factors that were most relevant to the plan's process. Additional raw data can be found in Appendix A.

These factors include critical measures related to:

- Population
- Economic Development
- Natural Resources
- Cultural Resources
- Community Facilities
- Housing
- Land Use
- Transportation
- Priority Investment

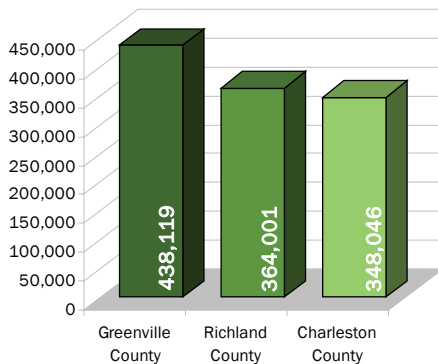
GREENVILLE COUNTY: BY THE NUMBERS

POPULATION

The Population Element considers historic trends and projections, household numbers and sizes, educational levels, and income characteristics.

In 2000, the population of Greenville County was 379,612. The most recent U.S. Census Bureau data estimates that as of July 1, 2008, the population had increased to 438,119, making Greenville the most populous county in South Carolina.

Most Populous South Carolina Counties



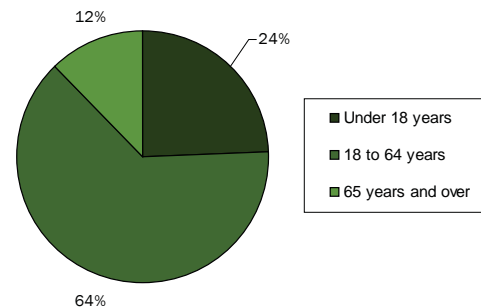
Source: U.S. Census Bureau

While the U.S. population grew eight percent between 2000 and 2008 and South Carolina's population grew 11.7 percent, Greenville's population outpaced them both with a 15.4 percent increase over the same period.

According to U.S. Census Bureau estimates, 53,235 Greenville County residents (approximately 12 percent) are age 65 or older. To put that number in perspective, 12 percent of the total population is equivalent to the entire

population of the cities of Mauldin, Simpsonville, Fountain Inn and Travelers Rest combined.

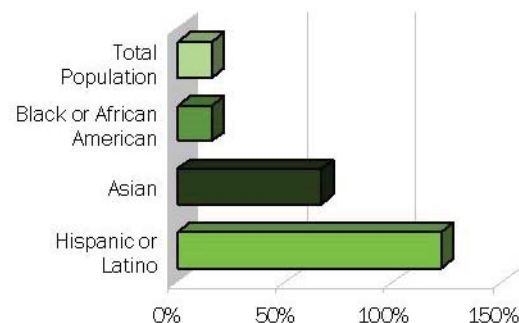
Population by Age



Source: U.S. Census Bureau

African Americans remain the largest minority group in Greenville County, but the Hispanic and Asian populations are on the rise. Since 2000, the Hispanic population has increased 122 percent, while the Asian population is up 66 percent.

Percent Change in Largest Minority Populations Since 2000



Source: U.S. Census Bureau

ECONOMIC DEVELOPMENT

The Economic Development Element considers labor force and labor force characteristics, employment by place of work and residence, and analysis of the economic base.

In 2008, the median household income in Greenville County was \$44,850, which was \$5,320 less than the median income in the United States. Per capita income in the County is \$24,215, while per capita income in the United States is \$25,933.

Greenville County's cost of living is approximately 91 percent of the national average.

In 2007, the poverty rate for families in the County was 10.8 percent. Of single mothers in the County, 29.3 percent currently live below the poverty line.

Between 2000 and 2008, the manufacturing industry in the County lost 16,900 jobs, or an average of 2,112 jobs every year. In 2000, 20 percent of county jobs were in manufacturing. By 2007, the number had fallen to 12 percent.

Since 2000, five employment sectors saw a rise in their market shares in Greenville County:

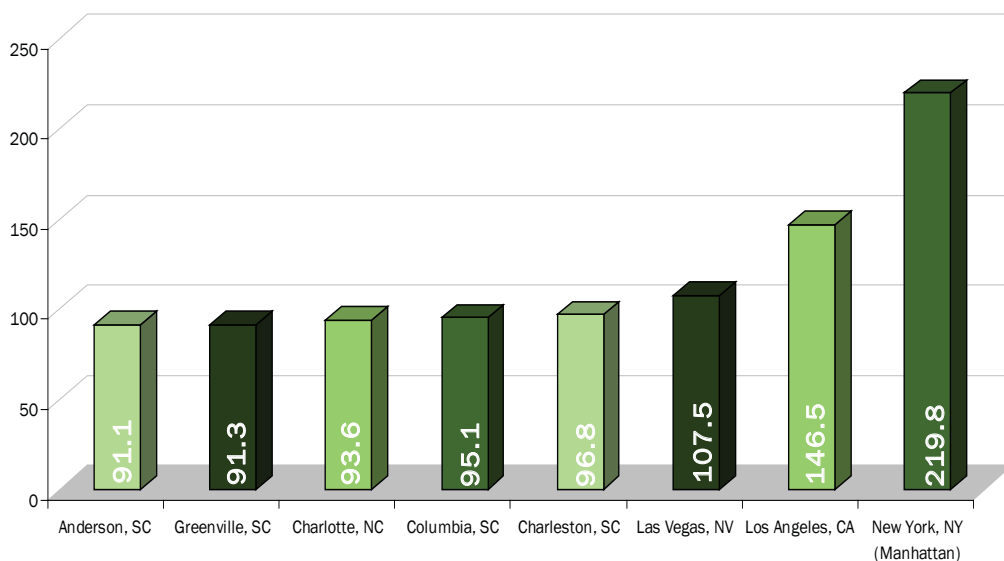
- Professional and Business Services
- Education and Health
- Leisure and Hospitality
- Government
- Other Services

An average of 4,300 jobs have been created in the County each year since 2000. There are 1.4 jobs for every one household in Greenville County, the highest ratio in the Upstate region of South Carolina.

Of every 100 workers in Greenville County:

- 21 work in trade, transportation and utilities
- 17 work in business and professional services
- 14 work in government
- 13 work in manufacturing
- 10 work in education and health
- 10 work in leisure and hospitality
- 6 work in construction or mining
- 4 work in finance
- 3 work in other services
- 2 work in information

Cost of Living Index Comparison

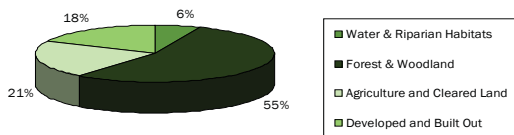


Source: Greenville Area Development Corporation, ACCRA Cost of Living Index

NATURAL RESOURCES

The Natural Resources Element considers slope characteristics, prime agricultural and forest land, plant and animal habitats, parks and recreation areas, air quality, scenic views and sites, wetlands, and soil types.

Land Cover and Habitat Types



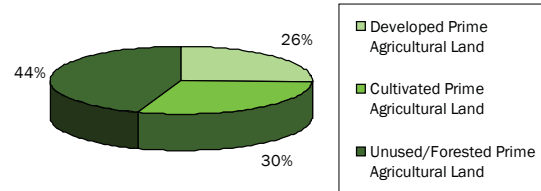
Source: 2001 SCDNR GAP analysis data, Greenville County Planning Department

Almost 15 percent of the County's land area is currently protected as open space. This totals 74,900 acres. Of that amount, nearly half (35,000 acres) is state park and heritage preserve land designated for habitat protection and passive recreation activities such as hiking, camping, boating, and bike riding. More than one-third (26,000 acres) of the open space is protected watershed lands. The majority of this open space protects forest /woodland and water/riparian habitats.

An estimated one-third of Greenville County's land (158,880 acres) is

considered to contain prime agricultural soils. Twenty-six percent (40,754 acres) has been developed and 30 percent (47,288 acres) is currently cultivated for agricultural activity. Almost 45 percent of all development activity in Greenville has occurred on prime agricultural soils. An additional 38,803 acres of cultivated lands existed on generally suitable land, but sub prime soils.

Agricultural Lands



Source: 2001 SCDNR GAP analysis data, Greenville County Planning Department

In 2007, Greenville County had the lowest average and median farm size in the state, but was 4th highest in total number of farms. The majority of the County's farms are smaller family-type operations with almost 70 percent of farm owners having a primary occupation other than farming and agriculture. Two of the primary agricultural activities in the County are timber cultivation and livestock grazing.

There are 128 plant and animal species in the County that are listed as either

Public vs. Private Open Space			
Type	Acres	% of Total Protected Open Space	% of Total Land in Greenville County
Public Lands			
State Parks & Heritage Preserves	34,730	46.35%	6.83%
County Parks	1,500	2.00%	0.29%
City Parks	1,242	1.66%	0.24%
Public/Private Lands			
Conservation Easements	6,681	8.92%	1.31%
Watershed Lands	25,922	34.59%	5.10%
Camps and Preserves	4,109	5.48%	0.81%
Private Lands			
Clustered Subdivision Open Space	754	1.01%	0.15%
Total	74,939	100.00%	14.74%

Source: Greenville County Planning Department

endangered or threatened. Since April 2004, seven new species have been added to the County's endangered and threatened species list.

Since April 2006, one species has been removed from the list (Eastern Cougar). According to the SC Department of Natural Resources website, eight species in Greenville County are classified as rare and vulnerable to extinction worldwide, and forty-three species are classified as rare and vulnerable to extinction statewide.

Air Quality

Transportation and utilities are the major contributors to Greenville County's air pollution with transportation accounting for 53 percent.



The Cloud Kid was the mascot of Greenville County's public awareness campaign to improve air quality.

Between 1997 and 2008 the National Ambient Air Quality Standard for ground level ozone was set at 0.08 parts per million (ppm). During that period Greenville County was not attaining this standard, but the nonattainment designation was deferred as Greenville County participated in the Early Action Compact (EAC) process. In the EAC process, the U.S. Environmental Protection Agency (EPA) deferred the effective dates of designation in exchange for early implementation action for the ozone standard. After implementation

action, the EPA designated Greenville County as in attainment for the 1997 ground level ozone standard.



The EPA has set the air quality standard for ozone at no more than .075 parts per million by the year 2013. The County's current ozone level is .083 parts per million.

In March 2008, the EPA lowered the standard to 0.075 ppm. During the years 2006-2008, readings at the ground level ozone monitors representative of Greenville County exceeded the new 0.075 ppm standard. These monitors, as well as others in the region, are expected to continue to show ozone readings that exceed the new 2008 ozone standard. Because the data from 2006-2008 showed Greenville County's air was above the new 2008 standard of 0.075 ppm, the South Carolina Department of Health and Environmental Control (DHEC) recommended to the EPA that a portion of Greenville County be designated as nonattainment for the 2008 standard. It is anticipated that by March of 2010, the EPA will officially designate Greenville County - as well as several surrounding counties - as nonattainment for ground level ozone.

CULTURAL RESOURCES

The Cultural Resources Element considers historic buildings and structures, commercial districts, residential districts, unique, natural, or scenic resources,

archaeological, and other cultural resources.



The Children's Museum of the Upstate.

The Cultural Resources Element includes the various attractions that comprise Greenville County's significant cultural and historic heritage. There are 63 sites in the County listed on the National Register of Historic Places.

There are nine public museums in Greenville County:

- American Legion War Museum
- Children's Museum of the Upstate
- Greenville County Museum of Art
- Greenville Cultural Exchange Service
- Museum and Gallery at Bob Jones University
- Museum and Gallery at Heritage Green
- Museum and Library of Confederate History

- Shoeless Joe Jackson Museum and Baseball Library
- Upcountry History Museum

There are five theaters for performing arts in Greenville County:

- Centre Stage
- Greenville Little Theatre
- Peace Center for the Performing Arts
- South Carolina Children's Theatre
- Warehouse Theatre

COMMUNITY FACILITIES

The Community Facilities Element considers water supply, treatment, and distribution, sewage system and wastewater treatment, solid waste collection and disposal, fire protection, emergency medical services, general government facilities, educational facilities, libraries, and other public facilities.

Special Purpose Districts

Many parts of Greenville County, especially the unincorporated areas, receive a variety of services through special purpose districts. There are more than 50 individual special purpose districts in Greenville County providing sewer collection and treatment, water, parks and recreation, fire protection,

Selected Special Purpose Districts	
Name	Size (sq. miles)
Berea Public Service District	15
Gantt Fire Sewer & Police District	15
Metropolitan Sewer Sub-District	161
Parker Sewer & Fire Sub-District	23
Piedmont Public Service District	2
Slater/Marietta District Water, Fire & Sewer District	49
Taylor's Sewer & Fire District	16
Wade Hampton Fire & Sewer District	6

libraries, public hospitals, solid waste collection and disposal, and schools. Some special purpose districts provide a specific service to a single community and/or neighborhood, while others are more regional serving the entire county or several counties. Special purpose district boundaries often overlap with municipal boundaries, serving both incorporated and unincorporated areas, and provide services to more rural areas of the County where otherwise there would be none.

Water Supply Treatment and Distribution

The Greenville Water System is the primary water provider for Greenville County, serving more than 170,000 metered customers.



Greenville Water System Main Office.

The primary water sources in Greenville County are the Table Rock Reservoir and the North Saluda Reservoir.

The average county resident uses 100 gallons of water every day. Given the average household size in Greenville County of 2.48 people, the average household uses 250 gallons of water per day. In 2008, the average daily flow rate of the current water system was more than 60 million gallons per day. The current water system has the capacity to support an average daily flow of 135 million gallons per day with a planned future build-out capacity of 225 million gallons per day.

Sewer System

Sewer collection in Greenville County is provided by eight different special purpose districts with each serving different communities. Metropolitan Sewer Sub-District is the largest sewer collection provider in the unincorporated areas of the County with a service area spanning 161 square miles and serving more than 45,000 customers. Over the last ten years, Metropolitan Sewer Sub-District has added 160 miles of new lines to its collection system adding an average of 16 miles per year.

Wastewater Treatment

Renewable Water Resources (ReWa), formerly known as Western Carolina Regional Sewer Authority, provides collection and treatment of wastewater to five counties: Greenville, Laurens,

ReWa Wastewater Treatment Plants			
Plant Name	Year Built	Current Capacity*	Planned Capacity*
George's Creek	2003	3	3
Gilder Creek	1987	8	11.3
Lower Reedy	1975	11.5	11.5
Marietta	1960s	0.7	0.7
Mauldin Road	1927	29	29
Pelham	1978	22	22
Piedmont	1966	4	4
Durbin Creek (Laurens Co.)	1988	3.3	5.3

*Millions of gallons per day

Source: Renewable Water Resources

Anderson, Spartanburg, and Pickens. These five counties cover the Enoree, Saluda and Reedy River Basins. ReWa owns and operates seven treatment plants in Greenville County and serves more than 400,000 customers region-wide.



Renewable Water Resources headquarters on Mauldin Road.

Solid Waste Collection and Disposal Services

The Greater Greenville Sanitation Commission, established as a special purpose district, provides the only taxpayer-funded curbside pickup services to county residents.

Greenville County Solid Waste Division

The Greenville County Solid Waste Division provides solid waste disposal services and numerous facilities, including the Twin Chimneys Landfill, six convenience centers, and 16 non-staffed recycling drop-off centers.



Twin Chimneys Landfill.

Opened in 2007, the Twin Chimneys Landfill replaced the Enoree Landfill (closed) as Greenville County's only taxpayer-funded landfill.

In 2008 the Twin Chimneys Landfill processed and disposed of 205,796 tons of solid waste and has a remaining capacity of 28,478,855 tons.

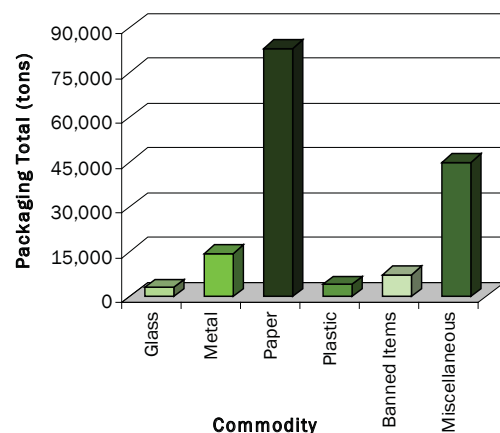
At current rates of permitted disposal, the Twin Chimneys Landfill has enough remaining capacity to serve Greenville County until the year 2065.

Recycling Facilities

Drop-off Recycling Centers: 29
Curbside Recycling Programs: Municipalities of Greenville, Greer, Mauldin, and Travelers Rest, as well as the Greater Greenville Sanitation service area

While the table below reflects municipal solid waste recycling data, all recycling efforts can result in significant reductions in greenhouse gas emissions.

Municipal Solid Waste Recycling



Source: Greenville County Solid Waste Division

In 2007, Greenville County's recycling efforts resulted in a reduced environmental impact equivalent to:

- the electricity usage of 69,552 households for one year; or

- 3,662 acres of forest preserved from deforestation; or,
- 59,605,456 gallons of gasoline consumed.

Fire Protection

There are 28 fire districts and a total of 68 fire stations serving the unincorporated areas of Greenville County.



Area fire departments participate in the Sept. 11 ceremony at County Square.

Greenville County Fire Districts:

- Belmont
- Berea
- Boiling Springs
- Caesars Head
- Canebrake
- Clear Springs
- Donaldson
- Duncan
- Dunklin
- Foothills
- Fountain Inn City*
- Gantt
- Glassy Mountain
- Gowensville
- Greenville City*
- Greer City*
- Greer Fire Service Area
- Lake Cunningham
- Mauldin City*
- Mauldin Fire Service Area
- North Greenville
- Parker
- Pelham Batesville
- Piedmont

- Piedmont Park
- River Falls
- Simpsonville City*
- Simpsonville Fire Service Area
- Slater Marietta
- South Greenville
- Taylors
- Tigerville
- Travelers Rest City*
- Wade Hampton

**Denotes Fire District within municipality*

Emergency Medical Services

Greenville County EMS (GCEMS) is the only taxpayer-funded emergency medical service in Greenville County. GCEMS is the exclusive 9-1-1 provider for Greenville County and has 15 full-time 24/7 and four 12/7 ALS ambulances located strategically throughout the County. GCEMS is responsible for the majority of medical emergency calls within the County, with a volume of approximately 60,000 calls per year.



Greenville County emergency response vehicle.

Greenville Hospital System

The Greenville Hospital System (GHS) is a not-for-profit, academic health organization committed to medical excellence through research and education. The GHS has five campuses that provide integrated healthcare to communities across Greenville County through tertiary referral and education centers, community hospitals, a long-

term acute care hospital, nursing home, outpatient facilities, and wellness centers.

The Greenville Hospital System employs approximately 1,000 physicians on the Medical Staff, and has a total of 1,110 beds. GHS Facilities include:

- Greenville Memorial Hospital Campus – includes the 710-bed Greenville Memorial Hospital tertiary referral and academic center and Children’s Hospital;



Greenville Memorial Hospital campus on Faris Road.

- Roger C. Peace Hospital – a 53-bed rehabilitation facility;
- Marshall I. Pickens Hospital – an 85-bed behavioral health facility that includes a children’s program
- Greer Medical Campus – a 58-bed community hospital, Greer Memorial Hospital, with inpatient and outpatient services and an emergency department;



Greer Medical Campus.

- Cottages at Brushy Creek – a 144-bed skilled-nursing care facility;
- Simpsonville Medical Campus – a 43-bed community hospital, Hillcrest Memorial Hospital, with inpatient and outpatient services and an emergency department;
- North Greenville Hospital – a 45-bed long term acute care hospital for those patients requiring more

than an 18-day hospital stay, and an emergency department;

- Patewood Medical Campus – includes an inpatient elective hospital, outpatient surgery center, primary care offices, and Children’s Hospital Outpatient Center.

Bon Secours St. Francis

St. Francis was founded in 1932, and is a private, not-for-profit health system. Within the St. Francis Hospital System there are 2,132 employees and a total of 319 hospital beds.

St. Francis facilities include:

- St. Francis Downtown – This 245-bed, all-private-room facility is located near downtown Greenville and offers patients a complete range of comprehensive surgical and diagnostic services, including open-heart surgeries, neurosurgery, bone marrow transplantation, orthopedics and a 24-hour emergency department;



Bon Secours St. Francis Downtown.

- St. Francis Outpatient Center – Located on the campus of St. Francis Downtown, the Outpatient Center offers a minimally invasive surgery center, MiniSurgery at St. Francis™, which provides a variety of outpatient surgical specialties;
- St. Francis Eastside – Located on Greenville’s eastside, formerly

named St. Francis Women's & Family Hospital, this 93-bed facility provides extensive care, including obstetrics and gynecology, orthopedics, imaging and radiology services, and general medical, surgical, and critical care. This facility also features a Neonatal Care Unit, which offers 24/7 coverage by a board-certified neonatologist. Access to 24-hour emergency room and fast-track emergency services is also available;

- St. Francis Millennium – This is a proposed hospital that will focus its approach on holistic healing. The plans for the environmentally-friendly, 230,500 square foot complex located on Greenville's Millennium Campus will include 52 beds, 10 operating rooms, an emergency department, and imaging, lab, and diagnostic services;



St. Francis Institute for Chronic Health.

- St. Francis Institute for Chronic Health – Located at St. Francis Millennium, the Institute focuses on identifying personal health risks, minimizing those risks and coordinating care for persons with chronic disease, such as diabetes, heart, vascular, lung and metabolic disorders.

Police Protection

The Greenville County Sheriff's Office provides police protection and public safety to the unincorporated areas of Greenville County.

Greenville County is the most populous county in South Carolina and has the fourth highest crime rate in the state. In 2006, the County reported 2,262 incidents of violent crime, an average of one incident per 184 residents.



Greenville County Detention Center.

Including municipal law enforcement officers, there are 760 sworn officers in the County, or 1.73 officers per 1,000 residents.

Local Recreational Facilities

Active recreation areas are developed for a higher level of public use such as organized sports and other intense



A summer afternoon at Discovery Island Water Park.

recreation. These include ball fields and game courts, playgrounds, shelters, and support facilities typically found in local County and City parks. Greenville County and Municipal parks provide 5.2 acres of active recreation lands total per 1,000 residents.

Two municipalities in Greenville County, Fountain Inn and Simpsonville, meet or exceed the national standard of 6.25 acres per 1,000 residents. The acres of active recreation per 1,000 residents for all municipalities in Greenville County is listed below:

- City of Fountain Inn – 6.3
- City of Greenville – 5.9
- City of Greer – 5.7
- City of Mauldin – 3.5
- City of Simpsonville – 8.9
- City of Traveler's Rest – 3.8

Source: Greenville County Planning Department

Education

In 2007, 25 percent of the total population of Greenville County consisted of children enrolled in school. Sixteen percent of the total population were enrolled in public and charter schools and 9 percent of the total population were enrolled in private schools or other school services.

The Greenville County School District spent \$7,163 per student in 2007. By 2020, the district is expected to add over 9,000 students. At this rate more than \$64 million in total funding will be needed to accommodate the additional children.

In 2008, the student-teacher ratio was 22:1. By 2020, more than 400 new teachers will be needed in order to maintain the same student-teacher ratio.

Public School Facilities

In 2008, there were 90 total public schools in the Greenville County School District.

Based on enrollment projections, by 2020 Greenville County will need to add 7 new schools and make additions or renovations to 18 schools.

Total funding from 2009 to 2019 including current schools, future schools, and condition assessments is estimated at over \$113 million.



Hollis Academy.

Institutions of Higher Learning

There are 19 institutions of higher learning with either a primary or satellite campus in Greenville County:

- Bob Jones University
- Brown Mackie College
- Clemson University
- ECPI College of Technology
- Furman University
- Greenville Presbyterian Theological Seminary
- Greenville Technical College
- Holmes Bible College
- ITT Technical Institute
- Lander University
- Limestone College
- Medical University of South Carolina
- North Greenville University
- South Carolina State University
- Strayer University
- University of South Carolina
- University of South Carolina Upstate
- Virginia College
- Webster University

Libraries

The Greenville County Library System has eleven branches located throughout Greenville County. This translates to one library for every 38,931 residents.



Greenville County Library System's Hughes Main Library located in downtown Greenville.

Housing

The Housing Element considers location, type, age, and condition of housing, owner and renter occupancy, and affordability of housing.

The number of housing units in Greenville County increased 16.72 percent between 2000 and 2008. During the same time period, the County's population grew by 15.4 percent.

In 2008, 10.5 percent of housing units in Greenville County were vacant. This represents 19,968 vacant housing units. Greenville County's vacancy rate is lower than both the state rate, which is 17.2 percent, and the national rate, which is 12.4 percent.

Between 2000 and 2008, the median home sale price in the County increased by 29.25 percent. During the same time period, median income in the County increased by 16.28 percent.

Between 2000 and 2008, the median home value in Greenville County rose 59.9 percent. During the same period, the

median value in the United States rose 59.1 percent.

During the first quarter of 2008, the Greenville-Spartanburg-Anderson Metropolitan Statistical Area (MSA) had one foreclosure for every 693 homes. The U.S. average is one foreclosure for every 194 homes, which is 257 percent higher than the local rate. The nation's highest foreclosure rate during this same period was seen in the Stockton, California area, which had one foreclosure for every 30 homes.

Between 2000 and 2008, there were 617 preliminary subdivisions proposed for Greenville County, which included a total of 37,073 lots.



A single-family home in Acadia, Greenville County's largest neo-traditional development.

Land Use

The Land Use Element considers existing and future land use by categories, including residential, commercial, industrial, agricultural, forestry, mining, public and quasi-public, recreation, parks, open space, and vacant or undeveloped.

It is estimated that between 18 and 25 percent of the total land in Greenville County has been developed with an additional 21 percent of the land cleared for agricultural use or for future development.

With more than 144,000 units, single-family housing represents the major land use type in developed areas of Greenville County. Suburban-sized lots make up the vast majority of single-family housing land uses, with lot sizes ranging from 0.16 to 1 acres representing 69.84 percent of the total. Slightly less than 13 percent of the total lots represent a more typical urban residential development of 6 units per acre or more. The overall average residential lot size in Greenville County is 0.88 acres while the median lot size is 0.59 acres.

Single-family Housing Unit Density	
Density	% of Existing SF Residential Units
20 acres per unit or more	0.25%
3-20 acres per unit	5.60%
1-3 acres per unit	11.38%
1-3 units per acre	38.12%
3-6 units per acre	31.72%
More than 6 units per acre	12.94%

Source: Greenville County Planning Department

As of 2008 there were approximately 38,098 multi-family housing units in Greenville County. This accounts for traditional apartments, condominiums and townhomes, income-dependent housing, and elderly housing. This number represents about 21 percent of the overall residential housing units in Greenville County.

As of July 1, 2008, the U.S. Census Bureau estimates 19,968 vacant residential units in Greenville County. Additionally, there are at least 450 vacant properties with former commercial and industrial uses. Most of these properties are located in the urban core and in close proximity to municipal downtowns.

Land uses in Greenville County are predominantly separated. Commercial uses are typically located along major



The former Monaghan Mill, now a multi-family housing development.

routes with residential uses in between and in wide swaths. Less than two percent of the County is zoned for any type of planned development, one of the only districts to allow for mixed-use development.

TRANSPORTATION

The Transportation Element considers transportation facilities, including major road improvements, new road construction, transit projects, pedestrian and bicycle projects, and other elements of a transportation network.



Congestion on Pleasantburg Drive.

Public Transit

Greenlink is Greenville's public transit system operated by the City of Greenville. Greenlink offers 11 fixed routes to destinations in the County, and all buses

are wheelchair accessible and feature bike racks. The Greenlink fare is currently \$1.25 per adult.



Greenlink bus.

The transit system had 718,068 riders in 2008, down from 839,840 in 2007. This decrease is attributed to a reduction in routes that took place during 2007.

Commuting Patterns

Of the Greenville County residents who are employed, 55 percent spend 10 to 24 minutes commuting to work. Just under three percent of working residents spend more than an hour commuting to work.

Travel Time to Work	
Time	Percentage
Less than 10 minutes	13.30%
10 to 14 minutes	15.30%
15 to 19 minutes	21.30%
20 to 24 minutes	18.90%
25 to 29 minutes	7.00%
30 to 34 minutes	13.00%
35 to 44 minutes	4.30%
45 to 59 minutes	4.00%
60 or more minutes	2.80%
Mean travel time to work (minutes)	21

Source: U.S. Census Bureau

The U.S. Census Bureau reports that over 82 percent of workers drove alone to work, while only 0.5 percent of workers used public transportation.

According to the SC Employment Security Commission, nearly 53,000 workers

commute into Greenville County from surrounding counties each day, while about 19,000 Greenville County residents commute to other counties for work.

Out-Commuting: Top Five Counties	
County	Number
Spartanburg	11,205
Anderson	3,367
Pickens	2,566
Laurens	1,613
Oconee	396
Total	19,147

Source: U.S. Census Bureau

In-Commuting: Top Five Counties	
County	Number
Pickens	15,095
Spartanburg	14,586
Anderson	13,766
Laurens	8,046
Oconee	1,442
Total	52,935

Source: U.S. Census Bureau

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chapter **2** **CITIZEN PARTICIPATION**

IMAGINE GREENVILLE COUNTY Tomorrow's Vision Today

PROCESS FOR GAINING CITIZEN INPUT

One of the primary objectives of the planning process directed by County Council and the County Planning Commission was to provide multiple opportunities for the citizens of Greenville County to participate in the creation of Greenville County's comprehensive vision.

The planning staff organized and hosted numerous community meetings, planning events, school outreach programs, and interactive workshops providing citizens with the opportunity to offer input. Input was collected from surveys, committee reports, ideas noted in the "Green Room," and from those who logged onto the *Imagine Greenville County* website. It is estimated that the citizens of Greenville County volunteered more than 5,290 hours during the planning process.

PUBLIC PARTICIPATION AND OUTREACH

STEERING COMMITTEE MEETINGS

The Comprehensive Plan Steering Committee was created to provide guidance to staff and to ensure that the planning process adhered to its schedule. The Steering Committee was comprised of members of Greenville County Council and Planning Commission, the County Administrator, and senior staff. From February 2008 through June 2009, the Steering Committee met 12 times.



Steering Committee members discuss the Future Land Use Map developed by the Planning Staff.

KICK-OFF MEETING

More than 140 citizens attended the official kick-off meeting of Greenville County's comprehensive vision during two sessions conducted on March 13, 2008 at the Carolina First Center. The public came to learn about the visioning process and to understand how their involvement would be critical to the success of completing the vision. Members of Greenville County Council and the Greenville County Planning Commission were present to welcome and meet with citizens.



Kick-off meeting at the Carolina First Center.

Meeting attendees also were given the opportunity to:

- build their own city block
- participate in a visual preference survey
- review recent development trends
- share issues and concerns with County staff
- sign up for citizen committees to help develop the plan

SURVEY SAYS...

Citizen input was of utmost importance during the comprehensive planning process. One of the most effective ways to gain that input was through the use of surveys. Working with a consulting firm, staff developed two different surveys. The first was a detailed survey that covered a range of topics related to the comprehensive vision for the County, as well as issues facing the County as it prepares for future growth and development. The second survey was an abbreviated, one-page survey asking

citizens to rate their level of satisfaction on a range of topics.

To ensure broad-based citizen input, randomly selected homes in Greenville County received a copy of the detailed survey via mail in the fall of 2008. The survey provided a statistically valid sampling of these households. The results offer an accurate portrait of current conditions in Greenville County, and highlight issues and opportunities that need to be addressed in the update of the comprehensive plan.

This detailed survey was also made available online, at community meetings, and at various locations throughout Greenville County Square. The short version of the survey was available at high school football games throughout the County in the fall of 2008 and at various meetings across the County. The responses to all surveys were tabulated, reviewed, and utilized in the formulation of goals and objectives and the development of the Future Land Use Map.

The complete survey results can be found in Appendix H.

COMMUNITY MEETINGS

During the spring of 2008, citizens participated in meetings conducted across the County. Typically held at public high schools, each meeting featured a discussion of the purpose of the comprehensive vision effort, followed by a schedule of upcoming events. The primary focus of these meetings was to gather comments, concerns, and suggestions from residents. The table below provides a list of meeting dates and locations along with attendance and important issues identified.

In the spring of 2009, two additional community meetings were held to give the public a status report on the direction of the plan. These two meetings were held at Blue Ridge High School (45 people) and County Square (25 people).

CITIZEN COMMITTEE MEETINGS

During the summer months of 2008, six volunteer citizen committees were aligned with the elements of the comprehensive plan as shown on the following page.

2008 Community Meetings			
Date	Location	Attendees	Issues
3/25/2008	Blue Ridge High School	50	Water resources protection and private property rights
4/3/2008	Eastside High School	25	Water resources management and impact fees
4/7/2008	Mauldin High School	20	Pedestrian/bicycle access and sustainable development
4/8/2008	Berea High School	65	Improved infrastructure and revitalization
4/10/2008	Carolina Academy	20	Crime prevention and economic development
4/17/2008	Hillcrest High School	20	Impact fees and pedestrian friendly development
4/22/2008	Travelers Rest High School	55	No large-scale development in northern Greenville County and reuse of vacant commercial structures
4/24/2008	Woodmont High School	45	Impact fees and more infrastructure
5/13/2008	Greenville County Square	25	Bicycle/pedestrian trail connectivity and reuse of vacant commercial structures

Citizen Committees:

- Community Facilities
- Cultural Resources
- Economic Development
- Housing
- Land Use and Transportation
- Natural Resources



A Citizen Committee meets in the Green Room to discuss the goals of the comprehensive plan.

The committees met to discuss issues and identify goals for each element. Each citizen committee utilized a “classroom approach” to educate and familiarize themselves with their specific plan element(s). One hundred and fifteen citizens met a total of 44 times over the summer to accomplish this work. A complete list of Citizen Committee members can be found on page 24.

STAKEHOLDER MEETINGS

Stakeholders, defined as organizations that have some influence or impact on development, were an integral part of the visioning process. They contributed a wealth of information throughout the process. Meetings were conducted with the stakeholders in order to obtain feedback regarding the goals developed by the citizen committees.

The following is a list of several stakeholder meetings:

- October 23, 2008 – Health,

Education, and Public Safety officials – 15 people

- October 23, 2008 – County Public Works department – 10 people
- October 27, 2008 – Public Infrastructure Providers – 10 people
- November 5, 2008 - Greenville Residents Coalition – 20 people
- November 14, 2008 – Greenville County Taxpayers Association – 3 people
- December 3, 2008 – Greater Greenville Association of Realtors – 50 people
- December 11, 2008 – Greater Greenville Homebuilder’s Association – 25 people

GREENVILLE COUNTY HIGH SCHOOL FOOTBALL GAMES

In the fall of 2008, the Planning Department staff, with the assistance of various County Councilors and their spouses, attended seven Friday night high school football games across Greenville County. Football fans were encouraged to complete the abbreviated version of the citizen survey. Nearly 500 people filled out surveys and talked with the planning staff regarding the comprehensive vision for Greenville County.



Planning Staff and the Chairman of County Council distribute surveys at a Woodmont High School football game.

Citizen Committee Members

Community Facilities

Curtis Askew	Frank Hammond	W.H. Moore	Becky Willett
Jeannie Croxton	Mary Lou Jones	Ron Plemmons	Jet Willey
Clay Driggers	Jackie Jones	Helen Pulsifer	Robert Wood
Jim Dugan	Eugene (Gene) McCall	Blake Roberts	Simpson Yates
Nancy Fitzer	Corey McDowell	George Shackel	

Economic Development

Chris Bailey	Charles Jones	Brian Reed	Eric Thompson
Richard Beeks	Dave MacNamara	James Roberson	Jennifer Wood
Bern DuPree	Jamie McCutcheon	Mike Sease	Jan Williams
Megan Grandy	Edward (Ed) Pires	Bucky Tarleton	John T. Wood
Kevin Hyslop	Erna Prickett	Tamara Thompson	

Housing

Gena Allen	Neal Conway	Robert Hanley	Sandra Rogers
Jeanne Blakely	Don Deegan	Linda J. Hood	Steven Shiffler
Joe Blakely	Susan Douglas	Debbie Keesee	Josh Thomas
James (Chip) Broome	John F. Flanagan	Mike Newman	Todd Usher
Dennis Chou	Colin Hagan	Towers Rice	

Land Use and Transportation

Bill Berg	Buddy Dyer	Jeffrey Skeris	Todd Ward
Angie Blakely	Tresa Lyle	Heather Stone	Jake Way
Randy Britton	Karen Nionquit	Brenda Tallman	Brian Weninger
Nigel Darrington	Rick Quinn	Scott Thomason	Kim Williams
Emmett (Mett) Davis	Darrell Reese	John Tynan	
Pat Dilger	Rick Rockwood	Bonnie Wallin	

Natural Resources

Gareth Ables	Laura Garrett	Dan Livingston	Paul Ramsey
Bill Burtless	Dan Gerst	Frank Mansbach	Tom Rogers
David Duncan	Grace Hargis	Renee Middleton	Donna Tripp
Martha Gambrell	Jack Kellems	Katherine Monteith	Teresa Cawley

Cultural Resources

Peggy B. Baxter	Eric Hedrick	Robert (Bob) Moran	Coleman Shouse
Harry Bolick	Gwendolyn Hicks	Heather Nix	Pat Stewart
Kirbie Crowe	Joy Hoskins	Rick Owens	Jack Stewart
Jennifer Furrow	Andrew Kent	Marcia Robertson	Robert (Butch) Taylor
Albert B. Futrell	Stephanie Knobel	Randy Shamburger	
Jo Hackl	Barry Matthews	Steve Shaw	

CIVIC GROUP PRESENTATIONS

Throughout the course of the planning process, County staff made presentations to the public about the comprehensive vision. These presentations were made to the following groups:

- Cherrydale Area Business Council
- First Monday Club
- Greater Greenville Association of Realtors
- Greenville Association of Real Estate Appraisers
- Greenville Chapter of the American Institute of Architects
- Greenville Homebuilder's Association
- Greenville Republican Women's Association
- Greenville Resident's Coalition
- Mauldin Rotary Club
- Upstate Forever

YOUTH IMAGINING GREENVILLE COUNTY

The comprehensive vision was taken to students in the second and sixth grades at the Sterling School. The exercise provided an opportunity for the students to gain insight on the vision for Greenville County over the coming years.



Students receiving awards for their essays.

The second-graders were asked to draw two pictures: one of their favorite places in the County and one of their least favorite places in the County. The responses were

telling. The sixth graders were asked to write a short essay to accompany their drawing of how they imagined Greenville in the next ten years. The students' perceptions were both thoughtful and insightful. See Appendix E for the winning essays and pictures.

COMPREHENSIVE PLAN AMBASSADORS

Each County Councilor provided the name of a person in their district to act as a liaison for the County vision. These Ambassadors were charged with communicating on a grassroots level to their neighbors and friends. The Ambassadors met numerous times, distributed surveys, attended events, and encouraged others in their districts to participate in the planning process. Additionally, they set up speaking engagements for staff with civic organizations across the County. The Ambassadors' input and connections within the community contributed to a broader range of public participation.



Fountain Inn
the Inn place to be



Get in Your Element



COORDINATION WITH OTHER LOCAL GOVERNMENTS AND PUBLIC SERVICE AGENCIES

LOCAL GOVERNMENTS

It was important for the update of the County's comprehensive vision to be coordinated with the planning efforts of other local governments and agencies. With the exception of the City of Travelers Rest, which completed their plan in 2006, all municipalities within Greenville County were simultaneously updating their comprehensive plans. The Greenville County Planning Department worked closely with the staff members of these municipalities to better understand the visions within the County. This coordination was critical for establishing land use consistency between county and municipal comprehensive plans.



County and Municipal officials share their thoughts on the future of Greenville County.

Since each municipality was on a different timeline, staff members of Greenville County and the local municipalities agreed to formulate a Coordination Element to be acted upon after all comprehensive plans have been adopted. Conceptually, this element will

- be prepared jointly by Greenville

County and affected municipalities;

- identify the best future land use patterns surrounding each of the municipalities;
- identify any joint resolutions or other means of cooperation in support of the recommended future land uses;
- serve as an amendment to each comprehensive plan and could then be adopted by County Council and the governing body of each municipality.

On a regional basis, Greenville County staff members were in communication with the planning staffs of both Anderson and Spartanburg counties. Anderson County recently updated its comprehensive plan and Spartanburg County was in the process of updating its plan.

PUBLIC SERVICE AGENCIES

The Greenville Pickens Area Transportation Study (GPATS) Long-Range Transportation Plan was completed and adopted in 2007, and Greenville County staff participated in the planning



process. The proposed transportation improvements in the GPATS plan were utilized in projecting future land use development patterns for the *Imagine Greenville County* process.

Planning for the expansion of our utilities infrastructure is critical in guiding future growth. During 2008, County staff participated in the long-range planning process for both the Greenville Water System and Renewable Water Resources (ReWa). The information shared at these meetings facilitated improved coordination between the utility providers. Planning staff integrated the results of the utility infrastructure planning processes with information provided by the Greenville County Schools long-range facilities plan to form the basis of analysis for the proposed Priority Investment Areas.



REALITY CHECK

In April 2009, the Urban Land Institute hosted Reality Check, a ten-county visioning exercise. This process allowed participants to identify places across the ten-county Upstate region where they felt future growth should occur. A summary

of this exercise is found in Appendix B. The Reality Check exercise was similar to the One County, One Future exercise conducted as part of *Imagine Greenville County*. A common theme identified in both exercises was the citizen interest to promote development within the urban areas of the County by supporting more compact development.



Participants put the finishing touches on their map in the Urban Land Institute's Upstate Reality Check visioning exercise.

11 ISSUES IDENTIFIED AS MOST IMPORTANT

Citizens were asked to voice their concerns and identify the issues they felt needed to be addressed by the *Imagine Greenville County* process. The citizen comments were reviewed and the most frequently mentioned issues were identified.

The 11 issues most frequently identified are outlined below, in alphabetical order. These issues were also utilized by the volunteer citizen committees to further define goals for each element, ultimately impacting the design of the Future Land Use Map.

BETTER REGULATION OPTIONS

"We would like to see several changes in commercial zoning such as consistent setbacks, coordinated architecture and better building materials, fewer box stores (and some kind of ordinance on abandoning big box stores or unkempt property), a required amount of landscaping especially along the road and in parking lots, pedestrian areas, low-level lighting, and more appropriately sized signage."

– Survey Quote

Citizens suggested that the County review the existing zoning ordinance and land development regulations and make amendments to them to better address the concerns, or develop other land use control alternatives. Citizens also suggested that the unzoned areas of the County be left unzoned and expressed concern over the perception of the infringement of private property rights in the unzoned areas of the County.

ECONOMIC DEVELOPMENT

"Economic development must be coordinated with education, workforce development, transportation, and wages that provide financial stability."

– Survey Quote

"Greenville is attracting a lot of big business knocking out community-based, family-owned businesses. This is not necessarily good. Greenville needs to use discretion when attracting businesses to the area."

– Survey Quote

Greenville County serves to fuel the economic engine of both the Upstate region and the state of South Carolina, creating employment and industry growth in a variety of sectors. Citizens expressed concerns about the County's ability to maintain that position. Citizens' feedback on economic development covered a range of themes including:

- Concentrate economic development efforts in underserved areas of the County.
- Encourage small business development
- Recruit businesses that are both environmentally and economically sustainable.
- Ensure that County land use policies and regulations support and accommodate economic development.

FUNDING FOR REQUIRED INFRASTRUCTURE

“[There is] not enough infrastructure to cope with growth.” – Survey Quote

Citizens supported the investigation of ways to coordinate funding for the costs of infrastructure in order to provide balanced services and community facilities throughout the County.

INFILL DEVELOPMENT

“People need to use vacated buildings before constructing new buildings and cluttering up the landscape.” – Survey Quote

Citizens were aware that vacant or underutilized properties exist in the urbanized areas of the County. Citizens suggested that the County comprehensive vision encourage infill development and reuse of underutilized properties. Both infill development and reuse of existing properties can result in the utilization of existing public facilities and infrastructure capacity with minimal investment in new facilities and infrastructure to accommodate growth.

MIXED-USE DEVELOPMENT

“[I would like to see] village-like developments where people can walk or bike to local shops near home.” – Survey Quote

“[Focus on] increasing neighborhood centers that include essential shopping, recreation and green spaces.” – Survey Quote

Citizens expressed that less travel time is an important quality of life issue. Citizens suggested that the County vision should promote development of residential communities that are in close proximity to shopping, recreation, jobs, and educational opportunities in order

to reduce traffic volumes and travel time. Citizens also noted that the design, scale, accessibility, and appearance of both residential and nonresidential areas should be compatible.

NATURAL RESOURCE PROTECTION

“I would like to see more care and preservation for our natural resources, more importance placed on our farms and country areas – not let the growth overtake these areas.” – Survey Quote

Citizens noted that Greenville County has desirable natural areas including mountainous areas, pasturelands, lakes, rivers, and unique animal and plant habitats. Citizens suggested that these assets should be preserved and protected through sustainable development practices.

PRIVATE PROPERTY RIGHTS

“[Greenville should be] a place where individual rights are respected and property rights are not taken away.” – Survey Quote

Citizens made numerous comments regarding the importance of private property rights. The fact that this fundamental right should be acknowledged and protected was a common theme in the citizen feedback. The feedback confirmed that the perspectives vary between the urbanized areas of the County and the rural areas. In urban areas, the issue is closely aligned with protection against incompatible property uses, while in rural areas the issue is more closely related to property owners having unrestricted land use options.

REUSE OF VACANT BUILDINGS

“Re-use vacant big-box lots rather than build on virgin land.” – Survey Quote

Citizens commented on daily reminders of the vacant “big-box” commercial buildings, as well as vacant buildings found in smaller commercial centers located along some of the County’s highways. Citizens expressed that the County vision should encourage the identification of incentives for reuse of these existing buildings.

“Bike paths and sidewalks might allow folks to stop being so dependent on cars. Public transit would also help.” – Survey Quote

Numerous citizens commented that the County needs to have more options for travel from one place to the next. Suggestions included pedestrian facilities such as sidewalks and trails, bicycle routes, and access to mass transportation.

SUSTAINABLE DEVELOPMENT

“[We need] preservation of the green in Greenville County. Require strict management of natural resources (trees, wild lands, etc.) in new developments... Hopefully, Greenville will still be a beautiful, healthy place for future generations.”
– Survey Quote

“Sustainable development” describes an approach to development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Citizens often voiced concern that current development does not follow this ideal, citing instances of urban sprawl, congested highway corridors, and urban blight as problems that lead to an unsustainable environment by wasting resources, exhausting infrastructure, and destroying the character of an area.

TRANSPORTATION OPTIONS

“I would love to see a dependable, widespread public transportation system in place. The current bus system doesn’t go anywhere near where I live or work, so I am unable to utilize it. Also, there aren’t many sidewalks in my area so I don’t feel safe walking to nearby stores and restaurants.”
– Survey Quote



2

CITIZEN IDENTIFIED GOALS

GOALS FOR EACH ELEMENT

Citizen committees were organized around the elements as described in Chapter One. Using the 11 issues identified as most important, the committees were charged with developing a list of goals and objectives to address the elements required in the comprehensive plan.

The groups were asked to think critically about their topic and encouraged to complete their own research in addition to the supplied citizen feedback and county data. The committees spent four months conducting field trips and research, completing worksheets, and participating in group meetings. This hands-on approach, similar to that of an educational workshop, was an effective method for creating shared perspectives and a more “level playing field” for debates and decision-making.



Citizen committee members vote on their preferred goals.

The summary below includes a brief explanation of each committee’s findings along with the committee’s goals for addressing the issues identified.

ECONOMIC DEVELOPMENT CITIZEN COMMITTEE GOALS

The **Economic Development** committee stated the need for more direct action from the County with regard to the local economy. The committee suggested that investments (by way of policy and administration) should be made to develop a more sustainable market that realizes its full potential, reduces lost opportunities, and provides strong support to the many businesses and industries that rely on the County for quality service.

- Promote a vibrant, sustainable economy with a strong tax base and opportunities for employment, entrepreneurship, and for-profit and non-profit economic development for all segments of the community, including under-served areas of Greenville County.

NATURAL RESOURCES CITIZEN COMMITTEE GOALS

The fundamental conclusion of the **Natural Resources** committee was that measures should be taken to protect the

most valuable and vulnerable resources in Greenville County. Included in these resources are air quality, natural habitat, water, trees, and agriculture. The committee more specifically noted that the intent of this element was to provide solutions to a variety of issues that stretch beyond typical regulation—providing, instead, the much-needed incentives and rewards for responsible action rather than simple baseline requirements for compliance.

- Become a national innovator in promoting healthy, sustainable ecosystems and conservation of resources.
- Maintain and improve all aspects of the County’s air quality.
- Ensure a continuing supply of clean drinking water and the improvement of our natural water bodies.
- Preserve the character and heritage of rural and agricultural areas.
- Promote the preservation and enhancement of open space, recreational resources, view sheds and tree canopies.
- Protect and maintain a diversity of all species and habitat types.

CULTURAL RESOURCES CITIZEN COMMITTEE GOALS

The central message conveyed by the **Cultural Resources** committee was that the County’s needs and potential for its cultural resources outstretch the current capacity. The committee also identified a need for central coordination among the various independent groups that provide stewardship to these cultural resources.

- Increase the awareness, importance, marketability, and

accessibility of our cultural resources to all residents of, and visitors to, Greenville County.

COMMUNITY FACILITIES CITIZEN COMMITTEE GOALS

The core message from the **Community Facilities** committee was that solutions should be developed to meet the future infrastructure needs of the County. These solutions should provide better coordination, efficiency, sustainable practices, transparency, and adequate tools for implementation. The committee noted that these solutions should provide a more equitable distribution of the costs of public service to current and future residents.

- Ensure public facilities and services are provided in a coordinated, efficient, and cost-effective manner that supports future land use planning objectives.
- Ensure that community facilities and the services they provide are available to meet the future needs of county residents.
- Ensure that processes surrounding community facilities planning are transparent and governed by the interests of all members of the Greenville community.
- Ensure that the location, development, and operation of community facilities, including buildings, vehicles, and other equipment, are accomplished in a safe, sustainable, and environmentally responsible manner.

HOUSING CITIZEN COMMITTEE GOALS

The common theme conveyed by the **Housing** committee was that action should be taken to provide a more sustainable, equitable, affordable, and varied stock of housing within the County. The committee felt that efforts should be made to provide greater benefits to residents that extend beyond basic shelter and that amenities such as transportation and open space should be incorporated in all new housing developments.

- Stimulate sustainable residential development.
- Promote residential infill development.
- Provide a range of housing options to meet the diverse needs of families and individuals in Greenville County.
- Improve the transportation options to better serve our communities.

as public, pedestrian, bicycle, and vehicular. This includes a “Complete Streets” initiative in the urban areas of the County.

- Implement sustainable growth and efficient use of land through coordinated, quality development, redevelopment, protection of natural and agricultural areas, and an overall more transit-oriented land use pattern in order to ensure quality of life for Greenville County’s current and future residents.
- Require new developments to pay more of the cost to provide new roads, infrastructure, community facilities, and services.
- Promote regional planning.

LAND USE AND TRANSPORTATION CITIZEN COMMITTEE GOALS

The **Land Use and Transportation** committee identified an essential need for significant change in the methods and approaches to land use and transportation planning conducted by the County. They noted that a new approach should include strong public awareness and education campaigns, sustainability measures, multimodal options, as well as better tools for implementation and enforcement.

- Develop an integrated transportation system that ensures accessibility, safe and efficient movement, and connectivity through all parts of the County and accommodates a range of transportation choices such



chapter **3** **MAPPING OUR FUTURE**

IMAGINE GREENVILLE COUNTY Tomorrow's Vision Today



3

IMAGINE GREENVILLE COUNTY Tomorrow's Vision Today

ONE COUNTY, ONE FUTURE: CITIZENS MAP THE FUTURE OF GREENVILLE

With goals and objectives in hand, the next community step in the comprehensive planning process was to embark on a visioning exercise which assisted in “imagining” an actual map of Greenville County. The map was constructed using two criteria:

1. Allocate the anticipated commercial and residential growth in Greenville County over the next 20 years.
2. Utilize the five priority principles for growth identified by citizens:
 - efficient use of existing infrastructure
 - even mix of uses
 - urban development to preserve open space
 - protect water and air quality
 - develop and integrate a transportation system



Citizens map how they anticipate growth to occur in the County.

The objective for this exercise was to visualize how the anticipated growth in Greenville County could occur in alignment with the five growth principles identified as the highest priority. For example, in the Natural Resources section



An example of one of the maps created by Greenville County citizens

of goals and objectives in Chapter 2, specific statements such as “promote the preservation and enhancement of open space...” are listed, but it does not indicate where such open space should occur. Another example in the Housing section states “promote residential infill development,” but again omits any specific application. By use of this visioning exercise, potential options for these goals were visualized.

The visioning process took place in the second half of 2008 with two large, countywide, multijurisdictional meetings. The first meeting was held at the Carolina First Expo Center and a second in southern Greenville County. Both meetings were well-attended with nearly 300 participants overall, including municipal mayors, citizens, County Council members, volunteer committee members, appointed officials, and industry stakeholders.

At these meetings, groups of participants were asked to allocate the growth that is

projected in the County by the year 2030 (40,000 new households and 44 million square feet of nonresidential space). The projected growth was represented by red and yellow blocks, which participants placed on a county map indicating where they determined growth would be most appropriate.



Citizens listen to a presentation at the One County, One Future meeting held at the Carolina First Center.

Each group distributed the “blocks” of anticipated growth utilizing the five principles for growth derived from the goals and objectives section which represented the citizen committees’ most highly prioritized goals:

- efficient use of existing infrastructure
- even mix of uses
- urban development to preserve open space
- protect water and air quality
- develop and integrate a transportation system

Organized into groups of ten people or fewer, the participants worked within this community “team” to “imagine” the future of Greenville County. A total of 20 different maps were created, representing a wide variety of growth scenarios. Planning staff members recorded the results of each map and analyzed the patterns in preparation for the next step in the process.

MOVING FORWARD: CITIZENS CHOOSE THE MAP THAT BEST REPRESENTS THE 5 PRINCIPLES FOR GROWTH

From the initial 20 maps constructed by the citizens participating in the One County, One Future meetings, the Greenville County Planning Department utilized a computer modeling software program to select three maps which best accommodated the anticipated growth while adhering to the five priority principles for growth identified by the citizen committees.



Electronic device used by citizens to vote on their favorite map.

To assist the computer model, an overall development suitability map was created for Greenville County to show which lands could most efficiently handle new development. Measurable criteria for each of the principles were also programmed into the computer model using formulas which included quantifiable criteria.

Each of these quantifiable criteria was selected based on the assumption that they would have a net positive or negative impact on the feasibility and cost effectiveness of new development. For instance, roads with high traffic levels of service would be more likely to

accommodate additional traffic.

Criteria:

- Traffic – Level of service roads (A-C), level of service roads (D-F);
- Available Land – Vacant land, land suitable for redevelopment;
- Development Constraints – Percentage built out, severe slope, floodplain, protected lands; and
- Proximity to Facilities – Available sewer, schools, libraries, parks, sidewalks

The result of this computer model is the Suitability Map showing the most cost-effective areas for future development. Green squares indicated locations that are most suitable for future development. These areas have the capacity, infrastructure, and natural conditions that are more conducive to growth and development. Red squares indicated areas less appropriate for future development as they contain sensitive environments, inadequate infrastructure, and are typically far-removed from important amenities.

Once the Suitability Map was developed, each of the 20 maps were then scored by the multi-layer computer model combining the location of new development (blocks) and intensity of development (number of blocks) on each map. From these scores came the three “highest suitability” maps, each with a unique development pattern. For additional information about the

Suitability Map, see Appendix C.

County participants were invited back to review the three maps that most closely represented their design principles. This public meeting was entitled “Moving Forward” and was held in Council Chambers in January of 2009. Using electronic voting devices, citizens recorded their preferences as to which pattern they felt would best fulfill the other important principles of growth in the County. One map emerged as most representative of the collective vision of the group.

The map chosen by the citizens best representing their vision for future growth in Greenville County is the literal and physical expression of this comprehensive vision’s goals and objectives. This map also served as the foundation for the Future Land Use Map shown in Chapter Four.

Map A: Low Density, Spread Widely (Dispersed)

Map A most effectively developed vacant properties and also represented the most development in constrained areas.

Map B: High Density, Very Compact

Map B illustrated development within areas of adequate facilities (i.e. sewer, water, schools). The development illustrated in this map is very compact and also located within the existing urban areas such as the City of Greenville. However, this map also scored the lowest in its ability to develop current vacant properties. This was due largely to the compact nature of the map’s pattern. With so much development occupying so little space, there were many vacant properties outside the area that remain undeveloped.

Map C: Medium Density, Somewhat Compact (Corridor & Rural Village)

Map C was effective in avoiding development in constrained areas (e.g., sensitive habitats, floodplains, and stressed infrastructure). The growth and development allocations on this map placed the most strain on road networks as most development occurred in areas that share major highways.

RESULTS

The selection of the model best suited for Greenville County was based on information derived from public citizen meetings, input data from online surveys and from dialogue with stakeholders and elected officials. The final choice addressed the Greenville County participants’ desire to place a high priority on urban development. The choice was also supported by the priorities of the citizen committees who advocated preserving open space, encouraged mass transit, embraced high density and requested full advantage be taken of existing infrastructure prior to developing new infrastructure.

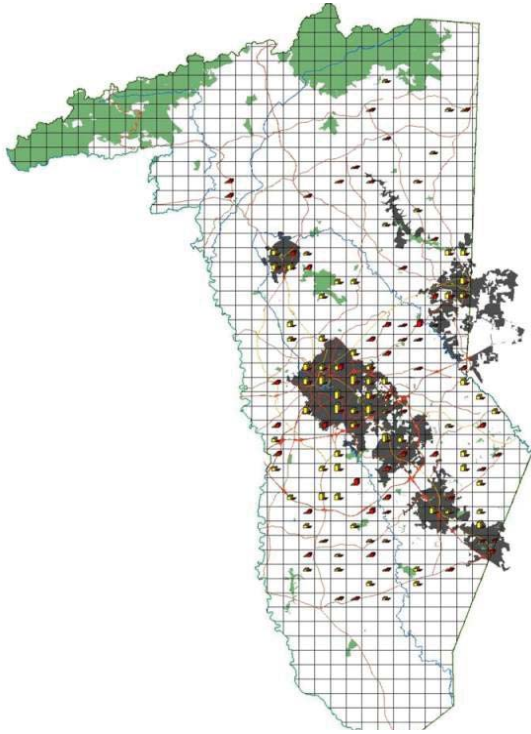
Taking into account the citizen input gained from the numerous meetings, events, surveys, and exercises throughout the *Imagine Greenville County* process, Map B was best suited to accommodate the anticipated growth in Greenville County over the coming 20 years.



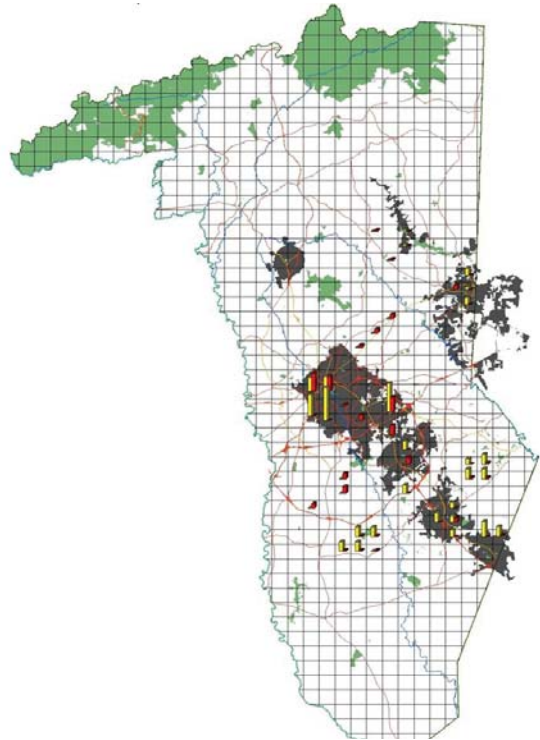
Citizens review maps before voting on their favorite.

THREE FINAL MAPS FROM “ONE COUNTY, ONE FUTURE”

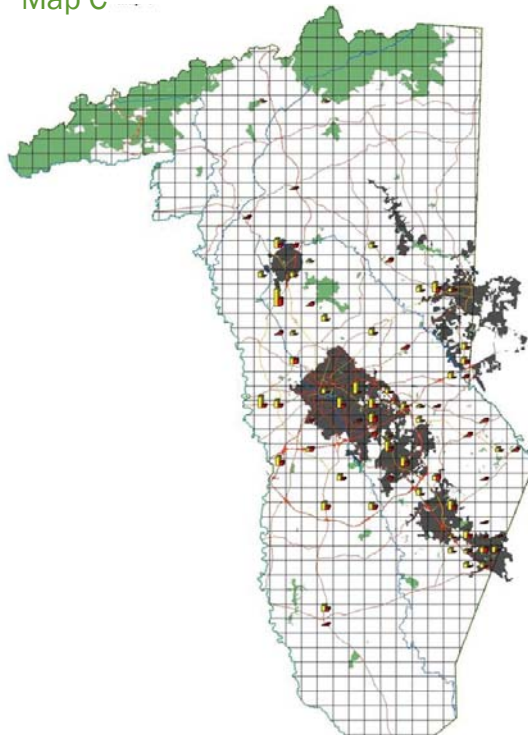
Map A



Map B



Map C

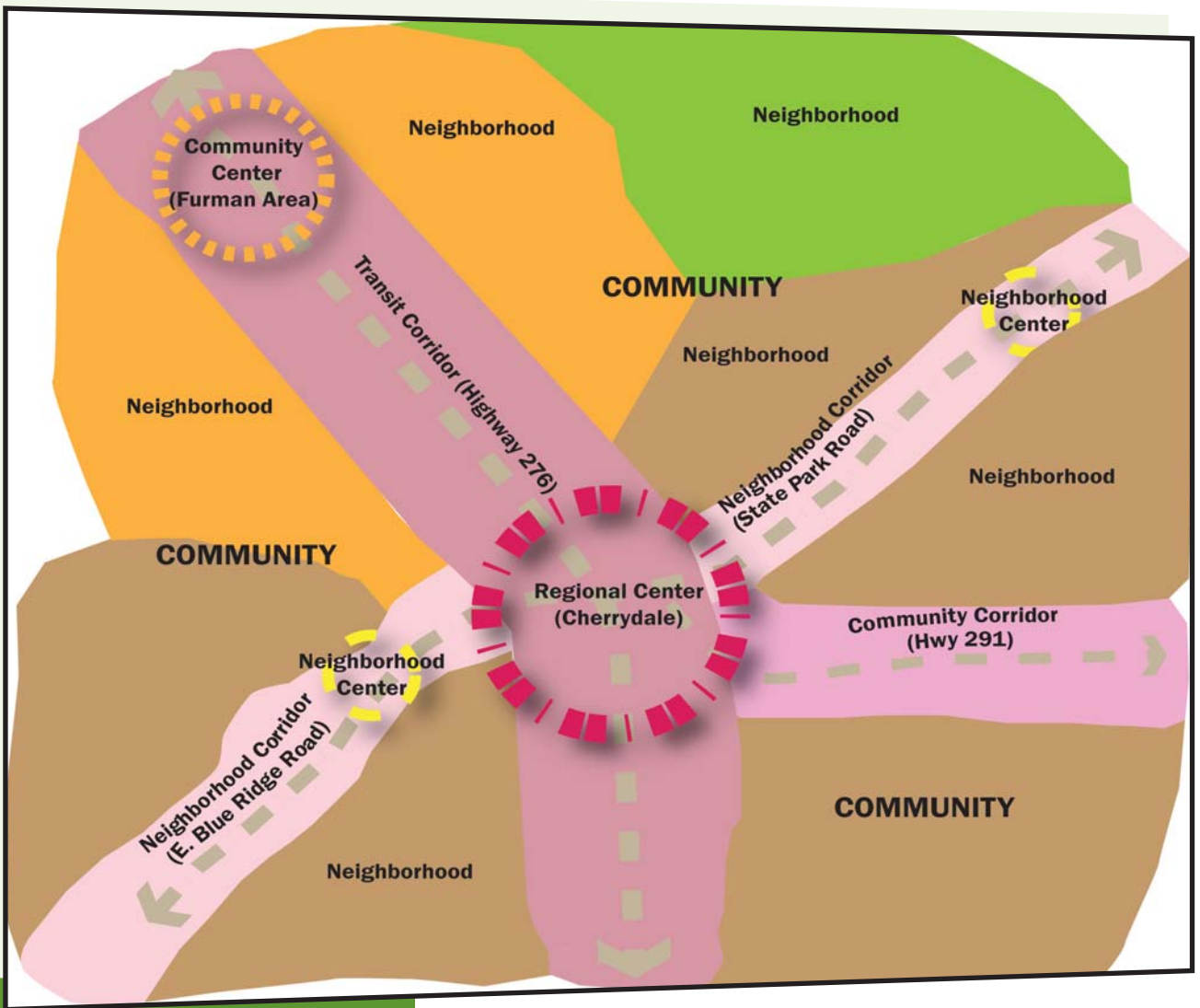


Note: Larger versions of these maps can be found in Appendix B.



chapter 4 **FUTURE LAND USE**

IMAGINE GREENVILLE COUNTY Tomorrow's Vision Today



A NEW DIRECTION IS SET

Following an inclusive public participation process, a vision for the future emerged. Supported by the information collected from community meetings, public input, stakeholder meetings, and numerous workshops with the Planning Commission and County Council, a comprehensive strategy was developed to address future growth. This strategy was based on three naturally occurring elements in the built environment: Communities, Centers, and Corridors.

The Communities, Centers, and Corridors growth strategy serves as a guiding vision for future growth in Greenville County, and provides the underlying structure for the Future Land Use Map. This unique map addresses the concerns of the community while defining the vision itself. The Future Land Use Map is a tool for guiding decisions that will affect the future of Greenville. In response to the voice of local leaders and the County at large, this version of the map is purposely different from its predecessors. It is intended to serve as an effective guide to implementing a new vision.

TEN YEARS AGO: A FUTURE LAND USE MAP BASED ON PROPERTY LINES

The Future Land Use Map from the 1999 Comprehensive Plan, *Designing Our Destiny*, is now ten years old and shows land uses based on property lines. This gives the governing bodies the ability to apply specific recommendations to each property in the County. For every parcel

(even those created only recently), a specific and single land use is prescribed. The 1999 map more closely resembles a zoning map than a future land use map. However, unlike the County's Zoning Map, the Future Land Use Map does not possess the force of law (see *South Carolina Local Government Comprehensive Planning Enabling of 1994*, § 6-29-510) and does not require any of its suggested uses to be applied.

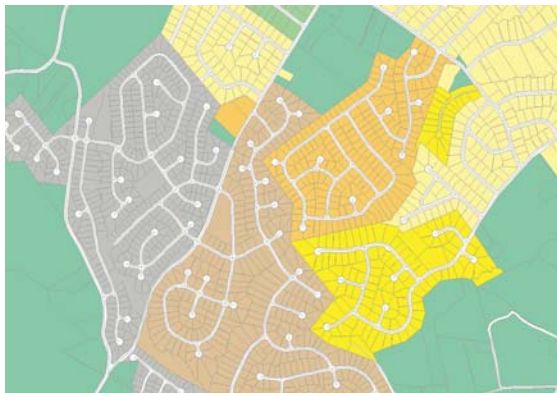


The benefit of the 1999 map is that the specific, rigid nature of the map allows only precise and literal uses. Yet, the frequency of rezoning requests in the County shows that it is not necessarily widely accepted nor adaptable to changing market conditions. As a result, the map itself is essentially inflexible to market and community demands. The number of rezoning requests and the number of approved rezoning cases that are contrary to the Future Land Use Map are evidence that the map does not always match the desires of the community. For this reason, it may no longer be relevant.

EXISTING DEVELOPMENT PATTERN

Greenville County's predominant land use pattern is best characterized by low-density, dispersed development, with separated and disconnected uses. This pattern, while consistent with the land use plan from *Designing Our Destiny*, does little to advocate current goals that emphasize the need to create economically viable, mixed-use, people-oriented communities supportive of plans for multi-modal transportation alternatives. Despite the current dispersed development pattern, Greenville County has an underlying development structure that can be described as Communities, Centers, and Corridors.

It is difficult to identify any discernable future growth strategy from the 1999 Future Land Use Map. The map does show a growth pattern that can be described as concentric in nature. Residential densities are arranged in a concentric circle that radiates from the urban core of the County (i.e. the City of Greenville and its surrounding areas). The farther the distance from this core, the lower the density. There are instances in which the density increases again but only when it nears another urban core, such as another city (e.g. Greer, Mauldin).



Example of existing development pattern.

Nonresidential uses most closely follow a radial pattern predominantly located

along major corridors radiating from the urban core of the County such as Wade Hampton Boulevard and Woodruff Road. This pattern allows commercial and office developments, for example, to be developed side-by-side along highways for quick access by travelers. Such patterns separate nonresidential development from residential uses.

For the past ten years, countless requests, studies, and hearings point to the need for a Future Land Use Map that clearly identifies an overall growth strategy and serves as the foundation for more detailed future planning efforts. The land use vision should also address the preferred method of implementation to provide the County with a clear direction as to what additional steps should be taken to best achieve its stated land use and transportation goals.

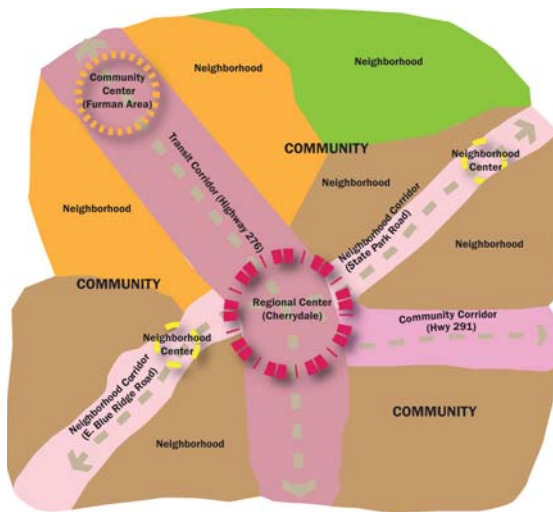
A STRATEGY FOR THE FUTURE

After studying the existing land use and transportation patterns, the determination was made that three basic components – Communities, Centers, and Corridors – form a skeletal structure of the existing growth pattern and form the basis for the future land use strategy. The basic premise of the Communities, Centers, and Corridors is to encourage growth in areas that can best support new development. This strategy seeks to build on Greenville's existing development framework by clearly defining the role of each of these three components to better accommodate future growth and ensure continued economic development.

A key goal of the Communities, Centers, and Corridors growth strategy is to better integrate land use and transportation planning so that land uses are supportive of our transportation objectives and vice versa. Within the context of this growth

strategy each component serves a unique function:

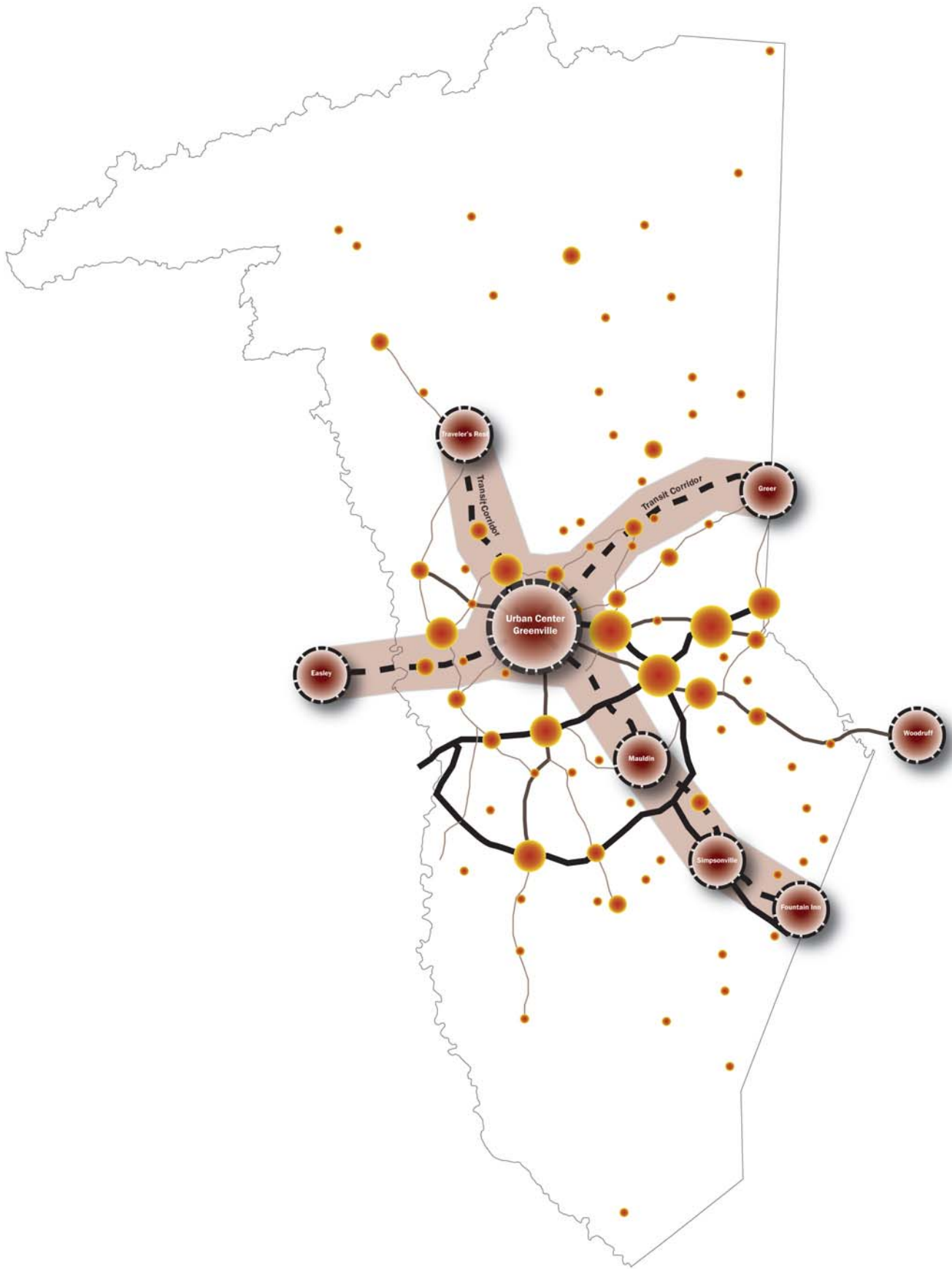
- Communities are distinctive residential sub-areas of the County that share a common identity. They are often comprised of a collection of neighborhoods and often have a definable center.
- Centers serve as the major hubs of activity, providing goods and services to the surrounding neighborhoods and communities. They vary in size, from the smallest neighborhood center to large mixed-use areas that serve the larger region.
- Corridors provide the connections that link the major urban centers to the smaller center types found within the outlying communities.



As a new growth strategy is implemented, land uses can be organized so that citizens will have improved access to future transportation choices resulting in higher use. This growth strategy encourages a future growth pattern that focuses mixed-use development in centers and along major roadways so that pedestrian, bike, and transit options are more feasible. By utilizing existing facilities and infrastructure more effectively, this strategy seeks to reduce the demand for extensive new facilities and infrastructure. Utilizing this approach, Greenville

County can continue to accommodate growth and economic development while reducing long-term costs associated with road widening projects and costly infrastructure improvements.

This growth strategy accommodates future growth in a manner that is supportive of long-term county and regional transportation objectives. The strategy will also enable the County and the various special purpose districts to deliver services more efficiently by providing guidance for future infrastructure investment. Paving the way for improved infrastructure and services will ensure that Greenville's communities continue to thrive and that local business needs are met. The Communities, Centers, and Corridors growth strategy serves as the basis for the Future Land Use Map. Detailed policies, plans, and regulations must be developed and adopted to fulfill the vision of the Future Land Use Map based on Communities, Centers and Corridors. The following diagram illustrates the major corridors and centers throughout Greenville County and communicates the preferred future development pattern.



A NEW FOCUS FOR THE FUTURE LAND USE MAP

The new Future Land Use Map seeks to work within the County's existing development framework by placing a greater focus on the three basic components of the built environment: Communities, Centers, and Corridors. This map emphasizes a specific purpose of each of these commonly occurring elements and clearly defines their role in the overall growth strategy. The Future Land Use Map provides the necessary flexibility to facilitate growth and economic development in Greenville County. The map employs more general land use categories which are designed to encourage a mix of land uses, including pedestrian and transit-oriented uses. Recognizing that there are multiple paths to achieving the goals and objectives defined by the citizen groups, the Future Land Use Map brings together options for zoning and growth that respect the diverse range of local character found in Greenville County's various neighborhoods and communities. When the goal for a specific area is understood, a number of different land uses can be permitted while maintaining the character of the area.

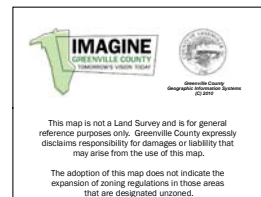
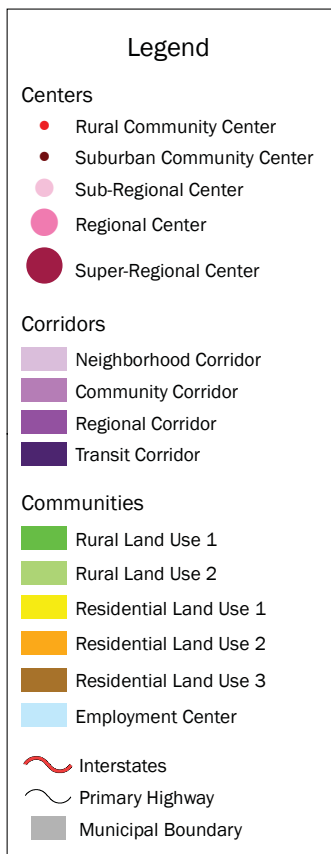
Area land use plans will be developed in an effort to further refine the vision of the Future Land Use Map. These future planning efforts will focus on individual communities and specific corridors, and will provide the more detailed level of planning necessary to distinguish communities and corridors into more definable areas with individualized uses, forms, and functions.

The Future Land Use Map is the primary tool for implementation of the Communities, Centers, and Corridors growth strategy. The goals and objectives established throughout the visioning process are incorporated into the Future Land Use Map. It is designed to accommodate future growth, stimulate economic development, support transportation alternatives, and guide future infrastructure investment. The adoption of the Future Land Use Map does not indicate the expansion of zoning regulations into those areas that are currently unzoned and does not reduce private property rights. The appendices represent various suggestions and ideas derived from many different sources.

COMPONENT #1: COMMUNITIES

Communities refer to the collection of residential areas in the County that often contain and are served by a commercial center. These areas typically do not include large amounts of nonresidential uses. Some nonresidential uses do occur, but within the context and scale of the surrounding residences. Communities should be designed to encourage multimodal transportation accessibility. Connectivity with other communities and nearby centers is necessary. The Future Land Use Map identifies communities by their density. The density is the requirement for maintaining the character of the area and defining potential impacts on the infrastructure. Unzoned areas are to remain undefined relating to residential

Adopted December 1, 2009



density and if zoning occurs in the future, allowable density use will be defined by the citizens (property owners) in any newly zoned area using a legally approved process. The categories are listed below:

- **Rural Land Use #1**
Predominately watershed properties, public lands (national, state, and county parks), private camps and conservation areas.
- **Rural Land Use #2**
Ideal density of up to 1 unit per 3 acres.
- **Residential Land Use #1**
Ideal density ranges from .3 units per acre to 3 units per acre
- **Residential Land Use #2**
Ideal density ranges from 3 units per acre to 6 units per acre
- **Residential Land Use #3**
Ideal density of 6 or more units per acre



A typical suburban neighborhood in Greenville County.

COMPONENT #2: CENTERS

Centers are the heart of the neighborhood, community, and/or region that they serve. Centers may be single-purpose or combine many uses together such as commercial and residential, as well as public uses, such as schools, within a specific area. Ideally, centers will have a combination of supportive land uses and transportation infrastructure occurring

together to support pedestrian activity and to provide improved accessibility. Centers attract many users within a defined range and have the density, form, and function that reflect the context of the surrounding neighborhood, and/or community.

Centers range in size and intensity, their scale dictated by the purpose they serve. Generic examples include a city's downtown, a shopping plaza, or even a neighborhood grocery store.

Rural Community Center

Examples: intersection of Hwy 11 and Hwy 14, and intersection of Hwy 25 South and Hwy 418

This is a small, low to medium density center that serves as a “neighborhood center” with daily visits from the larger rural community. The small center would be characterized by small-scale convenience-oriented retail, restaurants, and agriculture-related businesses. Uses would include gas stations, locally-owned stores or cafes, and feed-n-seed stores serving a large, rural area.

Suburban Community Center

Examples: Old Buncombe/Sans Souci, Pelham & Riley Smith, Pendleton Street

This center is centrally located within a neighborhood and designed to serve the surrounding residents for daily uses.

This center is characterized by small-scale, convenience-oriented retail and services such as locally-owned stores, restaurants, drug stores, barber shops, and daycare facilities, servicing medium to high density residential.

Sub-Regional Center

Examples: Marietta, Hudson Corners, and Five Forks

Varying in size, but centrally located within a community, this center is designed to service multiple surrounding neighborhoods and the larger community

for daily or weekly trips. It would be characterized by community-scale stores such as grocery stores, national casual dining restaurants, clothing stores, specialty boutiques and would ideally support higher density suburban and urban residential.

Regional Center

Examples: Cherrydale, Hwy 253 & Whitehorse Rd., and Hwy 25 South & Southern Connector

Located within a broader area, this center serves one or more contiguous regions in the County. Residents will typically travel longer distances to these centers on a weekly or biweekly basis. The Regional Centers are characterized by large-scale retail such as grocery stores, some big-box stores, small hotels, movie theaters, and medium to large scale employment centers and parks. The Regional Center ideally supports higher density residential including both single-family attached and multifamily residences.



Cherrydale Point shopping center.

Super-Regional Center

Examples: Pelham Rd., The Pointe, Haywood Mall

This center serves the overall county and the region for shopping, recreation, and employment needs. Residents will travel great distances to these areas on a weekly or monthly basis. This type of center contains the largest scale retail and service

offerings such as large hotels, movie theaters, shopping malls, specialty big-box stores, large-scale office parks along with factory and warehousing services. There are few such centers in the County, but these draw residents from a large area. The Super-Regional Centers are characterized by mixed use buildings with the highest density of residential.

Employment Center

Examples: South Carolina Technology & Aviation Center, Highway 14 & Interstate 85, The Matrix

These centers are located strategically throughout the region in order to take advantage of existing infrastructure such as nearby high-capacity transportation networks. Employment Centers draw people from nearby communities and neighborhoods by providing a mix of jobs and services in close proximity to one another. These centers are characterized by large and small scale industrial and service uses as well as a mixture of convenience oriented retail and services such as restaurants and drug stores. With such a high concentration of jobs, medium to high density workforce housing may also be appropriate within these centers.

COMPONENT #3: CORRIDORS

Corridors refer to the roads that link communities and the County's urban core to the smaller center types within the outlying communities. The primary factors for determining a corridor classification are (1) average daily traffic volume, (2) current capacity measured in total regular and turn lanes, and (3) its traffic conditions, or Level of Service (LOS) along with its function within the context or purpose of development and land use compatibility. In conjunction with corridor classification determination, the planning staff is in the process of

developing a draft transportation impact assessment that can be used as one of several planning tools in the analysis of rezoning requests and other planning recommendations.

Not all roads are designated as corridors. A segment of a road may be designated a corridor, while the remaining segments may not be included. The associated land uses for the corridor categories are not always suitable in all segments of a road. For example, the Regional Corridor allows all types of nonresidential uses to be developed along the designated roadway. But there are segments of many roadways that are unable to support additional growth. Thus, these areas aren't appropriate to exist as a corridor and are mapped accordingly.

Using the prior example, if a road is identified as a Regional Corridor, its purpose is to support all nonresidential uses since all nonresidential uses can be developed on a regional scale. Development should only occur, however, as the traffic conditions allow. In the list of corridors on page 57, each permitted use is assumed that it is only permitted when it does not deviate from the overall purpose and function of the corridor.

Interstate Corridors

Examples: I-85, I-385, I-185

While Interstate Corridors are not owned or controlled by Greenville County, they greatly influence planning and economic decision-making and development at intersections with other major corridors (e.g. Regional and Transit Corridors). They drive economic investments and development of all Super-Regional Centers and many Regional Centers.

Transit Corridors

Examples: Hwy 276, Wade Hampton Blvd., Hwy 123

These are the primary corridors linking Greenville County's urban areas, major employment centers, municipalities, and other regional and community centers. The land uses along these corridors should support a future mass transit system and incorporate an even balance of both residential and commercial development.



Wade Hampton Boulevard.

The form and function will vary along the corridor from the highest level of urban, with tall buildings oriented to the street, to a more typical suburban with shorter buildings and larger setbacks. All development should share a common design that supports multi-modal transportation alternatives including bicycle, pedestrian, and bus rapid transit. With high volume and speed of traffic, access is managed with design principles that are intended to limit curb cuts and have access points off the road.

The highest residential density and most intense commercial development along these corridors are reserved for the designated centers. The centers along these corridors are transit-oriented in form and function, featuring transit stations as the focus point of each center, walkable pedestrian-friendly design, sufficiently high density residential within a ten-minute walk from the transit station, and other supporting retail, office, and civic uses.

Regional Corridors

Examples: Hwy 14, White Horse Rd.

These corridors are predominantly nonresidential. The form and function of these corridors allows for tall buildings, tight placement, and any nonresidential use (including industry). Intensity of traffic, speed, and use will likely be the highest in the County. The roads within these corridors are a minimum of four lanes and most intersections are signalized. Given the high volume and speed of traffic, access is managed with design principles that are intended to limit curb cuts and force access off the road itself. Multi-modal transportation options may be incorporated into the access points of the Regional Corridors.

Community Corridors

Examples: Anderson Rd., Hwy 25 South

The Community Corridors are a near-balance of residential and nonresidential uses and the form and function is markedly different from the Neighborhood Corridor. Intensity of traffic, speed, and use is greater in a Community Corridor. These corridor roads are typically three lanes in width and have signals at most intersections. Given the higher volume and speed of traffic, access is managed with design principles that limit curb cut access.

Neighborhood Corridors

Examples: Brushy Creek Rd., Batesville Rd.

These corridors are predominantly residential in form and function but do allow for some limited nonresidential use. Traffic speeds in this corridor are very slow for safety and convenience. Given the low volume and speed, access is largely unmanaged.

DESIGN PRINCIPLES

The development and use of design guidelines are a key component to the overall land use strategy and should be used in conjunction with the Future Land Use Map to ensure that the specified purpose of a particular area is upheld. To this point, the criteria for each center and corridor have described the typical uses for each. These criteria illustrate the flexibility of each component, showing that many combinations of uses are typically encouraged.

While many uses are allowed to be developed alongside each other, many such developments are not inherently compatible without design guidelines to ensure compatibility. To maintain the vision of these areas, several distinctive features must be addressed:

- Building scale (i.e., the height and width of a building)
- Placement (i.e., the placement of that building relative to surrounding features such as a road or parking lot)
- Gathering space (i.e., areas such as parks and pavilions that are open to the public and created with the intent of creating social activity)
- Parking
- Signage
- Landscaping
- Connectivity (i.e., roads connecting to one another with a given network; higher connectivity leads to more travel options)
- Access (i.e., the ingress/egress points that lead from a road to a destination)
- Road type (i.e., the functional class of a road, ranging from minor collector to major arterial)

Future Land Use Map Designated Corridors			
Corridor Name	Corridor Type	Functional Class	Termini
Interstate 85	N/A	Interstate	W County Boundary to E County Boundary
Interstate 185	N/A	Interstate	Mills Ave to I-385
Interstate 385	N/A	Interstate	E North St to SE County Boundary
New Easley Hwy (US 123)	Transit	Principal Arterial	City of Greenville to County Line
SC 417	Transit	Principal Arterial	US 276 to City of Fountain Inn
US Highway 276	Transit	Principal Arterial	City of Travelers Rest to SC 417
Wade Hampton Blvd (US 29)	Transit	Principal Arterial	City of Greenville to City of Greer
Mauldin Rd	Regional	Minor Arterial	I-85 to W Butler Rd
Pelham Rd	Regional	Minor Arterial	Boiling Springs Rd to SC Hwy 14
Piedmont Hwy (SC 20)	Regional	Minor Arterial	White Horse Rd to I-185
Rutherford Rd	Regional	Minor Arterial	N Pleasantburg Dr (SC 291) to Wade Hampton Blvd (US 29)
SC Hwy 14	Regional	Principal Arterial	S Buncombe Rd to I-85
US Hwy 276	Regional	Principal Arterial	S Main St to I-385
W Butler Rd	Regional	Minor Arterial	Mauldin Rd to Fowler Cir
White Horse Rd	Regional	Principal Arterial	New Easley Hwy (US 123) to Augusta Rd (US 25)
Woodruff Rd	Regional	Minor Arterial	Laurens Rd to Bagwell Rd
Anderson Rd	Community	Minor Arterial	White Horse Rd (US 25) to Lincoln St
Augusta Rd (US 25)	Community	Principal Arterial	Mauldin Rd to Princeton Hwy (US 76)
Batesville Rd	Community	Collector	SC 14 to Woodruff Rd
Brushy Creek Rd	Community	Minor Arterial	S Suber Rd to S Main St (SC 14)
Cedar Lane Rd (SC 183)	Community	Minor Arterial	Hunts Bridge Rd to W Blue Ridge Dr
Farrs Bridge Rd (SC 183)	Community	Minor Arterial	White Horse Rd (US 25) to Hunts Bridge Rd
Fork Shoals Rd	Community	Collector	Old Augusta Rd to Log Shoals Rd
N Pleasantburg Dr (SC 291)	Community	Principal Arterial	State Park Rd to Wade Hampton Blvd (US 29)
Old Augusta Rd	Community	Collector	Augusta Rd (US 25) to Fork Shoals Rd
Piedmont Hwy (SC 20)	Community	Minor Arterial	I-185 to Bessie Rd (SC 86)
Rutherford Rd	Community	Minor Arterial	Poinsett Hwy (US 276) to N Pleasantburg Dr (SC 291)
S Buncombe Rd	Community	Collector	Wade Hampton Blvd (US 29) to SC 14
S Pleasantburg Dr (SC 291)	Community	Principal Arterial	Mauldin Rd to Augusta Rd (US 25)

Corridor Name	Corridor Type	Functional Class	Termini
W Blue Ridge Dr	Community	Minor Arterial	White Horse Rd (US 25) to Old Buncombe Rd
White Horse Rd (US 25)	Community	Principal Arterial	Poinsett Hwy (US 276) to New Easley Highway (US 123)
Woodruff Rd	Community	Minor Arterial	Godfrey Rd to Sunnydale Dr
Woodruff Rd	Community	Minor Arterial	Bagwell Rd to SC 14
Blue Ridge Dr	Neighborhood	Minor Arterial	Old Buncombe Rd to Poinsett Hwy (US 276)
Brushy Creek Rd	Neighborhood	Minor Arterial	Edwards Rd to S Suber Rd
Buncombe Rd	Neighborhood	Minor Arterial	Blease St to Pete Hollis Blvd (SC 183)
Cedar Lane Rd (SC 183)	Neighborhood	Minor Arterial	W Blue Ridge Dr to Old Buncombe Rd
E North St	Neighborhood	Minor Arterial	N Pleasantburg Dr (SC 291) to Howell Rd
Edwards Rd	Neighborhood	Minor Arterial	Brushy Creek Rd to Howell Rd
Fork Shoals Rd	Neighborhood	Collector	Log Shoals Rd to W Georgia Rd
Geer Hwy (US 276)	Neighborhood	Principal & Minor Arterial	Dacusville Rd to Scruggs Dr
Haywood Rd	Neighborhood	Minor Arterial	E North St to Pelham Rd
Howell Rd	Neighborhood	Minor Arterial	Edwards Rd to E North St
Locust Hill Rd (SC 290)	Neighborhood	Minor Arterial	Keller Rd to O'Neal Rd (SC 101)
Old Easley Hwy (SC 124)	Neighborhood	Minor Arterial	White Horse Rd (US 25) to Bryant St
Old Spartanburg Rd	Neighborhood	Minor Arterial	Howell Rd to Brushy Creek Rd
O'Neal Rd (SC 101)	Neighborhood	Minor Arterial	Locust Hill Rd (SC 290) to Wade Hampton Blvd (US 29)
Pelham Rd (1)	Neighborhood	Minor Arterial	Riley Smith Rd to Boiling Springs Rd
Pelham Rd (2)	Neighborhood	Minor Arterial	E North St to Haywood Rd
Pendleton St (SC 124)	Neighborhood	Minor Arterial	Bryant St to Saco St
Pete Hollis Blvd (SC 183)	Neighborhood	Minor Arterial	Old Buncombe Rd to James St
Roper Mountain Rd	Neighborhood	Collector	Roper Mountain Rd Ext to Feaster Rd
S Suber Rd	Neighborhood	Collector	Wade Hampton Blvd (US 29) to Brushy Creek Rd
SC Hwy 14	Neighborhood	Principal Arterial	E Gap Creek Rd to Wade Hampton Blvd (US 29)
State Park Rd (SC 253)	Neighborhood	Collector	Poinsett Hwy (US 276) to Altamont Rd
W Georgia Rd	Neighborhood	Collector	Garrison Rd to I-385
Woodruff Rd	Neighborhood	Minor Arterial	SC Hwy 14 to Godfrey Rd

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chapter **5** **PRIORITY INVESTMENT**

IMAGINE GREENVILLE COUNTY Tomorrow's Vision Today



5

PRIORITY INVESTMENT ELEMENT OF COMPREHENSIVE PLAN

The SC Priority Investment Act (PIA) amended the South Carolina Local Government Comprehensive Planning Enabling Act by requiring a Priority Investment Element be added to all local comprehensive plans in South Carolina. The purpose of the Priority Investment Element is to improve governmental efficiency by requiring a higher level of coordination among local governments and other local or regional public service providers. Improved coordination among these organizations will result in future development that is more cost effective and more efficient in the consumption of land.

County staff met regularly with public service organizations initially during the inventory phase of the planning process to gather information, and then again in the goal development phase to understand their perspectives relating to the goals and objectives created by the citizen committees. It was clear to both County staff and the public service organizations that future land use development patterns were greatly influenced by the expansion of these public services. In an effort to encourage future growth where it can be supported and to expand these public services in the most cost effective manner, it was agreed that Priority Investment Areas should be identified.

Representatives from the Greenville Area Development Corporation, the School District of Greenville County, the Greenville Water System, Metropolitan Sewer Sub-District, and Renewable Water

Resources (ReWa) met with members of County Council to inform them of their efforts to try to reach a consensus with regard to the identification of Priority Investment Areas. These service providers then became the Priority Investment Area Committee (PIAC).



South Financial Group Office on the Millennium Campus.

The Priority Investment Area Committee developed a planning process where they were able to identify areas of greatest potential to serve as Priority Investment Areas. This process included the development of goals, an analysis of geographic areas with the existing capacity to support new growth and redevelopment, a review of the draft Future Land Use Map, and the identification of current and future infrastructure and facility needs.

From the first PIAC meeting in February 2009, all participants agreed on the importance of sharing existing information – data, plans, and mapping – in order to determine if areas where all public services have some capacity to

support additional development existed. This discussion led to a common goal: *to communicate and share information on a regular basis*. The committee agreed to provide computer mapping information to ReWa's computer mapping system, as ReWa was undertaking a long-range planning process and had already created a base map to analyze future growth areas.

In addition to providing a forum for ongoing communication and the sharing of information, two tangible products were produced as a result of the PIAC's regular meetings: 1) a list of public infrastructure and facilities needed over the next ten years, and 2) a series of maps identifying each recommended Priority Investment Area.



The South Carolina Technology & Aviation Center, formerly the Donaldson Center Industrial Air park, is a leading business and aviation technology center.

Consistent with the requirements of the Priority Investment Act, this project list of public infrastructure needed over the next ten years was developed from the direct input from county department heads and/or special purpose districts responsible for providing the prescribed infrastructure, service, or utility. The proposed project list is a carefully considered list of anticipated infrastructure, service, and utility needs necessary to support future growth and improve or maintain existing levels of service. This project list is not an all-inclusive list, nor does it attempt to prioritize individual projects; it is simply

a “wish list” identifying candidate projects for inclusion in the County's Capital Improvement Plan (CIP) or projects that the County can anticipate will occur during the ten-year planning horizon.

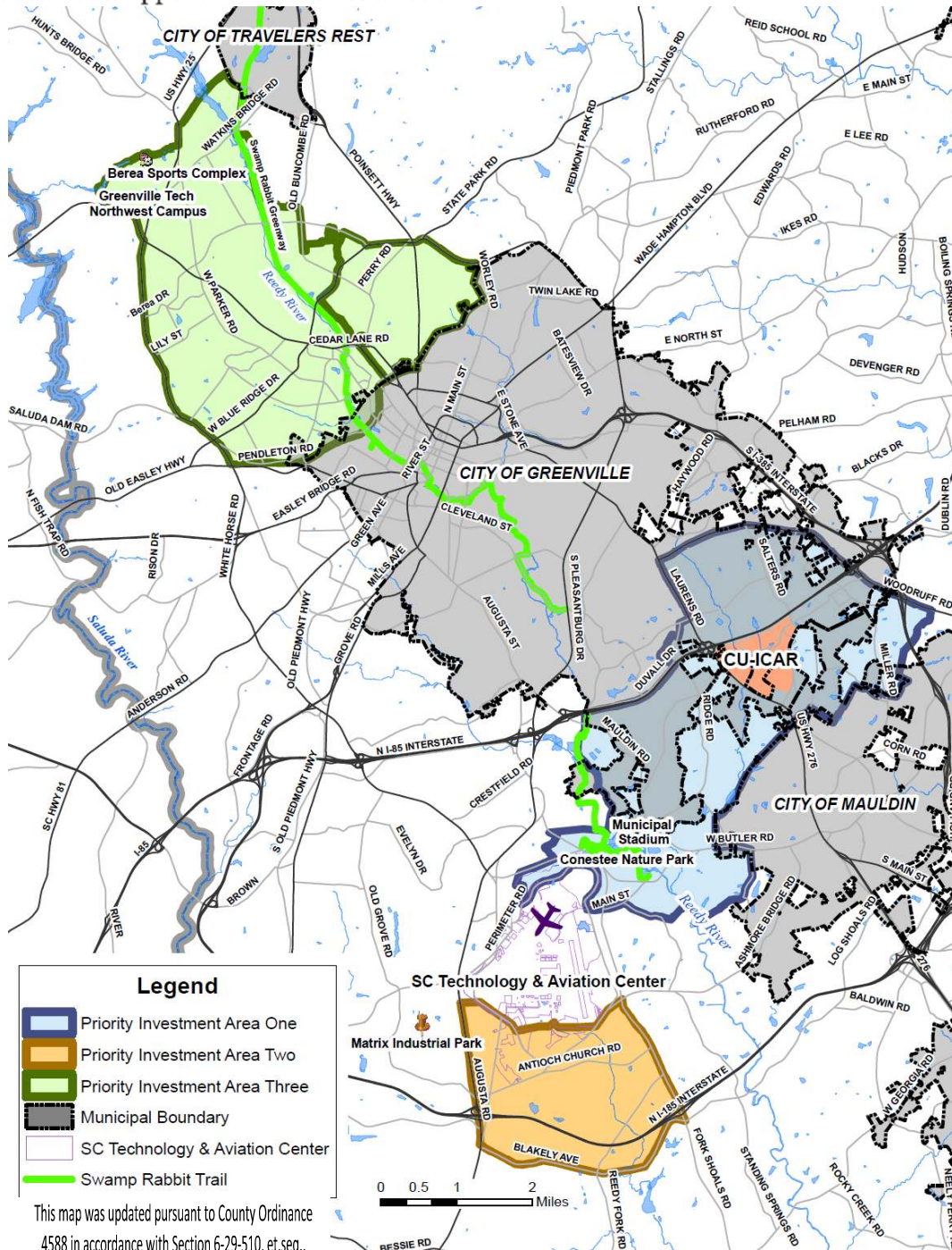
Project funding for County and Metropolitan Planning Organization (MPO) projects will be determined at the time of inclusion into the CIP and/or the Long-Range Transportation Plan and will most likely be from historically approved revenue sources. Other infrastructure, service, and utility projects provided by individual special purpose districts will be financed through commonly used sources including user fees, tax revenues, general obligation bonds, and private enterprise. Potential additional funding sources for future projects include federal funding made available through the American Recovery and Reinvestment Act of 2009. The PIAC focused its effort on identifying Priority Investment Areas that will serve as focus areas for future growth and economic development. The location of these areas was largely based on the availability and capacity of existing and planned services, perceived market demand, and overall land use objectives identified throughout the planning process.

RELATIONSHIP TO THE FUTURE LAND USE MAP

The Priority Investment Area map will serve as a supplement to the Future Land Use Map and identify those areas where the County can most cost effectively accommodate future growth, and/or where growth is needed to support overall future land use objectives. The Priority Investment Areas are where the County can and should encourage more concentrated growth and economic development.

Three Priority Investment Areas were identified by the PIAC group. The geographical boundaries of each of these three areas are shown on the Priority Investment Area Map included in this document. Appendix D identifies a list of

improvement projects for the Priority Investment Areas. This map will be used in concert with the Future Land Use Map when making future land use decisions.





Chapter 6

NEXT STEPS

IMAGINE GREENVILLE COUNTY Tomorrow's Vision Today



6

IMAGINE GREENVILLE COUNTY Tomorrow's Vision Today

IMPLEMENTING THE VISION

From the start, the issues identified by citizens drove this visioning process. The resulting goals and objectives provided a pathway for fulfilling the vision for Greenville's future. This vision outlines the places and traditions our community wishes to change, as well as those they wish to maintain. The following steps identify a framework for implementing the vision:

STEP ONE: ADOPT THE *IMAGINE GREENVILLE COUNTY PLAN*

By adopting the plan, Greenville County will establish the validity and importance of its contents. The County will also fulfill its obligation to the South Carolina Local Government Comprehensive Planning Enabling Act of 1994, which states that such a plan must be adopted every ten years. The adoption of the vision will recognize the hard work of the citizens who authored it and will set in motion the following steps.

STEP TWO: COOPERATE WITH MUNICIPALITIES AND AGENCIES

The Priority Investment Area Committee should continue its mission of promoting efficient management of infrastructure, for both the present and future. Communication between service providers is essential in determining suitable locations for future investments. Input from these public service providers is critical to the future monitoring process of this plan and planning staff should facilitate the continued involvement of the appropriate agencies. Planning staff

should facilitate communication with its neighboring municipalities and counties, particularly in land use matters, so that decisions can be better coordinated, consistent, and true to the respective goals of each entity's plans.

STEP THREE: REVIEW CURRENT ORDINANCES

A major tenet of the new plan is to identify and protect the development patterns of the County according to the three major components for land use: Communities, Corridors, and Centers. Current ordinances and processes should be reviewed to determine how conducive they are to this approach. These ordinances will be assessed according to specific criteria that relate directly to the goals, objectives, and issues of the vision.

STEP FOUR: IMPROVE ORDINANCES WHERE NECESSARY

Once the review of current ordinances is complete, the findings should be reported to the public, Greenville County Planning Commission, and Greenville County Council. Depending on the results, solutions will be determined by referring to the goals and objectives of this plan. Wherever the goals and objectives lack a suggested solution, solutions will be identified through case studies, cost-benefit analysis, and/or other proven methods of research. A list of ordinances in need of improvement will be presented and approved by the Planning Commission and County Council.

STEP FIVE: MONITOR PROGRESS

Whenever changes to the ordinances occur, it will be critical to monitor their effectiveness and relevance to the plan. The Greenville County Planning Commission is empowered by the enabling legislation to monitor the progress of this plan and incorporate its findings into an annual review process. This review process will include an annual workshop between Greenville County Council and the Greenville County Planning Commission.

STEP SIX: MANAGE CHANGE WITHIN THE FUTURE LAND USE MAP

The community often requests changes to the current Zoning Map. With the new approach developed for the Future Land Use Map in this vision, the nature of any future request will be much different and possess far greater impacts than in the past. The new Future Land Use Map will shift focus from specific land uses on specific properties to many land uses incorporating many properties. Rezoning requests will no longer focus on a property changing from residential to commercial but rather whether or not it becomes part of an existing center or perhaps upgraded with an adjacent corridor to a new, more intense category. Such requests will be larger in scope and possess wider-ranging impacts. Methods for reviewing such requests must address the wide-ranging impacts while also maintaining the flexibility and responsiveness of the current process.

CONCLUSION

Greenville County's greatest strength is its people and their passionate devotion to their community. It is commonplace to hear citizens talk about their fondness, and even love, for Greenville County. The *Imagine Greenville County* visioning process has brought definition and structure to the citizens' vision for Greenville County's future. The decade ahead will most likely be viewed as a pivotal point in the County's history.

Greenville County is undergoing the convergence of a remarkable number of factors that will set the course for the future. The County's natural setting not only enhances the quality of life, but also provides an abundant supply of natural resources. Growth in recent years has fueled the expansion of a diverse economic base, which has proven to be resilient through the economic downturn of 2008-2009. While multiple factors propelling our growth have been discussed and analyzed during the course of this exercise, one common conclusion has been reached: change is inevitable.

History has illustrated that regions often grow for the sake of growth only to accept that the services and infrastructure within the region will always lag behind the demand. The outcome of the *Imagine Greenville County* process provides a unique picture of our citizens' vision for the future of Greenville County. Citizens recognized through this exercise that they have the opportunity to influence and determine how growth is managed during the coming ten years in Greenville County. The citizens also recognized the importance of preserving the community's character while meeting the demands of growth.

By maintaining our past course of action in response to growth issues across

Greenville County, we can predict with a certain level of confidence the negative issues that Greenville may be forced to deal with in the future. By acknowledging the opportunity at hand to plan ahead for continued growth, the citizens of Greenville County can position our community to make growth a positive force over the next ten years.