

Station C: Character Areas

What should our places look and feel like?

Thinking first and foremost about character and quality of place is a helpful way to approach community planning.

The following exhibits explore what types of places (rural, suburban, traditional, urban, and employment centers and special districts) you would like to cultivate and where they should be located within Greenville County.

We need your help identifying the appropriate character for different places within Greenville County as it grows and changes over the next twenty years. Please share any additional thoughts on the provided comment cards.

Station C: Character Areas

Rural

Rural communities are categorized by **low-intensity development** that is **well-integrated with the natural landscape and agricultural** uses. Long-standing rural villages organize many rural areas with close ties to **agricultural lifestyles**. These rural villages were built using the same principles used to organize walkable neighborhoods. The landscape is marked with **working farms actively used for agricultural activities**, including cultivated croplands, orchards, pastures, and livestock operations. Additionally, **large open spaces** including wooded stands of forests and wetlands are prominent features of rural areas.

Place Type Character Images

Rural Living (RL)

Low-intensity development, low-density neighborhoods

Large homes on large lots

Large lot with long driveways, on septic

Homes set back from road

well-integrated with the natural landscape

Rural Village (RV)

Walkable with small-town character

Clustered commercial activity

Rural crossroads

Agriculture & Open Space (AOS)

Working farms

Open spaces with wooded stands of forests

Pasture and open spaces

Local Examples

- Blue Ridge
- Cleveland
- Fork Shoals
- Gowensville
- Greenpond
- Highland
- Lake Lanier
- Locust Hill
- Mountain View
- Skyland
- Slater-Marietta
- The Cliffs at Glassy
- Tigerville
- Walnut Springs
- Ware Place

Potential Impacts

Each *Character Area* offers distinct benefits and impacts in elements like transportation and infrastructure, environment and resources, and sense-of-place and land use.

Transportation & Infrastructure

Environment & Resources

Sense-of-Place & Land Use

Automobile Dependency

●●●●●●●●●●●●●●●●

Low High

Carbon Footprint

●●●●●●●●●●●●●●●●

Low High

Housing Choices

●●●●●●●●●●●●●●●●

Low High

Walkability

●●●●●●●●●●●●●●●●

Low High

Impervious Surfaces

●●●●●●●●●●●●●●●●

Low High

Access to Jobs

●●●●●●●●●●●●●●●●

Low High

Access to Transit

●●●●●●●●●●●●●●●●

Low High

Land Conservation

●●●●●●●●●●●●●●●●

Low High

Dining & Entertainment

●●●●●●●●●●●●●●●●

Low High

Commute Time

●●●●●●●●●●●●●●●●

Low High

Water Quality

●●●●●●●●●●●●●●●●

Low High

Private Space

●●●●●●●●●●●●●●●●

Low High

Station C: Character Areas

Suburban

Suburban development patterns are characterized primarily by the **accommodation and prioritization of the automobile**. Development is traditionally **lower density with separate residential and commercial areas**. Detached **single-family homes with generous yards** are synonymous with suburban development; however, attached single-family homes and multi-family apartments are also typical land uses. **Commercial uses with large surface parking lots**, most notably retail and office clusters, are generally located along prominent thoroughfare and highway interchanges. Suburban areas feature parks and schools that are primarily accessible by automobile.

Place Type Character Images

Suburban Neighborhood (SN)

Low-density neighborhoods subdivision with cul-de-sacs

Large single-family houses

Townhouses

Small-lot single-family houses

Breezeway apartments

No sidewalks

Duplex with front garage

Large backyards

Breezeway apartment complex

Suburban Commercial Center (SCC)

Big-box retail surrounded by surface parking

Retail strip mall

Office building surrounded by parking

Retail strip mall

Office building

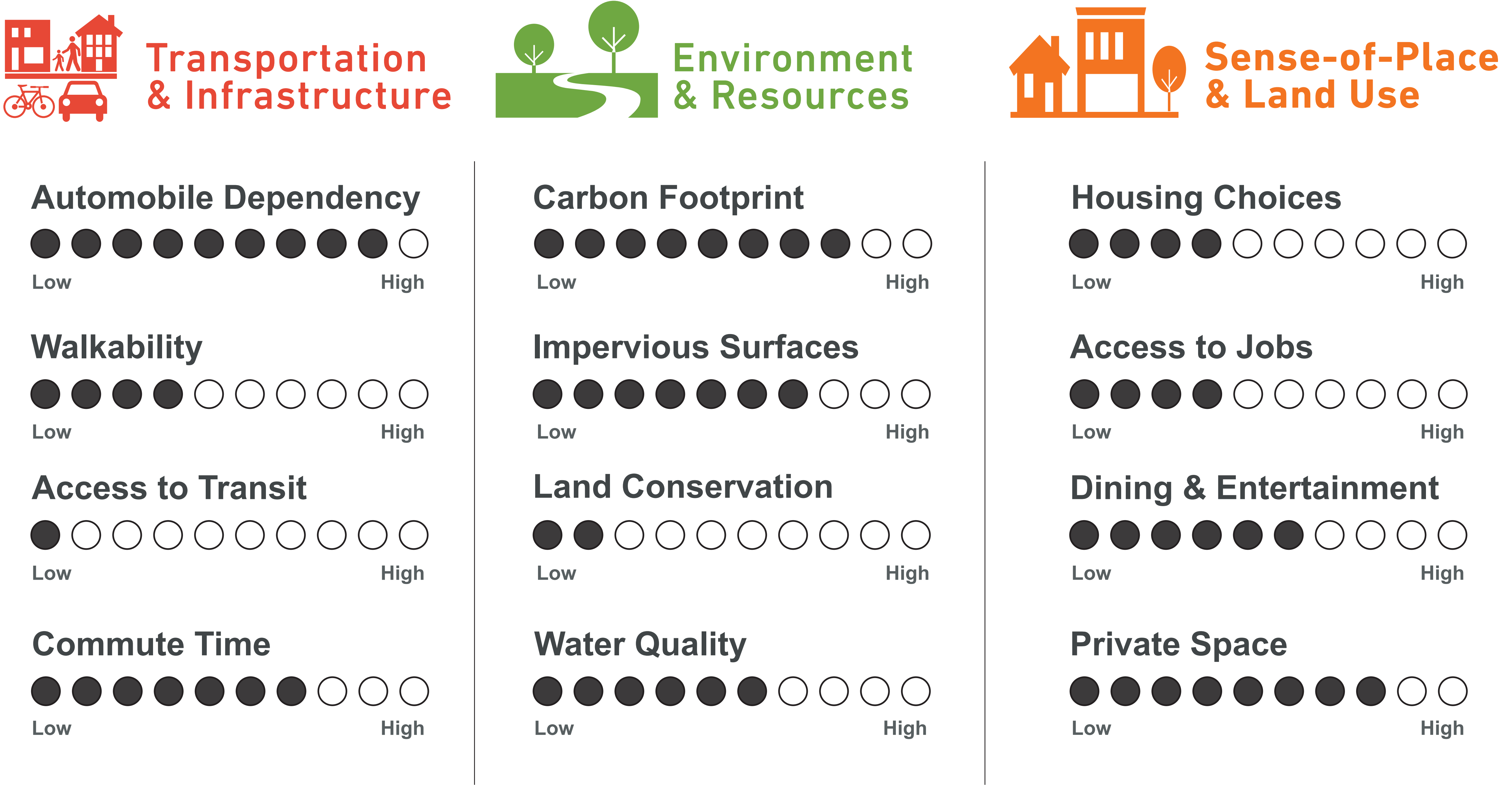
Wide, multi-lane roadways

Local Examples

- Belle Meade
- Berea
- Botany Woods
- Chick Springs
- Devenger
- Fairview
- Five Forks
- Greenridge
- Haywood Mall
- Howell
- Hunter's Landing
- Magnolia Acres
- Pebble Creek
- Pelham Falls
- Remington
- Riverside
- Sugar Creek
- Stone Lake
- Thornblade
- Wade Hampton
- Welcome

Potential Impacts

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Station C: Character Areas

Traditional

Traditional neighborhoods are characterized by **mixed land use patterns with residential and commercial uses located within walking distance** to one another, reducing the reliance on vehicular travel. **Streets are designed to accommodate pedestrians, cyclists, and vehicular traffic.** Parking needs are accommodated on-street as well as off-street, but off-street parking does not take priority over pedestrian access and comfort. Density is often higher than in suburban neighborhoods as **less space is dedicated to vehicular circulation and storage.** Homes may be similar in size to those in suburban communities but have smaller yards and more reliance on shared public space.

Place Type Character Images

Traditional Neighborhood (TN)



Development organized around public green space



Multi-family homes



On-street bike facilities



Smaller homes



Townhomes with rear garage



Narrow lot



On-street parking



No front driveway



Development organized around public green space

Neighborhood Business District (NBD)



Wide sidewalks with pedestrian amenities



Store fronts



Public space in town center



Sidewalk dining options



Wide sidewalks



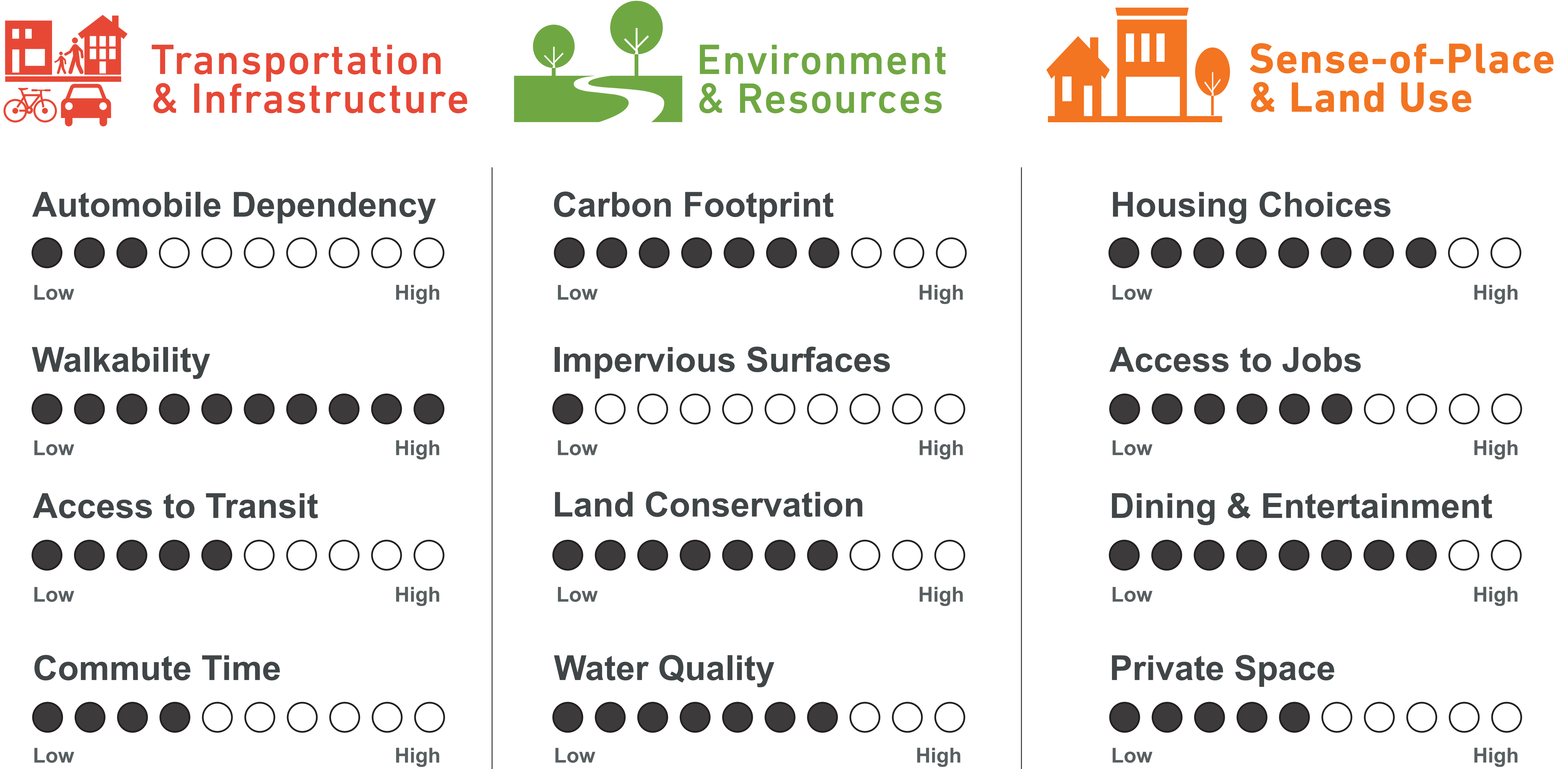
On-street parking

Local Examples

- Alta Vista
- Arcadia Hills
- Augusta Street
- Brandon
- Cascades Verdae
- City View
- Colonel Elias Earle H.D.
- Downtown Fountain Inn
- Downtown Simpsonville
- Downtown Travelers Rest
- Dunean
- East Park
- Greater Sullivan
- Greer Station
- Hartness
- Hollingsworth Park
- Judson
- Monaghan
- O’Neal Village
- Nicholtown
- Pettigru
- Sterling
- Viola Street

Potential Impacts

Each *Character Area* offers distinct benefits and opportunities in elements like transportation and infrastructure, environment and resources, and sense-of-place and land use.



Station C: Character Areas

Urban

Urban districts are identifiable by **mixed-use, mid-++ to high-rise buildings**. Typically located near downtowns and in older areas of communities, these neighborhoods often have a unique and special character. Urban neighborhoods are dense, facilitating **lively street life and accommodating alternative forms of transportation**. Parking is often limited and located on-street or in parking structures. **Destinations are walkable and life without a personal vehicle is possible**. Multifamily buildings are the primary residential product, and private yards are rare. Open spaces are often **public spaces, pocket parks, and civic gathering spaces**.

Place Type Character Images

Mixed Use District (MUD)

Walkable destinations

Mixed-use development

Pedestrian streets

Tree-lined avenues

Streets accommodate all modes of transportation

Mid to high-rise residential and mixed use buildings

Mixed use office building

Urban Core (UC)

Compact development

Compact development

Rooftop space

High-rise office buildings

Unique civic spaces

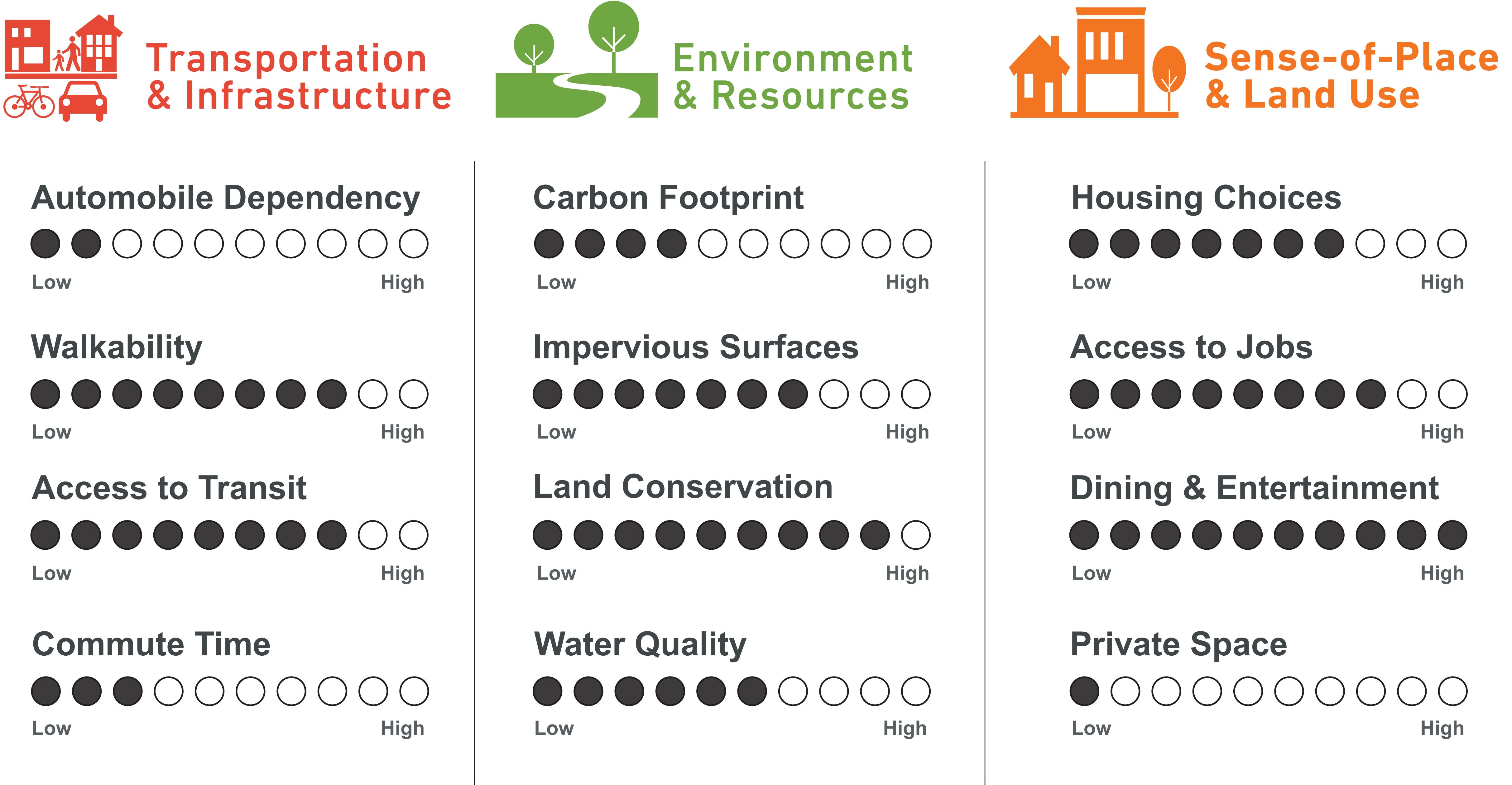
Urban grocery store

Local Examples

- Downtown Greenville
- District West
- Haynie-Sirrine
- McBee Station
- Payne-Logan
- Reedy Point
- West End

Potential Impacts

Each *Character Area* offers distinct benefits and impacts in elements like transportation and infrastructure, environment and resources, and sense-of-place and land use.



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Employment Centers & Special Districts

Employment Centers often are organized with **large-footprint buildings** which accommodate warehousing and distribution, manufacturing, light industry, and flex-office spaces. Generally, logistics and industrial parks are **located adjacent to major highway and freight facilities** to capitalize on distribution and delivery efficiencies. Open space is generally dedicated to surface parking, circulation, and stormwater management. Large surface-parking lots and truck-loading bays are common. **Special Districts include university and medical campuses as well as airports and industrial parks, all with unique needs and building forms.**

Place Type Character Images

Mixed Employment Centers (MEC)



Manufacturing (M)



Special Districts (SD)

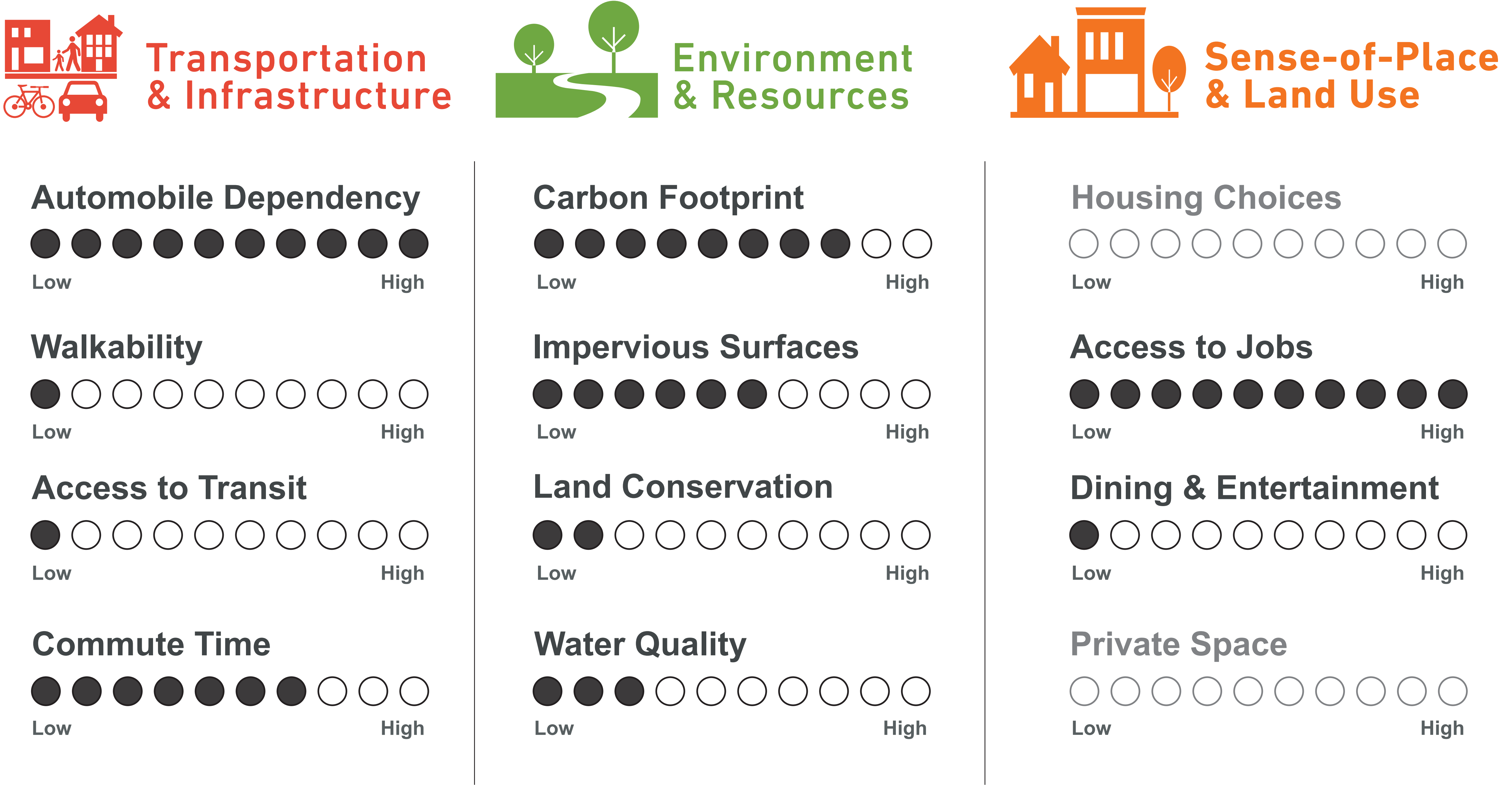


Local Examples

- Augusta Grove
- Bob Jones University
- CU-ICAR
- Furman University
- General Electric Park
- Greenville Memorial Hospital
- Greenville Technical College
- GSP International Airport
- Innovation Park
- Millennium Campus
- North Greenville University
- Patewood Medical Campus
- SCTAC
- Southchase

Potential Impacts (Mixed Employment Centers Only)

Each *Character Area* offers distinct benefits and impacts in elements like transportation and infrastructure, environment and resources, and sense-of-place and land use.



Station C: Character Areas

Which Character & Where?

ACTIVITY INSTRUCTIONS

STEP 1: Review all Station C Character Area Types display boards.

STEP 2: Use the GREEN stickers to identify areas that should remain RURAL.

STEP 3: Use the YELLOW stickers to identify areas that should be SUBURBAN.

STEP 4: Use the BLUE stickers to identify areas that should be TRADITIONAL.

STEP 4: Use the RED stickers to identify areas that should become URBAN.

MAP KEY

- Existing Parks/Protected Open Spaces
- Existing Rural Areas
- Existing Suburban Areas
- Existing Compact Areas
- Existing Urban Areas
- Existing Employment Centers

