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

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.
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.

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

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

- **Automobile Dependency**
  - Low: ●●●●●●●●●
  - High: ○○○○○○○○

- **Walkability**
  - Low: ●●●●●●●●●
  - High: ○○○○○○○○

- **Access to Transit**
  - Low: ●●●●●●●●●
  - High: ○○○○○○○○

- **Commute Time**
  - Low: ●●●●●●●●●
  - High: ○○○○○○○○

- **Carbon Footprint**
  - Low: ●●●●●●●●●
  - High: ○○○○○○○○

- **Impervious Surfaces**
  - Low: ●●●●●●●●●
  - High: ○○○○○○○○

- **Land Conservation**
  - Low: ●●●●●●●●●
  - High: ○○○○○○○○

- **Water Quality**
  - Low: ●●●●●●●●●
  - High: ○○○○○○○○

- **Housing Choices**
  - Low: ●●●●●●●●●
  - High: ○○○○○○○○

- **Access to Jobs**
  - Low: ●●●●●●●●●
  - High: ○○○○○○○○

- **Dining & Entertainment**
  - Low: ●●●●●●●●●
  - High: ○○○○○○○○

- **Private Space**
  - Low: ●●●●●●●●●
  - High: ○○○○○○○○
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
- Mositure homes
- Narrow lot
- On-street parking
- No front driveway
- Development organized around public green space

**Station C: Character Areas**

**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
- Dunene
- 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.
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.

Local Examples

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

Regional Examples

Atlantic Station (Atlanta)
Buckhead (Atlanta)
East Side (Charleston)
Gateway Village (Charlotte)
Midtown (Atlanta)
Rosslyn (Arlington, Virginia)
South End (Charlotte)

Place Type Character Images

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.
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)
- Surface parking lots
- Loading docks
- Front of imported building

Manufacturing (M)
- Large-footprint distribution and warehouse building
- Manufacturing facilities
- Large-footprint, interconnected buildings with surface and structured parking

Special Districts (SD)
- Campus with university buildings
- Airports and auxiliary uses

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.

Transportation & Infrastructure
- Automobile Dependency
- Walkability
- Access to Transit
- Commute Time

Environment & Resources
- Carbon Footprint
- Impervious Surfaces
- Land Conservation
- Water Quality

Sense-of-Place & Land Use
- Housing Choices
- Access to Jobs
- Dining & Entertainment
- Private Space
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