



A Community Plan
By The Greenville County Planning Depart-



EXECUTIVE SUMMARY

What Is The Cherrydale Area Plan?

This plan is a community effort to create a clear vision for an area suffering from an otherwise cloudy future. It is a collection of careful analysis on the current conditions of an important area of the county. Based on the conclusions of that analysis, combined with the desires and ideas expressed by its citizens, this plan is also a diagnosis of the problems at hand and the solutions that can remedy them.

Two words form the core of the vision: **redevelop** and **rediscover**. Thus, the primary actions of this plan are geared towards the return of the old Cherrydale that now exists as only as an ideal, not as the reality. The reality is this: for the last two decades, unchecked development in Cherrydale has led to drastic changes to the area's character. The identity has been altered, if not altogether lost, and the potential has been squandered. Development has lacked foresight, context, and sustainable design. In an attempt to reverse this change, the Cherrydale Area Plan puts forth its new vision as a guide for the future that returns the area's past benefits to the present and reclaims the character so many have labored to restore.

The Situation

Analysis of the existing conditions provides evidence to several issues in need of attention. Most severe amongst them is the loss of population in the southern portion of the study area. So long as this loss continues, there will be little chance to achieve the community's vision. Urban sprawl has been the major cause of this trend. Secondary contributors include community disinvestment, residential turnover, abandonment, and stagnant household incomes. These factors, in turn, have spawned other negative affects mentioned in greater detail within the plan. Nonetheless, for all the myriad issues at hand, the root trouble—population loss—is the greatest concern. Effectively addressing this concern is the plan's primary goal.

Foundations of the Plan

The following principles form the framework of the community's vision. Adopting these principles will be the first and most critical step towards achieving the plan's goals.

The foundations of the plan include ...

- ◆ Acknowledge Cherrydale as a urban environment
- ◆ Grow a mixture of land uses and housing types
- ◆ Encourage high-density development clustered around major community attractions
- ◆ Create a consistent, yet varied, pattern of building types
- ◆ Provide adequate public space
- ◆ Foster piecemeal redevelopment at an appropriate scale
- ◆ Avoid drastic physical change

Key Actions

The official acceptance of the principles listed above will validate the plan's vision and form the basis for the action plan listed below. Once these actions are complete, the greatest challenge of this plan will be surpassed and the community's efforts will be a success.

Key actions of the plan include ...

- ◆ Adopt a design standard to regulate consistent form for all future development
- ◆ Finance public improvement projects to beautify Poinsett Highway
- ◆ Adopt new zoning classes to fill vacant lots with mixed-use development
- ◆ Consolidate traffic patterns at major intersections with new street alignments
- ◆ Rezone residential parcels to higher-density classifications to support a higher population
- ◆ Assemble new areas of public space centrally located to existing communities
- ◆ Create unique districts with gateway features financed through public-private partnerships

The Cherrydale Area Plan

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Introduction

What's Important About Cherrydale?

It is a gateway into Greenville, a major retail corridor, an industrial center, and a cradle of workforce housing. It is an area with its own special history. Christened by the founder of Furman University in the year before the Civil War, “Cherrydale” existed then as a rich land of abundant resources and potential. Today, despite the drastic changes of the modern era, these characteristics still hold true.

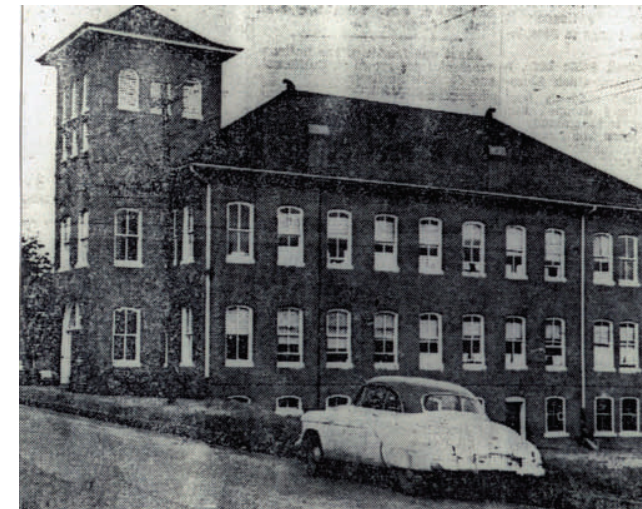
Thousands of people call this area home. Thousands more visit the area every day to work and shop. From the prestigious academic grounds of Furman University to the bustling commerce along Pleasantburg Highway, the diversity is as large as the area it encompasses (2,500 acres). There are neighborhoods dating back to turn of the 20th century. Places like Poe Mill, Sans Souci, and Brutontown show the vestiges of traditional town-making at its finest with streets that are still quiet and safe and filled, at times, with playing children. Even the more-recent neighborhoods are rich with their own histories. Communities like Washington Heights and Piney Mountain have seen several generations come and go.

Over many decades, changes have occurred time and again to serve, perhaps, the only genuine constant to the area. The future holds no exception to this fact. Thus, the importance of Cherrydale is clear. It has drawn people’s attention, their interest, and—especially now—their concern.

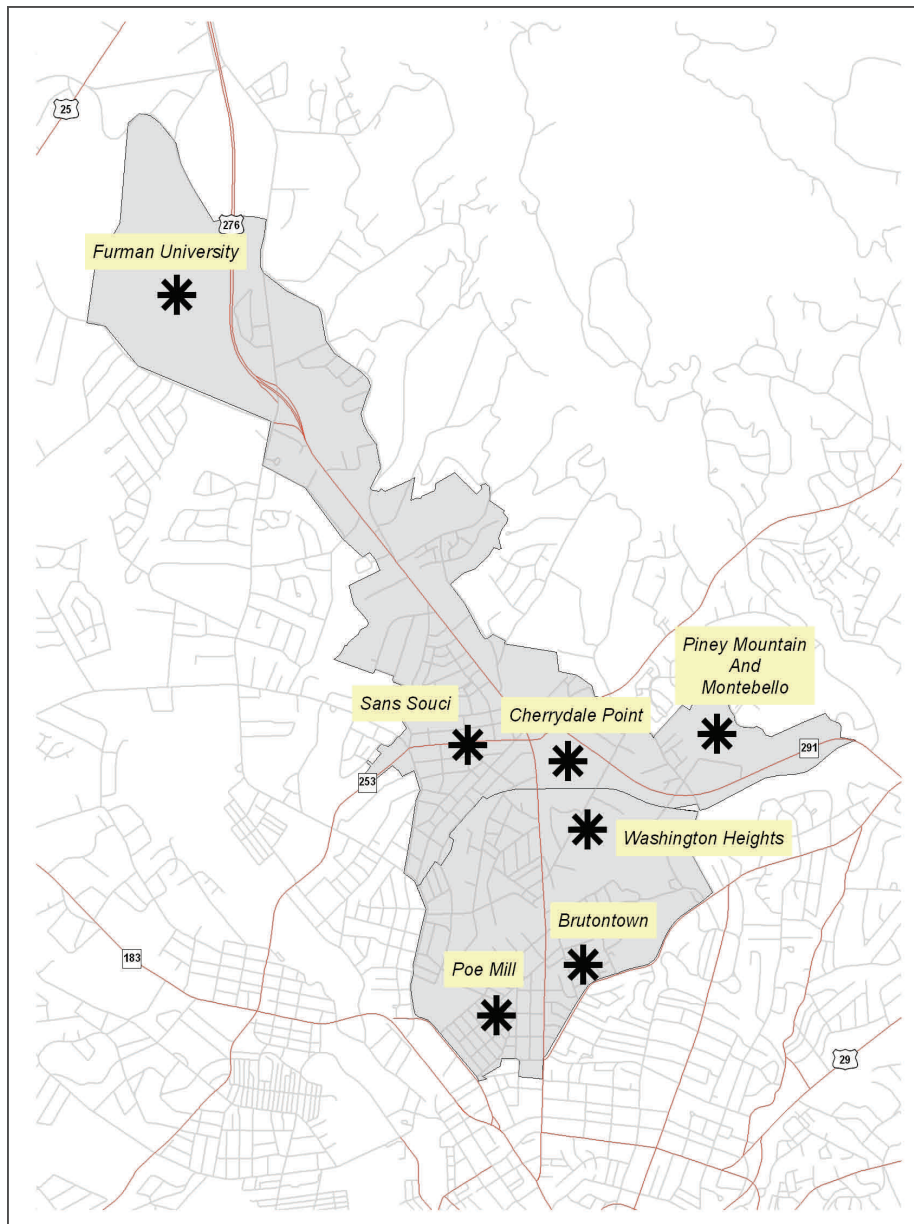
So to the question, *What is important about Cherrydale?*, the answer is clear. Everything about this area is important. The people, the



The Gateway Sign At Poinsett and Pleasantburg



The Textile Mill, Part of Cherrydale's Rich Tradition



Study Area

The basic study area is shown in the graphic to the left. It encompasses a rather large area, all of which is highlighted in gray. Six neighborhoods are defined in the area. A major shopping center, Cherrydale Point, is also included. The northernmost destination point is Furman University.

The boundary to the south begins at the intersection of Rutherford Road and Poinsett Highway (near Brutontown and Poe Mill). To the east, it begins outside the Home Depot on Pleasantburg Highway (near Piney Mountain and Montebello).

To the west, it starts at the intersection of Blue Ridge Highway and Old Buncombe Road (near Sans Souci). To the north, it begins at Furman University along Poinsett Highway.

The Four Districts

Based on our observations of this study area, there are four prominent sub-areas within the overall study boundary. Each are defined by unique characteristics and delineated by boundaries such as land use, infrastructure, and overall physical design.

Poinsett District

This district is recognized for its high volume of development dating from as early as the 1940s (e.g. Poe Mill neighborhood). Poinsett Highway is the major arterial servicing the district and predominately features commercial and industrial uses. This district also includes several established neighborhoods such as Brutontown, which is currently undergoing a redevelopment effort from the Greenville County Redevelopment Authority.

Sans Souci District

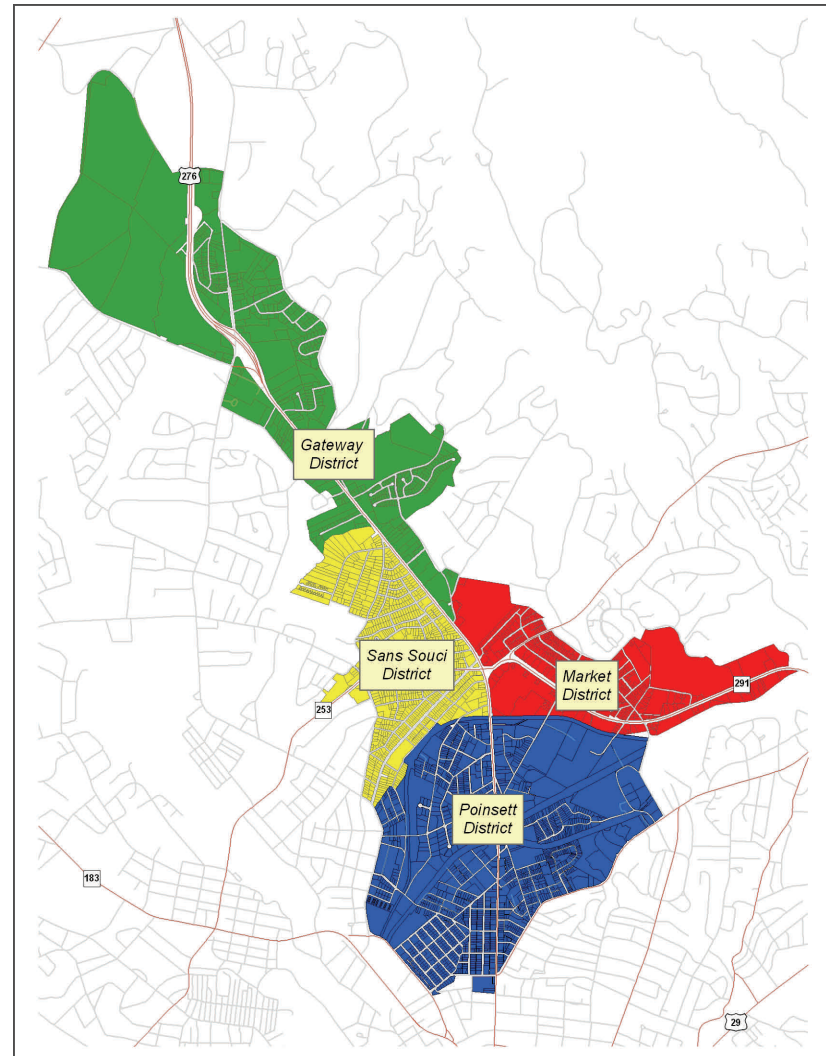
Recognized for its quiet residential streets and quaint homes dating from as early as the 1950s, this “carefree” neighborhood area is defined from its border along Poinsett Highway to the east and Old Buncombe Road to the west. The predominant uses here are residential and the residential make-up is diverse, providing quality affordable homes to

Gateway District

Beginning at the edge of Furman University, this district runs parallel to Poinsett Highway and ends at the major developments near its intersection with Blue Ridge Drive. The area here is mostly residential with a few non-residential strips to the south. It is termed a “gateway” for the fact that it leads commuters into Cherrydale proper and features a smaller scale of development highlighted by a presence of wooded areas and residential lawns.

Market District

The trend in this district has been marked by a transition of residential properties being re-developed for commercial purposes. Serviced by Pleasantburg Drive, this district is expected to continue its function as a regional draw for commerce and light industry. Analysis shows there is adequate road capacity to support



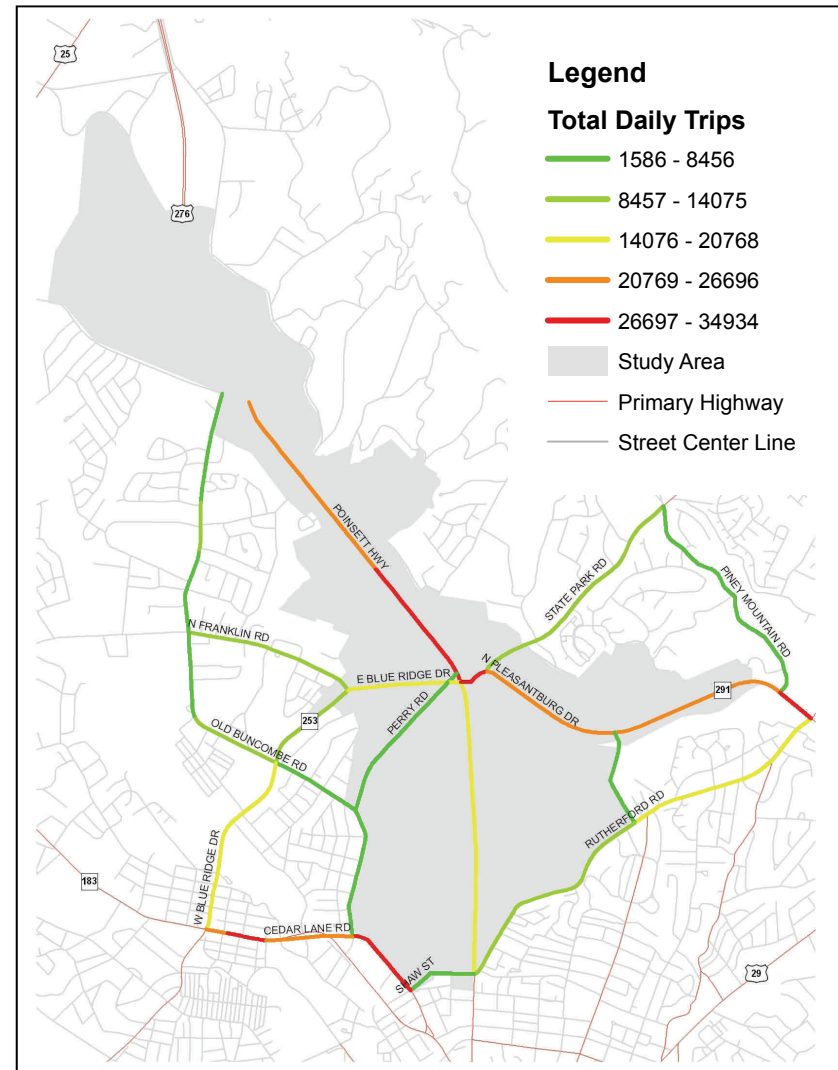
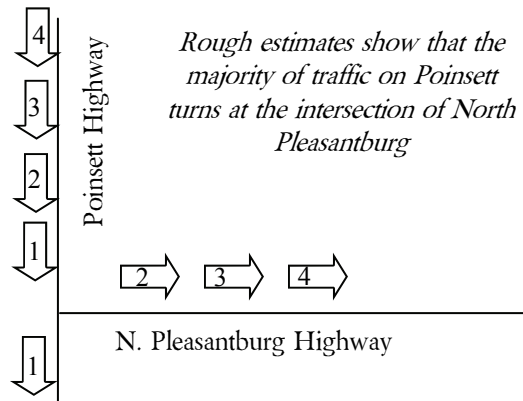
higher volumes of such uses. There is also evidence to support the notion of higher-density mixed-use developments such as Montebello. Demand for new development has been highest in this portion of the overall study area.

Transportation

2005 Total Daily Trips

Given its location, Cherrydale experiences a high amount of traffic flow. Two major urban arterial highways (Pleasantburg Drive and Poinsett Highway) bisect the center of the area and provide the primary route for commuters driving to and from the City of Greenville. Robust volumes is the result, particularly for north-south travel from the Traveler's Rest area, as evidenced in the red-highlighted section of Poinsett Highway at its intersection with Pleasantburg on the map to the right.

That said, there are notable areas of lighter traffic. The southern segment of Poinsett Highway, which bisects the southern part of the study area, experiences medium levels of traffic. This is due, in part, to the dispersion of travel that heads eastward from the central intersection of Poinsett Highway and North Pleasantburg Drive. Other routes along the edge of the study area also experience light traffic. These include Old Buncombe Road, Piney Mountain Road, and Rutherford Road. In simple terms, the overall pattern shows that the north-to-south flow from Poinsett Highway splits



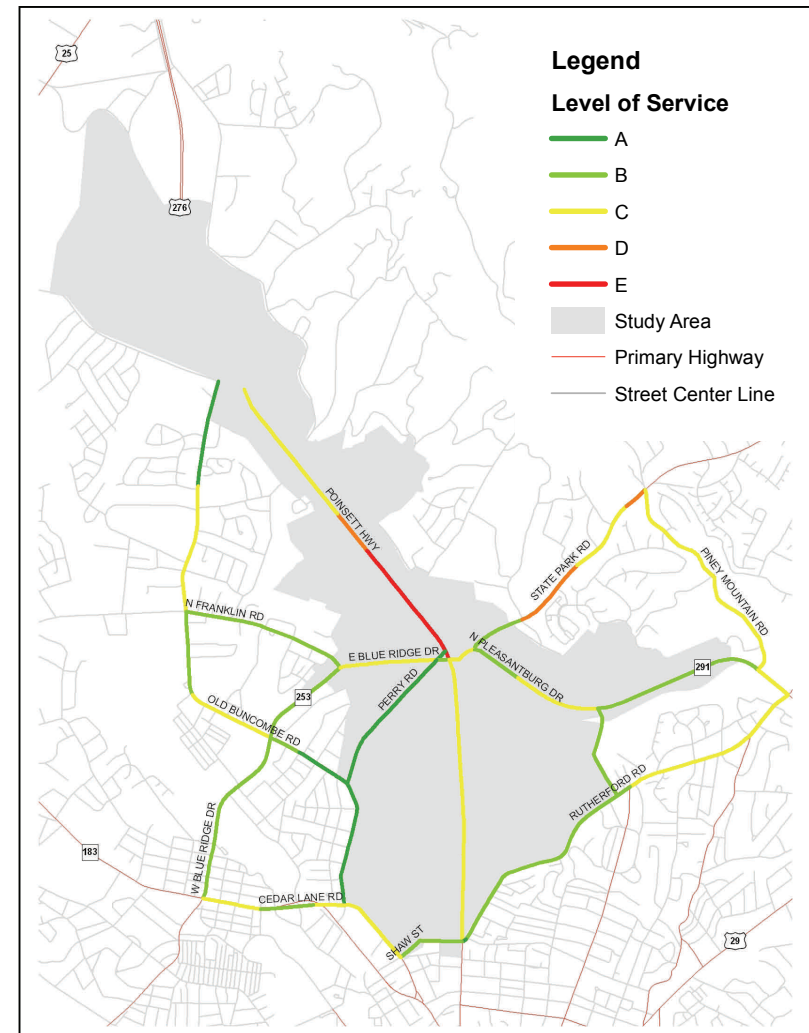
Transportation

2005 Level of Service

The Level of Service (LOS) measure shows a clearer picture of the Cherrydale's current traffic conditions. LOS determines the quality of service a given road provides. It is generally linked to transportation time and, thus, to commuting speed. The notion is that the less time it takes to travel a road, the less congestion and, thus, the better grade of service. Grades for LOS range from A to F, wherein LOS A means traffic flows are at or above the posted speed limit and all motorists have complete mobility between lanes. Conversely, LOS F means that flow is forced; every vehicle moves in lockstep with the vehicle in front of it with frequent drops in speed to nearly zero mpg—or, simply put, the road suffers a perpetual traffic jam.

From this measurement, it can be seen that no segment of Cherrydale's roads suffer from the LOS "F" designation. However, the segment at the intersection of Poinsett and N. Pleasantburg does bear the second-worst designation of "E". This means there is frequent high congestion in this area, particularly at peak hours. Two more segments are measured at LOS "D", which equates to daily congestion at peak hour.

Otherwise, much of Cherrydale's network operates at a LOS "C" or better. This suggests that traffic flow is relatively smooth. This also suggests that the current road capacity is satisfactory. Roads showing LOS "B" and "A" occur often near residential areas and suggest there is additional room for growth (e.g. additional commuters). An immediate conclusion of this condition is that these LOS "B" and "A" roads could ease some of the congestion on Poinsett Highway (LOS



*Traffic flow is relatively smooth.
This suggests the current road
capacity is satisfactory for now.*

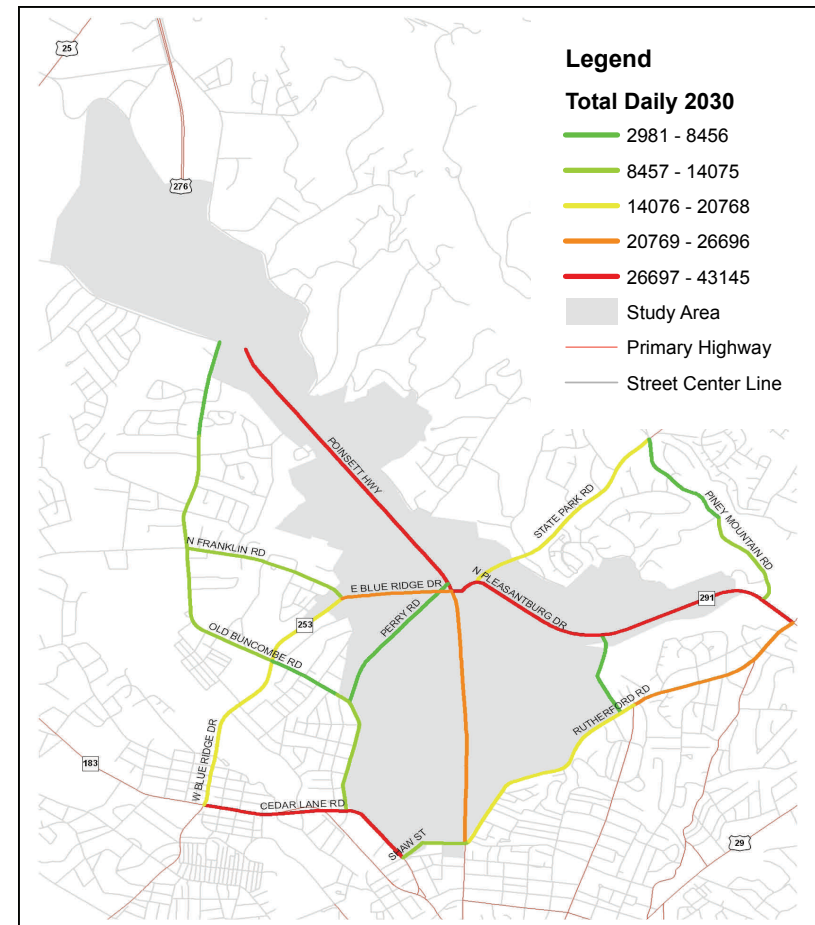
Transportation

Total Daily Trips 2030

Using the same benchmarks set by the 2005 traffic count numbers (as seen in the map legend), 2030 projections show drastic increases in traffic along Poinsett Highway, N. Pleasantburg Drive, and Cedar Lane Road (Hwy 183). This result clearly illustrates the lack of change in the general traffic flow pattern already shown in 2005 numbers. Poinsett Highway and N. Pleasantburg Drive will bear the brunt of additional traffic if current conditions do not change.

The increase in daily trips are as large as 56 (Perry Road) in certain segments. Fortunately, though, the most marked increases occur on roads (like Perry) that can support such changes. Yet, average (23) or even below-average increases result in serious capacity issues on the most-traveled roads in the area.

The chart below shows the ten most-traveled roads in the area that are expected to receive below-average increases in traffic flow at 16-20 . This increase, though modest, causes segments of Poinsett Highway to receive LOS "F" rating and other roads to decrease to



Traffic Changes For The Ten Most Traveled Roads In Cherrydale					
Name	2005 Total Daily	2005 LOS	2030 Total Daily	2030 LOS	2005 to 2030 Perc Change
STATE PARK RD	34,934	C	43,145	D	19%
N PLEASANTBURG DR	34,934	C	43,145	D	19%
OLD BUNCOMBE RD	33,036	C	40,756	D	19%
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POINSETT HWY	32,857	E	40,466	F	19%
OLD BUNCOMBE RD	31,982	C	39,658	D	19%
POINSETT HWY	30,599	E	37,485	F	18%
N PLEASANTBURG DR	30,558	C	37,808	D	19%
POINSETT HWY	30,006	E	37,594	F	20%
CEDAR LANE RD	28,275	C	33,517	C	16%

By 2030, average or even below-average traffic increases results in serious capacity issues on the most-traveled roads.

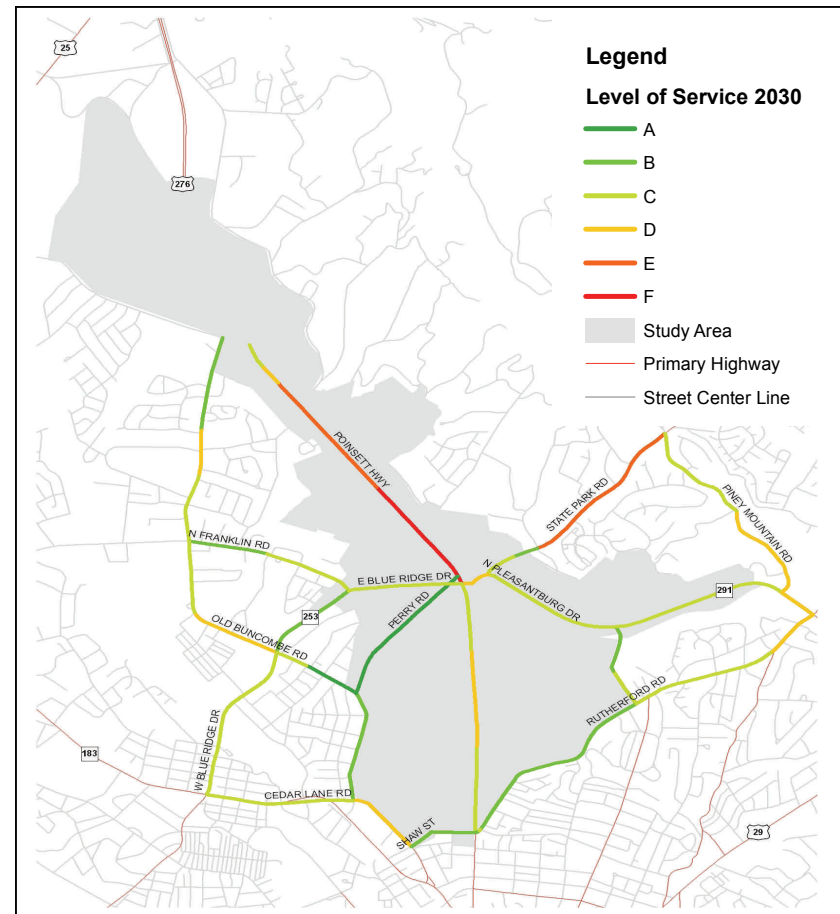
Transportation

Level of Service 2030

This map shows that the projected increase in traffic does not necessarily yield any major impacts towards Level of Service. Many of the routes surrounding Cherrydale are expected to remain at a LOS “C” or better. Thus, projected growth can be met with existing capacity in many cases.

That is not the case, however, for roads such as Poinsett Highway and State Park Road. In both instances, the projected change raised the LOS to the level “F” and “E” respectively. In the instance of Poinsett Highway, the projected shift to LOS “F” implies serious negative impacts could occur. In order to avoid such impacts, changes should be made to the current conditions leading to this expectation.

For example, future development north of Cherrydale should be considered for its impact on north-south travel along Poinsett Highway. The current condition is a product of expanding growth outside the area. Thus, development outside Cherrydale should be weighed by the area’s capacity. This involves a re-



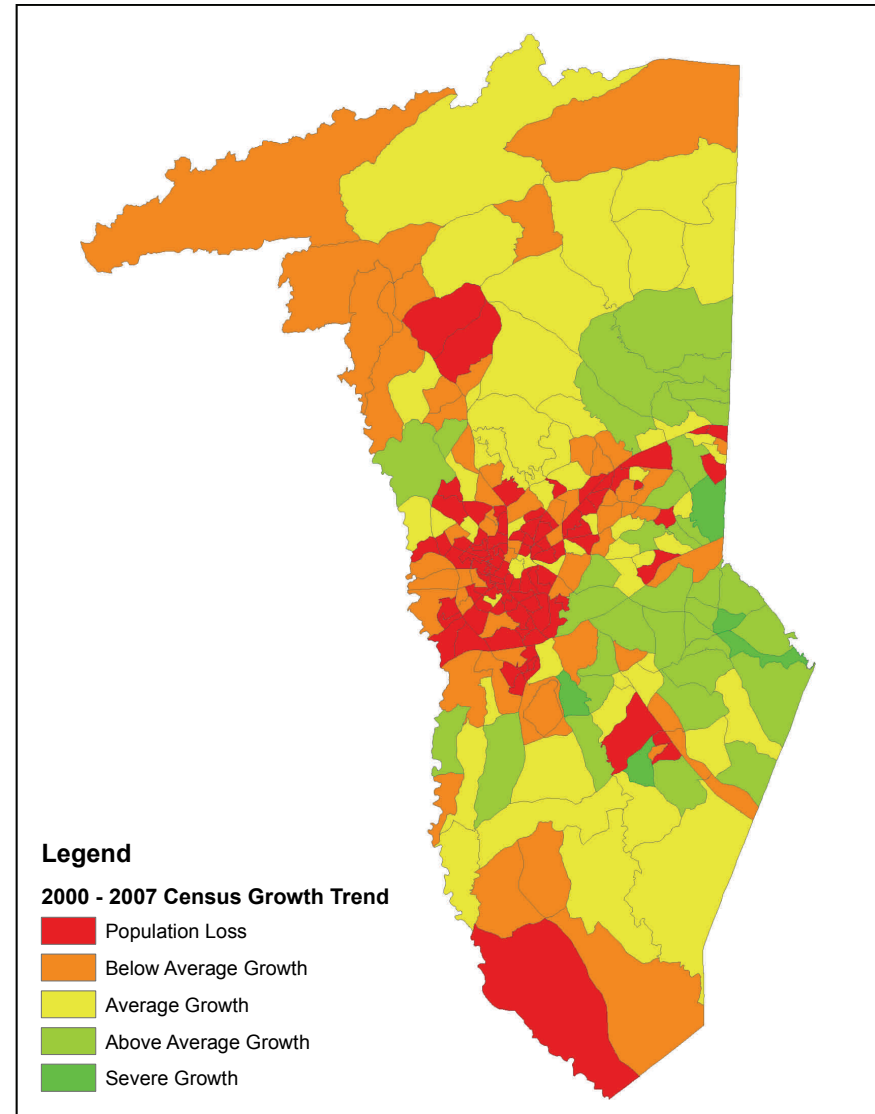
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In many cases, the projected traffic flows for 2030 can be met by the existing road capacities.

Demographics and Market Conditions

2000-2007 Census Growth

To examine the population conditions in Cherrydale, one must first consider the past years and how the overall county population has changed. The map to the right shows that the central portion of the county has experienced population *loss* over the past seven years. Meanwhile, the eastern portion of the county has experienced above-average and even *severe* growth at a rate higher than 20 . Such trends suggest that people are moving away from the urban areas of our county. In doing so, people are locating in rural areas that lack the infrastructure (roads, sewer, water, transit, schools, etc) to support such residential presence. The irony of this trend is that the areas best-able to support population growth (such as



Data used in the following demographic analysis is derived from the U.S. Census and the ESRI 2007 U.S. demographic survey.

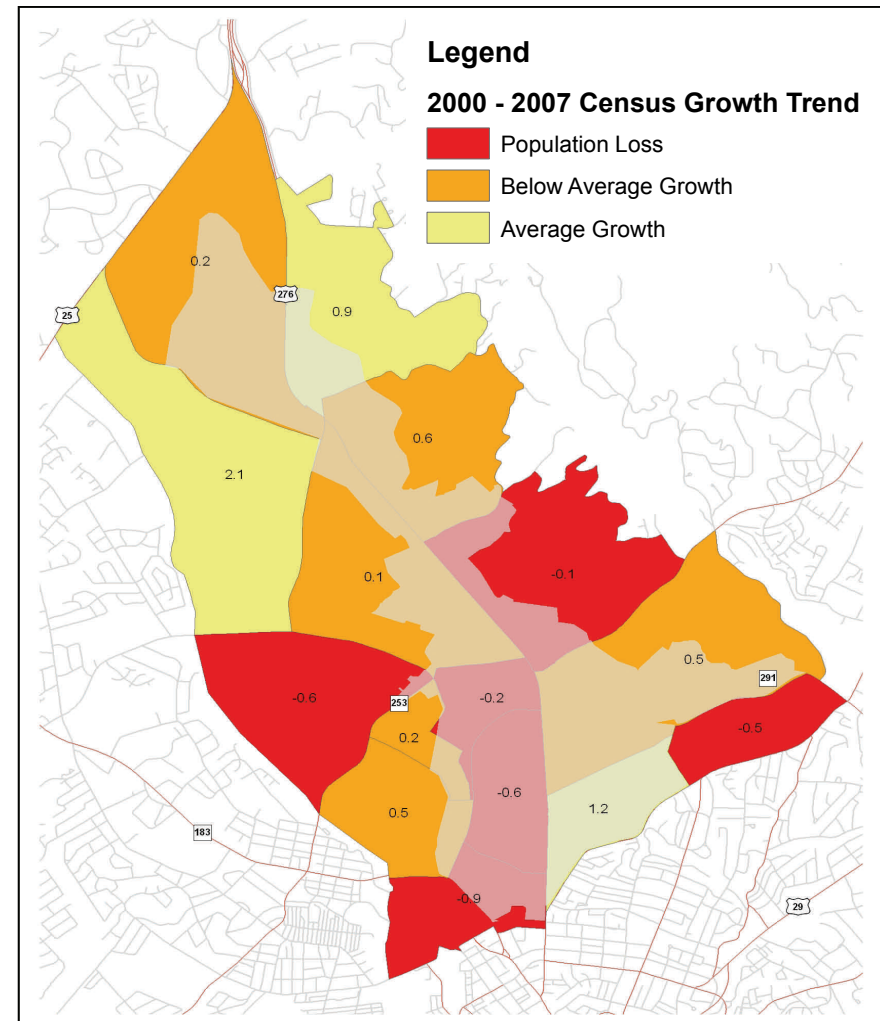
Population

2000-2007 Cherrydale Growth

Case in point, consider Cherrydale. The map to the right shows the census blocks related to the study area and, as can be seen, Cherrydale has had average growth at best in certain portions of the area. These occur near Furman University to the north and certain neighborhoods off Rutherford Road within the City of Greenville.

Those few areas notwithstanding, Cherrydale is *losing population* or otherwise growing at *below-average rates*. Neighborhoods such as Poe Mill have experienced the brunt of this trend, with an overall cumulative rate of -1 .

From a planning perspective, this is not a positive trend. This trend contributes to the phenomenon of urban sprawl. Growth continues outside the urban areas while the urban areas continue to decline. The factors causing this trend are varied. To some degree, the high prevalence of industrial and highway-oriented development plays a part in the equation. Likewise, the continued development of new residences *outside* the area has another strong influence. Aside from Montebello (near Pleasantburg Highway) and redevelopment in Brutontown (near Poinsett Highway), very few new residences have been built in Cherrydale.



The light-gray highlighted area is the Cherrydale Study Area.

In the past seven years, Cherrydale has lost population or has otherwise grown at below-average rates.

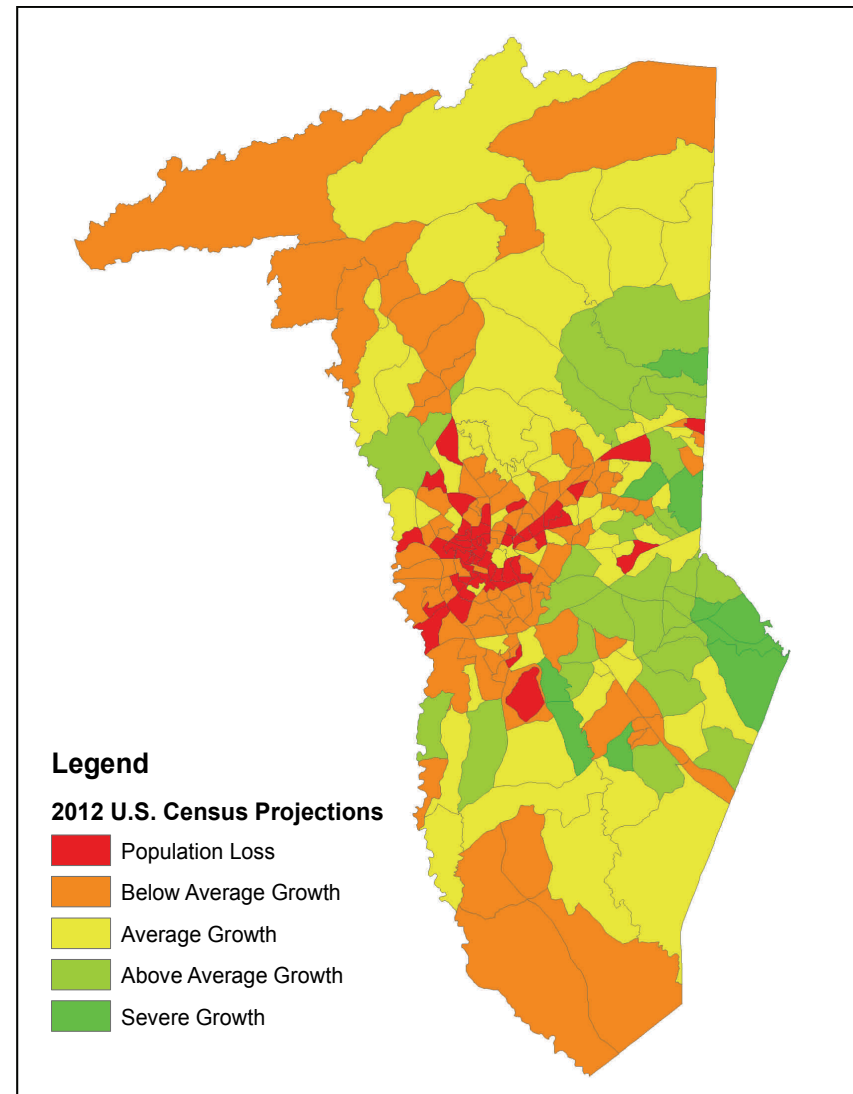
Population

2012 County Population Projections

The projected pattern of population growth for Greenville County in 2012 shows that above-average and severe growth will continue in the eastern portions of the county, notably in the City of Greer, Scuffletown, Woodruff Road, and along I-185 west of the Cities of Mauldin and Simpsonville. The urban core, including Cherrydale, continues to show below-average growth or population loss.

The county's expected rate of growth is 6.8% from 2007 to 2012. It can be expected, then, that the rate for the urban core will be lower than that rate—should conditions stay the same. Thus, as more residential infrastructure (e.g. roads, sewer, water, etc.) is required for growing areas to the east, infrastructure in the core will remain the same or otherwise suffer from disinvestment. For areas like Cherrydale, this does not bode well for current residents and those who use the area

As more residential infrastructure is built in the outlying areas of the county, places like Cherrydale will continue to suffer from the lack of investment.



2007 County Population	2012 Total Population	2007 - 2012 Pop Perc Change
420,579	451,398	6.8%

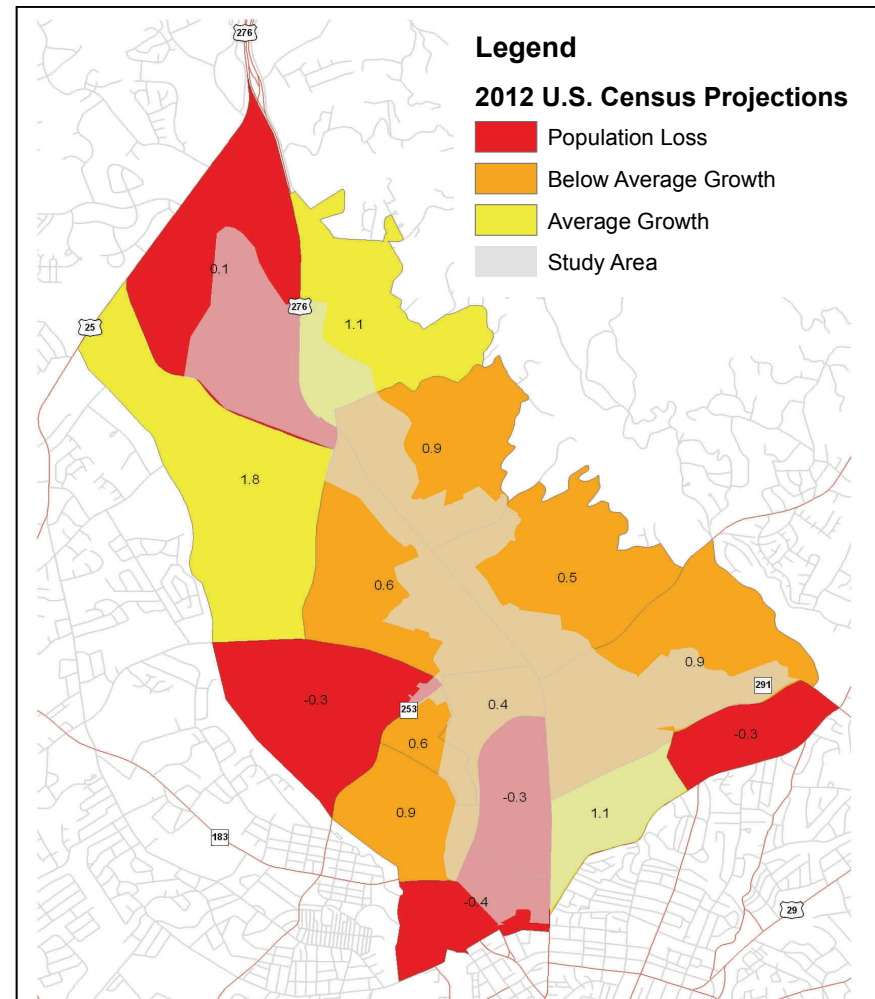
This table shows that the County will grow 6.8 from 2007 to 2012.

Population

2012 Cherrydale Projections

Similar to the trend from 2000-2007, Cherrydale exhibits a projected population loss in the areas to the south such as Poe Mill. Likewise, the areas surrounding Furman University and Rutherford Road show average growth. For the rest of the area, a below-average growth rate is expected. Overall, Cherrydale's growth rate into 2012 is 3.2%—half the average rate for the rest of the county.

If this trend occurs as predicted, most of what is currently residential will become non-residential or vacant. This change means the neighborhoods could diminish (if not disappear altogether), community pride could erode, and the identity of the area could reverse from Cherrydale being a historical community of today to a collection of highway strips for tomorrow, devoid of human presence and positive investment. This may seem like an extreme supposition but, as evidence may show, current residents in the area already believe such negative impacts have been happening for quite



The light-gray highlighted area is the Cherrydale Study Area.

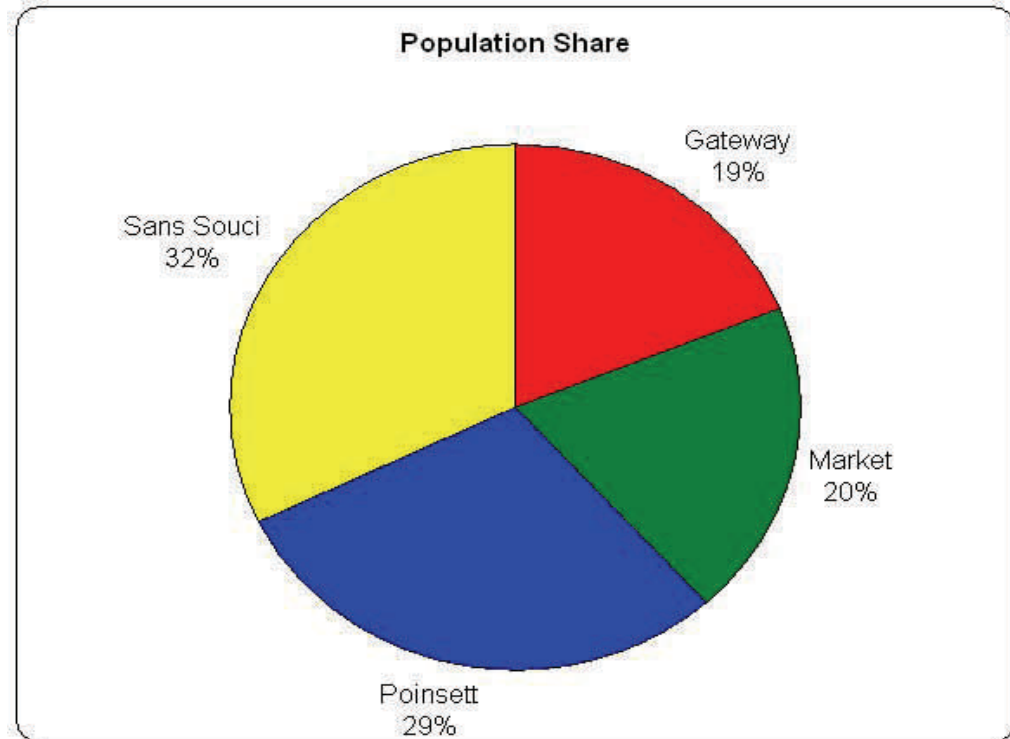
2007 Population	2012 Population	Percent Change
20,885	21,582	3.2%

This table shows that Cherrydale's growth rate (3.2% from 2007 to 2012) is less than half the growth rate of the county (6.8%), and its mostly occurring near Furman University—which is outside the urban core.

Population Trends

Sorting the current and future population estimates shows a clearer picture of the conditions in Cherrydale. The chart to the right indicates an even dispersal of population to each district. Sans Souci holds the majority share with 32% of all residents. Poinsett holds 29%, most notably including Bruton-town and Poe Mill. The Market and Gateway Districts hold the least amount, as expected, due to the lack of density in the Gateway District and the high presence of non-residential development in the Market District.

2012 projections predicts this condition to remain the same. Very moderate growth is expected. The highest change is anticipated in Sans Souci at 5% growth, mostly within existing households. Otherwise, population losses in many areas decrease the overall predicted rate to an average of 3.25



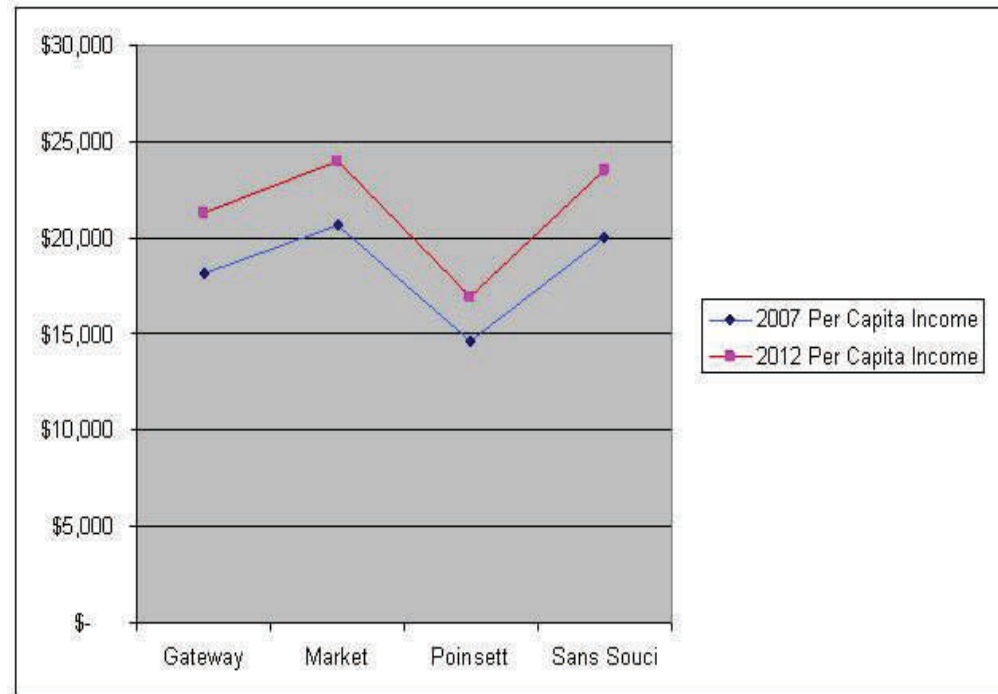
District	2007 Population	2012 Population	2007-2012 Percent Change
Gateway	3,923	4,006	2%
Market	4,101	4,212	3%
Poinsett	6,138	6,296	3%
Sans Souci	6,723	7,068	5%
Total	20,885	21,582	

Per Capita Income Trends

A review of per capita income reveals two noticeable results. First, per capita income ranges from \$14,646 for the Poinsett District to \$20,665 for Market District. Compared to the average for Greenville County, which is \$26,000, the best of this range is still 21.5 below average. Fortunately, the projected 2012 per capita income shows some moderate gains.

From 2007-2012, it is expected that incomes will grow at an annual rate of 2.8-3.3 . This rate remains above current inflation and thus, residents could be expected to gain more spending power. However, these gains are not enough to raise the average above the outlook for the rest of the county.

The averages are particularly low for the Poinsett and Gateway Districts. Here, income compared to the Market and Sans Souci Districts shows a wide gap of as much as 30 . Such differences can be



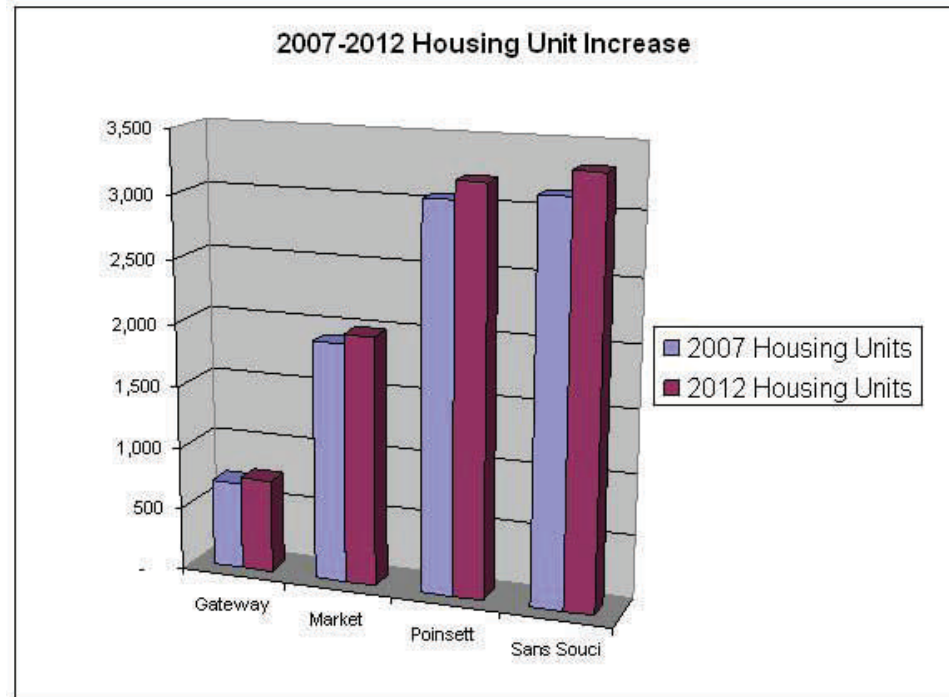
District	Avg 2007 Per Capita Income	Avg 2012 Per Capita Income	Avg 2007 - 2012 PCI Annual Growth Rate
Gateway	\$ 18,109	\$ 21,308	3.2
Market	\$ 20,665	\$ 24,000	2.9
Poinsett	\$ 14,646	\$ 16,903	2.8
Sans Souci	\$ 20,025	\$ 23,534	3.3

August 2007 CPI/Inflation Rate: 1.97%-2.1%

Housing Trends

Basic housing trends shows there are an estimated 8,811 units in Cherrydale. The majority, as expected, exist in the Sans Souci and Poinsett Districts. These two districts maintain a high number of housing laid out as traditional neighborhoods on gridded streets with small lots. This pattern shows the possibilities for rich, diverse communities—especially given the income differences in such a short distance of separation.

A small portion (8 %) of housing units are located in the Gateway District, suggesting much room for expansion given the low-density character of the area. The Market District holds 21 % of the units but is expected to only grow at the slowest rate of 4.1 %. This, too, is endemic of a gradual loss in overall neighborhood makeup. The market district can expect more development in the non-residential realm and less in the residential.

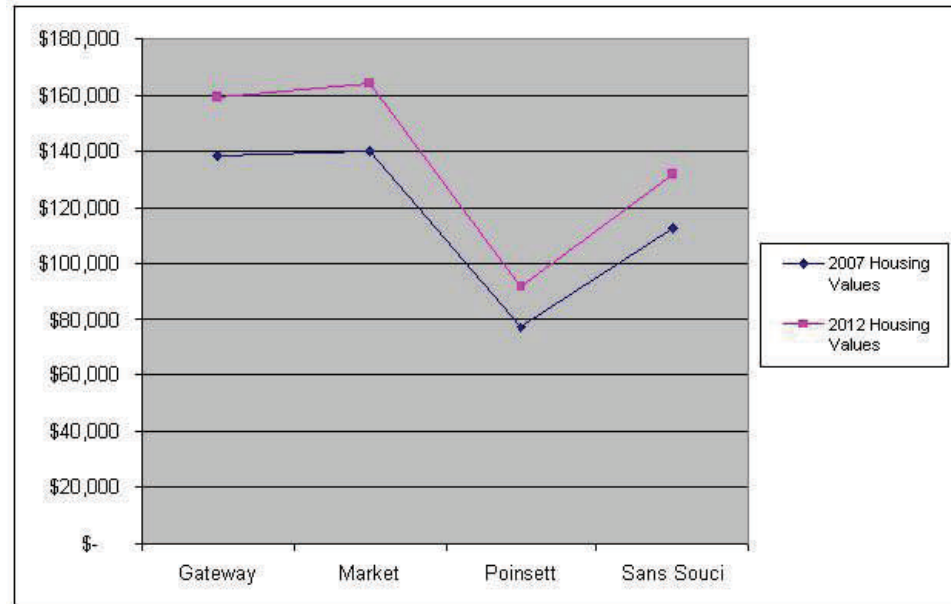


District	2007 Housing Units	2012 Total House Units	Perc Share	2007-2012 HU % Change
Gateway	704	750	8%	6.5%
Market	1909	1988	21%	4.1%
Poinsett	3062	3204	35%	4.6%
Sans Souci	3136	3323	36%	6.0%
Total	8811	9265	100%	5.2%

Housing Value Trends

Two districts show consistency in their values and suggest above-average conditions. The average value for owner-occupied housing in Greenville County for 2007 is \$133,188. Housing in the Market and Gateway Districts are above this level at \$139,827 and \$138,211, respectively. This can be attributed to the presence of high-end residential developments such as Montebello in the Market District and the larger parcel sizes for houses in the Gateway District. Surprisingly, though, 2012 projections give these two districts the least rate of value increase at 15-17 .

Sans Souci yields a below-average value at \$112,946. Compared to the per capita income levels in the area (\$20,025) and this district appears to be affordable for its residents. The reason for higher income and lower housing values is likely attributed to the presence of many rental units and declining physical condition of units. The same can be said for the lowest-valued district, Poinsett. Its value is in the lowest-quartile of Greenville County.



District	2007 Avg Value Own Occ Homes	2012 Avg Value Own Occ Homes	2007-2012 Avg Value Change
Gateway	\$ 138,211	\$ 159,480	15%
Market	\$ 139,827	\$ 164,245	17%
Poinsett	\$ 77,244	\$ 92,055	19%
Sans Souci	\$ 112,946	\$ 132,087	17%

Poinsett District



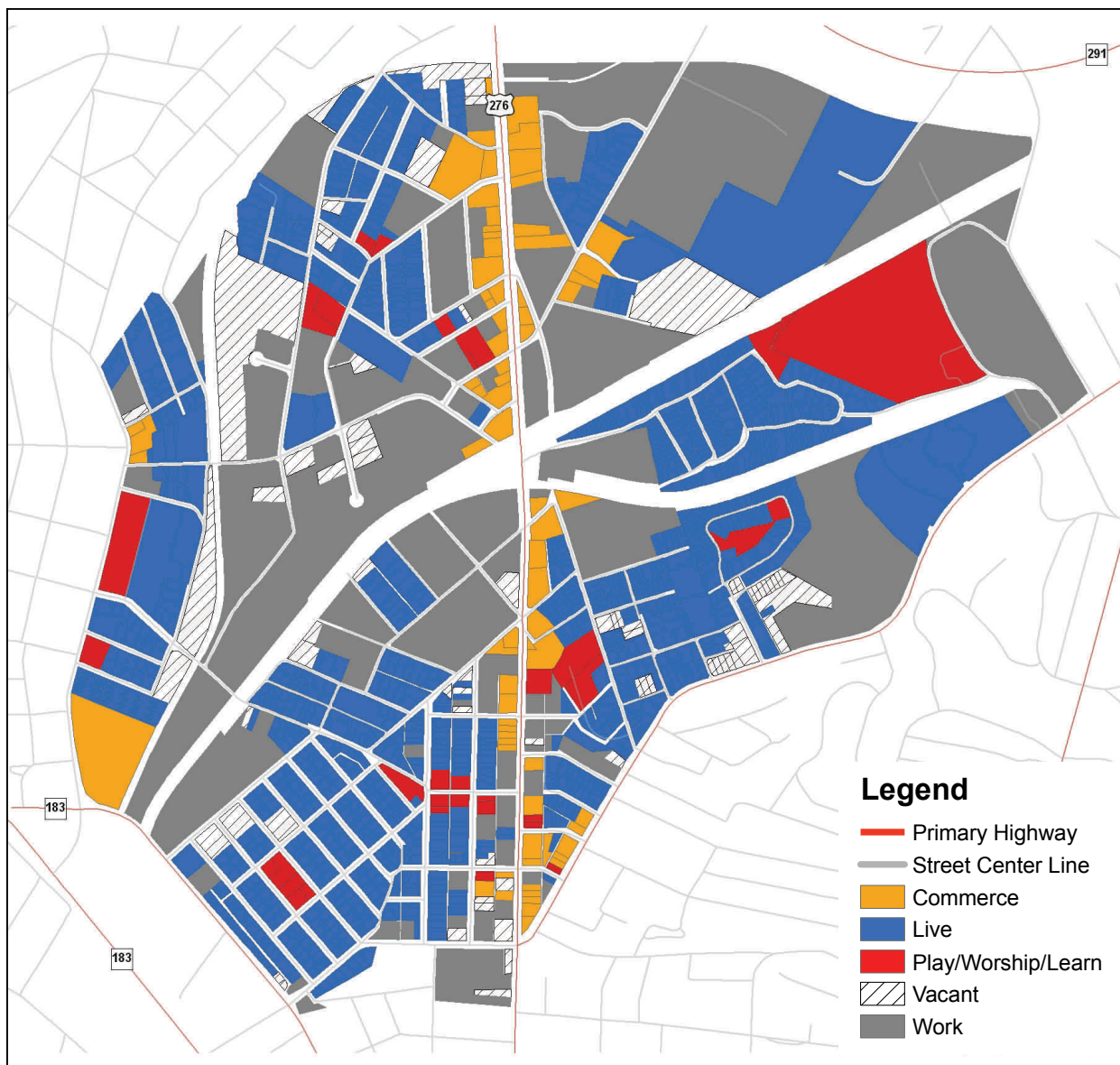
Aerial Photograph from 2003



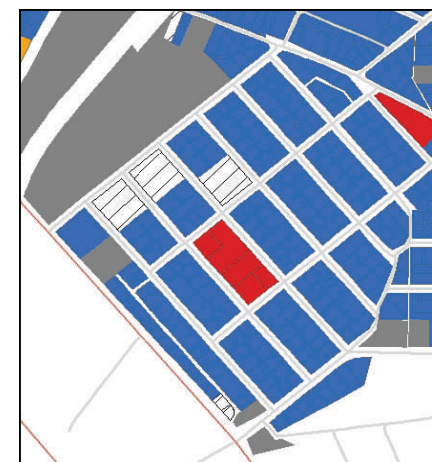
Frontage along Poinsett Highway



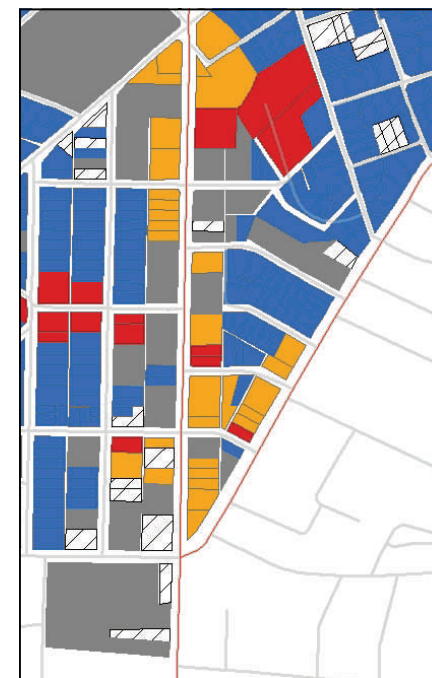
Housing in Poe Mill



Use Map for Poinsett District



Use Pattern in Poe Mill



Use Pattern Along Poinsett Hwy

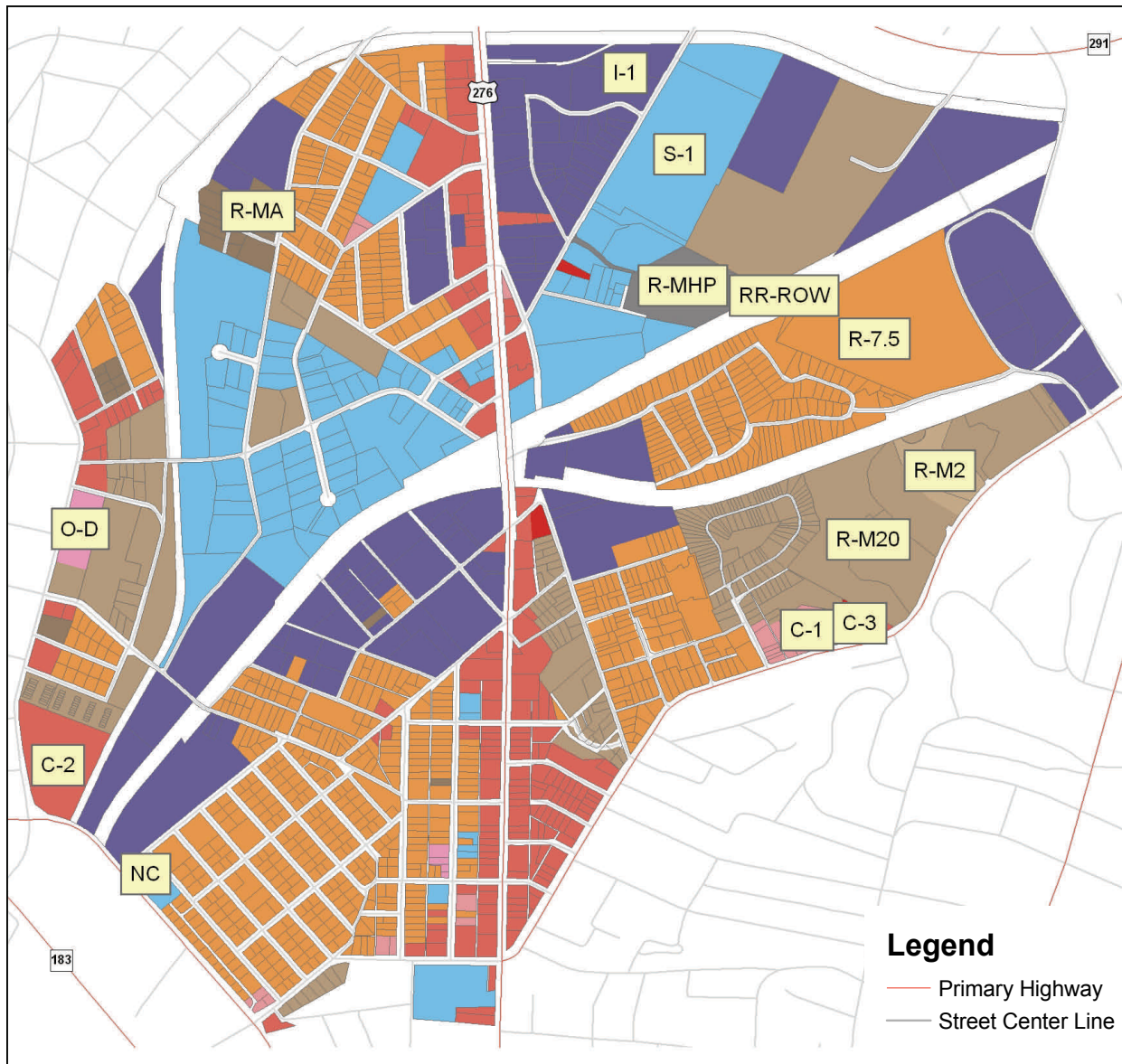
Poinsett District Use

Land Use is defined in the area by five categories. The first, “Commerce”, refers to all commercial and service-oriented uses. “Live” refers to residential properties, both single- and multi-family. “Play/Worship/Learn” includes all schools, churches, parks, and otherwise public uses. “Vacant” includes abandoned buildings and undeveloped properties. “Work” includes industrial and office-related uses.

In Poinsett, the dispersal of uses is very mixed. The pattern shows clusters of residential uses separated from the highways and located on well-connected streets. Poe Mill (shown in Figure X) shows a grid street network first planned in the early 20th century. Along Poinsett Highway, the major corridor, uses are almost exclusively “Work” and “Commerce” (shown in Figures X and X). This pattern, while robust and varied, shows some concerns.

The highway-oriented non-residential uses along Poinsett Highway produces a higher volume of activity along that particular road—which lends to higher congestion. Likewise, the lack of public uses (i.e. Play/Worship/Learn) at only 7 of the overall area is spawned in large part to a lack of educational facilities. Churches are, however, very prevalent and a strong contributor to community identity. The majority of the 8 vacant properties occur along the railroad right-of-ways. This suggests many opportunities for “Work” uses to occur since the railroad can provide good logistical support. Other vacant properties occur within residential areas and can be expected to develop residential uses in the future should

Poinsett District Use Table			
Use	Parcels	Acres	Perc Share
Commerce	72	45.38	6%
Live	1,180	282.78	39%
Play/Worship/Learn	33	50.38	7%
Vacant	72	55.93	8%
Work	194	291.65	40%
Totals	1551	726.12	100%



Current Zoning Map for Poinsett District

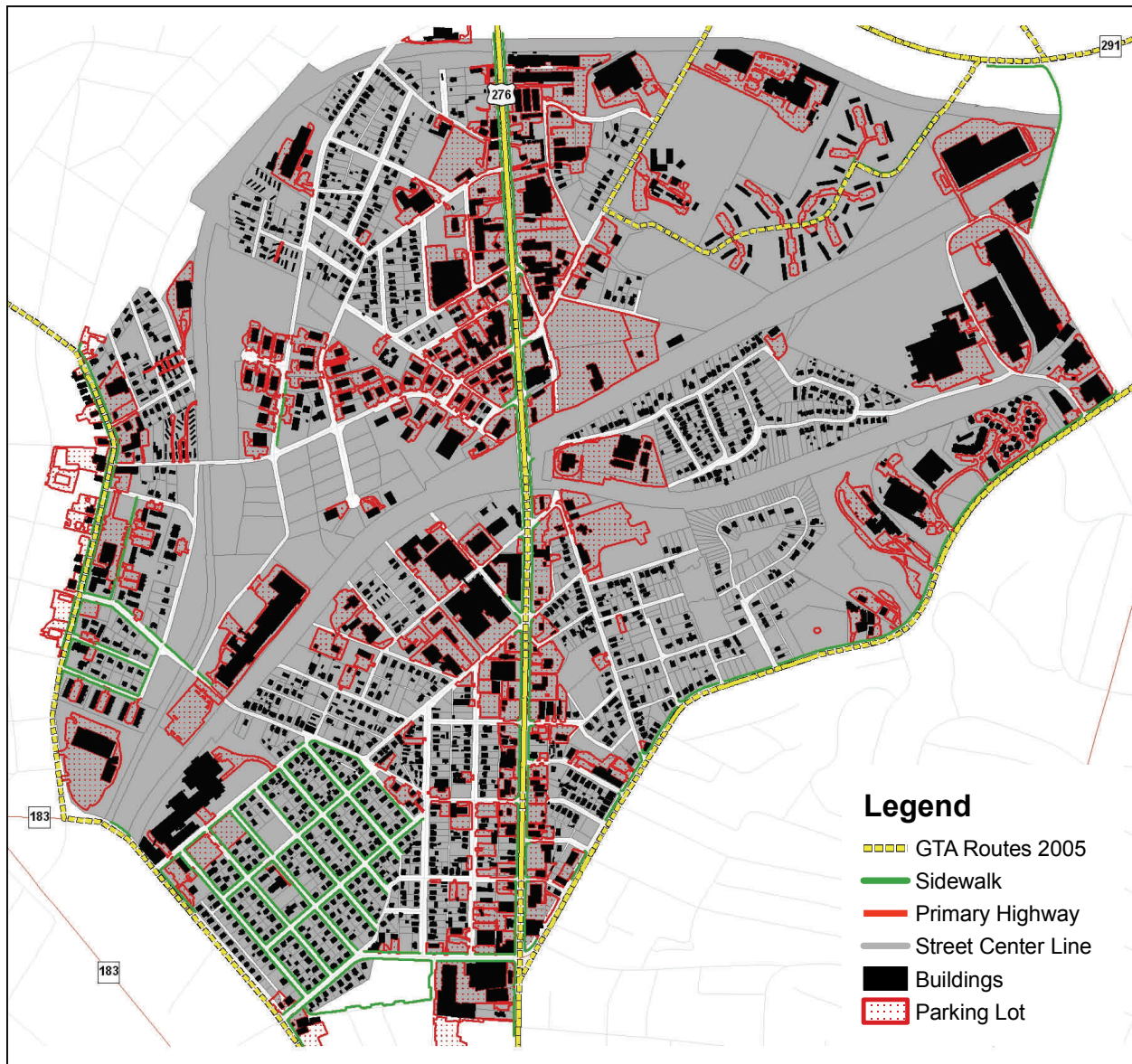
Poinsett District Zoning

Zoning in the area includes a high presence of I-1 Industrial zones. These zones, coupled with the S-1 Service District zone, allow 40% of the total area to be developed by a virtually-limitless variety of non-residential uses. This is good for the sake of providing flexibility for development options. However, this vast realm of possibilities also does little to ensure positive development around the residential areas from which much of these two zones are located.

The most prevalent residential zone is the R-7.5. This zone is appropriate for the area since it allows small-parcel, higher-density single-family residences that are consistent to the area. Similarly, the 19% share of multifamily zones (R-M) allows for a high number of attached housing that can be both affordable and flexible to market demand.

Overall, the balance of residential to non-residential zones shows more favor to non-residential. The balance is 47.8% residential to 52.2% non-residential.

Summary Table	
Zone	Perc Share
C-1	0.9%
C-2	10%
C-3	0.3%
I-1	23%
NC	0.1%
O-D	0.5%
R-7.5	27%
R-M2	0.7%
R-M20	17%
R-MA	1.3%
R-MHP	1.2%
S-1	17%
Total	100%



Structure Map for Poinsett District



Structure Pattern in Poe Mill



Structure Pattern Along Poinsett Hwy

Poinsett District Structure

The structure map for the district shows a wide variety of building sizes and scales. Figure 4 shows this condition best where large industrial complexes neighbor clusters of small housing units. The difference in scale yields inconsistency in the pattern.

Sidewalks in the area are very prevalent in the traditional design of Poe Mill, where grid streets are lined with walkways connecting throughout the area. Otherwise, sidewalks in the area occur only along the major roads, such as Poinsett Highway. This yields a definite lack of walkability and connectivity.

GTA bus routes serve the major roadways and are located no more than 1/2 mile from most neighborhoods, making the routes easily-reached by pedestrians and thus adequate.

The structure map on the prior page shows how common parking lots are in the area. In fact, when tabulated, parking lots allow a rough allowance of nearly seven spaces per thousand building square feet. This is almost three spaces above the county minimum and creates a high amount of impervious surface in the area.

Poinsett District: Parking Lot and Building Footprints		
Parking Lot	Square Feet	Acreage
Total	7,613,581.27	174.78
Average	16,659.92	0.38
Median	7,532.07	0.17
Building Footprint	Square Feet	Acreage
Total	5,439,230.41	124.87
Average	2,913.35	0.07
Median	1,319.01	0.03
Sq. Feet of Parking Lot to Sq. Feet of Building		
Total	1.40 to 1	
Average	5.72 to 1	
Median	5.71 to 1	
Parking Spaces per 1,000 Sq. Feet of Building Area*		
Total	6.76	
Average	27.62	
Median	27.58	
* One parking space equals 207 sq. ft.		

Sans Souci District



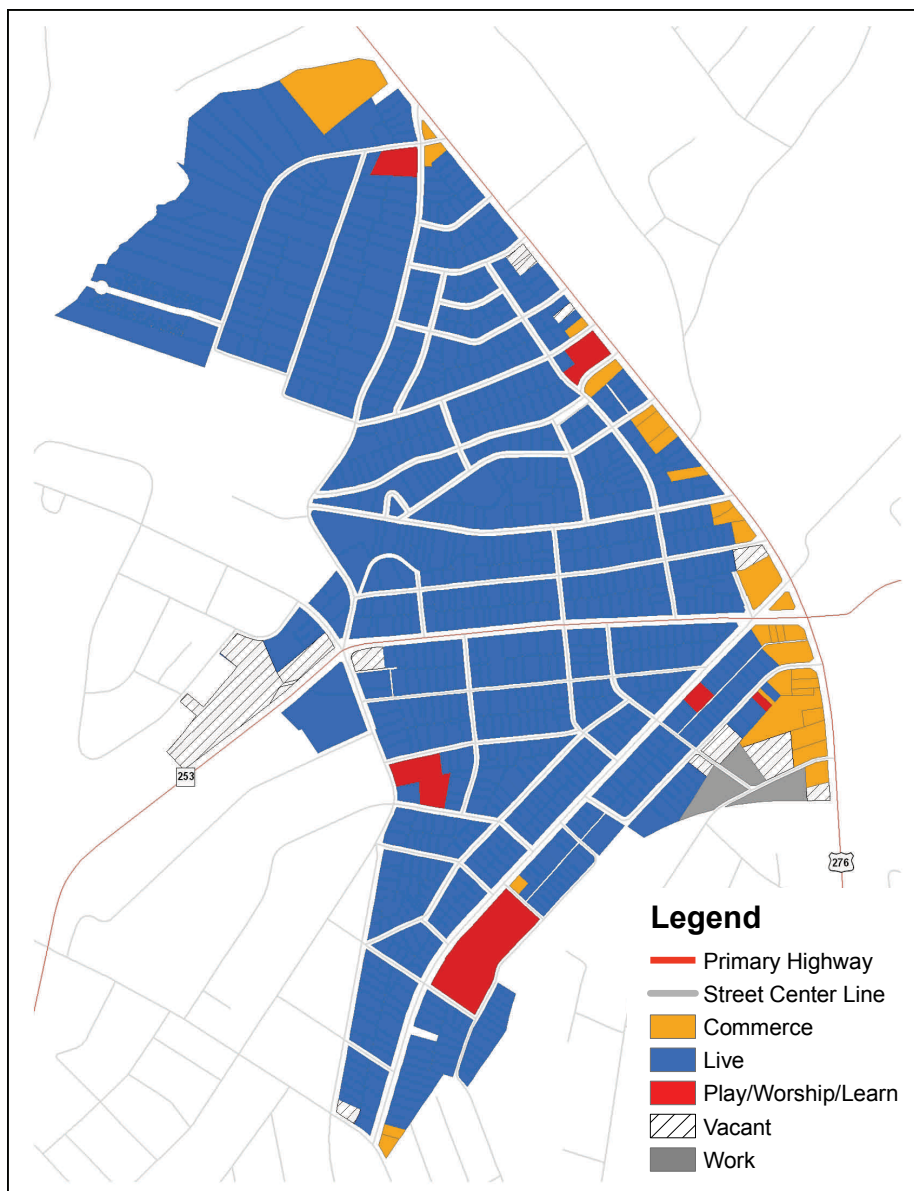
Aerial Photograph from 2003



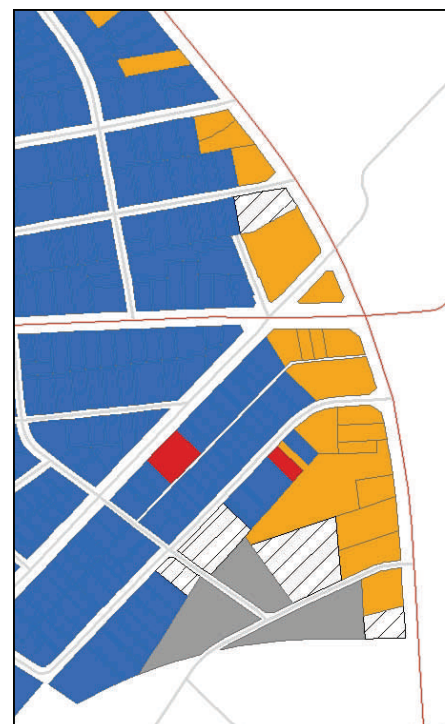
Traditional development along Buncombe Road



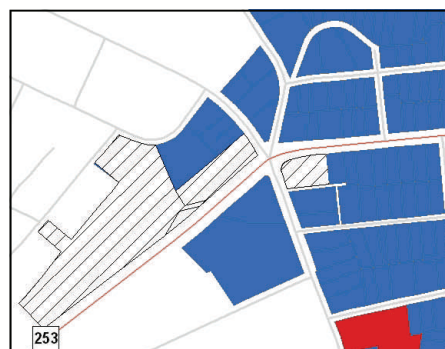
Housing along Perry Road



Use Pattern At Sans Souci



Use Pattern Along Hwy 276



Use Pattern At Blue Ridge and Buncombe

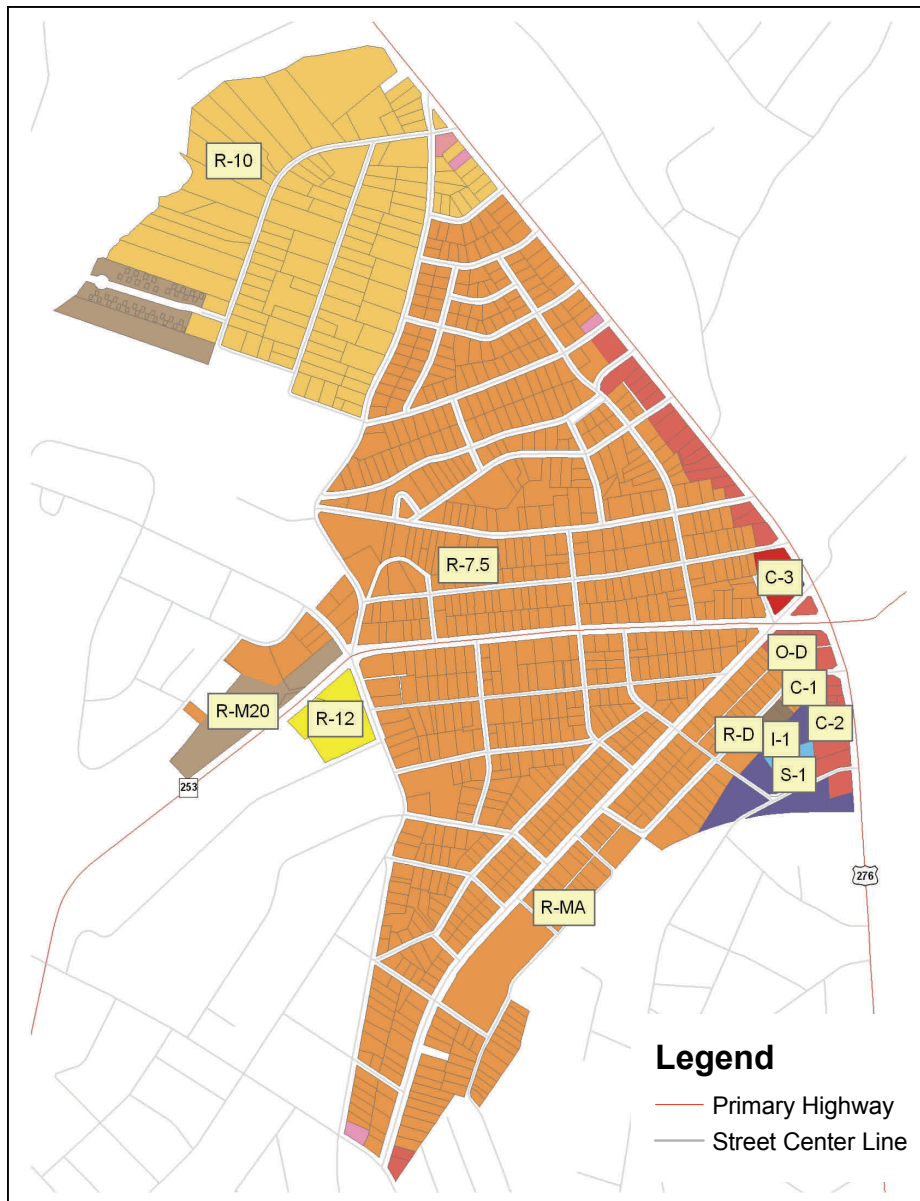
Sans Souci District Use

In Sans Souci, the dispersal of uses is very limited. The pattern shows a dominant share of residential uses (85%), all of which is single-family residential. This pattern is long-established and should be expected to remain for some time to come. What change has occurred is located along Poinsett Highway where market demand has yielded some (6%) commerce-related uses. This is a common occurrence but should be considered carefully in the future, the reason being that capacity on this segment of Poinsett has already been shown to be strained to the LOS “E” and projected to become LOS “F” should conditions stay the same.

The map on the prior page shows a large tract of Play/Worship/Learn use. This is Cherrydale Elementary, the area’s elementary school. At its location, it is a good example of a neighborhood school. However, as it is only an elementary school, children in secondary levels still require transit to reach other locations. In the future, secondary schools in the area could contribute a stronger community presence while also diminishing the reliance on transit for school children.

Some vacant parcels are found in the area, most notable at the intersection of Blue Ridge Drive and Old Bumcombe Road. These vacant properties could provide an opportunity for more neighborhood-oriented uses (à la Cherrydale Elementary) that could also reduce the reliance on transit to reach Commerce and Work-related uses.

Sans Souci District Use Table			
Use	Parcels	Acres	Perc Share
Commerce	31	19.51	6%
Live	987	279.92	85%
Play/Worship/Learn	6	11.88	4%
Vacant	13	14.16	4%
Work	3	4.15	1%
Totals	1040	329.62	100%

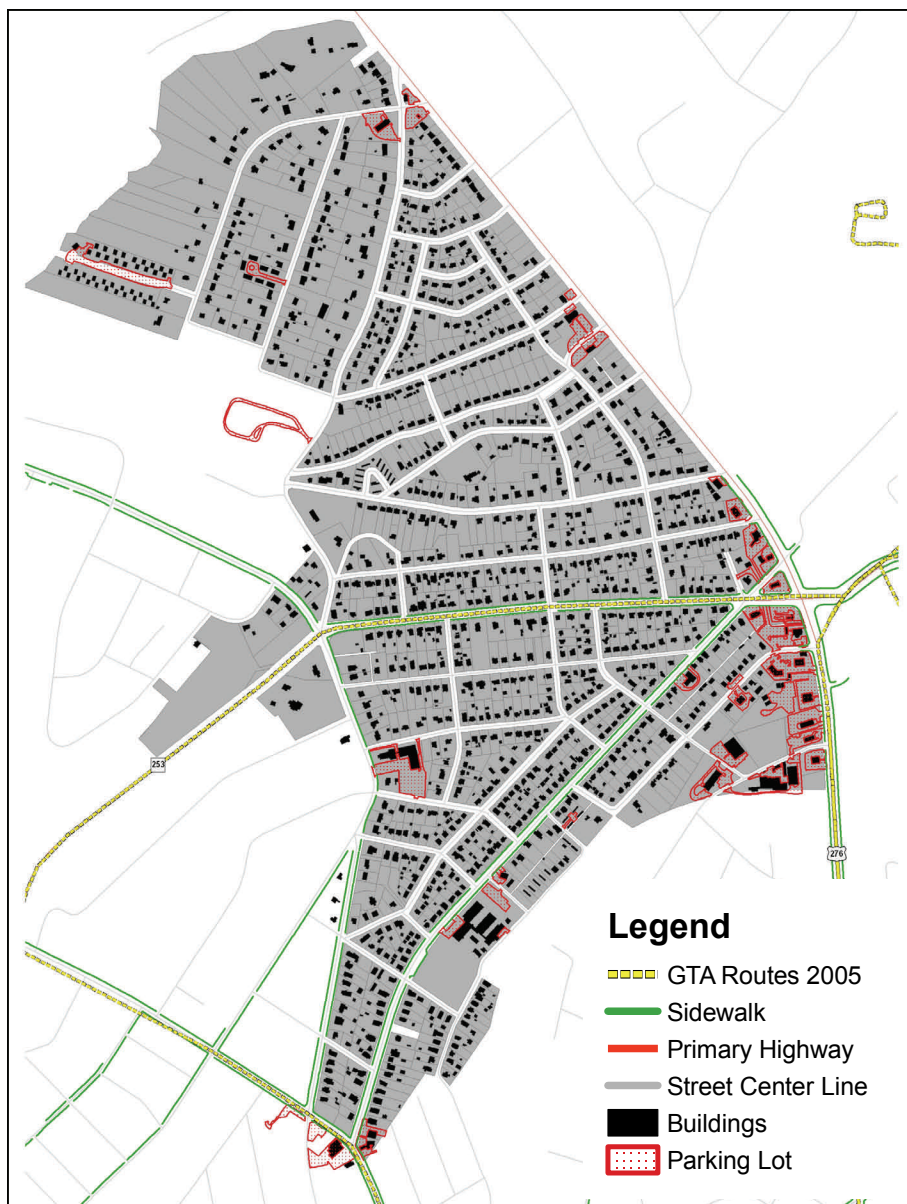


Current Zoning Map for Sans Souci District

Sans Souci District Zoning

Similar to the use pattern, zoning in Sans Souci is predominantly residential (93). The nature of the zoning is dominated by the R-7.5 zone (53). This zone is adequate for the area as it supports the small-parcel single-family detached housing unit that characterizes the district. However, the lack of non-residential zones in the district—especially in the actual neighborhood—causes a wide separation of uses in the area. Separations such as these causes residents to rely on transit to access commerce and work uses. To make the area more walkable and more diverse, opportunities should be explored to allow neighborhood-friendly non-residential zones (such as NC, Neighborhood Commercial, which is not found in the area). The zoning pattern should also preserve what remains of the residential pattern along Poinsett Highway. This should occur so to avoid further impact on the strained capacity of Poinsett.

Summary Table	
Zone	Perc Share
C-1	0.2%
C-2	3%
C-3	0.5%
I-1	1.3%
O-D	0.3%
R-10	27%
R-12	4%
R-7.5	53%
R-D	0.1%
R-M20	9%
R-MA	0.3%
S-1	0.4%
Total	



Structure Pattern At Sans Souci



Structure Pattern Along Hwy 276



Structure Pattern At Blue Ridge and Buncombe

Sans Souci District Structure

The structure of this district is expectedly small in scale. Buildings in the area are mostly housing units and thus are small, consistent, and complimentary to the neighborhood character. It can be seen, however, in Figure 7, that Poinsett Highway holds a high amount of large-scale buildings and large-scale parking lots. This is certainly inconsistent with the overall district and creates an unintentional barrier between Sans Souci and the main arterials.

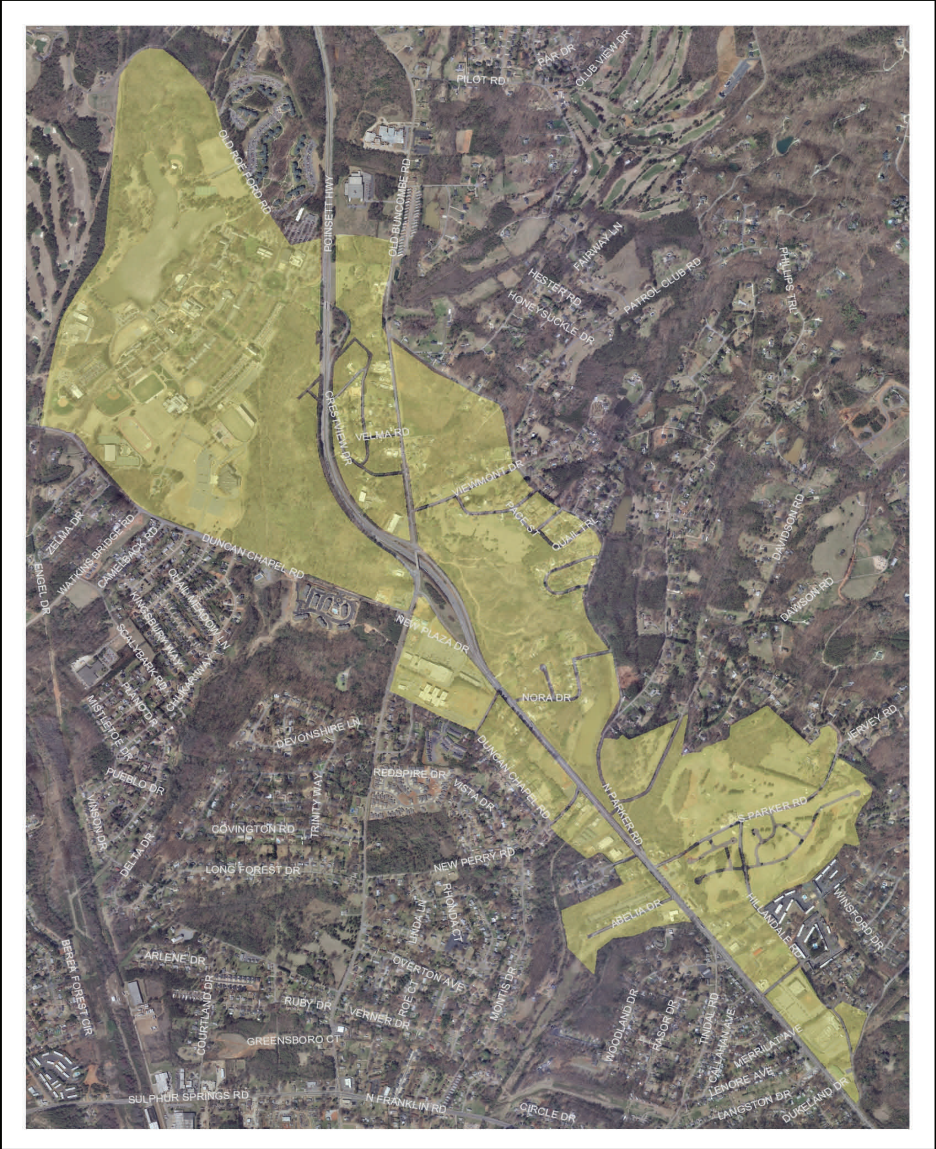
Despite the neighborhood character of the district, sidewalks are mostly nonexistent. They occur solely along major roads—such as Blue Ridge Drive and Perry Road—and do not easily serve surrounding residences. Nonetheless, the low volume of traffic along the residential streets makes them safe for walking and safe for pedestrian access.

GTA routes bisect the district along Blue Ridge Drive. The lack of further routes makes this existing route mostly inaccessible to most residences.

Parking lots are not found in the neighborhoods. However, along Poinsett, there is a definite surplus.

Sans Souci District: Parking Lot and Building Footprints		
Parking Lot	Square Feet	Acreage
Total	606,127.00	13.91
Average	9,325.04	0.21
Median	5,358.17	0.12
Building Footprint	Square Feet	Acreage
Total	1,900,659.66	43.63
Average	1,257.88	0.03
Median	1,202.55	0.03
Sq. Feet of Parking Lot to Sq. Foot of Building		
Total	0.03 to 1	
Average	7.41 to 1	
Median	4.46 to 1	
Parking Spaces per 1,000 Sq. Feet of Building Area*		
Total	1.54	
Average	35.81	
Median	21.52	
* One parking space equals 207 sq. ft.		

Gateway District



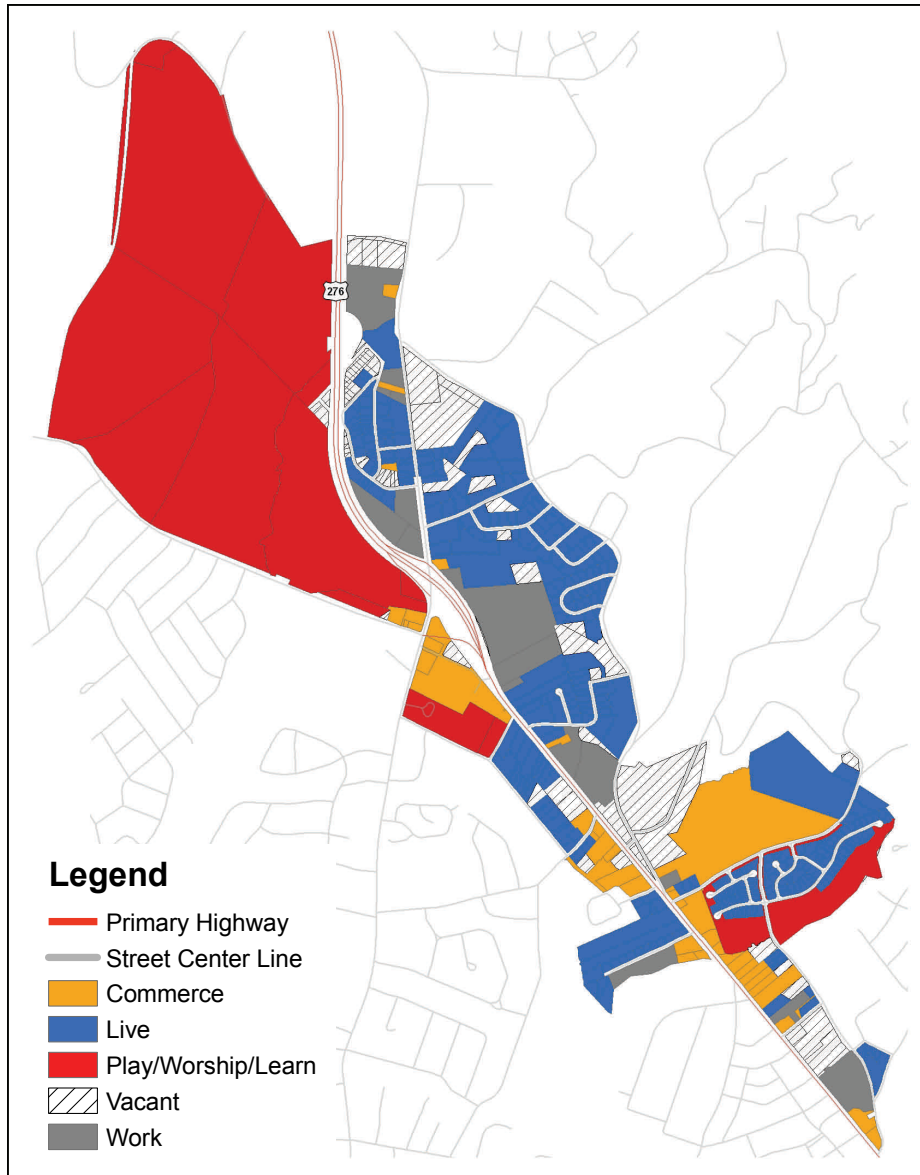
Aerial Photograph from 2003



Development along Poinsett Highway



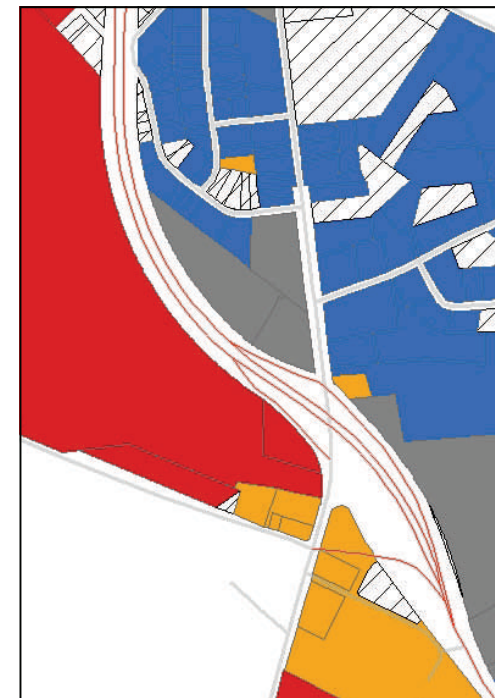
Gateway Signage at Poinsett and Pleasantburg



Use Pattern for Gateway District



Use Pattern at the Southern End



Use Pattern near Furman University

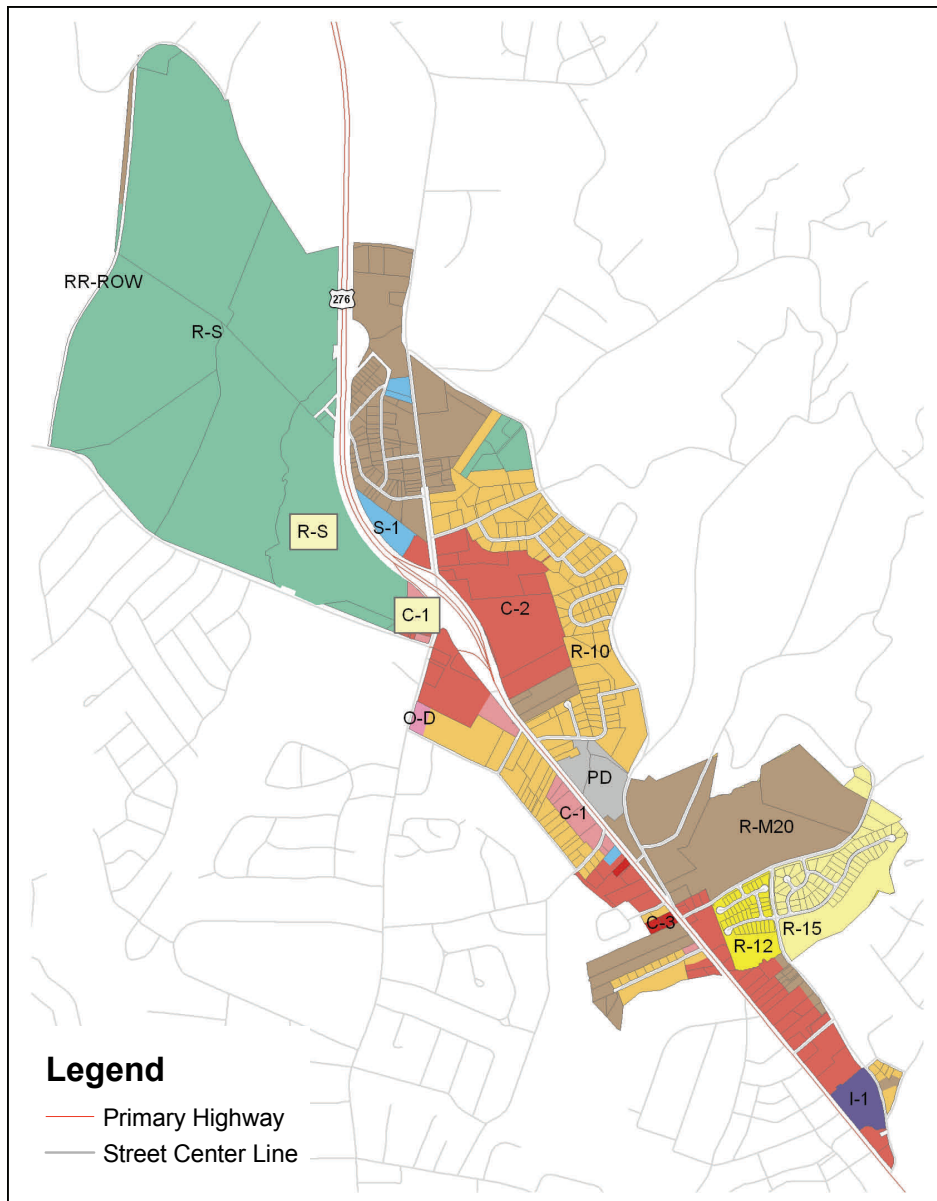
Gateway District Use

The Gateway District's pattern of use is predominately influenced by the presence of Furman University which helps accounts for the 49 share of Play/Worship/Learn uses. While this is very beneficial from a planning standpoint—providing the area with an excellent destination for learning—it should be noted that the University is a private institution and, as such, the public's access is limited. Nonetheless, Furman University is a fixture of the area and a definite compliment to the district in a wide variety of ways.

Other uses are mostly residential. The corridor also features a high number of vacant uses (11) mostly located along Poinsett Highway. This attributes to the wooded areas along the corridor and the general feel of quiet, quasi-rural landscapes. Such landscapes are valuable to the gateway aesthetic and thus should be preserved as much as possible by future uses.

Work and Commercial uses are the least prevalent in this area. The majority of Commerce uses is accounted for by a golf course in the area. Work uses are primarily industrial and occupy large tracts. Altogether, the district maintains a unique pattern.

Gateway District Use Table			
Use	Parcels	Acres	Perc Share
Commerce	42	93.59	9%
Live	342	234.48	23%
Play/Worship/Learn	11	493.92	49%
Vacant	74	107.55	11%
Work	16	79.99	8%
Totals	485	1,009.53	100%



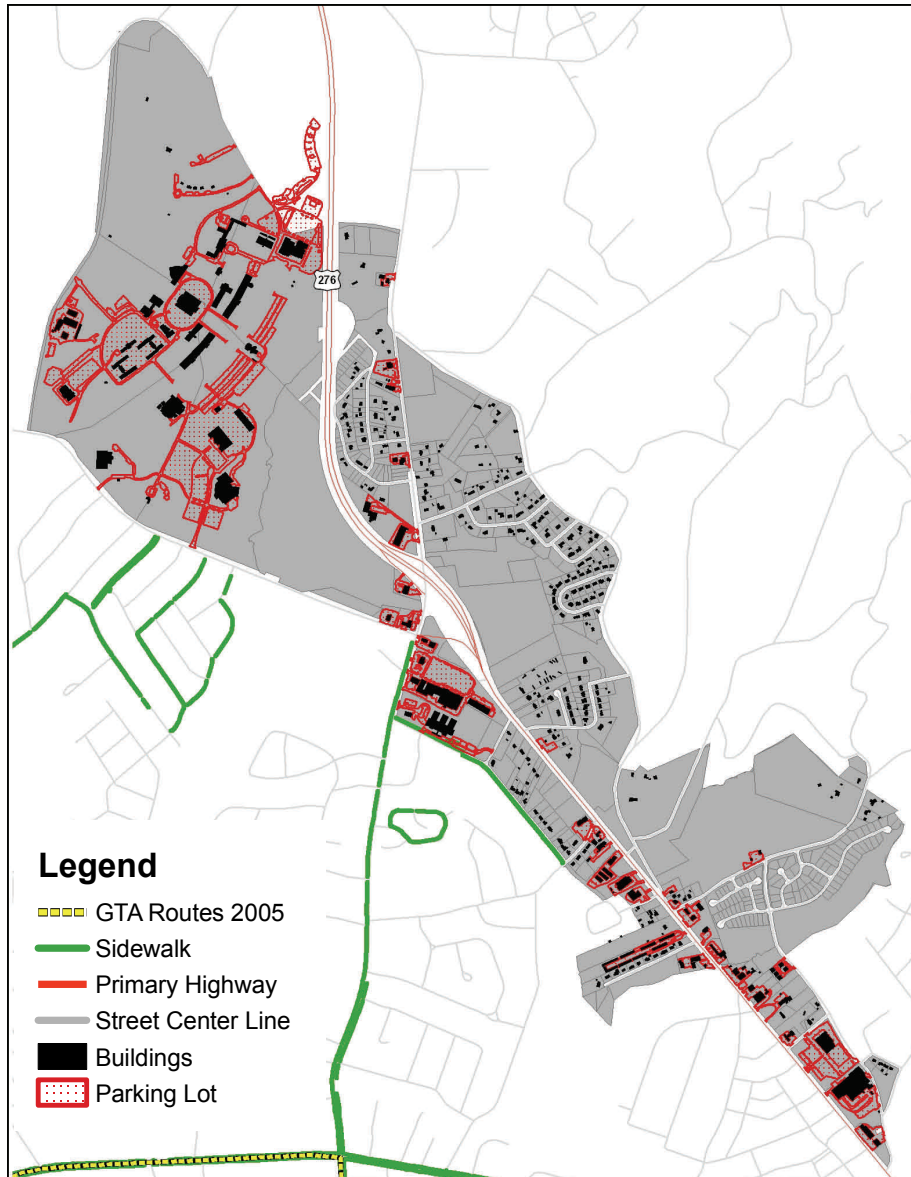
Current Zoning Map for Gateway District

Gateway District Zoning

The influence of Furman University again shows a large sway in the zoning pattern. Here, the University's zone, R-S, attributes to the 49% share of the zone in the overall spread. The other dominate zones include R-M20, Multifamily, and R-10, Single Family. These two zones are quite different in their regulation but their results, in this case, are similar. The R-M20 zone in the Gateway District involves a golf course community with detached single-family units, which is consistent with R-10.

The non-residential zones are situated along the corridor for highway-oriented development. However, to maintain the gateway aesthetic of the area, this zoning pattern should not be encouraged further. Continuing the non-residential uses in these zones (especially the C-2 zone) will result in a similar development pattern already seen in Poinsett and Market Districts. This is not recommended for the Gateway District.

Summary Table	
Zone	Perc Share
R-S	49%
R-15	8%
R-12	3%
R-10	14%
R-M20	15%
PD	1%
O-D	0.1%
C-1	1%
C-2	8%
C-3	0.1%
S-1	1%
I-1	1%
Total	100%



Structure Pattern for Gateway District



Structure Pattern at the Southern End



Structure Pattern near Furman University

Gateway District Structure

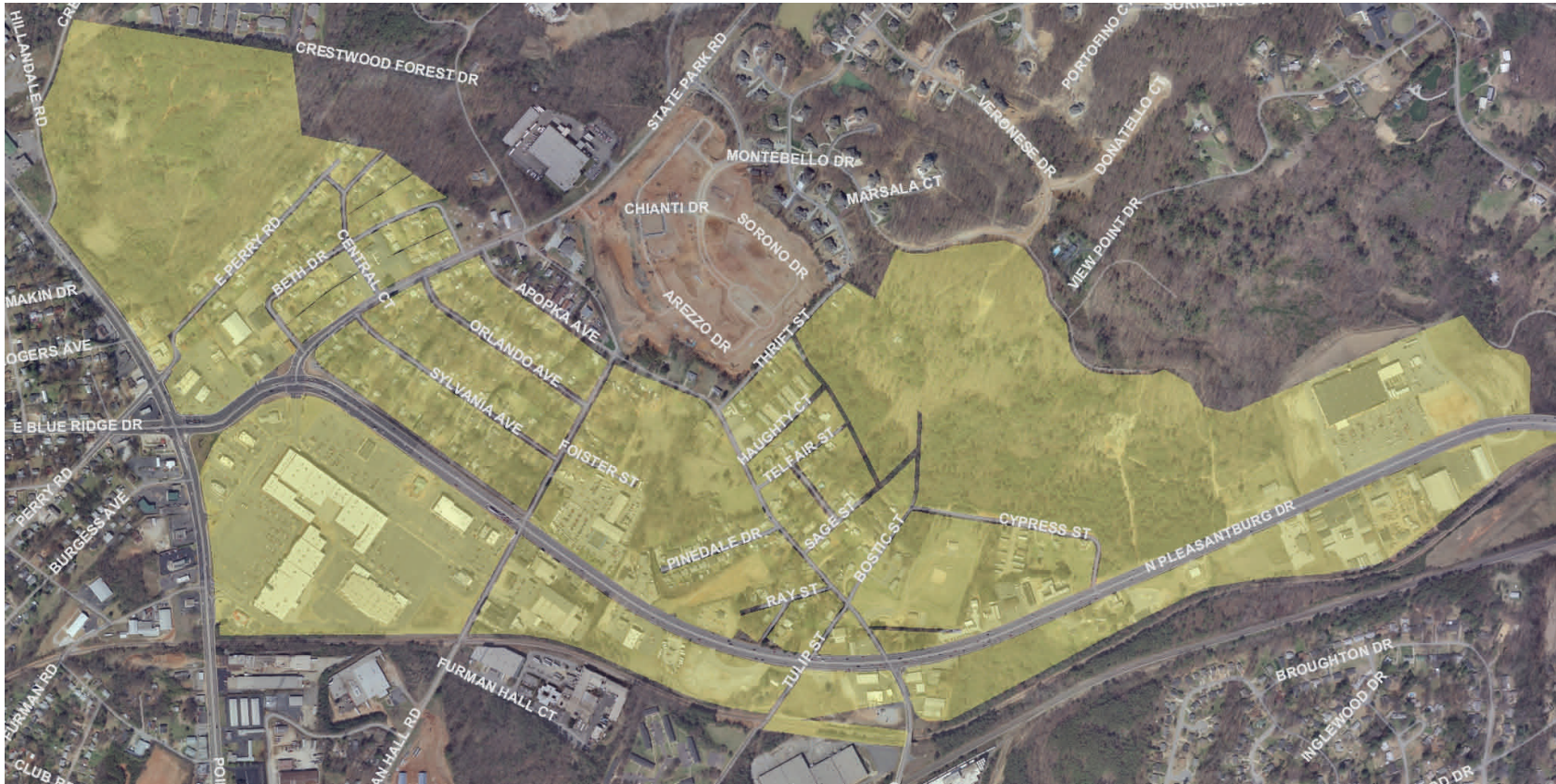
As seen in the other two analyses, Furman University again plays a large role in determining the condition of the area. In the case of scale, Furman University shows a high amount of large-scale buildings. This is certainly appropriate for a major university. So, too, is the high amount of parking lot areas. Otherwise, the development that has occurred is small in scale (i.e. residential) away from Poinsett Highway and large in scale near the corridor.

There are no sidewalks in the corridor. This can be deemed appropriate for two reasons: one, what residences there are to connect sidewalks with are separated from any destination. Two, the destinations within the district are oriented to Poinsett Highway. This highway, with its volume of traffic and five-lane width, is unwalkable even with the existence of sidewalks.

GTA routes do not exist in the area, either, and this, too, is appropriate given the district's distance to the urban core and the lack of residents to be served.

Gateway District: Parking Lot and Building Footprints		
Parking Lot	Square Feet	Acreage
Total	3,736,996.24	85.79
Average	65,561.34	1.51
Median	16,966.53	0.39
Building Footprint	Square Feet	Acreage
Total	2,082,101.56	47.80
Average	4,383.37	0.10
Median	1,782.66	0.04
Sq. Feet of Parking Lot to Sq. Foot of Building		
Total	1.79 to 1	
Average	14.96 to 1	
Median	9.52 to 1	
Parking Spaces per 1,000 Sq. Feet of Building Area*		
Total	8.67	
Average	72.26	
Median	45.98	
* One parking space equals 207 sq. ft.		

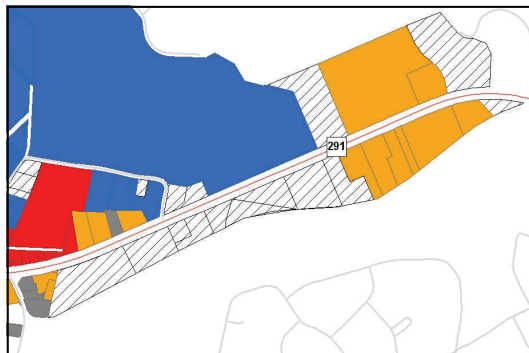
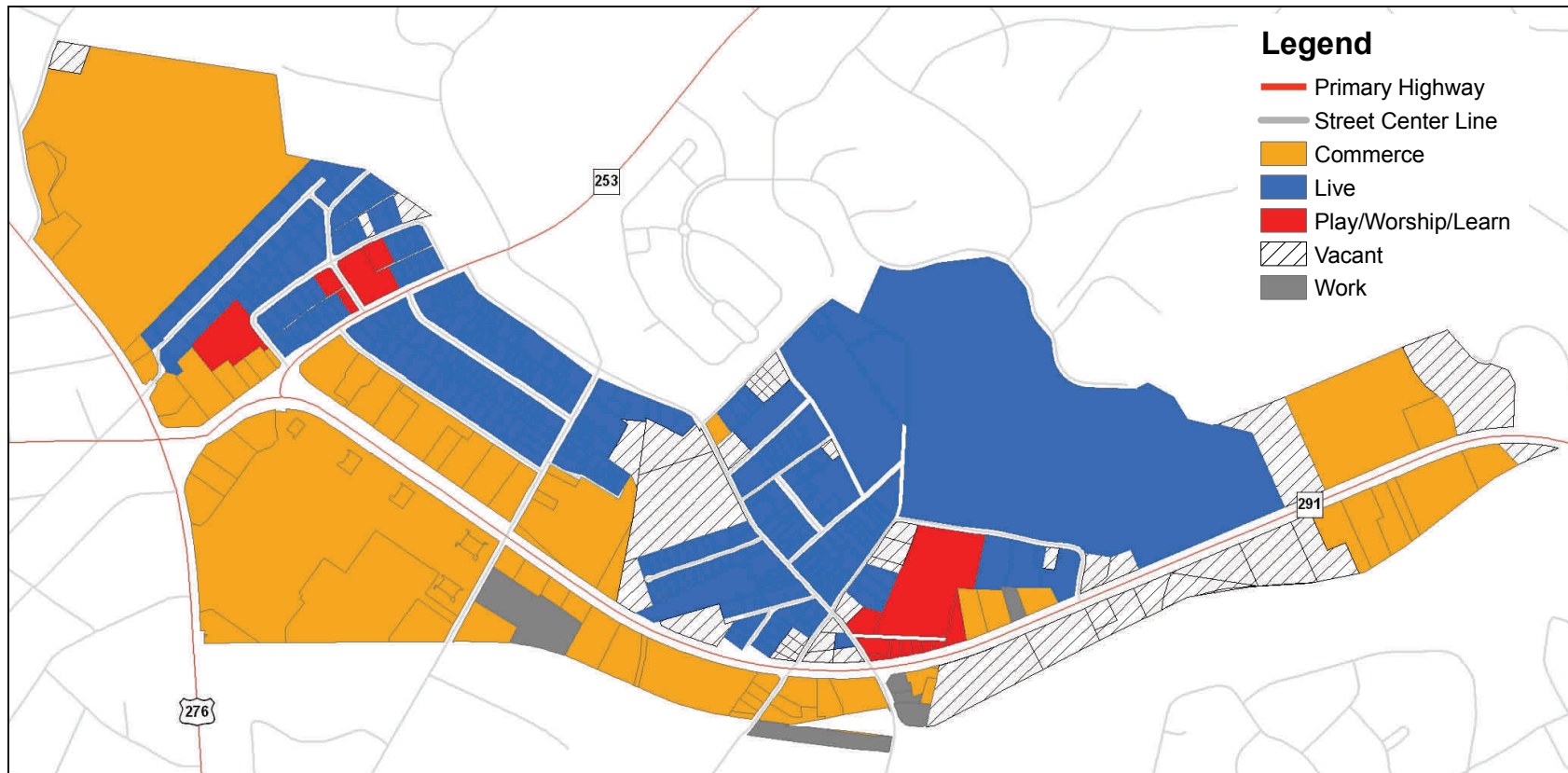
Market District



Commercial Property at Cherrydale Point

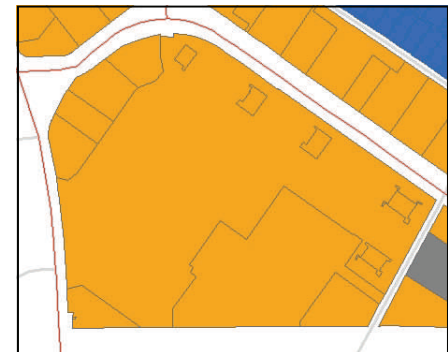


Frontage Along Pleasantburg Drive



Use Pattern At Southern End of Market District

Use Pattern At Market District



Use Pattern At Cherrydale Point

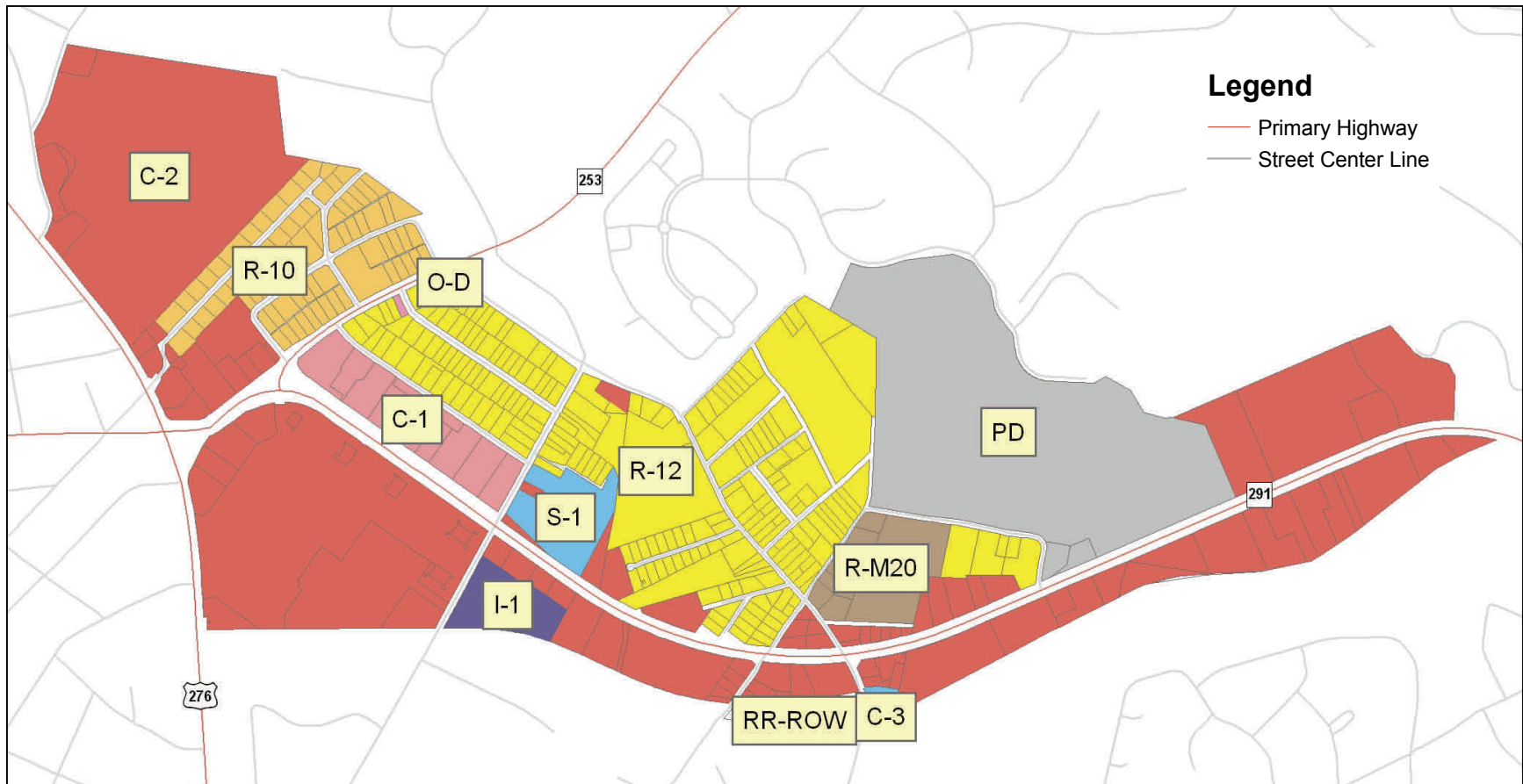
Market District Use

As suggested by its name, the Market District holds more than double the amount of Commerce-related uses in Cherrydale (36 %). These uses are exclusively-oriented to N. Pleasantburg Drive and Poinsett Highway. This yields a high amount of activity in the area, particularly during the weekend when most other activity is subdued. Figure X shows the largest destination in this district and, arguably, in all of Cherrydale—Cherrydale Point. Across the highway from this destination, more recent developments have occurred in response to this destination (as shown in Figure X).

Behind these commerce uses, there exists a combination of long-established, small-lot, affordable housing (a’la Piney Mountain) and the recent, high-end residential development, Montebello. Together, these very different communities comprise 48 % of the total land use pattern.

A final pattern worthy of note is the high amount of vacant uses (11 %). Given the rapid development of this area, along with the location of most vacant uses along N. Pleasantburg Drive, it can be easily expected that most of these vacant uses will not remain so very long. There is a high level of demand exhibited in the area for such parcels to be developed similar to their neighbors (e.g. for commerce uses). Thus, the question becomes *how much* of that demand should be met and *to what effect* should it be encouraged. If conditions remain the same, these parcels are very likely to become commerce, highway-oriented, and large in scale.

Market District Use Table			
Use	Parcels	Acres	Perc Share
Commerce	73	165.55	36%
Live	278	219.48	48%
Play/Worship/Learn	14	14.34	3%
Vacant	41	48.64	11%
Work	5	5.56	1%
Totals	411	453.57	100%



Current Zoning At Market District

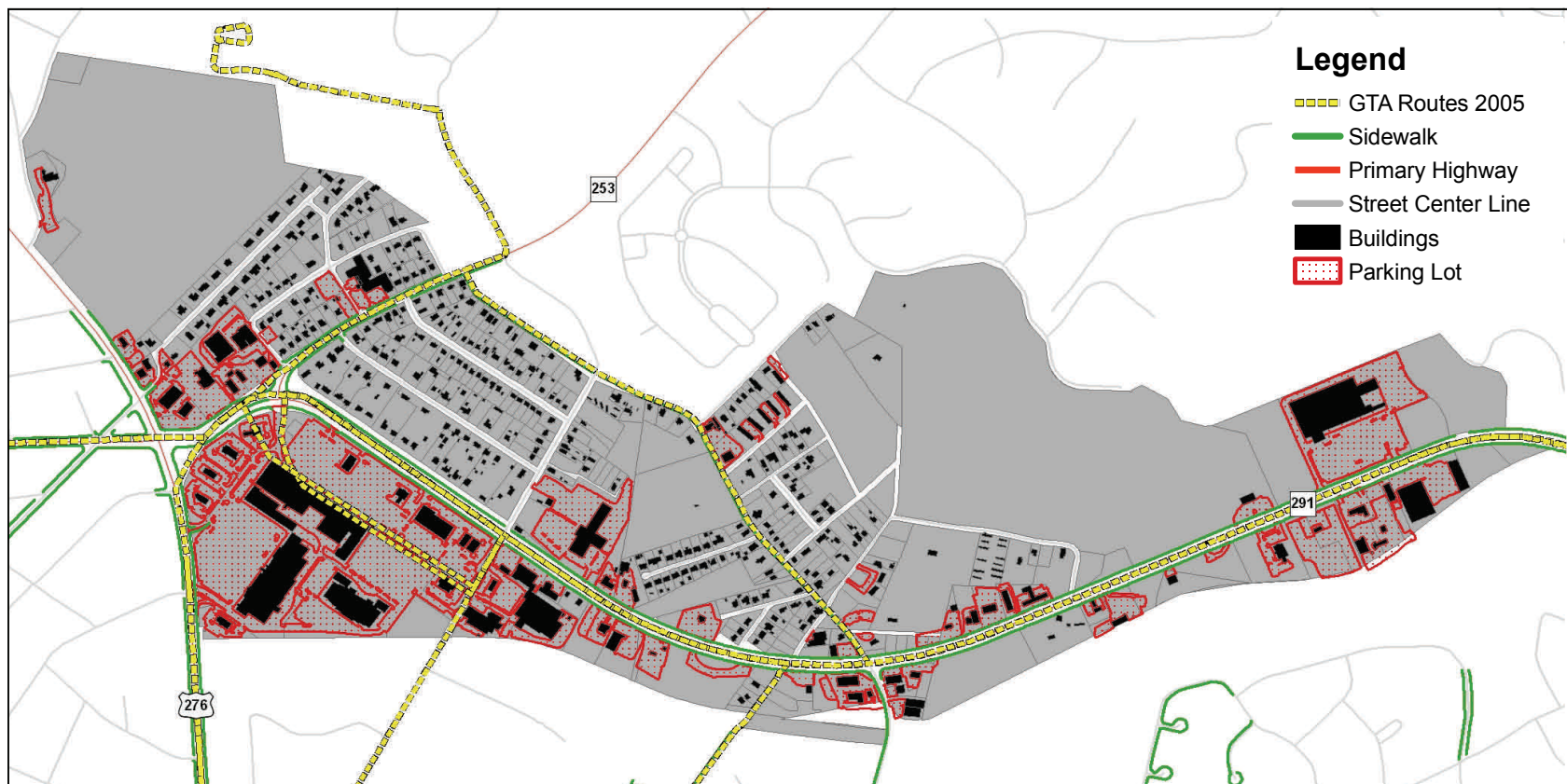
Market District Zoning

C-2 is the dominant zone and comprises the bulk of highway-oriented commerce uses. Combined with other commerce-related zones (such as C-1, C-3, and S-1), the overall commerce-related zones account for nearly half of the area. The majority of vacant parcels are included in these zones.

The largest PD, Planned Development, zone is located at Montebello. This zone is the sole regulatory control that allows for such high-density, design-intensive developments. Otherwise, the majority of residential zones are R-12, a moderate-density single-family residential zone. This zone allows for approximately 3.6 units per acre. In comparison to other zones in Cherrydale, this is the lowest dominant residential zone in the area. However, it is consistent with the existing neighborhoods.

The balance of non-residential to residential is surprisingly balanced. Non-residential does, however, take the majority share at 49.2 .

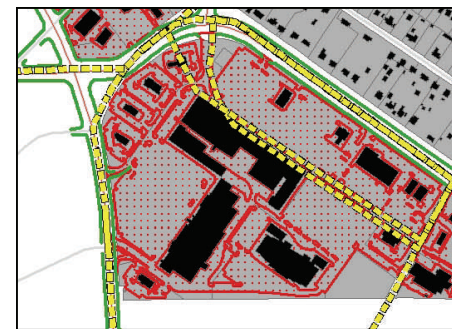
Summary Table	
Zone	Perc Share
C-1	3%
C-2	43%
C-3	0.3%
I-1	1.3%
O-D	0.1%
PD	23%
R-10	6%
R-12	19%
R-M20	2%
S-1	2%
Total	100%



Structure Map of Market District



Structure Pattern At Southern End of Market District



Structure Pattern At Cherrydale Point

Market District Structure

The structure of the Market District is a veritable dichotomy. Along the southern frontage of N. Pleasantburg, the district consists of large-scale buildings. The same is being seen on the northern frontage where, though the map doesn't show it, development has changed to large-scales (see Figure 15, at frontage of N. Pleasantburg where neighborhoods are actually now replaced with large scale commercial buildings). Behind these large scale buildings, there still exists small scale neighborhoods separated by residential streets.

Sidewalks exist along N. Pleasantburg but are not considered walkable due to closeness to high volume traffic. The sidewalk connects to Worley Road and services neighborhoods in that area. Otherwise, sidewalks are not provided.

GTA routes are well-provided along the both Pleasantburg and Poinsett Highways, as well as Worley Road, which allows close proximity and access for most residents.

Parking lots are a definite surplus at 13 spaces per 1,000 square feet of buildings. Future efforts should take advantage of this overabundant supply.

Market District: Parking Lot and Building Footprints		
Parking Lot	Square Feet	Acreage
Total	4,082,284.04	93.72
Average	24,891.98	0.57
Median	4,877.00	0.11
Building Footprint	Square Feet	Acreage
Total	1,524,080.09	34.99
Average	2,678.52	0.06
Median	1,242.47	0.03
Sq. Feet of Parking Lot to Sq. Foot of Building		
Total	2.68 to 1	
Average	9.29 to 1	
Median	3.93 to 1	
Parking Spaces per 1,000 Sq. Feet of Building Area*		
Total	12.94	
Average	44.89	
Median	18.96	
* One parking space equals 207 sq. ft.		

Analysis Conclusions

Based on the technical analysis put forth in this review, the following conclusions can be made. These conclusions will be applied to the plan's implementation framework in order to gain a more comprehensive approach.

- The pattern of Cherrydale's built environment alludes the notion of four major districts—Poinsett, Sans Souci, Gateway, and Market—that have their own character and function
- If conditions remain the same, 2030 traffic projections show the majority of future trips to be within road capacity. However, some trips should be diverted from Poinsett Hwy.
- Due to future conditions on Poinsett Highway, future development *outside* Cherrydale should be considered for its impact on capacity at the intersection of N. Pleasantburg Drive.
- Since 2000, urban sprawl has been a primary cause of population loss in Cherrydale and the trend continues in 2012.
- Per capita income in Cherrydale is expected to grow below the average rate of the county.
- Current conditions show that Cherrydale will continue to
 - Current housing will remain affordable so long as income is stable and rising.
 - The Poinsett District has a lack of public space for its high amount of residential uses.
 - The structure of Poinsett is positive, but buildings lack a consistent scale.
 - Vacant properties in Sans Souci provide an opportunity for mixed-use.
 - GTA service is mostly inaccessible in Sans Souci.
 - The wooded, semi-rural appearance of the Gateway District should be preserved. Thus, the continued rezoning of properties to the C-2 zoning classification is not encouraged.
 - The Market District has tremendous potential to convert its large vacant properties for high-intensity development.
 - Residential supply is in the minority for the Market District. Higher density residential zones should be considered to create a better balance of uses.
 - Building scale in the Market District conflicts with neighborhoods and sidewalks exist in the area but they lack connections between neighborhoods and existing GTA routes.

Public Input

Despite the strengths of a detailed technical analysis, the values of the community hold the largest importance in a community plan. And the only way to ensure a plan's success is to involve the community as much as possible. Those who live in the area must be part of the "team" dictating the area's future.

Thus, an integral part of the planning process has been public involvement. From July 2007, planners met with the community on ten occasions to form a vision. Over 100 citizens attended, along with members of the task force and county council. Each meeting involved the public through various exercises that helped define people's needs and interests on a variety of aspects.

Visual Preference Survey

The way in which people see their environment dictates much of the way people use it or feel about it. A beautiful, well-built area fosters a sense of belonging and pride for those who live there. Likewise, an unattractive, poorly-built area fosters a sense of discomfort or, worse, frustration. In order to understand how people wish to view Cherrydale in the future, this survey was conducted. It is an exercise wherein an audience views a wide variety of development and records the reaction—be it positive or negative. Based on those results, a vision can be interpreted from what people like and dislike.

The following pages summarize the reaction of more than one hundred people. What they dislike, what they like, what they wish to see and not see in their future community is portrayed here. The results point



Community Meeting at Sans Souci



Community Meeting at Piney Mountain

What People Don't Want

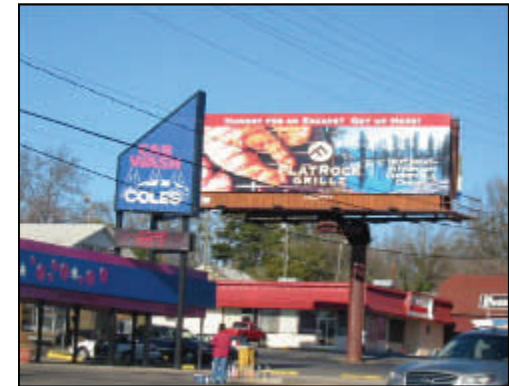
The following pictures were given the lowest negative score in their respective categories of the survey. Four of the six pictures are actual locations in Cherrydale. This suggests that the area is anything but satisfactory to its residents. In every instance of a negative score, the most common characteristics have been a lack of character to the image and the lack of safe public space.



Crosswalk –141



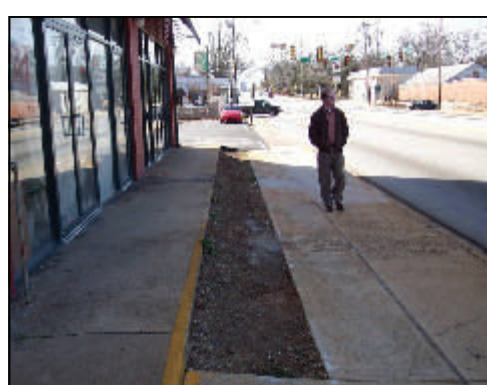
Bus stop –193



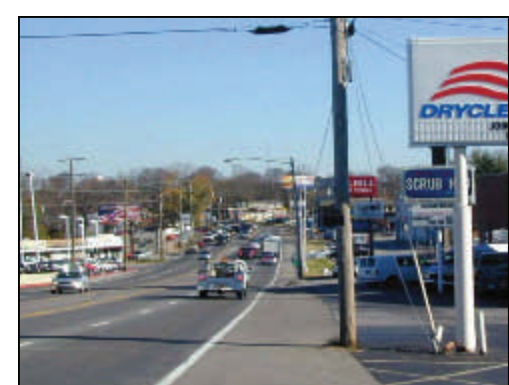
Non-residential –181



Residential –175



Sidewalk –138



Roadway –114

What People Do Want

The following pictures were given the highest positive score in their respective categories of the survey. Unfortunately, none of the six images were drawn from Cherrydale. However, all the features shown are possible in Cherrydale's future. Each image shares some common traits. Each implies the highest priority towards people, beauty, public space, and safety.



Crosswalk +199



Bus stop +163



Non-residential +169



Residential +130



Sidewalk +177



Roadway +146

What People Want, Continued

The Crosswalk

The negative image on page (59) shows a painted strip bearing signs of deterioration. It is difficult to see and feels unsafe from the pedestrian level. The lack of physical features—such as curbs, alternate paving, and color—combine to create a lack of separation between the walk and the road, which makes one think twice about crossing. The positive image on page (60) features a crosswalk over a short distance with alternate pavement, curbs, landscaping, and a slight speed bump to define the space. The construction of the crosswalk in its crooked-line pattern causes the pedestrian to shift their cone of vision towards oncoming traffic. These elegant features work well to ensure safety and pedestrian confidence.

The Bus Stop

People have had, at best, mixed feelings of transit in Greenville for quite some time. And despite the logo of this local bus stop, this particular image would be viewed poorly by anyone because it is not a true bus stop, at all. It lacks seating, protection, and space. The positive image provides those elements and does so in a fashionable matter.

Non-Residential Development

The most glaring aspect of the negative image is the lack of scale, the conventional “boxy” design of the buildings, the lack of greenery, and the overbearing presence of tall commercial signage. This pattern has been negatively-viewed, yet increasingly-common, for decades. The positive image shows a more appropriate scale for

people. Greenery is present, space is defined, signage is small, and the area has the effect of being an quiet outdoor hallway.

Residential Development

Monotony, compression, boredom, and sterility are the operative words for the negative image. No house feels unique or special and no community seems to be present. The opposite can be said for the positive image. Here, there is shade, unique housing, greenery, and quiet. Edges are softened by vegetation, sidewalks feel welcoming, and so, too, do people.

The Sidewalk

Harsh glare, cracked pavement, and the frightening nearness to the busy highway give people the bad impression shown in the negative image. It does feature a nice storefront along its edge, as well as soft shade, but these positive features are unfortunately overshadowed. But those positive features are enhanced, and strengthened, in the next image. Here, the width of the sidewalk creates a more spacious area for walking. Coupled with street parking, the sidewalk performs doubly as a buffer between cars and people. Robust landscaping also provides interest as well as a means to define walking lanes.

The Roadway

The negative image is disliked as much for the signage as the vacant feel of the area. Compared to the positive image, one can see the importance of using buildings and medians to frame an environment. Creating consistent, narrow corridors makes driving feel safer and slower.

Three Basic Questions, Many Important Answers

Another exercise was intended to give the community a free method of expression. The questionnaire provided to people was simple, open-ended, and a way for concerns to be mentioned that might otherwise never be addressed. Even so, the similarities amongst people were surprising. When answering the following three questions, all responses could be summarized in by the following:

Question 1—What do I like about my community?

Quiet Communities with great neighbors, diversity, affordability, and history(78)

Closeness to shops, stores, churches, jobs, mountains, etc(52)

New and potential growth (20)

Safe, walkable areas with manageable traffic (13)

Beautiful Landscapes (11)

Question 2—What do I dislike about my community?

Area is unattractive, rundown, embarrassing, and unkempt (108)

The area is an unsafe environment for residents and visitors (53)

There is a lack of vision, quality, and cohesion in development (33)

Roads, bus systems, and sidewalks are poor; there is a lack of transit options(14)

There is a lack of community pride, planning, and support from the County (8)

Question 3— In the future, what change would I like to see in my community?

Better transit options, such as bike lanes, sidewalks, greenways, and safe roads (79)

Quality growth of diverse types, good design, and affordable homes (76)

Redevelopment of the area, general clean-up, and safety improvements (51)

Public spaces and attractive landscapes (32)

Community organization and participation (5)



Public participants with their questionnaire

These responses serve as another strong guide to create understanding amongst “the team”. There are positives in Cherrydale, negatives, and definite opportunities for improvement. Certain things must be preserved—the convenience of the area and the quiet, quality communities. Certain things must be changed—the unattractiveness, the lack of safety and vision. Finally, certain solutions must

Redevelopment Options

The subject of changing the community for the better is the central focus of the entire plan. The exercises already shown worked well to address certain strategies but to the question of *what*, precisely, is the *most important* improvement ... we did not have an answer. The possibilities seemed endless and many ideas were explored, beginning with the notion of complete redevelopment (e.g. urban renewal) to conservative change. The choice became the latter. Many small, nuanced improvements can be provided at an affordable price. As such improvements occur, benefits accumulate and positive change is seen. What improvements does this idea involve? The list is included in the bottom table. Eleven options, all of which have been deemed feasible and positive, were shown to the public. From these choices, votes were cast and the top three choices will be aggressively pursued.

Choice 1: Sidewalks

The residents have long desired a safer route—or a route of any kind—that could connect their homes to the rest of Cherrydale. This is especially true for children and the elderly, groups of people whose mobility is all but prohibited without such infrastructure. Likewise, residents have long desired to see their neighbors and thus would appreciate safer ways to walk and talk with them. These are fundamental features and functions of any proper community.

Choice 2: Street Trees

The lack of shade in Cherrydale is not only unattractive but also discouraging. And sidewalks alone do not make a walkable,

Redevelopment Ballot Final Results		
Item	Score	Rank
Sidewalks	3.60	1
Street Trees	4.34	2
Median Plantings	4.82	3
Benches, Flower Planters	5.01	4
Bus Stops	5.14	5
Sculpted Crosswalks	5.36	6
Gateway Treatments	5.48	7
Wayfinding Signage	5.63	8
Bikes Lanes	5.98	9
Public Art	7.13	10
Flags	8.07	11

healthy community. Citizens have clearly recognized these facts and have thus elected street trees as the second-most important improvement.

Choice 3: Median Plantings

Median plantings are the third-most elected feature. This comes as a clear response to the long stretches of vacant five-lane highways coursing through Cherrydale. Expanses like those found in N.Pleasantburg, Poinsett Highway, and Blue Ridge Drive could enjoy tremendous traffic and safety benefits from such redevelopment.

Blockbuilder

The public involvement process clearly shows many needs and many of those needs cannot be addressed on limited budgets. The redevelopment ballot identified the most-wanted, most-feasible improvements that can occur within the public realm. However, the future development of the area must also be addressed to accomplish the needs and desires of the community. Future development has the greatest affect the form of Cherrydale, the character, and its prosperity. The question is thus asked: *how should the area grow?*

According to all, but especially the Task Force—who spent many months studying the question—Cherrydale should rediscover its urban roots. It should be walkable, diverse, equitable, affordable, and inviting. People should be brought back to the area and opportunities should be provided. All of these needs can be addressed by a new development ethic.

Determining a successful vision for these needs is no easy task. In order to simplify and create the solution in a competent manner, planners created a game titled “Blockbuilder”. This game allowed the Task Force to create their optimum urban environment. Using various types of development and infrastructure, the Task Force created their model of the future Cherrydale at its finest.

The game’s process involves using a gameboard that represents a basic one-acre city block. The block holds eight parcels and a center alley. Using this board, a group of people then act as city planners. They place gamepieces on the board (such as apartments, single-family homes, offices, stores, restaurants, etc) in a sensible fashion. Shops are placed on corner, factories away from homes, and condos above offices. Participants then



Task Force Members Plan Their Area



A City Block Created By One Group

Blockbuilder

When the exercise was finished, four city blocks were placed together to form a new (hypothetical) corridor, as shown in the picture to the right. Apartments abut office space, restaurants follow close behind and corner grocery stores appear adjacent to community parks (ideal for grabbing small snacks for an afternoon outdoors). Factories are buffered by trees and open space, homes are put in small districts, and—overall—four city blocks show the possibility of allocating a high number of people and jobs and stores next to one another in a walkable, attractive, vibrant community.

Certainly, the fact that this is only an “academic” exercise cannot be understated. But it shows the benefits and, better yet, a *tangible interpretation* of planning ideals. Mixed-use, public space, neighborhood parks, urban design, walkability, and human scale find their interpretation here. Overall, combined with the public involvement exer-



The Ideal Corridor ... Built By The Task Force

Vision Principles

Through a combination of detailed analysis and rigorous public involvement, a series of basic policy principles have been derived to help guide the vision of Cherrydale. These principles summarize the basic goals of the Cherrydale Area Plan and embody the desires of both the community and the planning department. Likewise, while these principles apply to Cherrydale, they can also apply to many high-activity areas of the County that border established communities—such areas include the Woodruff Road, Whitehorse Road, and Pelham Road corridors.

From these broad principles, a more specific series of objectives will be displayed in the next section. Then, from the objectives, an implementation strategy will be provided in the final section of the plan.



FOUR TRADITIONAL NEIGHBORHOODS
AT A MAJOR CROSSROADS

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Land Use Principles

The physical structure of Cherrydale defines it as an urban environment. The amount and type of non-residential uses, the prevalence of a major highway road network, and the rich diversity of its people are rich resources that would be undermined in a more suburban or rural scheme. Therefore, it is crucial that the principles which guide proper urban planning be applied to this area.

Such principles place the highest priority on density and a mixture of uses. People should always be present in such an area. Street life should be a constant characteristic. As has been shown, however, such important principles have been abandoned in the past. People are leaving Cherrydale. The environment is not conducive to positive street life. To change this trend, land uses should focus on high-density development. Doing so will give more people the opportunity to call the area home. Doing so will also help preserve the diversity of the area. This is particularly true when there is a higher range of housing types. For example, single-family homes are intended for—unsurprisingly—single families. But what about the young couples, the elderly, and the singles of Greenville County? These groups of people add to the diversity and the character of an area. Without a wider range of housing types to meet these peoples different needs, there is little opportunity for proper growth.

The placement of such housing types is also crucial. They must be brought closer to the uses which attract activity—such as offices, stores, industry, and entertainment. Therefore, to foster greater access, walkability, and higher marketability, these non-residential uses should no longer



Land Use Principles

- ◆ Acknowledge Cherrydale as an urban environment
- ◆ Grow a mixture of uses and housing types
- ◆ Encourage higher-density development clustered around major attractions, such as parks, stores, offices, or theaters.
- ◆ Eliminate the separation of uses, especially along Poinsett and Pleasantburg Highway
- ◆ Create anchors in the overall pattern that attract activ-

Urban Design Principles

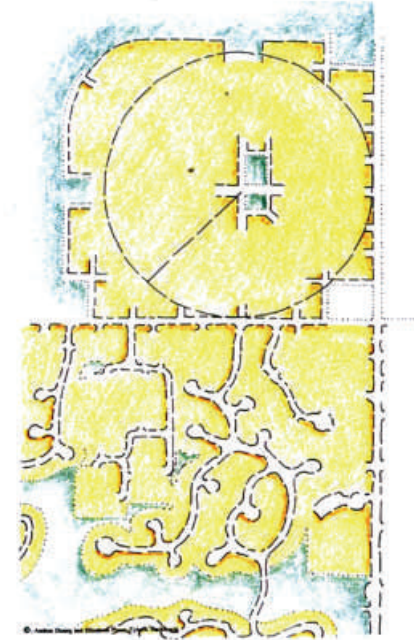
Currently, Cherrydale is not an easy place to define. Its structure is, at best, conventional and, at worst, monotonous. Such circumstances do great harm to creating an identity for the area. And while social diversity is crucial to any urban environment, physical diversity is less critical and, sometimes, detrimental.

Consistency is the key element of good urban design. This is not to say that a “cookie-cutter” approach is needed. Far from it. Only a few basic elements are required to stay consistent in order to form quality civic space. For example, buildings must maintain an appropriate scale. Buildings must also be placed in such a way that invites people (as opposed to inviting traffic) while also implying a sense of security and belonging. As of now, the vast stretches of vacant land, empty parking lots, and abandoned properties gives one the impression of disarray.

The streets that connect these features is no better. Throughout the public involvement process, people have continually expressed a desire to walk more and rely less on their vehicles. Sadly, the streets have not been designed for such use. Future development can change that with appropriate design. By provided greater public space (e.g. sidewalks) and buffering that space from the noxious traffic along the highways, people can have better, safer, more attractive routes to do the walking they so very much desire.

Overall, these features create identity and activity. But attention should also be given to the edges of the area. Gateways can further accomplish the need for defining Cherrydale. With proper design, major entrances into Cherrydale can make a memorable impression upon its visitors. They can generate community

IN THE TRADITIONAL NEIGHBORHOOD IT IS A FIVE MINUTE WALK
FROM THE EDGE TO THE CENTER.



IN SUBURBAN SPRAWL THERE IS NO CENTER,
EDGE, OR WALKING ORIENTATION.

Urban Design Principles

- ◆ Create a consistent pattern of building types
- ◆ Grow visible, memorable entrances into the area
- ◆ Complete the streets with public space and buffers to shelter people from noxious traffic
- ◆ Identify areas where the physical characteristic will be maintained and areas where the physical characteristic will evolve

Redevelopment Principles

Time and again, the public has stated their belief that Cherrydale has great potential for tomorrow. It is convenient, historic, and marketable. It has abundant resources to support additional growth. Yet, despite its promise for tomorrow, the Cherrydale of today has had a startling lack of investment. What growth that has occurred has been limited only to the vacant, unbuilt portions of the area—of which, there are few remaining. Seldom has been the efforts to revitalize the already-built portions that comprise the majority of the area. In the future, this trend must be reversed. There are many vacant, underutilized properties standing in neglect. These properties provide a tremendous opportunity for redevelopment. Therein lies the greatest promise that people refer to when they discuss Cherrydale's potential.

Thus, a primary principle of the plan is to spark redevelopment. But not any redevelopment will suffice. Future change must befit the other principles within this plan. Change must be complimentary and cohesive to the area. In other words, *infill* redevelopment is the specific principle for realizing the future vision. Such redevelopment takes place in a piecemeal fashion—one parcel at a time—and is used to allow gradual, not drastic, change. A gradual approach creates better comfort and easier adjustment for the people in the area. As opposed to drastic change (e.g. conventional urban renewal efforts), a gradual approach also ensures that the underlying character of the area is not lost.

At a smaller scale, beautification should also be used. This involves a conservative strategy of “greening” the major corridors. The specifics of this strategy will be discussed in the Redevelopment Framework but, to summarize, the smallest changes can have the largest effect. By providing better public space—be it parks, recreational facilities, or even a single trail to allow a leisurely stroll—positive environments are nurtured into reality, not forced.

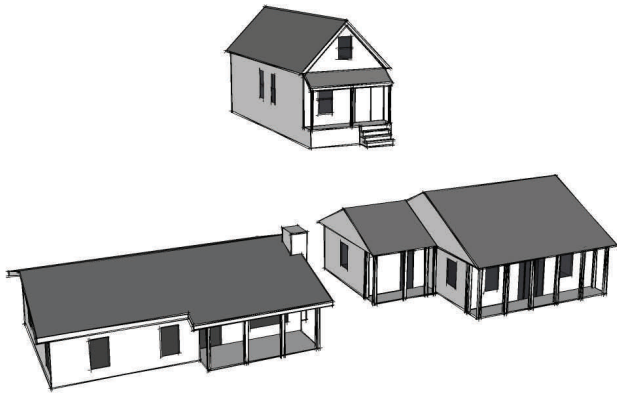


Redevelopment Principles

- ◆ Foster appropriate, piecemeal redevelopment of the area
- ◆ Avoid drastic physical change
- ◆ Take advantage of existing built areas that are underutilized
- ◆ Beautify the major corridors to attract new development interests
- ◆ Restore public space throughout the area

Land Use Framework

The land use framework is established by a Future Land Use Plan. This plan, which is specific to each district, defines the policy for future land use decisions (such as zoning policy). This plan and its recommendations relate to land uses solely. Therefore, the illustrations to follow are used only for illustrative purposes and do not dictate the form of the buildings that inherit their given land uses. The land use categories are as follows:



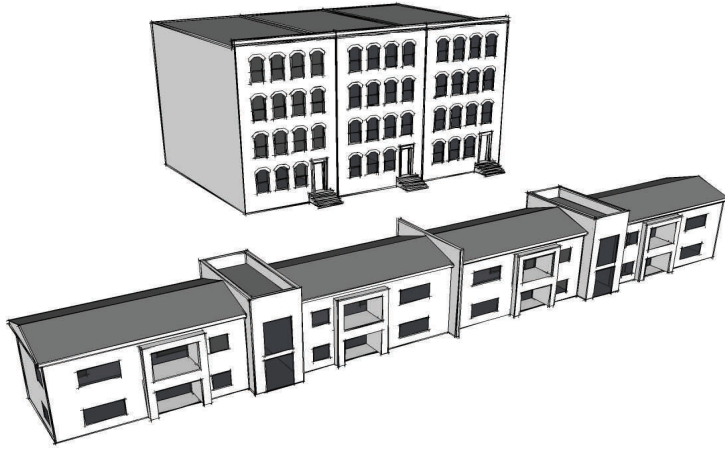
Medium Density Residential
4-6 upa

This land use refers to detached residential units built at a minimum density of 4 units per acre and a maximum density of 6 units per acre. This land use is primarily used to create and/or maintain traditional neighborhoods.



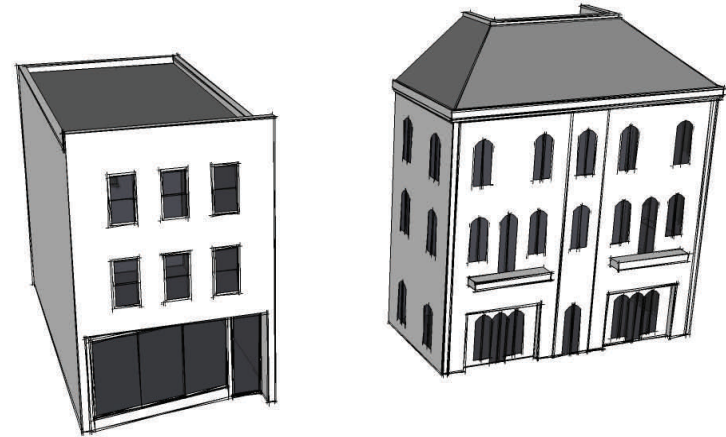
High Density Residential
6-10 upa

This land use refers to attached residential units built at a minimum density of 6 units per acre and a maximum density of 10 units per acre. This land use is primarily used to create and/or maintain traditional rowhouse and townhouse developments.



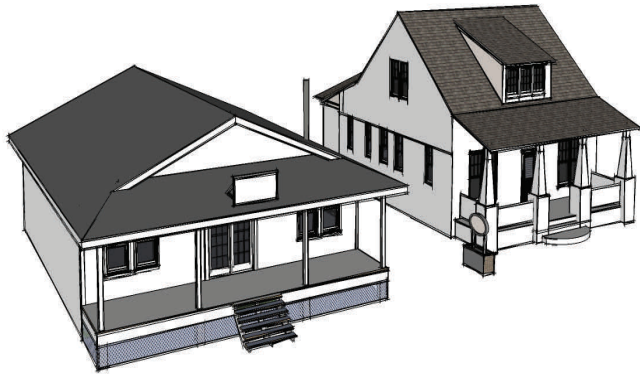
Urban Residential
10-n/a upa

This land use refers to multi-story residential units built at a minimum density of 10 units per acre. There is no maximum density. This land use is primarily used to create and/or maintain multifamily and condominium developments.



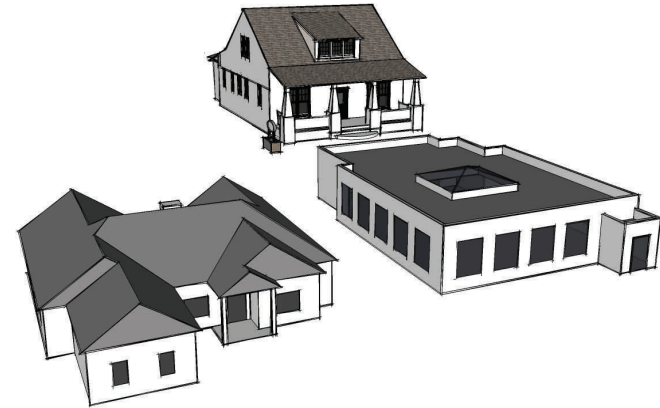
Urban Mixed Use
4000-30,000 sq ft

This land use refers to a combination of residential and non-residential uses. Developments in this category typically include live-work units, lofts, and commercial-condo buildings. This land use is particularly applicable to areas emphasizing walkable, high-density, neotraditional areas.



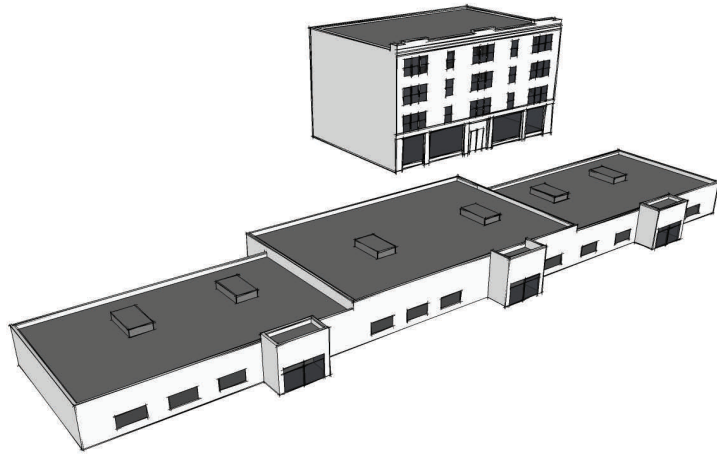
Neighborhood Commercial
2000-25,000 sq ft

This land use refers to non-residential development that is designed specifically for neighborhood areas. The scale of these developments are intended to be consistent with the surrounding communities. A use of this type is best implemented on the corner of neighborhood streets. Their location is critical so as to be within walkable distance of residents in an area.



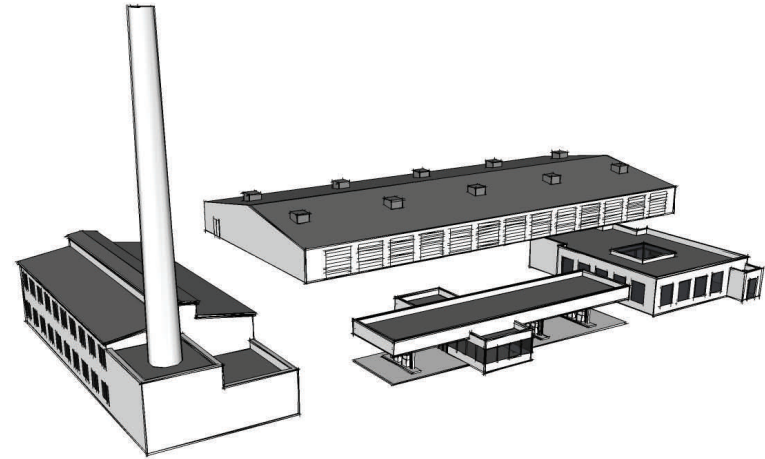
Office
2000-25,000 sq ft

This land use refers to non-residential development that is designed professional office uses. Such uses include medical, financial, or consultation businesses (among others). The character of these developments, their hours of activity, and their low intensity make them a model for good transition between neighborhoods and high intensity corridors.



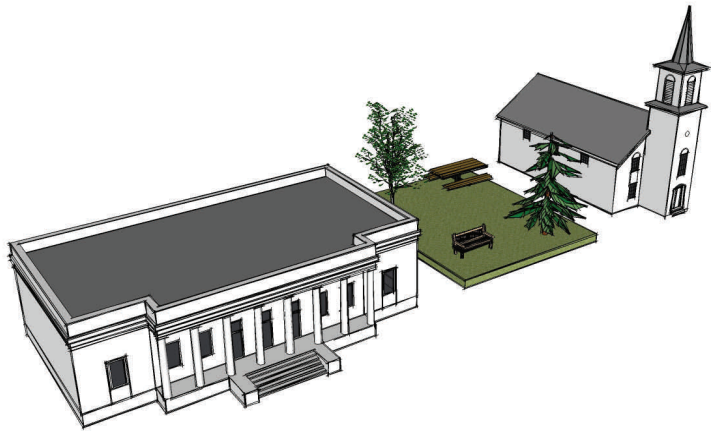
Urban Commercial
n/a sq ft

This land use involves conventional “big box” commercial development. This land use also involves high-density, large-scale, mixed-use development—typically 4 or more stories in height. This use is typically oriented to major arterial roads in order to provide optimum automobile access.



Service and Industrial
n/a sq ft

This land use accounts for all facets of development involves industry, manufacturing, production, and/or service-oriented uses. Warehouses, factories, auto repair shops, gas stations, and other uses that transcend traditional commercial uses are included. This land use is typically kept at a distance from residential uses due to its more noxious impacts (i.e. noise, traffic, lighting)



Public and Institutional

This land use refers to all manner of public and/or institutional uses. These uses include parks, schools, churches, post offices, and other governmental developments. This type of development is encouraged on various scales and at even distributions to provide abundant access to residents of an area.

Special Policy Areas

The design of each district's future land use map involves a process of gauging suitability. The basic question is *what land use is most suitable for the area?* The public's vision and needs, the technical analysis of the area, and a basic sense of each use's positive and negative impacts are all variable used in the equation.

But the most critical element involved in future land use decisions is the subject of existing character. More specifically, the most critical question is *Should the area's character be changed or maintained?* In the case of a safe, quiet neighborhood, the character of that area should likely be maintained. In the case of a neglected corridor, the character of that area should likely be changed.

The character question is the core rationale for the following future land use maps. In areas like Poe Mill, Brutontown, Sans Souci, and Montebello, the character conforms to the vision put forth in this plan. Thus, the future land uses are prescribed in a manner that maintains the current uses (and future vision). Preserving the existing uses does a great deal to preserve the existing character.

All other areas where the existing character does not conform with the future vision are designated as *evolving*. In these areas, the existing land uses are typically recommended for change in order to evolve a new function. But what is the best new function? The answer is found by the suitability question. In other words, when determining a new, better function, decisions are weighed by the public's input, technical analysis, and the understanding of each land use's positive and negative impact. Then, when the most suitable land use is identified, it is applied to the map. The future use thus determines the future character.

Despite such a rigorous process, there are certain areas within each district where the need *is not* the provision of a specific new use, but rather, *the removal* of a specific *old* use. Once the old use is removed, comprehensive analysis has revealed that several new uses could be equally suitable to the vision of the area. This result has yielded a need for options and those options are provided by *special policy areas*.

It is important to note, however, that the list of suitable uses are dependent upon the key land use principle of *mixed use*. This means that, while several uses may be suitable to a given area, the continual application of *one* use to *all* areas causes the suitability to diminish. In other words, the land uses listed in each *special policy area* are considered suitable for as long as a specific, balanced, mixture of the uses is maintained. Once the balanced mix is lost, the suitability is also lost.

In conclusion, the four *special policy areas* that have been applied to the Cherrydale Area include two critical elements: 1) the list of

Special Policy Area 1 (SP1)

The suitable uses in the SP1 relate to the need to create higher density, pedestrian-oriented development in the Poinsett District. Meeting these needs will satisfy the vision put forth by public input and technical analysis. The impacts of each use can be absorbed by Poinsett District's structure. Applying these uses with their respective control ratio allows each use to achieve the basic land use, urban design, and redevelopment principles explained in Section 4. The suitable uses of the SP1 are as follows:

- ◆ Urban Mixed Use
- ◆ Urban Residential
- ◆ High Density Residential
- ◆ Office
- ◆ Public

The control ratio is *4 residential/mixed-use to 1 non-residential*. This means that for every *one* non-residential future land use in the area, *four* residential/mixed-use uses should be applied. Public uses can be applied without discretion. By maintaining this balance, more residents will be brought to the area and an adequate amount of non-residential uses will be supplied to support their arrival.

Special Policy Area 2 (SP2)

The suitable uses in the SP2 relate to the need to create higher-density, higher-intensity development in the Market District. A small portion of the Gateway District is also included. Meeting these needs will satisfy the potential of the Market District to be a regional activity center. The impacts of such high-intensity development can be absorbed by the Market District's structure (particularly the capacity of Pleasantburg Highway). The suitable uses of the SP2 are as follows:

- ◆ Urban Mixed Use
- ◆ Urban Commercial
- ◆ Urban Residential
- ◆ High Density Residential
- ◆ Office
- ◆ Public

The control ratio is *2 residential/mixed use to 1 non-residential*. By maintaining this balance, an adequate amount of people will be put in good proximity to the wide range of commercial and work-related uses in the area.

Special Policy Area 3 (SP3)

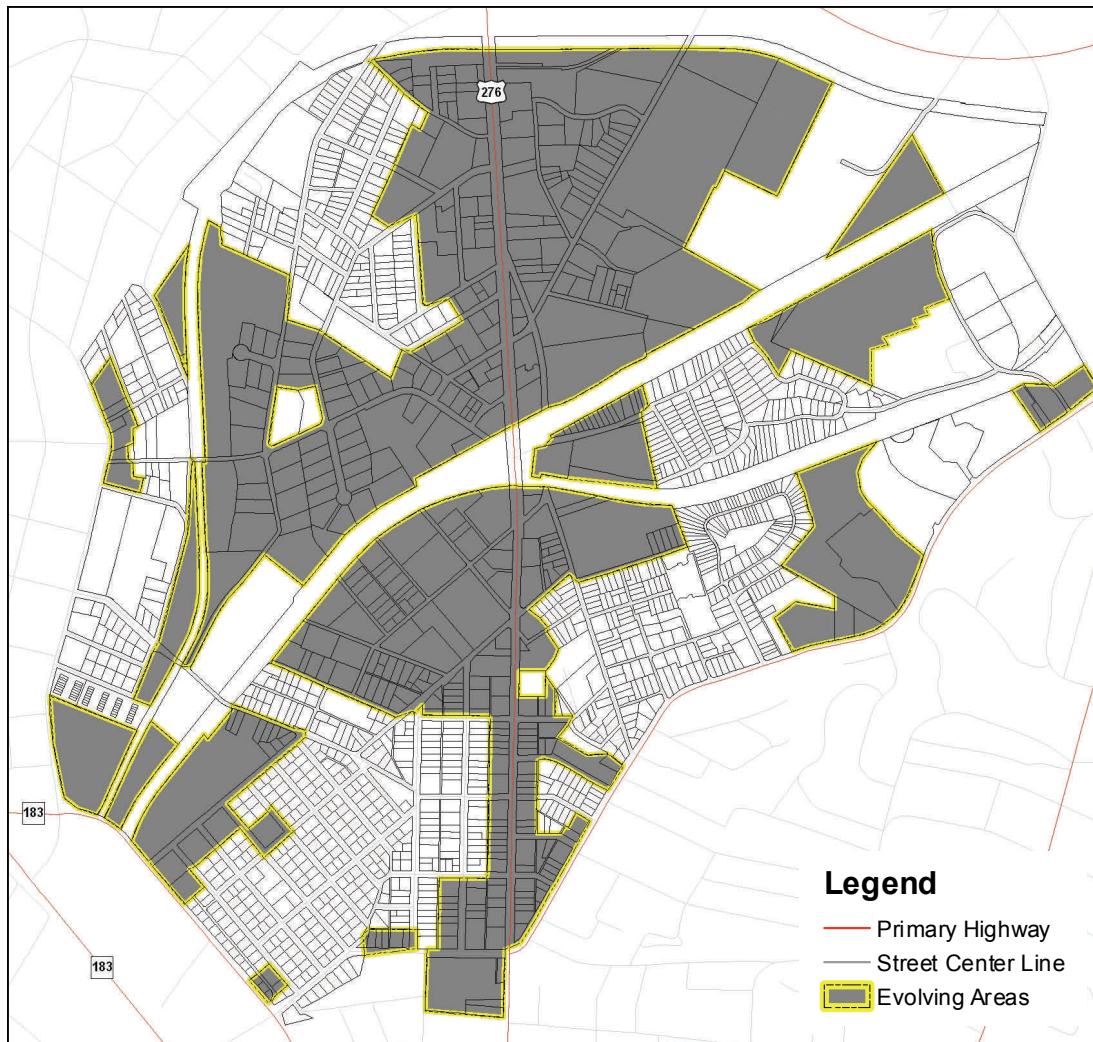
The suitable uses in the SP3 relate to the need to foster a mixture of uses in the Sans Souci District. In this district, there is a stated need from the residents to have shopping and work uses in a more convenient location. Technical analysis also shows the need for a mix of housing types in the area, particularly at the fringe. Thus, the SP3 allows attached housing and non-residential uses at a neighborhood scale. The specific land uses are as follows:

- ◆ Urban Mixed Use
- ◆ Neighborhood Commercial
- ◆ Public

The control ratio is *1 residential/mixed-use to 4 non-residential*. The heavier weight given to non-residential uses is due to the fact that the SP3 accounts for a very small, specific portion of the District (along its periphery). Thus, with few parcels to provide a mix of uses, very little of it should be used for residential (the area is mostly residential as it is). Also, what little residential exists should be offered in a different housing type. Thus the reason for Urban Mixed Use as opposed to another residential land use.

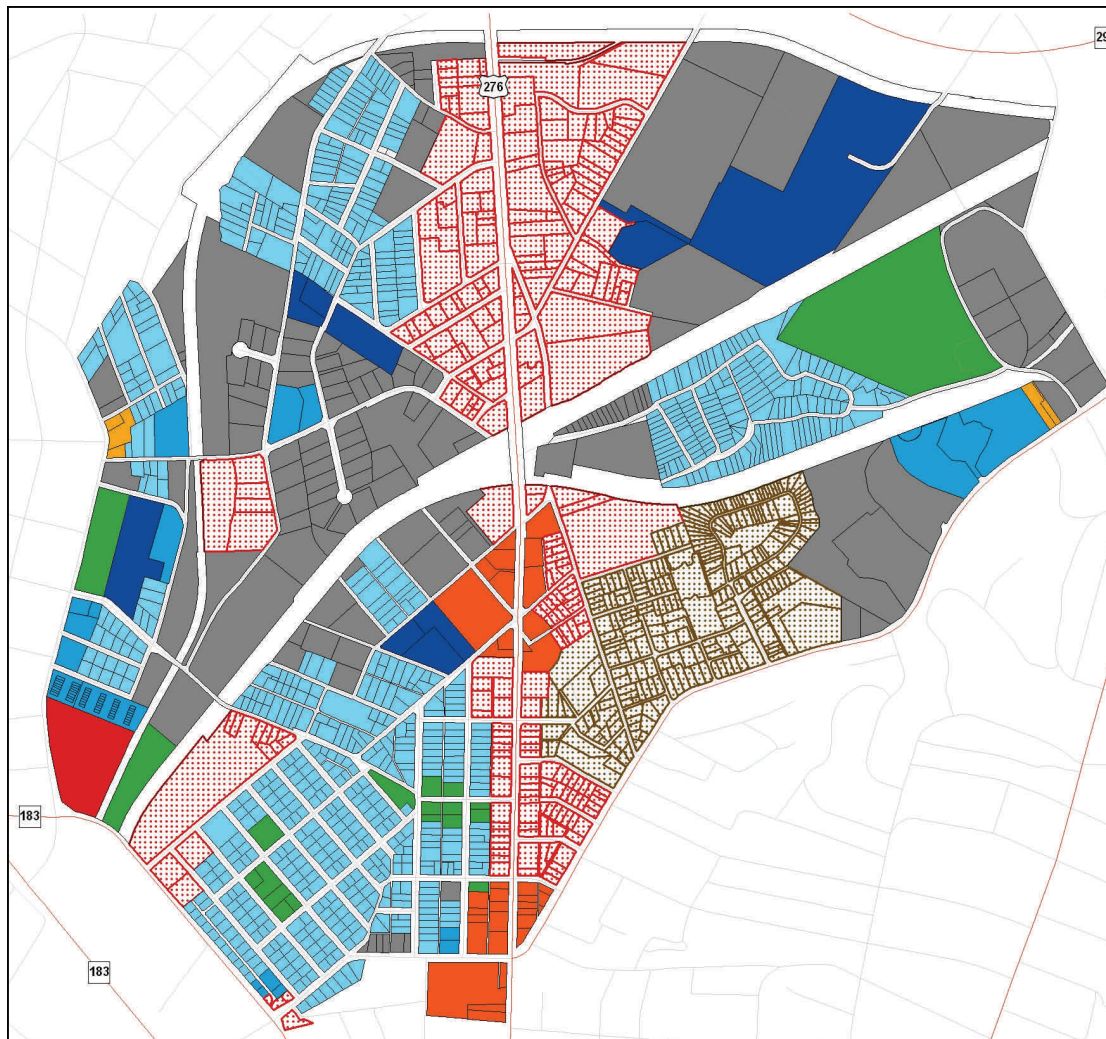
Special Policy Area 4 (SP4)

This area comprises the entire Brutontown neighborhood, which is currently being redeveloped by the Greenville County Redevelopment Authority (GCRA). No land uses are recommended in this area. Likewise, there is no control ratio. Instead, the SP4 is intended for the use of special review in the event that land use requests should arise in the future. It should be noted that such requested (e.g. rezonings) are not expected. Nonetheless, Brutontown is already planned by a specific, separate-but-equal plan. Therefore, the SP4 is intended to recognize the GCRA's sovereignty in the area. Their future land use plan, along with their vision for the area, should be preserved. The SP4 is intended for that purpose.



Poinsett District Evolving Areas

For the Poinsett District to realize the plan's future vision, much of its existing area must evolve. This includes the entire corridor along Poinsett Highway. This also includes areas neighboring major neighborhoods such as Poe Mill and Brutontown. In all cases, the evolving areas are given land uses that are different than their current uses. Likewise, a special policy area is applied to much of the evolving areas since many of the different uses will accomplish the vision.













Poinsett District Future Land Use Map

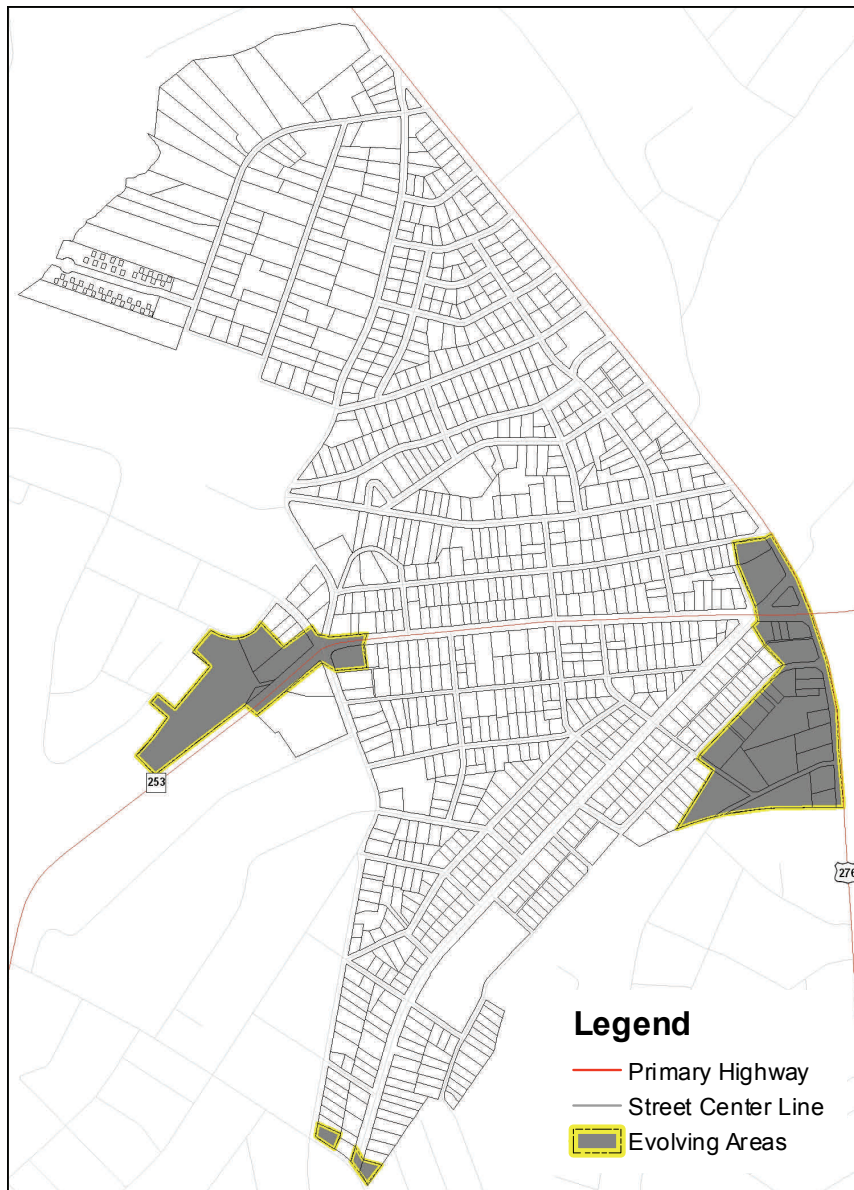
As the map shows, the SP1 is applied along most of the Poinsett Highway Corridor. There are instances, however, where the Urban Mixed Use designation has been applied. This is to foster the creation of anchors along the corridor. These anchors will attract further development and also provide a good variety of shopping, residences, and workspace in equal distance of major neighborhoods. Also, as expressed before, the SP4 is applied in the Brutontown neighborhood.

All other uses are applied to either 1) maintain the character of a given area or 2) change the character to something more suitable to the vision. All changes have been made to sup-

Legend

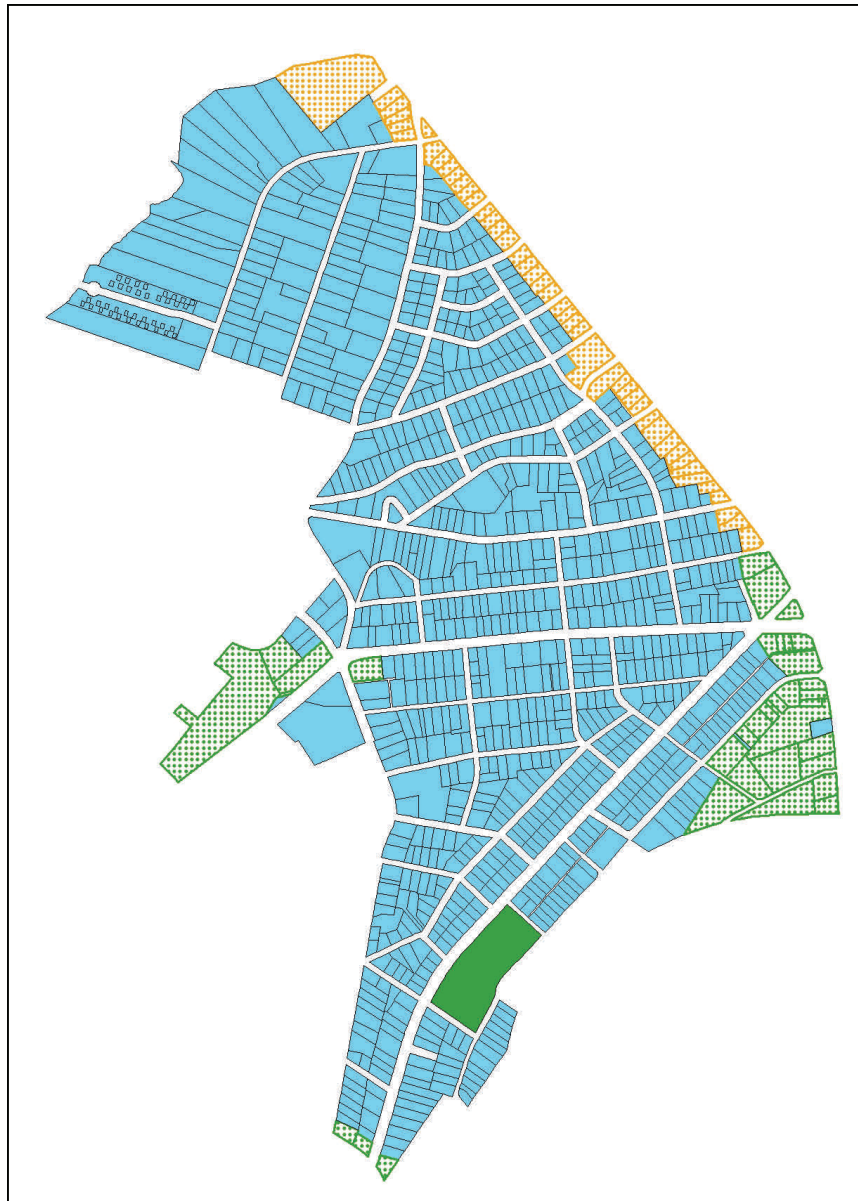
Future Land Use

-  Special Policy Area 1
-  Special Policy Area 2
-  Special Policy Area 3
-  Special Policy Area 4
-  Medium Density Residential
-  High Density Residential
-  Urban Residential
-  Office
-  Neighborhood Commercial
-  Urban Mixed Use
-  Urban Commercial
-  Service/Industrial
-  Public/Institutional



Sans Souci District Evolving Areas

In the Sans Souci District, much of the existing land uses satisfy the vision of the future. The few areas identified as *evolving* offer the opportunity to provide a better mixture of uses. The location of the *evolving areas* are within a walkable distance of most residents. Scale is of the utmost importance in this area. Future land uses should maintain the district's neighborhood character.



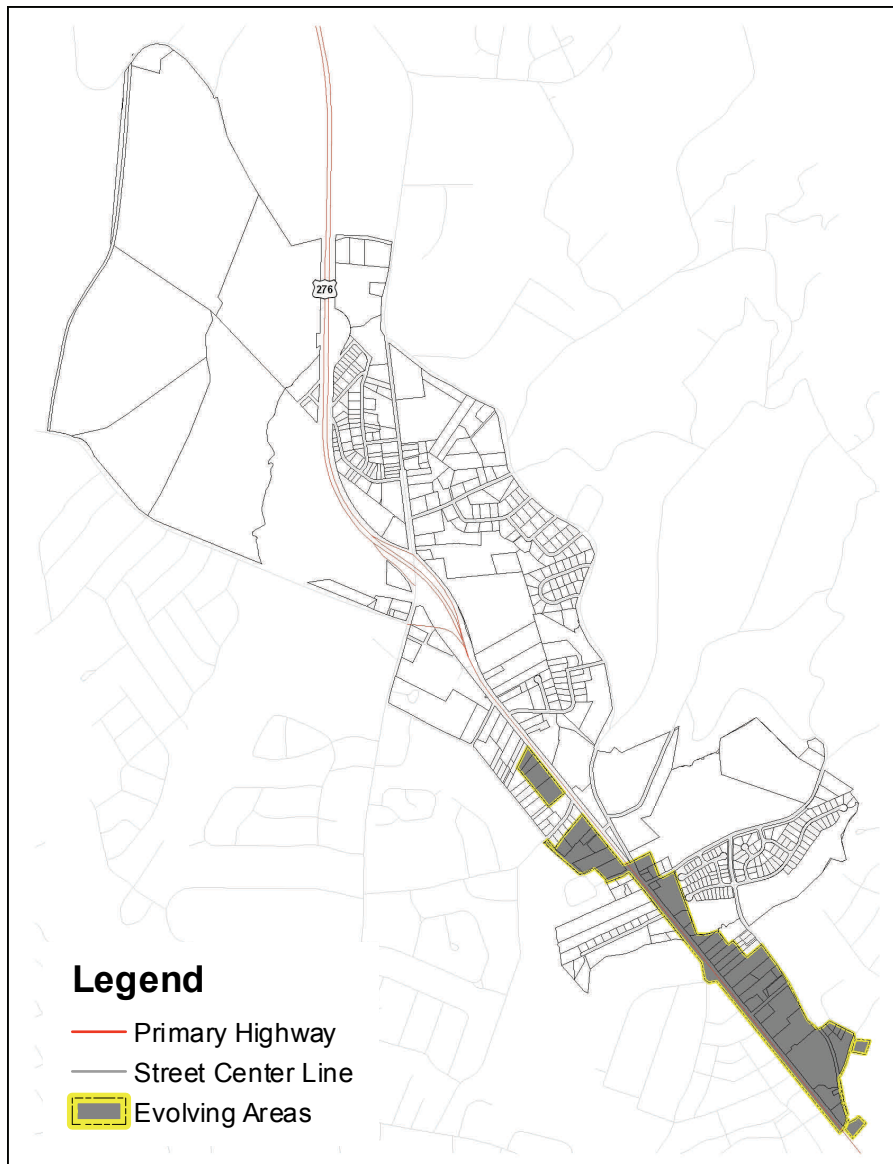
Sans Souci District Future Land Use

The SP3 is applied in the evolving areas to ensure that a balance of suitable uses is provided. The SP3 ensures that future land uses are neighborhood-oriented. Its 1:4 control ratio requires that most of the evolving areas provide some form of commercial or work uses. These uses are expected to be accessed by the residents of Sans Souci and thus reduce their reliance on automotive travel.

Legend

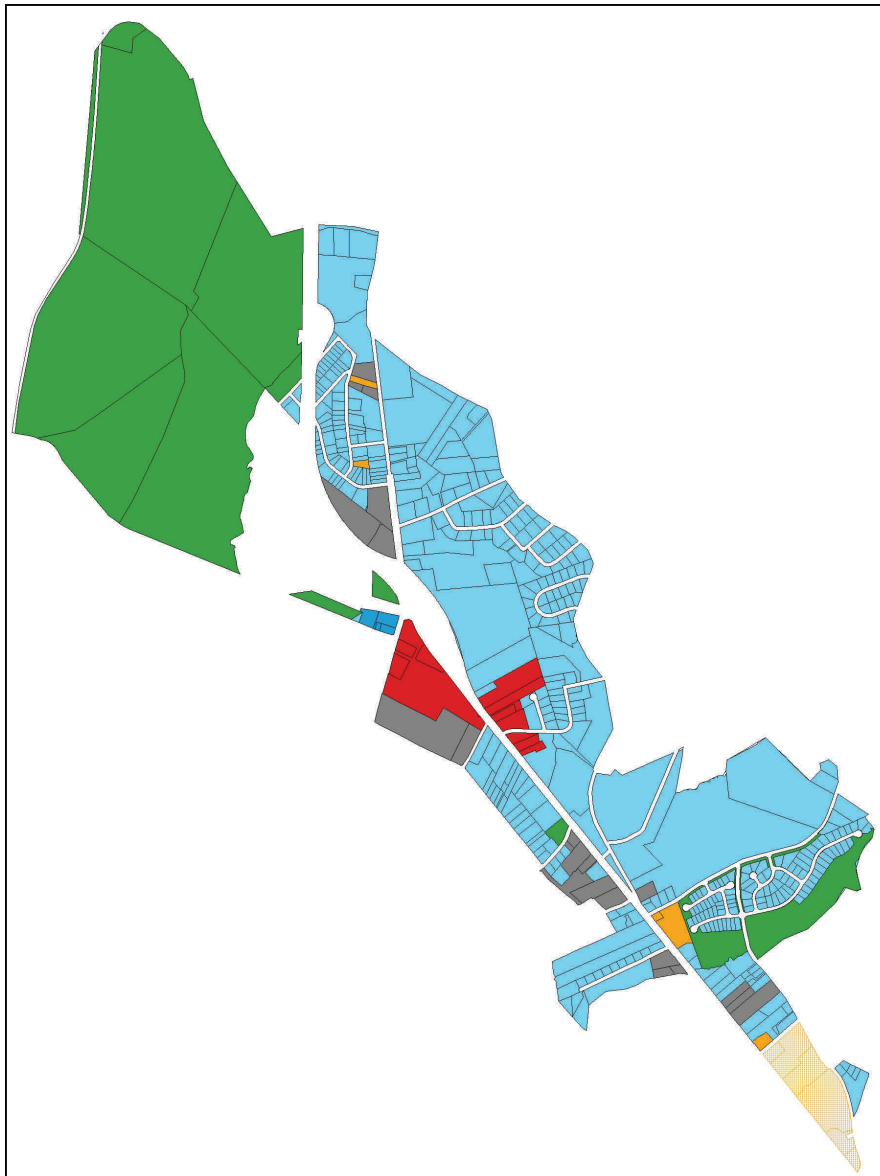
Future Land Use

-  Special Policy Area 1
-  Special Policy Area 2
-  Special Policy Area 3
-  Special Policy Area 4
-  Medium Density Residential
-  High Density Residential
-  Urban Residential
-  Office
-  Neighborhood Commercial
-  Urban Mixed Use
-  Urban Commercial
-  Service/Industrial
-  Public/Institutional



Gateway District Evolving Areas

The southern portion of the Gateway District holds many vacant parcels with high potential for redevelopment. Thus, to help foster such activity, certain parcels must be placed separate of the overall land use pattern (to be shown on the next page). Otherwise, much of the area is stable and should be maintained. This means that the predominant residential character is suitable. Public input and technical analysis has shown that a non-residential character is not desired due to current and future traffic constraints. A residential character also fosters the gateway aesthetic defined earlier in the plan. More trees will be preserved along the roadway and more trees will be planted should residential uses be maintained.

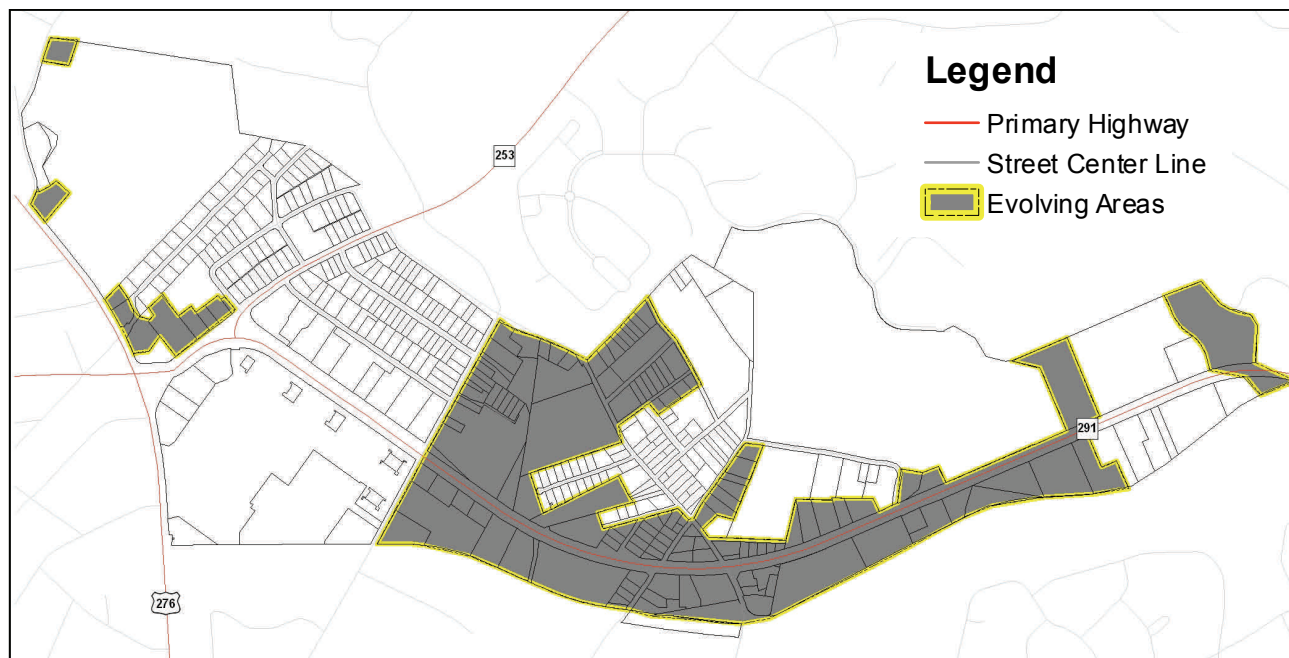


Gateway District Future Land Use Map

The SP2, which will mostly relate to the Market District, is applied to the immediate southern portion of the Gateway District. Again, this is to foster redevelopment activity in the area since the SP2 provides a wide range of high-density, high-activity uses. This is especially appropriate since the current land uses in this area are vacated commercial/industrial properties. Therefore, the SP2 is suitable to the existing infrastructure (large vacant parking lots, large vacant buildings, etc) in this area.

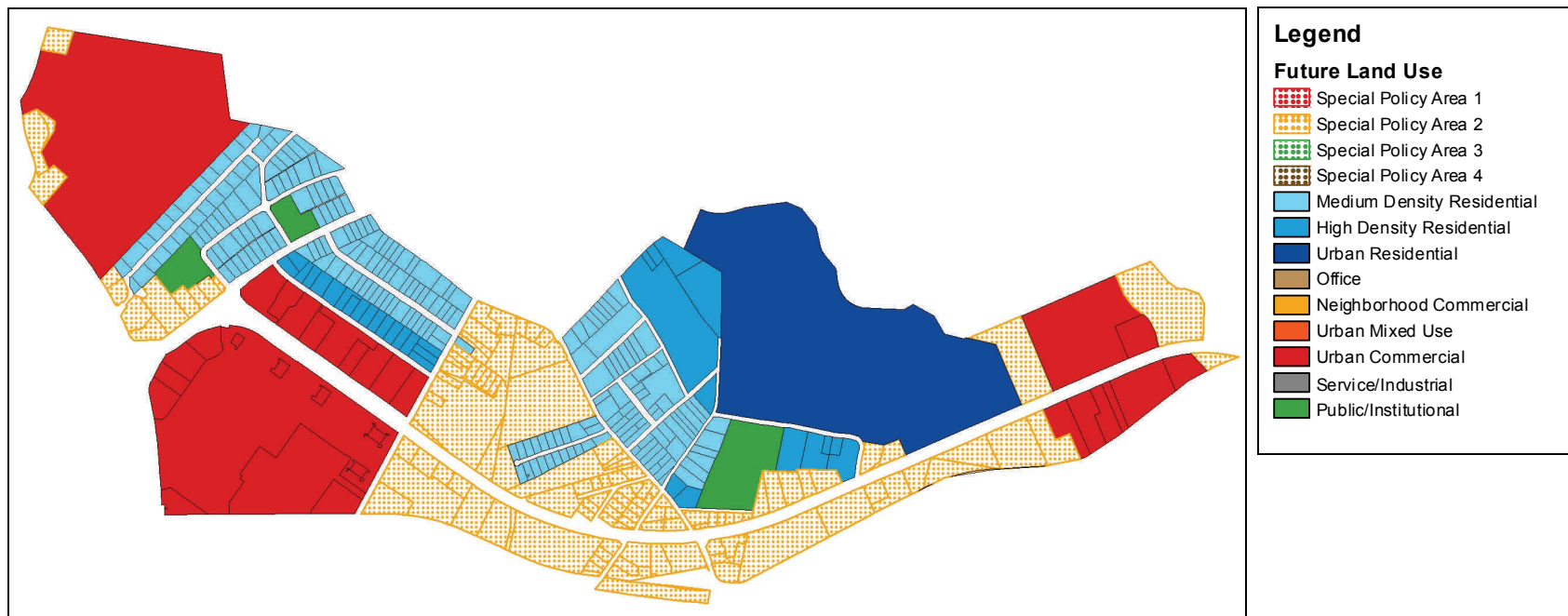
The remainder of the area maintains the medium-density residential character. Furman University also remains as a permanent public/institutional use.





Market District Evolving Areas

Much of the eastern half of the Market District is currently vacant or otherwise incompatible with the future vision. Much of the area is underutilized by low-density, low-activity uses along Pleasantburg Drive. Away from the corridor, other evolving areas have been identified for the need of high-density residential development. Apartments, condominiums, townhomes, and rowhouses are all needed in the area to bring more people closer to their commercial needs. Such residential uses would also be sufficient to bring a better mix of housing types to the area. Such development could revitalize existing neighborhoods that are in decline. Such development could also reduce the distance of trips for people who could live in the area.



Market District Future Land Use

Therefore, the SP2 is applied to the majority of the District. Doing so provides a wide variety of development options that are sure to meet market feasibility. It can be expected that Urban Commercial will be the future land use most-heavily pursued. However, with the control ratio of 2:1, it can be assured that Urban Residential and High Density Residential will also be pursued. Such future land use patterns—however they are eventually realized—will achieve the vision of the Market District as a high-intensity regional corridor.

Urban Design Framework

The Urban Design Principles established a foundation for future design standards. These standards regulate the placement and scale of buildings, the composition of streetscapes, the allocation of open space, and the physical features of a development that defines its character. These standards enforce the principles outlined earlier and are represented, in brief, by the following sketch plans. These plans related to specific districts. Other districts may differ in their eventual design standard.

Building Placement, Scale, and Streetscape in Poinsett District's Highway Corri-



Building Placement

Along Poinsett Highway, buildings will be placed 15 feet from the existing sidewalk. This is intended to create a consistent street wall that frames the corridor. This is also instill a traffic-calming effect on vehicles in the area, as tighter physical settings induce slower speeds.



Building Scale

Buildings in this corridor will retain a height of 2 to 3 stories. Four story buildings will be allowed at specific locations to create “bookend” or gateway effects. This form is consistent with the area and implies an neotraditional urban environment that allowed mixed-use development

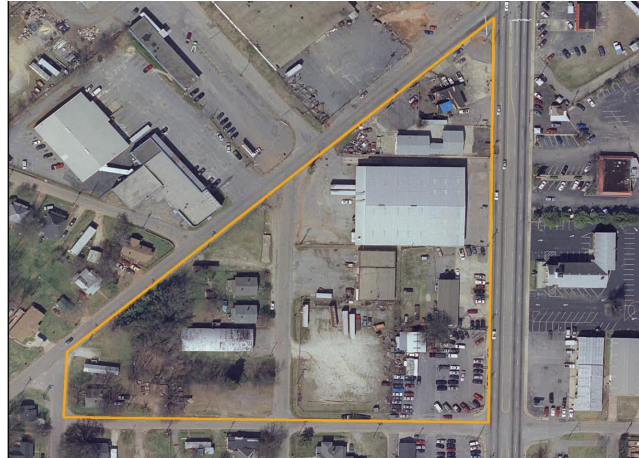


Streetscape

Future development will provide street trees per 25 feet of frontage. Shrubs will be placed between the trees and the road. Benches or tables will also be encouraged for public use. These features create a buffered pedestrian corridor, which will also be provided by an additional 10 feet of walkway.

The Urban Block Pattern In The Poinsett District

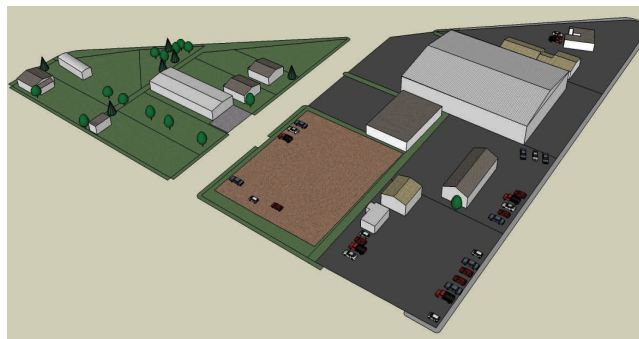
The premise of the *evolving areas* in the Poinsett District is that they should take advantage of the existing structure. Poinsett has a robust street pattern that results in many city blocks. These blocks, when developed according to the building placement, scale, and streetscape standard, can yield vibrant urban environments that meet the vision of the area.



Aerial photo of existing block on Poinsett Highway

Current Conditions

The picture shows an existing block along Poinsett Highway. This block, when shown in perspective, clearly lacks consistent placement, scale, and streetscape. Density is also lacking and, overall, the area is uninviting, unstimulating, unwalkable, and—for 99 of people—unusable.



Perspective illustration of the existing block

The Urban Block

Conceptual application of the urban design framework shows a completely different picture. Here, the same block on Poinsett Highway becomes a support system for families, offices, stores, transit, and—to some degree—cars. Here, virtually all space is usable and safe. Such amenities are the core of the plan's vision.



Conceptual illustration of the block, as built by the future vision

Auto Courtyards and High Intensity Development in the Market District

As stated countless times before, the Market District is grossly underutilized. Conventional development—with its wasteful design—is a major culprit behind this problem. Conventional development on Pleasantburg does not frame the road, does not buffer people from the highway, and creates harmful empty space where people and activity could have been.

Current Conditions

The picture shows a common sight in the Market District: empty parking lots. Such sights are discouraging, to say the least. They do not create interest and do not provide any use for people. Cars are the only patron of such areas and, given the size of the common parking lot, there is little con-



The Ingle's Parking Lot at Cherrydale Point

The Urban Block

Future development in the Market District should be designed so eliminate the sight of vacant parking lots from the road. Doing so not only improves the aesthetic of the corridor, it also causes traffic to slow. Street trees and buildings brought close to the street aid in that effect. Likewise, centrally-located parking lots form a convenient courtyard area so that people have equal access from rear and front buildings.



Conceptual Mixed-Use Shopping Center In The District
Convenient, Attractive, and Better Utilized

Complete Streets In The Sans Souci District

When community meetings were held in the Sans Souci District, the most common need amongst residents was for safer streets. The neighborhood suffers from high-speed through-traffic, especially along Perry Road. Perry Road is the route that connects Cherrydale Elementary School. Thus, it is the route that many of the neighborhood's children walk or bike or ride on their way to school every day. Clearly, in an instance like this, improvements must be made. Fortunately, there is a golden opportunity to do so and it can be

Current Conditions

The picture shows the existing crosswalk children use to walk to school. This crosswalk covers the four lanes of Perry Road. These four lanes are grossly-underutilized. So much so that the road could be cut in-half (to two lanes) and the Level of Service would remain "B" or better.



Aerial Photograph of Perry Road at the School Crosswalk

The Complete Street

Thus, the illustration shows a "road diet", wherein four lanes become two and the excess space is then better used for bike lanes and street-scaping. Also, the crosswalk is improved with an alternate paving surface and a higher elevation. The higher elevation acts as a speed bump while the alternate paving better alerts drivers to the walkway's existence.



Conceptual Design of the Perry Road Diet

The Corner Grocery In The Sans Souci District

Due to the lack of safety on Sans Souci's roads, it stands to reason that its residents do not desire to travel in their cars very often. Most people came to the area because they viewed an area that could be enjoyed on foot as well as behind a wheel. But aside from one's occasional evening stroll, there is not much encouragement to walk in the area due to the lack of a destination. There is little public space in Sans Souci and little can be expected to arrive in the future. Thus, another gathering place should be considered. A fine alternative is the corner grocery. Such is a place where one can purchase a quart of milk, the morning newspaper, and—likely as not—meet a neighbor for a brief chat. Should the corner grocery be built to scale and provide, like the houses, a front porch for visitors, people in Sans Souci may have more reason to enjoy their neighborhood



Vacant Corner Parcel At The Edge of Sans Souci

Current Conditions

As shown in the Future Land Use section, there are corners at the edge of Sans Souci that are ripe for this type of development. Such a corner is shown here.

The Sans Souci Store

And now it is filled with the corner grocery. Unlike the conventional stores seen today, this store is designed at a proper scale and form that is compatible to the area—and even complimentary. A front porch is provided for those neighborly chats, sidewalks are provided for access, and fresh produce can likely be found inside.



Corner Grocery Shown At Corner

Gateways and Anchors In The Poinsett District

The southern entrance into Poinsett District lacks the visible, memorable affect that the plan's urban design principle advocates. For that reason, the Future Land Use map dictates that Urban Mixed Use should be developed at the corners. But while the average development under such a land use would beget a two or three story building in most cases, the gateway of Poinsett needs something more. Thus, the plan's vision encourages a taller, larger building. Such a building would provide attract more use, more activity. It would essentially act as an anchor to ground even more activity to the area. Also, the visual impact could be made



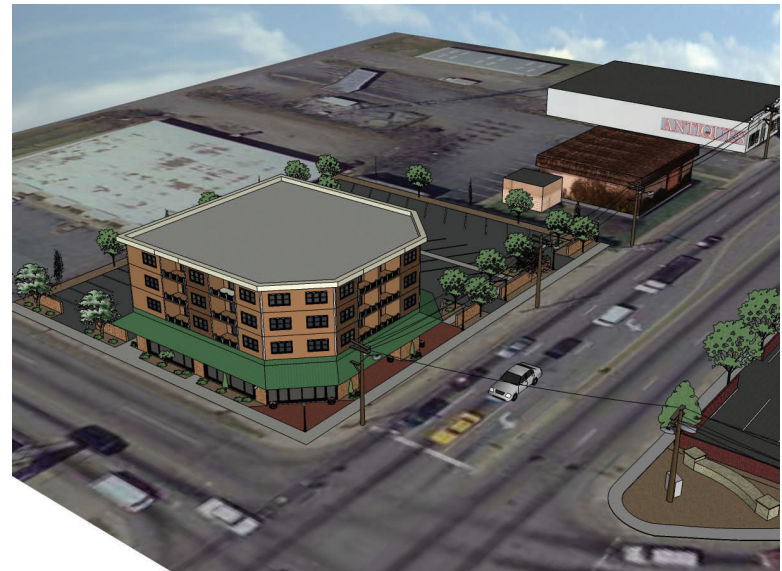
Vacant Corner Parcel At The Edge of Poinsett

Current Conditions

There is a vacant parcel in the southern entrance that is ripe for good in-fill redevelopment.

The Gateway Anchor

A well-designed building at a large, impressive scale could better announce one's arrival to Cherrydale. It could also attract more visitors—not to mention more positive growth.



A New, Quality Development To Serve As An Anchor and Gateway

The Gateway District, A Quiet Corridor

Just as the southern entrance from Poinsett should have a memorable impression on those who visit the area, the northern entrance in the Gateway District should cause people to feel they are in a unique place. In past times, the endearing quality of this district was its quiet, semi-rural feel. The landscape along the roadway was wooded, lush, and lined with modest homes on sizeable lots. This physical setting made the road feel less-congested, the drive less-frustrating. This setting also gave visitors to the rest of Cherrydale a surprise after they passed through, crested the hill, and saw the urban setting



The Lack of Trees a prominent issue in the Gateway District

Current Conditions

As of now, strip commercial development has wrecked the landscape with its

The Quite Corridor

The landscape could be easily restored by requiring shade trees along the roadside. Commercial buildings could still have their place but, with the roadside trees, these buildings could be screened from the road and past experience of driving through a more-pleasing corridor could be restored.



Returning trees to the area changes the District's character entirely

Redevelopment Framework

The Redevelopment Principles serve as a guideline for recovery efforts in Cherrydale. Changes should be gradual. Public efforts should be small in scale to allow an easier adjustment among residents. Beautification should take place, particularly in the Poinsett District, to create new interest in the area. (Not to mention better safety.) To that point, the following pages will illustrate three initiatives for the area. Two are intended to be provided by public funding (e.g. federal grants). One is intended to serve as the rational basis for infill development.

Trees Along The Streets of Poinsett

As stated before, the smallest change can make the largest difference. In the case of the Poinsett District, the mere addition of trees along the highway can go a long way towards improving the look—and the people's *outlook*—of the area. The most common complaint regarding the area's appearance has been the poor appearance of its powerlines. Many of the powerlines are heavily-burdened with high transmission wires. Many of the poles have fallen into poor condition and are sagging, splintered, and altogether threatening. And though the repair of these powerlines is beyond the control of Greenville County, there may be an opportunity for improvement in some shape or



Poinsett Highway ... where powerlines stand tall

Current Conditions

This is actually one of the more flattering pictures of the powerlines along Poinsett Highway. Nonetheless, it can be seen that their presence is quite visible. Combined with the almost constant spread of concrete and asphalt, the area is anything but attractive.

Trees On The Street

The addition of trees does a great deal to draw one's attention away from the powerlines and asphalt. These trees can only be maintained at a certain height (due to restrictions from the power authority), yet a medium-sized tree still provides improvement. This example further proves how a modest change



The image of the area can be repaired with redevelopment

Bus Shelters and Benches For Poinsett

Again, the Poinsett District garners the most attention within the redevelopment framework. And while the unsightly powerlines drew the most concern from residents, the lack of quality bus stops and public space was the second-most common complaint. This problem could be solved with two new features: true bus shelters (with benches and canopies) and public benches.

Current Conditions

As of now, most bus stops are designated with a signpost. Nothing more. The lack of further infrastructure prohibits most people from using the transit system. The elderly, children, and mothers (all of whom need the transit system most) cannot feel safe in these conditions. The lack of benches also prohibits any sustained presence of people along the streets.

New People Provisions

The addition of benches and shelters can do a great deal towards bringing people back to the street. And their presence is much-needed to meet the vision of the district. Providing such safety and convenience is the fundamental purpose of the public street.



The current bus stop at Poinsett lacks both allure and safety



Bus stops or benches—in either case, the benefit is worth the cost

Infill Development In All Of Cherrydale

Finally, the high amount of vacant properties provides Cherrydale with a long-term potential for positive new development. Already, the infrastructure is in place, the area is ready, and the time is optimum to begin this gradual approach. In all in-

Current Conditions

Much of the vacant property is characterized by the vast amount of empty space. Asphalt and raw earth covers much of the properties. The mostly small buildings in the area could, and should, be removed to create better development that uses more of

Infill Development

The result, over time, is a richer development pattern that does not waste a single inch of available land. Again, this sort of change should take place over many years. But the result is worth waiting for. It embodies the overall vision of the plan by providing public space, safety, allure, and progress. Should the basic tenets of the redevelopment principles be consistently applied, the success of this plan is virtually guaran-



The Cherrydale Area Today



The Cherrydale Area Tomorrow

Implementation Checklist

The initiatives contained in this plan will only be possible by the consent of the Greenville County Planning Commission and Council. Should the plan be approved by these bodies, the vision put forth will be fully endorsed and the next steps towards complete implementation will begin. Those steps have been outlined briefly on the proceeding page. Based on citizen input and careful analysis of the current conditions, it is critical that the order shown in this implementation schedule be maintained as closely as possible. Every action listed has been deemed of the utmost importance. Though certain actions may take place simultaneously (such as the adoption of the plan document and the future land use maps), the hierarchy of each tier is also recommended to be maintained. Those items listed in Tier One must be accomplished first prior to pursuance of items listed in Tier Two, Tier Three, and Tier Four. Overall, this final section clearly shows that much of the work for the Cherrydale Area Plan is still ahead. This document has identified the need for change, a guiding vision to provide it, and a strategy for completion.

Tier One—three to six months

- Adoption of plan
- Adoption of FLU maps
- Creation and adoption of new design standards
- Creation and adoption of new zoning
- Study other necessary ordinances

Tier Two—six to twelve months

- Acquire funding for redevelopment opportunities
- Formation of neighborhood associations
- Rezoning of property to match FLU maps

Tier Three—one to two years

- Install street trees along Poinsett Highway in the Poinsett and Gateway Districts
- Acquire parcels for new public space
- Install benches and bus stations
- Conduct redevelopment along Perry Road
- Construct a planted median and bike lanes on Perry Road

Tier Four—ongoing

- Conduct annual review meetings with public
- Pursue Gateway signage at each District
- Pursue other community involvement initiatives (i.e. clean-up, public art, bike paths)