University Ridge Development
Development for 37 Acres on University Ridge
Greenville, SC
ZONING
**Development Options**

- **Develop under existing zoning**
  - No cap on density
  - Allows all projected uses
  - No upfront traffic mitigation

- **Develop with modified PD**
  - PD Refresh & Better Master Plan
  - Deal with traffic upfront
  - Increase 6 story cap & lower edges
  - Cap on density
<table>
<thead>
<tr>
<th></th>
<th>Existing</th>
<th>Modification</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Uses</strong></td>
<td>Residential &amp; Commercial</td>
<td>Same with some restrictions</td>
</tr>
<tr>
<td><strong>Density</strong></td>
<td>No limit</td>
<td>Limit to 3.5M SF</td>
</tr>
<tr>
<td><strong>Height</strong></td>
<td>6 stories</td>
<td>4 stories on edge with higher in center</td>
</tr>
<tr>
<td><strong>Traffic Plan</strong></td>
<td>None</td>
<td>Mitigation proposed</td>
</tr>
<tr>
<td><strong>Design Standards</strong></td>
<td>Limited</td>
<td>New standards</td>
</tr>
<tr>
<td><strong>Approval Process</strong></td>
<td>Staff and DRB only on Multi-family</td>
<td>Covenants with County approvals plus City Staff</td>
</tr>
</tbody>
</table>
SITE CONTEXT
SITE CONTEXT

[Image of an aerial view of a site with labeled areas: County Offices and Family Court.]
**Key Zoning Dates**

1st Meeting with City Staff  
May 25, 2018  
(ongoing)

City Council Hearings  
October 2019

Master Planning Charrette  
September 26, 2018

Planning Commission Hearing  
September 19, 2019

Planning Commission Workshop  
June 20, 2019

Neighborhood Community Meeting  
May 14, 2019

Planning Commission Workshop  
June 20, 2019
Traffic
With continued pro-growth policies in place, Downtown Greenville could grow near or above the same pace as Downtown Charleston and Durham’s historic trajectory.

As Downtown matures, a more conservative growth pattern of 2.4% to 3.0% is likely.

Ideally these people can walk to work and shopping
### Key Market Analysis Findings

<table>
<thead>
<tr>
<th>USE</th>
<th>Key Market Finding</th>
<th>Projected Demand by 2028.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>Market rate multifamily product is booming in Downtown, and future expected population growth of between 4,600 to <strong>6,000</strong> mostly higher-income residents by 2028 is likely to result in demand that exceeds today’s extensive pipeline.</td>
<td>2,400 to 3,000 units</td>
</tr>
<tr>
<td>Office</td>
<td>The office market is relatively soft, and projected employment growth is not anticipated to generate the jobs needed to justify significant additional new office development.</td>
<td>860K to 1.2M SF (requires anchor tenant)</td>
</tr>
<tr>
<td>Retail</td>
<td>Significant residential growth Downtown is lending more support for Downtown retail, but local retailers are feeling squeezed by rising rents.</td>
<td>330K SF</td>
</tr>
<tr>
<td>Hotel</td>
<td>Supported by investments in amenities and culture, hotel development has been booming in Downtown with further growth expected from 2018-2020.</td>
<td>Four to five hotels</td>
</tr>
</tbody>
</table>
- 5 year increase of 168%
- Retail vacancy only 4%
Traffic

- Main driver – PM peak hour – i.e. rush hour leaving offices at 5:00 – 6:00
- Office has 0.85 +/- PM trips leaving site per 1,000 SF
- Versus residential has 0.16 PM +/- trips leaving site per 1,000 SF
- Hotel is more overnight
- Retail is more lunch and weekends

**Main driver of PM peak hour traffic is office use**

<table>
<thead>
<tr>
<th>Use – Size</th>
<th>Morning Peak Hour</th>
<th>Afternoon Peak Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Enter</td>
<td>Exit</td>
</tr>
<tr>
<td>Office – 813,000 square feet</td>
<td>680</td>
<td>111</td>
</tr>
<tr>
<td>Hotel – 350 rooms</td>
<td>53</td>
<td>74</td>
</tr>
<tr>
<td>Residential - 1500 units</td>
<td>126</td>
<td>360</td>
</tr>
<tr>
<td>Retail – 296,000 square feet</td>
<td>186</td>
<td>114</td>
</tr>
<tr>
<td>Total</td>
<td>1045</td>
<td>659</td>
</tr>
</tbody>
</table>
• Greenville CBD ~ 5M+ SF office
• Reduce government offices during time
• Build out new offices over 10+ years
• Office comes last in mixed use projects
• 15% increase in CBD office – very much needed more modern office
• Office creates jobs, tax revenue and long term value
• Project demolished 250K SF off office – high traffic government office
• As project gets built out traffic does increase
• Office traffic come last
Project’s goal is to be Main Street not Church Street
Walk Score helps you find a walkable place to live. Walk Score is a number between 0 and 100 that measures the walkability of any address.

### Walk Score

<table>
<thead>
<tr>
<th>Walk Score</th>
<th>Transit Score</th>
<th>Bike Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>90–100</td>
<td>Walker’s Paradise</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Daily errands do not require a car</td>
<td></td>
</tr>
<tr>
<td>70–89</td>
<td>Very Walkable</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Most errands can be accomplished on foot</td>
<td></td>
</tr>
<tr>
<td>50–69</td>
<td>Somewhat Walkable</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Some errands can be accomplished on foot</td>
<td></td>
</tr>
<tr>
<td>25–49</td>
<td>Car-Dependent</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Most errands require a car</td>
<td></td>
</tr>
<tr>
<td>0–24</td>
<td>Car-Dependent</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Almost all errands require a car</td>
<td></td>
</tr>
</tbody>
</table>

- As many uses in walking distance as possible – proposed mixed use
- Reduces car trips greatly – think most larger Cities
- Improve Walk Score by 20 points or more (currently 60)
ALTERNATIVE TRANSPORTATION

Uber stations – not driverless yet

Transit – County funded

Bike Share

Scooters – Midtown Atlanta Case Study
WALKABILITY

Active Sidewalks & Streetscape

Traffic Calming Pavers & Barriers

On Street Parking

Protected Bike Lanes
**PROPOSED MITIGATION AREAS**

- Studied all CBD
- 10+ inspections need improvement upon build out
- County & Project is committed to spending millions in improvements
- Includes adaptive signals off site
- If developed under existing PD would not necessarily need to
- Most of downtown development has not mitigated
TRAFFIC FLOW – MAIN FLOW >70% OF PEAK TRAFFIC
TRAFFIC FLOW – PEAK FLOW DIRECTLY INTO DECK
TRAFFIC FLOW – CONNECTION TO MAIN STREET
TRAFFIC FLOW – CONNECT MAIN TRAFFIC TO DECKS EFFICIENTLY
TRAFFIC FLOW – SECONDARY - NEED TO CONNECT TO EXISTING LIGHT AT AUGUSTA
HOW DOES IT HAPPEN
New County Office Building

Master Redevelopment
NEW COUNTY OFFICE BUILDING
NEW COUNTY OFFICE BUILDING
NEW COUNTY OFFICE BENEFITS
PLAZA

OUTDOOR SEATING

TREE GROVE

EVENT LAWN

MEMORIAL WALL

OUTDOOR SEATING

PUBLIC ART / SCULPTURE

WATER FEATURE

CONCEPT "E"

COUNTY SQUARE
ROCA POINT
GREENVILLE COUNTY, SC
2019-02-3

LAM IS CONCEPTUAL IN NATURE AND SUBJECT TO CHANGE.
Plaza
STREETSCAPE GUIDELINES

Sidewalk Zone

Street Furnishings Zone

Street Furnishings Zone

Pedestrian Realm
STREETSCAPE GUIDELINES

Planting Zone

Walls & Fencing

Building Transition Zone

Building Transition Zone
MASTER PLAN OBJECTIVES

- Expansion of Downtown
- Compliment Main Street – do not compete
- Very walkable
- Pedestrian connection to neighbors, ballpark, school and parks
- Mixture of uses
- Pedestrian scale streets with traffic calming
- Public spaces
- Did not name Project
10 story office tower on visual centerline of Main Street with views over downtown skyline 250,000 sf

Connection to Reedy Falls Park

Extend University Street creating retail shopping street

3 level fitness center over ground level retail with lobby access from paseo space 60,000 sf

Residential wrapping parking deck with ground level retail along University Street +/- 425 units

Hotel above retail with amenity and meeting room level overlooking central plaza +/- 200 rooms

Cinema anchoring central plaza

Multi-use trail along Howe Street frontage

5 story residential wrapping amenity courtyard and parking deck +/- 380 units

Neighborhood grocery and retail with 8 stories of residential above and 5 levels wrapping parking deck

Optional location for 5 levels of loft office with 120,000 sf or a 150 room hotel

8 story office tower over retail podium 200,000 sf

Linear park along north boundary of site with multi-use trail connections

Connection to Swamp Rabbit Trail

12 story office tower over parking podium 300,000 sf

5 story residential with visual connection to county plaza +/- 260 units

Paver street as part of plaza environment for access to County Square and parking deck

Right-in/right-out access for service and lower level of parking deck

Civic plaza area with Veterans Wall integrated into plaza design

New 5 story County Square office anchoring public plaza space and corner of University Ridge and Church Street - 250,000 sf

Emergency vehicle parking along University Ridge

12 story office tower above retail and parking podium and overlooking central plaza and County Square - 250,000 sf

Development Summary

<table>
<thead>
<tr>
<th>Category</th>
<th>Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>300,000 sf</td>
</tr>
<tr>
<td>Grocery</td>
<td>117,000 sf</td>
</tr>
<tr>
<td>Service Center</td>
<td>68,000 sf</td>
</tr>
<tr>
<td>Office</td>
<td>120,000 sf</td>
</tr>
<tr>
<td>County Square Office</td>
<td>1,000,000 sf</td>
</tr>
<tr>
<td>Hotel</td>
<td>250,000 sf</td>
</tr>
<tr>
<td>Residential</td>
<td>1,655,000 sf</td>
</tr>
<tr>
<td>Total Development</td>
<td>3,500,000 sf</td>
</tr>
<tr>
<td>Shared Parking</td>
<td>4,000 sf</td>
</tr>
</tbody>
</table>

RocaPoint Partners

Greenville County Square

Greenville | South Carolina

25 March 2019
TIMING

2019
• Design Building

2020
• Build Building

2021
• Move into building

2022
• Build infrastructure

2023-2024
• Land sales
$1 BILLION extension of downtown

3 MILLION SQ FT of new Class A office, retail, hotels, residential and public spaces

$720 M construction spending

annual business revenues greater than $560 M

new home for 5,500 jobs plus 7,700 construction jobs

$23.5 M annual tax revenue for City & County of Greenville

> $1.1 B impact to local economy

GAME CHANGING PROJECT FOR GREENVILLE
Thank you