Discover Greenville was an initial stage of the comprehensive planning process, producing an inventory of the city’s current resources. The 2014 update allows us to refresh this information and determine whether the city is on track to achieve the plan’s goals and principles. The data used to update the inventory comes from a variety of sources, including the 2010 Census, building permit activity and other departmental information, and projects from the annual Capital Improvement Program.

This document highlights the eight elements that make up a comprehensive plan. The elements are population, housing, economic development, natural resources, cultural resources, community facilities, transportation, and land use. The population section outlines the demographics of the city: who lives in the city and how that has changed. The housing and economic development sections describe where the people live and work. The natural resources, cultural resources, and community facilities sections define the quality of life in Greenville. The transportation and land use elements determine how people move from place to place and how land is developed.

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Population

The City of Greenville is located in the Upstate region of South Carolina, along the I-85 corridor between Charlotte, NC and Atlanta, GA. According to predictions, this corridor will continue to be a magnet for growth over the next few decades. As the county seat for Greenville County, the City of Greenville is positioned within the Carolina Piedmont megalopolitan area which extends throughout the Carolinas along I-85 and around the growth of Raleigh and Charlotte. Further south on the I-85 corridor, the Georgia Piedmont megalopolitan area emanates out from the Atlanta metropolitan area.

The 20 megalopolitan areas, located throughout the country, are designed to capture the major U.S. metropolitan areas and their corresponding growth corridors and are thought to represent the major growth areas for the United States. Although these megalopolitan areas make up only 12% of the nation’s land area, in 2005 these megalopolitan areas accounted for more than 60% of the United State’s population and nearly 70% of the U.S. Gross Domestic Product. By 2040, the megalopolitan areas could add as many as 60 million new residents.
The two megapolitan areas surrounding the City of Greenville, the Carolina Piedmont and the Georgia Piedmont, are slated for a population growth rate of 44.6% and 54.9% respectively from 2000 to 2030. Population growth within the region can create an array of challenges in the future. The need for more housing will put strains on some of our natural areas and beckon the need for infill development, higher densities, and affordable housing in areas deemed appropriate. The growth in population will create a demand for goods and services from both the private sector and local government. Management of development into areas that can provide the appropriate infrastructure and services while preserving the character of existing communities will be an important decision for local governments. A review of the existing population and the patterns of past development will aid in predicting the level of population growth that will occur to ensure that the City of Greenville will be prepared for future challenges.

**Growth through Annexation**

The City of Greenville has expanded from its 1920s urban core, as decades of piecemeal annexations have added to its incorporated land area. During the 20s and 30s, the City existed within a central core emanating from downtown with Main Street and the Reedy River at its center. The largest period of growth occurred in the 1940s when the City annexed over 10 square miles of land. As a ring of neighborhoods was built in this newly-annexed area, a period of population growth extended throughout the 1950s culminating in an all-time high population of 66,188 residents as recorded by the 1960 decennial census. Since that time, the city limits have continued to expand, mainly out to the southeast, and as of 2014 the city was nearly 29 square miles in size.
Patterns of Growth

As the city expanded in area, the patterns for its development changed as well. The original growth around the urban core reflected a need to live near the activity of the city, principally around the downtown area. Residents were able to walk or ride the streetcar to their jobs, their schools, the market or other points of interest. The rapid period of expansion and growth occurring in the post-World War II 1940s and 1950s resulted in a transitional pattern, where many city residents had the ability to move just outside of the urban core because of the extension of streetcar lines and bus. In the latter half of the 20th century, the automobile became commonplace in American households and people and businesses were able to move farther out from the urban core. Since there was no longer a need for proximity, development began following a suburban pattern that put less focus on sidewalks and a greater emphasis on parking, supporting the automobile over the pedestrian.

The map below shows a thematic representation of the patterns of growth represented within the City of Greenville. The shapes of these patterns resemble a ball and glove. The ball, the blue round circle, represents the urban core of the city; the glove, the oddly-shaped green polygon, wraps around the urban core and represents the suburban pattern of development; and the area where these two shapes overlap is an area of transition. This ball and glove thematic is overlaid on a map showing the sidewalk and parking infrastructure within the city.

Ball and Glove - Patterns of Growth in the City of Greenville

The city has 3 major patterns of development:

- **Urban Core**
  - Pedestrian Network
  - Small Parcel Size
  - Mixed Uses
  - Higher Density
- **Suburban Transition**
  - Auto Dominated Network
  - Large Parcel Size
  - Isolated Uses
  - Lower Density
- **Transition**
  - Areas show characteristics of both Urban Core and Suburban Pattern
Population Changes

Despite a steady increase in population growth leading up to 1960, the city followed this with two decades of declines. From 1960 to 1980 the recorded population for the city declined nearly 20%. This decline was likely a result of declining household sizes and the era of suburbanization that led many city residents throughout the country to move out into the suburbs. Since that period, the city’s population has remained relatively stable, with a total 2010 population of 58,409.

Comparisons with other nearby cities show that most have had patterns of uneven growth rates since the 1960s. With the exception of Charlotte, all other nearby cities evaluated had either low or negative rates of population growth in either the 1960s or the 1970s. In the 1990s, the nearby cities either remained relatively stable or saw larger population increases. The City of Greenville declined slightly during the 1990s, possibly as a result of some of the redevelopment projects that were ongoing during the 2000 census, which may have shifted some of the population. With projections of large population growth within the region, growth rates for the City of Greenville and nearby cities are expected to increase by the next census in 2020.

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<tr>
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<td>-3.9%</td>
<td>-7.3%</td>
<td>15.0%</td>
<td>11.8%</td>
<td>21.1%</td>
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<tr>
<td>Atlanta, GA</td>
<td>2.0%</td>
<td>-14.5%</td>
<td>-7.3%</td>
<td>5.7%</td>
<td>0.8%</td>
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<td>Charleston, SC</td>
<td>1.5%</td>
<td>3.8%</td>
<td>26.6%</td>
<td>9.8%</td>
<td>19.5%</td>
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<tr>
<td>Charlotte, NC</td>
<td>19.7%</td>
<td>30.4%</td>
<td>25.9%</td>
<td>36.6%</td>
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<tr>
<td>Chattanooga, TN</td>
<td>-8.4%</td>
<td>42.4%</td>
<td>-10.1%</td>
<td>2.0%</td>
<td>7.8%</td>
</tr>
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<td>16.5%</td>
<td>-10.9%</td>
<td>9.4%</td>
<td>4.6%</td>
<td>11.1%</td>
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<tr>
<td><strong>Greenville, SC</strong></td>
<td><strong>-7.2%</strong></td>
<td><strong>-5.2%</strong></td>
<td><strong>0.1%</strong></td>
<td><strong>-3.9%</strong></td>
<td><strong>4.3%</strong></td>
</tr>
<tr>
<td>Spartanburg, SC</td>
<td>0.4%</td>
<td>-1.3%</td>
<td>-1.1%</td>
<td>-8.8%</td>
<td>-7.2%</td>
</tr>
</tbody>
</table>

Rates of Population Growth by Decade for Regional Cities (U.S. Census Bureau)
**Current Demographics (2010 U.S. Census)**

**Population:**
- In 2010, the City of Greenville had a population of 58,409 living in 25,599 households.
- The average household size was 2.08 for the City of Greenville and 2.49 for Greenville County.

**Age:**
- The median age for city residents was 34.6
- The residents of Greenville are younger in comparison to the state and country as a whole. The median age in South Carolina was 37.9 years and 37.2 for the U.S.

![City of Greenville Population by Age (U.S. Census Bureau)](image)

**Race and Ethnicity**
- Greenville has a diverse racial mix, including White (64%), African American (30%), Asian (1.4%), American Indian (0.3%), and Pacific Islander (0.1%).
- 5.9% were Hispanic in 2010.

![City of Greenville Population by Race (U.S. Census Bureau)](image)
Education

- At 85.7%, the city is on par with the nation for high school graduates.
- With 39.2% of the city’s population holding a bachelor’s degree or higher and 14.9% of those with a graduate or professional degree, the City of Greenville has a higher proportion of college-educated citizens than does the county, the state, or the country as a whole.

<table>
<thead>
<tr>
<th>Educational Attainment</th>
<th>City of Greenville, SC</th>
<th>Greenville County, SC</th>
<th>State of South Carolina</th>
<th>United States</th>
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<tbody>
<tr>
<td>High School Diploma or Higher</td>
<td>85.7%</td>
<td>84.0%</td>
<td>83.9%</td>
<td>85.4%</td>
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<tr>
<td>Bachelor’s Degree or Higher</td>
<td>39.2%</td>
<td>30.0%</td>
<td>24.3%</td>
<td>28.2%</td>
</tr>
<tr>
<td>Graduate Degree or Higher</td>
<td>14.9%</td>
<td>9.9%</td>
<td>8.6%</td>
<td>10.5%</td>
</tr>
</tbody>
</table>

Educational Attainment Comparison (U.S. Census Bureau)

Population Projections

Planning for the next generation requires a certain understanding of how the population within the City of Greenville will change throughout the next few decades. However, projecting population for the city can be difficult because of the inconsistent rates of growth that have occurred over the last several decades. Many of the methods typically utilized to project population are based around the extension of previous growth rates; however, the city’s stagnant population over the last few decades can create estimates that fail to reflect the ongoing influx of people and development within the city.

New development patterns have brought growth back into the urban core of the city. The downtown area has seen several infill projects, many of which feature a mixed-use form of development, mixing commercial and office uses with residential. The redevelopment of many of the older neighborhoods within the city has helped revitalize other areas in the urban core. Further growth will likely be seen from the development of previously annexed areas over the past decade, including areas around the Clemson University’s ICAR Campus and the next residential phase of Verdae.

Greenville added just 2,407 people (4.3% growth rate) from 2000 to 2010, much less than the estimated 6,440 (11.5% growth rate) established originally in this comprehensive plan. The lower rate of growth was likely a result of the economic crisis, which caused high levels of foreclosures and slowed housing starts and financial lending throughout the country.
In order to estimate population over the next fifteen years, the City’s building permit data was analyzed along with the latest Census estimates. The latest estimates from the U.S. Census Bureau for the City of Greenville are 61,397 residents for 2013. These numbers reflect a growth rate that is consistent with an analysis of building permits since the 2010 Census, as shown in Map 4.

Using the 2013 estimate as a baseline, the building permit data for the City was used to project an average population increase per year to estimate population numbers for 2020 and 2030.

Utilizing the building permit data, calculations were made to get a tally of new residential units for the previous ten years spanning 2004 to 2013. Demolished units were subtracted from this tally to create a net number of new residential units per year. The vacancy rate for the City (13%) was utilized to estimate how many of those units would be empty at any given time, perhaps while the units are for sale or in between leases, in order to estimate the number of new, occupied units. The average household size (2.17 persons per household) was taken into consideration, in order to estimate the population increase that these new units represent. On average the City grew an estimated 585 residents per year over the last ten years and this per year increase was used to forecast the population for 2020 (65,500) and 2030 (71,360).

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2010</th>
<th>2020</th>
<th>2030</th>
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<tbody>
<tr>
<td></td>
<td>56,002</td>
<td>58,409</td>
<td>65,500</td>
<td>71,360</td>
</tr>
</tbody>
</table>
Summary:
Population rates within the City are expected to rise through 2030 due to increased downtown mixed-use development, urban infill, and redevelopment projects, as well as the city’s location in a rapidly-growing megalopolitan area. Despite the relatively flat growth rates experienced over the past few decades, the City of Greenville is currently experiencing a period of steady growth. Census projections and building permit analysis suggest the City is growing; and this growth will likely continue as long as the city can provide ample housing opportunities and maintain a healthy economic climate for this new population while maintaining the many other elements that contribute to the city’s quality of life.

This population boom will present many challenges and opportunities over the next few decades. In order to meet these challenges, the City of Greenville will need to engage the public and begin to create a vision for the future of the city. Establishing mutual lines of communication for education and dialogue between the City and its citizenry will help build consensus around the City’s future goals and objectives. This element of public participation will be vital to ensuring that the City meets the needs of its citizens today, while preparing for the citizens of tomorrow.
Housing

The condition of housing within a city, county, or region reflects the community’s health and economic vitality. The City of Greenville’s housing stock needs to accommodate the population growth that the city will experience over the next 20 years. The availability of housing options can be a major factor for people looking to relocate to the city. The following are current housing data and statistics for the City of Greenville.

2010 City of Greenville Housing Profile

The U.S. Census Bureau defines a housing unit as a house, an apartment, a group of rooms, or a single room occupied or intended for occupancy as separate living quarters. As of 2010, the City of Greenville had a total of 29,418 housing units. Of the city’s total housing stock, 45% of the units were owner-occupied housing and the remaining 55% were rental units. The adjacent map shows housing unit density per acre for each block group in the City of Greenville.

The housing unit density map mimics the “ball and glove” pattern of growth outlined in the population section. Housing density decreases the further away the units get from the city’s center, especially on the southeast side of Greenville, as the southeastern side of the city has developed in a more suburban style.

Part of this growth pattern can be explained by a housing boom in the 1950s that led to a trend of residents moving away from the city center in search of more space and newer housing units. Most recently, there has been a nationwide trend for individuals to move back to the urban core. This trend has also been seen in the City of Greenville. The City of Greenville has experienced an influx of residential condominiums and apartments in the Central Business District and the urban core. Approximately 2,920 residential units currently exist in the downtown core. Over 1,000 new units are currently planned or under construction as part of mixed-use developments for the city’s urban core, and several other projects are also slated to be started in the coming years. This represents a significant increase in downtown development and will increase the density of the City’s downtown.

Housing Statistics and Data

Currently, Greenville’s housing stock consists of approximately 29,418 units and 25,599 households. More of Greenville’s current housing stock was built during the 1950s than any other decade. Currently, there are 4,883 units in the city built between 1950 and 1959. Many of these houses were built in the area annexed in the 1940’s by the City. After a slight increase in the 1970s, the amount of new units
built in the city has seen a steady rise and fall since the 1950s, with one of its largest upswings in construction from 2000-2010.

![Housing Built by Decade](image)

*City of Greenville Housing Construction by Decade (U.S. Census Bureau)*

There has been new residential development within the remaining undeveloped areas of the city, but many of the new residents expected for the City of Greenville will likely find homes in existing units or infill developments. Therefore, an important indicator for the City to consider is investment in existing housing stock. City of Greenville building permit data indicated that from 2010 to 2012, City of Greenville residents have spent $50.2 million in residential renovations on 908 single-family units, with an average investment of $55,286 per home. This is a nearly $20,000 average increase per investment over the 2008 analysis, reflecting a significant investment in the City of Greenville on existing housing stock through additions or alterations.
**Housing Affordability**

Housing can be classified as “affordable housing” when the amount spent on rent or mortgage payments does not exceed 30% of the combined gross income of all household members and when the home is adequately sized for the household. According to the “Paycheck to Paycheck Study” conducted by the National Housing Conference and Center for Housing Policy, the median sales price for a home in Greenville was $145,000 in the 1st quarter of 2013. The annual income needed to afford a median-priced home was $38,473. This study selected 76 occupations and of these occupations, 47% could afford to become homeowners and 53% of these occupations could not afford to become homeowners. According to the study, the Fair Market Rent for a 2-bedroom apartments in Greenville was $715/month in the 1st quarter of 2013. This shows a 19% increase in the price for a 2 bedroom apartment since 2006 which was $599/month. The hourly wage to afford a 2-bedroom apartment was $13.75/hour. Of the 63 occupations studied, 73% of these occupations could afford to rent a 2-bedroom apartment and 27% of the occupations could not afford to rent a 2-bedroom apartment.

In addition to affordable workforce housing, the City’s 2012 -2013 Annual Action Plan looks at households classified as the “worst case needs.” These households are defined as those families who live in substandard homes and spend over 30% of their income on housing. Of these families, approximately 29.2% spend over 50% of their income on housing. This classification also takes into account renters. Of the total renter-occupied households, 32% reported gross rents that exceeded 30% of their 1999 income and 16% reported housing costs which exceeded 50% of their income.

The 2010-2015 Consolidated Plan also reviewed the supply of housing and determined that the housing supply has followed the pace of demand and there is not an excess or deficiency of housing. However, the monthly cost of the available rental property is out of reach for low and very low income households. In addition, the condition of these units is often dilapidated and in need of extensive repairs. Housing costs are too excessive for lower income families to consider homeownership.

Through the Comprehensive Planning process, staff has looked at the current conditions of affordable housing in the City of Greenville and future needs of affordable housing in the City of Greenville. Through a close analysis of data from HUD, census, and City data, staff has determined that the following chart displays the current units of affordable housing broken out by income level. This information helps staff by determining a baseline of affordable housing stock.

<table>
<thead>
<tr>
<th>Household Income</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 30% of MFI</td>
<td>1347</td>
</tr>
<tr>
<td>31% - 50% of MFI</td>
<td>1536</td>
</tr>
<tr>
<td>51% - 80% of MFI</td>
<td>3015</td>
</tr>
</tbody>
</table>

Existing homes and homes that are currently being constructed and marketed at these price points. (July 3, 2008)
Staff took a closer look at the affordable housing levels and determined the projected need for affordable housing based on the city’s population projections, projected household size, and median household income. The table below outlines the projected need for affordable housing in the City of Greenville over the planning horizon. It is important to note that these are projections based on today’s economic climate. These projections could change based on the economic climate over the next 20 years.

<table>
<thead>
<tr>
<th>Household Income</th>
<th>2010</th>
<th>2020</th>
<th>2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 30% of MFI</td>
<td>4613</td>
<td>5138</td>
<td>5728</td>
</tr>
<tr>
<td>31% - 50% of MFI</td>
<td>3839</td>
<td>4275</td>
<td>4767</td>
</tr>
<tr>
<td>51% - 80% of MFI</td>
<td>5059</td>
<td>5634</td>
<td>6282</td>
</tr>
</tbody>
</table>

Staff has also reviewed historical data to determine just how many affordable housing units are being constructed. From 2000 to 2008 there were 714 affordable units constructed. These units are defined as homes that target individuals that make less than 80% of the median family income or $28,983 (or less) per year. Staff has projected that approximately 50 new units will be built each year over the planning forecast.

<table>
<thead>
<tr>
<th>Household Income</th>
<th>2010</th>
<th>2020</th>
<th>2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 30% of MFI</td>
<td>1380</td>
<td>1546</td>
<td>1712</td>
</tr>
<tr>
<td>31% to 50% of MFI</td>
<td>1569</td>
<td>1735</td>
<td>1901</td>
</tr>
<tr>
<td>51% to 80% of MFI</td>
<td>3048</td>
<td>3214</td>
<td>3380</td>
</tr>
</tbody>
</table>

This projection also assumes that the economic climate will remain the same over the planning forecast. However, this analysis does give staff a tool to help identify the income brackets that need the most attention.

<table>
<thead>
<tr>
<th>Household Income</th>
<th>2010</th>
<th>2020</th>
<th>2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 30% of MFI</td>
<td>3233</td>
<td>3592</td>
<td>4016</td>
</tr>
<tr>
<td>31% to 50% of MFI</td>
<td>2270</td>
<td>2540</td>
<td>2866</td>
</tr>
<tr>
<td>51% to 80% of MFI</td>
<td>2011</td>
<td>2420</td>
<td>2902</td>
</tr>
</tbody>
</table>
It is important to understand that this deficit represents the number of affordable homes in good condition. It is difficult to calculate the number of homes that meet the criteria of affordability but are substandard. Like many communities, Greenville experiences negligent landlords. It is important for the City to encourage that all homes be brought up to current standards, particularly homes marketed as affordable. Total operating and maintenance costs should be considered in the affordability of the home.

In addition, families earning below 80% of the median family income may need supportive services including mental health, substance abuse, job skill development, and other services in order to live independently. Job training and placement programs like SHARE’s LADDER Program (Lifelong Advancement through Diligent Determination and Employment Resources) are necessary to increase household incomes which ease cost burden, overcrowding, living in substandard conditions, and other problems.

Based on the 2011-2012 CAPER report, the wealth impact during the 2012-2013 year was $104,593 with 29 participants served. In partnership with the Greenville County Human Relations Commission, the city provided a total of $25,000 to support the KEY (Comprehensive Housing Counseling) Program initiative.
- A total of 127 persons were served in the program.
- Processing credit reports for a prospective homebuyer is part of the homeownership process. Several credit reports were generated to provide potential homebuyers guidance in purchasing a home as part of the KEY program.

The creation of affordable and workforce housing has been a priority for the City of Greenville. In support of the development and creation of affordable workforce housing for both rental and homeownership opportunities, the City of Greenville provides the following assistance:

- Property acquisition, including:
  - Assembling key properties and packaging them into larger tracts
  - Addressing property issues including title work, liens and environmental issues
  - Providing these properties for redevelopment
- Public improvements
- Down payment and closing cost assistance to homebuyers
- Assistance with pre-development and construction costs
- Technical assistance through the development process

There are also several programs that the City has initiated to keep individuals in their homes. These programs are geared to individuals that earn below 80% of the median income. Approximately 30 applications are received each year and approximately 10-15 grants are issued and another 15-20 homeowners receive assistance through the City’s volunteer programs. These include:

*Community Improvement Program* - The City grants approved applicants $24,500 to rehabilitate an owner-occupied dwelling. The City also oversees the rehabilitation of the home. For example, in 2012 nine rehabs were completed utilizing the Community Development’s Community Improvement Program (CIP) fund during the program year. The projects benefited households in five of the city’s special emphasis neighborhoods.
Volunteer Programs - The City works with various groups and organizations to provide volunteers to assist with repairs and maintenance of homes.

Grant Assistance Program (GAP) - Community Development will allocate $15,000 for the 2012-2013 program year. The GAP program is a joint effort with the United Way of Greenville County and the Greenville County Redevelopment Authority to provide small grants, up to $2,500, to neighborhood associations to undertake neighborhood revitalization activities. Funding provided by the City will be used to support Special Emphasis Neighborhoods in the City.
Special Emphasis Neighborhoods

In order to ensure that its housing infrastructure is able to provide for the current and future population, the City works to restore and redevelop older neighborhoods. Currently, the City has 13 Special Emphasis Neighborhoods, where efforts are made to help eliminate blight and substandard conditions as well as increase homeownership rates. Many of the special emphasis neighborhoods have master plans in place. The neighborhood master plans have been initiated by the City of Greenville to engage community input into developing a vision for the redevelopment of a particular area or neighborhood. Greenville’s 13 Special Emphasis Neighborhoods are shown on the adjacent map. The on-going plans for these Special Emphasis Neighborhoods will be incorporated into this Comprehensive Plan.

The redevelopment efforts of the City are designed to ensure that the residents of the neighborhoods are included in the process and that the redevelopment projects are designed to improve their quality of life. Descriptions of the neighborhood efforts that have taken place in the Green Avenue, Nicholtown, Greenline-Spartanburg, West Greenville, and Southernside Special Emphasis Areas are given below.

Green Avenue

Along with the redevelopment of housing, this project also includes improvements to sidewalks, curbing, and vehicular/pedestrian mobility. Phase I of the Master Plan was completed in mid-1990 with the completion of Genesis Court, a 22-unit subdivision for first-time home buyers. The second phase, also known as Washington Heights, includes 40 single-family residential units and is currently underway. The public infrastructure improvements on Cleo, McLeod, Nelson, and Jenkins Streets have been completed and improvements to Lincoln, Lafayette, and Casey Streets were completed in 2008. The City has also completed public improvements in the Lincoln–Lafayette, Nelson, and Casey Streets of the Green Avenue neighborhood in 2012. These public improvements also included the construction of two new parks. The City utilized its Capital Improvement Program funds for the improvements.
Greenline-Spartanburg
Improvements to the Greenline-Spartanburg Street community began in the summer of 2007 with the Hollywood Circle area. Greenville Housing Futures developed Phoenix Trace, a 12-unit affordable rental development for senior citizens while the City in turn completed infrastructure improvements in Hollywood Circle; Phoenix Trace, Phase II added an additional 6 units. The Upstate Homeless Coalition also constructed five affordable rental units along Spartanburg and Mt. Eustis Streets. In 2012 the City partnered with Genesis Homes to complete Phase I infrastructure improvements on Mt. Eustis and Mt. Zion Streets in the Greenline-Spartanburg neighborhood. Construction on the improvements is underway and will support the development of 21 new units known as Mt. Eustis Corners.

Nicholtown
The creation of the Nicholtown Master Plan was completed through a joint partnership of the City of Greenville and the Greenville Housing Authority. A primary component of the initial Master Plan was the redevelopment of the Jesse Jackson Townhomes. In 2005, the Greenville Housing Authority received a $20 million HOPE VI grant to redevelop the Townhomes into a development now known as Heritage Hills, including the construction of 627 new units; 131 for-sale units and 496 public housing and affordable rental units. The redevelopment includes new homes as well as many more throughout the Nicholtown neighborhood and other areas within the City of Greenville. Sixteen homeownership units were rehabilitated within the neighborhood in 2008 alone. Recently, four properties were demolished by the City’s Building Code Enforcement department to support the continuing effort of reducing blight and unsafe housing conditions of the Nicholtown Master Plan. Genesis Homes completed four units for senior citizens on Nichol and Ackley Streets and Palm Street in 2012-2013.

Southernside
Southernside is the largest neighborhood within the west side of the city. In 2012, Two owner occupied homes were rehabilitated within the neighborhood and three demolitions were completed to help revitalize the area. Thirteen properties were acquired during the year. The Community Challenge/TIGER II grant project focused on creating a comprehensive plan for the west side of the City including the Southernside neighborhood. Clemson University, in partnership with the Southernside residents and the City completed a master plan in the neighborhood in 2011. Recent construction projects include Allen Temple Community Economic Development Corporation’s construction of Randolph Commons. It includes six homes leased to families earning below 80% of the area median income.

West Greenville
Several developers partnered with the City to implement the West Greenville Master Plan, including Homes of Hope, Habitat for Humanity, BGM (Azah Shrine Temple), Antioch Housing Corporation, and SHARE. Over 130 units of affordable workforce rental units and for-sale dwellings have been constructed in the neighborhood. The City of Greenville has completed improvements Joe Louis Street that will support the new housing units constructed by Habitat for Humanity and Homes of Hope. The Gower Place development was completed in 2013 while Homes of Hope completed Gower Park and its four affordable rental units in 2012. Homes of Hope also completed construction on six new homes, known as Bethel Place; these homes were made available to senior citizens. In the fall of 2013, the west side Comprehensive Planning process began by conducting week-long workshops and stakeholder interviews involving the Southernside, West Greenville and the West End neighborhoods.
Areas of Opportunity

The City of Greenville has remained a partner in the development of Clemson University’s ICAR campus, Millennium Campus, and the phased construction of Verdae for several years. These developments, all surrounding the I-85 corridor, are located in the southeastern portion of the city. The Verdae development includes both commercial and residential components to its master plan. Ultimately, projections call for up to 10,000 residents, 550 businesses and 15,000 jobs when the development is completed, a project estimated to take 15 to 20 years at a cost of $2.2 billion, primarily in private investment.

Beyond the large tracts being developed as CU-ICAR and Verdae, most of the City’s vacant property is scattered on small sites. The Future Land Use map will determine the appropriate land use for the vacant land so that it can be developed in a way that is most helpful for the residents and businesses in the City of Greenville. There are approximately 27 acres within the City of Greenville that have been determined undevelopable either because of steep slope, flood plain, or other topographical constraints. Further environmental review may find other areas that are inappropriate for development.
**Summary**

Housing within the City of Greenville plays a crucial role in the health and vitality of the city and its citizenry. The Special Emphasis Neighborhoods are a major strength for the city and provide affordable housing and encourage redevelopment. Additionally, the identified areas of opportunity discussed above are a major strength for the city and will provide another opportunity to increase the housing stock in the city limits. After these areas are built out, the majority of housing stock increases will again result from investment and renovation in existing housing stock and infill development. Because of this, it will become important to address the character of existing neighborhoods and supply citizens with guidelines and tools to help preserve the character of existing and historic neighborhoods.

Overall, Greenville’s housing market is stable and reflects a vibrant economy; however, opportunities exist to improve our housing market in ways that will continue to make Greenville attractive as a place to live for current and future residents.
Economic

Greenville, South Carolina is located along the Interstate 85 (I-85) corridor and serves as the economic center for the Upstate region of South Carolina. Since its completion in the early 1960s, I-85 has attracted offices and industries. The economic growth along this corridor has led to concentrations of population and business that have both revitalized major cities and expanded out into the suburban areas. This pattern of growth has resulted in the identification of a megapolitan region along the I-85 corridor: the Piedmont Atlantic Megaregion. There have been 23 megapolitan regions identified throughout the country and combined they account for nearly 75% of the U.S. Gross Domestic Product and contain most of the nation’s major office and high-tech industries. Predictions are for these areas to see continued growth over the next few decades. As growth along the I-85 corridor continues, the City of Greenville will likely see business and industry gains as well.

Connections

Interstate 85 is not the only transportation advantage for Greenville. Connected with other highways and interstates, all major markets on the eastern seaboard and most of the markets east of the Mississippi River are within two days’ drive via truck from Greenville. The Upstate also benefits from the Greenville-Spartanburg International Airport. Allowing office executives to fly in for business meetings and industries to ship in parts and materials, the GSP airport has created a market in the region for international businesses to set up their headquarters and manufacturing centers. With more than 245 international firms, the Upstate boasts the highest international investment per capita in the nation. The Greenville Downtown Airport also serves the area as a base for many corporate aircraft, flight schools/aircraft rentals, and helicopter service, and the South Carolina Technology and Aviation Center (SCTAC) supports 95 companies and organizations, and in 2010 reported a total economic impact of $1.4 billion. The city is also within a three-to-four hour reach of three major South Carolina ports: the Port of Charleston, Georgetown Port, and Port Royal. Norfolk-Southern and CSX railroads provide freight and cargo service to the Port of Charleston, which is the fourth busiest container port in the nation. The inland port in Greer opened in 2013 and will bring even more freight and subsequent business to the Upstate. These transportation connections have helped Greenville compete internationally for business and industry investment.
**Greenville County Trends**

Between 2009 and 2013, Greenville County had more than $1.2 billion invested in businesses within the county. Over a 25-year period (from 1987 to 2012) more than 104,000 full-time and part-time jobs were created, making Greenville number one in job creation for the state and accounting for 14% of all new jobs in the state during this period.

Historically, manufacturing was the main employer in Greenville County; however, declines in textiles and other manufacturing jobs resulted in the industry’s decreased share of the total employment. From 1970 to 2010, the percentage employment in the manufacturing sector waned from 35.7% to 9.5% within Greenville County. As the manufacturing industry began to decline, the service sector began to grow. The percentage of employment for the service sector increased from 17.0% to 39.9% during the same period. This transition from a manufacturing economy to a larger reliance on the service sector has occurred throughout the country as the globalized economy has allowed many businesses to move overseas in search of cheap labor.

**Major Industries**

Since 2005, manufacturing has continued to decline, accounting for only 9.8% of the county’s total employment in 2012. The sectors (in the NAICS classification) that make up the service industry (in the SIC classification) include: information; professional, scientific, and technical services; administrative and waste management services; educational services; health care and social assistance; arts, entertainment, and recreation; and other services (except public administration). In 2012, these service sectors combine to represent 40.9% of total employment in the county. The importance of commerce and tourism in Greenville County are represented by the retail trade sector and the accommodation and food services sector, which combined employ 17.3% of all employees. Government also held high shares of total employment in the county, with 10.0%. The figure below shows the major NAICS defined industries in Greenville County for 2012.
City Employers

With approximately 11,000 employees, Greenville Health System is the largest employer in the City of Greenville. Greenville Health System is the state’s most comprehensive health care provider and one of the Southeast’s leading medical facilities. Bon Secours St. Francis Health System is also a major employer for the community with more than 4,500 employees. St. Francis’ eastside facility is located within the city along with its Millennium Campus Institute for Chronic Health.

Education and government are two other major employment sectors in the City of Greenville. Greenville County offices are located in County Square in downtown. The central office for Greenville County Schools is also located in the city, along with several of the district’s elementary, middle, and high schools. Bob Jones University and Greenville Technical College are also two of the city’s major employers. This cluster of higher education is complemented by the University Center at McAlister Square and Furman University, Clemson University, and other Upstate universities located nearby.

Source: Regional Economic Information System, Bureau of Economic Analysis, U.S. Department of Commerce
Clemson University now has a downtown campus with its Masters in Business Administration and other programs located at ONE on North Main Street.

Although, by virtue of their size, small businesses are not represented as a major employer in the City of Greenville, collectively they represent a huge creator of employment opportunities. Small businesses are found among many sectors of the economy, including the retail trade and service industries.

**Workforce and Income**

The City of Greenville is centrally located within Greenville County and attracts workers from the county and the surrounding area. Greenville County has the largest workforce in the state of South Carolina. Approximately 55% of Greenville County’s workers actually reside in Greenville County while another 27% reside in Pickens, Anderson, Spartanburg, and Laurens Counties (US Census Bureau, 2011). The remaining 18% of workers reside in the counties adjacent to those five and elsewhere, making Greenville an excellent regional job center for the Upstate.

According to 2013 ESRI projected data and US Census Data, the City of Greenville has a very competitive workforce, with a significantly higher percentage of population with a bachelor’s degree or higher (38.6%) compared to the state (24.3%) and the nation (28.9%). The city’s highly qualified workforce is a huge asset in terms of economic development.

The 2010 census indicated that the median household (HH) income for the City of Greenville was $40,291, - much less than the median HH income for the state, which was $43,939. In the 2010 census, the largest cities in the region had a higher median HH income than the rest of the cities in the region. Comparisons with other cities show the City of Greenville’s median HH income runs about average for the region. Charlotte, NC provides an example of the high level of median HH income that could be achieved by cities in this rapidly growing region.

According to the 2010 census, the percentage of those living under the poverty level in the city (17.2%) was higher than Greenville County (14.1%), South Carolina (16.4%), and the U.S. (13.8%). The proportion of African Americans living under the poverty level in the City of Greenville was 33.9% - much higher than that for whites (8.2%).

The annual average unemployment rate for the city has followed national trends and fallen and risen with the rest of the county, but as of 2013 the unemployment rate was 5.9% as compared to 6.2% for Greenville County, 7.9% for the state of South Carolina, and 7.5% for the United States (data compiled by Infomentum).

<table>
<thead>
<tr>
<th>Year</th>
<th>City of Greenville</th>
<th>Greenville County</th>
<th>South Carolina</th>
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<tr>
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<td>15.3%</td>
<td>10.0%</td>
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<td>9.3%</td>
</tr>
<tr>
<td>2010</td>
<td>14.5%</td>
<td>9.6%</td>
<td>11.3%</td>
<td>9.6%</td>
</tr>
<tr>
<td>2011</td>
<td>7.9%</td>
<td>8.3%</td>
<td>10.4%</td>
<td>9.0%</td>
</tr>
<tr>
<td>2013</td>
<td>5.9%</td>
<td>6.2%</td>
<td>7.9%</td>
<td>7.5%</td>
</tr>
</tbody>
</table>
However, when compared to other Upstate area cities, Greenville’s 2013 annual average unemployment rate is lower than the cities of Anderson (8.5%), Greer (6.1%) and Spartanburg (9.3%).

Data from the South Carolina Department of Employment and Workforce for July 2014 indicates that the unemployment rate for the Greenville Metropolitan Statistical Area (MSA) is relatively stable as compared to the City of Greenville at the end of last year. The Greenville area also continues to have the lowest rate state-wide.

<table>
<thead>
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<td>Florence</td>
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<td>Greenville</td>
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<td>Myrtle Beach</td>
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<tr>
<td>Spartanburg</td>
<td>6.3%</td>
</tr>
<tr>
<td>Sumter</td>
<td>7.3%</td>
</tr>
</tbody>
</table>

Unemployment Rate Comparison for State MSA’s

Commercial Investment and Sales

Since the 2008 recession, investments in both new commercial construction and commercial renovations and additions have struggled to return to pre-2008 levels. 2010 had the lowest spending on commercial buildings over the last seven years. From 2007 to 2013, there was over $912 million in commercial investment in new construction and renovations within the City of Greenville. While there was a decline in the number of permits and the total value of construction and renovations from 2008 – 2010, new commercial construction activity has been increasing over the last three years.
An analysis of businesses that are located within the City of Greenville shows that the total number of resident businesses has remained relatively stable with an average of 4,700 businesses between 2007 and 2013. Total sales from these resident businesses have reflected that of the overall economy. Since 2008, total sales dropped under $5 billion and as of 2011, sales have been exceeding the level seen in 2007 prior to the recessionary downturn.

### Commercial Corridors

There are seven defined commercial corridors in the city. In each corridor, the City of Greenville is partnering with business and property owners to help develop the market while reflecting the variety and uniqueness of each area. Each of these corridors is in a separate stage of implementation.

#### Augusta Road

Located less than a mile from Downtown Greenville, this unique shopping district is surrounded by some of the most coveted neighborhoods in Greenville. While housing a
large variety of high-end specialty shops, it has also been able to preserve its history and character with the presence of an old-fashioned hardware store, a neighborhood soda shop, as well as Greenville’s very first shopping center. The Augusta Road Business Association (ARBA) is a coalition of businesses established to work together for the betterment of the whole corridor. There are currently 70 members and membership is open to any business having an interest in Augusta Road.

Church Street
Providing a direct connection between Augusta Street and downtown while providing easy access to I-85 and I-385, work is also being done on Church Street to continue the implementation of the Haynie-Sirrine Neighborhood Master Plan. This plan, which was completed in 2002, called for Church Street to be converted to a four-lane, median-divided boulevard with street trees, bicycle lanes and wider sidewalks, making the area more pedestrian-friendly. Streetscape improvements have been completed and a large mixed-use project with retail and residential units will be completed at the corner of Church Street and University Ridge Way in 2015.

Haywood Road
Haywood Road is one of the City’s most vibrant commercial corridors and is made up of a mix of residential uses, restaurants, retail, and office developments. Besides shops of every description, Haywood Road is also home to the Haywood Mall, one of the Upstate’s largest regional malls, which includes over 150 specialty shops and five department stores. Haywood Road is second to Woodruff Road in retail sales generation in the city and is the third largest in restaurant sales. In 2012, the City began a phased project to underground utilities and replace traffic poles along Haywood Road, which should be completed in 2014. The City also partnered with the SC Department of Transportation to beautify the Haywood Road interchange at I-385.

Laurens Road
Laurens Road is one of Greenville’s largest commercial corridors, providing direct access to downtown from Mauldin. Home to the “Motor Mile” and Clemson University International Center for Automotive Research (CU-ICAR) and Millennium Campuses, Laurens Road also remains attractive for small independent businesses.

Pete Hollis Gateway & West Washington Street
A $24 million dollar roadway expansion project has reshaped the Pete Hollis Boulevard commercial district, which included the widening of Buncombe Street and the extension of Stone Avenue to Buncombe Street. The Pete Hollis Gateway Plan (2006), developed in collaboration with a community task force, recommends a series of redevelopment concepts centered around the intersections of Rutherford Road and Mulberry Street/Stone
Avenue. In addition, West Washington Street was transformed by a city streetscape project. Rezoning of both areas has taken place to encourage appropriate development and revitalization. In 2013, the City acquired the shopping center at the corner of Rutherford Road and Mulberry Street and is currently requesting proposals for redevelopment.

**Pleasantburg Drive**

Pleasantburg Drive is Greenville’s principle north/south corridor running through the geographic heart of the city. The corridor is home to some of the City’s most significant institutions, including Greenville Technical College, the Greenville Downtown Airport, Carolina First Center and the University Center. A 2001 Market Study identified the area as a potential high-technology corridor. The Pleasantburg Drive Master Plan, completed in 2004, provided specific recommendations for redevelopment and has helped guide the revitalization of the corridor.

**Wade Hampton Boulevard**

Wade Hampton Boulevard is a highly visible gateway into downtown Greenville and connects directly to Taylors and Greer. Wade Hampton Boulevard is home to Bob Jones University, a nondenominational Christian liberal arts institution founded in 1927. The institution’s 225-acre campus is also home to Bob Jones Seminary and Bob Jones Academy, one of the largest private K-12 schools in the Carolinas. In 2009, the City received a South Carolina Community Forestry Financial Assistance Grant to help bring the Wade Hampton Boulevard Tree Canopy Project to fruition. The project, implemented in 2012, included the installation of modern streetlights and over 280 trees along Wade Hampton Boulevard and supports the City’s efforts to create a healthy environment for area students, residents and entrepreneurs.

**Business License Abatement Incentive**

Some of the major commercial corridors receive help in attracting new businesses through the Business License Abatement Incentive. Through this program, new qualifying businesses will receive a tax abatement of 100% for the first taxable year, 66% for the second year, and 33% for the third year. Any qualified business that is issued a business license for less than a six-month period in its first year of operation may elect to extend its 100% reduction to the second year provided it pays 50% of the tax otherwise due in the third year. The qualifications vary by geographical area as they are arranged around corridor overlays, specific zoning designations, and Tax Increment Finance (TIF) districts. The eligibility requirements for businesses are listed below:
Abatement Areas for New Businesses:

- **City Wide**
  Corporate Headquarters, Manufacturing, Research and Development, and High Technology Growth Businesses
- **CBD TIF District**
  Retail
- **West End TIF District**
  Retail, Artists
- **Pleasantburg Overlay District**
  Professional Services
- **Pendleton Street Commercial Zone**
  Retail, Artists, Professional Services
- **Annexed Property**
  All categories except Nightclubs, Taverns, Bars and related clubs, & Bingo Operators

**Public-Private Partnerships**

The City has successfully encouraged economic development by partnering with the private sector. Through these public-private partnerships the City has stimulated private investment throughout the downtown area, many of the Special Emphasis Neighborhoods (as discussed in the housing section), and newer areas of development such as the power corridor in the southeast end of the city. The City assumes many different roles within these partnerships, but mostly focuses on public infrastructure improvements and land acquisition, which will aid development projects.

Much of the public infrastructure in the downtown area is paid for by Tax Increment Financing (TIF). Within the TIF districts, tax dollars are accumulated from the increased property values that have been achieved through new private investments and are used to help fund future public investments in the districts and adjacent areas. These funds have been used for a variety of projects including streetscape improvements, sewer and storm water updates, and the construction of parking decks. The 2% hospitality tax, placed on prepared meals and beverages city-wide, is used for public investment that encourages tourist-related activity. Funds from the hospitality tax were used to renovate Falls Park on the Reedy and to build the Liberty Bridge, a 345-foot pedestrian suspension bridge which gives access to views of the Reedy River falls and draws attention to the Falls Park area and the rest of downtown Greenville.

**Downtown Revitalization**

The many projects spurred by public-private partnerships were essential to the revitalization of the City’s downtown area. The City of Greenville’s downtown was once considered its prime area for retail. Beginning in the 1960s, Greenville experienced disinvestment in its urban core as a consequence of an
era of suburbanization, accelerated by the popularity of automobile use. During this period, many of the downtown retailers began to move out to the malls and shopping centers located at the edges of the city. By the 1970s, Greenville, like many other cities, was left with a dying downtown amidst a backdrop of regional growth. Fortunately, the downtown area was able to rebound thanks to a long-term commitment to revitalization. Public-private partnerships and progressive planning resulted in developments designed to reinvigorate the downtown area and to help create an atmosphere conducive to office, residential, specialty retail, entertainment, and the arts. The initial efforts aimed at revitalizing downtown demonstrated the City’s commitment to good urban planning. The following examples point to those plans that helped to create some of the major landmarks that draw people to downtown Greenville.

Downtown Greenville (1974 Plan) and the Convention Hotel – The Hyatt (1977 Study)
A mid-1970s study of Greenville’s downtown found that Main Street had no seating or bus shelters at transit stops, very few pedestrian amenities, and in general did not welcome activity, with streets that were too wide and sidewalks that were too narrow. As a result of this study, plans for the redevelopment of Main Street were formed and went on to shape downtown as we know it today. A major step forward was made when a site assessment was conducted to explore the potential for developing a convention center hotel to help invigorate the downtown area. The Hyatt Regency Greenville manifested itself from this process. For over thirty years, the complex has served as a landmark in downtown Greenville.

Peace Center (1986 Site Assessment)
One of the best successes of public-private partnerships came in 1990 with the construction of the Peace Center, a significant development that is a destination for Greenville entertainment and art. The partnership involved a generous gift from the Peace Family, a major investment from the City, and cooperation between staff and private sector partners to select an appropriate site and design for the performing arts center. The Peace Center is a major accomplishment and visible success of the efforts to rejuvenate what had been the very heart of the downtown area. Today the Peace Center main concert hall seats 2,100, while the smaller Gunter Theatre seats 407. The grounds of the Peace Center are connected to Reedy River Falls Park via a pedestrian bridge and include outdoor amenities such as an amphitheater and a pavilion for events. Several historic properties are located on the site, including the open-air Wyche Pavilion, a popular event destination, and the Huguenot Mill Building.

RiverPlace (Development Plans from 1985 – 1990)
The multi-million dollar, multi-phase mixed-use development known as RiverPlace is another great success in public-private partnerships. Initial plans for the RiverPlace development began in 1985. The RiverPlace Partnership, the City of Greenville, and other private partnerships were committed to redevelopment efforts along the Reedy River. Long-range plans envisioned a mixture of residential, office, retail, and hotel development. Today, the RiverPlace development has greatly strengthened the Reedy River area as a focal point for the community and region. The mixed-use development provides residential space in 73 units as well as a Hampton Inn and Suites that enjoys a great view of the Reedy River. Restaurants, retail, office, and artist studios were also incorporated in the development. A new phase is under construction in 2014 and will include a
156-room Embassy Suites Hotel with indoor pool and two restaurants, 70,000 square feet of office space, 10,000 square feet of retail space, residential condos, a public plaza, and a 300-space extension to the City’s parking garage.

**Falls Park (1967 - 1990)**
In 1967, the Carolina Foothills Garden Club purchased 26 acres along the Reedy River for the current park, with the support of the City of Greenville, Furman University, and the Planning Commission. Over the next 40 years, the Garden Club and the City of Greenville have worked with individuals, corporations, and state and federal agencies to further develop the park into a regional attraction with beautiful public gardens and the Liberty Bridge, a pedestrian bridge that replaced the vehicular-oriented Camperdown Way Bridge.

**Fluor Field (2006)**
In the spring of 2006, the Greenville Drive opened the multi-million dollar Fluor Field to hundreds of baseball fans. The project, a major public-private partnership involving the City, the Greenville Drive, and Centennial American Properties, centered around a new baseball stadium for the Boston Red Sox single-A minor league affiliate, the Greenville Drive. The park is modeled after Boston’s own Fenway Park—one of Major League Baseball’s most iconic ballparks—and even includes a mini ‘green monster’ in left field. The park seats 4,500 with additional seating for 2,000 on a grassy berm. Facilities also include a picnic pavilion and children’s playground. Initial City efforts associated with this project included land acquisition, streetscape improvements, and storm water and sanitary sewer improvements. Since completion, Fluor Field has spurred surrounding development such as the nearby residential area known as Pendleton West.

**NEXT Innovation Center (2007)**
In conjunction with regional economic trends toward the high-tech industry, the NEXT Innovation Center was developed in 2007 as the Upstate region’s premiere technology hub. The site enjoys a great location along the Reedy River within walking distance to downtown. The project involved collaboration between the Greenville Chamber of Commerce, City staff, and Hughes Development Corporation. The building incorporates modern architecture and green building principles. The Center serves local entrepreneurs with flexible lease agreements, space for growth, and collaborative practice between tenants.
McBee Station (2007)
This mixed-use development similarly provides for luxury living space, retail, and on-site parking. This development however is particularly significant in its provision for grocery needs of its residents and is located just two blocks from downtown. The project involved the construction of a Publix grocery store alongside Staples, small shops, and an on-site parking garage.

Main at Broad (2010)
In 2010, amidst one of the largest economic recessions, this project transformed an underutilized City-owned parking structure into a popular destination through an extensive public-private partnership. The mixed-use project revolved around the development of a 135-room Courtyard by Marriott Hotel and involved the construction of 65,000 SF of adjacent office space and 15,000 SF of retail. Parking was accommodated by a 250-space parking structure. A major component of the plan was the Village Green—14,000 SF of recreational space, seasonally utilized for an ice skating rink in the winter.

Kroc Center and A.J Whittenberg Elementary School (2011)
In 2011, a comprehensive community center was brought to Greenville as part of a nationwide philanthropic effort from the Kroc family of McDonald’s fast-food fame. The Kroc Foundation and the Salvation Army exemplified dedication to the community and region with generous donations toward this development which provides a performing arts and worship center, conference center, gymnasium, aquatics and fitness center, café, and tennis and soccer facilities, all of which are located adjacent to the A.J. Whittenberg Elementary Magnet School for Engineering. Together, the efforts of the Kroc Foundation and its partners have helped spread growth west of Academy Street in downtown Greenville and further revitalize the area.

CVS (2011)
The development of CVS on the corner of East McBee Avenue and South Main Street represents a success in retail, office, and public art. In 2011, the pharmacy opened along with Fifth Third Bank, occupying the office space above. The CVS itself provides an essential service to the City’s downtown residents and workers, while blending in well with the character of downtown at a pivotal corner location. In fact, the site incorporated a unique decorative brick mural in its design to activate the East McBee side of the building. The three brick murals depict historic scenes from Greenville’s illustrious past.
**Project One (2013)**
The City’s most recent success in public-private partnerships is Project One, a mixed-use development that notably brings the Clemson University MBA program and professional development services to downtown Greenville. This infill development, located on the former Woolworth site, accommodates 185,000 square feet, 70,000 of which is utilized by Clemson University for business, entrepreneurial, and related masters programs, with the remainder being occupied by retail and office tenants. Haynesworth Sinkler Boyd Law Firm, Anthropologie, and Certus Bank are located at Project One, among others. The development incorporates a modern building design that is both impressive visually and sustainably, as it received the U.S. Green Building Commission’s LEED Gold Certification. Construction is underway in 2014 for a third phase of the project to include the 144-room Aloft Hotel, a new 375-space City-owned parking garage, and additional commercial space. The Bank of America Building, which sits adjacent to the site, is undergoing extensive renovations. The City’s contribution was a $4 million renovation to ONE City Plaza, formerly known by many as Piazza Bergamo. Today’s reinvigorated plaza includes movable furniture, a water feature, shade trees, and greenery in an effort to make the space more comfortable for visitors.

These plans coupled with a vision for the future have helped to shape downtown into the destination that it is today. In a past charrette, the following key goals and aspirations were recorded to represent the public’s opinion concerning the future of downtown Greenville and the surrounding area:

- Make sure we do not lose sight of what has made Main Street successful, including the historical context and sense of space
- Go beyond the Concrete Collars (Academy and Church Streets), define viable nodes and connect to the downtown; focus on pedestrian connections and landscape
- Connect the different districts, especially between the CBD and surrounding residential; the vehicular corridors are barriers between the districts
- Manage growth and development - would like to see appropriate growth and connectivity between districts
- Develop transportation initiatives and alternatives including mass transit, local and regional transit, pedestrian, and bicycles
- Encourage economic and social diversity, different types of housing, retail and commercial businesses
- Maintain the historical identity while connecting back into the overall city
- Explore alternative transportation options
- Maintain diversity of retail; provide for everyday needs
- Build on unique identity of districts

Goals identified from this charrette were used to formulate the Downtown Greenville Master Plan, a conceptual framework for future growth and development completed in 2008. These goals, shaped throughout the comprehensive planning process, will help to guide plans for the city’s next generation of residents and ensure the health and vitality of the downtown and other emerging corridors of development throughout the city.
The Power Corridor

Located around the stretch of I-85 between Woodruff and Laurens roads, the Power Corridor is emerging as a major center for economic development. The Verdae mixed-use development, the Clemson University International Center for Automotive Research (CU-ICAR), the Millennium Campus, the TD Bank Campus, the Hubbell Lighting corporate headquarters, The Point, and Magnolia Park are drawing attention to this southeast portion of the city. Holding the majority of the vacant land area in the City of Greenville, the Power Corridor currently has nearly 2,000 acres under development. Some of these major developments are described below.

The CU-ICAR is a premier automotive and motorsports research and educational facility in the world. The project functions as an interface between academia and industry for the engineering, management, marketing, and communication disciplines. The center also provides graduate automotive engineering programs through the Carroll A. Campbell Jr. Graduate Engineering Center and houses the BMW Information Technology Research Center. Within the CU-ICAR Campus are five Technology Neighborhoods separated by green space and connected with a jogging trail. The neighborhoods will be developed for research, corporate offices, housing (for researchers and students), supporting campus retail, and for infrastructure (such as a future bus or rail station). The Millennium campus is adjacent to the CU-ICAR Campus and represents an opportunity to bring in industries beyond automotive and motorsports that may incorporate residential and retail development as well.

The Magnolia Park redevelopment of the former Greenville Mall has transformed it into an open-air retail and restaurant center and has become a destination attracting shoppers from throughout the region. Featuring Cabelas and a host of retailers and restaurants new to the South Carolina market, development at Magnolia Park is scheduled to be completed by the end of 2014.

The Verdae mixed-use development is a 1,100 acre master-planned development that will be completed in stages over the next 20 to 30 years. Verdae offers a mix of residential, corporate, and professional office sites; retail; a retirement community; and recreational area. The first phase has been completed and includes the development of a retirement community and residential housing, along with the Hollingsworth Legacy Park that is the recreational centerpiece for the Verdae development. Commercial and residential development has been progressing at a rapid pace since last year and includes new office space, apartments, townhomes and several single-family subdivisions.
Summary

Historically, Greenville has had a solid economy based on manufacturing. However, losses of manufacturing jobs overseas, including many of the textile mills that were at the center of industry in the Upstate region of South Carolina, have put a strain on the local economy as many former employees had to find new jobs. Fortunately, the economy has continued to recover and improve with a new concentrated emphasis on the service-sector and high-tech businesses.

Developers and planners continue to have a positive outlook for Greenville’s economy, where public-private partnerships are shaping development. The City has placed strong emphasis on commercial corridor redevelopment, downtown revitalization, and neighborhood improvement. These focus areas attract shoppers and tourists to the unique restaurants and retail establishments, while encouraging stable neighborhoods, office growth and vibrant mixed-use development as well.

Building on existing industry clusters will be important for future economic development within the City of Greenville. Just as the existing regional automotive cluster (BMW, Michelin, etc.) was vital in attracting the CU-ICAR project to the power corridor area, the existing cluster of knowledge-based and high-tech businesses within and around the city will continue to attract industry and businesses in the future. Other clusters in the city exist for engineering, financial services, medical facilities, retail, and restaurants.

Business and industry have been motivated to establish themselves within the City of Greenville and its surrounding area because of an educated workforce, relatively low cost of living, and great quality of life. The City of Greenville is fortunate to have many big city amenities, while still retaining its character and small town charm. In the future it will be important for economic development to maintain this high quality of life by preserving the natural and cultural resources that have made Greenville a great place to live and visit, with activities and entertainment for both residents and tourists alike. Also, the City must continue to maintain the appropriate level of community facilities and transportation infrastructure, such as schools, police and fire service, water and sewer service, as well as sidewalks, roads, and greenways. All of these elements help secure the great quality of life that keeps the City of Greenville an attractive place for business and industry.
Natural Resources

The City of Greenville has a diverse natural environment and it is important that it be protected. The city has a varied terrain and many attractive features, including the Reedy River in particular. Protecting these areas in a way that they can be used by both current and future generations is an important role of Greenville’s future land use plan. By evaluating the current conditions and the potential threats for the environment, steps can be taken to protect and preserve the City’s natural resources.

Natural Characteristics

- **Geologic Region**: The City of Greenville is located in the Piedmont region of the state of South Carolina.

- **Elevation Range**: The City lies at the foothills of the Blue Ridge Mountains, with an elevation of between 750 and 1,365 feet above sea level.

- **Climate**: The weather in Greenville is moderate, with an average low temperature of 48 degrees Fahrenheit and an average high temperature of 78 degrees Fahrenheit.

- **Precipitation**: The average annual precipitation is 50.45 inches and the average annual snowfall is 1.20 inches.

- **Soils**: The western area of the City of Greenville is uniform, with the majority of the area being Cecil-Urban Land Complex soil. The eastern areas of the city have a diverse mix of soil types.

Land Cover

Land cover data from the 2011 NLCD (National Land Cover Dataset) displays the primary land types existing within areas of the City of Greenville and can be seen in the map below. The majority of the city is classified as developed. These developed areas are further classified as high intensity, medium intensity, low intensity, or open space. The low intensity and open space developed areas shown in the map represent the residential sections of the city. The high and medium intensity developed areas are found in the downtown area and along the major commercial corridors of the city. The less developed southeastern portion of the City has some areas of forest cover and some areas of scrub, grassland, or pasture. This area is still undergoing further development as the Power Corridor within the city, and with opportunities for green space. This corridor now features planned developments such as Verdae, ICAR, and the Millennium campus which have been built in the undeveloped areas over the past two decades.
**Slope**

Most of the area in the City of Greenville has a gentle natural slope that is advantageous to future development. The slope follows the natural terrain with the maximum slope along the water bodies. The majority of the City of Greenville land area has the appropriate slope for development, with a majority of the city having a slope of 0 – 15% throughout. Some of the areas with slopes of 6 - 15% could pose some problems for larger industrial or commercial developments. Natural slopes of 16 – 25% are considered difficult to develop and areas with more than 25% are extremely difficult to develop. The areas with a slope of 16% or greater are primarily located along the riparian areas around the Reedy River and its tributaries. Many of the larger areas that are listed as greater than 25% in slope are actually a result of incomplete data in the city’s topography data. Those areas with 16 - 25 % slopes may be appropriate locations for the city’s trails and greenways.

**Water Quality and Flooding**

Historically, the Reedy River has been heavily polluted by local industries and runoff. However, in recent years the City of Greenville, Greenville County, and nonprofits such as Friends of the Reedy, the Saluda-Reedy Watershed Consortium, and Upstate Forever have come together to clean up the city’s greatest natural resource. The graphs below show the decrease in total nitrogen and total phosphorous content for the Reedy River, the Saluda River, and Rabon Creek (a tributary of the Reedy River) from the 1960s to the 1990s:
Sources of water pollution can emanate from both point and non-point sources. The point sources include end-of-the-pipe facilities such as sewage plants and discharging industries. The EPA lists 53 facilities in the City of Greenville that have permits issued to discharge to local waterways. Non-point water pollution comes from runoff from impervious surfaces and eroded areas. Impervious surfaces include areas of paving, rooftops, and compacted soils that prevent the natural infiltration of stormwater and instead result in higher levels of runoff. Runoff from agriculture areas and landscaped yards can contain fertilizers and pesticides. Runoff from parking lots and roadways can carry oil, debris, and many other polluting elements into our waterways.

Flooding is also an occasional concern throughout the watershed. During a rain storm, mountain waters quickly cascade down into the piedmont regions causing high peak flows in the rivers and streams. Urban development along the waterways can cause peak flows to intensify, increasing the likelihood of downstream flooding. Areas with high concentrations of impervious surface (as shown in red in the most recent map) can be a major contributor to both runoff and increased peak flows. Protection of our natural riparian buffers can help slow the velocity of stormwater runoff, lead to higher infiltration rates, decrease the risks of flooding, and result in improved water quality.

The transformation of the Reedy River from an industrial river to the centerpiece of downtown has been a successful economic development achievement. Keeping the city’s major waterway flowing and clean is of upmost importance to the future vitality of the city. In May 2002, Clemson University’s Center for Community Growth and Change worked with both the City and the County to develop the Reedy River Master Plan, providing a feasible, long-term plan for future redevelopment and activities around the river. The plan was implemented with the redevelopment of Falls Park and the initial clean-up of the Reedy River. The City of Greenville has also adopted a Stormwater Ordinance that provides an array of best management practices that help prevent increasing levels of runoff from sites throughout the development process.
The Stormwater Ordinance sets up a stormwater management program that will maintain current stormwater infrastructure, develop watershed plans, facilitate preventative and remedial projects, and develop an educational program to inform the public about stormwater issues. The Reedy River’s water quality continues to improve due to the many efforts involved in its restoration.

**Air Quality**

The two main forms of air pollution for Greenville County are traces of ground-level ozone and particulate matter found in the air. Approximately 15 miles above the earth’s surface, ozone is formed naturally and protects the planet from harmful UV rays. Ground-level ozone, however, is formed by nitrogen oxides (NOx) and volatile organic compounds (VOCs) mixed with heat from the sun. These pollutants are emitted by both point source industries and power plants and non-point sources such as automobiles.

**Groundlevel Ozone: EPA Region 4 (2012)**

In the early 2000s, an Early Action Compact (EAC) allowed Greenville County to develop and implement a series of activities toward achieving emissions reductions under the 1997 standards established by the U.S. Environmental Protection Agency (EPA) for air quality, particularly ground level ozone. In 1997, the EPA lowered its required standard for ozone levels from .12 parts per million measured over one hour to .08 parts per million measured over 8 hours, but during that time Greenville County did not meet those requirements. Greenville County participated in the EAC as a proactive means of achieving compliance with the 1997 8-hour ground level ozone standard ahead of the federally-mandated compliance date, while avoiding federal restrictions that normally apply to non-attainment areas. The implemented strategies achieved required milestones...
included in the EAC before December 31, 2007. In early 2008, EPA designated 13 areas, including the Greenville-Spartanburg-Anderson area, as attaining the 1997 8-hour ground level ozone standard under the EAC. EPA proposed "this action because each of the areas has demonstrated that they attained the standard by Dec. 31, 2007".

Future regulations and standards could be difficult for the Greenville County area to achieve as many of the development patterns outside the urban core of the city are dependent upon the automobile. Yet, the City of Greenville and the County continues to make efforts to implement and encourage a multi-modal system such as safe bicycle lanes, trails and greenways, and mass transit options to reduce travel emissions.

**Species Richness**

The City of Greenville is home to 129 species that are included on global, federal, or state-endangered, threatened, or concerned lists. There are four federal-listed endangered species and five state-listed endangered species. One species, the Bunched Arrowhead (Sagittaria fasciculate), is considered critically imperiled globally because of extreme rarity or because of some factors making it especially vulnerable to extinction. Six species found in the City of Greenville are imperiled globally because of rarity or factors making it vulnerable.

**Urban Trees**

Urban trees can provide a wide range of benefits to the community whether they are lining the streets of downtown or a neighborhood, nestled within a park, or throughout school grounds. Urban trees help to beautify a community, improve the environmental quality, and encourage economic activity, all creating a vibrant place to work and live. In 2013, the City received a green streets grant from the Arbor Day Foundation and TD Bank that provided funding for two components. The first half of the grant funding was utilized to plant 100 trees along South Hudson Street between the railroad tracks and Washington Street and the other half of the funding was used for outreach and education. In 2004, the Main Street Tree Restoration and Replacement Program started. The program is instrumental in replacing dying trees, correcting tripping hazards, repairing buckled curbs, replacing electrical connection, repairing irrigation systems, and willow oak preservation. The preservation work includes vertical mulching, mitigating girdling roots and other obstacles, air spading, pruning, and providing more growing space. This work is being done with minimal impact on the merchants and no interruption on storefronts. Tree restoration in other parts of the Central Business District to respond to urban obstacles, such as tight spaces, and additional work will continue into the future.

**Trails and Greenways**

Trails and greenways can play an important role in the health of a community while also providing safe alternative travel and recreational facilities for bicyclists and pedestrians. Other benefits of trails and greenways encourage physical activity, promote safe and sustainable transportation, stimulate economic
growth and help to protect environmental quality of open spaces and creek and river corridors. The development of a Trails and Greenways Master Plan was a "top priority" project as identified by Greenville City Council's 2006 Management Agenda. Recognizing the opportunity to promote environmental protection, a healthy lifestyle and reduce congestions on the streets, the City of Greenville’s Trails and Greenways Master Plan encouraged the birth of the Swamp Rabbit Trail.

The City of Greenville’s Trails and Greenways Master Plan was adopted in January 2008. Updates of the existing network will be teamed with prioritized improvements to the planned network in periods ranging from 0-7, 7-15, and 15-25 years, with completion of the master plan reaching 128 miles of trails in 2030. The master plan focuses on implementing three trail types such as greenway, street based, and natural surface.

**Swamp Rabbit Trail**

The City of Greenville’s largest trail system is the Greenville Health System Swamp Rabbit Trail. The 17.5 mile multi-use (walking and biking) trail system runs along the Reedy River connecting Greenville County with local schools, parks, and businesses. Approximately 5 miles are within the City of Greenville’s limits and it traverses along the Reedy River, an old railroad corridor, and City parks to connect Travelers Rest with the City. The GHS Swamp Rabbit Trail (SRT) will continue to grow throughout the county to offer non-motorized recreation and transportation opportunities.

A 3-year impact study beginning in July 2011 has been conducted by Furman University to observe activity and collect information about users on the Swamp Rabbit Trail. Data from the first two years of the study indicates that the trail experienced an increase in the number of users from 359,314 in 2011 to 403,323 users in 2012.

At the end of the 2012 observation study, other intriguing results revealed that 61% of users were male and 39% were female. Also, nearly 93% of the users over the two year study were white, while 7% were other races. The trail is a great resource for adolescents, as the number of children and teens increased from 11% to 14% over the two year study compared to a decrease 78% to 72% of adults over the two years. The Swamp Rabbit Trail is an excellent amenity to the community, and a healthy resource for residents and businesses. Future efforts could encourage community members of ages and ethnicities to take advantage of the trail, outreach to youth and adults, and connect greenways and trails to surrounding neighborhoods that provide direct access to the Swamp Rabbit Trail.
The goals from the 2006 Trails and Greenways Master Plan:

Greenway Trails
- 8 miles of existing trails
- 50 miles of proposed trails

Street-based Trails
- 4 miles of existing trails
- 53 miles of proposed trails

Natural Surface Trails
- 3 miles of existing trails
- 10 miles of proposed trails

**Multi-Hazard Mitigation Plan**

In 2010, the City adopted a comprehensive Multi-Hazard Mitigation Plan in order to identify and minimize vulnerability to natural hazards that may endanger the health and safety of the population. Natural hazards include tornadoes/high winds, earthquakes, wildfires, drought/heat waves, severe thunderstorms and winter/ice storms. The plan assesses vulnerabilities, develops hazard mitigation initiatives such as prevention and education, develops local mitigation plans such as the Spill Prevention, Control and Countermeasure plan to address measures to be taken in the event of an oil spill or industrial accident, and provides an implementation process. An annual progress report for the plan is presented to City Council and the plan is updated every five years.

**Summary**

The City of Greenville takes great pride in its natural resources and the ability for these resources to provide a healthy environment for current and future residents. The Reedy River and the Swamp Rabbit Trail offer a unique opportunity for all citizens to enjoy the benefits of spending time outdoors. Maintaining water quality within the Reedy River water system and expanding the Swamp Rabbit Trail are continual efforts. Future steps may need to be taken to ensure that air quality remains compliant with state and national standards. In addition, maintaining a balance between an adequate percentage of urban tree cover and infill development may be a challenge as the city grows.
Cultural Resources

When asked what they like most about the City of Greenville, residents often cite the city’s small town character. Even though Greenville is by no means a small town, the city has been able to retain the charm and hospitality of a small, close-knit, Southern community. On the other hand, Greenville has the amenities of a large city, including visual and performance arts, museums, libraries, festivals, major venues, historic areas, churches and synagogues, and top-notch schools. The small town character and big city amenities combine to form the city’s cultural resources. This section highlights the numerous facilities Greenville has to offer.

Visual and Performing Arts

Greenville is often recognized for its culture of the arts because of the number of art galleries, studios, theatres, and musical groups located here. Following is a sample list of visual and performing arts resources available in the city:

- Peace Center for the Performing Arts
- The Warehouse Theatre
- Greenville Little Theatre
- Carolina Ballet Theatre
- Greenville Chorale
- Greenville Symphony Orchestra
- Centre Stage
- South Carolina Children’s Theatre
- Upstate Visual Arts
- The Metropolitan Arts Council (MAC)
- South Carolina’s Governor’s School for the Arts

Public Art

The City of Greenville currently has over 60 artworks in its public art collection, primarily sculpture and paintings by local and regional artists. With public art growing throughout the city, City leaders and the Arts in Public Place Commission recognized the need to develop a Public Art Master Plan for promotion, management and proliferation of art in the city. In addition to creating a master plan in 2013, other recent tools created to further the arts community include an online public art walking tour application and Artists Registry. The walking tour application is a way for the public to explore and experience Greenville’s history and culture using a computer or mobile device. The Artists Registry is an online database that allows for local and national artists to become a member and receive information on project requests and other upcoming information.
Libraries and Museums

The Greenville County Library System has 11 branches, two of which are located in the City of Greenville, plus a bookmobile that visits more than 10 additional locations every month. The main branch, the Hughes Library, is located near downtown at the Heritage Green cultural campus along with several museums and galleries. The Ramsey Family Branch is located off of Augusta Road near I-85. Both branches are served by the Greenville Transit Authority. The Hughes Library is 119,214 square feet, making it the second largest public library in South Carolina. The library offers many amenities, including a large meeting space that can accommodate 300 people, a coffee shop, and numerous computers with internet access.

There are several museums and galleries in the City of Greenville that celebrate the region’s history and culture. Some of these museums are listed below:

- American Legion War Museum
- Bob Jones University Museum & Gallery
- Bob Jones Museum & Gallery at Heritage Green
- The Children’s Museum of the Upstate
- Greenville County Museum of Art
- Upcountry History Museum
- Shoeless Joe Jackson Museum and Baseball Library
- Greenville Cultural Exchange Center

Greenville Zoo

The Greenville Zoo, located in Cleveland Park, is operated under the City Parks and Recreation department. The zoo opened in 1960 and maintains a high-standard accreditation from the Association of Zoos and Aquariums. In 2013, a 20-year master plan was adopted to expand the zoo at its current location. The master plan offers clear objectives for exhibits, education, collections, research, conservation and fiscal responsibility. The Zoo is supported by Friends of the Greenville Zoo, an independent non-profit community outreach group that provides financial, resource, and advocacy support.

Festivals and Events

Throughout the year, there are numerous festivals and events that bring residents of the city together. From jazz concerts to cycling championships, Greenville offers something for everyone.

- **Annual Festivals and Parades**
  - Fall for Greenville, Greenville Poinsettia Christmas Parade, Return to the Green, Open Studios, Artisphere, Greenville Scottish Games, Red White and Blue

- **Music/Dance**
  - Downtown Alive, Main Street Fridays, Reedy River Concert Series, Shaggin on Augusta

- **Athletic Events**
  - USA Cycling Pro Championship, 2014 UCI Paracycling Road World Championships

- **Other Events and Happenings**
  - Saturday Market, First Fridays, Flat Out Under Pressure, Moonlight Movie Series, Upstate Shakespeare in the Park, various events at the Greenville Zoo
Venues

Peace Center
The Peace Center for the Performing Arts was formed as a public-private partnership to rejuvenate the heart of downtown Greenville. The Peace Center's mission is “to present the world's finest performers from a broad variety of disciplines, provide quality services to support local performing arts groups, and foster life-long appreciation for the arts through comprehensive education and outreach programs for children, educators and adults.” Today, the Peace Center hosts more than 300 events annually in its Peace Concert Hall, Gunter Theatre, and outdoor TD Stage.

Bon Secours Wellness Arena
Bringing more than 1 million visitors to Downtown Greenville each year, the Bon Secours Wellness Arena hosts sports events, major concerts, family shows, and corporate and community events. The arena seats between 15,000 and 17,000, depending on the event. The $63 million facility was built in 1998 to replace the Greenville Memorial Auditorium and is home to the Greenville Road Warriors of the East Coast Hockey League.

TD Convention Center
As one of the largest exhibit halls in the country, the TD Convention Center offers 280,000 square feet of exhibit space and 60,000 square feet of meeting space. The TD Convention Center is a City-owned facility and is a great asset for the business community as it hosts numerous banquets, conferences, tradeshows, and corporate events throughout the year.

Heritage Green
A haven for cultural activities, the Heritage Green campus is the city’s center for arts, learning, and entertainment. Heritage Green encompasses the Greenville County Museum of Art, the Greenville Little Theatre, the Upcountry History Museum, and the Hughes Main Library. It is also home to the Upstate Children’s Museum and the Bob Jones Museum and Gallery at Heritage Green. Recent improvements have been made to pedestrian access, signage, gathering spots and landscaping as part of a Cultural Corridor master plan that will connect Heritage Green to downtown.

Fluor Field at the West End
Fluor Field, home of the Greenville Drive baseball team, opened in 2006. Located in the historic West End District, the stadium is modeled after Fenway Park and was named the 2006 Ballpark of the Year by Baseballparks.com. The stadium seats 5,700 and draws crowds for home games as well as community events hosted throughout the year.
The Village of West Greenville

West Greenville was once the textile capital of the world, but has now reinvented itself to become one of Greenville’s hottest arts destinations. Home to more than 40 artisans who have helped restore vitality to the former mill district, The Village of West Greenville is considered to be a historic corner of the city where “Shoeless Joe” Jackson began his baseball career in the Textile Mill baseball league. Complementing the plethora of potters, sculptors, photographers and painters are businesses that have been in the community for decades as well as upcoming unique local restaurants offering a range of cuisine.

Historic Resources

Greenville values its history, as is apparent in the numerous statues that can be seen along Main Street. The City of Greenville has seven designated historic districts, many of which are included within design overlay preservation districts. In addition to these historic districts, there are 29 specific sites that are listed on the National Register of Historic Places.

- Colonial Elias Earle
- East Park
- Hampton-Pinckney
- Heritage
- Overbrook
- Pettigru
- West End

The City also has two historic downtown cemeteries. Six-acre Richland Cemetery is one of the first African American cemeteries in Greenville, created in the late 1800’s after slavery was abolished. It is located close to the 30-acre Springwood Cemetery, which was created in 1829 and is the resting place for many of Greenville’s most prominent citizens. An online Cemetery Viewer allows people to search for specific interments (graves) or deeded lots as well as view photos of headstones on an interactive map.

Churches, Synagogues, and Temples

Religion is an important aspect of life for residents of Greenville. There are more than 100 places of worship located within the city limits. Many churches are not only open on Sunday mornings, but also serve as activity centers for community events held throughout the week. Many churches also provide full-time childcare and are involved in local missions.
Education

Education is a top priority in the City of Greenville. With its high-ranking schools, education is a source of pride for the community as well as a driver of economic development. It is essential for Greenville to maintain its high standards when it comes to education and to continue to promote lifelong learning. Greenville County Schools received National Accreditation from the AdvancED Accreditation Commission. The educational resources available in the city are described below:

**Greenville County School District**

- 52 Elementary Schools
- 23 Middle Schools
- 19 High Schools
- 4 Career/Technology Schools
- 6 Child Development Centers
- 7 Special Centers
- 13 National Blue Ribbon Schools

With more than 75,000 students, the Greenville County School District is the largest school district in the state and the 47th largest school district in the nation. From 2002 to 2012, enrollment in the Greenville County School District increased by more than 15%. Enrollment in the schools within the city limits mirrored the overall district’s growth rates.

**District Facilities Plan**

The Greenville County School District’s Long Range Facilities Plan, which was created in 1993 and is updated annually as a five-year Capital Improvement Program, is aimed to improve equity among the district’s facilities. It was found that 50% of the students were attending school in outdated buildings. The Facilities Plan included 70 school projects that were either new construction or renovated that have been completed at a project cost of $784 million. Greenville Senior High underwent a major renovation in 2005-2006. It is one of many City schools that has benefited from the Facilities Plan. With the completion of the construction program, Greenville County School District continues to ensure it will have sufficient capacity through the upcoming years.

A partnership with the Salvation Army Kroc Center developed the plans to build a new school downtown. A.J. Whittenburg Elementary School is the first downtown school built in 30 years. The newest school in the district is also located in the city limits; Dr. Phinnize J. Fisher Middle School at ICAR opened in 2014.

**Magnet Academies**

Greenville County School District offers 12 select school magnet academies that are intended to “provide a unique or specialized curriculum or educational approach, improve achievement for all students participating in the magnet program, and promote and maintain diversity.”
Nine of these schools are located within the city limits:

- Blythe Academy of Languages
- East North Street Academy of Mathematics and Science
- Stone Academy of Communication Arts
- Beck Academy Middle Years International Studies Program
- Greenville Middle School Academy of Traditional Studies
- Hughes Academy of Science and Technology
- League Academy of Communication Arts
- Greenville Senior High School Academy of Academic Excellence
- J.L. Mann High School Academy of Mathematics, Science, & Technology

Performance

Greenville County School District consistently ranks among the best school districts in the state. The high schools located within the city limits mirror the success of the district. These schools have average ACT scores that are above that of the state and of the nation. Advanced Placement courses allow students to earn college credits while in high school. Greenville High School’s students have a passing rate higher than the state and national average.

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Source: Greenville County School District, SC Department of Education

School Performance Comparison
South Carolina Governor’s School for the Arts and Humanities  
The South Carolina Governor’s School for the Arts and Humanities, located in downtown Greenville, is a public residential school that serves the artistically gifted students of South Carolina. Students select a major from Creative Writing, Dance, Drama, Music, and Visual Arts.

Public Charter Schools  
The Greenville Technical Charter High School is located on the campus of Greenville Technical College and was formed in 1999 by a group of business, community, and education leaders. The charter is based on the focus of dual enrollment and alignment of high school and college curriculum and the goal that students complete at least one semester of college work before they graduate. The school currently enrolls 440 students, 70% of which are enrolled in at least one college course.

Legacy Charter Elementary School, part of the Legacy Charter School system, is located at the former site of the school district’s Fine Arts Center on Bramlett Rd. The charter is based on health and wellness. Students participate in 45 minutes of daily Physical Education and are given healthy food options during the school day.

Higher Education  
- **Greenville Technical College** serves 14,000 academic students and 54,000 continuing education students. The college has four campuses, with its main campus located inside the city limits.
- **The University Center** is a collaborative effort of six universities in South Carolina. Located in a former mall site, the University Center offers more than 75 degrees, including undergraduate and graduate programs.
- **Bob Jones University** is a Christian liberal arts institution of over 3,000 students that offers 115 undergraduate majors and 70 graduate programs.
- **Furman University** is located on the outskirts of Greenville. A private liberal arts school of about 2,600 students, Furman is the most selective private institution in South Carolina.
- **Clemson University**, a research university of about 17,000 students, is located 30 miles from Greenville. Clemson has a strong presence in Greenville, including programs located at CU-ICAR, Clemson at the Falls, Project One, and the Village of West Greenville.
- **North Greenville University** is located 18 miles north of the City of Greenville. North Greenville is a Christian school that offers 35-plus undergraduate and graduate degrees.
- Other colleges and universities in the Upstate include Converse College, Wofford College, Anderson University, Southern Wesleyan University, and the University of South Carolina – Upstate.

Summary  
The City of Greenville has an abundance of cultural resources that add to the quality of life in the area. From local art galleries to large-scale venues that attract visitors from all over the Southeast, Greenville has amenities for all ages to enjoy. Additionally, Greenville hosts numerous festivals and events throughout the year that help to solidify the small town charm of the city. The city takes pride in its history and makes efforts to protect and preserve its historic resources. The public schools in the city are among the best in the state and the higher education in the city is a driver of economic development. The City benefits from continued partnerships with Furman University and Clemson University. The City of Greenville has taken a lead in providing ample cultural resources, but must ensure that the distribution of resources is equitable and accessible to all residents.
Community Facilities

Continued population growth over the next 20 years in the City of Greenville will place new pressures on the city’s existing community facilities. As a result of increased land development both within and around the city, providing new development infrastructure, and updating and improving existing infrastructure, will present some of the main challenges. Additionally, finding ways to integrate new and expanded public facilities that adequately serve the city’s neighborhoods will prove essential to meeting citizens' growing needs. The following information establishes the state of existing community facilities and services on which the City of Greenville will continue to build as we move into the future.

Health and Human Services

Residents of Greenville have access to two acclaimed healthcare systems with state-of-the-art medical facilities:

- **Greenville Health System**, with two medical campuses located within the city limits. Greenville Memorial Hospital is a teaching hospital featuring a Level 1 Emergency Trauma Center, Cancer Center, Children’s Hospital and Emergency Center, and a Women’s Health Institute. Patewood Memorial Hospital, conveniently located along I-385, provides short stay surgery in a state-of-the art medical facility.

- **Bon Secours St. Francis Health System**, with its main campus located south of downtown Greenville and the Institute for Chronic Health located at the Millennium Campus, is a nationally recognized center for heart surgery and orthopedics. In 2012, St. Francis was named one of the “10 Safest Hospitals in the United States” by Consumer Reports.

In 2012, the Greenville Health System accommodated 2,434,453 outpatient visits, 172,117 emergency visits, 122,082 Medical Center Clinic visits, and delivered 5,395 babies, among other clinical care numbers. Patient satisfaction levels were achieved at 92.9% satisfaction for outpatient surgery and 83.5% for emergency services.

In addition to these hospitals, Greenville has 11 assisted living facilities and nursing homes which serve the city’s aging population. By continuing to provide access to renowned health care services Greenville can ensure that current residents are given the best care available. This will help to position the city as a top location choice for not only an aging Baby Boomer generation, but for individuals of a wide age range.
Public Safety: Fire Services

The City of Greenville currently operates six fire stations, with these stations strategically located across the eight districts found within the city limits in order to ensure optimum emergency response time. The Greenville City Fire Department is charged with Fire Suppression, Medical First Response, Technical Rescue, Hazardous Material incident response, and with carrying out other life and property protection measures.

The Department consists of multiple divisions/teams. These include:

- **Special Operations Teams** – The Greenville City Fire Department operates three special operations teams. Each team is staffed 24 hours a day with on duty Firefighters. The City employs 135 Firefighters; all receive specialized training as well as standardized training.

  - **Safety Team** – This special operations team is responsible for the safety of Firefighters. The members of this team work very hard to ensure the safety of the men and women of the GCFD.
  
  - **Rescue Team** – This special operations team is comprised of GCFD members that have received specialized training. The GCFD operates two heavy rescue trucks they are equipped to handle a wide range of emergency operations including but not limited to water rescue, high angle rescue, trench rescue and vehicle extrication. Many member of our Rescue Team also are members of regional response teams.

  - **The Hazardous Materials Team** – is responsible for responding to any hazardous materials incidents including chemical spills, air monitoring, mass decontamination, etc. The GCFD currently has two hazardous material response vehicles that are stationed at a local fire station. Station 5 is responsible for housing and maintaining all of the City’s hazardous materials equipment as well as several vehicles and equipment that are used for County and Regional responses.

- **Fire Prevention Bureau** – Our FPB is staffed with one Fire Marshal, one Deputy Fire Marshal, and four Fire Inspectors. All of the personnel strive to keep all citizens and visitors of the City of Greenville safe from the dangers of fires. Members of the FPB do this by conducting fire inspections throughout the city as well as many educational programs to local businesses and citizens. The members of our FPB have a combined total of over 150 years of firefighting and fire prevention service, which helps to make our FPB one of the most progressive and innovative FPBs in the State of South Carolina. Some members of the FPB are tasked with double duties. Two of our Fire Inspectors are also tasked with being the Public Information Officers for the GCFD, while another Fire Inspector is tasked with handling Community Risk Reduction.

- **Community Risk Reduction** – This task is handled by a Fire Inspector that is assigned to the Fire Prevention Bureau. The purpose of the Community Risk Reduction Officer is to handle public relations, public education, and general community risk reduction. This individual works under the oversight of the Fire Marshal and the Fire Chief.

  Community Risk Reduction Projects – Current programs include the S.A.F.E. initiative which stands for Smoke Alarms and Fire Education. The Community Risk Reduction Officer
schedules and plans smoke alarm blitzes. Smoke alarm blitzes are performed by members of the GCFD going door-to-door and installing smoke alarms inside of homes; residents also receive information about fire safety and how to plan fire escape plans.

A new fire station is planned to begin design and construction in 2015 to provide 24/7 initial emergency response to the furthermost eastern parts of the city including the ICAR, Verdae, and Woodruff Road areas, which are currently underserved. A needs assessment for four existing fire stations is also budgeted in the Capital Improvement Program in order to update and extend the use of these facilities.

**Public Safety: Police**

The Police Department serves the City of Greenville as the primary law enforcement services provider, a role the agency has held since 1845. The Department employs a staff of 241 professionals dedicated to serving and protecting the community. The Department consists of multiple offices and divisions which provide a wide range of services, including ensuring effective daily police operations and staffing the almost 200 events held in the City of Greenville each year. In addition, the Department addresses crime and safety concerns and promotes student success at local schools and within the community through the School Resource Officer and Youth Services Programs. As part of daily operations, patrol police are distributed over nine beats (patrol areas) which are surveyed 24 hours per day.

The offices and divisions of the Department are:

Police Chief’s Office
- Office of the Public Information Officer
- Operations Division
- Support Division
- Internal Affairs Bureau

The Department also maintains 6 Special Units. These are:
- Accident Reconstruction Team (ART)
- Crisis Negotiation Team (CNT)
- Crisis Intervention Team (CIT)
- Dignitary Protection Team (DPT)
- Police Dog Platoon (K-9)
- Special Weapons and Tactics (SWAT)

The 2008 Census of State and Local Law Enforcement Agencies found that municipal and township police departments employed an average of 2.3 full-time officers per 1,000 residents. With 199 sworn officers in 2014, the Greenville Police Department has more than 3 officers per 1,000 residents. Most recently, City leaders have addressed an increasing downtown public safety demand due to a nightlife scene that attracts visitors from around the region by approving additional officers and security measures for the central business district. According to the Uniform Crime Report Data Online, provided by the US Department of Justice, crime rates reported by the Greenville Police Department have steadily decreased over the last 30 years.
**Parks and Recreation**

The City of Greenville Parks and Recreation Department is responsible for maintaining more than 500 acres of park land throughout the city. The city’s park system consists of 39 parks, the largest being 122-acre Cleveland Park, which is situated along the Reedy River and is home to the 14-acre Greenville Zoo. Celebrated Falls Park, a prominent downtown public space includes Liberty Bridge, a pedestrian suspension bridge spanning the Reedy River which offers scenic views of the water and public gardens below. New public spaces have been recently dedicated or are under construction within the city, including Legacy Park (2011), a 20-acre anchoring park in the middle of Verdae’s master planned development, Sliding Rock Creek Trail (2011), a spur from the Swamp Rabbit Trail into Nicholtown Neighborhood, Pedrick’s Garden near Falls Park (2014), and the Cancer Survivor’s Park, to be developed next to the Chamber of Commerce. In addition, the City has collected public input to develop a conceptual consensus plan for a large, multi-use park to be developed along the Reedy River at the current location of the City Public Works operational facilities.
The network of parks, greenways, and public facilities provide residents and visitors of Greenville with a variety of amenities and both passive and active recreational options, including:

- Fernwood Nature Trail at Cleveland Park
- Ramona Graham Fitness Trail
- Swamp Rabbit Trail
- Additional hiking, biking, and walking trails
- 6 public gardens, including Linky Stone Children’s Garden
- 30 pedestrian bridges, including the Liberty Bridge at Falls Park
- 4 lighted baseball fields
- 24 basketball courts (13 full length)
- 19 lighted tennis courts
- 3 lighted softball fields
- 3 volleyball courts
- 6 soccer fields
- 36 disc golf holes
- 18 miniature golf holes
- 27 picnic shelters
- 33 barbecue grills

In addition, the Department’s Recreation division coordinates athletic and youth programs year-round, including special summer programs, and provides for a range of leisure activities at five community center facilities. These efforts to provide quality leisure and recreational activities to the community have been furthered with the introduction in 2013 of the Mobi-Rec Van, a van donated to the City by graduates of Furman University’s Riley Institute Diversity Leaders Initiative who raised the necessary funds for the vehicle. The van will be used to bring recreational opportunities to children living in underprivileged neighborhoods as well as to various city events.

**Community Centers**

The City of Greenville has five major community centers located around the city which complement the public recreational facilities provided by the City of Greenville Parks and Recreation Department. Neighborhoods surrounding the community centers are well served by these facilities, but as
Greenville’s attractive economic and residential climate continues to attract growth, the City must respond with appropriate facility and amenity additions. Currently, each of the community centers is outfitted with a range of programs for both the city’s youth and adults.

The Ray and Joan Kroc Community Corps Center, opened in 2011 and operated by The Salvation Army as a gifted endowment from the Joan Kroc estate, provides additional community center space to the residents of Greenville. The Kroc Center is a membership-based facility offering event space and a wide range of fitness and recreation amenities for users of all ages.

<table>
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<tr>
<th>Amenity Offered</th>
<th>Bobby Pearse Community Center</th>
<th>David Hellams Community Center</th>
<th>Juanita Butler Community Center</th>
<th>Nicholtown Community Center</th>
<th>West Greenville Community Center</th>
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Utilities: Water
The City of Greenville depends on water resources coming from three different sources: Table Rock Reservoir, North Saluda Reservoir, and Lake Keowee. Water from these sources is supplied to Greenville by the Greenville Water System, which also serves a larger area and more than 350,000 people. The Greenville Water System owns approximately 30,000 acres of land comprising two complete watersheds (Table Rock and North Saluda), which have...
supplied drinking water to the greater Greenville area since the 1930’s and are now protected in a conservation easement with The Nature Conservancy. Additionally, water rights were secured in 1985 that allow the City of Greenville to take up to 150 million gallons per day (MGD) from Lake Keowee. These sources can secure current and new residents plentiful water resources in the future; however, growth in the Charlotte and Atlanta metropolitan areas, as well as locally, might cause significant competition for water resources in the region.

Water Treatment Facilities

- **Witty Adkins Water Treatment Plant (1985)**
  - Capacity of 60 MGD
  - Treats water from Lake Keowee
  - Treatment process of coagulation, sedimentation, and filtration
- **L.B. Stovall Treatment Plant (2000)**
  - Capacity of 75 MGD
  - Treats water from Table Rock Reservoir and North Saluda Reservoir
  - Incorporates Dissolved Air Flotation (DAF) technology prior to filtration

Utilities: Sewage and Wastewater

The City of Greenville is one of fourteen sub-collector districts that maintain sewer lines and infrastructure that feed directly into treatment facilities operated by a regional public utility, Renewable Water Resources (ReWa). The City maintains over 330 miles of sewer lines, some of which are over 100 years old and are no longer adequate to meet the needs of new development. Another concern with aging or damaged infrastructure is the amount of inflow and infiltration (I/I) that may occur, where groundwater and stormwater enter into sewer pipes and cause a higher-than-expected rate of capacity. Updating aging infrastructure will be one of the more challenging and costly tasks for the city in upcoming years. City engineers are currently performing sanitary sewer evaluation studies, a multi-year process that includes surveying and capturing video of sewer lines, smoke testing, and other flow monitoring techniques. As data becomes available, computer modeling is used to analyze sewer capacities throughout the city. Known problems with capacity occur in the north, west, and central parts of the city, which have prompted various capital improvement projects.

Utilities: Stormwater and Flood Plain Management

The City of Greenville maintains a separate system of pipes and inlets that capture runoff water from streets and developed land during rain events. This water is discharged directly into streams and water bodies. Private developers must adhere to the City’s Stormwater Ordinance, part of the Comprehensive Stormwater Management Plan, which regulates stormwater drainage and related nonpoint source pollution when sites are developed. In this way the City is able to maintain its permit for a municipal
separate storm sewer system (MS4), which is administered by the South Carolina Department of Health and Environmental Control (DHEC) and ultimately adheres to the federal Clean Water Act.

The Stormwater Ordinance also addresses development near Special Flood Hazard Areas, as determined by the most recent FEMA Flood Insurance Rate Maps (2014). As overall development increases and stormwater runoff is directed to water bodies, certain areas may have an increased risk to flooding. Regulations prevent poorly planned development in the floodplain, which can lead to streambank erosion, loss of valuable property, increased risk of flooding to downstream properties and degradation of water quality.

The City has taken a proactive stance towards water quality and water quantity control measures. Watershed and floodplain studies have identified areas such as ponds or spillways that will need upgrading through capital improvement projects. A local monitoring station has been installed near downtown to observe the quality of the Reedy River, which is considered an impaired water body due to levels of fecal coliform. Engineering staff also conducts public outreach and education programs to encourage responsible management of stormwater, such as using rain barrels on residential properties.

**Utilities: Solid Waste and Recycling**

Maintaining a litter-free environment is a source of pride for downtown Greenville and is spreading throughout the community. Keeping Greenville clean and reducing waste marks a direction in which Greenville citizens want to move. In 2007, the Twin Chimney’s Landfill opened in Honea Path, SC with an expected lifespan of 50 years. A recycling program is one measure that is being taken to extend the life of the landfill.

The current budget for the City’s Solid Waste Division is approximately $5.3 million and is mainly spent on tipping fees, labor, vehicles to haul waste, and resident trash bins. Trucks run four days a week, serving 17,000 homes. Composting of yard waste by residents is an opportunity to reduce cost of pickup and space currently used to dump waste materials. Recycling and yard waste pickup runs on the same schedule. Recyclable materials can also be dropped off at two drop-off facilities located within the city.

The Twin Chimneys Landfill is projected to have capacity for 50 years. Growth and poor trash disposal practices can reduce the lifespan of landfills. The City of Greenville is working to promote measures that will extend the life of this landfill. The City is promoting the practice of composting to reduce unnecessary yard waste and offering to schools, businesses, and other interested parties, education sessions highlighting the benefits of recycling. The revenue received from recycling ranges between from $150,000 to $200,000 annually. Greenville’s recycling system currently runs at a deficit; however, good recycling practices could result in profits in the future.

**Recycling Center Locations:**

- 800 East Stone Avenue
- 514 Rutherford Road
The City is studying the feasibility of a new Public Works facility, which will consolidate and improve overall operations. This project provides for the eventual relocation of Public Works away from its present site on Hudson Street and Mayberry Street to a new location on approximately 33 acres on Fairforest Way. The relocation of Public Works advances several long-standing goals of moving a critical facility out of the flood plain to better respond to natural disasters and to protect the City's assets from future losses.

**Utilities: Power and Energy**

Electric energy can be a great concern for growing communities. The City of Greenville has excellent power resources provided by Duke Energy power plants. Greenville is connected to a power grid that extends through the Carolinas and into Tennessee and Kentucky. Energy is obtained from several main sources, with the Oconee Nuclear Plant being the primary source for Greenville, and backup sources for situations of high demand are constantly ready to release energy. The cost of upgrades and maintenance for the power facilities ranges between $90 and $130 million for the Carolinas region alone. Exceptional capacity and up-to-date systems make the Carolina power grid a stable and secure source of energy for the current population and future growth.

![Fuel Source for Duke Energy Power Grid (www.duke-energy.com)](image)

**Nonprofit Groups and Charities**

The City of Greenville has numerous nonprofit and charity organizations spread within its boundaries. A full listing of nonprofits and charities in the Greenville area can be found in Appendix N. Below are examples of the causes that are supported by the nonprofit and charity groups:

- **Homeless and Needy** - soup kitchens, homeless shelters, job support
- **Family and Youth Support** - Big Brothers/Big Sisters, therapy, abuse relief, parent education, after-school groups
- **Religious Affiliations** - community groups based in places of worship
- **Health Issues** - medical and research awareness and fundraising
- **Civil Rights and Empowerment** - support groups for minorities
• Elderly Care and Activities- organizations focusing on interaction with and connecting the elderly for planned events or meetings

U.S. Post Offices
The City of Greenville has five full-service United States Post Offices with a corresponding number of zip codes. The address and zip codes of these post offices are listed below:

Greenville – 29602
600 W Washington ST

Station A – 29604
19 Conestee AVE

Pleasantburg – 29606
1521 Laurens RD

Park Place – 29608
2431 N Pleasantburg DR

Keith D Oglesby Station – 29616
100 Orchard Park

Summary
Community facilities in the City of Greenville serve the current population very well. The healthcare facilities are top-notch, public safety is adequate, parks are plentiful, and utilities are sufficient. Planning for new community facilities will be done based on three main factors: population growth, aging infrastructure, and economic growth. These factors will ultimately overextend the current facilities and require repairs or additions to the City’s inventory. The aging population will necessitate reevaluation of healthcare programs and allocation of facility resources. Future residential development in the southern and eastern sections of Greenville will demand a new fire station and increased police protection. More parks equipped with new activities and facilities will be needed throughout the city for increased recreation and embracement of population growth. Utilities will need constant upgrades due to increased commercial and residential demands, as well as aging facilities. Despite the inherent issues in tending to future needs, Greenville currently has sufficient community facilities that will serve as a strong base to provide for these future needs of the city and its residents.
Transportation and Land Use
As the city of Greenville grows in both population and economic prowess, it will continue to draw employees, shoppers, business associates, tourists, and other visitors from outside the city. An effective transportation network will need to be maintained to allow visitors and citizens alike to move about the city. Currently, the automobile is the dominant mode of transportation, but as the city grows it will become more important for the City to invest in different modes of transportation. Excessive automobile dependence will lead to continued and worsening congestion on Greenville’s road network, regardless of road investment and widening. Although many major metropolitan cities have tried, an urban center cannot build itself out of road congestion without transit options.

Greenville is a combination of two different modal development types. The urban core of the city has some of the infrastructure in place to support multi-modal transportation while the suburban area of the city is shaped by strip or auto-corridor land uses which are only accessible by automobile. An important means of understanding the feasibility of transportation modes is to analyze the supporting land use and transportation facilities.

Greenville Transportation Profile

- **Pedestrian:** Approximately 68 percent of the roads in the city have sidewalks. A major part of the network of pedestrian-oriented infrastructure is located in the downtown and western areas of the city. Most new development and redevelopment are required to install sidewalks as part of site improvements. The City also has an NSTEP program that prioritizes the use of funds to replace aging sidewalks or provide new sidewalks in high-need areas.

- **Bicycle:** Approximately 6 percent of the roads in the city have bicycle infrastructure. Several sections of roads have been redesigned to include bike lanes or sharrows, including E North Street and North Main Street. The intent is to follow the strategies of the Bicycle Master Plan and provide more bike path connections throughout the city.

- **Transit:** Greenlink provides 11 fixed bus routes to destinations all over Greenville County. In the past five years, shuttle services have been added to serve Clemson facilities within the city, to connect CU-ICAR with St. Francis Eastside, and to provide commuter service to Clemson University. In addition, Greenlink operates a free trolley service in the downtown area.

- **Automobile:** Roughly 62 percent of the mileage of roadways in the city is maintained by the City of Greenville. Much of the remainder, about 32 percent, is maintained by the State Department of Transportation. The City performs studies and prioritizes road projects as funding becomes available. Regional road projects and funding are determined through the Greenville-Pickens Area Transportation Study Metropolitan Planning Organization (GPATS MPO).
Two Types of Urban Transportation

The urban core of the city of Greenville is in the western half of the city, centered by downtown and the area west of Pleasantburg Drive. This urban core area is supportive of multiple modes of transportation. The suburban auto-dominated section of the city is based along the arterial road network including, but not limited to, Haywood, Laurens, and Woodruff Roads.

The parcel size map below displays the sizes of the parcels located in the city limits. The areas of smaller parcels represent a denser form of development that typically can support the multi-modal forms of transportation. The larger parcels are normally indicative of either a suburban auto-oriented area or undeveloped land. A distinction can be seen between the more densely developed urban core existing in the western half of the city and the less dense suburban pattern of growth found in the eastern part of the city.

The transportation support facilities map below shows the location of sidewalks, which are supportive of a multi-modal transportation network, and the areas of parking, which can represent an auto-dependent form of development. The map clearly shows a concentration of sidewalks located in the western half of the city. This area of the city has been identified as the urban core of the city. The eastern section of the city clearly has less pedestrian infrastructure and appears to have larger areas of parking spread out along the major corridors. This eastern section of the city has been identified as having a more auto-dominated or suburban pattern of development. The dual nature of Greenville offers residents a variety of lifestyle choices but it also creates two different entities within the city.
Multi-Modal Greenville

The urban core of the city, centered along the original downtown, reflects transportation patterns that were designed before the widespread dependence on the automobile. Neighborhoods were built clustered around the downtown area and the streetcar routes. Sidewalks and grid-patterned streets helped connect the citizens to office and commercial centers. Even the mills and other manufacturing jobs were located nearby. The downtown used to hold a variety of land uses, and with its recent revitalization, has once again established itself as an area for mixed uses.

Today, the grid-patterned streets in this urban core area help create a higher level of connectivity and the density established in the area creates the opportunity to have successful transit. The downtown trolley (owned by Greenville Drive) has been very successful carrying passengers up and down Main Street. As Greenlink expands services, the success of the downtown trolley should serve as a realization that transit systems can be effective.

In addition, the urban core of the city is more resistant to the many forms of congestion. The high connectivity of the grid-patterned road network allows drivers to find alternative routes if there is an incident along a major road. These street patterns also allow for more route choices for pedestrians and bicyclists. Also, the side roads and alleys have allowed for parking infrastructure to be placed behind the storefronts in the downtown area, allowing for a pedestrian-friendly atmosphere and helping establish downtown as a destination. This area should be protected from attempts to “automobilize” this section of the city such as road widening, large parking lots, and high speed roads. In fact, the planting of trees and the expansion of pedestrian infrastructure has played a big part in the revitalization of downtown Greenville.

Multi-Modal Greenville:
Western Greenville- Urban Core
Support Facilities for Balanced Transportation
Human Scaled Environment
Mixed Use Land Use
Low Speed Auto Traffic
Less Dependent on Parking
Transit More Feasible
Contains Pedestrian and Biking Infrastructure
Opportunities for Bus Rapid Transit (BRT) and Transit Oriented Economic Development (TOeD)

In January of 2013, the City of Greenville adopted a Study Management Plan that analyzed the feasibility of a Bus Rapid Transit (BRT) system linking Downtown Greenville with Clemson University’s International Center for Automotive Research (CU-ICAR). Bus Rapid Transit (BRT) functions in a similar capacity to a light rail or metro system, but takes advantage of the low-cost, flexibility and simplicity of bus transportation. In order to maximize efficiency and speeds, buses operate within a fully dedicated traffic lane or right of way to avoid traffic congestion, have only a few stops and are often given priority through signaled intersections. The graphic on the left is an example of a BRT line along Independence Blvd (US 74) in Charlotte, NC.

As displayed in the map to the right, the proposed BRT line would run 6.73 miles, consisting of 10 stations strategically located to maximize potential ridership. These stations would provide opportunities for transit-oriented economic development (TOeD) within a ¼ mile radius of the platforms. Designed to provide connection between major destinations in the Downtown core, Amtrak, and CU-ICAR as well as future commercial and residential developments, the BRT line could operate with four vehicles at 10 minute intervals during peak periods, at 15 minute intervals during off-peak hours on weekdays and operate at 30-minute headways on Saturdays. The ridership is estimated to be approximately 800 riders per day and 250,000 annually. Total capital costs are estimated to be $19 million in 2012 dollars.
and $22 million in 2016 dollars when adjusted for inflation. Operating and maintenance costs in the opening year (2016) are expected to be $1.4 million, increasing the projected costs of the entire Greenlink system in 2016 from $3.6 to $5 million.

The study concluded that the development of a high capacity transit system is a practicable and effective way to improve transit connectivity and service, recommending the eventual implementation of the proposed BRT line in Greenville. About 4.2 miles of the proposed route lie within the existing right of way of the Greenville Economic Development Corporation, which greatly enhances the feasibility of the project. The study also found that the potential for the construction of mix-used developments in the large, underutilized surface parking lots throughout the BRT corridor is quite high. However, critical factors such as funding sources and low ridership projections will hinder the immediate implementation of the BRT line. Under current conditions, the construction and effective operation of a BRT line along the proposed route is not feasible. But as conditions continue to gradually improve, the BRT line can be implemented in phases or along a different route.

**Bicycle Master Plan**

In 2011, the Bicycle Master Plan was completed and adopted by the Greenville City Council. Alta Planning + Design and a City Council Advisory Committee led the project which incorporated significant input from the public. Staff from the city’s Parks & Recreation Department, Traffic Engineering Division, Law Enforcement, Planning Department as well as the Greenville-Pickens Area Transportation Study served in a critical advisory role during the project. This Plan will serve the City of Greenville and the general public as a resource for improving the safety of Greenville’s streets and mobility options for residents and visitors of Greenville. The Plan takes a comprehensive approach to the Six E’s of a Bicycle Friendly Community – Engineering, Education, Encouragement, Enforcement, Evaluation, and Equity. It envisions a bicycling environment in year 2020 that takes a holistic approach to the Six E’s of a Bicycle Friendly Community. The following are the Plan’s vision statements for each of the E’s. Specific action-oriented goals and objectives are included in the Plan for each E.

1. **Engineering**: An inviting network of bicycling facilities for cyclists of all ages and abilities and destinations that support bicycling
2. **Education**: Community understanding and respect for the roles and responsibilities of cyclists
3. **Encouragement**: Increased bicycle ridership and support for a strong bicycle advocacy community and bicycle culture
4. **Enforcement**: A safer environment for cyclists and other transport modes
5. **Evaluation & Planning**: Institutional support and collaboration for bicycling
6. **Equity**: A community that serves a diverse population and provides for the needs of those who ride out of necessity, as well as those who choose to cycle
Auto-dominated Greenville

The suburban area that is auto-dominated is situated along major arterials with large parcel sizes and strict divisions of land use. This type of environment is most often found in the eastern half of the city, but also radiates into the surrounding county. The auto-dominated culture began with the wide
acceptance of the automobile starting after World War II. The predominance of the automobile grew as the federal government began offering federal subsidies for as much as 90% of the infrastructure costs. These federal subsidies allowed significant auto-oriented networks to be constructed and since the federal government would fund the bulk of the project, many states and localities preferred the road investment to other forms of transportation. Areas of Greenville that expanded and developed after federal support for roads inherited an auto-dominated system that continues today.

As a result of investing in a single-mode transportation network, the reliance on the automobile is tremendous. The only option for convenient mobility in this area is to drive. This creates a false assumption that the automobile is naturally more convenient because the infrastructure is solely geared towards the motoring public.
**Traffic Growth**

Measured by the South Carolina Department of Transportation, average daily traffic counts serve as valuable statistics to gauge the volume of a particular segment of roadway. Average daily traffic counts are determined by dividing the total volume of vehicle traffic over the course of a year by 365 days. This traffic data is collected by an automatic traffic counting device that is deployed across a designated point along a roadway, and counts each vehicle that passes over it.

Recent data reveals that congestion on roadways throughout the city has improved, as average daily traffic counts on major thoroughfares throughout the city have remained stable since 2005. From 1999 to 2007, driving patterns in relation to population growth resulted in a dramatic amplification in the number of motorists operating on Greenville’s road network. However, despite sustained levels of population growth, daily traffic counts on major roadways have remained constant and, in a few instances, even decreased.

The graphic above illustrates average daily traffic counts along the notoriously congested Woodruff Road corridor in comparison to Greenville’s population between 2000 and 2012. From 2000 to 2005, the volume of automobile traffic expanded rapidly, as Greenville’s population grew a modest 5%. However, traffic counts began to stabilize after 2007, falling below the rate of population growth.

Although the amount of traffic on major roads is no longer increasing, congestion remains prevalent throughout many areas within the city. The fact that traffic counts are no longer rising faster than the city’s population is an encouraging development, yet it can be attributed to a variety of causes. The reduction in traffic counts coincided with the Financial Crisis that began in 2007. As unemployment increased, fewer people drove to work and sought to save money by not driving, contributing to lower levels of traffic.

Growth along the peripheries of Greenville as well as throughout the surrounding region will continue to strain the city’s infrastructure. The city of Greenville sits as the economic center for the Upstate of South Carolina and absorbs much of the traffic and commerce that occurs within this region. So, as the region grows, it is the city’s arterials that carry the burden of the new growth. The entire Upstate of South Carolina and the I-85 corridor contribute to the traffic delays many people feel every day.

The chart below shows the change in average daily traffic counts and vehicle operating capacity (VOC) for selected roads in the city. Vehicle Operating Capacity (VOC) compares the amount of traffic on a
roadway to its maximum carrying capacity. Traffic counts are divided by the roadways predetermined maximum volume, giving a percentage value. If this percentage is higher than 100%, then the roadway is experiencing traffic volumes much higher than it is designed to carry.

The table shows that most of the streets within the urban core and many of the corridors extending out from this area have remained relatively stable. For example, traffic on Main Street underwent a dramatic 31% increase between 2000 and 2005, but has only increased 5.4% between 2007 and 2012. Traffic counts along the I-85 corridor and Woodruff Road have also remained relatively unchanged since 2005, reversing the trend of extreme growth experienced through the first half of the previous decade. The Vehicle Operating Capacity of major roads within the urban core of Greenville is at ideal levels. However, VOC along the I-85 corridor and Woodruff Road are at or above maximum capacity, resulting in increased traffic congestion.

<table>
<thead>
<tr>
<th>Road</th>
<th>Average Daily Traffic Count</th>
<th>Growth 2007-2012</th>
<th>Vehicle Operating Capacity (VOC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Augusta Rd</td>
<td>Stable</td>
<td>-3.30%</td>
<td>75%</td>
</tr>
<tr>
<td>Laurens Rd</td>
<td>Stable</td>
<td>-0.90%</td>
<td>46%</td>
</tr>
<tr>
<td>Main St.</td>
<td>Stable</td>
<td>5.40%</td>
<td>76%</td>
</tr>
<tr>
<td>Mills Ave.</td>
<td>Varies</td>
<td>11.29% to 8.3%</td>
<td>54% to 75%</td>
</tr>
<tr>
<td>Pelham Rd.</td>
<td>Stable</td>
<td>-9.07%</td>
<td>69%</td>
</tr>
<tr>
<td>Pleasantburg Dr.</td>
<td>Stable</td>
<td>-6.04% to 3.22%</td>
<td>49% to 69%</td>
</tr>
<tr>
<td>Wade Hampton Blvd.</td>
<td>Strong Increase</td>
<td>19%</td>
<td>62%</td>
</tr>
<tr>
<td>I-385 (north of I-85 Interchange)</td>
<td>Stable</td>
<td>3.21%</td>
<td>92%</td>
</tr>
<tr>
<td>I-85 (east of I-385 Interchange)</td>
<td>Stable</td>
<td>-7.94%</td>
<td>132%</td>
</tr>
<tr>
<td>Woodruff Rd. (near I-85 interchange)</td>
<td>Stable</td>
<td>8.90%</td>
<td>104%</td>
</tr>
</tbody>
</table>

City of Greenville Traffic Count Change and Vehicle Operating Capacity
**Land Use**

Greenville has numerous zoning districts with variations of residential, commercial, planned development districts, and other specific purposes. Zoning allows the City to direct the nature in which it grows and develops, while protecting the public health, safety, and welfare.

A list of the City of Greenville zoning districts is shown below. A detailed description for each of these districts and specific purposes can be found in Section 19-3.2 of the Land Management Ordinance.

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**City of Greenville Zoning Map**
Zoning Distribution
Residential is the single largest zoning district in the city of Greenville. Combining both single-family and multi-family residential zoning accounts for 47% of the zoning district’s total acreage. Single-family residential zoning accounts for 35% and outnumbers multi-family acreage approximately three to one.

Roughly 13% of Greenville’s zoning is commercial. Of the commercial districts, C-3 accounts for about 8.9% of total zoning, while C-4 comprises 1.6%. The industrial districts account for only 2.3% of total current zoning.

Thirty-three percent of the city’s zoned land is comprised of either S-1 (service district) or a variety of other special purpose districts (categorized as Other in the charts below). The S-1 district comprises 22% of the total zoned area of the city. Overall, the S-1 district allows for a wide array of uses and therefore is difficult to draw conclusions as to possible future land uses. The RDV (redevelopment) districts comprise almost one-percent of the total zoning.

Consistency with the 2009 Future Land Use Map
The 2009 Future Land Use Map is made up of land use classifications that are intended to reflect the goals and principles of the plan. These classifications are more general than zoning districts, and are intended to depict an appropriate development pattern for future growth. Creating the Future Land Use Map requires planners to take a closer look and examine the Zoning Map for inconsistencies. In 2010 and 2011, five areas of the city were rezoned for the purpose of consistency with the comprehensive plan. Those areas are located on West Washington St, West Pendleton St, between Westfield St and Academy St, Augusta St between Mills Ave and Vardry St, and where August St meets Mauldin Rd. A large area that is mostly zoned S-1 in the west side of the downtown will be the next area to be rezoned. Rezoning multiple properties requires consensus from property owners, which can cause it to be a difficult
process. As the Future Land Use Map is updated, staff will re-examine the Zoning Map for inconsistencies.

**Summary**

The City of Greenville has been shaped into two distinct sectors of development. The urban core is supportive of multiple modes of transportation and the suburban area of the city is based around the dominance of the automobile. The multi-modal area of Greenville already attracts pedestrians and bicyclists and could function as an effective hub for a transit system. The auto-dominated region of the city has been shaped around the major commercial corridors and has been developed with appropriate parking for easy access for the automobile and is slow to create infrastructure for the pedestrian or the bicyclist.

Transportation is a regional subject. While traffic, congestion, and limited mobility are often felt locally, the causes and solutions might need multi-jurisdiction collaboration. Greenville-Pickens Area Transportation Study (GPATS) has a long-range transportation plan which includes the possibility of bus rapid transit or potentially light rail in the future. GPATS’s Long Range Transportation Plan 2030 is an important tool for the City’s Comprehensive Plan.

Greenville, as a region, is growing and adding to the vitality of the Upstate. The city of Greenville is the economic and social center for the region. However, many residents want to maintain the small town feel while reaping the benefits of growth. Greenville is following in the footsteps of Atlanta and Charlotte and has the opportunity to learn from these cities how best to shape the growth of the city through proper zoning regulations.
Conclusion

Updating the inventory of Greenville’s demographics and resources is helpful to gauge progress as the City moves forward. Recent data indicates that the population is increasing after having been stable for some time, unemployment has decreased since 2009, and building permit activity is approaching pre-recession levels. Along with the increase in private development, the City has created new parks and trails, added bus routes, and is making improvements to infrastructure to improve the quality of life.

The City has also adopted several plans and documents since 2007 that support and carry out the comprehensive plan’s goals and principles. These include the Greenways and Trails Master Plan, Bicycle Master Plan, Greenlink’s Transit Vision and Master Plan, Multi-Hazard Mitigation Plan, various neighborhood master plans, and others. These plans guide the City’s policies and projects in the Capital Improvement Program, as well as development throughout the city. The City’s efforts towards implementing and enforcing these plans indicate that the City is following its comprehensive plan.