What is the comprehensive plan:

- Collecting communitywide data
- Projecting future population growth
- Setting communitywide goals
- Framing policies to guide future growth
- Identifying responsibilities and priorities for implementation
Requirements of the comprehensive plan:
SC Local Government Comprehensive Planning
Enabling Act of 1994

- Planning process delegated under the Planning Commission
- Broad-based citizen participation
- Inventory of existing conditions
- Statement of needs and goals regarding population, economic development, natural resources, cultural resources, community facilities, housing, land use, transportation, and priority investment
- Implementation strategies with time frames
- Consideration of regional plans and conflicts with other jurisdictions
- **Review the plan every 5 years**
- Update and recommend a new plan every 10 years
What is updated in **2014**: 

The City of Greenville’s Comprehensive Plan:

- **Phase I**: Initiate (August 2007)
- **Phase II**: Discover = Communitywide Data
- **Phase III**: Dream
- **Phase IV**: Plan
- **Phase V**: Build = Implementation Plan
- **Phase VI**: Adopt (May 2009)
Update of Communitywide Data

Population = 2010 Census data, projections

Housing = Census data

Economic = Income (Census), investment, development

Natural Resources = Expanded park/trail network

Cultural Resources = Public art, historic districts

Community Facilities = Sewer upgrades, fire station

Transportation and Land Use = Bike/ped infrastructure, transit
City of Greenville Population Projections

Population Trends

<table>
<thead>
<tr>
<th>Census Year</th>
<th>City of Greenville</th>
<th>Δ in Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1930</td>
<td>29,154</td>
<td></td>
</tr>
<tr>
<td>1940</td>
<td>34,734</td>
<td>19.1%</td>
</tr>
<tr>
<td>1950</td>
<td>58,161</td>
<td>67.4%</td>
</tr>
<tr>
<td>1960</td>
<td>66,188</td>
<td>13.8%</td>
</tr>
<tr>
<td>1970</td>
<td>61,436</td>
<td>-7.2%</td>
</tr>
<tr>
<td>1980</td>
<td>58,242</td>
<td>-5.2%</td>
</tr>
<tr>
<td>1990</td>
<td>58,282</td>
<td>0.1%</td>
</tr>
<tr>
<td>2000</td>
<td>56,002</td>
<td>-3.9%</td>
</tr>
<tr>
<td>2010</td>
<td>58,409</td>
<td>4.3%</td>
</tr>
</tbody>
</table>

- City population is expected to grow over the next few decades as anticipated growth in the region and a renewed interest in urban living bring in new residents.
- New development patterns create additional opportunities for population growth:
  - Multi-use downtown development
  - Annexations
  - Infill and redevelopment projects
  - New area of growth (Verdae)
- **Census Estimates and Building permit data** were analyzed by residential unit to estimate the current population and project the 2020 and 2030 population.

In previous decades, the City’s population has experienced periods of growth and decline.

A period of growth occurred in the 1940s and 1950s as land newly annexed by the City was developed and the “baby boomers” were born.

There were declines in the 1960s and 1970s as household size became smaller and some of the City’s population moved out into the suburbs.

In recent decades, population has remained relatively flat.
# City of Greenville Population Projections

## 1) Analyze Building Permits

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</tr>
</thead>
<tbody>
<tr>
<td>Demolition of Residential Units</td>
<td>138</td>
<td>134</td>
<td>117</td>
<td>393</td>
<td>166</td>
<td>88</td>
<td>106</td>
<td>111</td>
<td>31</td>
<td>51</td>
</tr>
<tr>
<td>NET Change in Residential Units</td>
<td>220</td>
<td>228</td>
<td>338</td>
<td>153</td>
<td>483</td>
<td>352</td>
<td>41</td>
<td>368</td>
<td>588</td>
<td>334</td>
</tr>
<tr>
<td>Estimated Occupied Units</td>
<td>191</td>
<td>198</td>
<td>294</td>
<td>133</td>
<td>420</td>
<td>306</td>
<td>36</td>
<td>320</td>
<td>512</td>
<td>291</td>
</tr>
</tbody>
</table>

| Population Estimate for Units | 415  | 430  | 638  | 289  | 912  | 665  | 77   | 695  | 1,110 | 631  |

Average population change per year = 586 new residents

## 2) Review Census Estimates

Note: The estimates are based on the 2010 Census and reflect changes due to the Count Question Resolution program and geographic program revisions.

- Vacancy Rate of 13% used to estimate occupied units
- Avg. HH size of 2.17 used to estimate population

<table>
<thead>
<tr>
<th>Geography</th>
<th>1-Apr-10</th>
<th>Population Estimate (as of July 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greenville city, South Carolina</td>
<td>Census: 58,409</td>
<td>Estimates Base: 59,173</td>
</tr>
<tr>
<td></td>
<td>2010: 59,335</td>
<td>2011: 59,974</td>
</tr>
<tr>
<td></td>
<td>2012: 60,746</td>
<td>2013: 61,397</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, Population Division

## 3) Project Population

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<thead>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>61,397</td>
<td>61,983</td>
<td>62,569</td>
<td>63,155</td>
<td>63,741</td>
<td>64,327</td>
<td>64,913</td>
<td>65,499</td>
<td>71,359</td>
</tr>
</tbody>
</table>

Extend the 2013 Census estimate by using the average population change per year (586 new residents) to project 2020 & 2030 population.

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2010</th>
<th>2020</th>
<th>2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>56,002</td>
<td>58,409</td>
<td>65,500</td>
<td>71,360</td>
</tr>
</tbody>
</table>
Review of the Implementation Plan

- Assess progress of 2009 strategies
- 2014 Strategy Board
Progress of Implementation Strategies since 2009:

1. Adopt a Complete Streets Policy – **COMPLETED**
2. Update LMO to discourage cul-de-sacs – **COMPLETED**
3. Revise RFPs and Bid packages to encourage Minority and Women Owned Businesses – **COMPLETED**
4. Prepare and implement corridor plans and neighborhood plans – **ONGOING**
5. Expand “curb your pet” ordinance throughout the City – **COMPLETED**
6. Adopt anti-idling ordinance – **NOT COMPLETED**
7. Create a Transit Oriented Development Overlay District – **NOT COMPLETED**
8. Coordinate Future Land Use Map with County – **COMPLETED**
9. Create a Green Map of the City’s parks and open spaces – **COMPLETED**
10. Apply for Bike Friendly City Designation – **COMPLETED**
11. Development agreement clause to encourage First Source hiring – **ONGOING**
12. Complete and Implement Youth Master Plan – **COMPLETED**
Progress of Implementation Strategies since 2009:

13. Audit use of CDBG funds for affordable housing in Commercial Corridors – **ONGOING**
14. Expand Recycling Program to schools, churches, multi-family, and daycare centers – **NOT COMPLETED**
15. Modify and Review Business License Abatement Program – **NOT COMPLETED**
16. City facility energy audit and RFP Preferences (OMB) – **ONGOING**
17. Host roundtables to help give incentives to new and growing companies – **ONGOING**
18. Update Zoning Ordinance – **ONGOING**
19. Reevaluate non-residential design standards – **COMPLETED**
20. Update landscape requirements to increase tree canopy, restore and protect riparian buffers, replace top soil for new developments, increase landscaping in parking lots, replace street trees, and strengthen tree ordinance – **COMPLETED**
21. Create/Adopt Multifamily Residential Design Standards – **COMPLETED**
22. Prepare river corridor protection plan – **ONGOING**
23. Identify opportunities for appropriate infill and redevelopment – **ONGOING**
Progress of Implementation Strategies since 2009:

24. Create/Adopt Single-family Residential Design Standards – **COMPLETED**
25. Develop a Pedestrian and Bike infrastructure Plan – **COMPLETED**
26. Update Façade Improvement Program – **COMPLETED**
27. Infrastructure study to make sure that the City has adequate infrastructure for compact development – **ONGOING**
28. Adopt a Landmarks Ordinance – **NOT COMPLETED**
29. Develop a Comprehensive Transportation Plan to improve transit – **COMPLETED**
30. Develop a Greenville Green Stamp to encourage developments to meet environmental standards that are relative to Greenville. (Similar to LEED but tailored to meet Greenville’s needs). – **NOT COMPLETED**
31. Implement Greenways Plan – **ONGOING**
Plans adopted since 2009

• Greenlink Transit Vision and Master Plan (2010)
• Multi-Hazard Mitigation Plan (2010) and annual updates
• Bicycle Master Plan (2011)
• Greater Sullivan Neighborhood Design Guidelines (2011)
• Sterling Neighborhood Master Plan and Design Guidelines (2011)
• Stone Avenue Master Plan (2011)
• Coordination Element for the Comprehensive Plan (2012)
• Southernside Neighborhood Revitalization Master Plan (2013)

Other studies and plans since 2009:

• West Side Comprehensive Plan (2014)
• Citywide Housing Strategy (2012)
• Citywide BRT Transit Feasibility Analysis (2012)
<table>
<thead>
<tr>
<th>Strategies</th>
<th>First Steps 2015</th>
<th>Next Steps 2016</th>
<th>Long Term</th>
<th>Visions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase Transportation Options</td>
<td>- Streetscape improvements</td>
<td>- Greenlink to increase bus service / decrease headway on routes</td>
<td>- GTA / Greenlink to seek funding for transit plan</td>
<td>The City of Greenville will become a City that reduces dependency on automobiles and provides transportation options for all citizens.</td>
</tr>
<tr>
<td>Create a Sustainable City</td>
<td>- Improve permitting process with Naviline software and training</td>
<td>- Cultivate public-private partnerships to achieve common goals (ongoing)</td>
<td>- Take further steps to improve public open space, air &amp; water quality, and the efficient use of urban natural resources</td>
<td>The City of Greenville will be a sustainable city.</td>
</tr>
<tr>
<td>Preserve Neighborhood and Corridor Integrity</td>
<td>- Neighborhood Vibrancy Task Force recommendations</td>
<td>- Continue rezoning areas to comply with the Future Land Use Map</td>
<td>- Prepare / Update neighborhood and corridor plans</td>
<td>The City of Greenville will continue to grow while protecting the charm and unique characteristics of neighborhoods.</td>
</tr>
<tr>
<td>Position Greenville as an Economic hub along the I-85 corridor</td>
<td>- Explore a new Urban Industrial zoning classification</td>
<td>- Continue targeted office, manufacturing, and retail recruitment</td>
<td>- Continue business recruitment and retention efforts</td>
<td>The City of Greenville will grow to become a leader of commerce in the region.</td>
</tr>
<tr>
<td>Improve Quality of Life</td>
<td>- Brownfields grant project</td>
<td>- Implement Zoo Master Plan</td>
<td>- Continue to update zoning ordinance to promote quality development</td>
<td>The City of Greenville will be a place where future generations will want to live.</td>
</tr>
<tr>
<td></td>
<td>- Wastewater survey and modeling</td>
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<td></td>
<td>- Sewer Rehabilitation projects</td>
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<td></td>
<td>- Stormwater System Rehabilitation</td>
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