What is GVL2040?

The Voices Behind GVL2040

GVL2040 is the process behind the development of a new comprehensive plan for the City of Greenville, which will succeed the 'Plan-It Greenville' plan from 2009. This new plan will determine the course of the next 20 years by defining priorities, shaping how decisions are made, and setting the community on a path to achieving specific outcomes. Your participation in this process will be critical to ensuring that the plan is a reflection of what the community values and what it is willing to support.

GVL2040 Steering Committee

A steering committee of 42 individuals (chosen from 226 applicants) will officially represent the citizens of Greenville and work closely with the City’s planning staff and consultants to guide GVL2040.

Kitchen Table Conversations

From time to time, steering committee members will organize small group conversations with neighbors, peers, and colleagues to learn what people value and how they make choices.

Online Surveys

All Greenville residents are invited to participate in surveys through GVL2040.com to learn about key findings and provide insights on what matters most to Greenville and how the community should respond to change.

Open Houses

Each phase of GVL2040 will feature an open house where the public may engage with steering committee members and provide critical input on the direction and content of the project.

Timeline

PHASE 1

WHAT WE BELIEVE

Values and Priorities

JUNE 2019

PHASE 2

WHAT IS HAPPENING

Relevant Trends and Conditions

JULY 2019

PHASE 3

WHAT MIGHT CHANGE

Growth and Change Scenarios

AUG 2019

PHASE 4

WHAT WE CHOOSE

Benefit, Costs and Trade-offs

SEP 2019

PHASE 5

HOW WE WILL MAKE DECISIONS

Draft Plan and Decision-Making Framework

OCT 2019

PHASE 6

CONFIRMATION OF OUR VISION

Finalization for Adoption and Implementation

NOV 2019

TODAY

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What is a good comprehensive plan?

Any jurisdiction in South Carolina that wishes to enact and enforce zoning regulations must implement a planning process that conforms with the state’s Comprehensive Planning Act (SC Code Title 6, Chapter 29). Part of the planning process is the development and periodic update of a comprehensive plan that describes the community’s vision for the future. GVL2040 will serve this purpose for Greenville.

While state law provides general guidance on the content of a comprehensive plan, communities have considerable discretion in deciding what they want from their plan. Some plans sit on a shelf most of the time and are rarely consulted for anything other than regulatory purposes. The best comprehensive plans go a step further and become documents that actively shape how a community thinks about the choices it makes on a day-to-day basis.

How does a good plan become reality?

A comprehensive plan’s vision—as expressed by core values, priorities, preferred outcomes, and recommended strategies—becomes a reality only when a community is willing to make the choices that will bring it to fruition. How the community spends money, shapes regulations and policies, and decides “what goes where” should all be consistent with the comprehensive plan.

If the City Council and other community leaders are truly willing to make decisions consistent with the comprehensive plan, it will be reflected in the following:

**Capital Improvement Plan (CIP)**
- The CIP involves the annual allocation of resources to pay for improvements to City facilities, equipment, and infrastructure. The comprehensive plan provides significant direction for the CIP.

**Land Use and Design Regulations**
- The comprehensive plan is the legal basis for the zoning code, which determines land use, density, and other characteristics of the built environment. After the plan is adopted, the code is updated to reflect the plan.

**Economic Development Policy**
- Actions to promote economic activity of specific types and in specific places—to create jobs, build the tax base, or provide desired services—can be molded to reflect goals, trends, and conditions described in the plan.

**Housing Policy**
- Goals related to housing can be realized through changes to the zoning code as well as the allocation of funding to encourage specific types of housing or housing in specific locations.

**Transportation and Infrastructure**
- The comprehensive plan influences how federal, state, and local transportation and infrastructure dollars are allocated to improve conditions, boost capacity, or change how infrastructure is used.

**Parks and Recreation**
- The CIP, general fund, and zoning code can all be used to support investment in the expansion of parks and recreational facilities to meet quality of life goals expressed by the plan.

**Small Area Plans**
- The comprehensive plan cannot provide detailed direction for what should happen on every block. But subsequent plans for specific neighborhoods and corridors can be developed to apply the overall goals of the comprehensive plan at a more granular level.

**What are the hallmarks of a really good comprehensive plan?**
- It gets the big things right: A good plan identifies a community’s utmost priorities and invests considerable effort into getting them right the first time—thus avoiding the time and expense needed to correct a big mistake.
- It plans for what is known and knowable: A good plan creates clarity around trends and issues that are measurable, allowing a community to make well-informed choices that are likely to achieve desired outcomes.
- It provides a decision-making framework for the unknown: A good plan recognizes that the unforeseen happens everyday and provides a decision-making framework (tied to core Values) for circumstances that cannot be predicted.

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What are Greenville’s Core Values? And how might they shape the decisions we make?

Proposed Core Values
Our core values are deeply-held, widely-shared beliefs that serve as building blocks for our vision of the future. They reflect what we are willing to defend and fight for— as well as what we aspire to. Greenville is at its best when we act in ways that are consistent with these values.

We are committed to...

being an Enterprising Community
Taking risks, having initiative, and charting our own course is part of our history, especially our recent successes.

The decisions we make should continue to reflect that we are willing to lead by example and confront our challenges with a spirit of inventiveness and proactivity.

being a Prosperous Community
We believe that the community as a whole succeeds when businesses flourish and when individuals and families have opportunities to fulfill their ambitions.

We further believe that prosperity is advanced by preserving and enhancing the elements of our heritage and environment that make Greenville unique.

The decisions we make should strive to both facilitate entrepreneurial activity and uphold the integrity of our community’s assets.

being a more Inclusive Community
We recognize that our community has struggled and continues to struggle with being an inclusive and welcoming place to all its citizens.

The decisions we make going forward should strive to include as many voices and perspectives as possible to ensure outcomes that are more equitable and just.

Proposed Planning Principles
Our planning principles are a basis for making decisions about our community that align with our values, our vision for the future, and the strengths that we’re building from.

First, Do No Harm
Does the proposal in front of us put at risk the qualities that have helped our community prosper? If it does, how can those risks be mitigated?

Apply the *Triple Bottom Line*
Does this make sense for our community financially, socially, and environmentally? If it doesn’t, how can we achieve as much balance as possible between the three?

Listen to Absent Voices
Who else needs to be at the table for us to make an inclusive and well-rounded decision? Who needs ownership in this decision for the community to deem it well-considered?

Set a High Bar
Does this uphold our community’s high standards? Would this make us proud? Does it reflect the level of leadership and standard-setting that our community strives for?

What do you think about these proposed core values and planning principles? If you have comments or suggestions, please write them on a Post-It note and leave it here:

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What ‘Big Things’ Should Greenville Prioritize?

Based on responses to an online survey in July (with 3,200 participants), feedback provided during the August open house at Springfield Baptist Church, and discussions with the GVL2040 steering committee, three issues have emerged as top priorities that deserve particular attention in the new comprehensive plan.

- Improve Transportation and Congestion
- Preserve Green Space and the Environment
- Expand Affordable Housing Opportunities

What the community said

In addition to these issues, responses to the July online survey identified two specific project locations that deserve particular attention to “Get It Right.”

- Unity Park and the surrounding blocks of the Southernside neighborhood
- County Square and the surrounding blocks of the Haynie/Sirrine neighborhood

Projects important to “Get Right”

Is something important being missed? If you think so, write it on a Post-It note and stick it here.

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Greenville’s priorities are reactions to growth. So, how much has Greenville been growing?

Recent population growth after decades of stagnation

Greenville’s 20th Century population peaked in 1960 at just over 66,000. The population then declined by 10,000 between 1960 and 2000, with the steepest drop occurring between 1960 and 1980—a period of disinvestment that is still felt in some neighborhoods.

The rebound since 2000 has been especially sharp since 2010, with population estimates suggesting that the city has grown by 10,000 and achieved an all-time high population of over 68,000. The 2020 Census next April will confirm how much the city has actually grown. While the city’s population may be at an all-time high, its share of Greenville County’s population is now just 13%—down from 35% in 1950. This reduction in population share is a reflection of over 50 years of rapid suburbanization and growth in the county.

Levels of education have increased, and so have family incomes

In 1990, there were as many adults without a high school diploma in Greenville as there were adults with a Bachelor’s or advanced degree. That has changed dramatically over 30 years due to generational transition, a changing economy, and the influx of skilled workers. Today, half of Greenville adults over age 25 have at least a Bachelor’s degree—a rate that far exceeds the national average—and only 10% of adults lack a high school diploma or GED.

This shift in educational attainment in Greenville is reflected by income. During a period when incomes eroded in many of America’s deindustrializing communities, the median household income in Greenville kept pace with inflation. For family households—which are more likely to feature multiple wage earners—median income has grown well in excess of inflation and is now over $71,000. Stable and growing incomes translate to consumption of housing, services, and everything else that people buy with their earnings.

Change in educational attainment of Greenville adults since 1990

<table>
<thead>
<tr>
<th>Year</th>
<th>% of adults with...</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>...no more than a high school diploma</td>
</tr>
<tr>
<td></td>
<td>...at least a Bachelor’s degree</td>
</tr>
<tr>
<td></td>
<td>...without a high school diploma</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau

Change in household and family income since 1990

<table>
<thead>
<tr>
<th>Year</th>
<th>Median family income (in 2017 dollars)</th>
<th>Median household income (in 2017 dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990</td>
<td>$47,272</td>
<td>$48,272</td>
</tr>
<tr>
<td>2000</td>
<td>$64,472</td>
<td>$56,002</td>
</tr>
<tr>
<td>2010</td>
<td>$64,925</td>
<td>$56,002</td>
</tr>
<tr>
<td>2017</td>
<td>$71,487</td>
<td>$58,093</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau
#3 Growth in young adults and ‘young seniors’

The median age in the U.S. has increased between 2000 and 2017 from 35.3 years to 38.0 years. Greenville’s median age, by contrast, stayed the same over that period and is over 3 years below (or younger than) the national median.

Beneath the stability of the city’s median age, there were notable changes in age distribution. There was growth in the share of the population comprised of young adults (ages 19–34), but also a decrease in the share of school-age children—suggesting that many young adults were not yet having kids.

The other age group that grew in share since 2000 was adults between 55 and 74 – empty nesters and people at or nearing retirement.

These trends reflect a longstanding pattern in the City of Greenville and Greenville County—namely, that families with children represent a higher share of county households (32% in 2017) than city households (22% in 2017).

### Age Distribution in the City of Greenville

<table>
<thead>
<tr>
<th>Age Range</th>
<th>2000</th>
<th>2010</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-19</td>
<td>23.9%</td>
<td>23.0%</td>
<td>21.4%</td>
</tr>
<tr>
<td>19-34</td>
<td>26.6%</td>
<td>27.4%</td>
<td>29.2%</td>
</tr>
<tr>
<td>35-54</td>
<td>27.0%</td>
<td>25.8%</td>
<td>24.2%</td>
</tr>
<tr>
<td>55-74</td>
<td>14.3%</td>
<td>17.1%</td>
<td>19.8%</td>
</tr>
<tr>
<td>75+</td>
<td>8.0%</td>
<td>6.5%</td>
<td>5.3%</td>
</tr>
</tbody>
</table>

Median Age | 34.6 | 34.6 | 34.6 |

Source: U.S. Census Bureau

#4 Decline in city’s Black population alongside rapid suburban growth

A notable exception to recent population growth in the City of Greenville has been the decline in the Black population, which has fallen by 2,500 (or 13%) since 2000. This isn’t a new trend, however. The city’s Black population has been flat or declining since the 1960s.

Indeed, since 1970, the Black population in Greenville County has grown and suburbanized in ways that mirror the wider population. In 1970, the Black population in the city and surrounding communities was about even. Since then, the Black population of Greenville County outside the city has grown from 20,000 to over 70,000.

### Change in Black population of Greenville City and County since 1910

<table>
<thead>
<tr>
<th>Year</th>
<th>City of Greenville</th>
<th>Greenville County (outside city)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1910</td>
<td>10,000</td>
<td>9,000</td>
</tr>
<tr>
<td>1920</td>
<td>13,000</td>
<td>13,000</td>
</tr>
<tr>
<td>1930</td>
<td>14,000</td>
<td>14,000</td>
</tr>
<tr>
<td>1940</td>
<td>15,000</td>
<td>15,000</td>
</tr>
<tr>
<td>1950</td>
<td>16,000</td>
<td>16,000</td>
</tr>
<tr>
<td>1960</td>
<td>17,000</td>
<td>17,000</td>
</tr>
<tr>
<td>1970</td>
<td>18,000</td>
<td>18,000</td>
</tr>
<tr>
<td>1980</td>
<td>19,000</td>
<td>19,000</td>
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<tr>
<td>1990</td>
<td>20,000</td>
<td>20,000</td>
</tr>
<tr>
<td>2000</td>
<td>21,000</td>
<td>21,000</td>
</tr>
<tr>
<td>2010</td>
<td>22,000</td>
<td>22,000</td>
</tr>
<tr>
<td>2017</td>
<td>23,000</td>
<td>23,000</td>
</tr>
</tbody>
</table>

Median Household and Family Incomes for Greenville’s Black Population, 2017

<table>
<thead>
<tr>
<th>Incomes</th>
<th>City of Greenville</th>
<th>Greenville County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Income of Black Households</td>
<td>$26,082</td>
<td>$33,643</td>
</tr>
<tr>
<td>Median Income of Black Families</td>
<td>$29,429</td>
<td>$33,643</td>
</tr>
<tr>
<td>Median Income of Black Households</td>
<td>$32,492</td>
<td>$33,643</td>
</tr>
</tbody>
</table>

Median income of Black households | $43,895

Source: U.S. Census Bureau

#5 Job growth reinforces city’s status as a regional employment hub

While the City of Greenville is now home to only 13% of the county’s population, recent employment growth has kept the city firmly in place as the county’s economic center, now having 41% of all county jobs. Employment in the City of Greenville grew 30% (or over 26,000 positions) between 2002 and 2017, with growth resuming strongly after a dip during the Great Recession.

Sectors experiencing the most growth included health care, administrative services, and the financial sector – three sectors that tend to offer higher than average wages. Also growing rapidly were sectors tied to tourism and consumer spending, where wages tend to be lower.

Alongside rapid growth in many sectors came decline in such areas as retail trade and manufacturing. The formerly dominant manufacturing sector in the city now represents less than 4% of all employment.

### Economic Sectors Showing Notable Job Growth or Decline since 2002

<table>
<thead>
<tr>
<th>Sector</th>
<th>Jobs in 2017</th>
<th>Change Since 2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health and Social Assistance</td>
<td>20,999</td>
<td>10%</td>
</tr>
<tr>
<td>Administrative and Support Services</td>
<td>19,900</td>
<td>68%</td>
</tr>
<tr>
<td>Finance and Insurance</td>
<td>6,790</td>
<td>64%</td>
</tr>
<tr>
<td>Arts, Entertainment, and Recreation</td>
<td>1,744</td>
<td>59%</td>
</tr>
<tr>
<td>Accommodation and Food Services</td>
<td>11,967</td>
<td>58%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>11,456</td>
<td>-9%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>4,031</td>
<td>-16%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>3,007</td>
<td>-17%</td>
</tr>
</tbody>
</table>

City’s share of Greenville County Jobs

<table>
<thead>
<tr>
<th>Year</th>
<th>City’s share of Greenville County Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>39%</td>
</tr>
<tr>
<td>2007</td>
<td>38%</td>
</tr>
<tr>
<td>2012</td>
<td>37%</td>
</tr>
<tr>
<td>2017</td>
<td>41%</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau; Longitudinal Employer-Household Dynamics

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