



plan greenville county
Comprehensive Plan | October 2019

A photograph of a winding asphalt road with double yellow lines, curving through a dense forest of tall trees. The scene is captured in a soft, golden light, likely during sunrise or sunset. A semi-transparent green rectangular box is overlaid on the right side of the road, containing white text.

VISION

*Greenville County, South Carolina:
A Community Where Innovation and
Opportunity Meet Natural Beauty and
Unrivaled Quality of Life.*

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Thank You

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Bells Crossing Elementary School

- + Chris Ross, Principal and staff

Berea Community Center staff

Berea High School

- + Mike Noel, Principal

Blue Ridge High School

- + Reena Watson, Principal

Eastside High School

- + Tina Bishop, Principal
- + Mark Drango, Assistant Principal

Five Forks Library staff

Greenville County Parks Recreation and Tourism

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- + Don Shuman, Parks Division Director
- + Nancy Callahan, Recreation Division Director
- + Lawanda Curry, Community Centers District Manager
- + Colin Young, Park and Development Planner
- + Latarsha Small, Community Center Manager

Mount Pleasant Community Center staff

Ralph Chandler Middle School

- + Jeff Jenkins, Principal
- + David Pittman, Plant Engineer

Staunton Bridge Community Center staff

Travelers Rest High School

- + Daniel Bruce, Principal
- + Amy Roessler, Assistant Principal

Valley Brook Outreach Baptist Church

- + Curtis L. Johnson, Pastor

Woodmont High School

- + Joseph Foster, Principal
- + Ruth Aiken, Secretary

Chapter One

***Context:** the circumstances that form the setting for an event, statement, or idea, and in terms of which it can be fully understood and assessed.*

Context

Purpose

Plan Greenville County is intended to address the critical planning-related issues confronting Greenville County, South Carolina today, and over the coming years. Among these are opportunities and challenges related to land use and development trends, population and job growth, infrastructure and housing needs, and overall quality of life. These pressing issues will require strategic planning and coordinated action on the part of the county and its partners to improve the health, safety, and welfare of those who live, work, and play in Greenville County.

The twin issues of land use and development are fundamental to the future of Greenville County. The county covers 785 square miles and includes six cities, sixteen census-designated places, and numerous historic mill villages and rural crossroads. Like many counties, the majority of Greenville County's land area is rural or open space; however, this character is diminishing as sprawl development reshapes the northern and southern parts of the county. Post-recession demand for new residential and commercial products, the economics and practice of land development, and the absence of land use controls (two-thirds of the county is unzoned) are among the drivers of this change.

Underpinning this demand for change is significant population and employment growth. From 1990 to 2018, the county's population has increased from

320,000 residents to more than 514,000. As the center of the Upstate economy, Greenville County provides 262,000 primary jobs and is a regional hub for skilled manufacturing, healthcare, higher education, and professional services. This population and employment growth has spurred demand for housing, services, and employment centers that have been satisfied mostly by greenfield development on previously cultivated or natural areas. By 2040, Greenville County will add an additional 222,000 residents and 108,000 jobs. The question of how the county should accommodate this projected population and employment growth is integral to this plan.

Other impacts of growth include increased demand for transportation and sewer infrastructure, housing, and community services. Among other things, this plan will consider ways to coordinate infrastructure investment with existing and planned development to improve efficiency, safety, and quality of life in Greenville County.

Plan Greenville County casts a twenty-year vision for the continued improvement and growth of Greenville County. As a statutorily-required comprehensive plan, once adopted, this plan will provide the basis for evaluating land development proposals in the unincorporated county and will serve as the foundation for future land use and development regulations.

Background

What is a Comprehensive Plan?

In short, a comprehensive plan is a guiding policy document that reflects a community's vision for its future. The comprehensive planning process allows a community to understand existing conditions, self-evaluate needs and issues, and prioritize a clear road map for accomplishing shared goals. The comprehensive plan is an essential step in a continuous process that is designed to be flexible and adaptable in order to guide citizens and decision-makers on how a community should grow over time.

Plan Overview

Plan Greenville County fulfills the requirements of the South Carolina Local Government Comprehensive Planning Enabling Act of 1994, which requires a jurisdiction to update its comprehensive plan every ten years (and revise it every five years). This plan is intended to be accessible to the general public; at the same time, it provides technical guidance and is a foundation for other planning-related documents, such as zoning and land development regulations.

Planning Process

The comprehensive planning process required approximately eleven months to complete. From December 2018 to October 2019, a team of consultants worked closely with county planning staff, a Citizens Advisory Committee, a Stakeholder Advisory Committee, County Council, County Planning Commission, and the citizens of Greenville County to identify critical issues, develop shared goals, and build implementation strategies for this plan.

The Citizens Advisory Committee and Stakeholder Advisory Committee regularly reviewed planning concepts, and the general public generated ideas and provided feedback on critical issues through a variety of engagement methods. (Chapter Three offers a summary of the community outreach and engagement efforts undertaken throughout the planning process.)

PROJECT SCHEDULE

DEC 2018

JAN 2019

FEB 2019

MAR 2019

Phase 1

Understand + Engage

- Project Launch & Work Plan
- Background Review & Research
- Project Identity & Communications Plan
- Community Tour & Audit
- Community Outreach Round 1
- Existing Conditions Analysis

9	APR 2019	MAY 2019	JUN 2019	JUL 2019	AUG 2019	SEP 2019	OCT 2019
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Phase 2

Explore + Develop

- Draft Project Vision & Goals
- Strategic Planning Framework
- Community Outreach Round 2
- Land Use Concepts & Alternatives
- Policy Alternatives
- Land Use & Policy Alternatives Evaluation

Phase 3

Refine + Finalize

- Policy & Land Use Plan Development
- Draft Plan Development
- Plan Refinement
- Final Plan Development
- Final Plan Adoption

Past Planning Initiatives

Plan Greenville County builds on the work of nearly three dozen previous planning efforts. These prior plans vary in scale and scope and include regional and community-focused plans. Several critical documents and plan types are detailed below.

Imagine Greenville County (2009)

As Greenville County's preceding comprehensive plan (along with a brief 2014 review), *Imagine Greenville County* fulfills the statutory requirements of the 1994 Act. The plan hinges on a future land use map that details a series of centers, corridors, and communities as primary places for increased growth and development.

Horizon 2040 Long-Range Transportation Plan (2017)

Developed by the Greenville-Pickens Area Transportation Study (GPATS), *Horizon 2040* outlines a regional strategy for a connected transportation system that accommodates current and future mobility needs in the urbanized parts of Greenville and Pickens Counties. This plan represents the collective vision of a safe, multi-modal, and interconnected transportation system that supports continued economic development without compromising the natural, historical, and social resources vital to the region's sustainability.

Greenville County Affordable Housing Study (2018)

This document considers current income and household data as it pertains to general guidelines about housing affordability in Greenville County. The study outlines two interrelated goals: reducing housing cost burdens for low and moderate-income households; and improving conditions of currently-affordable housing.

Greenville County Area and Community Plans

Many Greenville County communities have sought a proactive way to manage growth and development in their respective areas. Through the county's long-range planning program, several community and area plans have been developed by concerned citizens, working closely with county staff and stakeholders, to develop a detailed guide for growth in these areas. These plans address the unique character of each community or area within Greenville County, and outline tailored strategies to address community concerns.

LIST OF EXISTING PLANS

7 Regional Plans

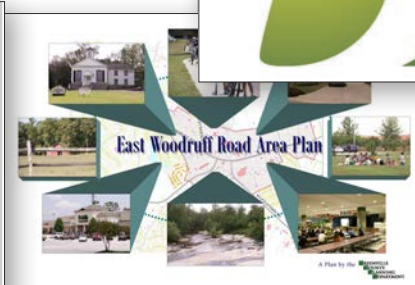
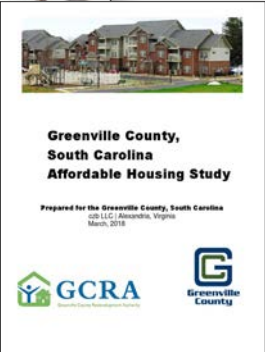
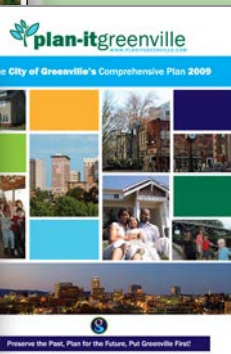
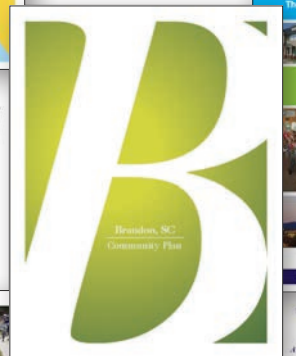
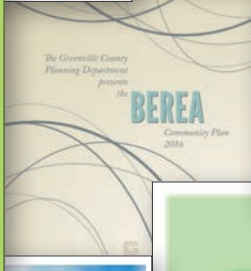
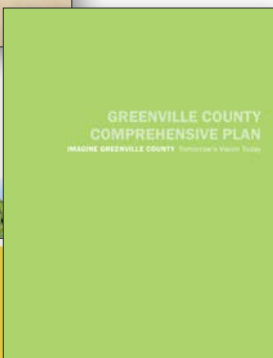
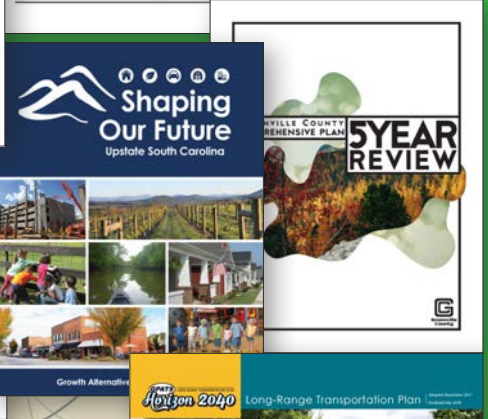
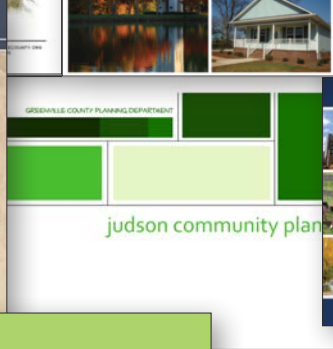
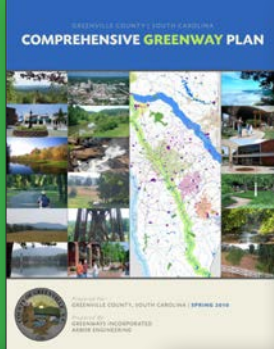
- + Imagine Greenville County (2009)
- + Greenville County Comprehensive Plan 5-Year Review (2014)
- + Greenville County Affordable Housing Study (GCRA, 2018)
- + Greenlink 2020-2024 Transit Development Plan (2018)
- + Horizon 2040 Long-Range Transportation Plan (2017) by the Greenville-Pickens Area Transportation Study (GPATS) Metropolitan Planning Organization
- + Shaping Our Future Growth Alternatives Analysis, Upstate South Carolina (2017) by Upstate Forever, Ten at the Top, and the Riley Institute at Furman University
- + Upstate Roundtable Plan, 20-year Sewer Service Plan (May 2009)

5 Area Plans

- + Cherrydale Area Plan
- + Dublin Road Area Plan
- + Five Forks Area Plan
- + Scuffletown Area Plan & Rural Conservation District
- + Poinsett Corridor Plan

21 Community Plans

- + Berea Community Plan
- + Brandon Community Plan
- + City of Fountain Inn Master Plan
- + City View Community Plan
- + City of Mauldin Comprehensive Plan
- + City of Simpsonville Comprehensive Plan
- + Conestee Community Plan
- + Dunean Community Plan
- + East Woodruff Road Area Plan
- + Judson Community Plan
- + Monaghan Mill Community Plan
- + New Washington Heights Community Plan
- + Pelham Road Area Plan
- + Plan-It Greenville: City of Greenville
- + Riverdale-Tanglewood Community Plan
- + Sans Souci Community Plan
- + Slater-Marietta Community Plan
- + Sterling Community Master Plan
- + South Greenville Area Plan
- + Scuffletown Area Plan & Review
- + Travelers Rest Master Plan
- + Taylors Community Plan



NINE REQUIRED COMPREHENSIVE PLAN ELEMENTS:

Statutory Requirement

South Carolina Local Government Comprehensive Planning Enabling Act of 1994

Authority for local governments in South Carolina to undertake planning and to adopt zoning and land development regulations is granted by the General Assembly to local planning commissions.

The Local Government Comprehensive Planning Enabling Act of 1994 replaced all previous statutes and requires all local comprehensive plans, zoning and land development ordinances conform to the 1994 Act, which, with its subsequent amendments, is codified as S.C. Code Title 6, Chapter 29.

The 1994 Act requires a local planning commission to establish and maintain a comprehensive planning process that will result in the systematic preparation and continual evaluation and updating of the elements of the comprehensive plan.

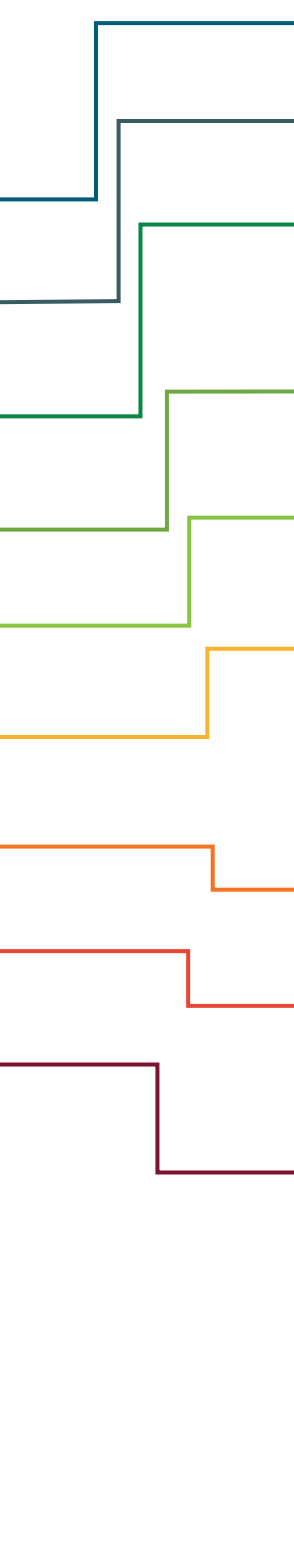
Surveys and studies on which the planning elements are based must consider potential conflicts with other jurisdictions and the effect of any regional plans or issues.

The planning process for each comprehensive plan element must include the following:

- + Inventory of Existing Conditions
- + Statement of Needs and Goals
- + Implementation Strategies with Time Frames

The nine planning elements shown at right must be an expression of County Planning Commission recommendations to Greenville County Council with regard to the wise and efficient use of public funds, the future growth, development, and redevelopment of unincorporated Greenville County, and consideration of the fiscal impact on property owners.

- Population**
- Economic Development**
- Natural Resources**
- Cultural Resources**
- Community Facilities**
- Housing**
- Land Use**
- Transportation**
- Priority Investment**

- 
- (1) a population element which considers historic trends and projections, household numbers and sizes, educational levels, and income characteristics;
 - (2) an economic development element which considers labor force and labor force characteristics, employment by place of work and residence, and analysis of the economic base;
 - (3) a natural resources element which considers coastal resources, slope characteristics, prime agricultural and forest land, plant and animal habitats, parks and recreation areas, scenic views and sites, wetlands, and soil types. Where a separate board exists pursuant to this chapter, this element is the responsibility of the existing board;
 - (4) a cultural resources element which considers historic buildings and structures, commercial districts, residential districts, unique, natural, or scenic resources, archaeological, and other cultural resources. Where a separate board exists pursuant to this chapter, this element is the responsibility of the existing board;
 - (5) a community facilities element which considers water supply, treatment, and distribution; sewage system and wastewater treatment; solid waste collection and disposal, fire protection, emergency medical services, and general government facilities; education facilities; and libraries and other cultural facilities;
 - (6) a housing element which considers location, types, age, and condition of housing, owner and renter occupancy, and affordability of housing. This element includes an analysis to ascertain non-essential housing regulatory requirements, as defined in this chapter, that add to the cost of developing affordable housing but are not necessary to protect the public health, safety, or welfare. It also includes an analysis of market-based incentives that may be made available to encourage development of affordable housing, which may include density bonuses, design flexibility, and streamlined permitting processes;
 - (7) a land use element which considers existing and future land use by categories, including residential, commercial, industrial, agricultural, forestry, mining, public and quasi-public, recreation, parks, open space, and vacant or undeveloped;
 - (8) a transportation element that considers transportation facilities, including major road improvements, new road construction, transit projects, pedestrian and bicycle projects, and other elements of a transportation network. This element must be developed in coordination with the land use element, to ensure transportation efficiency for existing and planned development;
 - (9) a priority investment element that analyzes the likely federal, state, and local funds available for public infrastructure and facilities during the next ten years, and recommends the projects for expenditure of those funds during the next ten years for needed public infrastructure and facilities such as water, sewer, roads, and schools. The recommendation of those projects for public expenditure must be done through coordination with adjacent and relevant jurisdictions and agencies. For the purposes of this item, "adjacent and relevant jurisdictions and agencies" means those counties, municipalities, public service districts, school districts, public and private utilities, transportation agencies, and other public entities that are affected by or have planning authority over the public project. For the purposes of this item, "coordination" means written notification by the local planning commission or its staff to adjacent and relevant jurisdictions and agencies of the proposed projects and the opportunity for adjacent and relevant jurisdictions and agencies to provide comment to the planning commission or its staff concerning the proposed projects. Failure of the planning commission or its staff to identify or notify an adjacent or relevant jurisdiction or agency does not invalidate the local comprehensive plan and does not give rise to a civil cause of action.

Chapter Two

***Foundation:** the basis or underlying principles upon which something stands or is supported.*

Foundation

Existing Conditions

This chapter provides a detailed analysis on the data and trends that describe the current state of Greenville County. Information within this section is organized according to the comprehensive plan elements as required by the 1994 Act. These include the following:

- + **Population:** population growth, household income, education, race, age, and employment;
- + **Economic Development:** employment density, employment by sector, regional shares analysis;
- + **Natural Resources:** sensitive and preserved lands, ecological framework, and parks and recreation facilities;
- + **Cultural Resources:** historic buildings and districts, museums, theaters, and the unique places that tell the story of the community;
- + **Community Facilities:** water, sewer, and fire service, as well as libraries and schools;
- + **Housing:** residential units by tenure, type, and age as well as housing affordability and spatial distribution;
- + **Land Use:** analysis of the mix of public, private, industrial, and parkland that comprise the county; and
- + **Transportation:** the existing county road network, roadway design standards, freight, rail, and air travel, as well as bicycle and pedestrian modes.



Grow

Population Element

Population Characteristics

Greenville County is home to the fastest-growing population in Upstate South Carolina. Greenville County has grown at a rate of 14% since 2010 and had a population of 513,431 in 2018.

The median household income in Greenville County was \$53,739 in 2017, which is almost \$5,000 more than the state median, but still less than the national same-year figure.

Greenville County had an average household size of 2.58 people in 2017, which is comparable to the state median, but slightly less than the national same-year figure.

Greenville County has a slightly higher percentage of renters compared to the rest of South Carolina, with about 34% of the population renting and 66% owning their homes in 2017.

In 2018, the population of the county was 68.5% white, which was a higher percentage compared to the state and national averages, but the county has a slightly higher black population compared to the nation at 18.5%.

In 2018, the majority of the labor force (64%) in Greenville County was employed in white-collar jobs, with fewer people engaged in blue-collar and service work.

Demographic Trends

While Greenville County is expected to continue growing, the population will look different in the future. Greenville County has an increasingly diversifying population in terms of age, education, income, and background.

The population of Greenville County is expected to grow older, with the median age expected to be 39.5 years in 2023 compared to the 2018 median age of 38.6 years.

Additionally, 37,486 people will be between the ages of 30 and 34 in 2023, which will be the largest age cohort in Greenville County.

2018 Population Density

513,431 Total Population

FOR GREENVILLE COUNTY, 2018

14%

Growth Since 2010

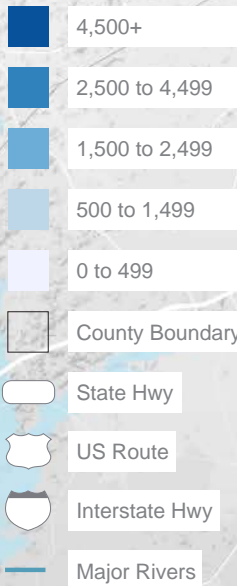
8%

Anticipated Growth by 2023

Source: ESRI Business Analyst

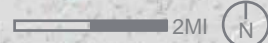
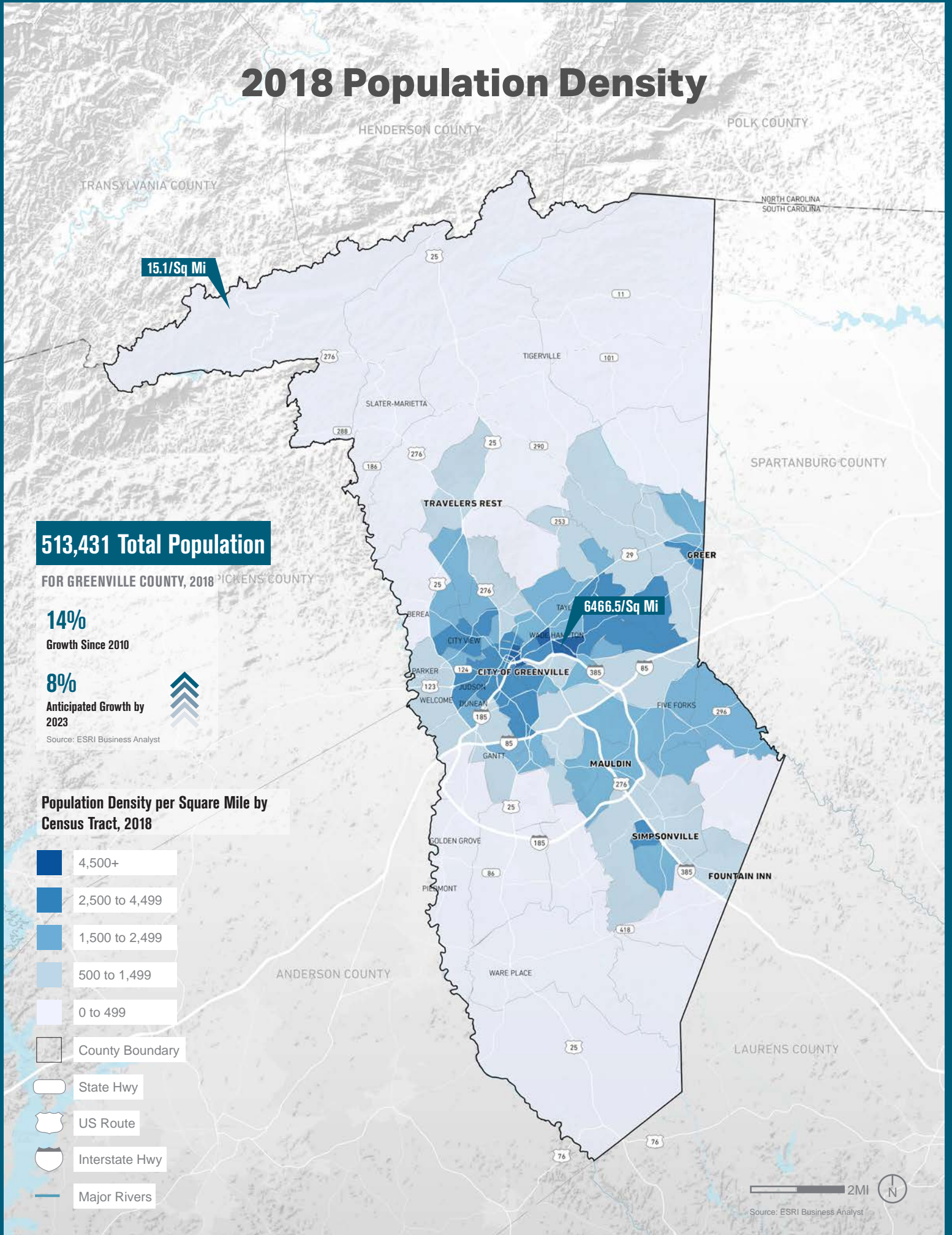


Population Density per Square Mile by Census Tract, 2018



15.1/Sq Mi

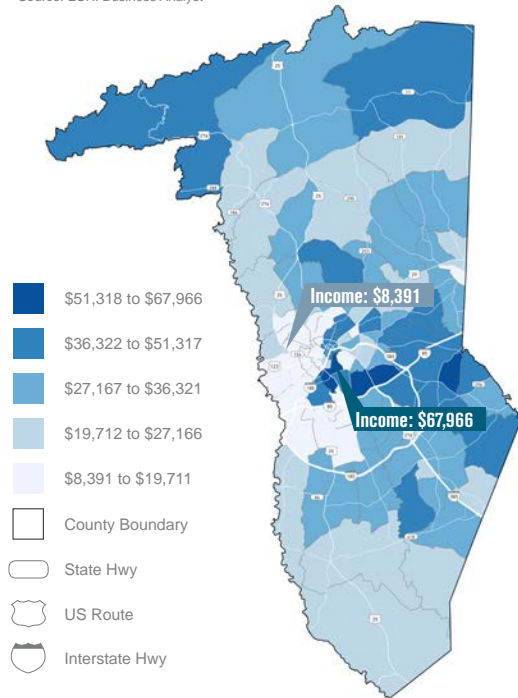
6466.5/Sq Mi



Source: ESRI Business Analyst

2018 PER CAPITA INCOME BY CENSUS TRACT

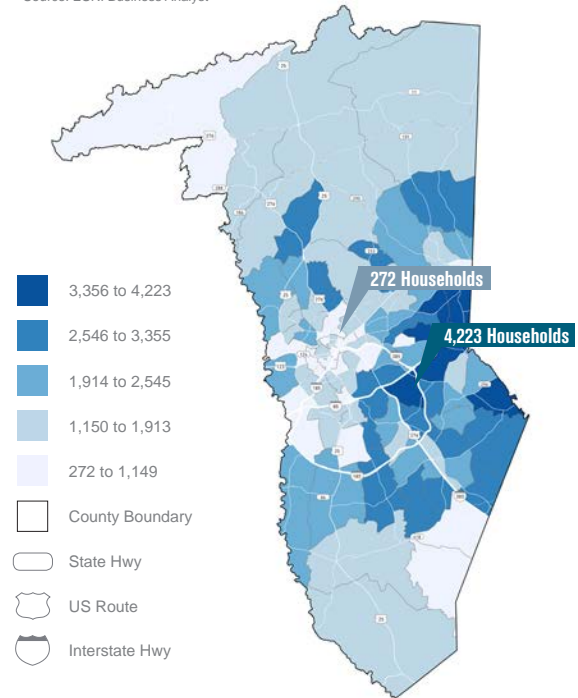
Source: ESRI Business Analyst



\$30,598 Average Per Capita Income
Source: ESRI Business Analyst

2018 TOTAL HOUSEHOLDS BY CENSUS TRACT

Source: ESRI Business Analyst



200,878 Total Households in Greenville County
Source: ESRI Business Analyst

POPULATION CHARACTERISTICS



\$53,739

Median Household Income

- » \$48,781 (S.C.)
- » \$57,652 (U.S.)

Source: US Census Bureau (2013-2017), 2017 dollars

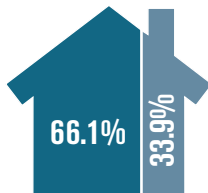


2.58

Average Household Size

- » 2.54 (S.C.)
- » 2.63 (U.S.)

Source: US Census Bureau (2013-2017)



Homeowners

- » 68.6% (S.C.)
- » 63.8% (U.S.)

Renters

- » 31.4% (S.C.)
- » 36.2% (U.S.)

Source: US Census Bureau (2013-2017)



261,021 (51.5%)

Females

- » 51.5% (S.C.)
- » 50.8 (U.S.)



245,816 (48.5%)

Males

- » 48.5% (S.C.)
- » 49.2% (U.S.)

Source: US Census Bureau (2018 estimates)



38.6

Median Age

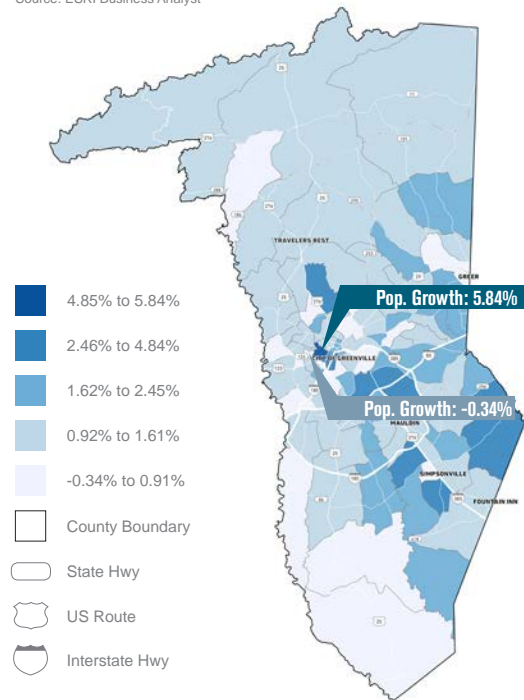
- » 39.4 (S.C., 2017)
- » 38.0 (U.S., 2017)

Compared to 37.1 in 2010 and the expected 39.5 Median Age in 2023.

Source: ESRI Business Analyst; US Census Bureau (2017 estimates)

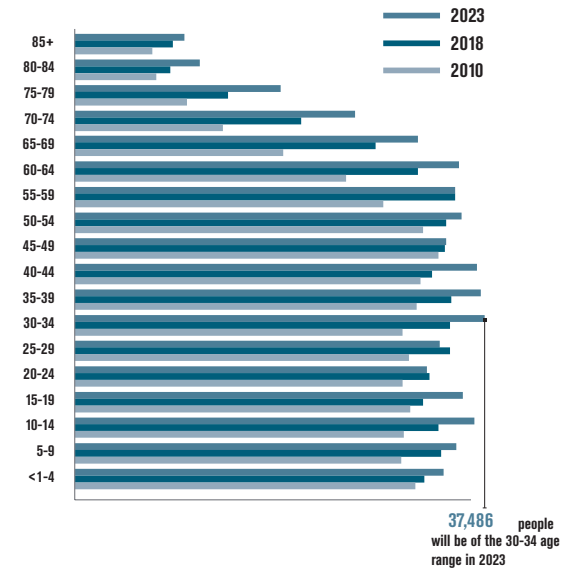
2018-2023 POPULATION GROWTH BY CENSUS TRACT

Source: ESRI Business Analyst



TOTAL POPULATION BY AGE

Source: ESRI Business Analyst



» Greenville County's population distribution by age closely follows both state and national trends.

EMPLOYMENT

Source: ESRI Business Analyst



64%

White Collar



22%

Blue Collar

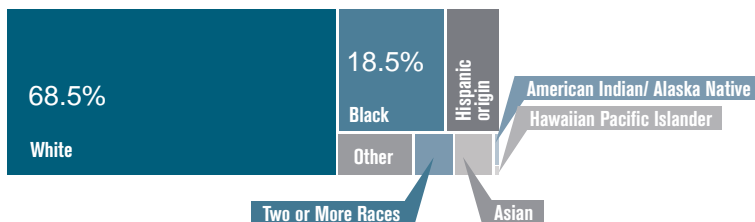


15%

Services

RACIAL COMPOSITE

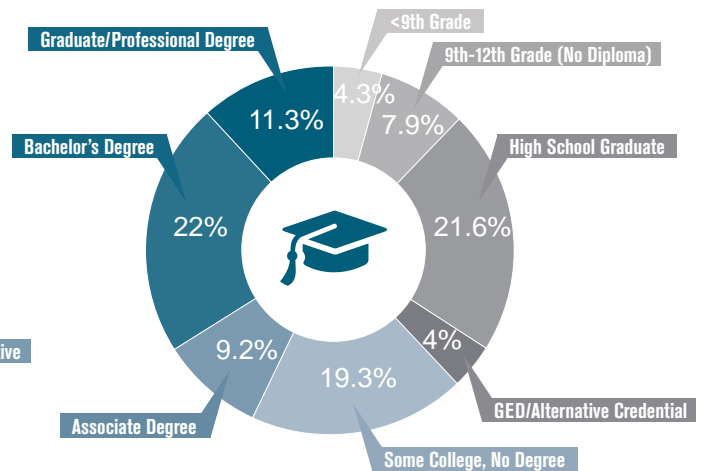
Source: ESRI Business Analyst; US Census Bureau



» Greenville County is more white than both South Carolina and the U.S., but has a slightly higher black population compared to the nation.

EDUCATIONAL ATTAINMENT

Source: ESRI Business Analyst; US Census Bureau



» Greenville County's population has a slightly higher rate of people having earned a Bachelor's degree or higher (33.3%) compared to South Carolina (27%) and the U.S. (30.9%).



Work

Economic Development

Employment Characteristics and Trends

In 2018, there were approximately 245,000 jobs in Greenville County, with the top three employment sectors being: financial, real estate, and professional services (26.3%); education, healthcare, and public services (22%), and manufacturing (17.3%).

The majority of employment in Greenville County is concentrated in the middle third of the county, with significant employment hubs including Downtown Greenville, the Haywood Road area, South Carolina Technology and Aviation Center (SC-TAC), and the Clemson University International Center for Automotive Research (CU-ICAR).

Additionally, in 2018, Greenville County experienced the third lowest unemployment rate of all counties in South Carolina at 2.8%.

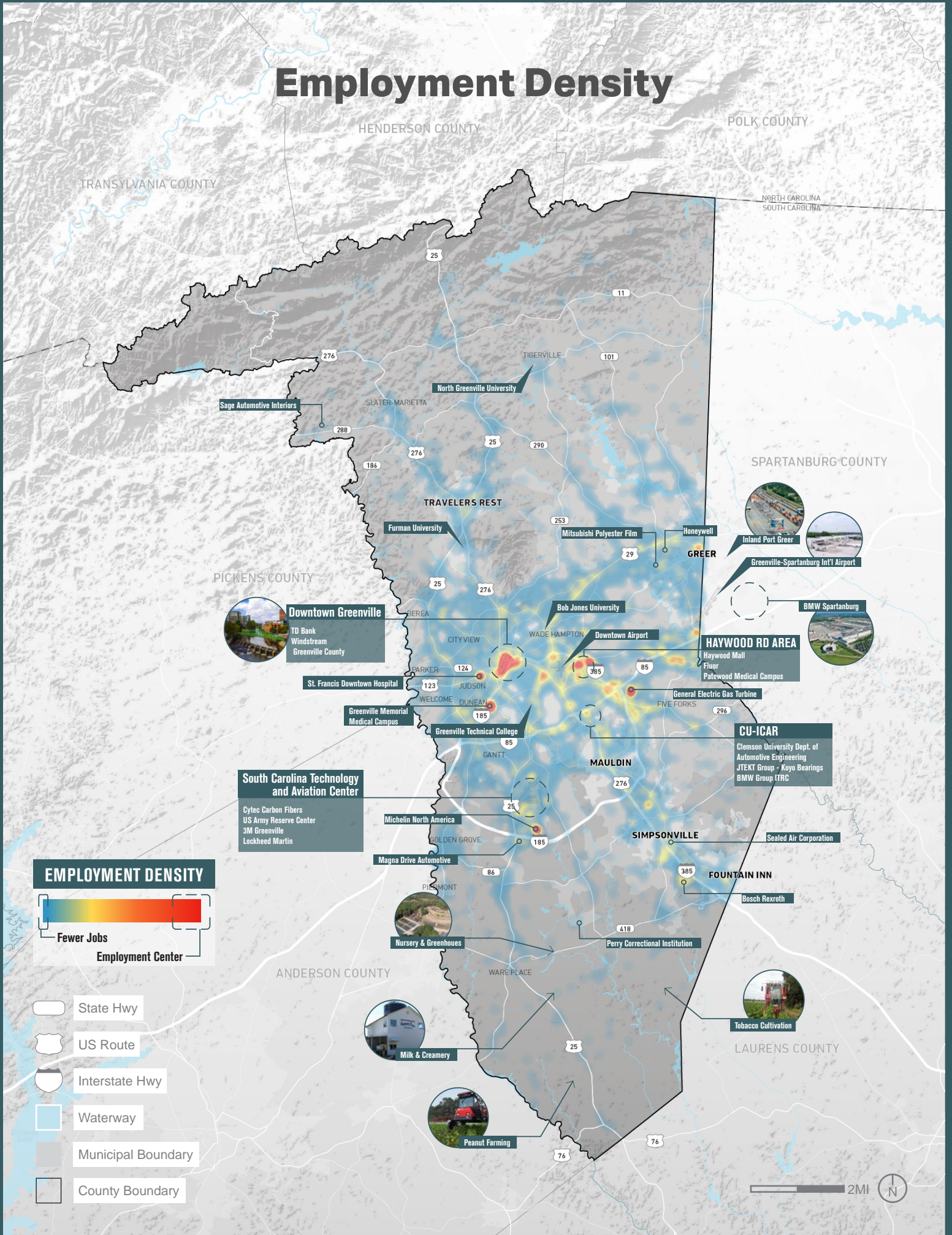
Economic Impact

Greenville County plays a significant role in the Upstate economy. The county alone accounts for nearly 40% of the total jobs in the ten-county Upstate region.

The Greenville-Spartanburg International Airport, which is located in both Greenville and Spartanburg Counties, supported almost \$300 million in annual tax revenue in 2018.

Greenville County's tourism industry is also a vital component of the local economy. In 2018, tourism accounted for \$1.2 billion in annual visitor spending, resulting in over \$72 million in annual tax revenue for the county. That same year, the tourism economy supported 10,300 jobs in Greenville County.

Employment Density



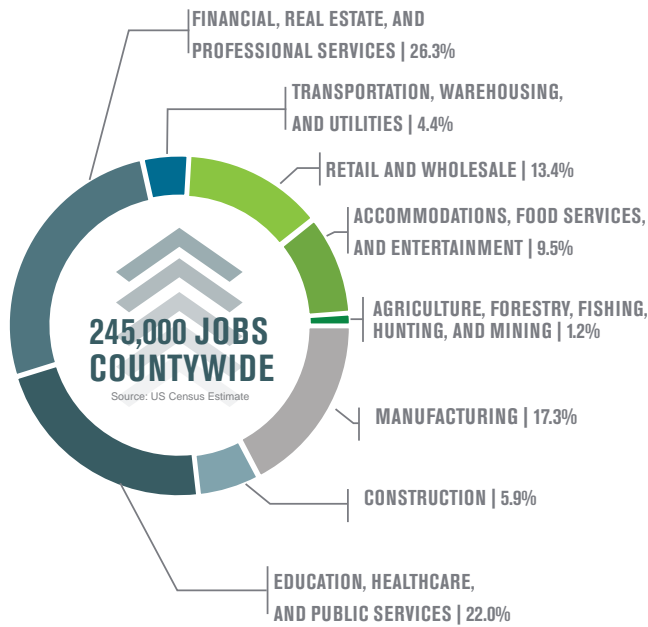
EMPLOYMENT DENSITY



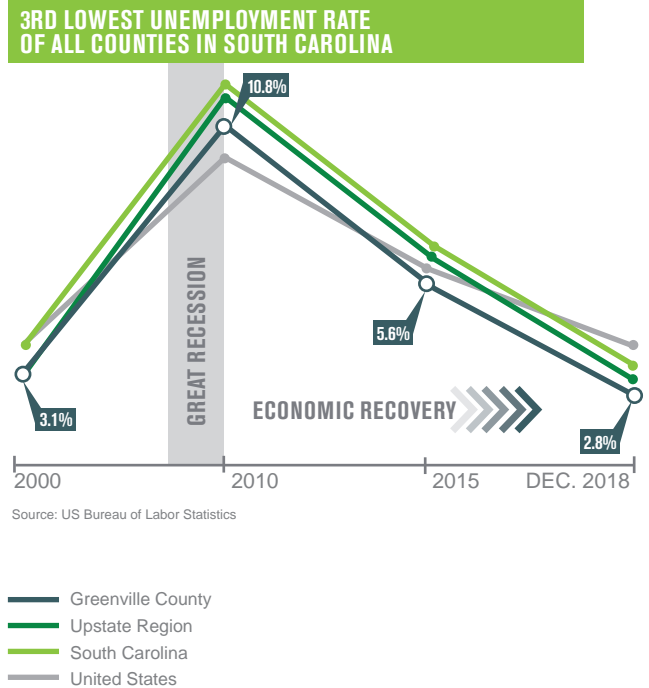
- State Hwy
- US Route
- Interstate Hwy
- Waterway
- Municipal Boundary
- County Boundary



EMPLOYMENT BY SECTOR



UNEMPLOYMENT RATE COMPARISON



LEADING INDUSTRIES



AEROSPACE

Leaders in aerospace such as Lockheed Martin Aircraft and Honeywell chose Greenville County as home because of our proximity to original equipment manufacturers such as Boeing, Gulfstream, and Airbus and because of our powerful synergies in mobility, materials, and research and manufacturing.



LIFE SCIENCES

Greenville County is recognized as an emerging biotech hub with centers for research in biomaterials, devices, genetic conditions, genomic profiling, and cancer research with South Carolina's School of Medicine-Greenville, Prisma Health, and Bon Secours St. Francis Health System leading the way in research and wellness.



ENGINEERED MATERIALS

The Upstate develops and produces innovative materials in the areas of plastics, optics/photonics, textiles, ceramics, and metals used as the building blocks for some of the world's most sophisticated products. The region's portion of those employed in the sector is 77% above the national average and growing.

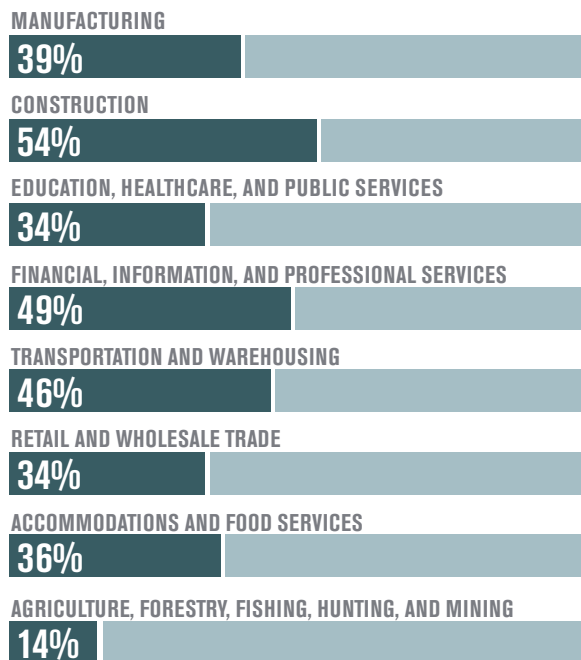


AUTOMOTIVE

With more than 250 automotive-related companies, the Upstate continues to be a prime location for the automotive industry. Home to industry leaders BMW, ZF, Borg Warner, Bosch, and Michelin, as well as the Clemson University International Center for Automotive Research, the Upstate is a national leader in automotive research and manufacturing.

SHARE OF UPSTATE JOBS BY SECTOR

GRENVILLE COUNTY HOLDS NEARLY 40% OF TOTAL JOBS IN THE 10-COUNTY UPSTATE REGION



Source: EMSI Q4 2018 Data Set

REGIONAL ECONOMIC IMPACTS



INLAND PORT GREER

Inland Port Greer opened in 2013, extending the Port of Charleston's reach more than 200 miles inland, and providing shippers with access to more than 95 million consumers within a one-day drive.



GREENVILLE-SPARTANBURG INTERNATIONAL AIRPORT

Increased investment and activity at the Greenville-Spartanburg International Airport have resulted in an economic impact that is more than eight times greater than it was ten years ago.



BMW SPARTANBURG

Located just outside Greenville County, the BMW Spartanburg production plant contributes directly to the local economy as well as indirectly by supporting suppliers and the allied automotive sectors.



GREENVILLE TOURISM & VISITORS

Visitors from all around the globe travel to Greenville County to experience unique local offerings, the scenic and recreational opportunities in the Blue Ridge Mountains, and for business purposes. Target marketing has helped to increase visitors and grow the economic benefits of tourism.

\$53 BILLION Annual Economic Activity

188,000 JOBS Supported by Inland Port

\$912 MILLION Supported Annual Tax Revenue

Source: USC Darla Moore School of Business Study, 2015

\$2.9 BILLION Annual Economic Activity

\$740 MILLION Annual Spending Locally by GSP Passengers

\$294 MILLION Helps Support Annual Tax Revenue

Source: GSP International Airport Economic Impact Study, 2018

\$16.6 BILLION Annual Economic Activity

30,800 JOBS Direct and Indirect Jobs Associated with the Plant

\$1.8 BILLION Direct and Indirect Labor Income Generated

Source: USC Two Decades of Economic Development, 2014

\$1.2 BILLION Annual Visitor Spending

\$72.3 MILLION Annual Tax Revenue Gained From Visitor Spending

10,300 JOBS Help Support Wages and Salaries for Jobs

Source: Visit Greenville Research and Statistics, 2018

A photograph of a forest stream with moss-covered rocks and fallen leaves. The water is cascading over several large, mossy rocks, creating small waterfalls. The surrounding forest is dense with green foliage and trees. The ground is covered with fallen leaves in various shades of brown, orange, and yellow.

Preserve Natural Resources Element

Natural Systems

According to the U.S. Environmental Protection Agency, Greenville County is home to two distinct ecoregions, the Blue Ridge and Piedmont.

Greenville County is home to several significant rivers and tributaries, including the Reedy River, Enoree River, and Saluda River.

The South Carolina Department of Natural Resources completed its last study of land cover in Greenville County in 2001. At the time, forest or woodlands covered 55% of the county. The area of the county covered by forest or woodlands is undoubtedly lower in 2019 than in 2001.

Threats to Natural Resources

Current land development practices pose a threat to the abundance and quality of Greenville County's natural resources and environment.

Many streams and waterways in Greenville County are designated as impaired, which means that they do not meet SC DHEC water quality standards.

Additionally, there are 22 species of plants and animals in Greenville County that are listed as endangered, threatened, or at-risk. Typically, habitat loss is the cause of these designations.

Parks and Recreation

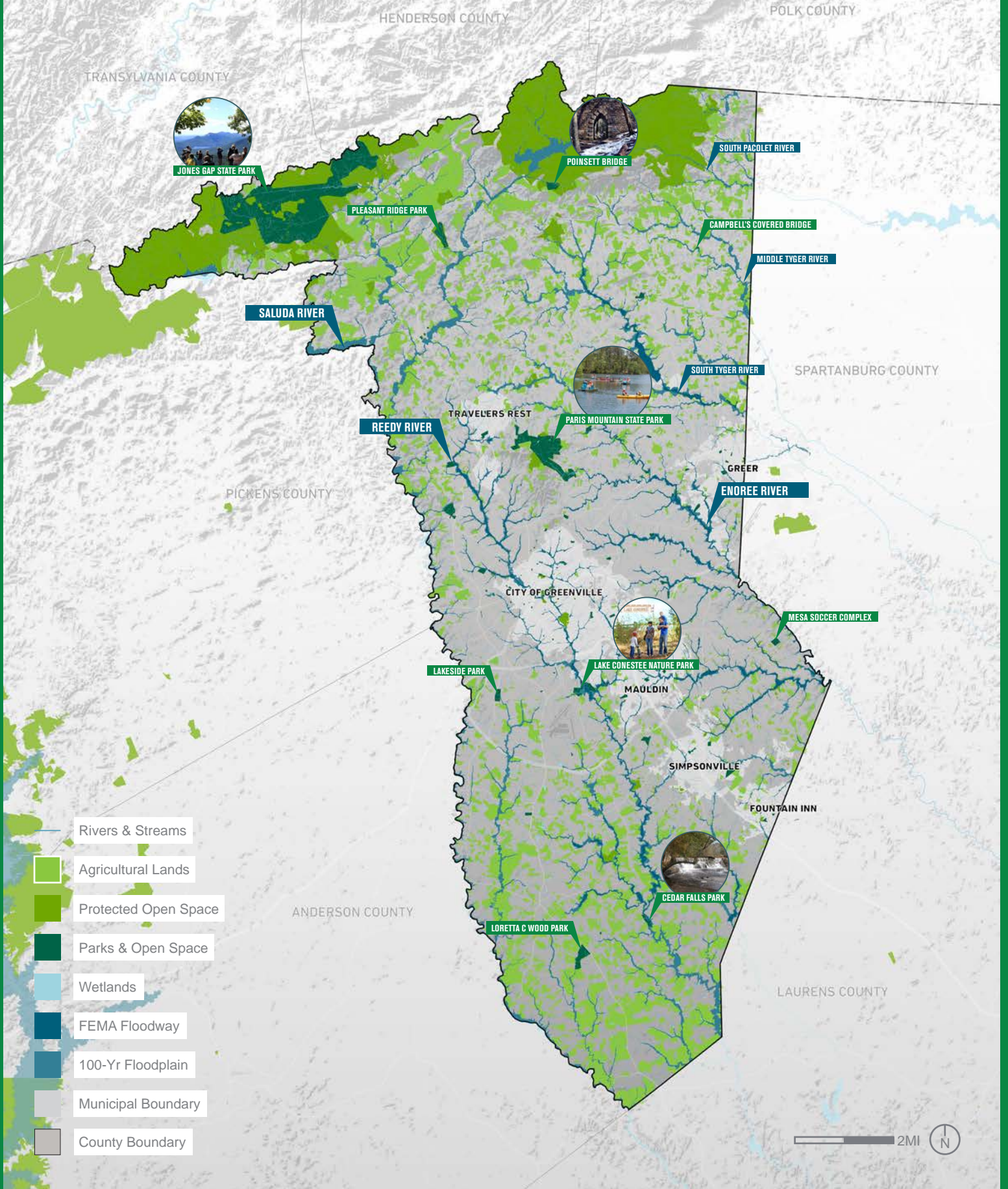
Overall, Greenville County is home to 2,000 acres of parkland, a figure which includes state, municipal, and county-owned properties.

Significant state parks within the county include Paris Mountain State Park, Jones Gap State Park, and Caesars Head State Park.

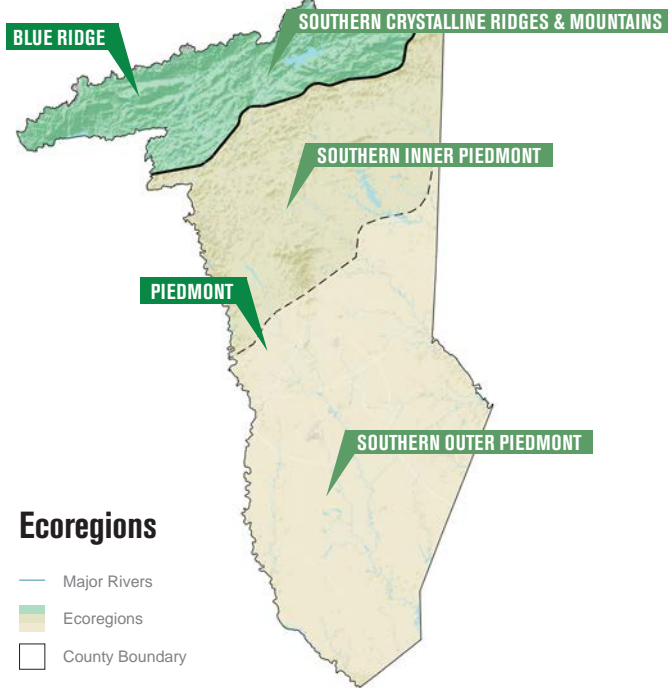
Greenville County Recreation manages over 55 parks and recreation facilities across the county. These facilities include Cedar Falls Park, MESA Soccer Complex, and Pleasant Ridge Park.

Greenville County Recreation also owns and manages the Prisma Health Swamp Rabbit Trail, a 22-mile multi-use greenway that connects the cities of Travelers Rest and Greenville along the Reedy River corridor. In the coming years, the Swamp Rabbit Trail will extend from Greenville to Mauldin along a railroad corridor that parallels U.S. Highway 276.

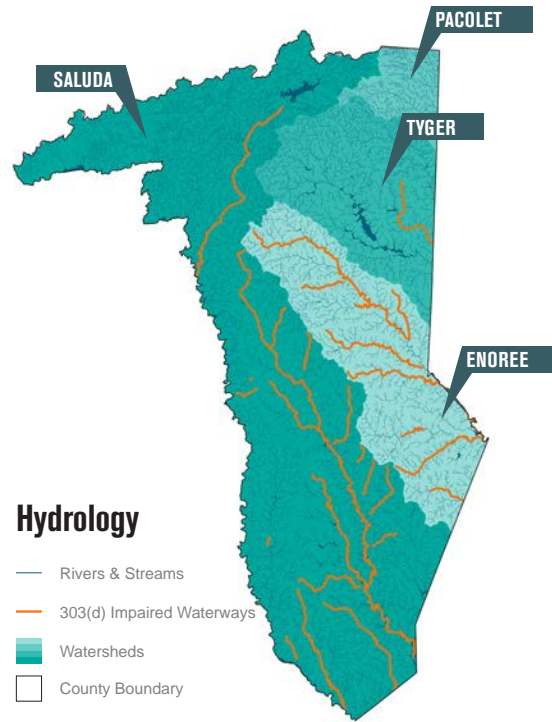
Preserved Lands



ECOLOGICAL FRAMEWORK

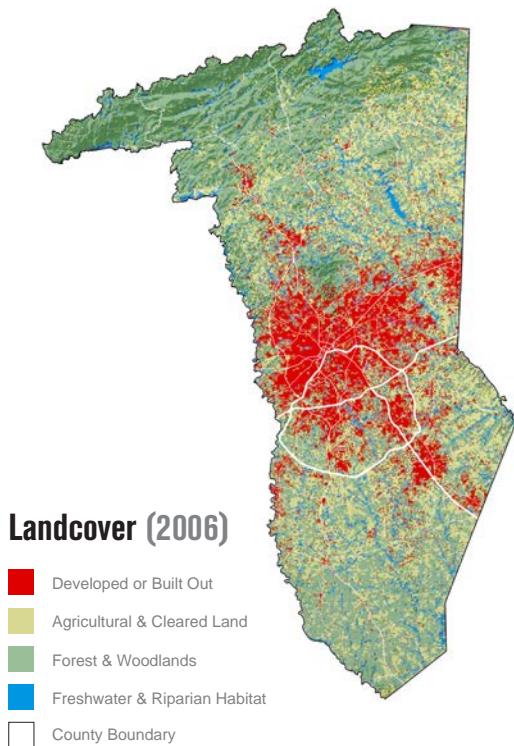


Source: U.S. Environmental Protection Agency

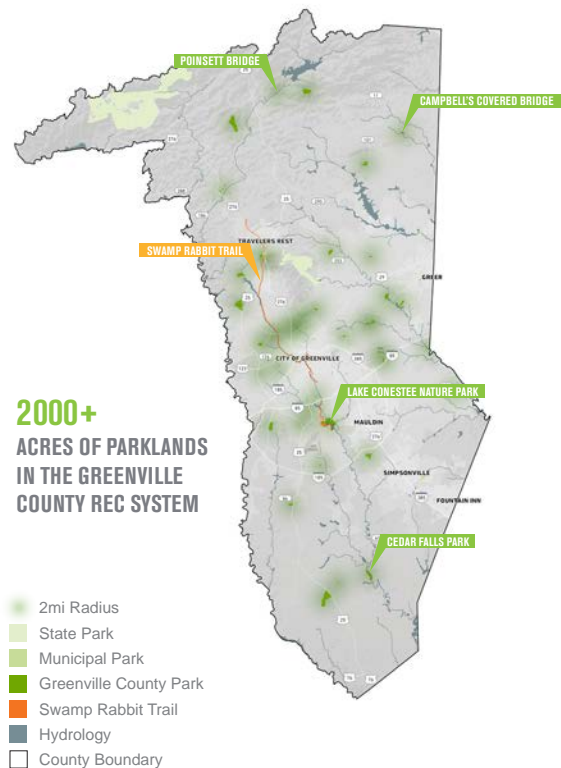


Source: Greenville County & U.S. Environmental Protection Agency

GREENVILLE COUNTY PARKS



Source: 2006 SCDNR Gap Analysis



QUALITY & CHARACTER

BLUE RIDGE ECOREGION



“The Blue Ridge extends from southern Pennsylvania to northern Georgia, varying from narrow ridges to hilly plateaus to more massive mountainous areas with high peaks. The mostly forested slopes, high-gradient, cool, clear streams, and rugged terrain occur primarily on metamorphic rocks with minor areas of igneous and sedimentary geology. Annual precipitation of over 100 inches can occur in the wettest areas, while dry basins can average as little as 40 inches. The southern Blue Ridge is one of the richest centers of biodiversity in the eastern U.S. It is one of the most floristically diverse ecoregions, and includes Appalachian oak forests, northern hardwoods, and, at the highest elevations in Tennessee and North Carolina, Southeastern spruce-fir forests. Shrub, grass, and heath balds, hemlock, cove hardwoods, and oak-pine communities are also significant.”

Source: Environmental Protection Agency

PIEDMONT ECOREGION



“Considered the non-mountainous portion of the old Appalachians Highland by physiographers, the northeast-southwest trending Piedmont ecoregion comprises a transitional area between the mostly mountainous ecoregions of the Appalachians to the northwest and the relatively flat coastal plain to the southeast. It is a complex mosaic of Precambrian and Paleozoic metamorphic and igneous rocks with moderately dissected irregular plains and some hills. Once largely cultivated, much of this region is in planted pine or has reverted to successional pine and hardwood woodlands. The historic oak-hickory-pine forest was dominated by white oak (*Quercus alba*), southern red oak (*Quercus falcata*), post oak (*Quercus stellata*), and hickory (*Carya spp.*), with shortleaf pine (*Pinus echinata*), loblolly pine (*Pinus taeda*), and to the north and west, Virginia pine (*Pinus virginiana*). The soils tend to be finer-textured than in coastal plain regions, known as blackjack oak prairies.”

Source: Environmental Protection Agency

QUICK FACTS

»» 55+

State-of-the-Art Parks & Recreation Facilities in Greenville County

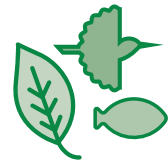
Source: South Carolina Department of Natural Resources



»» 22

Plant & Animal Species in Greenville County Listed as Endangered, Threatened, or At-Risk

Source: South Carolina Department of Natural Resources



»» 2001

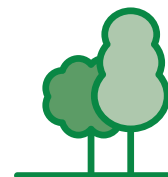
Greenville County passed Greenville County Flood Damage Prevention Ordinance

Source: Greenville County



»» 55%

of Greenville County was Covered by Forest and Woodlands in 2001



Enrich Cultural Resources Element

Historic and Scenic Assets

Greenville was once the epicenter of the global textile industry. The historic textile mills and surrounding mill villages remain essential reminders of this heritage. Today, ten mills are listed on the National Register of Historic Places.

Other significant historical sites are found throughout Greenville County and include historic homes, churches, commercial buildings, and designated historic districts.

Given its abundance of natural areas, there are many scenic sites throughout Greenville County. The Cherokee Foothills National Scenic Byway traverses the northern part of Greenville County and is adjacent to several historic sites, such as the Poinsett Bridge and Campbell's Covered Bridge.

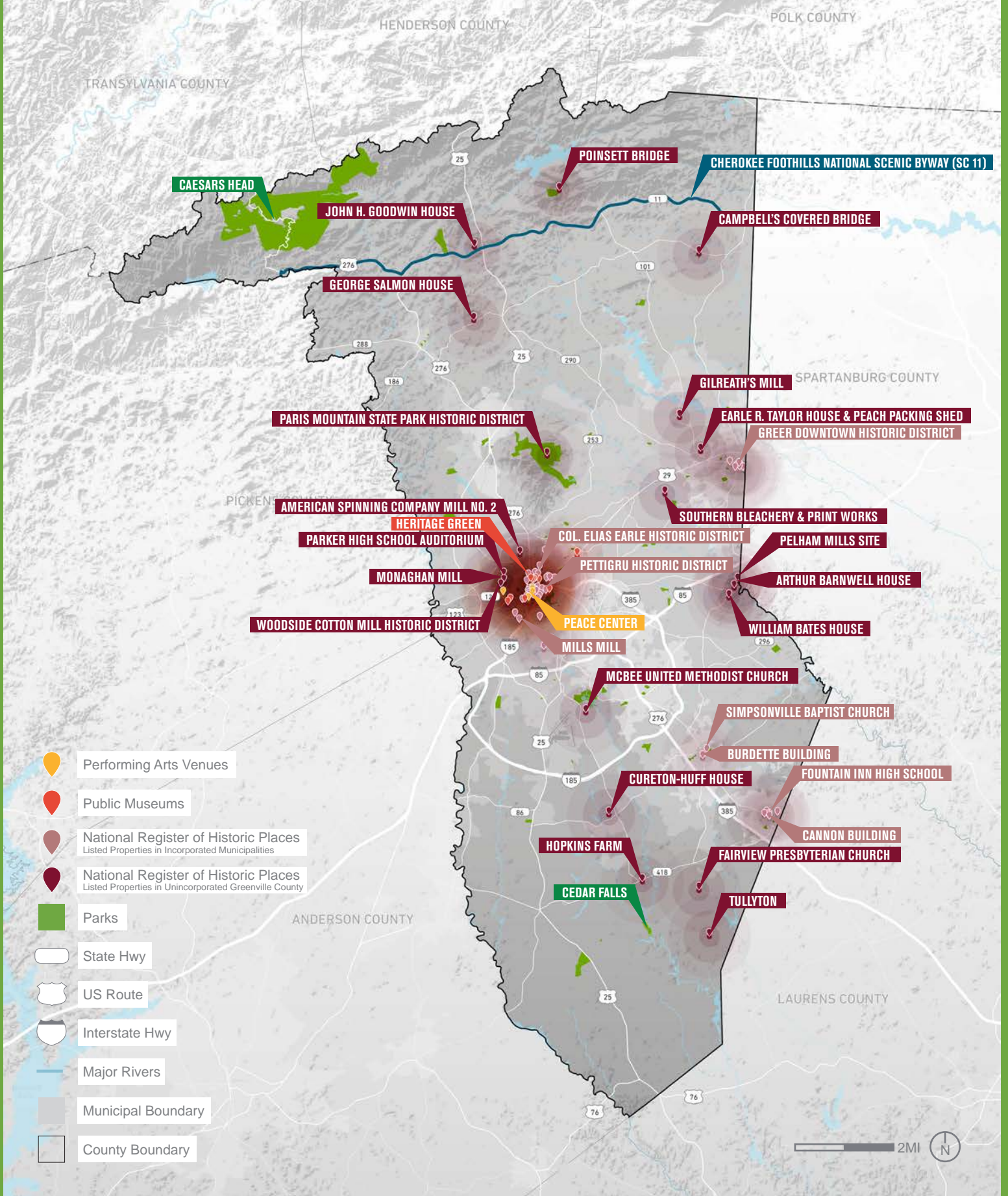
Culture, Arts, and Entertainment












Greenville County is home to several notable cultural, arts, and entertainment assets, many of which are located in the City of Greenville.

Heritage Green, located in the City of Greenville, is a cultural campus that contains the Greenville County Museum of Art, Greenville Theatre, Upcountry History Museum, the Children's Museum of the Upstate, and Hughes Main Library.



Cultural Resources Composite



-  Performing Arts Venues
-  Public Museums
-  National Register of Historic Places
Listed Properties in Incorporated Municipalities
-  National Register of Historic Places
Listed Properties in Unincorporated Greenville County
-  Parks
-  State Hwy
-  US Route
-  Interstate Hwy
-  Major Rivers
-  Municipal Boundary
-  County Boundary

1786 » GREENVILLE DISTRICT ESTABLISHED

1869 » CITY OF GREENVILLE ESTABLISHED

1876 » GREER INCORPORATED

1886 » FOUNTAIN INN INCORPORATED

1891 » TRAVELERS REST INCORPORATED

1901 » SIMPSONVILLE INCORPORATED

1960 » MAULDIN INCORPORATED

CAMPBELL'S COVERED BRIDGE



CAESARS HEAD OVERLOOK



BRANDON MILL



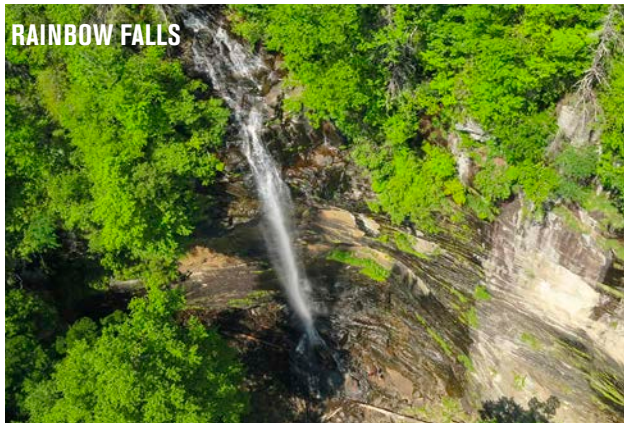
CHILDREN'S MUSEUM OF THE UPSTATE



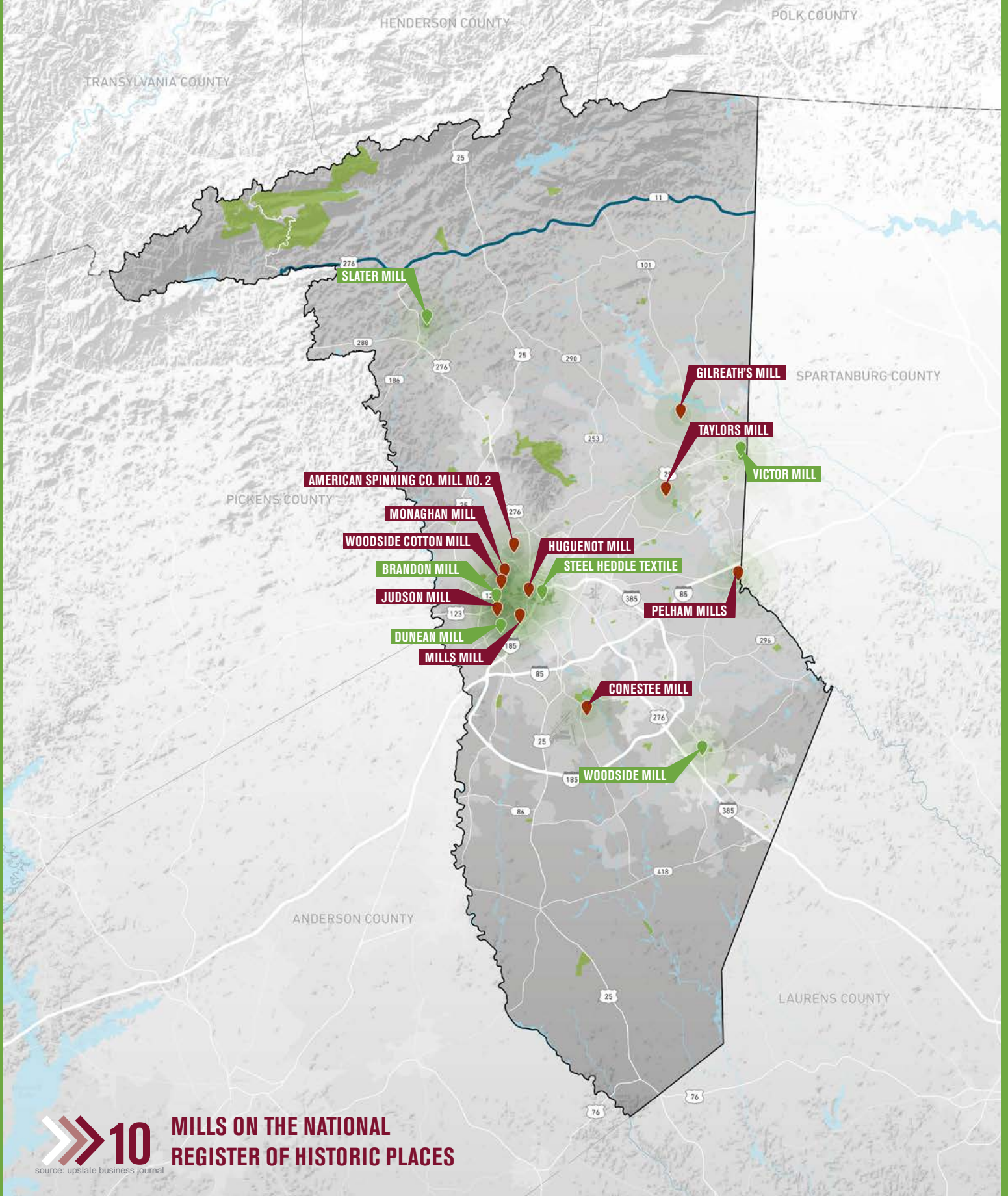
GREENVILLE COUNTY MUSEUM OF ART



RAINBOW FALLS



Historic Textile Mills of Greenville County



10 MILLS ON THE NATIONAL REGISTER OF HISTORIC PLACES

source: upstate business journal

Serve Community Facilities Element

Educational Institutions

Greenville County is home to numerous educational facilities, from K-12 schools to technical schools, colleges, and universities that serve a large local and regional population.

The Greenville County School District is the 44th largest school district in the U.S., with 101 schools and learning centers. In 2018, the Greenville County School District employed 10,095 teachers, administrators, and support staff and served 76,591 students.

Greenville Tech is a technical college with eight locations in the county and several two- and four-year degree options.

The other major public and private higher education institutions in the county are Clemson University (Downtown Greenville Campus), Furman University, University Center Greenville, and North Greenville University.

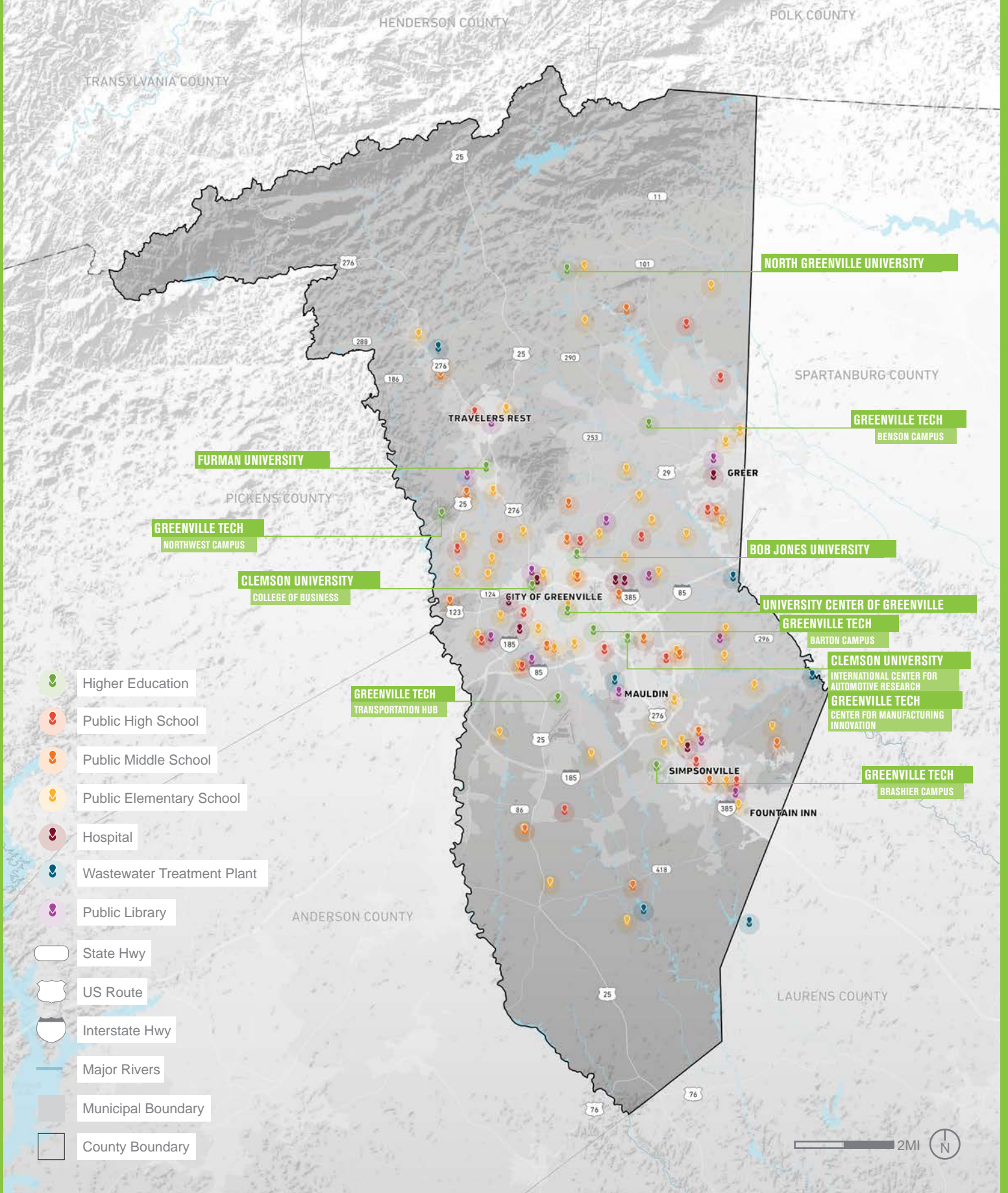
Public Services and Utilities

Currently, there are 29 Special Purpose Districts that include water, fire, sewer, waste collection, and other public services. Excluding the incorporated municipalities, Greenville County is home to nine sewer and sanitation districts that cover a majority of the urbanized part of the county.

The Greenville County Library System includes twelve locations across the county, with 1.62 million patrons visiting system locations in 2017.



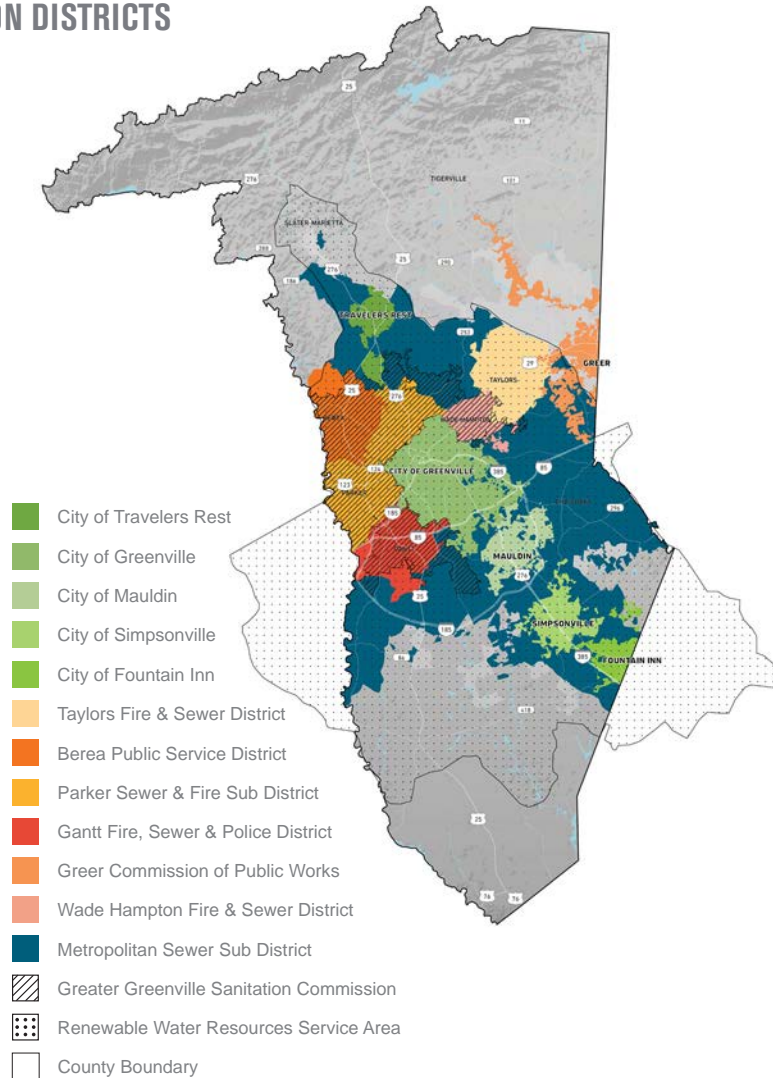
Community Facilities Composite



- Higher Education
- Public High School
- Public Middle School
- Public Elementary School
- Hospital
- Wastewater Treatment Plant
- Public Library

- State Hwy
- US Route
- Interstate Hwy
- Major Rivers
- Municipal Boundary
- County Boundary

SEWER & SANITATION DISTRICTS



29

SPECIAL PURPOSE DISTRICTS

IN GREENVILLE COUNTY

“A Special Purpose District is a district created by an Act of the South Carolina General Assembly or pursuant to general law, which provides any governmental power or function including, but not limited to, fire protection, sewage treatment, water or natural gas distribution or recreation. A Special Purpose District also means any rural community water district authorized or created under the provisions of Chapter 13 of Title 6 of the South Carolina Code. Special Purpose Districts do not include any state agency, department, commission, or school district.”

Source: South Carolina Special Purpose Districts 2016 Biennial Directory

GREENVILLE COUNTY SCHOOLS



44TH
LARGEST DISTRICT IN THE NATION



101
SCHOOLS & CENTERS



76,591 STUDENTS
10,095 EMPLOYEES



86.8%
GRADUATION RATE (20% INCREASE SINCE 2012)

GREENVILLE COUNTY LIBRARIES



1.62 MILLION
PEOPLE VISITED A LIBRARY IN 2017



283,056
INDIVIDUALS ARE REGISTERED BORROWERS



12 LOCATIONS
ACROSS GREENVILLE COUNTY & 1 BOOKMOBILE



3.29 MILLION
ITEMS WERE BORROWED SYSTEM WIDE IN 2017



Live Housing Element

Housing Characteristics

In 2019, most existing housing units in Greenville County are single-family detached (67%) with multi-family (20%), mobile homes (9%), and single-family attached (4%) comprising the balance of the county inventory.

Between 2010 and 2018, the number of owner-occupied units in Greenville County decreased while the number of rental units increased slightly.

According to a 2016 affordable housing study, the median home value in Greenville County in 2016 was \$165,900, and the median monthly rent was \$798. The highest-value areas were in and around the City of Greenville and the county's east side.

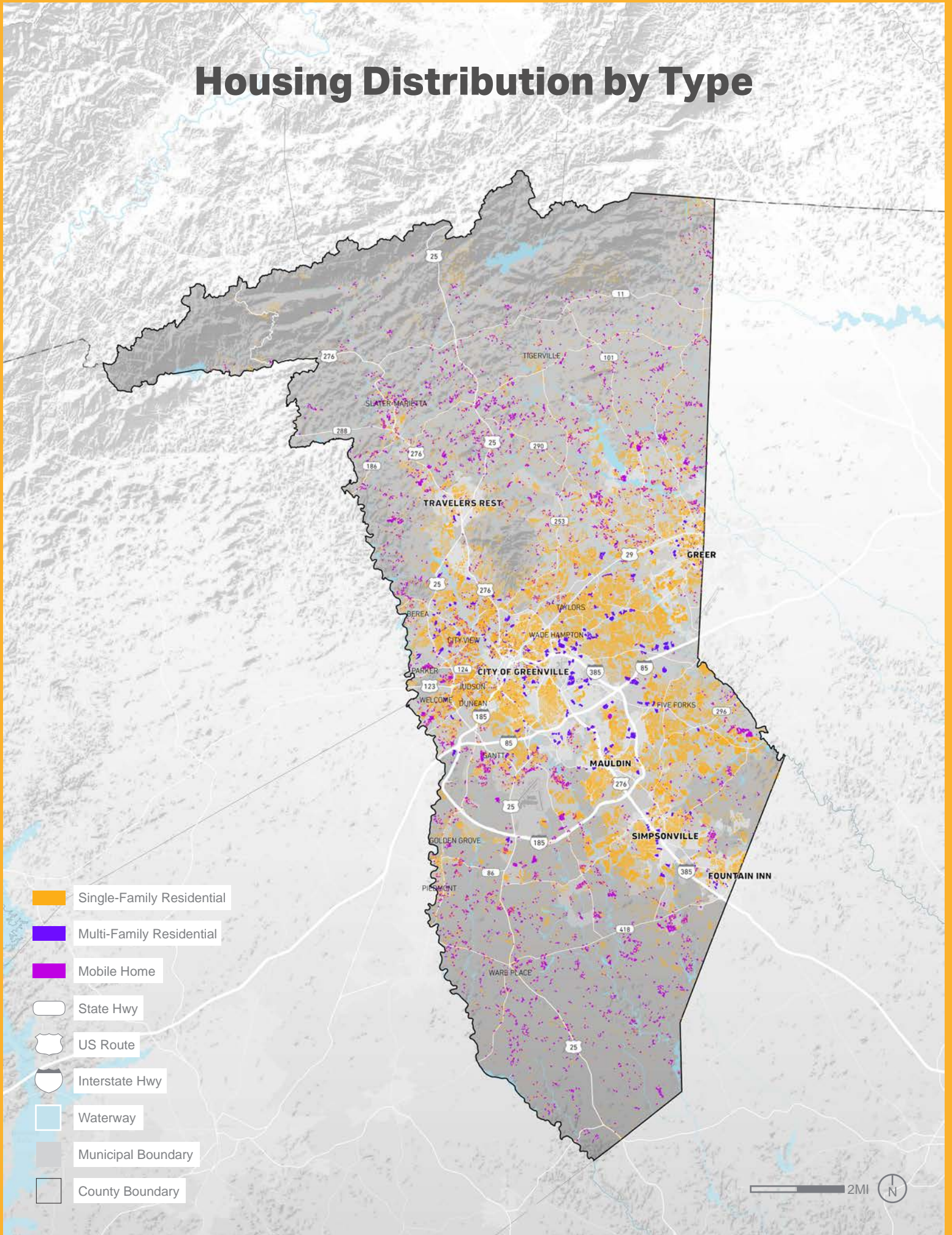
Housing Trends

From 2010 to 2017, Greenville County experienced a 1.1% annual growth rate in new housing units.

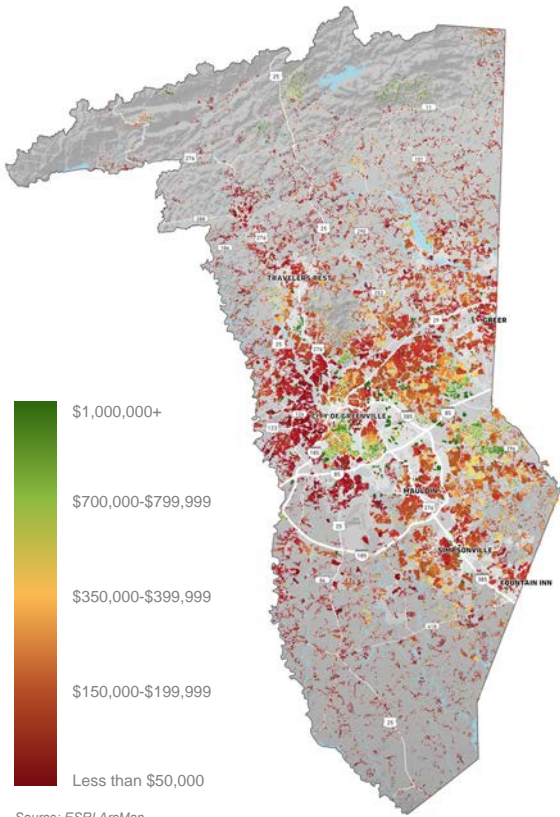
Housing sales prices have also increased in recent years. The median sale price of a single-family home increased by almost 16% from \$196,000 in 2016 to \$227,000 in 2018. During these same years, the median sales prices for condominiums and townhomes also increased.

This sales price growth does not necessarily benefit all county residents. In 2016, 34% of county households had difficulty finding affordable housing, and 21,974 households were considered cost-burdened.

Housing Distribution by Type



2018 MEDIAN HOUSING VALUES



Source: ESRI ArcMap

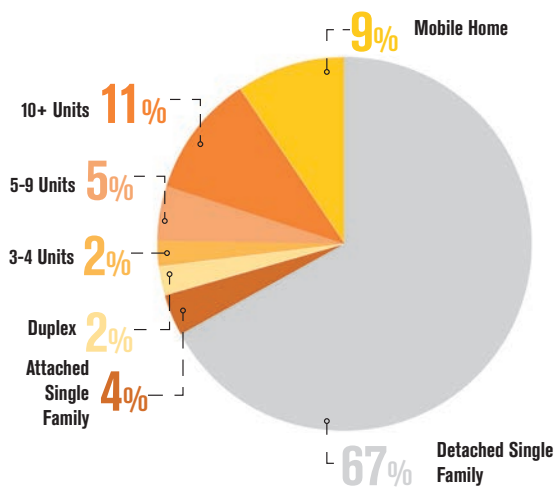
AFFORDABILITY



»»» **34%** OF HOUSEHOLDS IN GREENVILLE COUNTY HAVE DIFFICULTY OBTAINING AFFORDABLE HOUSING

Source: "Greenville County, South Carolina Affordable Housing Study," Greenville County Redevelopment Authority

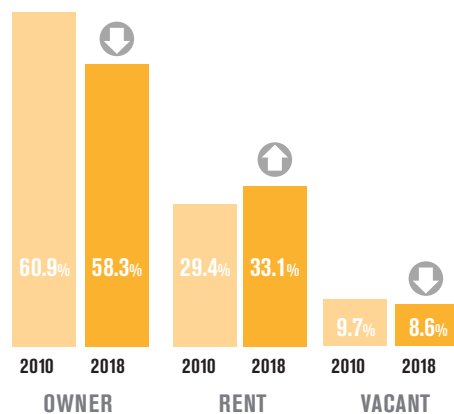
HOUSING TYPES



»»» **20%** OF HOUSING IN GREENVILLE COUNTY IS MULTI-FAMILY

Source: ESRI

HOUSING OCCUPANCY



GROWTH



+1.10%

ANNUAL GROWTH IN HOUSING UNITS IN GREENVILLE COUNTY (2010-2017)

Source: U.S. Census Bureau

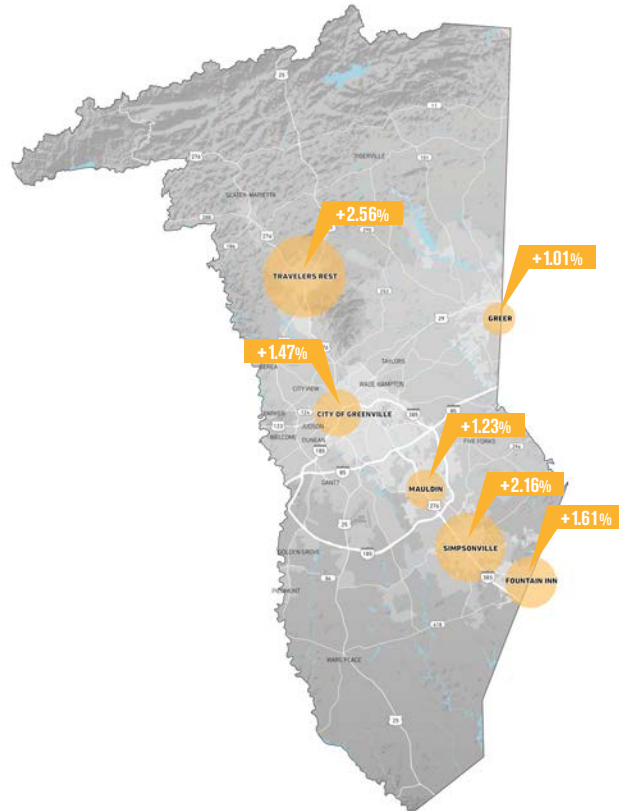
Single Family Home Sales (2016-2018)

YEAR	MEDIAN SALE PRICE
2018	\$227,000
2017	\$208,000
2016	\$196,000

YEAR	SALE PRICE / SQ FT
2018	\$113
2017	\$106
2016	\$101

Source: "Market Data Report," Greater Greenville Association of REALTORS

Annual Housing Unit Growth Rate in Cities (2010-2017)



Source: U.S. Census Bureau

Condo/Townhouse Sales (2016-2018)

YEAR	MEDIAN SALE PRICE
2018	\$208,453
2017	\$192,525
2016	\$183,000

YEAR	# UNITS SOLD
2018	13,333
2017	12,598
2016	12,198

Source: Greater Greenville Association of REALTORS

THE MISSING MIDDLE



"Missing Middle" housing is range of multi-unit or clustered housing types compatible and in scale with single-family homes that can help meet the growing demand for walkable urban living.

Source: missingmiddlehousing.com



Balance Land Use Element

Zoning

Two-thirds of Greenville County is currently unzoned, with the majority of unzoned areas being in the northern and southern parts of the county. These unzoned areas feature a significant amount of agricultural land, natural areas, and open space. Real estate development is changing the land uses in these unzoned areas as residential and commercial construction occurs.

Land Use Characteristics

Residential land use varies in typology from walkable, urban neighborhoods and auto-centric suburbs to large-lot detached and mobile home communities.

Residential subdivision approvals in Greenville County have been increasing since the 1960s, with a boom of almost 1,500 acres of land subdivisions approved between 2000-2010. Since 2010, development has become more compact, with 440 acres of approved land subdivisions occurring between 2010-2017.

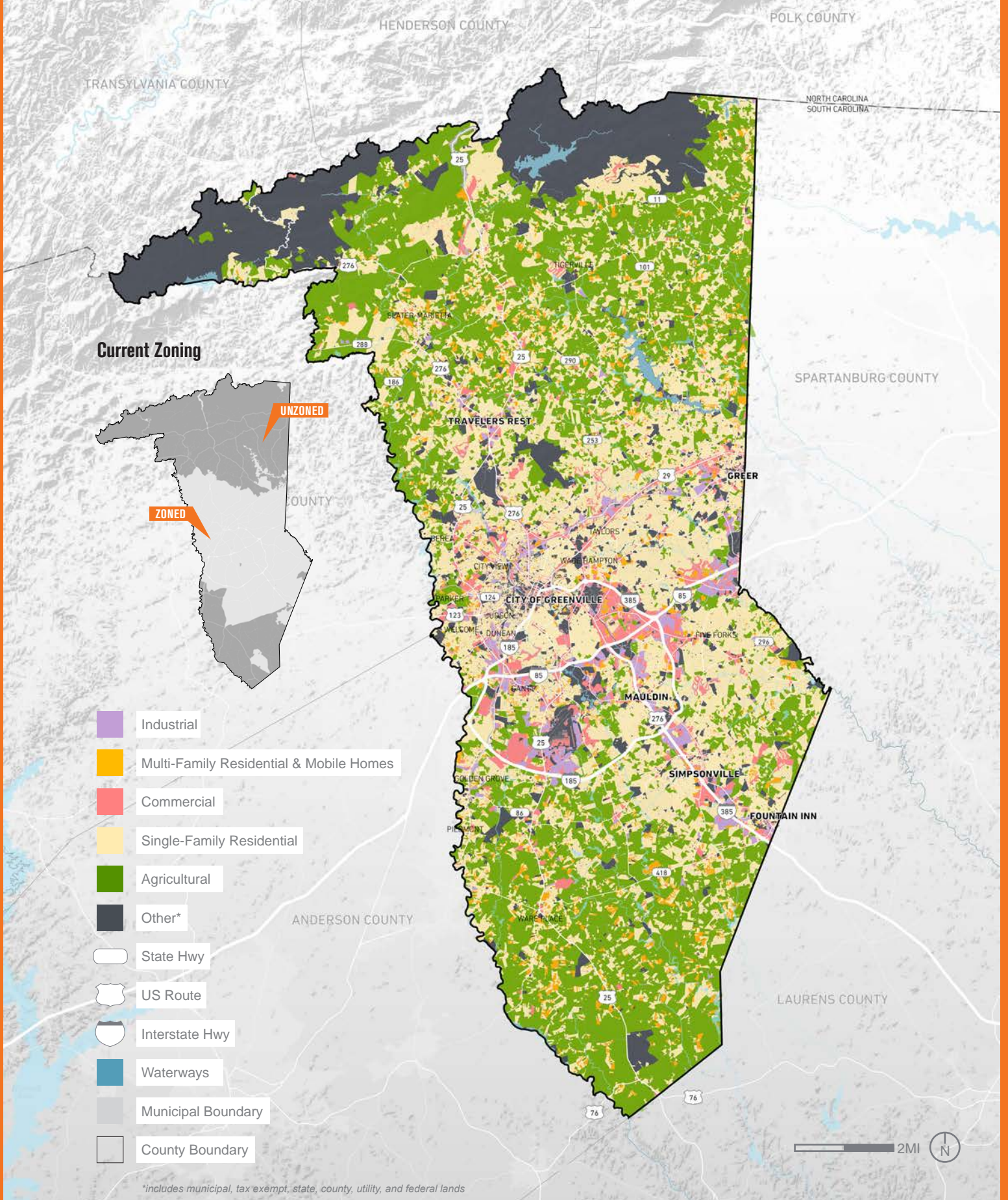
The incorporated cities and urbanized areas of unincorporated county account for the majority of commercial land uses in Greenville County.

Industrial uses in Greenville County are mostly warehouse or logistics facilities found in suburban and exurban areas.

The majority of agricultural land exists outside the urban areas in the northern and southern thirds of the county.

Industrial uses bring in the highest tax rate at 10.5%, while commercial and residential uses bring in 6% and 4%, respectively.

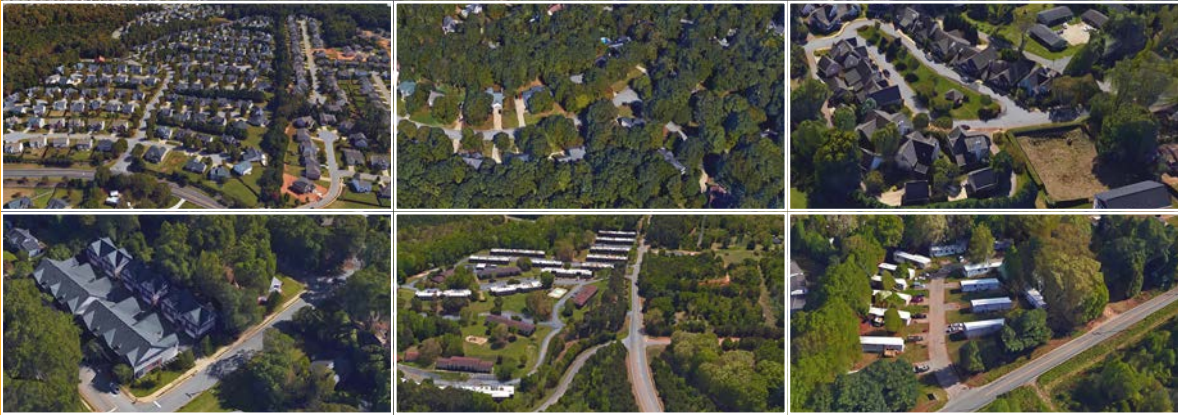
Current Land Use Map



*includes municipal, tax exempt, state, county, utility, and federal lands

LAND USE TYPOLOGY

RESIDENTIAL



COMMERCIAL



INDUSTRIAL

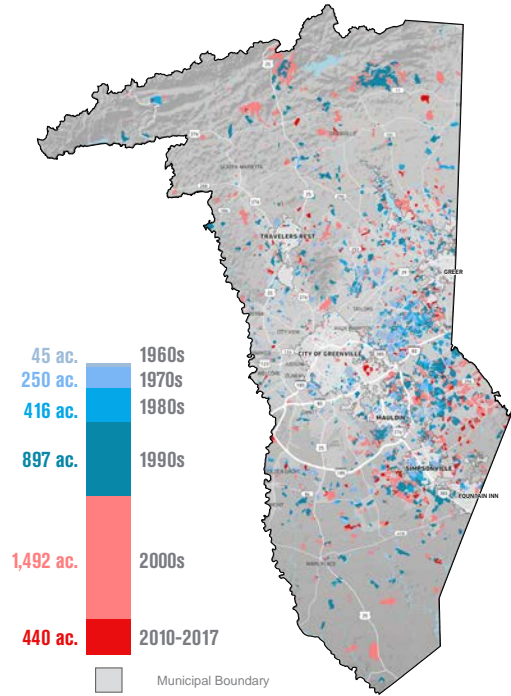


AGRICULTURAL



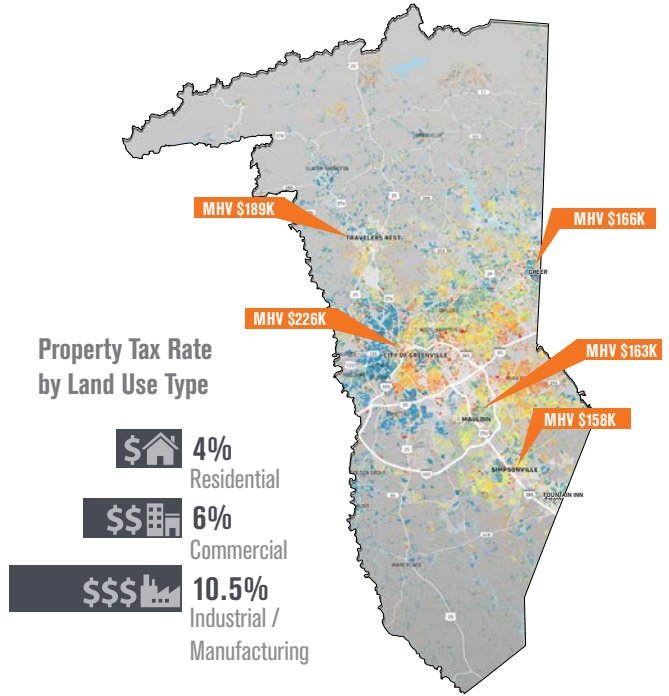
SUBDIVISION APPROVALS, 1960-2017

Note: Municipal Boundaries last updated in 2017

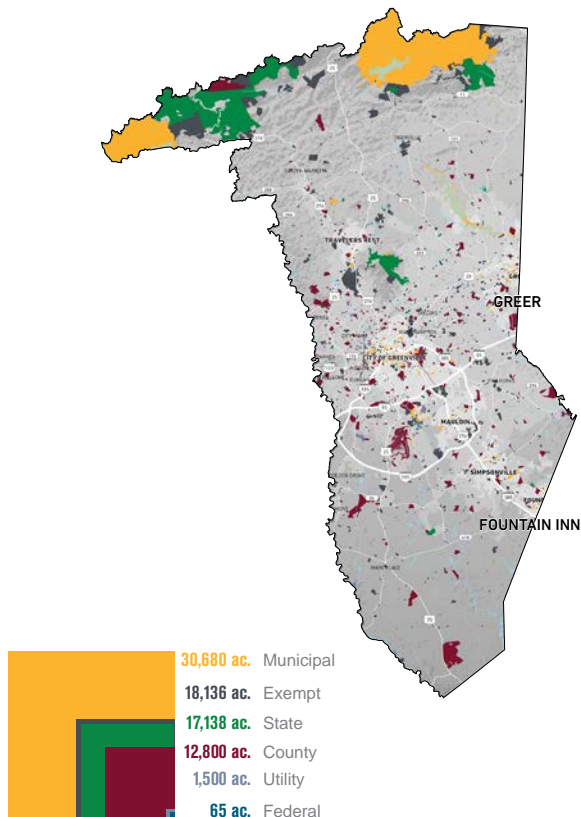


TAXABLE MARKET VALUE

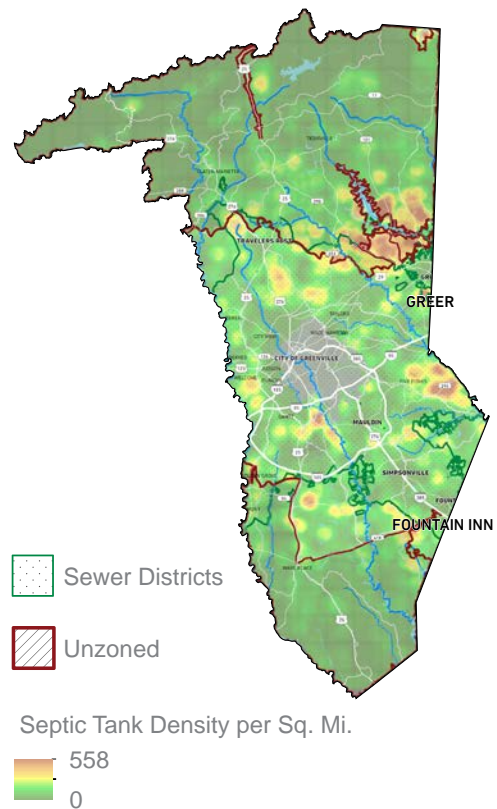
LOWER [\$] HIGHER [\$\$\$\$]
 MHV = Median Home Value



PUBLIC LANDS



SEPTIC TANKS





Move Transportation Element

Trip Characteristics

Private vehicles are the most common form of transportation for Greenville County workers. An overwhelming majority of workers in Greenville County (88%) drive alone to work while 8.8% carpool. Driving is also a relatively time-efficient mode for traveling to work, with 72% of employees commuting for less than 30 minutes.

Alternative Transportation

The Greenlink transit system, operated by the City of Greenville, provides eleven bus routes and five trolley routes to destinations within the City of Greenville and adjacent unincorporated urbanized areas. Greenlink also offers a paratransit service to people who are unable to utilize the fixed routes due to a disability.

The Swamp Rabbit Trail provides an active transportation route from Travelers Rest to Downtown Greenville and adjacent areas.

Additionally, Greenville-based Greyhound and Amtrak stations offer regional bus and passenger rail service.

Freight and Cargo

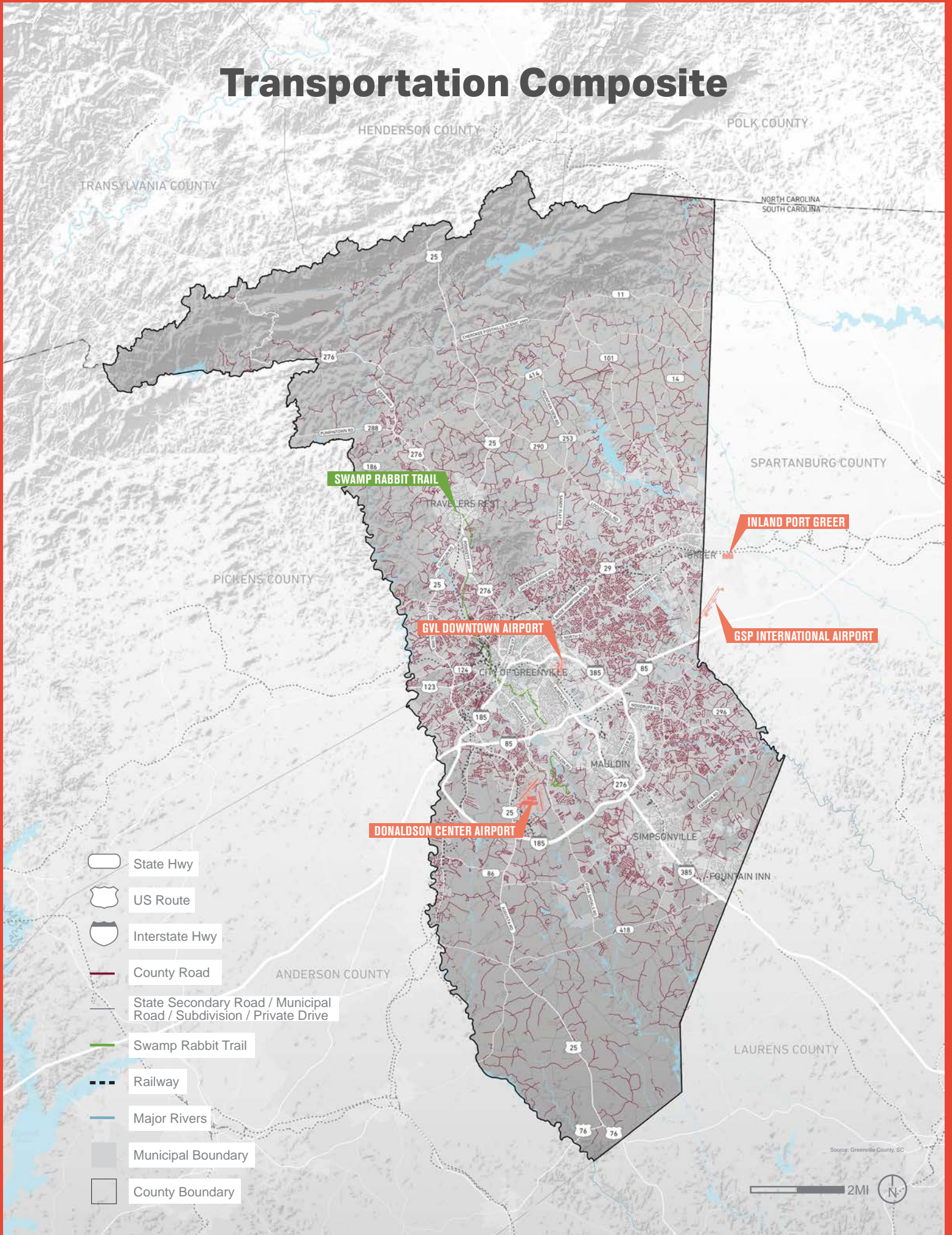
There are several modes through which freight and cargo are transported throughout Greenville County.

In 2017, Greenville-Spartanburg International Airport transported 49,365 tons of cargo, which was up 101% from 24,668 in 2010. Donaldson Airport SCTAC also transports cargo into and out of Greenville County.

The Inland Port Greer (which is located just across the county line in Spartanburg County) has been pivotal for moving cargo in Greenville County, as it extends the Port of Charleston's reach inland to access more than 95 million consumers within a day's drive.

Additionally, there are about 155 miles of designated freight routes and about 115 miles of railways in the county that also contribute to the movement of freight throughout Greenville County.

Transportation Composite

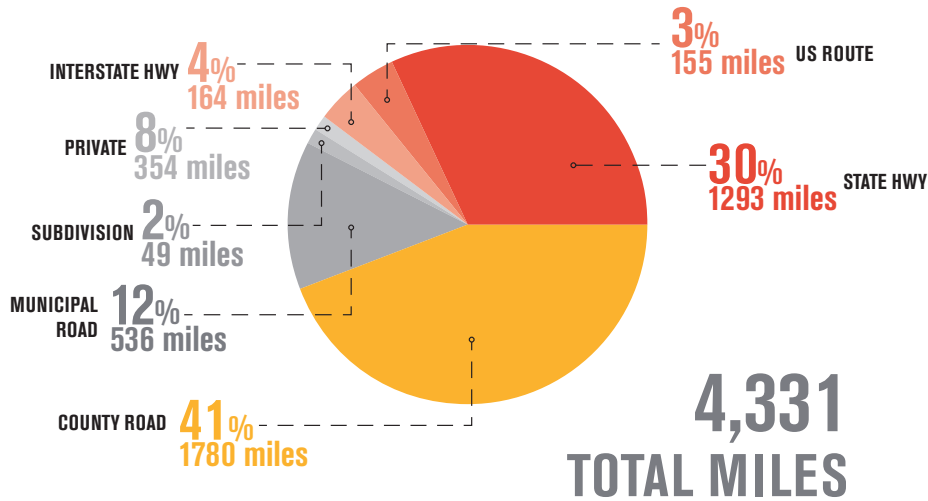


- State Hwy
- US Route
- Interstate Hwy
- County Road
- State Secondary Road / Municipal Road / Subdivision / Private Drive
- Swamp Rabbit Trail
- Railway
- Major Rivers
- Municipal Boundary
- County Boundary

Source: Greenville County, SC



ROAD CLASSIFICATION



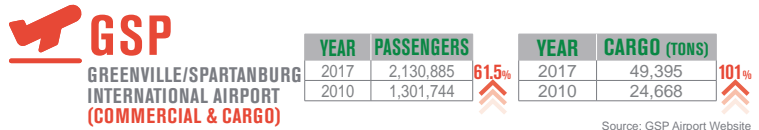
Source: Greenville County, SC

RAIL AND FREIGHT



Source: Greenville County

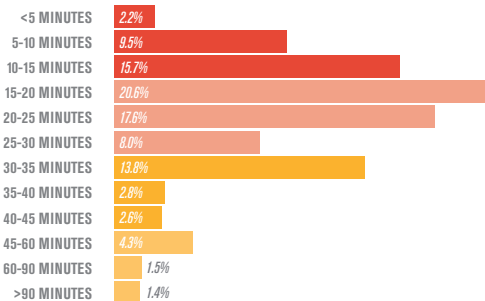
AIRPORTS & INLAND PORT



Source: South Carolina Ports Website

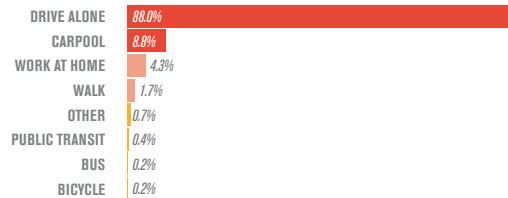
COMMUTE & MODE SPLIT

AVERAGE COMMUTE TIME



Source: U.S. Census American Community Survey via Esri

HOW PEOPLE GET TO WORK



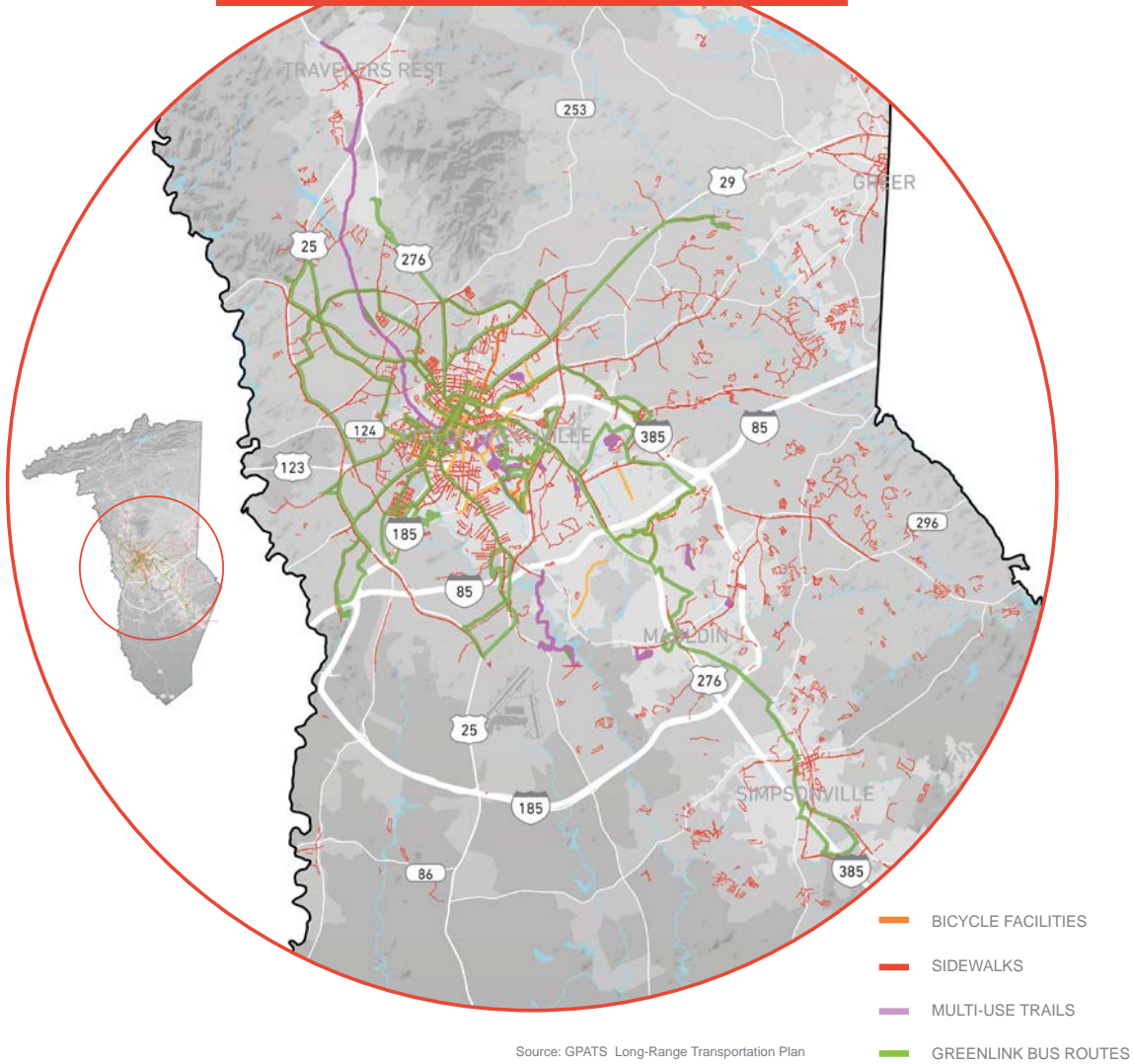
Source: U.S. Census American Community Survey via Esri

72% OF EMPLOYEES IN GREENVILLE COUNTY COMMUTE TO WORK IN UNDER 30 MINUTES

97% OF EMPLOYEES IN GREENVILLE COUNTY DRIVE ALONE OR CARPOOL TO WORK

EXISTING BICYCLE & PEDESTRIAN INFRASTRUCTURE & GREENLINK BUS ROUTE

GREENLINK PROVIDES **12** BUS ROUTES & **5** TROLLEY ROUTES



Chapter Three

***Guidance:** direction for the plan conceived through the organization and articulation of the community's issues and ambitions.*

Guidance

Community Outreach & Engagement

Community outreach, engagement, and consensus-building are foundational to a successful comprehensive plan. Throughout the planning process for Plan Greenville County, the planning team and county staff worked with community leaders and citizens to develop a shared vision that aligns with the community's values. In support of this effort, the planning team engaged the community through interviews, stakeholder meetings, workshops, and surveys.

A community outreach strategy also specified lead responsibilities and support activities between the planning team and county staff. The planning team then worked with the county to refine this approach to meet the community's needs. In this way, the process included the following groups and activities:

- + a Working Group composed of county staff responsible for day-to-day project management;
- + a series of thematic Stakeholder Roundtables and follow-up interviews;
- + a Stakeholder Advisory Committee composed of individuals appointed by members of County Council;
- + two rounds of community workshops (there were twenty workshops in total);
- + a project website and social media presence; and
- + a statistically-valid telephone survey of adult county residents.

This chapter summarizes the results and significant observations from this community outreach and engagement effort.

Stakeholder Roundtables

On January 16-17, 2019, the planning team conducted a series of small group interviews with approximately one hundred county, district, and community stakeholders. The stakeholder discussions were organized based on the nine required elements of a comprehensive plan.

Overall Observations

- + Greenville County's population and employment are experiencing growth. Where should future growth occur, and what type? New development should respond to the context of different communities.
- + There is a strong interrelationship between water, sewer, transportation, and land development. New growth is directly related to the provision and capacity of infrastructure.
- + Special purpose districts are impacting growth within the county. There is interest in sewer district unification to make systems more efficient and able to accommodate future development.
- + Zoning and subdivision regulations (as well as DHEC requirements) are the legal mechanisms for reviewing and shaping individual development. Today, the comprehensive plan, zoning, and subdivision regulations do not coordinate well with each other.
- + Two-thirds of the county is unzoned, which creates a challenge for guiding and shaping development within the county.
- + Sewer service is a critical issue within the county. Multiple providers and end-of-pipe processing with different jurisdictions and interests is a significant issue.
- + Septic systems are in extensive use throughout the county, which creates a series of long-term health, safety, and wellness issues - and costs - for the county.
- + Water quality is a significant concern within the county. The county is effectively addressing stormwater management, but other water quality efforts are lagging. The impact of septic systems is a critical issue.
- + The county's transportation system has not kept pace with the growth of past decades. Transportation improvements throughout the county are needed and strongly desired by the community.
- + A growing economic divide has ramifications on many issues within the county.
- + "Missing Middle" housing is a concern here, as it is nationally. There is an active community conversation about this as well as a keen interest in how to address it.
- + Economic development continues to be critical within the county to balance land uses and tax base. While employment growth has been robust over the past two decades, there is a shortage of development-ready industrial and employment sites within Greenville County.
- + Mill villages are essential to the heritage of the county. There is a need to continue to preserve and enhance them as part of the county's identity.
- + Cities are growing, and their growth needs to be coordinated and directed within the county. This effort will require coordination between jurisdictions and development-review efforts, particularly at the city fringes.
- + County-wide champions are important. Many organizations do an excellent job of representing various interest groups or communities, but there is room for improvement for consistent county-level leadership.
- + Public-private partnerships are critical to addressing long-standing, intractable issues. There is a need to build on existing partnerships and examples from other communities.



23 25
CAMPBELL'S COVERED BRIDGE
This bridge, built in 1909, is the last extant covered bridge in S.C. Built by Charles Irwin Willis (1878-1966), it was named for Alexander Lafayette Campbell (1836-1920), who owned and operated a grist mill here for many years. Measuring 35 feet long and 12 feet wide, it is an excellent example of a four-span Howe truss, featuring diagonal timbers and vertical iron rods.

Bus Tour: On January 15, 2019, the planning team conducted a countywide bus tour and traveled over 200 miles across twelve council districts.

Community Workshops #1

In February 2019, the project team conducted a series of nine community meetings throughout Greenville County. The meetings took place at strategically-selected locations between five and eight o'clock in the evening to reach as many residents as possible across the county:

- + Travelers Rest High School (Feb. 4)
- + Eastside High School (Feb. 7)
- + Bells Crossing Elementary School (Feb. 11)
- + Woodmont High School (Feb. 12)
- + Berea High School (Feb. 14)
- + Greenville County Square (Feb. 21; all-day open house)
- + Blue Ridge High School (Feb. 25)
- + Ralph Chandler Middle School (Feb. 26)
- + Mt. Pleasant Community Center (Feb. 28)

A total of 584 residents attended these meetings and provided over 3,400 comments. Additionally, an online version of the meeting content provided to the general public to give additional feedback.

During each meeting, the public was invited to participate in eight topic stations:

- + Grow - Population Element
- + Work - Economic Development Element
- + Preserve - Natural Resource Element
- + Enrich - Cultural Resource Element
- + Serve - Community Facility Element
- + Live - Housing Element
- + Balance - Land Use Element
- + Move - Transportation Element

At each station, the project team posed questions based on map displays, charts, infographics, and one-on-one conversations. The comments gathered at this meeting were then compiled and summarized in the following pages.

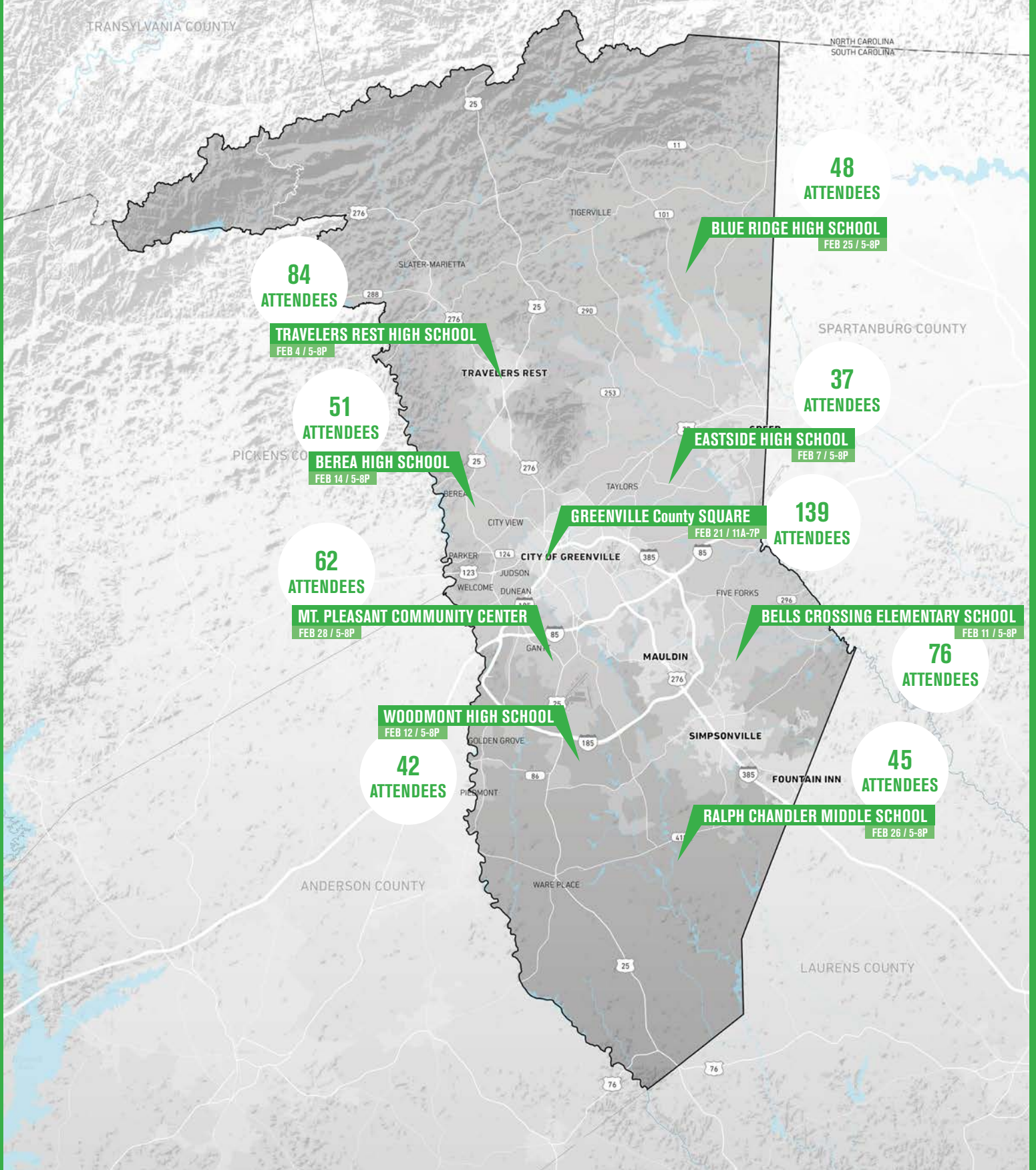
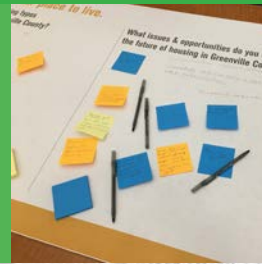
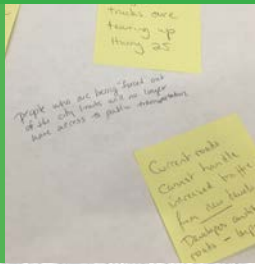



9
MEETINGS

584
ATTENDEES

3,410
COMMENTS

7,117
PAGE VIEWS






“Plan for transportation before you grow any areas; both public transportation and good-flowing traffic on roads that are becoming over-burdened.”

GROW | POPULATION (355 COMMENTS)


- + Provide attainable, affordable housing. Be cognizant of our aging population and all the services required to support them.
- + Promote transportation improvements that result in increased connectivity and walkability as well as better connections to jobs.
- + Focus growth along primary corridors and transit routes when considering available or planned infrastructure.
- + Foster community character and identity with context-based development.



“The most important natural resources to protect are waterways, state parks, trees in urban areas, and trees and vegetation along medians in the road.”

PRESERVE | NATURAL RESOURCES (649 COMMENTS)

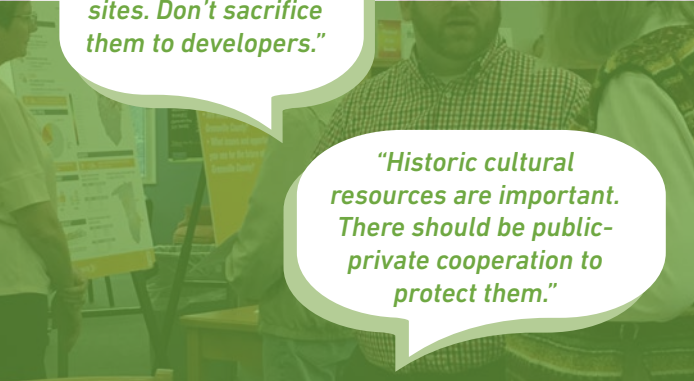
- + Consider zoning regulations, ordinances, and code enforcement.
- + Develop new policies to protect the environment and increase green space.
- + Encourage sustainable development/green infrastructure.
- + Focus on riparian zone protection and clean up polluted sites.
- + Encourage small agriculture and farming.
- + Require developer accountability.



“Continue to grow manufacturing jobs and do more to nurture the high-tech industry here - telecoms, IT, software development; Telecoms are almost entirely in Atlanta and Charlotte currently. Attract the telecom employees here!”

WORK | ECONOMIC DEVELOPMENT (294 COMMENTS)

- + Focus on attracting high-tech, manufacturing, and light-manufacturing industries.
- + Strengthen our green technology, trade, healthcare, and education industries.
- + Promote physical access to jobs through an improved transportation system.
- + Invest in job training programs for a skilled workforce.
- + Focus on livable wages and quality, affordable childcare for working families.



“Preserve our historic sites. Don’t sacrifice them to developers.”

“Historic cultural resources are important. There should be public-private cooperation to protect them.”

ENRICH | CULTURAL RESOURCES (367 COMMENTS)

- + Most-cited cultural resources are natural features, arts and cultural facilities (museums, theaters, libraries, community centers), and history and historic sites (mills and textile history, cemeteries).
- + Promote preservation through redevelopment.
- + Find a balance between development opportunities and natural resources and tree canopy.
- + Showcase our African-American and other minority history and community contributions.

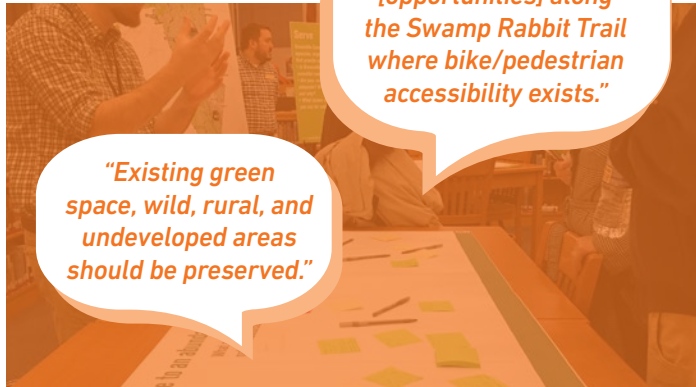


"Too many little small sewer districts - need one large district that can afford to plan the county."

"Mental health services and case management for people experiencing homelessness."

SERVE | COMMUNITY FACILITIES (372 COMMENTS)

- + Improve recycling services, social services, and transportation services.
- + Code enforcement, public safety, transportation, school resources, and utilities/sewer districts are critical issues.
- + Enhance transportation infrastructure, transportation services, recycling and sustainability, community centers, social services, and rural areas.

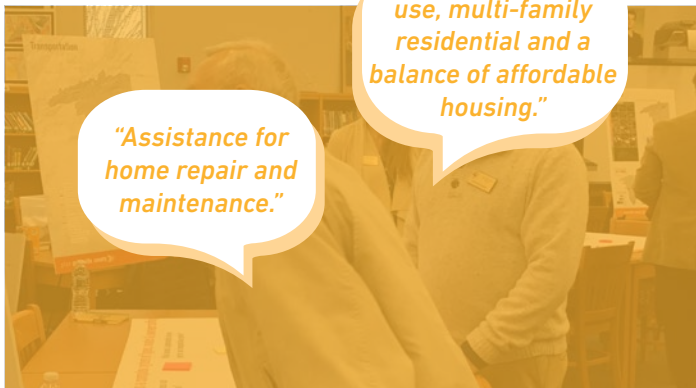


"Affordable housing [opportunities] along the Swamp Rabbit Trail where bike/pedestrian accessibility exists."

"Existing green space, wild, rural, and undeveloped areas should be preserved."

BALANCE | LAND USE (COMMENTS)

- + Focus on infill development (and redevelopment) in existing neighborhoods, downtown, and on major corridors.
- + Consider existing and planned infrastructure and along major corridors to guide future development.
- + Promote context-based development to enhance existing character.
- + Preserve green and open spaces with conservation-supportive development.
- + Explore development along the Swamp Rabbit Trail.

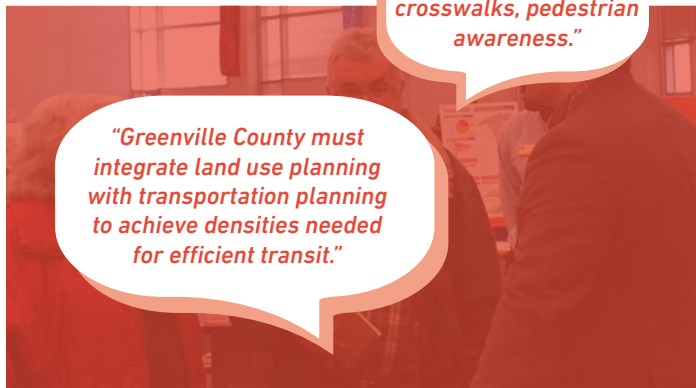


"More mixed-use, multi-family residential and a balance of affordable housing."

"Assistance for home repair and maintenance."

LIVE | HOUSING (739 COMMENTS)

- + Acknowledge housing affordability is an issue in Greenville County (62% agreed).
- + Identify missing housing products as attainable/affordable homes, "missing middle," mixed-use, multifamily/townhomes, and senior housing.
- + Address housing diversity, gentrification, and affordable housing.
- + Promote sustainable and green design, along with home repair and maintenance.
- + Prevent sprawl by increasing density in certain areas.



"Sidewalks to schools, crosswalks, pedestrian awareness."

"Greenville County must integrate land use planning with transportation planning to achieve densities needed for efficient transit."

MOVE | TRANSPORTATION (612 COMMENTS)

- + Expand and improve the quality of public transportation infrastructure and service.
- + Enhance and expand pedestrian and cyclist mobility and safety with adequate infrastructure, additional sidewalks, crossings, etc.
- + Address increased traffic and road congestion and maintenance.
- + Focus on multi-modal transportation planning and related density.
- + Explore policies and regulations to increase transportation funding.

Community Workshops #2

In June and July 2019, the project team conducted a second series of ten community meetings throughout Greenville County. Once again, the meetings took place at strategically-selected locations between six and eight o'clock in the evening to reach as many residents as possible across the county:

- + Travelers Rest High School (Jun. 20)
- + Eastside High School (Jun. 24)
- + Staunton Bridge Community center (Jun. 25)
- + Valley Brook Outreach Baptist Church (Jul. 8)
- + Five Forks Library (Jul. 9)
- + Blue Ridge High School (Jul. 11)
- + Berea Community Center (Jul. 15)
- + County Square (Jul. 16 11am-1pm/6-8pm)
- + Ralph Chandler Middle School (Jul. 18)

A total of 309 residents attended these meetings and provided over 522 comments and placed over 5,000 dots of feedback.

Station 1 | Which goals and objectives should we prioritize?

The planning team drafted a series of goals and objectives to help guide the conversation about the comprehensive plan and the community's shared vision for the future.

At this station, residents were asked to prioritize the draft goals and objectives using dots and comment cards. The input received during these meetings was combined, weighted, and ranked - one (1) being the highest. Rank considered the total number of dots placed on all objectives across all elements. The plan elements Transportation, Natural Resources, Land Use, Housing, and Agriculture and Food Security ranked the highest, respectively. The following pages illustrate the results.

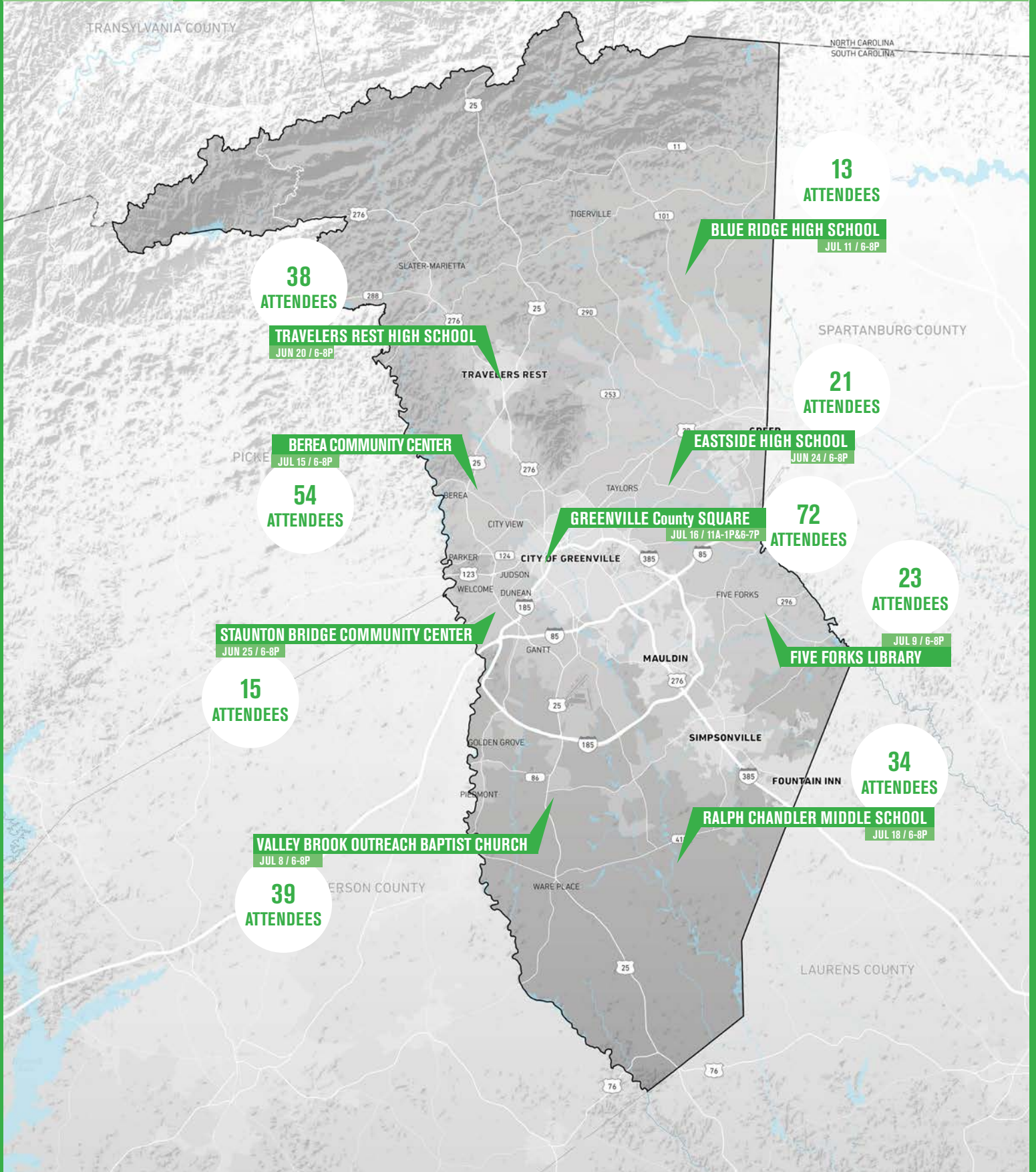


10
MEETINGS

309
ATTENDEES

522
COMMENTS

5,173
DOTS PLACED



GROW | Population

193 Votes

Goal A	Promote equitable, healthy, and sustainable opportunities to integrate and support an increasingly diverse population.	Rank*
Objective A1	Maximize support and opportunities for different age, income, and ability populations.	20
Objective A2	Encourage healthy, livable communities by improving places, infrastructure, and health outcomes.	10
Objective A3	Promote respect and understanding of the county's diverse population.	21

WORK | Economic Development

169 Votes

Goal A	Promote a vibrant, sustainable, equitable economy that supports a strong tax base.	Rank*
Objective B1	Diversify the local economy and expand opportunities for economic investment.	22
Objective B2	Increase job readiness and skill training for job seekers and workers.	16
Objective B3	Ensure land use and development strategies are sufficient to encourage high-quality investment and economic viability.	18

BLOOM | Agriculture & Food Security

318 Votes

Goal C	Protect farmland for local food production and ensure access to healthy foods for all citizens.	Rank*
Objective C1	Protect prime farmland for economically-viable agricultural production and related activities.	2
Objective C2	Eliminate food deserts and ensure community access to fresh food.	9
Objective C3	Protect and conserve important forestland for silviculture and food production.	10

PRESERVE | Natural Resources

395 Votes

Goal D	Protect the most valuable and vulnerable resources in Greenville County.	Rank*
Objective D1	Protect critical-resource areas such as steep slopes, watersheds, and prime farmland.	8
Objective D2	Protect and improve water resources such as rivers, streams, lakes, and wetlands.	2
Objective D3	Protect trees, native vegetation, and wildlife habitat.	2

ENHANCE | Cultural Resources

104 Votes

Goal E	Protect our cultural resources for current and future generations.	Rank*
Objective E1	Increase public awareness of the types, location, and benefits of cultural resources within the county.	17
Objective E2	Improve public access to cultural resources such as museums, performing arts centers, and historic sites.	13
Objective E3	Protect cultural resources through appropriate land use planning and regulation.	14

SERVE | Community Facilities

254 Votes

Goal F	Provide fiscally sound infrastructure improvements that are coordinated, equitable, efficient, sustainable and that ensure capacity for expected growth.	Rank*
Objective F1	Improve and extend high-quality public sewer service to appropriate areas.	9
Objective F2	Create a countywide comprehensive sanitation program.	14
Objective F3	Ensure infrastructure improvements are connected to existing and planned community resources.	9
Objective F4	Promote sustainable development practices that preserve ecological functionality.	9
Objective F5	Improve access to recreational opportunities.	10

LIVE | Housing

253 Votes

Goal G	Promote housing choice and a sustainable, equitable, affordable, housing stock.	Rank*
Objective G1	Connect housing opportunities with jobs, transportation, schools, and other community needs.	7
Objective G2	Provide a mix of housing options throughout the county to accommodate different preferences and needs of the greater community.	7
Objective G3	Protect existing neighborhoods and their residents while accommodating new residential development.	14

BALANCE | Land Use

413 Votes

Goal H	Develop an approach to land use that balances future growth with community priorities.	Rank*
Objective H1	Ensure land development regulations support sensible land use patterns, attractive design features, and efficient community service delivery.	5
Objective H2	Protect the character of rural areas.	1
Objective H3	Promote infill development, adaptive reuse of older structures, and redevelopment of urban sites and brownfields.	2
Objective H4	Promote development patterns that encourage holistic neighborhood design.	4

MOVE | Transportation

297 Votes

Goal I	Coordinate with land use plans and develop a transportation system that provides mobility options, a high level of service, and improved safety.	Rank*
Objective I1	Improve transportation choice, connectivity, and equity.	1
Objective I2	Improve transportation planning and coordination efforts between agencies and jurisdictions.	2
Objective I3	Improve operations and safety for motorists, pedestrians, and bicyclists.	1

* (1) being the highest. Rank considered total number of dots placed on ALL objectives across all themes.

 HIGH PRIORITY - RANK 1-8

 MEDIUM PRIORITY - RANK 9-16

 LOW PRIORITY - RANK 17+

Accommodating Growth

Where should we focus growth?

Based on existing Greenville County growth data and projections, attendees were asked to place dots and help understand where population and employment growth should be focused within the county over the next twenty years. The “Grow” heat map illustrates the combined results.

Which places should we preserve?

With a foot in both the Piedmont and Blue Ridge ecoregions, Greenville County is home to a diverse range of landscapes and abundant natural resources. The cultivated fields in the south give way to the mountainous terrain of the north and are linked by the numerous waterways flowing through the county.

Recognizing that growth is inevitable, attendees were asked to place dots and identify which unique and sensitive places are most important to preserve for future generations. The “Preserve” heat map illustrates the combined results.

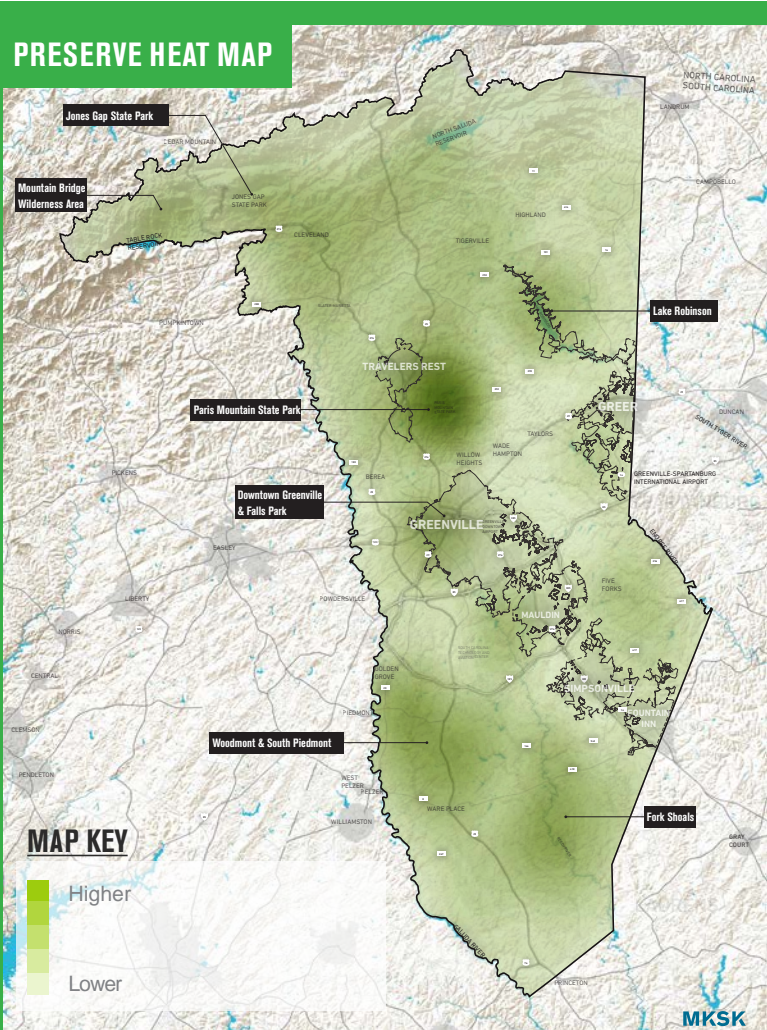
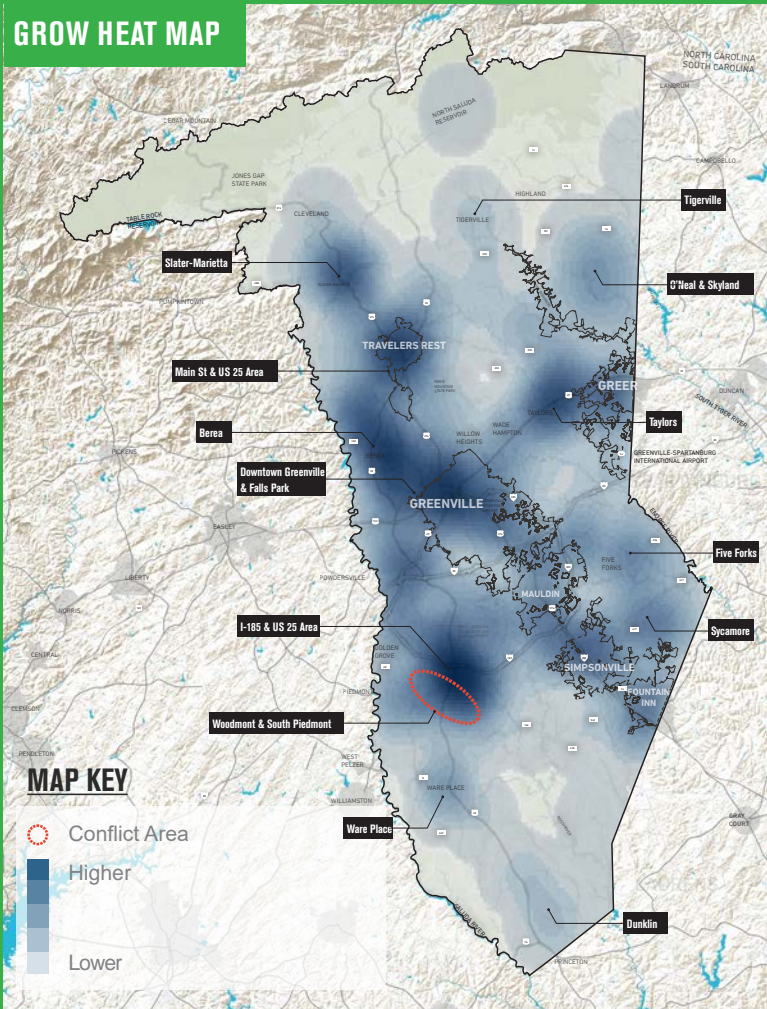
Character Areas

What should our places look and feel like?

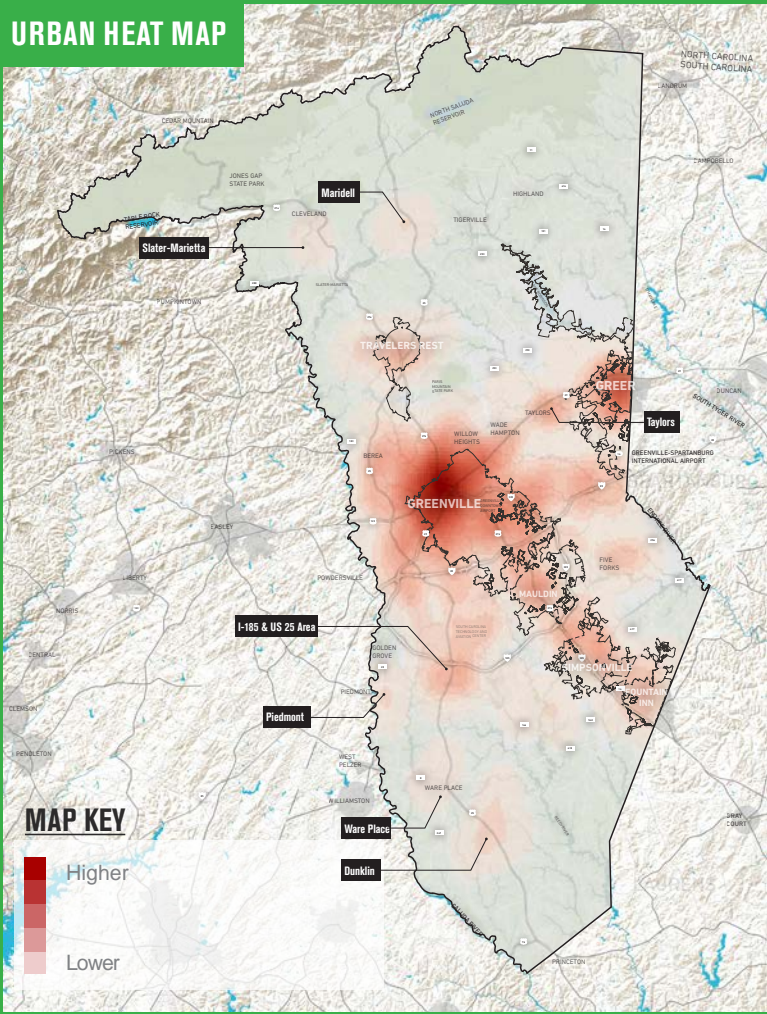
Thinking first and foremost about character and quality of place is a helpful way to approach community planning.

The planning team shared a series of exhibits that explored types of places (rural, suburban, traditional, urban, and employment centers and special districts) that residents would like to cultivate and where they should be located within Greenville County.

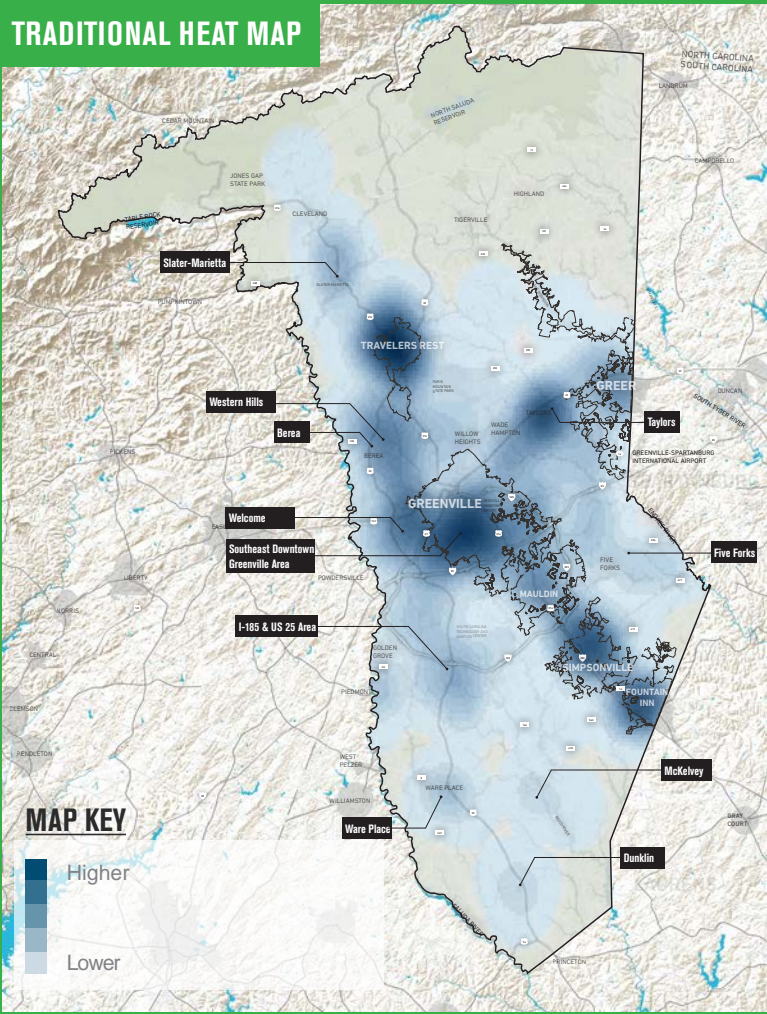
Attendees were asked to identify the appropriate character for different places within Greenville County as it grows and changes over the next twenty years. The four resulting heat maps - “Urban,” “Traditional,” “Suburban,” and “Rural” are illustrated in the next page.



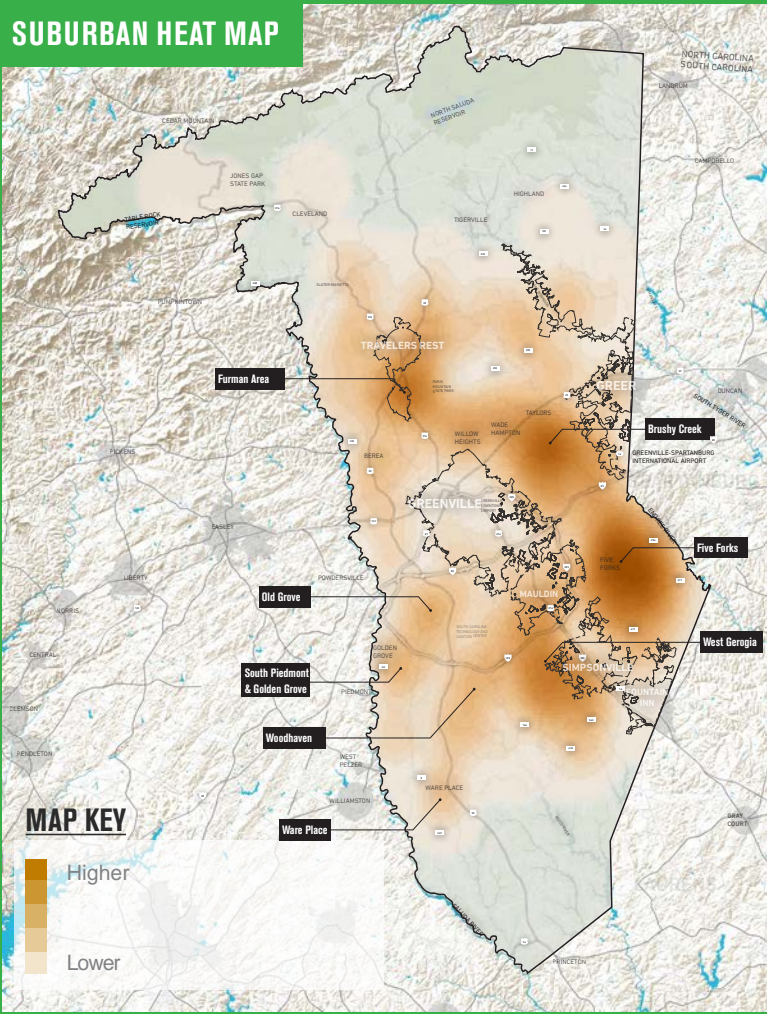
URBAN HEAT MAP



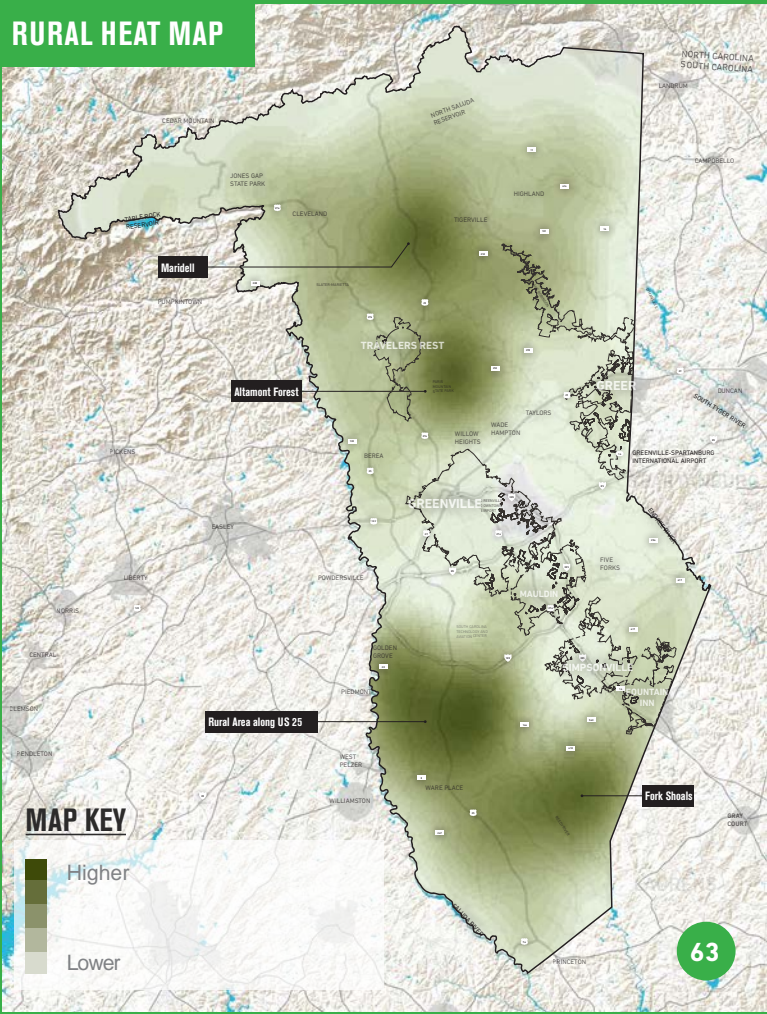
TRADITIONAL HEAT MAP



SUBURBAN HEAT MAP



RURAL HEAT MAP



Community Survey

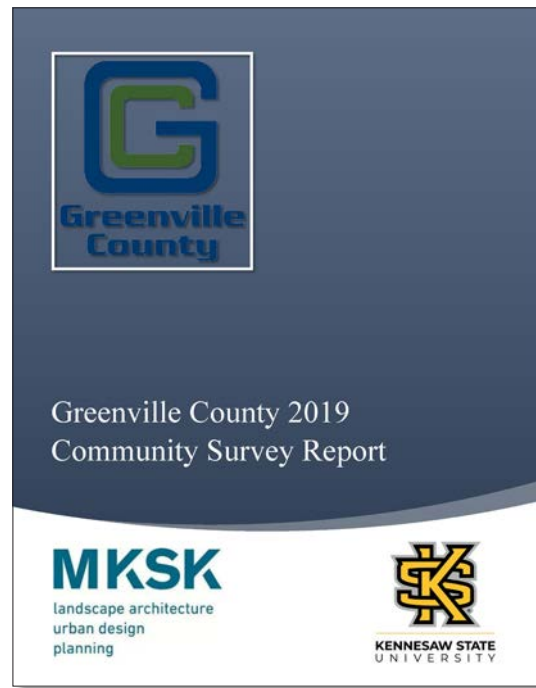
In 2019, the A. L. Burruss Institute of Public Service and Research at Kennesaw State University conducted a statistically-valid telephone survey of adult residents of Greenville County to gauge public opinion regarding land use, transportation, housing, economic development, and other planning-related issues in the county. The results of this survey, detailed below, provides an additional layer of community input that reinforces much of what was heard during the two rounds of community workshops.

Summary of Results

A substantial majority of respondents indicated that transportation-related issues are significant problems for the county. Over eight in ten respondents agreed that traffic congestion and potholes and other road maintenance issues are serious problems. Nearly four in ten respondents indicated that finding solutions to traffic congestion should be the top priority of local government. More than one-half of respondents said improving the county’s network of roads and highways is the best long-term solution for improving traffic congestion. The second most-often mentioned top issue – lack of affordable housing – was selected by just two in ten respondents.

Regarding alternative transportation, three-fourths of the respondents generally agreed that the county needs to expand its public transit service. Similarly, high percentages of Greenville residents also agreed that the county should strengthen its network of sidewalks, bicycle paths, and trails. Two-thirds of the respondents indicated they would be at least somewhat likely to use a network of sidewalks, bicycle paths, and trails for everyday travel. Slightly less than one-half of the respondents said they would be at least somewhat likely to use an expanded public transit system.

A substantial majority of respondents agreed that future housing developments should include a mixture of single-family homes as well as multi-family dwellings (apartments, townhomes, etc.) to provide housing options for everyone in the county. A majority of respondents also agreed that the county lacks sufficient housing options to meet the demands of its



Dual-Frame Random Digit Dialing Methodology

- 635** Total Responses
- 33.2%** Landline
- 66.8%** Mobile Phone
- +/- 4%** Margin of Error

Respondents were assigned to one of five regions based on their postal ZIP Code:

North	Northeast	Central	Southeast	Southwest
29635		29617		29673
29661	29651	29609	29662	29669
29690	29687	29611	29681	29627
29356	29650	29607	29680	29654
29322	29615	29605	29644	29645
Weighted Frequencies for Each Region:				
50	191	179	148	31

Data were weighted to reflect the county’s adult population distribution on gender, age, education, race and ethnicity.

senior population. As for new housing, a majority of respondents said it should be dispersed in currently undeveloped areas rather than concentrated near existing commercial and business centers.

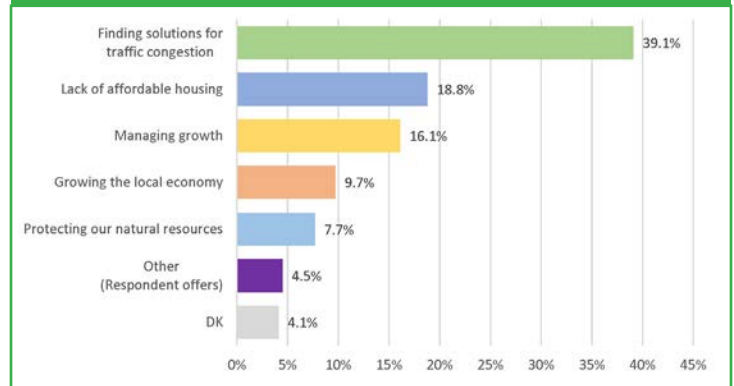
As for economic development, three-quarters of respondents agreed that future development should focus on redeveloping older areas rather than expanding into undeveloped areas. A similar percentage agreed that sewer service should be expanded to allow growth into undeveloped areas.

A majority of respondents indicated they would like to see more light manufacturing facilities, neighborhood retail and grocery stores, and town centers in Greenville County. Respondents are less enthusiastic about large industrial facilities, office buildings and business parks, and large shopping centers. County residents are split evenly on the question of whether or not the county has an adequately trained workforce to meet the demands of local employers.

Three-fourths of respondents said they have easy access to park and recreation facilities in the area where they live, and even more respondents are generally satisfied with the availability of cultural opportunities in Greenville County.

Additionally, over ninety percent of all respondents indicated they are either extremely satisfied or satisfied with the overall quality of life in Greenville County.

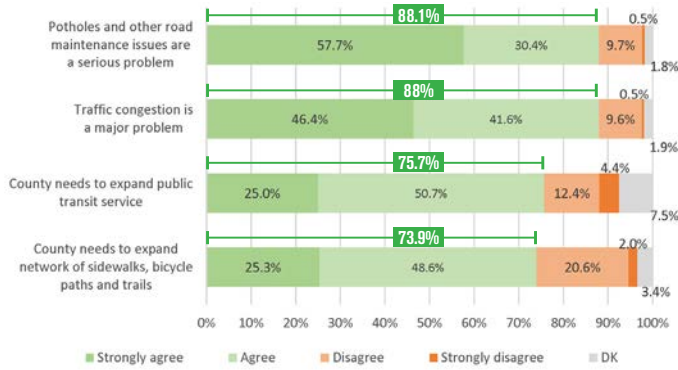
TOP PRIORITY



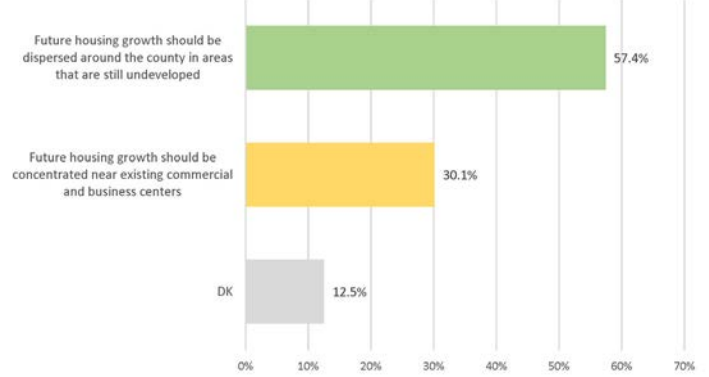
SECOND PRIORITY

1 st Priority \ 2 nd Priority	Finding solutions for traffic congestion	Lack of affordable housing	Growing the local economy	Managing growth	Protecting our natural resources	Other
Finding solutions for traffic congestion	---	37.7%	32.8%	56.9%	38.3%	28.6%
Lack of affordable housing	28.3%	---	24.1%	12.7%	8.5%	14.3%
Growing the local economy	17.0%	23.6%	---	11.8%	31.9%	3.6%
Managing growth	38.7%	22.6%	27.6%	---	14.9%	7.1%
Protecting our natural resources	13.2%	15.1%	12.1%	16.7%	---	14.3%
Other	2.8%	0.9%	3.4%	2.0%	6.4%	32.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

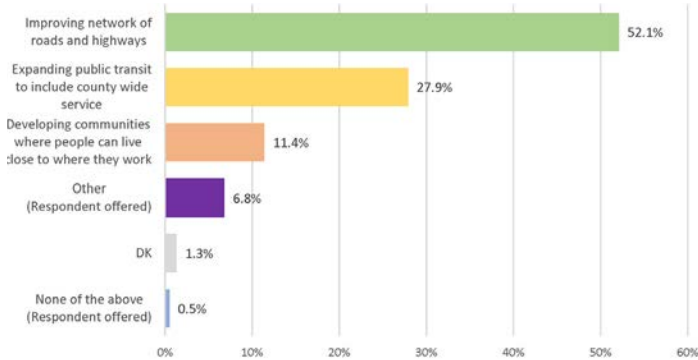
OPINIONS ON TRANSPORTATION AND TRAFFIC ISSUES



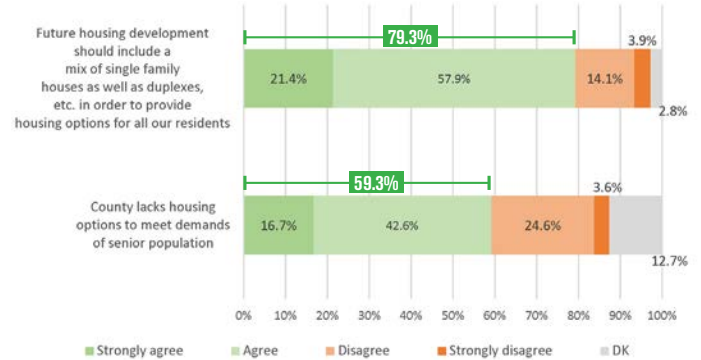
BEST LOCATION FOR HOUSING: WHERE SHOULD FUTURE HOUSING GROWTH BE LOCATED?



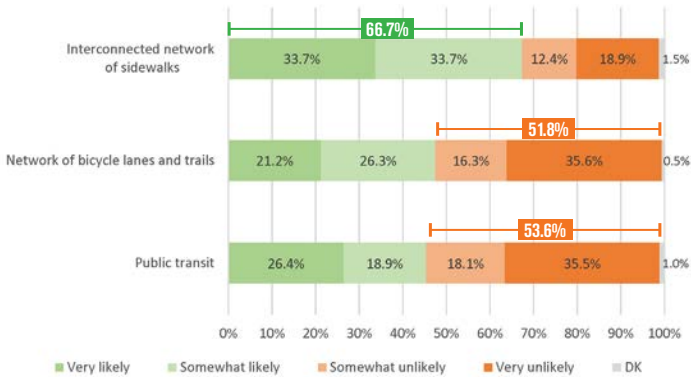
BEST LONG-TERM SOLUTION TO TRAFFIC PROBLEMS IN GREENVILLE COUNTY



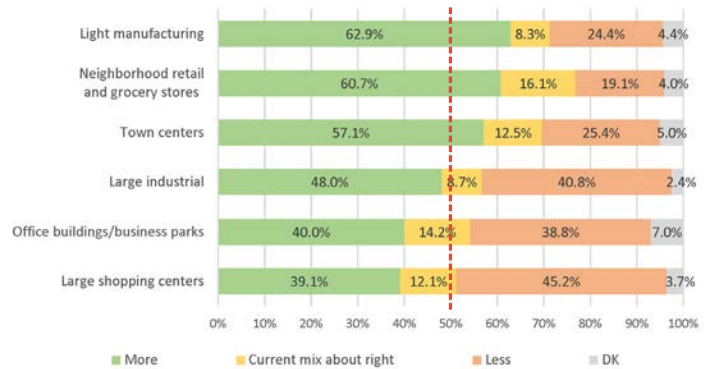
PREFERRED HOUSING MIX AND AVAILABILITY OF HOUSING FOR SENIORS



LIKELIHOOD OF UTILIZING ALTERNATIVE MODES OF TRANSPORTATION



WHAT TYPES OF ECONOMIC GROWTH WOULD RESPONDENT LIKE TO SEE? PREFERENCES ON TYPES OF FUTURE ECONOMIC DEVELOPMENT



DESCRIBE GREENVILLE COUNTY IN ONE WORD

Vast Majority and Most Popular Descriptors:

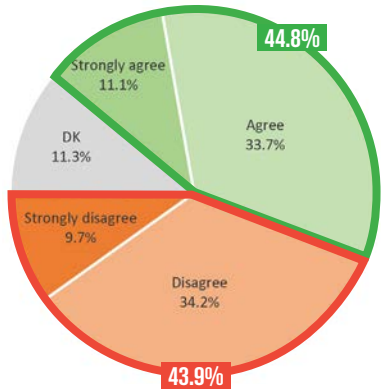
- » GROWING
- » GREAT
- » BEAUTIFUL
- » GOOD
- » FRIENDLY
- » AWESOME
- » HOME
- » NICE
- » WONDERFUL
- » DEVELOPING
- » DIVERSE
- » PROGRESSIVE
- » EXCELLENT
- » OKAY

Handful of respondents:

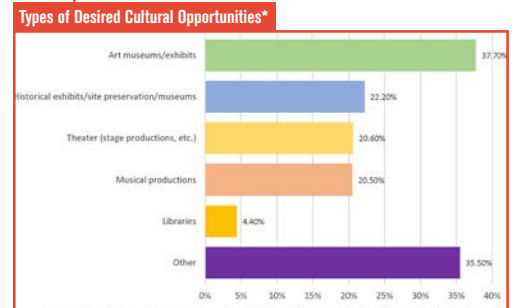
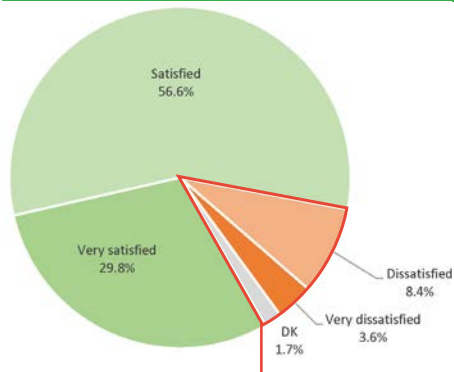
- » OVERPOPULATED



ADEQUACY OF WORKFORCE. "GREENVILLE COUNTY LACKS AN ADEQUATELY TRAINED WORKFORCE."

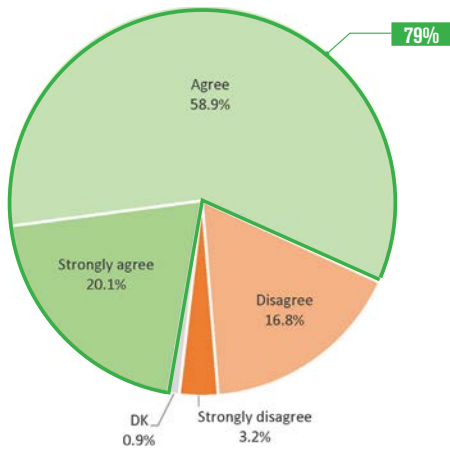


SATISFACTION WITH CULTURAL OPPORTUNITIES

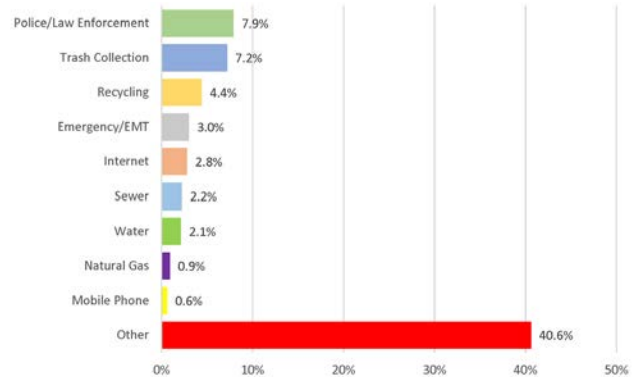


ACCESS TO PARK AND RECREATIONAL FACILITIES

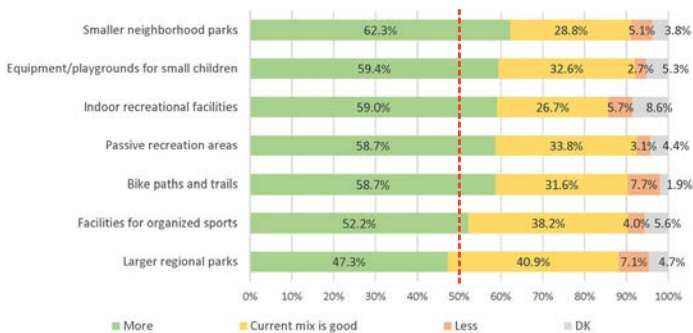
"I have easy access to public park and recreational facilities in the area where I live."



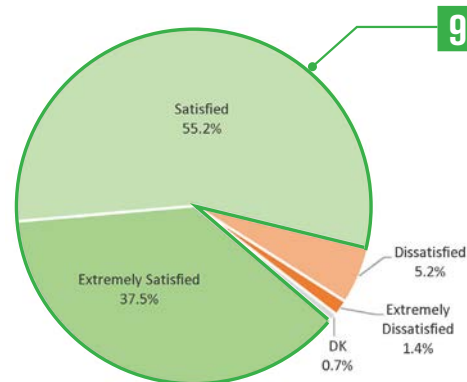
DESIRED SERVICE IMPROVEMENT IN NEIGHBORHOOD



PREFERENCES FOR SPECIFIC PARK AND RECREATION FACILITIES



OVERALL SATISFACTION WITH QUALITY OF LIFE IN GREENVILLE COUNTY



Plan Vision

On March 19, 2019, the planning team led a visioning workshop with members of the Citizens and Stakeholder Advisory Committees. In order to land on a statement that reflects the true north of Greenville County, this group reflected on the following questions:

- + What is great about Greenville County today?
- + What are the critical issues Greenville County must address?
- + What does a successful Greenville County look like in twenty years?

Group Visioning Exercise Input Summary

Greenville County Strengths

Greenville County is a highly desirable place to live, with a growing economy, significant natural resources, and a high quality of life.

Greenville County Critical Issues

Infrastructure capacity and maintenance, growth management, housing affordability, and multi-jurisdictional collaboration are all issues that must be addressed in order for Greenville County to thrive.

Greenville County in 20 Years...

Greenville County should strive for balanced and sustainable growth to enhance the quality of life for current and future residents.

Greenville County Vision

Consensus Vision Statement

Greenville County, South Carolina: A Community Where Innovation and Opportunity Meet Natural Beauty and Unrivaled Quality of Life.

Plan Elements & Goals

The consensus vision statement for Greenville County informed the development of goal statements for each required plan element. Stakeholder and community input helped to refine the goal statements and also inspired the addition of a tenth (non-required) plan element: Agriculture and Food Security. Support for the preservation of rural character and agriculture as a way of life was a constant theme of conversations; therefore, the planning team saw fit to focus attention on this pressing community issue.

The recommended ten plan elements, with accompanying goal statements, are detailed on the following page. Each of these elements, along with a series of objectives and implementation strategies, are described in Chapter Five.

Grow Population

Promote equitable, healthy, and sustainable opportunities to integrate and support an increasingly diverse population.

Serve Community Facilities

Provide fiscally sound infrastructure improvements that are coordinated, equitable, efficient, sustainable and that ensure capacity for expected growth.

Work Economic Development

Promote a vibrant, sustainable, equitable economy that supports a strong, diverse tax base.

Live Housing

Promote housing choice and a sustainable, equitable, affordable, housing stock.

Bloom Agriculture & Food Security

Protect farmland for local food production and ensure access to healthy foods for all citizens.

Balance Land Use

Develop an approach to land use that balances future growth with community priorities.

Preserve Natural Resources

Protect the most valuable and vulnerable resources in Greenville County.

Move Transportation

Coordinate with land use plans and develop a transportation system that provides mobility options, a high level of service, and improved safety.

Enrich Cultural Resources

Protect our cultural resources for current and future generations.

Implement Priority Investment

Coordinate with relevant partners and invest wisely in major infrastructure and facility projects.

Chapter Four

Visioning: the process for developing a future land use plan which acts as a roadmap for development and growth.

VISIONING

Chapter Overview

Greenville County is a collection of diverse communities that offers a wide range of land uses to support existing development and the needs of residents, employers, and community service providers. However, as the county continues to grow and trends affecting land use unfold, current land development policies and practices will leave long-lasting impacts on the built environment and natural world. Therefore, it is crucial to develop a land-use strategy to guide how we address the current and future needs and preferences of people who live, work, and play in Greenville County.

The planning team developed three future land-use scenarios based on the anticipated population and employment figures for the horizon year 2040. All of these scenarios utilized the same projected population and employment figures. However, each of the scenarios varied in their approaches to accommodating future growth.

Plan Greenville County posits that future land-development patterns, utility enhancements and expansion, and investments in transportation systems should be planned in concert with one another to maximize public and private investment and to enhance quality of life in Greenville County.

The Future Land Use Map featured in this chapter is an adaptation of the preferred growth scenario and, once adopted, will guide future land use and development decisions in the unincorporated county. Furthermore, the Future Land Use Map informs and guides the strategic recommendations included in Chapter Five.

CHAPTER QUICK GUIDE

Character Areas

This section of the chapter introduces the concept of Character Areas. As an alternative to conventional land use classifications, Character Areas identify similar places by characteristics such as existing and proposed development intensity, transportation options, natural cover, and employment characteristics.

Scenario Planning

This section of the chapter explains the process and outcome of a scenario planning exercise, which develops three future land use scenarios and identifies a preferred Future Land Use Map.

Visualizing Change

To help visualize the types of change that will occur with the implementation of the Future Land Use Map, a series of renderings in this section of the chapter illustrates planning ideas and development concepts in locations throughout the county.

CHARACTER AREAS

Character Areas

What is a Character Area?

Greenville County is a diverse place; consequently, a “one-size-fits-all” approach to land use (e.g., agricultural, residential, commercial, industrial, etc.) does little to capture the nuances of the communities within the county. To capture the essential characteristics of the country crossroads, mill villages, and other unique and beloved places in Greenville County, the planning team developed a series of Character Areas to illustrate what these places are in order to better preserve, protect, and promote them.

The concept of the Character Area offers a qualitative alternative to traditional single-use land categorization. Character Areas are places that may include a variety of specific land uses. However, each Character Area shares certain other characteristics, such as existing and proposed development intensity, transportation options, topography and natural cover, and employment types. The five Character Areas identified below and expanded upon in the following pages are based in part on the information gathered in over twenty community workshops in various parts of the county.

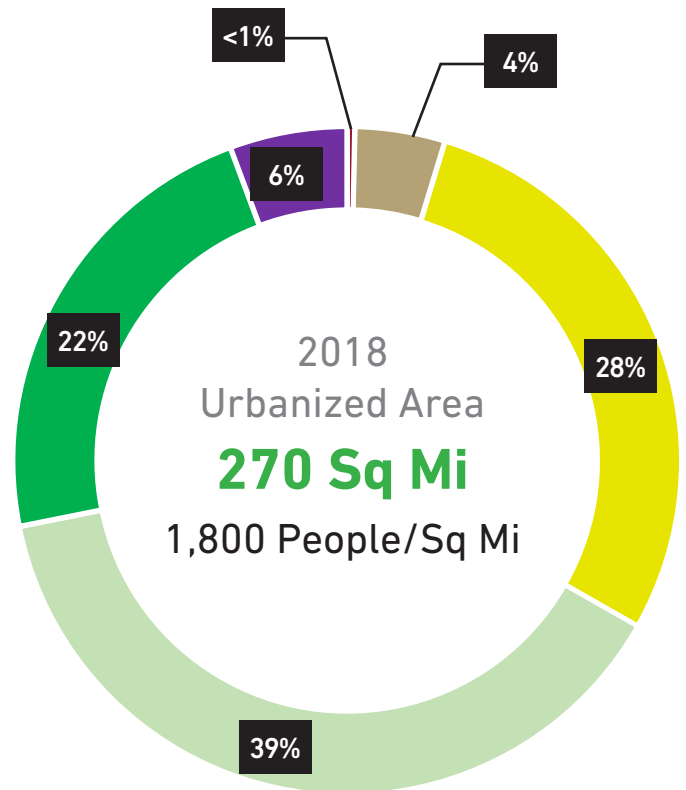
The five Character Areas are:

- + Rural
- + Suburban
- + Traditional
- + Urban
- + Employment and Special Use

Within each of the Character Areas are sub-areas called “Place Types,” which vary based on the intensity of development. Additionally, an Open Space designation exists to define areas such as significant rivers and water bodies, state and county parks, and floodplains.

The accompanying photos and descriptions are representative of the character of Greenville County in 2019 and are intended to be reviewed and updated as needed in the future.

EXISTING CHARACTER AREA SUMMARY



- Open Spaces
- Rural
- Suburban
- Traditional
- Urban
- Employment and Special Uses/Other

EXISTING CHARACTER AREAS

MAP KEY

Protected Open Space

- Parks/Preserves
- Floodplains
- Water Bodies

Rural

- Rural
- Rural Living
- Rural Corridor
- Rural Village

Suburban

- Suburban Edge
- Suburban
- Suburban Commercial Center
- Suburban Mixed-Use

Traditional

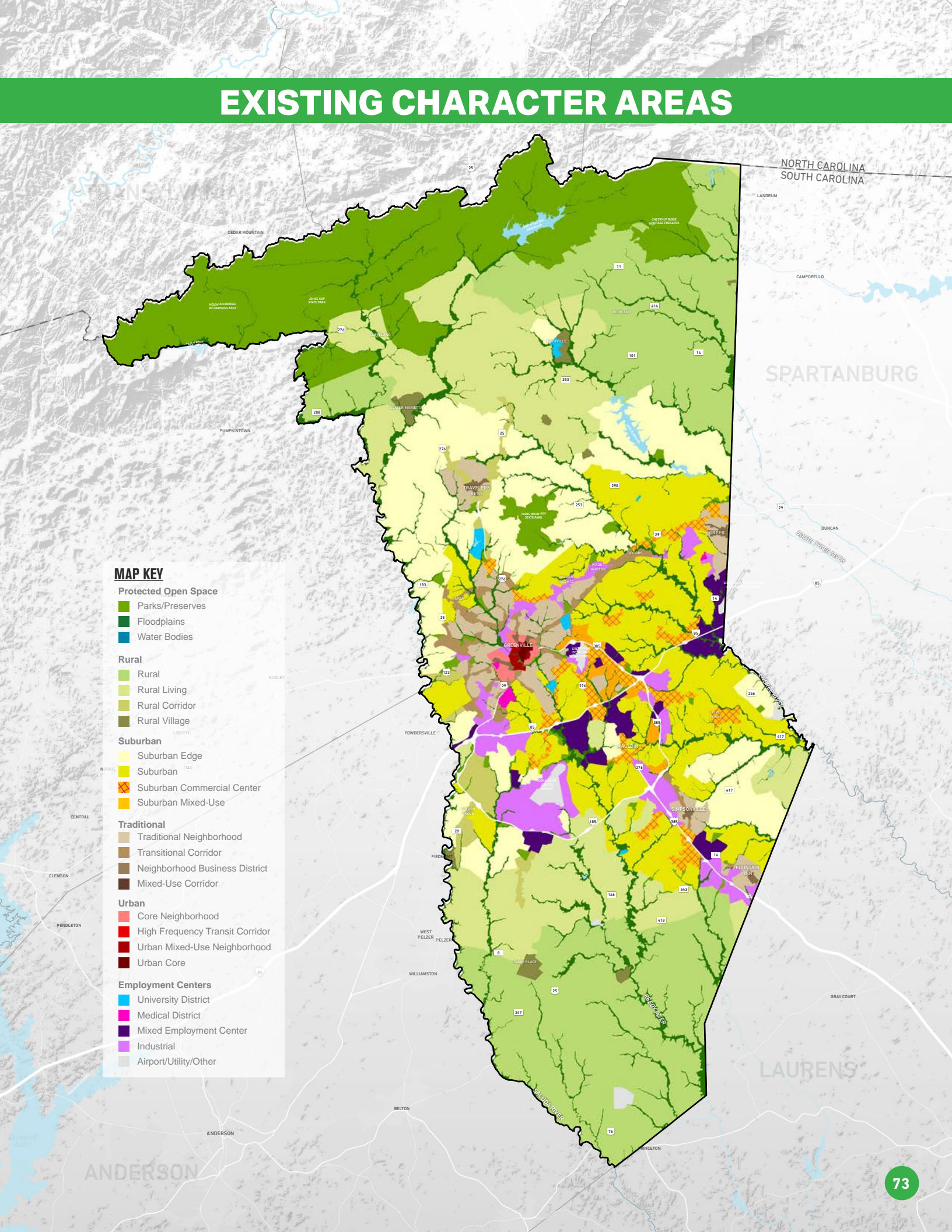
- Traditional Neighborhood
- Transitional Corridor
- Neighborhood Business District
- Mixed-Use Corridor

Urban

- Core Neighborhood
- High Frequency Transit Corridor
- Urban Mixed-Use Neighborhood
- Urban Core

Employment Centers

- University District
- Medical District
- Mixed Employment Center
- Industrial
- Airport/Utility/Other



CHARACTER AREAS

Rural Character Areas

Rural Character Areas are categorized by low-intensity development patterns that are well-integrated with agricultural uses and the natural landscape. Long-standing rural villages organize many rural areas with close ties to agrarian lifestyles. These rural villages were built using the same principles used to classify what is now typically called a walkable neighborhood. The rural landscape includes working farms used for agricultural activities, such as cultivated croplands, orchards, pastures, and livestock operations. Additionally, large open spaces, including wooded stands of forests and wetlands, are prominent features of rural areas.

Local Examples

Included below is a list of local examples of communities, neighborhoods, and regions that share characteristics of Rural Character Areas.

- + Blue Ridge
- + Cleveland
- + Fork Shoals
- + Gowensville
- + Greenpond
- + Highland
- + Lake Lanier
- + Locust Hill
- + Mountain View
- + Skyland
- + Slater-Marietta
- + The Cliffs at Glassy
- + Tigerville
- + Walnut Springs
- + Ware Place

Potential Impacts

Each Character Area offers distinct benefits and impacts. Below is a subjective rating of how Rural Character Areas compare to other Character Areas in terms of transportation and infrastructure, environment and resources, and sense-of-place and land use.



Transportation & Infrastructure

Automobile Dependency



Access to Transit



Walkability



Commute Time



Environment & Natural Resources

Carbon Footprint



Land Conservation



Impervious Surfaces



Water Quality



Sense-of-Place & Land Use

Housing Choices



Dining & Entertainment



Access to Jobs



Private Space



RURAL CHARACTER AREA PLACE TYPES



R RURAL

Place Type Characteristics

Rural place types include working farms actively used for agricultural activities, including cultivated cropland, pastures, and raising livestock. The physical environment may consist of fences, tree rows, wooded areas, ponds, or large swales to drain cropland. Rural place types also support the primary residence of the property owner and any out-buildings associated with the activities of a working farm — otherwise, these are places characterized by natural or cultivated landscapes with minimal development.

Primary Uses	Greenhouses and nurseries, agriculture, single-family residential, open space, parks
Secondary Uses	Low-intensity neighborhood commercial, low-intensity warehouse and industrial
Gross Density	1 dwelling per 2 + acres
Transportation	Automobile-oriented, large blocks, rural routes, gravel roads
Parking	Private driveways and garages
Open Space	Farmland and natural areas, large undeveloped parks



RC RURAL CORRIDOR

Place Type Characteristics

Rural Corridors contain a mix of mostly lower-density residential uses with agricultural, service, or industrial uses. Rural Corridors are typically located along arterial highways and may connect to denser suburban or urban areas.

Primary Uses	Greenhouses and nurseries, agriculture, warehouses, highway commercial
Secondary Uses	Single-family residential, parks and open space
Gross Density	1 dwelling per 2+ acres
Transportation	Automobile-oriented, multi-purpose trails, access management highways
Parking	Surface parking
Open Space	Farmland and natural areas, large passive parks



RT RURAL LIVING

Place Type Characteristics

Rural Living place types are transitional areas that offer opportunities for low-intensity development that is well-integrated with the natural landscape and agricultural uses. Residential development may occur as individual single-family structures on large lots, or clusters of homes designed to preserve large amounts of interconnected open space. Hobby farms on large lots with residential homesteads are common land uses.

Primary Uses	Greenhouses and nurseries, agriculture, single-family residential, open space, parks
Secondary Uses	Low-intensity neighborhood commercial, low-intensity warehouse and industrial
Gross Density	1 dwelling per 2 + acres
Transportation	Automobile-oriented, large blocks, rural routes, gravel roads
Parking	Private driveways and garages
Open Space	Farmland and natural areas, large undeveloped parks



RV RURAL VILLAGE

Place Type Characteristics

As business districts for rural communities, Rural Villages contain a mix of commercial (mostly retail and neighborhood support) and residential uses. They are typically in older areas, with development that is automobile-oriented, yet walkable. These character areas are the center of rural life and centers for commercial and civic activities.

Primary Uses	Commercial storefronts
Secondary Uses	Parks and open space, schools and civic facilities, single-family residential, townhomes
Gross Density	4 to 8 dwellings per acre
Transportation	Automobile-oriented with sidewalks, street grid network
Parking	On-street parking, off-street surface parking in rear of buildings
Open Space	Neighborhood parks, plazas

CHARACTER AREAS

Suburban Character Areas

Suburban Character Areas are marked primarily by the accommodation and prioritization of the automobile. Development is typically lower-density with separate residential and commercial areas. Detached single-family homes with generous yards are synonymous with suburban development; however, attached single-family homes and multi-family apartments are also typical land uses. Commercial uses with large surface parking lots, in particular, retail and office clusters, are generally located along major thoroughfares and highway interchanges. Suburban areas feature parks and schools that are primarily accessible by automobile.

Local Examples

Included below is a list of local examples of communities, neighborhoods, and regions that share characteristics of Suburban Character Areas.

- + Belle Meade
- + Berea
- + Botany Woods
- + Chick Springs
- + Devenger Place
- + Fairview
- + Five Forks
- + Greenridge
- + Haywood Mall
- + Howell
- + Hunter's Landing
- + Magnolia Acres
- + Pebble Creek
- + Pelham Falls
- + Remington
- + Riverside
- + Sugar Creek
- + Stone Lake
- + Thornblade
- + Wade Hampton
- + Welcome

Potential Impacts

Each Character Area offers distinct benefits and impacts. Below is a subjective rating of how Suburban Character Areas compare to other Character Areas in terms of transportation and infrastructure, environment and resources, and sense-of-place and land use.



Transportation & Infrastructure

Automobile Dependency



Access to Transit



Walkability



Commute Time



Environment & Natural Resources

Carbon Footprint



Land Conservation



Impervious Surfaces



Water Quality



Sense-of-Place & Land Use

Housing Choices



Dining & Entertainment



Access to Jobs



Private Space



SUBURBAN CHARACTER AREA PLACE TYPES



SE

SUBURBAN EDGE

Place Type Characteristics

Suburban Edges are low-density residential areas that offer opportunities for low-intensity development that is well-integrated with the natural landscape and agricultural uses. Residential development may occur as individual single-family structures on large lots, or clusters of homes designed to preserve large amounts of open space, which should be interconnected as part of the county's larger open space system.

Primary Uses Single-family attached and detached residential

Secondary Uses Small-scale apartment buildings, civic and institutional facilities (e.g., places of worship), neighborhood parks, small-scale commercial

Gross Density 0 to 1 dwellings per acre

Transportation Automobile oriented, regional trail connections, curvilinear streets adapted to natural features

Parking Private driveways and garages

Open Space Large lots create private open space; conservation development to conserve open spaces; trail connections



SC

SUBURBAN COMMERCIAL CENTER

Place Type Characteristics

Suburban Commercial Centers are highway-oriented commercial centers that serve community-wide shopping and service needs. As newer shopping centers age out, they will become candidates for adaptive redevelopment into denser mixed-use centers, particularly where access to high-frequency transit is provided. Site improvements should emphasize design quality, connectivity, and efficient use of infrastructure.

Primary Uses Regional commercial, neighborhood commercial, office, multi-family apartments

Secondary Uses Small-scale apartment buildings, civic and institutional facilities (e.g., places of worship)

Gross Density 6 to 12 dwellings per acre

Transportation Automobiles, sidewalks, trail connections, park-and-ride lots, street grid or curvilinear network

Parking Surface parking lots, on-street

Open Space Community and regional parks, neighborhood greenspaces



SN

SUBURBAN NEIGHBORHOOD

Place Type Characteristics

Suburban Neighborhoods are generally shaped by residential subdivisions of medium-lot homes with relatively uniform housing types and densities. Homes include attached garages. Local streets are laid out in a curvilinear pattern with occasional cul-de-sacs. Streets may or may not include sidewalks. New single-family subdivisions should be designed with sidewalks, street trees, neighborhood parks, and community open space connections.

Primary Uses Single-family detached, single-family attached housing

Secondary Uses Small-scale apartment buildings, civic and institutional facilities (e.g., places of worship), neighborhood parks

Gross Density 3 to 5 dwellings per acre

Transportation Automobile access with sidewalk system and trail connections, interconnected streets

Parking Private driveway with attached or detached garages, on-street parking

Open Space Parks, schools, and streetscape; interconnected open space/greenway trail connections



SMU

SUBURBAN MIXED-USE

Place Type Characteristics

Suburban Mixed-Use place types include a variety of single-family (detached and attached) and multi-family building types. Housing types should be designed as a cohesive, connected neighborhood, rather than isolated subareas. Buildings should be of a high-quality design, and developments should include common neighborhood amenities and open space connections.

Primary Uses Regional or neighborhood commercial, office, institutional, mixed-use residential

Secondary Uses Townhomes, surface and structured parking, park-and-rides lots, transit stations

Gross Density 6 to 20 dwellings per acre

Transportation Automobiles, sidewalks, trail connections, park-and-rides, street grid or curvilinear network

Parking Surface parking lots, on-street

Open Space Community and regional parks, neighborhood greenspaces

CHARACTER AREAS

Traditional Character Areas

Traditional Character Areas are characterized by mixed land-use patterns with residential and commercial development located within walking distance from one another, which thereby reduces reliance on vehicular travel. Streets are designed to accommodate pedestrians, cyclists, and vehicular traffic alike. Parking requirements are accommodated with on-street spaces as well as off-street ones, but off-street parking does not take priority over pedestrian access and comfort. Development density is often higher than in suburban neighborhoods, as less space is dedicated to vehicular circulation and storage. Homes may be similar in size to those in suburban communities but have smaller private yards and greater reliance on shared public spaces for outdoor living.

Local Examples

Included below is a list of local examples of communities, neighborhoods, and regions that share characteristics of Traditional Character Areas.

- + Alta Vista
- + Arcadia Hills
- + Augusta Street
- + Brandon
- + Cascades Verdae
- + City View
- + Colonel Elias Earle Historic District
- + Downtown Fountain Inn
- + Downtown Simpsonville
- + Downtown Travelers Rest
- + Dunean
- + East Park
- + Greater Sullivan
- + Greer Station
- + Hartness
- + Hollingsworth Park
- + Judson
- + Monaghan
- + O'Neal Village
- + Nicholtown
- + Pettigru
- + Sterling
- + Viola Street

Potential Impacts

Each Character Area offers distinct benefits and impacts. Below is a subjective rating of how Traditional Character Areas compare to other Character Areas in terms of transportation and infrastructure, environment and resources, and sense-of-place and land use.



Transportation & Infrastructure

Automobile Dependency



Access to Transit



Walkability



Commute Time



Environment & Natural Resources

Carbon Footprint



Land Conservation



Impervious Surfaces



Water Quality



Sense-of-Place & Land Use

Housing Choices



Dining & Entertainment



Access to Jobs



Private Space



TRADITIONAL CHARACTER AREA PLACE TYPES



TN TRADITIONAL NEIGHBORHOOD

Place Type Characteristics

Traditional Neighborhoods are characterized primarily by early and mid-twentieth century single-family homes, with some blocks including small-scale apartment buildings and attached townhomes. Parks and places of worship are also present. Existing housing stock should be preserved and improved; however, there are opportunities for single-lot infill development, which should be of a compatible scale and character with surrounding homes.

Primary Uses	Single-family attached and detached residential
Secondary Uses	Small-scale apartment buildings, civic and institutional facilities (e.g., places of worship), neighborhood parks, small-scale commercial
Gross Density	6 to 20 dwellings per acre
Transportation	Automobile, transit, pedestrian, on-street bicycle facilities, interconnected street grid
Parking	On-street, driveways, garages off alleys, off-street parking should be in rear of buildings
Open Space	Neighborhood parks



TC TRANSITIONAL CORRIDOR

Place Type Characteristics

Transitional Corridors are older, primarily commercial corridors with a wide range of land uses and development patterns. These places developed in the first wave of automobile-oriented design, and currently consist of extensive surface parking, numerous vehicular curb cuts, and inconsistent development patterns. Older, underutilized sites are candidates for reuse and redevelopment with improved access management, higher quality architecture and site design, and more pedestrian-friendly building placement.

Primary Uses	Commercial, office, retail
Secondary Uses	Townhomes, attached single-family residential
Gross Density	12 - 30 dwellings per acre
Transportation	Wide right-of-way to allow multiple modes of transportation, interconnected street grid
Parking	On-street parking, off-street surface parking in rear of buildings
Open Space	Neighborhood parks, plazas



NBD NEIGHBORHOOD BUSINESS

Place Type Characteristics

Neighborhood Business place types are typically a community's historic core and have a unique identity from other commercial centers. This place type is the most traditionally "urban" development pattern in Greenville County, with vertically integrated uses in attached buildings and a close sidewalk orientation. The preservation and revitalization of historic structures is a key objective here. Targeted redevelopment of underutilized, non-historic sites should be sensitive to the historic form and scale of the area.

Primary Uses	Commercial, office, retail
Secondary Uses	Small-scale apartment buildings, civic and institutional facilities (e.g., places of worship) neighborhood parks
Gross Density	6 to 30 dwellings per acre
Transportation	Wide right-of-way to allow multiple modes of transportation, interconnected street grid
Parking	On-street parking, off-street surface parking should be in rear of buildings
Open Space	Neighborhood parks, plazas



MUC MIXED-USE CORRIDOR

Place Type Characteristics

Mixed-Use Corridors blend residential, commercial, or civic uses in one space, where those functions are, to some degree, physically and functionally integrated. An essential feature of this place type is the integration of multi-modal connections.

Primary Uses	Mixed-use residential and commercial, multi-family residential
Secondary Uses	Small-scale apartment buildings, civic and institutional facilities (e.g., places of worship)
Gross Density	12 to 40 dwellings per acre
Transportation	Wide right-of-way to allow multiple modes of transportation, interconnected street grid
Parking	On-street parking, off-street surface parking in rear of buildings
Open Space	Neighborhood parks, plazas

CHARACTER AREAS

Urban Character Areas

Urban Character Areas are identifiable by mixed-use, mid- to high-rise buildings. Typically located near downtowns and in older areas of communities, these districts often have a unique and special character. Urban neighborhoods are dense and facilitate street life and alternative modes of transportation. Parking is usually limited to on-street spaces or parking structures. Destinations in these areas are walkable, and living without a personal vehicle is feasible. Multi-family buildings are the primary residential product, and private yards are rare. Open spaces are often public spaces, pocket parks, or civic gathering spaces.

Local Examples

Included below is a list of local and regional examples of communities, neighborhoods, and districts that share characteristics of Urban Character Areas.

- + Downtown Greenville
- + District West
- + Haynie-Sirrine
- + McBee Station
- + Payne-Logan
- + Reedy Point
- + West End

Regional Examples

Included below is a list of regional examples of areas which share characteristics for this character area.

- + Atlantic Station (Atlanta)
- + Buckhead (Atlanta)
- + East Side (Charleston)
- + Gateway Village (Charlotte)
- + Midtown (Atlanta)
- + Rosslyn (Arlington, Virginia)
- + South End (Charlotte)

Potential Impacts

Each Character Area offers distinct benefits and impacts. Below is a subjective rating of how Urban Character Areas compare to other Character Areas in terms of transportation and infrastructure, environment and resources, and sense-of-place and land use.



Transportation & Infrastructure

Automobile Dependency



Access to Transit



Walkability



Commute Time



Environment & Natural Resources

Carbon Footprint



Land Conservation



Impervious Surfaces



Water Quality



Sense-of-Place & Land Use

Housing Choices



Dining & Entertainment



Access to Jobs



Private Space



URBAN CHARACTER AREA PLACE TYPES



CN CORE NEIGHBORHOOD

Place Type Characteristics

Core Neighborhoods are among the county's oldest neighborhoods. Development is characterized by a mix of detached and attached single-family homes, mid-sized multi-family buildings, and a mix of small scale commercial development. These areas are walkable, with a well-connected sidewalk network, a balance of off-street and on-street parking, and parks and activity centers located near residential areas.

Primary Uses	Attached and detached residential, small-scale apartment buildings, neighborhood commercial
Secondary Uses	Civic and institutional facilities (e.g., places of worship), neighborhood parks, short-term rentals
Gross Density	8 to 14 dwellings per acre
Transportation	Narrow streets, sidewalks on both sides, regular transit stops, interconnected street grid
Parking	On-street, limited off-street
Open Space	Neighborhood parks



MUN MIXED-USE NEIGHBORHOOD

Place Type Characteristics

Mixed-Use Neighborhoods are characterized by a vertical mix of uses, specifically residential and commercial space, with activated ground floors that promote active street life. Streets are designed for modal balance, accommodating vehicular, bike, pedestrian, and transit travel. Wide sidewalks allow for increased pedestrian traffic and amenity zones for sidewalk seating and dining. It is generally active for more hours of the day and, for that reason, maintains a dynamic feeling for a large portion of the day.

Primary Uses	Mid-rise mixed-use residential and commercial buildings, hotels
Secondary Uses	Civic and institutional facilities (e.g., places of worship), parks, mid-rise office buildings, parking structures, short-term rentals
Gross Density	20 to 40 dwellings per acre
Transportation	Narrow streets, sidewalks on both sides, regular transit stops, interconnected street grid
Parking	On-street, parking structures, no surface parking
Open Space	Neighborhood parks, civic spaces



TRC TRANSIT CORRIDOR

Place Type Characteristics

Transit Corridors are similar to Mixed-Use Neighborhoods but are specifically located along major urbanized transportation corridors. This increases visibility and promotes more intensive commercial and retail activity. They are served by frequent transit service, often on corridors with multiple transit service lines.

Primary Uses	Mid-rise mixed-use and commercial buildings, condominiums, hotels
Secondary Uses	Civic and institutional facilities (e.g., places of worship), parking structures, short-term rentals
Gross Density	20 to 40 dwellings per acre
Transportation	Wide right-of-way to allow multiple modes of transportation, Interconnected street grid
Parking	On-street, parking structures, no surface parking
Open Space	Civic spaces, small plazas



UC URBAN CORE

Place Type Characteristics

Urban Cores are typically associated with downtown development. They are notable for their multi-modal transportation options, density, and significant building height.

Primary Uses	High-rise mixed-use and office buildings, condominiums, hotels
Secondary Uses	Civic and institutional facilities (e.g., places of worship), parking structures, short-term rentals
Gross Density	40 to 80 dwellings per acre
Transportation	Wide right-of-way to allow multiple modes of transportation, Interconnected street grid
Parking	On-street, parking structures, no surface parking
Open Space	Civic spaces, small plazas

CHARACTER AREAS

Employment & Special Use Character Areas

Employment Character Areas are organized with large-footprint buildings that accommodate warehousing and distribution, manufacturing, light industry, and flex-office spaces. Generally, logistics and industrial parks are located adjacent to major highway and freight facilities to capitalize on distribution and delivery efficiencies. Open space is generally dedicated to surface parking, circulation, and stormwater management. Large surface-parking lots and truck-loading bays are common. Special Use Character Areas include university and medical campuses as well as airports and industrial parks, all with unique needs and building forms.

Local Examples

Included below is a list of local examples of communities, neighborhoods, and regions that share characteristics of Employment and Special Use Character Areas.

- + Augusta Grove
- + Bob Jones University
- + CU-ICAR
- + Furman University
- + General Electric Park
- + Greenville Memorial Hospital
- + Greenville Technical College
- + GSP International Airport
- + Innovation Park
- + Millennium Campus
- + North Greenville University
- + Patewood Medical Campus
- + SCTAC
- + Southchase

Potential Impacts

Each Character Area offers distinct benefits and impacts. Below is a subjective rating of how Employment and Special Use Character Areas compare to other Character Areas in terms of transportation and infrastructure, environment and resources, and sense-of-place and land use.



Transportation & Infrastructure

Automobile Dependency



Access to Transit



Walkability



Commute Time



Environment & Natural Resources

Carbon Footprint



Land Conservation



Impervious Surfaces



Water Quality



Sense-of-Place & Land Use

Housing Choices



Dining & Entertainment



Access to Jobs



Private Space



EMPLOYMENT/SPECIAL CHARACTER AREA PLACE TYPES



MEC MIXED EMPLOYMENT CENTER

Place Type Characteristics

Mixed Employment Centers are a new type of office park or corporate campus-like developments geared toward meeting the needs of mid-to large businesses. Typical features include signature architectural elements and a campus-style development pattern that connects jobs to amenities and places of residence in a well-organized fashion.

Primary Uses	Advanced manufacturing, office, mixed-use buildings, civic/institutional facilities
Secondary Uses	Open space, neighborhood commercial, multi-family residential
Gross Density	8 to 30 dwellings per acre
Transportation	Auto oriented but walkable, transit/park-and-ride lots should be provided
Parking	Large surface parking on street parking, central parking garages should be encouraged
Open Space	Civic greens, courtyard greens



U UNIVERSITY

Place Type Characteristics

University place types are typically higher education campuses and include academic and athletic areas. They include adjacent development that provides ancillary uses, such as housing for students, faculty, and support staff as well as commercial services, such as restaurants and shops.

Primary Uses	University buildings
Secondary Uses	Neighborhood commercial, multi-family residential, attached residential, athletic fields, parks and open space
Gross Density	8 to 24 dwellings per acre
Transportation	Walkable and bikable, transit services with a variety of street patterns
Parking	On-street parking, off-street surface parking, parking structures
Open Space	University greens, athletic fields, walking and nature paths



FI FLEX INDUSTRIAL

Place Type Characteristics

Flex Industrial may accommodate large format users with back-of-house spaces for industrial and warehouse uses as well as front-of-house office and commercial space. Landscaping requirements should screen development from the right-of-way and neighboring properties.

Primary Uses	University buildings, warehouses, light manufacturing, heavy manufacturing
Secondary Uses	Open space, highway commercial
Gross Density	Not applicable
Transportation	Located next to highways for freight access, development is auto oriented, access to transit
Parking	Large surface parking buffered from surrounding development, may include garages
Open Space	Stormwater management areas, preserved open spaces, walking and nature paths



M MEDICAL

Place Type Characteristics

Medical place types are typically regional hospitals. They include adjacent development to provide ancillary uses, including healthcare support facilities such as doctors' and specialists' offices, hotels and restaurants, and housing options to support healthcare professionals and staff.

Primary Uses	Hospitals and medical office buildings
Secondary Uses	Neighborhood commercial, multi-family residential, attached single-family residential, hotels, short-term rentals
Gross Density	8 to 24 dwellings per acre
Transportation	Walkable and bikable, transit services with a variety of street patterns
Parking	Off-street surface parking and parking structures
Open Space	Courtyard greenspaces, walking and nature paths

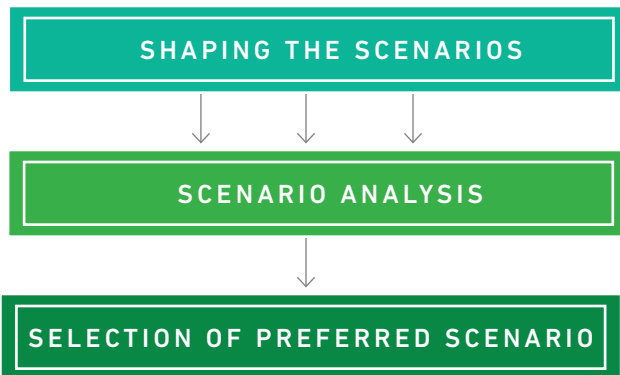
SCENARIO PLANNING

Overview

What is Scenario Planning?

Scenario planning is a tool that informs decision-making about complex rural and urban systems. Scenario planning is typically used to project the future performance of these systems and to understand the tradeoffs involved when aspects of the systems change. For this project, scenario planning examines the impacts of employment and residential configurations for Greenville County in the year 2040. The scenario planning process includes three primary components: 1. the shaping of scenarios; 2. the designation of criteria and analysis of the criteria against potential outcomes of the scenarios; 3. the selection of a preferred scenario.

Scenario Planning Process



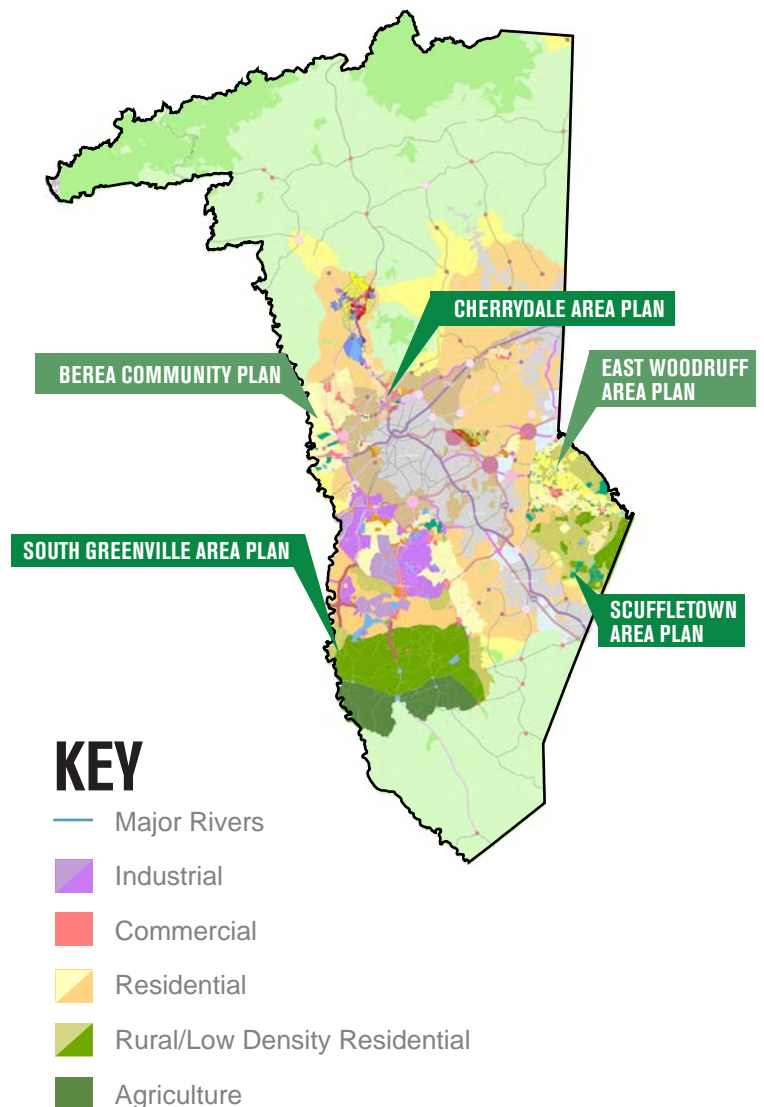
Shaping the Scenarios

Six components shaped the scenario plans: 1. existing community and area plans; 2. community preferences for where growth should occur; 3. Advisory Committee input on where growth should occur; 4. past development patterns; 5. the location of critical infrastructure; 6. population and employment projections. The following pages describe how these six components were used to determine the three scenarios.

Existing Community and Area Plans

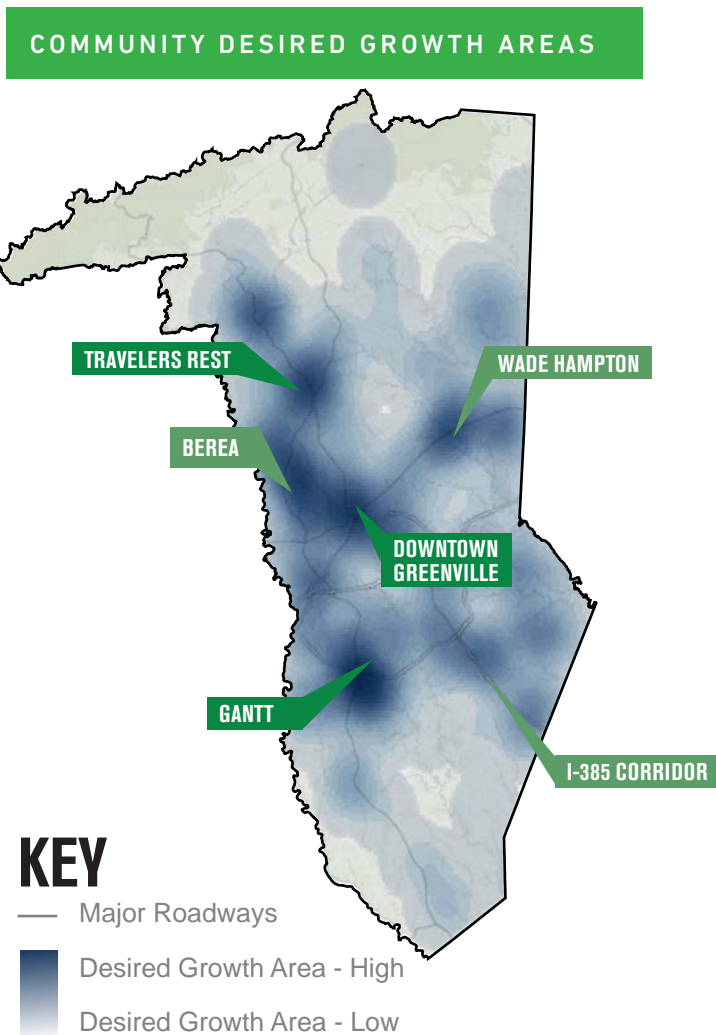
As part of the existing conditions analysis, the planning team reviewed existing community, neighborhood, and area plans throughout the county to better understand how smaller communities plan for future land use and to build upon these previous planning activities. Below is a composite of existing future land use plans in the county.

EXISTING AREA PLANS



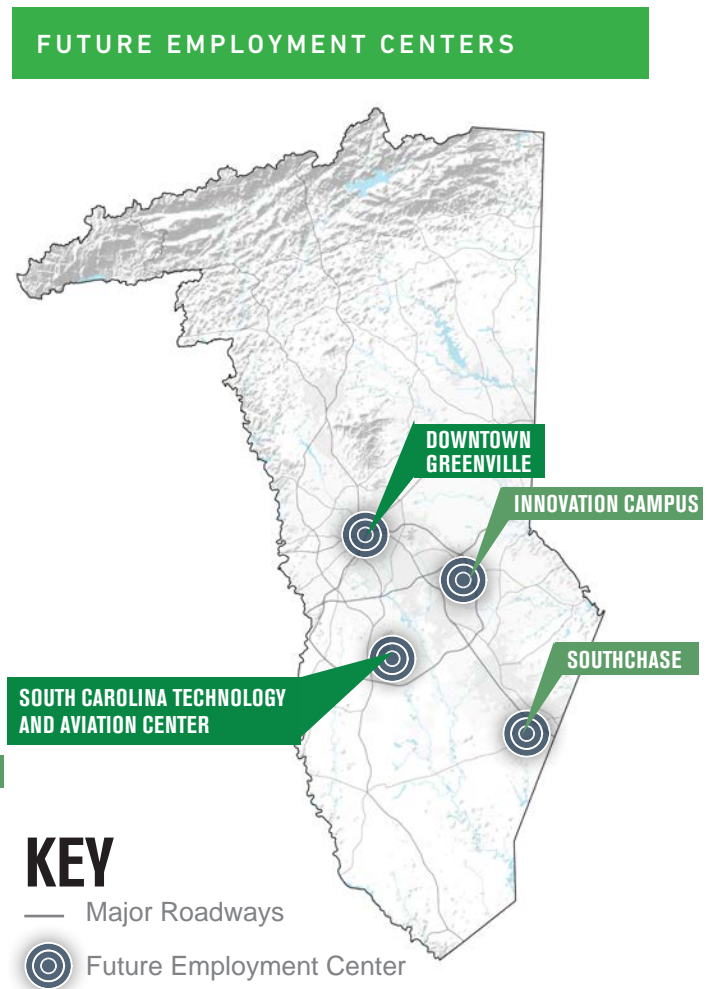
Community Preferences

During the community workshops, attendees indicated which parts of the county they would like to see preserved and which areas should accommodate future residential and employment growth. The diagram below is a heat map that shows the places where participants think future growth should be focused.



Advisory Committee Input

The planning team asked members of the Citizens and Stakeholders Advisory Committees to identify the parts of the county they would like to see preserved and which areas should accommodate future residential and employment growth. The heat map below shows where they identified important locations for future employment centers.



SCENARIO PLANNING

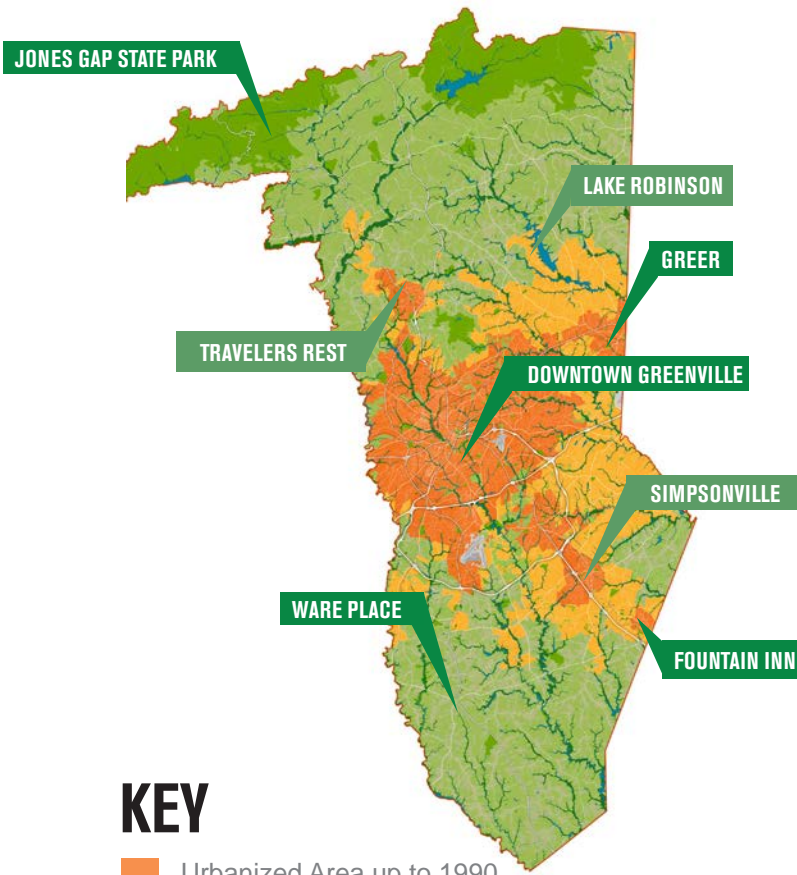
Past Development Patterns

Across Greenville County, land development regulations, environmental regulations, and building codes guide development. Zoning, a powerful land-use tool, is utilized in just one-third of Greenville County. For unzoned and unincorporated areas of the county, the existing Future Land Use Map, in conjunction with the Greenville County Land Development Regulations, are the primary methods by which the county can guide efficient development. However, the existing future land use map provides no real guidance for county planners, utility providers, and market-driven land developers in unzoned areas.

Critical Infrastructure

Today, Greenville County features a predominately rural and undeveloped landscape. Developed land and major infrastructure, such as roads and centralized water and sewer, are concentrated in the middle third of the county. Extending critical infrastructure to undeveloped areas will come at a high cost. For this reason, near-term future growth will likely radiate from the center of the county in areas and along corridors where major infrastructure is already in place or into which it can be easily expanded.

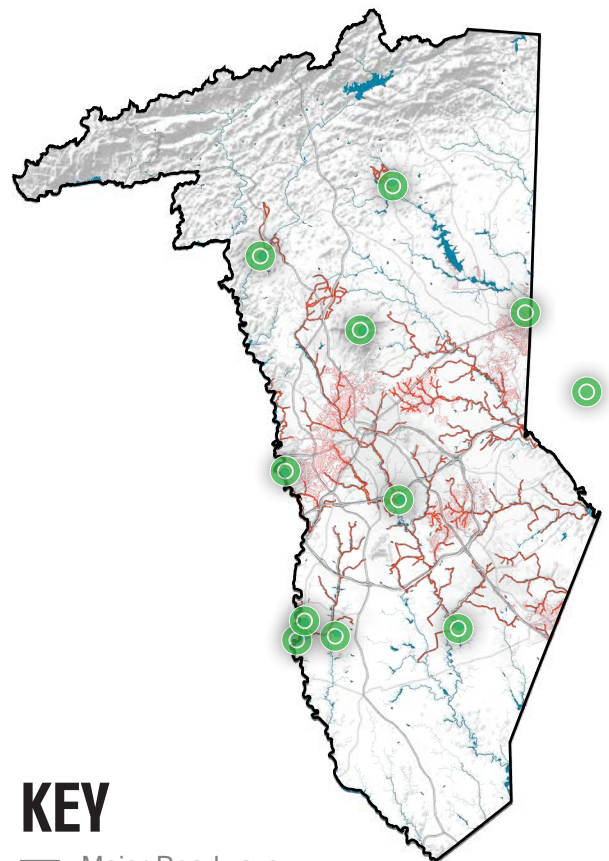
EXPANDING URBANIZED EXPANSION



KEY

- Urbanized Area up to 1990
- Urbanized Since 1990
- Outside Urbanized Area

CRITICAL INFRASTRUCTURE



KEY

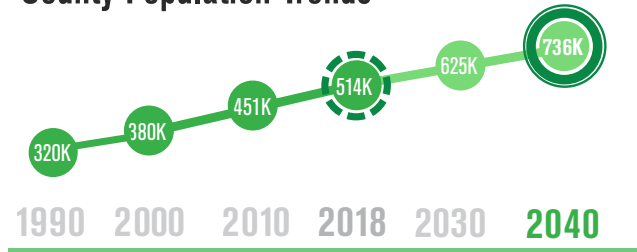
- Major Roadways
- Water Reclamation Facilities
- Sewer Trunk Lines

Population and Employment Projections

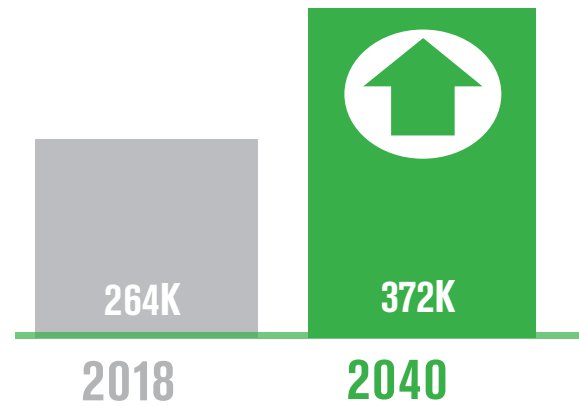
Greenville County's population has grown from 320,000 residents in 1990 to more than 514,000 in 2018, an increase of nearly 200,000 people. This growth rate has exceeded past population projections and has generated demand for housing, jobs, and services that has been met mostly by greenfield development on previously cultivated or natural areas. By 2040, the county population is projected to grow by an additional 222,000 residents and to add 108,000 new jobs. By 2040, the county population is expected to reach 736,000 residents.

Projected job growth will vary by sector. Jobs in the healthcare, information technology, and professional services sectors are expected to grow sharply as the county focuses on increasing its technology and life science industries. Similarly, job growth is projected to grow in the accommodations, arts, and entertainment sectors. As shopping preferences continue to shift to online platforms, traditional retail job growth will rise more slowly than job growth in wholesale, warehousing, and transportation sectors.


County Population Trends



2018 to 2040 County Projected Employment




BY 2040, THE COUNTY IS PROJECTED TO ADD



+222,000


NEW RESIDENTS

BY 2040, THE COUNTY IS PROJECTED TO ADD



+108,000

NEW JOBS



SCENARIO PLANNING

Strategies and Barriers to Accommodate Growth

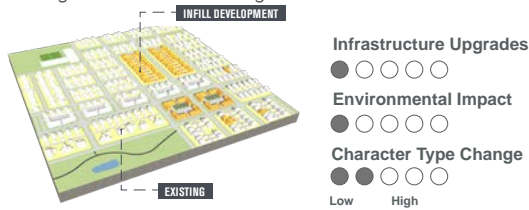
There are many strategies available to accommodate and guide the county's anticipated growth. Some of the principal strategies are conceptually illustrated below, with descriptions of their potential application to help accommodate growth. A mixture of these strategies will likely be necessary.

Infill Development

Below are three different infill strategies, each of which is based on sensitively adding new development to already-developed areas.

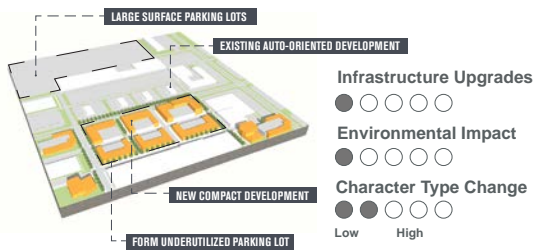
Residential Infill

Residential infill development may include developing vacant lots, adding carriage houses, renovating or rebuilding existing structures, or subdividing large lots to allow for multiple dwelling units. Residential infill should complement the existing character of a neighborhood.



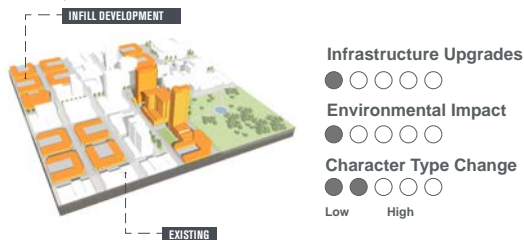
Suburban Retrofit

This is the productive use of underutilized suburban land, typically large surface parking lots in places like commercial centers with excessive parking. This use can also include the strategic removal and reconstruction of select buildings in commercial centers.



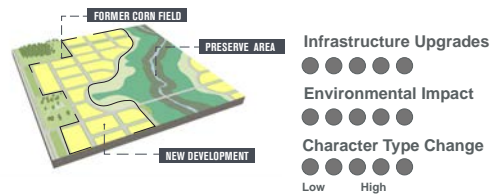
Urban Infill

Urban areas often have underutilized parcels, abandoned structures, older single-story commercial buildings, and large surface lots that all lend themselves to mixed-use infill development.



Greenfield

Greenfield development is new development on open space or agricultural areas. Zoning will need to be updated, and significant infrastructure improvements will be required to serve the area.



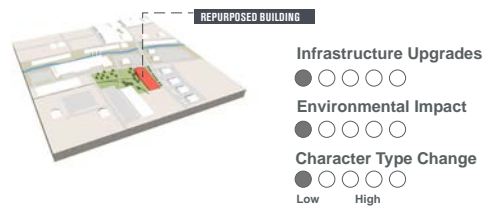
Shovel-Ready

Shovel-ready sites are areas identified and zoned for employment centers and have major infrastructure to serve them already in place.



Adaptive Reuse

Adaptive reuse includes rehabilitating existing structures to meet modern needs. Examples include converting a house into an office or changing an industrial structure into a residential and retail mixed-use center.

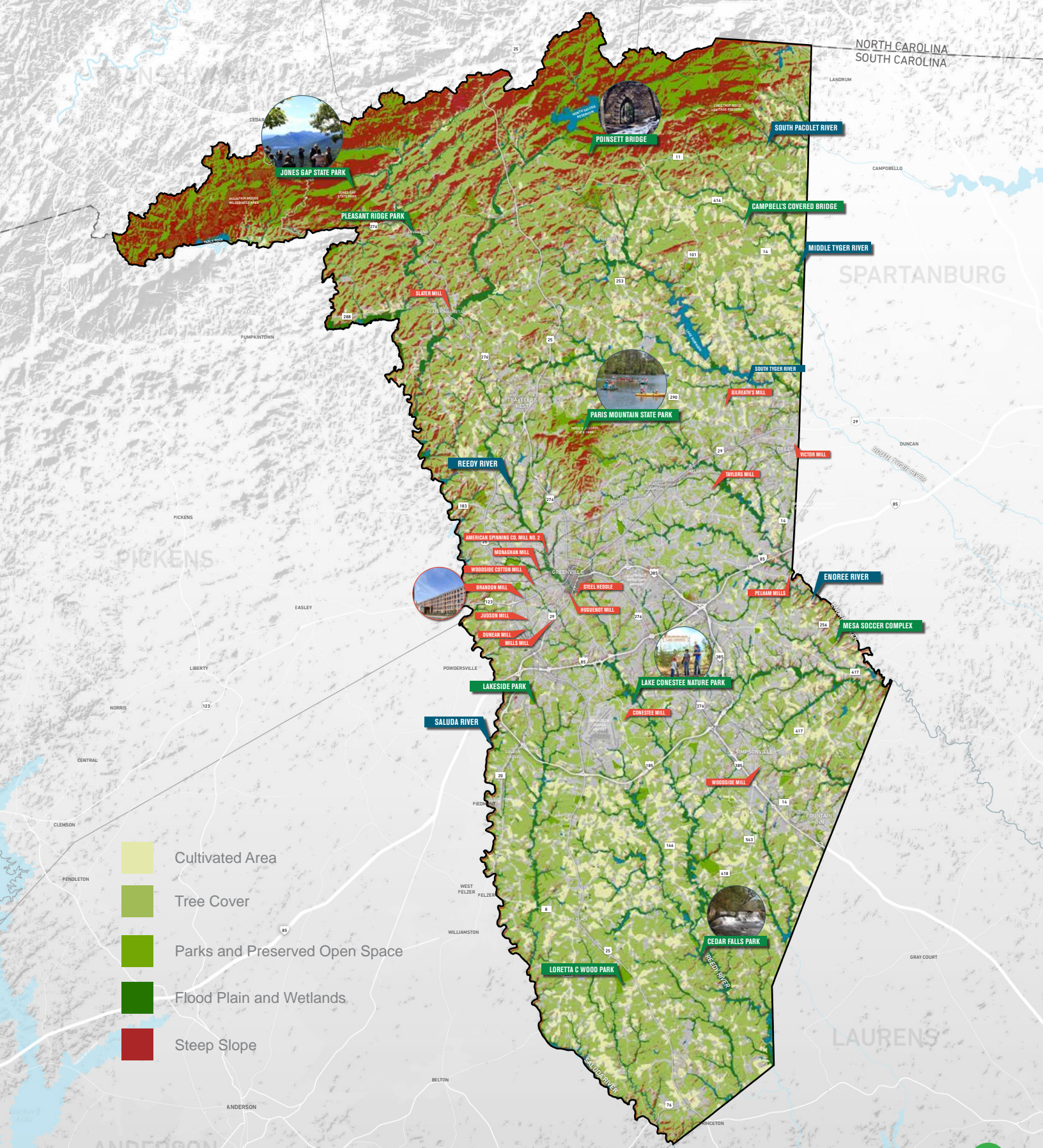


Redevelopment

Redevelopment transforms an existing area, often from an abandoned industrial area, vacated area, or deteriorated area into a new development.



LANDSCAPE FEATURES



- Cultivated Area
- Tree Cover
- Parks and Preserved Open Space
- Flood Plain and Wetlands
- Steep Slope

SCENARIO PLANNING

Scenario 1: Continue Trends

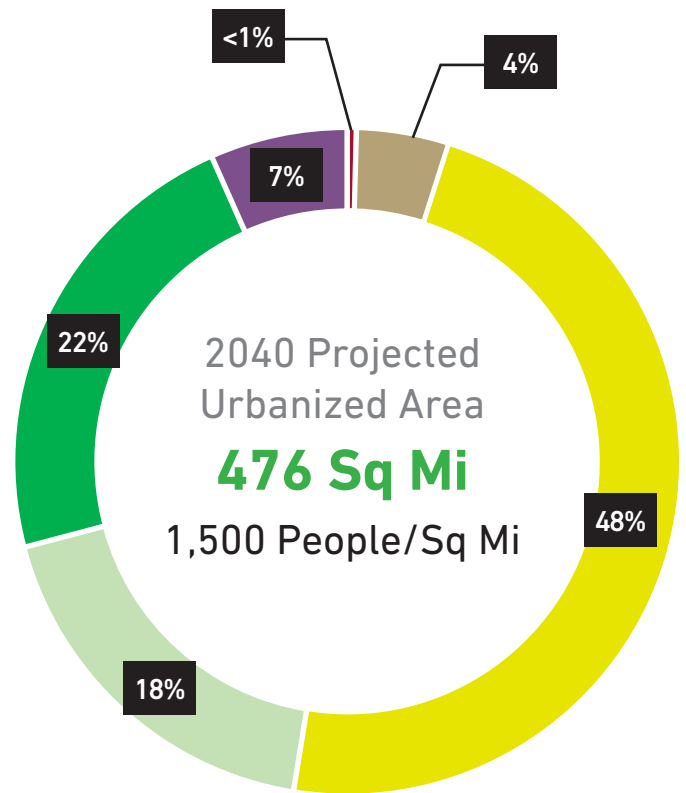
Scenario 1 outlines projected land use for the horizon year 2040 by utilizing the development trends of the past two decades as a template for the type of growth that will occur over the next two decades. This growth, therefore, will be mostly low intensity, auto-oriented development occurring in greenfields at the edges of existing urbanized areas.

The Continued Trends scenario will require significant expansions of roadway, water, and sewer systems to meet new development over larger areas. Continued Euclidean land use patterns would separate housing and job clusters, which would create increased traffic and longer average commute times. Development under this scenario consumes valuable agriculturally-productive farmland and drastically shrinks the rural footprint of the county in exchange for suburban expansion.

Awareness of existing and future development patterns and the ability to anticipate, predict, and steer future development toward more efficient land-use models are becoming more critical for Greenville County. Inefficient use of land contributes to additional stress on existing infrastructure, underutilized public resources, loss of prime farmland and forestland, and environmental degradation, among other issues.

Under the Continued Trends scenario, the projected urbanized area in Greenville County will expand by 206 square miles, and the county's population density will decline from 1,800 residents per square mile in 2018 to 1,500 residents per square mile in 2040.

SCENARIO 1 CHARACTER AREA SUMMARY



- Open Spaces
- Rural
- Suburban
- Traditional
- Urban
- Employment and Special Uses/Other

SCENARIO 1: CONTINUE TRENDS

MAP KEY

Protected Open Space

- Parks/Preserves
- Floodplains
- Water Bodies

Rural

- Rural
- Rural Living
- Rural Corridor
- Rural Village

Suburban

- Suburban Edge
- Suburban
- Suburban Commercial Center
- Suburban Mixed-Use

Traditional

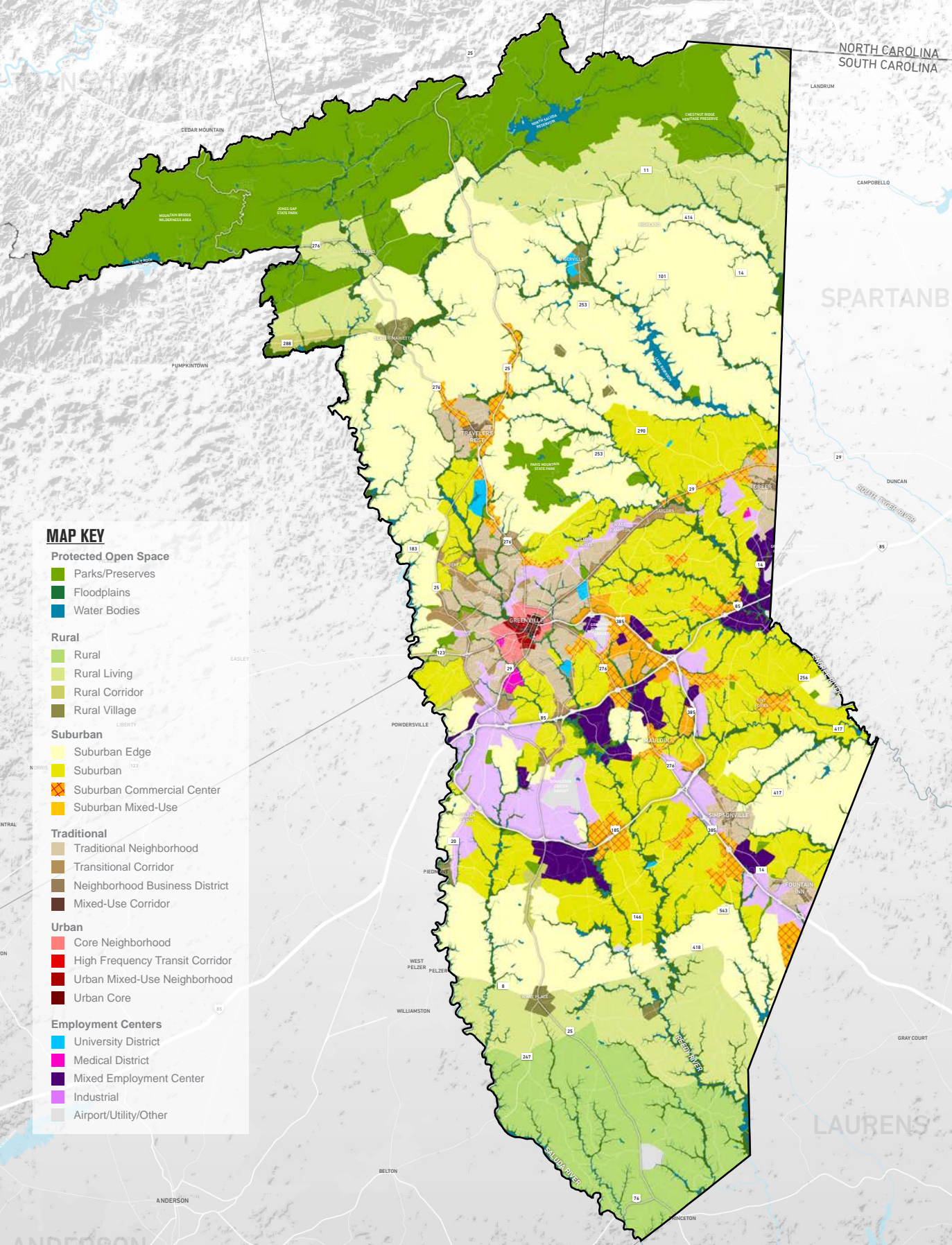
- Traditional Neighborhood
- Transitional Corridor
- Neighborhood Business District
- Mixed-Use Corridor

Urban

- Core Neighborhood
- High Frequency Transit Corridor
- Urban Mixed-Use Neighborhood
- Urban Core

Employment Centers

- University District
- Medical District
- Mixed Employment Center
- Industrial
- Airport/Utility/Other



SCENARIO PLANNING

Scenario 2: Focus Growth

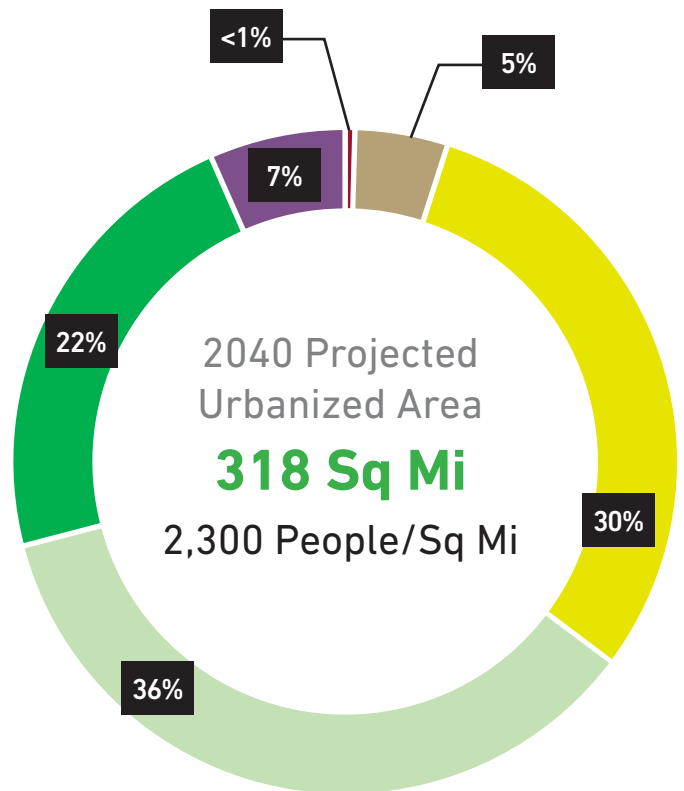
Scenario 2 outlines projected land use for the horizon year 2040 by focusing on the development and redevelopment of areas in the county currently able to support additional growth (or have the potential to do so) through efficient coordination between transportation investments, utility and community service enhancements, and partnerships with stakeholders such as the school district and municipalities.

Continued growth pressure in Greenville County and the Upstate will require considerable effort to coordinate policies between various levels of government. Successful coordination can mitigate the negative externalities of growth, such as increased traffic congestion, incompatible land uses, loss of prime farmland and forestland, and environmental degradation.

The limited availability of adequate sewer service poses a challenge to high-quality economic growth and development in many areas of the county. The county, special purpose districts, and other partners must continue to seek ways to address the expansion of sewer facilities in certain areas to ensure quality growth can occur.

Under the Focus Growth scenario, the projected urbanized area in Greenville County will expand by 48 square miles, and the county's population density will increase from 1,800 residents per square mile in 2018 to 2,300 residents per square mile in 2040.

SCENARIO 2 CHARACTER AREA SUMMARY



- Open Spaces
- Rural
- Suburban
- Traditional
- Urban
- Employment and Special Uses/Other

SCENARIO 2: FOCUS GROWTH

MAP KEY

Protected Open Space

- Parks/Preserves
- Floodplains
- Water Bodies

Rural

- Rural
- Rural Living
- Rural Corridor
- Rural Village

Suburban

- Suburban Edge
- Suburban
- Suburban Commercial Center
- Suburban Mixed-Use

Traditional

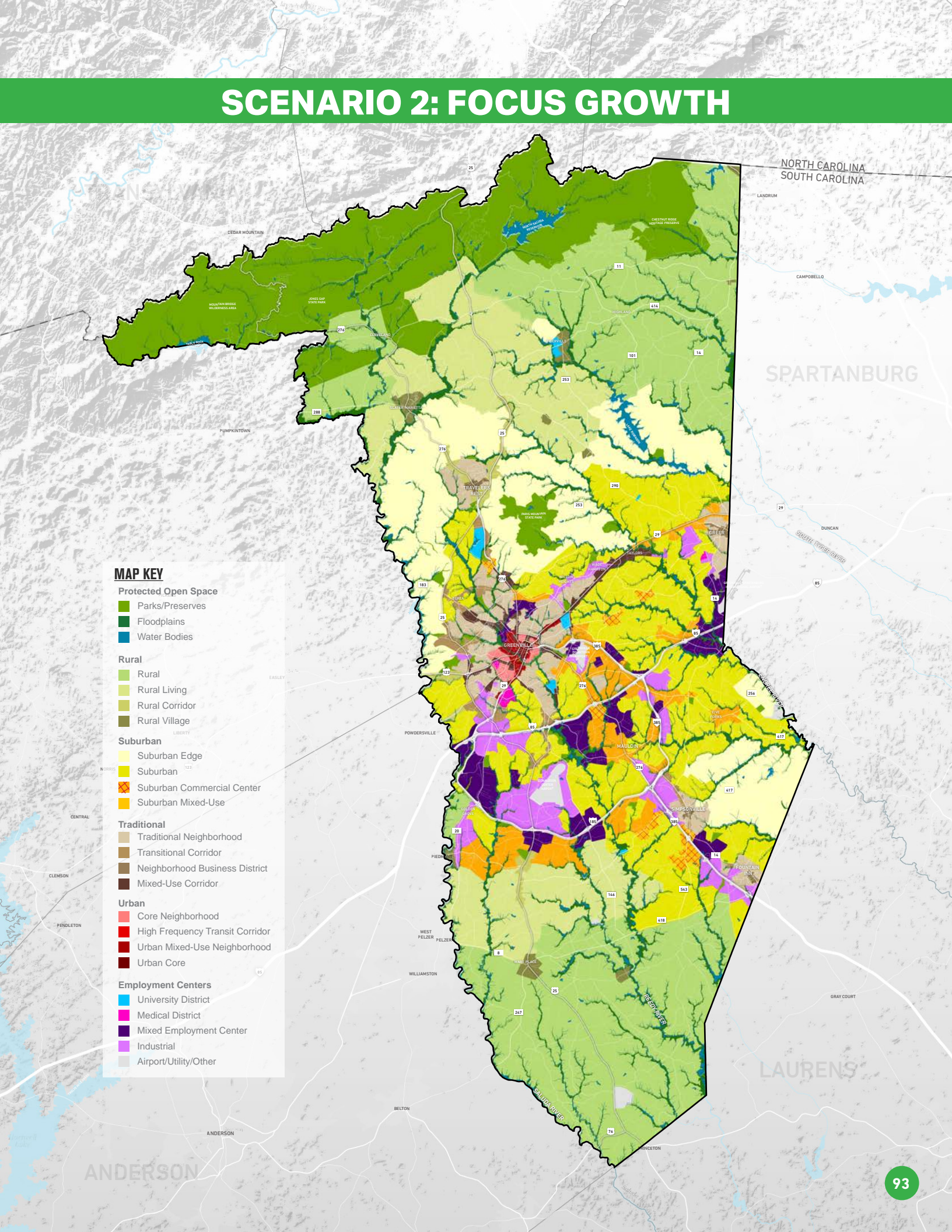
- Traditional Neighborhood
- Transitional Corridor
- Neighborhood Business District
- Mixed-Use Corridor

Urban

- Core Neighborhood
- High Frequency Transit Corridor
- Urban Mixed-Use Neighborhood
- Urban Core

Employment Centers

- University District
- Medical District
- Mixed Employment Center
- Industrial
- Airport/Utility/Other



SCENARIO PLANNING

Scenario 3: Maximize Infill

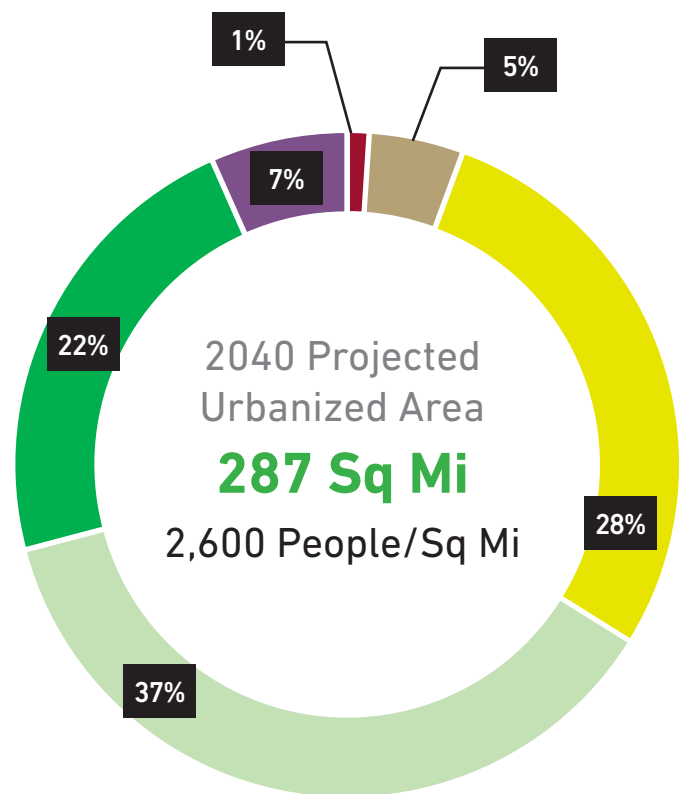
As a point of comparison, Scenario 3 offers a projected land-use scenario for the horizon year 2040 by borrowing the concepts outlined in Scenario 2 and then constraining outward expansion of the county’s urbanized area through the establishment of an urban growth boundary. Such a boundary would manage the type and scale of development that could occur in Greenville County. However, this tool alone would not direct growth or development in neighboring counties.

The urban growth boundary would control sprawl by requiring mixed-use, walkable neighborhoods closer to existing population centers, either through incentives, regulations, or a combination of both. Effective long-term planning and coordination with all agencies (jurisdictions, infrastructure providers, utilities, schools, etc.) would be critical for the success of the Maximize Infill scenario.

Under the Maximize Infill scenario, the projected urbanized area in Greenville County will expand by just 17 square miles, and the county’s population density will increase from 1,800 residents per square mile in 2018 to 2,600 residents per square mile in 2040.

Due to the political and regulatory impracticality of the urban growth boundary concept, the project team eliminated Scenario 3 as a potential preferred growth scenario for Greenville County.

SCENARIO 3 CHARACTER AREA SUMMARY



- Open Spaces
- Rural
- Suburban
- Traditional
- Urban
- Employment and Special Uses/Other

SCENARIO 3: MAXIMIZE INFILL

MAP KEY

Protected Open Space

- Parks/Preserves
- Floodplains
- Water Bodies

Rural

- Rural
- Rural Living
- Rural Corridor
- Rural Village

Suburban

- Suburban Edge
- Suburban
- Suburban Commercial Center
- Suburban Mixed-Use

Traditional

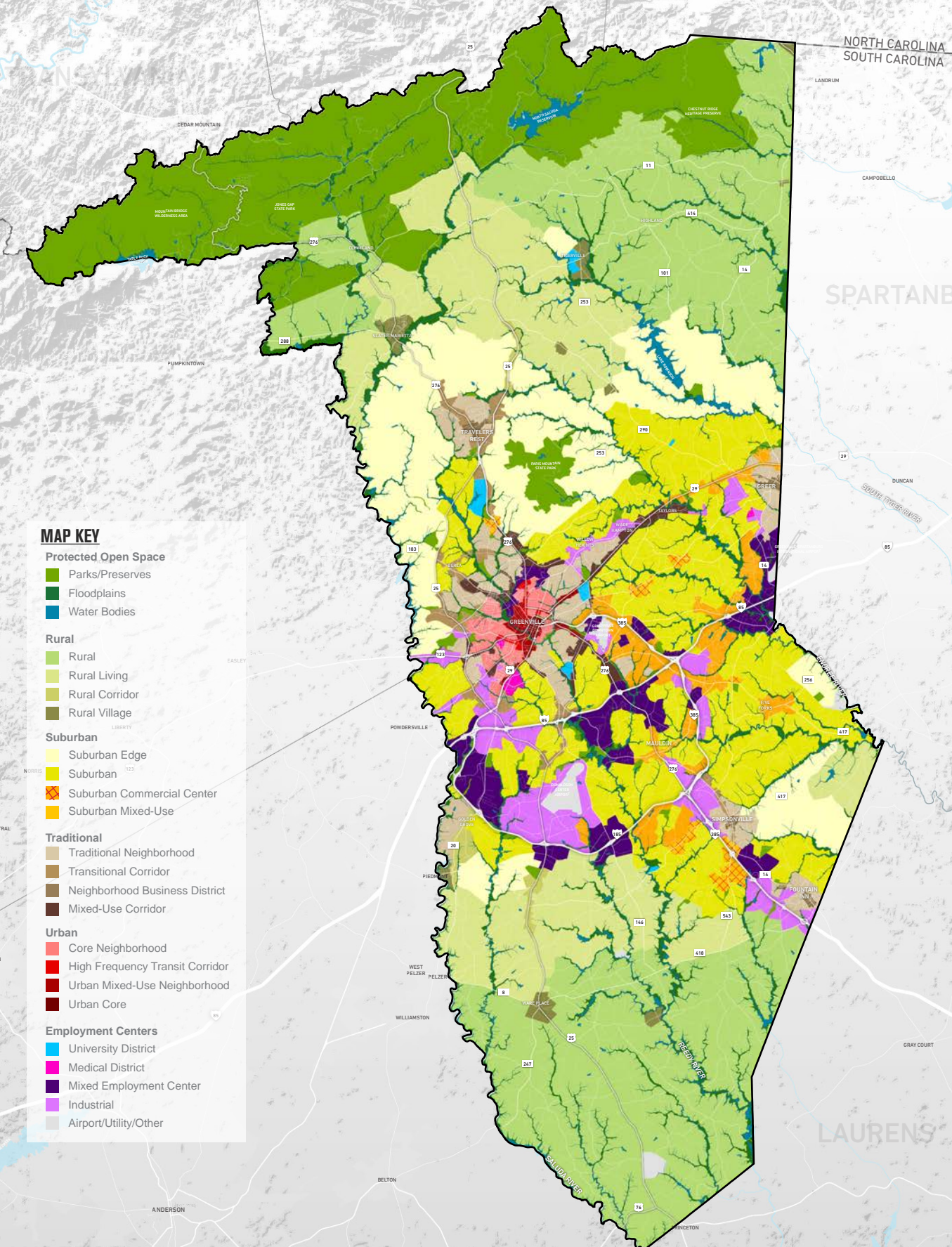
- Traditional Neighborhood
- Transitional Corridor
- Neighborhood Business District
- Mixed-Use Corridor

Urban

- Core Neighborhood
- High Frequency Transit Corridor
- Urban Mixed-Use Neighborhood
- Urban Core

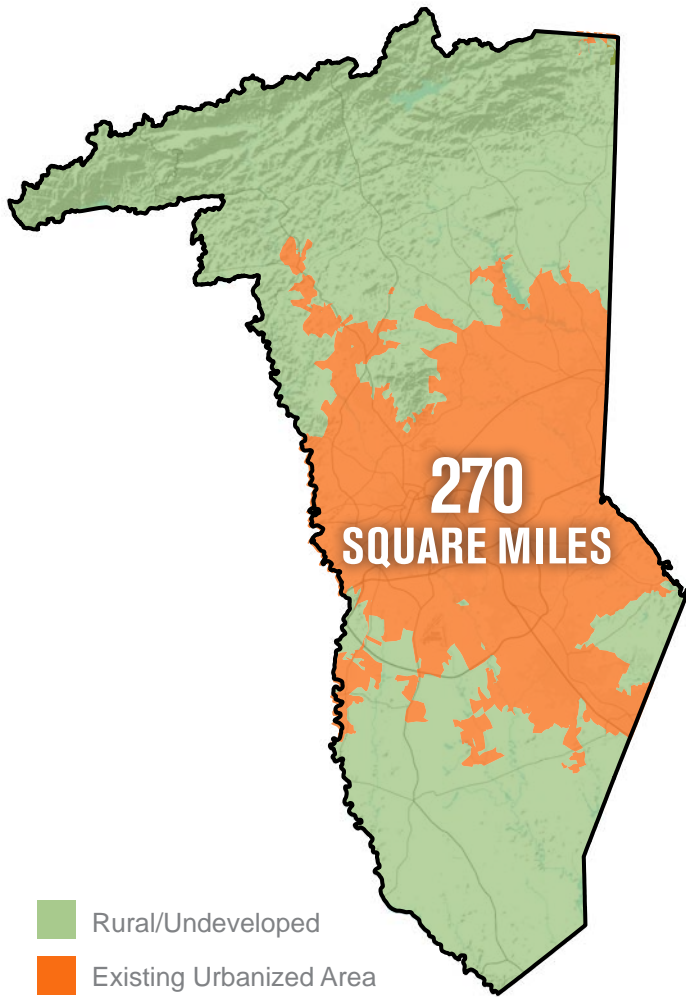
Employment Centers

- University District
- Medical District
- Mixed Employment Center
- Industrial
- Airport/Utility/Other



Expected Future (2040) Urban Growth Boundary Comparison

EXISTING



- Rural/Undeveloped
- Existing Urbanized Area
- Projected Additional Urbanized Area

Urban

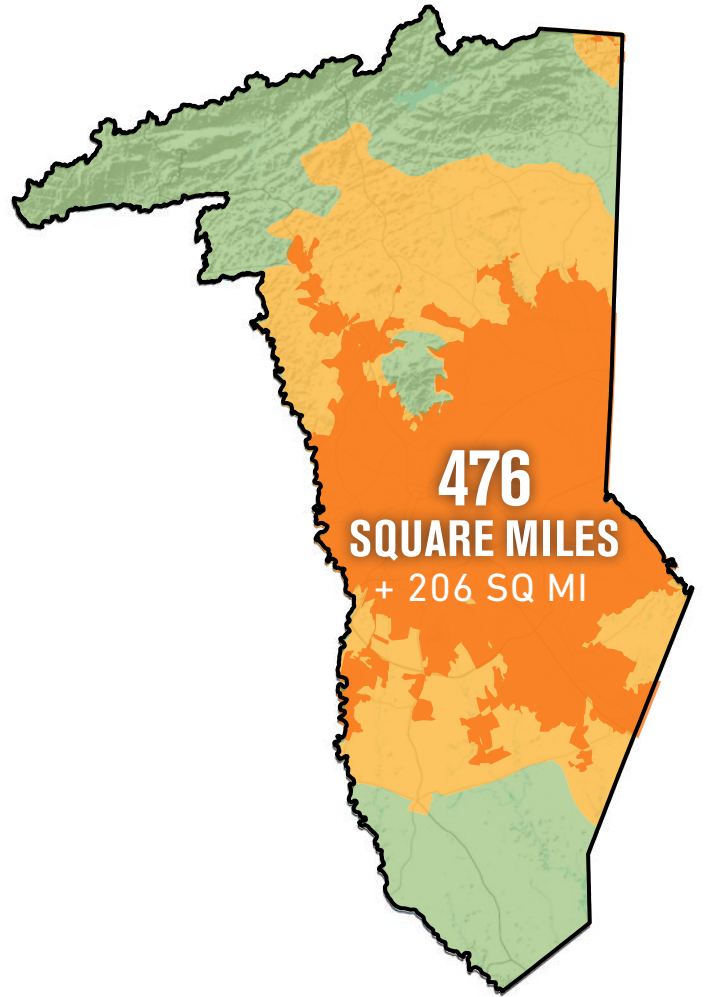
Rural

34%

66%

2018 Urbanized Area
Existing Density
1,800/Sq Mi

SCENARIO 1: CONTINUE TRENDS



Urban

Rural

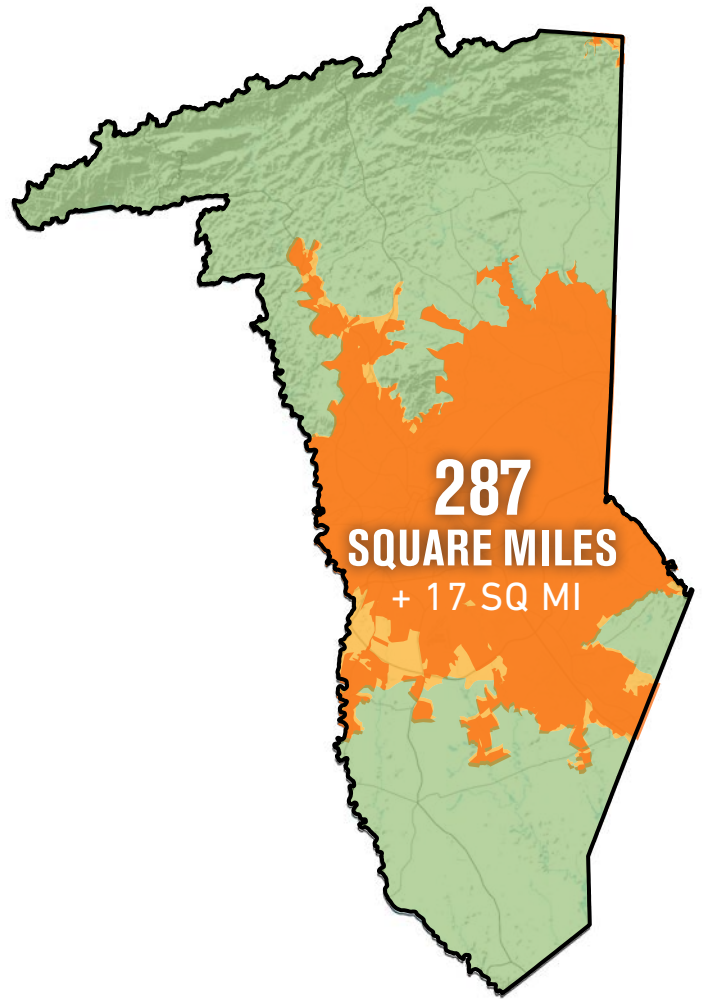
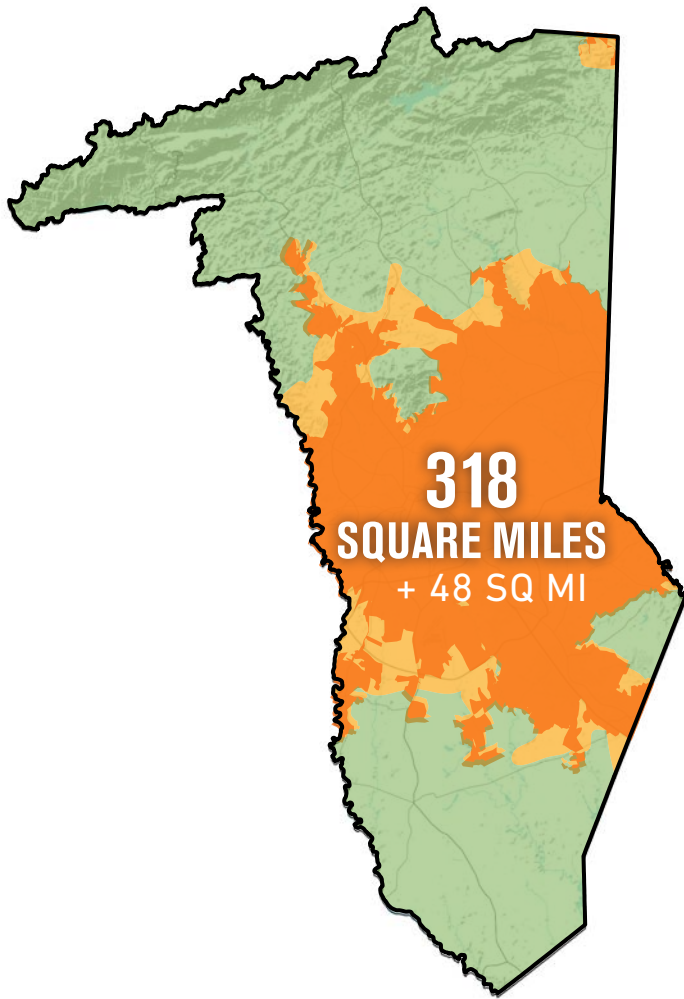
60%

40%

2040 Urbanized Area
Expected Density
1,500/Sq Mi

**SCENARIO 2:
FOCUS GROWTH**

**SCENARIO 3:
MAXIMIZE INFILL**



Urban	Rural
40%	60%

2040 Urbanized Area
Expected Density
2,300/Sq Mi

Urban	Rural
36%	64%

2040 Urbanized Area
Expected Density
2,600/Sq Mi

SCENARIO PLANNING

Preferred Scenario & Future Land Use Map

Scenario Criteria

All three scenarios were assessed on how they performed using the following criteria:

- + Accommodate Population and Employment Growth
- + Preserve Economic Development Opportunities
- + Preserve Natural Environment and Rural Character
- + Provide a Variety of Housing Options
- + Leverage Critical Infrastructure

The planning team, in conjunction with county staff, the Citizens and Stakeholder Advisory Committees, County Planning Commission, and members of County Council, compared the outcomes of the UrbanFootprint scenario models and selected Scenario 2 (Focus Growth) as the preferred future growth scenario for Greenville County.

How Will the Preferred Scenario be Used and Who Will Use It?

The planning team then refined the preferred scenario to create a Future Land Use Map. Displayed on the facing page, this map, along with a description of its character areas, will provide a policy directive to Greenville County to shape future growth in the unincorporated county.

The Future Land Use Map is not a regulatory or legally-binding document. However, once adopted, it will inform future zoning and land development regulations as well as County Planning Commission's decision-making for proposed future land development in the unincorporated county.

SCENARIO 2 BENEFITS VS. SCENARIO 1



1.4 MILLION METRIC TONS

Reduction in greenhouse gasses over lifetime of plan (2020-2040).



4.5 BILLION GALLONS

Reduced annual water usage by Greenville County residents and businesses.



3.6 BILLION

Reduced number of VMTs (Vehicle Miles Traveled) over the lifetime of the plan (2020-2040).

\$3.9 BILLION \$\$\$

Total transportation and utility savings to Greenville County residents over the lifetime of the plan (2020-2040).

\$13,700 \$\$\$

Average transportation and utility savings per household over the lifetime of the plan (2020-2040).



158 SQUARE MILES

Rural and undeveloped land preserved over lifetime of plan (2020-2040).



59% LESS NEW SEPTIC

Up to 59% less new home septic systems installed over lifetime of plan (2020-2040).

FUTURE LAND USE MAP

MAP KEY

Protected Open Space

- Parks/Preserves
- Floodplains
- Water Bodies

Rural

- Rural
- Rural Living
- Rural Corridor
- Rural Village

Suburban

- Suburban Edge
- Suburban
- Suburban Commercial Center
- Suburban Mixed-Use

Traditional

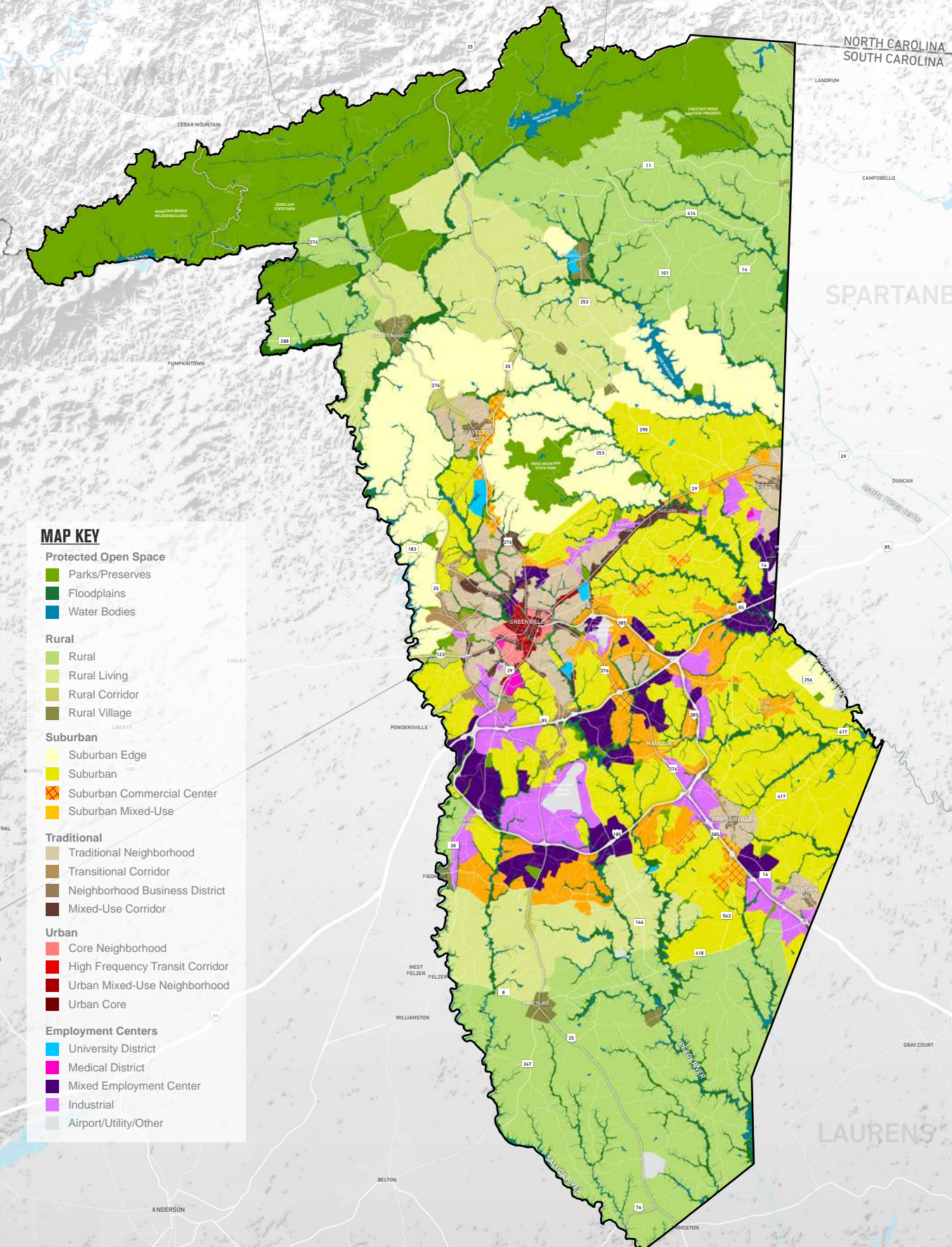
- Traditional Neighborhood
- Transitional Corridor
- Neighborhood Business District
- Mixed-Use Corridor

Urban

- Core Neighborhood
- High Frequency Transit Corridor
- Urban Mixed-Use Neighborhood
- Urban Core

Employment Centers

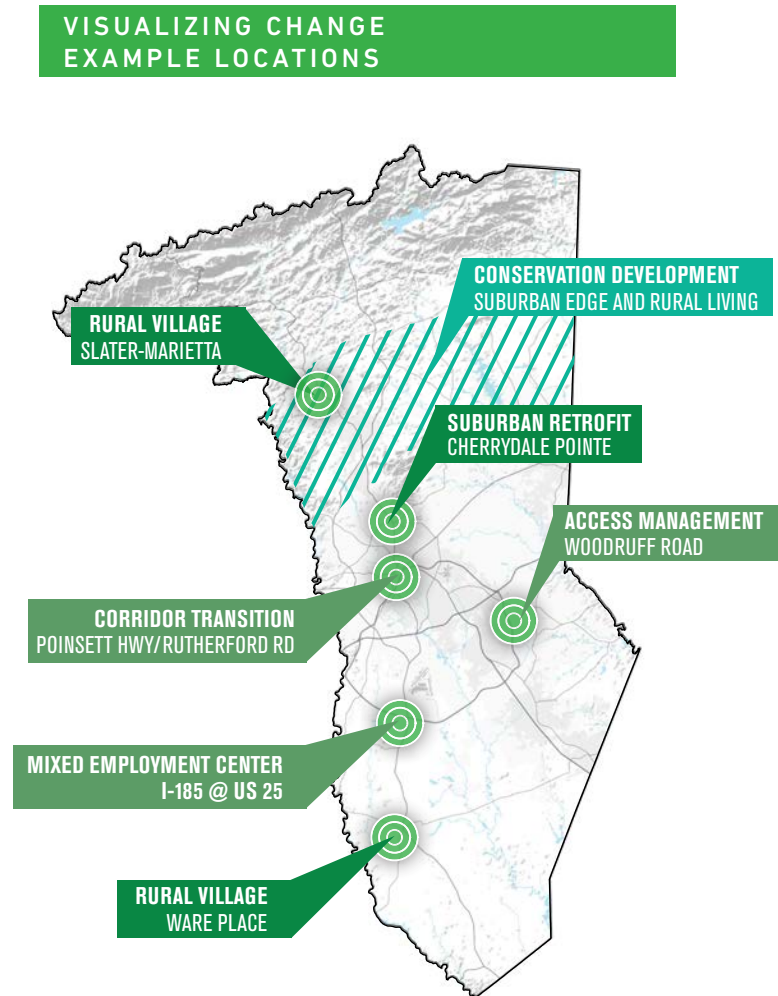
- University District
- Medical District
- Mixed Employment Center
- Industrial
- Airport/Utility/Other



VISUALIZING CHANGE

Visualizing Change

This section provides a series of seven conceptual renderings (with accompanying text) to show how Greenville County can accommodate future residential, employment, and other needs while adhering to the Future Land Use Map. Although these renderings depict specific locations within the county, they are intended to illustrate critical planning and development concepts that apply to similar areas in Greenville County. The map to the right shows the location and type of change pictured in the following pages.





If we don't change, we don't grow. If we don't grow, we aren't really living.

- Gail Sheehy

VISUALIZING CHANGE

Mixed Employment Center

Interstate 185/U.S. 25

Mixed employment centers can become the job hubs of the future. These centers provide an abundance of employment and housing options by leveraging access to regional highway and freight systems, but they require local transit and pedestrian connections to flourish. Mixed employment centers can include restaurants and retailers to provide everyday shopping and dining options for employees and residents, and high-quality open space can offer daytime exercise opportunities and help promote quality of life for the area workforce.

CONCEPTUAL VISION



EXISTING CONDITIONS



VISUALIZING CHANGE

Corridor Transition Poinsett Highway/U.S. 276

Aging commercial corridors provide a unique mix of urban fabric built upon a well-connected street grid and a combination of walkable, compact development patterns. These areas have often seen a lack of reinvestment. Public investments in streetscape, trails, parks, and other catalytic projects like the reuse or redevelopment of historic sites can kick-start a wave of private investment which can revitalize neighborhoods.

With a new wave of investment, these corridors have the capacity for new residential and commercial uses. Higher-intensity development with a mix of uses and access to high-quality transit along primary thoroughfares can help absorb the county's expected growth and create unique neighborhoods with a high quality of life.

CONCEPTUAL VISION



EXISTING CONDITIONS



VISUALIZING CHANGE

Retrofitting Suburbia Cherrydale Pointe

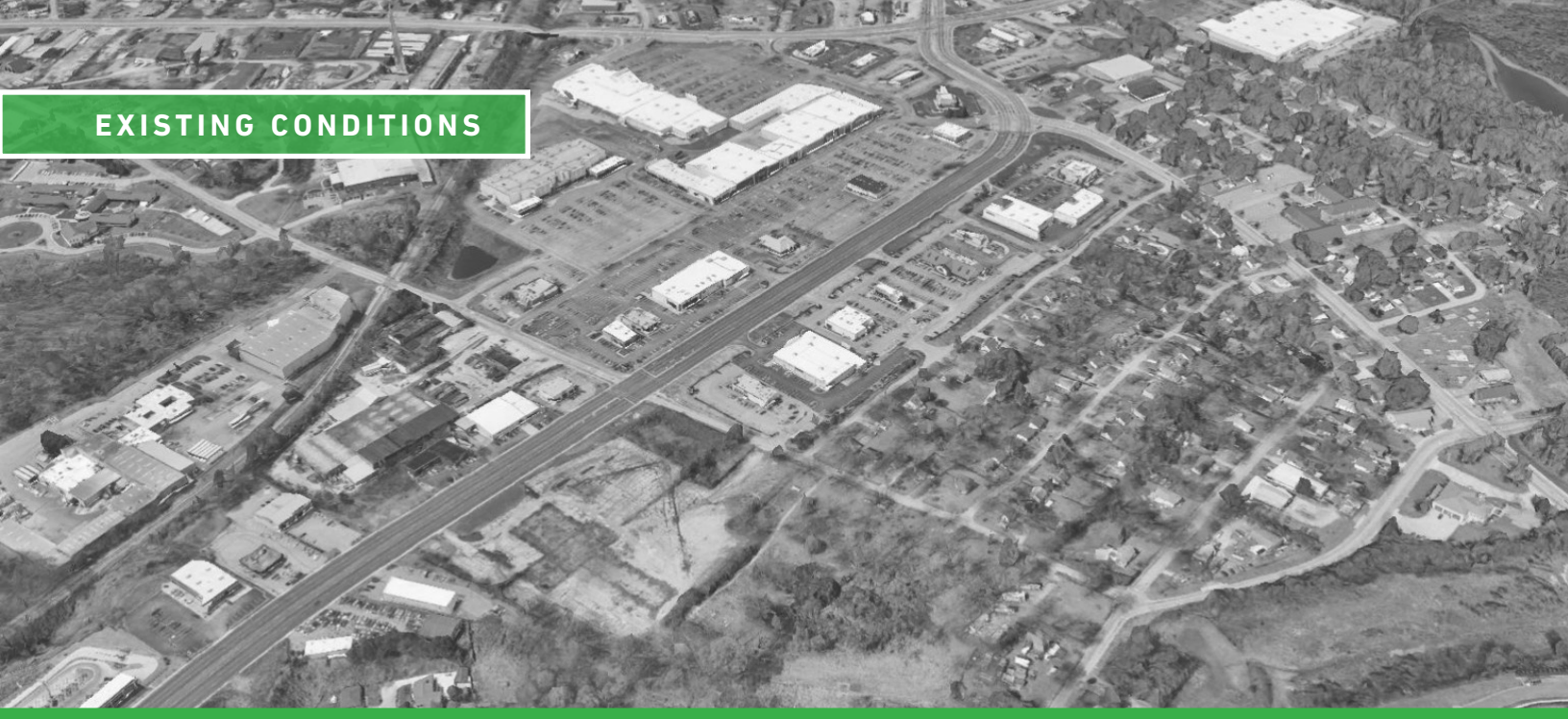
Commercial areas developed during the post-war era are typically auto-oriented, containing large surface parking lots, drive-thru eateries, and large format single-use commercial tenants. With national trends moving to more urban living and less brick-and-mortar retail, these areas provide opportunities to retrofit the suburban development pattern with a more compact, walkable one.

The suburban retrofit strategy includes developing residential and commercial uses over surface parking lots and replacing surface parking with structured parking. Additionally, retrofitting areas with higher intensity, mixed-use development can help support high-quality transit options. Like transitional and mixed-use corridors, these areas have the opportunity to absorb the increased demand for housing that will occur with projected population growth.

CONCEPTUAL VISION



EXISTING CONDITIONS



VISUALIZING CHANGE

Rural Village Slater-Marietta

As business districts for rural communities, rural villages contain a mix of commercial and residential uses. They are typically older and historic centers of rural life in our community with development that is automobile-oriented yet walkable. In addition to residential and commercial uses, there should be a strong civic presence as well as places for community gatherings.

CONCEPTUAL VISION



EXISTING CONDITIONS



VISUALIZING CHANGE

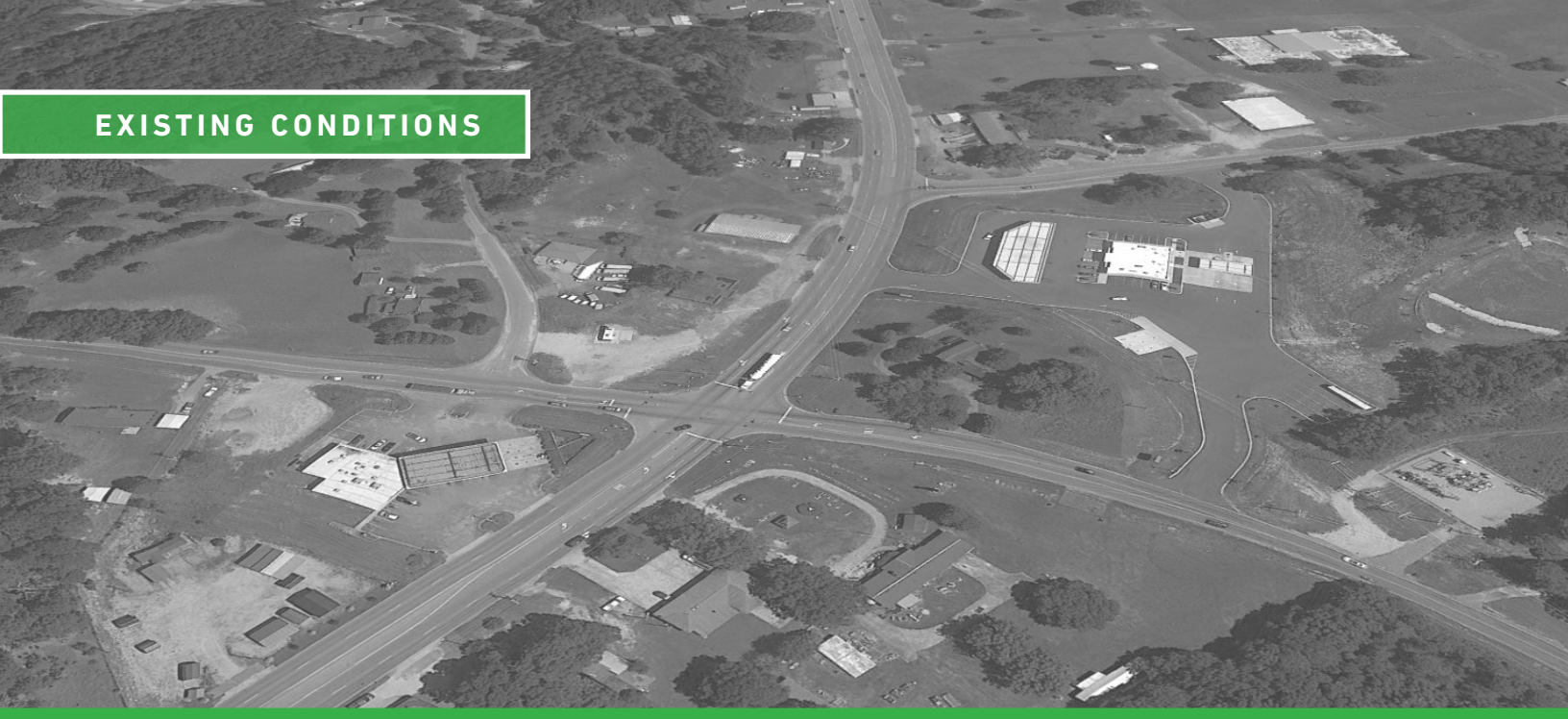
Rural Village Ware Place

As business districts for rural communities, rural villages contain a mix of commercial (mostly retail and neighborhood support) and residential uses. They are typically historic centers of rural life with development that is automobile-oriented yet walkable. In addition to residential and commercial uses, there should be a strong civic presence in the rural village center, with government, religious, and social uses. These places will serve as community gathering spaces.

CONCEPTUAL VISION



EXISTING CONDITIONS



VISUALIZING CHANGE

Access Management Woodruff Road/Route 146

Access management is the proactive management of vehicular access points to development adjacent to arterial roadways by limiting the number and frequency of curb cuts, consolidating driveways, and providing secondary circulation at rear entrances. Proper access management promotes the safe and efficient use of the transportation network. Other ways to develop a more resilient transportation network include providing high-quality transit and non-motorized options for bicyclists and pedestrians.

CONCEPTUAL VISION



EXISTING CONDITIONS



VISUALIZING CHANGE

Conservation Development Suburban Edge & Rural Areas

Conservation development and conservation subdivisions adopt the principle of allowing limited sustainable development while protecting an area's natural environmental features. This includes preserving open space landscape and vistas, conserving farmland, protecting natural habitats for wildlife, and maintaining the character of rural communities.

Additionally, adopting elements of traditional neighborhood design, development with internal street and sidewalk connectivity, cross-development street connections, interconnected and accessible green space and trails, a mix of land uses and housing options, and places for community members to gather will promote more walkable and sustainable homes.

CONCEPTUAL VISION



EXISTING CONDITIONS



Chapter 5

***Recommendations:** a group of implementable recommendations for Greenville County guided by plan principles and crafted to achieve and realize our community's priorities.*

Goals, Objectives & Implementation Strategies

Introduction

To guide the implementation of *Plan Greenville County*, this chapter provides a series of strategic recommendations for easy reference. Each recommendation is matched with identified partners, potential funding sources, and desired timeframes to facilitate their advancement. These recommendations were developed from the substantial community input and direction gathered throughout this comprehensive planning effort and are designed to address issues, needs, and opportunities identified during the process.

The following pages are structured by plan element. Each element has a primary goal further advanced by a series of objectives and implementation strategies. The ten plan elements are listed to the right.

The implementation matrices that follow will be used by the county to establish priorities, guide next steps, and build coalitions to create supportive policies, launch initiatives, leverage programs and incentives, and complete improvements. It is important to note that this plan provides a mix of recommendations to achieve short-term wins as well as long-term objectives. Some solutions are ongoing or can be implemented today, while others may not be completed for five to ten years from now. Flexibility is also critical, as needs and priorities change over time, and other opportunities may arise that enable a project or improvement to move faster than previously expected. Taken together, this set of implementation tools will allow the county, municipalities, and funding partners to work together to create sustainable and transformative change and improvement for Greenville County.

In addition to the goal-oriented strategies, four *Next Steps* recommendations are featured in this chapter. These next steps provide a road map of immediate actions to successfully advance the implementation of this comprehensive plan. Because benchmarking countywide improvement is vital to monitoring and advancing this effort, each plan element also features a series of performance indicators that can be used to evaluate and track progress over time.

PLAN ELEMENTS:

Grow | Population

Work | Economic Development

Bloom | Agriculture & Food Security

Preserve | Natural Resources

Enrich | Cultural Resources

Serve | Community Facilities

Live | Housing

Balance | Land Use

Move | Transportation

Implement | Priority Investment

Key Recommendations

There are many strategies detailed in this chapter that address critical concerns raised during this planning process. However, the seven recommendations below should be considered top priorities to be addressed that will have broad positive impacts for the future of Greenville County.

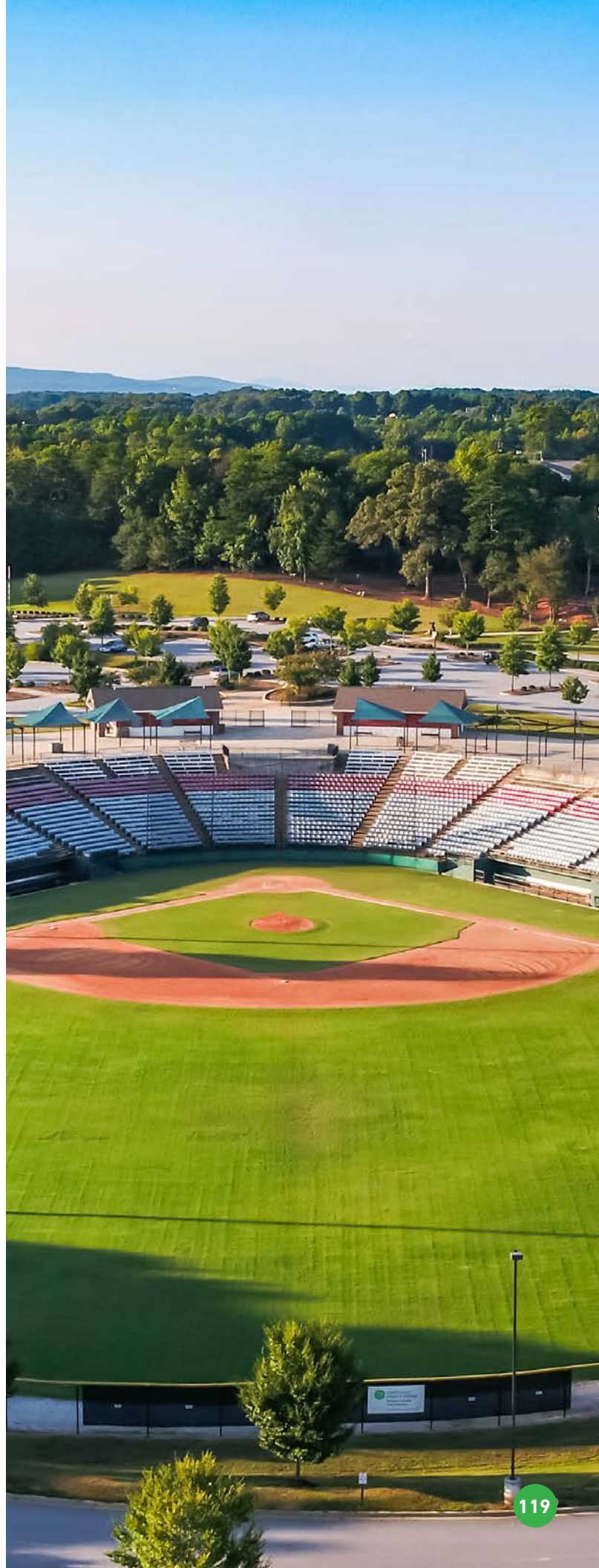
- + **Follow this land use plan.** Adhere to the recommendations of the Future Land Use Map and its accompanying text to guide and accommodate growth within Greenville County. In order to protect and preserve the natural resources of the county, the scenic lands of the north and the agricultural lands of south, all while making the most efficient and cost-effective use of public infrastructure and investment, development here should be focused, and of appropriate density, per this plan. This effort requires alignment of county staff, boards, commissions, and council as well as coordination and cooperation with municipalities in the county.
- + **Work toward a unified sewer system.** Coordinate sewer service to more efficiently and effectively provide for community needs and guide growth per the plan. There is a direct relationship between the extension of sanitary sewer service and land development. For this reason, sanitary sewer provision must be coordinated and guided by the Future Land Use Plan – not done independently. Furthermore, the desired density and development described in this plan cannot be achieved without coordinated and strategic sanitary sewer service improvements.
- + **Identify and prepare employment centers.** Identify sites, build partnerships, enact zoning, and prepare employment centers to accommodate anticipated and desired job growth. Greenville County is expected to accommodate 108,000 additional jobs by 2040. To provide for and guide the appropriate location of these jobs and businesses, future employment centers and mixed-use development sites must be identified and prepared to be job-ready. This approach includes protecting prime sites from other types of development, such as non-mixed-

use residential, or rezoning away from industrial or employment districts. Mechanisms should be put in place to coordinate land aggregation, infrastructure provision, land entitlements and permitting, and site preparation.

- + **Increase the supply of workforce housing.** The provision of affordable workforce housing is a growing concern in Greenville County and across the nation. Anticipated population and employment growth are only going to exacerbate this issue. Many factors have been identified, but critical issues include land entitlements for density, programs to aid in the rehabilitation of homes, and incentives to support the provision of workforce housing as part of new developments. This is a complex issue that requires alignment of policies and partnerships. The county should coordinate the provision of a suite of tools to encourage the provision of adequate workforce housing, such as higher density by-right, allowing accessory dwelling units, focusing development near employment centers, and targeted and coordinated incentives.
- + **Consider the creation and expansion of traditional neighborhood centers.** During this planning process, it became apparent that the “traditional” walkable neighborhood center is an underrepresented development type within Greenville County. It is one that is both desired by members of the community and appropriate to help the county effectively and efficiently accommodate expected population growth. The community Character Areas detailed in this plan demonstrate how the county can promote the proper expansion of existing traditional village centers and the creation of new village centers in suitable locations with walkable, mixed-use patterns.
- + **Address needed transportation network improvements.** Congestion, road conditions, and transportation infrastructure are top concerns for Greenville County residents. A vast majority of county residents support improvements in these areas, and there is a need to keep up with past and expected growth in the county. This is a broad issue that requires a comprehensive approach by the county in conjunction with its state and municipal partners,

as well as the political support of community and business leaders. This comprehensive approach must address multiple facets, including: rationalizing road planning, ownership, and maintenance between jurisdictions; coordinating transportation improvements with new development and identified growth areas; adopting a countywide mobility (thoroughfare) plan that establishes requirements and right-of-way needs for the county road network and new development; and renewing work towards a much-needed long-term funding solution for improvements and maintenance – including an educational campaign for the community.

- + **Improve interjurisdictional coordination.** Many of the comprehensive planning issues facing Greenville County are complex and will require coordination and cooperation between the county and its municipalities, special purpose districts, the school district, and other agencies and jurisdictions (including neighboring counties). Focused effort should be given to improve interjurisdictional coordination, cooperation, and sharing of information – particularly in terms of consistent development standards, development at city edges, transportation improvements, increasing workforce housing, and service provision.



PERFORMANCE INDICATORS



HEALTH & WELLNESS

- Resident life expectancy
- Maternal/infant mortality rate
- Health insurance/public health coverage rate



LIVABILITY

- Number of homeless residents and informal communities/habitations
- Availability and cost of childcare
- Number and location of food deserts
- Average household income
- Percent of population living under poverty line
- Cost of living index
- Average home price
- Average apartment rental price

Population

People are the most crucial resource and responsibility of Greenville County. Balancing the needs of an increasingly diverse citizenry can be a challenge, but it is essential to the long-term social and economic health and sustainability of the county. Greenville County is growing and changing, much like other prosperous counties in South Carolina and across the nation. The population is becoming more culturally and racially mixed, it is aging, and its economic divide is growing. Understanding trends is the first step to learning how to respond and adapt, and respecting differences is the key to acceptance and a foundational element of successful community building.

Healthy, sustainable, resilient counties of the future will be ones in which services, infrastructure, resources, and opportunities exist for all citizens regardless of ability to pay or differences in culture, race, sexual orientation or identity, age, or any other measure that describes them as people. A lack of adequate healthcare, affordable housing, employment opportunities, and transportation options divides and weakens communities, while supportive services and infrastructure, solid public education, and skill-building opportunities makes them strong.

Increasing healthcare costs and poor health outcomes resulted in an unprecedented focus on the urban and built environment by public health officials over the past decade. This focus led to a partnership between the American Planning Association and the American Public Health Association to launch Plan4Health healthy community initiatives, to a new focus for AARP and its creation of the Livability Index, and the move toward community health assessments which look comprehensively at health status, needs, and issues. Healthy eating, active living, and good access to daily needs and services are recognized by all as core elements of healthy communities.

Goal A

Promote equitable, healthy, and sustainable opportunities to integrate and support an increasingly diverse population.

Objective A-1	Promote respect and understanding of Greenville County's diverse population.	Partner/ Funding Sources	Timeframe (years)
Strategies			
1.	Share information on changing demographic patterns with citizens, agencies, and surrounding jurisdictions to improve understanding and decision-making.	GADC, ACOG, AC, FC, TP, Municipalities	Ongoing
2.	Develop a cultural awareness program that seeks to expand understanding and build respect for diverse viewpoints and lifestyles.	SCCMA, GCLS, BD, GYCCLC, AC, FC, Municipalities	< 5 Years
3.	Implement planning and zoning techniques that encourage diverse and healthy communities while respecting culture and history.	SCCMA, GCLS, BD, GYCCLC, AC, FC, Municipalities	< 2 Years
4.	Continue to identify new approaches to engage citizens of diverse economic, social, and ethnic backgrounds in the community planning process.	SCCMA, GCLS, BD, GYCCLC, AC, FC, Municipalities	Ongoing

Objective A-2	Maximize support and opportunities for different age, income, and ability populations.	Partner/ Funding Sources	Timeframe
Strategies			
1.	Adopt public policies that expand housing and transportation choice, increase affordability, and reduce income segregation within the county.	AC, Municipalities	< 5 Years
2.	Support quality public education opportunities for children and adults.	Municipalities	Ongoing
3.	Improve economic opportunities for low- and limited-skill job seekers.	USCA, GADC	Ongoing
4.	Provide recreational and entertainment choices for all age and ability levels.	Municipalities	Ongoing
5.	Expand advanced training and higher education opportunities for adults.	Municipalities, universities	< 2 Years

Abbreviations: **AC** - Adjacent Counties, **BD** - Beyond Differences, **CE** - Clemson Extension, **ESMMSC** - Eat Smart Move More South Carolina, **FC** - Faith Community, **GHA** - Greenville Homeless Alliance, **GCLS** - Greenville County Library System, **GYCCLC** - Greenville Youth Cross-Cultural Leadership Council, **HP** - Healthcare Providers, **LWG** - LiveWell Greenville, **LHSC** - Live Health South Carolina, **NAPC** - National Aging in Place Council, **PHSC** - Prisma Health Senior Care, **USCA** - Upstate South Carolina Alliance, **SCCMA** - South Carolina Commission for Minority Affairs, **SCDA** - South Carolina Department on Aging, **SCFPC** - South Carolina Food Policy Council, **SH** - Safe Harbor, **TP** - The Press.

Objective A-2 (continued)	Maximize support and opportunities for different age, income, and ability populations.	Partner/ Funding Sources	Timeframe (years)
6.	Promote and honor vocational and technical education as a viable career pathway.	Municipalities	Ongoing
7.	Reduce language barriers in essential service sectors such as public services and healthcare.	Municipalities, AC, HP	< 2 Years
8.	Provide a continuum of supportive services and housing choice that allow citizens to age in place in their homes and neighborhoods.	Municipalities, AC, SCDA, ACOG, PHSC, NAPC	Ongoing
9.	Pursue actions that increase per capita income.	Municipalities	Ongoing
10.	Support higher residential densities and mixed-use development in priority-development areas.	Municipalities	Ongoing

Objective A-3	Create healthy, livable communities.	Partner/ Funding Sources	Timeframe
Strategies			
1.	Eliminate food deserts (neighborhoods and locations where affordable, good-quality fresh foods are unavailable).	SCDHEC, Municipalities, LWG, CE	< 5 Years
2.	Conduct a community health assessment and share results with citizens, agencies, and institutions.	LHSC, LWG, Municipalities	< 2 Years
3.	Promote and provide information on the nature of, and health benefits related to, healthy eating and active living.	LHSC, ESMMS, SCDSS, SCFPC, FC, LWG, TP, Municipalities	Ongoing
4.	Increase opportunities for recreation and active transportation, including expansion of the county multi-use trail network.	Municipalities	< 5 Years
5.	Develop a network of pedestrian, bicycle, and traffic-calming streetscapes for active lifestyles and neighborhood interactions.	Municipalities	< 5 Years
6.	Improve transit services to reduce automobile dependency and improve existing road network capacity.	Municipalities	< 5 Years
7.	Promote farm-to-table agriculture and local farmers' markets.	SCFPC, LWG	Ongoing
8.	Engage in regional programs and opportunities to increase awareness and access to healthy living options.	AC, ACOG, LWG, Municipalities	Ongoing
9.	Develop a capital improvements program that aligns community infrastructure investments with planned future land use.	Municipalities	< 2 Years
10.	Support programs that protect vulnerable populations and reduce homelessness.	GHA, SF, IHN, SCDHHS, LWG	Ongoing



Work

PERFORMANCE INDICATORS

Economic Development

South Carolina is expected to continue to enjoy a healthy economy driven by its lower tax rates, new residents from beyond the state, natural and recreational amenities, and quality of life. Tourism, South Carolina's largest industry, is also expected to continue to grow in Greenville County as the area is recognized for its urban and cultural amenities as well as outdoor recreation and agritourism.

Greenville County's economy has kept pace with the state's economic expansion while diversifying in recent decades to become better positioned for continued growth in the future. The county is now home to both traditional manufacturing and an increasing number of national and international companies. Also, a growing number of entrepreneurs and small businesses have become a strategic element of the local economy. Attracting and growing businesses to create new employment opportunities are critical to satisfying the county's expanding population. Sustainable growth fosters a diverse economy that supports economic production indefinitely. Incorporating economic sustainability strategies utilizes available human, natural, and environmental resources to their best advantage.

The plan recognizes the need to zone strategic sites across the county, from large vacant parcels for new manufacturing, to commercial centers to satisfy additional office and retail needs. The national and local aging population requires continued expansion of healthcare services and facilities and a demand for increasing the number of healthcare workers, further strengthening the county's healthcare providers. Greenville County's schools and colleges must continue to play a crucial partnership role in providing well-trained talent to satisfy the expanding economy.

The Massachusetts Institute of Technology calculated that for a single-parent household with one child in Greenville County, a living wage in 2017 was \$20.86 per hour; this is the amount needed to rent housing, afford transportation, and have enough for childcare, food, medical expenses, and taxes. However, a large portion of the county's economy is built around workers earning less than this amount. Prioritizing the attraction of higher-wage jobs is crucial to improving economic opportunities for all residents. Higher wage jobs also provide employees a more extensive range of housing choices and more spendable income. The plan also wants to ensure that all neighborhoods have convenient access to essential retail services.

WORKFORCE TRAINING

- Number and type of work-education partnerships
- Access to training opportunities
- Awareness of continuing education programs
- Percent of workforce with degrees in life sciences, engineering, aerospace, and automotive technology fields

JOB CENTERS

- Acreage and number of zoned prime industrial lands
- Number of vacant sites in commercial cores
- Number of mixed-use districts
- Percent of workforce within 20-minute commute of employment centers

WORKFORCE DIVERSITY

- Percent of Upstate jobs by sector
- Percent of total Upstate jobs

EMPLOYMENT & WAGES

- Number and percent of high-wage jobs
- Countywide average hourly wage
- Unemployment rate
- Underemployment rate
- Number of jobs countywide

Goal B

Promote a vibrant, sustainable, equitable economy that supports a strong, diverse tax base.

Objective B-1

Diversify the economy and expand economic opportunity.

Partner/ Funding Sources

Timeframe

Reserve prime industrial lands, especially in the vicinity of main healthcare campuses, interstate highway connections, and existing industrial parks. Expand mixed-use districts and facilitate expansion of tourism, agritourism, and promote and encourage the expansion of existing commercial and light industrial enterprises as well as commercial cores that will create more employment opportunities.

Strategies

<p>1. Work with municipalities to increase tourism and visitor attractions throughout the county to benefit everyone. Establish a countywide tourism marketing committee with cities to leverage existing marketing campaigns.</p> <ul style="list-style-type: none"> + Develop a Greenville County Tourism Plan to support the expansion, enhancement, and promotion of countywide tourism industry. 	CCC	Ongoing
<p>2. Partner with the agricultural community to identify ways to support and promote local farming.</p> <ul style="list-style-type: none"> + Promote local participation in the Certified South Carolina Grown program. + Increase marketing of the Greenville State Farmer's Market in local and regional tourism promotions. 	GSFM, CCE	< 2 Years
<p>3. Coordinate regionally to recruit and retain synergistic industries.</p> <ul style="list-style-type: none"> + Update the Greenville Area Development Corporation 2013 Target Industry Study. + Incorporate target industries and prioritize high wage jobs as part of the new County Square redevelopment project. 	GADC, NIC, SBDC	< 2 Years
<p>4. Actively promote and support new investment in the county's Opportunity Zones.</p> <ul style="list-style-type: none"> + Institute building fee waivers and related financial incentives to facilitate mixed-use development and banking and loan services in underserved areas (including Opportunity Zones). + Ensure existing uses are legal and conforming to allow expansion and reinvestment. 	GCRA, CCC	< 2 Years
<p>5. Encourage agritourism as a method of supporting continued farming.</p> <ul style="list-style-type: none"> + Join and promote local participation in the South Carolina Department of Agriculture Agritourism Program. + Adopt Right to Farm legislation in rural areas. 	GSFM, CCE	Ongoing
<p>6. Support incentives for underused commercial centers for redevelopment and re-use that allow for mixtures of residential and non-residential uses.</p> <ul style="list-style-type: none"> + Evaluate expanding the Inland Port to the Downtown Airport area. + Prioritize local tax incentive policies with employers offering the highest wage jobs. + Ensure adequate sewer capacity to allow development. 	GCRA, SBDC	< 5 Years

Abbreviations: **GCRA** - Greenville County Redevelopment Authority, **UA** - Upstate Alliance, **GADC** - Greenville Area Development Corporation, **TT** - Ten at the Top, **CCC** - County Chambers of Commerce (Greenville, Simpsonville, Greater Mauldin, Fountain Inn, Travelers Rest), **GSFM** - Greenville State Farmers Market, **CCE** - Clemson Cooperative Extension, **G** - Greenlink, **GCSD** - Greenville County School District, **GTC** - Greenville Technical College, **GSP** - Greenville-Spartanburg International Airport, **BR** - Board of Realtors, **NIC** - NEXT Innovation Center, **CMI** - Center of Manufacturing Innovation, **HAG** - Homebuilders Association of Greenville, **UF** - Upstate Forever, **GC** - Greenville County, **SBDC** - Greenville Area SBDC, **U** - Private Universities and Colleges in Greenville County.

Objective B-1 (continued) Diversify the economy and expand economic opportunity.	Partner/ Funding Sources	Timeframe
7. Monitor global trends for potential economic impacts on Greenville County and its employers. + Incorporate international trade and related key performance indicators into a county economic dashboard.	UA, GADC	Ongoing
8. Recruit international businesses and industries that grow the local economy. + Expand engagement with international residents for successful integration within the county. + Focus recruitment on employers in growth industries that strive to retain skilled workers. + Identify downstream industries of existing international businesses and industries as part of the GADC Target Industries Study Update.	UA, GADC, GSP	< 2 Years
9. Support small businesses and light industry by reducing regulatory barriers, encouraging shared spaces and innovative work environments, and facilitating the provision of services at all stages of their growth and development.	CCC, Municipalities	< 5 Years
10. Grow existing business and industry through local retention and expansion efforts using appropriate incentives tied to the number of new jobs and projected wage rates + Identify at least four 300+ acre areas for new industrial parks on or with direct access to the I-85 and I-185 corridors. + Invest in infrastructure and create pad-ready sites in new state-of-the-art industrial parks to incorporate energy efficiency practices. + Support industrial intensification to optimize industrial land potential by allowing sites to achieve higher density forms of industrial development and by facilitating new growth through the re-development of existing underutilized sites. + Promote the importance of industrial lands and their contribution to the economy and employment. + Continue to support and expand the Medical Experience Academy program with the Greenville Health System University Medical Center.	GCRA, CCC, Municipalities	< 5 Years
11. Develop a local entrepreneurship program to incubate local ideas and initiatives.	GTC, CMI, NIC	< 2 Years

Objective B-2 Increase workforce job readiness.	Partner/ Funding Sources	Timeframe
Strengthen work-education partnerships and expand access to training opportunities. Enhance the capacity and resources for education and skills training.		
Strategies		
1. Prepare students for jobs that will be needed in the future.	GCSD, GTC, U	Ongoing
2. Increase collaboration between schools and employers through expanding internships and exposure to job opportunities. + Continue to support and expand the Greenville Works collaborative. + Continue to support and expand the Center for Excellence initiative.	GCSD, GTC, U	< 5 Years

Objective B-3	Ensure land use and development strategies are sufficient to encourage continued, high-quality investment and economic viability.	Partner/ Funding Sources	Timeframe
Strategies			
1.	Provide financial and development assistance to enterprises, which will create new job opportunities and above county average wages for county residents.	GCRA, SBDC, Municipalities	< 2 Years
2.	Develop and monitor a market assessment of land development trends.	GC, Municipalities	Ongoing
3.	Identify all industrial site-ready properties and underutilized sites suitable for industrial redevelopment. + Analyze sewer capacity, prioritize investments, and perform upgrades where needed. + Support the increase in the number of bus routes in the County so low-income employees will have improved access to job opportunities.	GC, Municipalities	< 2 Years
4.	Target undeveloped prime industrial land for infrastructure improvements, especially sanitary sewer lines. + Identify at least 1,200 acres for new industrial development.	GCRA, GADC, GC, Municipalities	< 2 Years
5.	Adopt zoning standards that encourage quality mixed-use development and investment.	GC, Municipalities	< 5 Years
6.	Protect prime industrial land from the encroachment of housing developments not associated with planned mixed-use developments that support industry goals.	GC, Municipalities	< 2 Years
7.	Incorporate public transportation and recreational amenities into new industrial and mixed-use parks. + Promote carpool programs among employers, including offering preferred parking for carpools in employee parking lots. + Link trails to and within employment areas.	G, GC, Municipalities	Ongoing
8.	Ensure the conservation of abundant natural areas and open spaces as an integral component of workplace development strategies. + Recognize the importance of these features in attracting new and retaining existing businesses.	GCRA, GC, UF, Municipalities	Ongoing
9.	Promote the preservation and creation of high quality, affordable housing to attract and retain businesses. + Continue annual support and funding for the Greenville Housing Fund. + Upgrade the zoning ordinance to allow for a wider variety of housing types and densities.	CCC, GC, Municipalities	Ongoing
10.	Identify and reduce barriers to the production of workforce housing and develop incentives to encourage it. + Offer density bonuses and discounted/waived building fees to projects designed for workforce housing. + Streamline processing throughout the County by expanding use-by-right and combining submittal steps.	CCC, GC, BR, Municipalities	< 2 Years

Agriculture and Food Security

Farming and Farmland

Over the past century, agriculture in the U.S. has become more mechanized, industrialized, and dependent on, and threatened by, globalization. More than half of Americans were farmers at the turn of the 20th century, and their farms, typically, were diverse in plants and animals, had a focus on family subsistence, and supported the local area. While this is still true on some small farms, the trend towards specialization and truck farming (producing products primarily for shipment often bypassing local markets) has had its impacts. However, a recent return to market-farming or direct-to-consumer farming is changing how some farmers do business.

Prime farmland has been disappearing across America as urbanization has crept, leap-frogged, and in some cases, steamrolled across the landscape. The relatively flat, cleared land preferred by farmers is also preferred by developers looking to minimize the cost of land preparation. However, the loss of farmland isn't caused solely by needing land for more growth. It is also a function of the low relative value placed on farmland as compared to suburban and urban development. Farm loss isn't just market economics at work either; it also represents the collective valuation of farmland by the public. Some studies indicate that when asked to rank the appeal of various landscapes, farms, particularly cropland, ranked low.

While much of the agriculture industry in the Upstate consists of relatively small farms, national trends have affected farming in this region as well. Farming in Greenville County, though, has fared better than in other places. Unlike many counties in South Carolina, there was virtually no change in the number of farms in Greenville County between 2012 and 2017, according to the 2017 Census of Agriculture. There was a minimal loss—less than one percent in total acreage, and no change in the average farm size, which held firm at 66 acres. Average farm size has remained 66 acres since 2007 when the census recorded a decrease of 33 acres (31 percent) from 96 acres in 2002. The total market value of products sold and the average per farm, however, declined by 14 percent between 2012 and 2017.

An essential step in protecting valuable farmland is for County policies on growth and development to recognize the importance of local farming to the health,

well-being, and economy of Greenville County. Another is for the county to educate its citizens on the value of local agriculture, and to promote and support local farmers through progressive and overt strategies. Agriculture can be noisy and smelly. Farmers often work in the very early morning hours and late evening hours. Farmland can require a chemical application that residents find offensive or scary. For all these reasons and many others, conventional residential subdivisions often do not make good farm neighbors. Clustering, buffering, and controlling density near farm borders are ways the county could help protect farmers from nuisance complaints. Another way to preserve farmland and provide for residential growth is a new trend called "agrihoods." These are subdivisions that integrate farmland into their overall design, making it a core feature much like golf courses have been in the past. Agrihoods appeal to people who want good, steady access to local farm produce. Agrihoods exist in the Upstate, including one in the City of Greenville.

Farm income instability is an essential reason farms fail, and young people do not choose careers in farming. Farmers often need to diversify to stay in business. Diversification could mean using a part of the cornfield for a Halloween maze, turning raw products like grapes into other products like jelly, direct selling through farm stands, establishing restaurants and ice cream shops, or inviting schools and tourists to tour or participate in farm life and production. Policies that limit options may make farmland preservation very difficult.

According to the Census of Agriculture, more than 59,000 acres of Greenville County was devoted to farming in 2017. In 1997, that number was more than 84,000 acres. For the past twenty years, the number of farm operations has held relatively steady at just under or just over 1,000. Of the 1,715 farmers working those farms as reported in 2017, more than 1,000 were aged 55 years or older, resulting in an average age for all producers of just under 59 years. Roughly one-third of all producers had been in operation less than eleven years, and only about one-half indicated that farming was their primary occupation. The future of farming will depend on many factors: on the successful transition of farms from one producer to another; on young people seeing value in the farming way of life; and for successfully supplementing farming income with diversification and non-farming related jobs that provide enough flexibility to allow part-time farming.

Bloom

PERFORMANCE INDICATORS



PRODUCTION

- Acres in farmland
- Acres in forestland



MARKET VALUE

- Total market value of farm products
- Delivered market value of timber



DISTRIBUTION

- Number of farm-to-table restaurants and farmers' markets
- Residential distance to healthy foods



SATURDAY



MARKET

Presented by

Access to Healthy Food

Food access is a critical element of community prosperity and security. It should be a feature in planning at regional, county, community, and neighborhood levels. Eliminating regulatory barriers to healthy food access should be an element of the county's land-use strategy. The lack of access to a variety of fresh and healthy foods can be a problem for many low-income populations. For mapping purposes, residents defined as having a lack of access by the USDA Economic Research Service are those who live more than one mile from a grocery store or supermarket. Low-income residents in these areas, who cannot raise their food and frequently lack reliable access to transportation, often rely on neighborhood convenience stores which typically stock foods that are highly processed, high-calorie, and have a low nutritional value.

Ensuring access to healthy food is both a land use and a transportation issue. Zoning codes that do not allow grocery stores and supermarkets in residential areas create food deserts. Being aware of where food deserts likely exist and using that information to inform transit service routes is also vital, since the market forces that drive retail location favor moderate and high-income areas over low-income communities. However, food access is not always an issue limited to vulnerable populations. Few emergency management plans address food access and security, but more are making this critical link. In 2010, the National Association of State Departments of Agriculture (NASDA), in cooperation with USDA's Food Safety Inspection Service (FSIS), the Food and Drug Administration (FDA), and the Department of Homeland Security (DHS) developed best practices and guidelines for state and local emergency response efforts for incidents involving the nation's food supply. Greenville County can request state assistance in developing a local food security and response element for the county's Emergency Preparedness Plan. It should also coordinate planning, prevention, and response efforts regionally, since disasters and emergencies frequently affect multiple jurisdictions at once.

Many communities are turning to gardening as one solution for healthy food access. Community gardens are becoming more popular, as are subdivisions centered around gardens or small community farms (agrihoods). Some communities have begun planting edible gardens instead of ornamental plants in public

spaces. Gardening encourages physical activity and provides the benefits associated with other outdoor activities. The National Recreation and Park Association now offers advice on how to integrate gardening (backyard, community, and public) into parks and recreation programs for children and adults. These programs teach important skills, including food preservation.

New opportunities for locally and regionally produced food may be supported in several ways, including: revising zoning codes to allow accessory processing on farms and in commercial areas (e.g. jams, jellies, wine, pickles); encouraging farmer's markets and farm stands; working cooperatively to link producers with retail consumers (restaurants, bars, etc.) as part of a broader economic development strategy; and assisting with marketing.

Feeding America says that "by some estimates, nearly half of the food grown, processed and transported in the U.S. goes to waste." Greenville County can make a difference by supporting a local network of food salvagers who make good food available to residents living in food deserts through pop-up markets, weekly mobile food stores, or local corner stores.

Forestry

According to the South Carolina Forestry Commission, Greenville County has 506,937 acres of land, 208,084 of which is forestland. While some of this land is in large tracts, much is fractured between pastures and cropland, urban and rural areas, developed and undeveloped areas. Some of this land is an urban forest where the tree canopy covers homes and businesses. The first step to protection, though, is identification. Luckily, Greenville County has access to excellent local, state, and federal sources of information.

Statewide, the total annual economic impact of South Carolina's forestry (silviculture) industry is over \$21 billion, employing over 84,000 residents (S.C. Forestry Commission, Economic Contribution of South Carolina's Forestry Sector, 2017). South Carolina forestry products go to many places, including international destinations.

In addition to providing commercial wood-based products, forestland is productive in many other ways. It converts carbon dioxide into oxygen, provides shade to help mitigate hot summer temperatures, serves as critical habitat and food sources for many wildlife and plant species, lessens wind impacts, conserves water, and reduces stormwater impacts by filtering pollutants and aiding groundwater recharge. In light of these benefits, the South Carolina Forestry Commission works with communities across the state to develop urban forestry programs to promote the conservation and re-establishment of forests in developed areas.

Forestland and tree canopy also contribute significantly to the character of Greenville County. Studies conducted by the USDA Economic Research Service indicate that forestland is a compelling factor for where people choose to live. Tree canopy has a positive impact on community appearance, and forests are critical recreational resources. State-level data recently released by the South Carolina Forestry Commission indicate that forest-based recreation contributes \$1.6 billion annually to the state's economy.

There are many threats to forestlands such as: clearing, grubbing, and grading for development; insect infestations and disease, invasive species, inadequate forestry management; and fire. Historically, the most significant loss in forestland occurred when land was cleared for farming. This trend reversed as a result of incentives that encourage the conversion of farmland into forests. Urbanization is now the primary cause of deforestation in South Carolina. The South Carolina Forestry Commission is working with communities across the state to develop urban forestry programs that protect remaining forestland and encourage the re-establishment of forests and tree canopies in urban areas.

Wildfire is a threat to all South Carolina forestland and the urban areas which it abuts. On average, the South Carolina Forestry Commission fights 3,000 forest fires across the state each year. Nearly all are human-related, meaning that humans directly caused, or indirectly contributed to, fire creation or spread. Forests contain "fuels" that are highly flammable, including any natural material, living or dead, that will burn.

Common fuels include leaf litter, limbs, pine straw, and certain species of shrubs and trees that ignite easily. The highest area of wildfire concern is in the wildland-urban interface, where development abuts forestland. Wildfires in and adjacent to developed areas present many challenges, not the least of which is access to the fire through developed sites. Business owners and residents often unwittingly provide fuel for fires by using of one or more of the fuels mentioned above in site landscaping.

The South Carolina Forestry Commission works with communities to develop community wildfire protection plans to lessen the risk to buildings and forestland. These plans provide an assessment of risk and a list of mitigation measures that can be undertaken to minimize wildfire risk. The goal of the Commission is to have as many “fire-adapted” communities in South Carolina as possible. A fire-adapted community is one in which the citizenry is informed, prepared, and taking action to reduce wildfire-related incidents.

South Carolina has many communities that are recognized nationally through the Firewise USA program established and managed by the National Fire Protection Association, where residents are actively reducing wildfire risks. One of the 33 communities currently listed is in Greenville County: Cliffs Valley, recognized in 2013. Funding for the USDA Forest Service’s National Fire Plan is available through grants to communities wishing to implement a fuels mitigation and educational program. The International Code Council has also created an International Wildland-Urban Interface Code to assist communities interested in using regulation to help reduce wildfire risk.



More than 208,000 acres of Greenville County is covered in forest.

- South Carolina Forestry Commission

Goal C

Protect farmland for local food production and ensure access to healthy foods for all citizens.

Objective C-1	Protect prime farmland.	Partner/ Funding Sources	Timeframe
Strategies			
1.	Recognize important agricultural land as a valuable natural resource to protect for future generations.	GADC	Ongoing
2.	Work with SCDOT and other state and regional agencies to ensure funds for infrastructure facility maintenance and expansion will not be detrimental to the continuation of agriculture and silviculture.	SCDOT, GCC, Municipalities, GADC	Ongoing
3.	Limit non-agricultural development in productive and prime agricultural areas to densities and development patterns that are consistent with the continuation of economically viable agriculture.	Municipalities, GADC	Ongoing
4.	Ensure the ability of a farm to have a farm-related business onsite.	Municipalities, AJ	< 2 Years
5.	Promote the establishment of new farm enterprises through support training for interested persons.	GADC, GTC	Ongoing
6.	Allow agricultural products processing facilities to locate in areas with convenient access to farms, while ensuring they do not negatively impact rural character or scenic vistas.	GADC	< 2 Years
7.	Whenever new non-farm uses abut farmland, require agricultural buffers in the new development sufficient to limit complaints.	Municipalities, AJ	Ongoing
8.	Support South Carolina right-to-farm laws and consider adopting a county right-to-farm policy.	CCE, GCC, GADC	Ongoing
9.	Allow farm stands and farmers markets in urban and rural areas and local food hubs with adjoining jurisdictions.	Municipalities, AJ, CCE	Ongoing
10.	In land use decisions, ensure that the impacts of a proposed project on surrounding farms is part of deliberation and decision-making.	Municipalities, AJ	Ongoing
11.	Support state legislation that links incentives to continue farming (such as state income tax credits or differential assessment for property taxes and affirmative supports for the business of agriculture) with controls preventing conversion of the recipient's agricultural land to non-farm uses.	Municipalities, AJ, GCC	Ongoing

Objective C-1 (continued)	Protect prime farmland.	Partner/ Funding Sources	Timeframe
12.	Eliminate land subdivisions that allow the division of important agricultural land into parcels that are too small to support commercial farming.	Municipalities, AJ	< 2 Years
13.	Consider adopting a Voluntary Agricultural and Forestal Areas (VAFA) program.	CCE	< 2 Years
14.	Seek grants, set aside funds, and take advantage of any state or federal program to assist with the purchase of development rights and agricultural easements on prime agricultural land.	Municipalities, AJ	Ongoing
15.	Permit housing for agricultural workers but ensure it does not negatively impact rural character and that it is limited to occupation by workers and their families.	Municipalities, AJ	< 2 Years

Objective C-2	Protect and conserve important forestland.	Partner/ Funding Sources	Timeframe
Strategies			
1.	Identify and inventory important forestland.	SCFC, USFS	Ongoing
2.	Coordinate and plan infrastructure and development to protect forestland.	SCFC, SCDOT	Ongoing
3.	Support efforts to permanently preserve important forestland while allowing harvesting and requiring replanting.	SCFC, USFS, CG	Ongoing
4.	Work with the Forestry Commission to educate citizens about wildfire hazards.	SCFC, RFD, CCE	Ongoing
5.	Consider adopting the International Wildland-Urban Interface Code, or relevant portions, to help mitigate wildfire risk.	SCFC, RFD	< 2 Years

Abbreviations: **AJ** - Adjacent Jurisdictions, **CCE** - Clemson Cooperative Extension, **CG** - Conservation Groups, **FC** - Faith-Based Community, **FM** - Farmers' Markets, **GCEM** - Greenville County Emergency Management, **GCC** - Greenville Chamber of Commerce, **GTC** - Greenville Technical College, **LFB** - Local Food Banks, **LSB** - Local School Boards, **SCFC** - South Carolina Forestry Commission, **RFD** - Rural Fire Departments, **SCEM** - South Carolina Emergency Management, **USFS** - US Forest Service.

Objective C-3	Eliminate food deserts and ensure access to healthy food.	Partner/ Funding Sources	Timeframe
Strategies			
1.	Integrate food system policies and planning into County land use and transportation plans.	SCFC, RFD	< 5 Years
2.	Encourage residents to supplement personal food sources with gardening and fresh food preservation.	CCE, LSB	Ongoing
3.	Work to ensure that all residents live within at least 1/2 mile and maximum one mile of a store that sells fresh food.	LFB, Municipalities, CCE, GCC	Ongoing
4.	Revise the zoning code to require healthy food access as a part of development standards and discourage or prohibit regulations and private restrictions that limit gardens in residential areas.	Municipalities, AJ	< 2 Years
5.	Recruit, support, and incentivize businesses that provide healthy food choices in all areas of the County.	GCC, CCE, GADC	Ongoing
6.	Work collaboratively with non-profits and other entities to address the needs of vulnerable populations (e.g. elderly, children, homeless).	Municipalities, Local non-profits, FC, FM	Ongoing
7.	Support new opportunities for distribution of locally and regionally produced food.	GCC, CCE, GADC, Municipalities, AJ	Ongoing
8.	Eliminate food waste by working collaboratively to encourage the recovery of surplus edible food from businesses and institutions for distribution to food banks and meal programs.	GCC, CCE, GADC, Municipalities, AJ, SCDHEC	Ongoing
9.	Work collaboratively to ensure regional emergency preparedness programs include food access and distribution and are working toward the goal of establishing regional capacity for feeding the population for 2-3 months in an emergency.	GCEM, AJ, SC, SCEM	Ongoing

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**Nearly 73,000 acres of Greenville
County is used for farming.**

- 2012 US Agriculture Census

Preserve

PERFORMANCE INDICATORS

Natural Resources

Greenville County's natural resources are essential to its prosperity, quality of life, and character. Natural resources create or aid in the creation of our food supply, and they provide raw materials and products that we use in daily life. In urban areas, natural places become a resource for what they offer in terms of exercise, relaxation, and mental health.

Natural resources are either renewable or non-renewable. Water, for instance, is a renewable resource in its natural state, as is air. Increasing pollution, though, can require treatment of these resources despite their renewability. Unique indigenous plants and animals and their habitat may not be renewable once depleted. Wildfires can destroy old-growth forests and tree canopy, two of our most productive and beloved natural systems. Channelization of creeks and rivers and increasing runoff can destroy riparian habitats and fisheries. Protecting non-renewable resources and minimizing treatment costs of renewables is vital to our economic and social health as well as our quality of life.

Viewsheds, open space, and wilderness associated with natural areas can also be lost to development and inappropriate use. Often a sense of rural-ness is lost not due to the amount or type of development but where that development is located. Public roads and the rights-of-way associated with them represent one of the most significant public land holdings in the county. Many, if not most, visitors and residents form their impression of Greenville County based on how they experience it traversing one of these roads. Although only one highway (SC Highway 11) is currently designated a scenic byway (the Cherokee Foothills Scenic Highway), many other roadways add to the character of the county. Strip development and large or abundant signage can destroy rural character even when it represents a small amount of total land area. Clustering development, controlling signage, and protecting rural viewsheds will help Greenville County preserve its character as well as its resources.

Civilization cannot exist without clean water. For thousands of years, the carrying capacity of the natural system to filter pollutants and provide reliable, clean water governed the rate of growth and density of human habitations. For most of human existence,

WATER QUALITY

- Water quality level of major rivers and lakes
- Rate of excessive sewer infiltration/inflow rates
- Number and density of private septic systems
- Acres of wetlands

AIR QUALITY

- Number of days annually when Air Quality Index (AQI) is below 100
- Number of days annually when AQI is above 200
- Number of vehicle miles traveled (VMTs)

TREES

- Number of trees planted
- Number of trees preserved
- Size of tree coverage and canopy
- Urban heat island temperatures

HABITAT

- Acres of wetlands
- Acres of woodlands
- Population estimates of threatened and endangered native species
- Acres of protected open spaces

FARMLAND

- Acres of cultivated farmland
- Count of farm operations

finding and accessing clean water was a daily chore. The advent of human systems that treat and pump water to homes and businesses led to the “tap” that we now turn without thinking and expectations of healthy, clean water without question. In other words, few people outside public water utilities spend much time at all worrying about drinking water or water quality. The disconnect between people and resources has allowed many of our natural lakes and waterways to degrade without much general public knowledge. With degradation has come habitat loss and declining fisheries. According to the South Carolina Department of Health and Environmental Control, many of Greenville County’s surface waters are impaired, meaning one or more water quality standards are not being met. This status limits what the county can encourage, or use its water resources for, such as public blueway designation and swimming.

Floodplains provide critical habitat, protect the integrity and quality of our lakes and streams, and help distribute fertile soils. Many native trees are at home in floodplains, including box elder, honey locust, and pecan trees. Older forests are also home to thriving turkey and deer populations, important to hunters, and endangered species. Stream buffers are well known for their ability to protect streambanks, provide shade on the water, and encourage streamside habitats. Their ability to filter pollutants is dependent upon many factors, including the terrain, the soils, and the vegetative cover, but in general, wider buffers yield more significant benefits.

Trees provide beauty and form in the landscape, but they also serve other vital functions. Trees provide cool shade on hot summer days. They turn carbon dioxide into oxygen, making them one of the best greenhouse gas treatment systems. Trees buffer noise and screen unsightly areas. They provide habitat and food for myriad animal species, and anchor soils to prevent erosion. Trees provide wood products we use in our buildings and landscapes. Trees also break up wind patterns minimizing damage to buildings and crops. Some trees possess added value due to their age, size, location, or connection to history or local culture.

VIEW FROM CAESARS HEAD



SWAMP RABBIT TRAIL



RAINBOW FALLS



Goal D

Protect the most valuable and vulnerable resources in Greenville County.

Objective D-1	Partner/ Funding Sources	Timeframe
Strategies		
1. Identify and protect critical open space, scenic byways, and important rural vistas.	SCFC, SCDOT, VGSC, SCDPRT, Municipalities, AJ, UF, TATT	< 5 Years
2. Develop a strong and durable partnership between natural resource protection, tourism, and parks and recreation.	SCFC, SCDOT, VGSC, SCDPRT, Municipalities, AJ, UF, TATT	< 5 Years
3. Encourage conservation development through clustering in suburban and rural areas.	Municipalities, AJ, UF, TATT	Ongoing
4. Restrict significant infrastructure extensions and expansions to priority growth areas to minimize sprawl and the destruction of natural resources and rural character.	Municipalities, AJ	Ongoing
5. Promote sustainable, low impact development practices including, but not limited to, stormwater management, green infrastructure, maintenance of vegetative cover, stream buffers, purchase of development rights, and conservation set-asides in development plans and the zoning code.	Municipalities, AJ, SCDOT, LT, UF, TATT	Ongoing
6. Promote best management practices, including prescribed burning where appropriate, in forest maintenance, timber harvesting and agricultural production.	SCFC, LFD, UF, TATT	Ongoing
7. Ensure access to public parks and rural spaces.	SCDPRT, AJ, Municipalities	Ongoing
Objective D-2	Partner/ Funding Sources	Timeframe
Strategies		
1. Make floodplains a part of a tree and habitat protection plan.	Municipalities, AJ, UF	< 2 Years
2. Require stream buffers sufficient to protect water quality, streambank integrity, and wildlife habitat.	Municipalities, AJ, UF, SCDNR, DHEC	< 2 Years
3. Improve surface water quality so that streams will support healthy aquatic life and recreation.	Municipalities, AJ, SCNDR, DHEC, UF	< 5 Years
4. Maintain and improve connectivity of natural systems that supports wildlife corridors and habitat.	Municipalities, AJ, UF, SCDNR, DHEC	< 10 Years
5. Continue to protect water quality through implementation of NPDES Phase II Stormwater Management Program practices.	Municipalities, AJ, UF, SCDNR, DHEC	Ongoing

Objective D-2 (continued)	Protect and improve water resources and wildlife habitat.	Partner/ Funding Sources	Timeframe
Strategies			
6. Identify and preserve existing healthy tree canopies.	SCFC, TU, AJ, TSC, CE, SCDNR, GC, Municipalities	Ongoing	
7. Identify and preserve significant heritage or landmark trees.	SCFC, TU, AJ, TSC, CE, SCDNR, GC, Municipalities	Ongoing	
8. Expand tree canopy through the promotion of tree planting within all new developments or individual properties. + Foster a stronger alliance with Trees Upstate SC.	SCFC, TU, AJ, TSC, CE, SCDNR, GC, Municipalities	< 10 Years	
9. Rewrite the county's tree ordinance to implement the goals of the comprehensive plan and protect the county's tree canopy.	SCFC, LA, TU, Municipalities	< 5 Years	
10. Educate the public on the economic, social, and public health benefits of trees.	SCFC, TU, AJ, TSC, CE, SCDNR, GD, Municipalities	Ongoing	

Abbreviations: **AJ** - Adjacent Jurisdictions, **CE** - Clemson Extension, **GC** - Garden Clubs, **LA** - Local Arborists, **LT** - Land Trust/Conservation **SCFC** - South Carolina Forestry Commission, **SCDPRT** - South Carolina Department of Parks, Recreation and Tourism, **TU** - Trees Upstate, **TSC** - Trees South Carolina, **TATT** - Ten at the Top, **UF** - Upstate Forever, **VGSC** - Visit Greenville South Carolina

NEXT STEP DEVELOP A PARKS, RECREATION, & TRAILS MASTER PLAN

PARKS, RECREATION, & TRAILS MASTER PLAN

Overview

The Greenville County Parks, Recreation, and Tourism Department is actively working with state and federal agencies, municipalities, and the Greenville County School District to provide public access to schools, parks, and recreation areas. A Parks, Recreation, and Trails Master Plan for Greenville County should address the needs for parks and open space across the county. This plan should create a guide for an interconnected network of safe bikeways and trails to connect to parks, neighborhoods, schools, employment centers, civic buildings, and other community destinations.

Key Components

Key components that may be explored further in a Parks, Recreation, and Trails Master Plan and subsequent park design plans include:

- + Maintenance of existing assets
- + Future Swamp Rabbit Trail extensions
- + Land acquisition strategy for new parks, as appropriate
- + Level of Service goals for the number of parks by type, amenities, and recreation offerings
- + Parks and recreation staff needs
- + Order of magnitude cost estimates
- + Short-, medium-, and long-term implementation strategies
- + Public access to lakes, forests, and other significant natural areas
- + Conservation areas and critical habitats to be protected from over-use and negative impacts
- + Public art, signage, and cultural/historical exhibits to “tell the county’s story” and to create a sense of pride and place
- + Park improvements to create a sense of place for neighborhood stabilization and investment
- + Parks designed to reduce energy and water consumption and to serve as models for sustainable countywide development.



ACTION STEPS

- 1 Release RFP including key objectives and components from Comprehensive Plan.
- 2 Establish a Parks, Recreation, and Trails Master Plan steering committee.
- 3 Involve county communities and residents.
- 4 Identify other parks and recreation programming needs and land and facility requirements.
- 5 Prioritize improvements.
- 7 Include park system improvements in annual CIPs.
- 8 Grow Parks & Recreation staff as needed to implement master plan recommendations.

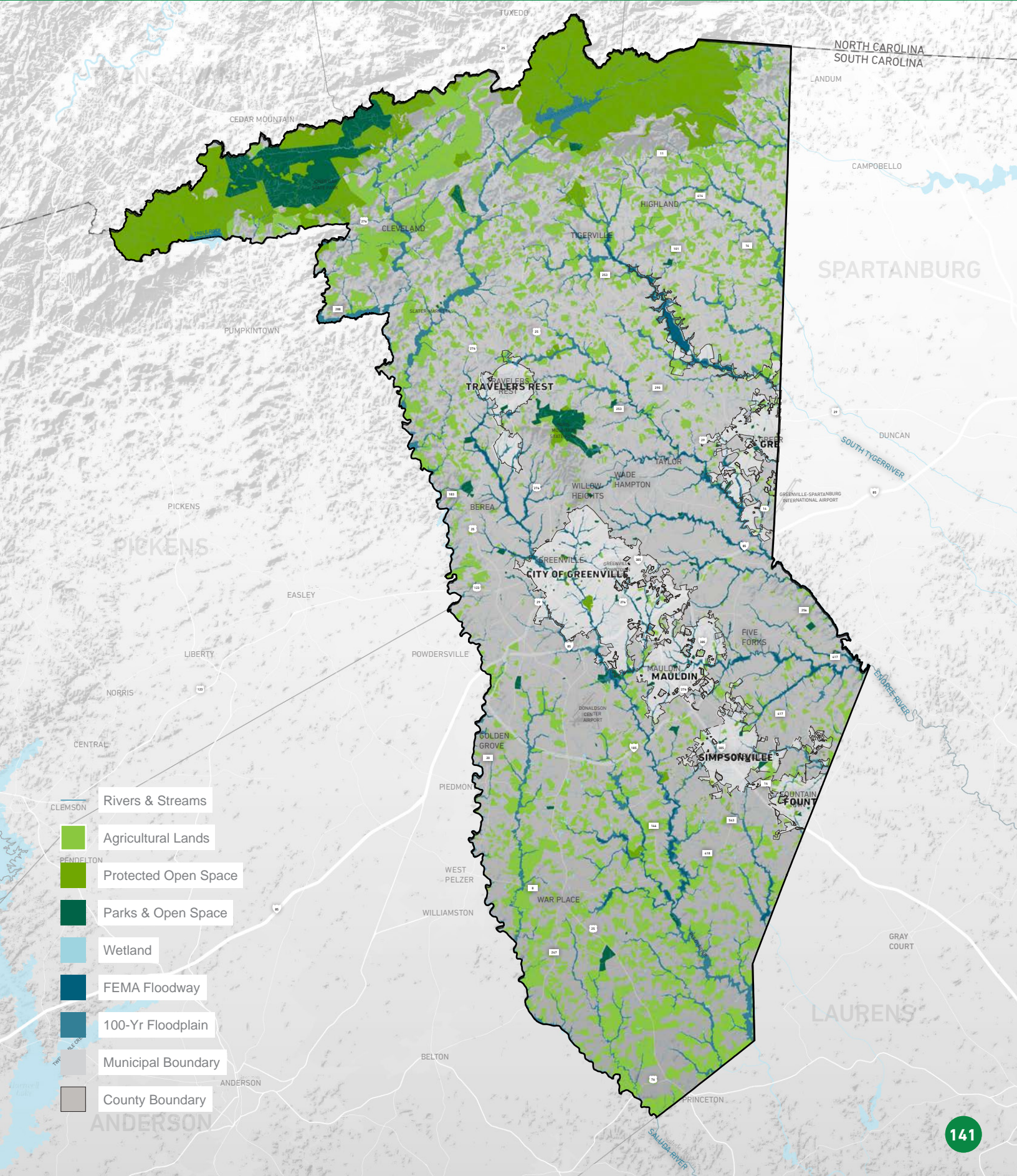
KEY PLAYERS

Greenville County Parks, Recreation, and Tourism Department, South Carolina Department of Parks, Recreation & Tourism, South Carolina Department of Natural Resources, Greater Greenville Parks Foundation, local jurisdiction parks and recreation departments, and schools.

BEST PRACTICES EXAMPLES

- + 2017 Land Preservation, Parks and Recreation Plan - Howard Count, MD
- + Charleston County People 2 Parks Plan - Charleston, SC
- + Mecklenburg County Park and Recreation - Charlotte NC
- + Cleveland Park Master Plan - Greenville, SC

SENSITIVE & PROTECTED PLACES



Cultural Resources

Greenville County is rich in cultural resources. From its pastoral landscape to its vibrant arts and entertainment spaces, citizens and visitors alike can experience some of South Carolina's most treasured, but perhaps less well-known, cultural landmarks. Tourism is now a billion-dollar business in Greenville County, and these resources play no small part in this economic driver.

The county's cultural resources include performing arts venues, museums, historic places, parks, farmland and forests, and one scenic byway. At one time, Greenville County was a global textile center, and several of its legacy mills are now on the National Register of Historic Places. Some of these properties are undergoing a renaissance through adaptive reuse and renovation. The rural areas of Greenville County possess many of the unique sites and features that figure prominently in the culture and character of this place. These include Caesars Head State Park, Paris Mountain State Park, and the Cherokee Foothills National Scenic Byway.

Enhance

PERFORMANCE INDICATORS

HERITAGE

- Number of buildings on the state and national historic registers
- Number of districts on national historic register

TOURISM

- Number of festivals and events held locally
- Passengers arriving and departing county airports and rail stations
- Average hotel occupancy rates
- Number of overnight stays
- Attendance at state parks and nature preserves
- Attendance at Greenville Convention Center

AGRITOURISM

- Acres of cultivated farmland
- Number of agritourism related establishments
- Number of farm operations

Goal E Protect our cultural and historic resources for current and future generations.

Objective E-1	Increase public awareness of the types, location, and benefits of cultural and historic resources within the county.	Partner/ Funding Sources	Timeframe
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Strategies			
1. Maximize positive tourism opportunities for the county’s historic and cultural resources.		CROC	Ongoing
2. Pursue Certified Local Government designation through the State Historic Preservation Office.		SHPO, HPC	< 2 Years
3. Promote historic preservation and enhance the county’s historic preservation program.		SHPO, HPC, CROC, Municipalities	Ongoing
4. Pursue grant opportunities to promote preservation of local historic sites and structures.		HPC, CROC, Municipalities	Ongoing
5. Encourage the use of preservation tax credits for historic properties.		SHPO, HPC, SCLD, AJ, Municipalities	Ongoing
6. Maintain a database of archaeological resources, heritage corridors, and historic properties, roads, and landscapes.		SHPO, HPC	Ongoing
7. Market cultural resources within the region and nationally to promote a positive County identity and increase tourism.		VGSC, SCDPRT, SHPO, HPC, CROC, AJ, TTO, Municipalities	Ongoing

Objective E-2	Improve accessibility to cultural resources.	Partner/ Funding Sources	Timeframe
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Strategies			
1. Develop a cultural heritage trail.		AJ, SHPO, HPC, TTO, CROC, County Parks/Rec	< 2 Years, Ongoing
2. Create a repository for cultural and historic artifacts.		SHPO, HPC, CROC, Municipalities	Ongoing

Abbreviations: **AJ** - Adjacent Jurisdictions, **CROC** - Cultural Resource Owners/Curators, **SHPO** - State Historic Preservation Office, **HPC** - Historic Preservation Commission, **SCLD** - South Carolina Legislative Delegation, **VGS** - Visit Greenville South Carolina, **SCDPRT** - South Carolina Department of Parks, Recreation and Tourism, **TTO** - Travel and Tourism Offices, **CE** - Clemson Extension

Objective E-3	Protect cultural and historic resources through land use planning and regulation.	Partner/ Funding Sources	Timeframe
Strategies			
1.	Use planning and zoning techniques to protect historic communities and neighborhoods and other areas of cultural significance.	SHPO, HPC, AJ, Municipalities	< 2 Years
2.	Require a historical and archaeological survey for all significant rezoning and development requests in areas known to contain unprotected resources.	SHPO, HPC, AJ, Municipalities	Ongoing
3.	Protect rural historic landscapes by ensuring development is in character with inherent rural attributes.	SHPO, HPC, CE, AJ, Municipalities	Ongoing
4.	Maintain and update development standards that preserve scenic and historic roadways and vistas.	SHPO, HPC, CE, SCDOT, AJ, Municipalities	Ongoing
5.	Encourage adaptive reuse and rehabilitation of older buildings that complement historic development patterns.	SHPO, HPC, AJ, Municipalities	Ongoing
6.	Work with historic communities and adjacent jurisdictions, when applicable, to create zoning regulations that preserve unique development patterns and cultural history.	HPC, AJ, Municipalities	< 5 Years
7.	Identify significant locations throughout the county.	SHPO, HPC, CE, Municipalities	Ongoing

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NEXT STEP DEVELOP A CULTURAL HERITAGE TRAIL

CULTURAL HERITAGE TRAIL

Overview

Greenville County enjoys a vibrant culture and rich history founded in the areas natural splendor, agricultural heritage, and textile mill village roots. The stories behind these places should be expressed and celebrated with placemaking and storytelling. A great way to accomplish this is through the development of a cultural trail. The trail, either physical or conceptual, can connect people with places of cultural and historic significance to Greenville County and its communities.

Key Components

Key components of a cultural trail include:

- + Showcase and incorporate the County's rich history of mills and mill towns and agricultural and rural landscapes.
- + Physical improvements including trails and signage and wayfinding.
- + Maps, web presence, and graphics.
- + Promote cultural trail as an economic development tool.
- + Plaques or markers with educational component.



ACTION STEPS

- 1 Convene local community leaders and cultural organizations and create a steering committee.
- 2 Case study other cultural trails.
- 3 Identify cultural amenities with a countywide inventory and audit.
- 4 Engage communities and county residents.
- 5 Include improvements in annual CIPs and write grants.
Develop a web presence and marketing and branding campaign. Promote cultural trail with strategic marketing.
- 7 Implement capital improvements.

KEY PLAYERS

Greenville Recreation, Greenville County Historic Preservation Commission, Greenville Historical Society, local jurisdictions, and bicycle advocacy groups.

BEST PRACTICES EXAMPLES

- + Indianapolis Cultural Trail
- + Memphis Heritage Trail
- + Big Darby Plains Scenic Byway - Union County, OH
- + Jack A. Markell Trail - Wilmington, DE

Serve

PERFORMANCE INDICATORS

Community Facilities

Community facilities are essential services that are provided to the community within Greenville County. It is critical that community facilities and services keep pace with expected population growth and are accessible and available to everyone. Many community facilities and services are provided by entities separate from county government, so it is important that the county share this plan information regarding how growth will be guided over the next 20 years so that these entities can plan accordingly.

Public Education

Greenville County School District (GCSD) provides public education for the entire county and is the largest school district in the state of South Carolina and the 44th largest in the United States. Greenville County School District serves over 75,000 students spread across 106 education centers. The school district continues to invest in facilities to serve the county population, including new schools to follow growth. From a planning viewpoint, it is important that the school district consider walkability and transportation infrastructure in school siting decisions and that the county work with the school district to provide and improve multimodal connections to existing schools.

Greenville Technical College is one of sixteen public, two-year colleges that comprise the South Carolina Technical Education System. Greenville Technical College has six locations in Greenville County: Barton Campus, Brashier Campus, Donaldson Industrial Air Park, Benson Campus, McKinney Auto Center, and Northwest Campus. Technical colleges are a critical community asset in developing, training, and retraining Greenville's workforce, particularly as jobs become increasingly technical and specialized.

Greenville County has five higher education facilities that enroll students at the college level in private or technical schools. They are, in alphabetical order: Bob Jones University, Furman University, Greenville Technical College, North Greenville University, and the University Center (which includes seven participating colleges and universities).

Together these institutions continue to play a vital role in attracting people to Greenville County and training our population as a successful workforce to meet existing workforce needs and helping to provide the expected 108,000 additional employees needed by 2040.

ENVIRONMENTAL IMPACTS

- Number of new private septic systems
- Water quality of major rivers and lakes
- Number of excessive sewer infiltration/inflow rates
- Number and density of private septic systems

OPEN SPACE

- Miles of trail and number of trail access points on land owned by community facility
- Acres of publicly available parkland on land owned by community facility

EDUCATION

- Highest educational attainment level
- High school graduation rate

SERVICES

- Electric, water, and natural gas availability
- Electric, water, and natural gas utility rates
- Fire, police, and 911 response times

Water Facilities

Access to public water is available nearly county-wide and is provided mainly by Greenville Water. A commission of five members leads Greenville Water and is the policy-making body that makes recommendations to Council for the issuance of bonds. The Commission continually reviews recommendations of management relating to capital improvements, water usage trends, and projections, along with revenue requirements to meet these needs.

Greenville Water has three water sources: Table Rock Reservoir, North Saluda Reservoir, and Lake Keowee. Water from Table Rock and North Saluda is treated at the Stovall Plant, in operation since 2000. Water from Lake Keowee is treated at the Adkins Plant, in operation since 1985. The system is also equipped with 27 tanks and 19 pump stations. At this time, the major planning issue for Greenville Water is to continue to plan for enough water to meet the population and business demands projected in this plan.

Electricity and Natural Gas

Greenville County has three primary electricity providers: Blue Ridge Electric Co-op, Laurens Electric Co-op, and Duke Energy. Blue Ridge Electric serves the northern portions of Greenville County and is South Carolina's fourth-largest cooperative. Laurens Electric Co-op generally serves southern Greenville County. Duke Energy covers the rest of the county not serviced by the two co-ops. Electricity is a critical service and the county should continue to work with these providers to ensure that the power system is robust, stable, and modern. Piedmont Natural Gas provides natural gas service to residential and commercial users in the county.

Recreation and Event Facilities

Greenville County government (through the Parks, Recreation, and Tourism Department) operates over 53 parks, trails, and recreation facilities including the Pavilion (ice-skating venue), Riverbend (equestrian park), Westside Aquatic Center (50-meter public indoor swimming facility), and several water parks.

The Bon Secours Wellness Arena is used for concerts, hockey, and other events. Greenville also has the Greenville Convention Center, with 280,000 square feet of exhibit space and 60,000 square feet of meeting and conference space.

Wastewater Facilities

Wastewater infrastructure in Greenville County is diverse and presents many challenges and opportunities to sewer service providers, customers, and planning agencies. There are currently eight Special Purpose Districts (SPDs) in Greenville County that provide sewer collection service. All wastewater in the county is conveyed into the Renewable Water Resources (ReWa) trunk sewer system and is then treated and recycled by ReWa back into waterways.

Approximately 90% of the collection lines in Greenville County are owned and maintained by the SPDs while the remaining 10% is owned and managed by ReWa. A majority of the sewer lines owned and maintained by the SPDs experience heavy inflow and infiltration (I&I) of storm water runoff during wet weather events due to leaky sewer pipes and manholes. The I&I experienced by the SPDs is severe enough that the majority of the sewer lines have proven to be at capacity because of the amount of stormwater they carry in addition to untreated sewage, which has lasting consequences if not adequately addressed. These consequences range from harmful environmental impacts to limitations on growth opportunities within communities.

While this system of multiple, separate Special Purpose Districts served the county in the past as population centers were spread across the county, modern demands on sanitary sewer, economies of scale, addressing the I&I issues, and the need to address and guide growth comprehensively means it is time to critically examine wastewater service provision within the county. This will require county coordination with providers to design system improvements, address water quality issues, and provide capacity for growth in the areas identified in this plan.

Septic systems are also heavily used as a wastewater collection alternative in the county. If sewer service is unavailable, a developer currently has the opportunity to opt for septic systems without having to take into consideration any future sewer connection if and when the septic system fails. This situation creates challenges for sewer providers with lack of rights-of-way or topography creating construction roadblocks. There are also no requirements within the county to address the functionality and effectiveness of existing septic systems to ensure the safety of the environment and communities. Each of these issues should be addressed.

Goal F Provide fiscally sound infrastructure improvements that are coordinated, equitable, efficient, sustainable and that ensure capacity for expected growth.

Objective F-1	Improve and expand public sewer service.	Partner/ Funding Sources	Timeframe
Strategies			
1.	Unify sewer service providers in Greenville County to promote and implement environmental protection efforts, seamless wastewater planning coordination, and cost-effective sewer service to the customer.	State Legislature, Special Purpose Districts	< 3 Years
2.	Establish requirements for future sanitary sewer connections and easement corridors for septic development.	Renewable Water Resources, South Carolina Department of Health and Environmental Control	< 5 Years
3.	Encourage and support the use of regulations to assist in sewer planning to bolster environmental water quality protection efforts.	State Legislature, Special Purpose Districts	< 10 Years

Objective F-2	Create a countywide comprehensive sanitation program.	Partner/ Funding Sources	Timeframe
Strategies			
1.	Provide for adequate collection, processing, disposal, and recycling efforts in an environmentally-sound, economical manner.	GC, Greater Greenville Sanitation Commission, Adjacent Counties	1-10 Years
2.	Increase the number of transfer stations and other opportunities for responsible waste disposal that are closer to population centers.	GC	3-5 Years
3.	Decrease illegal dumping through program enhancements and enforcement.	GC, GC Sheriff's Office, Keep Greenville County Beautiful	> 2 Years
4.	Add a construction and demolition landfill or transfer location.	GC	5-7 Years

Abbreviations: **GC** - Greenville County, **SCDOT** - South Carolina Department of Transportation

Objective F-3	Enhance and connect the county's infrastructure.	Partner/ Funding Sources	Timeframe
Strategies			
1. Require sidewalks along all public streets in urban areas, around schools, and within subdivisions in the county.	GC, SCDOT, Municipalities, GC Homebuilders Association	1-2 Years	
2. Expand and connect sidewalks, bikeways, and trails.	GC, SCDOT, Municipalities, Bike-Walk Greenville	> 1 Year	
3. Require mobility connections between commercial, residential, institutional, and employment centers and between these uses and public parks.	GC, SCDOT, Greenlink, Municipalities, Development Community	3-5 Years	
4. Maintain mutual-aid agreements with nearby service providers ensuring quality response to all areas of the unincorporated county.	GC, Municipalities, Adjacent Counties	3-5 Years	

Objective F-4 Promote sustainable development practices.	Partner/ Funding Sources	Timeframe
Strategies		
1. Ensure that new development contributes its fair share to the costs of community facilities and services. + Improve on-site and off-site stormwater management.	GC, Homebuilders Association of GC	1 - 3 Years
2. Encourage the use of low impact development stormwater solutions.	GC, Homebuilders Association of GC	2 - 3 Years
3. Create a strong link between capital improvements programming and land use planning.	GC, Municipalities	1 - 3 Years
4. Locate, design, renovate and operate schools as centers of community, with limited student population sizes. + Foster multiple uses of public-school facilities, including after school mentoring programs, recreational league play, open gym use, and other evening and weekend access for continuing education and community activities.	GC, School District of GC, local community organizations	3 - 5 Years

Objective F-5 Improve access to recreational opportunities.	Partner/ Funding Sources	Timeframe
Strategies		
1. Broaden the use of utility easements to include public trails. + Require connections to and maintenance of these for public use within new development.	GC, SCDOT, Municipalities, ReWa	1 - 3 Years
2. Create a regional park system that addresses active and passive recreational needs.	GC, Municipalities, Adjacent Counties	7 - 10 Years
3. Create a blueways trail system that can be implemented when stream quality improves.	GC, Adjacent Counties	5 - 7 Years
4. Ensure that park and recreational facilities are accessible to all persons regardless of age or physical capability.	GC	1 - 3 Years



Housing

Housing is a significant driver of economic growth in the United States and Greenville County. According to the National Home Builders Association, housing directly contributes 14% of gross domestic product and generates another 6% on average in downstream expenditures. These expenditures include construction materials, labor, residential remodeling, production of manufactured homes, and real estate brokers' fees.

Since 2000, more than 55,000 housing units have been built in the county, reaching a total of more than 215,000 units. In 2017, 66% of the housing units in Greenville County were owner-occupied. More than 80,000 new housing units will be required over the next twenty years to meet the projected 2040 population. Accelerating the process of obtaining housing permits can save residential developers time and money and can contribute to savings in purchase prices and rental rates.

Across the county, residents have cited more affordable housing as a critical need. (Affordable housing is defined by income.) Most agencies and experts agree that housing is affordable if it does not cost more than 30% of a household's income. Lower-income households can spend as much as 60% of income or more. All types of housing, regardless of cost, should meet basic standards of livability that include:

- + in good repair;
- + big enough for the number of people who live there;
- + free of hazardous materials and other threats to health and safety;
- + accessible to residents, particularly older adults and people with disabilities;
- + access to shopping, public transportation, recreation, and health and human services.

The affordable housing challenge facing the county is substantial and growing, including the county's estimated current affordable housing deficits, plus the projected annual new need for additional affordable units from anticipated growth. Continued support for local partnerships that reduce the homeless population remains a critical housing need. Supportive housing for the homeless generates savings in public resources, according to the South Carolina Department of Revenue and Fiscal Affairs.

Maximizing residential land utilization can be accomplished through improved site design and a mix of housing types and will contribute to the diversification of the supply of new housing dispersed across the county. Implementation of housing strategies is critical to successfully maintaining the quality of life enjoyed by Greenville County residents.

Live

PERFORMANCE INDICATORS

AFFORDABILITY

- Cost of living index
- Average price of home
- Average apartment rental price
- Percent of home loans approved
- Number of affordable housing units

DIVERSITY

- Percent of housing stock single family only
- Percent of housing types in each census tract
- Race, age, and income demographic integration by census tract

PRESERVATION

- Demolition permits for residential properties
- Number of residential renovations
- Number of residential infill projects

ACCESSIBILITY

- Number of homes within walking distance of schools, open space, and grocery stores
- Number of homes within walking distance to employment centers

Goal G

Promote housing choice and a sustainable, equitable, affordable, housing stock.

Objective G-1	Connect housing with jobs, transportation, and other uses.	Partner/ Funding Sources	Timeframe
Strategies			
1.	Encourage and promote the development of accessible housing units in multi-family buildings as a percentage of the total number of housing units.	GCRA, HAG, GC, Municipalities	< 2 Years
2.	Rewrite zoning ordinance to allow a wider variety of housing types by-right that would be available to all income levels.	GC, Municipalities	< 2 Years
3.	Provide financial and development incentives to private developers and non-profits to construct and/or rehabilitate affordable housing.	GC, Municipalities	< 2 Years
4.	Ensure adequate affordable housing units can be near employment and community centers. <ul style="list-style-type: none"> + Actively encourage and support the development of additional on-campus housing units for students and faculty at higher-education institutions including Furman University, Bob Jones University, Greenville Tech, and North Greenville University. + Actively educate the community to think of affordable housing as infrastructure and using public spending on infrastructure to partner with the private sector on affordable housing. 	HAG, Non-Profits, Municipalities	Ongoing
5.	Encourage employer-assisted housing. <ul style="list-style-type: none"> + Initiate an Employee Housing Assistance program for public employees (education, local government, etc.) offering a combination of "Housing Allowance Cafeteria Plan" that can include down payment assistance, forgivable loans tied to tenure, rental allowances and a cafeteria benefits incorporating housing support. 	U, GC	< 2 Years
6.	Allow residential uses and offer density bonuses to new housing that is close to major job centers and connect them through active transportation systems including multimodal streets, sidewalks, and trails.	GC, Municipalities	< 2 Years

Abbreviations: **GCRA** - Greenville County Redevelopment Authority, **HH** - Habitat for Humanity, **GHF** - Greenville Housing Fund, **HAG** - Homebuilders Association of Greenville, **CCC** - County Chambers of Commerce (Greenville, Simpsonville, Greater Mauldin, Fountain Inn, Travelers Rest), **HBC** - Hispanic Business Council, **G** - Greenlink, **Non-Profit** - Area Housing Non-Profit Entities (Greenville Housing Futures, Home of Hope, etc.), **BR** - Board of Realtors, **UF** - Upstate Forever, **GC** - Greenville County, **REWA** - ReWa, **U** - Private Universities and College in Greenville County.

Objective G-2	Improve housing choice and affordability and reduce homelessness.	Partner/ Funding Sources	Timeframe
Strategies			
1.	Allow single-family, duplex, triplex and four-plex housing as conditional uses in most residential areas.	MGC, Municipalities	< 2 Years
2.	Provide for zero-lot-line housing options through appropriate zoning conditions and processes. + Reduce excessive frontage and setback requirements in historic areas to allow for accessory dwelling units.	HAG, Municipalities	< 2 Years
3.	Support and develop an appropriate definition and standards for compact and “tiny” houses. + Add into residential zones in appropriate areas.	GC, HAG, Non-Profits, Municipalities	< 5 Years
4.	Encourage mixed-use, mixed-residential, and mixed-income neighborhoods through conditional use standards in by-right zones.	GC, Municipalities	Ongoing
5.	Allow accessory dwelling units by-right under appropriate use standards. + Educate homeowners, real estate professionals, financial institutions and the public about accessory dwelling units. + Develop the appropriate standards, tools and processes to support accessory dwelling unit.	HAG, Non-Profits, GC	< 2 Years
6.	Leverage public funds to encourage housing choice and affordability. + Increase the county’s acquisition, or actively support non-profit housing partners, to acquire properties for redevelopment purposes of potential affordable housing units. + Continue to provide discounted building fees and fast-track the approval process for proposed developments that incorporate affordable housing units.	GCRA, GHF, Non-Profits	Ongoing
7.	Connect homeless populations with support services.	CCC, Non-Profits	Ongoing
8.	Support policies and programs that encourage short and long-term solutions to homelessness. + Expand public awareness of the long-term benefits of addressing the needs of people who are homeless. + Revise and facilitate rules that allow motels to be converted to safe housing. + Identify sites for new family shelter for at least 20 families and multiple sites for at least 100 single-room occupancy units.	Non-Profits, CCC	Ongoing
9.	Allow density bonuses beyond stated maximum densities when affordable housing units are included in proposed developments. + Identify and make available all surplus public land for affordable housing (closed fire stations, unused parkland, Greenville Tech, schools, cities and county). + Continue to acquire and rehabilitate existing housing units for resale.	HAG, Non-Profits, M, GC	> 2 Years

Objective G-3	Protect existing neighborhoods and their residents.	Partner/ Funding Sources	Timeframe
Strategies			
1. Increase the supply of accessible housing by new construction and rehabilitation of housing for persons who are disabled.	GC, Municipalities	> 5 Years	
2. Continue to educate and make realtors, bankers, and landlords aware of discriminatory housing policies and to promote fair housing opportunities for all county residents.	BR, CCC, GC	Ongoing	
3. Publish and distribute housing information and applications in English and Spanish to address the increase in Limited-English Proficiency residents in Greenville County.	BR, Non-Profits, GC, Municipalities	> 2 Years	
4. Prevent housing displacement whenever possible.	GC, Municipalities	Ongoing	
5. Ensure new adjacent uses and infill development is compatible with existing housing and residential uses.	GCRA, GC, Municipalities	Ongoing	
6. Improve knowledge and awareness of the Fair Housing Act (FHA), related housing and discriminatory laws, and regulations, so that the residents in Greenville County can Affirmatively Further Fair Housing (AFFH).	BR, HBC, GC	> 2 Years	

Balance

PERFORMANCE INDICATORS

Land Use

Land use planning is an essential component of a comprehensive plan. It is a physical manifestation of planning and is the building block of the built environment. It is critical for any community to provide an appropriate mix of land uses to serve a wide variety of community needs (like balancing jobs and housing) and to ensure its fiscal sustainability. However, land-use planning is more than merely assigning a parcel of land with a designated use (e.g., residential, commercial, industrial, etc.).

Many factors contribute to how land use and development look and feel and how land functions to serve their needs. In addition to typical considerations like development density, it is helpful to consider the character of development and the elements which create this character. The character of a place matters because it represents the identity of a community, neighborhood, or district.

An essential component of the land use recommendations is the future land use map. The following land use recommendations provide broad objectives and strategies for land use and development across the county. These are not intended to designate particular land uses for individual parcels of land. Many land-use categories are intentionally broad concerning the types of residential and commercial uses that may be appropriate and focus more on the character of the area.

The policy recommendations in the land use element are broad and designed to apply to the unincorporated county. They provide a level of flexibility to allow for different outcomes and adapt to a changing landscape as Greenville County grows over the coming decades.

QUALITY OF LIFE

- Walk and bike scores for residential neighborhoods
- Number of homes within walking distance of schools, open space, and grocery stores
- Number of homes within walking distance to employment centers

CONSERVATION

- Acres of farmland
- Acres of undeveloped open spaces
- Population density by jurisdiction

BALANCE

- Ratio of workers and jobs within each Census Tract
- Number of mixed-use developments

Goal H	Develop an approach to county land use that balances future growth with community priorities.		
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Objective H-1	Ensure that land development regulations support sensible land use patterns, attractive design features, and efficient community service delivery.	Partner/ Funding Sources	Timeframe
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Strategies			
1.	Participate in comprehensive plan updates for the cities of Greenville, Greer, Mauldin, Simpsonville, Travelers Rest, and Fountain Inn to coordinate land use and related planning efforts.	GC, Municipalities	1-5 Years
2.	Explore the need and options for implementation and enforcement of regulations that unify zoning and land development requirements with an emphasis on community appearance as appropriate for different development types in rural, suburban, traditional, urban, and special character areas.	GC	5 Years
3.	Ensure that land development regulations support sensible land use patterns, attractive design features, and efficient community service delivery, and update as needed.	GC	5-15 Years
4.	Conduct an annual review of the existing land use map to assess development patterns over time.	GC	Ongoing

Objective H-2	Protect the county’s rural character while encouraging development in areas able to support growth.	Partner/ Funding Sources	Timeframe
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Strategies			
1.	Review existing regulations and policies and update as needed to support the protection and preservation of prime agricultural and forest lands.	GC	2-3 Years
2.	Encourage the location of new and expanded residential, commercial and industrial development in areas where existing water and sewer facilities, roads, and other infrastructure, or planned facility upgrades, can accommodate the appropriate development.	GC, Municipalities, UP, SD	5 Years
3.	Explore options for optimizing land use to ensure compatibility of new land uses with existing rural and agriculture uses.	GC	5-10 Years
4.	Enhance coordination among public utility providers on future service and facility expansion plans.	GC	Ongoing

Abbreviations: **GC** - Greenville County, **UP** - Utility Providers, **SD** - Greenville County School District

Objective H-3	Promote compact development patterns that encourage whole neighborhood design while moving away from single land-use planning.	Partner/ Funding Sources	Timeframe
Strategies			
1. Promote housing choice throughout the county to include single-family homes, townhomes, patio homes, and multi-family developments in appropriate areas.	GC	1-3 Years	
2. Explore a variety of financing mechanisms for public investments associated with new residential, commercial, and industrial developments.	GC, UP	5 Years	
3. Develop and promote regulations that encourage mixed-use developments to encourage resilient communities with an emphasis on accessible services for residents.	GC	5-10 Years	
4. Encourage mixed-use development that will accommodate residents of all ages and stages of life.	GC	Ongoing	

Abbreviations: **GC** - Greenville County, **UP** - Utility Providers, **SD** - Greenville County School District

NEXT STEP DEVELOP A UNIFIED DEVELOPMENT ORDINANCE

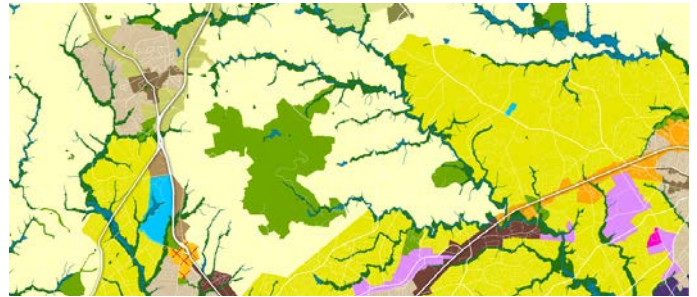
UNIFIED DEVELOPMENT ORDINANCE

Overview

A Unified Development Ordinance (UDO) is legislation adopted by the county that combines separate zoning regulations and subdivision regulations, together with other desired land development-related regulations (such as stormwater and floodplain management, design guidelines, plan review process) into a single document. The creation of a UDO is intended to streamline and coordinate the development process for permits and approvals by removing inconsistencies, eliminating outdated policies, improving predictability, and creating one resource for development review and approval. UDOs are designed to be clear, with consistent language, helpful illustrations, and reference tables in an attractive, easy-to-use format. In Greenville County, the goal would be to provide a more coordinated approach to land use regulation and economic development while making the process and regulations more accessible and understandable for the public, those interested in developing property, and public entities.

Key Components

In Greenville County, land use and development regulations exist in many documents. Land Development Regulations (LDR) govern how all subdivisions are created in the unincorporated area of Greenville County. The county also has a Zoning Ordinance that provides standards of appropriate uses and development within the zoned areas of the county, as well as an official Zoning Map. With the adoption of this Comprehensive Plan, it is critical to update these regulations to match the intent, vision, and recommendations of this plan so that future development, improvements, and investments are in line with it. Now is an appropriate time to pull together these documents into a Unified Development Ordinance. It is important to note that for UDOs to be effective, they must be supported by carefully drafted standards and regulations. The process of gathering input, drafting the document, and adopting the final UDO will require patience and cooperation among stakeholders.



ACTION STEPS

- 1 Approve the Greenville County Comprehensive Plan.
- 2 Issue RFP and select a consultant team to create the Unified Development Ordinance.
- 3 Work with a steering committee of critical county staff to oversee the development of the UDO.
- 4 Perform an audit of documents to be pulled into the UDO.
- 5 Pull together the various existing regulations into a draft UDO.
- 6 Simultaneously update the draft UDO to reflect the direction of the Comprehensive Plan.
- 7 Review and adopt the UDO.

KEY PLAYERS

Greenville County Council, County Planning and Development Committee, and County Planning Commission

Move

PERFORMANCE INDICATORS

CONNECTIVITY

- Intersection density
- Commute times

SAFETY

- Number of vehicular crashes
- Number of bike/ped crashes
- Number of fatal crashes

CHOICE

- Percent of population within walking distance of transit stop
- Percent of jobs within walking distance of transit stop
- Percent of workers walking or biking to work

SUSTAINABILITY

- Vehicle miles traveled (VMTs)
- Percent of commuters carpooling, driving alone

Transportation

Greenville County's transportation system is facing old and new challenges. The primary countywide road system is struggling to keep pace with county population and employment growth. Transportation funding has not been able to meet the demands of the rising cost of road construction and inflation. Additionally, there is a greater appreciation of the need for public transportation corridors to provide for and accommodate travel by modes other than just cars and trucks. Current challenges facing the county transportation system include:

- + Farm-to-market roads that do not meet current road standards;
- + Substantial commuter population from adjacent counties;
- + Urban traffic congestion;
- + Mobility challenges linking the urban districts;
- + Maintenance of an aging road infrastructure system;
- + Increasing demand for bike and pedestrian facilities;
- + Safety concerns due to high speeds, sight distance, and traffic control/geometry needs;
- + Limited right-of-way for road widening and improvements; and
- + Jurisdictional mismatch between road segments and use (state vs. county roads).

It is important to note that the interstates and major routes are operated and owned by the State; that regional transit is operated and managed by the Greenville Transit Authority, and that the rail and airports are operated by other, separate entities. This element considers the interconnectivity and need for all stakeholders to operate effectively to promote a cohesive transportation system for the county. It provides the framework to improve transportation objectives and project decisions.

Transportation Planning

Planning to meet current and future transportation needs is accomplished through programs at the federal, state, regional, county, and jurisdictional levels in Greenville County. For Greenville County, transportation planning and funding allocations are provided by the Federal Highway Administration, the South Carolina Department of Transportation (SCDOT), the Greenville-

Pickens Area Transportation Study (GPATS), the Appalachian Council of Governments (ACOG), and the Greenville Legislative Delegation Transportation Committee (GLDTC).

Coordination of short and long-range planning is required between each party listed above and is principally undertaken by GPATS. The GPATS Transportation Improvement Program (TIP) is a short-range program that schedules projects to be funded within the next six years. Projects are first included in the Long-Range Transportation Plan (LRTP). Based on priorities established in the LRTP, projects are moved into the TIP as funding becomes available. A project cannot appear in the TIP unless it is first included in the LRTP.

Projects included in the current TIP are scheduled for implementation by 2023. When projects are added to the TIP, they are prioritized based on area-wide needs and in accordance with SC Act 114. Projects included in the TIP typically are funded over several years, with funding allocated to the preliminary engineering, right-of-way acquisition, and construction phases.

C-Funds are a funding source derived from a statewide 2.66-cent per gallon user tax on gasoline sales. These funds are deposited in the County Transportation Fund and allocated to the counties through a formula based on total number of vehicles registered and miles of road within each county. At least 25% of the allocated C-Funds must be spent on state roads. C-Funds are available for construction, improvements, or maintenance on the state highway system, local paving or improvements to county roads, street and traffic signs, and other road and bridge projects. Resurfacing, drainage improvements, and sidewalk construction may also be accomplished with C-Funds. Each county has a County Transportation Committee with members appointed by the county legislative delegation. The Greenville County Transportation Committee has the authority to decide which local transportation projects will be funded by C-Funds.

By ordinance, Greenville County assesses an annual road maintenance fee of \$25. It is a flat fee directed to individuals who own private vehicles and are therefore using and benefiting from the county road system. Money from this fee goes towards repairing and repaving county roads.



Goal I

In coordination with land use plans, develop a transportation system that provides mobility options, a high level of service, and improved safety.

Objective I-1

Improve transportation connectivity for all users and develop strategies to improve user experience and needs.

Partner/ Funding Sources

Timeframe

Strategies

1. Implement strategies for future land use with coordination of impact studies to develop transportation models and mitigation requirements.

- + Develop methods of interaction with state and city permitting to coordinate impacts and mitigation.
- + Develop a system that will inform all agencies of impacts for large developments and major traffic generators.
- + Review requirements for impact studies so they consider multi-modal streets needs.
- + Check interconnectivity of bike and sidewalk plans against mitigation requirements for future projects, such as intersection improvements, road widening, and road resurfacing.

GC, SDOT, Municipalities

6-12 Months, Ongoing

2. When adding new street mileage to the existing county road system, consider land use and intermodal needs with respect to cars, trucks, pedestrians, bicyclists, and transit.

- + Develop a checklist with expected transportation needs associated with each land use and area. When new roads are planned, require the roadway/corridor features to address these needs (including right-of-way).
- + Consider future county or state maintenance costs before accepting additional road mileage.

GC

3-6 Months, Ongoing

3. Implement a county bicycle plan in coordination with municipal and state plans for road improvements.

- + Compare all planned road projects with the master bicycle plan so that they are designed to include designated bike facilities, and cross reference with each agency's bike connectivity plans. Look for road diet opportunities, creating separated bike lanes in key areas.

GC, SDOT, Municipalities

Ongoing

4. Implement sidewalk connectivity throughout the county and update/improve pedestrian crossings with applicable devices along county-maintained roads.

- + Develop a sidewalk priority list for connectivity gaps and needs in communities and around schools. Implement projects to meet these locations and enhance crossings at major conflicting intersections.
- + Require that all new development in suburban and urban areas has sidewalks.

GC, SDOT, Municipalities

6-12 Months, Ongoing

Abbreviations: **GC** - Greenville County, **SCDOT** - South Carolina Department of Transportation

Objective I-2	Preserve existing county roads, develop standards and strategies to add necessary road system mileage, and develop multi-modal streets for housing and economic development.	Partner/ Funding Sources	Timeframe
Strategies			
1. Maintain road quality pavement evaluations for all county roads and support pavement preservation techniques. <ul style="list-style-type: none"> + Address road improvements by objective data from pavement evaluations and utilize existing funding to accomplish improvements to the pavement quality. Develop a list and funding matrix for low-volume county roads to maintain pavement life expectancy of twenty years. Utilize pavement preservation techniques - crack sealing, surface treatment, maintenance lifts, full depth patching, resurfacing, and full reclamation. 	GC	Ongoing	
2. Develop a reoccurring pavement marking plan for all county roads. <ul style="list-style-type: none"> + Formalize a list of county roads to conduct proper striping, including centerline and edge lines where applicable. Include intersection markings such as stop bars and cross walks that connect sidewalks. Consider thermoplastic markings on higher volume roads to extend life expectancy. 	GC	8-12 Months, Ongoing	
3. Initiate a substandard bridge, culvert, and guardrail placement/replacement program. <ul style="list-style-type: none"> + With the number of substandard bridges that do not meet current weight limits, widths, and proper end treatment protection, develop a priority list weighing flood prone areas, bus and emergency vehicle access, and high-volume roads. Assign estimated construction dollars and fund through current maintenance funding, capital improvement funds, and County Transportation Committee. 	GC	12-18 Months, Ongoing	
4. Continue to enhance, extend, and connect the Swamp Rabbit Trail for improved community walkability and bike utilization. <ul style="list-style-type: none"> + Enhance segments and consider extensions that reach out to adjoining communities 	GC, SDOT, Municipalities	Ongoing	

Abbreviations: **GC** - Greenville County, **SCDOT** - South Carolina Department of Transportation

Objective I-3	Improve operations and safety for motorists, pedestrians, and bicyclists.	Partner/ Funding Sources	Timeframe
Strategies			
1. Apply MUTCD standards and additional treatments for improved signing and pavement markings and apply alternative designs. <ul style="list-style-type: none"> + Apply oversized signing, reflective strips, reflective markings, thermoplastic, high crash-modification factor applications, and traffic calming designs to locations that show high crashes and to future roads that will incorporate both vehicular, pedestrian, and bike traffic. 	GC	Ongoing	
2. Assist GTA with transit stops and rights-of-way for new land use. <ul style="list-style-type: none"> + Develop a reporting notification of new housing developments and high job market locations to GTA to plan for needed new routes and transit locations for access. + Require transit corridor projects to build new bus stops where planned by GTA. 	GC, GTA	8-12 Months, Ongoing	
3. Consider traffic calming techniques applied to new and existing development. <ul style="list-style-type: none"> + Apply traffic calming techniques and design to new and existing community and commercial road systems to encourage lower speeds. 	GC	Ongoing	

Objective I-4	Consider additional funding mechanisms to support needed transportation infrastructure maintenance.	Partner/ Funding Sources	Timeframe
Strategies			
1. Develop alternative funding to maintain pavement preservation, bridges, and culverts. <ul style="list-style-type: none"> + Supplement current county road maintenance fee and capital improvement budget to maintain an accelerated road rehabilitation program, bridge and culvert replacement program, and bring additional roads into the county roadway inventory. 	GC, Council	12-24 Months	
2. Supplement funding to meet the needs of reducing congestion points throughout the county. <ul style="list-style-type: none"> + GPATS has identified 123 corridor improvements and 137 intersection improvements that are needed to sustain the county roadway operations. Budget funding will not meet these needs by 2040. + New funding could support and accelerate projects identified in the county's capital improvement program and benefit residents and new industry. 	GC, Council	12-24 Months	
3. Consider adjusting the Greenville County Transportation Committee (CTC) projects list to be priority-based and reflect the direction of this plan. <ul style="list-style-type: none"> + Develop priority projects throughout the county to include pavement preservation, bridge, culverts, guardrail, traffic control, and intersection improvements. Continue to provide options for requests that comply with the intent of this transportation plan and maintain state requirements on expenditures on their road system. 	GC, Councils, Legislators, CTC Committee	12-18 Months	

NEXT STEP DEVELOP A COUNTYWIDE MOBILITY PLAN

COUNTYWIDE MOBILITY PLAN

Overview

A countywide mobility plan should include components found in a conventional thoroughfare plan. However, the plan should encourage a shift towards more sustainable transportation systems and support the integration and balanced development of all modes.

Key Components

Key components of the countywide mobility plan include:

- + Provision of a safe transportation network for all, providing extra precautions to protect vulnerable users: pedestrians, cyclists, and elderly, young, disabled, and low-income citizens.
- + Street section and streetscape design guidelines.
- + A countywide map illustrating the existing and planned location of transportation facilities.
- + Generous right-of-way preservation for a future connected system.
- + Connection to open space and recreation.
- + Multi-modal improvements, including transit, biking, and walking facilities.
- + Alignment of transportation and future land use plans and growth expectations.
- + Placemaking with public spaces, multi-modal streets, and urban design in applicable locations.



ACTION STEPS

- 1 Release RFP including key objectives and components from Comprehensive Plan.
- 2 Establish a Mobility Plan steering committee.
- 3 Involve county communities and residents.
- 4 Identify transportation and mobility needs, including road segments to improve, complete street needs, ROW needs, future connections, and potential costs.
- 5 Prioritize improvements.
- 6 Craft implementation plan, including recommended funding strategy
- 7 Include transportation and mobility improvements in annual CIPs and incorporate into Long-Range Transportation Plan.

KEY PLAYERS

Greenlink, County Public Works Department, South Carolina Department of Transportation, local jurisdictions, Greenville-Pickens Area Transportation Study, bicycle advocacy groups. Greenville CTC, ACOG, Greenville-Spartanburg International Airport, Amtrak

BEST PRACTICES EXAMPLES

- + Atlanta Transportation Plan
- + Miami-Dade 2040 Long Range Transportation Plan
- + Connect Columbus Multimodal Thoroughfare Plan - Columbus, OH

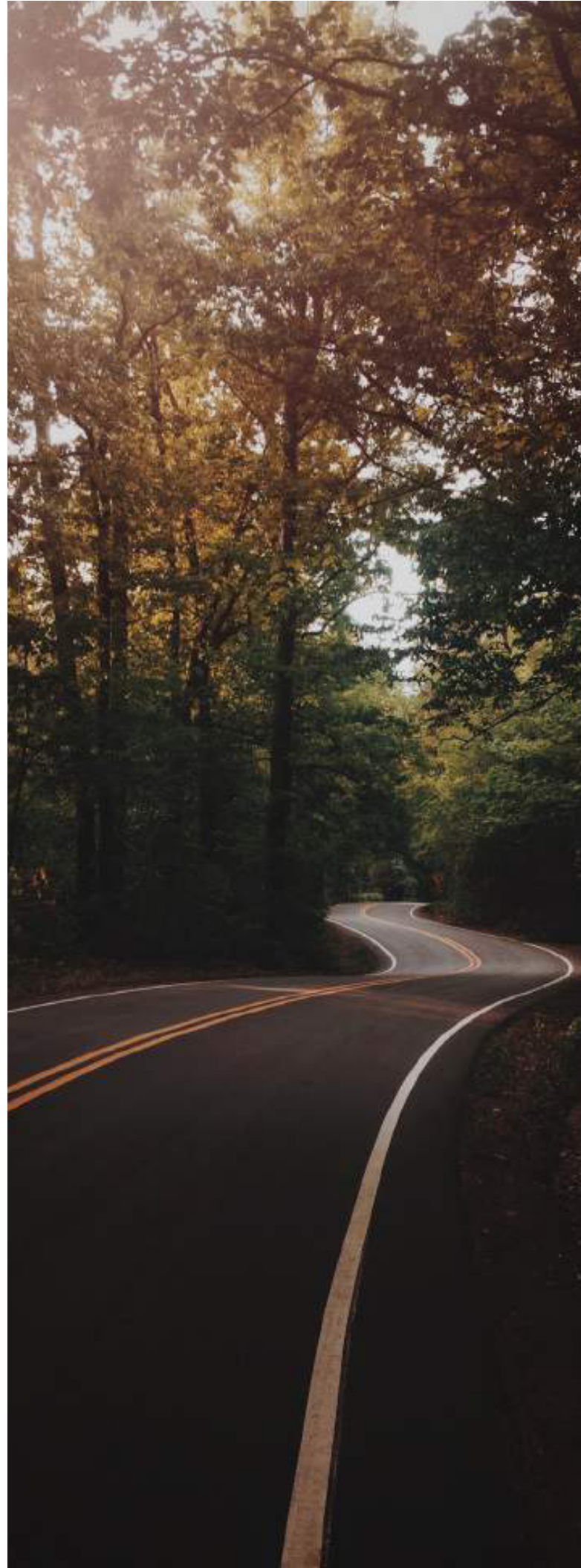
Priority Investment

The Priority Investment Act of 2007 (S266) amended South Carolina's Local Government Comprehensive Planning Enabling Act (SC Code sec. 6-29) to include a Priority Investment Element, along with a Transportation Element. The purpose of this Priority Investment Element is to recommend policy actions prompted by the findings in the preceding text of this Comprehensive Plan. These recommendations seek to address economic development, environmental protection, transportation and housing needs, and quality-of-life issues in a comprehensive manner for Greenville County.

Coordination

The South Carolina Priority Investment Act requires that the recommendation of capital improvement projects requiring public expenditure be done through "coordination with adjacent and relevant jurisdictions and agencies." The Act defines adjacent and relevant jurisdictions and agencies as "those counties, municipalities, public service districts, school districts, public and private utilities, transportation agencies, and other public entities that are affected by or have planning authority over the public project."

Adjacent and relevant jurisdictions and agencies identified as providing public facilities or related services within Greenville County are listed in the following tables.



Adjacent Counties	Capital Improvement/Public Facility/Services
Anderson County	Neighboring County
Henderson County	Neighboring County, North Carolina
Laurens County	Neighboring County
Pickens County	Neighboring County
Polk County	Neighboring County, North Carolina
Spartanburg County	Neighboring County
Transylvania County	Neighboring County, North Carolina

Municipalities	Capital Improvement/Public Facility/Services
City of Fountain Inn	County municipality; County contribution
City of Greenville	County municipality; County contribution
City of Greer	County municipality; County contribution
City of Mauldin	County municipality; County contribution
City of Simpsonville	County municipality; County contribution
City of Travelers Rest	County municipality; County contribution

Special Purpose Districts	Capital Improvement/Public Facility/Services
Belmont Fire and Sanitation District	Special purpose district providing fire service and EMS
Berea Public Service District	Special purpose district providing fire service and sewer
Boiling Springs Fire District	Special purpose district providing fire service
Canebrake Fire District	Special purpose district providing fire service
Duncan Chapel Fire District	Special purpose district providing fire service, rescue, and EMS
Dunklin Fire District	Special purpose district providing fire service
Foothills Fire Service Area	Special purpose district providing fire service
Gantt Fire, Sewer, and Police District	Special purpose district providing fire service and sewer
Glassy Mountain Fire / Safety Service Area	Special purpose district providing fire service, rescue, EMS, and safety
Greater Greenville Sanitation Commission	Special purpose district providing non-hazardous solid waste collection
Greenville Airport Commission	Owner and operator of downtown airport
Greenville Arena District Board of Trustees	A political subdivision that owns and operates the Bon Secours Wellness Arena
Greenville Transit Authority	Operated by the City of Greenville to provide fixed-route and ADA-compliant transportation services
Greenville-Spartanburg Airport District	Operates the Greenville-Spartanburg International Airport
Lake Cunningham Fire Department	Special purpose district providing fire service and rescue
Marietta Water, Fire, Sanitation & Sewer District	Special purpose district providing fire service and water
Metropolitan Sewer Subdistrict Commission	A special purpose district that operates and maintains sanitary sewer facilities within Greenville County.
North Greenville Fire District	Special purpose district providing fire service, rescue, and EMS
Parker Sewer and Fire Sub-District	Special purpose district providing fire service and sewer
Pelham - Batesville Fire District	Special purpose district providing fire service, rescue, and EMS
Piedmont Park Fire District	Special purpose district providing fire service and rescue
Piedmont Public Service Area Commission	Special purpose district providing fire service, recreation, and street lighting
Rabon Creek Watershed Conservation District	Special purpose district providing drainage and flood control
Renewable Water Resources	Special purpose district providing sewer and water services
Slater-Marietta Fire District	Special purpose district providing sewer and water services
South Greenville Area Fire District	Special purpose district providing fire service
South Tyger Watershed Conservation District	Special purpose district providing flood control
Taylor's Fire and Sewer District	Special purpose district providing fire service and sewer
Wade Hampton Fire and Sewer District	Special purpose district providing fire service and sewer

Other Relevant Agencies	Capital Improvement/Public Facility/Services
Appalachian Council of Governments (ACOG)	Long-range transportation planning for non-urbanized portions of Greenville County, Water Quality Management Planning, economic development and workforce planning, aging support program, and other local government assistance
Blue Ridge Electric	Electric service provider for portion of county
Bob Jones University	Higher education with campus in county
Bon Secours	Major healthcare provider for county
Clemson University	Higher education with sub-campus in county
Duke Energy	Electric service provider for portion of county
Furman University	Higher education with campus in county
GPATS	Metropolitan Planning Organization for transportation in the Greenville Urbanized Area
Greenville Chamber of Commerce	Association that promotes and protects the interests of the Greenville County business community
Greenville County Economic Development (GADC)	Economic development agency in the county
Greenville County School District	Pre-K to 12 public school system
Greenville Homebuilders Association	Provides education and support for the home building community
Greenville Technical College	Higher education with campus in county
Laurens Electric Coop	Electric service provider for portion of county
Piedmont Natural Gas	Natural gas provider for portion of county
Prisma Health	Major healthcare provider for county
SPATS	Metropolitan Planning Organization for transportation in an area adjacent to Greenville County
Ten at the Top	Regional advocacy organization
Upstate Alliance	Regional economic development organization
Upstate Forever	Conservation non-profit that protects land and water and promotes balanced growth in the Upstate

Analysis of Projected Funding

As part of this Priority Investment Element, Greenville County is required to forecast federal, state, and local funds available for public infrastructure and facilities into a ten-year planning horizon. This list is being prepared to show public infrastructure and facilities needed over the planning horizon. This forecast ensures that adequate capacity is reserved for the magnitude and timing of anticipated development in Greenville County.

Many public infrastructure and facilities needs have been identified for Greenville County for the next decade through the development of the required elements of the Comprehensive Plan. These capital improvements include those that will be funded and accomplished by the county as well as projects that will be funded and accomplished with the assistance of other public and private entities, such as the Appalachian Council of Governments, the Greenville County School District, and local utility providers. Greenville County must continue to explore new partnerships and funding sources to meet capital needs while ensuring its most critical needs are fulfilled.

Anticipated funding from federal, state, and local sources for public infrastructure and facilities during the next ten years is outlined in the table below. Also included are eight priorities Greenville County can anticipate being addressed by the available funding. They are listed in no particular order:

1. Plan, maintain, and improve public facilities and infrastructure to accommodate the needs of current residents and businesses, ensure the health and safety of residents, while meeting applicable local, state, and federal requirements.
2. Expand and upgrade sewer facilities to provide quality service to existing customers and to enable adequate capacity for existing and future residential, commercial, and industrial development.
3. Plan, manage, and improve public recreation facilities to accommodate the current and future needs of county residents of all ages.
4. Preserve, protect, and enhance the county's natural, cultural, recreational, agricultural, and historic resources.
5. Study and address the land use and development issues related to fast-growing areas of the county, including Five Forks, northern Greenville County, and Piedmont.
6. Provide the infrastructure, workforce, and support needed to attract quality industrial and commercial development.
7. Plan, maintain, and improve public education facilities to accommodate the current and future lifelong learning needs of county residents of all ages.
8. Reinvest in legacy industrial areas for mixed-use infill and revitalized communities.

Significant challenges exist in trying to forecast available revenues through a ten-year planning horizon. Methods for forecasting available revenues can vary greatly based on any particular funding source. As such, these estimates are conservative. This forecast is only the first step toward programming public infrastructure and facilities into a bi-annual capital budget. Only those revenue sources currently funded, or that have a high probability of being funded within a ten-year planning horizon, are included in the following table. Anticipated funding amounts are shown in 2019 dollars.

Additionally, some examples of potential funding sources not currently being implemented by Greenville County include, but are not limited to:

- + Local Option Sales Tax: used for capital projects and other purposes
- + Impact Fees: covers costs of public services required by new development
- + EPA Brownfield: grants, and low-cost loans for cleanup and reuse of brownfield sites
- + Federal Historic Preservation: grants for planning, education, and stabilization of historic properties
- + SC Rural Infrastructure Authority: grants and low-cost loans for infrastructure improvements

Funding Source	Description	Anticipated Annual/Bi-Annual Funding Amount (2019 figures unless otherwise stated)	Priorities Addressed
General Fund	Annually appropriated funds for governmental functions not otherwise funded through special accounts, such as administration and operation, provided by valorem taxes levied on real and personal property.	\$174,184,892	1, 4, 5
Special Revenue Fund	Funds acquired from revenues legally restricted to expenditure for a particular purpose, including fire service, E911, and grants funds.	\$70,356,513	1
Capital Projects Fund	Funds used for acquisition and construction of major capital facilities.	\$49,950,000	1, 2, 3
Debt Service Fund	Current financial resources restricted for the payment of principal and interest for long-term debt, includes General Obligation Bonds, Capital Leases, and Certificates of Participation.	\$20,435,805	
Enterprise Fund	Funds used in operations where the costs of providing goods or services is financed or recovered primarily through user charges such as the sewer system.	\$22,512,263	1, 2
Internal Service Fund	Account for the financing of goods and services provided by one department or agency to other county departments or agencies, or to other governments, on a cost-reimbursement basis.	\$44,294,638	1
Revenue Bonds	Principal and interest for revenue bonds are paid from the revenue generated from the acquisition or construction of the asset for which the bonds were issued.	\$3,050,408	1

Funding Source	Description	Anticipated Annual/Bi-Annual Funding Amount (2019 figures unless otherwise stated)	Priorities Addressed
Greenville County Road Maintenance Fee	A flat fee directed toward the individuals who own vehicles and are therefore taking part in the deterioration of county roads. Money goes towards repairing and repaving county roads.	\$15,100,000	1, 6
Guideshare Funds	Guideshare Funds are allocated by SCDOT for constructing new roads, adding traffic lanes to existing roads, constructing paved shoulders, installing traffic signals, constructing sidewalks or bike lanes, or making safety improvements.	\$18,078,000	1, 6
Transportation Alternatives Funds	State transportation funds allocated for non-traditional transportation related activities such as bicycle and pedestrian facilities and pedestrian-friendly streetscapes.	\$656,199	1, 3, 4, 6
State Revolving Fund	State revolving funds are funds that provide low-interest loans for investment in water and sanitation infrastructure.	\$6,751,117 since 2009	1, 6
Infrastructure Bank	Used for economic development programs and to fund capital needs as a result of economic development.	\$12,687,627	1, 6
County Affordable Housing Initiative	Money allocated by county to address affordable housing through partnership with City of Greenville.	\$1,000,000	6

Goal J	Coordinate with partners and invest wisely in major infrastructure and facility projects.		
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Objective J-1	Collaborate with relevant agencies to adequately meet public infrastructure and facilities needs.	Partner/ Funding Sources	Timeframe
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Strategies			
1.	Notify and coordinate with appropriate adjacent and relevant jurisdictions and agencies when recommending public infrastructure and facilities projects that require the expenditure of public funds.	GC, Municipalities, AC	<1
2.	Encourage public/private partnerships to facilitate the provision of needed public infrastructure and facilities.	GC, Municipalities, AC	3-10
3.	Seek partnership opportunities through MOUs with the county's municipalities and adjacent and relevant jurisdictions and agencies.	GC, Municipalities, AC	Ongoing

Objective J-2	Identify, plan for, and prioritize long-range public infrastructure and capital facility needs.	Partner/ Funding Sources	Timeframe
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Strategies			
1.	Establish an informal infrastructure advisory group to encourage mutually reinforcing capital infrastructure projects developed by individual agencies.	GC, Municipalities, ACOG	<1
2.	Conduct a Greenville County Facilities Study, to allocate funding efficiently as Greenville County needs arise.	GC	1-3
3.	Continue working to develop I-185 as an industrial corridor with appropriate infrastructure to attract and retain world class development.	GC, Utilities	5-10
4.	Seek additional funding opportunities from federal, state, and local granting agencies and private sources for needed public infrastructure and facility needs.	GC, SA, FA	Ongoing

Abbreviations: **AC** - Adjacent Counties, **GC** - Greenville County, **FA** - Federal Agencies, **SA** - State Agencies

Objective J-3	Maximize existing resources while exploring alternative methods of securing revenue to meet public infrastructure needs.	Partner/ Funding Sources	Timeframe
Strategies			
1. Leverage existing resources to provide matching funds for grant opportunities.	GC, SA, FA	1-3	
2. Seek opportunities to partner with appropriate agencies and jurisdictions on grant and other funding opportunities to strengthen proposals and reduce overhead costs and duplication of effort.	GC, ACOG, Utilities, Jurisdictions	1-3	
3. Explore the feasibility of alternative funding sources for capital projects and long term public needs.	GC	5-10	
4. Coordinate the provisions of water, sewer, gas, and electricity with municipalities and other public and private providers as a means to encourage efficient development patterns.	GC, Utilities, Jurisdictions	Ongoing	

Abbreviations: **AC** - Adjacent Counties, **GC** - Greenville County, **FA** - Federal Agencies, **SA** - State Agencies



LAKE PLACID TRAIL
MTH CREEK TRAIL

