

GREENVILLE WEST SIDE

COMPREHENSIVE PLAN



February 19, 2014

City of Greenville, South Carolina



Chapter 2: Background and Previous Plans



NAME: Marshall

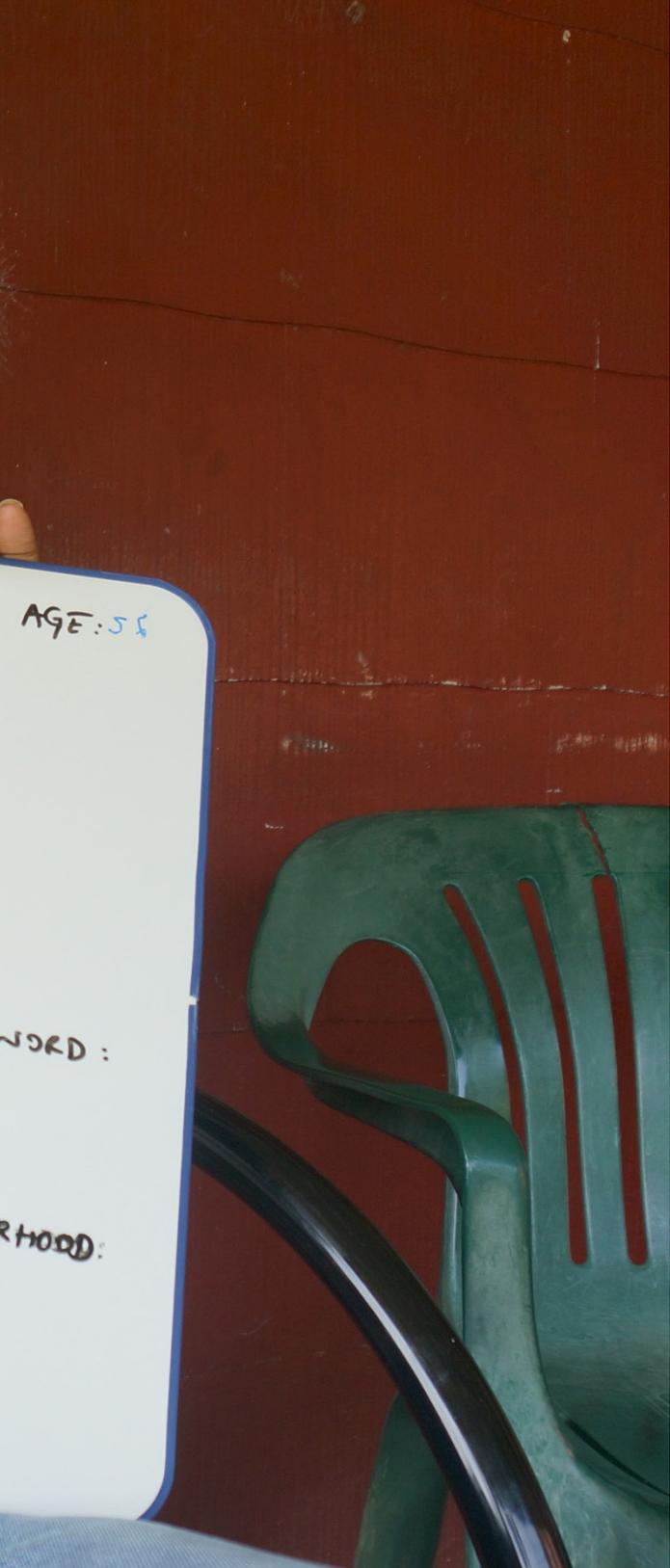
MY FAVORITE PLACES:
FOOTBALL

PLACES I DON'T LIKE:
Shopping areas

MY NEIGHBORHOOD IN ONE WORD:
Good

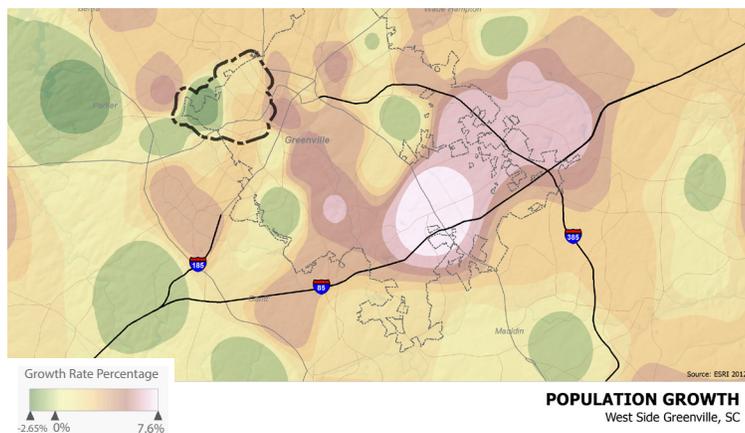
MY DREAM FOR MY NEIGHBORHOOD:
peace

THE GREAT GIVE AWAY
PLAN KICKS OFF

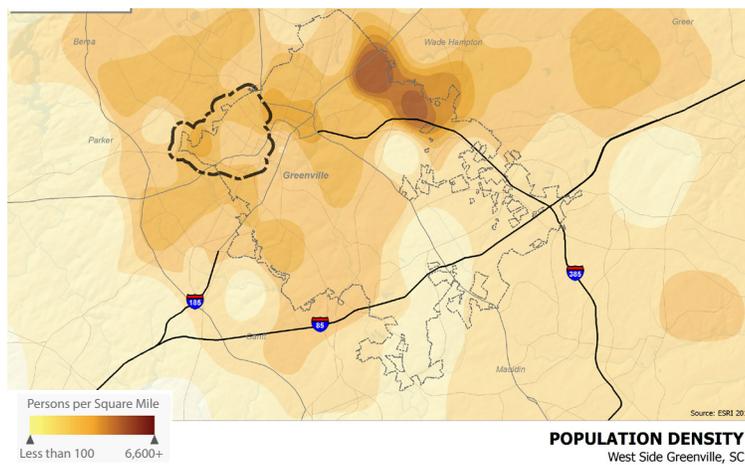


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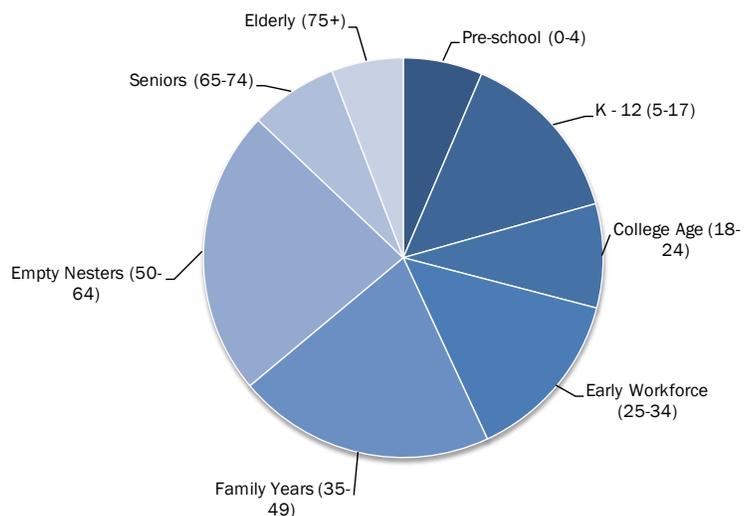
Background & Previous Plans 2



Greenville Population Growth 2013-2017



Greenville Population Density 2013-2017



West Side Area Age Distribution *Source: ESRI, 2012*

2.1: Demographic and Economic Development Overview

Developing policies, strategies, and tools for comprehensive planning requires an understanding of underlying socio-economic conditions and forces. This section summarizes demographic and economic trends, projections and relationships between various metrics, and future opportunities for the West Side in light of existing socio-economic conditions. Unless otherwise noted, the data cited in this section is provided by ESRI 2012. A complete copy of the “West Side Greenville: Demographic and Economic Development Overview” is attached as an appendix to this report.

2.1.1: Population and Household Trends

Downtown Greenville does not have a high population density, but the surrounding residential areas, including portions of the West Side, are relatively dense. While downtown, and the City of Greenville as a whole, have increased in population since 2000, parts of the West Side, particularly along the western edge of the project area, have experienced a significant population decline. In the past two years, however, the West Side population has grown slightly and is projected to grow another seven percent by 2017.

The West Side population is aging. Over the past decade, many of the younger demographics have declined, while the Empty Nester population (age 50 to 64) has grown by almost 50 percent. In the short term, younger cohorts are projected to grow only slightly compared to the 50+ age groups.

The population of West Side is predominately African-American (almost 60 percent). The population has become more diverse in the past decade and this trend is projected to increase through 2017. The Hispanic population in particular is projected to grow from four percent to ten percent (Source: ESRI).

West Side has a larger number of single-parent

households than the surrounding area, with most of these single-parent households headed by females. Additionally, West Side has a higher share of households headed by middle-age and senior individuals.

Educational attainment in West Side is poor relative to the City of Greenville, the Greenville Metropolitan Statistical Area (MSA) and the state. Only 14 percent of the population over the age of 25 hold an Associate's degree or higher, compared to 45 percent in the City of Greenville as a whole. Yet, in the last ten years, the percent of residents with only high school diplomas has decreased as higher degrees have increased.

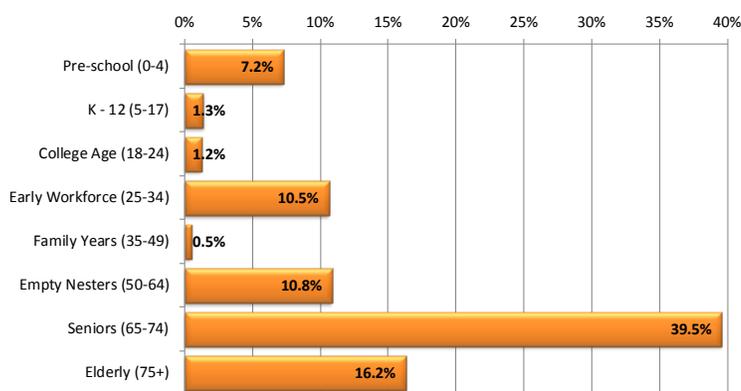
The West Side has some of the lowest median income areas in Greenville. Median household income in West Side is half of that in the city as a whole. One out of six West Side households is considered low income, earning less than \$25,000 per year.

2.1.2: Housing Overview

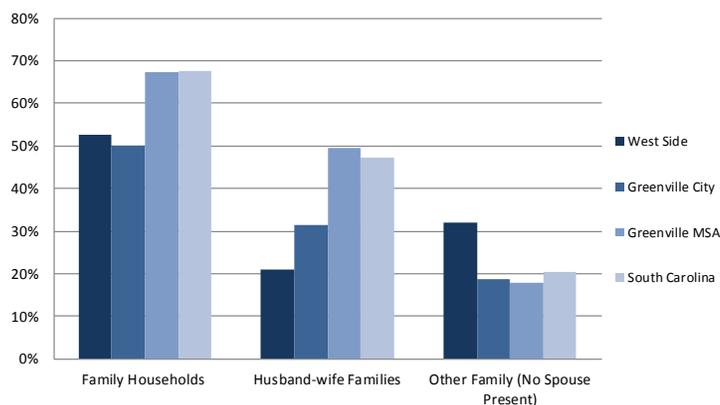
Unlike the rest of the Greenville Metropolitan Statistical Area (MSA) and the state, the majority of people in West Side rent their homes (68 percent). Most urban analysts associate high homeownership rates with neighborhood stability and a willingness of residents to reinvest where they live. However, over the past two decades, the ratio of renter-occupied units has not changed in the West Side, suggesting a stable level of homeownership and investment in the area. Despite this, almost 20 percent of housing is vacant, a much higher proportion than throughout the MSA and state, and somewhat higher than in the city. Home values in West Side are among the lowest in the area and are on par with the rural area west of the city.

2.1.3: Business Environment

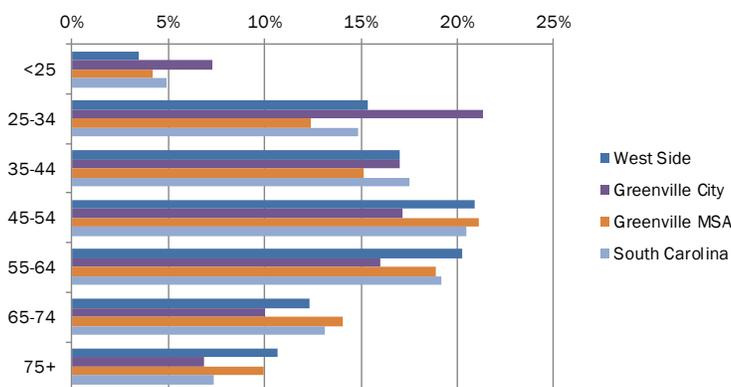
The highest concentration of jobs within the Greenville region, by far, is in Downtown Greenville. West Side's proximity to downtown's businesses is an excellent asset for residents whose job qualifications match the diversity of occupational opportunities in the greater downtown area. Additionally, the West



Projected Population Growth by Age Group, 2010-2017 *Source: ESRI, 2012*



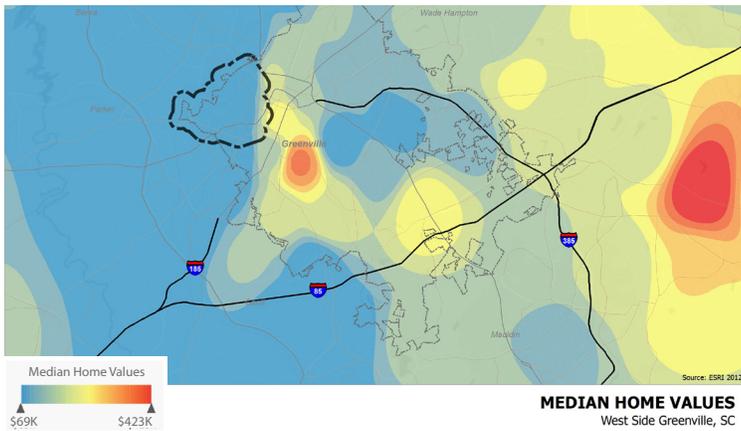
Family Households *Source: ESRI, 2013*



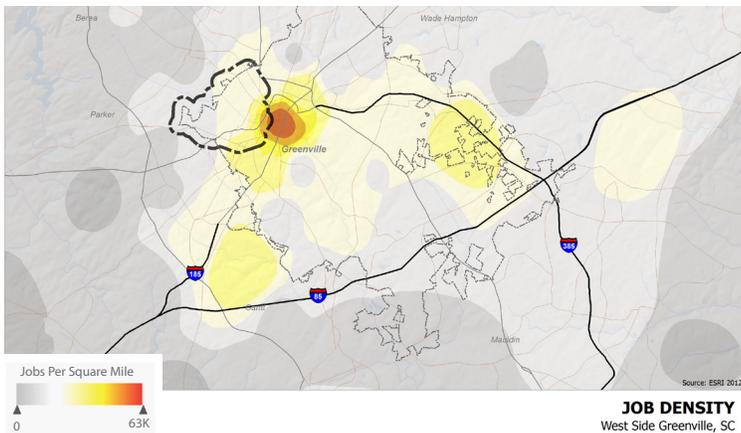
Household by Age of Householder *Source: ESRI, 2013*



Educational Attainment of Persons Age 25 or More *Source: ESRI, 2012*



Greenville Median Home Values



Greenville Job Density



Side exhibits some relatively strong economic indicators, suggesting that it is well located as a regional attraction for business operations and, perhaps, housing and labor force. Based on the projections of the South Carolina Department of Employment and Workforce, over the next ten years the number of jobs in the utilities and manufacturing sectors will decline substantially, while the top three growing sectors, which are professional and technical in nature, will add almost 15,000 net new jobs.

The data indicates the West Side has a robust relationship with the downtown area, as well as notable “export” strengths in the business sectors of Transportation and Warehousing, Information, Manufacturing, and Wholesale Trade. All but one of these (Information) are clear indicators of the West Side’s strength as a regional center that attracts labor force and customers from a wide geographic area.

In regards to retail, comparisons of the 2012 purchasing power and actual retail sales, show an estimated \$25.95 million in surplus (ULI Dollars and Cents, BizStats, Development Strategies, 2013). This clearly indicates that residents from the surrounding areas help to support the retail in the West Side study area. Additionally, this indicates sectors where there is more floor area in the West Side than the resident market can support. For example, there are enough excess grocery purchases to support another 7,500 square foot grocery store. That does not mean that a new grocery store will enter the market however, as a store of only 7,500 square feet is quite small for typical grocers. This data does indicate that West Side grocers seem to be faring relatively well. This difference between local buying power and local retail sales reinforces West Side’s role as a regional attractor.

2.1.4: Growth Potential

Housing

Over the next 20 years, net new residential housing in the West Side is projected between 580 to 740 units. These numbers are based on project population growth for the region, and an assumption that the West Side will capture

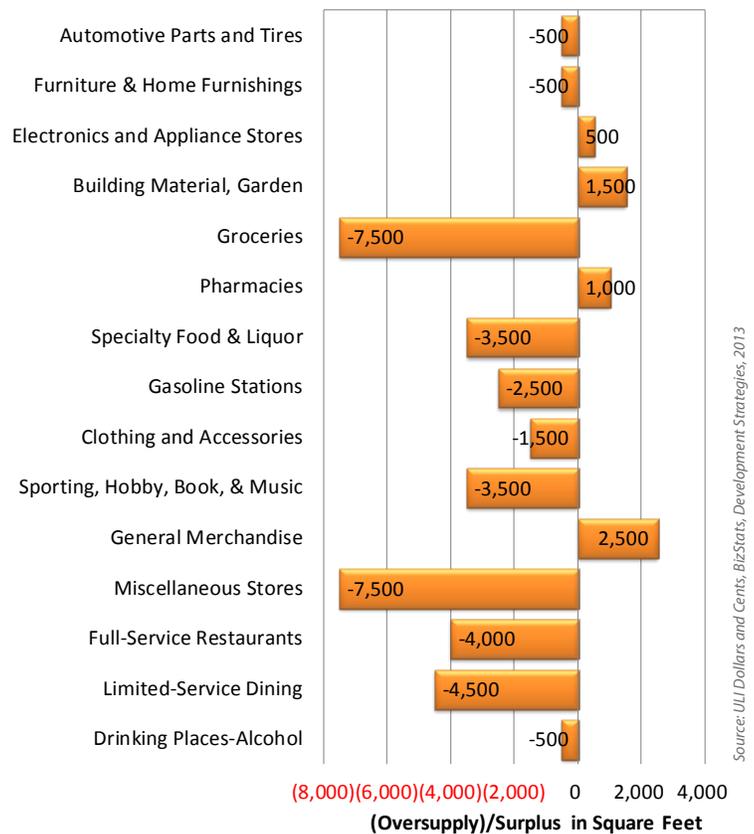
its “fair share” of that growth. Ideally, market conditions will encourage even more housing, but it is too early to predict such increases. In order to better position the West Side, an emphasis should be placed on higher density forms of housing along the major corridors near the West Side, especially those that link directly to the downtown job market.

Meanwhile, there are many substandard, lower value homes in the West Side that should be planned for renovation or replacement. This strategy implies no net increase, but focuses on net improvements in the quality of housing. Plans for housing should be accompanied by sufficient land and related civic facilities to support the housing market, such as nearby parks, schools, and places of worship.

Retail Space

A “fair share” of population and housing growth could support the addition of 50,000 to 60,000 square feet of net new retail floor area. The market will determine exactly what kinds of retail businesses will occupy that space. However, the West Side should be positioned to attract new and replacement retailers. This retail projection excludes demand that might originate from outside of the West Side. It is very challenging to determine the amount of retail floor area that the West Side might attract by leveraging its regional role to serve a larger market. Such growth will occur as a function of access, traffic flow, the quality of the retailing/service/entertainment developments, and persistent marketing.

Adjacency to the growing downtown, excellent arterial roads, improving amenities in the West Side (e.g. Swamp Rabbit Trail and a potential regional park), and a growing labor force, both internally and throughout the county, might be leveraged to attract a wide range of businesses, especially to the arterial roads. Most particularly, Pete Hollis offers a natural location to attract regional retail shoppers, due to the corridor’s location and its



West Side Current Retail Demand (in square feet): Initial analysis shows some current, yet, limited, opportunity for additional retail in the West Side. Additional data will be necessary to better understand growth potential. For example, clearly defining what the data considers a grocery store and the type of products carried by those grocers.

| | Net New Residents | |
|---|---------------------|---------|
| Greenville County Population Projection | 90,000 | 95,000 |
| <i>(Source: S.C. Budget and Control Board and analysis by DS)</i> | | |
| Greenville City (12%-14% of county) | 10,800 | 13,300 |
| West Side (12%-14% of city) | 1,300 | 1,860 |
| Average Household Size (2.25 to 2.50) | 2.25 | 2.50 |
| | Housing Units | |
| Total Housing Units | 4,040 | 4,200 |
| Net New Housing Demand: West Side | 580 | 740 |
| | Net New Square Feet | |
| Total Retail Space | 215,000 | 225,000 |
| Net New Retail Space | 50,000 | 60,000 |

Source: Development Strategies, 2013

West Side Market Projections - 20 years

capacity for development growth.

Office Space

Historically, the City of Greenville has captured about a quarter of the total job growth in Greenville County. In turn, the West Side has captured about nine percent of that city-wide job growth. At the county level, projections over the next ten years suggest a need for an additional 5.4 million square feet of office space. Therefore, it is projected that the West Side may accommodate an additional 120,000 square feet of office over that same period.

Most of this space should be positioned near downtown in order to leverage the proximity to that business environment, but roughly 20,000 square feet could be successfully located along the arterial corridors to accommodate personal services such as physicians, dentists, and realtors. Nearly all of this 20,000 square feet should be colocated with retail shopping areas and housing in mixed-use neighborhood centers.

Industrial Space

While the West Side has been defined over the years as an industrial center, that heritage has been altered by greater sensitivity to environmental constraints (especially flooding) and modern industrial preferences for large tracts of land with immediate access to the interstate highway system. This has reduced the West Side's traditional strength within Greenville's industrial sectors.

Yet, despite the West Side's diminished role within the region's industrial economy, there is some limited opportunity (approximately 10,000 square feet) for new small industrial development over the next ten years.

Workforce

Perhaps more important to the West Side than business attraction is the ability of its residents to take, and hold, growth-oriented jobs in the Greenville area. According to the South Carolina Department of Employment and Workforce, of the top 50 projected growing

occupations, only 4 percent require less than a high school diploma or GED. Over 25 percent require a high school diploma or GED, over 25 percent an associate degree or postsecondary training, and over 40 percent a bachelor degree or higher. Highly educated workers are better positioned to take higher paying, more sustainable and career-oriented jobs within the region. West Side residents need to achieve higher levels of formal education to compete in the modern job market. Higher levels of education are the best general indicator of earnings potential over a lifetime.

Improved education and training should be accompanied by programs that retain educated workers within the West Side. It is certainly an accomplishment for residents to obtain higher quality jobs, but the West Side will not benefit from such advancement if educated workers move to other neighborhoods where housing conditions and other quality of life factors are perceived as better. Retaining high income earners within the West Side will encourage greater investment in neighborhood homes and will help to support/attract more locally produced goods and services.

As such, neighborhood education and jobs training initiatives should be accompanied by neighborhood improvement programs and public infrastructure investments that encourage West Side residents to stay and invest in the West Side area.

2.2: Connections for Sustainability Plans

The City of Greenville, along with its partners, has invested in a variety of community planning efforts for the City's West Side. Through these partnerships, the area has recently witnessed some significant

achievements, such as construction of A.J. Whittenberg Elementary School, The Salvation Army Ray & Joan Kroc Corps Community Center, and the Swamp Rabbit Trail — as well as community development efforts within the Southernside, West Greenville, and West End neighborhoods. Yet, the West Side continues to struggle with a disproportionate share of underutilized properties, brownfields, vacancy, low income,



connections

FOR SUSTAINABILITY

Partnership for Sustainable Communities (PSC) HUD's Flagship Sustainability Indicators

- **Transportation Choice:** Livable communities feature multiple, safe and convenient options for more people to walk, bike, or ride transit in addition to driving in their cars. Less driving alone means less congestion and less air pollution. Using alternative modes of transportation also leads to better public health outcomes as people naturally get more exercise.
- **Housing Affordability:** Housing is the single biggest cost for American households, and the share of household income it has claimed has been increasing for decades. Reducing families' housing costs is the way to make the biggest impact on people's quality of life and financial sustainability.
- **Equitable Development:** New growth and development should extend benefits to all community members. This includes creating more economic opportunities for low income residents as well as proactively addressing the potential for the displacement of low-income households that can result from neighborhood revitalization efforts.
- **Economic Resilience:** A community's ability to weather economic shocks depends on the stability, efficiency, and diversity of its economy. Regions can become more resilient by diversifying industry and employment bases and increasing economic productivity per unit of energy consumption, which makes them more economically competitive and resilient to energy prices rises.
- **Growth through Reinvestment:** Focusing new housing and commercial growth in areas that have already been urbanized helps to "recycle" vacant or underutilized land while increasing the vitality of existing communities and safeguarding rural landscapes. It also makes better use of existing public infrastructure while avoiding the expense of expanding infrastructure to new areas.

Source: Excerpt from "HUD OSHC Guidance on Performance Measurement/Flagship Sustainability Indicators," US Department of Housing and Urban Development – Office of Sustainable Housing and Communities, June 5, 2012

high unemployment, and a transient and declining population.

Connections for Sustainability: Linking Greenville's Neighborhoods to Jobs and Open Space is a City of Greenville project in partnership with United States Department of Housing Urban Development and United States Department of Transportation that aims to establish connections between affordable housing, transportation options, economic development opportunities, and open space. As part of the initial phase of the project, three major studies were completed: A city-wide housing strategy; a feasibility analysis of a bus rapid transit system and transit-oriented economic development; and a plan for a potential city park on the West Side of the city.

The following section provides brief summaries of the three previous plans. The recommendations from these three plans are described in more detail in later chapters of this plan as they relate to the West Side neighborhoods.

2.2.1: Transit Feasibility Study (2013)

This study explores the feasibility of a bus rapid transit (BRT) system in the City of Greenville to link Downtown Greenville with the Amtrak Station in the West Side, Clemson University's International Center for Automotive Research (CU-ICAR), and commercial and residential developments. The study identifies 10 locations along the proposed BRT corridor for stations as well as potential nodes for transit-oriented economic development (TOeD) within ¼ mile radius of the platforms. Two sites are identified within the West Side project area, along West Washington Street: One at the Amtrak Station; the other at the intersection of Hudson Street. The project estimated costs for commencing operations in 2016.

2.2.2: City-Wide Housing Strategy (2013)

This strategy is intended to guide policy and investment relative to housing over the next 10-20 years. The report discusses the current and projected housing market, analyzes the City of Greenville's housing

stock, and provides recommendations for neighborhood health and viability. The *Greenville West Side Comprehensive Plan* incorporates the recommendations of this housing strategy in Chapter 9, "Housing for Everyone."

Four Core Focus Areas:

- Continued growth to support housing initiatives
- Providing resources to support infill development
- Targeting resources within select areas
- Targeting major public sector investment to catalyze private investment

Infill Design Guidelines:

The Housing Strategy provides design guideline recommendations for a variety of infill development within a neighborhood context, infill within a corridor context, and transition options from major corridors to neighborhoods.

Targeted Investment/Development

The Housing Strategy identifies Targeted Development Zones, or locations within the city that offer redevelopment opportunities to create mixed-use centers. It also recommends that the City guide development through regulatory processes and project-based targeted investments.

Two areas within the West Side are identified as particularly strong for targeted investment — the Pendleton Street area and the West End (Payne-Logan) area — due to their proximity to downtown and Main Street and their potential for several short-term redevelopment opportunities. According to the strategy, the area "should be highly desirable for a wide range of housing serving various income levels and households types, once real estate/redevelopment hurdles to cost-effective development are removed."

Additionally, the strategy suggested targeted investment approaches for the West Greenville and Southernside neighborhoods. In West Greenville, opportunities are associated with

potential spill-over effect as improvements in adjacent areas closer to downtown take off, the availability of large Housing Authority properties for redevelopment, and the emerging “West Greenville Arts District” (now referred to as “Village of West Greenville”). In Southernside, elements key to redevelopment include the construction of the potential city park and the continued success of the Swamp Rabbit Trail along the Reedy River.

2.2.3: City Park Plan (2013)

This plan recommends design elements for a potential 22.5 acre city park along the Reedy River that would substantially expand the existing Mayberry Park in the West Side. The concept design for the park includes:

- A promenade at the intersection of South Hudson Street and Mayberry Street
- A visitors’ center with stage and flag court
- Multi-purpose field and open lawns
- A destination children’s playground
- Basketball courts
- Garden walk and picnic pavilion
- Demonstration and community gardens
- A 20’ wide “fast track” addition to the Swamp Rabbit Trail to the north of the river and a rerouted portion of the trail for more casual use
- Overlook areas
- Bioswale for water retention and water quality
- Parking, restrooms and concessions
- The use of sustainable and energy efficient materials and practices



City Park Plan, August 2013 Source: SWA Urban Edge Studio

2.3: Neighborhood Plans

In addition to the three major plans completed under the *Connections for Sustainability: Linking Greenville's Neighborhoods to Jobs and Open Space*, many other plans have been completed over the past decade that incorporate areas of the West Side. This section summarizes the plans that relate directly to the neighborhoods of Southernside, West End and West Greenville.

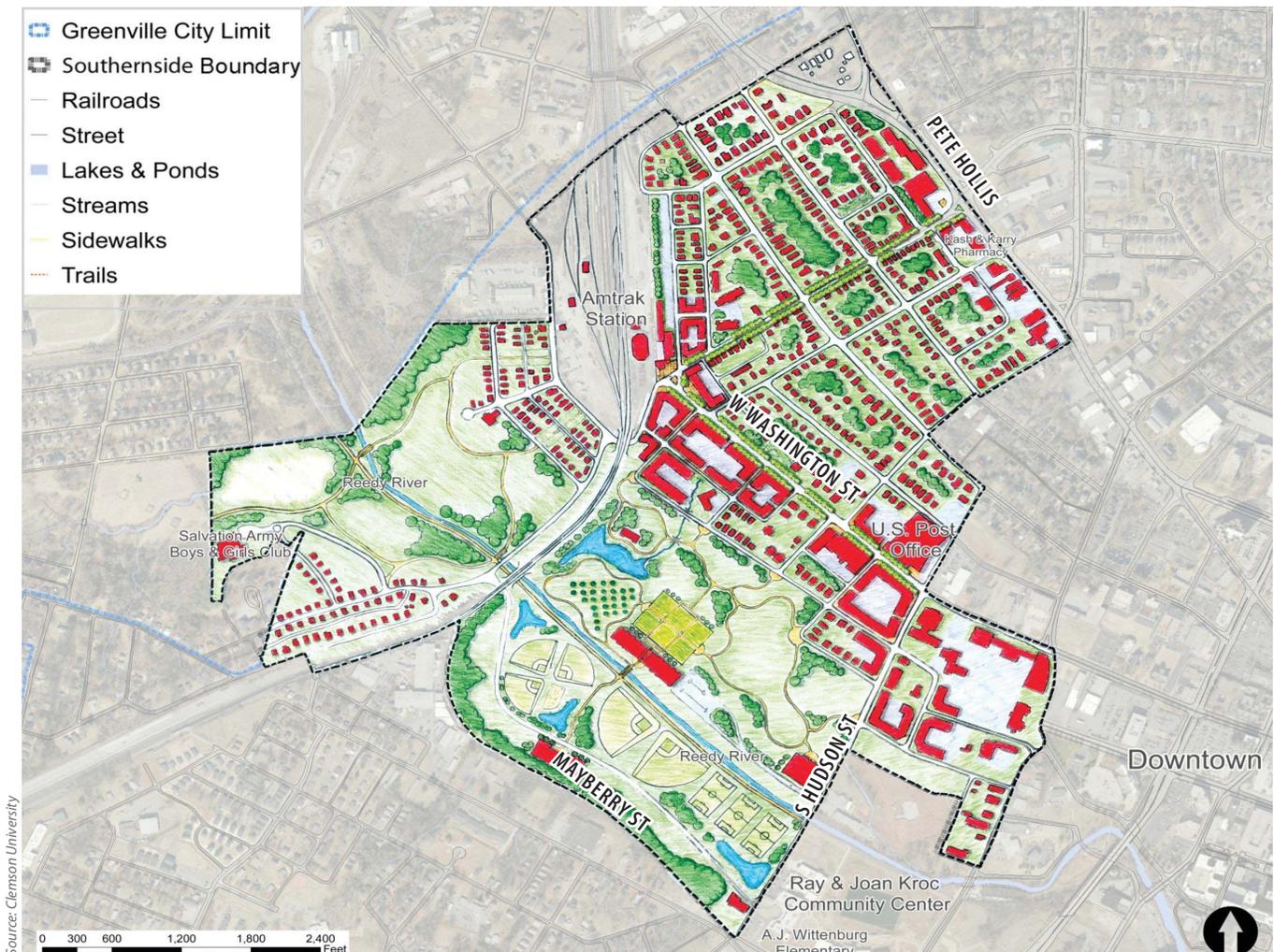
2.3.1: Southernside Neighborhood Vision Plan (2011)

This plan identifies areas for targeted rehabilitation and redevelopment. It also addresses measures for improving infrastructure, encouraging infill and neighborhood retail, leveraging community assets, and providing service-oriented opportunities.

The plan includes five key goals as follows:

- Increase access to commercial centers, employment, and recreational open space
- Enhance the Southernside community character
- Provide multi-modal circulation and greenway access within neighborhood
- Improve and enhance streetscape and neighborhood infrastructure
- Encourage infill and redevelopment to improve housing conditions for residents and to promote economic development

Specific development and program/policy recommendations are identified in five categories.



Southernside Neighborhood Vision Plan

Neighborhood Services and Amenities

- Commercial redevelopment along West Washington Street and Pete Hollis
- Active and passive open space for water quality control, wetland restoration and recreation
- Community gardens and fresh food sources
- A larger community center
- Landscape buffer between the railroad and residential

Neighborhood Identity

- Neighborhood signage and gateway entrances
- Neighborhood design guidelines
- A town center at West Washington/Mulberry
- Abandoned/vacant property maintenance
- Improved neighborhood parks

Connectivity

- New connections to Swamp Rabbit Trail
- Improved vehicular and pedestrian connection on West Washington Street and railroad overpasses
- Multi-modal transportation options
- Rerouting Oscar Street to Shirley Street
- Pathways and trails throughout the neighborhood

Streetscape and Infrastructure Improvements

- Street typology guidelines
- Streetscaping and improved lighting
- Updated utilities



New Housing in Southernside Neighborhood

Housing Action Plan

- Street typology guidelines
- Streetscaping and improved lighting
- Updated utilities

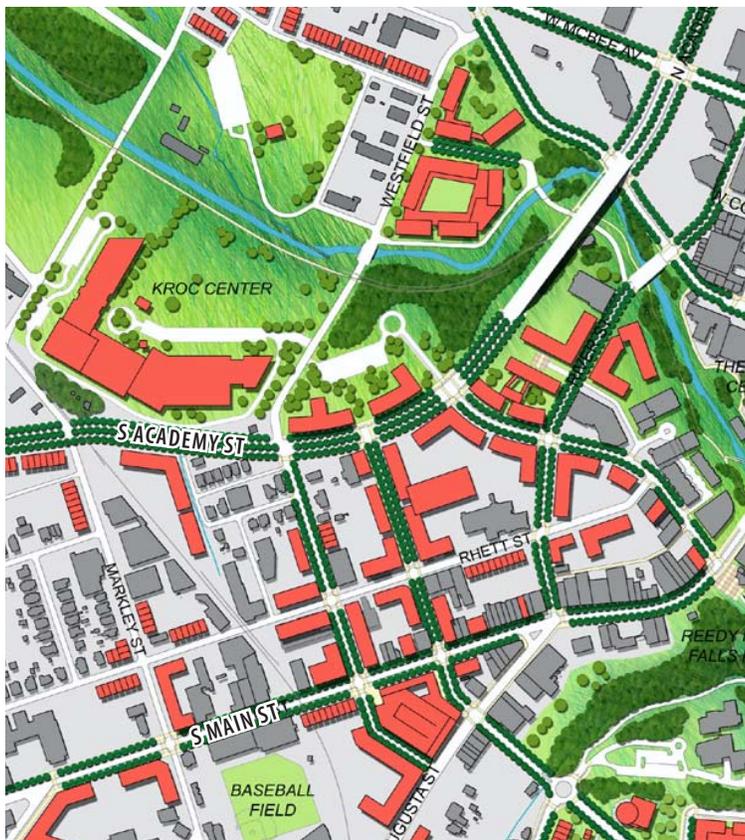
Key Implementation Recommendations and Policies

- Revise neighborhood land development and zoning regulations to allow mixed uses along West Washington Street
- Encourage public-private partnerships
- Continue use of city programs
- Encourage small business development
- Continue efforts towards the acquisition of dilapidated and vacant properties for reuse

2.3.2: Downtown Master Plan (2008)

This plan creates a framework for future development in the city's downtown, reinforcing the area as an economic catalyst for the region and creating a mixed-use, sustainable, urban environment. The plan makes development and zoning recommendations for the area around downtown, including part of the West Side. The plan identifies "Five Corners of Greenville" that serve as key downtown gateways and have significant potential to provide a distinctive identity to underutilized areas. Two of these corners are located in the West Side: The "Warehouse District," that extends from the area around Rhett Street in the West End to Westfield Street; and the "Heritage Green Neighborhood," located near the Southernside neighborhood at the intersection of Pete Hollis Boulevard and College Street.

Specific recommendations for the Heritage Green Neighborhood and Warehouse District follow.



Warehouse District: Red buildings represent potential future development

Heritage Green Neighborhood

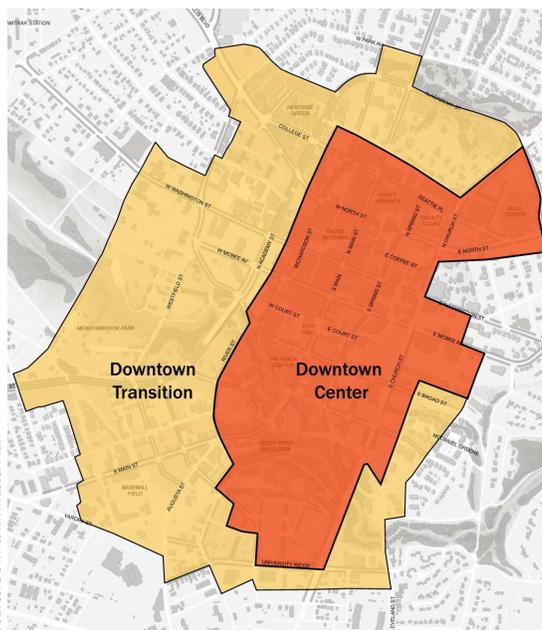
The Heritage Green Neighborhood should include:

- “Family friendly” housing, neighborhood shops and civic uses
- A scale and mass of buildings that transitions from the Hampton-Pinckney historic district to downtown
- Townhouses and other low rise housing
- Infill and shared structured parking

Warehouse District

The Warehouse District should include:

- A combination of adaptive reuse of existing buildings and new construction
- “Cool” spaces for creative, hi-tech startup businesses
- Loft housing
- A shared parking structure
- Improved access to riverfront
- A “green necklace” of urban parks tying into regional park on Reedy River



Proposed Downtown Zoning Districts

2.3.3: Southernside Housing Strategy (2007)

Developed by City staff as an internal document, this strategy focuses on the housing needs of the community, recognizes the impact of independent housing initiatives (either completed or in progress), and coordinates all the projects in the neighborhood.

Key recommendations include:

- Infill housing development
- Rehabilitation of existing properties
- Land assembly and property packaging for redevelopment
- Land reconfiguration to provide conforming single family lot sizes
- Road and infrastructural improvements (i.e., resurfacing, sidewalks, curbs and curb lawns)
- Mixed-use development along West Washington Street (e.g., Commercial/ Office ground floor uses with residential uses on upper floors)

Editor’s Note: This work ultimately led to the creation of the *Southernside Neighborhood Vision Plan* in 2011, which incorporates the ideas of the strategy.

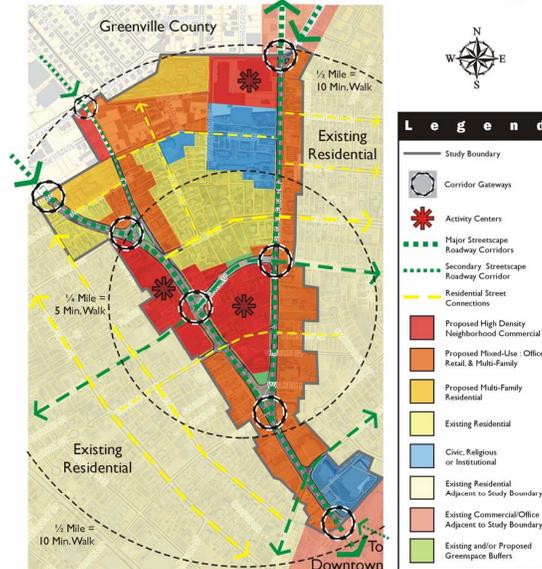
2.3.4: Pete Hollis Gateway Plan (2006)

This plan, developed by city staff in collaboration with a community task force, addresses challenges and opportunities associated with a proposed major highway expansion project that included the reconstruction and realignment of Buncombe Street into Pete Hollis Boulevard.

The plan recognizes that “while increased traffic capacity and connectivity along the major roadway could open up development opportunities, the physical barrier created as a result of the road widening could create a disconnect between neighborhoods and deter the kind of quality development expected from the citizenry and leadership of the

City of Greenville.” In response, the plan recommends landscaping improvements to “soften” the road project, as well as a series of redevelopment concepts for a Pete Hollis Gateway centered around the intersections of Rutherford Road and Mulberry Street/Stone Avenue.

Pete Hollis Gateway



concept Diagram

Pete Hollis Gateway



- ① Activity Center
- ② Traffic Circle with Large Decorative Fountain
- ③ Specialty Paving and Crosswalks at Intersections
- ④ Existing Residential Neighborhoods
- ⑤ Future Housing Developments
- ⑥ Proposed Landscape Medians
- ⑦ Neighborhood Commercial
- ⑧ Light Office/Commercial
- ⑨ Pete Hollis Memorial Garden
- ⑩ Vegetative Buffers

redevelopment Diagram

Pete Hollis Gateway Plan Diagrams

Source: City of Greenville, SC

2.3.5: West Washington Street Redevelopment Master Plan (2005)

This plan assesses the impacts of potential public projects on the character of West Washington Street. The plan specifically discusses an elementary school, a municipal court complex, and a light industrial business park as part of the expansion of the sanitation commission. The plan explores the creation of new residential areas and infill housing, and establishes streetscape concepts for the corridor. The plan also illustrates a large regional park within the floodplain area north of the Reedy River.

Editor's Note: Since the adoption of the plan, the proposed site for an elementary school was relocated from West Washington. The elementary school, now known as A.J. Whittenberg, was built on a site at the intersection of South Hudson Street and Mayberry Street.

2.3.6: West End Master Plan Update (2004)

This plan is an update to the 1999 West End Sector Plan. It focuses on the design impact of a proposed urban baseball park in the West End district while also examining other sites in the area. Recommendations include private redevelopment, a greenway and pedestrian streetscaping.



New Housing in West Greenville Neighborhood

Editor's Note: Much of the plan has been implemented, including the construction of a new urban baseball stadium and private infill development.

2.3.7: West Greenville Master Plan (2002)

This plan provides design principles and development recommendations for the West Greenville neighborhood. The purpose of the plan is to achieve the redevelopment of the neighborhood as a mixed-income community of renters and home owners supported by recreational amenities and neighborhood-based businesses. For planning purposes, the plan conceptualizes the West Greenville neighborhood as four separate, but related, sub-districts with mixed land uses: Julian-Doe; Firehouse; Joe Louis; and Harlem Square.

Design and planning principles to guide future development include:

- Reinforce neighborhood commercial along Pendleton Street
- Increase density in the areas of the neighborhood closest to the West Greenville Business District
- Increase the rate of homeownership to a minimum of 50 percent
- Add to and upgrade the existing amenities of the neighborhood
- Create potential private, non-profit and public-private partnership development opportunities throughout the neighborhood
- Link the neighborhood to the West End, Downtown, and the Reedy River Corridor
- Improve the quality of life for residents through targeted social service programs

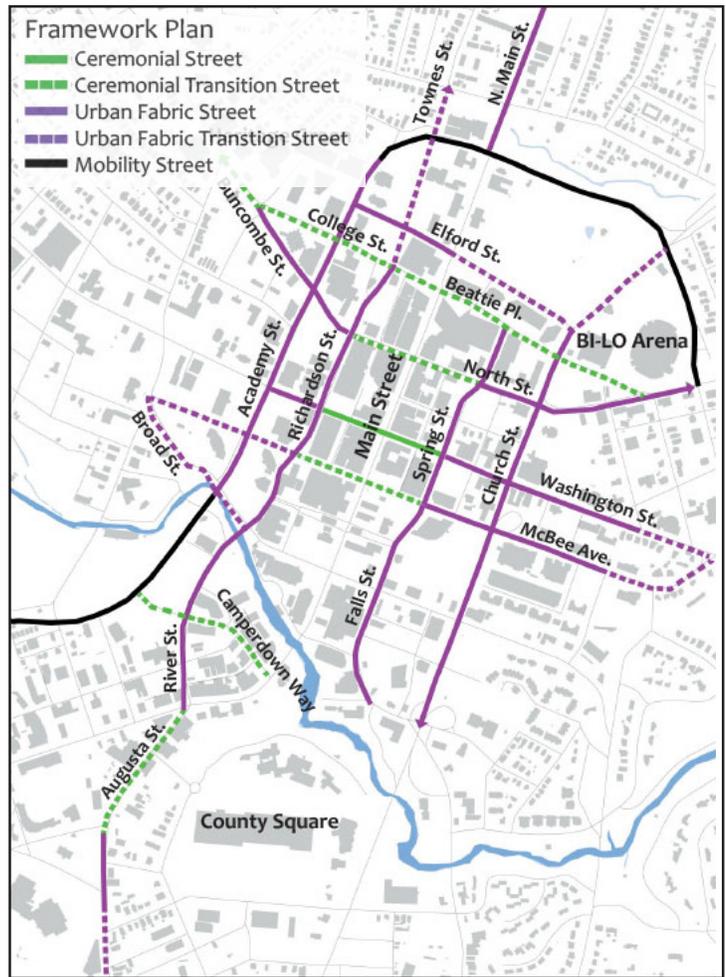
Editor's Note: Under the coordination of the City's Community Development Division, most of the development recommendations within in the Joe Louis and Harlem Square sub-districts have been implemented, as well as some recommendations within the northern portion of Julian-Doe.

2.4: Other Relevant Plans

Other plans which have been completed recently which have a citywide or downtown focus, incorporate portions of the West Side. This section summarizes those plans which are relevant to this comprehensive planning process.

2.4.1: Downtown Streetscape Master Plan (2011)

This plan provides schematic design guidelines for streets located within downtown Greenville. Most relevant to the West Side project area, the plan defines different sections of Academy Street as a “mobility street,” an “urban fabric street,” and an “urban fabric transition street.” The plan specifies design guidelines appropriate for each street typology.



Source: Downtown Streetscape Master Plan, 2010

Downtown Street Types



| | | | | | | | | |
|-------------------------|---------------------------|--------------------|--------------------|----------------------------------|--------------------|--------------------|---------------------------|-------------------------|
| 6'-0" Concrete Sidewalk | 9'-0" Tree Lawn/Bio-swale | 11'-0" Travel lane | 11'-0" Travel lane | 11'-0" Textured Turn Lane/Median | 11'-0" Travel lane | 11'-0" Travel lane | 9'-0" Tree Lawn/Bio-swale | 6'-0" Concrete Sidewalk |
|-------------------------|---------------------------|--------------------|--------------------|----------------------------------|--------------------|--------------------|---------------------------|-------------------------|



| | | | | | | | | |
|-------------------------|---------------------|--------------------|--------------------|---------------------------|--------------------|--------------------|---------------------|-------------------------|
| 8'-0" Concrete Sidewalk | 7'-6" Planting Zone | 11'-0" Travel lane | 11'-0" Travel lane | 11'-0" Textured Turn Lane | 11'-0" Travel lane | 11'-0" Travel lane | 7'-6" Planting Zone | 8'-0" Concrete Sidewalk |
|-------------------------|---------------------|--------------------|--------------------|---------------------------|--------------------|--------------------|---------------------|-------------------------|



Source: Downtown Streetscape Master Plan, 2010

Proposed Academy Street Sections

2.4.2: Bikeville - City of Greenville Bicycle Master Plan (2011)

This plan analyzes Greenville’s existing bikeway network and provides recommendations for the long-term development of nearly 140 miles of on-street bikeways, including bike lanes, bike routes, and shared lane markings. It also establishes recommendations for policies and programs regarding cycling education, advocacy, enforcement, planning, and equity issues.

Additionally, in regards to the West Side project area, the plan specifically recommends:

- Bike lanes on Pendleton Street, Mayberry Street, Mulberry Street, Buncombe Road, and Willard Street
- Bike routes or shared lanes on Hampton Avenue, South Hudson Street/Calhoun Street, Butler Avenue/Westfield Street/Wardlaw Street, as well as Cain Street/First Street

2.4.3: Plan-It Greenville Comprehensive Plan (2009)

This two-year Comprehensive Plan update, which concluded in 2009, provides recommendations for transportation, economic development, environmental strategies, healthy living, housing and neighborhood identity.

The plan objectives most relevant to the West Side area include the following:

- Provide adequate infrastructure for multi-modal connectivity. Much of the West Side area is lacking in pedestrian and bicycle infrastructure.
- Make public transportation planning a priority and encourage transit-oriented development (TOD). This is especially applicable as it relates to the proposed BRT corridor on West Washington Street.



Bikeville: Proposed West Side bicycle network

Source: Bikeville - City of Greenville Bicycle Master Plan, 2011

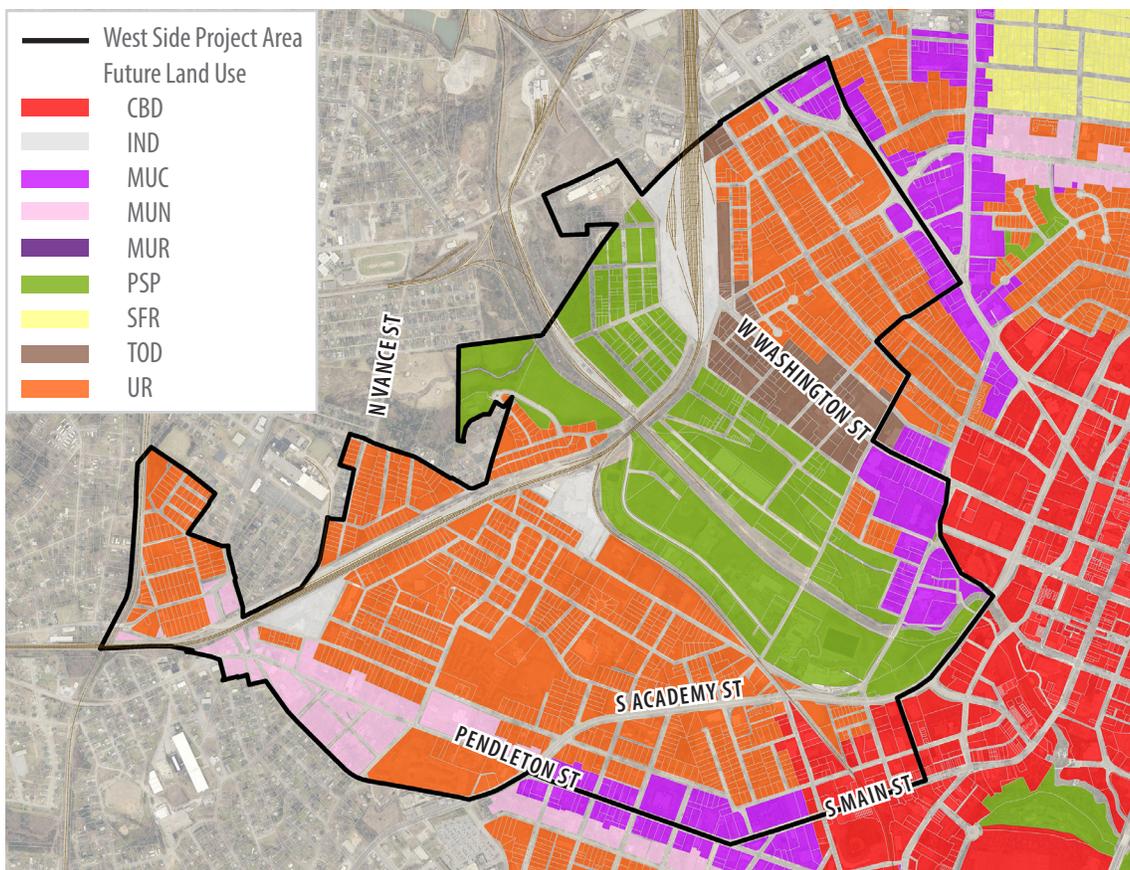
- Improve education and employment through job training programs and investment in schools
- Revitalize existing areas through public investments, parcel assembly, and code revisions
- Encourage sustainable growth through infill development, brownfield redevelopment and transit-oriented development
- Protect sensitive areas such as the Reedy River watershed
- Encourage healthier living by improving healthy food options in low income communities such as West Side
- Improve housing conditions and the availability of affordable housing
- Focus growth and development into mixed-use centers and corridors that support healthy, sustainable lifestyles

2.4.4: Trails and Greenways Master Plan (2007)

This plan recommends a city-wide trail system focused on building upon the existing trail network along the Reedy River. The main objectives were to provide residents with close-to-home and close-to-work access to bicycle and pedestrian trails, to serve transportation and recreation needs, and to help encourage high-quality, sustainable, economic growth.

The plan outlines goals for the trail network, including:

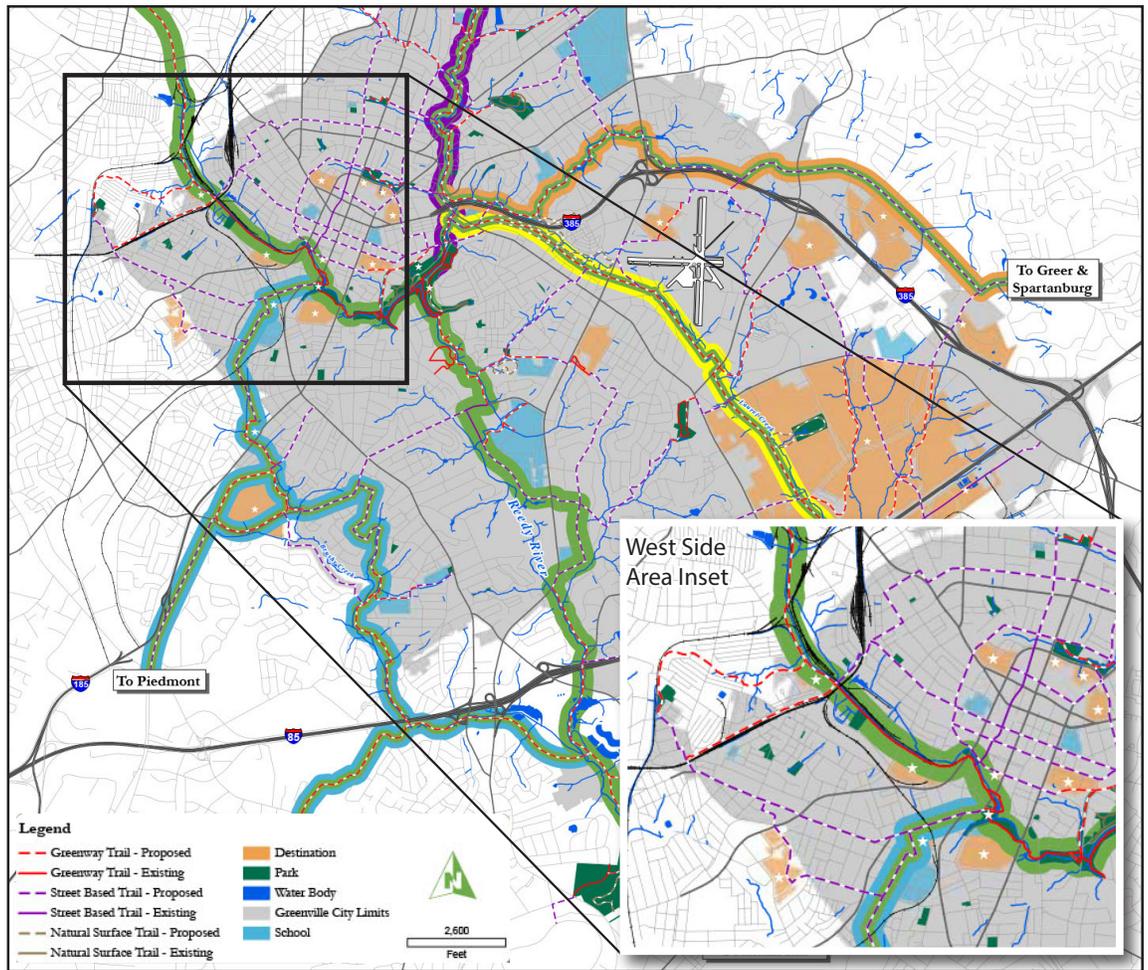
- Offer area residents a viable choice to walk or bike for local trips
- Provide opportunities for improving the personal health and fitness of individuals
- Stimulate economic growth through increases in real property value and tourism



Source: GIS data, City of Greenville

Future Land Use Map: Revised as part of the Plan-It Greenville Comprehensive Plan Update

2: Background & Previous Plans



Trails and Greenways Master Plan: Proposed city-wide trail and greenway network



Reedy River Master Plan: Proposed development and recreation in West Side Area

- Enhance and protect the environmental quality of open spaces, creeks and river corridors
- Educate the public about local culture, history, and heritage through interpretive trails and signs

2.4.5: Reedy River Master Plan (2002)

Incorporating multi-jurisdictional areas within Greenville County, this plan studied a 13-mile stretch of the Reedy River to create an overarching vision for the river corridor and a long-term plan for future redevelopment and recreational activities around the river. The plan establishes recommendations for an integrated set of trails and pathways along the river, and discusses different land uses in relation to stormwater management strategies and water quality. The Reedy River Master Plan also identifies key redevelopment sites, many of which are located within the West Side project area, including:

- A mixed-use rehabilitation of the mills in the Textile Crescent
- Utilizing the Amtrak Station as a centerpiece for redevelopment along West Washington Street
- An expanded Mayberry Park to serve as a regional riverfront amenity
- Several downtown mixed-use sites along the Reedy River

2.5: Conclusions

A great deal of planning has been completed in the West Side over the past decade.

This planning has included tremendous community involvement, and provided recommendations on land planning issues, neighborhood revitalization, streetscaping, transportation, parks and greenspace and housing. Some of the recommendations have been implemented and contributed to the success that is evident in the West Side today, such as new housing, improved trail system and amenities. Other recommendations remain to be implemented in the future, while others may simply no longer be appropriate due to changes in the market place.

As part for the West Side comprehensive planning process, each of these plans was reevaluated. Relevant elements were incorporated, either directly or in reference, into the West Side Comprehensive Plan.