

Greer

Community Master Plan



Vol 2 - May 2015

Partnership for Tomorrow

City of Greer



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The Greer Community Master Plan is the direct result of a collaborative effort between the Partnership for Tomorrow and the City of Greer. We extend our sincere appreciation to the residents, business owners, elected officials, and stakeholders who participated in the planning process and guided the development of this plan. Everyone's time, input, and energy are greatly appreciated.

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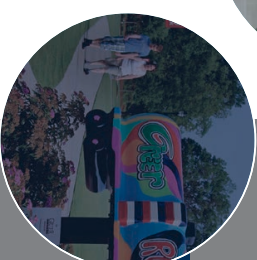
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Community Initiatives

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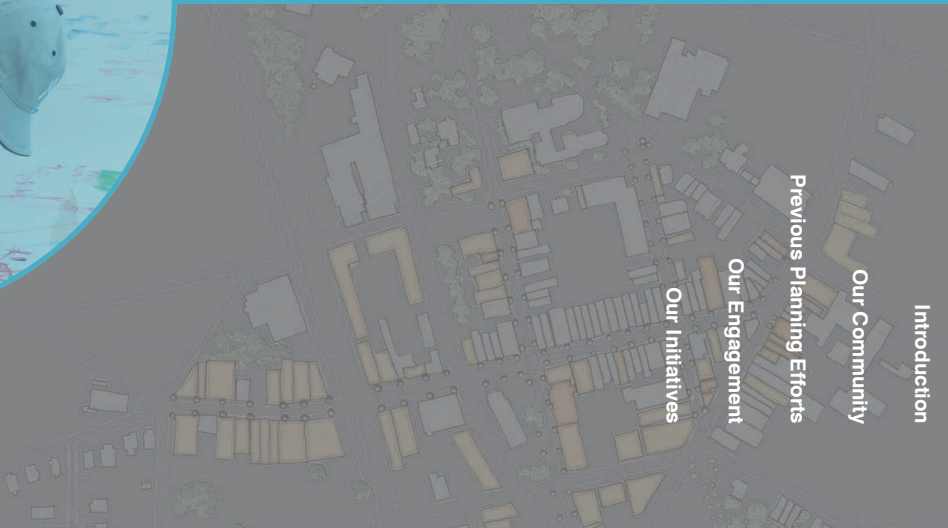
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Introduction

Greer's location, enviable transportation infrastructure, and abundance of land have made it one of the fastest growing cities in South Carolina over the past decade. These same elements have positioned the city for continued growth during the foreseeable horizon. But while growth at such a scale breeds opportunity, it also demands a purposeful plan for the future—a plan that emerges from a visioning process but yields an actionable strategy grounded in foreseeable economic realities.

The Partnership for Tomorrow (PFT), a community initiative for the future of Greer, commissioned the Greer Community Master Plan as the next step toward fulfilling their mission of providing the City of Greer and surrounding areas with the resources necessary to address a variety of issues that will benefit our community and make Greer a better place to live, work, and invest.

Partnership for Tomorrow

The Partnership for Tomorrow (PFT) was formed in 1998 by a concerned group of business, civic, government, and community leaders to address the issues and concerns related to the growth of the Greater Greer community and the opportunities it would bring to the area. The mission of the PFT is to provide the City of Greer and surrounding areas with the resources necessary to address a variety of issues that will benefit our community and make Greer a better place to live and work.

The planning effort's goals are to:

- Create a community-wide vision to guide growth and development
- Improve the stability, physical condition, and economic well-being of the city
- Make Greer a more livable and sustainable community of choice between now and 2030

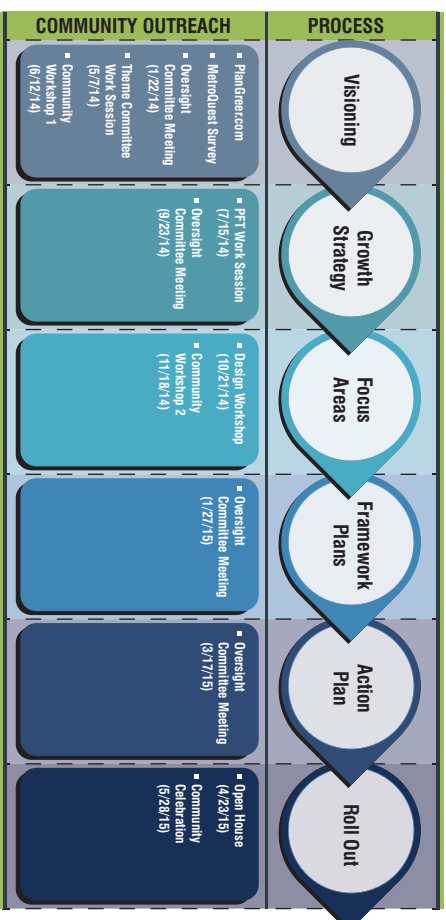
The Partnership for Tomorrow commissioned the Greer Community Master Plan as the next step toward making Greer an even better place to live, work, and invest.

Our Process

The planning process began in early 2014 with an exploration of existing conditions and a multi-faceted outreach campaign. The approach was simple: to create a strategy that achieves desirable results over the next 15 years, we must understand our successes and challenges since the original plan was put in place in 1999. It also was critical to take a community snapshot to reassess the vision and priorities expressed by the community and its leadership.

The Greer Community Master Plan helps us achieve success against a set of community initiatives that are clear, reliable, and important to city leaders and residents. The underlying philosophy was based on the belief that planning should be done by community leaders, citizens, and stakeholders. Participants not only should value the process and support the outcome, but also have a clear understanding of how to execute and achieve desired results.

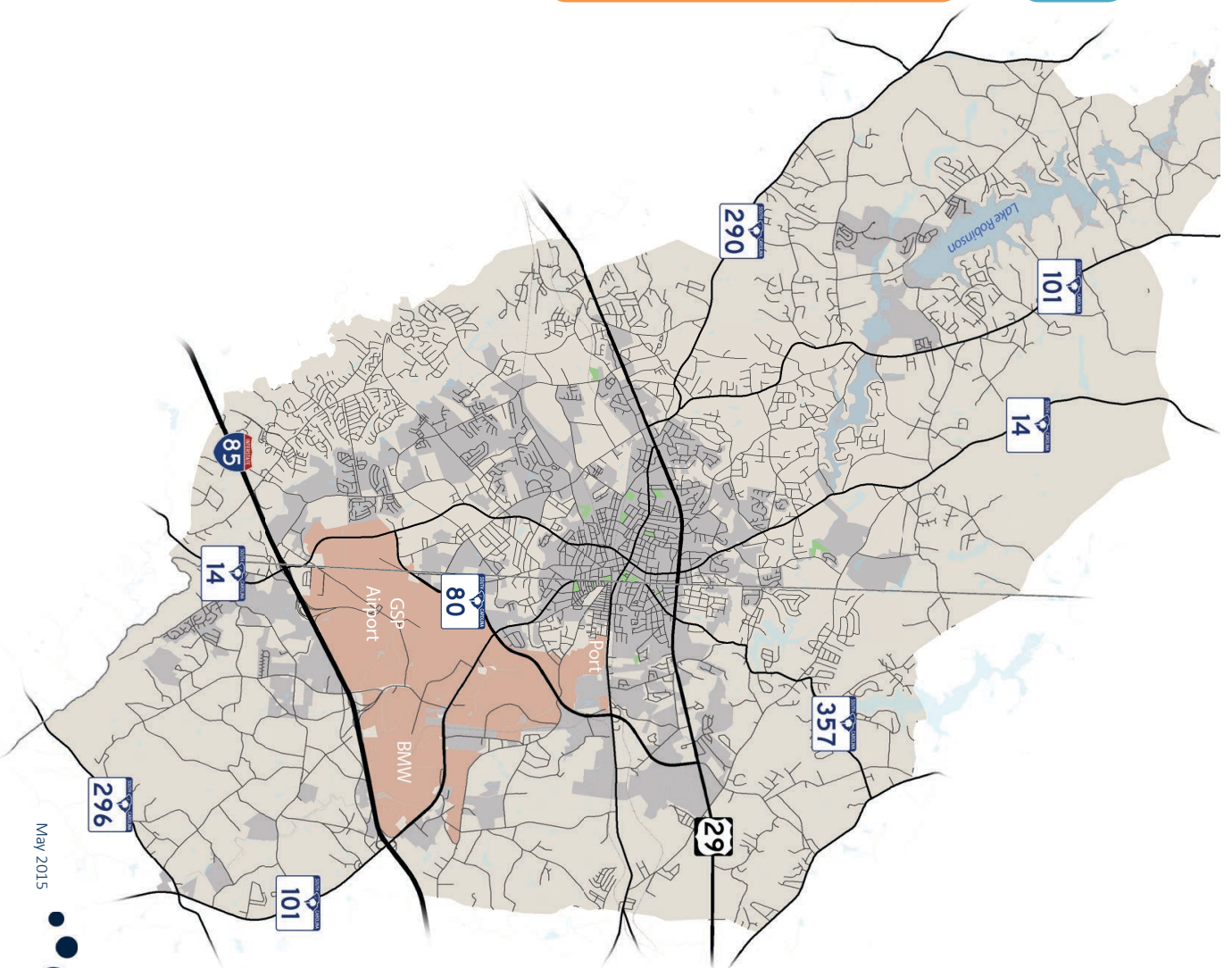
The process for the Greer Community Master Plan was organized around five overlapping elements and concluded with the roll out of the plan:



Our Community

Greer's location in the region and the state is an asset. It's a community that straddles Greenville and Spartanburg Counties, has excellent access to highway and rail corridors, hosts the region's international airport, and serves as a hub of manufacturing. The community's changing demographics reflect its location and the quality of life current residents enjoy. Today, Greer is **growing, getting younger, and becoming better educated and more affluent.** In some respects, the city is following in the trend of the larger region. In others, **the city's ideal location, enviable quality of life, and micro-economy are setting the pace.**

The study area for the Greer Community Master Plan includes the city itself as well as some of the unincorporated portions of Greenville and Spartanburg Counties. The intent is not to establish a regulatory document as part of the master planning process, but rather to provide a growth strategy that should be referenced and upheld as incremental decisions are made. The study area covers a contiguous area from north of Lake Robinson to SC 296 in the Golden Box area.



Greer is Growing

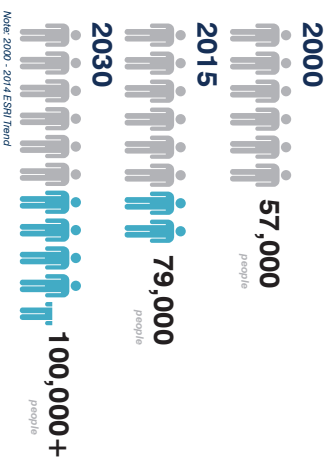
Since 2000, the Greer area has grown 38.5%, more than twice the pace of the Greenville-Spartanburg Combined Statistical Area (CSA). Greer continues to attract people and businesses drawn to its sense of place, location in the region, and abundance of jobs. And, Greer's growth is going to continue. Within the next 15 years, our community should be prepared to accommodate a population that exceeds 100,000.

What it means:
A growing population creates more opportunities to enhance the quality of life but places increased demands on services and infrastructure. Because retail follows rooftops, Greer's growth is leading to new, higher-end retail opportunities.

Greer is Getting Younger

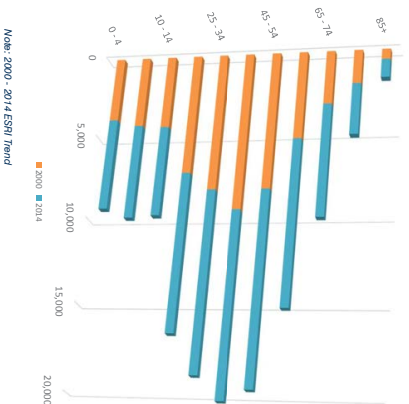
The median age in the Greer area is increasing at a much slower rate than the region (from 37.1 in 2000 to 38.1 in 2014). This trend shows the influx of young families in Greer is offsetting regional, state, and national trends of an aging population due to the Baby Boomer generation.

What it means:
In general, younger people place more emphasis on active lifestyles, cultural resources, and access to urban amenities (even if they do not actually live downtown). Potential employers also are attracted to areas with younger, vibrant workforces.

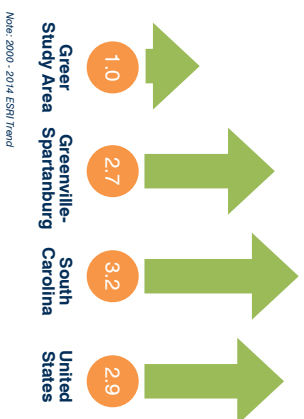


Since 2000	New people in the study area	Annual growth rate in the Greer area
	22,000	2.4%
	8,500	1.1%
	New households in the study area	Annual growth rate in the Greenville-Spartanburg CSA

Population Growth by Age, 2000-2014



Increase in Median Age, 2000-2014



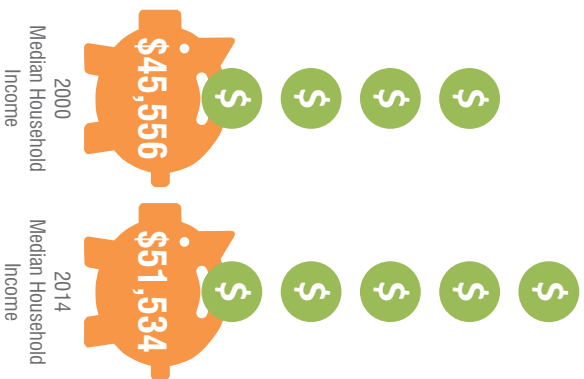
Greer is Becoming Better Educated and More Affluent

The community's improving education status is directly influencing its rise in income. In 2014, nearly a third of the population held a bachelor's degree or higher. From 2000 to 2014, the median household income increased by 13% to \$51,534.



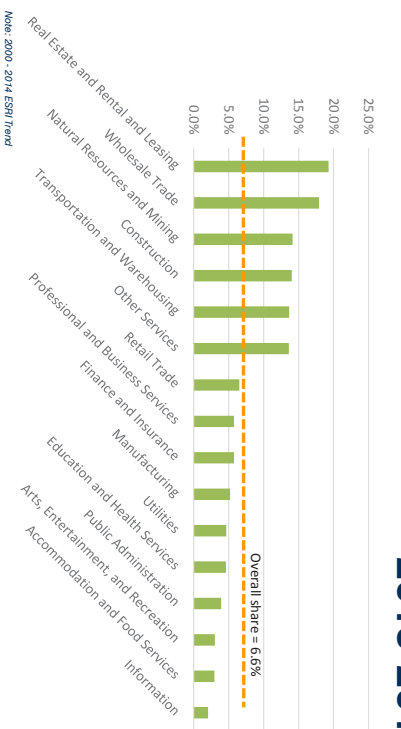
What it means:

Having an educated, trained workforce helps attract potential employers. These employers in turn inject wealth back into the community.



Greer has a Growing and Diversifying Economy

The nearly 35,000 jobs in the study area make up 6.6% of the regional base. Greer's position in the region— influenced by its location on I-85 and proximity to BMW, the airport, and the inland port—has made it a popular destination for a variety of industries. Growth measured in wholesale trade, manufacturing, and transportation and warehousing is notable given the decline in these sectors on a regional scale.



Greer's Share of Regional Economy 2013-2014

What it means:

Having a diverse economy allows Greer to continue to be a viable place to live. People want to live closer to where they work, which creates a robust employment base that enables the community to grow, remain young, and become more affluent.

Previous Planning Efforts

A high-level review of existing planning efforts and policies influencing growth, transportation, business recruitment, and environmental concerns within the study area offered insight into what already is in motion as well as the forces that influence the location and form of development. A focus of the review was identifying vision statements, guiding principles, and goals that could help shape the direction of the Greer Community Master Plan.

2013 Greer Strategic Plan

In 2013 the City of Greer initiated the development of a strategic plan. The Strategic Plan serves as a reference document to help develop departmental work plans, measure progress and success, and ensure the City of Greer is doing what it needs to be doing to keep the city operating above the status quo.

The plan consists of a vision statement, a mission statement, strategic initiatives, goals and tasks, and performance indicators (develop, implement, and evaluate).

Mission Statement

- Provide open and honest government representative of all its citizens.
- Ensure fiscal responsibility of the public's money through cost-effective services.
- Exercise environmentally sound and prudent management of growth and development to increase employment opportunity, provide available housing, offer abundant recreation, and preserve the historic charm of the city.
- Promote artistic, athletic, academic, and social values through actions and words.

Vision Statement

The City of Greer's vision is to deliver effective services to provide a quality of life that makes the City of Greer a great place to live, work, and play.

Strategic Initiatives

Efficient and Effective Public Services
Council is committed to providing programs and services to the community in the most efficient and cost-effective manner possible without sacrificing responsiveness and quality.

Responsible Growth Management and Development
Council is committed to maintaining and developing healthy communities and sustainable neighborhoods to foster economic and social stability, provide for the safety and welfare of residents, provide affordable housing, and ensure access to employment, education, recreation and public services.

Economic Development
Council supports efforts to develop effective economic development strategies that will position the city to take advantage of current and future economic conditions by identifying key opportunities for recruitment of businesses, industries, and services that provide jobs and meet the needs of the community.

Quality of Life
Council recognizes that an enhanced quality of life is essential to attract visitors and residents to the city. To that end, council supports programs, services and activities that enhance recreation facilities and amenities and provide the community with a sense of place that define Greer as a great place to live, work, and play.



Image: Partnership for Tomorrow, Master Plan for Greer, South Carolina ©1999

1999 Greer Master Plan

The purpose of the 1999 plan was to develop a long-term vision for the community. It focused on three strategic areas. Community and stakeholder outreach was a pillar of the plan. It concludes with an implementation strategy and action plan centered on the three strategic areas.



Strategic Areas

Downtown Greer

The emphasis on downtown served three purposes: positioning existing businesses for success, identifying opportunities for new investment, and establishing a positive image for the entire community.

Civic Complex

The master plan's focus on the civic complex was realized and is a lasting legacy of the plan. The continued investment within and adjacent to the complex sets the stage for further consideration of the community's core as part of the Greer Community Master Plan.

Highway 101 Corridor

The 1999 plan was completed just a few years after the construction of the BMW manufacturing complex in 1992. The significant impact of the 1,200-acre facility on the surrounding area was addressed in the 1999 plan.

2010 Greer Comprehensive Plan

The 2010 Comprehensive Plan, a state requirement for local governments that regulate land use, addresses growth and development planning needs through 2020. The plan, with input from residents, business leaders, and public officials, evaluates core planning elements, creates a vision, and defines the implementation strategies necessary to attain the vision.

Goals

Transportation/Mobility

- Strengthen long-term transportation planning
- Improve bicycle and pedestrian facilities
- Improve overall traffic conditions
- Expand bus services
- Housing
- Safe, affordable housing and communities
- Revitalize the city's core neighborhoods
- Encourage traditional neighborhood development

Cultural Resources

- Develop and market the historical aspects of the City of Greer
- Host festivals and event in downtown area
- Support the Greer heritage museum
- Promote community preservation planning

Economic Development

- Continue to develop the downtown as a unique commercial center for the community
- Continue to develop a marketable identity for Greer
- Continue to develop a high-quality, multi-national, and diversified industrial and commercial economic base

Land Use

- Create mixed-use pedestrian-friendly development
- The City Center as a community focal point
- Well-connected neighborhood activity centers
- Promote adaptive reuse of vacant structures
- Favor clustered commercial development as opposed to strip commercial development
- Enhance Parks and Open Space
- Develop strategies to implement Greer's Parks and Recreation Strategic/Master Plan



LDR INTERNATIONAL

Image: Partnership for Tomorrow, Master Plan for Greer, South Carolina ©1999

Our Engagement

Creating a community vision is a planning step that should not be taken lightly. It requires a thoughtful approach to engaging the community and empowering stakeholders. Community engagement for the Greer Community Master Plan encouraged aspirational planning while understanding why decisions were made. In doing so, three basic questions were asked:

- What does Greer want to be?
- What steps will be required for Greer to be successful?
- How will we measure and what should we anticipate as a result of Greer's success?

Asking these questions allowed the visioning process to yield a set of desired outcomes and action items that align with community values. The questions were asked in a variety of ways at numerous events during the visioning phase. These events included an Oversight Committee Meeting (January 2014), a Theme Committee Work Session (May 2014), a MetroQuest Online Interactive Survey (May to August 2014), and a Community Workshop (June 2014).

Key interest groups targeted and invited to participate in outreach activities include:

- Elected officials*
- City staff*
- Residents*
- Business owners*
- Major employers*
- Neighborhood advocates*
- Economic development officials*
- Real estate professionals*
- Planning commission*
- Metropolitan Planning Organizations*
- Board of Architectural Review*
- Police, fire, and rescue officials*
- Environmental groups*
- Utility providers*
- Museum board members*
- Agency representatives*

Oversight Committee Meeting January 22, 2014

The Project Oversight Committee, which includes the PFT and other stakeholders, weighed in at major milestones, refined concepts, and confirmed direction toward final recommendations. At its first meeting, the committee discussed issues and opportunities.

What are we proud of?

- Perception (people ask how we have achieved so much)
- Downtown
- Quality of life
- Desirable place to be (especially for young families)
- Parks and open space
- Diversity (commerce, population, ideas)

What are our challenges?

- Perception (continuing the momentum)
- Addressing quality of life needs for a broader population
- Branding (determining, then broadcasting, Greer's brand)
- Preparing for growth
- Marketing to a broader audience (narrow focus but global reach)
- Leveraging investments
- Establishing our place in the region

What places should we focus on?

- Center city (especially housing and connectivity)
- Wade Hampton Boulevard
- Victor Mill
- I-85 Interchanges
- SC 101, SC 290
- South of I-85, North of 29
- Railroads

What does downtown need?

- Understanding the limits (What is downtown?)
- Retail mix
- Grocery store
- Parking (quantity and location; right size)
- Pedestrians
- Living space (including hotel)
- Housing (redevelopment or new)

Theme Committee Work Session May 7, 2014

The Theme Committees Work Sessions were the first major visioning event for the master plan. On this day, more than 40 stakeholders tackled issues specific to five planning themes:

- Economic Development
- Transportation and Mobility
- Culture, Art, and Historic Resources
- Parks and Open Space
- Central Business District

During the first half of the work session, attendees split into two groups to discuss game changers and participate in a "Thought Wall" exercise. During the second half, attendees focused on the central business district. The theme committee activities helped define the importance of each element and its influence on community vitality. Participants also identified external influences beyond the control of Greer.

Game Changers

Game changers can significantly shift the direction of our community. They can occur instantly or evolve over time and they can provide opportunities or create obstacles.

What are Greer's Game Changers?

- Demographic shifts
- Two counties with different goals
- Economy and employers
- Education and workforce (meeting expectations of potential employers)
- Transportation funding
- State's role in economic development

How do they affect us?

- Need enhanced partnerships
- Must consider Greer's location and the airport as growth strategies are developed
- Must identify (socially and geographically) what it means to live in Greer
- Need to leverage BMW and the inland port to enhance our brand
- Need to attract hotels to Greer

Thought Wall

This exercise asked participants to write five individual thoughts on paper color-coded according to their theme committee. One sheet was reserved for them to note their most important thought. Participants placed their thoughts on a wall under two broad categories: Opportunities or Constraints. The exercise created more than 130 individual thoughts related to the planning themes.

	Opportunities	Constraints
Economic Development	<ul style="list-style-type: none"> Policies that integrate transportation & land use Walking and biking paths Infrastructure improvements Interconnected street network downtown Regional cooperation for economic development, infrastructure, and education 	<ul style="list-style-type: none"> US 29 Lack of interconnected multimodal options within Greer and between neighboring communities Lack of mixed-use walkable communities
Culture, Art, and Historic Resources	<ul style="list-style-type: none"> Neighborhood culture (mill villages, core neighborhoods) Tourism Greer Heritage Museum Interactive art / sculptural playground Potential public art program and Arts District Mixing arts and history (tip and historic) 	<ul style="list-style-type: none"> Public opinion
Parks and Open Space	<ul style="list-style-type: none"> Walking and biking trails that connect destinations Unique recreation opportunities Planned passive parks and open space as growth occurs Blueways and greenways Parks that host events and bring people here Integrate parks with a revised bicycle and pedestrian plan 	<ul style="list-style-type: none"> Marketing current parks Availability of land and funds
Transportation and Mobility	<ul style="list-style-type: none"> Walking and biking paths Infrastructure improvements Interconnected street network downtown Regional cooperation for economic development, infrastructure, and education 	<ul style="list-style-type: none"> US 29 Lack of interconnected multimodal options within Greer and between neighboring communities Lack of mixed-use walkable communities
Economic Development	<ul style="list-style-type: none"> Access to multiple modes of distribution Inland port, airport, and BMW Branding Greer as a recognizable destination Two major hospital systems Attracting millennials – live, work, and play 	<ul style="list-style-type: none"> Brand visibility Workforce training State incentives Perception – Who are we? Where are we? Multiple counties

In five groups, attendees were asked to:

1. Note the success stories for Downtown Greer since the 1999 Greer Station Master Plan
2. Identify challenges the downtown area still faces.



Successes

- City Park and the Cannon Centre
- City Hall and Courthouse
- Restaurants
- Residential/living opportunities downtown
- Trade Street (streetscape and landscaping)
- Private business attraction and revitalization
- Creating a sense of destination
- Small town feel and historic character
- Branding and marketing Greer
- Positive perception of residents and visitors
- Strong leadership
- Opportunity for events
- Greer Heritage Museum
- Children's Theater
- Fire protection and safety

Challenges

- Shortage of downtown parking
- Building vacancies/empty storefronts
- Lack of residential development
- Real estate market
- Railroad creates a barrier to downtown development
- Lack of family-friendly businesses/extended hours
- Lack of connectivity to downtown neighborhoods
- Lack of transportation choices
- Lack of retail anchor
- Need to attract hotels to Greer

Central Business District Preserve or Enhance?

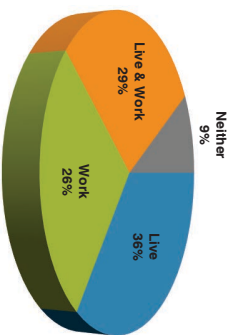
In the mapping exercise, participants used colored dots to identify specific locations in the downtown area that should be preserved (red dots) or redeveloped (green dots). The results highlighted the need to preserve the area bounded by Main Street, Poinsett Street, and Randall Street. The groups selected areas around the core for positive change or redevelopment, in particular Main Street, Cannon Street, and the industrial corridor between the two railroad tracks north of Moore Street.



MetroQuest Online Interactive Survey May-August 2014

To broaden the range of perspectives, an interactive, web-based questionnaire was launched and nearly 500 individuals participated between May and August 2014. The customized survey yielded a robust dataset of community preferences, opinions, and issues that ultimately contributed to the development of alternative growth strategies.

Do they live or work in Greer?



Responses

486

Written Comments

319

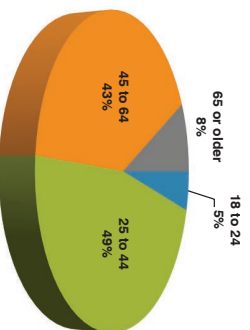
Locations Noted for Households,
Jobs, or Parks

1,951

Individual Data Points

13,579

What is their age group?

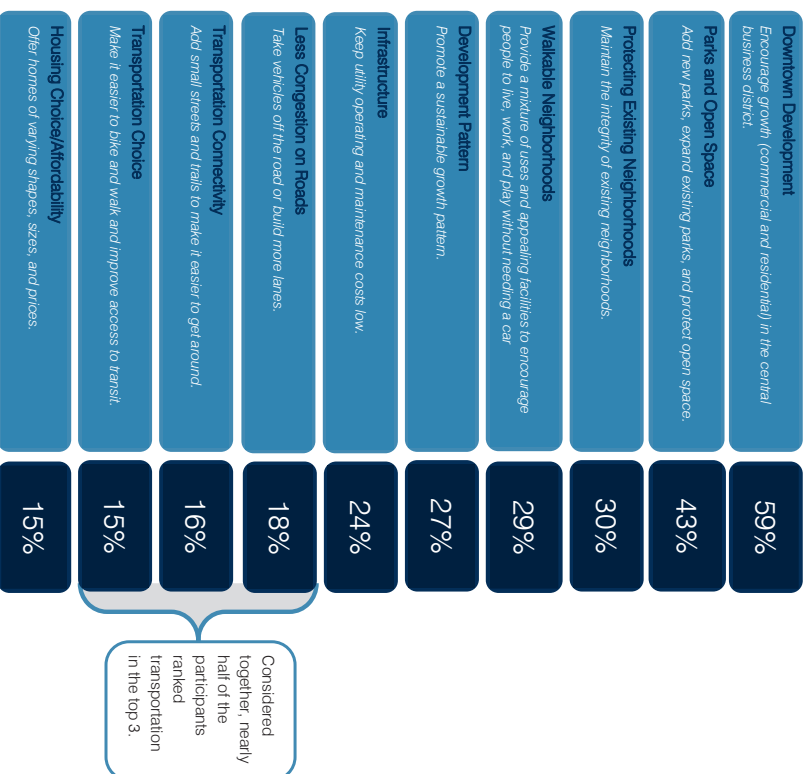


Note: 2000 - 2014 ESRI Trend

What is most important to you?

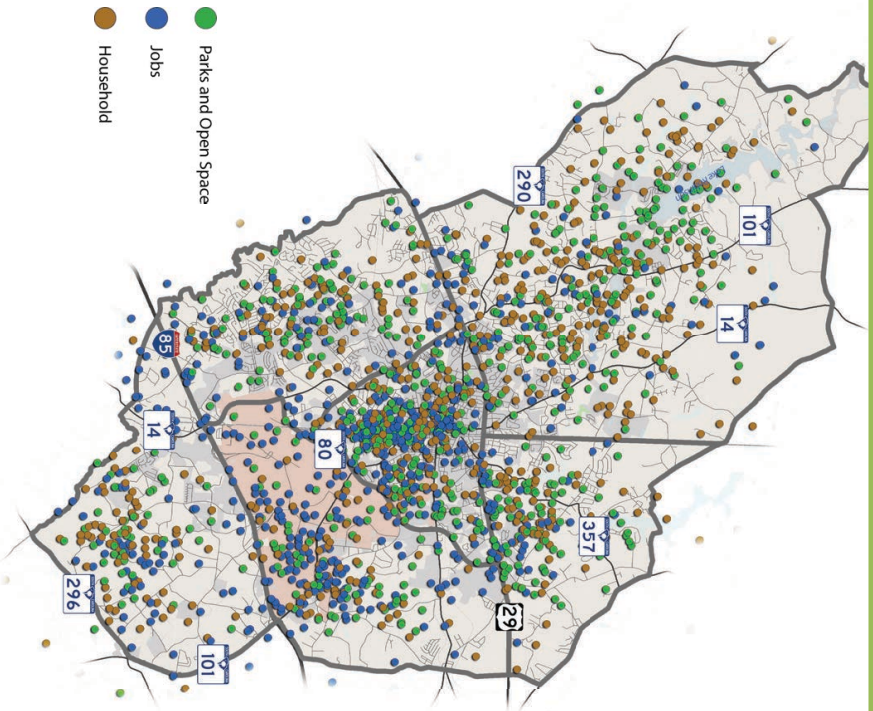
Participants were given a list of ten topics and brief descriptions about how each could be applied to the planning process and measured. Participants were asked to rank the three topics most important to them.

Percent Ranked in the Top 3



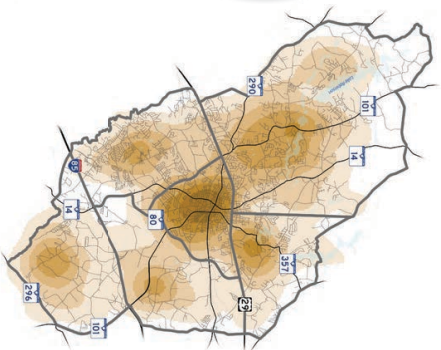
Online Interactive Map

Participants were asked to use an interactive web-based map to show specific locations where households, jobs, and parks should be located in the study area. Nearly 2,000 markers were placed on the map by 351 participants. The data was used to create a “heat map” that shows locations with higher densities for each category. The results from the heat maps were evaluated to inform the creation of the alternative growth strategies for the Greer Community Master Plan.



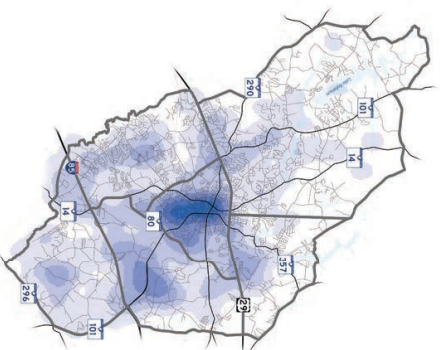
HOUSEHOLDS

When asked to place households on the map, participants created six centers. These centers are distributed throughout the study area with a focus on the central business district.



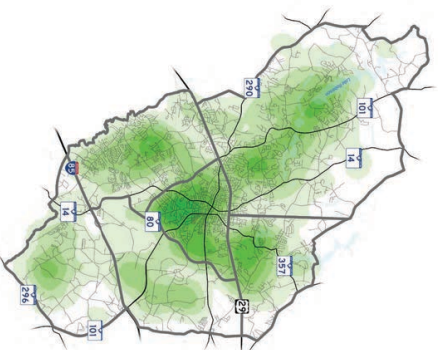
JOB

The number of jobs icons placed on the map (649) was very similar to the number of household icons. The map shows most employment occurring south of Wade Hampton Boulevard with the most robust clusters near downtown and BMW. Comments provided by users suggested an understanding that the type of job will have a big impact on where it should be located in the community.



PARKS AND OPEN SPACE

Created using 686 icons, the parks map shows the community's desire to live near a park. The density of parks shown on the map reveals concentrations of parks near the core of the community south of Lake Cunningham and the river near Riverside High School, and in the Golden Box.



Community Workshop

June 12, 2014

The first community workshop at the Cannon Centre allowed citizen planners to weigh in on the plan's vision and identify where and how growth should occur through 2030. Approximately 70 residents, business owners, and stakeholders participated in a variety of activities during the interactive workshop.



S.W.O.T

Participants used dots to select important or high priority strengths, weaknesses, opportunities, and threats developed in earlier outreach efforts.

Successes

- Downtown Greer
- Easy access to I-85 and US 29
- Two major medical centers

Weaknesses

- Lack of downtown rooftops and shopping
- Lack of downtown hotels
- Perception, branding, and name recognition

Opportunities

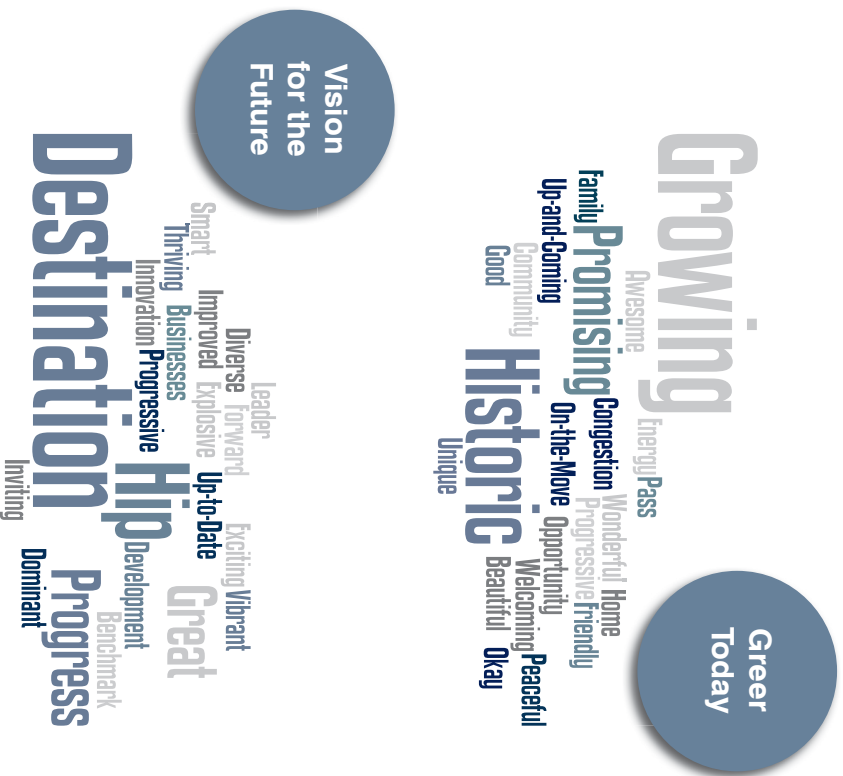
- Availability of developable land in key locations throughout Greer

Threats

- Potential loss of community identity
- Coordination efforts between two counties
- Attracting Generation Y and keeping Baby Boomers

One Word

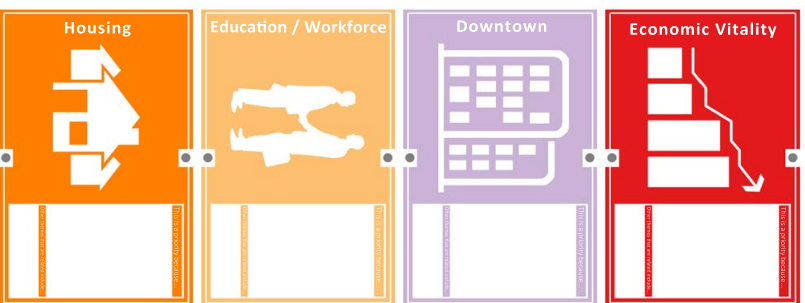
The One Word activity asked participants to describe Greer today and their vision for Greer in the future. The following word clouds highlight words and themes that were repeated.



Priority Decision Tree

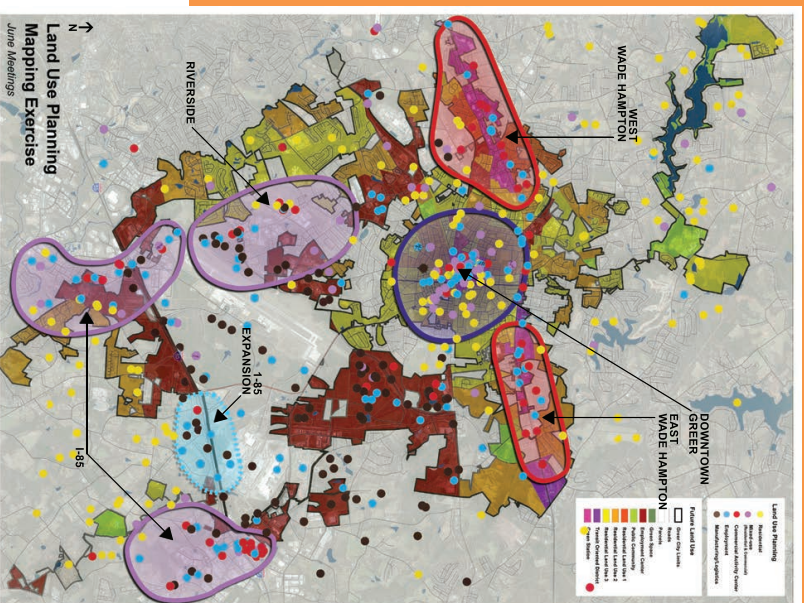
This exercise asked community members to rank their top five community themes (out of a library of 12). The Priority Decision Tree results showed four themes were consistently ranked highest: Economic Vitality, Downtown, Education & Workforce, and Housing.

Out of the top four, Economic Vitality was the highest priority for seven out of ten groups and appeared on 10 trees. When asked why Economic Vitality was their top priority, these groups noted that growth and a sustainable economy drives most of the other themes. Downtown was the top priority for two groups and appeared on 8 out of 10 trees.



Where do we grow?

The final activity was a mapping exercise designed to determine where new residential, commercial, mixed-use, employment, and industry growth should be located over the next 15 years. A composite of all the maps shows the community's vision is consistent with the City's Future Land Use Map.



Attendees focused their attention on the following areas:

- Downtown Greer
- West Wade Hampton
- East Wade Hampton
- Area around Riverside High School and GSP Airport
- SC 14 at I-85
- SC 101 at I-85

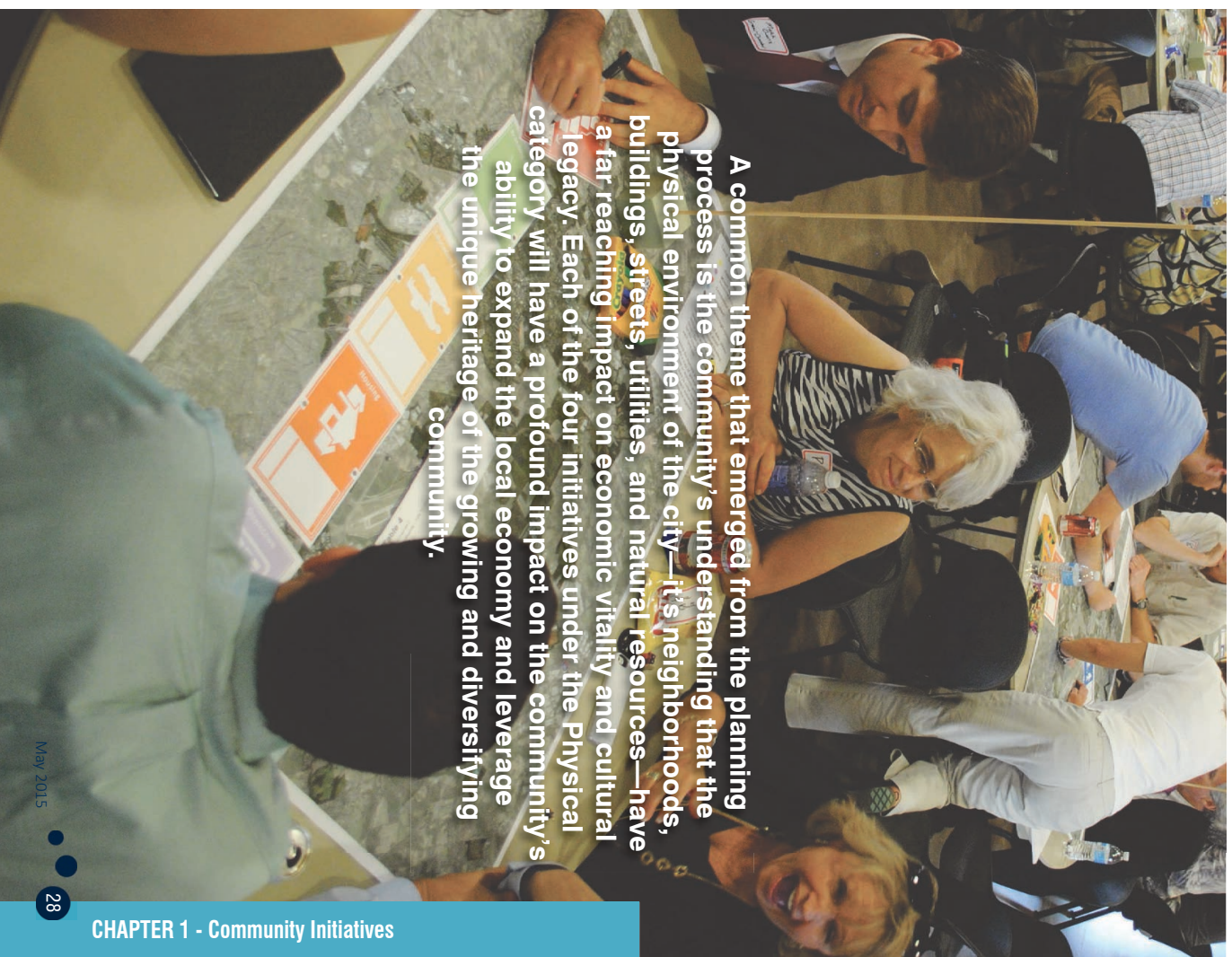
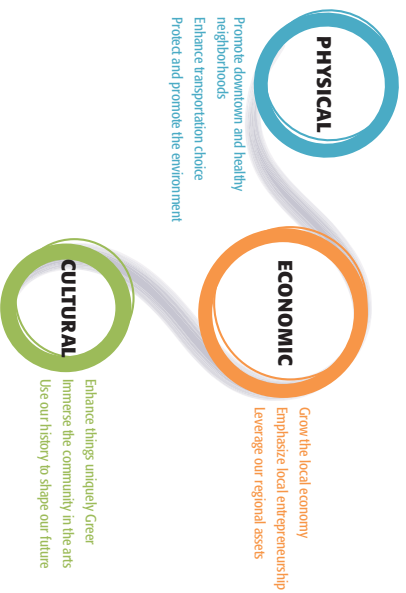


Our Initiatives

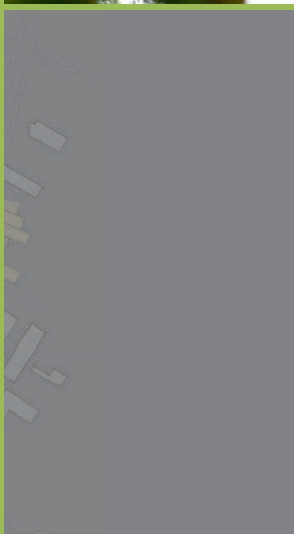
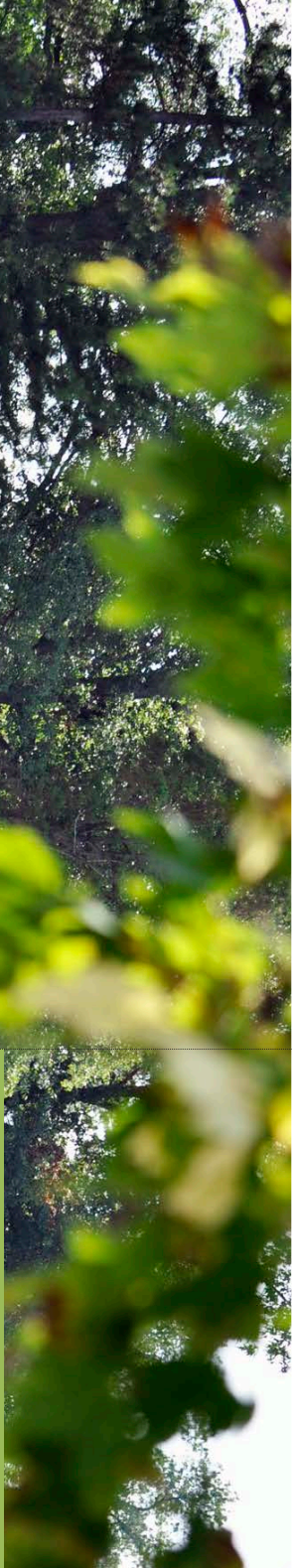
The understanding of community dynamics and the outcomes of the initial engagement activities were critical pieces in the creation of the Greer Community Master Plan. The 2013 Greer Strategic Plan broadcasted a mission statement that aligned with information gathered as part of the Greer Community Master Plan:

“Exercise environmentally sound and prudent management of growth and development to increase employment opportunity, offer abundant housing, offer abundant recreation, and preserve the historic charm of the city.”

The Greer Community Master Plan was built on a set of guiding statements centered on the three tenets of the community—Physical, Economic, and Cultural. Termed “Community Initiatives,” These statements shaped the planning process, beginning with the evaluation of growth alternatives and selection of the preferred growth strategy (Chapter 2), and continuing with the development of the focus areas (Chapter 3), and the creation of the framework plans (Chapter 4). The Action Plan (Chapter 5) refers back to these initiatives to ensure the master plan is aspirational, actionable, and accountable.



A common theme that emerged from the planning process is the community's understanding that the physical environment of the city—its neighborhoods, buildings, streets, utilities, and natural resources—have a far-reaching impact on economic vitality and cultural legacy. Each of the four initiatives under the Physical category will have a profound impact on the community's ability to expand the local economy and leverage the unique heritage of the growing and diversifying community.



Preferred Growth Strategy 2

Introduction

Community Types

Growth Alternatives

Preferred Growth Strategy



Introduction

Communities often differentiate themselves based on their willingness to deal with competing interests and to make informed, strategic choices. These choices should occur in a process rooted in analysis but balanced with vision and creativity.

The master plan allowed the community to identify what they value, create a set of alternative approaches to accommodating new growth, and select—and modify—the alternative that best aligned the things they value. The preferred growth strategy is a visual representation of how Greer should grow. It expresses in general terms where different types of development should be located. The city's comprehensive plan, its policies and code, and the direction offered by its elected leaders ultimately will inform the location, intensity, and design of new developments.

In essence, the preferred growth strategy expressed in the pages that follow offers context but with the necessary flexibility to respond to shifting trends inherent in a maturing city. In the end, the selection of a preferred growth strategy, the detail provided in focus studies for critical areas in Greer, the development of framework plans, and the prioritization of action items aligns with the community initiatives.



The planning process for the **Greer Community Master Plan** was **aspirational...**

What does Greer want to be?

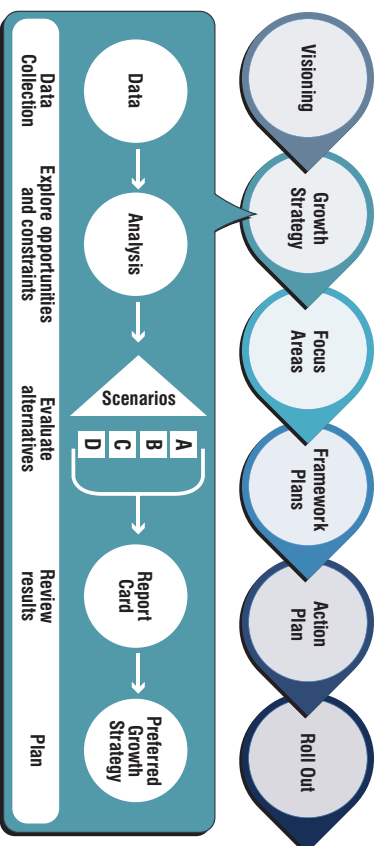
without losing sight of the necessary actions

that accompany decisions....

What steps will be required for Greer to be successful?

or the need for accountability.

How will we measure and what should we anticipate as a result of Greer's success?



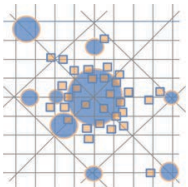
The growth strategy resulted from a process that identified, tested, and refined alternative approaches to how Greer could accommodate future growth.

Growth Concepts

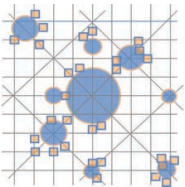
Four growth strategy alternatives were created. One alternative tested current plans while the other three offered different ways to accommodate future growth. Concepts for three alternative scenarios were presented to the Partnership for Tomorrow Board of Trustees at its meeting on July 15, 2014. The alternatives responded to information gathered throughout the planning process. The Board selected the three alternatives—focus on the core, outward growth, and multiple centers—shown diagrammatically here and presented in detail on the pages that follow.

The digital growth model allocated growth based on the placement of community-types throughout the study area. When the allocation process was complete, the characteristics of the scenario were summarized qualitatively and quantitatively. The intent was to create a flexible approach to growth that meets established performance goals and to identify strategies that meet local visions and regional expectations.

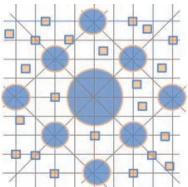
FOCUS ON THE CORE
Limits outward expansion by focusing on downtown and first tier neighborhoods.



OUTWARD GROWTH
Accommodates growth in new locations throughout the study area with a decentralized emphasis.



MULTIPLE CENTERS
Limits outward expansion by creating clusters of residential, employment, and mixed-use growth.



Where, What, How?

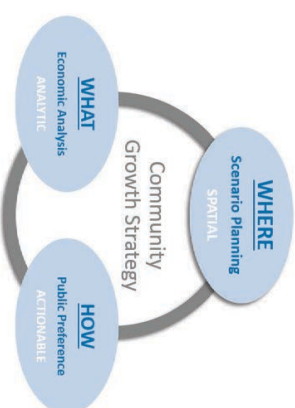
Three questions must be asked when creating a plan for future growth:

Where do we grow?

What do we grow?

How do we grow?

A single tool cannot provide comprehensive and coordinated answers to these questions. The Greer Community Master Plan process includes a digital growth model to answer **Where**, an embedded market assessment to answer **What**, and a multi-faceted outreach campaign to answer **How**. The coordinated process guided by a technical committee of local staff and an oversight committee of community stakeholders ensures the analysis and answers are considered in tandem.



Community Types

Community types represent the different land use types and development patterns existing in or envisioned for Greer. They represent the look or feel of a place that sets it apart from other areas. Community types have their own unique setting, development pattern, and visual qualities. Rather than focusing exclusively on land use categories, the community-types provide a more descriptive way to convey the technical (e.g. density, floor area ratios, land use mixtures, parking, and block structure) and visual (e.g. appearance, mixture of uses, design, and structure) characteristics. The community types are the unit of analysis for the growth scenarios. They are not intended to be completely synonymous with the county's zoning ordinance. They also are not intended to replace language in the locally-adopted land use plans.

How We Use Them

Greer Community Master Plan	Future Initiatives
Preferred Growth Strategy	Comprehensive Plan
Street Typology	Multimodal Transportation Plans
Street Design Priority Matrix	Corridor Studies
Framework Plans	Small Area Plans

Community Types

- Rural Living
- Waterfront Living
- Suburban Living
- Traditional Neighborhood
- Downtown
- Neighborhood Center
- Suburban Center
- Regional Center
- Employment Center
- Manufacturing & Logistics Center

Rural Living

These areas have abundant open space and scenic countryside with widely separated large-lot home sites. Some cluster developments or conservation-based subdivisions set aside areas for open space.

Land Use Considerations

- Primary**
 - Single-Family Detached
 - Working Farm
- Secondary**
 - Single-Family Attached (Cluster)
 - Civic and Institutional
 - Parks, Open Space, and Trails

Design Guidance

Land Use Mix	Separate Uses
Typical Lot Coverage	5 to 10%
Typical Use Coverage	95% Residential/5% Non-Residential
Residential Density	1 to 2.5 Density Units/Acre
Non-Residential Intensity	N/A
Prevailing Building Height	1 to 2 Stories
Typical Block Length	2,500 to 5,000 Feet
Street Pattern	Curvilinear
Street Connectivity	Low
Transportation Options	Auto
Open Space Elements	Farmland, Forest, and Natural Areas
Parking Provision	Private Driveways

Waterfront Living

These areas activate appropriate locations along the water's edge with residential and non-residential (water-focused) uses with consideration for environmental and water supply impacts. Development should leverage being near, seeing, and interacting with Lake Robinson and Lake Cunningham.

Land Use Considerations

- Primary**
 - Single-Family Detached
 - Townhome
 - Multifamily
 - Cultural
- Secondary**
 - Commercial (Neighborhood-scale)
 - Civic and Institutional
 - Parks, Open Space, and Trails

Design Guidance

Land Use Mix	Separate Uses
Typical Lot Coverage	5 to 10%
Typical Use Coverage	95% Residential/5% Non-Residential
Residential Density	1 to 2.5 Density Units/Acre
Non-Residential Intensity	0.50 to 1.00 FAR
Prevailing Building Height	1 to 2 Stories
Typical Block Length	2,500 to 5,000 Feet
Street Pattern	Curvilinear
Street Connectivity	Low
Transportation Options	Auto, Water
Open Space Elements	Greenways, Blueways, Natural Areas
Parking Provision	Private Driveways

Suburban Living

These areas typically represent relatively uniform housing types and density in neighborhoods of mainly single-family detached homes. The transportation network typically includes larger blocks and curvilinear streets. Strategic connections to the off-street multi-use trail network are preferred.

Land Use Considerations

Design Guidance	
Land Use Mix	Separate Uses
Typical Lot Coverage	25 to 65%
Typical Use Coverage	80% Residential, 20% Non-Residential
Residential Density	1 to 5 Density Units/Acre
Non-Residential Intensity	N/A
Prevailing Building Height	1 to 2 Stories
Typical Block Length	600 to 1,200 Feet
Street Pattern	Curvilinear
Street Connectivity	Low
Transportation Options	Auto, Bicycle
Open Space Elements	Parks, Greenways, and Natural Areas
Parking Provision	Private Driveways

Traditional Neighborhood

These areas include a variety of housing types, residential densities, goods, and services supported by a multi-modal transportation network. The design and scale encourage active living and afford the ability for residents to live, work, shop, and play within a walkable community.

Land Use Considerations

Design Guidance	
Land Use Mix	Mixed Uses
Typical Lot Coverage	35 to 60%
Typical Use Coverage	75% Residential, 25% Non-Residential
Residential Density	4 to 12 Density Units/Acre
Non-Residential Intensity	0.35 to 1.00 FAR
Prevailing Building Height	1 to 3 Stories
Typical Block Length	300 to 1,200 Feet
Street Pattern	Grid
Street Connectivity	High
Transportation Options	Auto, Bicycle, Pedestrian, Transit
Open Space Elements	Parks, Plazas
Parking Provision	Surface lot, On-street, and Private Driveways

Downtown

This area represents the civic, entertainment, and cultural heart of the community. Small blocks with streets designed to encourage pedestrian activity are fronted by two or more story buildings. Residential units above storefronts are prevalent. The compact, walkable environment and mix of uses support multiple modes of transportation.

Land Use Considerations

Design Guidance	
Land Use Mix	Mixed Uses
Typical Lot Coverage	75 to 95%
Typical Use Coverage	45% Residential, 55% Non-Residential
Residential Density	6 to 10 Density Units/Acre
Non-Residential Intensity	0.35 to 1.00 FAR
Prevailing Building Height	1 to 4 Stories (60 ft max)
Typical Block Length	300 to 600 Feet
Street Pattern	Grid
Street Connectivity	High
Transportation Options	Auto, Bicycle, Pedestrian, and Transit
Open Space Elements	Pocket Parks, Plazas
Parking Provision	Surface lot, On-street, and Structured

Neighborhood Center

These small-scale areas provide goods and services to immediate neighborhoods. The proximity to residential areas requires thoughtful design and scale that transitions effectively between uses. The transportation network limits cut-through traffic on nearby residential streets and provides safe bicycle and pedestrian connections.

Land Use Considerations

Design Guidance	
Land Use Mix	Separate or Mixed Uses
Typical Lot Coverage	35 to 50%
Typical Use Coverage	60% Residential, 40% Non-Residential
Residential Density	1 Density Units/Acre
Non-Residential Intensity	0.35 to 0.85 FAR
Prevailing Building Height	1 to 2 Stories
Typical Block Length	400 to 1,000 Feet
Street Pattern	Grid
Street Connectivity	Low
Transportation Options	Auto, Bicycle, and Pedestrian
Open Space Elements	Parks, Plazas, and Ponds
Parking Provision	Surface lot, On-street

Suburban Center

These areas tend to locate along roads with higher traffic volumes and near prominent intersections. They typically include multi-tenant strip centers, big box stores, and large shopping malls. Buildings are set back from the road behind large surface parking lots with limited connectivity.

Land Use Considerations

Design Guidance	
Land Use Mix	Separate Uses
Typical Lot Coverage	20 to 40%
Typical Use Coverage	40% Residential/60% Non-Residential
Residential Density	N/A
Non-Residential Intensity	0.20 to 0.50 FAR
Prevailing Building Height	1 to 2 Stories
Typical Block Length	800 to 1,200 Feet
Street Pattern	Curvilinear
Street Connectivity	Low
Transportation Options	Auto, Bicycle
Open Space Elements	Natural Areas
Parking Provision	Surface Lot

Regional Center

These areas attract people beyond Greer for shopping, recreation, or housing. They typically are large-scale, master-planned communities built in phases with a mix of residential, nonresidential, and civic uses. They typically locate near major highways and often at interstate exits.

Land Use Considerations

Design Guidance	
Land Use Mix	Separate or Mixed Uses
Typical Lot Coverage	25 to 65%
Typical Use Coverage	20% Residential/80% Non-Residential
Residential Density	N/A
Non-Residential Intensity	0.35 to 1.50 FAR
Prevailing Building Height	1 to 3 Stories
Typical Block Length	600 to 3,000 Feet
Street Pattern	Grid or Curvilinear
Street Connectivity	Varies
Transportation Options	Auto
Open Space Elements	Parks, Natural Areas
Parking Provision	Surface lot, On-street, and Structured

Employment Center

These areas offer a variety of ways to accommodate jobs, including stand-alone businesses, corporate campuses, office parks, medical campuses, or higher education facilities. These areas typically are located near major transportation corridors.

Land Use Considerations

Design Guidance	
Land Use Mix	Separate Uses
Typical Lot Coverage	25 to 65%
Typical Use Coverage	10% Residential/90% Non-Residential
Residential Density	N/A
Non-Residential Intensity	0.20 to 0.50 FAR
Prevailing Building Height	1 to 3 Stories
Typical Block Length	800 to 3,000 Feet
Street Pattern	Grid or Curvilinear
Street Connectivity	Varies
Transportation Options	Auto
Open Space Elements	Natural Areas
Parking Provision	Surface lot

Manufacturing & Logistics Center

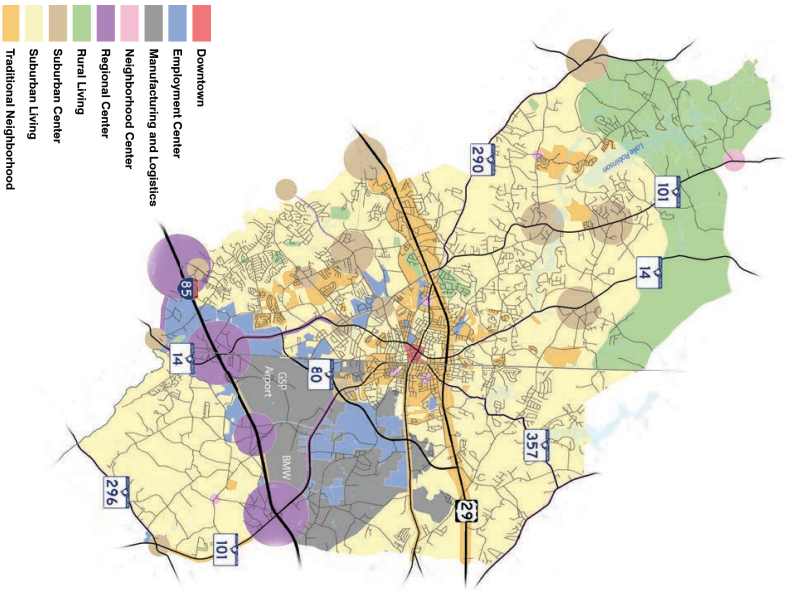
These areas support large-scale manufacturing and production, including assembly and processing, regional warehousing and distribution, bulk storage, and utilities. These areas are found near major transportation corridors (highway or rail).

Land Use Considerations

Design Guidance	
Land Use Mix	Separate or Mixed Uses
Typical Lot Coverage	35 to 50%
Typical Use Coverage	60% Residential/40% Non-Residential
Residential Density	1 Density Units/Acre
Non-Residential Intensity	0.35 to 0.95 FAR
Prevailing Building Height	1 to 2 Stories
Typical Block Length	400 to 1,000 Feet
Street Pattern	Grid
Street Connectivity	Low
Transportation Options	Auto, Bicycle, and Pedestrian
Open Space Elements	Parks, Plazas, and Ponds
Parking Provision	Surface lot, On-street

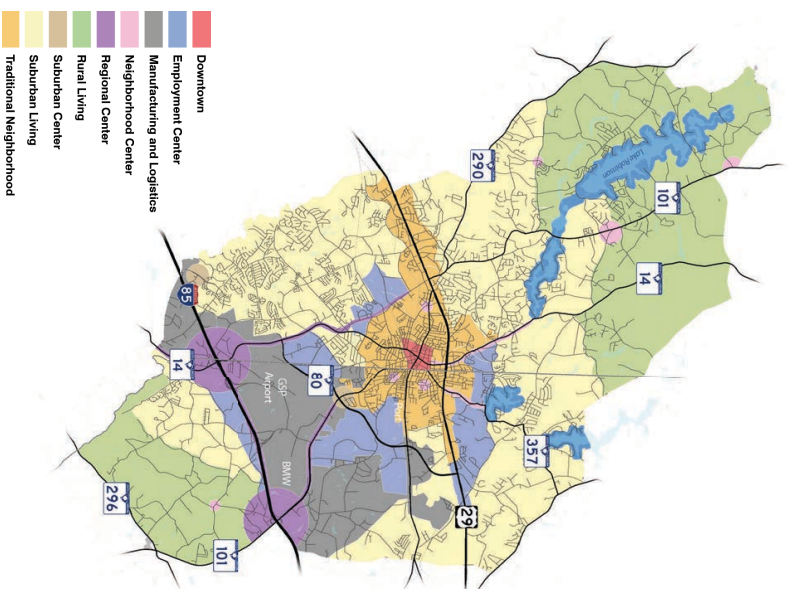
Current Plans

This growth alternative is based on the comprehensive plans for Greer, Greenville County, and Spartanburg County. The scenario includes the concepts of multiple suburban centers and regional centers and expanded residential growth with clusters of employment in existing locations.



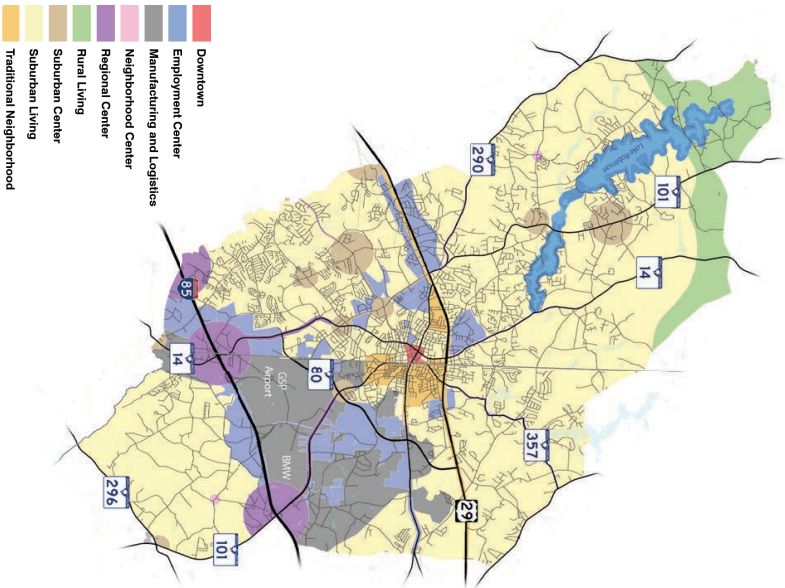
Focus on the Core

This growth alternative limits the outward expansion of the community and emphasizes traditional town planning for the core. The scenario includes two regional centers at I-85. And, Downtown Greer more than doubles in size.



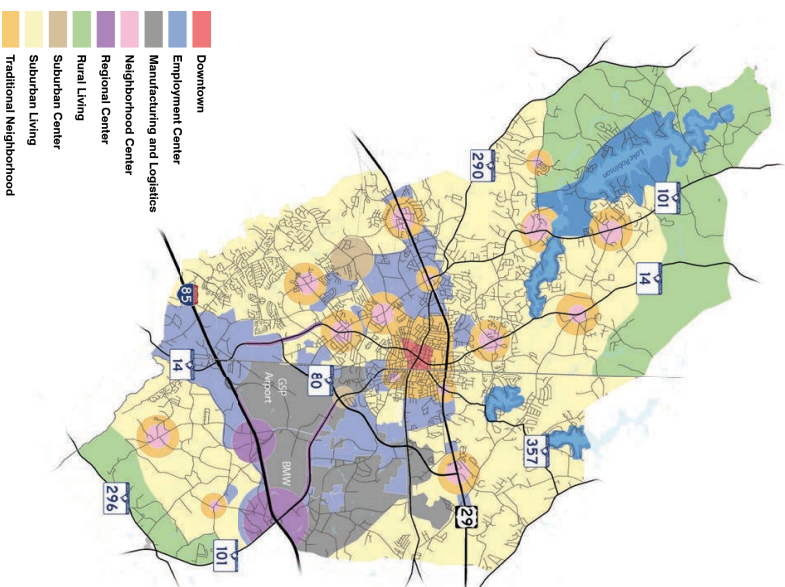
Outward Growth

The growth alternative offers traditional suburban development at the edges of the planning boundary. New growth is serviced by a few suburban centers. Employment occurs in current manufacturing and logistics locations as well as along US 29. The core remains essentially unchanged and large regional centers are located at I-85.



Multiple Centers

This growth alternative concentrates growth in walkable centers. Less outward expansion occurs and US 29 has distinct centers that develop along the corridor. Downtown becomes the largest center with some regional opportunities at I-85 providing employment opportunities near the Interstate.



Report Card

The Community Initiatives were developed in response to public input and refined by the Oversight Committee. These guiding statements were used in the scenario planning process to develop performance measures that allowed a standardized way to evaluate the relative performance of the four scenarios. In effect, the performance of the scenarios was judged against the plan's Community Initiatives:

- Create healthy neighborhoods—** Multiple Centers best addressed this initiative by offering a diversity of housing choices, most of which would occur in walkable neighborhoods. While Outward Growth limits the amount of walkable neighborhoods, it still provides housing choices. Current Plans also performed well in offering appropriate housing choices.

- Promote downtown—**As expected, the Focus on the Core scenario promoted downtown by injecting most growth into an expanding downtown. The Oversight Committee expressed concern that the expanded downtown could come at the expense of first tier neighborhoods and likely does not reflect economic realities in the near term.

- Enhance transportation choice—** Both Focus on the Core and Multiple Centers performed well in promoting accessibility and mobility throughout the study area.

- Protect and promoting the environment—**Focus on the Core again performs well against this initiative, though Multiple Centers provided consistency across all metrics. Outward Growth and Current Plans performed poorer than the other alternatives.

- Grow the local economy—** Each alternative showed positive performance against the backdrop of powering the local economy. Earning potential and job diversity showed net gain across the board.

It should be noted that the sixth initiative (Enhance things "uniquely Greer") was determined to be best reflected as a blend of the other initiatives and therefore is not included in the report card to the right.

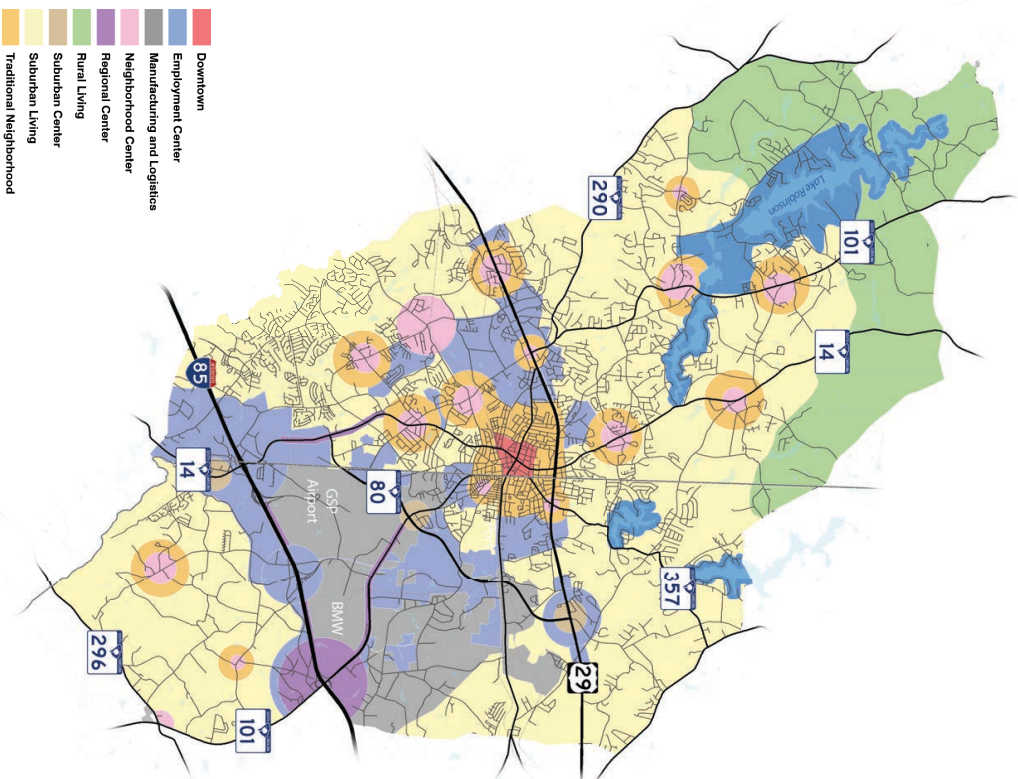
	Current Plans	Focus on the Core	Outward Growth	Multiple Centers
Create Healthy Neighborhoods				
<i>New housing is built to meet the lifestyle of future residents.</i>	Green	Green	Green	Green
Walkable Neighborhoods	Green	Green	Orange	Green
<i>New housing is built in walkable communities</i>	Green	Green	Orange	Green
Housing Diversity	Green	Green	Green	Green
<i>New housing is balanced between single-family and multifamily.</i>	Green	Green	Green	Green
Promote Downtown				
Working Downtown	Green	Green	Orange	Green
<i>Ratio of new jobs downtown.</i>	Green	Green	Orange	Green
Living Downtown	Green	Green	Green	Green
<i>Ratio of new residences downtown.</i>	Green	Green	Green	Green
Prospering Downtown	Green	Green	Green	Green
<i>Footprint of downtown.</i>	Green	Green	Green	Green
Enhance Transportation Choices				
Accessibility	Green	Green	Green	Green
<i>Access to housing, jobs, services, and amenities.</i>	Green	Green	Green	Green
Walkability	Green	Green	Orange	Green
<i>New growth promotes trips by foot.</i>	Green	Green	Orange	Green
Bikability	Green	Green	Green	Green
<i>New growth promotes trips by bike.</i>	Green	Green	Green	Green
Protect and Promote Environment				
Job Proximity	Green	Green	Orange	Green
<i>New jobs are located where residents live.</i>	Green	Green	Orange	Green
Development Footprint	Green	Green	Orange	Green
<i>Amount of land consumed due to new growth.</i>	Green	Green	Orange	Green
Natural Resources	Green	Green	Orange	Green
<i>Wise stewardship of scenic vistas and open space.</i>	Green	Green	Orange	Green
Grow the Local Economy				
Earning Potential	Green	Green	Green	Green
<i>New job growth supports more high-paying jobs.</i>	Green	Green	Green	Green
Job Diversity	Green	Green	Green	Green
<i>New job growth is balanced across sectors.</i>	Green	Green	Green	Green

Preferred Growth Strategy

The Oversight Committee requested the Multiple Centers concept be refined into the preferred growth strategy at its meeting on September 23, 2014. After careful consideration of scenario feedback, the Multiple Centers scenario exhibited qualities that were the most consistent with the Community Initiatives. The preferred growth strategy was adapted from the Multiple Centers concept and finalized based on a review by city staff and local stakeholders. While the strategy closely resembles the Multiple Centers alternative, it includes features from each of the four scenarios.

The scenario evaluation represented one of several ways the planning process yielded a strategy for balancing competing interests in Greer. The preferred growth strategy serves as the foundation for the development of framework plans directly related to land use, multimodal transportation, parks and open space, and arts and culture. The strategy also offered input into other plan elements that provide additional detail on land development, physical character, and policy initiatives. The preferred growth strategy, as a blend of all the scenarios, reinforces the concept that a “one size fits all” strategy for community development does not exist.

The preferred growth strategy offers a diversity of housing choice, enhanced connectivity, and a thriving downtown.





Focus Areas

3

- Introduction
- Downtown
- Wade Hampton
- South 14 Corridor
- South 101 Corridor

Introduction

The preferred growth strategy identifies areas most suitable for accommodating future growth and development over the next 10 to 20 years. The planning process also included engagement activities designed to determine the community's vision and preferences for future growth areas.

Planning workshops held with the general public and the Greater Greer Chamber of Commerce in June 2014 included a brief presentation followed by several activities that enabled participants to identify future areas for addition residential, commercial, mixed-use, employment, and industrial development. In July 2014, the planning team and a technical team of community leaders identified four areas for more detailed study based on the preferred growth strategy and public input. Each focus area was chosen based on its current character, high susceptibility to change, and ability to accommodate future growth.

Downtown Greer

Including Greer Station

Wade Hampton

near Buncombe Road

SC 101

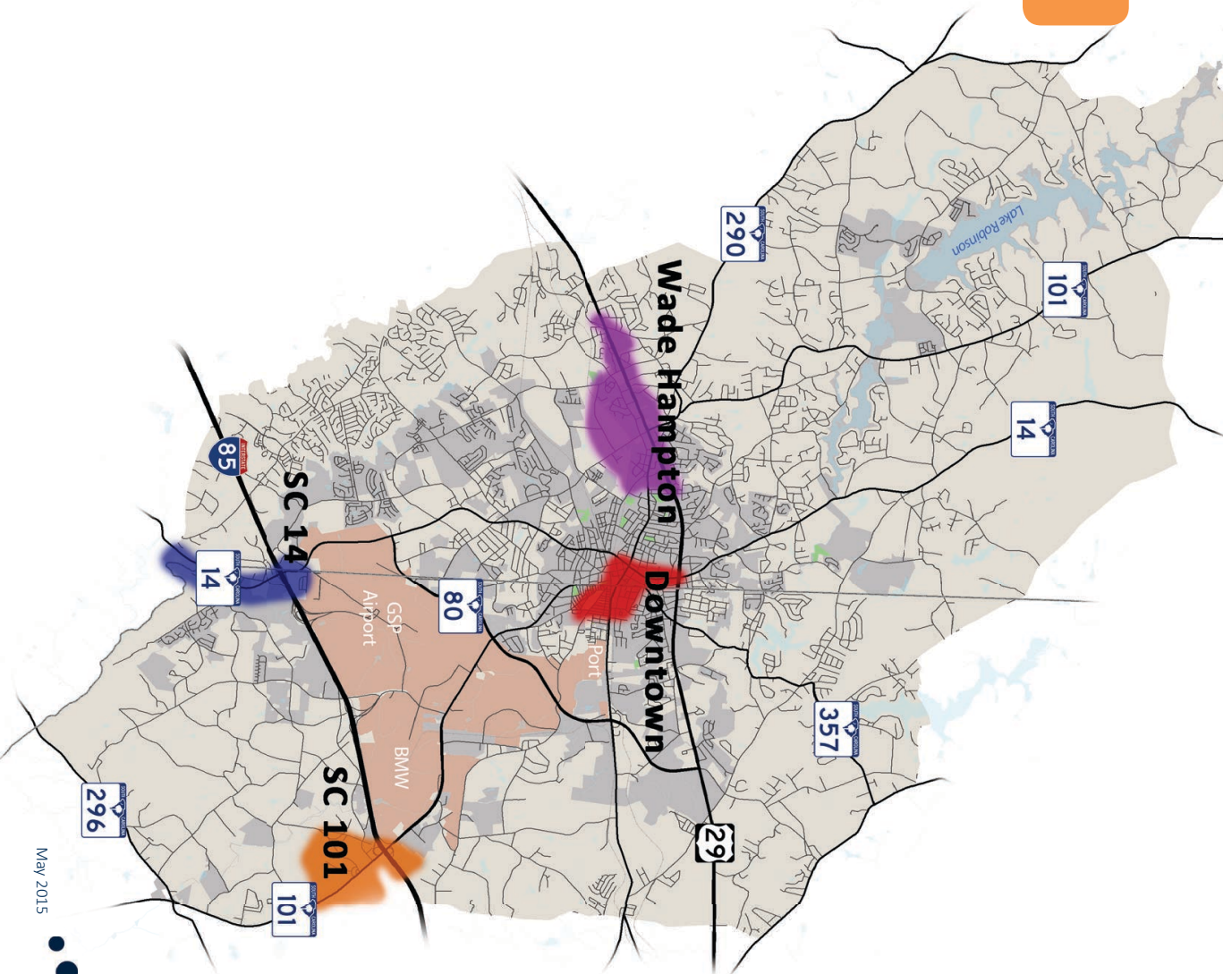
Interchange of SC 101 at I-85

SC 14

Interchange of SC 14 at I-85

The focus areas are a critical component of the Greer Community Master Plan because they:

- Identify key sites and strategies critical to Greer's continued growth and enhancement.
- Illustrate how design principles can guide future land use and development decisions.
- Define key public improvements and initiatives to catalyze appropriate growth and enhancement.



Downtown

The first step in developing each focus area involved a review of existing conditions, GIS data, and public input to determine which parcels were most likely to change over the next 10 to 20 years. Parcels were assigned to one of three categories—Low, Medium, or High—based on their susceptibility to change. Parcels that were vacant or for sale typically were identified as highly susceptible. Medium and low susceptibility was based on the current use, condition, size, and marketability.

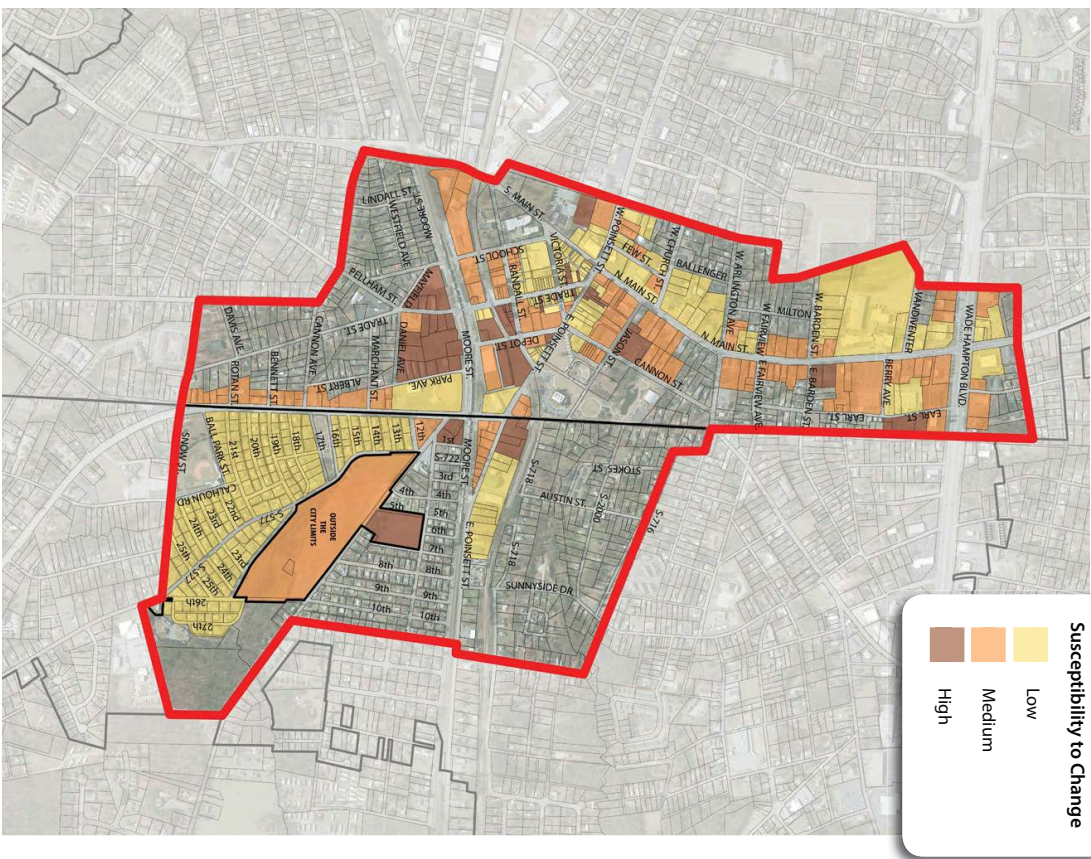
The graphic at right shows the susceptibility to change for the Downtown focus area. Areas in need of attention or most likely able to accommodate future growth include:

- Greer Station, particularly areas on the south end of Trade Street
- Between Trade Street and City Park
- The Victor Mill area
- The North Main Street Corridor

Low
recently developed, active residential properties, environmentally delicate sites, or disputable development areas

Medium
older retail structures that will reach the end of their typical life cycle within the next few years, or environmentally hazardous sites

High
undeveloped properties, properties exhibiting vacancy or significant underutilization



Subareas

This susceptibility to change assessment and input from the community informed the creation of four subareas within the downtown study area.

North Main Corridor

The **North Main Corridor** subarea begins at Wade Hampton Boulevard and stretches south to West Church and Jason Street. This subarea includes retail and residential parcels along North Main Street and the J. Harley Bonds Career and Educational Resource Center (former Greer High School).

Greer Station

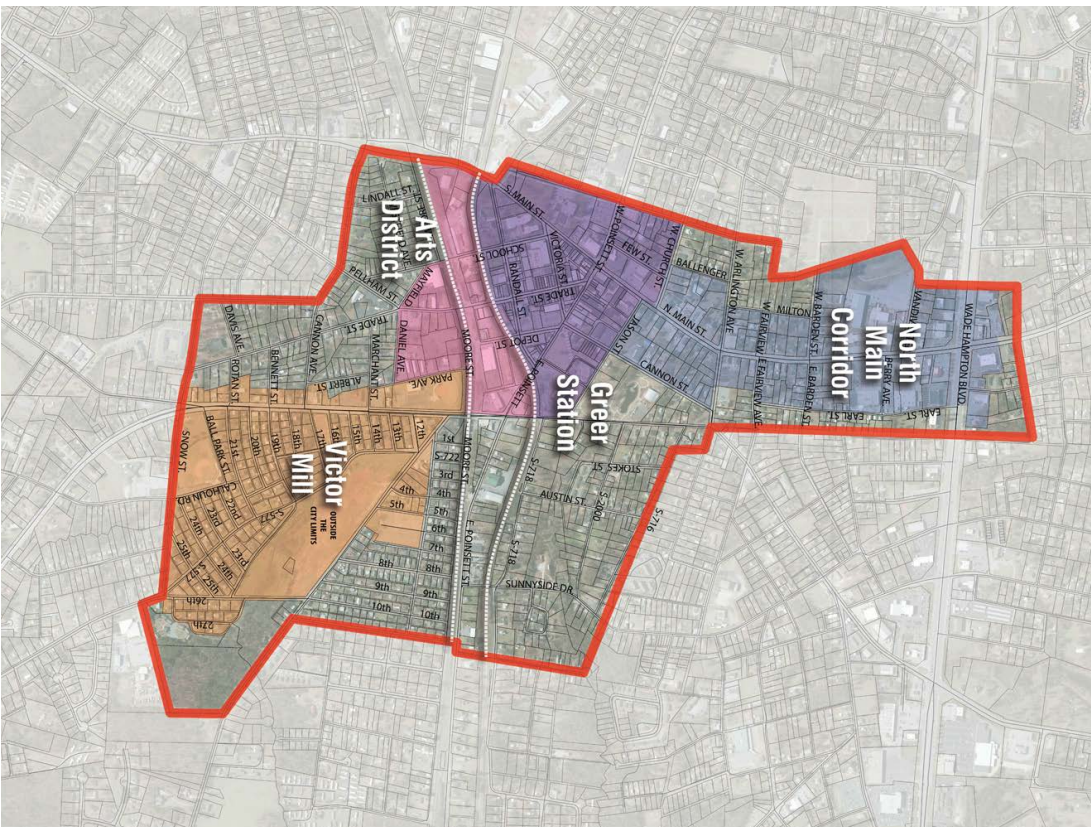
The downtown core area is divided into two sections, **Greer Station** and a proposed **Arts District**. The Greer Station subarea includes development north of the railroad between Miller Street to the west, Church Street and Jason Street to the north, and SC 101/ North Line Street to the east.

Arts District

The second piece of the downtown core, the proposed **Arts District** subarea, includes the area south of the railroad tracks to Moore Street, Mayfield Street, and Daniel Avenue.

Victor Mill

The **Victor Mill** subarea encompasses land from Daniel Avenue and Snow Street between SC 101/South Line Street and Victor Avenue.

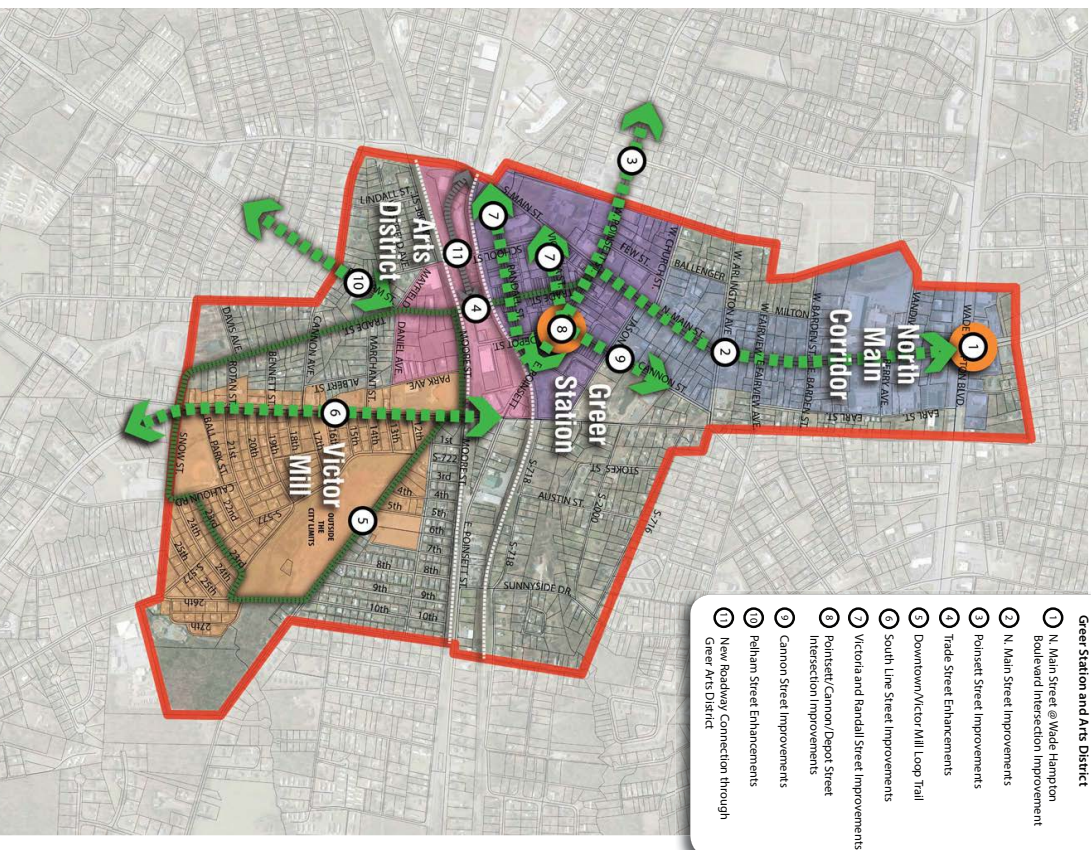
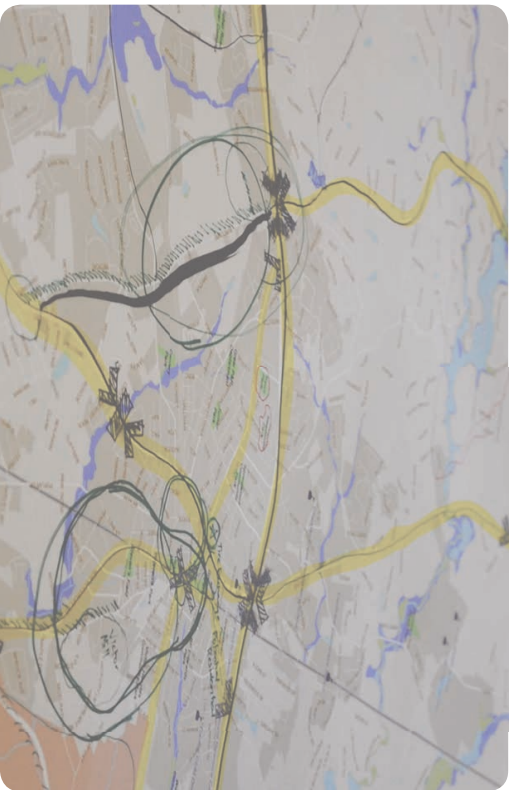


Transportation

In addition to the land use and development recommendations outlined on the following pages, a series of connectivity and mobility improvements is recommended for the greater Downtown area.

This combination of roadway, pedestrian, bicycle, and urban design improvements seek to enhance access to and walkability within the area and between downtown and adjacent neighborhoods.

Details concerning each improvement are contained with the following sections as well as the Action Plan in Chapter 5.



- Greer Station and Arts District**
- 1 N. Main Street @ Wide-Hampton Boulevard Intersection Improvement
 - 2 N. Main Street Improvements
 - 3 Polisset Street Improvements
 - 4 Trade Street Enhancements
 - 5 Downtown/Victor Mill Loop Trail
 - 6 South Line Street Improvements
 - 7 Victoria and Randall Street Improvements
 - 8 Polisset/Cannon/Depot Street Intersection Improvements
 - 9 Cannon Street Improvements
 - 10 Pelham Street Enhancements
 - 11 New Roadway Connection through Greer Arts District

North Main Corridor

The North Main Street Corridor serves as a vital link between Wade Hampton Boulevard and Greer Station. Although several corridors provide access to downtown from Wade Hampton Boulevard, North Main Street serves as the most direct route. Greer Station sits less than four blocks from the intersection of Wade Hampton Boulevard and North Main Street, but due to poor wayfinding, most motorists traveling along Wade Hampton Boulevard do not realize how close they are to downtown.

Recommendations

Wade Hampton Boulevard at North Main Street Improvements

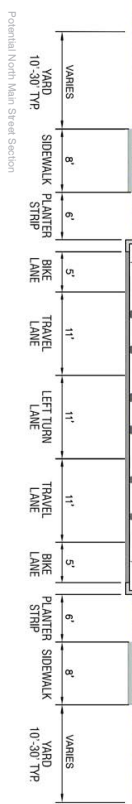
A visual gateway at the intersection of Wade Hampton Boulevard and North Main Street would be a beneficial and cost-effective short-term investment. This improvement would provide wayfinding to Greer Station. With innovative urban design and landscaping features, this intersection also would serve as a landmark and gateway to downtown. Improvements could include:

- **Enhanced landscaping and/or public art in green space on the corners of the intersection**
- **Distinctive crosswalks or intersection paving throughout the intersection.**

While three of the four corners of the intersection have significant setbacks, the Sprink gas station in the northwest quadrant is more challenging.



- North Main Corridor**
- 1 East Wade Hampton at North Main Street intersection improvement
 - 2 North Main Street Enhancements
 - 3 J. Harley Bonds Career Center Potential Redevelopment



Design Standards

The city should consider site design standards along North Main Street to maintain and reinforce the historic character of the street. The standards should:

- **Ensure buildings front the street.**
- **Limit driveways to one side of the building or limit access to side streets.**
- **Place parking behind buildings rather than in front of building along Main Street.**

Street Enhancements

The city also should consider a corridor enhancement project for North Main Street. Currently, North Main Street is a four-lane arterial between West Church Street and Wade Hampton Boulevard. However, low traffic volumes do not justify the four travel lanes. To improve the character and walkability of North Main Street, consideration should be given to narrowing the roadway to three lanes (one in each direction with a center turn lane). The extra space should be used to add bicycle lanes (without moving the curb and gutter) or reconstructing the curb and gutter to provide wide landscape buffers and sidewalks on both sides of the street.

While much of the street still retains a historic, walkable character, gaps created by recent redevelopment (identified in orange on the North Main Street plan) undermine the link between Wade Hampton Boulevard, Greer Station, and the community's character. Where parking lots remain adjacent to North Main Street, 6 to 12 foot landscape buffers with upright trees and shrubs should be required between sidewalks and private surface parking lots (e.g. Memorial United Methodist Church).

Greer Station

Downtown Greer, otherwise known as Greer Station, is the heart of the City. The area includes community anchors such as City Hall, the Cannon Centre, and City Park; historic buildings along Trade Street between Poinsett and Randall Streets; and historic buildings along Poinsett Street between Main Street and Cannon Street.

Businesses bounded by North Main Street, Poinsett Street, and the railroad account for less than 25 acres of land, yet Greer Station represents the most cherished, walkable area in the city. Great strides have been made over the last 15 years to maintain and enhance Trade Street, strengthen the Greer Station brand, and add a cluster of restaurants to the area. This success has led the community to envision the next step for Greer Station.

To continue to increase the vitality of Greer Station, stronger connections and additional building fabric are needed connect Trade Street to City Park and surrounding neighborhoods.



Cannon Street at Poinsett Street Improvements

Intersection and urban design improvements are recommended for the intersection of East Poinsett, Cannon, Victoria and Depot Streets. Improvements should include high visibility or specialty paving crosswalks and/or specialty paving within the intersection itself. Ideally, a future retail/restaurant or office building would be constructed on the southwest corner of the intersection fronting Victoria Street. In the short-term public parking is at a premium. However, the north end of the parking lot accommodates few parking spaces due to the awkward geometry of the site.

Victoria Street and Randall Street Improvements

Roadway and streetscape improvements along Victoria Street and Randall Street would further enhance the connection between Trade Street and the City Hall complex. Narrow right-of-way on Victoria Street may limit improvements to pedestrian enhancements, such as sidewalks, lighting, and landscaping. However, Randall Street is wider and offers more opportunity to enhance pedestrian amenities and provide bicycle facilities and/or on-street parking.



Greer Station

Increasing Retailers and Restaurants

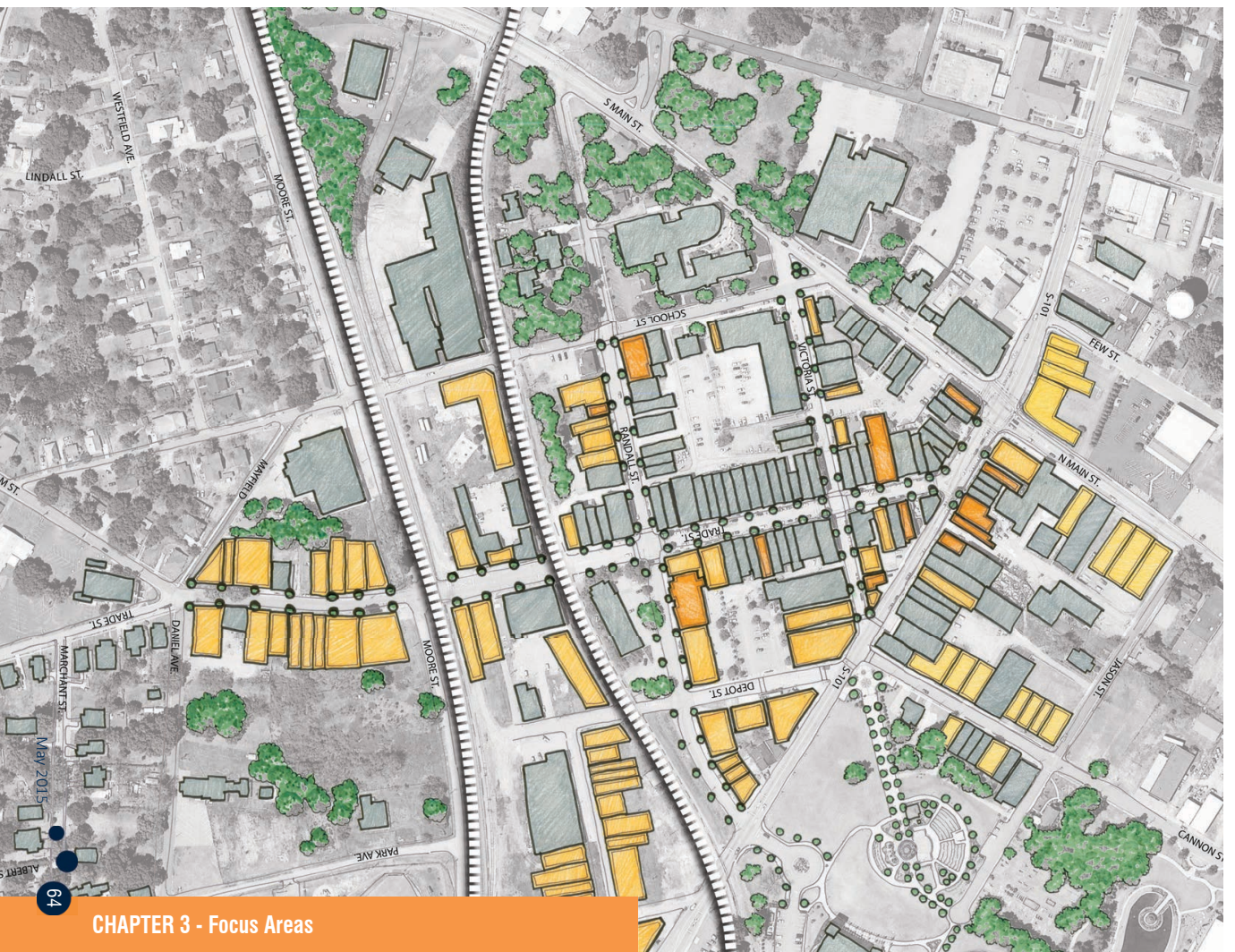
In addition to physical connections to community anchors, more employees and residents are needed within walking distance of the urban core. Adding these people to the population near downtown will further enhance the viability and sustainability of retail and restaurants in the area. Fortunately, ample land on the east, west, and south ends of Greer Station can support these uses as standalone buildings or above ground floor retail/restaurants.

Cannon Street Improvements

As Greer Station's growth continues, Cannon Street between Poinsett Street and the Cannon Centre may become more viable for complementary development. Roadway and sidewalk improvements should be considered to connect the Cannon Centre to Greer Station retailers, restaurants, residences and businesses. If private development occurs or a community facility is constructed on the west side of Cannon Street facing City Park, commensurate roadway and pedestrian amenities should also improve.

Connections to Adjacent Neighborhoods

Sidewalk, lighting, and crossing improvements would improve the connection between Greer Station and nearby residential neighborhoods. Primary connections should be considered along North Main Street to the north, Poinsett Street to the west, and Trade Street and Pelham Street to the south. Sidewalk connections should also be improved to the Sunnyside neighborhood. All homes within a quarter mile (a 5- to 10 minute walk) of Trade Street should be able to enjoy a safe walk to Greer Station. This connectivity is vital to the long-term success of the Greer Station business environment.



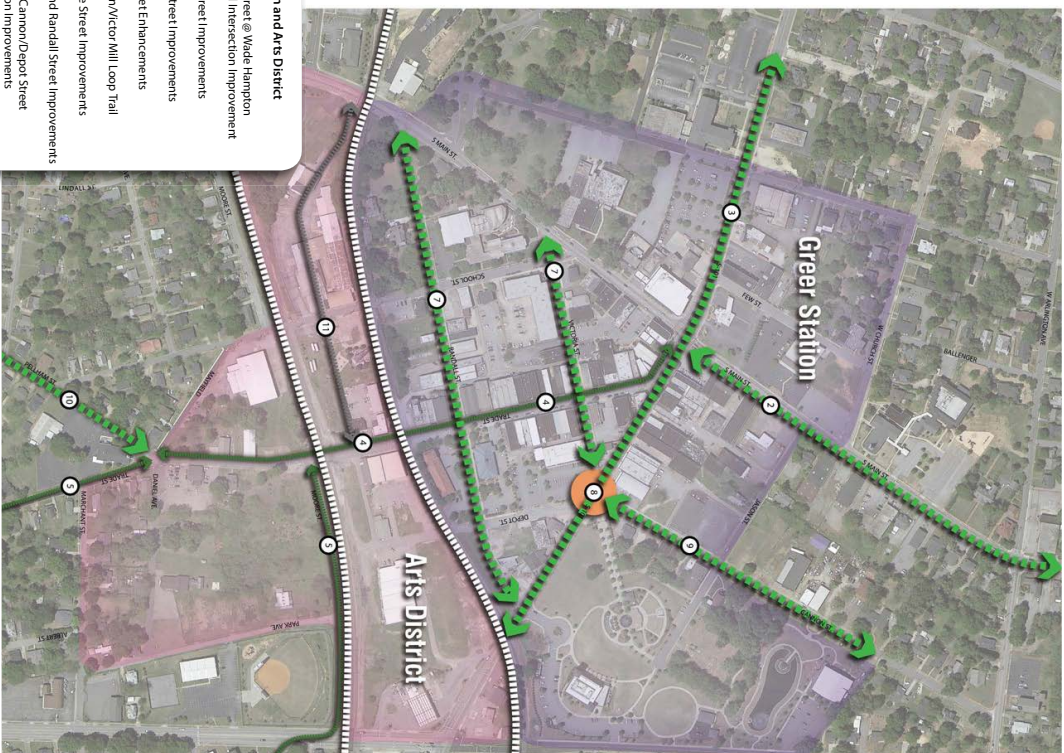
Greer Station

Goals

- Connect Trade Street to City Park
- Enhance the critical mass of downtown retailers and restaurants
- Add downtown employers and residences to support downtown retail and restaurants
- Connect N. Main, Poinsett, and Trade/Pelham to adjacent neighborhoods to promote walkability and the frequency of trips from the neighborhoods to the central business district

Strategies

- Improve and join the intersection of Poinsett, Cannon, and Depot Streets
- Improve and connect Victoria and Randall Streets to City Park
- Improve North Main Street
- Poinsett Street pedestrian improvements
- Improvements to Cannon Street with future development.



- Greer Station and Arts District**
- 1 N. Main Street @ Wade Hampton Boulevard Intersection Improvement
 - 2 N. Main Street Improvements
 - 3 Poinsett Street Improvements
 - 4 Trade Street Enhancements
 - 5 Downtown/Victor Mill Loop Trail
 - 6 South Line Street Improvements
 - 7 Victoria and Randall Street Improvements
 - 8 Poinsett/Cannon/Depot Street Intersection Improvements
 - 9 Cannon Street Improvements
 - 10 Pelham Street Enhancements
 - 11 New Roadway Connection through Greer Arts District

Arts District

With the proximity to the working railroads, the area south of Greer Station tends to support lower rents and to be less desirable for investment and development despite being close to Greer Station's retail/restaurant core. Much of the area has remained industrial, and over the years several buildings have been torn down and others left vacant. The area is an important catalyst to the area's growth, and many of the older industrial buildings have potential to be rehabilitated into unique, interesting spaces.

A frequent talking point among residents and community leaders was the need to leverage the city's history and growing interest in the arts by creating a cluster of activity near downtown. The Greer Civic Master Plan recommends that the area between the rail lines become the focal point of a new Greer Arts District. The Arts District could reinvigorate the area south of Greer Station and contribute to the critical mass of businesses, employees, and residents in and around downtown. While safety codes cannot be relaxed, the city should be open to a greater variety of structures and flexibility of uses within the Arts District.

Redevelopment

Development of the Arts District could occur by renovating warehouses and industrial buildings or creating open, flexible structures that lend themselves to artisan studios, workspaces, and loft housing. Proximity to the rail lines would likely allow keep lease rates low, which should allow the district to remain viable and less susceptible to gentrification as it becomes trendy. The separation from Greer Station by the rail lines also provides a natural transition line between the more contemporary building materials and forms of the Arts District and the more traditional historic form of Greer Station. As the district takes shape, additional roadway connections, such as a connection between the rail lines from South Main Street to Trade Street, may be desired.

Sidewalk Improvements

Recent sidewalk improvements along Trade Street should be extended across the rail lines to the Arts District. While the city's standard sidewalk treatment should be extended, other urban design features, such as benches and lighting, could take on a different character in the Arts District. The railroad crossing provides an opportunity for more artistic warning devices and urban design amenities.



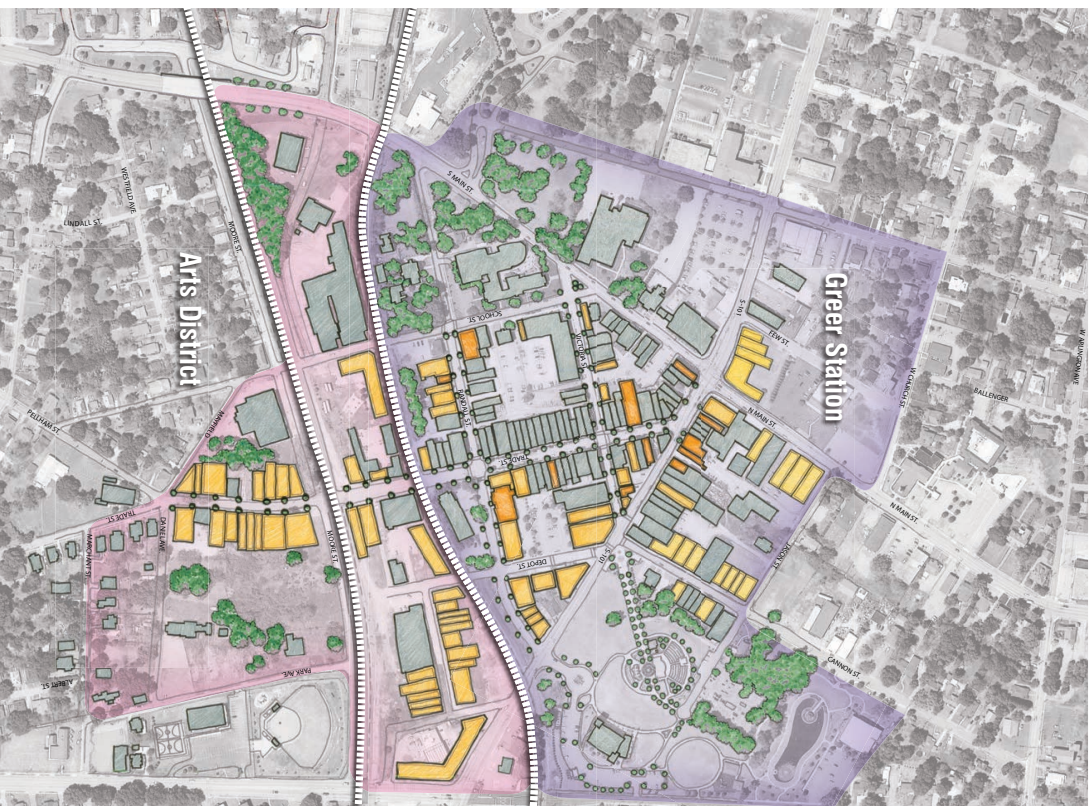
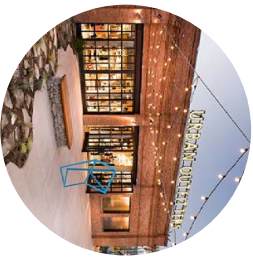
Arts District

Building Enhancement or Partnership Fund

The city or PFT should consider establishing a building enhancement or partnership fund for the Arts District. Similar to a more traditional facade grant program, matching grants could be offered to improve or construct structures within the Arts District. Generally, these funds would provide seed money and reimbursements for a percentage of costs for construction activity that fosters arts, cultural, or loft housing. For example, the fund may provide reimbursement for 25% of renovation cost to existing buildings or 10% of new construction cost up to an established cap (e.g. \$10,000 to \$20,000). This type of investment fund provides incentives to private landowners and leaves control of property and construction in the hands of the private sector.

Strategies

- Extend Trade Street sidewalk and landscape treatments south of the railroad tracks, add artistic elements to railroad crossings, signage, building facades, etc.
- Foster rehab of existing building fabric, while allowing flexibility for renovations and infill
- Provide funding or incentives for arts, cultural, and loft housing uses in the Arts District
- Provide new roadway connections between the railroad tracks to Main Street and Poinsett



Victor Mill

Victor Mill, built in the 1890s, was one of four major textile plants in the greater Greenville/Spartanburg area. In the 1920s, Victor Mill served as a model for successful mill communities. Small villages were created as homes, churches, schools, and recreational facilities were built to support plant workers and their families. With more than 200 employees working at the plant, Victor Mill shaped much of downtown Greer's growth and development.

As the 20th century progressed, more foreign cloth came into the United States, leading to the modernization of textile technology. Victor Mill closed in 2001, and the structure was ravaged by fire in 2004. After sitting partially demolished until 2008, the Environmental Protection Agency conducted a site contamination study. In 2011, Spartanburg County formally took ownership of the site, and though the site has been cleaned-up, it remains vacant. Today, the 20-acre site a half-

mile from downtown Greer technically resides in Spartanburg County—an island within the city limits of Greer.

While the community desires to redevelop the Victor Mill site, limited potential uses for the large site exist. Due to limited accessibility, a major office or commercial retail development on the site is unlikely. Environmental concerns make the site unsuitable for single-family residential development. And while multi-family development is a possibility, market demand does not exist and a standalone multi-family development would not be the necessary catalyst for the surrounding neighborhood.

Victor Mill Community Center

The redevelopment of Victor Mill should enhance surrounding neighborhoods and support the overarching goal of enhancing downtown. As a result, the best use of the property would be as a community recreation facility. Access to recreation facilities and fields has been voiced as a community desire throughout the Greer Community Master Plan process. A community recreation facility on the Victor Mill site could consolidate nearby parks (Stevens Field, Veterans Park, and Victor Park) into a single, more significant recreational anchor for the city.



Image: Spartanburg Public Library © Historical Digital Collections
William Lynch Peckard Collector 1910-1919

Sources:
Tiner, Anderson. Goldstate.com. "Victor Mill: 75th Birth on Spartanburg County." *published Tuesday, October 21, 2008*. <http://www.goldstate.com/archives/002/1/6E763192/10347P-280c-199>
"History." © 2009-2015 The Greenville Textile Heritage Society, Greenville, South Carolina. <http://scmillmills.com/millcommunityhistory/>

Victor Mill, Greer, S. C.

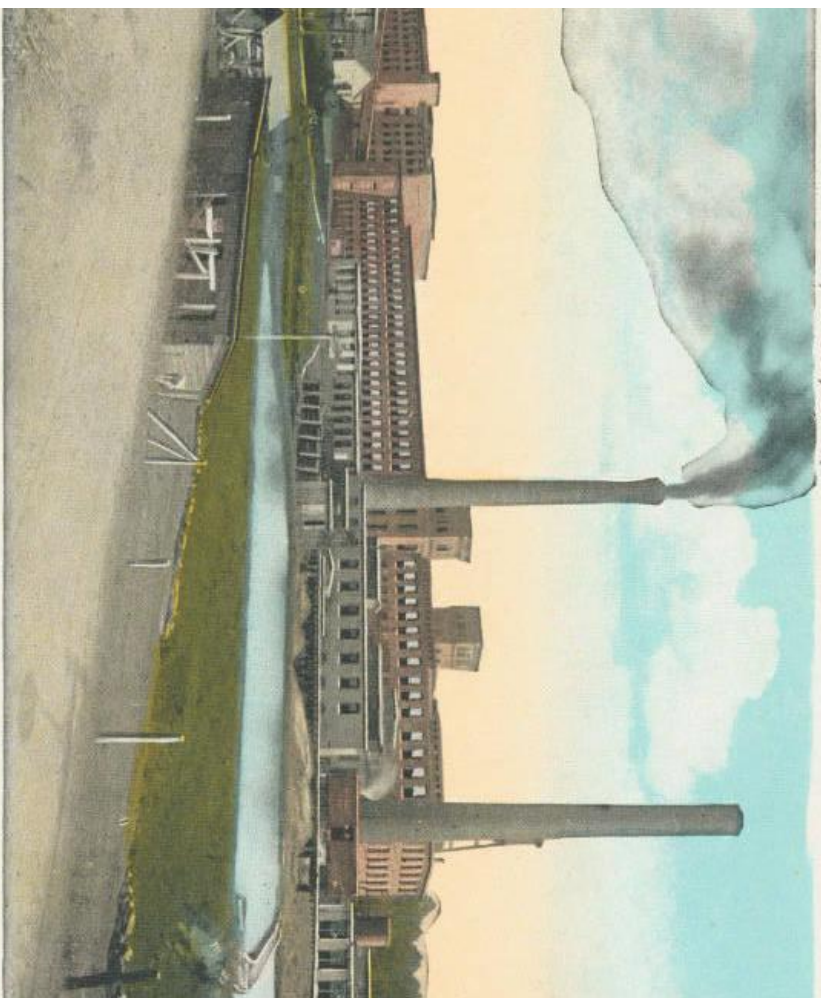


Image: Spartanburg Public Library © Historical Digital Collections, William Lynch Peckard Collector 1910-1919

Victor Mill

The diagram and images to the right illustrate the types of facilities that could be accommodated on the 20-acre site. While not a specific proposal, the illustration shows a mix of facilities including a daycare center near 14th Street, a youth soccer field, two full size football fields, and a community center. The community center (approximately 2/3 the size of the Greenville County Eastside Family YMCA) is large enough to accommodate a gymnasium or natatorium. This type of facility—whether owned by the city, YMCA, Boys and Girls Club, or a similar organization—would likely offer the greatest impact to the surrounding neighborhoods as well as the community as a whole.

Trail Loop

The illustration also shows a potential multi-use trail loop to link the parks. The trail could border South Line Street, Victor Avenue (through the park), and potentially 23rd or 24th Street. In addition to providing a community amenity, it would connect to Trade Street and Greer Station to increase access between the downtown core and neighborhoods to the south and east.

Goals

- Create a community destination and focal point near Greer Station
- Anchor and stabilize surrounding neighborhoods
- Link green spaces together into a larger scale community park rather than three having disparate park spaces

Strategies

- Partner with or develop a community center
- Provide outdoor recreation facilities
- Link the parks and Greer Station through a multi-use trail



Victor Mill

- 1 Victor Mill Site Development
- 2 Multi-Use Loop Trail
- 3 S. Line Street Enhancements

Wade Hampton

Wade Hampton Boulevard is a major regional route between Greenville and Spartanburg, and land uses along the 30-mile corridor vary. The City of Greer has enhanced Wade Hampton Boulevard within the city limits through new development, signage standards, improved architecture, and landscaping. The focus area extents (Brannon Drive to Tryon Street) were chosen to address key intersections at Buncombe Road and West Poinsett Street and account for the newer commercial developments just west of the intersection at Buncombe Road.

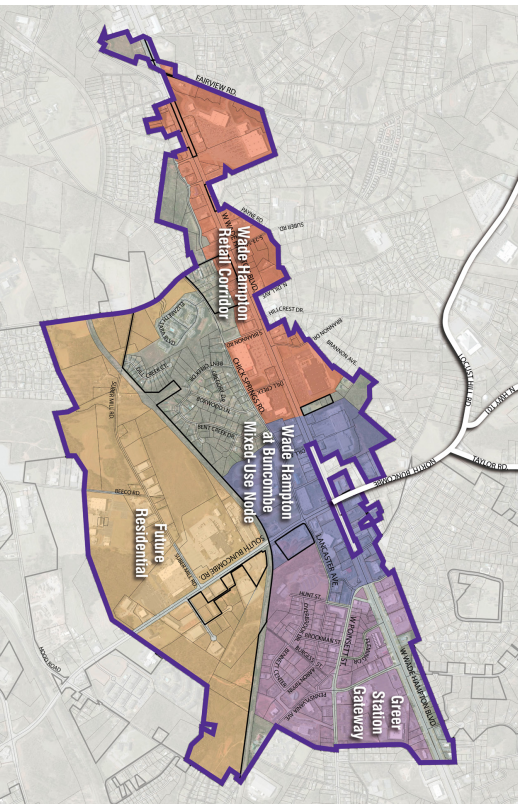
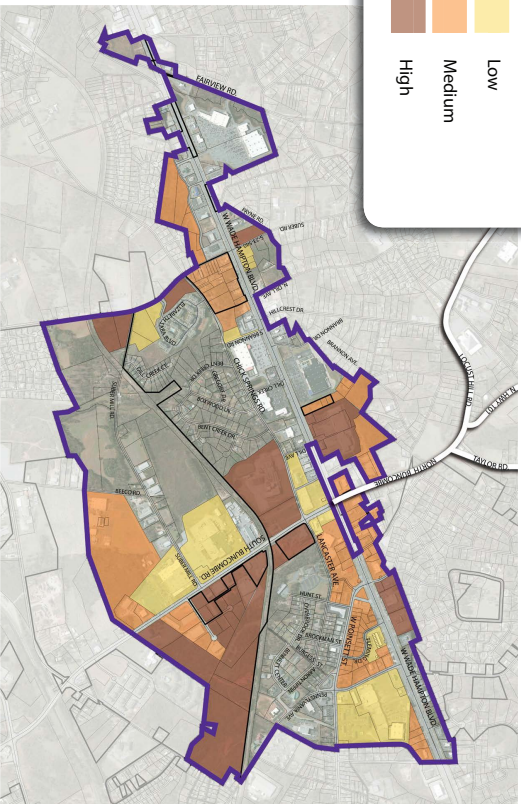
While the master plan outlines strategies for the entire focus area, a more immediate emphasis is placed on areas surrounding the intersections at Buncombe Road and West Poinsett Street. Both of these corridors provide access to downtown and show a greater likelihood for improvement over the next 10 to 15 years (as illustrated on the susceptibility diagram on the facing page). Building on recent, higher quality development in the area along Wade Hampton Boulevard, the city should consider establishing and/or strengthening the corridor's site design, architectural, and signage standards.

Site Design

In general, building setbacks should be limited based on the size of the structures and parking should be prohibited between outparcel buildings and the public right-of-way. Setbacks for other retail structures should not exceed 80 feet for stand-alone retail/restaurant structures or 250 feet from the public right-of-way. Landscape standards should incorporate tree plantings along the public right of way and within larger surface parking lots. While these applications primarily relate to new development, the city could retrofit portions of the corridor by seeking state and federal grants (typically transportation alternative grants under the current federal transportation legislation).

Architectural Standards and Wayfinding

Stronger architectural standards near the intersection of Wade Hampton Boulevard and West Poinsett Street would provide a gateway and wayfinding to downtown. Brick should be a major building material and more traditional architectural forms



Wade Hampton

should be a part of major renovations (more than 50% of the property's assessed value) or new construction within 400 feet of West Poinsett Street. Additional gateway urban design elements and landscaping also should be considered at the intersection of Wade Hampton and West Poinsett Street to solidify the connection to Greer Station.

Mixed-Use Nodes

Consistent with the preferred growth strategy, growth and investment near the intersection of Wade Hampton Boulevard and Buncombe Road would create a concentrated node with a mix of uses. Greater emphasis should be given to placemaking and creating "development centers" rather than "development corridors." In partnership with the private sector, the City of Greer could recognize this potential through future development of this proposed mixed-use node. Likewise, the gateway to downtown at West Poinsett Street could likely support multi-story development with a mix of commercial retail, office, and potentially residential uses in a walkable development.

Multi-use Trails

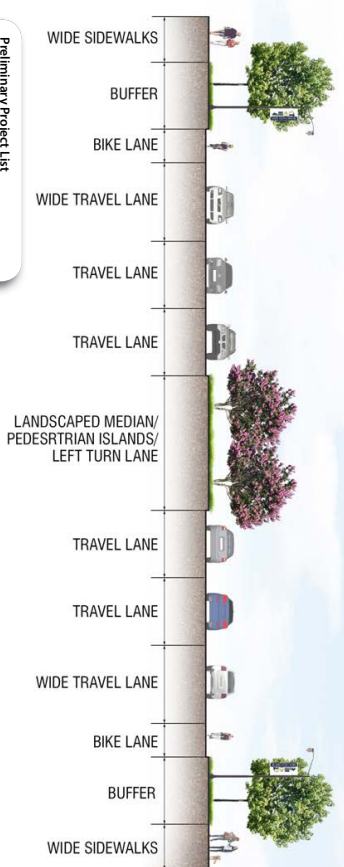
As the area continues to evolve, West Poinsett Street should become a multimodal corridor that connects these development nodes to Greer Station. Additional trail connections to nearby residential areas should be considered along Chick Springs Road, Lancaster Road, and Buncombe Road.

Goals

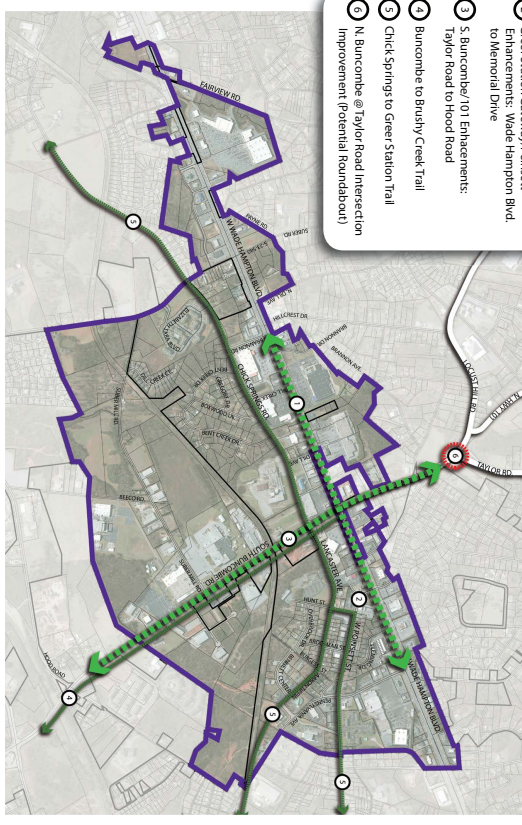
- Maintain and enhance the Wade Hampton corridor with increased site development and design standards
- Establish architectural standards to create a gateway to Greer Station at Poinsett (encourage the use of traditional building materials including brick, traditional architectural forms)
- Foster opportunities to diversify land uses along Wade Hampton including mixed-use buildings and multi-use sites that include office and/or residential

Strategies

- Review and enhance site, signage, and sidewalk standards for Wade Hampton
- Establish architectural standards for the Greer Station Gateway area
- Construct intersection improvement (potentially a roundabout) at Buncombe at Taylor Road
- Establish sidewalk and urban design standards for Buncombe Road
- Establish multiuse trails/paths along Chick Springs to Greer Station and along South Buncombe to Brushy Creek Trail



- Preliminary Project List**
1. Wade Hampton Boulevard Enhancements Phase 1: Bannion Road to East of Middleton Way
 2. Greer Station Gateway/Poinsett Enhancements: Wade Hampton Blvd. to Memorial Drive
 3. Buncombe / 101 Enhancements: Taylor Road to Hood Road
 4. Buncombe to Brushy Creek Trail
 5. Chick Springs to Greer Station Trail
 6. N. Buncombe @ Taylor Road Intersection Improvement (Potential Roundabout)



South 14 Corridor

The interchange of SC 14 at I-85 is a major southern gateway and access point into the City of Greer. Though sections of the corridor do not fall within Greer's city limits, Greer wraps along and around SC 14 from Hammett Bridge Road to the Enoree River. The Greenville-Spartanburg Airport, along with major industrial development, is located north of the interchange. Pelham Medical Center, the Pelham-Batesville Fire Department, and large areas of vacant land exist to the south.

While the SC 14 corridor—particularly south of I-85 West Poinsett Street—is an important growth area for Greer, future development is limited by the Greenville-Spartanburg International Airport (GSP) Environs Area. The GSP Environs Area (illustrated with hatching on the right) caps the heights of structures and limits potential land uses to those that are compatible with airport operations and safety. A major restriction in this area is the limitations to residential development and assembly spaces.

Though the Susceptibility to Change diagram provides a good overview of available developable land, many of these opportunities are restricted by the GSP Environs Area. Most of the development opportunities lie to the east of this zone, and thus on the east side of SC 14. The preferred growth strategy identifies the SC 14 corridor as an employment center that builds off the airport and Pelham Medical Center. The area also is appropriate for supporting local-service commercial retail and residential development (particularly along Abner Creek and Brockman-McClinton Roads).

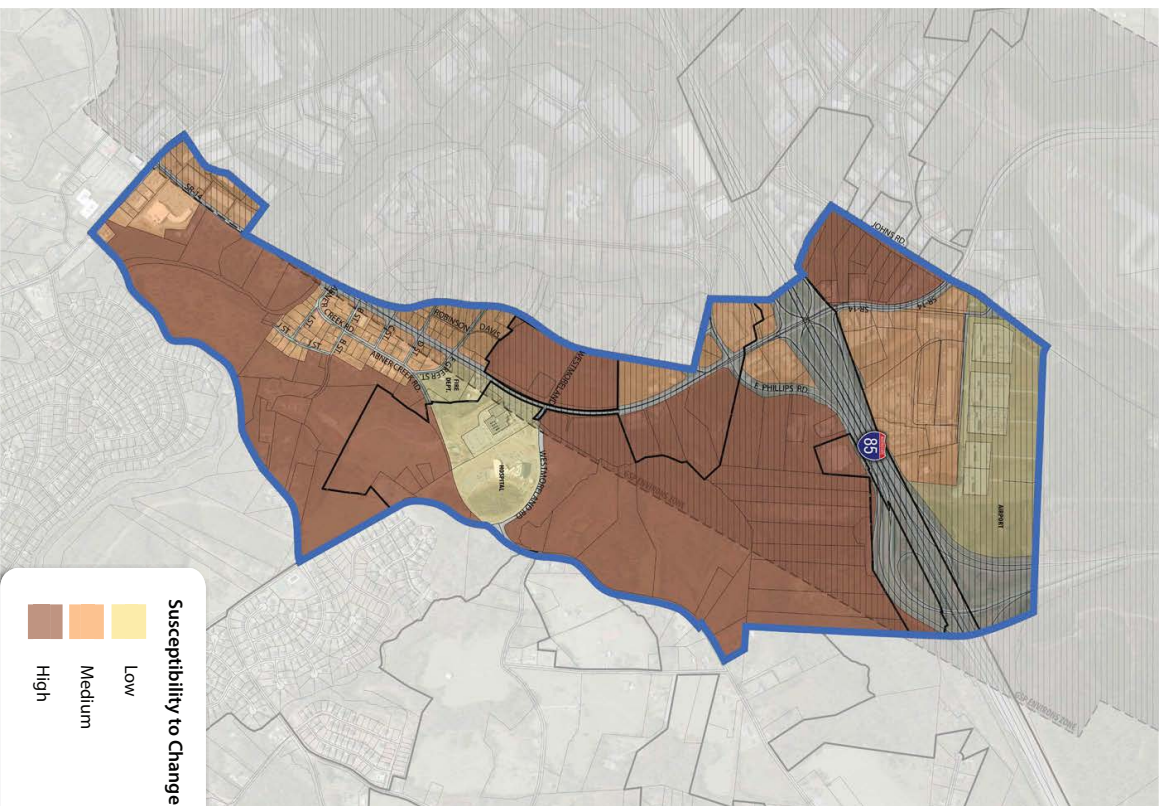
Corridor Standards

As a first step, corridor standards should be developed for SC 14. Potential corridor standards would enhance SC 14 as a gateway into and out of Greer and ensure development along the corridor is more compatible with Pelham Medical Center. Corridor standards also should focus on appropriate sidewalk/trail widths, landscape buffers, lighting, and site/architectural design standards to maintain a focus on more connected, higher-quality future development. Additional urban design gateway features may be considered at the interchange.

Mixed-Use Development

A significant development opportunity along the SC 14 corridor is the large undeveloped area between I-85 and Pelham Medical Center. A mixed-use, master-planned development that balances land uses and promotes growth and investment is necessary given the need to cluster commercial retail and restaurant development in this area. The presence of Dillard Creek through the site is a major asset that could be leveraged. The focus area plan limits retail and restaurant development to a walkable, village-style area along the east side of SC 14 north of the medical center. All areas east of Dillard Creek should be considered for open space and residential development that could be directly connected to the village retail center via a footbridge and walking trail.

The northern end of the site can be



South 14 Corridor

enhanced by extending East Phillips Road from SC 14 along the frontage of I-85 to Brokman-McClinton Road. This roadway would improve connectivity in the area and enhance the northern portion of the site as a future office and employment center. The office/employment area should be directly connected to the retail center and could be connected via a multi-use trail to the residential areas as well, if appropriate. The southern end of the corridor should maintain its focus on additional office, medical, and employment opportunities.

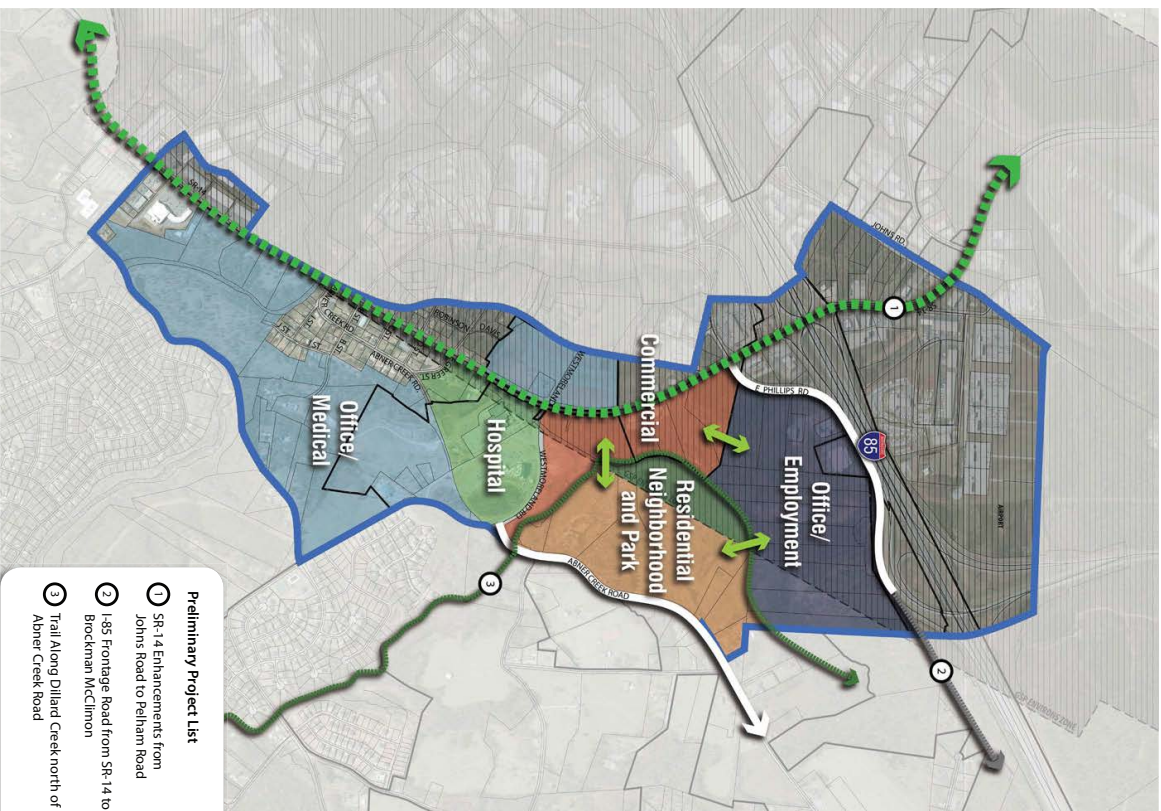
Goals

- Improve the appearance and environment of the gateway from I-85 to Greer
- Foster a more significant employment area with supporting commercial
- Provide an appropriate transition from I-85 and SC 14 to future residential growth anticipated to the east and south



Strategies

- Develop gateway urban design and streetscape enhancements
- Encourage a master-planned development between Pelham Medical Center and I-85 that incorporates a mixture of uses and is connected through an internal network of roadways and pedestrian/bicycle paths
- Limit commercial development to the frontage of SC 14 on the east side, in a walkable, village-style format and encourage office/employment facilities closer to I-85
- Residential development should be encouraged east of Dillard Creek with pedestrian/bicycle paths that connect to adjacent development
- Incorporate a greenway trail along Dillard Creek that connects to other area trails and Pelham Mill Park
- Foster additional employment growth in the area that complements the medical center and the access afforded by the interchange at I-85
- Extend the frontage road along the south side of I-85 to Brokman-McClinton at Freeman Farm Road to provide a full, local connection between SC 14 and Highway 101
- Maintain appropriate buffers between commercial areas along SC 14 and future residential development to the east (particularly along Abner Creek Road, E Howell Road, and Westmoreland Road)



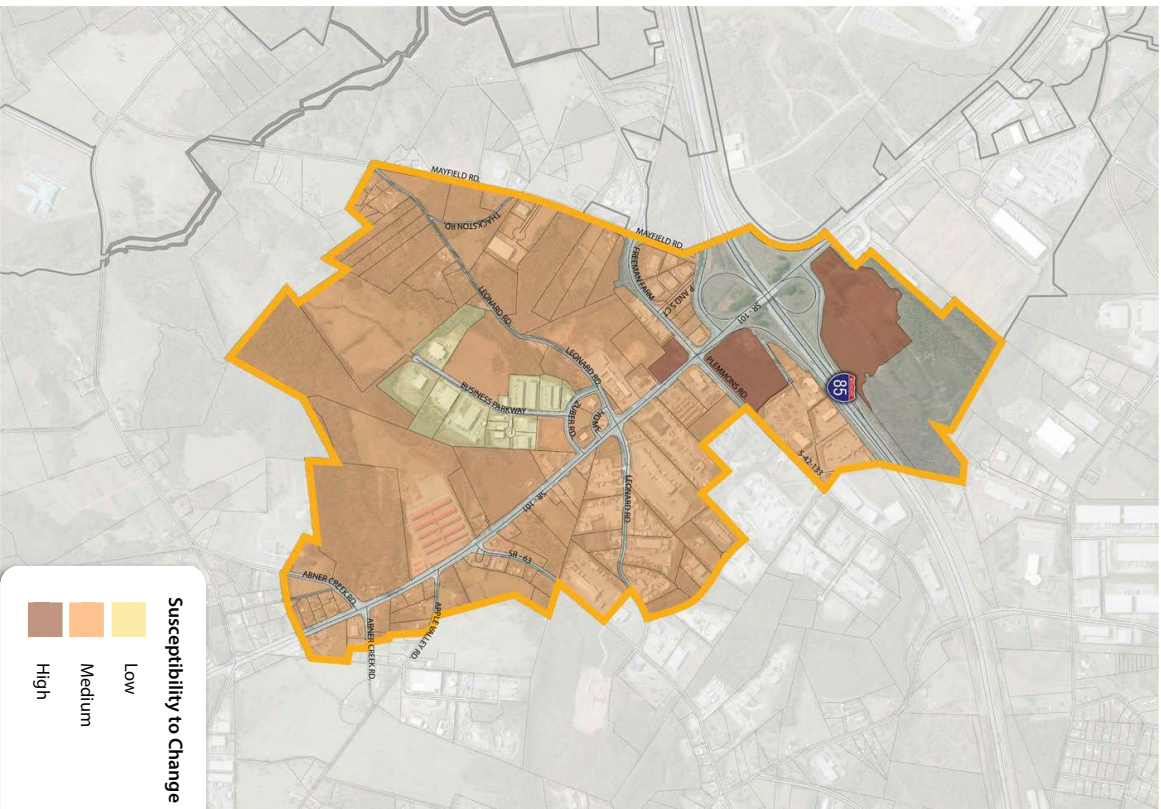
- Preliminary Project List**
- 1 SR-14 Enhancements from Johns Road to Pelham Road
 - 2 I-85 Frontage Road from SR-14 to Brokman McClinton
 - 3 Trail Along Dillard Creek north of Abner Creek Road

South 101 Corridor

The interchange of SC 101 at I-85 also is a major access point and development opportunity for the Greer area. The SC 101 corridor south of I-85 falls outside Greer's city limits, but its character and development potential clearly impacts Greer, BMW, and the surrounding community.

The BMW manufacturing plant is located northwest of the interchange, while large parcels of property slated for future regional retail occupy the northeast quadrant. With excellent access to I-85, current land uses mostly focus on industrial and logistics. With regional retail and future residential growth anticipated south of the interchange, this land use is unlikely to remain low-intensity industrial and logistics over the long-term.

The preferred growth strategy along the South 101 corridor focuses on regional retail and employment opportunities near I-85 and expanding residential development south of Abner Creek Road. While a single major regional retail development likely will draw additional retail and restaurants to the area, community residents and stakeholders (including BMW and local industry representatives) want to ensure development in the area does not create traffic issues that undermine the area's economy and quality of life. The focus area places commercial retail development on one side of SC 14 and provides additional connectivity in the area.



South 101 Corridor

Retail on One Side

The focus area limits regional retail to the east side of SC 14. This would allow the west side of SC 101 to become a valued location for office and employment. Separating the regional retail near the Interstate and the neighborhood retail near Abner Creek Road will be important to maintaining traffic operations and character in the area.

Street Connectivity

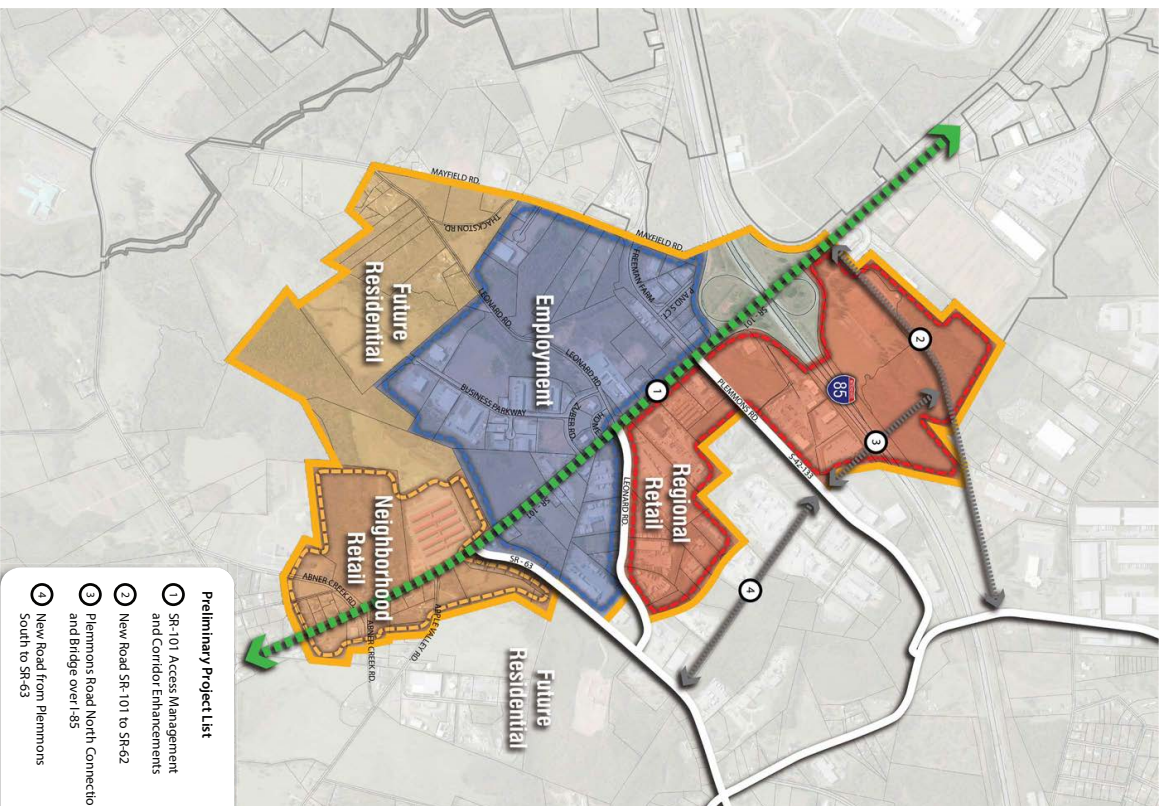
The existing street network (Plemmons Road, Leonard Road, and Duncan-Redville Road) is maximized by offering new connections with the area, particularly over I-85. By providing a secondary roadway network east of SC 101, a regional commercial center can be fostered without duplicating the traffic challenges and gridlock exhibited by other major retail centers at interstate interchanges (e.g. Woodruff Road).

Corridor Standards

In addition to fostering a secondary roadway network, corridor standards should be established to improve the character of SC 101. Corridor standards should focus on appropriate sidewalk widths, landscape buffers, lighting, and site/architectural design standards. Additional urban design gateway features may be considered at the interchange.

Strategies

- Create a connection on the north side of I-85 from 101 to Duncan-Redville Road
- Add a local crossing over I-85 northeast of 101
- Create a local connection south of I-85 and east of 101 between Plemmons Road and Rogers Bridge Road
- Develop gateway urban design and streetscape enhancements for 101
- Encourage employment on the west side of 101
- Establish a buffer between regional development and future residential development to the west, south, and east



- Preliminary Project List**
- 1 SR-101 Access Management and Corridor Enhancements
 - 2 New Road SR-101 to SR-62
 - 3 Plemmons Road North Connection and Bridge over I-85
 - 4 New Road from Plemmons South to SR-63



Framework Plans

4

Introduction

Transportation

Parks and Open Space

Arts and Culture

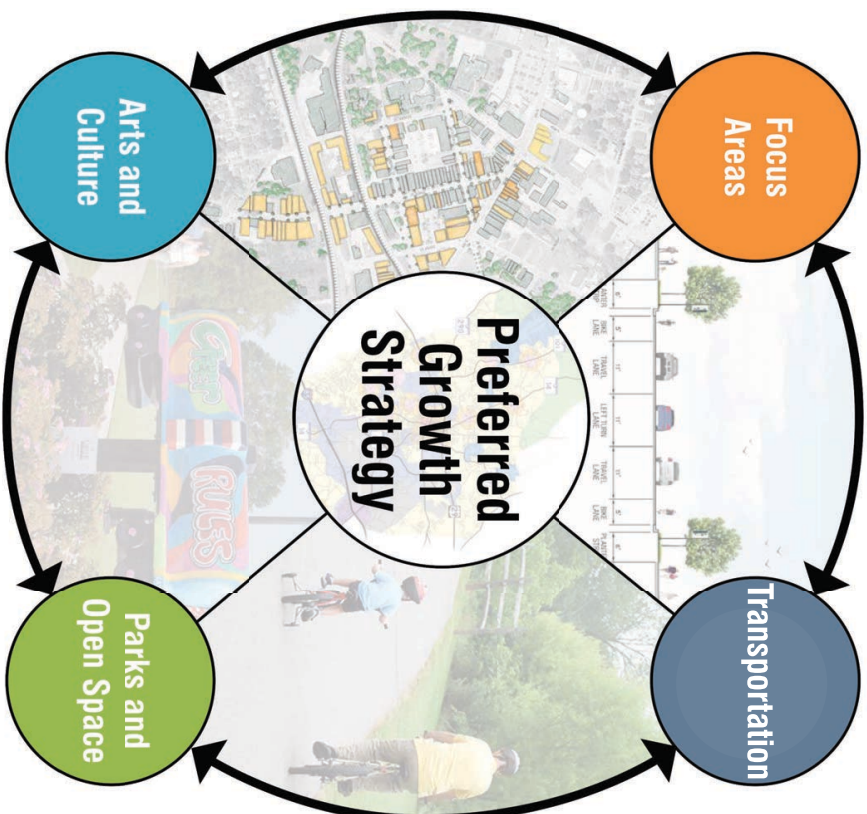
Introduction

Two primary elements define a community: its people and its places. These two elements are held together through a system of community features and local heritage. Left unchecked, these systems can become so specialized that they evolve beyond their initial purpose. For this reason, it is important for the community master plan to offer a framework for how these systems will interact and ensure they are positioned to meet the changing needs of the community.

The following chapter provides specific strategies for three of the most important community features:

- **Transportation**
- **Parks and Open Space**
- **Arts and Culture**

Combined, these strategies better position the city for imminent growth without compromising all that is uniquely Greer.



Transportation

Greer's transportation system offers unparalleled access to I-85. The community enjoys access to I-85, the South Carolina Inland Port, and Greenville-Spartanburg International Airport. Connections to these resources provide a strategic advantage to existing, and potential employers. Both the city and the larger region have benefited from Greer's well-positioned transportation network. A new vision for transportation in Greer is taking shape. The community spoke in favor of a balanced transportation system that:

- Allows us to choose how we travel because our destinations are connected by a safe and efficient network of roads, sidewalks, and trails.
- Extends beyond our boundary with strategic links to a regional multimodal network.
- Moves people and goods without sacrificing the context of place.
- Can mature over time.

The Transportation Framework outlines a multimodal approach based on the preferred growth strategy with additional focus on Greer's critical corridors.

It is expressed through three main components:

Street Typology

The street typology simplifies the relationship between land use context and transportation by blending the preferred growth strategy and traditional functional classification.

Street Design Priority Matrix

This tool is an expression of the street typology. In effect, it provides direction to decision makers based on land use considerations and transportation needs.

Strategic Corridors

Like the land use focus areas, these corridors provide a higher level of detail to address multimodal needs and tie the transportation framework to the preferred growth strategy.

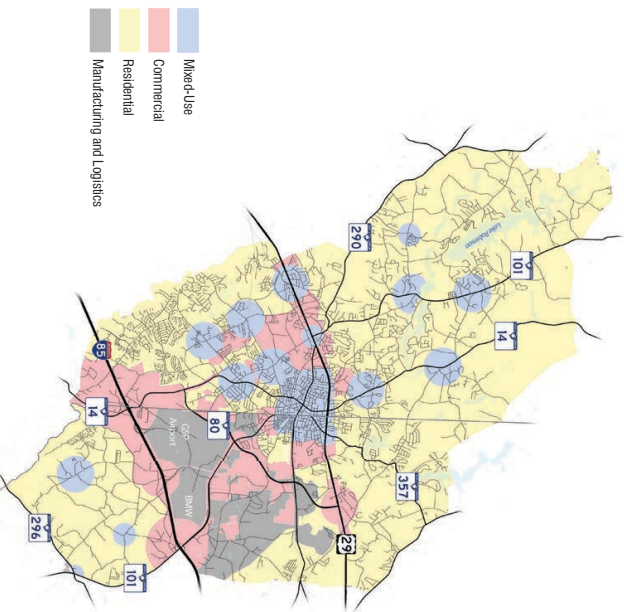
Transportation Framework

Our community enjoys access to I-85, the South Carolina Inland Port, and Greenville-Spartanburg International Airport. These features offer a strategic advantage to employers and the community. Over the past few decades, we have seen an expansion of our roadway network. As we look to the future, our focus shifts to improving mobility by creating choices. We will create opportunities for safe bicycling, improve the walkability of our community, and position ourselves to be “transit ready”. It's an approach that involves strategic transportation investments with an emphasis on quality design. Our roads connect our community. Our vision is to create a well-connected transportation network that offers structure to the preferred growth strategy, support to our economic priorities, and choice to the people who live, work, and play in our city.

Consolidated Land Use

The building blocks of the preferred growth strategy is a set of community types that represent the different land use types and development patterns existing in or envisioned for Greer. The 10 community types have been consolidated into four categories of street types: Mixed-Use, Commercial, Residential, and Industrial.

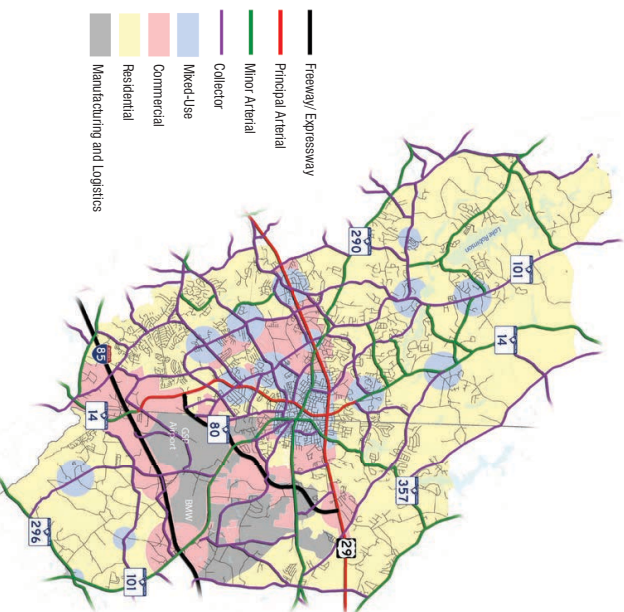
Community Type	Street Type
Downtown Traditional Neighborhood Neighborhood Center	Mixed-Use
Employment Center Regional Center Suburban Center	Commercial
Waterfront Living Rural Living Suburban Living	Residential
Manufacturing and Logistics	Industrial



Street Typology Map

To determine the street type, planners and officials should determine the adjacent land use based on the consolidated community type categories. Is it mixed-use, commercial, residential, or industrial? Then, they should reference the federal functional classification. Once the street type is determined, they should reference the Street Design Priority Matrix.

Greer's Street Typology is tailored to the community with a single goal in mind: offer consistency to how we—through community initiative and regional partnership—can plan, design, and construct multimodal streets that respond to context—



Street Priority Matrix

The Street Design Priority Matrix establishes the priorities for tradeoffs we often debate when dealing with limited right-of-way. Once the street type is determined based on the land use context and street classification, the matrix reveals priorities (high, medium, and low) for a variety of design characteristics. The matrix organizes these characteristics by street realm (Travelway, Pedestrian Zone, and Other).

"If we can develop and design streets so that they are wonderful, fulfilling places to be, community-building places, attractive public places for all people of cities and neighborhoods, then we will have successfully designed about one-third of the city directly and will have had an impact on the rest."
-Allan Jacobs

PRIORITIES CHART FOR TRADE OFFS IN LIMITED RIGHT-OF-WAY

	Mixed-Use Streets			Commercial Streets			Residential Streets			Industrial Streets		
	Principal Arterials	Minor Arterials	Locals	Principal Arterials	Minor Arterials	Locals	Principal Arterials	Minor Arterials	Locals	Principal Arterials	Minor Arterials	Locals
Travelway	High	High	High	High	High	High	High	High	High	High	High	High
Width of travel lanes	Vehicle capacity at intersections	High	High	High	High	High	High	High	High	High	High	High
	Design for large vehicles	High	High	High	High	High	High	High	High	High	High	High
Multimodal intersection design	On-street parking	High	High	High	High	High	High	High	High	High	High	High
	Landscaping / Street Trees	High	High	High	High	High	High	High	High	High	High	High
Pedestrian Zone	Buffer Zone	High	High	High	High	High	High	High	High	High	High	High
	Street Furniture	High	High	High	High	High	High	High	High	High	High	High
Other	Wide sidewalks	High	High	High	High	High	High	High	High	High	High	High
	Standard sidewalks	High	High	High	High	High	High	High	High	High	High	High
Access management	Medians	High	High	High	High	High	High	High	High	High	High	High
	Access management	High	High	High	High	High	High	High	High	High	High	High

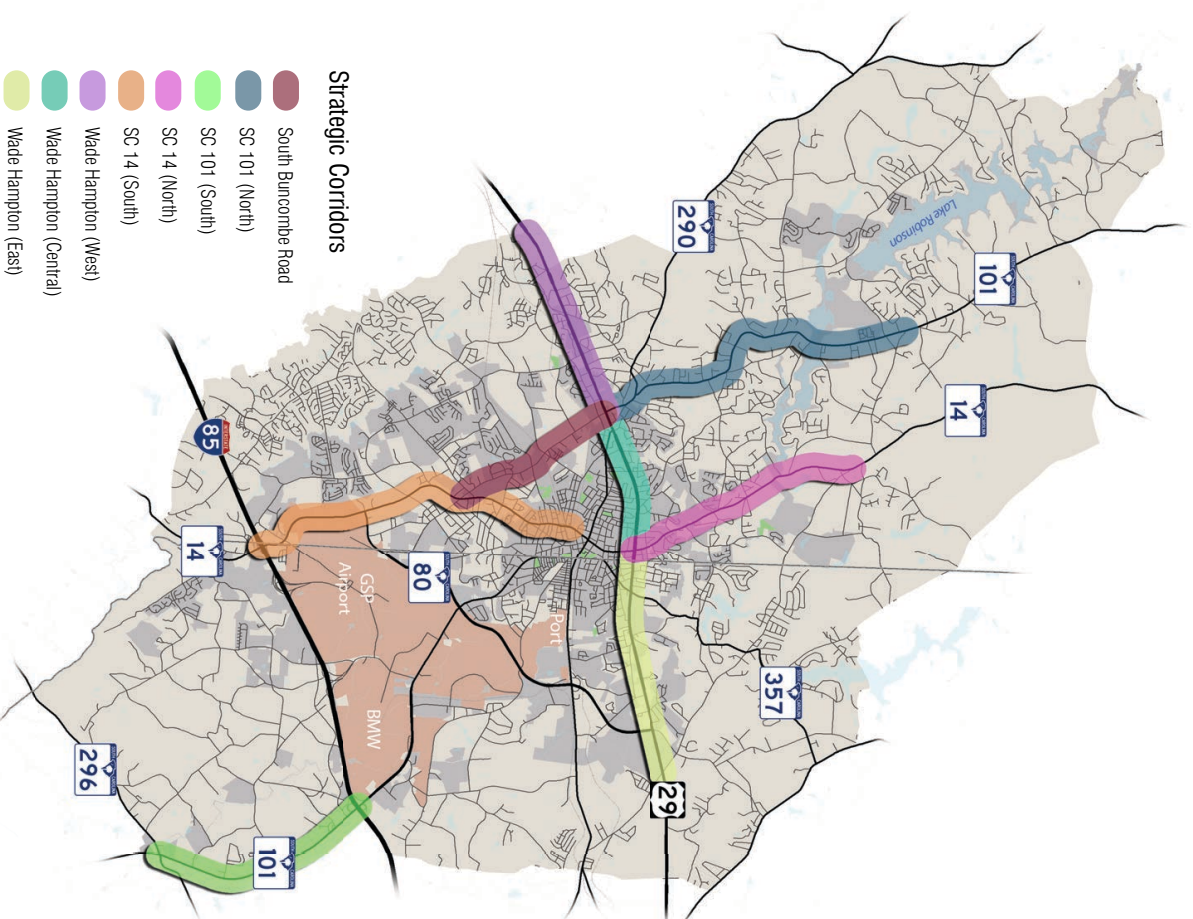
Priority Designation
 High
 Medium
 Low



Strategic Corridors

Since 2000, the Greer area has added 22,000 people with another 22,000 likely to locate to the area by 2030. Answers to questions like “Where should this new growth occur?” and “What kinds of development is best for Greer?” were contemplated in the creation of the Greer Community Master Plan. Once answered and expressed through the preferred growth strategy, the focus shifted to ensuring the community continues to prosper without losing what makes Greer unique. The impact of future growth will touch services and geographies throughout the area. However, the community’s most vulnerable asset very well may be its major transportation corridors. In the future, these streets will serve as the backdrop for strategies associated with transportation, housing, and economic development. A set of corridor profiles were designed to provide greater detail for the city’s critical assets.

Our ability to inject choice in transportation—by building complete streets and finding context-sensitive solutions through development and redevelopment—is critical to our community’s health and economic vitality. It requires improving our city’s road network, integrating with regional transportation options, enhancing walking and bicycle trails, and positioning ourselves to be “transit ready”. The strategic corridors that follow respond to the unique street typology that links land use context with transportation decision-making. A profile is offered for each corridor to show existing conditions, land use characteristics, and design priorities. Connections along the corridors are emphasized and a typical street design is offered. The intent is to provide additional detail and demonstrate how these strategies can be applied more broadly throughout the planning area.



Wade Hampton (West)

Length

3.2 Miles

Traffic Volumes

26,000 Vehicles Per Day

Functional Class

Principal Arterial

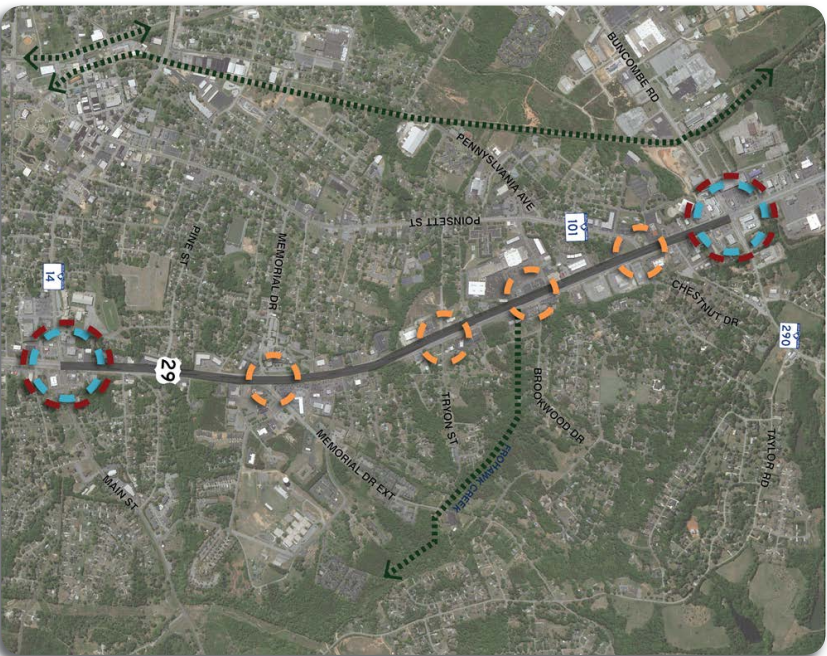
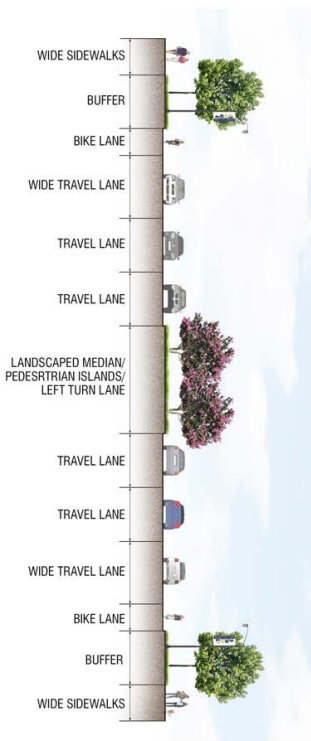
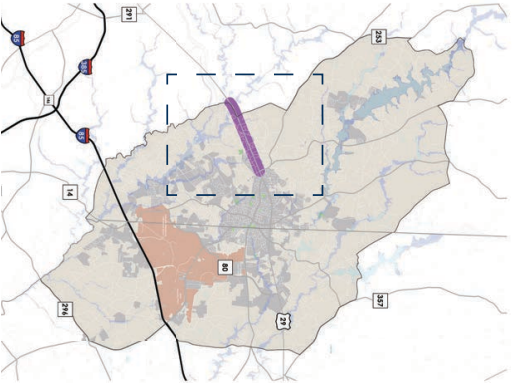
Priorities

- 1 Safety
- 2 Congestion
- 3 Walk

Street Typology

- 1 Commercial
- 2 Mixed-use

Crash Summary (Entire Corridor)	
Total Crashes	472
Injury	128
Property Damage Only	91
Fatalities	8
Most Predominant	Rear End



Potential Gateway Enhancements



Potential Connectivity Points



Potential Intersection Improvements



Potential Trail Connections

Wade Hampton (Central)

Length

2.0 Miles

Traffic Volumes

28,200 Vehicles Per Day

Functional Class

Principal Arterial

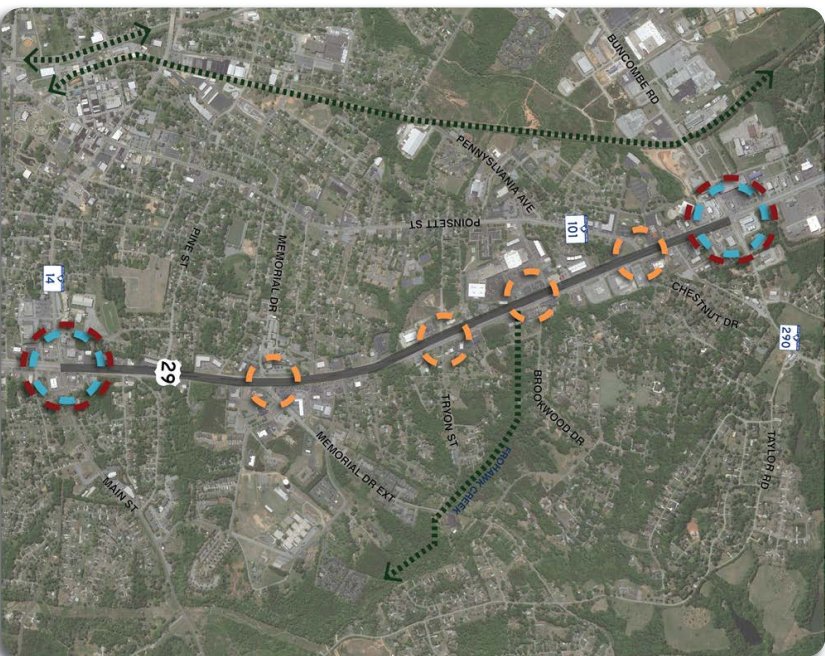
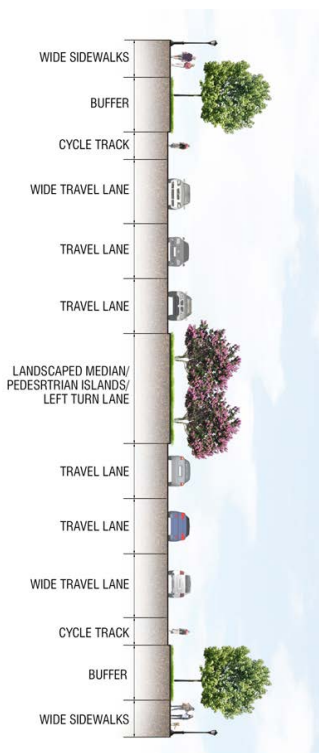
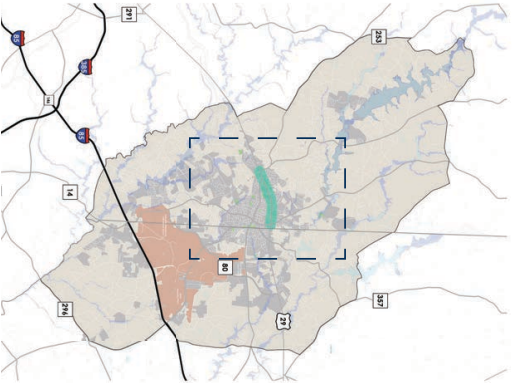
Priorities

- 1 Safety
- 2 Appearance
- 3 Bike

Street Typology

- 1 Mixed-use
- 2 Commercial

Crash Summary (Entire Corridor)	
Total Crashes	472
Injury	128
Property Damage Only	91
Fatalities	8
Most Predominant	Rear End



Potential Gateway Enhancements

Potential Connectivity Points

Potential Intersection Improvements

Potential Trail Connections

Wade Hampton (East)

Length

2.8 Miles

Traffic Volumes

23,800 Vehicles Per Day

Functional Class

Collector

Priorities

- 1 Appearance
- 2 Safety
- 3 Transit

Street Typology

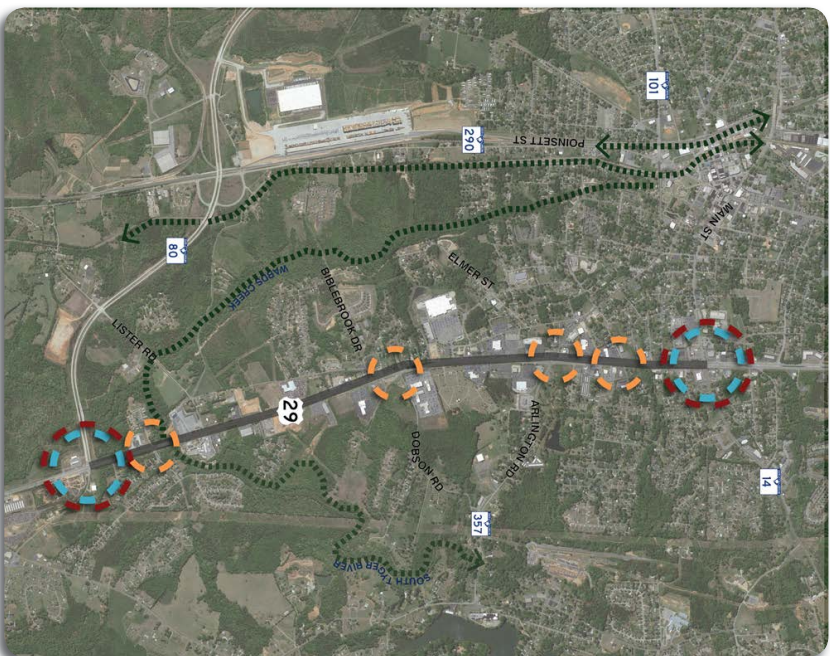
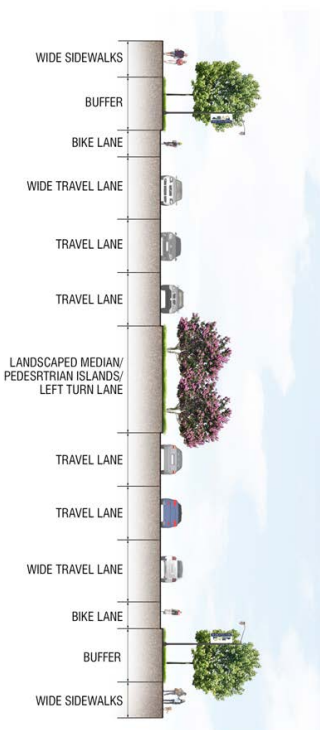
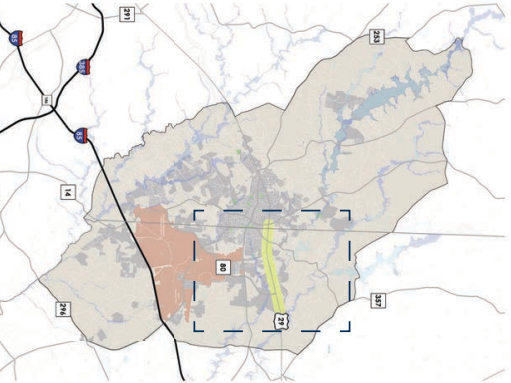
- 1 Commercial
- 2 Mixed-use
- 3 Residential

Development Status

Developed	44%
Underdeveloped	32%
Undeveloped	24%
Current Plan	
Traditional Neighborhood	98%
Neighborhood Center	2%
Preferred Growth Strategy	
Employment Center	41%
Suburban Center	16%
Traditional Neighborhood	22%

Crash Summary (Entire Corridor)

Total Crashes	472
Injury	128
Property Damage Only	91
Fatalities	8
Most Predominant	Rear End



Potential Gateway Enhancements



Potential Connectivity Points



Potential Intersection Improvements



Potential Trail Connections



South Buncombe Road

Length

2.3 Miles

Functional Class

Collector

Traffic Volumes

21,300 Vehicles Per Day

Crash Summary

Total Crashes	124
Injury	31
Property Damage Only	91
Fatalities	2
Most Predominant	Angle

Priorities

- 1 Safety
- 2 Transit
- 3 Congestion

Street Typology

- 1 Mixed-use
- 2 Commercial

Development Status

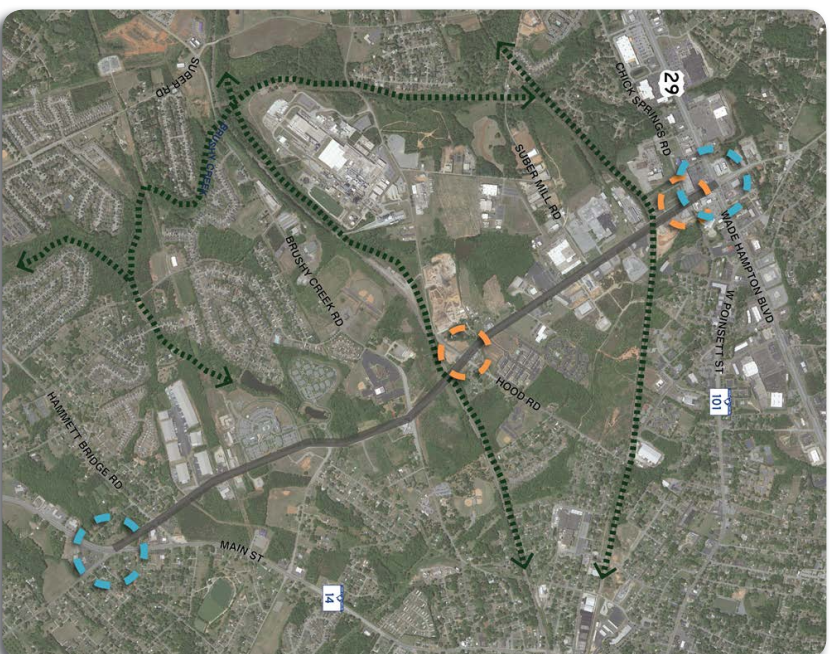
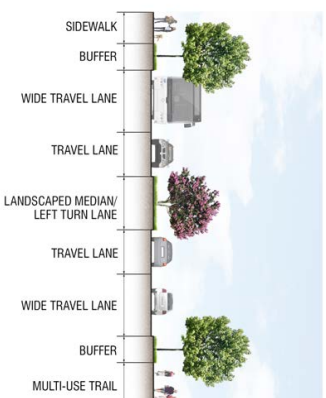
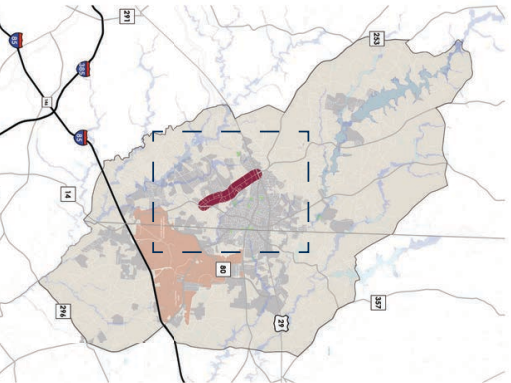
Developed	47%
Underdeveloped	11%
Undeveloped	42%

Current Plan

Suburban Center	51%
Traditional Neighborhood	21%
Employment Center	15%

Preferred Growth Strategy

Traditional Neighborhood	38%
Neighborhood Center	37%
Employment Center	25%



Potential Connectivity Points



Potential Intersection Improvements



Potential Trail Connections

SC 101 (North)

Length

4.9 Miles

Functional Class

Collector

Traffic Volumes

8,100 Vehicles Per Day

Crash Summary

Total Crashes	186
Injury	36
Property Damage Only	150
Fatalities	2
Most Predominant	Rear End

Priorities

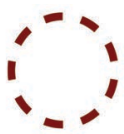
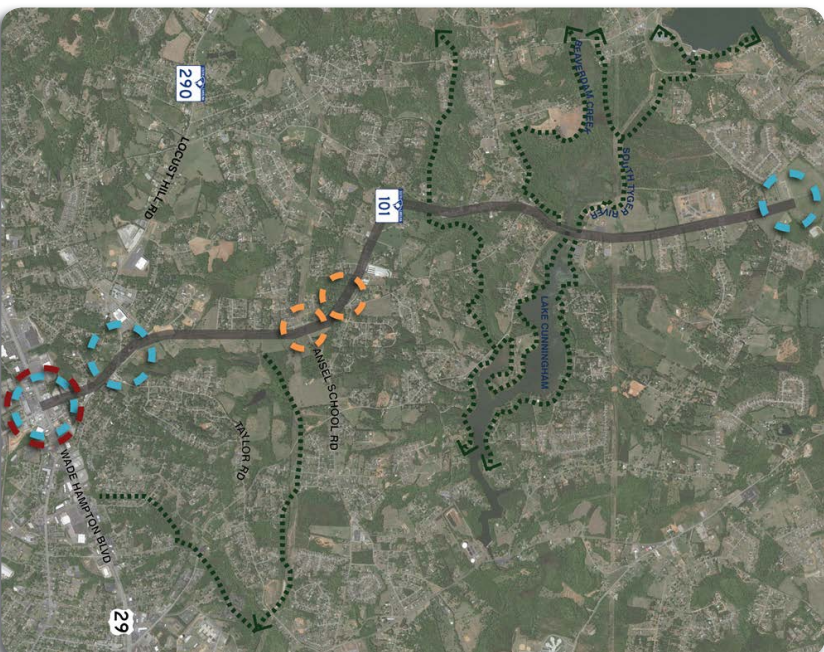
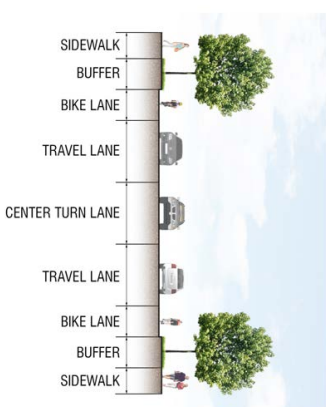
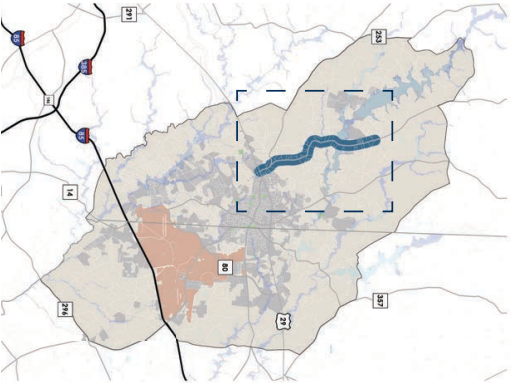
- 1 Safety
- 2 Congestion
- 3 Appearance

Street Typology

- 1 Residential
- 2 Mixed-use
- 3 Commercial

Development Status

Developed	31%
Underdeveloped	38%
Undeveloped	31%
Current Plan	
Suburban Living	55%
Suburban Center	32%
Traditional Neighborhood	8%
Preferred Growth Strategy	
Neighborhood Center	43%
Traditional Neighborhood	24%
Waterfront Living	19%



Potential Gateway Enhancements



Potential Connectivity Points



Potential Intersection Improvements



Potential Trail Connections

SC 14 (North)

Length

3.4 Miles

Traffic Volumes

13,300 Vehicles Per Day

Crash Summary

Total Crashes	103
Injury	26
Property Damage Only	74
Fatalities	3
Most Predominant	Rear End

Functional Class

**Minor Arterial
Principal Arterial**

Priorities

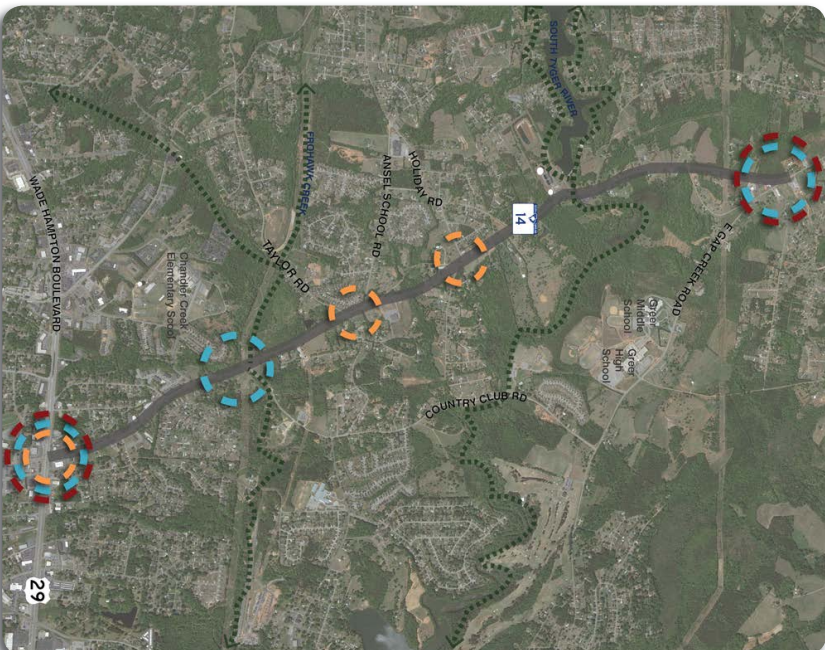
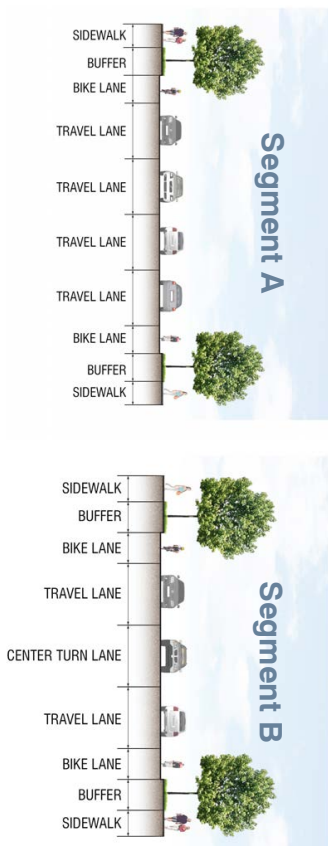
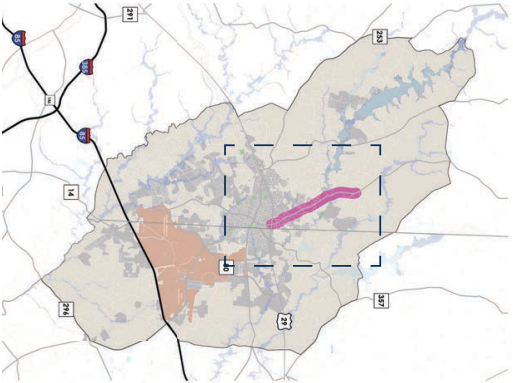
- 1 Safety
- 2 Congestion
- 3 Bike

Street Typology

- 1 Residential
- 2 Mixed-use

Development Status

Developed	59%
Underdeveloped	20%
Undeveloped	21%
Current Plan	
Suburban Living	44%
Traditional Neighborhood	18%
Suburban Center	17%
Preferred Growth Strategy	
Suburban Center	46%
Traditional Neighborhood	28%
Neighborhood Center	24%



Potential Gateway Enhancements



Potential Connectivity Points



Potential Intersection Improvements



Potential Trail Connections

SC 101 (South)

Length

3.2 Miles

Functional Class

Minor Arterial

Traffic Volumes

19,300 Vehicles Per Day

Crash Summary

Total Crashes	110
Injury	26
Property Damage Only	83
Fatalities	1
Most Predominant	Angle

Priorities

- 1 Safety
- 2 Appearance
- 3 Congestion

Street Typology

- 1 Residential
- 2 Commercial

Development Status

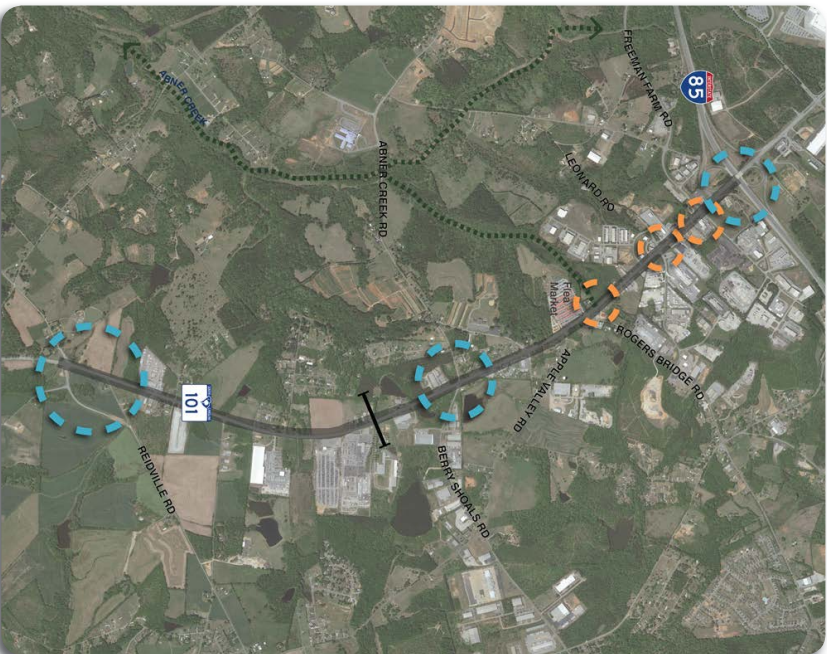
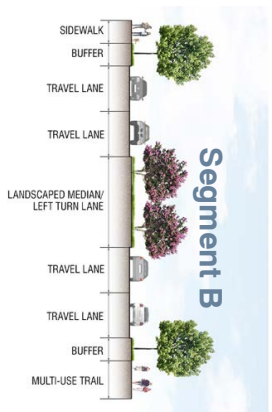
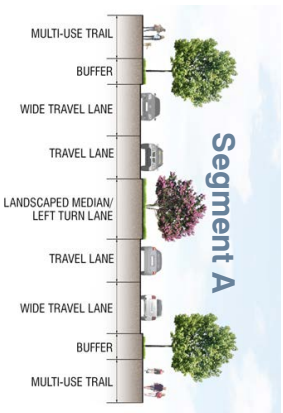
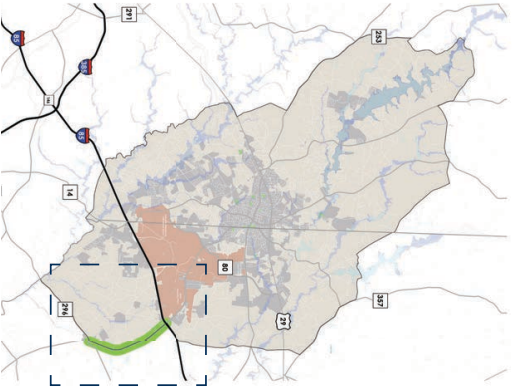
Developed	25%
Underdeveloped	34%
Undeveloped	41%

Current Plan

Traditional Neighborhood	44%
Regional Center	28%
Suburban Living	16%

Preferred Growth Strategy

Suburban Living	61%
Regional Center	28%
Neighborhood Center	8%



Potential Intersection Improvements

Potential Trail Connections

SC 14 (South)

Length

4.8 Miles

Traffic Volumes

25,400 Vehicles Per Day

Functional Class

Principal Arterial

Priorities

- 1 Appearance
- 2 Transit
- 3 Safety

Street Typology

- 1 Commercial
- 2 Mixed-use
- 3 Residential

Development Status

Developed	70%
Underdeveloped	7%
Undeveloped	23%

Current Plan

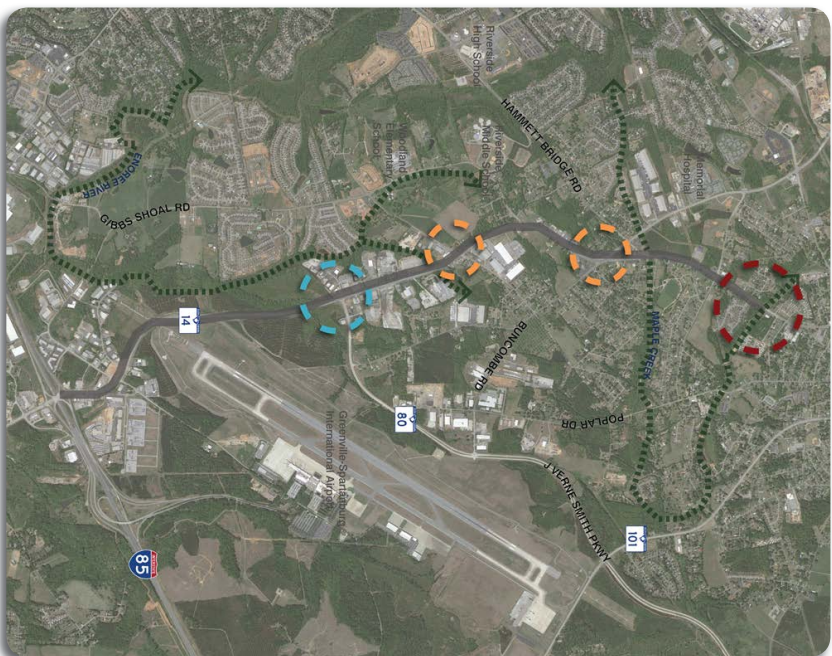
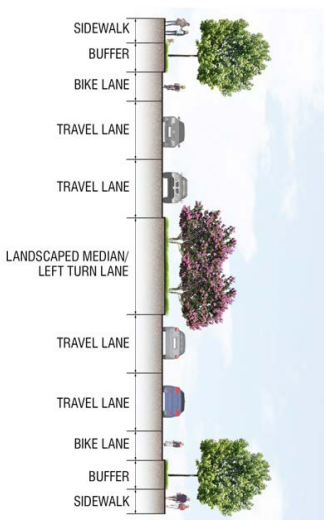
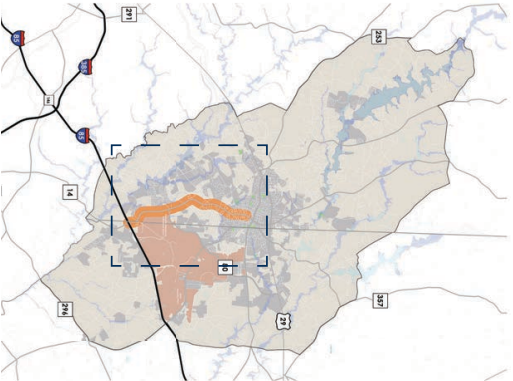
Neighborhood Center	46%
Suburban Living	23%
Suburban Center	11%

Preferred Growth Strategy

Employment Center	25%
Neighborhood Center	24%
Suburban Living	21%

Crash Summary

Total Crashes	193
Injury	54
Property Damage Only	139
Fatalities	0
Most Predominant	Rear End



Potential Connectivity Points



Potential Intersection Improvements



Potential Trail Connections

Parks and Open Space

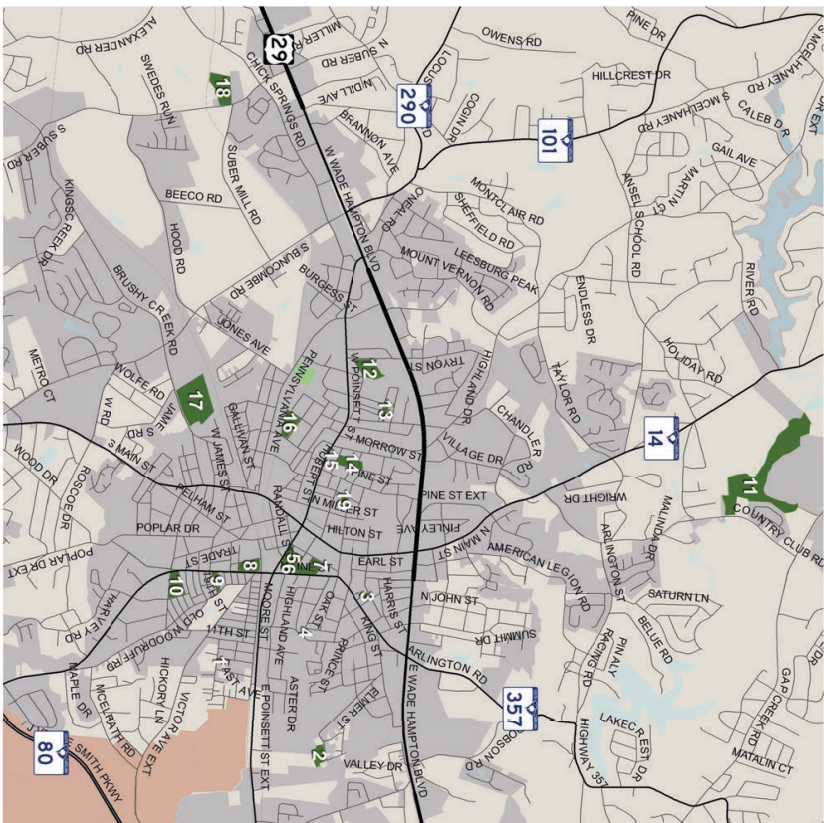
“City Park is a great addition to Greer. Not only does it provide a space for outdoor community events, but also a place to walk during lunch or bring the kids after school. The park is not only beautiful but also safe. Parks like Greer City Park help make Greer a place I would like to live.”

- Online Comment
Greer Community Master Plan

Completed in 2008, Greer City Park offers diverse recreational opportunities within steps of downtown. It also is the flagship facility for the city’s system of parks and open space. The 2009 City of Greer Parks and Recreation Strategic/Master Plan outlines facilities, programs, and strategies that build on the legacy of the current system. In doing so, that plan acknowledges what the Greer Community Master Plan reinforces—our community’s parks and open spaces are an inherent part of our identity and an asset to be leveraged.

The Parks and Open Space Framework focuses on the need to preserve and enhance parks and open spaces of all sizes and functions. The character types—the building blocks of the preferred growth strategy—are embedded with parks of all scales. Therefore, the critical need is to identify the streets and greenways that connect the community with existing and future parks.

- 1 Victor Heights Community Park
- 2 Wards Creek Community Park
- 3 Greentown Park
- 4 B.P. Edwards Park
- 5 Greer City Park
- 6 Greer Municipal Complex Event Center
- 7 Horace McKowan Jr. Center
- 8 Greer City Gym and Ballfield
- 9 Veterans Park
- 10 Steven’s Field
- 11 Country Club Road Park/Sports Complex
- 12 Tryon Park Recreation/Tennis Academy
- 13 Needmore Recreation Center and Park
- 14 Greer City Stadium
- 15 Springwood Community Park
- 16 Turner Park
- 17 Century Park
- 18 Suber Road Soccer Complex
- 19 Davenport Ballfield



Parks and Open Space Framework

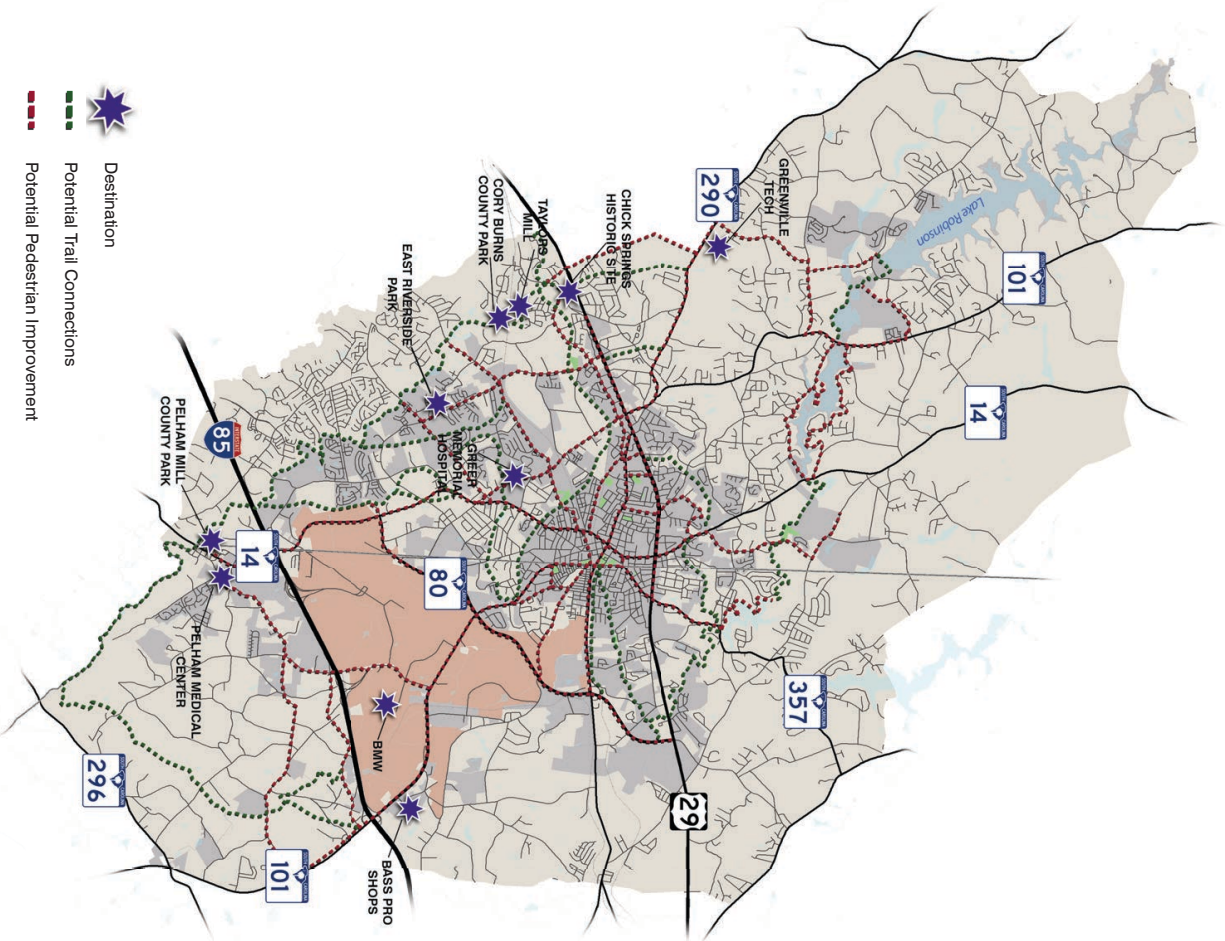
Our community's desire to live an active lifestyle is reinforced through the provision of quality spaces to gather, recreate and enjoy the outdoors. We know that future investors and residents will be attracted by more than our geography. They will be influenced by our people as well as the natural and built environment. The Greer Community Master Plan envisions an interconnected system of parks, open space, trails, and recreation facilities. For this reason, we will continue to invest in ways that:

- Promote healthy communities through active lifestyles
- Create premier facilities that attract families, millennials, retirees, and new business
- Give people a reason to stay
- Allow parks, open space, and trails to become the connective fabric between important places

Quality of Life

The Council recognizes that an enhanced quality of life is essential to attract visitors and residents to the city. To that end the Council supports programs, services and activities that enhance recreation facilities and amenities and provide the community with a sense of place that defines Greer as a great place to live, work and play.

*Strategic Initiative,
2013 Greer Strategic Plan*



Arts and Culture

The town of Greer was chartered in 1876, only three years after the railroad gave rise to a speculative development in eastern Greenville County. The community's rich heritage grew from there, giving rise to a historic downtown and collection of former mill villages. Today, arts and culture contribute to the community's quality of life and help define what it means to be uniquely Greer. The community boasts a host of facilities, programs, performances, exhibits, and events that bring the community together and contribute to the local economy.

The Arts and Culture Framework builds on the goals of the city's 2010 Comprehensive Plan by:

- Promoting the historical aspects of the Greer Community
- Promoting festivals and events downtown and through land use, design, and transportation strategies making those events more attractive and viable
- Supporting the mission of the Greer Heritage Museum
- Promoting historic preservation

The framework is expressed through three main components:

Opportunities for Facilities

Opportunities for Programs

Creation of a Public Art Commission



Existing Facilities

- Cannon Centre
- Wall Gallery at Greer City Hall
- Greer City Hall Event Space
- Greer Heritage Museum
- Greer City Park and Amphitheater
- J. Harley Bonds Center
- Downtown Festivals and Concerts

Existing Programs

- Greer Children's Theatre at Cannon Centre and J. Harley Bonds Centre (4 plays per year)
- Wall Gallery at Greer City Hall (3 shows per year; rotating exhibits)
- Foothills Philharmonic at Cannon Centre and J. Harley Bonds Centre (6 times per year)
- Tunes in the Park at Greer City Park
- Art, Dance, Drama Classes at Cannon Centre and Tryon Street Recreation Building
- Summer Arts Camp and Performances at Cannon Centre and Tryon Street
- Story Teller Series at Cannon Centre
- International Festival at Greer City Park
- Arts Programs (e.g. Dance Workshops, Comedy Nights, and Music Events) at Cannon Centre
- Dr. MLK Jr. Day of Celebration at Greer City Hall



Arts and Culture Framework

Highlighting what we are and what we value is part of what makes our community different. These distinctions contribute to our community's character. They offer a quality environment for our residents and an experience that we are proud to share with visitors and those who will choose to invest in Greer. Promoting our arts and our culture plays a role in defining our community character. For this reason, we will continue to invest in ways that:

- Enhance things uniquely Greer
- Immerse the community in the arts
- Use our history to shape our future



Opportunities

Opportunities for Facilities

- Performing Arts Facility
- Theater with Fly Stage and Orchestra Pit
- Symphonies, Choruses, Dance and Performances
- Art Gallery
- Arts District
- Re-purpose Industrial/Warehouse buildings along railroad/tracks from Main Street to Polinsett Street
- Farmers Market
- Additional Parking for Greer Station
- Public Art along Pedestrian Pathways

Opportunities for Programs

- Establish a Public Art Commission
- Expand Location and Venues to Various Locations within the City
- Expand Hours for Greer Heritage Museum and Scheduled Programs for Community Groups
- Develop a Sculpture Garden
- Interactive Arts Playground
- Temporary Interactive Public Art



Public Art Commission

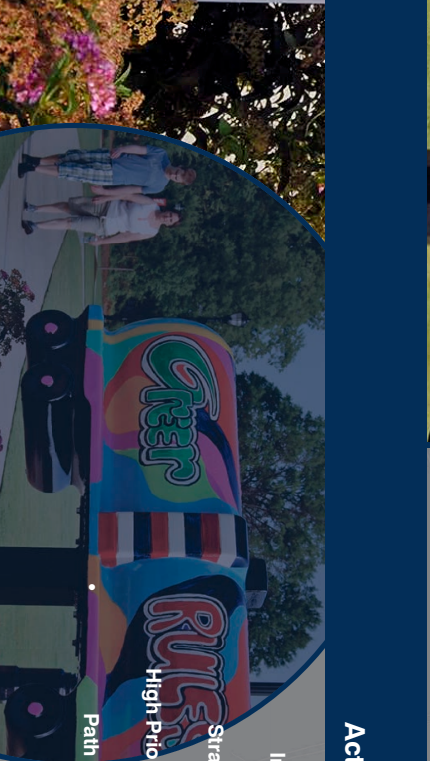
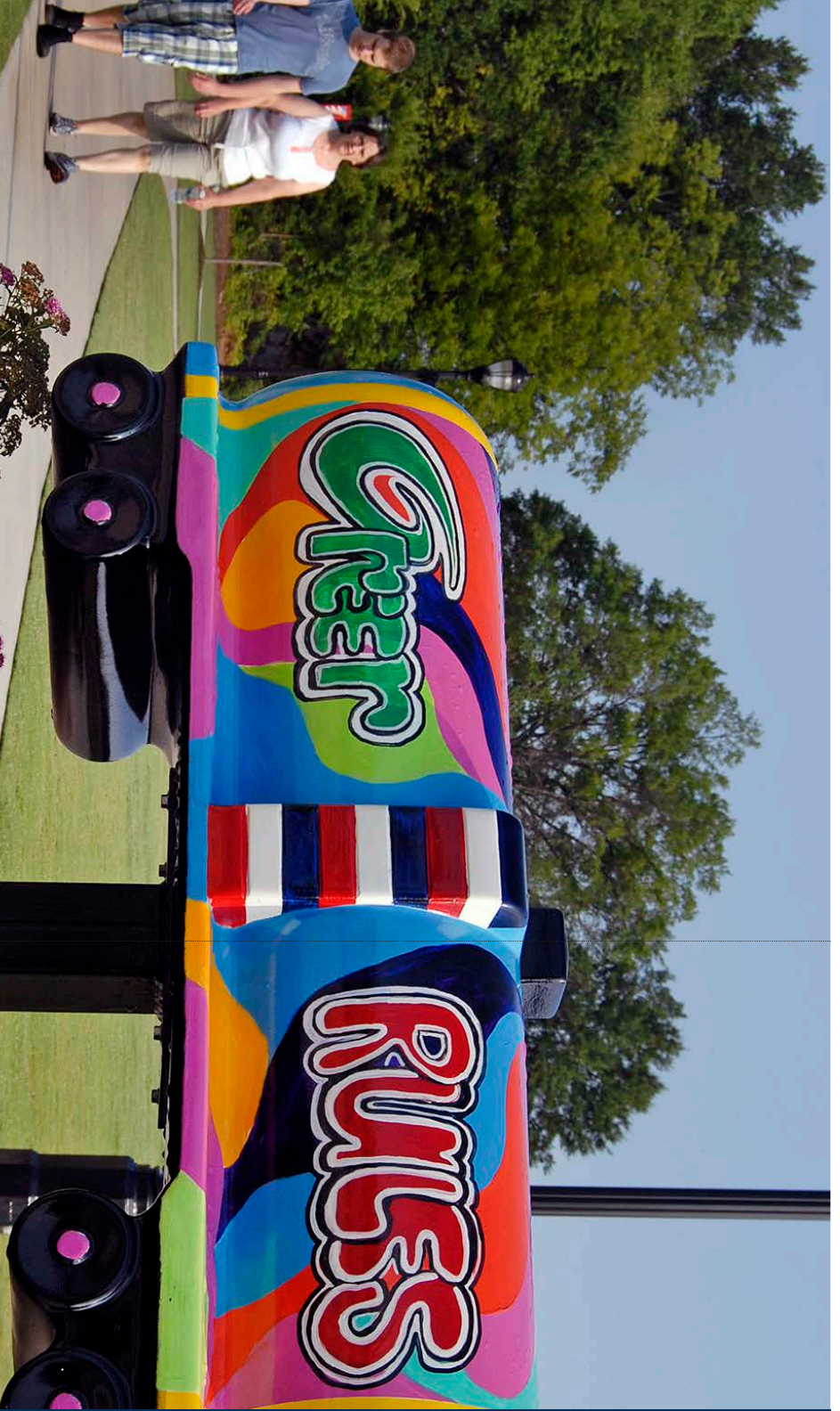
A legacy of the Greer Community Master Plan should be the creation of a Public Art Commission. This group of five artists, designers, and enthusiasts should form a voice for the Arts in Greer.

Responsibilities

- Develop a Public Art Master Plan (Identify a theme, specific locations for art, and educational programs)
- Create and maintain an artist's registry
- Identify funding (e.g. percent of Sunday alcohol sales, new development costs, etc.)
- Develop annual budget (track new projects and annual maintenance)
- Create mechanism for leveraging public funds with private investments for public art program
- Inventory existing public art
- Create website/app to enhance community knowledge of and access to public art
- Develop art selection criteria
- Confirm City of Greer is legal ownership of all public art; purchase and maintain adequate insurance for each piece of art

Initial Steps

- Determine member selection criteria and procedures
- Establish by-laws (define officers and responsibilities, city liaison, meeting procedures, voting, rules of order, etc.)



Action Plan 5

- Introduction
- Strategy Board
- High Priority Actions
- Path to Success

GREER ASSOCIATION
"Tankers on Parade"
Sponsored by



Introduction

Our community has a history of charting its future through collaboration and hard work. Continued success will be achieved not through the leadership of a specific group or individual, but through time-tested partnerships. While recognizing the success of existing partnerships, we acknowledge new partnerships will play an important role in achieving our community aspirations. The Greer Community Master Plan creates a common vision to coordinate our efforts and focus on shared priorities.

Working together, we can attract quality growth, enhance what is uniquely Greer, and promote connections to our region. But, we are not starting from scratch. Evidence of our success is all around us:

- A revitalized downtown**
Parks, open spaces, and gathering places that are the envy of many communities of comparable size
- Enhanced commercial and industrial development**
- Quality residential development**
- The emergence of a community that is a key partner in the strength of the upstate economy**

The year 2030 will be no different as the goals of this plan come to fruition.

Strategy Board

The following pages present a strategy board using terminology from the original 1999 plan for Greer. The master plan organizes an actionable strategy around seven key themes:

- Promoting a preferred growth strategy through **policy**
- Promoting a preferred growth strategy through **partnerships**
- Expanding the traditional **downtown**
- Enhancing **gateways and wayfinding**
- Promoting **mobility**
- Promoting **Arts, culture, and history**
- Connecting the community with **recreation and trails**

A goal statement supports each of the themes. This goal statement is the aspiration of the theme and provides a way to test specific action items. Action items will be implemented in three time horizons: Immediate (2015-2020), Mid-term (2021-2025), and Longer-term (2026-2030). The action items will help channel the energy of implementation partners and provide a method of evaluating our progress over time.

It's important to note that some Action Items directly relate to several themes and the document is dynamic. Unforeseen opportunities will arise over the course of this plan, and some items identified may change based on new circumstances. These situations in no way compromise the action plan but strengthen it as a living document for our community. The Strategy Board is deliberately designed to allow Greer to chart our progress over time. As Action Items are completed they can be moved to a "successes" column, new initiatives can be easily incorporated, and changing circumstances can account for actions that occur quicker or slower than originally indicated.

Promoting a Preferred Growth Strategy through Policy

Recognizing that ongoing growth is essential to Greer’s success, the community will promote the preferred growth strategy through sound policies and codes.

2015-2020

- Memorize the preferred growth strategy in the Comprehensive Plan Update
- Update the City’s development code to encourage selective redevelopment on North Main Street, limit building setbacks, and require parking to the rear or side of buildings
- Organize the City’s land use plan around a set of place type categories inspired by the Community Types used here
- Amend the Water and Sewer Master Plan to reflect the limits and service expectations of the preferred growth strategy
- Explore hybrid form-based or traditional zoning to accommodate mixed use development
- Focus new development (particularly local retail and restaurants) between Trade Street, E. Polisset Street, and City Park
- Review development code requirements for the Arts District and consider allowing greater flexibility for uses and building design
- Develop architectural and site design standards for Wade Hampton Boulevard activity nodes
- Develop corridor standards for the South SC 14 corridor (sidewalk, landscape, and site/architectural design standards for new development)
- Limit commercial development to one side (likely the east side) of SC 101

2021-2025

- Re-evaluate the Comprehensive Plan
- Re-evaluate the place types for any necessary revisions
- Re-evaluate the updated development Code for necessary revisions
- Monitor the expansion of water and sewer and support logical expansion incrementally and through CIP
- Continue to monitor redevelopment activity and adjust development codes as appropriate
- Develop corridor standards for the South SC 101 corridor (sidewalk, landscape, and site/architectural design standards for new development)

2026-2030

- Update the Comprehensive Plan
- Monitor the effectiveness of place type categories
- Monitor the effectiveness of the updated development code and amend as necessary
- Monitor the expansion of water and sewer and support logical expansion incrementally and through CIP

Promoting a Preferred Growth Strategy through Partnerships

Greer will continue its history of partnerships with a focus on promoting the preferred growth strategy created by the community and championed by its stakeholders.

2015-2020

- Identify potential locations for mixed-use development along Wade Hampton Boulevard and in downtown
- Focus new development (particularly local retail and restaurants) between Trade Street and E. Poinsett Street and City Park
- Leverage the Greer Development Corporation (GDC) to begin creating a land bank for future public/private partnerships
- Cultivate private sector partners to implement mixed-use development
- Promote quality design that integrates neighborhood centers (see Preferred Growth Strategy) with surrounding residential neighborhoods
- Recruit, market, and retain employment in the targeted employment center locations illustrated in the preferred growth strategy
- Recruit, market, and retain manufacturing and logistics locations illustrated in the preferred growth strategy
- Strengthen the connection to traditional neighborhoods (see preferred growth strategy) surrounding downtown
- Partner with other local organizations to acquire and construct a community facility on the former Victor Mill site
- Encourage master plan development of vacant property on the east side of SC 14 between I-85 and Pelham Medical Center

2021-2025

- Promote the creation of a well-planned, multi-use regional center (see Preferred Growth Strategy) at the interchange of I-85 and SC 101
- Complete first mixed-use development project
- Redevelop and/or improve J. Harley Bonds Career Center to front North Main Street and/or provide green space between the building and North Main Street
- Expand downtown development focus to filling gaps between Greer Station and adjacent districts
- Continue infill development of vacant sites in downtown and redevelopment of existing buildings
- Recruit, market, and retain employment in the targeted employment center locations illustrated in the preferred growth strategy
- Recruit, market, and retain manufacturing and logistics locations illustrated in the preferred growth strategy

2026-2030

- Consider constructing an arts or cultural facility along Cannon Street
- Consider public improvements associated with the arts or cultural facility along Cannon Street
- Recruit, market, and retain employment in the targeted employment center locations illustrated in the preferred growth strategy
- Recruit, market, and retain manufacturing and logistics locations illustrated in the preferred growth strategy

Expanding the Traditional Downtown

Greer’s downtown will grow beyond the traditional boundaries thought of as the commercial core to embrace Main Street as it reaches Wade Hampton and transition to adjacent neighborhoods.

2015-2020

- Rezone appropriate areas around downtown for mixed-use development in keeping with existing neighborhood context
- Create design guidelines for downtown and surrounding neighborhoods
- Empower the Architectural Review Board (ARB) to implement design guidelines
- Pursue and potentially incentivize new employment and residential development in and adjacent to Greer Station
- Prepare a detailed streetscape plan for North Main Street from Poinsett Street to Wade Hampton Boulevard
- Meet with property owners to explore future plans for development
- Promote the special tax assessment and vacant building law to encourage redevelopment
- Implement community market between CSX and Norfolk Southern Line in the Arts District

2021-2025

- Complete a mixed-use redevelopment along the North Main Street Corridor
- Begin placing power lines underground in downtown
- Reinstate façade improvement grants for targeted areas, such as the Arts District
- Create road connection through the Arts District aligning with Pennsylvania Avenue and carrying through to SC 101

2026-2030

- Complete infill development projects downtown as identified in the illustrated plan
- Continue placing power lines underground along corridors with a focus on Main Street and Poinsett Street

Enhancing Gateways and Wayfinding

As the heart of the dynamic region, Greer's gateways and corridors will be the model for quality development, landscaping, and efficient multimodal transportation in upstate South Carolina.

2015-2020

- Work with donors to adopt gateways in Greer
- Implement downtown gateway at the intersection of Poinsett Street and Wade Hampton Boulevard
- Implement downtown gateway at the intersection of North Main Street and Wade Hampton Boulevard
- Implement city gateway at Verne Smith Parkway and Wade Hampton Boulevard
- Implement city gateway at Old Rutherford Road and Wade Hampton Boulevard
- Lobby SODOT for "Greer Next Three Exits" sign
- Improve the intersection of Poinsett Street, Cannon Street, and Depot Street with enhanced paving
- Implement City Gateway landscaping at SC 101 and Interstate 85
- Implement City Gateway landscaping at SC 14 and I-95

2021-2025

- Construct streetscape enhancements, including potential roadway reconfiguration for Victoria Street and along Randall Street between Poinsett Street and South Main Street
- Landscape along SC 14
- Landscape along SC 101
- Design and construct Wade Hampton corridor landscape and sidewalk standards from Brannon Drive to Middleton Way
- Construct Poinsett Street gateway and pedestrian/bicycle enhancements to connect to Greer Station

2026-2030

- Complete infill development projects as identified in the illustrated plan
- Continue placing power lines underground along corridors with a focus on Main Street and Poinsett Street

Promoting Mobility

Greer will recognize the economic benefits, enhanced quality of life, and improved sense of place through strategic transportation investments that promote the movement of people and goods within the city.

2015-2020

- Complete the Downtown Bicycling and Walking Plan, including the identification of priority projects and agencies responsible for implementation
- Promote context-sensitive design with an emphasis on the design concepts expressed for the strategic corridors
- Incorporate expectations for the strategic corridors in the Long Range Transportation Plan
- Update street design standards in the city's development code
- Extend Trade Street sidewalk and landscape enhancements south to Pelham Street, including artistic treatments to railroad crossings
- Identify park and ride locations along Wade Hampton Boulevard
- Expand Greenlink service in Greer
- Promote development of a secondary roadway network to provide alternative transportation routes and access to SC 101

2021-2025

- Monitor and implement projects in accordance with the Downtown Bicycling and Walking Plan
- Construct North Main Street corridor improvements (roadway reconfiguration, and bicycle, sidewalk, landscape and lighting enhancement)
- Review and revise transportation recommendations during required updates to the Long Range Transportation Plan
- Continue to expand Greenlink service

2026-2030

- Monitor and implement pedestrian projects in accordance with the Downtown Bicycling and Walking Plan
- Review and revise transportation recommendations during required updates to the Long Range Transportation Plan
- Continue to expand Greenlink service in Greer with consideration for future bus rapid transit
- Explore road improvements along SC 290 and SC 101 north of Wade Hampton Boulevard
- Enhance Street Mark Road from SC 290 to Wade Hampton Boulevard
- Improve Old Rutherford Rd from SC 290 to Wade Hampton Blvd.
- Construct enhancements to South Line Street (potential roadway configuration, lighting, sidewalks, and landscaping)
- Design and construct multi-use trail along Chick Springs to Greer Station
- Construct intersection improvement at Buncombe Road and Taylor Road (potential roundabout)
- Extend East Phillips Road/frontage road south of I-85 to Brockman McClimon Road
- Construct multi-use trail along Dillard Creek
- Construct roadway across I-85
- Consider a new roadway connection east of SC 101 between Plennons Road and Rogers Bridge Road
- Encourage a roadway connection on the north side of I-85 from SC 101 to Victor Hill and/or Duncan Heidville Road

Promoting the Arts, Culture, and History

Greer will celebrate its rich history, embrace its mixture of cultures, and celebrate the Arts in the community.

2015-2020

- Establish a Public Art Commission
- Develop a Public Art Master Plan (Inventory, funding, leveraging public/private partnerships)
- Establish Arts District enhancement fund to incentivize private building rehabilitation and redevelopment activity
- Create and maintain an artists' registry
- Create an Arts District south of the Norfolk Southern rail line in downtown
- Initiate feasibility of a cultural facility in downtown to stimulate economic development

2021-2025

- Explore a housing program to recruit artists and creative professionals to downtown neighborhoods
- Create technology-based interpretation of historic and art sites in Greer
- Implement phase one of a cultural facility per findings of the feasibility study
- Review effectiveness of Arts District enhancement fund and make adjustments as necessary

2026-2030

- Implement final phases of cultural facility in downtown
- Build an arts/technology magnet school in the Arts District

Connecting the Community with Recreation and Trails

<p>Parks, trails, and recreational amenities will define Greer as a place connected through green space, welcoming to families, and rich with diverse activities.</p>	<p>2015-2020</p> <ul style="list-style-type: none"> • Develop a Trails Master Plan for Greer • Acquire the Victor Mill property for future park use • Develop Victor Mill Park Master Plan 		<p>2021-2025</p> <ul style="list-style-type: none"> • Implement Victor Mill Park Master Plan • Plan recreation/aquatic center • Connect Victor Park, Stevens Field, and Victor Mill site with a multi-use trail • Develop trail along Brushy Creek • Explore connection from Greer to the Swamp Rabbit Trail • Explore trail connection from East Riverside Park to Greer Memorial, Century B Park, and downtown 	<p>2026-2030</p> <ul style="list-style-type: none"> • Complete recreation/aquatic center • Extend Brushy Creek trail to Pelham Park at SC 14 and Pelham Road • Implement connection from Greer to the Swamp Rabbit Trail • Construct trail to Tyger River Park from Bass Pro Shop • Construct trail from Verne Smith to Lake Robinson along Tyger River
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High Priority Actions

Certain action items identified in the Strategy Board immediately rise as high priority actions. Some are highly visible physical projects while others are policy changes or emerging partnerships that will reap benefits over the long term. The following high priority actions are recommended:

Memorialize the Preferred Growth Strategy in the City's Comprehensive Plan Update.

The Comprehensive Plan is Greer's planning tool to inform zoning decisions and other changes necessary to implement recommendations in this plan.

Pursue and potentially incentivize new employment and residential development in and adjacent to Greer Station.

The growth of downtown is dependent on the health of adjacent neighborhoods and employment centers. Greer has a significant opportunity to market neighborhoods and employment opportunities close to its vibrant and successful downtown.

Implement Gateway Improvements.

Currently, Greer has only one significant gateway (the entry to downtown along Main Street). Greer has the opportunity to announce to visitors where the community begins and where it transitions into downtown through strategic gateway enhancements.

Complete the Pedestrian Master Plan sponsored by the MPO.

This plan should provide specific guidance for enhancing the pedestrian experience in Greer by inventorying projects, identifying dedicated funding, and seeking partnerships for implementation.

Establish a Public Art Commission and Develop a Public Art Master Plan.

The Public Art Commission and Public Art Master Plan should inventory existing public art, identify potential funding partners, and leverage public/private partnerships to create more art in the City of Greer.

Acquire Victor Mill and develop a plan for Victor Mill Park.

This mill is a legacy for Greer and the current site detracts from the community. It offers a substantial opportunity to transition from an eyesore to a significant asset.



Path to Success

Ensuring success requires focus, leadership, and resources. These three traits benefit from deliberate structure. When considering how to take action, our community should consider the following:

Identify a Champion: Each action item will require a champion—someone who owns the responsibility for achieving the stated goal. These champions should be empowered with the ability to mobilize partners and align resources specific to the action's needs. Greer should assign each action item in the strategy board with an appropriate champion.

Measure Progress: The best way to maintain momentum is to monitor progress on a regular basis. Regular status reports should identify completed task, ongoing work, and future programming as well as highlight where progress is being made and tasks that require more attention. The strategy board provides a tool to evaluate progress with annual reports to check progress on action items and consistency with the Greer Community Master Plan's vision and goals.

Embrace Accountability: We should expect to hold each other accountable. The action plan will not be achieved overnight. Some tasks will come easy and will be achieved in short order. Other tasks will be a challenge, take more time, and require persistence and flexibility. Failure to achieve a certain task in the timeframe reflected should not be viewed as a failure but rather an acknowledgment that we need to reassess our focus, leadership, and resources.

Effective partnerships will ensure that our challenges become opportunities and our ongoing success becomes our legacy for the future of Greer.

“Coming together is a beginning. Keeping together is progress. Working together is success.”

Henry Ford

