

# TRANSFORMING GREER 2030



## Comprehensive Plan

Adopted January, 2021





# ACKNOWLEDGMENTS

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# TABLE OF CONTENTS

## **1.0 INTRODUCTION**

<b>1.1 Purpose</b>	<b>6</b>
Role of a Comprehensive Plan	6
Plan Overview	6
Required Process & Elements	8
<b>1.2 Plan Process</b>	<b>10</b>
Schedule & Timeline	10
Past Planning Efforts	12

## **2.0 EXISTING CONDITIONS**

<b>2.1 Overview</b>	<b>16</b>
Greer Today	16
<b>2.2 Existing Conditions</b>	<b>18</b>
Population	19
Economic Development	24
Natural Resources	28
Cultural Resources	36
Community Facilities	38
Housing	43
Land Use	50
Transportation	54

## **3.0 COMMUNITY ENGAGEMENT**

<b>3.1 What We Heard</b>	<b>64</b>
SWOT Analysis	65
Community Survey	66
Summary Takeaways	72

## **4.0 RECOMMENDATIONS**

<b>4.1 Future Land Use</b>	<b>76</b>
Character Areas	76
Future Land Use Map	82
Introduction	84
<b>4.2 Goals, Objectives &amp; Implementation Strategies</b>	<b>84</b>
<b>4.2b Plan Elements</b>	<b>86</b>
Population	86
Economic Development	88
Natural Resources	92
Cultural Resources	96
Community Facilities	98
Housing	100
Land Use	104
Transportation	108
Priority Investments	113







# 1.0 INTRODUCTION

# 1.1 PURPOSE

## ROLE OF A COMPREHENSIVE PLAN

A comprehensive plan is a guiding policy document for a community. Built upon an understanding of current conditions, expected trends, identified needs, and aspirational vision for the future, a comprehensive plan allows a city to focus its resources. Successful plans are grounded in community ownership and are actively used in the city decision-making process.

The *South Carolina Local Government Comprehensive Planning Enabling Act of 1994* (hereafter, the 1994 Act) requires all South Carolina counties and incorporated communities (cities) to have an adopted comprehensive plan and update it every ten years, with revisions every five years between plan updates. In addition to the timeframe, this Act establishes the purpose as well as the process communities are to follow in creating their comprehensive plans.

With a foundation of previous planning efforts, citizen involvement, stakeholder input, and city direction, builds upon a self-evaluation of needs and issues to provide a road map for accomplishing shared future goals. This plan delivers detailed guidance to decision-makers, residents, property owners, businesses, and those interested in Greer's future — offering direction on how the community can accomplish its vision through phased strategic actions.

## PLAN OVERVIEW

*Transforming Greer 2030* is the Comprehensive Plan update for the City of Greer. This Plan fulfills the requirements of the South Carolina 1994 Act, but more importantly, it provides an extensive framework for future planning efforts to help achieve the community's vision.

This Plan is organized into these chapters:

**1. Introduction:** This chapter describes the comprehensive planning process as well as the schedule and timeline for *Transforming Greer 2030*. An overview of the recent past community plans and projects is also included here as they helped inform the Plan.

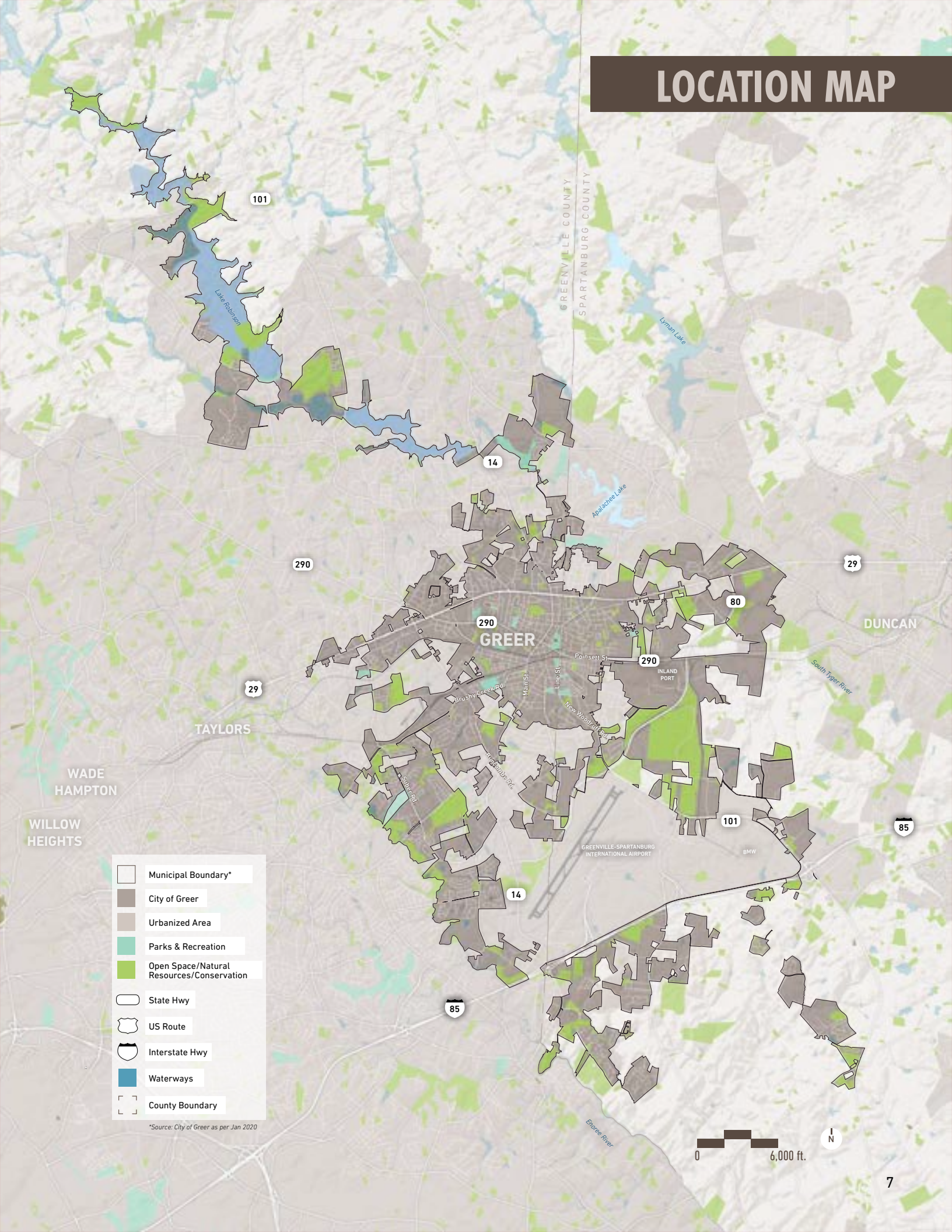
**2. Existing Conditions:** Data was gathered and analyzed in this chapter to provide a broad-based understanding of demographic, economic, housing, land use, infrastructure, and other characteristics that describe the City of Greer today.

**3. Community Engagement:** This chapter details how stakeholders and residents were engaged throughout the planning process in order to provide feedback to inform the direction and outcomes of the plan.

**4. Recommendations:** Action-oriented goals and objectives were created to help carry out the vision of Greer. The Future Land Use Map is the guiding visual representation for the City to use in planning and development decisions.

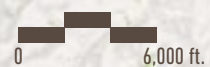


# LOCATION MAP



- Municipal Boundary\*
- City of Greer
- Urbanized Area
- Parks & Recreation
- Open Space/Natural Resources/Conservation
- State Hwy
- US Route
- Interstate Hwy
- Waterways
- County Boundary

\*Source: City of Greer as per Jan 2020



## REQUIRED PROCESS & ELEMENTS

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

The 1994 Act requires a local planning commission to establish and maintain a comprehensive planning process that will result in the systematic preparation and continual evaluation and updating of the elements of the comprehensive plan. Surveys and studies on which the planning elements are based must consider potential conflicts with other jurisdictions and the effect and guidance of any regional plans or issues.

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

1. Inventory of Existing Conditions
2. Statement of Needs and Goals
3. Implementation Strategies with Time Frames

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



**Population**

**Economic Development**

**Natural Resources**

**Cultural Resources**

**Community Facilities**

**Housing**

**Land Use**

**Transportation**

**Priority Investment**



(1) a **population element** which considers historic trends and projections, household numbers and sizes, educational levels, and income characteristics;

(2) an **economic development element** which considers labor force and labor force characteristics, employment by place of work and residence, and analysis of the economic base;

(3) a **natural resources element** which considers coastal resources, slope characteristics, prime agricultural and forest land, plant and animal habitats, parks and recreation areas, scenic views and sites, wetlands, and soil types. Where a separate board exists pursuant to this chapter, this element is the responsibility of the existing board;

(4) a **cultural resources element** which considers historic buildings and structures, commercial districts, residential districts, unique, natural, or scenic resources, archaeological, and other cultural resources. Where a separate board exists pursuant to this chapter, this element is the responsibility of the existing board;

(5) a **community facilities element** which considers water supply, treatment, and distribution; sewage system and wastewater treatment; solid waste collection and disposal, fire protection, emergency medical services, and general government facilities; education facilities; and libraries and other cultural facilities;

(6) a **housing element** which considers location, types, age, and condition of housing, owner and renter occupancy, and affordability of housing. This element includes an analysis to ascertain nonessential housing regulatory requirements, as defined in this chapter, that add to the cost of developing affordable housing but are not necessary to protect the public health, safety, or welfare and an analysis of market-based incentives that may be made available to encourage development of affordable housing, which incentives may include density bonuses, design flexibility, and streamlined permitting processes;

(7) a **land use element** which considers existing and future land use by categories, including residential, commercial, industrial, agricultural, forestry, mining, public and quasi-public, recreation, parks, open space, and vacant or undeveloped;

(8) a **transportation element** that considers transportation facilities, including major road improvements, new road construction, transit projects, pedestrian and bicycle projects, and other elements of a transportation network. This element must be developed in coordination with the land use element, to ensure transportation efficiency for existing and planned development; and

(9) a **priority investment element** that analyzes the likely federal, state, and local funds available for public infrastructure and facilities during the next ten years, and recommends the projects for expenditure of those funds during the next ten years for needed public infrastructure and facilities such as water, sewer, roads, and schools. The recommendation of those projects for public expenditure must be done through coordination with adjacent and relevant jurisdictions and agencies. For the purposes of this item, "adjacent and relevant jurisdictions and agencies" means those counties, municipalities, public service districts, school districts, public and private utilities, transportation agencies, and other public entities that are affected by or have planning authority over the public project. For the purposes of this item, "coordination" means written notification by the local planning commission or its staff to adjacent and relevant jurisdictions and agencies of the proposed projects and the opportunity for adjacent and relevant jurisdictions and agencies to provide comment to the planning commission or its staff concerning the proposed projects. Failure of the planning commission or its staff to identify or notify an adjacent or relevant jurisdiction or agency does not invalidate the local comprehensive plan and does not give rise to a civil cause of action.

# 1.2 PLAN PROCESS

## PHASES 1-2

### Understanding & Analysis (January-March 2020)

- Work Plan & Master Schedule
- Data Collection
- Stakeholder, City Council, & Planning Commission Meetings
- Online Survey
- Alignment Brief
- Goals Identification
- Market Analysis

## PHASE 3

### Plan Recommendations (April-August)

- Objectives & Priorities Identification
- Draft Recommendations for Each Element
- Draft Future Land Use Map
- Community Character Areas and Corridors

## SCHEDULE & TIMELINE

*Transforming Greer 2030* fulfills the requirements of the 1994 Act, with a planning process that required approximately eleven months to complete. It is worth noting that the COVID-19 pandemic did alter the originally planned schedule and process. From January 2020 to November 2020, a team of consultants worked closely with City Staff, Planning Commission, City Council, and stakeholders to identify critical issues, develop shared goals, and build implementation strategies for this plan.

## PHASE 4

### Plan Synthesis (August-November 2020)

- Draft Implementation Strategy
- Draft Plan Document
- Final Plan Document
- Planning Commission & City Council Meetings
- Public Hearing







## PAST PLANNING EFFORTS

*Transforming Greer 2030* builds on the work of over a dozen previous planning efforts. These past plans vary in scale and scope and include regional, county, and city-focused efforts. Several noteworthy plans are detailed below.

### ***One Future, One Greer Comprehensive Plan***

Completed in 2010, this is the adopted comprehensive plan update for the City of Greer that this plan will replace. It includes thorough analyses of existing conditions as well as goals and objectives for all nine of the required comprehensive plan elements. A future land use map establishes a framework to describe how land within the city limits should be developed over time. In 2015, the City completed a five-year review supplement to the 2010 plan (as required by state law). This review provides updated demographic and economic data as well as a summary of the Greer Community Master Plan and directions for the next comprehensive plan update.

### ***Greer Community Master Plan***

This project, completed in 2016, is the effort of multiple local partners, including the City of Greer and Partnership for Tomorrow. The plan revolves around three initiatives — physical, economic, and cultural — and developed consensus on a preferred growth strategy for various corridors and centers. The preferred growth map helped guide the development of the Future Land Use map for *Transforming Greer 2030*.

### ***Forward Together: Building a Better Spartanburg County***

The comprehensive plan update for Spartanburg County, adopted in 2019, establishes planning goals, objectives, and a future land use map for the unincorporated portions of the county. One significant idea advanced in this document is the concept of area performance planning, which would establish land use controls in a “Southwest Planning Area” surrounding the City of Greer.

### ***Plan Greenville County***

The recently adopted 2020 comprehensive plan update for Greenville County promotes the concept of “character types” and “character areas” for land use and development in the unincorporated areas of the county. Other key directives include accommodating anticipated growth in identified areas and in urban centers, improving land development coordination between the county and its cities, and a policy-level focus on ownership and maintenance of roads as well as efficiencies in provision of other critical infrastructure within the county.

Other planning documents reviewed as part of this planning process include the following:

- ***City of Greer Parks and Recreation Strategic/Master Plan***
- ***GPATS Horizon 2040 Long-Range Transportation Plan***
- ***SPATS Long-Range Transportation Plan 2040***
- ***Greer Downtown Walking & Bicycling Plan***



**Greer**  
Community Master Plan

Vol 2 - May 2015  
Partnership for Tomorrow  
City of Greer

*One Future.  
One Greer.*

2010 Comprehensive Plan  
(2015 Review Supplement)

**Greer**  
Downtown Walking & Bicycling  
Master Plan

Adopted December 11, 2016  
Public Works Department  
City of Greer, SC

**g**  
greenville county

plan greenville county  
Comprehensive Plan | October 2019

**SPATS  
Horizon 2040** Long-Range Transportation Plan | Adopted November 2017  
Revised July 2018

**2019 COMPREHENSIVE PLAN**  
for SPARTANBURG COUNTY

**Forward Together**  
Building a Better  
Spartanburg County

Adopted by the Spartanburg County Council  
April 15, 2019

SPARTANBURG COUNTY  
SOUTH CAROLINA

The future of transportation including auto, walking, cycling, transit, freight and aviation travel

Long-Range Transportation Plan  
**2040**

**Spartanburg Area Transportation Study**  
2,2016

CITY OF GREER, SOUTH CAROLINA  
PARKS AND RECREATION STRATEGIC/MASTER PLAN

SUBMITTED BY:  
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## **2.0 EXISTING CONDITIONS**



# 2.1 OVERVIEW

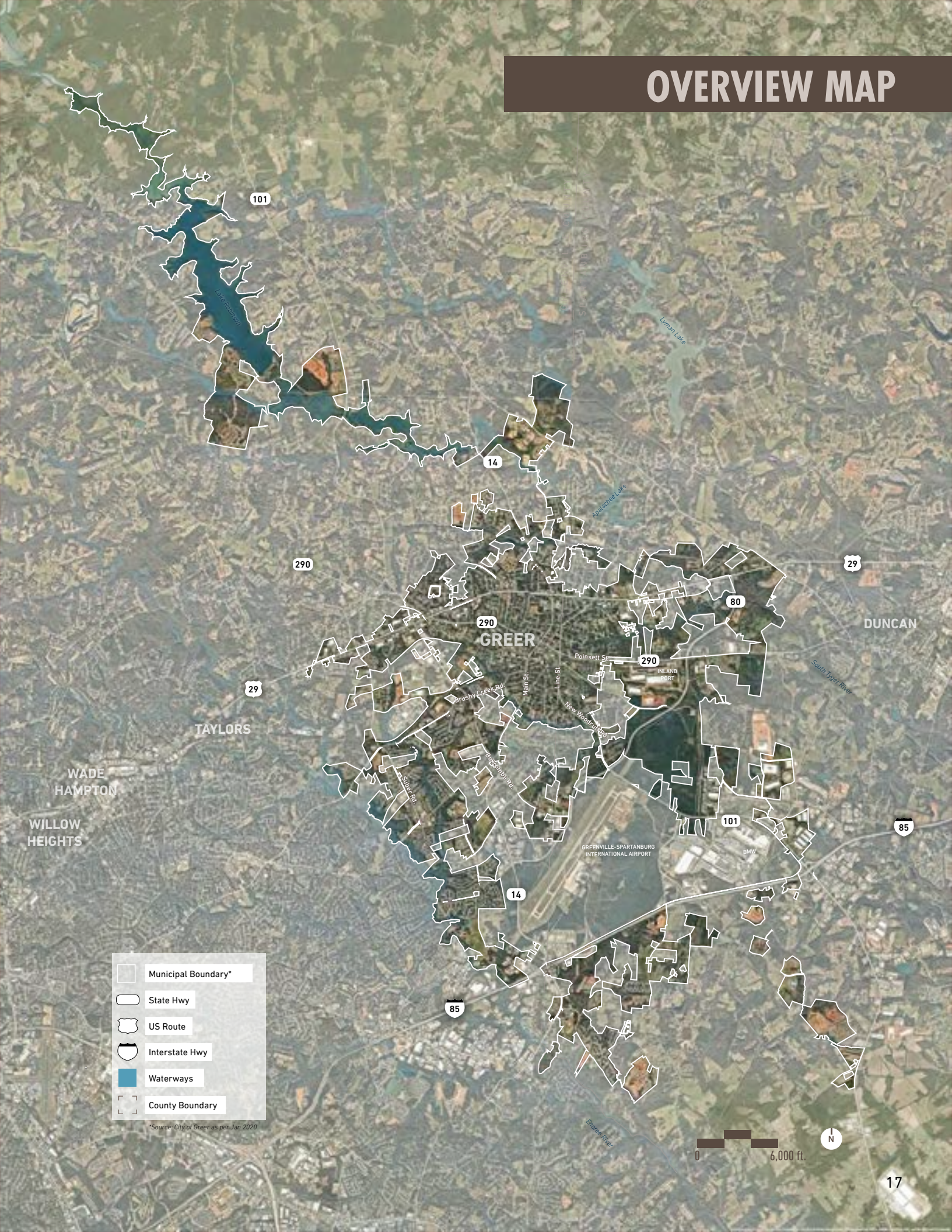
## **GREER TODAY**

Located between Greenville and Spartanburg, the City of Greer is a fast-growing area with a rich history of agriculture and textile mills. Greer was founded in 1876 and began expanding quickly when railroad connections were made. As a result, several textile mills were built that brought jobs, housing, and supporting services and businesses to the City. Throughout the years, Greer has annexed land around its borders, growing in land size and in population. Greer continued to develop in the late 1990's and early 2000's, seeing a significant population growth largely due to BMW locating its first automobile manufacturing facility outside of Germany in Greer in 1994. Since that time, the City of Greer has grown twice as fast as neighboring cities.

As the City of Greer continues to grow, so do its challenges including managing growth while respecting the City's historical roots and character. To understand how to proactively plan for the future of Greer, it is critical to evaluate existing conditions to discover gaps and issues, but also recognize assets and opportunities for solutions.

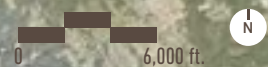


# OVERVIEW MAP



- Municipal Boundary\*
- State Hwy
- US Route
- Interstate Hwy
- Waterways
- County Boundary

\*Source: City of Greer as per Jan 2020





# 2.2 EXISTING CONDITIONS

## INTRODUCTION

This chapter provides a data-based summary of the current state of the City of Greer. Information within this section is organized according to the comprehensive plan elements as required by the 1994 Act. Relevant topics and data include the following:

- *Population*: population growth, household income, education, race, age, and employment
- *Economic Development*: employment density, employment by sector, and shares analysis
- *Natural Resources*: sensitive and preserved lands, ecological framework, and parks and recreation facilities
- *Cultural Resources*: historic buildings and districts, museums, theaters, and unique places
- *Community Facilities*: public utilities, public safety providers, libraries, and schools
- *Housing*: residential units by tenure, type, and age as well as housing affordability and spatial distribution
- *Land Use*: analysis of the mix of public, private, utility, park, and protected land in the city
- *Transportation*: roads as well as the network for rail, air, bicycle, and pedestrian modes







Community Event

## POPULATION

### Population Growth

The City of Greer is one of the fastest growing cities in Upstate South Carolina. Since 2010, the city's estimated population growth has ranged from 16% (25,525 in 2010 to 31,154 in 2019, according to Esri) to 26% (25,525 in 2010 to 32,102 in 2018, according to the US Census Bureau). Esri estimates an additional 7% population growth between 2019 and 2024. (Note: Until the release of 2020 Census data, population estimates will vary across data sources. This report was written during the surveying of the 2020 Census and utilizes population estimates from the US Census Bureau, Esri, and Claritas. All data are cited by source.)

### Household Characteristics

According to Esri, the 2019 median household income for the City of Greer was \$54,297. This figure is 5% less than that of Greenville County but 5% greater than those of Spartanburg County and South Carolina as a whole. At the same time, the 2019 average household size of 2.54 for the City of Greer is in line with regional and statewide figures. However, the homeownership rate in the City of Greer (63.6% in 2019, according to Esri) is 4% lower than that of Greenville County and 6% lower than Spartanburg County and South Carolina figures.

The highest density of households in Greer is located in the city's historic core, with the lowest density situated at the far northern and southern extents. The spatial distribution of household income shows the highest-earning households along the suburban western edge of the city and the lowest-earning households in the historic mill villages along the southern and eastern sides of the city's core.

### Age & Race

According to Esri, the 2019 median age for Greer residents was 37.1 years old, which was lower than those of Greenville County (38.7), Spartanburg County (39.5), and South Carolina (39.4). Overall, the age cohort distribution for Greer mirrors that of state and national averages. The 2019 racial makeup of the City of Greer was 72.4% white, 14.7% black, and 12.9% for all other races, which is comparable to Greenville County and Spartanburg County.

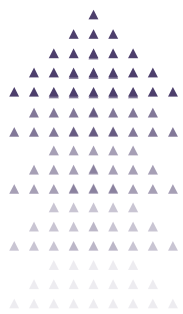
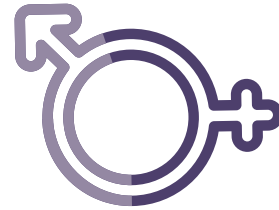
### Education & Employment

According to Esri, in 2019, 84% of Greer residents 18 years and older had at least a high school diploma or equivalent. A full 32% had a bachelor's degree or higher, which is 4% higher than the statewide rate. Similarly, in 2019, 59% of employed city residents had white collar jobs, 25% had blue collar jobs, and 16% were employed in service jobs.

## POPULATION CHARACTERISTICS

Source: Esri

# 31,154 Total Population (2019)



**16%**  
Growth since 2010

**7%**  
Anticipated Growth  
by 2024

**48.41%**  
[12,484]

**Male**

- ▶ 42.0% (Greenville County)
- ▶ 48.6% (Spartanburg County)
- ▶ 48.8% (South Carolina)

**52.59%**  
[13,736]

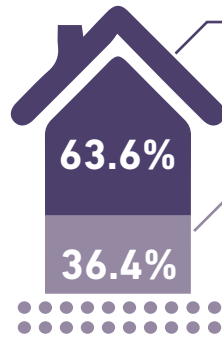
**Female**

- ▶ 58.0% (Greenville County)
- ▶ 51.4% (Spartanburg County)
- ▶ 51.2% (South Carolina)



**\$54,297**  
Median Household Income (2019)

- ▶ \$57,082 (Greenville County)
- ▶ \$51,737 (Spartanburg County)
- ▶ \$51,389 (South Carolina)



**Homeowners**

- ▶ 67.4% (Greenville County)
- ▶ 69.8% (Spartanburg County)
- ▶ 69.3% (South Carolina)

**Renters**

- ▶ 32.6% (Greenville County)
- ▶ 30.2% (Spartanburg County)
- ▶ 30.7% (South Carolina)



**2.54**  
Average Household Size (2019)

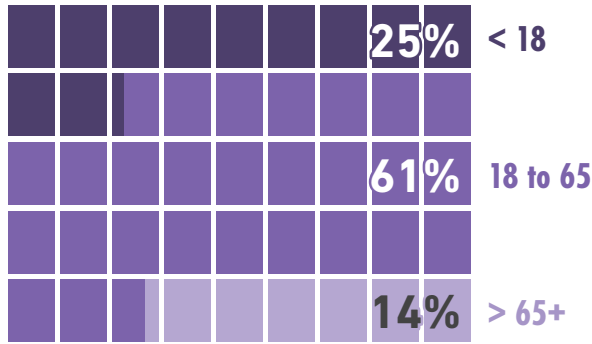
- ▶ 2.50 (Greenville County)
- ▶ 2.54 (Spartanburg County)
- ▶ 2.50 (South Carolina)



**37.1**  
Median Age

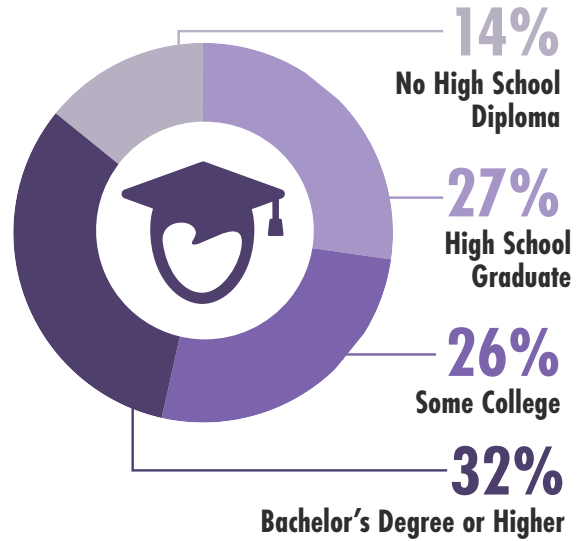
- ▶ 38.7 (Greenville County)
- ▶ 39.5 (Spartanburg County)
- ▶ 39.4 (South Carolina)

## POPULATION BY AGE



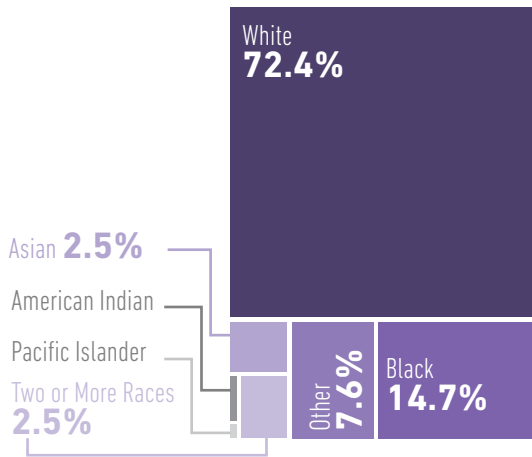
Greer's population distribution by age closely follows both state and national trends.

## EDUCATIONAL ATTAINMENT



Greer's population has a slightly higher rate of people having earned a Bachelor's degree or higher (32%) compared to South Carolina (28%).

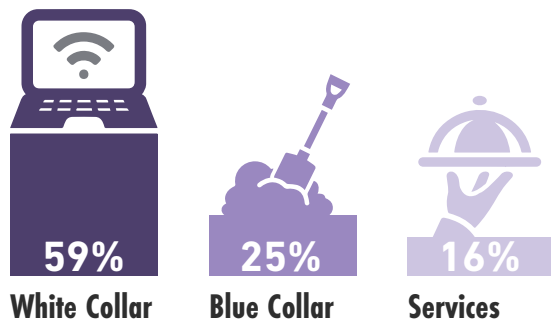
## RACIAL COMPOSITE



Greer has a higher percentage of white residents than South Carolina, but is comparable to Greenville County and Spartanburg County.

14.9% identified as hispanic which is higher than in both counties and South Carolina.

## EMPLOYMENT





# 2019 POPULATION DENSITY

The highest density of households in Greer is located within the city's historic core where the City is primarily built out already, housing is more of a mixture of single-family and multi-family, and lot sizes tend to be smaller. In comparison, the northern and southern areas of the City are seeing population growth but have lower population densities (larger lot sizes and primarily single-family homes).



**PER SQUARE MILE BY BLOCK GROUP**

- 15.3 - 500
- 500.1 - 1,500
- 1,501 - 2,500
- 2,501 - 5,000
- 5,001 - 10,000

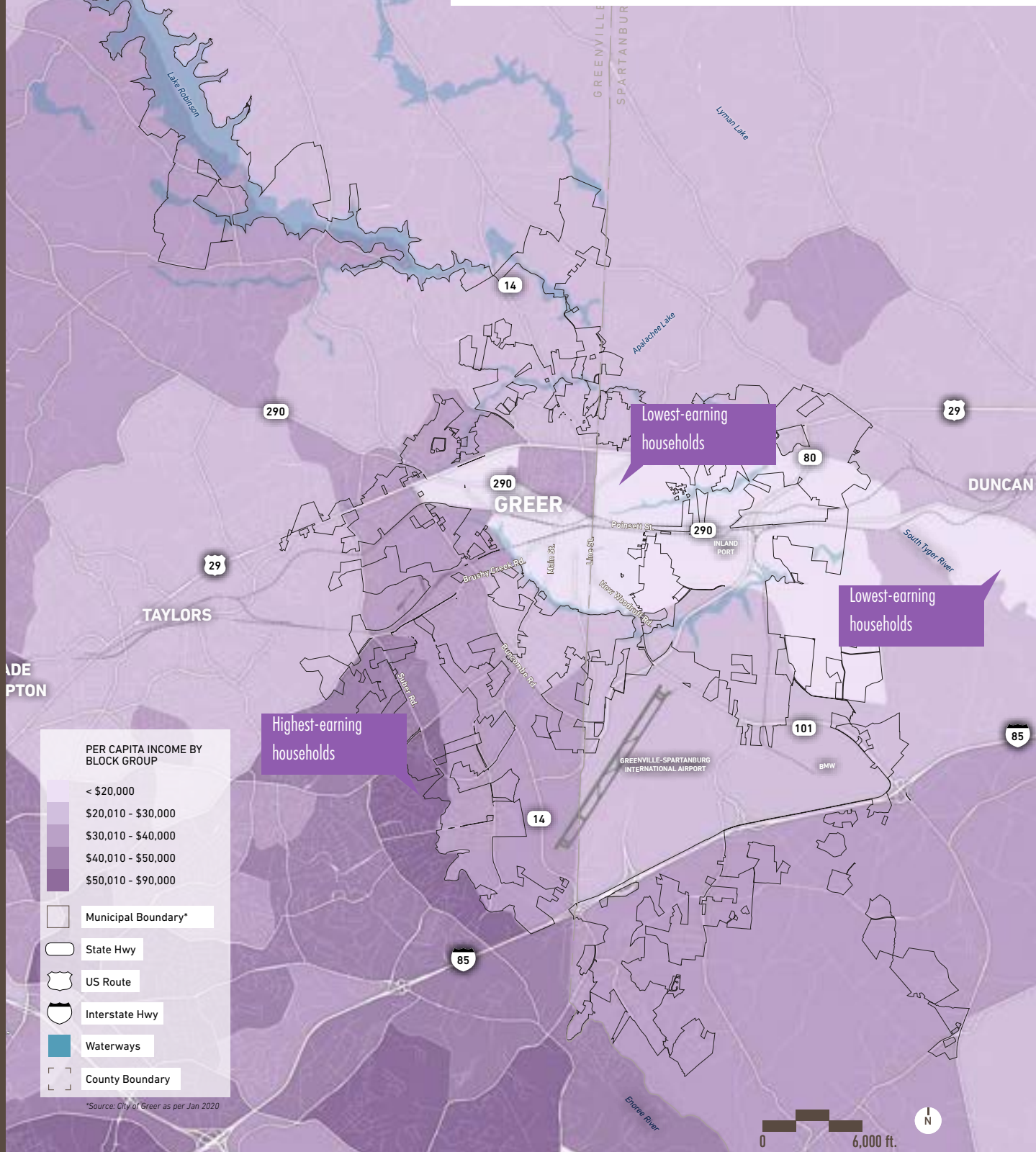
- Municipal Boundary\*
- State Hwy
- US Route
- Interstate Hwy
- Waterways
- County Boundary

\*Source: City of Greer as per Jan 2020



# 2019 PER CAPITA INCOME

The spatial distribution of household income shows the highest-earning households along the suburban western edge of the city and the lowest-earning households in the historic mill villages along the southern and eastern sides of the city's core where population density is the greatest.



Lowest-earning households

Lowest-earning households

Highest-earning households

## ECONOMIC DEVELOPMENT

### Employment

According to the latest data provided by the United States Census, Greer had 11,761 jobs in 2017. Approximately 10% of people employed in Greer (1,126 people) also lived in Greer. The other 90% of people employed in Greer commuted from outside the city (10,645). Conversely, there were 12,650 Greer residents that are employed outside of the city limits.

### Jobs by Industry Sector

Retail trade accounts for approximately a quarter of all jobs in Greer, followed by healthcare and social assistance (14.6%), then accommodation and food services (12.8%).

### Employment Density

Some of the city's largest employers (such as BMW Manufacturing and Benore Logistics) are located on the outskirts of Greer close to the I-85 corridor. Other employment centers are located along the city's major corridors, including Wade Hampton Boulevard and West Poinsett Street.

### Unemployment Rate

In January 2020, the unemployment rate in Greer was 2.2%, compared to 3.0% for the state of South Carolina. While unemployment rates in Greer follow similar trends as the state, Greer fared better following the economic downturn of 2008, with unemployment rates below those of South Carolina.

### Retail Market Power

According to the South Carolina Department of Revenue, the City of Greer experienced a record high in gross retail sales in 2019, growing 5.4% over 2018 revenues and 60% over 2014 revenues.

An analysis of retail market trends by Claritas reveals that stores within the Greer city limits had approximately \$712 million in sales in 2019. During the same time period, residents of Greer spent approximately \$554 million, meaning that there was a retail gain of \$158 million. In 2019, the ten-county Upstate South Carolina region was a \$25.7 billion market, with retail sales in Greer accounting for 2.8% of this larger market.

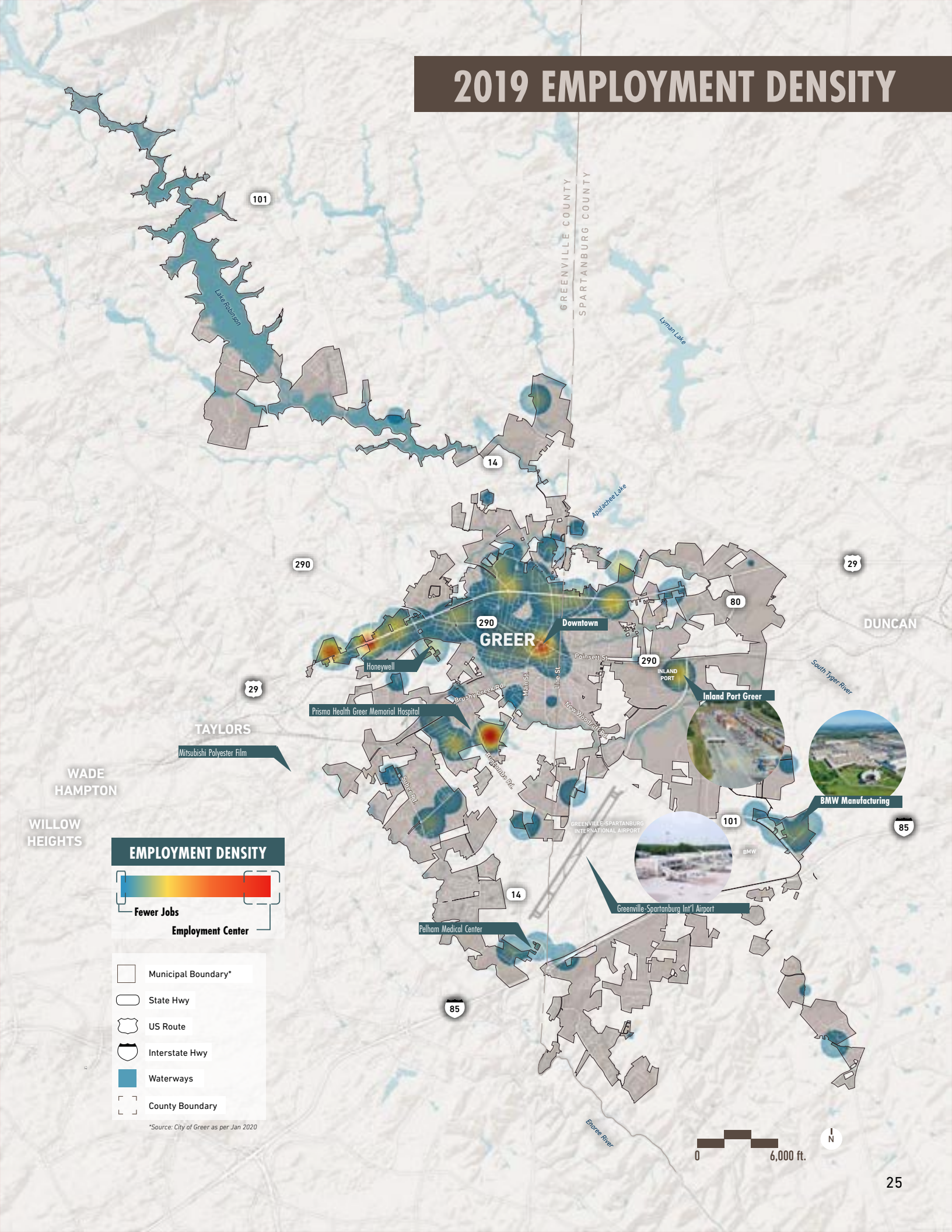
### Commercial Market Trends







At the end of 2019, the Greenville-Spartanburg office market had approximately 11.3 million square feet of office space, roughly evenly split between Class A and Class B space. As of the fourth quarter of 2019, office space vacancy rates were at 11.4%. The average asking rate per square foot per year for the overall market was \$20.26, with rates in the Greenville central business district (\$23.50) exceeding rates in the suburban market (\$18.05). Trends show vacancy rates decreasing and asking rates remaining stable.

Additionally, at the end of 2019, the Greenville-Spartanburg market had approximately 187.4 million square feet of industrial space, with approximately 45% located in Greenville County, 42% located in Spartanburg County, and 13% in Anderson County. The Taylors-Greer sub-market had approximately 8 million square feet of industrial space with an average asking rate of \$3.32 per square foot per year, just below the regional market asking rate of \$3.39. The vacancy rate in the Taylors-Greer sub-market in the fourth quarter of 2019 was 12.2% compared to 8% in the overall Greenville-Spartanburg market.



# 2019 EMPLOYMENT DENSITY



-  Municipal Boundary\*
-  State Hwy
-  US Route
-  Interstate Hwy
-  Waterways
-  County Boundary

\*Source: City of Greer as per Jan 2020



## INFLOW/OUTFLOW (2017)

Source: OnTheMap Census

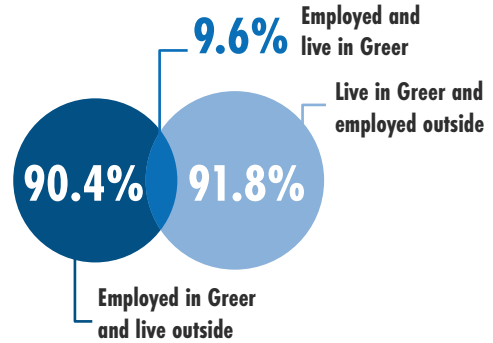
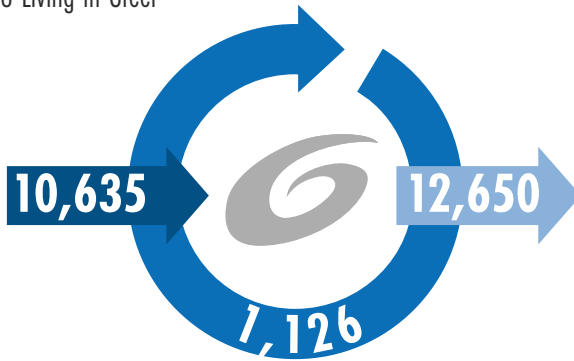
11,741 Employed in Greer

13,776 Living in Greer



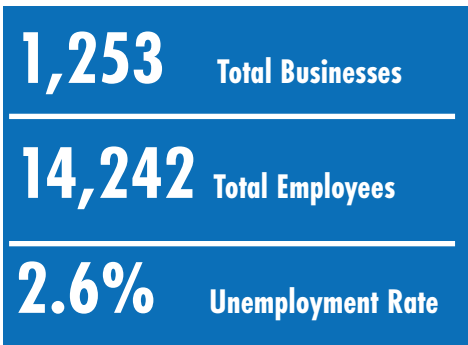
**31,481**

Daytime Population



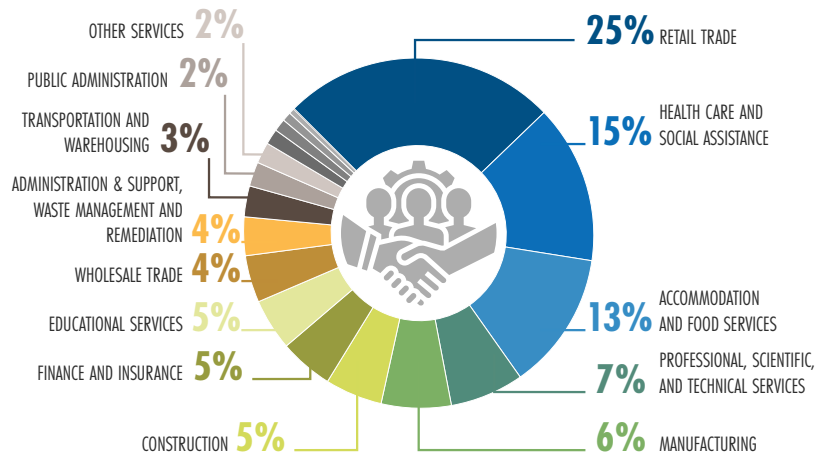
## BUSINESSES (2019)

Source: Esri



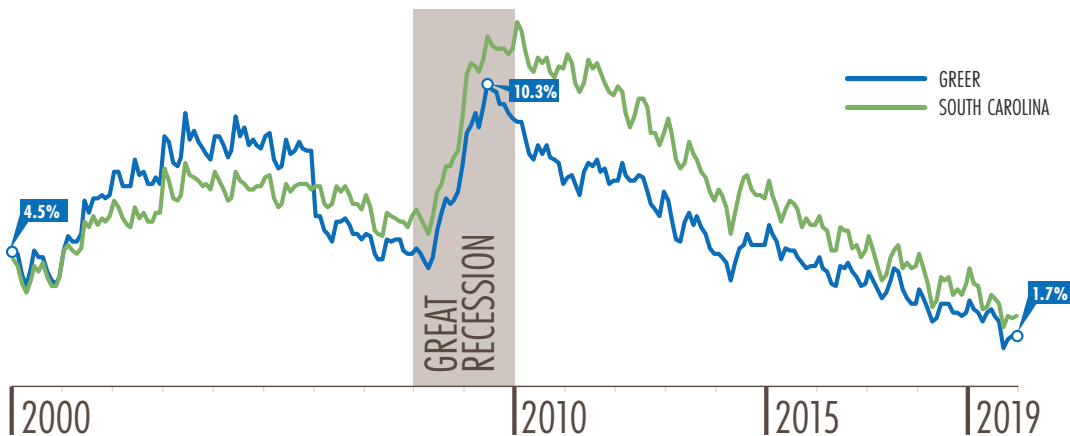
## JOBS BY INDUSTRY SECTOR (2017)

Source: OnTheMap Census



## UNEMPLOYMENT RATE (2000-2019)

Greer fared better following the economic downturn of 2008, with unemployment rates below those of South Carolina



Source: Bureau of Labor Statistics



## 4th BEST CITY in South Carolina to start a business

Source: NerdWallet

- In 2019, there was \$123.6 million in new capital investment
- Businesses in Greer have high average revenues of **\$2,184,227**, which is **139%** more than the average business in South Carolina



Inland Port Greer

## ECONOMIC IMPACTS



### INLAND PORT GREER

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

**\$53 BILLION** Annual Economic Activity

**188,000 JOBS** Supported by Inland Port

**\$912 MILLION** Supported Annual Tax Revenue

Source: USC Darla Moore School of Business Study, 2015



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

**\$2.9 BILLION** Annual Economic Activity

**\$740 MILLION** Annual Spending Locally by GSP Passengers

**\$294 MILLION** Supported Annual Tax Revenue

Source: GSP International Airport Economic Impact Study, 2018



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

**\$16.6 BILLION** Annual Economic Activity

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

**\$1.8 BILLION** Direct and Indirect Labor Income Generated

Source: USC Two Decades of Economic Development, 2014





Lake Robinson

## NATURAL RESOURCES

### Climate

Greer is located in a humid subtropical climate region typified by mild winters and hot, humid summers. From 1980 to 2018, the average annual temperature in Greer was 61.0°F. During this same period, the average precipitation in Greer was 48.4 inches per year and average snowfall was 4.8 inches per year.

### Elevation & Slopes

Within the City of Greer, the elevation ranges from 710 to 1180 feet above sea level. The highest point is located in the Burgess Hill neighborhood; the lowest point is situated along Dillard Creek in Spartanburg County. Overall, the average elevation in Greer is 908 feet. Additionally, the elevation at Lake Robinson is 889 feet and 838 feet at Lake Cunningham, meaning the lakes are at a lower elevation than the city center.

### Soils

According to the USDA, the majority of soil in the City of Greer is loamy, which is a mixture of clay, silt, and sand. Loamy soil is moderately permeable, has a medium water capacity, and is well-drained. Slopes in Greer are typically gentle, but some areas of greater slope do exist, causing soils in these areas to be more susceptible to erosion.

### Hydrology

The City of Greer is located within the Broad Major River Basin, which flows across the South Carolina Piedmont. The Broad Major River Basin is divided into several smaller watersheds, of which Greer is situated in the Enoree River Basin and the Tyger River Basin. These two basins are divided by a ridge starting near the intersection of US-25/SC-290. The ridge follows SC-290 down Buncombe Road and across the Greenville-Spartanburg International Airport to SC-101.

Within the city limits, there are numerous creeks that flow into the Enoree and South Tyger Rivers. The South Tyger River provides the water supply for Lake Robinson and Lake Cunningham, both of which were constructed in 1957 and are owned and managed by the Greer Commission of Public Works. Both lakes serve as drinking water reservoirs for the greater Greer area and have a combined capacity of over five billion gallons.



# NATURAL RESOURCES



NATURAL RESOURCES	
	Agriculture
	Parks and Recreation
	Open Space/ Natural Resources/Conservation
	Wetlands
	100-Yr Floodplain
	Waterways
	Greer
	Municipal Boundary*
	State Hwy
	US Route
	Interstate Hwy
	County Boundary

\*Source: City of Greer as per Jan 2020







South Tyger River

#### Floodplains & Floodways

In 2018-19, FEMA and the South Carolina Department of Natural Resources (SCNDR) conducted new floodplain analysis for the areas in Greer. (The new floodplain boundaries are still under review and will become permanent in mid-to late 2020.) A preliminary analysis shows the floodplain zone has increased in several areas throughout Greer and many more structures and locations are at risk for flooding. These areas include tributaries of Maple Creek running from south of Pennsylvania Avenue east to Perry Avenue. The flood risk zone along this same tributary has been extended another two miles east along J. Verne Smith Parkway to Gilliam Road. The flood zone along the South Tyger River in the northern limits of Greer has also increased.

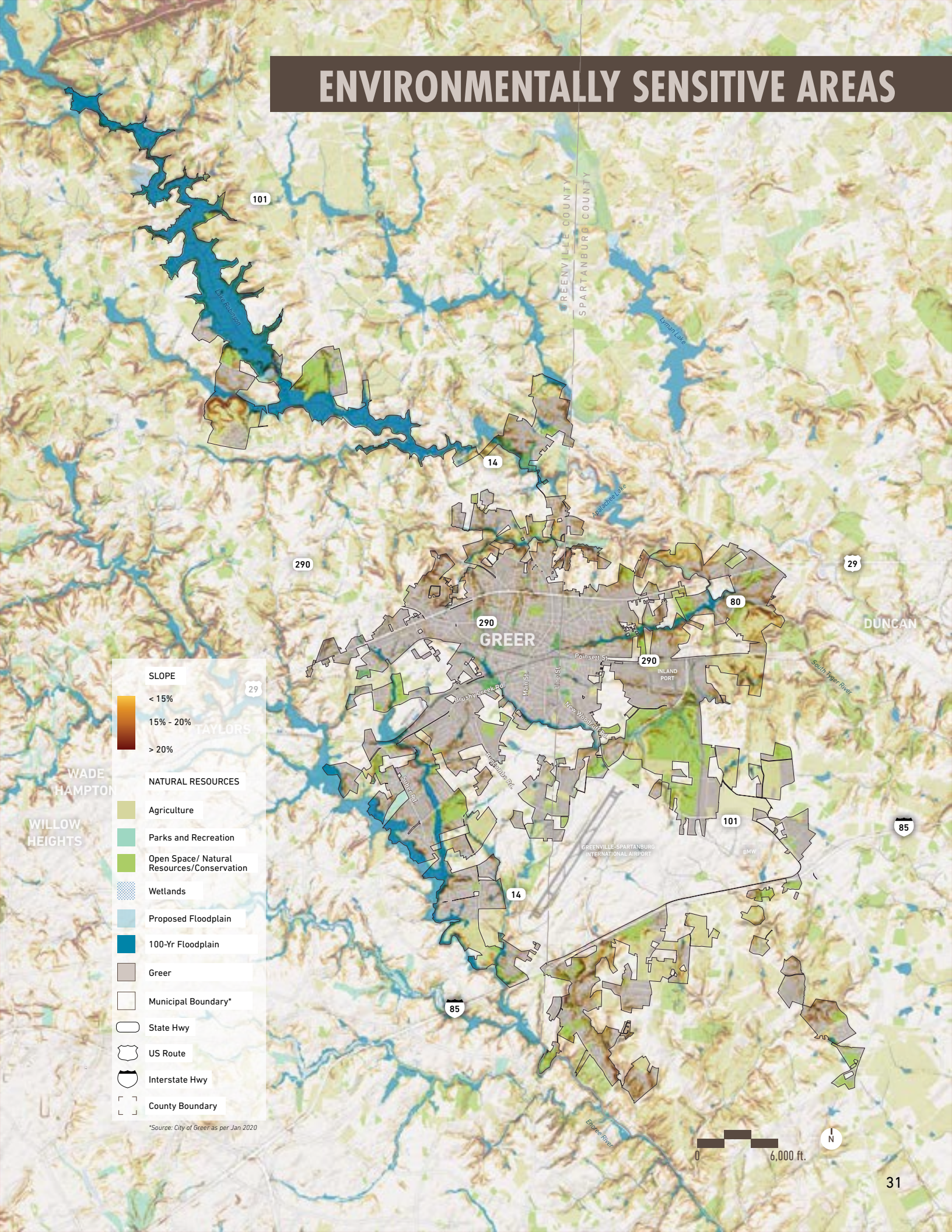
#### Significant Plant & Animal Habitats

Although Greer is mostly urbanized, there exist several signature areas of animal and plant habitat within the city limits. In particular, Greer is home to two different plant species that are listed as rare, threatened, or endangered by South Carolina Department of Natural Resources (SCDNR): the Bunched Arrowhead (*Sagittaria fasciculata*) and One-Flower Stichwort (*Minuartia uniflora*).

Additionally, SCDNR has a list of species on their State Wildlife Action Plan (SWAP), and these include species with conservation need based on their rarity and threats to the species. Included on the SWAP are five rare fish species that occur within five miles up and downstream of the Greer city limits, meaning these species could be found in Greer. These species are the Flat Bullhead (*Ameiurus platycephalus*), Greenfin Shiner (*Cyprinella chloristia*), Sandbar shiner (*Notropis scepticus*), Seagreen Darter (*Etheostoma thalassinum*), and Highback Chub (*Hybopsis hypsinotus*).



# ENVIRONMENTALLY SENSITIVE AREAS



**SLOPE**

- < 15%
- 15% - 20%
- > 20%

**NATURAL RESOURCES**

- Agriculture
- Parks and Recreation
- Open Space/ Natural Resources/Conservation
- Wetlands
- Proposed Floodplain
- 100-Yr Floodplain

**GREY**

- Greer

**MUNICIPAL BOUNDARY\***

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

\*Source: City of Greer as per Jan 2020





### Environmentally-Concerned Sites

Areas of environmental concern are places that potentially have pollutants or contaminants present in the soil or groundwater. The United States Environmental Protection Agency (EPA) term these sites with potential hazardous substances, pollutants, or contaminants as brownfields. The presence of the pollution complicates the expansion, redevelopment, or reuse of the site. The EPA and the South Carolina Department of Health and Environmental Control (DHEC) monitor, assess, inspect, and regulate these areas. They also provide grants to fund environmental assessments and clean ups of the areas so that they can be redeveloped and re-used safely.

The EPA reports a total of eight cleanups sites in different stages in the City of Greer. Each site has undergone environmental evaluation, which is susceptible to change. Currently they area listed as follow:

- » One Brownfield sites: Victor Mill;
- » Two Superfund NPL sites: Elmore Waste Disposal and Aqua-Tech Environmental Inc.;
- » Two RCRA Correction Action: Mitsubishi Polyester Film LLC and Safety-Kleen Sys;
- » Three Responses: Ashmore Brothers Diesel Spill, Pine Street Mystery Spill, and Usher Tanker Spill

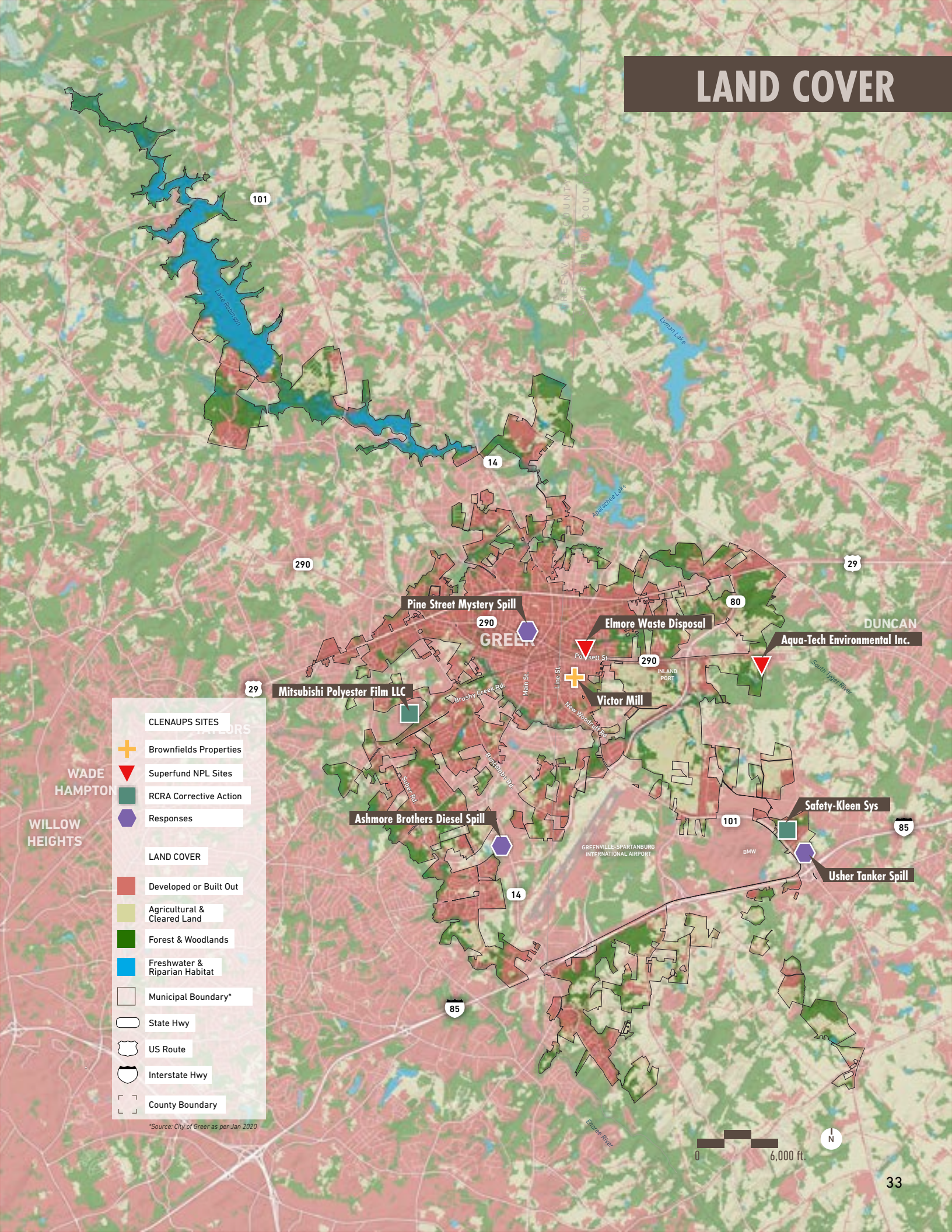
### Land Cover

Like many cities and towns, the City of Greer is largely considered developed or built-out with structures and impervious surfaces such as roads, parking lots, and driveways. Forested areas in the city do exist, although they are mostly located along steep slopes or riparian corridors. Remaining agricultural and cleared land typically exists as isolated pockets within the developed landscape.

Much of the land cover adjacent to the city limits is considered developed, although this is not the case south of Interstate 85. Here there is a larger portion of agricultural and cleared land as well as forest and woodlands than other areas surrounding the city.



# LAND COVER



**CLENAUPS SITES**

- + Brownfields Properties
- ▼ Superfund NPL Sites
- RCRA Corrective Action
- ⬡ Responses

**LAND COVER**

- Developed or Built Out
- Agricultural & Cleared Land
- Forest & Woodlands
- Freshwater & Riparian Habitat

**BOUNDARIES**

- Municipal Boundary\*
- State Hwy
- US Route
- Interstate Hwy
- County Boundary

\*Source: City of Greer as per Jan 2020





### Parks & Recreation

The City of Greer Parks and Recreation Department manages a network of over twenty parks and recreation facilities throughout the City of Greer. Significant park and recreation resources include the following:

- *City Park*: Built in 2008, this 12-acre park in Downtown is adjacent to City Hall and is a signature destination for the city.
- *Victor Memorial Veterans Park*: Completed in 1996, this passive park features a walking path and exhibits honoring Veterans of Foreign Wars, the American Legion, South Carolina Vietnam Veterans, and Prisoners of War.

- *Century Park*: Home to the city's baseball and softball complex, it also features Kids Planet Playground and a Disc Golf Course.
- *South Suber Road Park*: The city's soccer complex features six ballfields and has expansion plans to accommodate additional fields.
- *Greer Country Club*: The newest park in the city's portfolio, this clubhouse and golf complex along Lake Apalachee was acquired in early 2020.

Additionally, Lake Robinson and Lake Cunningham, which are owned by Greer CPW, both offer boating, fishing, and shoreline amenities to residents and visitors.



**±27%**

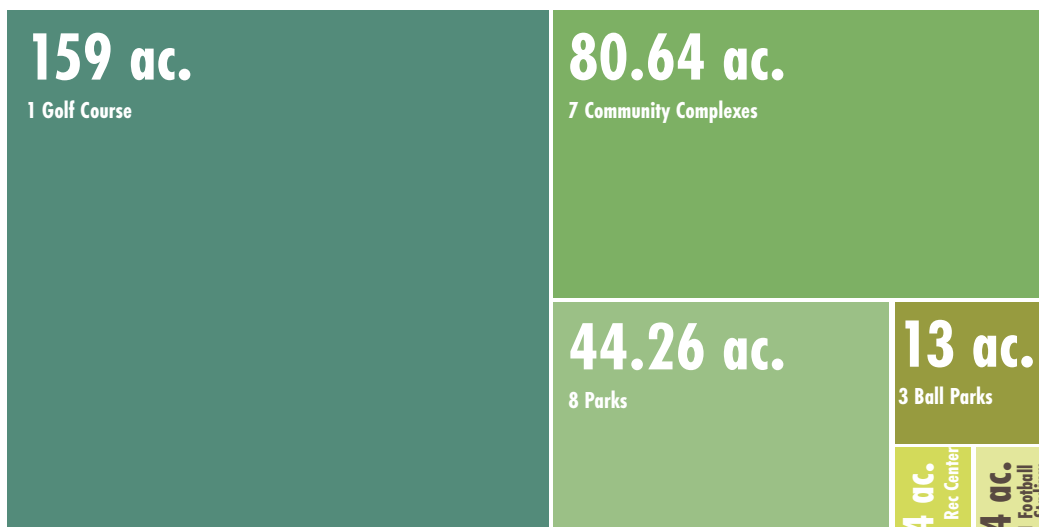
**Greer residents live within a 10-minute walk of a park**

Source: City of Greer, ESRI



**305 acres**

**Total Parks & Recreation**



Source: City of Greer

# PARKS & RECREATION

**Walkshed**

- 5 min
- 10 min
- 15 min

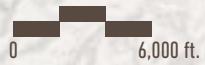
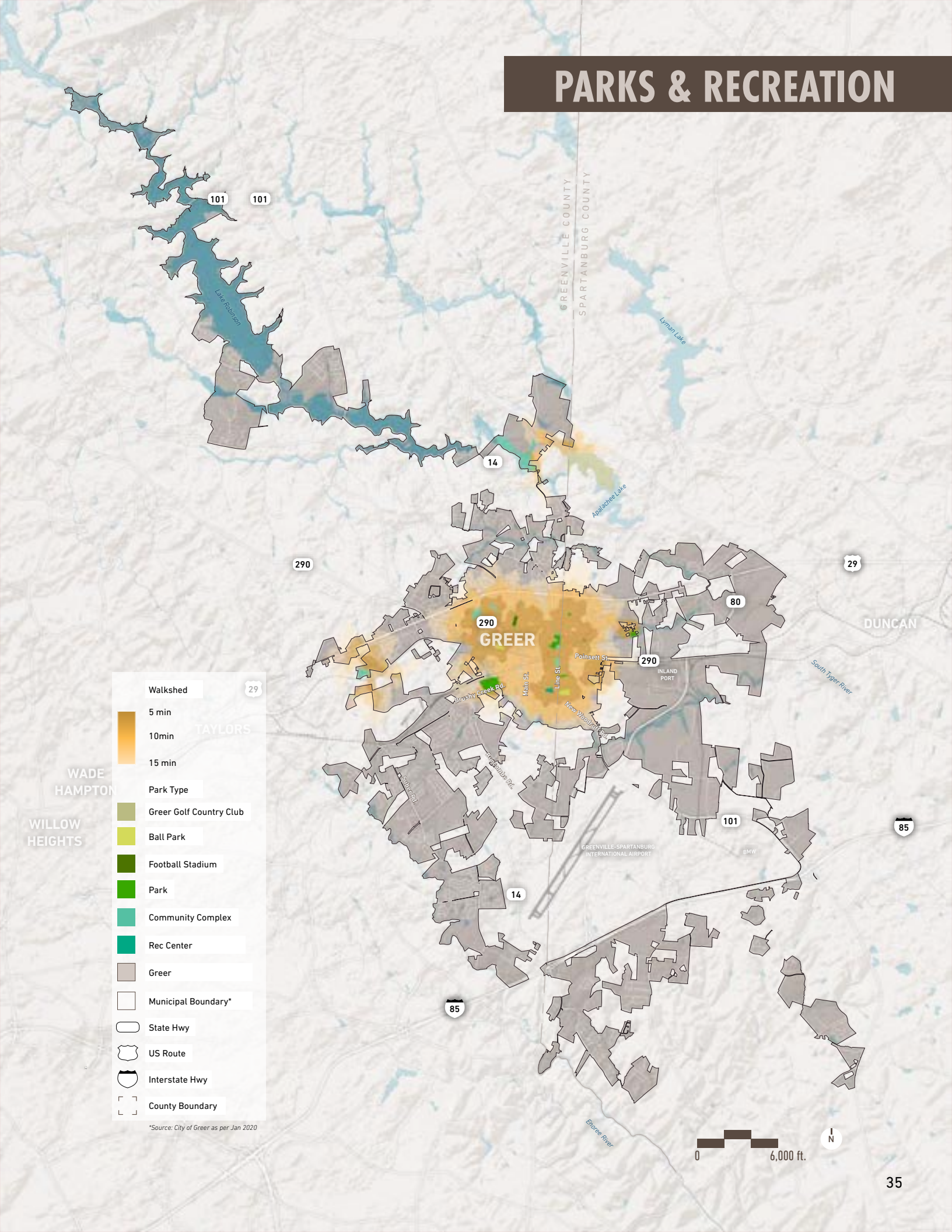
**Park Type**

- Greer Golf Country Club
- Ball Park
- Football Stadium
- Park
- Community Complex
- Rec Center

**Greer**

- Municipal Boundary\*
- State Hwy
- US Route
- Interstate Hwy
- County Boundary

\*Source: City of Greer as per Jan 2020





## CULTURAL RESOURCES

### Historic Assets

Since its incorporation as “Greers” in 1876, the City of Greer has operated as a railroad station, trading post, and center of trade and commerce for the surrounding rural areas. Greer has served as the hub for numerous manufacturing operations, from textiles and peach canning to packaging materials and automobiles. Historic mills such as Victor, Greer, Franklin, and their surrounding mill villages near the city center remain essential reminders of this heritage. Today, there are three districts listed on the National Register of Historic Places: Downtown Greer Historic District, Greer Mill and Village Historic District, and Arlington-Davenport-Mountain View Historic District. Within and beyond these districts are numerous significant historical sites, which include historic homes, churches, and commercial buildings, such as the Greer Post Office, Greer Depot, Davenport House, Earle R. Taylor House and Peach Packing Shed, and Berry’s Mill.

### Culture, Arts, & Entertainment

Greer is home to several notable cultural, arts, and entertainment assets. Downtown Greer has become a visitor destination, with thriving businesses, a new “festival street” streetscape, and concerts and special events at City Park. The newly opened Center for the Arts offers gallery, studio, and indoor/ outdoor performance space for arts-related classes, programs, and events in Greer. Additionally, the Tryon Recreation Center offers community classes and the Cannon Centre provides venue space for conferences and performances.



Cultural Arts Center



District Signage



Heritage Museum



Cannon Centre



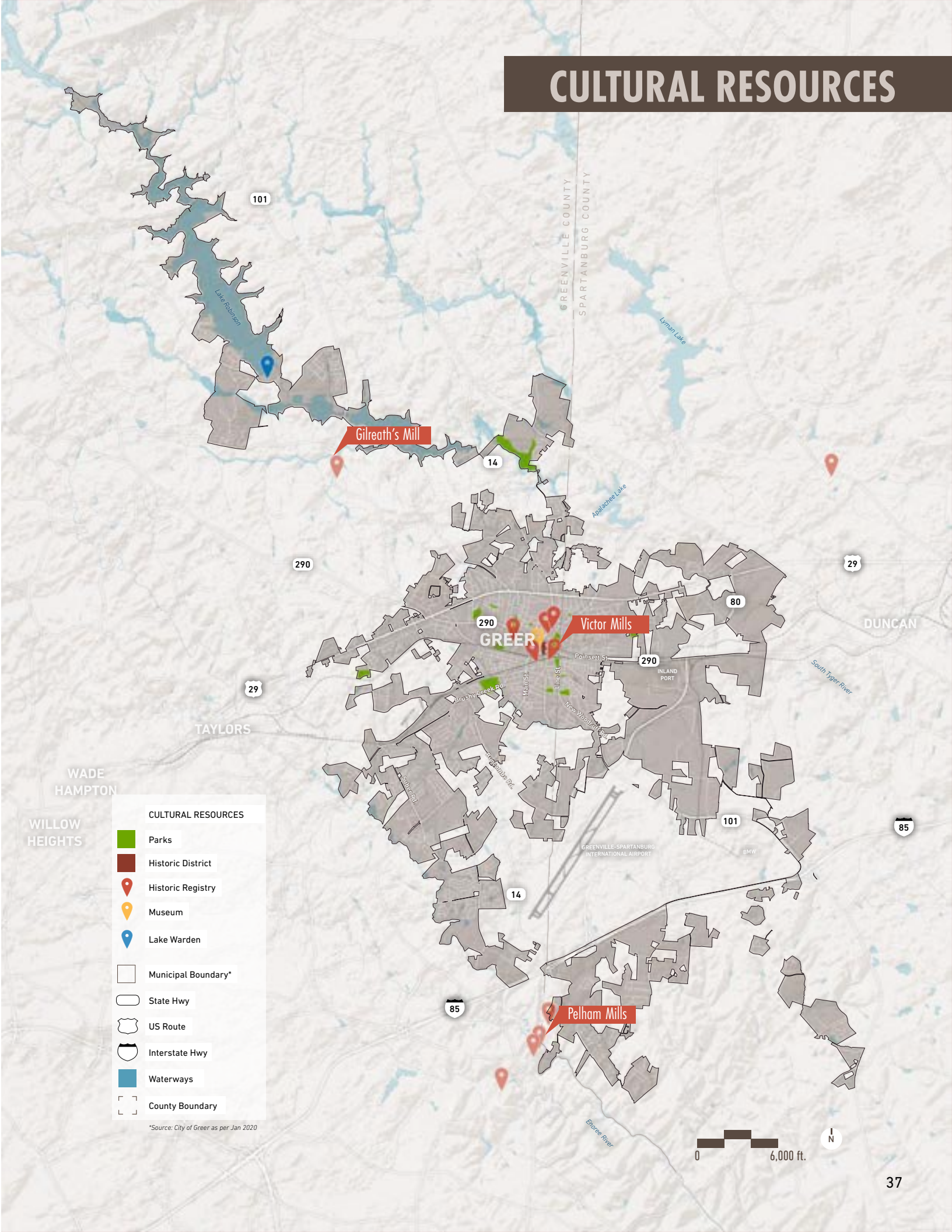
# CULTURAL RESOURCES

WILLOW HEIGHTS

## CULTURAL RESOURCES

- Parks
- Historic District
- Historic Registry
- Museum
- Lake Warden
- Municipal Boundary\*
- State Hwy
- US Route
- Interstate Hwy
- Waterways
- County Boundary

\*Source: City of Greer as per Jan 2020





## COMMUNITY FACILITIES

### Water & Sewer

The Greer Commission of Public Works (CPW) manages Lake Cunningham and Lake Robinson, both of which are fed by the South Tyger River and serve as water reservoirs for the City of Greer. Drinking water is then treated at the CPW water treatment plant on Lake Cunningham.

CPW's Maple Creek Wastewater Treatment Plant provides sewage treatment services for much of the city. Additional sewer service is provided by ReWa. (Note: In some parts of Greer, wastewater is primarily treated via household septic systems.)

### Electricity & Natural Gas

CPW offers natural gas service in Greer and throughout the surrounding area. (This gas is provided by the Transcontinental Gas Pipeline.) As for electricity, CPW is a member of the Piedmont Municipal Power Agency, which owns a stake in a generator at the Catawba Nuclear Station in York County. CPW provides this nearly carbon-free power to the City of Greer and the surrounding area.

### City Government

The City of Greer features a council-manager form of local governance. The city employs a city administrator who is appointed by the Mayor and City Council to manage the day-to-day operations of the city. The City itself is organized into seven departments: Administration, Building and Development Standards, Fire, Municipal Court, Parks and Recreation, Police, and Public Services.



Lake Robinson Reservoir



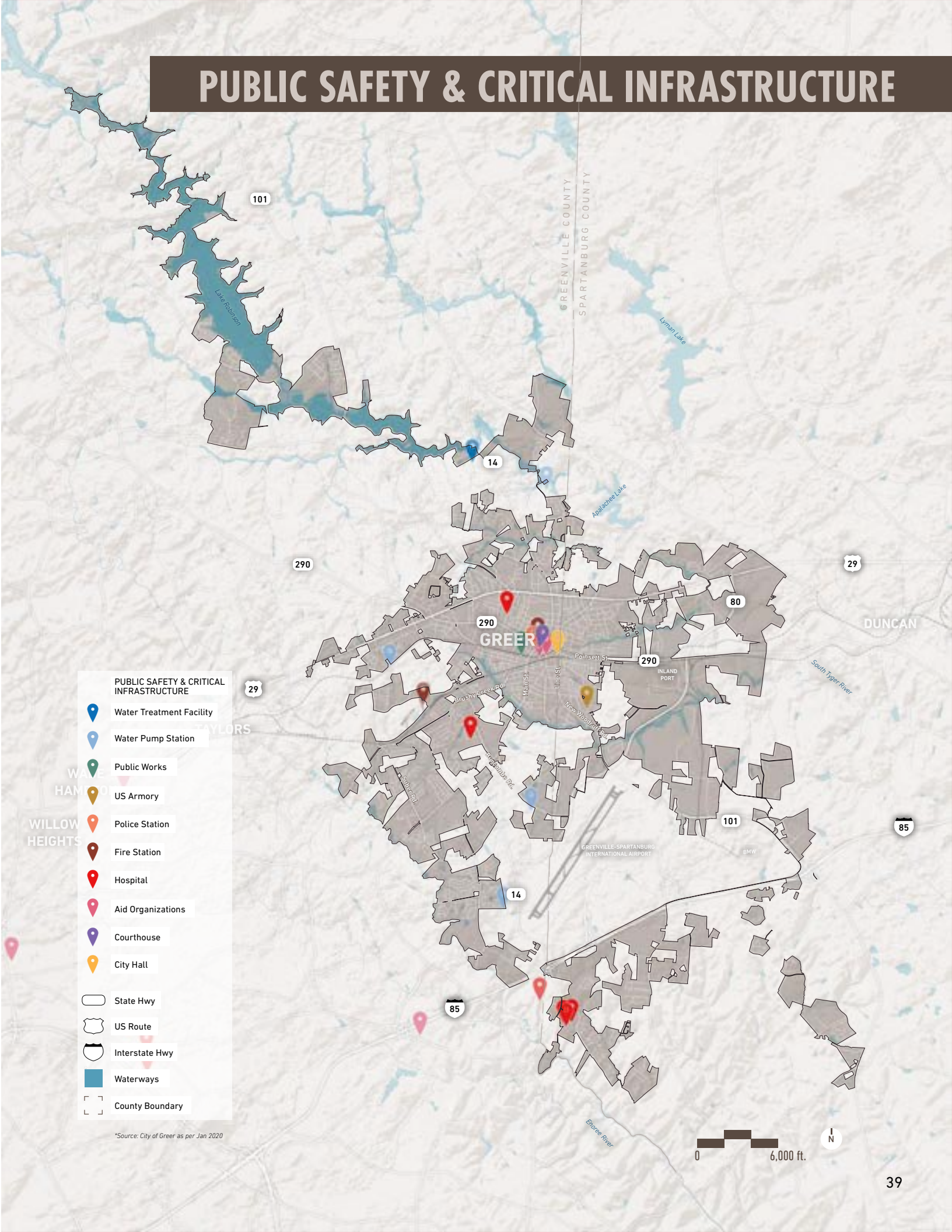
Greer City Hall


















Greer Police Department



# PUBLIC SAFETY & CRITICAL INFRASTRUCTURE



## PUBLIC SAFETY & CRITICAL INFRASTRUCTURE

-  Water Treatment Facility
-  Water Pump Station
-  Public Works
-  US Army
-  Police Station
-  Fire Station
-  Hospital
-  Aid Organizations
-  Courthouse
-  City Hall
-  State Hwy
-  US Route
-  Interstate Hwy
-  Waterways
-  County Boundary

\*Source: City of Greer as per Jan 2020





Public Safety

The Greer Police Department provides police service within the City of Greer. Fire service is provided by the Greer Fire Department as well as multiple fire subdistricts.

Judicial System

Greer Municipal Court is primarily responsible for warrants, arraignments, and the adjudication of misdemeanor criminal cases and traffic cases within Greer.

Medical Services

Emergency medical services are provided by Greenville County EMS, Spartanburg County EMS, and the City of Greer Fire Department. Prisma Greer Memorial Hospital and Pelham Medical Center (which is part of the Spartanburg Regional Health System) which provide a variety of medical services, including primary, specialty, and urgent care.



Greer Fire Department



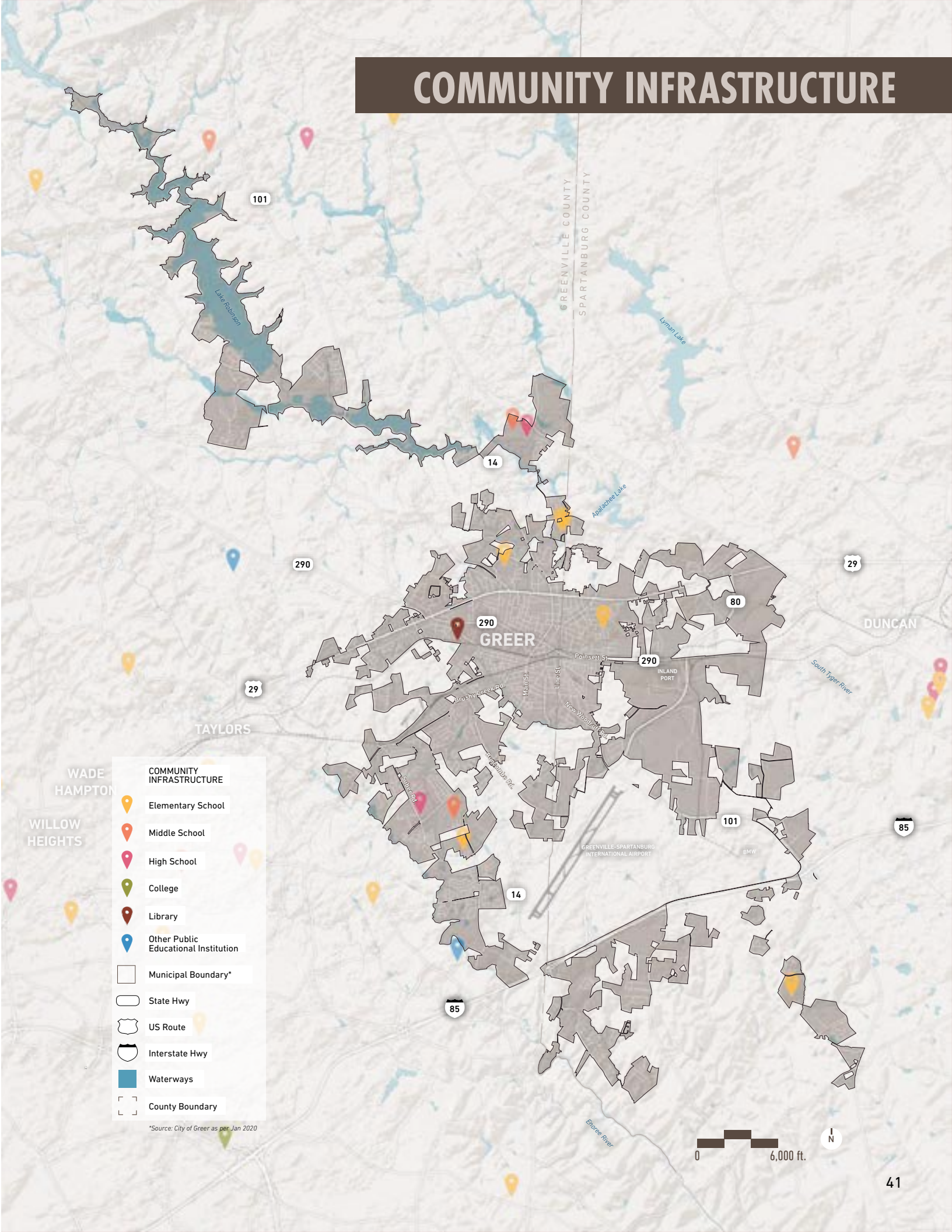
Greer Municipal Court



Greer Memorial Hospital



# COMMUNITY INFRASTRUCTURE



- COMMUNITY INFRASTRUCTURE**
- Elementary School
  - Middle School
  - High School
  - College
  - Library
  - Other Public Educational Institution
  - Municipal Boundary\*
  - State Hwy
  - US Route
  - Interstate Hwy
  - Waterways
  - County Boundary

\*Source: City of Greer as per Jan 2020





### Public Services

The City of Greer's Public Services Department is responsible for residential solid waste collection, yard waste removal, and a municipal recycling program. It also manages the city's street paving and drainage maintenance program.

### Public Education

Public schools within the City of Greer operate through the Spartanburg County School District 5 and Greenville County School District. School-age residents are served by one of five elementary schools (Buena Vista, Chandler Creek, Crestview, Skyland, and Woodland), three middle schools (Blue Ridge Middle, Greer Middle, and Riverside Middle), and three high schools (Blue Ridge High, Greer High, and Riverside High). The Benson Campus of Greenville Technical College serves as a regional campus for the numerous core programs provided by the Greenville Tech system.

### Library

Greer is served by the Greenville County Library System. In addition to its book collection, the Jean M. Smith Branch on Pennsylvania Avenue features conference and meeting rooms for community use.



Benson Campus - Greenville Tech



Greer High School



Greer Library



## HOUSING

### Residential Housing Starts

Permit data from the City of Greer shows that single-family housing starts continued to grow from 2015-2019. In 2018, housing starts surpassed levels experienced before the 2008 housing crisis and following recession. While new construction in Greer has been predominantly single-family detached homes, between 2015 and 2019 there were 451 permits for single-family attached (townhomes) units and 454 permits for multi-family units.

### Housing Type

Just over two thirds of the 17,632 housing units in Greer are single-family detached units. Single-family attached units such as townhomes are a growing segment of housing type in Greer, representing 11% of all housing units in 2020. Multi-family units account for almost 18% of all housing units in Greer, with a range of building sizes and types.

### Age of Housing Stock

The age of Greer's housing stock reflects the significant population growth in the city and surrounding region. Over 41% of the existing housing stock in Greer was built in the year 2000 or later.

### Housing Tenure

Approximately 58% of occupied housing units in Greer are owner-occupied, with almost 32% rental units and 9% vacant. The percent

of owner-occupied units is slightly lower than Greenville and Spartanburg Counties and the Upstate region.

### Housing Values

The median value of owner-occupied housing units in Greer is \$181,632. The value of housing in Greer is higher than Spartanburg County and the Upstate SC Region, but lower than Greenville County. Approximately 43% of all owner-occupied housing units in Greer are valued between \$100,000 and \$199,999.

The Zillow Home Value Index (ZHVI) provides a seasonally-adjusted measure of the value of single-family residences in a given geography. In March 2020, the ZHVI for the two Greer ZIP Codes (29650 and 29651) stood at \$225,448, a 3.4% increase over the past year. The ZHVI index is projected to increase 4.9% over the next year. The ZHVI for the Greer ZIP Codes has been climbing steadily since a low of \$159,600 in May of 2012. As of March 2020, the median price of homes sold in the Greer ZIP Codes is \$226,400 and the median rent is \$1,400.

### Housing Affordability

Housing is generally considered affordable if housing costs do not exceed 30% of the household income. Households paying more than 30% of their income towards housing costs are considered to be cost-burdened. Data from the US Census American Community Survey suggests that 42.5% of renters in Greer are cost-burdened compared to 14.9% of owners.



## AFFORDABILITY

Source: Esri



# \$181,632

### Median Home Value (2019)

- \$58,718 - Estimated income needed to afford a house in Greer for a family of four



# \$832

### Median Monthly Gross Rent (2019)

- \$29,952 - Estimated annual income needed to rent in Greer
- Greater Greer market median rent is **\$1,400** (Zillow)



# 1,130

### Total Number of Single-Family Owner-Occupied Cost-Burdened Households (2019)

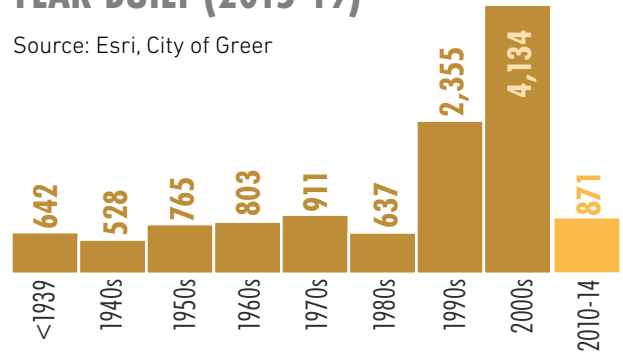
# 1,854

### Total Number of Renter-Occupied Cost-Burdened Households (2019)

- Households that spend 30% or more of their incomes on housing costs

## HOUSING UNITS BY YEAR BUILT (2015-19)

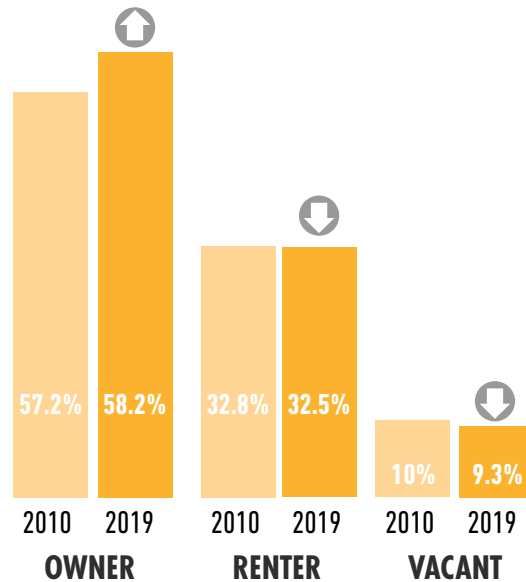
Source: Esri, City of Greer



- The 2008-09 recession temporarily slowed down a long-term growth trend. Greer registered **2,080 units** built between 2015-2019.

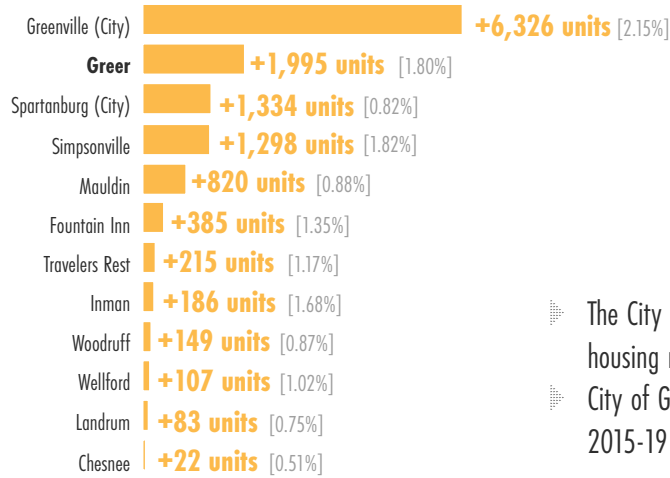
## HOUSING OCCUPANCY

Source: Esri



## NET HOUSING UNIT GROWTH BY CITY (2010-2019)

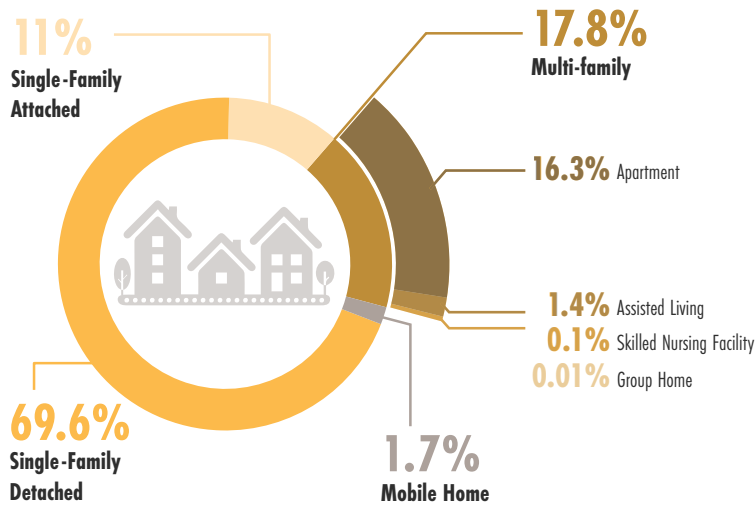
Source: U.S. Census Bureau, Census 2010 Summary. Esri forecasts.



- ▶ The City of Greer has one of the fastest-growing housing markets in Upstate South Carolina.
- ▶ City of Greer data shows numbers of units between 2015-19 surpassed the statistical forecast.

## HOUSING TYPOLOGY

Source: City of Greer

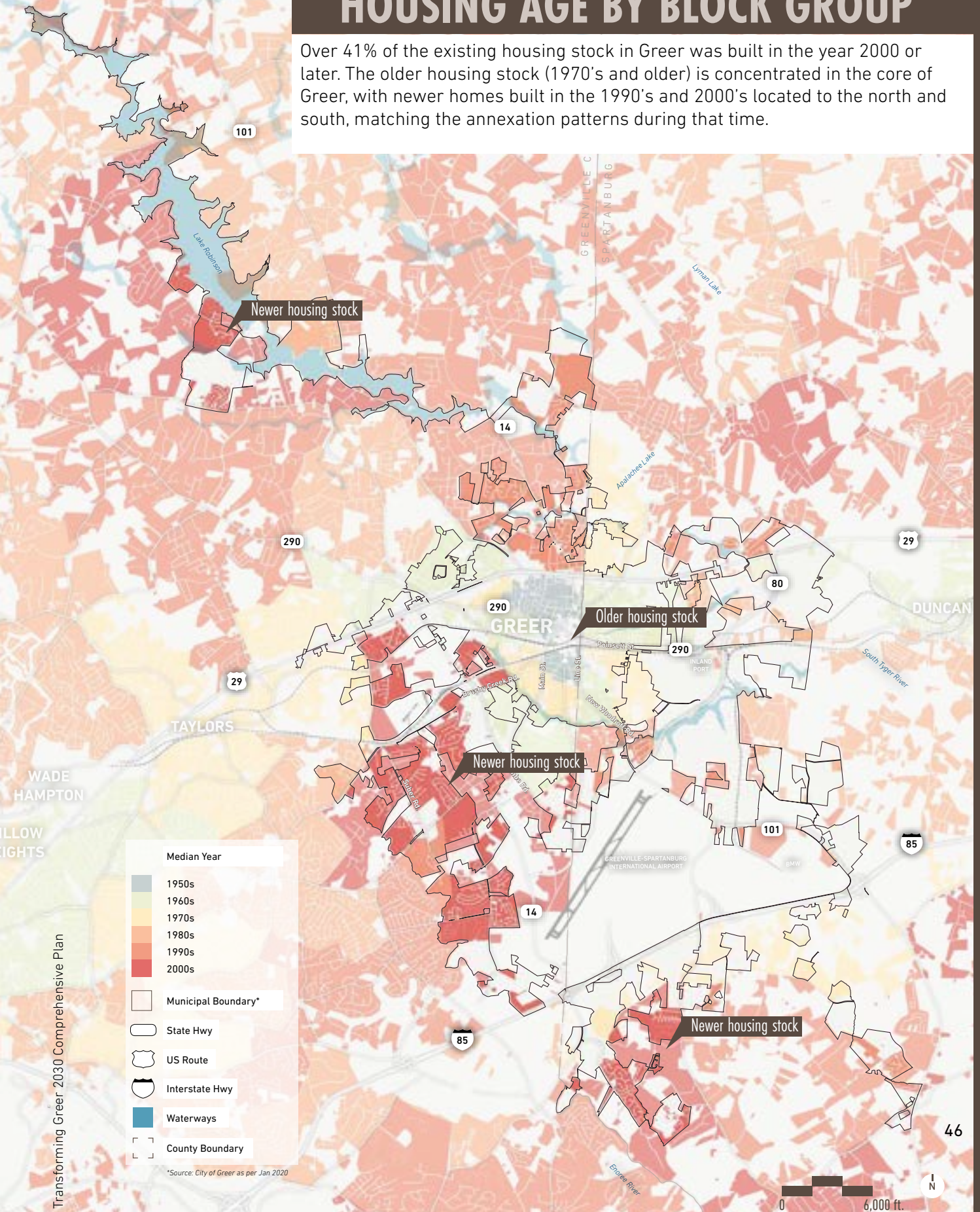


- ▶ **84%** of the total 17,632 properties in Greer are residential



# HOUSING AGE BY BLOCK GROUP

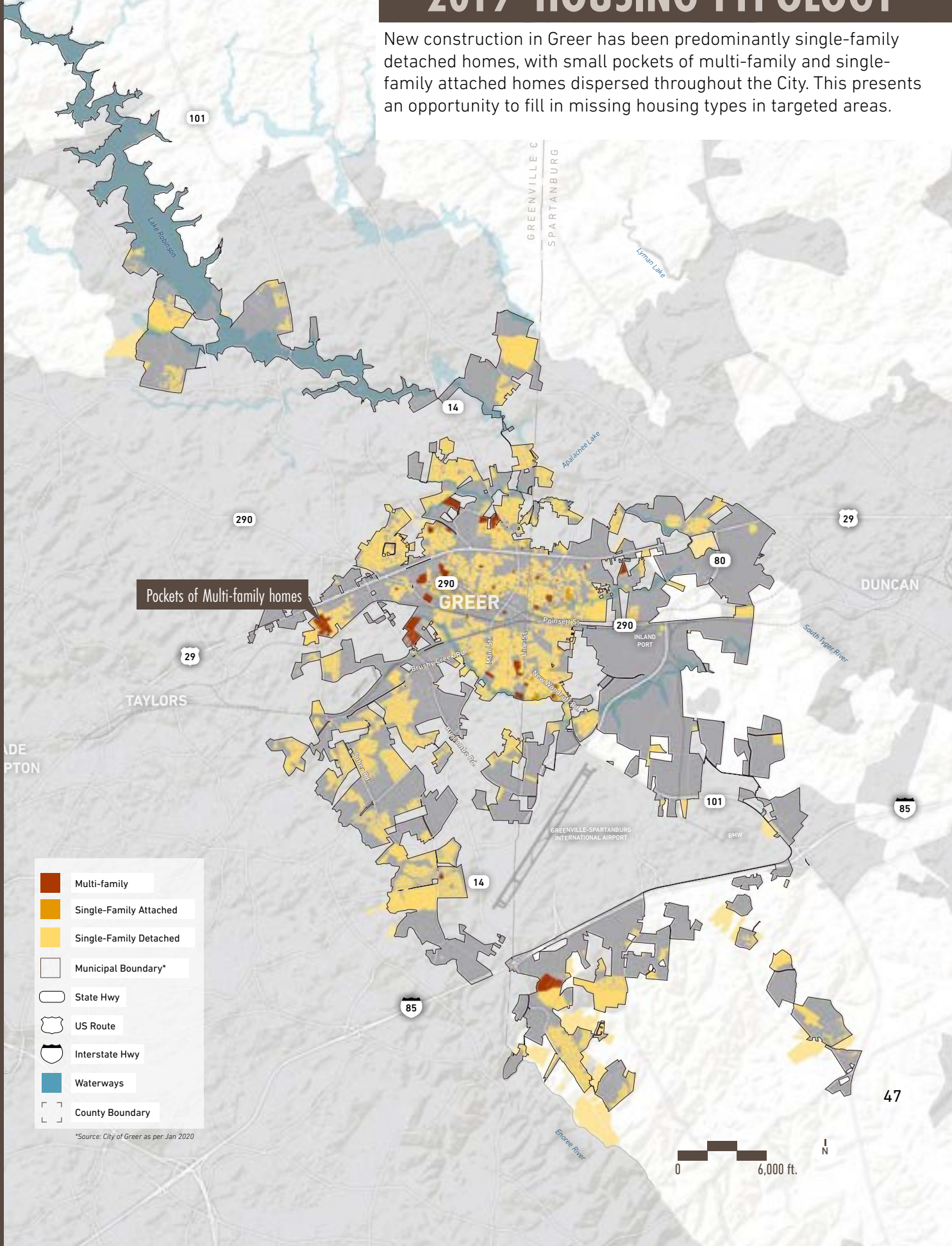
Over 41% of the existing housing stock in Greer was built in the year 2000 or later. The older housing stock (1970's and older) is concentrated in the core of Greer, with newer homes built in the 1990's and 2000's located to the north and south, matching the annexation patterns during that time.





# 2019 HOUSING TYPOLOGY

New construction in Greer has been predominantly single-family detached homes, with small pockets of multi-family and single-family attached homes dispersed throughout the City. This presents an opportunity to fill in missing housing types in targeted areas.



Pockets of Multi-family homes

- Multi-family
- Single-Family Attached
- Single-Family Detached
- Municipal Boundary\*
- State Hwy
- US Route
- Interstate Hwy
- Waterways
- County Boundary

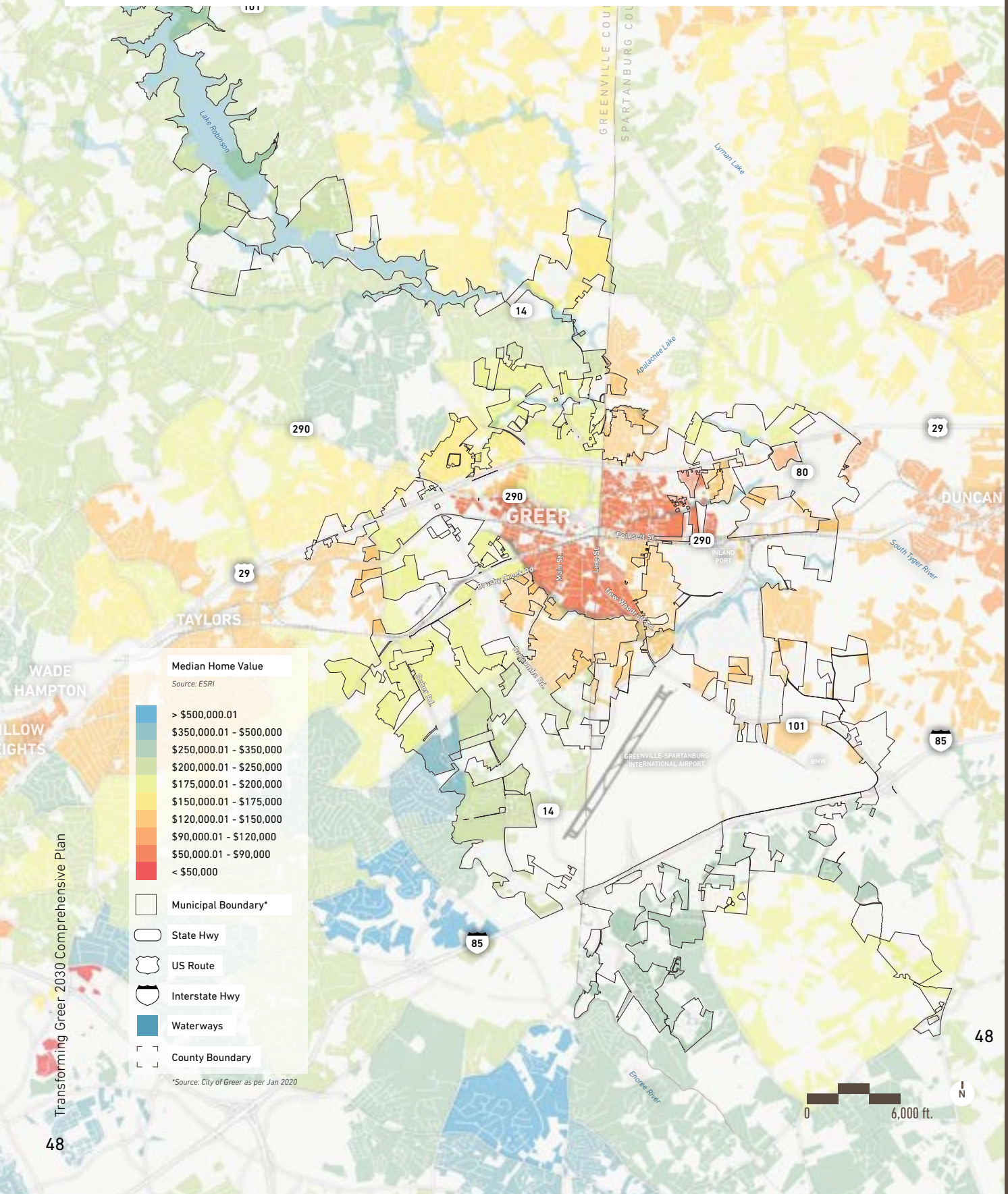
\*Source: City of Greer as per Jan 2020





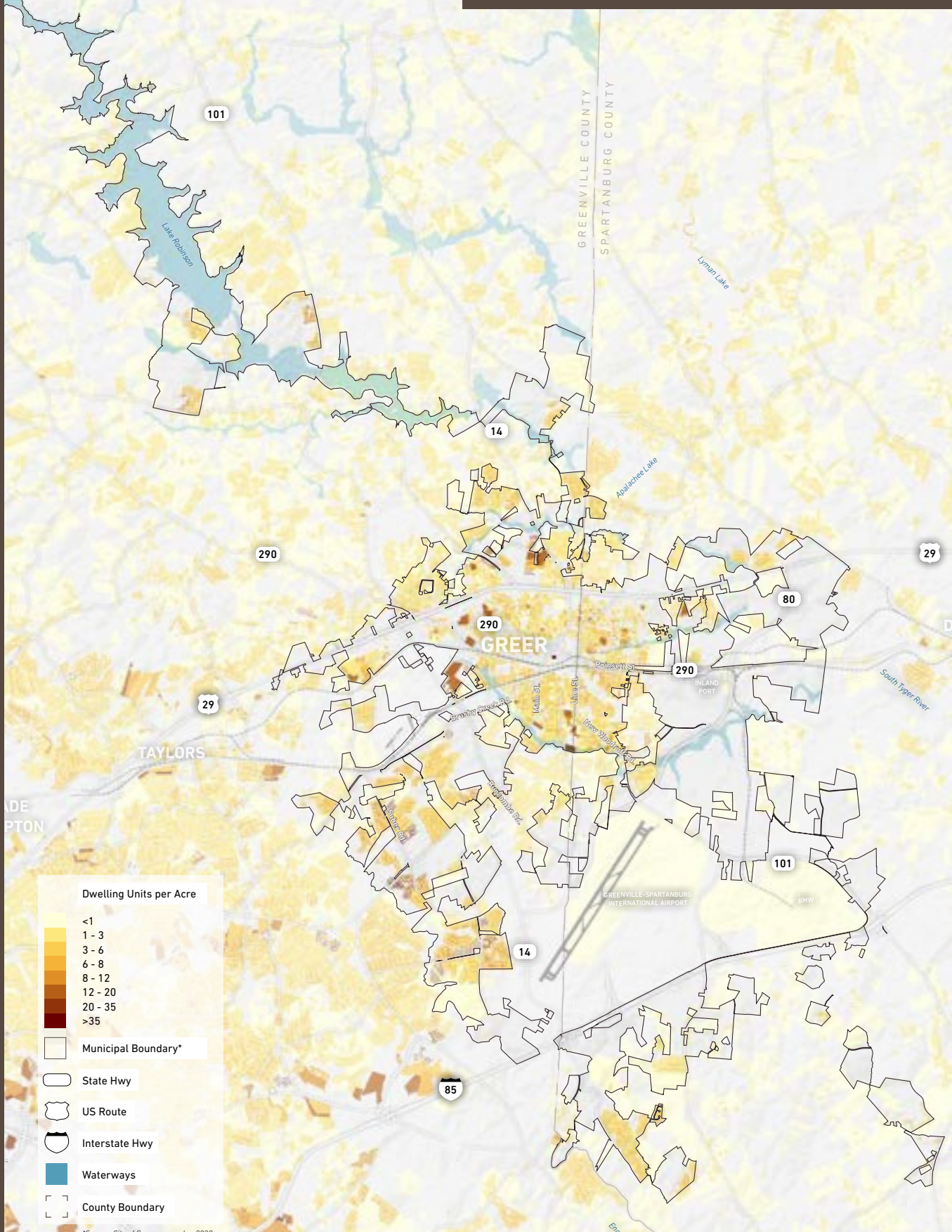
# 2019 MEDIAN HOME VALUE BY BLOCK GROUP

Median home values in the center of Greer are significantly lower than those on the north and south sides of the City. Approximately 43% of all owner-occupied housing units in Greer are valued between \$100,000 and \$199,999.

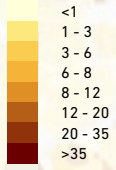










# 2019 HOUSING DENSITY



**Dwelling Units per Acre**



-  Municipal Boundary\*
-  State Hwy
-  US Route
-  Interstate Hwy
-  Waterways
-  County Boundary

\*Source: City of Greer as per Jan 2020



N

49



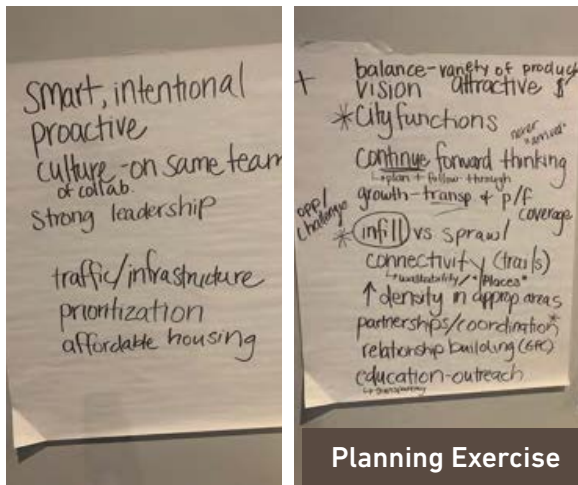
## LAND USE

### Urbanization

While the City of Greer is considered to be urbanized, it is surrounded by a mix of urbanized and rural/undeveloped areas. In particular, the rural/undeveloped areas are adjacent to the city along its eastern and southern extents, with additional rural/undeveloped areas to the north along the shoreline of Lake Robinson.

### Annexation

The City of Greer has significantly expanded its footprint, especially since the 1990s. Annexation patterns illustrate the economic and residential expansion of the city as well as its relationship with CPW, which provides water, sewer, gas, and electric service to unincorporated land on the condition of annexation into the City of Greer. Additionally, a large unincorporated area that includes the Greenville-Spartanburg Airport and BMW Spartanburg shows the close-but-separate relationship between City of Greer and two key growth drivers that are just beyond its city limits.



### Existing Land Use

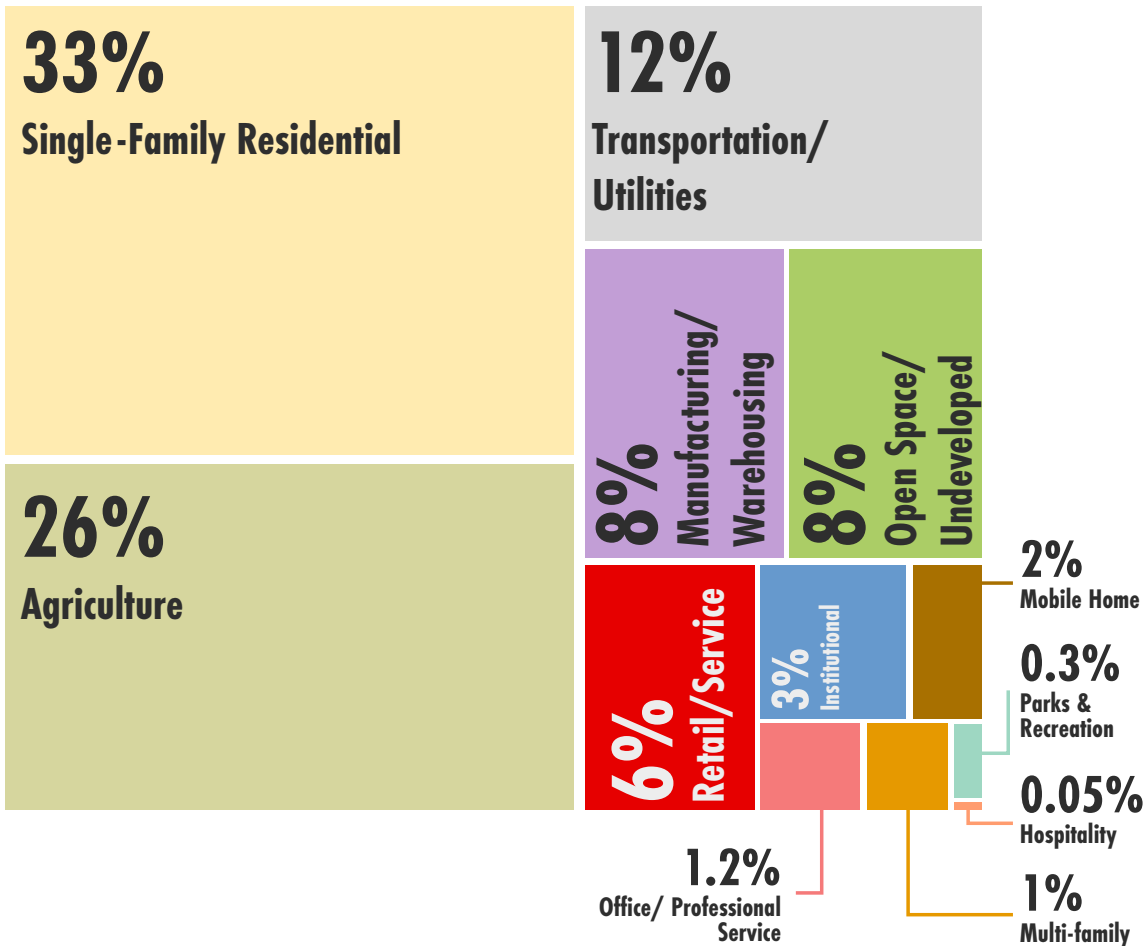
The existing land use map is a parcel-based analysis of how the overall area within the Greer city limits is currently being utilized (as of January 2020). The existing land use map features twelve categories, each of which is detailed below:

- *Single-Family*: includes detached and attached single-family housing units
- *Multi-family*: includes one of several Multi-family residential types, including apartments, assisted living, skilled nursing facilities, and group homes
- *Mobile Home*: includes one or more mobile home units per parcel
- *Hospitality*: includes hotels and motels
- *Office/Professional Service*: includes banks and medical offices as well as most professional service businesses and office buildings
- *Retail/Service*: includes restaurants, brick-and-mortar retailers, and car dealerships/ lots
- *Institutional*: includes hospitals, government uses, churches, as well as Lake Cunningham and Lake Robinson (which are primarily utilized as reservoirs).
- *Manufacturing/Warehousing*: includes all types of manufacturing and warehousing facilities
- *Agriculture*: includes land currently utilized for farming activities
- *Parks and Recreation*: includes all city parks, ballfields, playgrounds
- *Open Space/Natural Resources/Conservation*: includes streams, rivers, lakes, forested areas, undeveloped land, and land under conservation easement or trust
- *Transportation/Utilities*: includes all roadways, bridges, and heavy infrastructure

The existing land use map highlights the importance of US 29, SC 14, SC 101, South Bumcombe Road, and Downtown as commercial corridors. Manufacturing and warehousing clusters are clearly apparent along the Interstate 85 corridor and the areas adjacent to GSP, BMW, and the Inland Port.

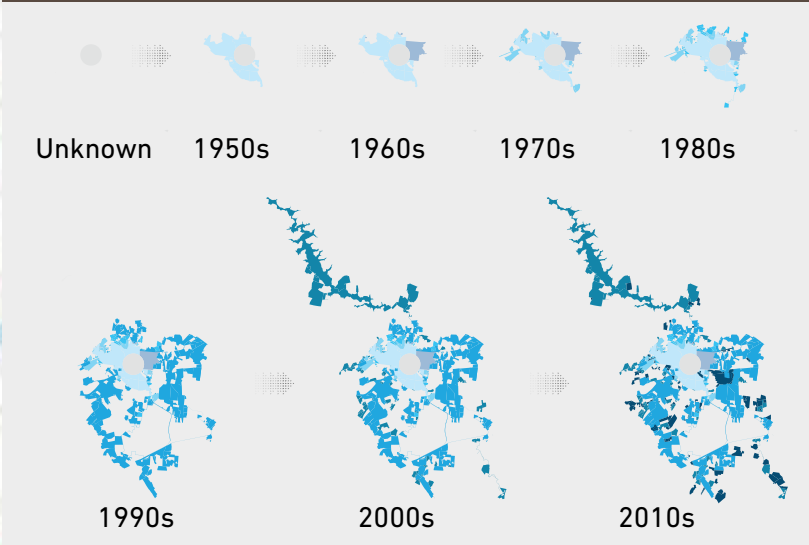
A closer look at the overall land use mix in Greer reveals that one-third of the city's total land area is dedicated to single-family residential use. (An additional 2% is utilized by mobile homes and just 1% for multi-family residential uses.) Additionally, agricultural uses comprise 26% of the city's total land area and transportation/utilities uses account for 12%.

## EXISTING LAND USE





# ANNEXATION BY DECADE



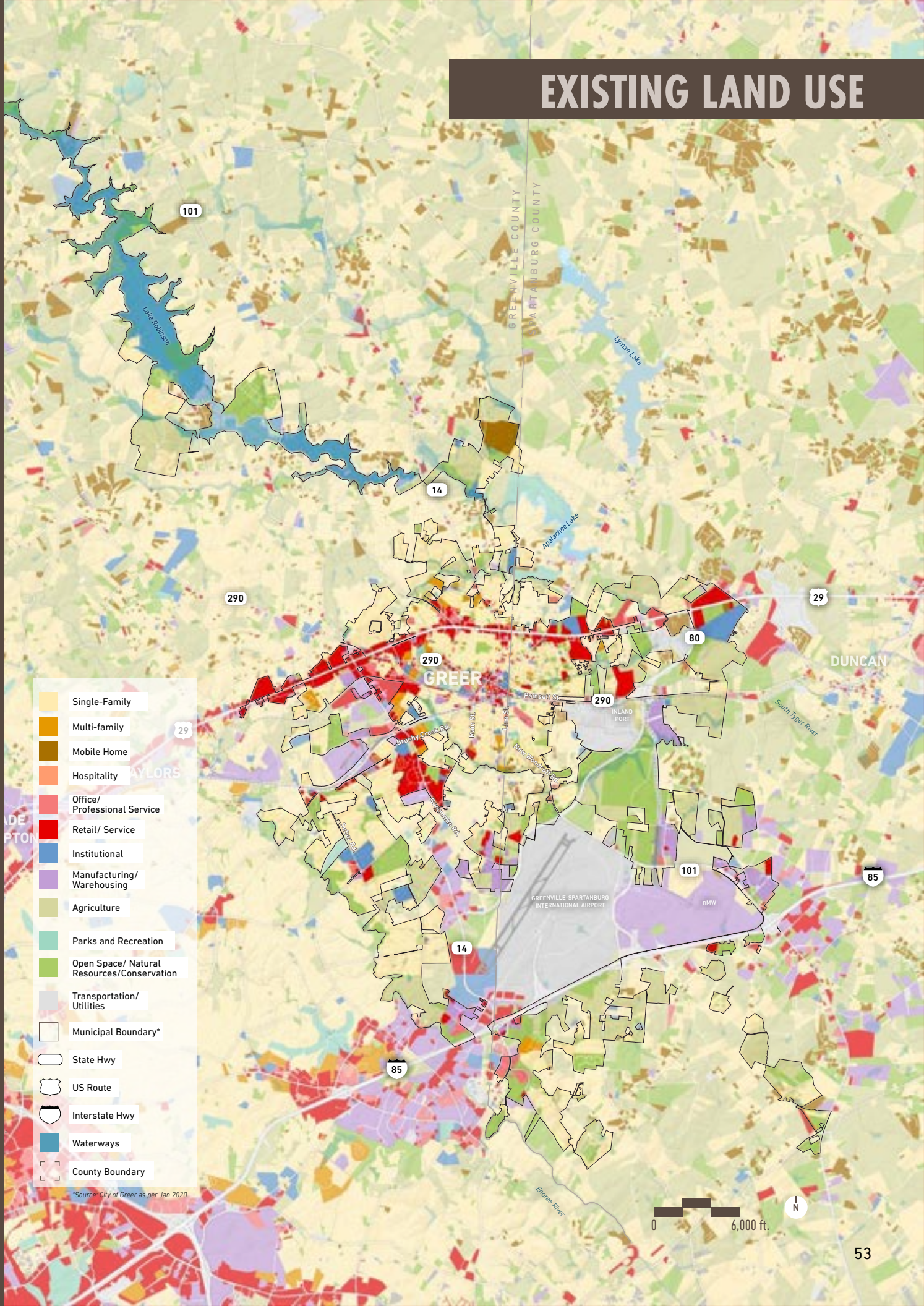
- Unknown
- 1950s
- 1960s
- 1970s
- 1980s
- 1990s
- 2000s
- 2010s
- Municipal Boundary\*
- State Hwy
- US Route
- Interstate Hwy
- Waterways
- County Boundary

\*Source: City of Greer as per Jan 2020



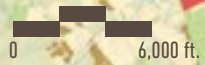


# EXISTING LAND USE



- Single-Family
- Multi-family
- Mobile Home
- Hospitality
- Office/ Professional Service
- Retail/ Service
- Institutional
- Manufacturing/ Warehousing
- Agriculture
- Parks and Recreation
- Open Space/ Natural Resources/Conservation
- Transportation/ Utilities
- Municipal Boundary\*
- State Hwy
- US Route
- Interstate Hwy
- Waterways
- County Boundary

\*Source: City of Greer as per Jan 2020





## TRANSPORTATION

### Road Network

The transportation network in and around the City of Greer includes interstate highways, state highways, county roads, and city streets.

In terms of traffic volume and economic importance, Greer is defined by its sections of Interstate 85 and US Highway 29. I-85 is the interstate route between Atlanta and Charlotte and it serves as the primary traffic and freight corridor for the region. US 29 is an early multi-lane “superhighway” that provides a direct connection to Greenville and Spartanburg. Both I-85 and US 29 are considered freight corridors by SCDOT.

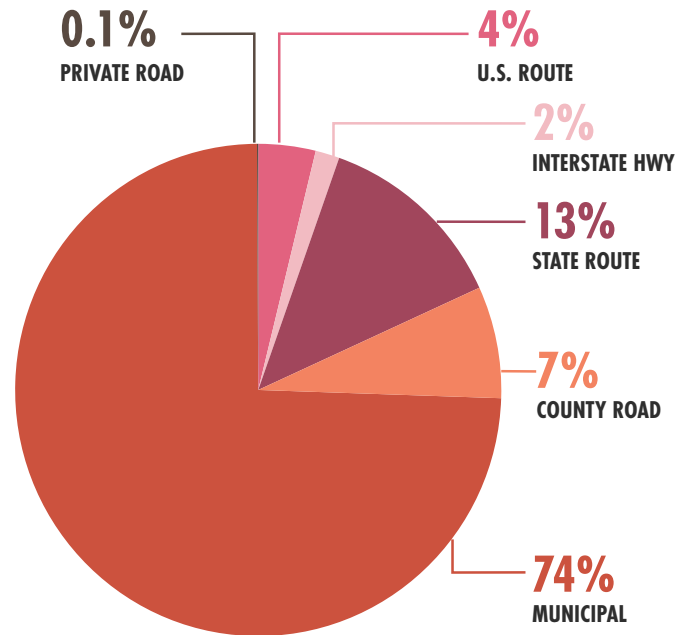
There are numerous state highways in Greer, including SC 14, SC 101, SC 290, and SC 80. Together with Interstate 85 and US 29, they function as the primary network for vehicular travel in Greer. Significant county and city roads include Suber Road, South Buncombe Road, and Brushy Creek Road, all of which handle daily commuter traffic.

As the City of Greer manages 74% of the roadway inventory within city limits, it must coordinate with other agencies for roadway planning, construction, and maintenance:

- Greenville Pickens Area Transportation Study (GPATS)
- Spartanburg Area Transportation Study (SPATS)
- Appalachian Council of Governments (ACOG);
- South Carolina Department of Transportation (SCDOT)
- Federal Highway Administration (FHWA).

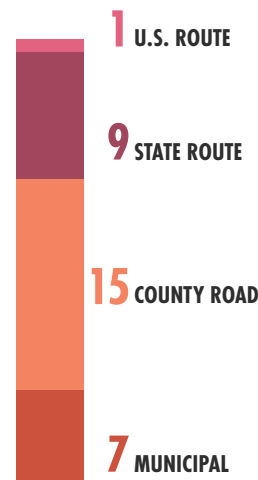
## ROAD CLASSIFICATION

Source: TIGER



**310**  
TOTAL MILES  
WITHIN CITY BOUNDARY

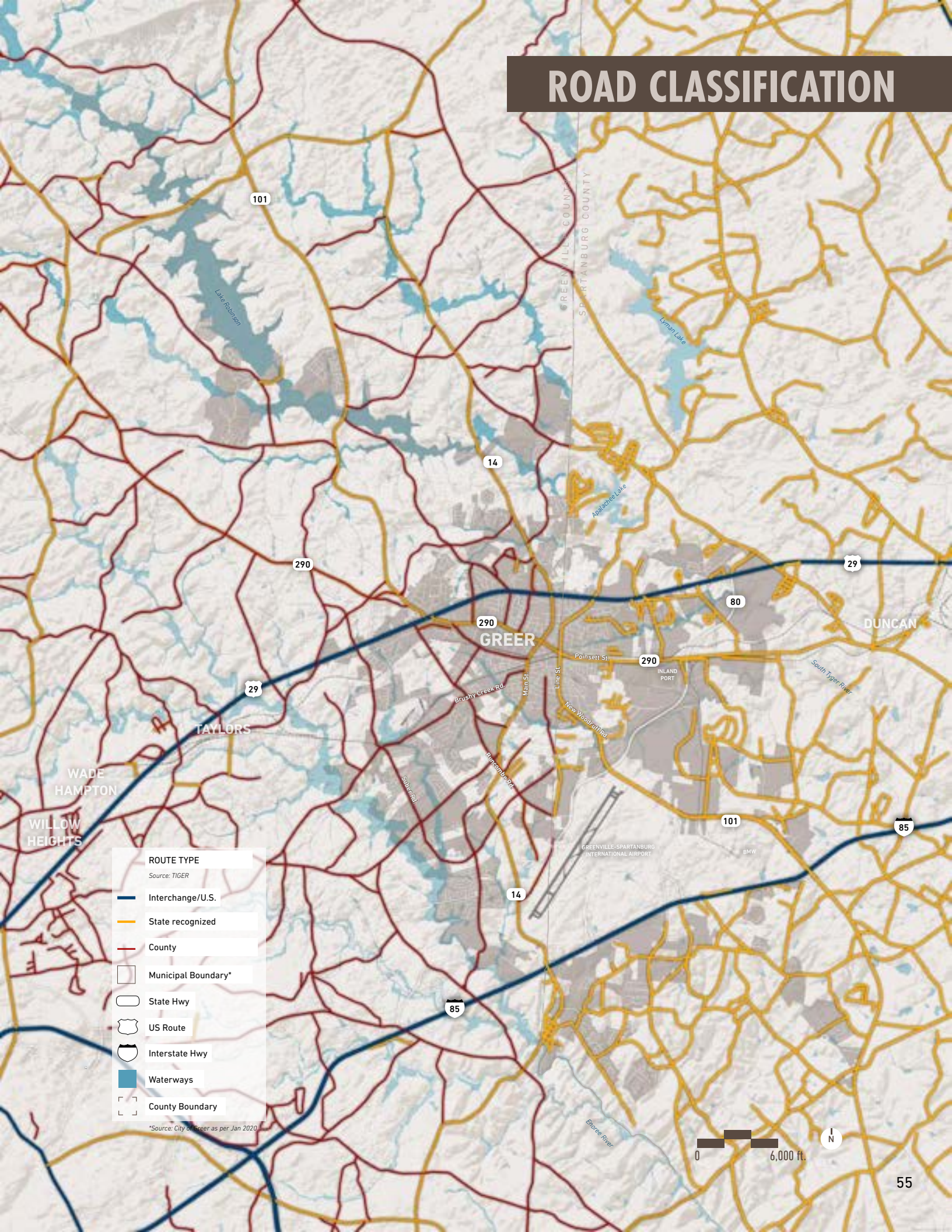
## BRIDGES BY TYPE












**32**  
TOTAL BRIDGES  
WITHIN CITY BOUNDARY



# ROAD CLASSIFICATION



**ROUTE TYPE**  
Source: TIGER

-  Interchange/U.S.
-  State recognized
-  County
-  Municipal Boundary\*
-  State Hwy
-  US Route
-  Interstate Hwy
-  Waterways
-  County Boundary

\*Source: City of Greer as per Jan 2020



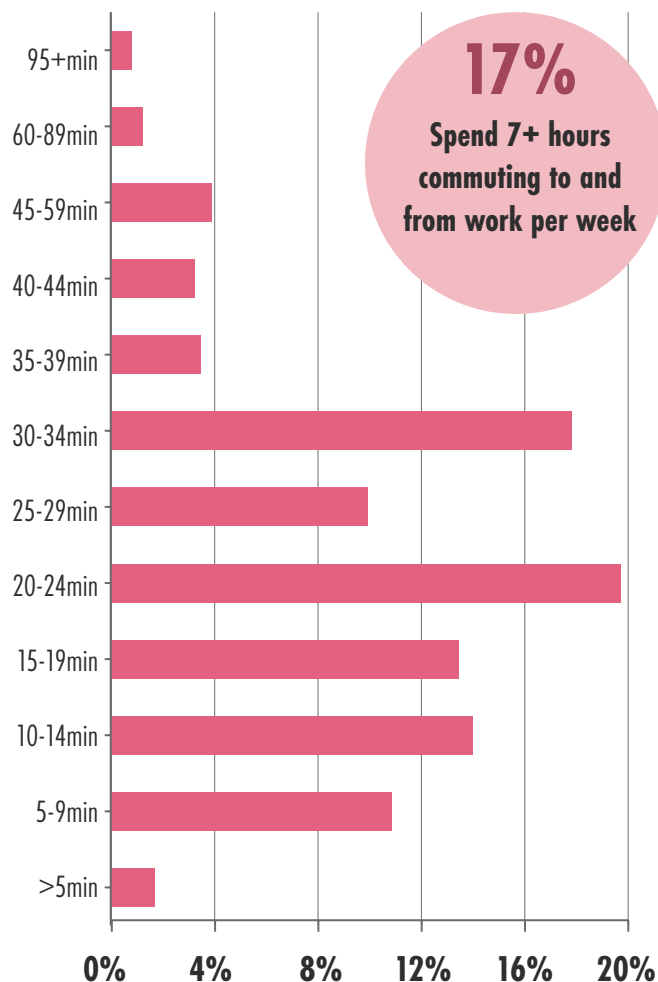


GPATS and SPATS are the Metropolitan Planning Organizations (MPOs) that are responsible for the planning and administration of federal highway funds for the majority of the Upstate. The City of Greer is in the unique position of being located in both MPOs. While they operate independently, the MPOs coordinate on projects that are identified along the common border that

runs through Greer. SCDOT and FHWA provide program oversight and compliance enforcement of the various transportation programs across the state. SCDOT also provides a twenty percent match of federal funds for Metropolitan Planning Organization (MPOs) and Council of Governments (COGs). These matching funds allow the MPOs and COGs to utilize federal funding without expending local funding sources.

## TRAVEL TIME TO WORK

Source: Esri



## TRANSPORTATION TO WORK

Source: Esri

**14,723**

ACS Workers Ages 16+



**80.8%**

Drove Alone to Work



**14.0%**

Carpooled



**0.4%**

Took Public Transportation



**1.3%**

Walked to Work

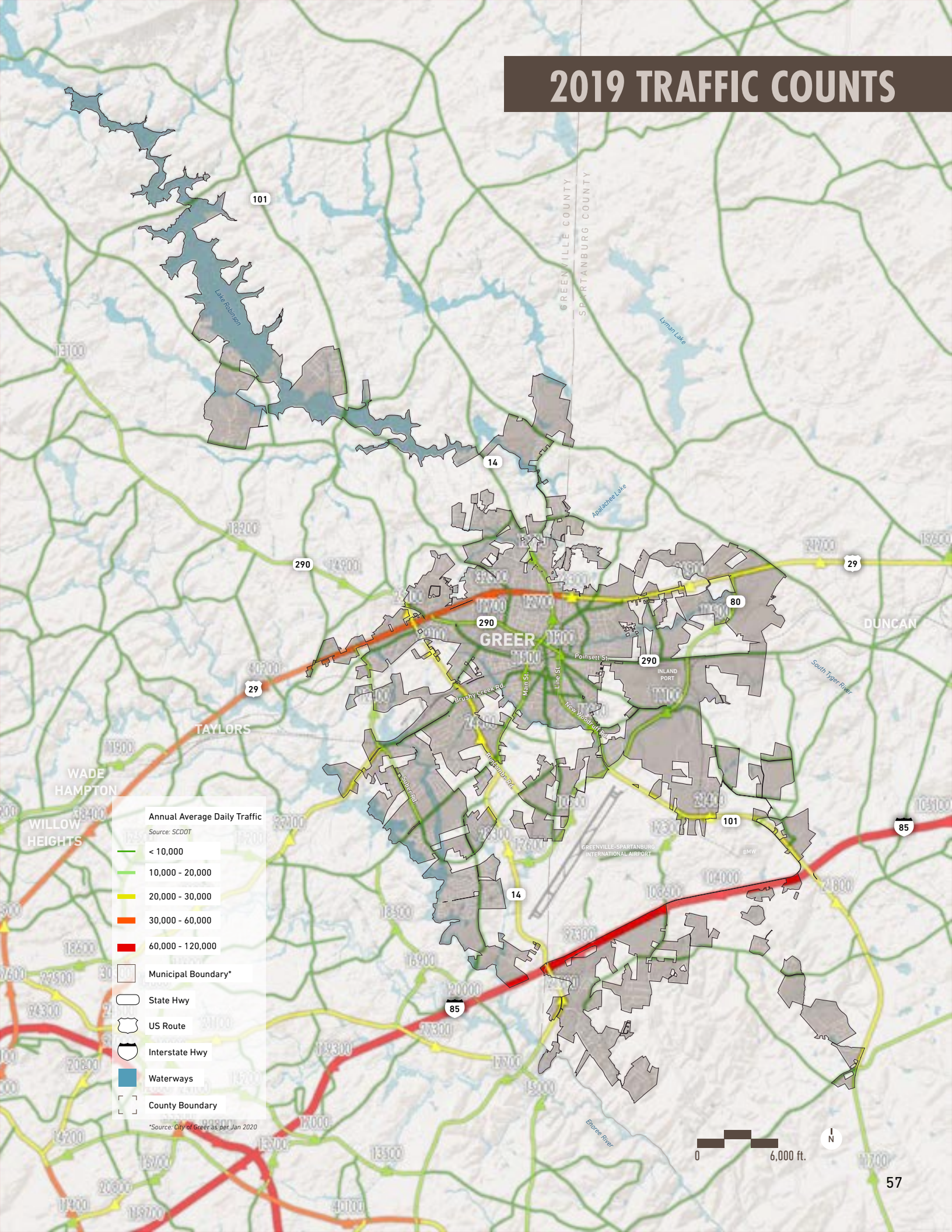


**0.0%**

Biked to Work



# 2019 TRAFFIC COUNTS



**Annual Average Daily Traffic**  
 Source: SCDOT

- < 10,000
- 10,000 - 20,000
- 20,000 - 30,000
- 30,000 - 60,000
- 60,000 - 120,000

Municipal Boundary\*  
 State Hwy  
 US Route  
 Interstate Hwy  
 Waterways  
 County Boundary

\*Source: City of Greer as per Jan 2020





### Public Transportation

The City of Greer is located between two Upstate public transportation agencies. The Greenville Transit Authority, operated by the City of Greenville as Greenlink, serves the cities of Greenville, Simpsonville, and Mauldin with fixed route transit service. While the majority of the service is located in and around the City of Greenville, one route operates near the City of Greer. In Spartanburg County, the Spartanburg Area Regional Transit Agency (SPARTA) provides fixed route public transit service in and around the City of Spartanburg. The nearest SPARTA transit route is more than thirteen miles from Downtown Greer.

Fixed-route transit service that could include the City of Greer has been previously discussed with both transit agencies. In addition to fixed-route transit service, Greenlink and GPATS have investigated the possibility of express bus service and bus rapid transit (BRT) to the GSP airport and the City of Greer in their long-range plans. To date, these long-range plans have not been funded for further study or implementation.

### Inland Port

The South Carolina Ports Authority initiated and developed the SC Inland Port in the Greer area in 2013. The purpose of the inland port is to move freight from the Charleston Port to the Upstate more efficiently, as well as dissipate the amount of truck traffic moving freight from the Lowcountry to the Upstate. The inland port allows freight to be shipped via rail to the Upstate port within a day of arriving in port, and then dispersed via truck to locations in and out of South Carolina. Since its inception, the amount of freight handled at the Upstate port has grown significantly. The SC Ports Authority has plans to expand the port further to continue with the realized success of the operation.



Interstate 85



Highway 101



Inland Port

### Air Transportation

In 2012, the Greenville-Spartanburg International Airport (GSP) Board of Commissioners started an effort to expand and improve the airport's passenger terminal. Construction of the \$125 million project began in 2012 and was completed in 2017. Airport officials said that the improvements will nearly double the passenger capacity of the airport.

With the exception of early 2020 (during the COVID-19 coronavirus crisis), the number of passengers at GSP has grown steadily over the last decade. A spike in 2011 is consistent with the addition of the low-cost carrier Southwest Airlines to the airport. Other carriers currently operating out of GSP include Allegiant, American, Delta, and United.

GSP not only has a robust passenger business, but it moves a significant level of freight in and out of the Upstate. In 2018, the airport handled 119 million pounds of cargo, including more than 550 horses competing in the World Equestrian Games in Mill Spring, N.C. GSP celebrated the opening of a \$33 million air cargo facility in 2019 which significantly increased the airport's ability to handle domestic and international freight. While the use of GSP for mail shipping mail has stopped, an increase in express and freight shipping has led to double-digit increases in recent years.

GSP's 2018 economic impact study found that the airport has a \$2.9 billion impact on the Upstate economy. Cargo operations at GSP contribute \$478 million to the region's economy.



Greenville-Spartanburg Airport



### Bicycle and Pedestrian Facilities

The City of Greer adopted a Downtown Walking and Bicycling Master Plan in 2016. This plan identified the opportunities and constraints of the existing transportation network, as they apply to the bicycle and pedestrian facilities.

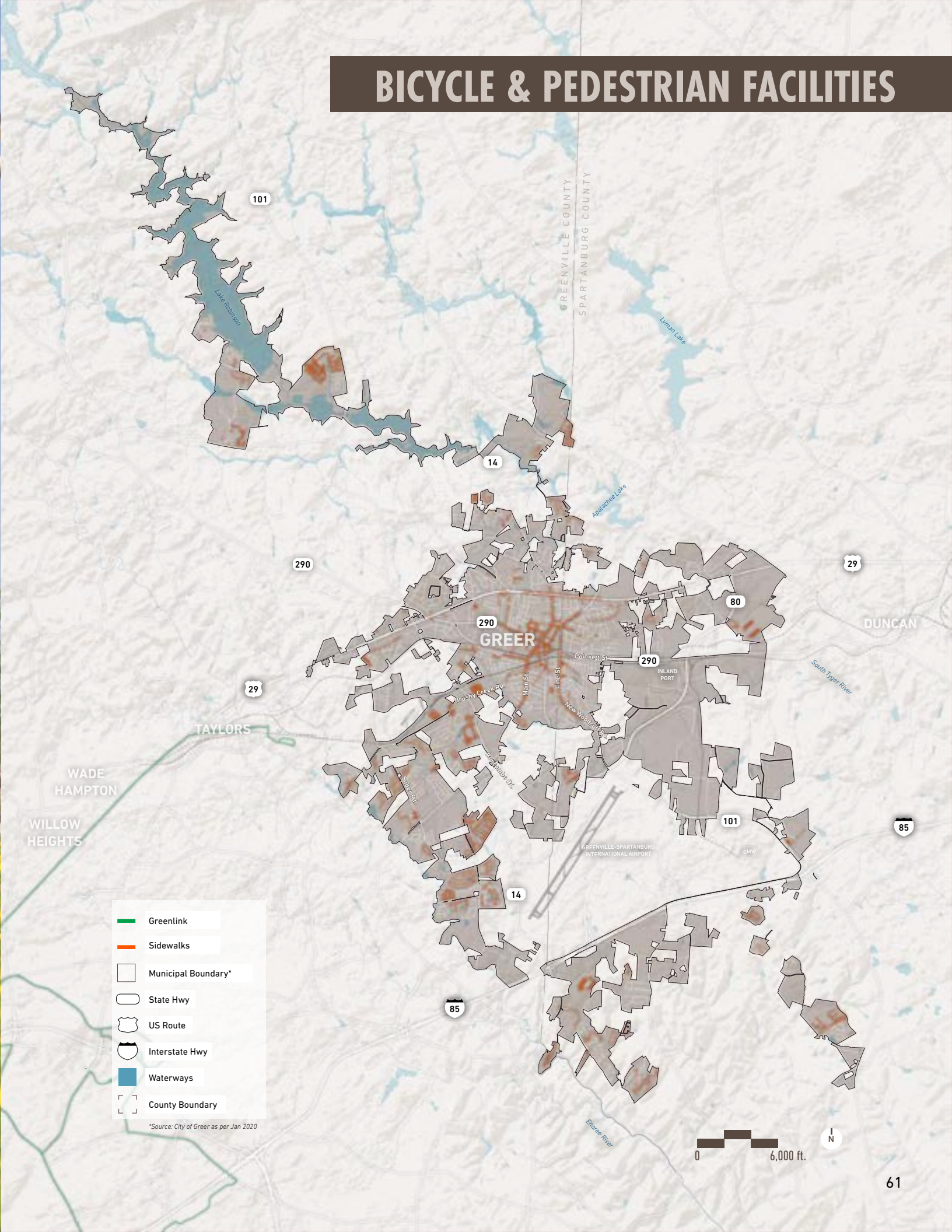
One complication in developing these routes is the ownership of the roads in the Greer community. Most of the residential streets are owned and maintained by the City; however, Greenville County and SCDOT have ownership of the collectors and arterials that provide the backbone of the transportation network. The City will need to work with these agencies in order to develop a more connected and efficient network of bicycle and pedestrian facilities.



City Park

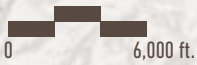


# BICYCLE & PEDESTRIAN FACILITIES



- Greenlink
- Sidewalks
- Municipal Boundary\*
- State Hwy
- US Route
- Interstate Hwy
- Waterways
- County Boundary

\*Source: City of Greer as per Jan 2020







# **3.0 COMMUNITY ENGAGEMENT**



# 3.1 WHAT WE HEARD

## INTRODUCTION

Community input is critical to developing an effective Comprehensive Plan. The people who live in, work in, own property in, conduct business in, visit, and manage Greer are the experts on this community. The plan update process reached out to these people in a variety of methods to better understand strengths, weaknesses, opportunities, and threats facing Greer. This took several forms including a public online survey, stakeholder roundtables, a Planning Commission workshops and a Council retreat. Through these conversations, a collective vision emerged for the strategic actions the City should take moving forward over the next decade.

In early February, the planning team hosted five stakeholder roundtables. Approximately fifty attendees participated in the discussions which were arranged in groupings of the nine planning elements. Stakeholders and experts involved in these subject areas participated. The five meeting topic areas were:

- Population and Housing
- Transportation
- Natural and Cultural Resources, and Community Facilities
- Economic Development and Priority Investments
- Land Use

An online survey was conducted between March and May that received more than 230 responses. Those results are summarized on the following pages.

Both a Planning Commission Workshop and a Council Retreat were held in mid-February. There was robust discussion about goals and objectives that are on-going and those that should be added. They are reflected in the recommendations of this plan. Key Council takeaways include:

- Continue a forward-thinking approach for city functions via planning and follow-through;
- Be smart, intentional, and proactive;
- Be team players, collaborate, and provide strong leadership to nurture culture;
- Achieve better housing stock balance by offering a variety of products with price points that are attractive;
- Explore the issue of affordable housing;
- Ensure that existing and planned future growth is supported by appropriate infrastructure such as transportation, police, and fire coverage;
- Address existing traffic and infrastructure issues;
- Opportunities/Challenges:
  - Focus on infill development and redevelopment;
  - Improve connectivity/walkability (add trails, connect destinations);
  - Add density where suitable;
  - Seek partnerships/coordination & build relationships to advance efforts;
  - Be transparent and provide community education and outreach.



Stakeholder Roundtable

This **SWOT** Analysis diagram summarizes the input from the Stakeholder Roundtable meetings.



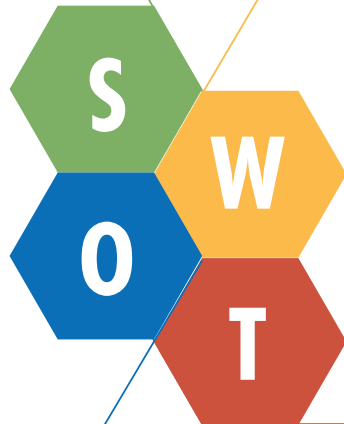
## STRENGTHS

- ▶ GENERAL LOCATION
- ▶ CRITICAL INFRASTRUCTURE
- ▶ ECONOMIC BASE & GROWTH
- ▶ KEY CORRIDORS
- ▶ HISTORIC DOWNTOWN
- ▶ CONTINUITY OF LEADERSHIP
- ▶ RESIDENTIAL GROWTH
- ▶ PARKS, RECREATION & CULTURAL OFFERINGS



## OPPORTUNITIES

- ▶ POLICIES TO SHAPE GROWTH
- ▶ LAND & MARKET FOR INFILL DEVELOPMENT
- ▶ UNIFIED DEVELOPMENT CODE
- ▶ SIDEWALKS, PATHS, & GREENWAYS
- ▶ TRANSPORTATION ENHANCEMENTS
- ▶ BETTER COORDINATION WITH COUNTIES



## WEAKNESS

- ▶ FARM-TO-MARKET ROADS
- ▶ LACK OF TRANSIT & ACTIVE TRANSPORTATION INFRASTRUCTURE
- ▶ SPRAWLING FOOTPRINT
- ▶ PUBLIC SAFETY COVERAGE IN NORTHERN & SOUTHERN EXTENTS



## THREATS

- ▶ NEGATIVE EXTERNALITIES OF SPRAWL
- ▶ AGING INFRASTRUCTURE
- ▶ ROADWAY SAFETY & FUNDING
- ▶ LOSS OF IDENTITY & SPECIAL PLACES
- ▶ LOSS OF LAND FOR INDUSTRIAL & ECONOMIC DEVELOPMENT



## COMMUNITY SURVEY

The planning team conducted an online survey between March and June of 2020 which drew more than 230 responses. This was both an effort to gain broad community input as well as to address issues presented by the COVID outbreak in holding large public meetings. Input gathered from the survey ultimately helped inform the goals and strategies in this comprehensive plan.

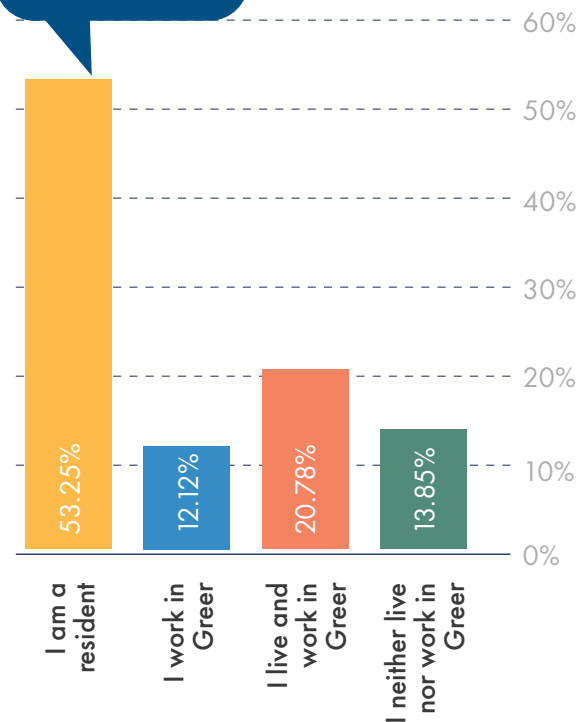
A total of twenty-three questions were asked as part of the survey. The questions were of various types and included multiple choice, rankings of 1-5, and selecting all choices that apply. The following pages summarize the survey findings and include top responses for each question.

The respondents' profile was a close split between female (55%) and male (45%). The majority of respondents were between 25 to 54 years old and 74% hold a bachelor degree or higher in terms of educational attainment. It is worth noting that the survey received input from not only residents, but also those who work in Greer and those who visit Greer (Question 1). 74% lives in Greer, including 20.78% who also work in Greer, 12.12% work and 13.85% neither work or live in Greer. This broader perspective of the community is important. Question 2 highlights that Greer is an attractive and growing community with so many residents who are new to the community and a relatively consistent distribution of timeframes people have called Greer home. Overall, 85% of the respondents felt Greer has a promising future! A summary of findings concludes this section on Page 73.

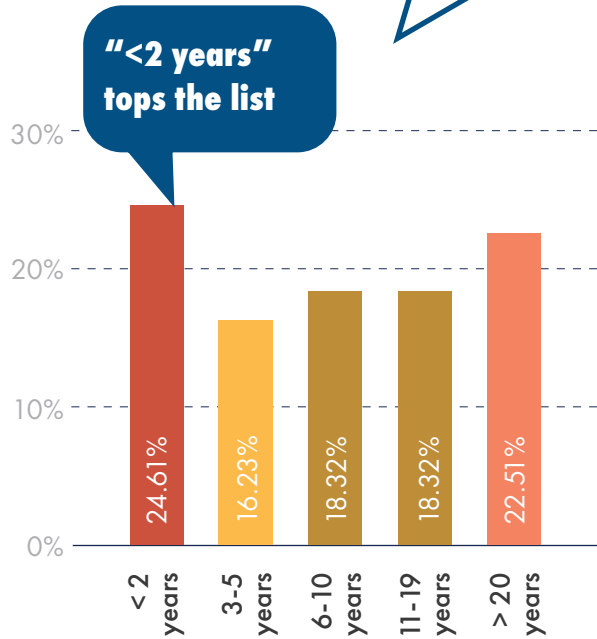
The Online Survey  
Received more than  
**230 responses**

**Q1. What best describes  
who you are?**

**"Resident"  
tops the list**



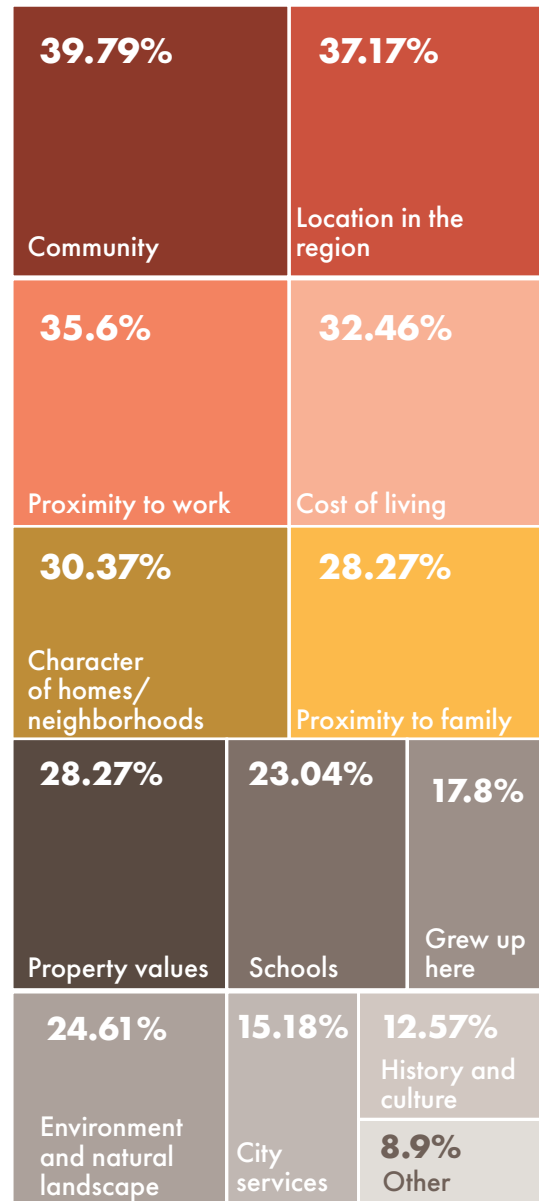
**Q2. How long have you lived and/or worked in Greer?**



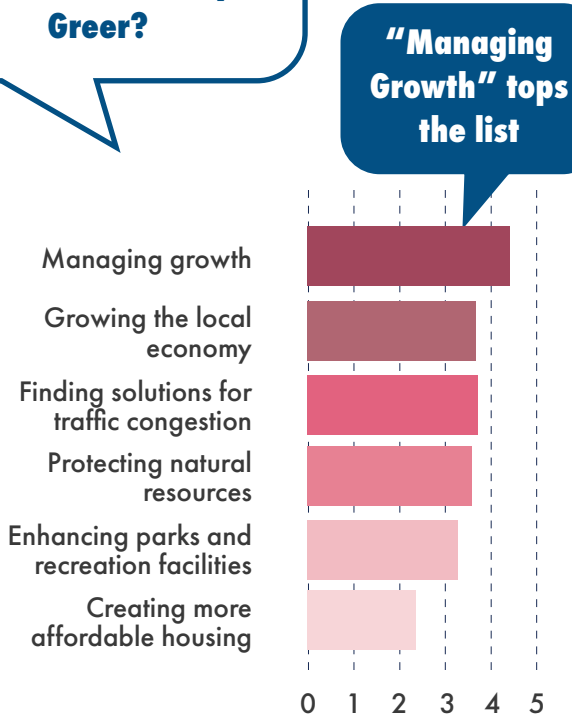
**"<2 years" tops the list**

**Q3. What made you choose Greer as a place of residence and/or employment?**

**The top four responses were "Community", "Location", "Proximity to Work", and "Cost of Living"**



**Q4. What are your top priorities for the City of Greer?**

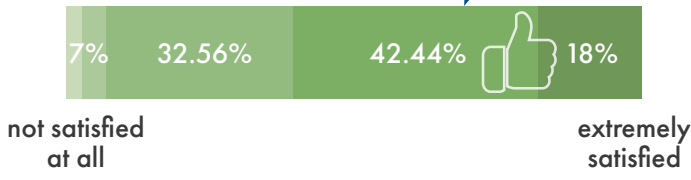


**"Managing Growth" tops the list**



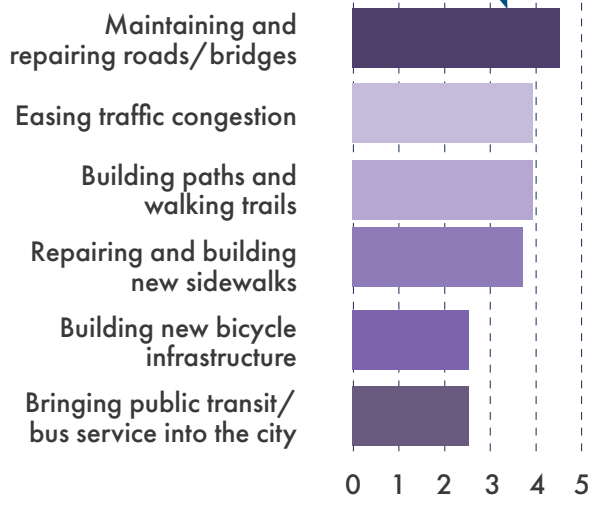
**Q5. How satisfied are you with existing public parks and recreation facilities in Greer?**

**60.46% are satisfied or extremely satisfied**



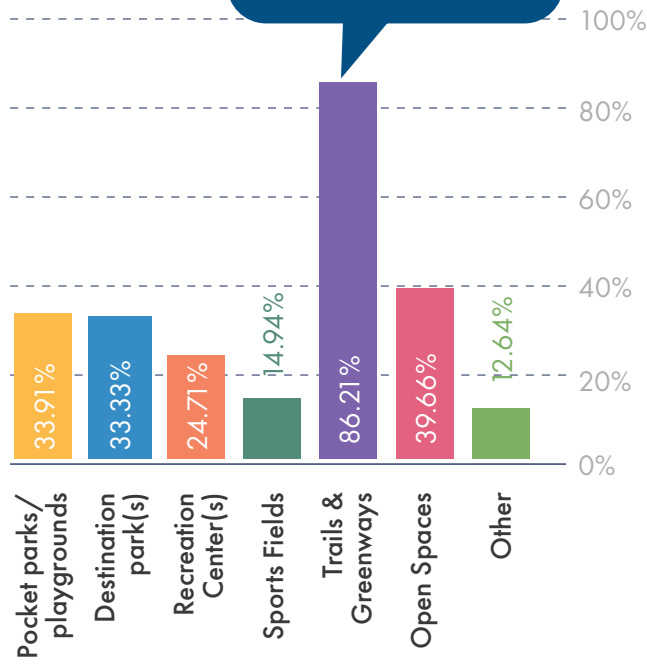
**Q7. What are your top transportation priorities?**

**"Maintenance" tops the list**



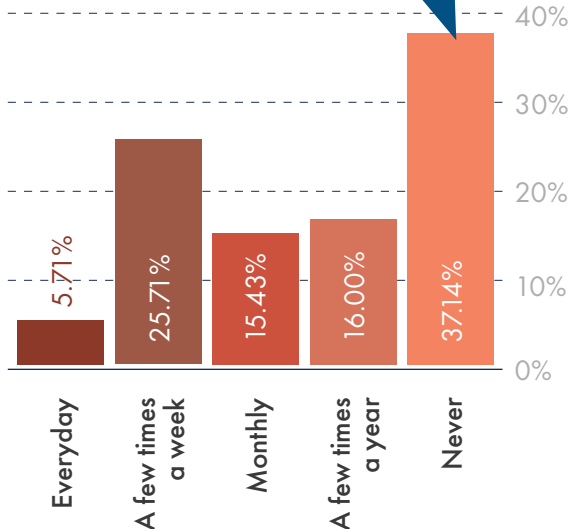
**Q6. What types of new and/or improved parks and recreation facilities would you like to see in Greer?**

**"Trails & Greenways" tops the list**



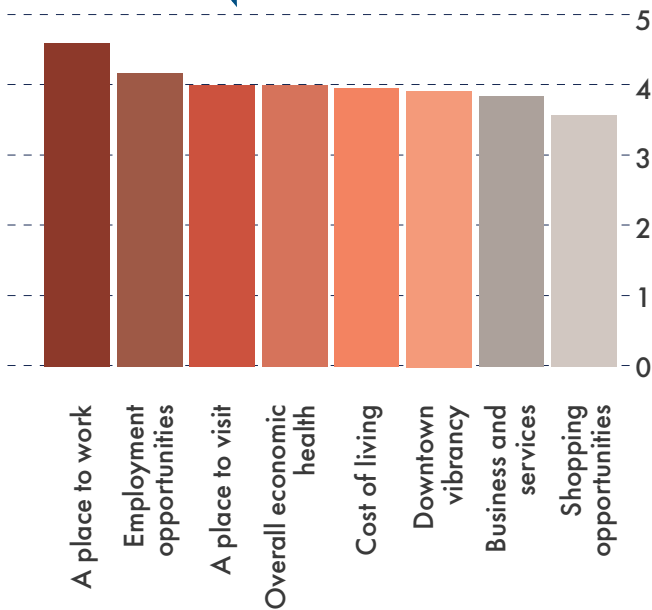
**Q8. How often do you or your family walk or bike to a destination within Greer?**

**"Never" tops the list**



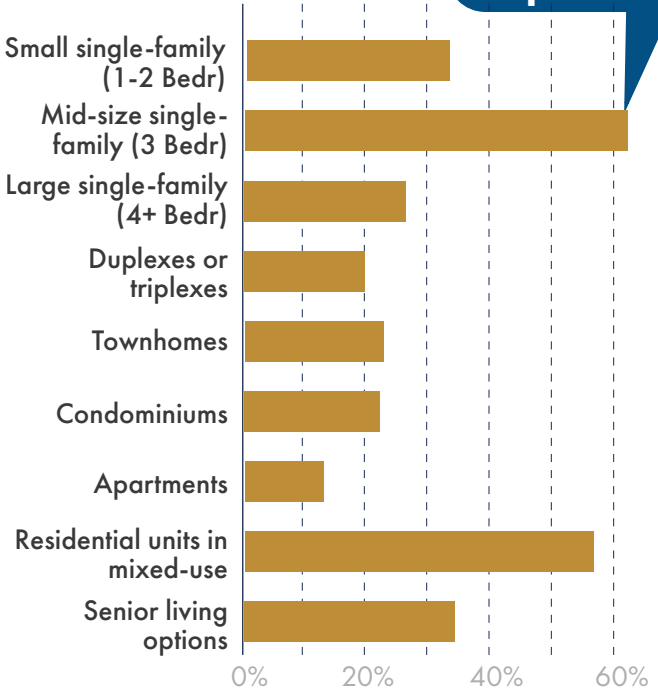
**Q9. How satisfied are you with the overall quality of the following aspects of Greer?**

**"A place to work" tops the list**



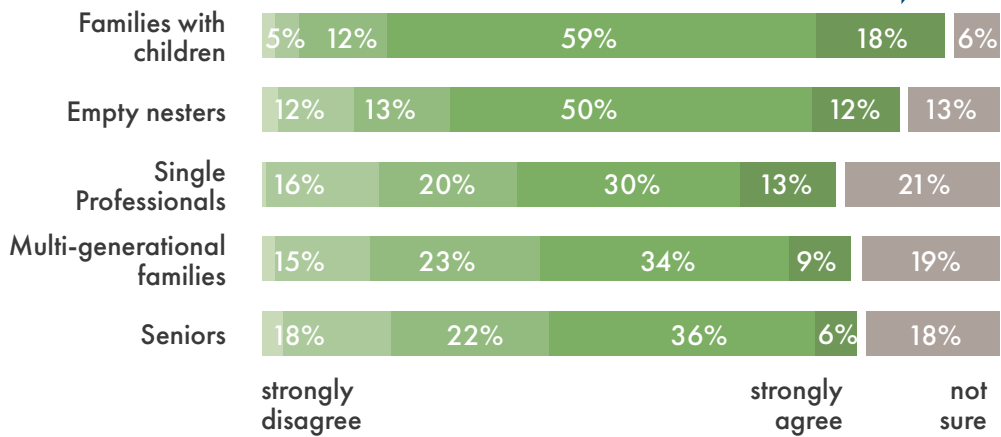
**Q11. What types of housing products would you like to see more of in Greer?**

**"Mid-size single-family" tops the list**



**Q10. Please rate the level to which you agree with the following statement: "The current housing supply in Greer adequately meets the needs of..."**

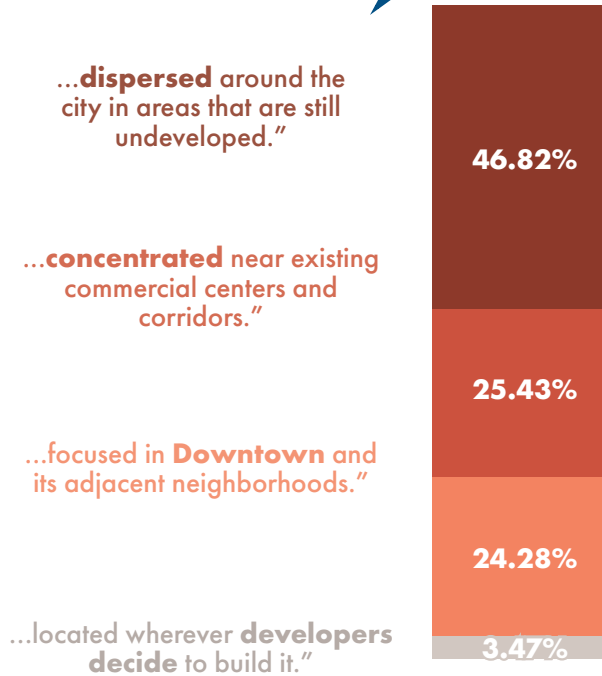
**"Families with children" tops the list**





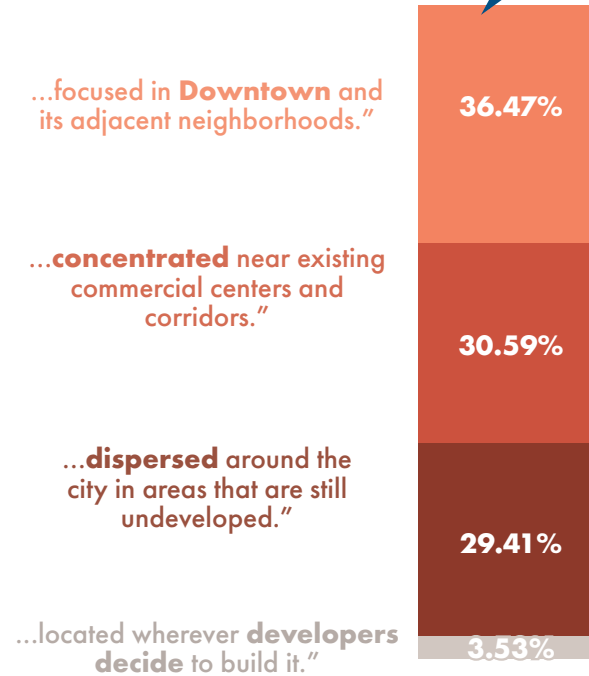
**Q 12. "New residential growth in Greer should be..."**

**"dispersed..." tops the list**



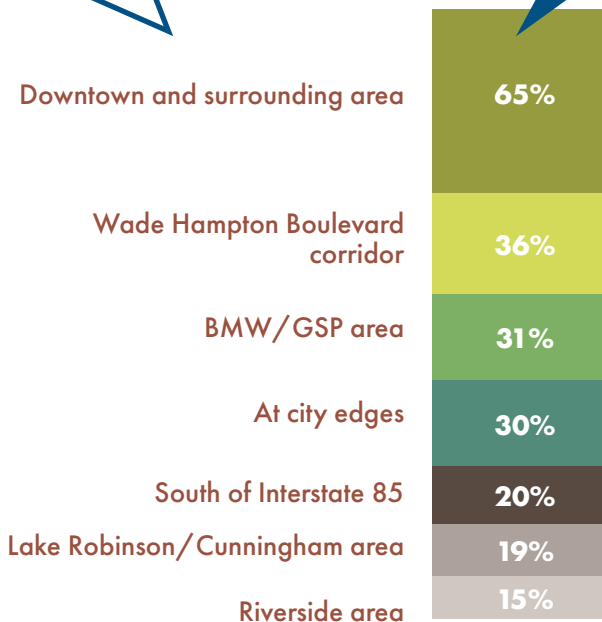
**Q 13. "New shopping, services, and job growth in Greer should be..."**

**"focused..." tops the list**



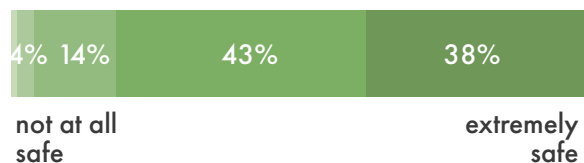
**Q 14. "Where in Greer would you like to see additional development, including housing, shopping, and jobs?"**

**"Downtown..." tops the list**



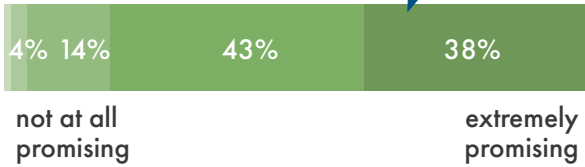
**Q 15. Overall, how safe do you feel in Greer?**

**81% feels safe or extremely safe**



**Q16. How promising is the future of Greer?**

**84% feels it is promising or extremely promising**



**Q19. My vision for Greer is...**

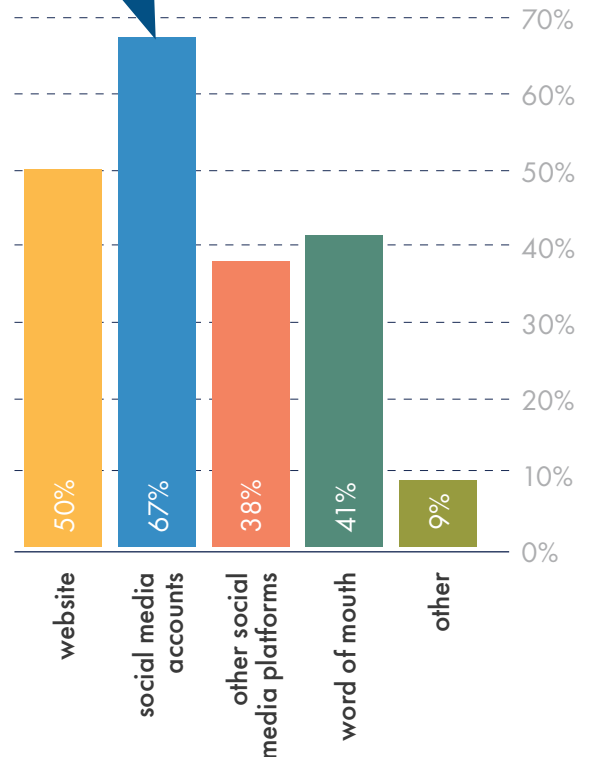


**Q17. What do you like most about Greer?**



**Q20. What communication methods do you currently rely on for city-related information?**

**"social media" tops the list**



**Q18. What do you like the least about Greer?**





## SUMMARY OF FINDINGS

Listening to the community and stakeholders was an imperative step in the planning process. Understanding the existing characteristics and future vision of the City of Greer began through these conversations and the survey. As a result, some overarching themes emerged, including the following:

- 1) People value the small town feel of Greer which they view as a close-knit community. Future growth needs to be managed expertly and intentionally to ensure that the City doesn't lose its identity.
- 2) Downtown is a valued historic asset and should be the center for new jobs, shopping, and housing.
- 3) Mid-sized single-family homes and mixed use buildings with residential components are the most desired living options.
- 4) Corridors and aging commercial centers provide opportunities to create appropriately scaled mixed-use, walkable developments.
- 5) There is opportunity to enhance and expand the trail and greenway network - a desired amenity for many, and a way for residents to walk and bike to jobs and destinations.
- 6) Easing traffic congestion, improving roadway safety, and maintaining existing road and infrastructure are top transportation priorities.
- 7) There is a realization that proactive planning is important and that the city needs to continue building strong partnerships and coordinating more frequently with each county to ensure successful implementation of the Plan.
- 8) Many residents are new to the community - so outreach, communication, and involvement are important to get them invested.







RULES

CATO

GREER  
CREATIONS  
ASSOCIATION  
"Tankers on Trade"  
Sponsored by





# 4.0 RECOMMENDATIONS



# 4.1 FUTURE LAND USE

## CHARACTER AREAS

This plan provides direction on desired and expected future land uses within the city of Greer and its surrounding environs. Future development and infrastructure decisions should respond to this guidance. While the city can only directly control what is within its limits, the information in this section can also help inform discussions regarding future development, annexation, and service provision, extension, and maintenance.

Building upon the work of the 2015 *Greer Community Master Plan*, this plan classifies “Character Areas” to better describe the different land uses and development types within Greer. This also aligns with the methodology of the *Plan Greenville County 2020 Comprehensive Plan*. This approach is more encompassing than the typical method of cataloging areas solely by land use (i.e. residential, commercial, industrial),

The Character Areas have unique development characteristics that include guidelines for primary and secondary uses, transportation, parking, and open space. They are designed to be more responsive to the goals of this plan and provide flexibility so that development can more appropriately respond to its context. These Character Areas promote infill development and creating more walkable, mixed used environments to better meet the needs of today’s residents and businesses. They also provide direction

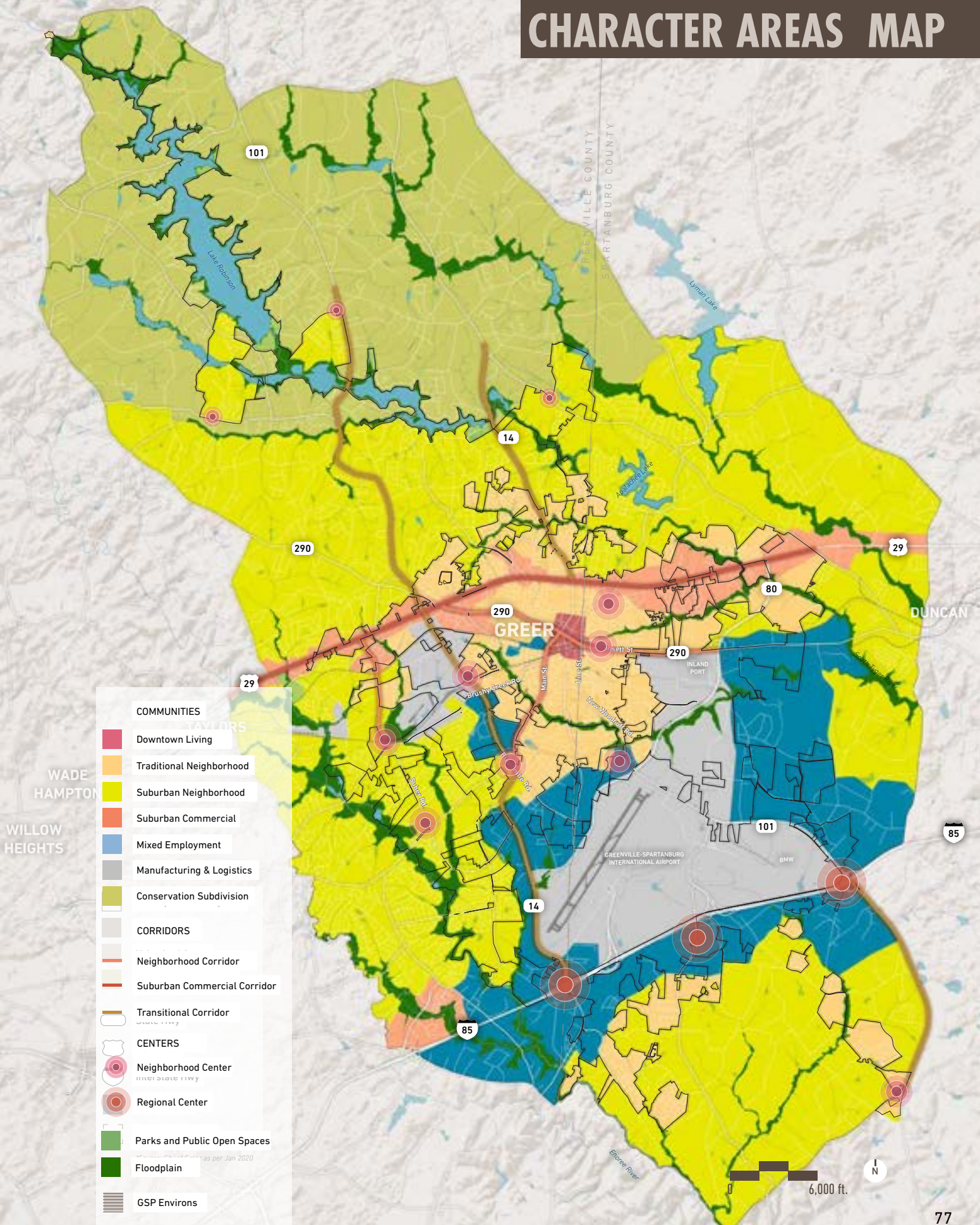
on neighborhood and district character and design.

The city of Greer Character Areas are divided into three general categories: Communities, Centers, and Corridors. Communities are equivalent to describing how entire neighborhoods and districts are characterized and feature varying levels of development patterns, residential density, housing types, mixed-use districts, commercial centers, and manufacturing and logistics uses.

Corridors and Centers are considered overlays that are contained within Communities. Corridors define the development context around Greer’s primary thoroughfares and vary depending on current land uses, transportation patterns, road design, neighborhood context, and geographic location. Centers specify crossroad areas (“nodes”) classified as neighborhood and regional business districts, and are often located along identified Corridors. These areas are priority locations for a compact mix of uses, public spaces, amenities, and programming within their greater Community Character Areas.

The following descriptions and illustrative photos represent the envisioned character areas of Greer moving toward 2030 and are intended to be reviewed and updated accordingly to respond to new development, changing conditions, and evolving goals of the community.

# CHARACTER AREAS MAP



- COMMUNITIES**
- Downtown Living
- Traditional Neighborhood
- Suburban Neighborhood
- Suburban Commercial
- Mixed Employment
- Manufacturing & Logistics
- Conservation Subdivision
- CORRIDORS**
- Neighborhood Corridor
- Suburban Commercial Corridor
- Transitional Corridor
- CENTERS**
- Neighborhood Center
- Regional Center
- Parks and Public Open Spaces
- Floodplain
- GSP Environs

\*Source: City of Greer as per Jan 2020



# COMMUNITIES

Community Character Areas include seven different sub-areas within the city and study area. Each subarea describes how entire neighborhoods and districts are categorized. The Community subareas are:

- Conservation Subdivision
- Suburban Neighborhood
- Traditional Neighborhood
- Suburban Commercial
- Downtown Living
- Mixed Employment
- Manufacturing & Logistics

This section provides an overview on development characteristics of each Community Character Area type.



## CS CONSERVATION SUBDIVISION

### Development Characteristics

Conservation Subdivisions are low-density residential areas that offer opportunities for low-intensity development that preserves and designs around natural features such as large stands of trees, steep slopes, vistas, floodplains and water bodies. Residential development should be clustered together in those areas most suitable for development to provide appropriate buffers and contiguous natural landscape that is permanently protected and publicly accessible.

<b>Primary Uses</b>	Single-family attached and detached residential, protected natural areas, farmsteads, greenhouses and nurseries, working farms
<b>Secondary Uses</b>	Small-scale apartment buildings, civic and institutional facilities (e.g., places of worship), neighborhood parks, small-scale commercial uses, low intensity warehouse and industrial
<b>Transportation</b>	Automobile access with sidewalk system and trail connections, interconnected streets
<b>Parking</b>	Private driveway with garage, limited off-street parking for non-residential uses
<b>Open Space</b>	Parks, schools, and streetscape; interconnected open space/greenway trail connections, Farmland and protected natural areas



## SN SUBURBAN NEIGHBORHOOD

### Development Characteristics

Suburban Neighborhoods are generally shaped by residential subdivisions of medium-lot homes with relatively uniform housing types and densities. Local streets are often designed in a curvilinear pattern with occasional cul-de-sacs to respond to and protect natural features. New single-family subdivisions should be designed with sidewalks, street trees, neighborhood parks, trails, and interconnected community open space.

<b>Primary Uses</b>	Single-family attached and detached residential, townhomes, senior housing, parks
<b>Secondary Uses</b>	Small-scale apartment buildings, civic and institutional facilities (e.g., places of worship), small-scale neighborhood commercial uses
<b>Transportation</b>	Automobile access with sidewalk system and trail connections, interconnected streets
<b>Parking</b>	Private driveway with attached or detached garages, on-street parking
<b>Open Space</b>	Neighborhood and community parks, schools, and streetscape; interconnected open space/greenway trail connections



## TN TRADITIONAL NEIGHBORHOOD

### Development Characteristics

Traditional Neighborhoods surround Downtown Greer and are generally more directly connected to it. Key features include an interconnected street grid and a mix of housing types. This area offers opportunity to infill around the existing mixture of residential, commercial, and institutional uses. Building types could include single-family homes, fourplexes, small-scale apartment buildings, attached townhomes, and neighborhood-scale retail. Single-lot infill development should be of a compatible scale and character with surrounding homes.

<b>Primary Uses</b>	Single-family attached and detached residential, multiplexes, townhomes, parks
<b>Secondary Uses</b>	Apartment/condominium buildings, accessory dwelling units, civic and institutional facilities, small-scale commercial uses
<b>Transportation</b>	Automobile, transit, pedestrian, on-street bicycle facilities, interconnected street grid
<b>Parking</b>	On-street, driveways, garages off alleys, off-street parking to the rear of buildings
<b>Open Space</b>	Neighborhood parks, greens, & boulevards



## SC SUBURBAN COMMERCIAL

### Development Characteristics

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

<b>Primary Uses</b>	Regional commercial, neighborhood commercial, office, multi-family apartments
<b>Secondary Uses</b>	Small-scale apartment buildings, civic and institutional facilities
<b>Transportation</b>	Automobiles, sidewalks, trail connections, transit, park-and-ride lots, street network
<b>Parking</b>	Surface parking lots, structured parking, on-street in walkable town centers
<b>Open Space</b>	Community and regional parks, neighborhood greenspaces



## DL DOWNTOWN LIVING

### Development Characteristics

Downtown Living encompasses the community's historic core. Development is characterized by a mix of civic, entertainment, cultural, mixed-use buildings, detached and attached single-family homes, and mid-sized multi-family and commercial development. Much of this development is sidewalk and street oriented for strolling and outdoor seating. This area is compact, walkable, and well-connected with a wide sidewalk network and it supports multi-modal transportation.

<b>Primary Uses</b>	Retail, entertainment, and office commercial; and upper story, townhome, multiplex, and multi-family residential; civic uses and spaces
<b>Secondary Uses</b>	Institutional facilities, regional parks, hotels and short-term rentals
<b>Transportation</b>	Narrow streets, sidewalks on both sides, regular transit stops, interconnected street grid
<b>Parking</b>	On-street, limited off-street, and public parking lots and structures
<b>Open Space</b>	Signature community parks, neighborhood parks



## ME MIXED EMPLOYMENT

### Development Characteristics

Mixed Employment are office park or corporate campus-like developments geared toward meeting the needs of mid- to large businesses. Characterized by a campus-style development pattern integrating jobs, amenities and places of residence. These often center around research, medical, manufacturing, assembly, and educational uses.

<b>Primary Uses</b>	Advanced manufacturing, research, office, mixed-use buildings, civic/institutional facilities
<b>Secondary Uses</b>	Open space, district commercial, multi-family residential
<b>Transportation</b>	Auto oriented but walkable, transit/park-and-ride lots should be provided
<b>Parking</b>	Large surface lot parking, central parking garages encouraged
<b>Open Space</b>	Civic greens, courtyard greens



## ML MANUFACTURING & LOGISTICS

### Development Characteristics

Manufacturing and logistics are located close to major transportation facilities and corridors and are characterized by developments such as the BMW plant, GSP airport, and the inland port. This area supports large-scale manufacturing and production, including assembly and processing, regional warehousing and distribution, bulk storage, and utilities. Landscaping requirements should screen development from the right-of-way and neighboring residential areas.

<b>Primary Uses</b>	Research, warehouses, light manufacturing, heavy manufacturing, distribution and trucking
<b>Secondary Uses</b>	Open space, highway commercial
<b>Transportation</b>	Located next to highways, railways, and airport for freight access; development is auto oriented with access to transit
<b>Parking</b>	Large surface parking buffered from surrounding development, may include garages
<b>Open Space</b>	Stormwater management areas, preserved open spaces, walking and nature paths



# CENTERS

Center Character Areas are places of focus for mixed use development. They include two different types - a neighborhood-serving type and a region-serving type. These are areas of transformational focus where infill and new development is expected to help meet the needs of the city and region. Each subarea describes how neighborhood and regional business districts/centers in the City are categorized. The Center subareas are:

- Neighborhood Center
- Regional Center

This section provides an overview of the development characteristics of each Center Character Area type.



## NC NEIGHBORHOOD CENTER

### Development Characteristics

Neighborhood Centers are within a roughly 1/8 mile radius of identified crossroads/nodes where non-residential, neighborhood-serving uses should be clustered. These occur predominantly in close proximity to residential areas. They are designed to be very walkable, compact, neighborhood-scale, and connected to their surroundings. They provide goods and services to immediate neighborhoods.

<b>Primary Uses</b>	Neighborhood retail, office, upper floor residential, multi-family apartments/condominiums, greens and plazas
<b>Secondary Uses</b>	Small-scale apartment buildings, civic and institutional facilities
<b>Transportation</b>	Pedestrian-oriented street network, sidewalks, trail connections, park-and-ride lots
<b>Parking</b>	On street, surface parking lots to rear (or side) of buildings
<b>Open Space</b>	Greens and plazas, community and neighborhood parks



## RC REGIONAL CENTER

### Development Characteristics

Regional Centers are within a roughly 1/2 mile radius of identified crossroads/nodes where commercial, employment, and entertainment uses are clustered to serve a population beyond Greer. Typically these are large-scale developments located near major highways and often at interstate exits.

<b>Primary Uses</b>	Regional commercial, retail, and entertainment; neighborhood commercial; office; multi-family apartments; plazas, greens, and markets
<b>Secondary Uses</b>	Small-scale apartment buildings, civic and institutional facilities
<b>Transportation</b>	Pedestrian-oriented internal street network, region-serving exterior street network, sidewalks, trail connections, park-and-ride lots
<b>Parking</b>	Surface parking lots, parking structures, internal on-street
<b>Open Space</b>	Community and regional parks, neighborhood greenspaces

# CORRIDORS

Corridor Character Areas cover the major roadways that serve the city of Greer. They are grouped into three different classifications. Each subarea helps to describe the type and style of development expected along that corridor. The Corridor subareas are:

- Suburban Commercial Corridor
- Neighborhood Corridor
- Transitional Corridor

This section provides an overview of the development characteristics of each Corridor Character Area type.



## SCC SUBURBAN COMMERCIAL CORRIDOR

### Development Characteristics

Suburban Commercial Corridors contain arterial/highway-oriented retail uses and centers that serve community-wide shopping and service needs. They are characterized by large service drives and curb-cuts with large surface parking lots in front of buildings. Development along these corridors should consolidate curb cuts and provide cross access to facilitate traffic movement to signalized intersections. Landscaping and signage should be more coordinated to create a more unifying and distinctive identity for Greer.

<b>Primary Uses</b>	Regional commercial, neighborhood commercial, office, multi-family apartments
<b>Secondary Uses</b>	Small-scale apartment buildings, civic and institutional facilities (e.g., places of worship)
<b>Transportation</b>	Auto-oriented street network, frontage streets and cross access easements, sidewalks, regional trail connections, park-and-ride lots
<b>Parking</b>	Surface parking lots with coordinated landscaping
<b>Open Space</b>	Community and regional parks, natural open space



## NBC NEIGHBORHOOD CORRIDOR

### Development Characteristics

Neighborhood Corridors connect to the Downtown and Traditional Neighborhoods. They have a unique identity with more compact development closer to the street. These corridors should emphasize improved sidewalk connectivity, street trees, and storefronts that address the street. The development pattern along these streets should be of appropriate "town" scale and may include vertically integrated uses (ex. residential above first floor), a close sidewalk orientation, and outdoor displays and seating.

<b>Primary Uses</b>	Commercial retail and office
<b>Secondary Uses</b>	Small-scale apartment buildings, multiplexes, schools, civic and institutional facilities, neighborhood parks
<b>Transportation</b>	Enough right-of-way to allow multiple modes of transportation (sidewalks, street trees, on-street parking), interconnected street grid
<b>Parking</b>	On-street parking, off-street surface parking (shallow lots in front, otherwise should be in rear or sides of building)
<b>Open Space</b>	Neighborhood parks, plazas



## TC TRANSITIONAL CORRIDOR

### Development Characteristics

Transitional Corridors are generally older corridors with a wide range of land uses and development patterns. Large portions of them are currently outside of city limits. Development generally occurred in the first wave of automobile-oriented design, and varies widely from rural residential to commercial uses. There are areas of extensive surface parking and numerous vehicular curb cuts. Improvements along these corridors should include enhanced access management, higher quality architecture and site design, and regional trail connectivity

<b>Primary Uses</b>	Office, retail, mixed-use, advanced manufacturing, civic/institutional facilities
<b>Secondary Uses</b>	Townhomes, single-family residential, multi-family residential, neighborhood commercial, open space
<b>Transportation</b>	Enough right-of-way to allow multiple modes of transportation (esp regional trails), interconnected street grid
<b>Parking</b>	Off-street surface parking
<b>Open Space</b>	Neighborhood and regional parks, natural open space



## FUTURE LAND USE MAP

One of the most important tools from this Comprehensive Plan is the Future Land Use Map. This map provides guidance on future land use, planning, zoning, and development decision-making in Greer.

As identified in the planning process, future population and job growth of Greer should be concentrated in key areas of the City to avoid the effects of urban sprawl and any resulting inefficient utility and service investments. This will also help to connect and reinforce the Greer neighborhoods. In consideration of the rapid Upstate and local growth trends, the city will use the Future Land Use Map to make considered planning decisions as surrounding land areas continue to annex to the city of Greer. To this end, priority annexation should be on areas closer to the core of the city and those that connect separated parts of the city. This will help consolidate city services, efforts, and focus.

The Future Land Use Map on the facing page, together with the Character Area descriptions, illustrate how future growth should occur in the City of Greer.

The future land use character areas in Greer follow a general concentric pattern with Downtown as the gravitational center of the City. Traditional Neighborhoods, such as Victor Mill, the Arts District, and North Main Corridor, are areas near Downtown that reinforce its

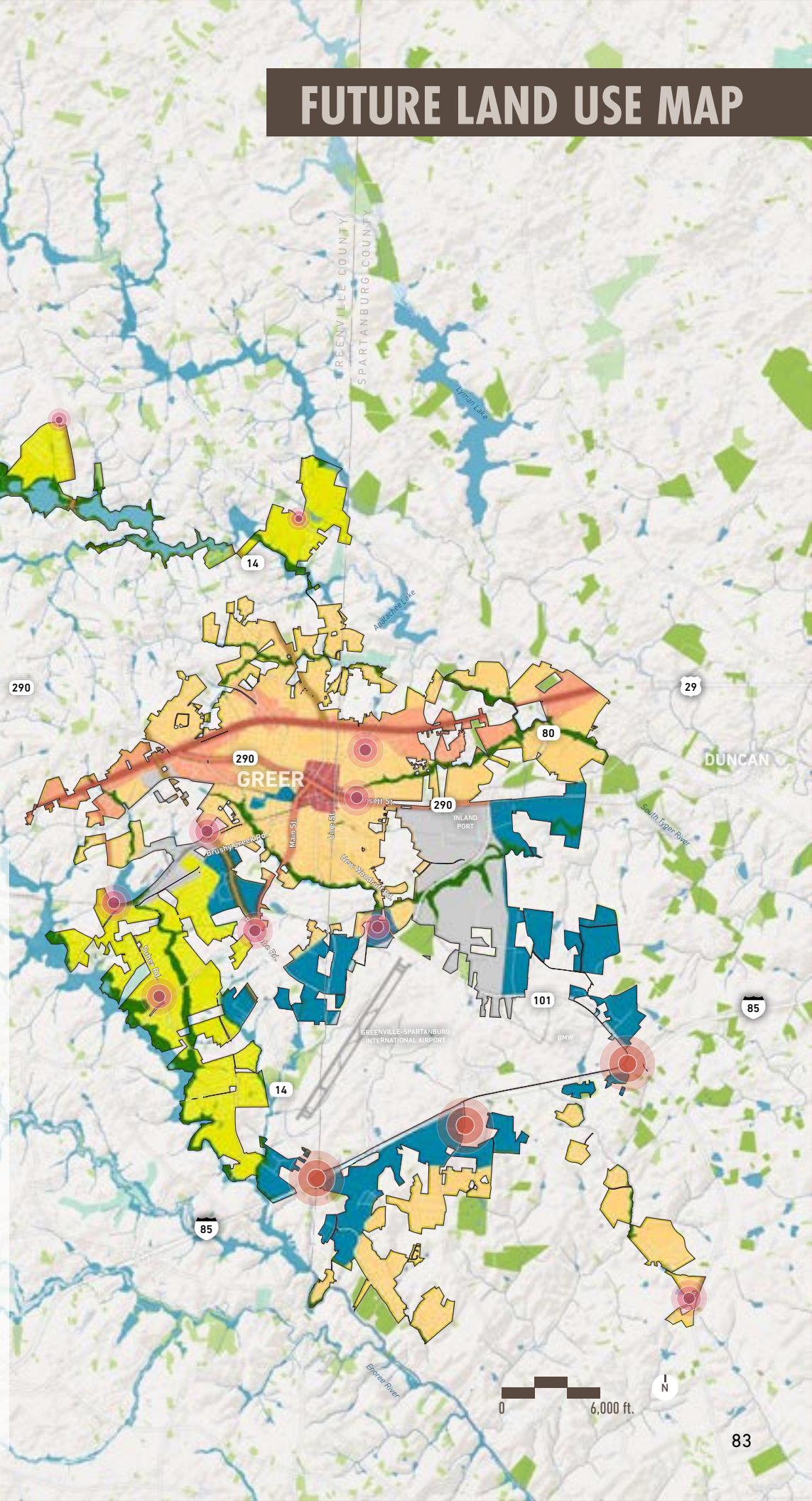
vibrancy. These Traditional Neighborhoods have existing walkable block patterns, or the potential for a connected and walkable grid, offering an array of residential typologies. The Suburban Neighborhoods are farther from Downtown and consist of primarily lower density single-family developments, such as Blue Ridge Plantation, Riverside, and Paxton Meadows. Undeveloped land around Lake Robinson was designated as Conservation Subdivision to protect this natural resource and the significant natural features to ensure that future growth in this area is low impact. Both Mixed Employment and Manufacturing & Logistics areas are located in the southern portion of the City where they take advantage of the proximity to the airport, Inland Port, BMW facility, and I-85. This is a concentrated employment center for the region.

In addition to the future land use categories, there are also Centers and Corridors that function as desired character overlays to guide where non-residential, mixed use, and higher density development should occur within the City. In particular, the Centers are areas where new development is to be focused, with eight Neighborhood Centers designed to serve their surroundings and three Regional Centers along I-85.



# FUTURE LAND USE MAP

- COMMUNITIES**
- Downtown Living
- Traditional Neighborhood
- Suburban Neighborhood
- Suburban Commercial
- Mixed Employment
- Manufacturing & Logistics
- Conservation Subdivision
- CORRIDORS**
- Neighborhood Corridor
- Suburban Commercial Corridor
- Transitional Corridor
- CENTERS**
- Neighborhood Center
- Regional Center
- Parks and Public Open Spaces
- Floodplain
- GSP Environs



\*Source: City of Greer as per Jan 2020



# 4.2 GOALS, OBJECTIVES & IMPLEMENTATION STRATEGIES

## INTRODUCTION

The following section details realistic and approachable implementation strategies to guide Greer as the City anticipates continued growth and transformation. Goals and strategies should be viewed as ever-evolving to match the needs of the City as they may shift and change; these should actively be revisited in order to respond with refined solutions. Additionally, the City will need to coordinate with adjacent communities, Greenville County, and Spartanburg County to successfully implement this Plan.

Engagement with the community and stakeholders helped provide the direction needed to develop the goals and strategies included in the Plan. The following pages are structured by Plan element, each of which has a primary goal, objective, and implementation strategies. Recommendations herein are a mixture of short-term, long-range, and ongoing efforts.

The plan elements and their primary goals are listed on the opposite page.

**ELEMENTS****GOALS**

<b>Population</b>	<i>The City will accommodate and support the needs of a diverse and growing population.</i>
<b>Economic Development</b>	<i>The City will foster an environment that is conducive to job growth, supportive of local businesses, work with its partners to attract and retain target industries and small businesses, while maintaining a strong local tax base.</i>
<b>Natural Resources</b>	<i>The City will protect its sensitive environmental resources while using parks, trails, and recreational amenities to define the community as a distinctive place that is connected by green space, welcoming to families, and rich with outdoor activities.</i>
<b>Cultural Resources</b>	<i>The City will celebrate and preserve its rich history and provide opportunities to engage in enriching arts and cultural activities that continue to deepen ties to the community.</i>
<b>Community Facilities</b>	<i>The City will work with its partners to provide efficient, effective public services that are coordinated, equitable, sustainable, and align with the City's growth strategy set by the Comprehensive Plan.</i>
<b>Housing</b>	<i>The City will continue to encourage and promote a diversified housing stock to meet the needs of people of all ages, incomes, and abilities to allow residents to age in place.</i>
<b>Land Use</b>	<i>The City will continue to take clear actions to promote the prosperous and balanced development of Greer that meets the goals and objectives of this plan.</i>
<b>Transportation</b>	<i>The City will develop strategic partnerships and make targeted investments into its multimodal transportation system to meet the needs of its residents, employers, and visitors.</i>
<b>Priority Investments</b>	<i>The City will continue to cultivate strong partnerships to ensure coordinated investment in major infrastructure and facility projects.</i>



## 4.2b. PLAN ELEMENTS

### POPULATION ELEMENT

People are the greatest asset of a community. Thus the Population Element of the Comprehensive Plan provides the foundation for the development and success of the other eight elements.

A thorough examination of available demographics trends and forecasts was conducted to determine how Greer can best accommodate future projected population growth. In addition to overall projected growth, it is vital to account for changing demographics that impact the housing, transportation and infrastructure needs of residents.

Future population and job growth in Greer will be accommodated with a variety of housing types and in various employment sectors. The Future Land Use Map and the plethora of implementation strategies in the Comprehensive Plan embrace a comprehensive approach to health and wellness to improve community livability. This will be achieved by catalyzing more walkable development throughout the city, increasing recreation opportunities, and ensuring equitable access to food and public services.

Greer may also take inspiration from national efforts to help mitigate increasing healthcare costs and poor health outcomes by investing in urban livability. Resources that may be referenced include the Plan4Health healthy community initiatives launched in partnership between the American Planning Association and the American Public Health, the Livability Index created by AARP, and Community Health Assessments which are described in detail on the CDC's website.

Along with following the numbers, Greer must continue to meaningfully engage residents and community members to ensure the needs of different populations are met. Community participation is a key component to building trust and awareness. Engagement is critical not only during the planning process; continued involvement from representative populations will set up more opportunities for success as this Plan is implemented.

## POPULATION ELEMENT

<b>Goal</b>	<i>The City will accommodate and support the needs of a diverse and growing population.</i>
<b>Objective 1</b>	<i>Continue to update growth projections and population demographic analysis.</i>

### Strategies

- » Support and promote US Census efforts to ensure an accurate Census count.
- » Respond to the differing needs of the community's population by planning for and adjusting City services and outreach as demographics continuously shift.
- » Revisit the City's demographic analysis annually and reevaluate the Comprehensive Plan goals at least every 5 years as necessary to address population shifts.

<b>Objective 2</b>	<i>Create areas for compact walkable development to accommodate growth, housing, transportation, and economic development needs.</i>
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### Strategies

- » Adopt policies that expand housing and transportation choice and improve affordability, including attracting housing types that are underrepresented in Greer.
- » Adopt policies that ensure new compact development is of appropriate quality for Greer.
- » Focus new walkable mixed-use development along the corridors and downtown transition areas identified in this plan.
- » Engage regional partners such as the Inland Port, GSP, and local industry to provide/improve transportation connections between the city's population centers and employment centers.

<b>Objective 3</b>	<i>Engage with the community to build trust and understand the needs of diverse groups.</i>
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### Strategies

- » Ensure information on demographic patterns and needs (housing, services, transportation, etc.) is accessible and available to all, agencies, and community leaders.
- » Coordinate community-building and service efforts with Arts, Culture, Faith, Education, and Non-Profit sector leaders.
- » Ensure City information and education resources reach a broad audience by utilizing tools such as school outreach, social media, City website, and City presence at community events and festivals.

<b>Objective 4</b>	<i>Support the health, wellness, education, and training of the City's residents and workforce.</i>
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### Strategies

- » Support healthy community initiatives and partnerships, including active living and fresh food access, as well as those that support vulnerable populations.
- » Continue to plan for and invest in infrastructure and projects that improve activity, recreation, and mobility for people of all ages and abilities.
- » Monitor the City's Livability Index and support projects and efforts that improve community livability.
- » Support efforts that improve access to the daily needs and services of the population.



## **ECONOMIC DEVELOPMENT ELEMENT**

Greer has continued to be the economic engine for Upstate South Carolina, providing industry and jobs for local residents, as well as employment for many who reside in the Greenville-Spartanburg area. With a combined annual economic activity of \$72.5 billion alone, BMW, GSP Airport, and the South Carolina Inland Port drive the economy of the region and represent a significant portion of the State's economy. Growth and investment are projected to continue, and it is important for the City of Greer to foster a diversified base to remain viable in the future. It must also accommodate economic growth that contributes to the great quality of life that the residents of Greer enjoy. This begins with an economic development strategy that balances residential growth with the recruitment of higher-wage jobs, developing small businesses, and targeting new and growing industries.

The City of Greer has long recognized that a revitalized downtown is key to a healthy economy, not only providing a reason for people to move to the city, but also as a key factor in industries looking to locate in a growing and vibrant community. City leaders have dedicated themselves to the systematic revitalization a once stagnant downtown, that has now become a shining star within the region. The success of Downtown Greer should be leveraged as an incentive for private investment both inside and outside of the community's core. This can include mixed-use development opportunities within downtown and the downtown transition areas identified in this Plan.

While strengthening the core, the City should also focus on maintaining its regional position within Upstate South Carolina, expanding traditional manufacturing, automotive and distribution with interdependent industries that have an international presence. This would include leveraging and promoting its Foreign Trade status, identifying projects and marketing sites within Greer's Opportunity Zone, and establishing a clear Economic Development Market Position that brings in new investment. In order to do this, the City must continue to maintain and enhance its partnerships with local and statewide economic development agencies.

Finally, it is becoming critically important for the Greer community to cultivate a sustainable and resilient economic base that can withstand the impacts of recessions and global pandemics. This begins with creating an entrepreneurial ecosystem that empowers businesses to achieve success while also targeting diverse and inclusive small businesses. Improving infrastructure that provides for reinvestment, encouraging infill development, and enhancing key corridors will help establish a more efficient economy, and focusing on talent attraction by positioning Greer as a premier place to live and work will create sustainability.

## ECONOMIC DEVELOPMENT ELEMENT

<b>Goal</b>	<i>The City will foster an environment that is conducive to job growth, supportive of local businesses, work with its partners to attract and retain target industries and small businesses, while maintaining a strong local tax base.</i>
<b>Objective 1</b>	<i>Continue to guide economic growth in a vibrant downtown with a mixture of employment, commercial, and residential.</i>

### Strategies

- » Leverage the public planning and investment of the Center G Streetscape project to incentivize private investment.
- » Ensure zoning and land use standards encourage and allow for mixed-use development in downtown.
- » Invest in public infrastructure in Downtown Transition areas in order to catalyze mixed-use development, infill, and redevelopment.
- » Encourage residential mixed-use development downtown and attractive/accessible pedestrian and bike connections to the Downtown Transition areas and neighborhoods to build a residential population that supports more retail, entertainment, and services in the Downtown.
- » Focus on the redevelopment of Greer Mill as an innovation district with an emphasis on its connectivity to the downtown core.
- » Develop a clear market position for Downtown as an activity center for Greer citizens, a destination for tourism, as well as a location for new investment and business.
- » Identify gaps in businesses that support the visitor market and recruit them to Downtown.
- » Provide incentives for mixed-use development Downtown, including enhanced infrastructure, promotion of Opportunity Zone projects, etc.
- » Continue to engage in periodic updates to market research in order to identify opportunities for business growth and new investment based on demand from Greer's growing market and evolving economy.

<b>Objective 2</b>	<i>Target a diversified employment base capitalizing on regional position and access to global markets.</i>
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### Strategies

- » Rely on the city's partners such as the Greer Development Corporation, Partnership for Tomorrow, Greater Greer Chamber of Commerce, etc. to pursue economic development. Provide municipal support to these agencies as necessary.
- » Leverage GSP, Inland Port Greer, BMW and the automotive industry when targeting new, interdependent industries, strengthening Greer's position as the upstate center of industry.
- » Actively promote Foreign Trade Zone 38 and work with industries to capitalize on its benefits.
- » Identify projects and sites within Greer's Opportunity Zone, develop prospectus for their development, and actively market to applicable Opportunity Zone Funds.
- » Develop clear market position for economic development and coordinate with ED partners to drive investment to local business parks and sites.
- » Identify key economic development ready sites and use land development tools and consistent economic development policy to protect them from encroaching uses.
- » Conduct a market analysis of land use, transportation, and development patterns to identify and address trends that make employment uses less desirable for investment.



**Objective 3***Create a vibrant, sustainable, and resilient economic climate.***Strategies**

- » Cultivate a small business ecosystem that prioritizes entrepreneurship and small business success.
- » Create an entrepreneurial empowerment program in order to expand local business knowledge base in conjunction with Partnership for Tomorrow Greater Greer Chamber of Commerce, etc.
- » Create business expansion programming and incentives that focus on job creation through existing businesses.
- » Identify and support diverse and inclusive businesses throughout the Greer community.
- » Target the annexation of the "donut hole" tracts of land that exist within the city, creating opportunity for more efficient infrastructure planning, land use, and economic development.
- » Focus on the redevelopment of key commercial corridors and dated developments, including the potential to redevelop as mixed-use areas that support employment centers and small businesses.
- » Capitalize on federal and state incentives that may be available from current or future stimulus funding related to COVID-19. Identify business development and support programming that may utilize these resources.
- » Establish crisis and post-disaster economic planning that reflect lessons learned from COVID-19 and previous recessions.
- » Create additional "work at home" opportunities through public policy, recruiting businesses that support remote working, and potentially amendments to land use regulations that permit this practice.





## NATURAL RESOURCES

Protecting Greer’s natural resources and biodiversity and increasing greening efforts throughout the city will ensure that future generations can breathe cleaner air, enjoy cooler temperatures throughout the city, and take advantage of the natural resources that make Greer a great place to live.

It is critical to be proactive in protecting these valuable resources as the city continues to grow, develop and annex rural land. This land is important for maintaining wildlife habitats, access to recreational amenities, as well as enhancing our air and water quality. When this land is annexed and developed it should be done strategically to protect water resources and natural habitats.

In urban areas additional steps can be taken along right-of-ways, on public land and with new development to mitigate the negative externalities of urbanization. This includes planting shade trees and vegetation, incentivizing or requiring green or cool roofs with new development, and using cool pavements for sidewalks, roadways and parking lots. These strategies reduce the temperatures of the pavement and the ambient air. Especially consider applying these strategies to brownfield site mitigation efforts.

Poor air quality is another negative externality of urban development. Primary sources of air pollution in Greer include industry, utility, and automobile emissions, and these contributors will continue increase as the city grows. To improve air quality the city should ensure industry compliance to emission standards, continue to partner with Greenville County

and other localities to improve air quality, and participate in programs and initiatives such as the no-idling campaign in places like school pick up lines.

Much of the hydrologic features in Greer are close to commerce, industry, new development, and other sources of potential pollution. As a result, water quality monitoring is critically important to keep Greer’s water clean. Recent flooding events led to a redrawing of floodplain boundaries, which impacted the future land use map. In addition to flood risk, preserving undeveloped land around hydrology features is important to preserving biodiversity in the area. Minimizing development in natural areas, especially in the floodplain and around hydrologic features, and ensuring that development that does occur adheres to the principles of the Conservation Subdivision (CS) Future Land Use category, is critical to achieving the city’s environmental objectives.

Improving public transportation options and expanding the city’s pedestrian and bicycle networks will give residents more travel options, especially for short trips between neighborhoods, which will decrease transportation emissions as well as congestion. Active transportation connections to parks and activity centers through an interconnected greenway trail system will add to the greening of the city while ensuring residents have minimally invasive access to the natural amenities they treasure. In addition to improving transportation networks for residents, the City may also look to convert its vehicle fleet to electric vehicles to decrease its own carbon footprint.

## NATURAL RESOURCES ELEMENT

<b>Goal</b>	<i>The City will protect its sensitive environmental resources while using parks, trails, and recreational amenities to define the community as a distinctive place that is connected by green space, welcoming to families, and rich with outdoor activities.</i>
<b>Objective 1</b>	<i>Increase and diversify the Tree Canopy throughout the City.</i>

### Strategies

- » Conduct a tree inventory in the city to determine canopy cover and identify areas with treed areas in need of greater protection and areas substantially lacking trees. Use results to inform and guide city tree maintenance, protection, invasive removal, and planting plans.
- » Obtain Tree City USA status by increasing care and protection of trees in the city.
- » Consider a street tree program and ensure street trees line streets within the city, including incorporation into all street projects, and replacement of street trees as needed.
- » Increase protection of large heritage trees through improvement of the city's tree ordinance.
- » Develop a city tree species list outlining desirable trees species, identifying native tree species, and recommending appropriate trees for various applications in parks, buffers, yards, and along streets.
- » Explore incorporating incentives for the use of sustainable development and retrofit practices in both city and private projects, into the City's Unified Development Ordinance.

<b>Objective 2</b>	<i>Protect native wildlife and natural resources with a clear focus on improving soil, habitat, water, and air quality.</i>
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### Strategies

- » Increase the use of native plants in city construction and encourage their planting throughout the community to decrease water and fertilizer needs, while also supporting native wildlife.
- » Identify and protect natural resources areas such as wetlands, lakes, river/stream corridors, floodplains, steep slopes, old-growth woods, large trees, and significant habitat areas (through means such as acquisition, open space dedication, easements, required vegetation buffers, setbacks, etc.).
- » Identify, pursue, and obtain funding from various grants and program sources to improve and protect Greer's natural resources.
- » Form and maintain partnerships with state and local environmental organizations to support Greer's mission to protect natural resources.
- » Encourage the use of riparian buffers for water quality protection, habitat provision, and increasing native species diversity.
- » Educate the public on the economic, social, and public health benefits of trees, native vegetation, habitat, and riparian buffers.
- » Projection and improvement of stream banks throughout the city.



**Objective 3**

*Implement strategies for responsible land development and access to parks and recreation for the growing population.*

**Strategies**

- » Increase bicycle, pedestrian, and active transportation connectivity with investment in trails and greenways throughout the city to connect residents to parks and activity centers.
- » Work toward an interconnected system of greenways trails within ¼ mile of all residents.
- » Study the cost and benefit of creating a Greer trail connection to the Swamp Rabbit Trail.
- » Develop a plan to provide and maintain a public park or greenspace within a five-minute walk of all city residents.
- » Realize trail and park improvements through capital projects, grants, and required dedication and construction by new development, and adequate fee-in-lieu of requirements.
- » Require new development and street projects to provide sidewalks or a sidewalk and asphalt path along both sides of all streets.

**Objective 4**

*Implement strategies for responsible land development.*

**Strategies**

- » Encourage and integrate green design standards at the outset of plans.
- » Review and revise Land Development Regulations (LDRs) to promote the protection of sensitive and significant natural resources.
- » Develop standards to encourage infill development and low impact development practices, such as stormwater management, riparian buffers, green infrastructure, tree cover, native planting, best management practices, etc.

**Objective 5**

*Develop strategies to improve renewable resources and energy efficiency.*

**Strategies**

- » Explore costs and benefits of expanding Greer's recycling program.
- » Explore the conversion of a portion of the city's fleet over the next ten years to natural gas or electric vehicles.





## CULTURAL RESOURCES

The City of Greer's history is deeply rooted in Mill heritage and is part of the Greenville County Heritage Trail. It includes the Gilreath's Mill in the northern part of the city, Pelham Mills in the southern part of the city, and the recently redeveloped Victor Mills near Downtown. Greer's historical assets should be invested in, celebrated and promoted through public programming and cultural tourism and supported by regional partners.

Despite Greer's outward development trajectory, Downtown remains the heart of the community and its gravitational center. Downtown should continue to host and expand civic events such as the Farmers Market and international festival.

The city should also support the preservation of historic buildings Downtown and throughout the city through grant programs, historic preservation tax credits and zoning techniques. New development and redevelopment should be compatible and respectful of Greer's unique and historic characteristics.

Engagement efforts and programming such as community mapping and storytelling will help residents celebrate their city's cultural diversity and understand the legacy of the ground they stand on.

Tourism is a multi-billion dollar industry in Greenville County, and Greer should ensure its performing arts venues, museums, historic places, parks and natural resources are known and leveraged. Festivals and other large events will also help attract tourists and bring the community together.



## CULTURAL RESOURCES ELEMENT

### Goal

*The City will celebrate and preserve its rich history and provide opportunities to engage in enriching arts and cultural activities that continue to deepen ties to the community.*

### Objective 1

*Promote cultural tourism and community events in Downtown.*

#### Strategies

- » Continue to program, host, and grow festivals and events in downtown Greer.
- » Expand the Farmers Market.
- » Continue to support the Greer Heritage Museum.
- » Work with regional partners to promote Greer as part of Upstate identity and tourism activities.

### Objective 2

*Support and enhance historic resources and distinctive community character throughout the city.*

#### Strategies

- » Support the Board of Architectural Review to protect and enhance the defining qualities and character of Greer.
- » Promote Community Preservation Mapping in unique residential areas such as Apalache Mill and Greer Mill.
- » Expand and increase the façade improvement grant program.
- » Provide historic preservation education for building owners and potential investors, including tax credits, renovation options, and tourism promotion.
- » Consider planning and zoning techniques to protect and enhance historic communities and other areas of cultural significance.

### Objective 3

*Celebrate Greer's mix of cultures and arts with the community.*

#### Strategies

- » Include cultural and historic storytelling in City signage, parks and recreation spaces, and civic structures.
- » Support BIPOC (Black, Indigenous, and People of Color) entrepreneurship, events, and festivals.
- » Review development code requirements and consider allowing greater flexibility for uses and building design, particularly for murals and signs.



## COMMUNITY FACILITIES

The Community Facilities element includes many public facilities and services essential to supporting the geographic, population and economic growth of the community.

As new areas are annexed into the City of Greer, appropriate plans for utilities capacity and expansion are necessary to provide reliable and adequate service. Fire and police services should continually be assessed and increased as necessary to serve the growing community. Similarly, the school district's capacity should be annually evaluated in partnership with Spartanburg County and Greenville County alongside the city's Long Range Facilities Plan and Capital Improvement Program to stay in lockstep with projected growth patterns.

Greer Commission of Public Works (CPW) provides an "all-in-one" source for utilities needs in the Greater Greer area, including quality water, sewer, electrical services, and natural gas. Greer should continue to coordinate with ReWa on expansions of public infrastructure in developing areas.

Beyond emergency and basic services, recreational amenities are a valuable asset for residents and visitors. These amenities should be spread across the city and accessible to all residents using a multitude of transportation options. All residents should live within 1/4 mile of the city's greenway trails network and a public park or greenspace to encourage and improve quality of life. Greer should continue to expand its non-motorized transportation network to achieve an interconnected system of greenways, trails, and recreation opportunities.

The onset of the COVID-19 pandemic has renewed the community's appreciation of the city's parks and open spaces but at the same time put an unprecedented strain on these assets. The desire for regional connectivity and convenient recreational opportunities have only heightened the need for a connected parks and trail network be accessible to residents in all corners of the city. The built environment has an indisputable impact on public health and the City must be aware of how development patterns, transportation options and recreational opportunities impact our well-being and have disparate impacts on certain populations.

It is imperative that the Mayor, City Council, city administrator and seven departments of local government work collaboratively and interdisciplinarily to meet immediate community facility needs and strive to achieve the city's long range goals as set forth in the Comprehensive Plan.

## COMMUNITY FACILITIES ELEMENT

<b>Goal</b>	<i>The City will work with its partners to provide efficient, effective public services that are coordinated, equitable, sustainable, and align with the City's growth strategy set by the Comprehensive Plan.</i>
<b>Objective 1</b>	<i>Continue to provide and maintain quality services within the City of Greer.</i>

### Strategies

- » Increase communication to better coordinate efforts with partnering agencies (i.e. Greenville County, Spartanburg County, power, water, sewer, telecom, etc).
- » Undertake a continuous communication process with Greer CPW to ensure all parties have the same long range goals and priorities.
- » Study methods to improve service and reduce response time for police, fire, and emergency services.
- » Foster multiple uses of parks and open space areas for recreational league play, open use, and other evening and weekend access for community activities.
- » Continue to work with school district to ensure continued growth is adequately planned for.

<b>Objective 2</b>	<i>Plan for growth and the additional resources necessary to serve a growing population and workforce.</i>
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### Strategies

- » Develop a Capital Improvements Program (CIP) that aligns community infrastructure investments with planned future land use.
- » Ensure that new development contributes its fair share to the added costs of community facilities, infrastructure, and services that new development requires.
- » Amend the Water and Sewer Master Plan to reflect the limits and service expectations of the City's preferred growth strategy.
- » Monitor the expansion and extension of central water and sanitary sewer service and support the logical incremental expansion through CIP.
- » Continue to communicate proposed development, transportation, and long-range plans with the school district and counties.
- » Support efforts for medical service and long-term care facility access to residents of Greer.

<b>Objective 3</b>	<i>Improve access to recreational opportunities.</i>
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### Strategies

- » Broaden the use of utility easements to include public trails.
- » Continue to implement the City's Park Plan.
- » Increase bicycle, pedestrian, and active transportation connectivity with investment in trails and greenways throughout the city to connect citizens to parks and activity centers.
- » Work toward an interconnected system of greenways trails within ¼ mile of all residents.
- » Develop a plan to provide and maintain a public park or greenspace within a five-minute walk of all city residents.
- » Ensure that park and recreational facilities are accessible to all persons regardless of age or physical capability.



## HOUSING

Greer has always been a desirable place to live, as evidenced by a 26% population growth between 2000 and 2018. In fact, the city will continue to be one of the fastest growing municipalities in South Carolina with a projected growth rate of 7% over the next five years. Current residential pressures are occurring in the area south of I-85 that has easy access to transportation, jobs, and urban neighbors. Greer should focus on maintaining a balance of residential growth with economic development, while preserving the community's exceptional quality of life.

84% of the total properties in Greer are used as residential, with nearly 70% of all housing being single-family detached. The residential market is fast-growing and healthy, but there is also a lack of variety in product. In today's changing economy, it is even more important to maintain a diversity of housing types, where a family looking for a four-bedroom single-family home in a subdivision, or a professional couple seeking a smaller unit with live-work capabilities in a more urban environment can both find options. This would include walkable, mixed-use developments in proximity to employment, and even higher densities in compact developments such as townhomes, cottage court developments, -plexes, and additional rental opportunities.

Similarly, with 43% of renters and 15% of homeowners in Greer being "cost-burdened", it is important to provide housing that is accessible to all levels of income. Identifying gaps in the current housing market is of paramount importance, as is the planning and rehabilitation of the city's struggling neighborhoods. This would include accessible housing in developments with access to transportation, services, and jobs, as well as reducing homelessness.

The city can achieve this by expanding its local partnerships that focus on the provision of safe, quality and affordable housing, while also working with developers and investors to create a more balanced and diverse stock of housing within the community. It can also update its existing development codes to permit new housing types, while incorporating inclusive zoning practices and uses available land more efficiently.

## HOUSING ELEMENT

<b>Goal</b>	<i>The City will continue to encourage and promote a diversified housing stock to meet the needs of people of all ages, incomes, and abilities to allow residents to age in place.</i>
<b>Objective 1</b>	<i>Provide for a diversity of housing types and choices.</i>

### Strategies

- » Balance existing single family detached housing with new products that meet the demands of evolving market needs such as smaller units, townhomes, stacked flats, and live/work opportunities - they should be walkable and connected to amenities and community, etc.
- » Permit and encourage the development of housing types that address the "missing middle" including apartment developments of less than 20-units, single-family attached products such as -plexes and townhomes, live/work units, etc.
- » Encourage higher densities in compact developments by providing for mixed-uses, accessory dwellings, etc.
- » Recruit employers that provide "work from home" options or employee housing assistance.
- » Target the development of mixed-use residential in Downtown, and mixed-use and missing middle housing in Downtown Transition areas such as Greer Mill.
- » Work with the private sector and partners to create showcase development of these housing types.

<b>Objective 2</b>	<i>Promote development of housing that is accessible to a variety of income levels.</i>
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### Strategies

- » Conduct study of housing affordability and needs, and determine gaps in the housing market in Greer. Use this information to create targeted incentives and adjust policies and regulations (ex. zoning) to encourage market provision of needed housing. Reduce percentage of renters and owners who are cost-burdened by housing costs.
- » Engage local industries to understand demographics, commuting trends, housing needs of employees, cost of commuting, telecommuting trends and work together to increase housing proximity to employment based on these findings.
- » Acquire metrics for homelessness trends and provide programming through partnerships with Greenville County Redevelopment Authority, Greer Housing Authority, Habitat for Humanity, and the private sector.
- » Continue efforts for targeted redevelopments and rehab projects such as Greer Mill, Sunnyside Neighborhood, Cannon Ave., etc.
- » Develop design standards for missing middle housing, infill housing, and tiny home developments that meet the needs of Greer's residents without sacrificing community character.
- » Consider policies that encourage developers to incorporate a percentage of affordable units/homes in new developments.



**Objective 3***Provide tools that encourage a variety of housing developments products.***Strategies**

- » Review and update zoning code to allow broader spectrum of housing types, sizes, and densities including mixed-use, live/work, zero lot-line development, accessory dwelling units, etc.
- » Implement inclusive zoning practices and the efficient use of land in new development and redevelopment.
- » Consider impact fees to offset infrastructure costs and provision of public services required by new development - including connected pedestrian infrastructure, parks, public safety, etc.
- » Consider incentives for private developers to encourage both single and multi-family rental. Use creative tools such as affordable housing trust funds, density bonuses in zoning, land banking, reducing permit fees, rehabilitation grants, etc.





## LAND USE

The City strives to grow in a balanced fashion, focusing on more compact urban development patterns, fostering a mix of land uses, and prioritizing strategic infill development.

The objective of the Future Land Use element is to allow the city to reap the benefits of projected population and job growth in the region while minimizing the potential negative externalities of said growth. Encouraging more development patterns within the city to promote livability will help Greer catalyze economic development, divert new trips to alternative modes of transportation, continue to work towards a connected network of first-rate parks and public spaces, and efficiently provide services to new development.

The Community Character Areas and Future Land Use Map stress the purpose and function of areas throughout the city without being overly prescriptive in assigning specific land uses to parcels. The Community Character Area descriptions include typical development characteristics, land uses, transportation networks and public space found in those neighborhoods.

The Future Land Use Map will also guide the City in achieving its desired development outcomes and concentrating more compact, mixed use, pedestrian-friendly development Downtown, along Strategic Corridors and at Neighborhood and Commercial Centers throughout the city.

Infill annexation and development should be prioritized over sprawling greenfield development to help the city achieve efficient infrastructure planning.

Implementation efforts should also focus on updating and modernizing the City's zoning districts and designations as part of the Unified Development Ordinance to align with the Future Land Use Map and Community Character Areas. Site design and architectural standards are effective tools in shaping the built character of a community, and design principles can also help the city ensure compatibility between land uses in a mixed-use district that are not traditionally viewed as compatible.

## LAND USE ELEMENT

<b>Goal</b>	<i>The City will continue to take clear actions to promote the prosperous and balanced development of Greer that meets the goals and objectives of this plan.</i>
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<b>Objective 1</b>	<i>Make steady progress toward achieving the desired development pattern highlighted on the Future Land Use Map.</i>
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### Strategies

- » Evaluate and update zoning district and overlay descriptions and regulations as appropriate during the development of the Unified Development Ordinance to encourage implementation of the Future Land Use Map.
- » Encourage growth Downtown and strengthen its connection to the traditional neighborhoods surrounding it.
- » Focus on the redevelopment of key commercial corridors and dated developments, including the potential to redevelop as mixed-use.
- » Create well connected neighborhood activity centers and promote quality design that integrates them with the surrounding residential neighborhoods.
- » Leverage the Greer Development Corporation to cultivate relationships with private partners, and potentially form public-private partnerships, to implement mixed-use development and catalytic development sites.

<b>Objective 2</b>	<i>Balance land uses and growth to ensure an appropriate mix of uses to support a dynamic and livable city and the services residents and businesses expect.</i>
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### Strategies

- » Focus on more compact development patterns within the city to promote livability, efficient service provision, connectivity, green space preservation, and access to amenities.
- » Encourage and support mixed use, pedestrian-friendly development and favor this type of development over single use "strip" commercial development.
- » Maximize economic development while minimizing adverse impacts, including the utilization of design principles that promote compatibility between land uses not traditionally viewed as compatible.
- » Provide and enhance parks, open space, and trail connectivity throughout the city (and develop strategies to implement the Parks & Recreation Master Plan).
- » Target infill annexation, including "donut hole" tracts of land, creating opportunity for more efficient infrastructure planning, land use, and economic development.
- » Work with neighboring jurisdictions to coordinate future growth and transportation improvements in areas adjacent to and directly impacting the City of Greer.



**Objective 3***Update and modernize the city's policies and codes to advance this plan.***Strategies**

- » Evaluate and update zoning district and overlay descriptions and regulations as appropriate during the development of the Unified Development Ordinance to encourage implementation of the Future Land Use Map.
- » Develop architectural standards to promote quality design for new zoning districts and/or overlays or special districts.
- » Strengthen site design standards for residential and non-residential uses, including provisions for requiring sidewalks, connectivity and cross-access.
- » Continue to monitor development and redevelopment activity and adjust development codes as appropriate.







## TRANSPORTATION

Greer's transportation network should dynamically respond to evolving land use and development patterns as guided by the Future Land Use Map, and accommodate travel options for all residents, commuters and visitors.

Outside of Downtown, Greer today is mainly characterized by suburban style development with disconnected street networks and poor pedestrian and bicycle connectivity. The City will work to encourage more connected street networks in developing areas and safe and comfortable non-motorized facilities to connect neighborhoods to the Corridors and Centers designated in the Land Use element. Additionally, the City should consider implementing a more diverse and widespread Traffic Calming Program focused on residential areas as well as in Neighborhood and Regional Centers.

It is also important to note that many of Greer's primary transportation corridors are County and State Routes. Investments in all modes of travel along these corridors must be coordinated with county and state agencies. GPATS and SPATS should also be involved in decisions with regional network and connectivity implications.

Investment in multi-modal transportation options should especially be focused along Neighborhood and Transitional Corridors that the City has identified for future multi-family and mixed-use walkable development. As previously stated, many of these corridors are under County or State jurisdiction and design changes will require inter-agency coordination.

Greer should establish design guidelines and requirements for new development along these primary corridors to ensure good site design and the development of walkable environments. The City may also require developments above a certain size to complete a Multi-Modal Transportation Impact Assessment and work with the City to mitigate impacts on the immediate transportation network. [See ITE MTIA for guidance in crafting study requirements]

A multi-modal approach should be taken to maintain vehicle level-of-service at acceptable levels throughout the network. This may be accomplished by introducing Greenlink transit service on key corridors, improving bicycle and pedestrian facilities, and encouraging denser more walkable development Downtown and along the city's primary corridors. These strategies will help offset the impact of trips generated by new development.

Commercial and industrial development should be supported with designated freight routes that are designed and maintained accordingly.

In planning for street design changes, streetscape enhancements and the construction of new public streets, the City must take maintenance needs and the increasing cost burden of an expanding street network into account.

## TRANSPORTATION ELEMENT

<b>Goal</b>	<i>The City will develop strategic partnerships and make targeted investments into its transportation system to meet the needs of its residents, employers, and visitors.</i>
<b>Objective 1</b>	<i>In coordination with the Future Land Use Map, develop a transportation system that provides mobility options and a high level of service throughout the city.</i>

### Strategies

- » Consider infrastructure and capacity needs for all modes of transportation as outward development continues and new roads are built.
- » Continue to work with Greenville Transit Authority/Greenlink staff to identify and implement transit service between Downtown Greer, Greenville, the airport, and other large trip generators throughout the region. Wade Hampton Blvd (US-29) and S Main St (SC Highway 14) are priority transit corridors identified in the Horizon 2040 GPATS LRTP.
- » Adhere to the SCDOT Access and Roadside Management Standards (ARMS) with new development to minimize conflicts and improve traffic operations along Greer’s major transportation corridors.
- » Implement mitigation strategies to improve traffic operations at congestion points throughout the network.
- » Encourage denser and more pedestrian-friendly development along Greer’s primary transportation corridors, especially future transit corridors, accompanied by investments in pedestrian and bicycle infrastructure.

<b>Objective 2</b>	<i>Improve transportation/mobility interconnectivity throughout Greer.</i>
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### Strategies

- » Prioritize the regional transit and non-motorized connections set forth in the GPATS Long-Range Transportation Plan (Horizon 2040), and continue to work with GPATS and SPATS staff to identify and fund additional improvements in the transportation network.
- » Expand sidewalk network outside of city’s core; incorporate non-motorized facilities into subdivisions.
- » Encourage new subdivision developments to minimize cul-de-sacs, avoid disjointed street grids, and provide more direct outlets to adjacent transportation corridors.
- » Develop multi-modal connections between residential areas and Centers and Corridors as identified in the Future Land Use Map.
- » Develop non-motorized trail network for recreational and connectivity purposes.

<b>Objective 3</b>	<i>Enhance the aesthetics and appeal of the city’s transportation corridors, creating an attractive, defining character.</i>
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### Strategies

- » Create design guidelines and/or update requirements for new development along Greer’s primary transportation corridors that include building setbacks, planting, parking layout, and additional pedestrian-oriented design elements.
- » Plant shade trees along Greer’s major transportation corridors to mitigate the urban heat island effect and create pedestrian-friendly environments.
- » Identify existing roadways for streetscape, landscape, and other improvements to improve the user experience of all modes of travel. Continue to coordinate with GPATS and SPATS staff to include these features in transportation projects.
- » Consider facilitating a transfer of road ownership from County to City and/or a program or MOU between the City and County to define responsibilities for road ownership and maintenance.



**Objective 4***Support economic development and community reinvestment in downtown, job centers, and identified corridors with appropriate transportation investments.***Strategies**

- » Develop a designated freight network connected to the SC Inland Port and other freight trip generators to ensure specific roadways are designed and maintained to accommodate high truck volumes.
- » Support commercial and industrial development with appropriate infrastructure.
- » Conduct corridor studies of the city's Suburban, Neighborhood and Transitional Corridors to identify development opportunities along with transportation infrastructure needs and safety interventions.
- » Explore opportunities for shared streets and temporary and permanent street closures Downtown and within Neighborhood and Regional Centers.

**Objective 5***Improve operations, safety, and function for motorists, pedestrians, bicyclists and the neighborhoods/districts they travel through.***Strategies**

- » Craft and adopt a Complete Streets policy for the City of Greer.
- » Adopt strategies endorsed by the South Carolina Livable Communities Alliance to provide healthier, safer, greener and more equitable transportation options for Greer residents and visitors.
- » Work with GPATS and SPATS staffs to identify funding for improvements to the traffic signals and signal timing in and around the Greer community.
- » Reform City's Traffic Calming Policy to remove or change qualifiers and restrictions that serve as barriers to approving traffic calming in Greer's neighborhoods.
- » Consider additional traffic calming techniques in addition to speed humps such as, chicanes, lane narrowing and raised intersections to lower driving speeds and create safer walking and biking environments through neighborhoods and commercial districts.
- » Partner with South Carolina Safe Routes to School (SRTS) to implement traffic calming and safety enhancements around schools.
- » Identify and evaluate County and State roads that may be eligible for traffic calming measures, especially in Downtown Greer and within Neighborhood Centers and Regional Centers and along Neighborhood Corridors as identified in the Future Land Use Plan.

**Objective 6***Explore additional funding mechanisms to support needed transportation infrastructure maintenance and improvements.***Strategies**

- » Seek and apply for grants to implement transportation infrastructure maintenance and improvements.
- » Require developments above a certain size to complete a Multi-Modal Transportation Impact Assessment and partner with the City to mitigate impacts on the immediate transportation network. [See ITE MTIA for guidance in crafting study requirements]
- » Consider impact fees to offset infrastructure costs and provision of public services required by new development - including connected pedestrian infrastructure, parks, public safety, etc.







## PRIORITY INVESTMENTS

The Priority Investment Element described in S.C. Code sec. 6-29-510(D)(9) requires the analysis of likely sources of federal and state funding for public infrastructure that may be available, and a recommendation of projects for expenditure of those funds over the next ten years. Consideration of these future capital needs is an integral part of planning for growth.

Additionally, the Priority Investment Element requires a basic level of coordination between local governments. All governmental entities and utilities - counties, municipalities, public service districts, school districts, public and private utilities, transportation agencies and other public entities - that are affected by or have any planning authority over a public project identified in the priority investment element must be consulted in the coordination process.

## PUBLIC INFRASTRUCTURE AND FACILITIES

### Transportation

Planning to meet current and future transportation needs is accomplished through programs at the federal, state, regional, county, and the City of Greer. Transportation planning and funding allocations are provided by the Federal Highway Administration

(FHWA), the South Carolina Department of Transportation (SCDOT), the Greenville-Pickens Area Transportation Study (GPATS), the Spartanburg Area Transportation Study (SPATS), the Greenville Legislative Delegation Transportation Committee (GLDTC) the Spartanburg Legislative Delegation Transportation Committee (SLDTC), and the City of Greer Road Paving Fund.

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

Projects included in the current TIP are scheduled for implementation by 2024. When projects are added to the TIP, they are prioritized based on area-wide needs and in accordance with SC Act 114. Projects included in the TIP typically are funded over several years, with funding allocated to the preliminary engineering, right-of-way acquisition, and construction phases.

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

By Ordinance, Greenville County assesses an annual road maintenance fee of \$25, which is a flat fee directed toward the individuals who own vehicles and are therefore taking part in the deterioration of the county roads. Money goes towards repairing and repaving the county roads.

### **Public Education**

Public schools within the City of Greer operate through the Spartanburg District 5 and the Greenville County School District. School-age residents are served by one of five elementary schools (Buena Vista, Chandler Creek, Crestview, Skyland, and Woodland), three middle schools (Blue Ridge Middle, Greer Middle, and Riverside Middle), and three high schools (Blue Ridge High, Greer High, and Riverside High). The Benson Campus of Greenville Technical College serves as a regional campus for the numerous core programs provided by the Greenville Tech system.

### **Libraries**

Greer is served by the Greenville County Library System. In addition to its book collection, the Jean M. Smith Branch on Pennsylvania Avenue features conference and meeting rooms for community use.

### **Water**

The Greer Commission of Public Works (CPW) manages over 1,000 acres of Lake Cunningham and Lake Robinson, both of which are fed by the South Tyger River and serve as water reservoirs for the City of Greer. Drinking water is then treated at the CPW water treatment plant on Lake Cunningham.

### **Wastewater**

Greer CPW's Maple Creek Wastewater Treatment Plant, located on Lake Cunningham just north of the city, provides sewage treatment services for much of the city. The plant has a capacity of 10 million gallons per day serving 12,000 customers. Additional sewer service is provided by ReWa. In some parts of Greer, wastewater is primarily treated via household septic systems.

ReWa offices are located along Mauldin Road and I-85 in Greenville. ReWa currently operates eight Water Resource Recovery Facilities (WRRF) region-wide to treat wastewater for reuse, a 343 mile interceptor system, 293 linear miles of gravity line pipes, over 7,200 manholes, 60 pump stations, and 51 miles of pressurized force mains.



### Electricity & Natural Gas

Greer CPW offers natural gas service in Greer and throughout the surrounding area. This gas is provided by the Transcontinental Gas Pipeline. As for electricity, CPW is a member of the Piedmont Municipal Power Agency, which owns a 25% stake in a generator at the Catawba Nuclear Station in York County. CPW provides 95% carbon-free power to 19,400 meters, primarily within City of Greer and the surrounding area.

Greer CPW provides natural gas to approximately 24,400 meters in 450 square miles, stretching from southern Spartanburg County to the North Carolina line.

### Recreation Facilities

The City of Greer Parks and Recreation Department manages a network of over twenty parks and recreation facilities throughout the City of Greer. Additionally, Lake Robinson and Lake Cunningham, which are owned by Greer CPW, both offer boating, fishing, and shoreline amenities to residents and visitors.

The City of Greer adopted a Downtown Walking and Bicycling Master Plan in 2016. This plan identified the opportunities and constraints of the existing transportation network, as they apply to the bicycle and pedestrian facilities.

PRIORITY INVESTMENTS ELEMENT	
<b>Goal</b>	<i>The City will continue to cultivate strong partnerships to ensure coordinated investment in major infrastructure and facility projects.</i>
<b>Objective 1</b>	<i>Identify, plan for, and prioritize long range public infrastructure and capital facilities needs.</i>

#### Strategies

- » Prepare a list of public infrastructure and facilities needed over at least the next ten year horizon to ensure adequate capacity is reserved to serve the magnitude and timing of anticipated development in the Future Land Use Map.
- » Adopt and maintain a Capital Improvements Program that implements the comprehensive plan.
- » Invest in public infrastructure in Downtown Transition areas in order to catalyze mixed-use development, infill, and redevelopment.
- » Target infill annexation, development and redevelopment for cost-effective service delivery that would help Greer prepare for fiscally appropriate and timely extensions of growth into undeveloped areas of the city.

**Objective 2**

*Collaborate and partner with other local governments and relevant agencies to meet public infrastructure and facilities needs.*

**Strategies**

- » Consider an infrastructure advisory group to encourage regional capital infrastructure projects.
- » Leverage GSP, Inland Port Greer, and the automotive industry when targeting new, interdependent industries, strengthening Greer's position as the upstate center of industry.
- » Consider relevant plans from neighboring jurisdictions and agencies when considering and recommending infrastructure and facilities projects that require the expenditure of public funds.
- » Support and participate in the efforts of adjacent and relevant jurisdictions and agencies in planning for future public infrastructure and facilities needs.

**Objective 3**

*Explore and evaluate alternative methods of revenue and leverage existing funds to meet public infrastructure and facilities needs.*

**Strategies**

- » Seek additional funding opportunities from federal, state, and local granting agencies and private sources for needed public infrastructure and facilities needs.
- » Leverage existing resources to provide matching funds for grant opportunities.
- » Capitalize on federal and state incentives that may be available from current or future stimulus funding related to COVID-19. Identify business development and support programming that may utilize these resources.
- » Encourage public/private partnerships to facilitate the provision of needed public infrastructure and facilities.
- » Explore the use of alternative funding sources such as impact fees and a local option sales tax for capital projects.
- » Consider development incentives such as density bonuses, fast track permitting, or reduced/waived fees for development in areas prioritized for growth.
- » Consider reducing or eliminating utility connection fees for targeted reuse and redevelopment sites.



## ANALYSIS OF PROJECTED FUNDING

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

Methods for forecasting available revenues vary greatly based on the specific funding source, as such this forecast should only be considered as an initial step toward programming public infrastructure and facilities into the annual budget.

A number of public infrastructure and facilities needs have been identified in the City for the next decade through the development of the other eight required elements of this Comprehensive Plan. These capital improvements include those that will be funded and accomplished by the City as well as projects that will be funded and accomplished with the assistance of other public and private entities. The City of Greer must continue to explore new partnerships and funding sources to meet capital needs, while ensuring that the most critical needs are met.

The City of Greer is required to prepare this list of public infrastructure to ensure that adequate capacity is considered that will serve the magnitude and timing of anticipated development in the Future Land Use Map of this plan. Anticipated funding from federal, state and local sources for public infrastructure and facilities during the next ten years is outlined in the table below.

All planning elements must be an expression of the planning commission recommendations to the appropriate governing bodies with regard to the wise and efficient use of public funds. As such, this

analysis breaks down projected funding by Comprehensive Plan Element. Each of the eight preceding Elements is numbered below, in order of appearance in the Comprehensive Plan, and is addressed accordingly in the table below.

- 1** Population Element
- 2** Economic Development Element
- 3** Natural Resources Element
- 4** Cultural Resources Element
- 5** Community Facilities Element
- 6** Housing Element
- 7** Land Use Element
- 8** Transportation Element

Only those revenue sources currently funded or have a high probability of being funded within the ten year planning horizon are included herein. Anticipated funding amounts are shown below using today's dollars. Some examples of potential funding sources not currently being implemented by the City of Greer include, but are not limited to:

- » Local Option Sales Tax: used for capital projects and other purposes
- » Accommodations Tax: used for tourism related expenditures
- » Transportation Alternatives Program: used for activities including pedestrian and bicycle facilities, Safe Routes to School improvements, and projects that were previously funded by the Recreational Trails Program
- » Impact Fees: covers costs of public services required by new development
- » EPA Brownfield: grants, and low cost loans for cleanup and reuse of brownfield sites
- » Federal Historic Preservation: grants for planning, education, and stabilization of historic properties
- » SC Rural Infrastructure Authority: grants and low cost loans for infrastructure improvements

Funding Source	Description	Anticipated Annual Funding Amount (FY2021 figures unless otherwise stated)	Elements Addressed
<b>General Fund</b>	Annually appropriated funds for governmental functions not otherwise funded through special accounts, such as administration and operation, provided by valorem taxes levied on real and personal property	\$30,109,154	1 2 3 4 5 6 7 8
<b>Recreation Programs Fund</b>	Used to fund recreational program personnel and operating expenses	\$257,045	1 4
<b>Capital Equipment Fund</b>	Used for capital assets used in governmental activities	\$2,057,103	3 4 5
<b>Debt Service Fund</b>	Current financial resources restricted for the payment of principal and interest for long-term debt, includes General Obligation Bonds, Capital Leases, and Certificates of Participation	\$2,685,994	2 3 4 5
<b>Neighborhood Services Fund</b>	Personnel and operating expenses related to neighborhood services expenses		5
<b>Hospitality Taxes Fund</b>	A local hospitality tax is levied on consumers purchasing prepared foods and beverages from vendors located within the jurisdiction enacting the tax	\$2,631,057	4
<b>Stormwater Fund</b>	Operating expenses related to stormwater functions of the city	\$1,040,000	2 3 5
<b>Real Property Fund</b>	Inclusive of PARD, Land/Water Conservation, and other related grants	\$460,552	3 4 8



Funding Source	Description	Anticipated Annual Funding Amount (FY2021 figures unless otherwise stated)	Elements Addressed			
<b>Sanitation Services Fund</b>	Operating expenses related to sanitation functions of the city	\$1,598,600	3	5		
<b>Facilities Use Fund</b>	Personnel and operating expenses related to certain municipal properties	\$211,146		5		
<b>Greer Golf Fund</b>	Personnel and operating expenses related to Greer golf	\$886,258	2	4		
<b>Road Paving Fund</b>	Capitalized and expensed asset expenditures related to road paving efforts of the city	\$660,000				8
<b>GPATS Guideshare Funds</b>	Guideshare funds are to aid public road jurisdiction with funding for any road or bridge projects on the federal aid system, which includes all federal functional class routes except local and rural minor collectors	\$3,974,611 (2024-2030 projected)	4	5	7	8
<b>SPATS Guideshare Funds</b>		\$3,800,000 (2020-2022 projected)	4	5	7	8

## COORDINATION

The South Carolina Priority Investment Act requires that the recommendation of capital improvement projects requiring public expenditure be done through "coordination with adjacent and relevant jurisdictions and agencies." The Act defines adjacent and relevant jurisdictions and agencies as "those counties, municipalities, public service

districts, school districts, public and private utilities, transportation agencies, and other public entities that are affected by or have planning authority over the public project."

Adjacent and relevant jurisdictions and agencies identified as providing public facilities or related services within or near the City of Greer are listed below.

<b>Coordinating Agency</b>	<b>Capital Improvement/Public Facility/Service</b>
<b>CITY OF GREER</b>	
<b>Mayor</b>	City of Greer Mayor
<b>Administration</b>	City of Greer Administration
<b>Council</b>	City of Greer Council
<b>Municipal Clerk</b>	City of Greer Municipal Clerk
<b>Economic Development (GDC)</b>	Greer Economic Development (GDC)
<b>Finance</b>	City of Greer Finance
<b>Planning</b>	City of Greer Planning
<b>Public Works</b>	City of Greer Public Services
<b>Greer CPW</b>	Greer Commission of Public Works
<b>Police Department</b>	City of Greer Police Department
<b>Fire Department</b>	City of Greer Fire Department
<b>GREENVILLE COUNTY</b>	
<b>Administration</b>	Greenville County Administration
<b>Council</b>	Greenville County Council
<b>Economic Development (GADC)</b>	Greenville Area Economic Development (GADC)
<b>Planning</b>	Greenville County Planning
<b>Public Works</b>	Greenville County Public Works
<b>Sheriff</b>	Greenville County Sheriff



<b>Coordinating Agency</b>	<b>Capital Improvement/Public Facility/Service</b>
<b>SPARTANBURG COUNTY</b>	
<b>Administration</b>	Spartanburg County Administration
<b>Council</b>	Spartanburg County Council
<b>Economic Development (One Spartanburg)</b>	Spartanburg County Economic Development
<b>Planning</b>	Spartanburg County Planning
<b>Public Works</b>	Spartanburg County Public Works
<b>Sheriff</b>	Spartanburg County Sheriff
<b>SPECIAL PURPOSE DISTRICTS</b>	
<b>Boiling Springs Fire District</b>	Special purpose district providing fire service
<b>Duncan Chapel Fire District</b>	Special purpose district providing fire service, rescue, and EMS
<b>East Greer Fire District</b>	Special purpose district providing fire service
<b>Greenville Transit Authority</b>	Operated by the City of Greenville to provide fixed route and ADA transportation services
<b>Greenville-Spartanburg Airport District</b>	Operates the Greenville-Spartanburg International Airport
<b>Holly Springs Fire</b>	Special purpose district providing fire service
<b>Hood Road Substation Fire District</b>	Special purpose district providing fire service
<b>Lake Cunningham Fire Department</b>	Special purpose district providing fire service and rescue
<b>Marietta Water, Fire, Sanitation and Sewer District</b>	Special purpose district providing fire service and water
<b>Metropolitan Sewer Commission</b>	A special purpose district that operates and maintains sanitary sewer facilities within Greenville County.
<b>Pelham - Batesville Fire District</b>	Special purpose district providing fire service, rescue, and EMS
<b>Poplar Springs Fire</b>	Special purpose district providing fire service
<b>Reidville Fire</b>	Special purpose district providing fire service
<b>Renewable Water Resources</b>	Special purpose district providing sewer and water services
<b>Taylors Fire and Sewer District</b>	Special purpose district providing fire service and sewer
<b>Tyger River Fire</b>	Special purpose district providing fire service
<b>Wade Hampton Fire and Sewer District</b>	Special purpose district providing fire service and sewer

<b>Coordinating Agency</b>	<b>Capital Improvement/Public Facility/Service</b>
<b>OTHER RELEVANT AGENCIES</b>	
<b>ACOG</b>	Long-range transportation planning for non-urbanized portions of the Upstate, Water Quality Management Planning, economic development and workforce planning, aging support program, and other local government assistance.
<b>Duke Energy</b>	Electric service provider for portions of Upstate
<b>GPATS</b>	Metropolitan Planning Organization for transportation in the Greenville Urbanized Area
<b>Greenville Chamber of Commerce</b>	Association that promotes and protects the interests of the Greenville County business community
<b>Greenville County Redevelopment Authority</b>	Revitalizes homes and communities within Greenville County
<b>Greenville County School District</b>	Pre-K to 12 public school system
<b>Greenville Technical College</b>	Higher education with campus near City
<b>Piedmont Natural Gas</b>	Natural gas provider
<b>Prisma Health</b>	Healthcare provider
<b>Spartanburg Community College</b>	Higher education with campus near City
<b>Spartanburg County School District #5</b>	Pre-K to 12 public school system
<b>SPATS</b>	Metropolitan Planning Organization for transportation in the Spartanburg Urbanized Area
<b>Ten at the Top</b>	Regional advocacy organization
<b>Upstate Alliance</b>	Regional economic development organization
<b>Upstate Forever</b>	Conservation non-profit that protects land and water and promotes balanced growth in the Upstate





# 4.0 RECOMMENDATIONS

# 4.1 FUTURE LAND USE

## CHARACTER AREAS

This plan provides direction on desired and expected future land uses within the city of Greer and its surrounding environs. Future development and infrastructure decisions should respond to this guidance. While the city can only directly control what is within its limits, the information in this section can also help inform discussions regarding future development, annexation, and service provision, extension, and maintenance.

Building upon the work of the 2015 *Greer Community Master Plan*, this plan classifies “Character Areas” to better describe the different land uses and development types within Greer. This also aligns with the methodology of the *Plan Greenville County 2020 Comprehensive Plan*. This approach is more encompassing than the typical method of cataloging areas solely by land use (i.e. residential, commercial, industrial),

The Character Areas have unique development characteristics that include guidelines for primary and secondary uses, transportation, parking, and open space. They are designed to be more responsive to the goals of this plan and provide flexibility so that development can more appropriately respond to its context. These Character Areas promote infill development and creating more walkable, mixed used environments to better meet the needs of today’s residents and businesses. They also provide direction

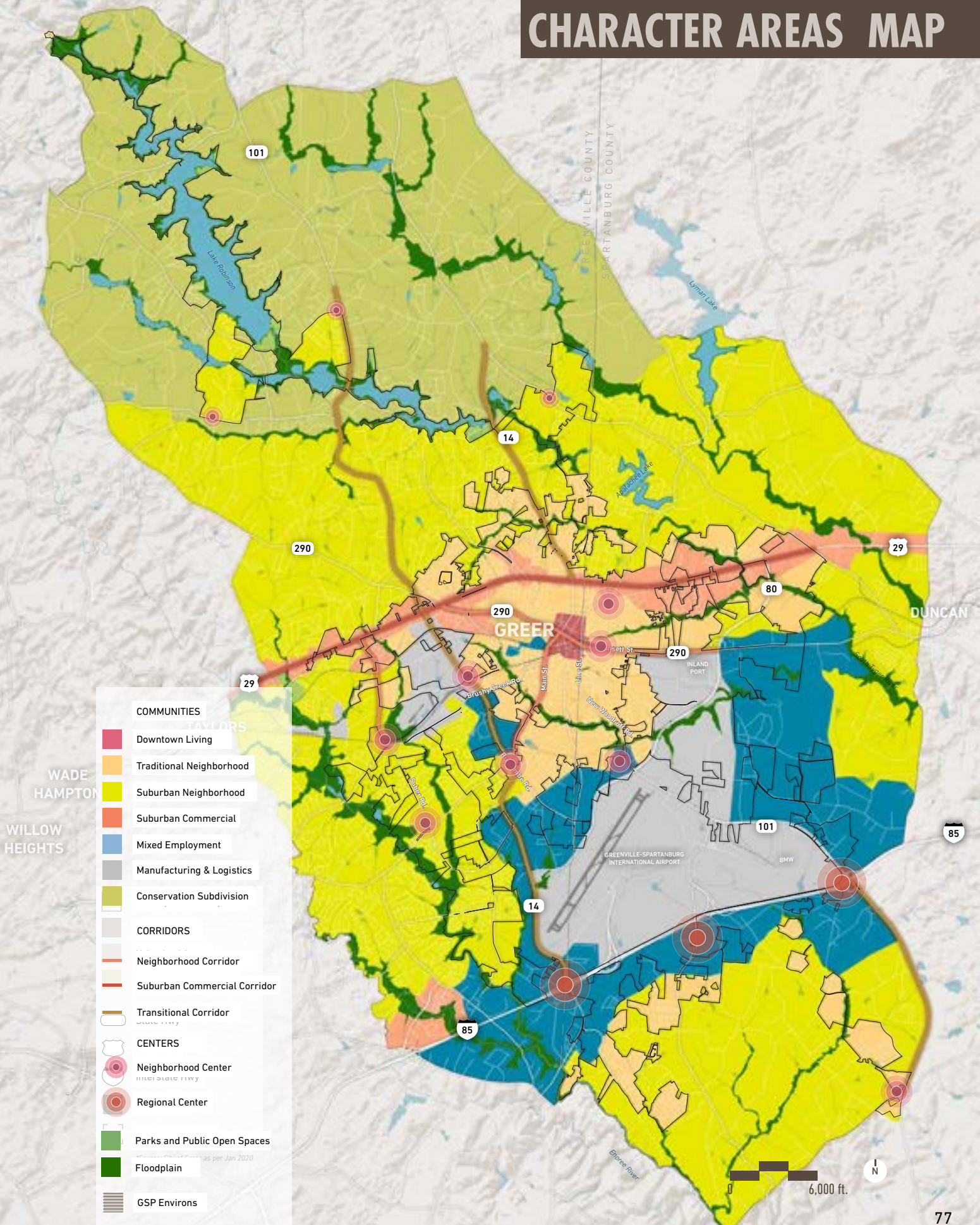
on neighborhood and district character and design.

The city of Greer Character Areas are divided into three general categories: Communities, Centers, and Corridors. Communities are equivalent to describing how entire neighborhoods and districts are characterized and feature varying levels of development patterns, residential density, housing types, mixed-use districts, commercial centers, and manufacturing and logistics uses.

Corridors and Centers are considered overlays that are contained within Communities. Corridors define the development context around Greer’s primary thoroughfares and vary depending on current land uses, transportation patterns, road design, neighborhood context, and geographic location. Centers specify crossroad areas (“nodes”) classified as neighborhood and regional business districts, and are often located along identified Corridors. These areas are priority locations for a compact mix of uses, public spaces, amenities, and programming within their greater Community Character Areas.

The following descriptions and illustrative photos represent the envisioned character areas of Greer moving toward 2030 and are intended to be reviewed and updated accordingly to respond to new development, changing conditions, and evolving goals of the community.

# CHARACTER AREAS MAP



- COMMUNITIES**
- Downtown Living
- Traditional Neighborhood
- Suburban Neighborhood
- Suburban Commercial
- Mixed Employment
- Manufacturing & Logistics
- Conservation Subdivision
- CORRIDORS**
- Neighborhood Corridor
- Suburban Commercial Corridor
- Transitional Corridor
- CENTERS**
- Neighborhood Center
- Regional Center
- Parks and Public Open Spaces
- Floodplain
- GSP Environs

\*Source: City of Greer as per Jan 2020



# COMMUNITIES

Community Character Areas include seven different sub-areas within the city and study area. Each subarea describes how entire neighborhoods and districts are categorized. The Community subareas are:

- Conservation Subdivision
- Suburban Neighborhood
- Traditional Neighborhood
- Suburban Commercial
- Downtown Living
- Mixed Employment
- Manufacturing & Logistics

This section provides an overview on development characteristics of each Community Character Area type.



## CS CONSERVATION SUBDIVISION

### Development Characteristics

Conservation Subdivisions are low-density residential areas that offer opportunities for low-intensity development that preserves and designs around natural features such as large stands of trees, steep slopes, vistas, floodplains and water bodies. Residential development should be clustered together in those areas most suitable for development to provide appropriate buffers and contiguous natural landscape that is permanently protected and publicly accessible.

<b>Primary Uses</b>	Single-family attached and detached residential, protected natural areas, farmsteads, greenhouses and nurseries, working farms
<b>Secondary Uses</b>	Small-scale apartment buildings, civic and institutional facilities (e.g., places of worship), neighborhood parks, small-scale commercial uses, low intensity warehouse and industrial
<b>Transportation</b>	Automobile access with sidewalk system and trail connections, interconnected streets
<b>Parking</b>	Private driveway with garage, limited off-street parking for non-residential uses
<b>Open Space</b>	Parks, schools, and streetscape; interconnected open space/greenway trail connections, Farmland and protected natural areas



## SN SUBURBAN NEIGHBORHOOD

### Development Characteristics

Suburban Neighborhoods are generally shaped by residential subdivisions of medium-lot homes with relatively uniform housing types and densities. Local streets are often designed in a curvilinear pattern with occasional cul-de-sacs to respond to and protect natural features. New single-family subdivisions should be designed with sidewalks, street trees, neighborhood parks, trails, and interconnected community open space.

<b>Primary Uses</b>	Single-family attached and detached residential, townhomes, senior housing, parks
<b>Secondary Uses</b>	Small-scale apartment buildings, civic and institutional facilities (e.g., places of worship), small-scale neighborhood commercial uses
<b>Transportation</b>	Automobile access with sidewalk system and trail connections, interconnected streets
<b>Parking</b>	Private driveway with attached or detached garages, on-street parking
<b>Open Space</b>	Neighborhood and community parks, schools, and streetscape; interconnected open space/greenway trail connections



## TN TRADITIONAL NEIGHBORHOOD

### Development Characteristics

Traditional Neighborhoods surround Downtown Greer and are generally more directly connected to it. Key features include an interconnected street grid and a mix of housing types. This area offers opportunity to infill around the existing mixture of residential, commercial, and institutional uses. Building types could include single-family homes, fourplexes, small-scale apartment buildings, attached townhomes, and neighborhood-scale retail. Single-lot infill development should be of a compatible scale and character with surrounding homes.

<b>Primary Uses</b>	Single-family attached and detached residential, multiplexes, townhomes, parks
<b>Secondary Uses</b>	Apartment/condominium buildings, accessory dwelling units, civic and institutional facilities, small-scale commercial uses
<b>Transportation</b>	Automobile, transit, pedestrian, on-street bicycle facilities, interconnected street grid
<b>Parking</b>	On-street, driveways, garages off alleys, off-street parking to the rear of buildings
<b>Open Space</b>	Neighborhood parks, greens, & boulevards



## SC SUBURBAN COMMERCIAL

### Development Characteristics

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

<b>Primary Uses</b>	Regional commercial, neighborhood commercial, office, multi-family apartments
<b>Secondary Uses</b>	Small-scale apartment buildings, civic and institutional facilities
<b>Transportation</b>	Automobiles, sidewalks, trail connections, transit, park-and-ride lots, street network
<b>Parking</b>	Surface parking lots, structured parking, on-street in walkable town centers
<b>Open Space</b>	Community and regional parks, neighborhood greenspaces



## DL DOWNTOWN LIVING

### Development Characteristics

Downtown Living encompasses the community's historic core. Development is characterized by a mix of civic, entertainment, cultural, mixed-use buildings, detached and attached single-family homes, and mid-sized multi-family and commercial development. Much of this development is sidewalk and street oriented for strolling and outdoor seating. This area is compact, walkable, and well-connected with a wide sidewalk network and it supports multi-modal transportation.

<b>Primary Uses</b>	Retail, entertainment, and office commercial; and upper story, townhome, multiplex, and multi-family residential; civic uses and spaces
<b>Secondary Uses</b>	Institutional facilities, regional parks, hotels and short-term rentals
<b>Transportation</b>	Narrow streets, sidewalks on both sides, regular transit stops, interconnected street grid
<b>Parking</b>	On-street, limited off-street, and public parking lots and structures
<b>Open Space</b>	Signature community parks, neighborhood parks



## ME MIXED EMPLOYMENT

### Development Characteristics

Mixed Employment are office park or corporate campus-like developments geared toward meeting the needs of mid- to large businesses. Characterized by a campus-style development pattern integrating jobs, amenities and places of residence. These often center around research, medical, manufacturing, assembly, and educational uses.

<b>Primary Uses</b>	Advanced manufacturing, research, office, mixed-use buildings, civic/institutional facilities
<b>Secondary Uses</b>	Open space, district commercial, multi-family residential
<b>Transportation</b>	Auto oriented but walkable, transit/park-and-ride lots should be provided
<b>Parking</b>	Large surface lot parking, central parking garages encouraged
<b>Open Space</b>	Civic greens, courtyard greens



## ML MANUFACTURING & LOGISTICS

### Development Characteristics

Manufacturing and logistics are located close to major transportation facilities and corridors and are characterized by developments such as the BMW plant, GSP airport, and the inland port. This area supports large-scale manufacturing and production, including assembly and processing, regional warehousing and distribution, bulk storage, and utilities. Landscaping requirements should screen development from the right-of-way and neighboring residential areas.

<b>Primary Uses</b>	Research, warehouses, light manufacturing, heavy manufacturing, distribution and trucking
<b>Secondary Uses</b>	Open space, highway commercial
<b>Transportation</b>	Located next to highways, railways, and airport for freight access; development is auto oriented with access to transit
<b>Parking</b>	Large surface parking buffered from surrounding development, may include garages
<b>Open Space</b>	Stormwater management areas, preserved open spaces, walking and nature paths

# CENTERS

Center Character Areas are places of focus for mixed use development. They include two different types - a neighborhood-serving type and a region-serving type. These are areas of transformational focus where infill and new development is expected to help meet the needs of the city and region. Each subarea describes how neighborhood and regional business districts/centers in the City are categorized. The Center subareas are:

- Neighborhood Center
- Regional Center

This section provides an overview of the development characteristics of each Center Character Area type.



## NC NEIGHBORHOOD CENTER

### Development Characteristics

Neighborhood Centers are within a roughly 1/8 mile radius of identified crossroads/nodes where non-residential, neighborhood-serving uses should be clustered. These occur predominantly in close proximity to residential areas. They are designed to be very walkable, compact, neighborhood-scale, and connected to their surroundings. They provide goods and services to immediate neighborhoods.

<b>Primary Uses</b>	Neighborhood retail, office, upper floor residential, multi-family apartments/condominiums, greens and plazas
<b>Secondary Uses</b>	Small-scale apartment buildings, civic and institutional facilities
<b>Transportation</b>	Pedestrian-oriented street network, sidewalks, trail connections, park-and-ride lots
<b>Parking</b>	On street, surface parking lots to rear (or side) of buildings
<b>Open Space</b>	Greens and plazas, community and neighborhood parks



## RC REGIONAL CENTER

### Development Characteristics

Regional Centers are within a roughly 1/2 mile radius of identified crossroads/nodes where commercial, employment, and entertainment uses are clustered to serve a population beyond Greer. Typically these are large-scale developments located near major highways and often at interstate exits.

<b>Primary Uses</b>	Regional commercial, retail, and entertainment; neighborhood commercial; office; multi-family apartments; plazas, greens, and markets
<b>Secondary Uses</b>	Small-scale apartment buildings, civic and institutional facilities
<b>Transportation</b>	Pedestrian-oriented internal street network, region-serving exterior street network, sidewalks, trail connections, park-and-ride lots
<b>Parking</b>	Surface parking lots, parking structures, internal on-street
<b>Open Space</b>	Community and regional parks, neighborhood greenspaces



# CORRIDORS

Corridor Character Areas cover the major roadways that serve the city of Greer. They are grouped into three different classifications. Each subarea helps to describe the type and style of development expected along that corridor. The Corridor subareas are:

- Suburban Commercial Corridor
- Neighborhood Corridor
- Transitional Corridor

This section provides an overview of the development characteristics of each Corridor Character Area type.



## SCC SUBURBAN COMMERCIAL CORRIDOR

### Development Characteristics

Suburban Commercial Corridors contain arterial/highway-oriented retail uses and centers that serve community-wide shopping and service needs. They are characterized by large service drives and curb-cuts with large surface parking lots in front of buildings. Development along these corridors should consolidate curb cuts and provide cross access to facilitate traffic movement to signalized intersections. Landscaping and signage should be more coordinated to create a more unifying and distinctive identity for Greer.

<b>Primary Uses</b>	Regional commercial, neighborhood commercial, office, multi-family apartments
<b>Secondary Uses</b>	Small-scale apartment buildings, civic and institutional facilities (e.g., places of worship)
<b>Transportation</b>	Auto-oriented street network, frontage streets and cross access easements, sidewalks, regional trail connections, park-and-ride lots
<b>Parking</b>	Surface parking lots with coordinated landscaping
<b>Open Space</b>	Community and regional parks, natural open space



## NBC NEIGHBORHOOD CORRIDOR

### Development Characteristics

Neighborhood Corridors connect to the Downtown and Traditional Neighborhoods. They have a unique identity with more compact development closer to the street. These corridors should emphasize improved sidewalk connectivity, street trees, and storefronts that address the street. The development pattern along these streets should be of appropriate "town" scale and may include vertically integrated uses (ex. residential above first floor), a close sidewalk orientation, and outdoor displays and seating.

<b>Primary Uses</b>	Commercial retail and office
<b>Secondary Uses</b>	Small-scale apartment buildings, multiplexes, schools, civic and institutional facilities, neighborhood parks
<b>Transportation</b>	Enough right-of-way to allow multiple modes of transportation (sidewalks, street trees, on-street parking), interconnected street grid
<b>Parking</b>	On-street parking, off-street surface parking (shallow lots in front, otherwise should be in rear or sides of building)
<b>Open Space</b>	Neighborhood parks, plazas



## TC TRANSITIONAL CORRIDOR

### Development Characteristics

Transitional Corridors are generally older corridors with a wide range of land uses and development patterns. Large portions of them are currently outside of city limits. Development generally occurred in the first wave of automobile-oriented design, and varies widely from rural residential to commercial uses. There are areas of extensive surface parking and numerous vehicular curb cuts. Improvements along these corridors should include enhanced access management, higher quality architecture and site design, and regional trail connectivity.

<b>Primary Uses</b>	Office, retail, mixed-use, advanced manufacturing, civic/institutional facilities
<b>Secondary Uses</b>	Townhomes, single-family residential, multi-family residential, neighborhood commercial, open space
<b>Transportation</b>	Enough right-of-way to allow multiple modes of transportation (esp regional trails), interconnected street grid
<b>Parking</b>	Off-street surface parking
<b>Open Space</b>	Neighborhood and regional parks, natural open space

## FUTURE LAND USE MAP

One of the most important tools from this Comprehensive Plan is the Future Land Use Map. This map provides guidance on future land use, planning, zoning, and development decision-making in Greer.

As identified in the planning process, future population and job growth of Greer should be concentrated in key areas of the City to avoid the effects of urban sprawl and any resulting inefficient utility and service investments. This will also help to connect and reinforce the Greer neighborhoods. In consideration of the rapid Upstate and local growth trends, the city will use the Future Land Use Map to make considered planning decisions as surrounding land areas continue to annex to the city of Greer. To this end, priority annexation should be on areas closer to the core of the city and those that connect separated parts of the city. This will help consolidate city services, efforts, and focus.

The Future Land Use Map on the facing page, together with the Character Area descriptions, illustrate how future growth should occur in the City of Greer.

The future land use character areas in Greer follow a general concentric pattern with Downtown as the gravitational center of the City. Traditional Neighborhoods, such as Victor Mill, the Arts District, and North Main Corridor, are areas near Downtown that reinforce its

vibrancy. These Traditional Neighborhoods have existing walkable block patterns, or the potential for a connected and walkable grid, offering an array of residential typologies. The Suburban Neighborhoods are farther from Downtown and consist of primarily lower density single-family developments, such as Blue Ridge Plantation, Riverside, and Paxton Meadows. Undeveloped land around Lake Robinson was designated as Conservation Subdivision to protect this natural resource and the significant natural features to ensure that future growth in this area is low impact. Both Mixed Employment and Manufacturing & Logistics areas are located in the southern portion of the City where they take advantage of the proximity to the airport, Inland Port, BMW facility, and I-85. This is a concentrated employment center for the region.

In addition to the future land use categories, there are also Centers and Corridors that function as desired character overlays to guide where non-residential, mixed use, and higher density development should occur within the City. In particular, the Centers are areas where new development is to be focused, with eight Neighborhood Centers designed to serve their surroundings and three Regional Centers along I-85.

# 4.2 GOALS, OBJECTIVES & IMPLEMENTATION STRATEGIES

## INTRODUCTION

The following section details realistic and approachable implementation strategies to guide Greer as the City anticipates continued growth and transformation. Goals and strategies should be viewed as ever-evolving to match the needs of the City as they may shift and change; these should actively be revisited in order to respond with refined solutions. Additionally, the City will need to coordinate with adjacent communities, Greenville County, and Spartanburg County to successfully implement this Plan.

Engagement with the community and stakeholders helped provide the direction needed to develop the goals and strategies included in the Plan. The following pages are structured by Plan element, each of which has a primary goal, objective, and implementation strategies. Recommendations herein are a mixture of short-term, long-range, and ongoing efforts.

The plan elements and their primary goals are listed on the opposite page.



**ELEMENTS****GOALS**

<b>Population</b>	<i>The City will accommodate and support the needs of a diverse and growing population.</i>
<b>Economic Development</b>	<i>The City will foster an environment that is conducive to job growth, supportive of local businesses, work with its partners to attract and retain target industries and small businesses, while maintaining a strong local tax base.</i>
<b>Natural Resources</b>	<i>The City will protect its sensitive environmental resources while using parks, trails, and recreational amenities to define the community as a distinctive place that is connected by green space, welcoming to families, and rich with outdoor activities.</i>
<b>Cultural Resources</b>	<i>The City will celebrate and preserve its rich history and provide opportunities to engage in enriching arts and cultural activities that continue to deepen ties to the community.</i>
<b>Community Facilities</b>	<i>The City will work with its partners to provide efficient, effective public services that are coordinated, equitable, sustainable, and align with the City's growth strategy set by the Comprehensive Plan.</i>
<b>Housing</b>	<i>The City will continue to encourage and promote a diversified housing stock to meet the needs of people of all ages, incomes, and abilities to allow residents to age in place.</i>
<b>Land Use</b>	<i>The City will continue to take clear actions to promote the prosperous and balanced development of Greer that meets the goals and objectives of this plan.</i>
<b>Transportation</b>	<i>The City will develop strategic partnerships and make targeted investments into its multimodal transportation system to meet the needs of its residents, employers, and visitors.</i>
<b>Priority Investments</b>	<i>The City will continue to cultivate strong partnerships to ensure coordinated investment in major infrastructure and facility projects.</i>

## 4.2b. PLAN ELEMENTS

### POPULATION ELEMENT

People are the greatest asset of a community. Thus the Population Element of the Comprehensive Plan provides the foundation for the development and success of the other eight elements.

A thorough examination of available demographics trends and forecasts was conducted to determine how Greer can best accommodate future projected population growth. In addition to overall projected growth, it is vital to account for changing demographics that impact the housing, transportation and infrastructure needs of residents.

Future population and job growth in Greer will be accommodated with a variety of housing types and in various employment sectors. The Future Land Use Map and the plethora of implementation strategies in the Comprehensive Plan embrace a comprehensive approach to health and wellness to improve community livability. This will be achieved by catalyzing more walkable development throughout the city, increasing recreation opportunities, and ensuring equitable access to food and public services.

Greer may also take inspiration from national efforts to help mitigate increasing healthcare costs and poor health outcomes by investing in urban livability. Resources that may be referenced include the Plan4Health healthy community initiatives launched in partnership between the American Planning Association and the American Public Health, the Livability Index created by AARP, and Community Health Assessments which are described in detail on the CDC's website.

Along with following the numbers, Greer must continue to meaningfully engage residents and community members to ensure the needs of different populations are met. Community participation is a key component to building trust and awareness. Engagement is critical not only during the planning process; continued involvement from representative populations will set up more opportunities for success as this Plan is implemented.

## POPULATION ELEMENT

<b>Goal</b>	<i>The City will accommodate and support the needs of a diverse and growing population.</i>
<b>Objective 1</b>	<i>Continue to update growth projections and population demographic analysis.</i>

### Strategies

- » Support and promote US Census efforts to ensure an accurate Census count.
- » Respond to the differing needs of the community's population by planning for and adjusting City services and outreach as demographics continuously shift.
- » Revisit the City's demographic analysis annually and reevaluate the Comprehensive Plan goals at least every 5 years as necessary to address population shifts.

<b>Objective 2</b>	<i>Create areas for compact walkable development to accommodate growth, housing, transportation, and economic development needs.</i>
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### Strategies

- » Adopt policies that expand housing and transportation choice and improve affordability, including attracting housing types that are underrepresented in Greer.
- » Adopt policies that ensure new compact development is of appropriate quality for Greer.
- » Focus new walkable mixed-use development along the corridors and downtown transition areas identified in this plan.
- » Engage regional partners such as the Inland Port, GSP, and local industry to provide/improve transportation connections between the city's population centers and employment centers.

<b>Objective 3</b>	<i>Engage with the community to build trust and understand the needs of diverse groups.</i>
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### Strategies

- » Ensure information on demographic patterns and needs (housing, services, transportation, etc.) is accessible and available to all, agencies, and community leaders.
- » Coordinate community-building and service efforts with Arts, Culture, Faith, Education, and Non-Profit sector leaders.
- » Ensure City information and education resources reach a broad audience by utilizing tools such as school outreach, social media, City website, and City presence at community events and festivals.

<b>Objective 4</b>	<i>Support the health, wellness, education, and training of the City's residents and workforce.</i>
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### Strategies

- » Support healthy community initiatives and partnerships, including active living and fresh food access, as well as those that support vulnerable populations.
- » Continue to plan for and invest in infrastructure and projects that improve activity, recreation, and mobility for people of all ages and abilities.
- » Monitor the City's Livability Index and support projects and efforts that improve community livability.
- » Support efforts that improve access to the daily needs and services of the population.



## **ECONOMIC DEVELOPMENT ELEMENT**

Greer has continued to be the economic engine for Upstate South Carolina, providing industry and jobs for local residents, as well as employment for many who reside in the Greenville-Spartanburg area. With a combined annual economic activity of \$72.5 billion alone, BMW, GSP Airport, and the South Carolina Inland Port drive the economy of the region and represent a significant portion of the State's economy. Growth and investment are projected to continue, and it is important for the City of Greer to foster a diversified base to remain viable in the future. It must also accommodate economic growth that contributes to the great quality of life that the residents of Greer enjoy. This begins with an economic development strategy that balances residential growth with the recruitment of higher-wage jobs, developing small businesses, and targeting new and growing industries.

The City of Greer has long recognized that a revitalized downtown is key to a healthy economy, not only providing a reason for people to move to the city, but also as a key factor in industries looking to locate in a growing and vibrant community. City leaders have dedicated themselves to the systematic revitalization a once stagnant downtown, that has now become a shining star within the region. The success of Downtown Greer should be leveraged as an incentive for private investment both inside and outside of the community's core. This can include mixed-use development opportunities within downtown and the downtown transition areas identified in this Plan.

While strengthening the core, the City should also focus on maintaining its regional position within Upstate South Carolina, expanding traditional manufacturing, automotive and distribution with interdependent industries that have an international presence. This would include leveraging and promoting its Foreign Trade status, identifying projects and marketing sites within Greer's Opportunity Zone, and establishing a clear Economic Development Market Position that brings in new investment. In order to do this, the City must continue to maintain and enhance its partnerships with local and statewide economic development agencies.

Finally, it is becoming critically important for the Greer community to cultivate a sustainable and resilient economic base that can withstand the impacts of recessions and global pandemics. This begins with creating an entrepreneurial ecosystem that empowers businesses to achieve success while also targeting diverse and inclusive small businesses. Improving infrastructure that provides for reinvestment, encouraging infill development, and enhancing key corridors will help establish a more efficient economy, and focusing on talent attraction by positioning Greer as a premier place to live and work will create sustainability.

## ECONOMIC DEVELOPMENT ELEMENT

<b>Goal</b>	<i>The City will foster an environment that is conducive to job growth, supportive of local businesses, work with its partners to attract and retain target industries and small businesses, while maintaining a strong local tax base.</i>
<b>Objective 1</b>	<i>Continue to guide economic growth in a vibrant downtown with a mixture of employment, commercial, and residential.</i>

### Strategies

- » Leverage the public planning and investment of the Center G Streetscape project to incentivize private investment.
- » Ensure zoning and land use standards encourage and allow for mixed-use development in downtown.
- » Invest in public infrastructure in Downtown Transition areas in order to catalyze mixed-use development, infill, and redevelopment.
- » Encourage residential mixed-use development downtown and attractive/accessible pedestrian and bike connections to the Downtown Transition areas and neighborhoods to build a residential population that supports more retail, entertainment, and services in the Downtown.
- » Focus on the redevelopment of Greer Mill as an innovation district with an emphasis on its connectivity to the downtown core.
- » Develop a clear market position for Downtown as an activity center for Greer citizens, a destination for tourism, as well as a location for new investment and business.
- » Identify gaps in businesses that support the visitor market and recruit them to Downtown.
- » Provide incentives for mixed-use development Downtown, including enhanced infrastructure, promotion of Opportunity Zone projects, etc.
- » Continue to engage in periodic updates to market research in order to identify opportunities for business growth and new investment based on demand from Greer's growing market and evolving economy.

<b>Objective 2</b>	<i>Target a diversified employment base capitalizing on regional position and access to global markets.</i>
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### Strategies

- » Rely on the city's partners such as the Greer Development Corporation, Partnership for Tomorrow, Greater Greer Chamber of Commerce, etc. to pursue economic development. Provide municipal support to these agencies as necessary.
- » Leverage GSP, Inland Port Greer, BMW and the automotive industry when targeting new, interdependent industries, strengthening Greer's position as the upstate center of industry.
- » Actively promote Foreign Trade Zone 38 and work with industries to capitalize on its benefits.
- » Identify projects and sites within Greer's Opportunity Zone, develop prospectus for their development, and actively market to applicable Opportunity Zone Funds.
- » Develop clear market position for economic development and coordinate with ED partners to drive investment to local business parks and sites.
- » Identify key economic development ready sites and use land development tools and consistent economic development policy to protect them from encroaching uses.
- » Conduct a market analysis of land use, transportation, and development patterns to identify and address trends that make employment uses less desirable for investment.

**Objective 3***Create a vibrant, sustainable, and resilient economic climate.***Strategies**

- » Cultivate a small business ecosystem that prioritizes entrepreneurship and small business success.
- » Create an entrepreneurial empowerment program in order to expand local business knowledge base in conjunction with Partnership for Tomorrow Greater Greer Chamber of Commerce, etc.
- » Create business expansion programming and incentives that focus on job creation through existing businesses.
- » Identify and support diverse and inclusive businesses throughout the Greer community.
- » Target the annexation of the "donut hole" tracts of land that exist within the city, creating opportunity for more efficient infrastructure planning, land use, and economic development.
- » Focus on the redevelopment of key commercial corridors and dated developments, including the potential to redevelop as mixed-use areas that support employment centers and small businesses.
- » Capitalize on federal and state incentives that may be available from current or future stimulus funding related to COVID-19. Identify business development and support programming that may utilize these resources.
- » Establish crisis and post-disaster economic planning that reflect lessons learned from COVID-19 and previous recessions.
- » Create additional "work at home" opportunities through public policy, recruiting businesses that support remote working, and potentially amendments to land use regulations that permit this practice.





## NATURAL RESOURCES

Protecting Greer’s natural resources and biodiversity and increasing greening efforts throughout the city will ensure that future generations can breathe cleaner air, enjoy cooler temperatures throughout the city, and take advantage of the natural resources that make Greer a great place to live.

It is critical to be proactive in protecting these valuable resources as the city continues to grow, develop and annex rural land. This land is important for maintaining wildlife habitats, access to recreational amenities, as well as enhancing our air and water quality. When this land is annexed and developed it should be done strategically to protect water resources and natural habitats.

In urban areas additional steps can be taken along right-of-ways, on public land and with new development to mitigate the negative externalities of urbanization. This includes planting shade trees and vegetation, incentivizing or requiring green or cool roofs with new development, and using cool pavements for sidewalks, roadways and parking lots. These strategies reduce the temperatures of the pavement and the ambient air. Especially consider applying these strategies to brownfield site mitigation efforts.

Poor air quality is another negative externality of urban development. Primary sources of air pollution in Greer include industry, utility, and automobile emissions, and these contributors will continue increase as the city grows. To improve air quality the city should ensure industry compliance to emission standards, continue to partner with Greenville County

and other localities to improve air quality, and participate in programs and initiatives such as the no-idling campaign in places like school pick up lines.

Much of the hydrologic features in Greer are close to commerce, industry, new development, and other sources of potential pollution. As a result, water quality monitoring is critically important to keep Greer’s water clean. Recent flooding events led to a redrawing of floodplain boundaries, which impacted the future land use map. In addition to flood risk, preserving undeveloped land around hydrology features is important to preserving biodiversity in the area. Minimizing development in natural areas, especially in the floodplain and around hydrologic features, and ensuring that development that does occur adheres to the principles of the Conservation Subdivision (CS) Future Land Use category, is critical to achieving the city’s environmental objectives.

Improving public transportation options and expanding the city’s pedestrian and bicycle networks will give residents more travel options, especially for short trips between neighborhoods, which will decrease transportation emissions as well as congestion. Active transportation connections to parks and activity centers through an interconnected greenway trail system will add to the greening of the city while ensuring residents have minimally invasive access to the natural amenities they treasure. In addition to improving transportation networks for residents, the City may also look to convert its vehicle fleet to electric vehicles to decrease its own carbon footprint.

## NATURAL RESOURCES ELEMENT

<b>Goal</b>	<i>The City will protect its sensitive environmental resources while using parks, trails, and recreational amenities to define the community as a distinctive place that is connected by green space, welcoming to families, and rich with outdoor activities.</i>
<b>Objective 1</b>	<i>Increase and diversify the Tree Canopy throughout the City.</i>

### Strategies

- » Conduct a tree inventory in the city to determine canopy cover and identify areas with treed areas in need of greater protection and areas substantially lacking trees. Use results to inform and guide city tree maintenance, protection, invasive removal, and planting plans.
- » Obtain Tree City USA status by increasing care and protection of trees in the city.
- » Consider a street tree program and ensure street trees line streets within the city, including incorporation into all street projects, and replacement of street trees as needed.
- » Increase protection of large heritage trees through improvement of the city's tree ordinance.
- » Develop a city tree species list outlining desirable trees species, identifying native tree species, and recommending appropriate trees for various applications in parks, buffers, yards, and along streets.
- » Explore incorporating incentives for the use of sustainable development and retrofit practices in both city and private projects, into the City's Unified Development Ordinance.

<b>Objective 2</b>	<i>Protect native wildlife and natural resources with a clear focus on improving soil, habitat, water, and air quality.</i>
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### Strategies

- » Increase the use of native plants in city construction and encourage their planting throughout the community to decrease water and fertilizer needs, while also supporting native wildlife.
- » Identify and protect natural resources areas such as wetlands, lakes, river/stream corridors, floodplains, steep slopes, old-growth woods, large trees, and significant habitat areas (through means such as acquisition, open space dedication, easements, required vegetation buffers, setbacks, etc.).
- » Identify, pursue, and obtain funding from various grants and program sources to improve and protect Greer's natural resources.
- » Form and maintain partnerships with state and local environmental organizations to support Greer's mission to protect natural resources.
- » Encourage the use of riparian buffers for water quality protection, habitat provision, and increasing native species diversity.
- » Educate the public on the economic, social, and public health benefits of trees, native vegetation, habitat, and riparian buffers.
- » Projection and improvement of stream banks throughout the city.



**Objective 3**

*Implement strategies for responsible land development and access to parks and recreation for the growing population.*

**Strategies**

- » Increase bicycle, pedestrian, and active transportation connectivity with investment in trails and greenways throughout the city to connect residents to parks and activity centers.
- » Work toward an interconnected system of greenways trails within ¼ mile of all residents.
- » Study the cost and benefit of creating a Greer trail connection to the Swamp Rabbit Trail.
- » Develop a plan to provide and maintain a public park or greenspace within a five-minute walk of all city residents.
- » Realize trail and park improvements through capital projects, grants, and required dedication and construction by new development, and adequate fee-in-lieu of requirements.
- » Require new development and street projects to provide sidewalks or a sidewalk and asphalt path along both sides of all streets.

**Objective 4**

*Implement strategies for responsible land development.*

**Strategies**

- » Encourage and integrate green design standards at the outset of plans.
- » Review and revise Land Development Regulations (LDRs) to promote the protection of sensitive and significant natural resources.
- » Develop standards to encourage infill development and low impact development practices, such as stormwater management, riparian buffers, green infrastructure, tree cover, native planting, best management practices, etc.

**Objective 5**

*Develop strategies to improve renewable resources and energy efficiency.*

**Strategies**

- » Explore costs and benefits of expanding Greer's recycling program.
- » Explore the conversion of a portion of the city's fleet over the next ten years to natural gas or electric vehicles.





## CULTURAL RESOURCES

The City of Greer's history is deeply rooted in Mill heritage and is part of the Greenville County Heritage Trail. It includes the Gilreath's Mill in the northern part of the city, Pelham Mills in the southern part of the city, and the recently redeveloped Victor Mills near Downtown. Greer's historical assets should be invested in, celebrated and promoted through public programming and cultural tourism and supported by regional partners.

Despite Greer's outward development trajectory, Downtown remains the heart of the community and its gravitational center. Downtown should continue to host and expand civic events such as the Farmers Market and international festival.

The city should also support the preservation of historic buildings Downtown and throughout the city through grant programs, historic preservation tax credits and zoning techniques. New development and redevelopment should be compatible and respectful of Greer's unique and historic characteristics.

Engagement efforts and programming such as community mapping and storytelling will help residents celebrate their city's cultural diversity and understand the legacy of the ground they stand on.

Tourism is a multi-billion dollar industry in Greenville County, and Greer should ensure its performing arts venues, museums, historic places, parks and natural resources are known and leveraged. Festivals and other large events will also help attract tourists and bring the community together.





## CULTURAL RESOURCES ELEMENT

### Goal

*The City will celebrate and preserve its rich history and provide opportunities to engage in enriching arts and cultural activities that continue to deepen ties to the community.*

### Objective 1

*Promote cultural tourism and community events in Downtown.*

#### Strategies

- » Continue to program, host, and grow festivals and events in downtown Greer.
- » Expand the Farmers Market.
- » Continue to support the Greer Heritage Museum.
- » Work with regional partners to promote Greer as part of Upstate identity and tourism activities.

### Objective 2

*Support and enhance historic resources and distinctive community character throughout the city.*

#### Strategies

- » Support the Board of Architectural Review to protect and enhance the defining qualities and character of Greer.
- » Promote Community Preservation Mapping in unique residential areas such as Apalache Mill and Greer Mill.
- » Expand and increase the façade improvement grant program.
- » Provide historic preservation education for building owners and potential investors, including tax credits, renovation options, and tourism promotion.
- » Consider planning and zoning techniques to protect and enhance historic communities and other areas of cultural significance.

### Objective 3

*Celebrate Greer's mix of cultures and arts with the community.*

#### Strategies

- » Include cultural and historic storytelling in City signage, parks and recreation spaces, and civic structures.
- » Support BIPOC (Black, Indigenous, and People of Color) entrepreneurship, events, and festivals.
- » Review development code requirements and consider allowing greater flexibility for uses and building design, particularly for murals and signs.

## COMMUNITY FACILITIES

The Community Facilities element includes many public facilities and services essential to supporting the geographic, population and economic growth of the community.

As new areas are annexed into the City of Greer, appropriate plans for utilities capacity and expansion are necessary to provide reliable and adequate service. Fire and police services should continually be assessed and increased as necessary to serve the growing community. Similarly, the school district's capacity should be annually evaluated in partnership with Spartanburg County and Greenville County alongside the city's Long Range Facilities Plan and Capital Improvement Program to stay in lockstep with projected growth patterns.

Greer Commission of Public Works (CPW) provides an "all-in-one" source for utilities needs in the Greater Greer area, including quality water, sewer, electrical services, and natural gas. Greer should continue to coordinate with ReWa on expansions of public infrastructure in developing areas.

Beyond emergency and basic services, recreational amenities are a valuable asset for residents and visitors. These amenities should be spread across the city and accessible to all residents using a multitude of transportation options. All residents should live within 1/4 mile of the city's greenway trails network and a public park or greenspace to encourage and improve quality of life. Greer should continue to expand its non-motorized transportation network to achieve an interconnected system of greenways, trails, and recreation opportunities.

The onset of the COVID-19 pandemic has renewed the community's appreciation of the city's parks and open spaces but at the same time put an unprecedented strain on these assets. The desire for regional connectivity and convenient recreational opportunities have only heightened the need for a connected parks and trail network be accessible to residents in all corners of the city. The built environment has an indisputable impact on public health and the City must be aware of how development patterns, transportation options and recreational opportunities impact our well-being and have disparate impacts on certain populations.

It is imperative that the Mayor, City Council, city administrator and seven departments of local government work collaboratively and interdisciplinarily to meet immediate community facility needs and strive to achieve the city's long range goals as set forth in the Comprehensive Plan.

## COMMUNITY FACILITIES ELEMENT

<b>Goal</b>	<i>The City will work with its partners to provide efficient, effective public services that are coordinated, equitable, sustainable, and align with the City's growth strategy set by the Comprehensive Plan.</i>
<b>Objective 1</b>	<i>Continue to provide and maintain quality services within the City of Greer.</i>

### Strategies

- » Increase communication to better coordinate efforts with partnering agencies (i.e. Greenville County, Spartanburg County, power, water, sewer, telecom, etc).
- » Undertake a continuous communication process with Greer CPW to ensure all parties have the same long range goals and priorities.
- » Study methods to improve service and reduce response time for police, fire, and emergency services.
- » Foster multiple uses of parks and open space areas for recreational league play, open use, and other evening and weekend access for community activities.
- » Continue to work with school district to ensure continued growth is adequately planned for.

<b>Objective 2</b>	<i>Plan for growth and the additional resources necessary to serve a growing population and workforce.</i>
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### Strategies

- » Develop a Capital Improvements Program (CIP) that aligns community infrastructure investments with planned future land use.
- » Ensure that new development contributes its fair share to the added costs of community facilities, infrastructure, and services that new development requires.
- » Amend the Water and Sewer Master Plan to reflect the limits and service expectations of the City's preferred growth strategy.
- » Monitor the expansion and extension of central water and sanitary sewer service and support the logical incremental expansion through CIP.
- » Continue to communicate proposed development, transportation, and long-range plans with the school district and counties.
- » Support efforts for medical service and long-term care facility access to residents of Greer.

<b>Objective 3</b>	<i>Improve access to recreational opportunities.</i>
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### Strategies

- » Broaden the use of utility easements to include public trails.
- » Continue to implement the City's Park Plan.
- » Increase bicycle, pedestrian, and active transportation connectivity with investment in trails and greenways throughout the city to connect citizens to parks and activity centers.
- » Work toward an interconnected system of greenways trails within ¼ mile of all residents.
- » Develop a plan to provide and maintain a public park or greenspace within a five-minute walk of all city residents.
- » Ensure that park and recreational facilities are accessible to all persons regardless of age or physical capability.



## HOUSING

Greer has always been a desirable place to live, as evidenced by a 26% population growth between 2000 and 2018. In fact, the city will continue to be one of the fastest growing municipalities in South Carolina with a projected growth rate of 7% over the next five years. Current residential pressures are occurring in the area south of I-85 that has easy access to transportation, jobs, and urban neighbors. Greer should focus on maintaining a balance of residential growth with economic development, while preserving the community's exceptional quality of life.

84% of the total properties in Greer are used as residential, with nearly 70% of all housing being single-family detached. The residential market is fast-growing and healthy, but there is also a lack of variety in product. In today's changing economy, it is even more important to maintain a diversity of housing types, where a family looking for a four-bedroom single-family home in a subdivision, or a professional couple seeking a smaller unit with live-work capabilities in a more urban environment can both find options. This would include walkable, mixed-use developments in proximity to employment, and even higher densities in compact developments such as townhomes, cottage court developments, -plexes, and additional rental opportunities.

Similarly, with 43% of renters and 15% of homeowners in Greer being "cost-burdened", it is important to provide housing that is accessible to all levels of income. Identifying gaps in the current housing market is of paramount importance, as is the planning and rehabilitation of the city's struggling neighborhoods. This would include accessible housing in developments with access to transportation, services, and jobs, as well as reducing homelessness.

The city can achieve this by expanding its local partnerships that focus on the provision of safe, quality and affordable housing, while also working with developers and investors to create a more balanced and diverse stock of housing within the community. It can also update its existing development codes to permit new housing types, while incorporating inclusive zoning practices and uses available land more efficiently.

## HOUSING ELEMENT

<b>Goal</b>	<i>The City will continue to encourage and promote a diversified housing stock to meet the needs of people of all ages, incomes, and abilities to allow residents to age in place.</i>
<b>Objective 1</b>	<i>Provide for a diversity of housing types and choices.</i>

### Strategies

- » Balance existing single family detached housing with new products that meet the demands of evolving market needs such as smaller units, townhomes, stacked flats, and live/work opportunities - they should be walkable and connected to amenities and community, etc.
- » Permit and encourage the development of housing types that address the "missing middle" including apartment developments of less than 20-units, single-family attached products such as -plexes and townhomes, live/work units, etc.
- » Encourage higher densities in compact developments by providing for mixed-uses, accessory dwellings, etc.
- » Recruit employers that provide "work from home" options or employee housing assistance.
- » Target the development of mixed-use residential in Downtown, and mixed-use and missing middle housing in Downtown Transition areas such as Greer Mill.
- » Work with the private sector and partners to create showcase development of these housing types.

<b>Objective 2</b>	<i>Promote development of housing that is accessible to a variety of income levels.</i>
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### Strategies

- » Conduct study of housing affordability and needs, and determine gaps in the housing market in Greer. Use this information to create targeted incentives and adjust policies and regulations (ex. zoning) to encourage market provision of needed housing. Reduce percentage of renters and owners who are cost-burdened by housing costs.
- » Engage local industries to understand demographics, commuting trends, housing needs of employees, cost of commuting, telecommuting trends and work together to increase housing proximity to employment based on these findings.
- » Acquire metrics for homelessness trends and provide programming through partnerships with Greenville County Redevelopment Authority, Greer Housing Authority, Habitat for Humanity, and the private sector.
- » Continue efforts for targeted redevelopments and rehab projects such as Greer Mill, Sunnyside Neighborhood, Cannon Ave., etc.
- » Develop design standards for missing middle housing, infill housing, and tiny home developments that meet the needs of Greer's residents without sacrificing community character.
- » Consider policies that encourage developers to incorporate a percentage of affordable units/homes in new developments.

**Objective 3***Provide tools that encourage a variety of housing developments products.***Strategies**

- » Review and update zoning code to allow broader spectrum of housing types, sizes, and densities including mixed-use, live/work, zero lot-line development, accessory dwelling units, etc.
- » Implement inclusive zoning practices and the efficient use of land in new development and redevelopment.
- » Consider impact fees to offset infrastructure costs and provision of public services required by new development - including connected pedestrian infrastructure, parks, public safety, etc.
- » Consider incentives for private developers to encourage both single and multi-family rental. Use creative tools such as affordable housing trust funds, density bonuses in zoning, land banking, reducing permit fees, rehabilitation grants, etc.





## LAND USE

The City strives to grow in a balanced fashion, focusing on more compact urban development patterns, fostering a mix of land uses, and prioritizing strategic infill development.

The objective of the Future Land Use element is to allow the city to reap the benefits of projected population and job growth in the region while minimizing the potential negative externalities of said growth. Encouraging more development patterns within the city to promote livability will help Greer catalyze economic development, divert new trips to alternative modes of transportation, continue to work towards a connected network of first-rate parks and public spaces, and efficiently provide services to new development.

The Community Character Areas and Future Land Use Map stress the purpose and function of areas throughout the city without being overly prescriptive in assigning specific land uses to parcels. The Community Character Area descriptions include typical development characteristics, land uses, transportation networks and public space found in those neighborhoods.

The Future Land Use Map will also guide the City in achieving its desired development outcomes and concentrating more compact, mixed use, pedestrian-friendly development Downtown, along Strategic Corridors and at Neighborhood and Commercial Centers throughout the city.

Infill annexation and development should be prioritized over sprawling greenfield development to help the city achieve efficient infrastructure planning.

Implementation efforts should also focus on updating and modernizing the City's zoning districts and designations as part of the Unified Development Ordinance to align with the Future Land Use Map and Community Character Areas. Site design and architectural standards are effective tools in shaping the built character of a community, and design principles can also help the city ensure compatibility between land uses in a mixed-use district that are not traditionally viewed as compatible.

## LAND USE ELEMENT

<b>Goal</b>	<i>The City will continue to take clear actions to promote the prosperous and balanced development of Greer that meets the goals and objectives of this plan.</i>
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<b>Objective 1</b>	<i>Make steady progress toward achieving the desired development pattern highlighted on the Future Land Use Map.</i>
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### Strategies

- » Evaluate and update zoning district and overlay descriptions and regulations as appropriate during the development of the Unified Development Ordinance to encourage implementation of the Future Land Use Map.
- » Encourage growth Downtown and strengthen its connection to the traditional neighborhoods surrounding it.
- » Focus on the redevelopment of key commercial corridors and dated developments, including the potential to redevelop as mixed-use.
- » Create well connected neighborhood activity centers and promote quality design that integrates them with the surrounding residential neighborhoods.
- » Leverage the Greer Development Corporation to cultivate relationships with private partners, and potentially form public-private partnerships, to implement mixed-use development and catalytic development sites.

<b>Objective 2</b>	<i>Balance land uses and growth to ensure an appropriate mix of uses to support a dynamic and livable city and the services residents and businesses expect.</i>
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### Strategies

- » Focus on more compact development patterns within the city to promote livability, efficient service provision, connectivity, green space preservation, and access to amenities.
- » Encourage and support mixed use, pedestrian-friendly development and favor this type of development over single use "strip" commercial development.
- » Maximize economic development while minimizing adverse impacts, including the utilization of design principles that promote compatibility between land uses not traditionally viewed as compatible.
- » Provide and enhance parks, open space, and trail connectivity throughout the city (and develop strategies to implement the Parks & Recreation Master Plan).
- » Target infill annexation, including "donut hole" tracts of land, creating opportunity for more efficient infrastructure planning, land use, and economic development.
- » Work with neighboring jurisdictions to coordinate future growth and transportation improvements in areas adjacent to and directly impacting the City of Greer.



**Objective 3***Update and modernize the city's policies and codes to advance this plan.***Strategies**

- » Evaluate and update zoning district and overlay descriptions and regulations as appropriate during the development of the Unified Development Ordinance to encourage implementation of the Future Land Use Map.
- » Develop architectural standards to promote quality design for new zoning districts and/or overlays or special districts.
- » Strengthen site design standards for residential and non-residential uses, including provisions for requiring sidewalks, connectivity and cross-access.
- » Continue to monitor development and redevelopment activity and adjust development codes as appropriate.







## TRANSPORTATION

Greer's transportation network should dynamically respond to evolving land use and development patterns as guided by the Future Land Use Map, and accommodate travel options for all residents, commuters and visitors.

Outside of Downtown, Greer today is mainly characterized by suburban style development with disconnected street networks and poor pedestrian and bicycle connectivity. The City will work to encourage more connected street networks in developing areas and safe and comfortable non-motorized facilities to connect neighborhoods to the Corridors and Centers designated in the Land Use element. Additionally, the City should consider implementing a more diverse and widespread Traffic Calming Program focused on residential areas as well as in Neighborhood and Regional Centers.

It is also important to note that many of Greer's primary transportation corridors are County and State Routes. Investments in all modes of travel along these corridors must be coordinated with county and state agencies. GPATS and SPATS should also be involved in decisions with regional network and connectivity implications.

Investment in multi-modal transportation options should especially be focused along Neighborhood and Transitional Corridors that the City has identified for future multi-family and mixed-use walkable development. As previously stated, many of these corridors are under County or State jurisdiction and design changes will require inter-agency coordination.

Greer should establish design guidelines and requirements for new development along these primary corridors to ensure good site design and the development of walkable environments. The City may also require developments above a certain size to complete a Multi-Modal Transportation Impact Assessment and work with the City to mitigate impacts on the immediate transportation network. [See ITE MTIA for guidance in crafting study requirements]

A multi-modal approach should be taken to maintain vehicle level-of-service at acceptable levels throughout the network. This may be accomplished by introducing Greenlink transit service on key corridors, improving bicycle and pedestrian facilities, and encouraging denser more walkable development Downtown and along the city's primary corridors. These strategies will help offset the impact of trips generated by new development.

Commercial and industrial development should be supported with designated freight routes that are designed and maintained accordingly.

In planning for street design changes, streetscape enhancements and the construction of new public streets, the City must take maintenance needs and the increasing cost burden of an expanding street network into account.



## TRANSPORTATION ELEMENT

### Goal

*The City will develop strategic partnerships and make targeted investments into its transportation system to meet the needs of its residents, employers, and visitors.*

### Objective 1

*In coordination with the Future Land Use Map, develop a transportation system that provides mobility options and a high level of service throughout the city.*

#### Strategies

- » Consider infrastructure and capacity needs for all modes of transportation as outward development continues and new roads are built.
- » Continue to work with Greenville Transit Authority/Greenlink staff to identify and implement transit service between Downtown Greer, Greenville, the airport, and other large trip generators throughout the region. Wade Hampton Blvd (US-29) and S Main St (SC Highway 14) are priority transit corridors identified in the Horizon 2040 GPATS LRTP.
- » Adhere to the SCDOT Access and Roadside Management Standards (ARMS) with new development to minimize conflicts and improve traffic operations along Greer's major transportation corridors.
- » Implement mitigation strategies to improve traffic operations at congestion points throughout the network.
- » Encourage denser and more pedestrian-friendly development along Greer's primary transportation corridors, especially future transit corridors, accompanied by investments in pedestrian and bicycle infrastructure.

### Objective 2

*Improve transportation/mobility interconnectivity throughout Greer.*

#### Strategies

- » Prioritize the regional transit and non-motorized connections set forth in the GPATS Long-Range Transportation Plan (Horizon 2040), and continue to work with GPATS and SPATS staff to identify and fund additional improvements in the transportation network.
- » Expand sidewalk network outside of city's core; incorporate non-motorized facilities into subdivisions.
- » Encourage new subdivision developments to minimize cul-de-sacs, avoid disjointed street grids, and provide more direct outlets to adjacent transportation corridors.
- » Develop multi-modal connections between residential areas and Centers and Corridors as identified in the Future Land Use Map.
- » Develop non-motorized trail network for recreational and connectivity purposes.

### Objective 3

*Enhance the aesthetics and appeal of the city's transportation corridors, creating an attractive, defining character.*

#### Strategies

- » Create design guidelines and/or update requirements for new development along Greer's primary transportation corridors that include building setbacks, planting, parking layout, and additional pedestrian-oriented design elements.
- » Plant shade trees along Greer's major transportation corridors to mitigate the urban heat island effect and create pedestrian-friendly environments.
- » Identify existing roadways for streetscape, landscape, and other improvements to improve the user experience of all modes of travel. Continue to coordinate with GPATS and SPATS staff to include these features in transportation projects.
- » Consider facilitating a transfer of road ownership from County to City and/or a program or MOU between the City and County to define responsibilities for road ownership and maintenance.

**Objective 4***Support economic development and community reinvestment in downtown, job centers, and identified corridors with appropriate transportation investments.***Strategies**

- » Develop a designated freight network connected to the SC Inland Port and other freight trip generators to ensure specific roadways are designed and maintained to accommodate high truck volumes.
- » Support commercial and industrial development with appropriate infrastructure.
- » Conduct corridor studies of the city's Suburban, Neighborhood and Transitional Corridors to identify development opportunities along with transportation infrastructure needs and safety interventions.
- » Explore opportunities for shared streets and temporary and permanent street closures Downtown and within Neighborhood and Regional Centers.

**Objective 5***Improve operations, safety, and function for motorists, pedestrians, bicyclists and the neighborhoods/districts they travel through.***Strategies**

- » Craft and adopt a Complete Streets policy for the City of Greer.
- » Adopt strategies endorsed by the South Carolina Livable Communities Alliance to provide healthier, safer, greener and more equitable transportation options for Greer residents and visitors.
- » Work with GPATS and SPATS staffs to identify funding for improvements to the traffic signals and signal timing in and around the Greer community.
- » Reform City's Traffic Calming Policy to remove or change qualifiers and restrictions that serve as barriers to approving traffic calming in Greer's neighborhoods.
- » Consider additional traffic calming techniques in addition to speed humps such as, chicanes, lane narrowing and raised intersections to lower driving speeds and create safer walking and biking environments through neighborhoods and commercial districts.
- » Partner with South Carolina Safe Routes to School (SRTS) to implement traffic calming and safety enhancements around schools.
- » Identify and evaluate County and State roads that may be eligible for traffic calming measures, especially in Downtown Greer and within Neighborhood Centers and Regional Centers and along Neighborhood Corridors as identified in the Future Land Use Plan.

**Objective 6***Explore additional funding mechanisms to support needed transportation infrastructure maintenance and improvements.***Strategies**

- » Seek and apply for grants to implement transportation infrastructure maintenance and improvements.
- » Require developments above a certain size to complete a Multi-Modal Transportation Impact Assessment and partner with the City to mitigate impacts on the immediate transportation network. [See ITE MTIA for guidance in crafting study requirements]
- » Consider impact fees to offset infrastructure costs and provision of public services required by new development - including connected pedestrian infrastructure, parks, public safety, etc.







## **PRIORITY INVESTMENTS**

The Priority Investment Element described in S.C. Code sec. 6-29-510(D)(9) requires the analysis of likely sources of federal and state funding for public infrastructure that may be available, and a recommendation of projects for expenditure of those funds over the next ten years. Consideration of these future capital needs is an integral part of planning for growth.

Additionally, the Priority Investment Element requires a basic level of coordination between local governments. All governmental entities and utilities - counties, municipalities, public service districts, school districts, public and private utilities, transportation agencies and other public entities - that are affected by or have any planning authority over a public project identified in the priority investment element must be consulted in the coordination process.

## **PUBLIC INFRASTRUCTURE AND FACILITIES**

### **Transportation**

Planning to meet current and future transportation needs is accomplished through programs at the federal, state, regional, county, and the City of Greer. Transportation planning and funding allocations are provided by the Federal Highway Administration

(FHWA), the South Carolina Department of Transportation (SCDOT), the Greenville-Pickens Area Transportation Study (GPATS), the Spartanburg Area Transportation Study (SPATS), the Greenville Legislative Delegation Transportation Committee (GLDTC) the Spartanburg Legislative Delegation Transportation Committee (SLDTC), and the City of Greer Road Paving Fund.

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

Projects included in the current TIP are scheduled for implementation by 2024. When projects are added to the TIP, they are prioritized based on area-wide needs and in accordance with SC Act 114. Projects included in the TIP typically are funded over several years, with funding allocated to the preliminary engineering, right-of-way acquisition, and construction phases.

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

By Ordinance, Greenville County assesses an annual road maintenance fee of \$25, which is a flat fee directed toward the individuals who own vehicles and are therefore taking part in the deterioration of the county roads. Money goes towards repairing and repaving the county roads.

### **Public Education**

Public schools within the City of Greer operate through the Spartanburg District 5 and the Greenville County School District. School-age residents are served by one of five elementary schools (Buena Vista, Chandler Creek, Crestview, Skyland, and Woodland), three middle schools (Blue Ridge Middle, Greer Middle, and Riverside Middle), and three high schools (Blue Ridge High, Greer High, and Riverside High). The Benson Campus of Greenville Technical College serves as a regional campus for the numerous core programs provided by the Greenville Tech system.

### **Libraries**

Greer is served by the Greenville County Library System. In addition to its book collection, the Jean M. Smith Branch on Pennsylvania Avenue features conference and meeting rooms for community use.

### **Water**

The Greer Commission of Public Works (CPW) manages over 1,000 acres of Lake Cunningham and Lake Robinson, both of which are fed by the South Tyger River and serve as water reservoirs for the City of Greer. Drinking water is then treated at the CPW water treatment plant on Lake Cunningham.

### **Wastewater**

Greer CPW's Maple Creek Wastewater Treatment Plant, located on Lake Cunningham just north of the city, provides sewage treatment services for much of the city. The plant has a capacity of 10 million gallons per day serving 12,000 customers. Additional sewer service is provided by ReWa. In some parts of Greer, wastewater is primarily treated via household septic systems.

Rewa offices are located along Mauldin Road and I-85 in Greenville. Rewa currently operates eight Water Resource Recovery Facilities (WRRF) region-wide to treat wastewater for reuse, a 343 mile interceptor system, 293 linear miles of gravity line pipes, over 7,200 manholes, 60 pump stations, and 51 miles of pressurized force mains.

### Electricity & Natural Gas

Greer CPW offers natural gas service in Greer and throughout the surrounding area. This gas is provided by the Transcontinental Gas Pipeline. As for electricity, CPW is a member of the Piedmont Municipal Power Agency, which owns a 25% stake in a generator at the Catawba Nuclear Station in York County. CPW provides 95% carbon-free power to 19,400 meters, primarily within City of Greer and the surrounding area.

Greer CPW provides natural gas to approximately 24,400 meters in 450 square miles, stretching from southern Spartanburg County to the North Carolina line.

### Recreation Facilities

The City of Greer Parks and Recreation Department manages a network of over twenty parks and recreation facilities throughout the City of Greer. Additionally, Lake Robinson and Lake Cunningham, which are owned by Greer CPW, both offer boating, fishing, and shoreline amenities to residents and visitors.

The City of Greer adopted a Downtown Walking and Bicycling Master Plan in 2016. This plan identified the opportunities and constraints of the existing transportation network, as they apply to the bicycle and pedestrian facilities.

PRIORITY INVESTMENTS ELEMENT	
<b>Goal</b>	<i>The City will continue to cultivate strong partnerships to ensure coordinated investment in major infrastructure and facility projects.</i>
<b>Objective 1</b>	<i>Identify, plan for, and prioritize long range public infrastructure and capital facilities needs.</i>

#### Strategies

- » Prepare a list of public infrastructure and facilities needed over at least the next ten year horizon to ensure adequate capacity is reserved to serve the magnitude and timing of anticipated development in the Future Land Use Map.
- » Adopt and maintain a Capital Improvements Program that implements the comprehensive plan.
- » Invest in public infrastructure in Downtown Transition areas in order to catalyze mixed-use development, infill, and redevelopment.
- » Target infill annexation, development and redevelopment for cost-effective service delivery that would help Greer prepare for fiscally appropriate and timely extensions of growth into undeveloped areas of the city.



**Objective 2**

*Collaborate and partner with other local governments and relevant agencies to meet public infrastructure and facilities needs.*

**Strategies**

- » Consider an infrastructure advisory group to encourage regional capital infrastructure projects.
- » Leverage GSP, Inland Port Greer, and the automotive industry when targeting new, interdependent industries, strengthening Greer's position as the upstate center of industry.
- » Consider relevant plans from neighboring jurisdictions and agencies when considering and recommending infrastructure and facilities projects that require the expenditure of public funds.
- » Support and participate in the efforts of adjacent and relevant jurisdictions and agencies in planning for future public infrastructure and facilities needs.

**Objective 3**

*Explore and evaluate alternative methods of revenue and leverage existing funds to meet public infrastructure and facilities needs.*

**Strategies**

- » Seek additional funding opportunities from federal, state, and local granting agencies and private sources for needed public infrastructure and facilities needs.
- » Leverage existing resources to provide matching funds for grant opportunities.
- » Capitalize on federal and state incentives that may be available from current or future stimulus funding related to COVID-19. Identify business development and support programming that may utilize these resources.
- » Encourage public/private partnerships to facilitate the provision of needed public infrastructure and facilities.
- » Explore the use of alternative funding sources such as impact fees and a local option sales tax for capital projects.
- » Consider development incentives such as density bonuses, fast track permitting, or reduced/waived fees for development in areas prioritized for growth.
- » Consider reducing or eliminating utility connection fees for targeted reuse and redevelopment sites.

## ANALYSIS OF PROJECTED FUNDING

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

Methods for forecasting available revenues vary greatly based on the specific funding source, as such this forecast should only be considered as an initial step toward programming public infrastructure and facilities into the annual budget.

A number of public infrastructure and facilities needs have been identified in the City for the next decade through the development of the other eight required elements of this Comprehensive Plan. These capital improvements include those that will be funded and accomplished by the City as well as projects that will be funded and accomplished with the assistance of other public and private entities. The City of Greer must continue to explore new partnerships and funding sources to meet capital needs, while ensuring that the most critical needs are met.

The City of Greer is required to prepare this list of public infrastructure to ensure that adequate capacity is considered that will serve the magnitude and timing of anticipated development in the Future Land Use Map of this plan. Anticipated funding from federal, state and local sources for public infrastructure and facilities during the next ten years is outlined in the table below.

All planning elements must be an expression of the planning commission recommendations to the appropriate governing bodies with regard to the wise and efficient use of public funds. As such, this

analysis breaks down projected funding by Comprehensive Plan Element. Each of the eight preceding Elements is numbered below, in order of appearance in the Comprehensive Plan, and is addressed accordingly in the table below.

- 1** Population Element
- 2** Economic Development Element
- 3** Natural Resources Element
- 4** Cultural Resources Element
- 5** Community Facilities Element
- 6** Housing Element
- 7** Land Use Element
- 8** Transportation Element

Only those revenue sources currently funded or have a high probability of being funded within the ten year planning horizon are included herein. Anticipated funding amounts are shown below using today's dollars. Some examples of potential funding sources not currently being implemented by the City of Greer include, but are not limited to:

- » Local Option Sales Tax: used for capital projects and other purposes
- » Accommodations Tax: used for tourism related expenditures
- » Transportation Alternatives Program: used for activities including pedestrian and bicycle facilities, Safe Routes to School improvements, and projects that were previously funded by the Recreational Trails Program
- » Impact Fees: covers costs of public services required by new development
- » EPA Brownfield: grants, and low cost loans for cleanup and reuse of brownfield sites
- » Federal Historic Preservation: grants for planning, education, and stabilization of historic properties
- » SC Rural Infrastructure Authority: grants and low cost loans for infrastructure improvements

Funding Source	Description	Anticipated Annual Funding Amount (FY2021 figures unless otherwise stated)	Elements Addressed
<b>General Fund</b>	Annually appropriated funds for governmental functions not otherwise funded through special accounts, such as administration and operation, provided by valorem taxes levied on real and personal property	\$30,109,154	1 2 3 4 5 6 7 8
<b>Recreation Programs Fund</b>	Used to fund recreational program personnel and operating expenses	\$257,045	1 4
<b>Capital Equipment Fund</b>	Used for capital assets used in governmental activities	\$2,057,103	3 4 5
<b>Debt Service Fund</b>	Current financial resources restricted for the payment of principal and interest for long-term debt, includes General Obligation Bonds, Capital Leases, and Certificates of Participation	\$2,685,994	2 3 4 5
<b>Neighborhood Services Fund</b>	Personnel and operating expenses related to neighborhood services expenses		5
<b>Hospitality Taxes Fund</b>	A local hospitality tax is levied on consumers purchasing prepared foods and beverages from vendors located within the jurisdiction enacting the tax	\$2,631,057	4
<b>Stormwater Fund</b>	Operating expenses related to stormwater functions of the city	\$1,040,000	2 3 5
<b>Real Property Fund</b>	Inclusive of PARD, Land/Water Conservation, and other related grants	\$460,552	3 4 8



Funding Source	Description	Anticipated Annual Funding Amount (FY2021 figures unless otherwise stated)	Elements Addressed			
<b>Sanitation Services Fund</b>	Operating expenses related to sanitation functions of the city	\$1,598,600	3	5		
<b>Facilities Use Fund</b>	Personnel and operating expenses related to certain municipal properties	\$211,146		5		
<b>Greer Golf Fund</b>	Personnel and operating expenses related to Greer golf	\$886,258	2	4		
<b>Road Paving Fund</b>	Capitalized and expensed asset expenditures related to road paving efforts of the city	\$660,000				8
<b>GPATS Guideshare Funds</b>	Guideshare funds are to aid public road jurisdiction with funding for any road or bridge projects on the federal aid system, which includes all federal functional class routes except local and rural minor collectors	\$3,974,611 (2024-2030 projected)	4	5	7	8
<b>SPATS Guideshare Funds</b>		\$3,800,000 (2020-2022 projected)	4	5	7	8

## COORDINATION

The South Carolina Priority Investment Act requires that the recommendation of capital improvement projects requiring public expenditure be done through "coordination with adjacent and relevant jurisdictions and agencies." The Act defines adjacent and relevant jurisdictions and agencies as "those counties, municipalities, public service

districts, school districts, public and private utilities, transportation agencies, and other public entities that are affected by or have planning authority over the public project."

Adjacent and relevant jurisdictions and agencies identified as providing public facilities or related services within or near the City of Greer are listed below.

<b>Coordinating Agency</b>	<b>Capital Improvement/Public Facility/Service</b>
<b>CITY OF GREER</b>	
<b>Mayor</b>	City of Greer Mayor
<b>Administration</b>	City of Greer Administration
<b>Council</b>	City of Greer Council
<b>Municipal Clerk</b>	City of Greer Municipal Clerk
<b>Economic Development (GDC)</b>	Greer Economic Development (GDC)
<b>Finance</b>	City of Greer Finance
<b>Planning</b>	City of Greer Planning
<b>Public Works</b>	City of Greer Public Services
<b>Greer CPW</b>	Greer Commission of Public Works
<b>Police Department</b>	City of Greer Police Department
<b>Fire Department</b>	City of Greer Fire Department
<b>GREENVILLE COUNTY</b>	
<b>Administration</b>	Greenville County Administration
<b>Council</b>	Greenville County Council
<b>Economic Development (GADC)</b>	Greenville Area Economic Development (GADC)
<b>Planning</b>	Greenville County Planning
<b>Public Works</b>	Greenville County Public Works
<b>Sheriff</b>	Greenville County Sheriff

<b>Coordinating Agency</b>	<b>Capital Improvement/Public Facility/Service</b>
<b>SPARTANBURG COUNTY</b>	
<b>Administration</b>	Spartanburg County Administration
<b>Council</b>	Spartanburg County Council
<b>Economic Development (One Spartanburg)</b>	Spartanburg County Economic Development
<b>Planning</b>	Spartanburg County Planning
<b>Public Works</b>	Spartanburg County Public Works
<b>Sheriff</b>	Spartanburg County Sheriff
<b>SPECIAL PURPOSE DISTRICTS</b>	
<b>Boiling Springs Fire District</b>	Special purpose district providing fire service
<b>Duncan Chapel Fire District</b>	Special purpose district providing fire service, rescue, and EMS
<b>East Greer Fire District</b>	Special purpose district providing fire service
<b>Greenville Transit Authority</b>	Operated by the City of Greenville to provide fixed route and ADA transportation services
<b>Greenville-Spartanburg Airport District</b>	Operates the Greenville-Spartanburg International Airport
<b>Holly Springs Fire</b>	Special purpose district providing fire service
<b>Hood Road Substation Fire District</b>	Special purpose district providing fire service
<b>Lake Cunningham Fire Department</b>	Special purpose district providing fire service and rescue
<b>Marietta Water, Fire, Sanitation and Sewer District</b>	Special purpose district providing fire service and water
<b>Metropolitan Sewer Commission</b>	A special purpose district that operates and maintains sanitary sewer facilities within Greenville County.
<b>Pelham - Batesville Fire District</b>	Special purpose district providing fire service, rescue, and EMS
<b>Poplar Springs Fire</b>	Special purpose district providing fire service
<b>Reidville Fire</b>	Special purpose district providing fire service
<b>Renewable Water Resources</b>	Special purpose district providing sewer and water services
<b>Taylor's Fire and Sewer District</b>	Special purpose district providing fire service and sewer
<b>Tyger River Fire</b>	Special purpose district providing fire service
<b>Wade Hampton Fire and Sewer District</b>	Special purpose district providing fire service and sewer



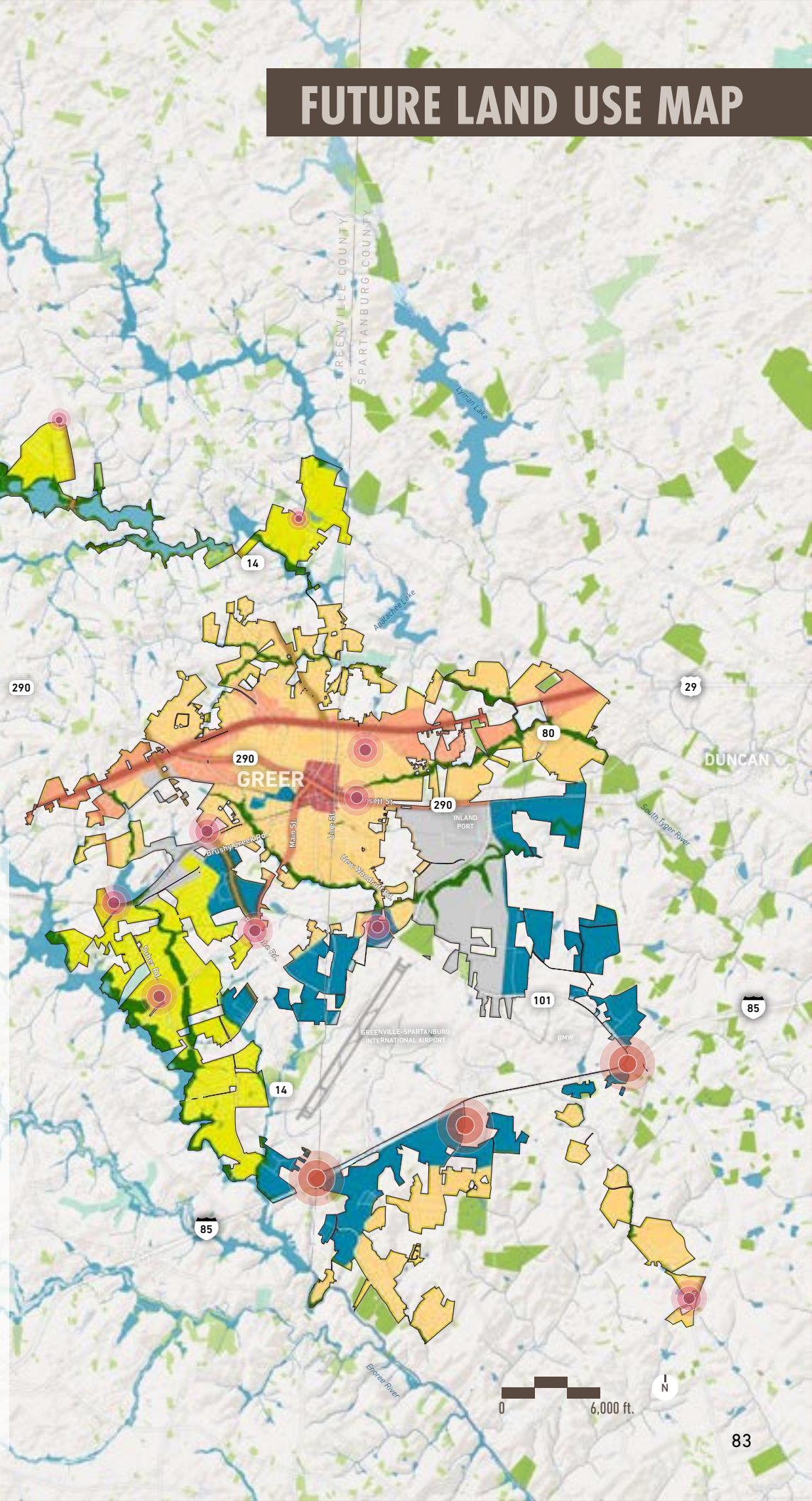
<b>Coordinating Agency</b>	<b>Capital Improvement/Public Facility/Service</b>
<b>OTHER RELEVANT AGENCIES</b>	
<b>ACOG</b>	Long-range transportation planning for non-urbanized portions of the Upstate, Water Quality Management Planning, economic development and workforce planning, aging support program, and other local government assistance.
<b>Duke Energy</b>	Electric service provider for portions of Upstate
<b>GPATS</b>	Metropolitan Planning Organization for transportation in the Greenville Urbanized Area
<b>Greenville Chamber of Commerce</b>	Association that promotes and protects the interests of the Greenville County business community
<b>Greenville County Redevelopment Authority</b>	Revitalizes homes and communities within Greenville County
<b>Greenville County School District</b>	Pre-K to 12 public school system
<b>Greenville Technical College</b>	Higher education with campus near City
<b>Piedmont Natural Gas</b>	Natural gas provider
<b>Prisma Health</b>	Healthcare provider
<b>Spartanburg Community College</b>	Higher education with campus near City
<b>Spartanburg County School District #5</b>	Pre-K to 12 public school system
<b>SPATS</b>	Metropolitan Planning Organization for transportation in the Spartanburg Urbanized Area
<b>Ten at the Top</b>	Regional advocacy organization
<b>Upstate Alliance</b>	Regional economic development organization
<b>Upstate Forever</b>	Conservation non-profit that protects land and water and promotes balanced growth in the Upstate





# FUTURE LAND USE MAP

- COMMUNITIES**
- Downtown Living
- Traditional Neighborhood
- Suburban Neighborhood
- Suburban Commercial
- Mixed Employment
- Manufacturing & Logistics
- Conservation Subdivision
- CORRIDORS**
- Neighborhood Corridor
- Suburban Commercial Corridor
- Transitional Corridor
- CENTERS**
- Neighborhood Center
- Regional Center
- Parks and Public Open Spaces
- Floodplain
- GSP Environs



\*Source: City of Greer as per Jan 2020