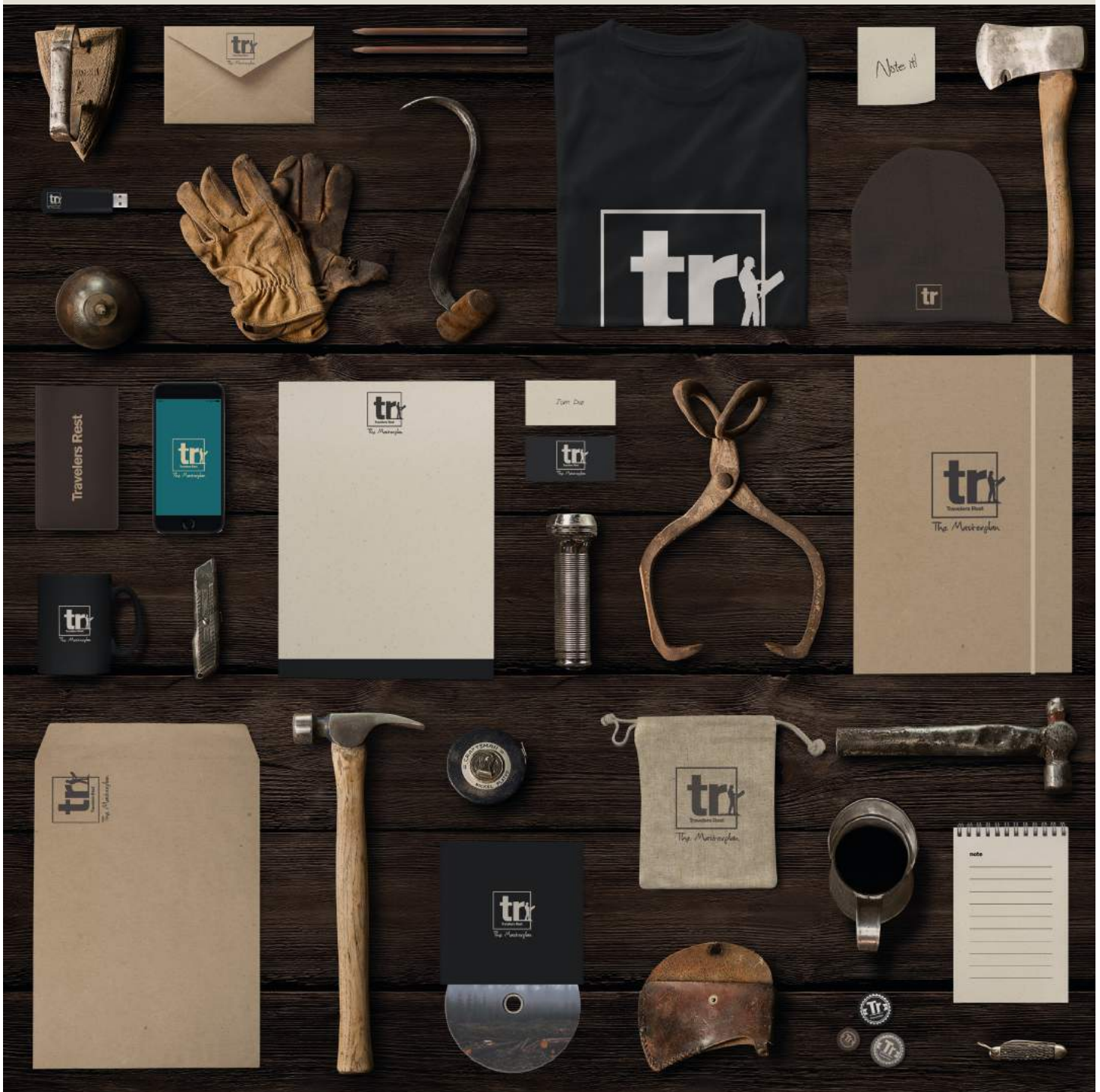




CITY OF TRAVELERS REST

2018

# MASTER PLAN







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## SECTION ONE

# INTRODUCTION

The Master Plan 2018 for Travelers Rest is the long-range, visionary document outlining the future vision for Travelers Rest. It includes an evaluation of trends and existing conditions, defines community strengths and challenges, and provides recommendations to address those challenges. Decision-makers should consider the plan when developing department-specific goals and tasks and when finalizing the annual budget. The Planning Commission evaluates the consistency of development proposals against the plan. This Master Plan will serve as the city's 2018 Comprehensive Plan, as all local governments are required to develop a Comprehensive Plan and must review it every five years and update it every ten years, per S.C. Code Title 6, Chapter 29.

In September 2016, the City of Travelers Rest began a review of its existing comprehensive plan and developed a scope of work and process for developing this Master Plan. A main goal for this plan is to make it easier to digest and understand and to create a valuable resource for decision-makers.

To accomplish this goal, this document is a bit shorter than its predecessor and will serve as the working comprehensive plan moving forward. The document begins with a chapter dedicated to each of the plan elements, organized around key facts and figures, strengths, challenges and recommendations (except for the Population Element which is a summary of demographic trends).

The key facts and figures section is a summary of existing conditions. The details and data that lengthened the plan in the past are now found in the Existing Conditions documents in the appendix.

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A section on strengths was added for two reasons. First, Travelers Rest has done many things worth celebrating, but many of its accomplishments are not widely known. Highlighting the City's strengths provides an opportunity to share its successes. Additionally, instead of including dozens of recommendations for the plan that begin with the phrase "continue to", the successes are documented in one place. It is assumed that everything highlighted in the strengths section should be continued through the planning horizon.

The strengths section is followed by a discussion of challenges. Challenges are those areas identified by decision makers, City staff, Advisory Committee members, and the public as the greatest challenges facing the City going forward. This section sets the framework for development of the plan recommendations; all recommendations seek to improve upon the identified challenges.

The plan then includes recommendations to address each challenge. Recommendations tend to be "general" and "big picture" and are meant to provide a framework for future work. The idea is that decision makers and City staff are best equipped to study the issues, engage the community, and decide how to see these recommendations through to implementation. The list of recommendations is not exhaustive and new ideas and approaches that address the challenges and reinforce the core values can always be added to the document.







A Master Plan Advisory Committee of Travelers Rest business owners and residents was formed to help guide this effort. This group met monthly from October 2016 through Mar 2017. In addition, planning staff conducted stakeholder interviews with representatives from the City departments and organizations. During the month of October 2016 staff attended the weekly harvest market to solicit public input and encourage participation in an online survey. The survey had over 326 responses and the results are available in the appendices of

this plan. On November 10th a public workshop was held asking attendees what they would like to see in Travelers Rest and about their visual preferences for future development.

The survey results, public workshop, and numerous meetings with the Master Plan Advisory Committee, have been used to help identify the City's strengths and core challenges and develop the plan recommendations.

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## SECTION TWO

# CORE ELEMENTS

### CORE VALUES

The core values are the highest priority goals of the City and serve as a guiding philosophy for planning, development and budget decisions moving forward.







# 1

## SMART GROWTH

This core value reflects the community's desire to encourage growth that places emphasis on infill and redevelopment, using existing infrastructure maintenance and investment. It includes conservation of natural resources including tree preservation, floodplain management and reducing water usage. This value is mindful of the need to plan for growth in the provision of day to day services and manage growth and development in both its location and pace to assure that it is sustainable.

# 2

## CONNECTIVITY

This core value reflects the need for a transportation network that accommodates all users and modes of transportation. An efficient transportation network starts with a connected road network that safely handles projected growth and supports business and industry. It also includes facilities for safe walking and biking both for transportation and as part of a healthy lifestyle. Connectivity means retrofitting existing streets and expanding trails to connect neighborhoods with each other and daily destinations like schools, grocery stores and restaurants. Finally, it includes other appealing transportation alternatives like trolleys, senior transportation services and car services like Uber and Lyft.

# 3

## ARTS & CULTURE

This core value reflects the community's interest in developing and supporting high quality, inclusive and sustainable cultural programs that enhance the livability of the City. This includes the creation of an Arts District for the redevelopment of the Poinsett Highway corridor and the further development of the City's cultural resources, all contributing to the livability of the community.

# 4

## SMALL TOWN CHARACTER

In the public outreach this core value was expressed over and over as something to be preserved and fears that growth would threaten this character of the community. There are certain qualities of a small town that seem to surface when people are questioned. No traffic, fresh air and easy to find parking spots are lauded as small town features. Other simple, taken for granted amenities such as a sense of community and quiet are also mentioned. Overall it is about building and maintaining the physical and social infrastructure that helps us live and connect with our neighbors.

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## CORE CHALLENGES

The core challenges have been identified as the biggest roadblocks the City faces in supporting the core values and ultimately achieving its desire future vision.

1

### INCREASING LIVABILITY FOR ECONOMIC PROSPERITY

The City needs to identify strengths and correct weaknesses so as to ensure its attractiveness to future residents and business owners. The City needs to continue to market the community's many advantages to attract jobs and investment.

4

### MANAGING GROWTH

The City has to balance its goals for Smart Growth that can improve quality of life with the need to provide services efficiently with its commitment to fiscal stability.

2

### IMPROVING LAND USE FORM & CHARACTER

Many existing developments were built prior to design standards were in place and redevelopment can be difficult and costly. Additional development standards would allow for a mix of land uses and help assure property owners maintain the value of their investments.

5

### SUPPORTING ALTERNATIVE TRANSPORTATION MODES

Bicycle facilities are fragmented and pedestrian connectivity is limited and no transit service is available in the City. Bicycle and pedestrian facilities are the most requested improvement in citizen surveys and are a key component in supporting healthy lifestyles but little funding exists for the construction of facilities as highlighted in the City wide bicycle and pedestrian plan.

3

### ENSURING HOUSING AFFORDABILITY

Housing costs are appreciating, many households are housing cost-burdened, homes are not sustainability designed, housing programs and services are overburdened and underfunded.

6

### PRESERVING OLDER NEIGHBORHOODS AND CREATING NEW NEIGHBORHOODS OF LASTING VALUE

Create new neighborhoods and maintain existing ones that are attractive, convenient and safe and fosters design that encourages social, civic and physical activity. Currently the City lacks alternative housing products and types and price points are isolated from one another and from other land uses.



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# 7

## MAINTAINING FACILITIES & INFRASTRUCTURE

The number of City owned road, sewer line and facilities to maintain increases annually and there is limited funding available for maintenance and replacement.

# 8

## MANAGING NATURAL RESOURCES

This core value reflects the community's desire to encourage growth that places emphasis on infill and redevelopment, using existing infrastructure maintenance and investment. It includes conservation of natural resources including tree preservation, floodplain management and reducing water usage. This value is mindful of the need to plan for growth in the provision of day to day services and manage growth and development in both its location and pace to assure that it is sustainable.



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## SECTION THREE

# LAND USE

When preparing the land use element and the Future Land Use Map (FLUM), it is important to integrate land use planning with the other elements. While certain land use needs are met in response to market forces for certain land uses or in response to community desires for patterns such as mixed uses, other needs are influenced by the other elements. Thus, land uses needs may be further defined by policies for transit, open space protection etc.









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## KEY FACTS & FIGURES

### POPULATION & JOB GROWTH

- The two most prominent land uses in the city are vacant residential (31%) and Agricultural (18.2%).
- There are 2130 developable acres of land and capacity for more than 6390 residential units based on the Future Land Use designation.
- There are 171 acres of vacant commercial which is 40% of the FLU commercial and 4.3% of total City acreage.
- There is limited Service/ Industrial, with most anticipated growth being in the commercial/ mixed use and residential sectors.

### STRENGTHS

The City has available land for growth of residential and commercial, and the desire for smart growth to encourage infill and redevelopment of its commercial corridors. The city evaluates the relationship between land use and other elements and requires developments of a certain size and intensity to conduct a traffic impact analysis and mitigate impacts. The City recognizes the importance of economic development and business growth to long term viability and has moved forward on a Master Plan for the Poinsett Highway Corridor redevelopment and

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*The City recognizes the importance of economic development and business growth to long term viability....*

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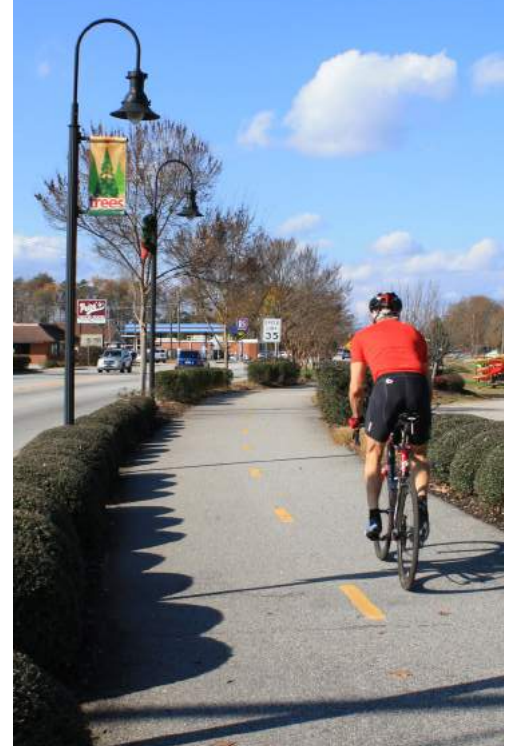
### CHALLENGES

- Managing Growth

The City has to balance its growth goals and land use objectives with the core values of maintaining its small town character and livability. Growth pressures intensify the need for open space and natural resource preservation as well as economic sustainability.

- Improving Land Use Form & Character

Determining where and when to grow and what uses are appropriate for a given area play a large role in achieving the vision the City has established for itself.





Just as important is the form and character of the development and redevelopment. Design standards has been introduced into the City's zoning ordinance for commercial development but these are often focused exclusively on the site and do not require consideration of the larger area or district which may justify more specific architectural standards that reinforce a desired character. Also, the majority of developments were built before the standards were in place and changes happen incrementally as sites redevelop.

## RECOMMENDATIONS

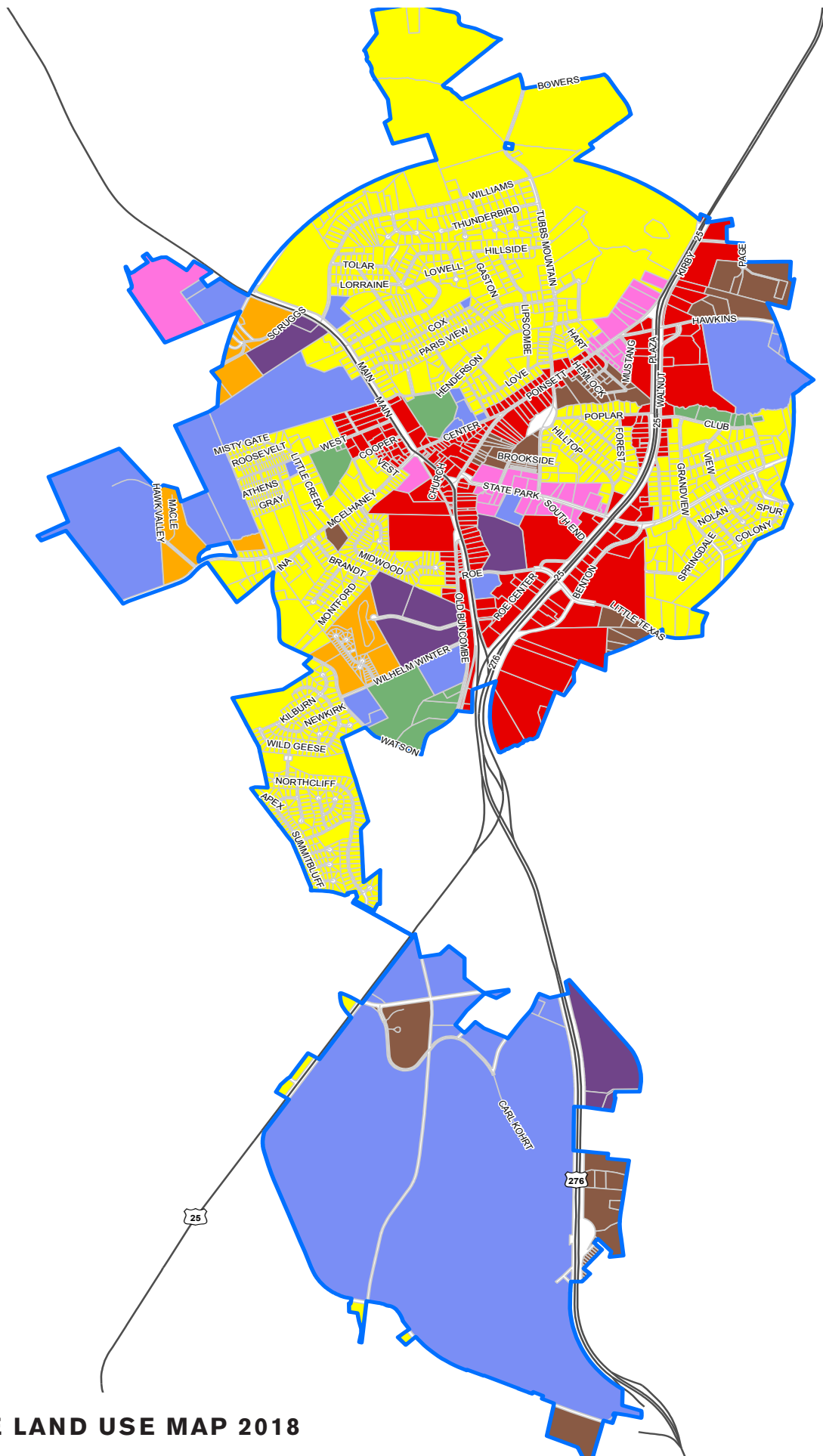
### Managing Growth

- Consider the policy principles of this Master Plan when making future development and redevelopment decisions such as zoning approvals and development agreements.
- Align the City's growth goals with an annexation policy that evaluates both the economic and physical impact to the city's infrastructure and services.
- Encourage Smart Growth principles with a focus on infill and redevelopment.

### Improving Land Use Form & Character

- Utilize the Future Land Use Map as a primary resource in making land use decisions.
- Develop Zoning Overlays to establish character and development standards for critical districts
- Communicate the positive benefits of well designed density in appropriate locations.
- Design spaces and facilities that can accommodate multiple users and serve multiple functions
- Monitor trends and assess changes in demographics to ensure the City is planning for the needs of future populations.
- Regularly conduct research and engage the development community in discussions about consumer preferences and market trends in order to consider updates to standards.
















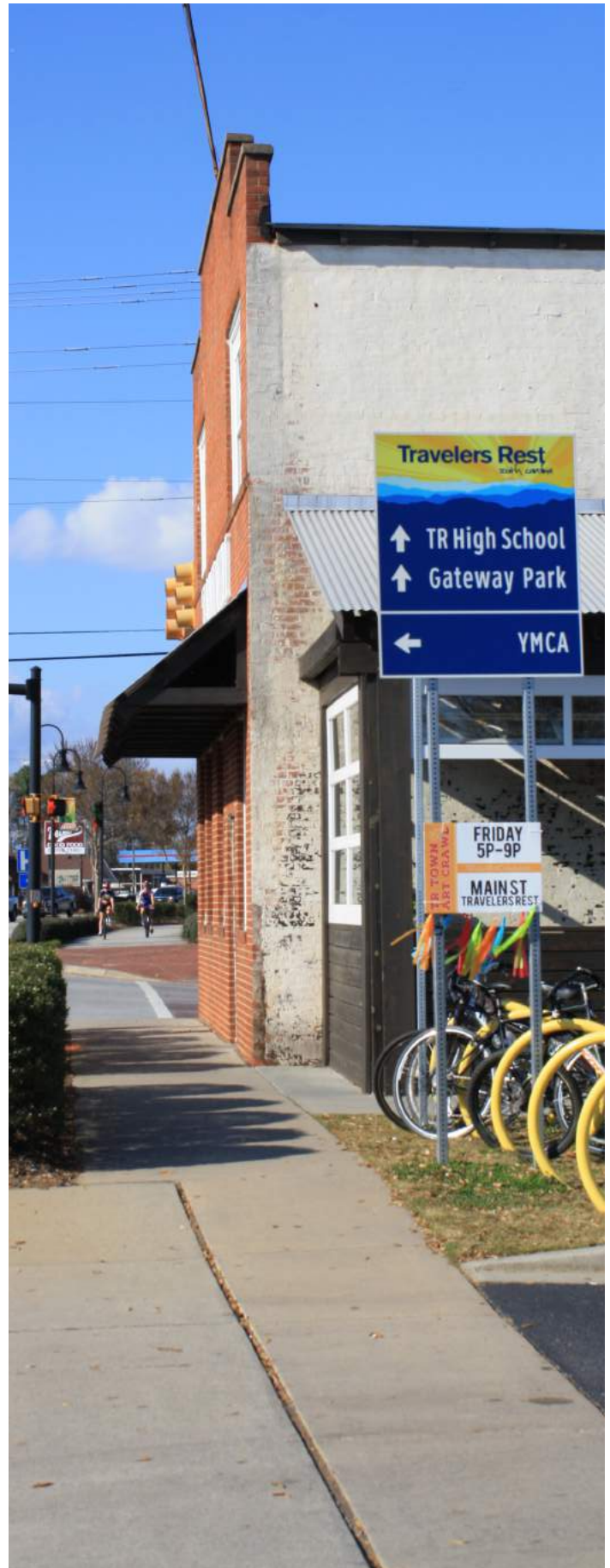
**FUTURE LAND USE MAP 2018**

## FUTURE LAND USE MAP

The Future Land Use Map (FLUM) provides a general framework for the future land uses envisioned within the Travelers Rest Planning Area over the next twenty years and beyond. This map is not intended to be parcel specific.

### MAP LEGEND

-  Commercial / Mixed-Use
-  High Density Residential
-  Service / Industrial
-  Low Density Residential
-  Medium Density Residential
-  Office
-  Parks
-  Public / Institutional
-  Municipal Boundary
-  Primary Highway
-  Streets



## SECTION FOUR

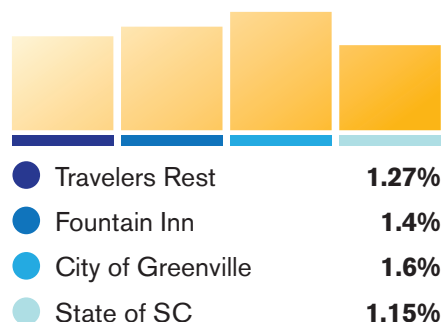
# POPULATION

### DEMOGRAPHIC SUMMARY

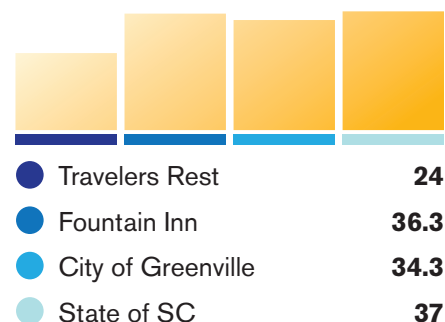
The City of Travelers Rest is located in northern Greenville County with a population of approximately 8000 and an area of 6.2 square miles including Furman University, which was annexed in April 2013, extending the city limits to the south. Travelers Rest features two major thoroughfares: US Highway 25, an important connection to Asheville, North Carolina and US Highway 276, also the city's Main Street, which heads North West to Caesar's Head State Park and Brevard, North Carolina.

Travelers Rest has been growing since 2010 with a significant increase in 2013 due to the annexation of Furman University. It is projected that the city will continue to grow at approximately 1.27% annually which exceeds both the state and national growth projections. Travelers Rest's median age of 24 is due in large part to the addition of the Furman University students but is also reflective of a community with appeal towards families, as a trend of a large number of children under 14 was identified in the 2009 Comprehensive plan and still continues to date. Travelers Rest is less diverse than the rest of the county and state of South Carolina with whites making up the majority of the population at 84.5%, although this is projected to drop to 82.3 % in 2021.

#### Growth by annual percentage



#### Median Age







### Average income

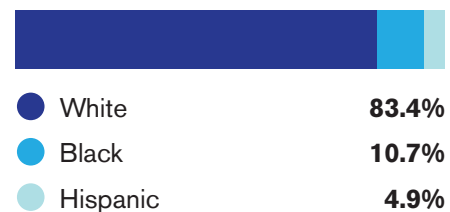


Currently there are approximately 2230 households within the boundaries of Travelers Rest with a projection of an annual growth rate of 1.62%, which exceeds the state and national trends. About 64% of the households are owner occupied with 36% being rentals properties.

The median income in 2016 for Travelers Rest is \$49,834, which has grown by 46.25% since 2000. The median household income growth rate is much higher than the state average rate of 21.44% and the national average of 27.36%. This growth is projected to continue 1.55% annually.

In conclusion, the city is growing and changing and this progress is not without challenges. Development trends show that subdivision creation in and around other cities in Greenville County is extending into the unzoned and rural areas. Urban sprawl destroys the character of an area and places demands on public services that are often not equipped to handle the growth. The city must develop a strategy that allows growth to occur in a well-managed and thoughtful way, while maintaining and preserving its unique character. This reinforces the core value of smart growth for the community to strengthen the quality of life for the residents of Travelers Rest.

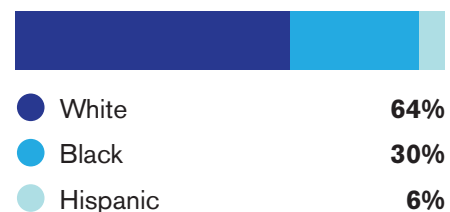
### Race by percentage: Travelers Rest



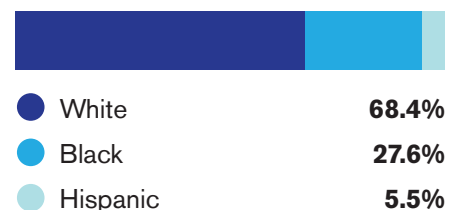
### Race by percentage: Fountain Inn



### Race by percentage: City of Greenville



### Race by percentage: State of SC











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## SECTION FIVE

# HOUSING

Housing is a key element to a city's quality of life. Growth and changing demographics have created a demand for new housing, housing type, design, affordability, location, and neighborhood viability. Housing is also intrinsically linked to other elements like population, land use, transportation, and community facilities. Just as important as the creation of new housing, is the need to preserve and maintain existing housing stock and ensure a balance between old and new developments.

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*Just as important as the creation of new housing, is the need to preserve and maintain existing housing stock and ensure a balance between old and new developments.*

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Consideration of these elements ensures that the City can meet the existing and projected housing needs of all economic segments of the community and that it balances housing growth with other community goals related to smart growth and use of resources.



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## KEY FACTS & FIGURES

### HOUSING GROWTH

- The number of housing units grew 27% between 2000 -2010 and an additional 7% from 2010 to 2016.
- To meet anticipated housing demand, Travelers Rest will need to add roughly 187 housing units by 2020. Almost all of this need can be met through units under construction and in approved developments.

### HOUSING OCCUPANCY

- The percentage of occupied housing units in the City has decreased, with 90% in 2000, 85% in 2010, and 88% in 2016. The percentage of vacant housing units has increased from 167 units in 2000 to 328 vacant units in 2016.
- The percentage of owner-occupied housing units in the City has remained relatively consistent, with 57% ownership in 2000, 58% in 2010 and 56% in 2016. This is below the national (65.1%) and state (69.3%) averages.

### HOUSING CHARACTERISTICS

- Travelers Rest saw a small increase in average household size from 2.5 in 2010 to 2.55 in 2016 with a projection of 2.56 persons per household in 2021. Household size is changing because the composition of households is changing. Almost two thirds of occupied housing units in the City are occupied by only one or two people.







- The majority of housing in Travelers Rest is single family detached (64%) followed by multifamily with 5 to 9 units(8%) and manufactured homes (6%). This has changed from 2000 when single family homes were 67% and manufactured homes were the second most common at 15%.
- Almost 50% of the housing stock was constructed between 1990 and 2015 and the median year that housing units were built in Travelers Rest is 1990. This has transformed dramatically since 2000 when the median age was 1977. This change is a reflection of the current strong housing market.

## HOUSING AFFORDABILITY

- Of all the housing variables, affordability is one of the most difficult to define. Affordability is both a function of income and household size. One measure of affordability is the incidence of excess cost burden – the share of a person's income that is needed to pay rent. Households who pay more than thirty percent of their gross income are considered to be "rent overburdened". Approximately 43% of households who rent are overburdened in Travelers Rest.



- There are 7 low income housing apartment complexes which contain 360 subsidized units for rent in Travelers Rest. Many of these rental apartments are income based housing with about 16 that set rent based on your income.
- Fair Market Rents are used to establish the payment for the Section 8 Housing Voucher Program. In Travelers Rest, the fair market rents range from \$551 to \$1254.
- To qualify for low income housing in Travelers Rest a family of four would generally have to earn less than \$30,450.
- The median contract rent in Travelers Rest is \$700/month.
- The median home value is \$176,507. 48% of the owner occupied housing unit's value falls between \$100,000-\$250,000. This has increased from a median home value of \$93,100 in 2000. 60% were valued at less than \$100,000.

## STRENGTHS

Housing demand in Travelers Rest is high due to lower taxes, lower home prices, good schools, and proximity to Greenville. Home values are on the rise and housing prices are affordable when compared to Greenville.

The City has taken steps to help ensure the quality of its housing stock and to make the development process is smooth for developers. City staff regularly works with residential developers to facilitate the review process and ensure a successful project. The City takes a proactive stance on codes enforcement to protect neighborhoods from decline and help restore distressed areas.

## CHALLENGES

- Preserving & Reinvigorating Older and Declining Neighborhoods

Although Travelers Rest has a relatively young housing stock, a few older, more established neighborhoods exist in the City. Many of these neighborhoods lack amenities and neighborhood services as well as the bicycle and pedestrian infrastructure necessary to reach amenities and services in other areas of the City.

*The City has taken steps to help ensure the quality of the housing stock and make the development process smooth for developers.*

- Creating New Neighborhoods of Lasting Value

As the population is aging and becoming more diverse and the composition of households is changing, changes in housing preferences correspond. Baby boomers, Generation X and Millennials all increasingly want to live in a more urban setting, where they can walk to amenities and services and have little







or no outside maintenance. The City currently has no real walkable mixed use developments and offers few housing options outside of single family residential housing. Additionally, few residential neighborhoods offer a mixture of housing types and price points.

- Ensuring Housing Affordability

With the strong residential market, there is a relative shortage in new housing stock, compared to demands. High demand combined with rising land and infrastructure costs, has increased the price of an entry level home and the price is only anticipated to continue to increase.

## RECOMMENDATIONS

### Create and maintain residential neighborhoods that provide pleasant places to live.

- Ensure new housing construction includes adequate infrastructure
- Amend land development regulations to encourage perimeter buffers and preservation of tree canopy where possible

- Encourage the development of neighborhood associations in the City's subdivision to proactively address neighborhood issues and concerns

### Provide a variety of housing choices.

- Conduct a housing study in order to identify present and future need of a variety of housing choices and to identify ideal locations for various housing types
- Further city and community involvement with Habitat for Humanity and other affordable housing partners
- Encourage alternative housing types such as tiny homes and pocket neighborhoods to allow denser and more affordable single family residential housing types
- Promote affordable housing for individuals and families under 8% of the mean family income
- Consider revising regulatory framework to allow accessory structures for single family residential lots



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## SECTION SIX

# ECONOMIC DEVELOPMENT

This chapter summarizes key findings related to the existing conditions and identified needs for the Travelers Rest economy. In June 2017 the City of Travelers Rest commissioned Arnett Muldrow & Associates to update the Market Analysis & Economic Development Plan and this is the basis for the majority of these findings.





In the last decade, Travelers Rest has experienced significant development along the US Highway corridor, including a Wal-Mart Supercenter that now draws shoppers from throughout northern Greenville County. Additionally, retailers such as Tractor Supply Company have occupied formerly empty big boxes and renovation of the Best Western Hotel provides economic activity along US 25.

Downtown Travelers Rest weathered the recession of 2008-2010 and emerged stronger than before. A series of major streetscape improvements, the Swamp Rabbit Trail, and the new Trailblazer Park have helped create an increasingly attractive, pedestrian friendly district in which new shops and restaurants continue to open or expand every few months. At the same time, there still remain opportunities for new and infill development in downtown, especially along the Main Street corridor.

2010 which is the second highest growth by county in the state of South Carolina.

- Travelers Rest has an unemployment rate of 4.9 % which is equal to Greenville County and lower than the State of South Carolina at 5.6%.
- Travelers Rest and Greenville County's job growth is 2.82% with future growth over the next ten years predicted to be 40.75%

## RETAIL MARKET ANALYSIS

- Travelers Rest is a retail center serving a primary market of 30,458 with a growth rate of 5.81% and secondary market of approximately 61,389 with a growth rate of 5.96%.

# *The City of Travelers Rest finds itself in a unique position to leverage its current success and shared community vision . . . .*

The City of Travelers Rest finds itself in a unique position to leverage its current success and shared community vision to establish itself as a hub of economic activity and a regional destination for active recreation, shopping, dining, and living options.

## KEY FACTS & FIGURES

### POPULATION & JOB GROWTH

- Travelers Rest is located in Greenville County, the most populous county in the state with an annual growth rate of 1.27% and County growth of almost 19% from 2000 to

- Over two thirds of the households in the primary trade area enjoy outdoor activities, such as hunting, fishing, hiking and sports. This is a strong reflection of the character of Travelers Rest and the rest of Northern Greenville County. This presents an opportunity to provide goods and services that facilitate active, outdoor lifestyles.
- Households in the primary trade area are largely middle to low scale in terms of their socioeconomic status. At the same time, there are many households with significant discretionary income who are important to the continued success of downtown Travelers Rest.





- The share of older households in the primary trade area is increasing with 45% of the households in the 'Mature Years' lifestyle group.
- The Travelers Rest retail is very diverse for a small city. It pulls from the rural working class, wealthy retired households of Northern Greenville County, middle class City of Travelers Rest families, and college students, as well as families and singles living in or near the northern limits of the City of Greenville.

## KEY MARKET OPPORTUNITIES

- Limited and Full Service Restaurants - A retail capture scenario suggests the City of Travelers Rest could absorb nearly 60,000 square feet of restaurant space in downtown and along the US 25 corridor.
- Clothing & Accessories - The Travelers Rest primary trade area experienced a \$21.7 million retail leakage in this category. A capture scenario of 30,000 square feet would likely include offerings in specialty clothing as well as women's and family clothing and men's and women's shoes.
- Specialty Home Goods – With a \$5.4 million leakage from the combined primary and secondary trade areas, this category registers a moderate opportunity gap. Specific offerings that highlight Travelers Rest character, such as rustic wares of the area, would appeal to local residents, retirees, and visitor alike. This retail category may also provide a good opportunity for expanded offerings from an existing retailer or for the creation of a small cluster of home goods retailers' downtown.
- Food Based Retail – Retail leakage data and the success of businesses like the Swamp Rabbit Grocery & Café indicate market demand for specialty grocery offerings.

## STRENGTHS

Travelers Rest's primary and secondary trade areas include all of northern Greenville County as well as penetration into the Greenville market. This represents some growth over the last 14 years, with the Greenville market becoming increasingly important for a number of businesses.

The economic impact of the Swamp Rabbit Trail is strong and is likely to grow as more businesses are capturing significant numbers of trail users and are helping to position Travelers Rest as a hub of outdoor recreation as well as a shopping and dining destination.

Travelers Rest continues to develop Trailblazer Park as an outdoor cultural center and municipal complex that includes

a new fire station, Summary Court, and venue for festivals and weekly events. The current plans include development of a City Hall and Police Station, with the County proposing improvements to the existing ball fields, new restroom/concessions building, and additional play areas.

There exists a major redevelopment opportunity between US 25 and downtown with approximately 50 acres of rolling land with mountain views, controlled by a few property owners (including the City of Travelers Rest). The entire tract presents a singular opportunity in the history of the City. As a key property owner, the City can make a strong case for taking a leadership role in this process.

Travelers Rest enjoys an award winning city manager and a council with a shared vision. They also have the benefits of the Greater Travelers Rest Chamber of Commerce that actively promotes economic development initiatives.

## CHALLENGES

Travelers Rest should continue to focus on bringing additional activity to downtown on nights and weekends and encourage downtown retailers to extend business hours to sustain evening activity and build on the Swamp Rabbit Trail impact.

Derelict properties remain a problem throughout the City, especially along key corridors and at major intersections. This is true along the Poinsett Corridor, which feeds into downtown. This is where the City would like to extend the streetscape improvements that have been a remarkable success downtown. Additionally, Gateway Park is an underutilized community resource with the potential to become a well-used amenity and true gateway into Downtown.

The City of Travelers Rest has a limited presence on social media, with the exception of Trailblazer Park. Although it would be a weekly responsibility, the City should consider using social media to market Travelers Rest as an attractive, responsive, business-friendly community.

The City of Travelers Rest has achieved its success with limited administrative staff; however it should consider adding staff in the future to assist with continued marketing and economic development efforts. The Market Analysis & Economic Development Plan from 2012 provides a snapshot of available commercial properties. This should be used as the baseline for a regularly updated database of available commercial properties.

As downtown transitions from adaptive reuse to infill development, the City should take an active role as discussions occur, acting as a guiding hand to encourage high quality new development in downtown Travelers Rest.





## RECOMMENDATIONS

### Encourage, aid and support the existing business and local entrepreneurs while actively recruiting new businesses into the city.

- Work closely with the Travelers Rest Area Chamber of Commerce to support existing businesses and create new ones that are compatible for Travelers Rest
- Develop Chamber subcommittee for Downtown Businesses for marketing and redevelopment opportunities
- Provide the necessary infrastructure to commercial and industrial sites- water, sewer, gas
- Advertise the city through the use of newsletters, brochures/inserts and social media
- Create and maintain an inventory of available commercial and industrial sites
- Create Development Director City Staff position

### Promote a diversified local economy in Travelers Rest

- Promote State Park Road as a mixed use district
- Promote more entertainment businesses that cater to children and teenagers
- Encourage small, local businesses
- Promote Travelers Rest as a bed & breakfast community

### Continue to support the development of a Central Business District

- Establish a Central Business District overlay with development standards and maintenance code.
- Encourage infill development
- Encourage merchants to extend their hours of operation
- Use grants and other funding to continue physical improvements to downtown





### **Encourage redevelopment and infill commercial corridors**

- Assemble database on properties and meet with property owners in order to better market development opportunities in Travelers Rest
- Create Travelers Rest Ambassadors to market expansion opportunities to growing specialty businesses in the region
- Expand mini grant program to assist businesses with quality renovation of existing buildings, consider including Poinsett Corridor

### **Continue to Expand the Travelers Rest Market**

- Continue to recruit specialty retail and high quality businesses to Travelers Rest
- Develop a targeted marketing campaign for visitors and growing number of residents of the area
- Market directly to Furman University and North Greenville students





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## SECTION SEVEN

# COMMUNITY FACILITIES

Community facilities and services are needed to provide basic levels of health and safety, maintain a high quality of life, promote job creation, and create a more sustainable economy.





## KEY FACTS & FIGURES

### WATER

- The Greenville Water system provides the City of Travelers Rest with water.
- There are two reservoirs, Table Rock and North Saluda, with restricted watershed areas that are located in the northern part of the county.
- A 30 inch trunk is connected to the Table Rock Reservoir and a 48 inch trunk is connected to the North Saluda Reservoir. These two large water lines run south and cut through the heart of Travelers Rest.
- The Greenville Water system has no current plans for expansion or improvement of water mains at this time.

### SEWER

- The City of Travelers Rest operates and maintains approximately 147,512 LF of gravity sewer lines broken into 15 mini systems.
- Since 1999 Travelers Rest has been performing rehab work on its sewer lines and has complete work on 80%, with approximately 205 of the older system remaining to be completed.
- The City is committed to reducing inflow and infiltration and working with ReWa to promote growth in the area.

- ReWa is proposing to build a force main from North Greenville University Regional Pump Station to tie into Tubbs Mountain Pump Station and expand the TR Regional Pump Station and gravity sewer.

### ELECTRICITY

- Electric power is available through the community and surrounding areas from the Duke Power Company.

### SOLID WASTE

- The City provides municipal solid waste pick up through a contractor, Ace Environmental. The entire city is collected on Wednesday, allowing residents to set out all trash, recycling, and brush on that day.

### PUBLIC SAFETY

- The Travelers Rest Police Department is managed by Chief Lance Crowe and is comprised of 22 staff members with 16 officers, six support staff, and has an average response time of two minutes to any location within the city. Furman University has its own police department with jurisdiction over the University campus.
- In 2015 Travelers Rest opened its new fire station in Trailblazer Park. It hosts 14 paid firefighters with an average response time of four minutes to any location in the city.



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## SCHOOLS

The City is served by the Greenville County School District, which is the largest public school system in South Carolina and includes:

- Elementary
  1. **Heritage Elementary** (just outside city limits) 671 students with a State Report Card rating of “Average”.
  2. **Gateway Elementary** 733 students with a State Report Card rating of “Excellent”.
- Middle
  1. **Northwest Middle** (located between Marietta and Travelers Rest) 798 students with a State Report Card rating of “Good”.
- High
  1. **Travelers Rest High School** 1192 students with a State Report Card rating of “Excellent”.

In addition, Furman University, one of the nation’s premier undergraduate liberal arts colleges is located within Travelers Rest’s city limits. The current enrollment of 2800 students and 600 staff and faculty of this private university create a campus community that, in addition to an outstanding academic program, offers visual and performing arts programs and NCAA Division 1 athletics.

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*The City of Travelers Rest provides a full complement of local government services . . . which offers many advantages to its residents including convenience, a city-wide commitment to outstanding customer service and lower service costs.*

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## RECREATION

The City currently has four parks within or near its city limits. In addition, Travelers Rest is connected to a multi-use greenway system, the GHS Swamp Rabbit Trail, which runs along the Reedy River, connecting the old railway between Greenville and Travelers Rest.

- Trailblazer Park, a performing arts and cultural center with a covered pavilion that hosts the Travelers Rest Farmers Market, a festival ground, and an open air amphitheater. Greenville County Parks, Recreation, and Tourism department has a site master plan on the adjacent property that includes a community garden, playground, and playfields, which has been recently funded for 2017 and 2018 Fiscal years.
- Gateway Park, located on 115 Henderson Drive, includes athletic fields, tennis courts, a playground, and the recently completed Bike Skills Park which offers a progressive trail system with elements for children, teenagers, and expert riders.
- Poinsett Park, this three acre park is located at 5 Pine Forest Road (off the frontage road near the convergence

of Hwy 25 and Hwy 276). Amenities include a playground, shelter, and walking trail.

- Athens Park is a community park located at Athens Street and Little Creek Road. It includes a playground, swings, basketball court, and walking trail.

## LIBRARY

- Greenville Library System

The Sargent Branch opened on September 22, 1996; it is the only branch in the northern part of the county and serves patrons as far as the North Carolina border. It is located at 17 Center Street, Travelers Rest.

## GENERAL GOVERNMENT FACILITIES

City Hall is currently located on State Park Road and currently houses the City Administration and Police Station. The building has reached capacity with limited space for employees, storage, evidence, or parking. After a cost benefit analysis was completed the City Council recently voted to move forward with development of a new City Hall & Visitors Center to be located next to the Fire Station at Trailblazer Park.





## STRENGTHS

Relocating City Hall to Trailblazer Park will create a centrally located Municipal Services Complex and will streamline the process for building permitting, business licensing and all aspects of the administration. This will also provide a 24 hour police presence in the Park to help protect the asset from vandalism. Trailblazer Park is a major civic amenity that serves as a strong southern anchor for downtown with easy Swamp Rabbit Trail access.

With over two miles of the Swamp Rabbit Trail and the four public parks within the city limits the community exceeds the National Recreation and Parks Association national average of acres of park land and number of parks per resident. This calculation does not even include the school and private facilities such as the YMCA. These parks and recreation amenities have helped to establish Travelers Rest as an outdoor lovers destination.

The City of Travelers Rest provides a full complement of local government services along with sewer utility services, which offers many advantages to its residents including convenience, a city-wide commitment to outstanding customer service and lower service costs.

Based on various criteria and statistics, the City currently has an Insurance Services Office (ISO) rating of 3, which translates into lower insurance premiums for businesses and residents of the City.

The City explores and utilizes a variety of funding sources in order to provide high-quality services including the general fund, grants, bonds, hospitality and accommodations tax. City departments are continuously searching for ways to improve the efficiency of the services provided.

## CHALLENGES

### Maintaining Facilities & Infrastructure

Although maintenance is not a new issue, the City is facing the end of the operable life-cycle on a number of facilities and assets. This was the key factor in moving forward with the development of a New City Hall.

- The fleet of fire equipment is aging with the newest fire engine being a 1998 model. The City will need to purchase or lease a new fire engine in the next 24 months to maintain the level of service preparedness of the Fire Department.
- The Police Department maintains a take home fleet of vehicles which requires replacement of 2 vehicles annually.
- The City continues to perform rehab work of its sewer lines and is working on a continual basis with ReWa to reduce the inflow and infiltration in the lines that can limit capacity.

## RECOMMENDATIONS

- Continue the replacement programs for police and fire equipment to ensure equipment is replaced on a regular schedule.
- Continue to implement sewer rehab projects as necessary to upgrade the system.
- Adequately review and provide analysis of the costs of annexing additional lands. Fully align the City's growth goals with its annexation policy, including plans to annex unincorporated enclaves.
- Initiate and/or expand programs to decrease crime and fire incident rates.
- Develop a building maintenance program to ensure that funding is available to renovate facilities as they age.
- Consider the policy principles of the Master Plan when making future development and redevelopment decisions such as zoning approvals and development agreements.
- Coordinate with the County on the development and implementation of plans for Parks and Recreation facilities; Trailblazer Park and Gateway Park improvements to include dog park, playgrounds etc.
- Continue to construct more bicycle and walking trails.
- Proactively upgrade the infrastructure in areas targeted for development and redevelopment.
- Promote sustainability as a guiding principle for all community facilities.







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## SECTION EIGHT

# TRANSPORTATION

## KEY FACTS & FIGURES

### ROADS

- There are approximately 37.5 miles of roads in the City of Travelers Rest. Of those roads the South Carolina Department of Transportation owns 68% percent of the roads in the City.
- The highest traffic volumes in the City occur along Highway 25 approaching 24,500 vehicles per day which has increased from 21,700 in 2012.
- Transportation planning in the City is overseen by the City of Travelers Rest, Greenville-Pickens Area Transportation Study (GPATS) and South Carolina Department of Transportation. ( SCDOT)
- GPATS is currently working on updating its Long Range Transportation Plan (LRTP) for 2040. The agency evaluates transportation priorities & alternatives to influence how funding is used on local projects within their Study Area.

### BICYCLE AND PEDESTRIAN IMPROVEMENTS

- In 2015 Travelers Rest completed the Bicycle Master Plan of the Front Porch Connectivity Plan with primary objectives of the plan to develop a long term city wide vision for bicycle transportation and recreation.



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## GREENVILLE COUNTY TRAILS AND GREENWAYS MASTERPLAN (2010)

This master plan proposes an alternate connection of the Swamp Rabbit Trail continuing north along the Reedy River where the trail currently veers off to the right of the River. The trail continues to the west of the Green Valley Country club and then continues to connect the YMCA property and the Travelers Rest High School, terminating at the Swamp Rabbit Trail north of Poinsett Highway.

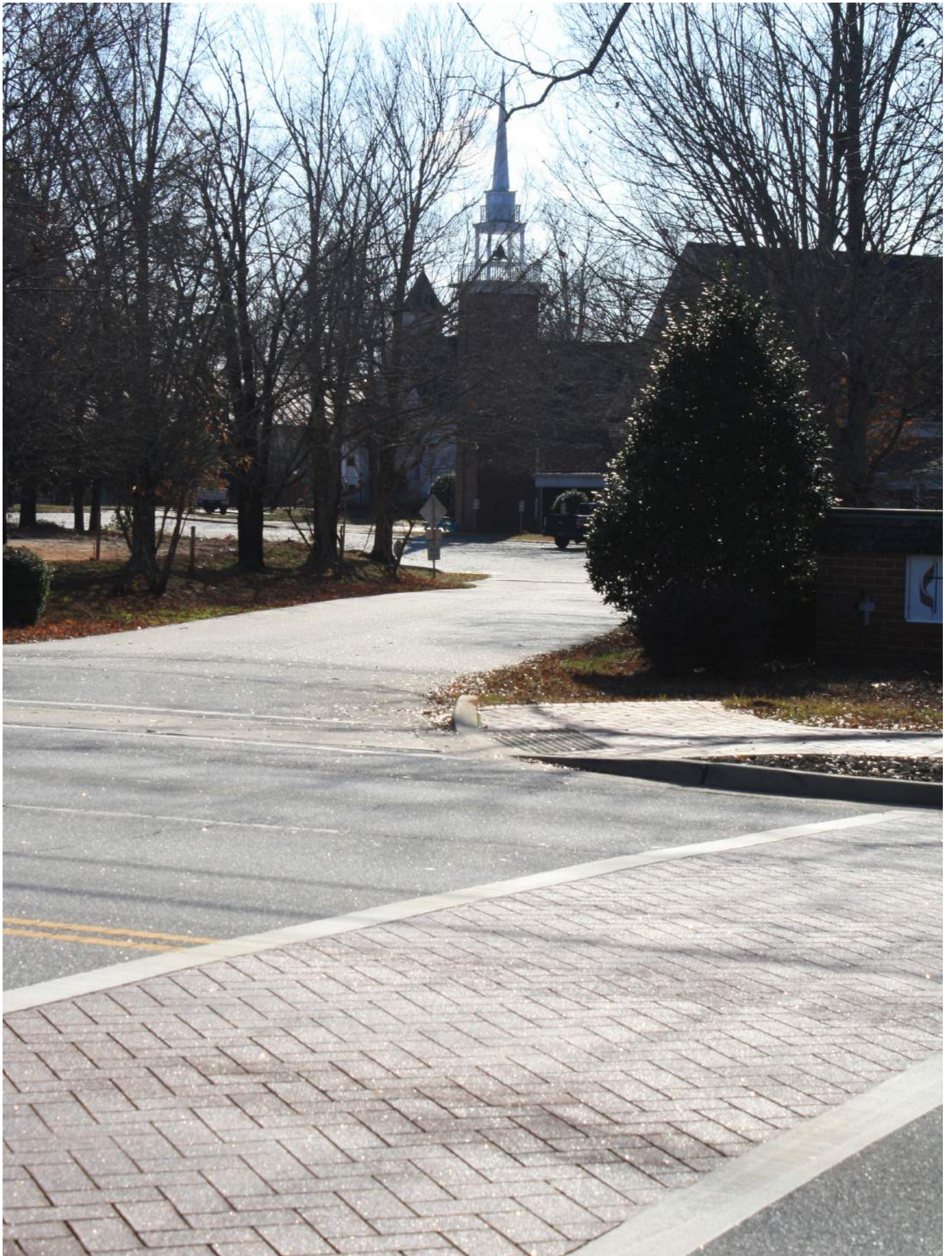




## TRANSIT

Per the Greenlink Transit Vision and Master Plan (2010); Greenlink currently has a bus service that runs between Furman University and downtown Greenville. It is projected to add an express bus service to Travelers Rest in 2018 if funding is available. This mirrors the greenway recommendation included in the Greenville County Greenway Master Plan.









## STRENGTHS

The City participates regularly in the Greenville County Legislative Delegation Transportation Committee that offers matching funds for road surfacing projects which helps the city annually repave existing roads

GPATS has recently issued the DRAFT Horizon 2040 Long Range Transportation Plan which makes recommendations and prioritization of projects for the next 25 years. Currently in the recommendations Travelers Rest has three projects that have been included in the Draft plan; a roadway project and 2 bicycle projects. The roadway project is the Intersection improvements for the US 25 at N Poinsett Intersection and will include realignment, and driveway consolidation. The Bicycle projects include the Swamp Rabbit Trail Extension north along Hwy 276 and a McElhaney Road on Road facility and intersection with 276 pedestrian improvements. None of these projects are currently in the top priority projects that are receiving funding but have been included on recommend projects list if additional funding becomes available.

The City has broad community support for the continued development of the Bicycle and Pedestrian improvements as outlined in Bicycle Master Plan and recently completed Poinsett Highway and Center Street Corridor Study completed for the City by Alta Planning.

## CHALLENGES

Funding is the primary challenge in both maintenance of infrastructure and in implementation of proposed improvement. SCDOT has the nations' fourth largest highway system but the fourth lowest gas tax for roadway funding which creates ongoing funding gaps. GPATS receives 18,078,000 annually in federal and state transportation funds for road improvements which are allocated by SCDOT Guideshare Program. These funds are distributed throughout the growing Pickens-Greenville GPATS area.





## RECOMMENDATIONS

### Improve automobile safety on streets and highways

- Encourage smart development that controls road access and reduces traffic congestion.
- Continue to implement the road repaving program
- Utilize transportation control measures to reduce congestion during peak hour demand.
- Provide enforcement of current speed limits and explore opportunities for reducing speed in residential and Main Street.
- Review all new and redevelopment plans to encourage access management
- Work with SCDOT to identify intersections that require improvements, signals etc.

### Encourage alternatives to motorized modes of transportation and Improve safety of pedestrian and bicycle travel

- Require all new subdivisions to have sidewalks and connect to existing sidewalks and trails.

- Install pedestrian crossing signs and crosswalks
- Implement priority projects as outlined by the Bicycle Master Plan
- Implement development standards that require sidewalks, streetscape amenities, bicycle racks, etc.
- Implement diagonal crosswalk at the intersection of Main St. and Center St/Mcilhaney

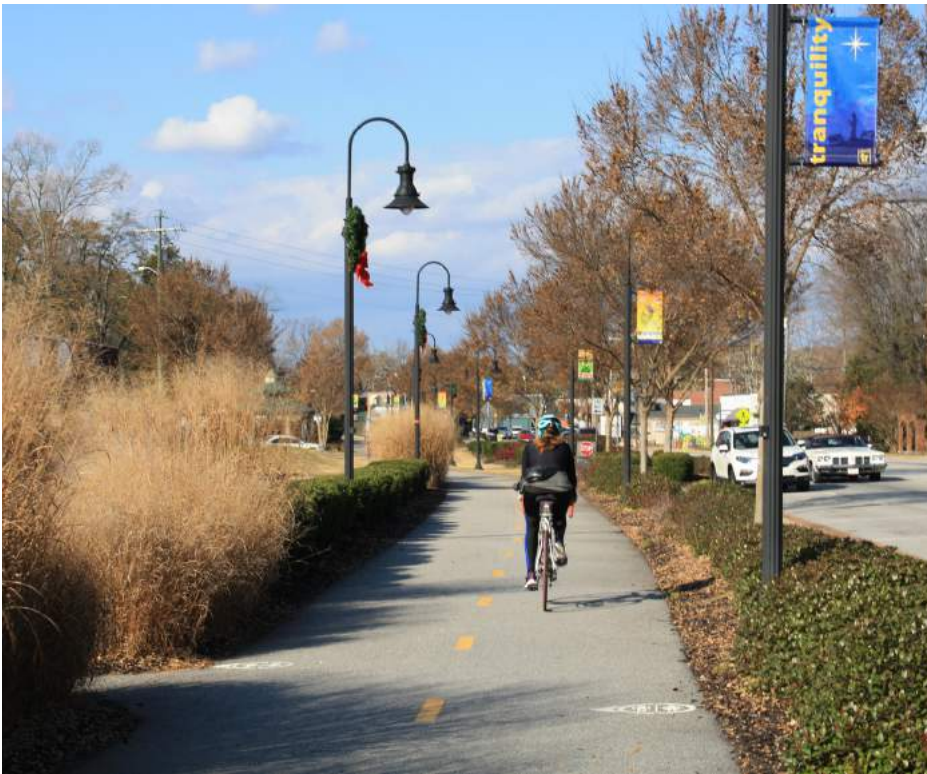
### Prioritize redevelopment of the Poinsett Highway and Center Street Corridor

- Implement recommendations of the Poinsett Highway and Center Street Corridor Study including altering traffic flow on Center St, Signal at Tubbs Mountain/N Poinsett Intersection and Intersection at Hawkins Rd. and Hwy 25.

### Funding

- Develop partnerships with Greenville County, SCDOT, ARC to pursue grant funding as much as possible.
- Consider Development agreements to help implement infrastructure improvements with private development .



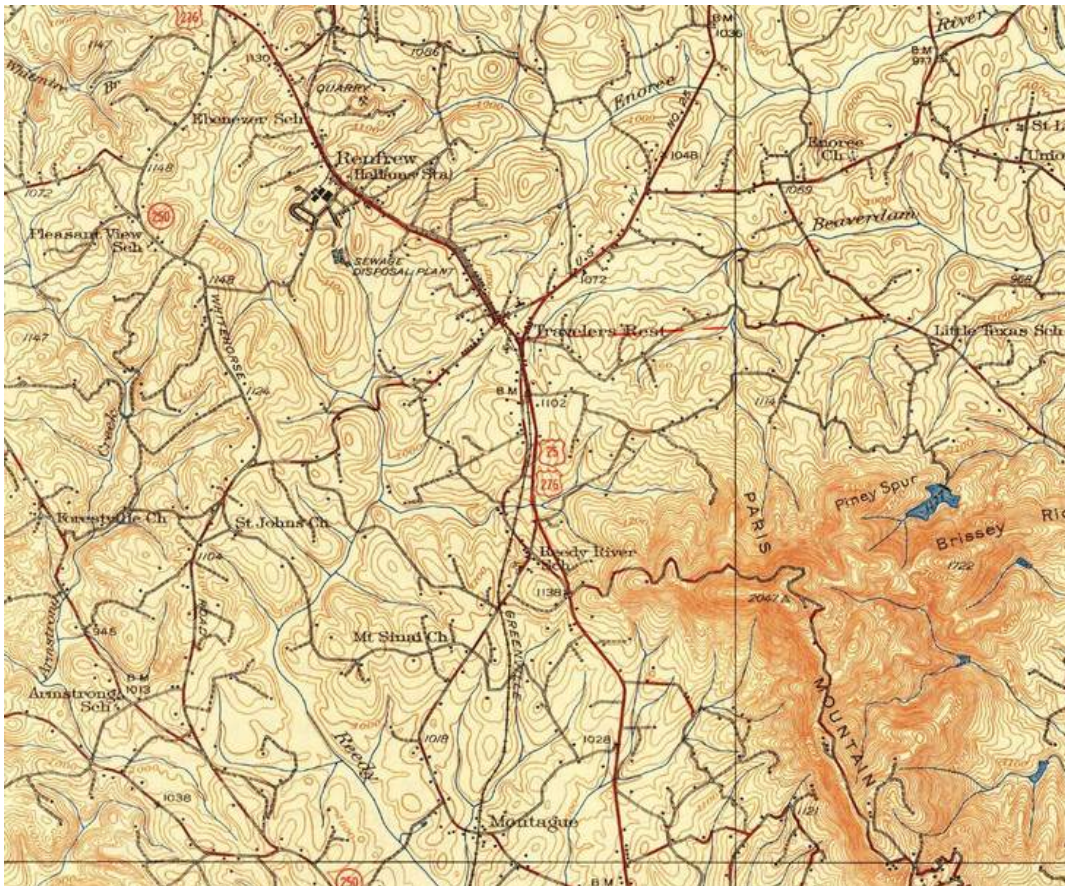




## SECTION NINE

# CULTURAL RESOURCES

Cultural Resources help define a community's character and enhance quality of life. They help to create community identity and help us learn about and remember our past, understand and celebrate different cultures and appreciate art and architecture. Additionally, preservation and protection of historic and cultural resources can provide substantial social and economic benefits that enhance the livability and distinctiveness of a community.







## KEY FACTS & FIGURES

### TRAILBLAZER PARK

A performing arts and cultural center that opened in 2014 and offers an open air venue for events and entertainment. The facility was funded in part with a grant from the Appalachian Council of Governments (ACOG) to provide a venue for cultural events in the area.

### HISTORY MUSEUM OF TRAVELERS REST

Established in 2012 and is a historic building relocated to site along the Swamp Rabbit Trail. The museum houses artifacts and exhibit related to Travelers Rest and the surrounding area, highlighting out history of being a resting place for people traveling back and forth between the mountains and the coast and beyond.

### CLUBS & ORGANIZATIONS

Clubs and Organizations are a valuable part of the cultural fabric of a community. These groups provide social, charity and a forum for public input and are active within the community.

The following are clubs & organizations around or in the City:

- Travelers Rest Historical Society
- Travelers Rest Artist Alliance
- Friends of the Library

- Lions Club
- Masonic Lodge
- Order of the Eastern Star
- Greater Travelers Rest Chamber of Commerce
- Let's Keep TR Beautiful
- Travelers Rest Garden Club
- Travelers Rest Woman's Club
- VFW

### EVENTS & ENTERTAINMENT

The City of Travelers Rest hosts multiple varied events throughout the year. The list provides just some examples of these types of events:

- Christmas Parade & Christmas Market
- Farmers Market May to September
- Harvest Fest
- Music series
- Movie Night – August
- CHS Swamp Rabbit 5 K
- Mountain to Main Triathlon
- Euphoria
- Art on the Trail







## STRENGTHS

Trailblazer Park is the performing arts and cultural center for the City which features panoramic mountain views, a covered pavilion that hosts the Travelers Rest Farmers Market, festival grounds and an open air amphitheater. The amphitheater offers free live music and entertainment outdoors during the spring, summer and fall seasons.

The Travelers Rest Historical Society was founded in 2008 and established the History Museum of Travelers Rest to effectively communicate the rich history of the area. Future plans will include relocating the museum to Trailblazer park, further consolidating the cultural resources of the community.

Furman University is a premier liberal arts college located in the City that offers distinguished visual and performing arts programs with ongoing art exhibitions, concerts and recitals that are often available to the public.

## CHALLENGES

- The City of Travelers Rest has many historic and cultural assets and attractions that are available for residents and tourists year round that would benefit from a coordinated marketing strategy that ties into the larger regional context.
- The City would benefit from an indoor venue that could host events all year round and to broaden the opportunities for theater, music and art events.



## RECOMMENDATIONS

- Enhance public awareness about the importance of preserving historical resources.
- Develop an indoor entertainment venue
- Continue to provide opportunities for cultural events at Trailblazer Park
- Partner with Furman University on artist in residency programs and opportunities
- Develop marketing strategy for city's cultural assets and events....community calender



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## SECTION TEN

# NATURAL RESOURCES

### KEY FACTS & FIGURES

Travelers Rest is a largely rural community with a small urban center. Known for its iconic mountainscape the City has much to offer residents and visitors alike, including scenic views as well as many unique park facilities and agricultural lands with rich soil and rare plants.

The climate is also desirable with four distinct seasons and temperatures are mild with an average high of 53 degrees and low of 32 degrees in January and a high of 90 degrees and low of 70 degrees in July.







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## STRENGTHS

### MOUNTAINOUS VIEWS

- Paris Mountain

While Paris Mountain State Park lies outside of the city limits of Travelers Rest, the entrance is just 6 miles east, it can be seen from many vantage points in the City. It is the most recognizable part of the landscape from downtown and is a significant part of Travelers Rest's local culture.

- Blue Ridge Mountains

Probably the most significant mountainous views in Travelers Rest are that of the Blue Ridge Mountains. Resting in the foothills, this city's wondrous views of the large escarpment are iconic to the area and are featured as such on the city logo.

### UNIQUE PARKS

The city hosts a number of beautiful parks. Gateway Park is particularly unique because of the latest bike skills addition, providing mountain bikers and various cyclists the opportunity to train and develop skills before getting onto a mountain.

Additionally, Trailblazer Park is unique with cultural and civic amenities including a farmer's market, fire station, future city hall, and an amphitheater for outdoor entertaining, located right off the Swamp Rabbit Trail, with easy access by bike.

### AGRICULTURAL LAND

Soil classifications throughout the City vary from Cecil soils, a large amount of Hiawasee soils, primed for agricultural farming. The blend of these soils in the City provide a great landscape for both urban and residential areas as well as a natural separation of mountainous areas with higher slopes, separating out the flatter and richer soil for agricultural purposes.

## CHALLENGES

### RARE PLANTS

Currently, just outside of the city limits off State Park road there is a small Heritage Preserve for a rare and indigenous plant species Bunched Arrowhead. This is a federally protected site and with developments and redevelopments along the Enoree River it could possibly endanger this site. Special attention and co-ordination to protect this rare natural resource has been recognized by the county and will need to continue for the City with consideration of developments along the Enoree River within the city limits.





## AIR QUALITY

Air quality is a major concern for Greenville County as we have very high ground ozone levels according to the EPA. Without addressing this matter these high levels can cause irritation and damage to lung tissue, reduction of resistance to lung disease, and aggravation of existing lung conditions or asthma. Excessive levels can also cause substantial plant and ecosystem damage. Also, funding to transportation and development projects are at risk due to these high levels. Additionally, by minimizing deforestation in the creation of subdivisions and neighborhoods and planting new trees, then air quality can drop the ground ozone levels to a safer level.



## RECOMMENDATIONS

### **Utilize transportation recommendations to improve air quality**

- The creation of Greenlink routes and the use of alternative transportation and car-pooling to minimize air pollution.

### **Reduce deforestation through policy**

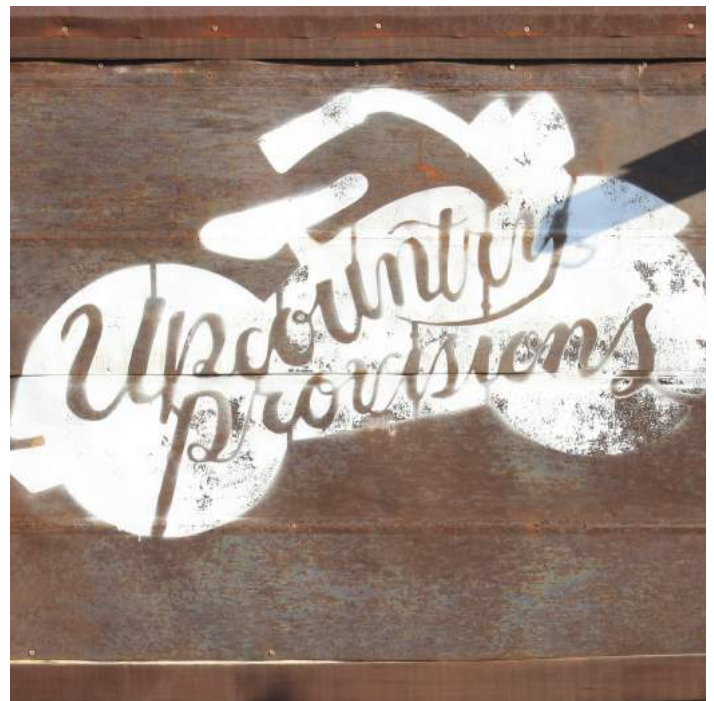
- Additionally, by minimizing deforestation in the creation of subdivisions and neighborhoods and planting new trees air quality can help relieve the ground ozone levels to a safer level.

### **Protection of rare plants**

- Through special attention and co-ordination to protect this rare natural resource with the county as well as the City when considering developments along the Enoree River within the city limits.







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## SECTION ELEVEN

# PRIORITY INVESTMENT AREAS

Data gathered from the Market Analysis & Economic Development Plan study by Arnett Muldrow & Associates show the following areas as the most likely to experience growth. This is based not only on traffic patterns and counts but the growth of businesses along this corridor and the natural extension from downtown and the very populous Swamp Rabbit Trail. Additionally, with consulting from ALTA planning the City has recently developed future area plans for Poinsett Highway and Center Street concept.





- North & South Poinsett Highway

This highway stemming from downtown Travelers Rest to the northeastern part of the city is a vital corridor for the City. Bringing in many tourists and travelers as well as cyclists from the northern part of the county North Poinsett is a major entryway into downtown. Within this area lie many possibilities for small business growth in a mixed use area, sprouting with independent small businesses, many based out of former homes.

- Center St.

This connecting road from Main Street to South Poinsett is a crucial one that has the opportunity to connect several amenities. With Gateway park and the library located on Center Street the connection of these public facilities to a main corridor is a great prospect for growth and connection.

- Trailblazer Park

With increasing interest in the park and the growing amount of visitors, whether it's for the Farmer's Market, Labor Day, or the outdoor concert or film series there is always something to do at Trailblazer Park. This growth, coupled with new amenities for the City will bring even more people to the area. With the creation of a visitor's center at city hall both residents and tourists can learn more about the City of Travelers Rest and all the amenities it has to offer.

## RECOMMENDATIONS

### Create better access and improved entry from and to North and South Poinsett Highway & Center Street.

- Add pedestrian and cyclist friendly accommodations along this highway to spurn higher traffic and connectivity

Add buffers and signage for bike/pedestrian traffic

Create small Swamp Rabbit extension that loops around S. Poinsett onto Center Street

- Enhance signals for crossing of cyclists and pedestrians diagonally across Main Street to allow for improved traffic flow.
- Create a designated official entry into Gateway Park off Center Street.
- Create a back entry and official path with signage to the Library and Gateway Park for pedestrians and cyclists coming from North Poinsett to reduce traffic at the end of Main Street.

### Develop an arts district/small business area off of South Poinsett Highway

- Per survey feedback, public input, and input for the Planning Commission and Council, create a small arts district with small businesses in formerly residential homes.
- Local examples of this kind of district are the River Arts district in Asheville as well as the Village of West Greenville.

### Enhance Poinsett Highway with vibrant function, public art, and green spaces

- Improvements such as buffers, bump outs with landscaping, and the use of open blank spaces to enhance the amount of public art and murals is encouraged to create a vibrant space.
- Visually signal pedestrians to the trail extension.
- Consider use of similar gazebo in possible green space on South Poinsett.
- A large swamp rabbit sculpture

### Encourage development of more dense residential areas around Trailblazer Park

With the growth of the City and ongoing housing developments there are few apartments, duplexes, or town homes. Some opportunities exist near Trailblazer Park.

- Create a marketing campaign including signage and advertising for development opportunities.
- Work with sister cities to recruit developers interested in the upstate and high density development.
- Partner with Spartanburg and Greenville Chambers to identify possible developers in the Upstate.









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## SECTION TWELVE

# ACKNOWLEDGEMENTS

### **CITY OF TRAVELERS REST COUNCIL**

Wayne McCall, Mayor

Rebecca Cooper

Jeff George

Brandy Amidon

Grant Bumgarner

Steve Waddell

Harvey Choplin

Rick Floyd

Kelly Byers

### **CITY OF TRAVELERS REST PLANNING COMMISSION**

Murray Dodd, Chairman

Dave Koss

Joel Burgess

Duncan Shirley

Don Watson

Benn Cunningham

Claudia Burns



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## **MASTER PLAN ADVISORY COMMITTEE**

Bess McCall  
Brad Hartman  
Brantly Vest  
Dave Smits  
Jamie Richards  
Jonathan Tompkins  
Wendy Lyman  
Kathrine Kranstuber  
Matt Hubbard  
Megan Zapf  
Michele Wade  
Steve Borklund  
Teresa Jones-Henry

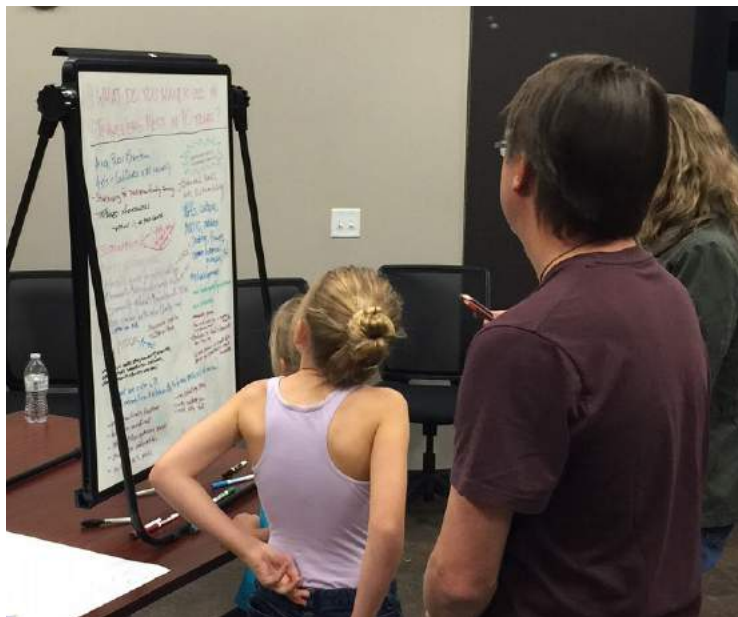
**... AND HUNDREDS OF TRAVELERS REST  
RESIDENTS THAT PARTICIPATED.**





Annex Paris Mountain  
Arts & Culture a #1 priority

- Streetscaping for Pedestrian-friendly Community
- IMPROVED INFRASTRUCTURE
- WITHOUT IT, NO MORE GROWTH
- ✓ SUSTAINABILITY ← *! YES let's be at the forefront of this!*
- ✓ POCKET NEIGHBORHOODS
- Affordable spaces for artists workshops → YES
- ✓ Community theater / youth session center
- Community allotments in conjunction with TRFAL
- ✓ ✓ ✓ Food grocery / health center (Healthy living) use
- even on Alt.
- tiny houses ← *YES!*
- community garden
- LANDSCAPING, GREEN SPACE / COMMUNITY BOTANICAL GARDEN, MORE WALKABILITY - SIDEWALKS, LIGHTING (MINUS - BENEFIT CONSIDER)
- urgent care center in TR
- valued outdoorsy / leisure / state / monthly to be more env.
- pedestrian friendly downtown
- bike lanes on + off road ✓
- lots of outdoor gathering spaces
- more relaxation
- more outdoor
- more artsy



Arts-friendly Community ✓ Extended Trails, Arts, Sustainability

MORE GROWTH

! YES let's be at the forefront of this!

POCKET NEIGHBORHOODS

for artists workshops → YES!

Youth session center ✓ YES!

in conjunction with TRFAL

th center (Healthy living) use

- Playground next to Trailblazer Park

✓ YES!!

Seating, flowers, Community botanical garden, trail development

more / better parks / green space

more sidewalks

✓ community garden ←

free putt-putt like in Duxbury, Greenville







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**SECTION THIRTEEN**

# **THE APPENDICES**





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## APPENDIX ONE

# BASELINE CONDITIONS REPORT

### STUDY AREA DESCRIPTION

Travelers Rest is a city located in Greenville County with a population of 7968 and 2229 households. The city has an area of 6.21 square miles which includes the Furman University, annexed in April 2013 and extending the city limits to the south.

The area features two major thoroughfares: US Highway 25, a key route to Asheville North Carolina and points north and US Highway 276, also the City's Main Street, which goes north to Slater- Marietta, Caesar's Head and into downtown Brevard, North Carolina. Both highways converge just south of Travelers Rest and then split to border Furman University.

Per the Market Analysis & Economic Development Plan, in the last decade, Travelers Rest has experienced significant commercial development along the US Highway 25 corridor, including a Walmart Supercenter and Tractor Supply Company that draws shoppers from northern Greenville County. Through a series of major streetscape improvements, the Swamp Rabbit Trail and the Trailblazer Park, Downtown Travelers Rest has helped create an attractive, pedestrian friendly commercial district with which new shops and restaurants continue to open or expand every few months.

Commercial reuse has been most of the development in the downtown area with many business using the façade grant program to spur private investment in the building stock.

There is a small cluster of Industrial and Service parcels currently at the convergence of Hwy 25 and 276 and along Old Buncombe Road that supports some manufacturing and business activity.

The remainder of the city limits are primarily single family residential housing with limited multi-family housing except for a few parcels associated with Furman University.



## DEMOGRAPHIC PROFILE

The total population of the planning area is expected to grow 1.27 % between the years 2016 and 2021 when the population is expected to reach 8,487 people. This rate is 0.12% quicker than the state's growth rate and 0.43% quicker than the National growth rate. The area's fastest growing population segment of the population by percentage is the 65+ year age cohort.

The Median Household Income is \$49,834 which is less than \$500 more than Greenville County's Median Household Income of \$49,349. The area's Median Household Income is projected to be \$53,820 in the year 2021. The area's ethnic composition is 83% white, 11% black and 5% Hispanic and 2% other.

Households grew by 166 units between 2010 and 2016. Similar growth is expected by the year 2021 if not more with new developments in multi-family and several new subdivisions being planned and approved.

## DEVELOPMENT TRENDS

### SUBDIVISION ACTIVITY

Existing Use	Acres	Lots	City or No
Hawk Crest	22.74	41	Y
Sutton Park	0.68	6	Y
Grayson Pointe	14.7	65	Y
Glenview Park	15.74	59	Y
Village West 1 & 2	9.91	46	Y
Alston	2.51	22	Y
Parkhaven	18.65	17	Y
<b>Totals</b>	<b>84.93</b>	<b>256</b>	<b>--</b>

## EXISTING LAND USE

Land Use	Acres	% of Total
Office	77.8	2.2
MF Residential	123.0	3.4
Commercial	147.5	4.1
Vacant Commercial	168.9	4.7
Industrial/Service	189.3	5.3
Institutional	145.3	4.0
Agricultural	655.4	18.2
SF Residential	295.25	24.5
Vacant Residential	1211.8	33.6
<b>Totals</b>	<b>3602.9</b>	<b>100.0</b>

## ZONING ACTIVITY

Zone	Acres	% of Total
Unzoned	1.3	--
C-1	28.9	--
C-2	393.8	--
CBD	5.0	--
I-1	274.8	--
OD	17.0	--
S-1	130.8	--
PD	35.7	--
R-7.5	372.0	--
R-10	847.9	--
R-15	1233.7	--
R-M	261.9	--
<b>Totals</b>	<b>3614.5*</b>	<b>100.0</b>

\*The percentages and acres above do not equal 100% of all of the acreage in the area since public rights-of-way for streets and railroads are not shown here.

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## COMMUNITY SUPPORT SYSTEMS

### SCHOOLS

Travelers Rest is currently served by two elementary schools, one middle school and one high school.

#### I. Elementary

1. Heritage Elementary (just outside city limits)
2. Gateway Elementary

#### II. Middle

1. Northwest Middle (located between Marietta and Travelers Rest)

#### III. High

1. Travelers Rest High School

In addition, Furman University, one of the nation's premier undergraduate liberal arts colleges is located within Travelers Rest city limits. The current enrollment of 2800 students and 600 staff and faculty of this private university creates a campus community that in addition to an outstanding academic program, offers visual and performing arts programs, and NCAA Division 1 athletics. The 900 acre campus features an Asian garden, the David E Shi Center for Sustainability, a Florentine bell tower, spring fed lake, 143 miles of paved trails and 1n 18 hole golf course.

### GREENVILLE LIBRARY SYSTEM

The Sargent Branch opened on September 22, 1996; is the only branch in the northern part of the county and serves patrons as far as the North Carolina border. It is located at 17 Center St., Travelers Rest. The Sargent Branch opened on September 22, 1996; is the only branch in the northern part of the county and serves patrons as far as the North Carolina border. It is located at 17 Center St., Travelers Rest.

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III. Poinsett Park, this 3 acre park is located at 5 Pine Forest Rd (off the frontage road near the convergence of Hwy 25 and Hwy 276.) Amenities include a playground, shelter and walking trail.

IV. Athens Park, a community park located at Athens Street and Little Creek Road. That includes a playground, swings and walking trail.

Along with these amenities, Travelers Rest also has a community YMCA and local golf courses include; Valley Country Club, Furman University and Summerset.

### LAW ENFORCEMENT

The city limits are served by the Travelers Rest Police Department which is managed by Chief Lance Crowe. The department is comprised of twenty-two staff with 16 officers and six support staff. Furman University has its own police department with jurisdiction for the University campus. The Police Department has an average response time of two minutes to any location in the city.

The current police department building is very near capacity and plans for a new city hall include expanding facilities to meet the growing need for offices and storage space.

Furman University maintains its own police department which is comprised of 14 full time officers, 4 part time officers and 5 full time dispatch personnel that are responsible for the 900 acres campus.

### FIRE PROTECTION

The Fire Department has one station that serves the Travelers Rest area. The city has fourteen paid firefighters, which equates to a ratio of 1 firefighter per 500 persons and three volunteer firefighters for every paid firefighter. The Fire Department has an average response time of four minutes to any location in the city.

As of September 2006 the City of Travelers Rest Fire Department had an ISO (Insurance Service Office) rating of three. A low ISO rating has two main benefits: 1) A lower rating corresponds with the ability to serve the citizens of its community and 2) a lower rating means lower insurance rates, which can be helpful in attracting new businesses. The Travelers Rest Fire Department currently has three pumpers, one ladder pumper, two service vehicles, one UTV for rescue use on the swamp rabbit trail and one command vehicle in its operational fleet.



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## UTILITY INFRASTRUCTURE

### SEWER

Travelers Rest operates and maintains approx. 147,512 L.F of 10, 8 & 6 inches gravity sewer lines broken into 15 mini systems. They currently have 776 precast & block manholes. The city owns one pump station (installed 2006) & force main. Rewa is contracted to operate the pump station. This pump station was installed to reduce existing flow in to the Travelers Rest east system and free up capacity for future growth by transferring flow to the Reedy river trunk sewer.

Since 1999 thru 2013, Travelers Rest has been performing Rehab work starting in their TR-3 Basin. To date Travelers Rest has completed rehabilitation work in TR-2, 3, 5, & 9 and limited work within TR-6, 7 & TR-11. To date, Travelers Rest has Rehabilitated approx. 57,430 L.F. of 8-inch lines, and 245 manholes. At this time 80% of the system is within the Babbitt Equation and/ or newer than 1990 with approximately 20% of the older system remaining to be completed.

Currently the City has three subdivisions under construction, a new Goodwill center under construction and three subdivisions in various stages of design and permitting, along with numerous restaurants and small business seeking to open in the downtown area.

In Summary the City remains committed to reducing Inflow and Infiltration and working with ReWa to promote growth to the Travelers Rest Area. They have rehabbed 57,430 L.F. of 8-inch lines, along with 245 manholes in the TR-2,3,5,7,8,9, & 11 Basins. Currently Travelers Rest is paying on three previous sewer rehab projects, and is not in a position to take on the next area at this time. Once the Tr-7 basin has been rehabilitated the system will be 88.3% complete.

### WATER

There are two surface water reservoirs owned by the Greenville Water System with accompanying restricted watershed areas totaling 44 and 2 square miles that provide water to Travelers Rest and other areas of the county. The two reservoirs, known as Table Rock and North Saluda, have a combined dependable minimum yield of 50 million gallons per day in drought years. The two reservoirs are located in the northern part of the county. A 30-inch trunk line is connected to Table Rock Reservoir and a 48-inch line is connected to the North Saluda Reservoir. These two large water lines run in a southerly direction and eventually cut through the heart of Travelers Rest, supplying it and the county with water. Officials with the Greenville Water System have indicated that no expansion or improvement of water mains is being considered in the near future.

## PUBLIC ELECTRICITY

Electric power is available to the community and surrounding areas from the Duke Power Company. Duke Power Company representatives are available to assist industrial prospects at no cost or obligation in analyzing their electricity needs.

### NATURAL GAS

Natural gas is provided to Travelers Rest by the Piedmont Gas Company, which has been available since 1990. The gas is available to Travelers Rest by a 4-inch main line that runs mostly along U.S. 25. This line is connected to a variety of customers from an industrial complex on Saddleback Cove to a residential subdivision near Forest Drive. The Piedmont Natural Gas Company has noted several requests for extension of its gas lines.

## TRANSPORTATION

### ROAD IMPROVEMENTS

GPATS (Greenville-Pickens Are Transportation Study 2030) Long Range Transportation Plan (LRTP) is a 25 year plan for highway, transit, bicycle and pedestrian projects in the GPATS coverage area. As projects on the LRTP get closer to construction, they are moved to the Transportation Improvement Program (TIP), which schedules funding for projects to be completed in the next six years. The LRTP was last updated in November 2013. Chapter 6 of the LRTP includes the following recommendations:

#### Intersection Projects

- State Park (SC 253) and Altamont
- Tigerville and Jackson Grove

#### Bicycle and Pedestrian Improvements

- Bike lanes on Tigerville Road connecting to Greer
- Signed bike route on State Park Road between Hwy 25 and 276
- Signed bike route on Hwy 88 to Hwy 13 connecting past Furman University and into Greenville
- Wide outside lane on White Horse Road
- Continuing four foot paved shoulders along Highway 25 north of Travelers Rest.

SCDOT completed resurfacing and safety improvements on State Park (SC 253) up to Hwy 25 and South Carolina C funds have recently been allocated to complete the project to S. Poinsett Hwy.

### BICYCLE & PEDESTRIAN IMPROVEMENTS

In 2015 Travelers Rest completed the Part 1 Bicycle Master Plan of the Front Porch Connectivity Plan. The primary objectives of the plan are to develop a long term city wide vision for bicycling and building broad public support for

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bicycle transportation and recreation. The study includes a clear implementation action plan that for the city with specific priority projects identified and order of magnitude costs provided.

#### Greenville County Safe Routes to School, Recreation and Work Plan ( 2014)

This work plan includes high priority active transportation projects in Greenville County with a focus on connectivity to schools, parks and jobs. Several high priority projects were identified in Travelers Rest including:

- Duncan Chapel Road – sidewalks and bike lanes from the Swamp Rabbit Trail to the Publix shopping center.
- McElhaney Road – sidewalk from Havenwood Lane to Foot Hills Road. Sidewalk to YMCA
- Roe Ford Road at Hwy 276 – bike lanes and intersection improvements
- Hawkins Road – sidewalk from Walnut Lane to Enoree Road (adjacent to Gateway Elementary)

#### Greenville County Trails and Greenways Master Plan (2010)

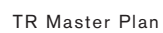
This master plan proposes an alternate connection of the Swamp Rabbit Trail continuing north along the Reedy River where the trail currently veers off to the right of the River. The trail continues to the west of the Green Valley Country club and then continues to connect to the YMCA property and the Travelers Rest High School, terminating at the Swamp Rabbit Trail north of Poinsett Highway. The Plan also proposes an on street bikeway connection to Paris Mountain State Park via Roe Road/Little Texas Road. In addition, a connection is proposed between Travelers Rest and Greer along the Enoree River.

## TRANSIT

Per the Greenlink Transit Vision and Master Plan (2010); Greenlink currently has a bus service that runs between Furman University and downtown Greenville. It is projected to add an express bus service to Travelers Rest in 2018 if funding is available. This mirrors the greenway recommendation included in the Greenville County Greenway Master Plan.



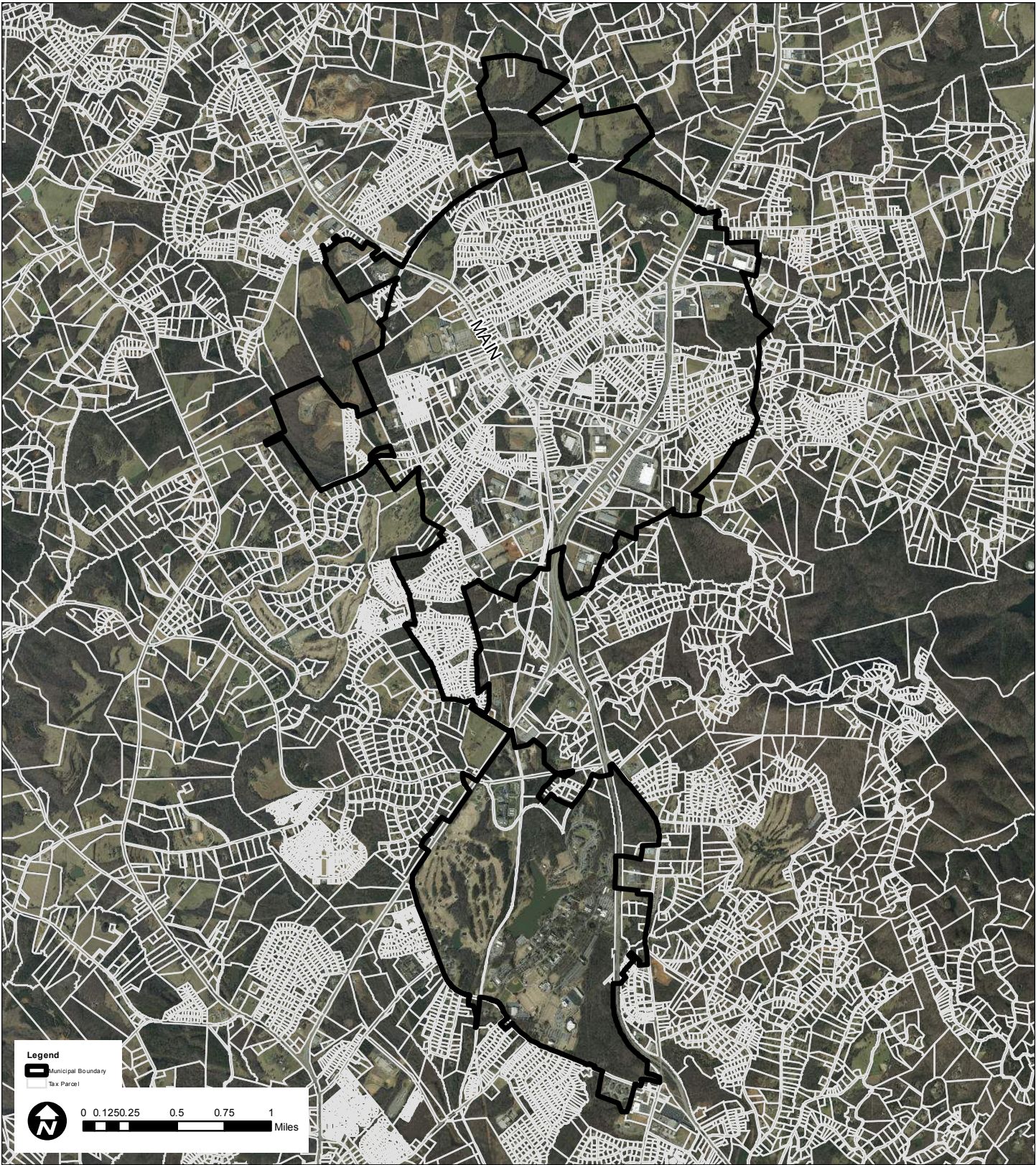
## COMMUNITY FACILITIES





MAPS

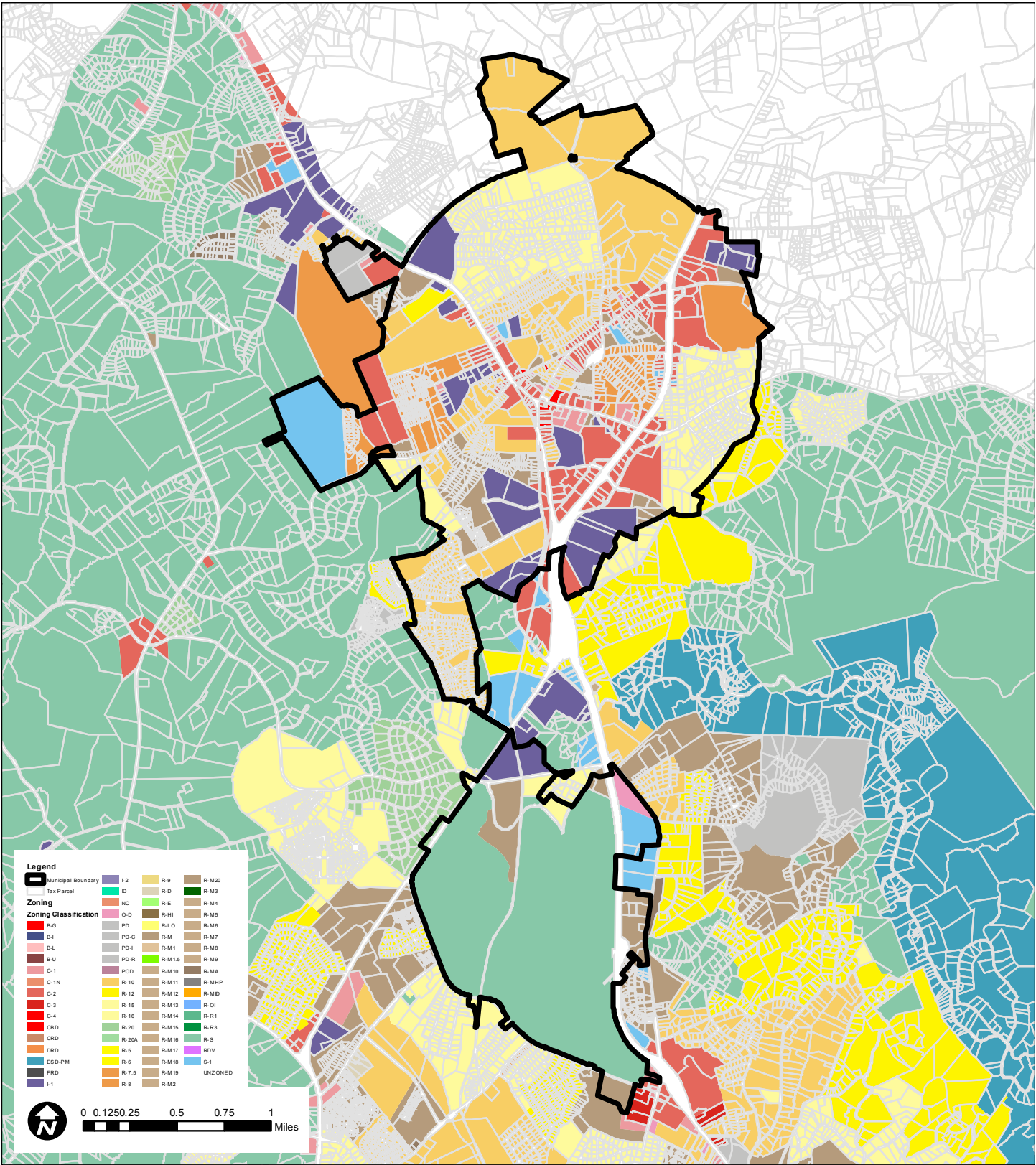
AERIAL IMAGERY





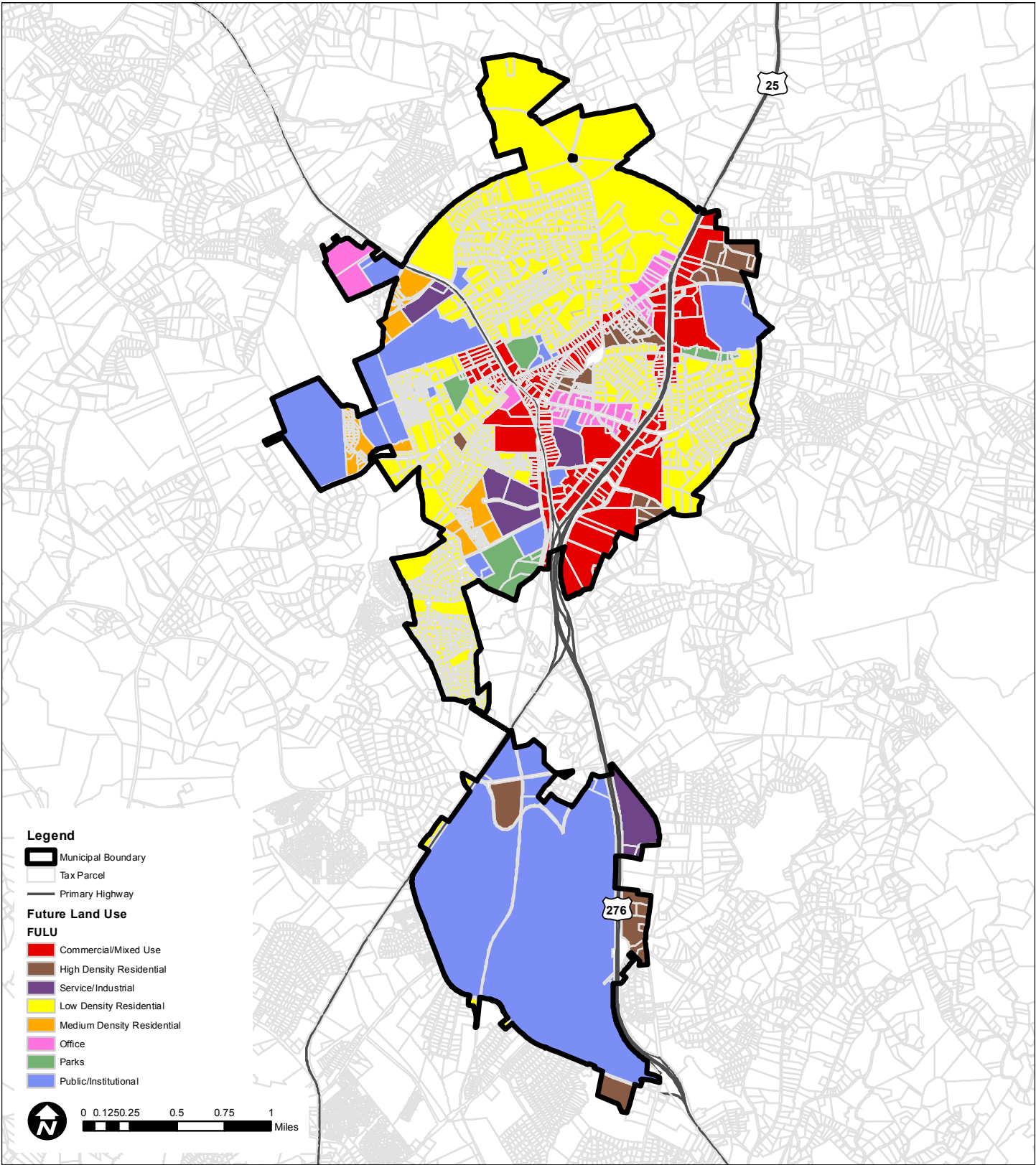
MAPS

CURRENT ZONING



MAPS

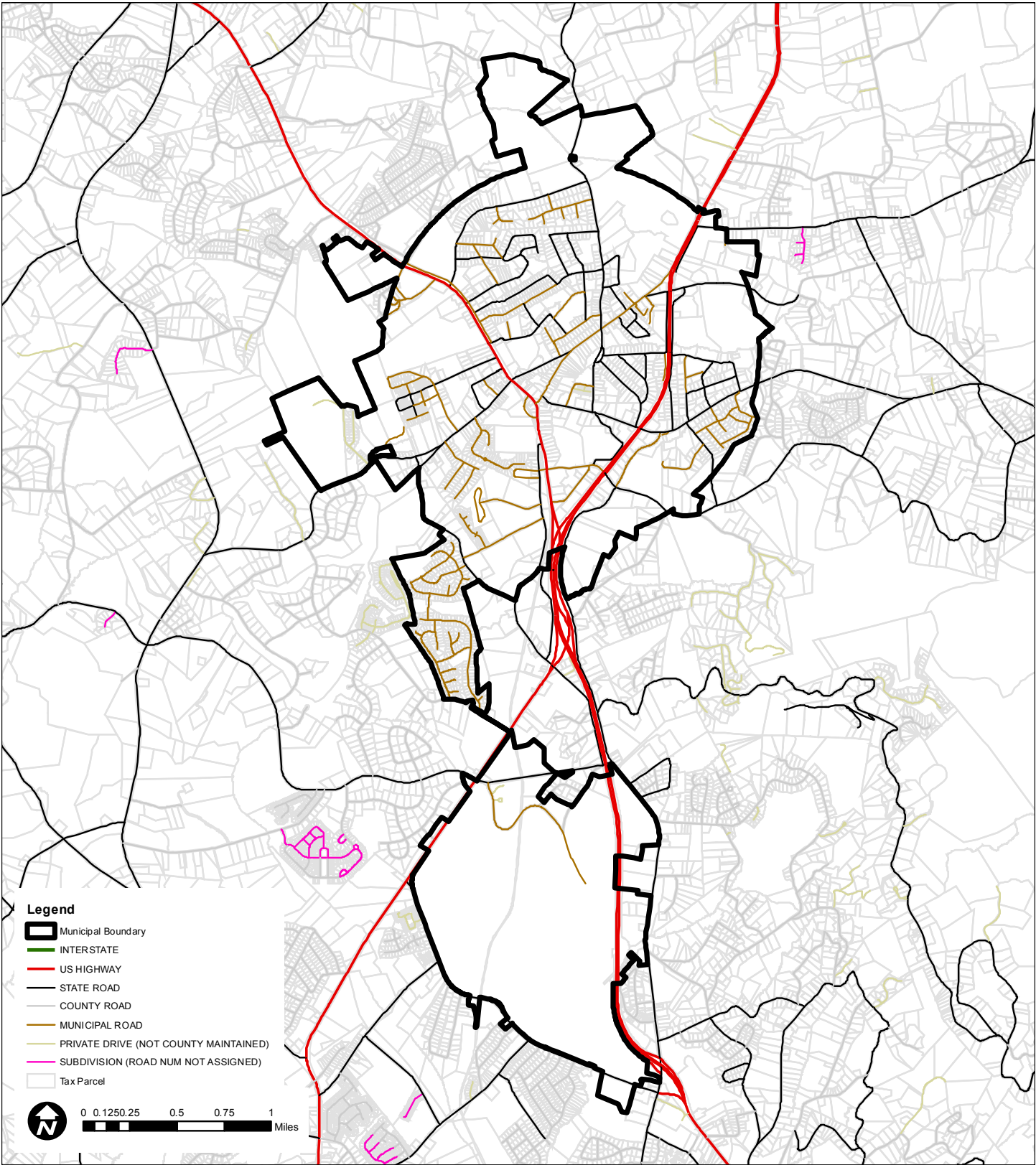
CURRENT FUTURE LAND USE MAP





MAPS

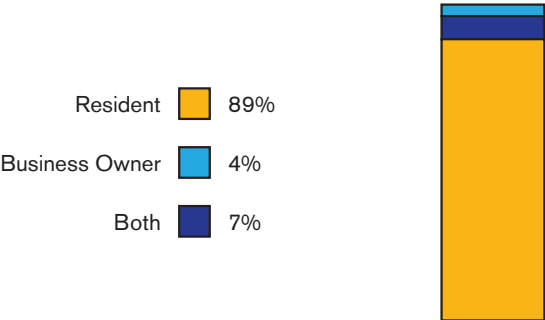
ROAD OWNERSHIP



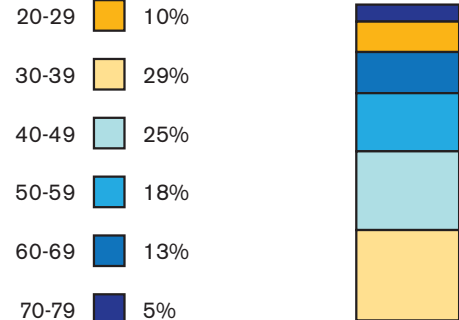
# SURVEY RESULTS

(326 RESPONSES TO DATE)

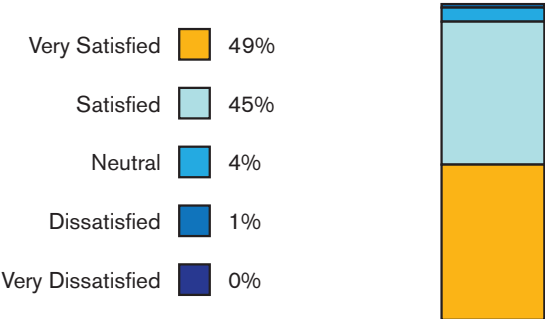
Are you a Traverlers Rest . . .



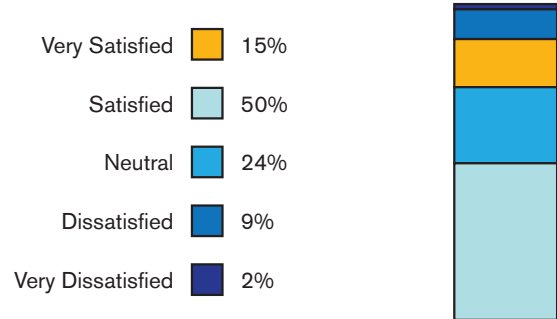
Which age bracket do you fit into?



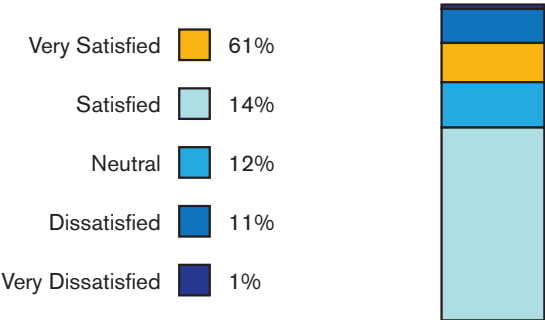
How satisfied are you with the overall quality of life in Traverlers Rest?



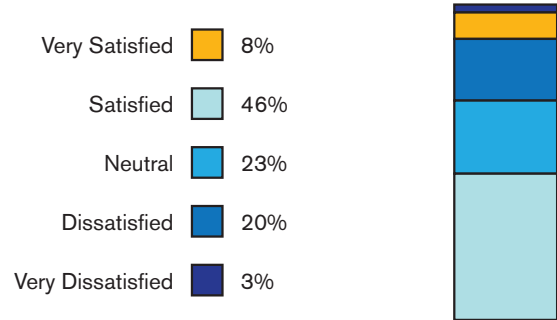
How satisfied are you with the quality of residential development in Traverlers Rest?



How satisfied are you with the quality of commercial development in Traverlers Rest?



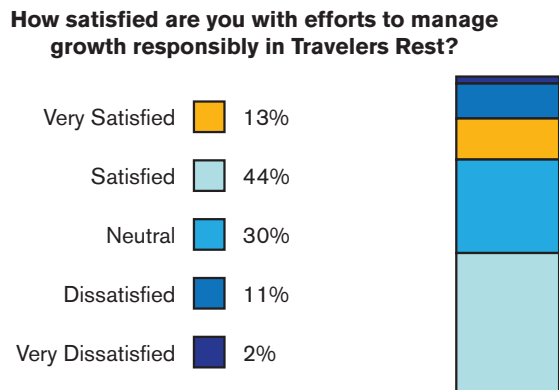
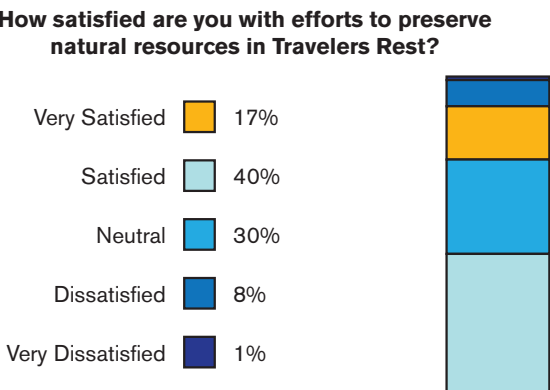
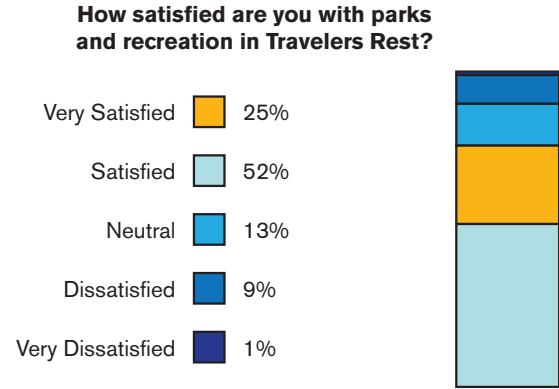
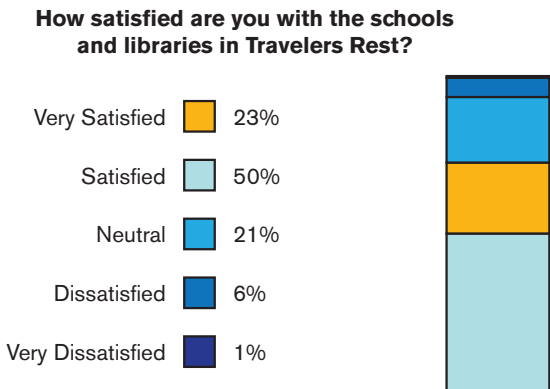
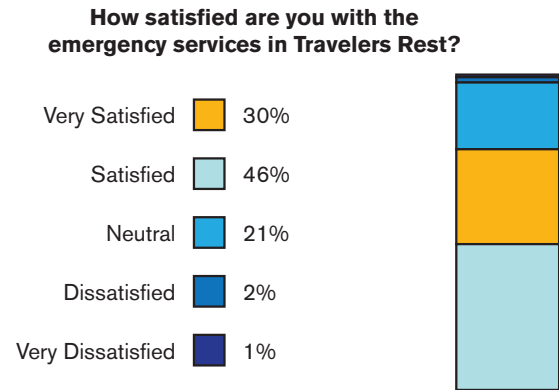
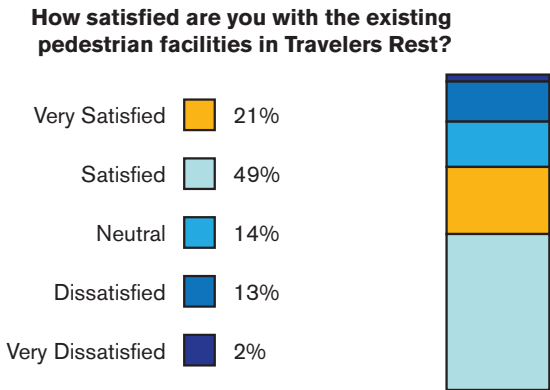
How satisfied are you with the existing road network in Traverlers Rest?





SURVEY RESULTS

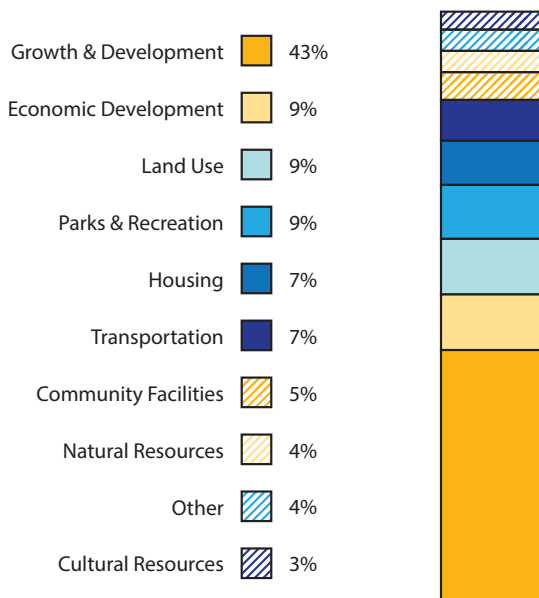
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## SURVEY RESULTS

(Continued)

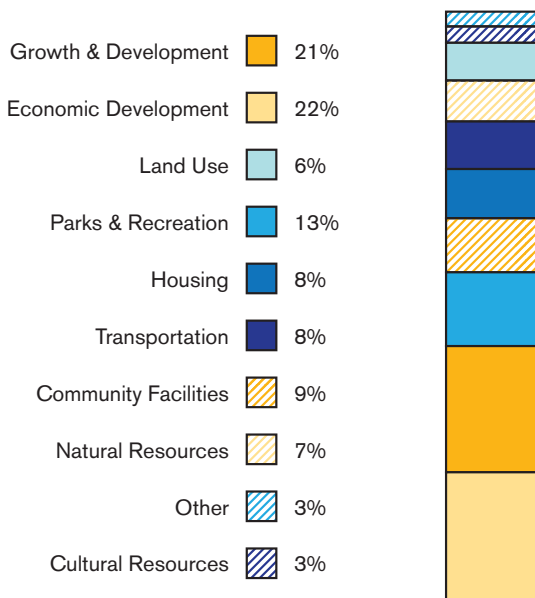
What do you think is the **MOST IMPORTANT** subject area that needs to be addressed with this plan?



Other:

- Requiring law enforcement to enforce ALL laws, including requirement of driver's license, car registration. & auto insurance--- currently not being enforced throughout SC
- Roads and crime
- Quality of education
- Better Roads
- roads and side walks
- Balance between different types of businesses and complete city support to support both. Also special focus on quality of Main instead of pushing all out to Trailblazer.
- Keeping Travelers Rest quaint with locally owned shops and services. No big shops or large/multi-site churches.
- Overdevelopment
- Need a dog park.
- Community stability and natural preservation
- More restaurants for families to sit down and be able to enjoy each other
- Walkable Main St on both sides of street.

What do you think is the **SECOND most important** subject area that needs to be addressed with this plan?



Other:

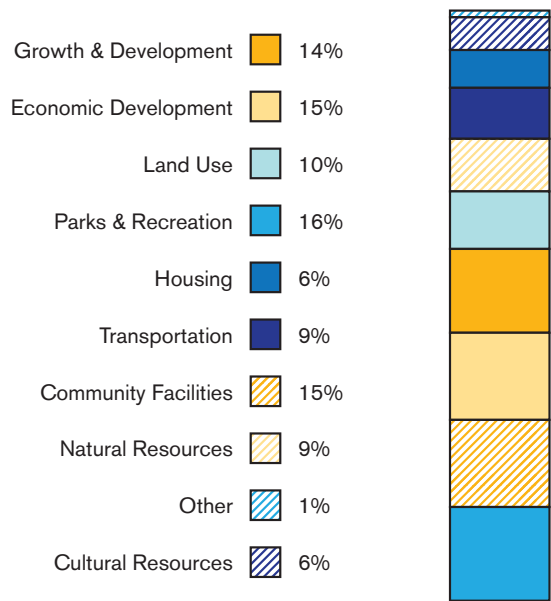
- Schools
- Roads and crime
- Parking in residential communities
- I think the Main Street pedestrian situation needs to be addressed. The walkways are too close to fast traffic. Our pedestrian areas on Main Street need the streetscaping similar to downtown Greenville where the pedestrians are shielded from traffic.
- Infrastructure and pedestrian friendly
- Health food stores
- Infrastructure
- A target or kohls would be amazing in traveler's rest
- pedestrian travel through downtown traveler's rest



SURVEY RESULTS

(Continued)

What do you think is the THIRD most important subject area that needs to be addressed with this plan?



Other:

- We need a Chick-fil-A
- Parking
- Enforcement of Pedestrian and Bicycle Laws. They are becoming a deterrent for some. The pedestrians and bicyclists (some, I am also one) have no regard for vehicles or others using areas.
- School success rates







*The Masterplan*  
**2018**

**CITY OF TRAVELERS REST**  
6711 State Park Rd  
Travelers Rest, SC 29690