

# WADE HAMPTON BOULEVARD STRATEGIC PLAN

February 2019



city of  
**greenville**  
*South Carolina*



# WADE HAMPTON BOULEVARD STRATEGIC PLAN

February 2019

Prepared for:



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# **1 INTRODUCTION & BACKGROUND**

# INTRODUCTION

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## BACKGROUND

Wade Hampton Boulevard is one of Greenville's iconic gateway corridors. Built as the "Super Highway" to connect Greenville with Spartanburg, Wade Hampton Boulevard was South Carolina's first multi-lane highway and quickly garnered the automobile oriented development that would come to characterize these corridors across the United States.

In 1946, Bob Jones University (BJU) began construction of its new campus at the northern end of the city of Greenville, creating a major anchor along the corridor. Through the 1950s and 1960s, motels, restaurants, the Wade Hampton Mall, and other shopping centers marked the suburban growth of Greenville as neighborhoods emerged around the corridor.

Greenville's post-war housing boom created neighborhoods along the corridor that would come to use this thoroughfare as a major gateway to downtown. By the early 1980s, as growth in Greenville's downtown slowed, Wade Hampton Boulevard began to suffer a similar fate as commercial growth moved ever outward to other commercial corridors.

For years, growth along Wade Hampton Boulevard continued in what would be characterized as a stagnant state inside the city of Greenville, even as BJU invested heavily in campus beautification, and many long-standing businesses remained in place while others closed.

By the early 2000s, the City of Greenville recognized the need for a beautification strategy for the corridor and added new lighting, trees, and median plantings, greatly enhancing the appearance of the corridor.

The 1994 Downtown Greenville Sector Plans identified the intersection of Wade Hampton Boulevard and Stone Avenue as a potential mixed-use development site and small businesses began to thrive near the intersection.

In 2016, the announcement of the major mixed use development, NorthPointe, represented the culmination of a long-range vision for the terminus of the corridor at Church Street and Stone Avenue, and the emergence of an anchor mixed use development that will complement the long-standing investment of Bob Jones University.



Early post card photograph of Bob Jones University with Wade Hampton Boulevard in the foreground.





Early development along Wade Hampton Boulevard included roadside restaurants, shopping, and hotels like the Colonial Court Hotel, pictured here.

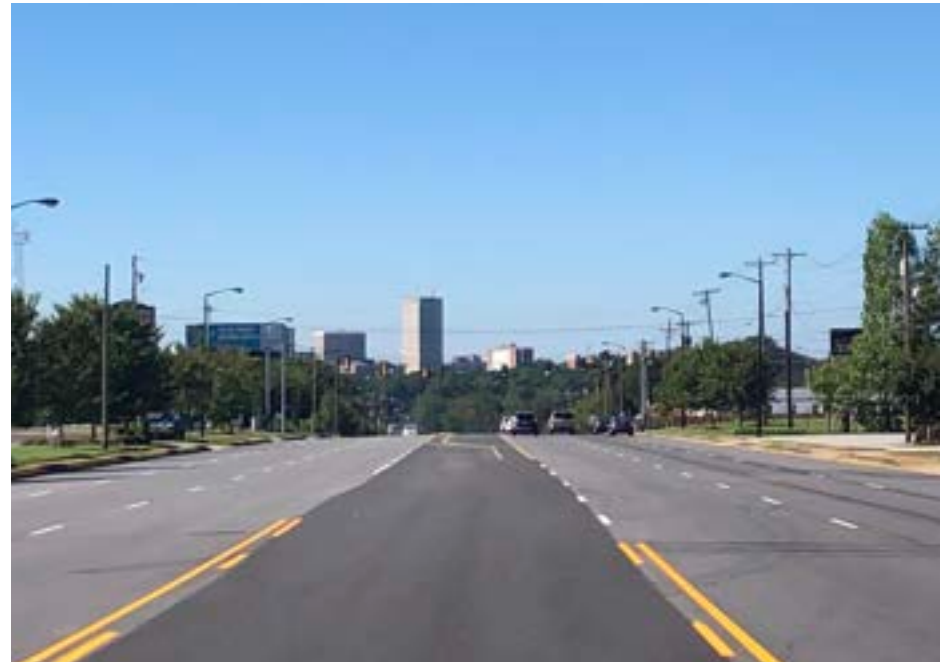
## THIS PLAN

In late 2017, the City of Greenville recognized that its plans for commercial corridors like Stone Avenue, Pleasantburg Drive, Augusta Street, and Haywood Road were reaping great benefits, and embraced the idea of developing a strategic plan for Wade Hampton Boulevard.

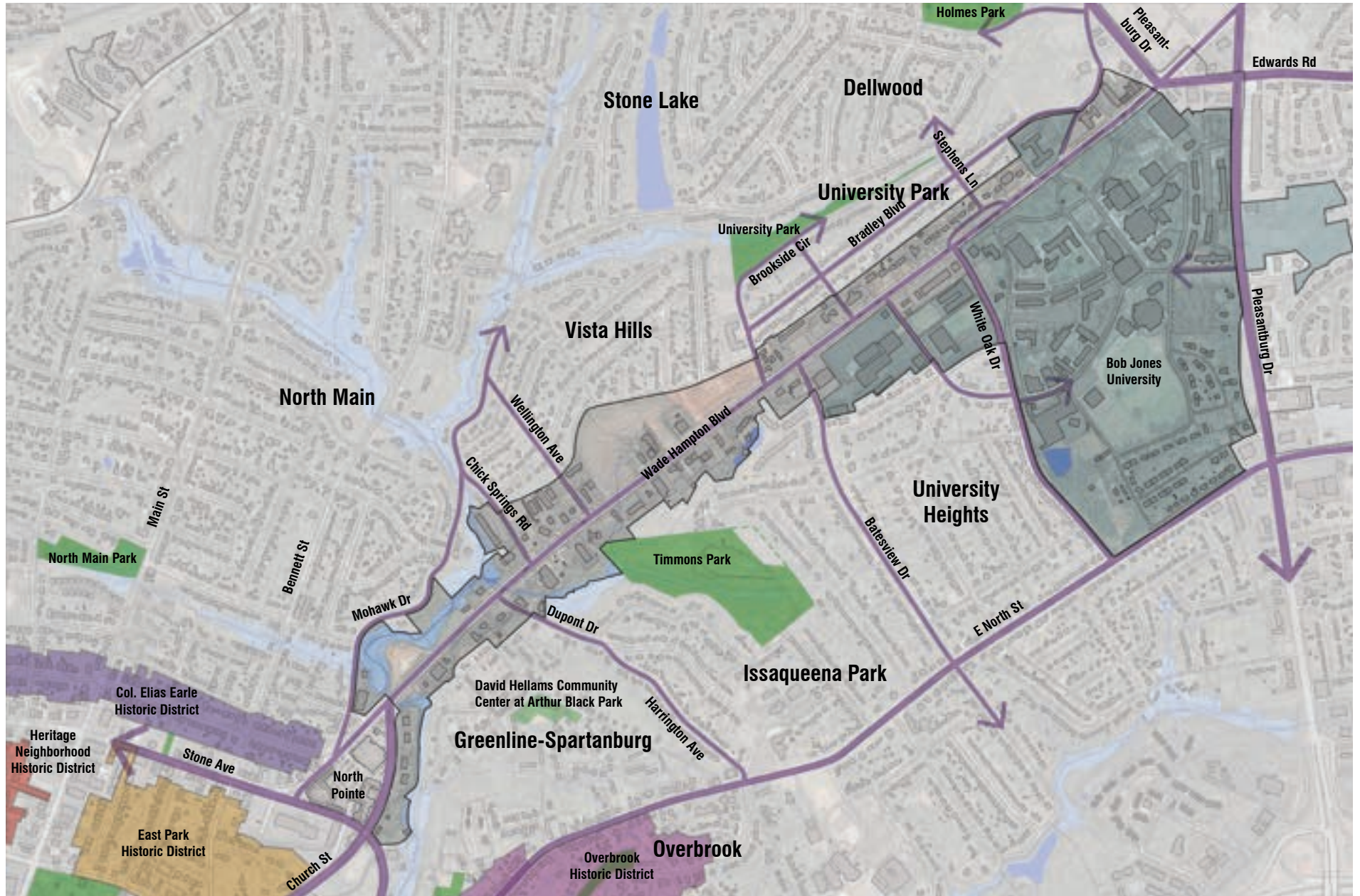
The objectives of the plan were clear:

- Examine private sector and institutional development and redevelopment opportunities along Wade Hampton Boulevard from NorthPointe to the city limits, located near the intersection of Pleasantburg Drive.
- Enhance connections between neighborhoods and Wade Hampton Boulevard.
- Explore opportunities for public sector improvements for Wade Hampton Boulevard.
- Make realistic policy recommendations to the City of Greenville to implement the objectives of the plan.

The City engaged the service of a local consulting firm that teamed with experienced planners to explore the corridor from Pleasantburg Drive to Church Street. The study area includes all parcels that abut the corridor and acknowledges the prior completion of a small area plan for the intersection of Mohawk Drive and Wade Hampton Boulevard and a master plan for the NorthPointe development site. The plan also acknowledges that a major traffic pattern adjustment at the intersection of Pleasantburg Drive and Wade Hampton Boulevard is needed, but is outside of the scope, time frame, and budget of this plan.







## Wade Hampton Boulevard Strategic Plan | NEIGHBORHOODS

Arnett Muldrow & Associates

Mahan Rykiel Associates

Community Design Solutions

Infrastructure Consulting & Engineering



# PLAN PROCESS & ACKNOWLEDGMENTS

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## PROCESS

The Wade Hampton Boulevard Strategic Plan began in April 2018 with a series of twenty individual and small group meetings that included neighborhood association leaders, key property owners along Wade Hampton Boulevard, business owners along the corridor, and other stakeholders. This three-day visit also afforded the team the opportunity to meet with the project Steering Committee selected by the City of Greenville to guide the development of the plan. City staff also served on a Technical Committee that helped gather background information and provide the consulting team guidance on current and past efforts.

The consulting team reviewed prior planning documents and City policies, conducted a windshield survey of the corridor, and worked alongside City staff to prepare for a four-day workshop that was held between May 29th and June 1st. The workshop included two days of open studios where interested citizens could drop in to review progress on the plan, provide verbal and written comments, and interact with the consulting team. Forty-four attendees dropped in during the open studio.

This visit also included an open public meeting hosted on the campus of Bob Jones University. More than seventy-five members of the community attended this meeting providing valuable input to the process.

On the final day of the work session, the consulting team presented its concepts and plans to the Steering and Technical Committees for review and input. Following the input, the City developed an online survey that allowed the public to provide input on the key recommendations regarding the plan. The survey had robust participation with 1,904 responses.

A summary of the input is included on the following pages and detailed responses are included as an appendix to this report. The public input greatly helped guide the recommendations of the plan.



ACKNOWLEDGMENTS

This plan would not have been possible without the cooperation of many citizens, stakeholders, elected officials, and staff of the City of Greenville. The project team is also grateful to the South Carolina Department of Transportation for its prompt guidance on recommendations for improvements to Wade Hampton Boulevard, to Bob Jones University for graciously hosting the public input meeting, and to the many people who took time to contribute their thoughts to the future of this important gateway.

A special thanks goes to the Wade Hampton Boulevard Steering Committee who guided the plan:

Rece Morgan	Central Realty Holdings
Randy Page	Bob Jones University
Laura Massingill	Ernest Rawlins Photography
Mike Pennington	Dellwood Community Association
Steve Hall	Stone Lake Neighborhood Association
Nichole Henderson	Greenline-Spartanburg Neighborhood Association
Adelle Ryan	Greenline-Spartanburg Neighborhood Association

Thanks also to the City of Greenville staff and officials who provided valuable input to the plan through the Technical Committee:

Amy Ryberg Doyle	City of Greenville - City Council
Tracy Ramseur	City of Greenville - Economic Development
Jay Graham	City of Greenville - Planning & Development
Jeff Waters	City of Greenville- Parks & Recreation
Leslie Fletcher	City of Greenville - Public Information & Events
Shannon Lavrin	City of Greenville - Planning & Development
Valerie Holmes	City of Greenville - Traffic Engineering
Clint Link	City of Greenville - Civil Engineering
Monique Mattison	City of Greenville - Community Development
Alex John	Greenlink



# PUBLIC INPUT SUMMARY

The Wade Hampton Boulevard Strategic Plan included a thorough public input process to collect ideas and information from various stakeholders, including community residents, business owners, property owners, and visitors. The process included more than twenty individual and small group meetings, studio meetings that were open to the public, a multi-day design workshop, public presentations, and an online survey. The process aimed to capture input from the diverse group of stakeholders to Wade Hampton Boulevard.



"Make this a beautiful place to live and work. This is a huge entry point to the beautiful downtown and deserves to be a friendly space that allows for the surrounding neighborhoods to get out to walk and bike to surrounding businesses."

-Survey Comment

20+



Individual & Small Group Meetings

44



Attendees at Open Studio Meetings

200+



Datapoints Collected During Open Studio Meetings

1,904

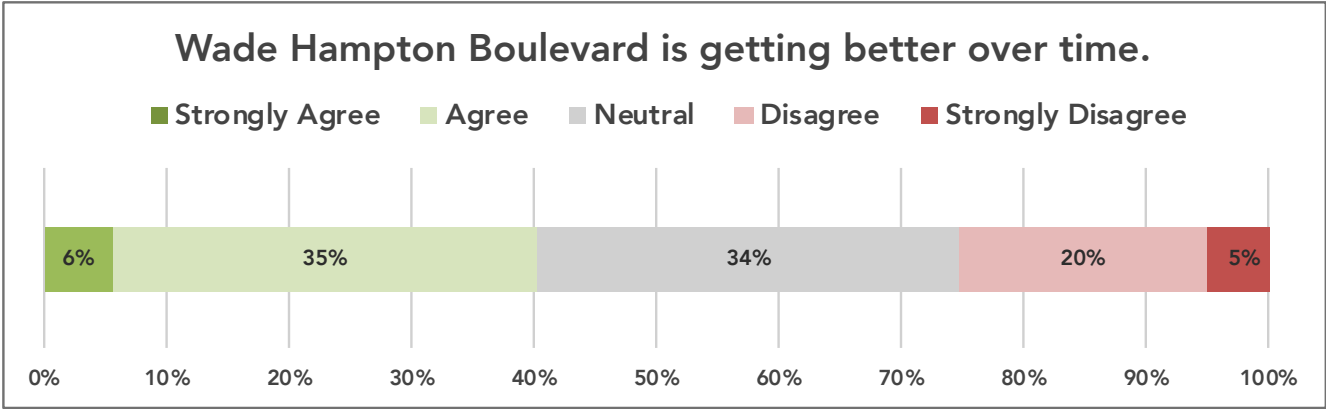
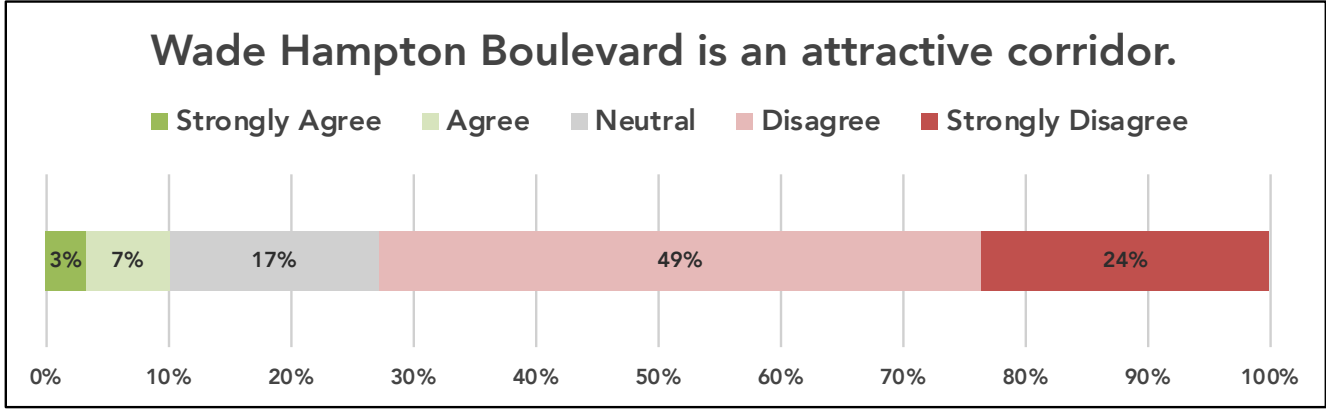
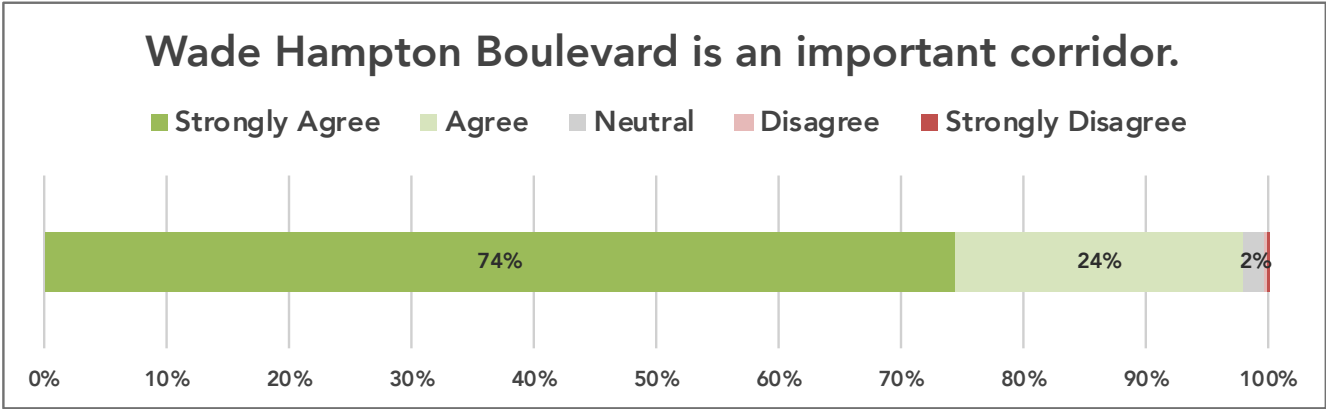


Survey Responses

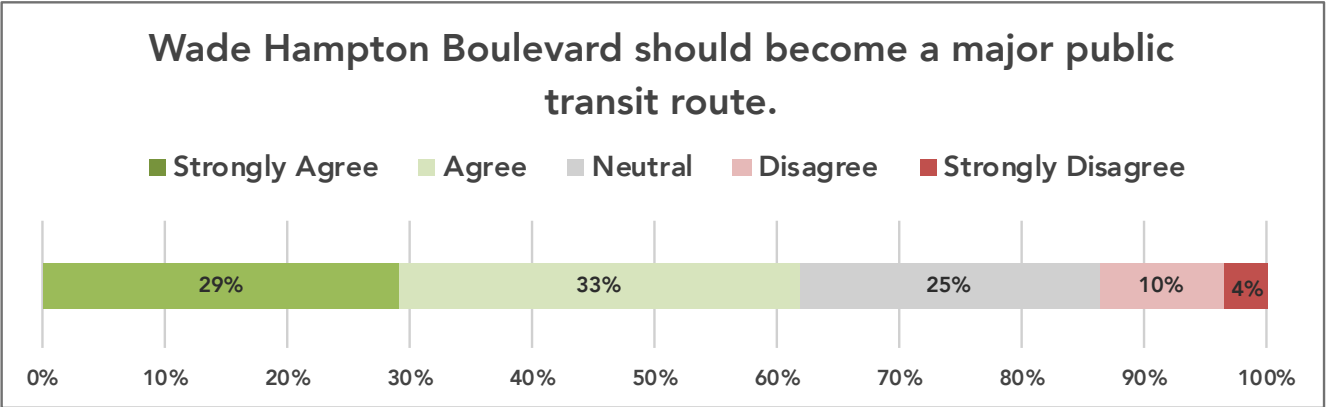
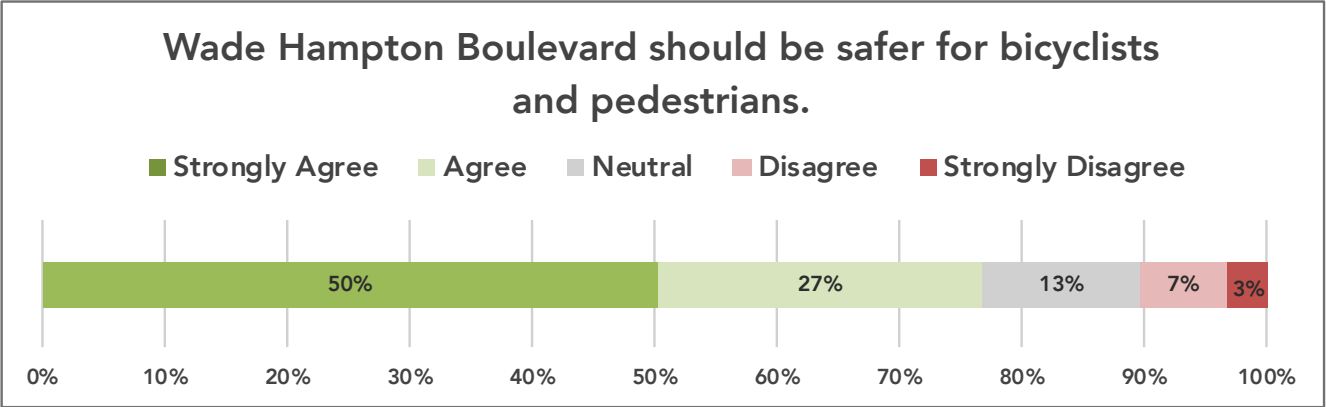
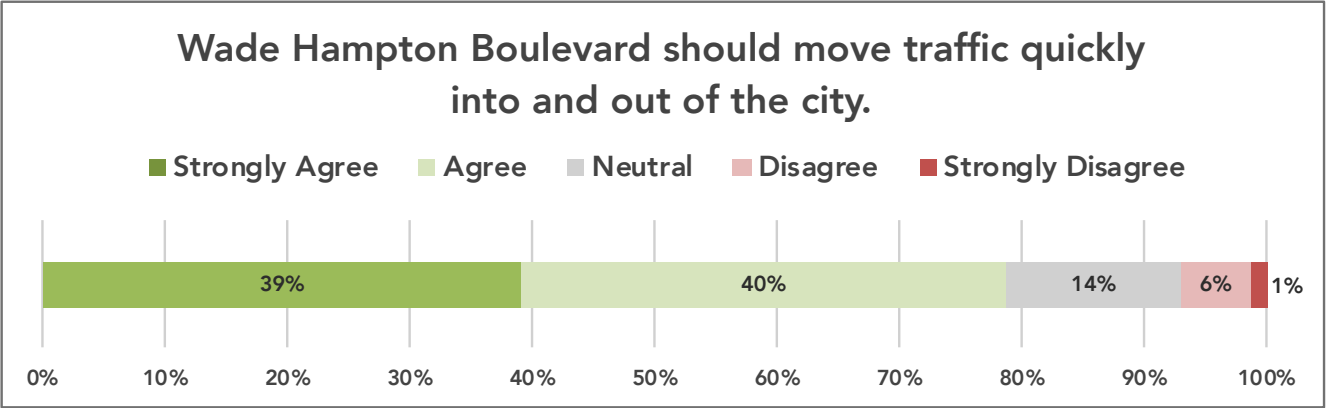
ONLINE SURVEY

The City of Greenville conducted an online survey to better understand the community’s perspective and desires for Wade Hampton Boulevard. The survey received 1,904 responses from residents, business owners, employees, property owners, and visitors in and around the study area. Each of the neighborhoods adjacent to Wade Hampton Boulevard were represented in the survey.

The survey results revealed that 98% of respondents agree that Wade Hampton Boulevard is an important corridor, with 74% strongly agreeing. However, only 10% agree that Wade Hampton Boulevard is an attractive corridor. Additionally, less than half of respondents (41%) agree that Wade Hampton Boulevard is getting better over time.



The survey asked a series of questions about various transportation modes along Wade Hampton Boulevard. The results reveal that Wade Hampton Boulevard is viewed as a corridor that should accommodate multiple modes safely and efficiently. 79% of respondents agreed that traffic on Wade Hampton Boulevard should move quickly into and out of the city. 77% agreed that Wade Hampton Boulevard should be safer for pedestrians and bicyclists, and 62% agreed that Wade Hampton Boulevard should become a major public transit route.





Survey participants were asked to identify the biggest strengths, challenges and opportunities. The responses indicate the complexity of the Boulevard which serves multiple purposes including a major thoroughfare, gateway to the city, commercial corridor, and neighborhood connector.

The most common assets of Wade Hampton Boulevard identified in the survey include:

- Location/proximity to downtown
- Access and connections
- Width
- Number of traffic lanes
- Local businesses
- Bob Jones University
- Neighborhoods
- Community Tap
- Henry's Smokehouse

Survey participants most commonly cited the following challenges:

- Appearance, curb appeal
- Aging, run-down, poorly maintained properties
- Balancing traffic flow with access to businesses
- Traffic and traffic signals
- Not pedestrian or bicycle friendly
- Safety

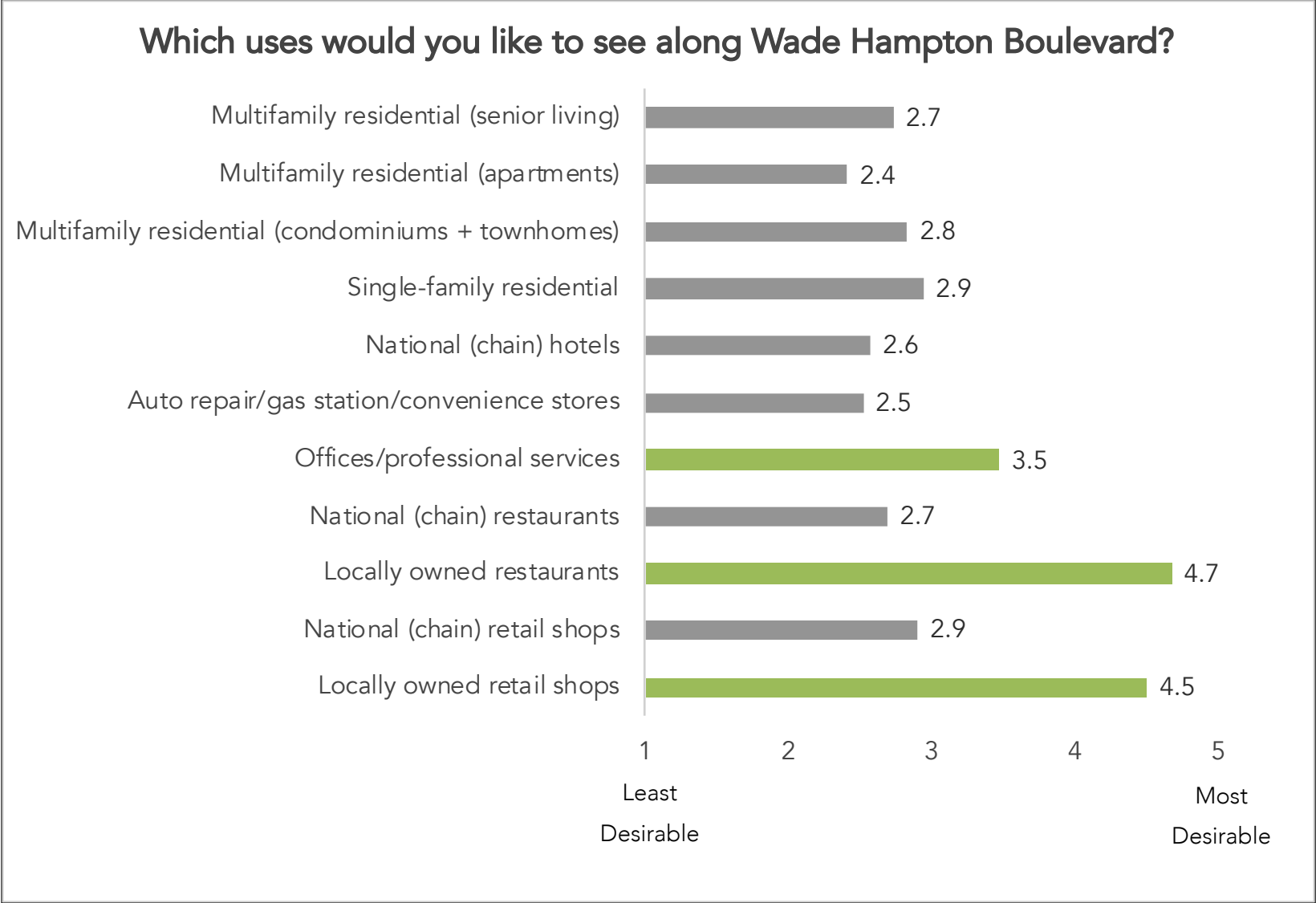
The most commonly cited opportunities for Wade Hampton Boulevard include:

- Beautification
- Revitalizing existing buildings
- Creating a grand entrance to the city
- Commercial growth and development
- Improved connections between neighborhoods and businesses
- Pedestrian and bicycle safety improvements

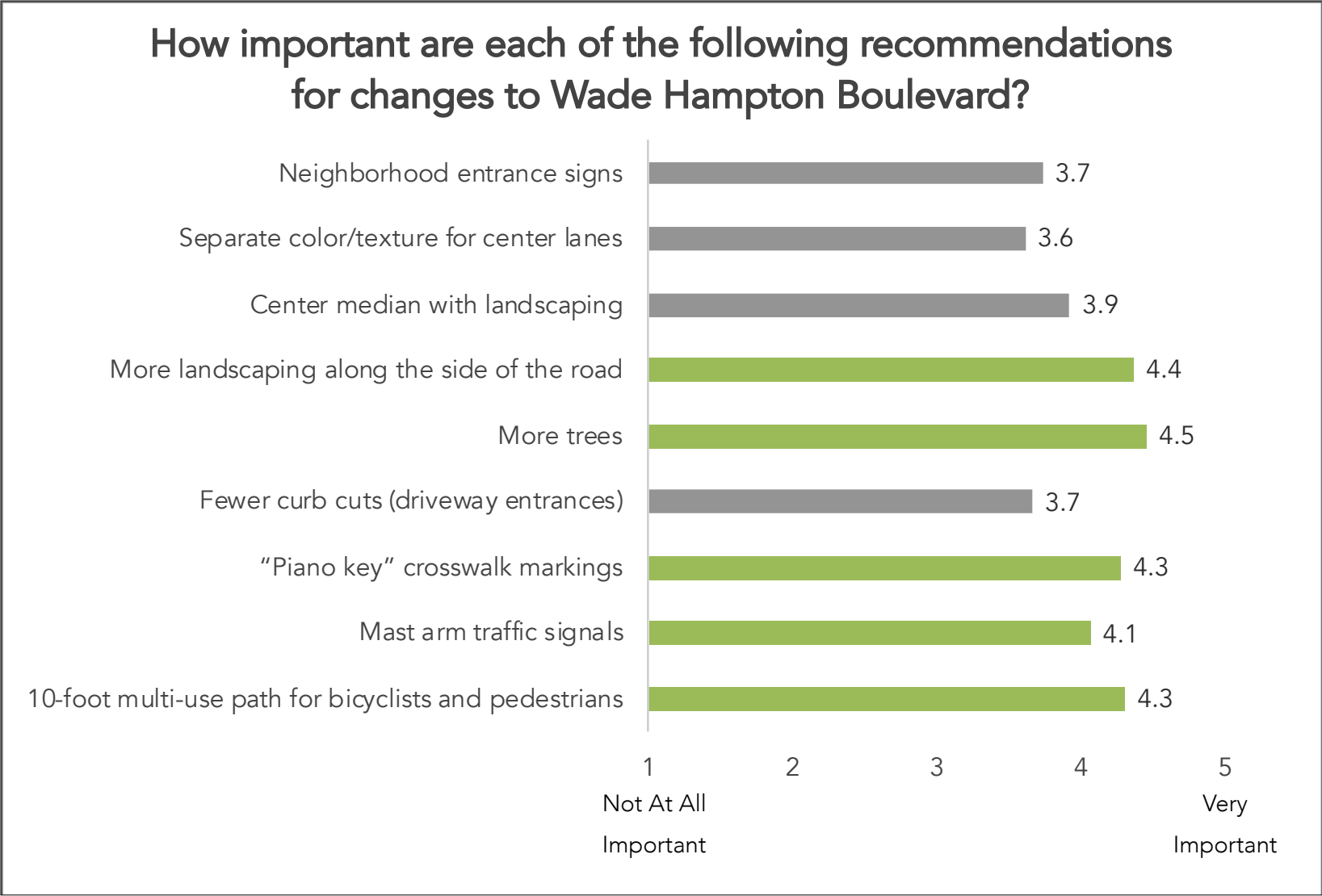


Survey participants were asked which uses they would like to see along Wade Hampton Boulevard by rating uses on a scale of 1 to 5, with 1 being the least desirable and 5 being the most desirable. The chart below shows the weighted average for each use. Locally owned retail shops

and locally owned restaurants received the highest ratings. Respondents also indicated a desire for offices and professional services along Wade Hampton Boulevard.



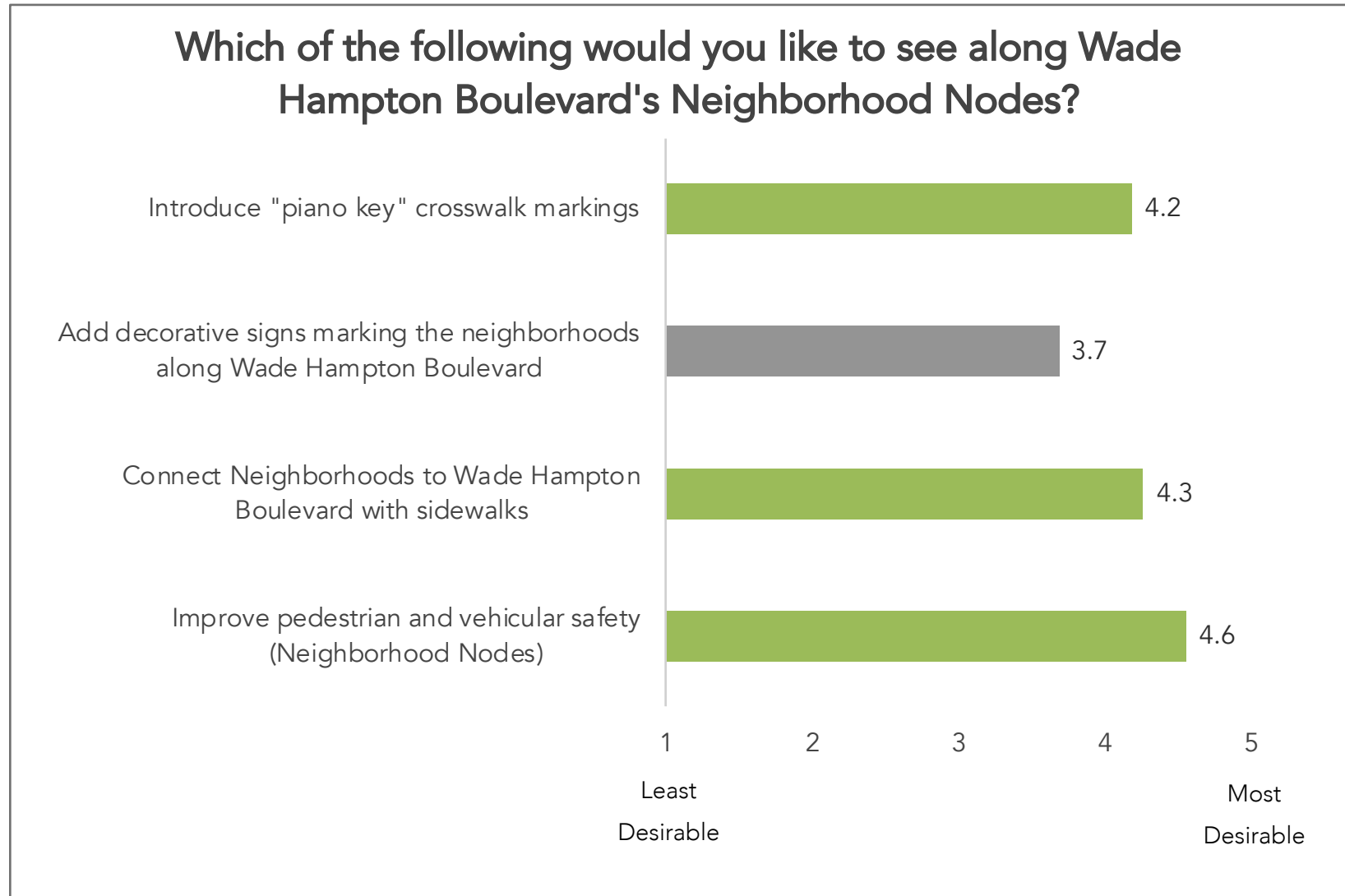
When it comes to recommended changes to Wade Hampton Boulevard, the improvements with the highest ratings were more trees and landscaping along the side of the road. “Piano key” crosswalk markings, a 10-foot multi-use path for cyclists and pedestrians, and mast arm traffic signals were also rated as important to survey participants.



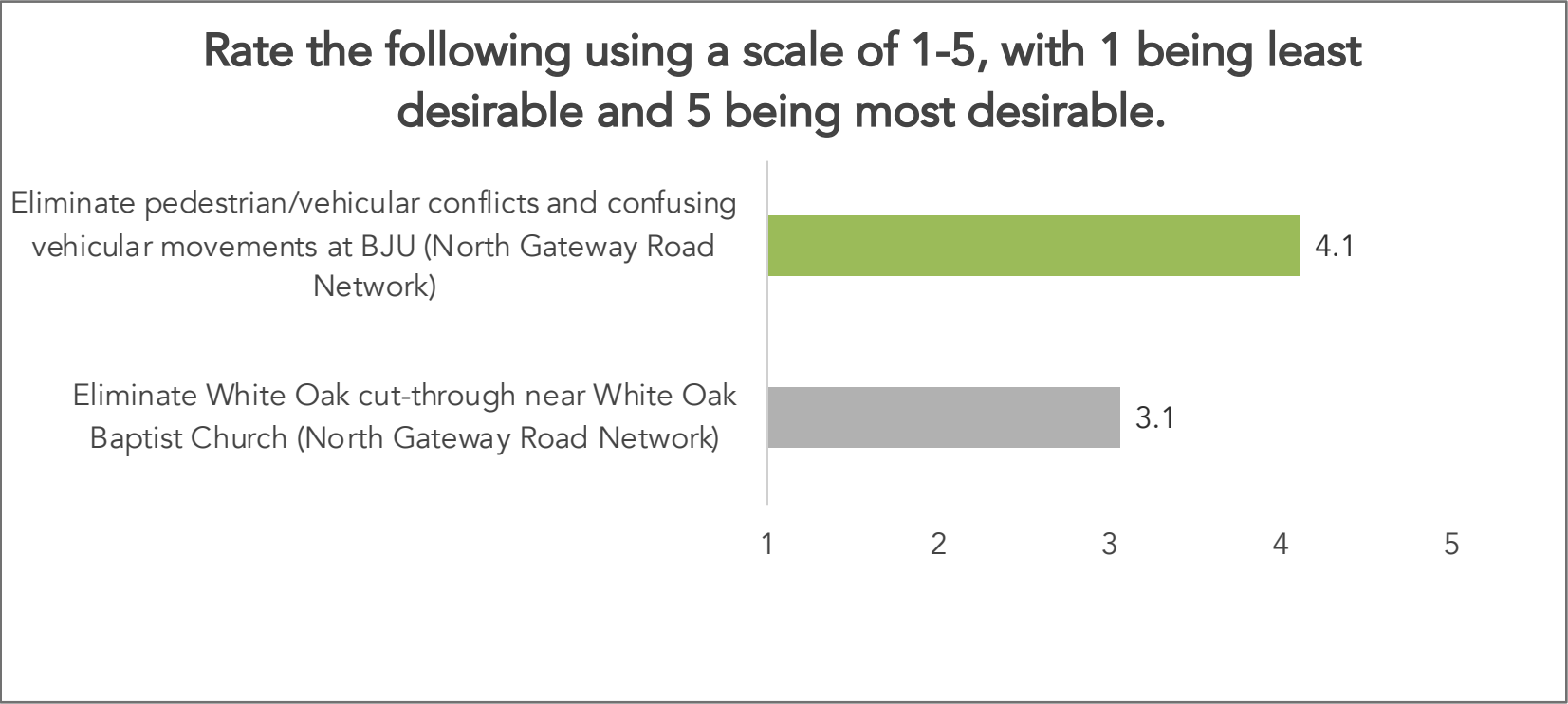


When asked about specific improvements to Wade Hampton Boulevard's neighborhood nodes, survey participants strongly agreed that the neighborhood nodes necessitate pedestrian and vehicular safety

improvements. Participants also indicated a desire for "piano key" crosswalk markings and sidewalks to better connect neighborhoods to Wade Hampton Boulevard.



Survey participants favor eliminating pedestrian and vehicular conflicts as well as confusing vehicular movements at Bob Jones University. However, results were neutral in regards to eliminating the cut-through near White Oak Baptist Church.



# MARKET ASSESSMENT

The market assessment for Wade Hampton Boulevard takes a snapshot of this important gateway and its surrounding neighborhoods. Wade Hampton Boulevard is one area of a city and region that is rapidly changing, and it is important to recognize that evaluating the market for a commercial district is a dynamic undertaking.

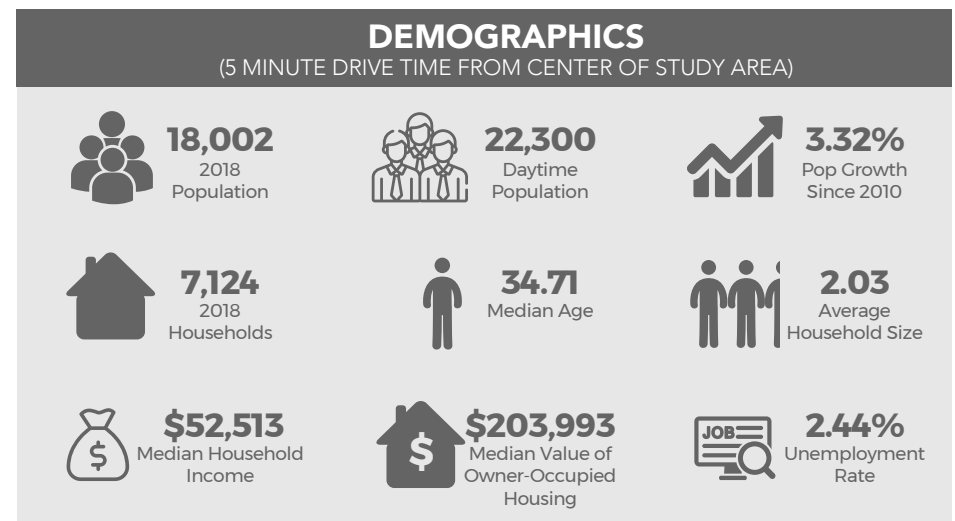
The market assessment consists of a demographic analysis and retail analysis of the corridor and surrounding area, using a five-minute drive time radius from the intersection of Chick Springs Road and Wade Hampton Boulevard. This area, shown in the map to the right, encompasses many of the neighborhoods adjacent to Wade Hampton Boulevard inside the city limits.

## DEMOGRAPHICS

- Nearly one third of the population of the city of Greenville lives within a five-minute drive time of the center of Wade Hampton Boulevard inside the city limits.
- The population, like the city, has grown since 2010.
- Household growth has outpaced population growth, indicating smaller households and an increasing demand for a variety of housing types.
- The median age is younger than that of the region, state, and nation.
- The median household income is higher than that of the city.



5-minute drive time from the intersection of Wade Hampton Boulevard and Chick Springs Road (Source: Environics Analytics)



(Sources: Environics Analytics and US Census On The Map )

## RETAIL LEAKAGE ANALYSIS

Any defined geographic area has an amount of retail spending power of residents versus the amount of retail sold within the district. The residents within a five-minute drive time of Wade Hampton spend \$297.0 million in retail goods while stores along the corridor sell \$304.8 million. This represents a gain in sales for businesses of \$7.8 million. However, this analysis is a snapshot and can be misleading. The potential for Wade Hampton's sales could increase if the area was more attractive to businesses as it is a major corridor that serves more than the immediate neighborhood. This potential is challenged by the corridor's proximity to downtown Greenville and its restaurant base, other major shopping areas within the City and along the corridor outside the City.

- Consumers within this area have annual buying power of \$297 million dollars on retail goods.
- Retail businesses on the corridor outsell what local consumers can spend by \$7.8 million.
- Business sales on Wade Hampton Boulevard have increased since 2010 by \$20 million indicating a resurgence in business along this important gateway.
- Opportunities exist for additional retail development on the corridor, particularly in specialty food, dining, specialty shops, and groceries (the latter gap will be filled by the new Harris Teeter grocery store at NorthPointe).
- Formula-based businesses and large format retailers will face market limitations on the corridor as site availability and traffic counts on Wade Hampton Boulevard drop significantly once inside the city limits (due to the traffic that uses Pleasantburg Drive).

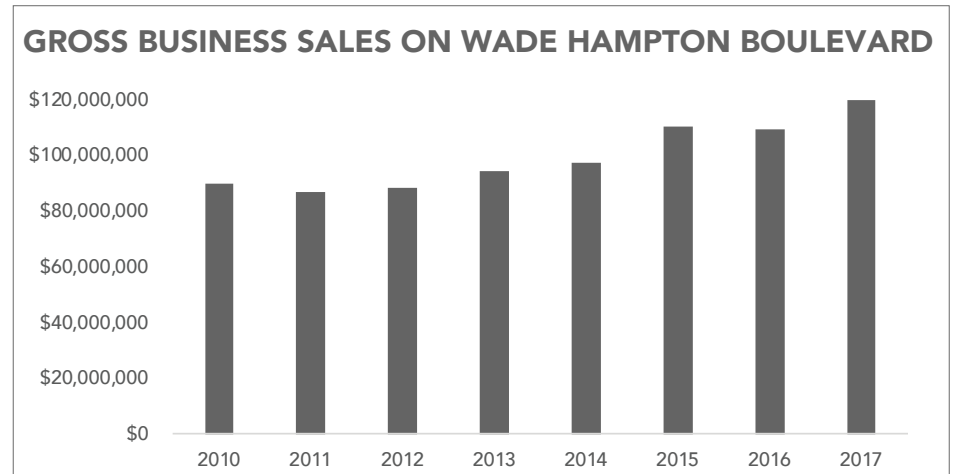


(Source: Environics Analytics)

## KEY OPPORTUNITIES

Future uses that are likely to succeed on Wade Hampton Boulevard include:

- Housing types that are not found within existing neighborhoods adjacent to the corridor.
- Specialty and independent retailers and restaurants.
- Professional services and independent businesses.
- A hotel that serves both Bob Jones University and visitors looking for locations outside of downtown.



(Source: City of Greenville)



# PHYSICAL ASSESSMENT

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## CONNECTIONS

Wade Hampton Boulevard is a critical gateway to the city of Greenville and a major connector to neighborhoods located both inside and outside the city. Wade Hampton Boulevard was envisioned as a grand boulevard that would easily carry automobiles to and from downtown Greenville. As such, it was constructed with a wide right-of-way. Originally, the boulevard was built with a wide grass median down the center.

Over time, the traditional boulevard developed highway-oriented commercial uses. As those uses developed, the grass median was eliminated piece by piece between the mid-1960s and mid-1970s so that by 1979, there was no grass median left. As suburban neighborhoods developed along Wade Hampton Boulevard during the post-war era, few were completed with sidewalks connecting to Wade Hampton Boulevard, leading to an environment that prioritized automobile uses and lacked a cohesive pedestrian network.

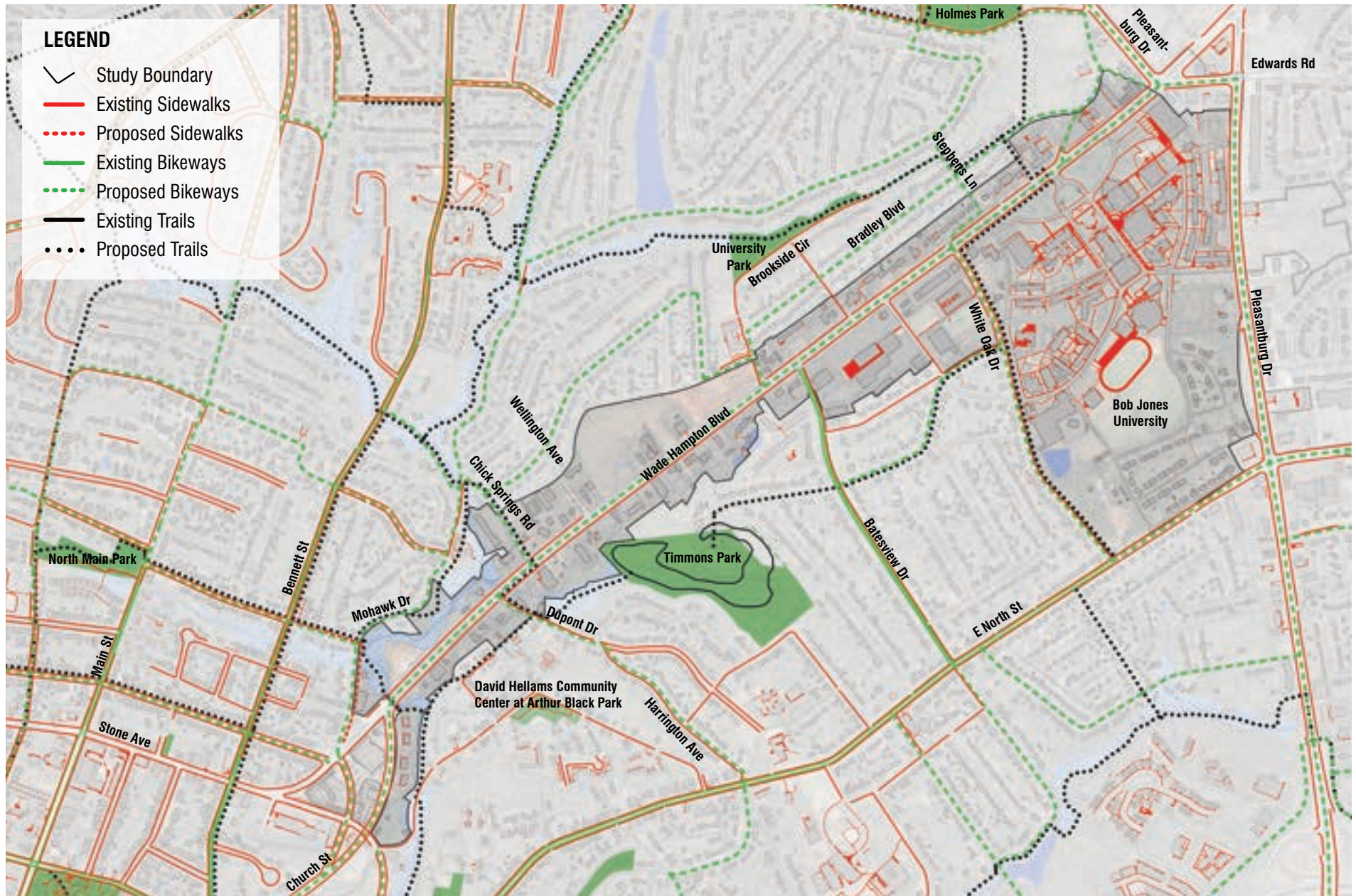
The map on the next page depicts the existing sidewalk, trails, and bikeways network along Wade Hampton Boulevard and in adjacent neighborhoods in red. Fortunately, nearly all of Wade Hampton Boulevard inside the city of Greenville is lined with sidewalks on both sides of the road. Older neighborhoods are notable for their sidewalks, while newer neighborhoods developed during the post-war era have

fewer sidewalks. New sidewalks have been recently constructed along Dupont Drive, Harrington Avenue, and within the Greenline-Spartanburg neighborhood. However, major intersections along Wade Hampton Boulevard, such as Chick Springs Road and Wellington Avenue, have no sidewalk connections to adjacent neighborhoods.

The city of Greenville also has designated bikeways that are denoted in green. The most notable bikeways are located along North Main Street, East North Street, Bennett Street/Summit Drive, and Batesview Drive.

Proposed improvements, detailed in this report, denote Wade Hampton Boulevard as a proposed bikeway and present opportunities to better connect Wade Hampton Boulevard to adjacent neighborhoods. These designated bikeways are part of a prior Bicycle Master Plan completed and approved by the City of Greenville in 2011 and the Trails and Greenways Master Plan completed in 2007.

Currently, there are no trails within the Wade Hampton Boulevard study area or in adjacent neighborhoods. The only existing trail is within Timmons Park. Future trails are envisioned as designated sidewalks in neighborhoods and along stream buffers which may provide better long term connectivity for the neighborhoods.



## Wade Hampton Boulevard Strategic Plan | CONNECTIONS

Arnett Muldrow & Associates Mahan Rykiel Associates Community Design Solutions Infrastructure Consulting & Engineering



Note: The sidewalks, bikeways, and trails illustrated on this plan are a result of prior planning efforts including the Trails and Greenways Master Plan and the Bicycle Master Plan already adopted by the City of Greenville.



## ASSESSMENT

The assessment diagram on the adjacent page provides an overview of the existing conditions along Wade Hampton Boulevard. Selected businesses and observations are identified by letter on the map and are used to identify key challenges, opportunities, and assets along the corridor.

The assessment diagram identifies key opportunity sites (shown in blue) that were identified by the Steering Committee, stakeholders, and the public during the planning process. Longer-term redevelopment sites are shown in light blue, and are contingent on future road realignments that may occur outside the time frame of this study.

Major connector roads, existing pedestrian crossings, bike trails, traffic conditions, and traffic cut throughs are identified with arrows. Parks and community spaces are illustrated in green.

Key destinations are identified in orange and are typically shopping and dining destinations or clusters.



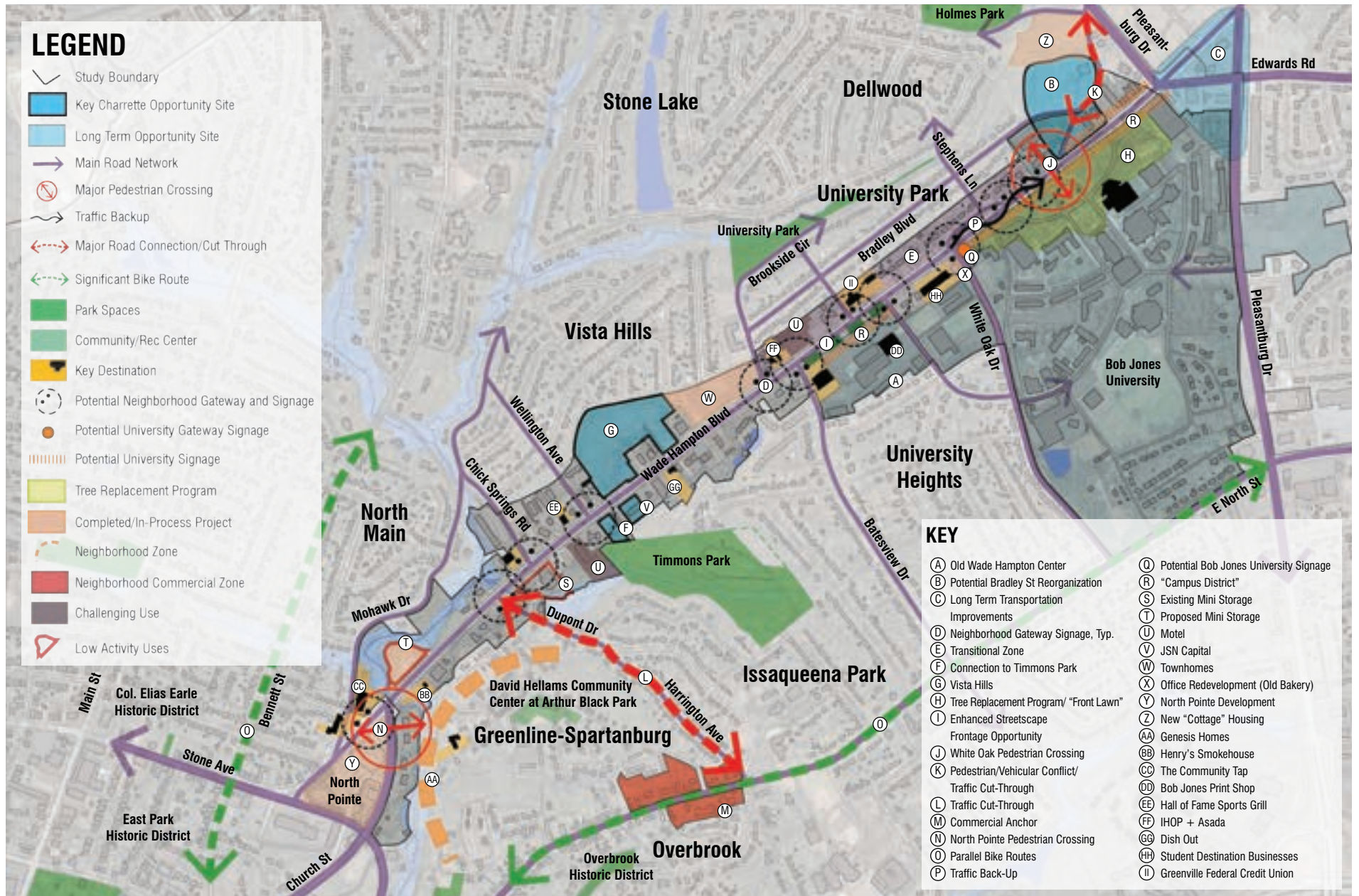
Ten potential neighborhood gateways are identified at intersections along Wade Hampton Boulevard. Bob Jones University gateways are illustrated in orange.

Projects that are underway, recently completed, or recently proposed are identified in pink. The significant topographic barrier between the Greenline-Spartanburg neighborhood and Wade Hampton Boulevard is identified by the orange dotted line. The re-emerging Overbrook commercial district is identified in red.

The assessment map is not designed to be comprehensive in nature but to provide a general overview of the opportunities, challenges, and existing conditions along and adjacent to Wade Hampton Boulevard, as identified by participants in the planning process.











## KEY CHARRETTE OPPORTUNITIES

The map shown on the next page is an overall examination of the key charrette opportunities explored for the Wade Hampton Boulevard Strategic Plan. These opportunities are designed to do the following:

- Illustrate improvements to Wade Hampton Boulevard that enhance its multi-modal use, improve its appearance, and recognize its vital role as a major gateway to the City of Greenville.
- Illustrate better connections between Wade Hampton Boulevard and adjacent neighborhoods, including a potential park connection, improvements to intersections, enhanced pedestrian connections, improved landscaping, and “typical” improvements that can be replicated along the corridor.
- Depict sites where private sector redevelopment or renovations may occur.

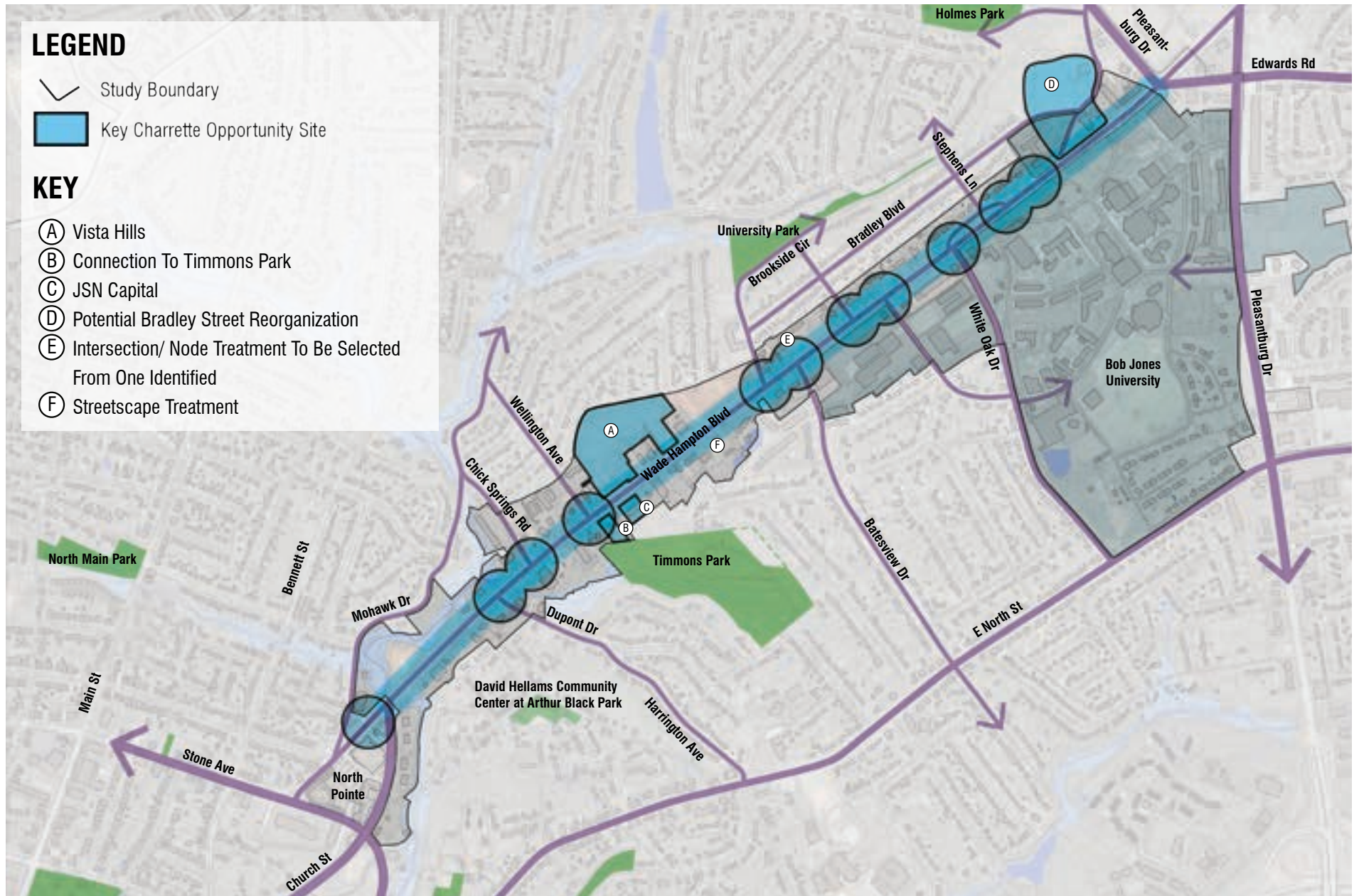


## LEGEND

-  Study Boundary
-  Key Charrette Opportunity Site

## KEY

- (A) Vista Hills
- (B) Connection To Timmons Park
- (C) JSN Capital
- (D) Potential Bradley Street Reorganization
- (E) Intersection/ Node Treatment To Be Selected From One Identified
- (F) Streetscape Treatment







# **2** **ENHANCE THE BOULEVARD**



# EXISTING AND PROPOSED CONDITIONS

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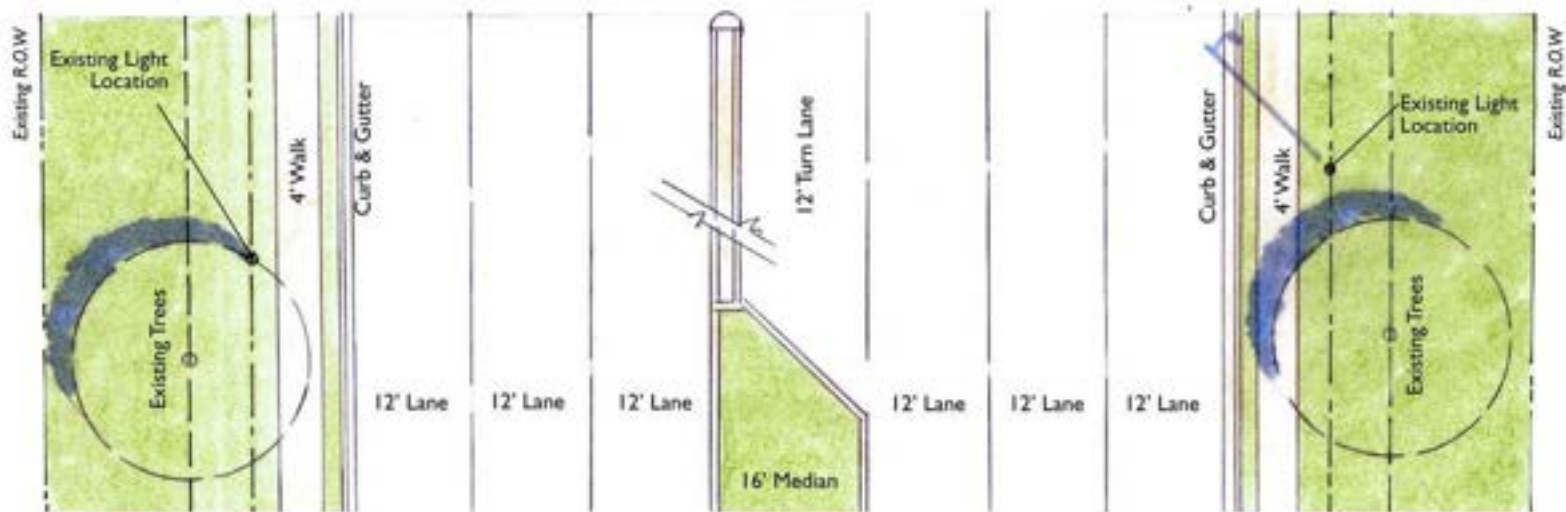
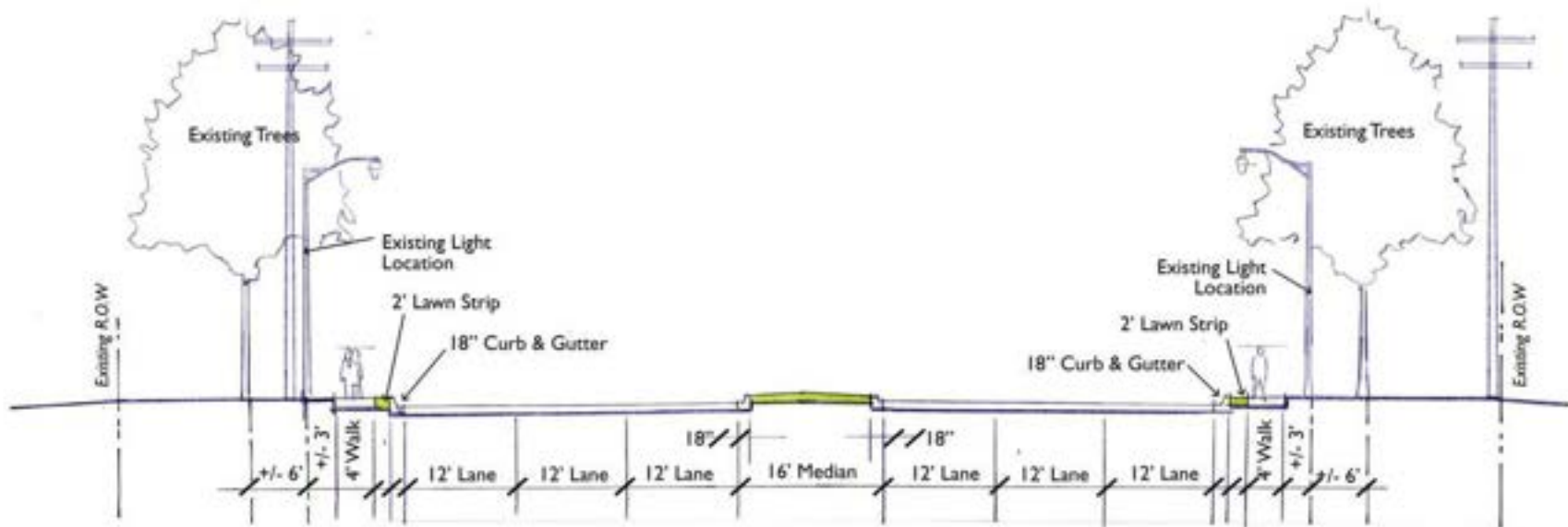
## BACKGROUND

The cross sections shown here depict existing conditions on Wade Hampton Boulevard inside the city of Greenville. Currently the roadway consists of seven 12' lanes – six 12' travel lanes and a 12' center lane. There are 4' sidewalks on each side of the street separated by a 2' grass median. Existing light poles are approximately 3' outside of each sidewalk and existing trees are approximately 6' from the lights. The public right-of-way along Wade Hampton varies from very wide to very narrow. Many existing parking spaces lie within the public right-of-way on both sides of the road.

Many suggestions have been made regarding changes to the road itself including: maintaining the road as is, narrowing the road to a five-lane cross section with cycling and pedestrian improvements occurring in the reclaimed lanes, and the creation of a “super street” that would greatly limit left turn movements on the corridor, allowing for easier traffic flow. The recommended approach illustrated here presents the most practical approach to achieving the following goals identified by the stakeholders:

- Enhance neighborhood connectivity along the corridor with pedestrian and bicycle improvements.
- Encourage private reinvestment along the corridor that would complement public improvements to the corridor.
- Maintain efficient traffic movement along the corridor while considering pedestrian and cycling improvements.





Existing Condition

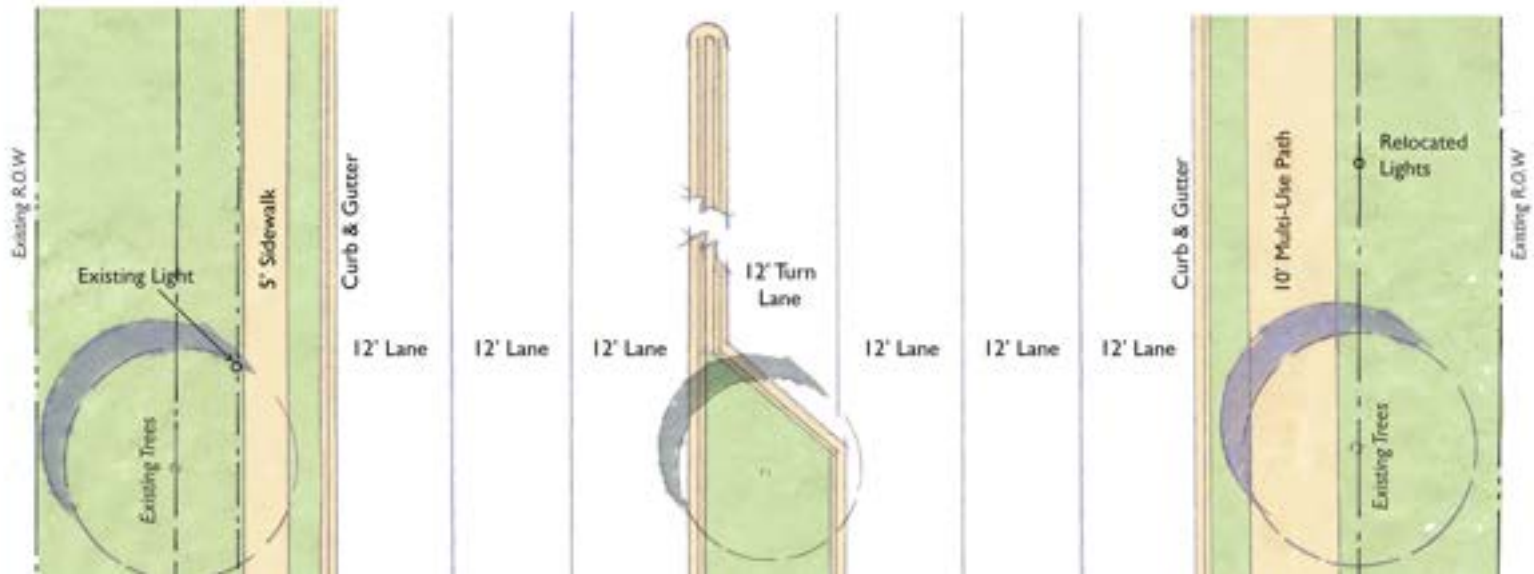
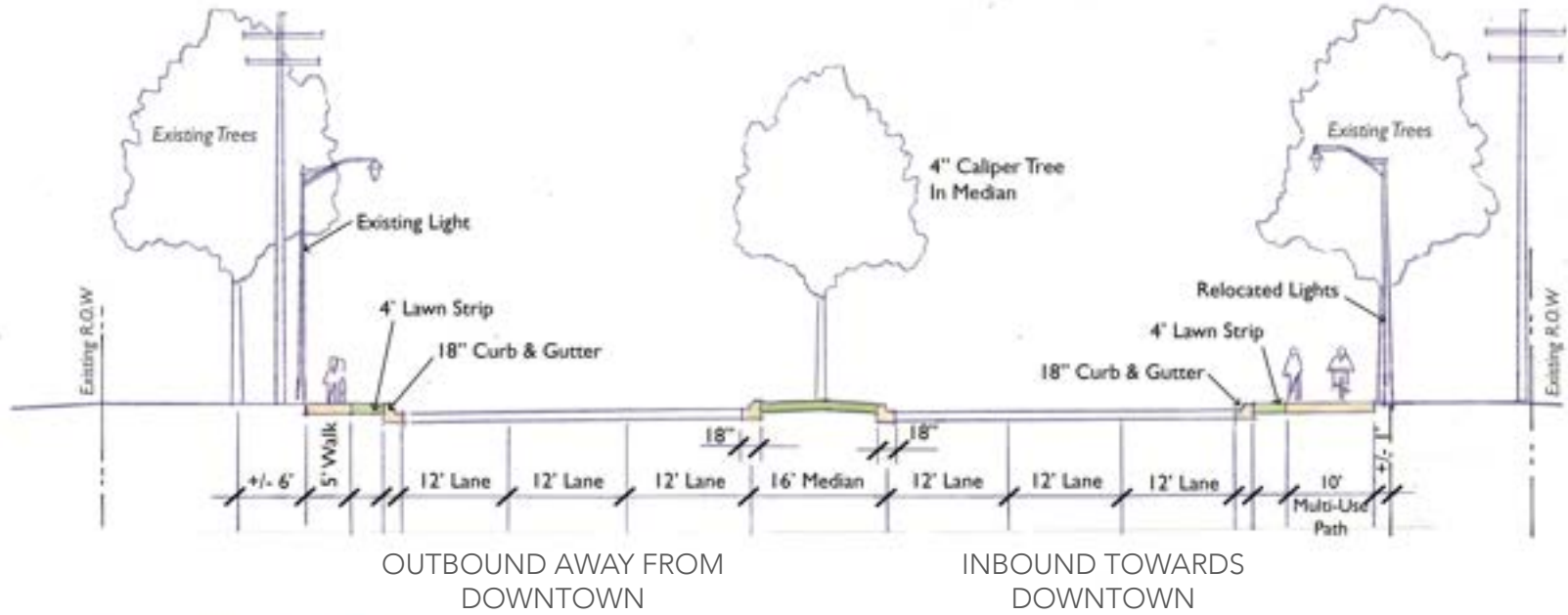
## PROPOSED CONDITION

The ideal proposed condition for Wade Hampton Boulevard is a street cross section that maintains the existing curb-to-curb dimensions along the corridor including the 12' lanes and a 16' median. The median would be altered slightly to provide a full 16' of space between vertical curb faces, which will allow for 4" caliper tree plantings in the center. Where landscaping is not practical, the City of Greenville should explore the use of colored pavement in the center median to give a boulevard effect for the entire corridor.

The grass curb lawn on each side of Wade Hampton Boulevard should increase from 2' to 4' where practical and in phases as properties along Wade Hampton Boulevard are redeveloped and approved. The proposed condition will allow for a 10' multi-use path along the inbound side of Wade Hampton and a 5' sidewalk on the outbound side.

The benefits of this approach are as follows:

- Provide opportunities for pedestrian and cycling along the corridor, separated from vehicular traffic.
- Maintain the curb-to-curb dimensions of Wade Hampton Boulevard, allowing for easier implementation while maintaining current capacity.
- Provide safer pedestrian crossings by creating "refuge" spaces at intersections.
- Allow for ongoing consideration of additional medians coupled with clearly marked left-turn movements and encouraged u-turn movements.





The locations and phasing of this recommendation are identified within the following timeframes.

### **Short Term:**

- Evaluate the right-of-way along the corridor as a few of the properties on the downtown bound side have property lines that are closer to the road than others.
- Engage in discussions with property owners explaining the benefits of the multi-use path and the potential for reducing curb cuts.
- Engage in discussions with SCDOT on cooperatively eliminating curb cuts and introducing landscaped medians along the corridor.
- Establish funding in the City's capital budget for a more detailed study of the multi-use path and a pilot project.
- Explore a pilot project to implement the new cross section between Chick Springs Road and Church Street.

### **Medium Term:**

- Obtain right-of-way where necessary to ensure the multi-use path can be implemented.
- Close unnecessary curb cuts where possible.
- Coordinate with SCDOT on improvements to the center lane including landscaping to denote a boulevard in the pilot project area.

### **Long Term:**

- Establish funding in the City's capital budget for implementation of long term improvements based on the pilot project.
- Implement the pilot project to include the following:
  - ◊ Relocate existing lights to allow for the creation of a multi-use path.
  - ◊ Install the multi-use path.
  - ◊ Install pedestrian-scale lighting along the path to augment the street lights.
  - ◊ Install piano key crossings at Chick Springs Road and Church Street.
  - ◊ Landscape the center lane.



Existing Conditions of Wade Hampton Boulevard at Intersection of Chick Springs Road.



Proposed conditions of Wade Hampton Boulevard at the intersection of Chick Springs Road showing multi-use path, mast-arm traffic signals, additional tree plantings, narrowed curb cuts, neighborhood demarcation signs, and center landscaping.

# NORTH GATEWAY IMPROVEMENTS

## BACKGROUND

At the time of Wade Hampton Boulevard's construction, existing roadways were realigned and severed by the "Super Highway." One of the roads most impacted by the construction of Wade Hampton Boulevard is White Oak Drive as it is known to the east of Wade Hampton Boulevard and White Oak Road as it is known to the west of Wade Hampton Boulevard. The existing condition of this road create awkward intersections at the northern gateway to the city of Greenville.

White Oak Road intersects with Wade Hampton Boulevard at an angle that is signalized with the entrance to Bob Jones University. Traffic from nearby neighborhoods and from cars seeking to make a right turn from Pleasantburg Drive onto Wade Hampton use this road as a cut through. Moreover, the road crosses through the property of White Oak Baptist Church very close to the play area for the church's nursery.

White Oak Drive intersects Wade Hampton at an intersection with no traffic signal, making turning movements onto Wade Hampton Boulevard difficult. Cut through traffic is encouraged along White Oak Drive as a result of a traffic signal and dedicated turning lane on East North Street.

The plan recommends exploring re-aligning these intersections to create more logical turn movements on both sides of Wade Hampton Boulevard at the Northern Gateway.



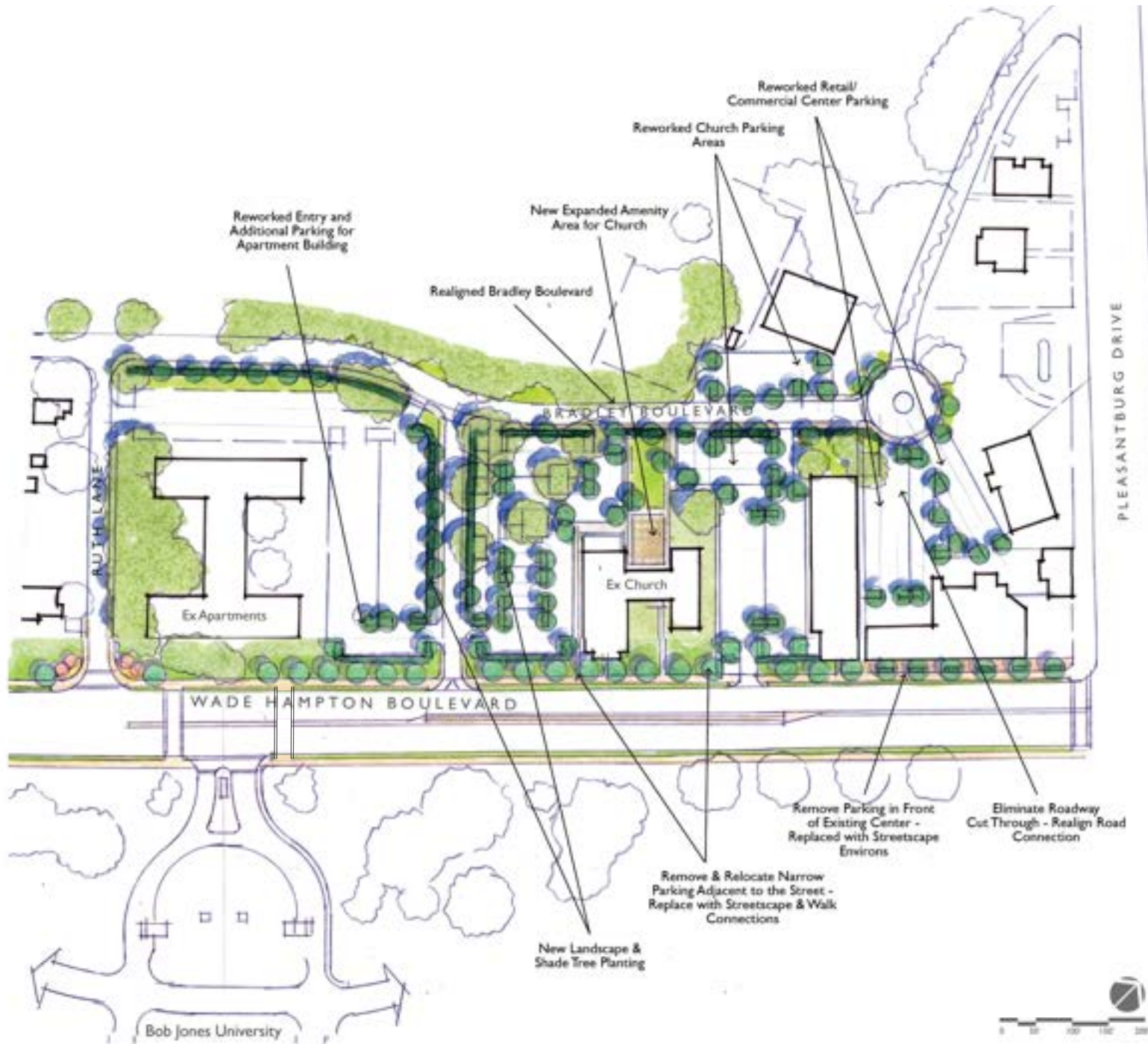
1955 aerial view of Wade Hampton Boulevard showing the division of White Oak Drive and White Oak Road. Note the former location of White Oak Baptist Church (shown in red box).

## RECOMMENDATION: RE-ALIGN WHITE OAK ROAD/BRADLEY BOULEVARD ON THE WEST SIDE OF WADE HAMPTON BOULEVARD

The illustrative plan on the accompanying page shows a conceptual realignment of White Oak Road and Bradley Boulevard to accomplish the following:

- Discourage cut through traffic in this area.
- Create a more logical layout for parking for White Oak Baptist Church and the Campus View Apartments.
- Create a right in/right out turning movement along a perpendicular street that would connect a newly aligned Bradley Boulevard with Wade Hampton Boulevard.
- Relocate parking directly in front of White Oak Baptist Church to a realigned parking lot adjacent to the entry of the church that would include ADA accessible parking.
- Allow for expanded amenity space for White Oak Baptist Church and increase parking on the church site.
- Create the potential for better demarcated parking to the rear of the retail strip facing Wade Hampton Boulevard to eliminate the eleven parallel parking spaces in front of the center.
- Eliminate another cut through that exits between the existing tire shop and the shopping center.
- Enhance landscaping along the corridor once the parking is removed from its current location adjacent to Wade Hampton Boulevard.
- Discourage cut through traffic by implementing traffic calming measures like roundabouts, traffic circles, 3-way stops, landscaped medians and/or speed humps on Bradley Boulevard.







In order to implement this recommendation, the following steps would need to be taken:

### **Short Term:**

- Convene a discussion between the City of Greenville, Bob Jones University, and White Oak Baptist Church to discuss the conceptual plan.
- Have individual meetings with property owners affected by the concept to explore the concept.
- Consider the need for ADA-accessible parking in all discussions.
- Coordinate with SCDOT to explore the plan's recommendations.
- Meet with the University Park neighborhood association to examine traffic calming to prevent traffic from continuing through the neighborhood past the newly constructed perpendicular street.

### **Medium Term:**

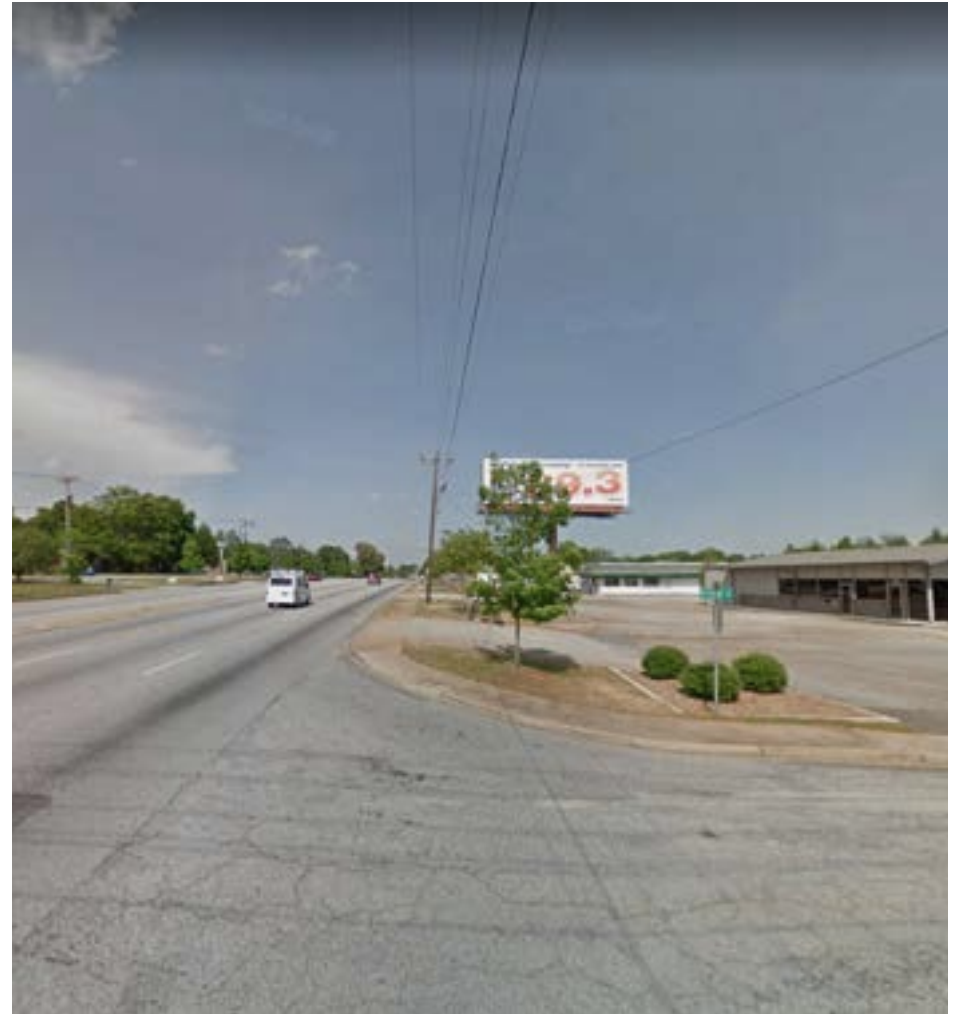
- Establish funding in the City's capital budget for a more detailed study of the conceptual plan.
- Enter into an agreement for property exchanges that would allow for the realignment of the road.
- Introduce Piano Key crosswalks at new light where the realigned White Oak/Karen Drive intersects Wade Hampton Boulevard.
- Install sidewalks on Ruth Lane to connect the University Park neighborhood to Wade Hampton Boulevard.
- Consider introducing medians and markings to limit movements on the existing White Oak Road for right-in/right-out traffic only.

### **Long Term:**

- Establish funding in the City's capital budget for proposed infrastructure improvements.
- Implement the realignment of Bradley Boulevard and White Oak Road.
- Implement traffic calming measures to discourage cut through traffic through the University Park neighborhood.

## **RECOMMENDATION: MOVE STOPLIGHT FROM BATESVIEW DRIVE TO KAREN DRIVE**

Shift the traffic signal from Wade Hampton Boulevard's intersection with Batesview Drive to its intersection with Karen Drive. This would discourage using Batesview Drive as a cut through and place the signal in a more evenly spaced distance from existing signals.



Existing Conditions of Wade Hampton Boulevard at Karen Road

# **3 LINK TO NEIGHBORHOODS**

# CHICK SPRINGS NEIGHBORHOOD NODE

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## BACKGROUND

One of the key challenges along Wade Hampton Boulevard is the lack of connectivity between neighborhoods and the corridor itself. While most streets intersecting Wade Hampton Boulevard from neighborhoods have sidewalks, all of them fail to meet the City's current standard of having a 4' grass buffer between the street and the sidewalk, and many have no connection from the neighborhoods to Wade Hampton Boulevard. These include: Chick Springs Road, Wellington Avenue, Stephens Lane, and Ruth Street. DuPont Drive has an improved sidewalk on one side of the street, but no sidewalk that connects the Greenline-Spartanburg Neighborhood along Stag Street or DuPont Drive to Wade Hampton Boulevard.

Improving sidewalk connections between Wade Hampton Boulevard and adjacent neighborhoods is a critical priority for this plan. The illustration on the adjacent page shows some of the immediate connections that need to take place at Chick Springs Road and Wellington Avenue.

## RECOMMENDATION: INSTALL SIDEWALK CONNECTIONS IN THE NEIGHBORHOOD NODE

Install sidewalk connections on Chick Springs Road, Wellington Avenue, the downtown side of DuPont Drive, and Stag Street to connect the Greenline-Spartanburg Neighborhood to Dupont Drive and Wade Hampton Boulevard.

## RECOMMENDATION: INSTALL PIANO KEY CROSSWALKS

Piano key crosswalks should be introduced at Bob Jones University, Chick Springs Road, Wellington Avenue, Dupont Drive, Batesview Drive, and Church Street.



Wellington Avenue





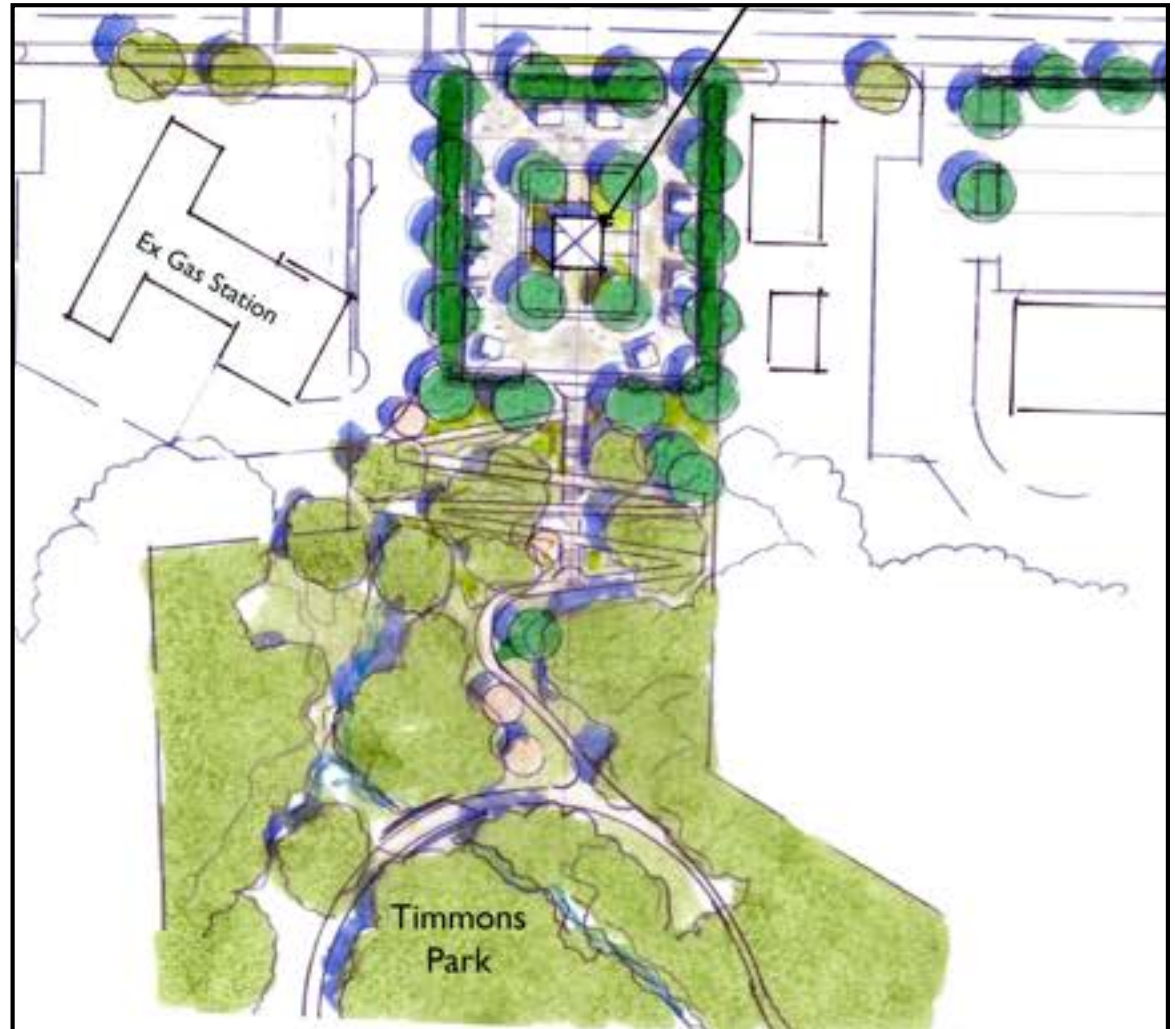
# TIMMONS PARK GATEWAY

## BACKGROUND

Timmons Park is an excellent asset just off of Wade Hampton Boulevard. It offers a major amenity for residents of the city. However, the park has only one entrance which requires vehicular access for most park visitors through the Issaqueena Park neighborhood. Currently, a parcel of privately held vacant land provides a potential link between Timmons Park and Wade Hampton Boulevard. Adjacent to this vacant land are land uses that include a convenience store, an aging motel, and a trailer and storage building dealer to the south, and an office building and strip mall to the north.

The grade separation between Wade Hampton Boulevard and Timmons Park at this location is steep making vehicular access to the park from Wade Hampton Boulevard impractical. However, this land represents a future, long-range opportunity to create an extension of Timmons Park to connect it with Wade Hampton Boulevard. This would achieve the following goals:

- Enhance neighborhood connectivity along the corridor with a gathering place.
- Encourage investment that would coincide with the creation of a gathering place that would result in higher and better uses along this section of the corridor.
- Reduce cut-through vehicular traffic through the Issaqueena Park neighborhood to Timmons Park.
- Allow for pedestrian and bicycle connectivity from neighborhoods to the west of Wade Hampton Boulevard to the park on the east side.



Timmons Park Gateway

## RECOMMENDATION: TIMMONS PARK GATEWAY

The illustration on the accompanying page shows a more detailed view of the Chick Springs neighborhood node that illustrated enhanced pedestrian improvements at Wellington Avenue and Chick Springs Road, center landscaping, additional trees, and the Timmons Park Gateway. This recommendation is intended as a long-range goal of the plan that would occur alongside private reinvestment in properties on the outbound side of the Boulevard in this area. The Timmons Park Gateway would include:

- Limited parking for the gateway site on the southern side of the parcel.
- A flexible gathering area that could be used for small events and activities, food trucks, and pop up markets.
- A central pavilion that could be a signature gathering place in the gateway site.
- A switchback trail that compensates for the grade change between the site and Timmons Park.



Precedent images of flexible gathering areas

In order to implement this recommendation, the following steps would need to be taken:

### Short Term:

- Begin discussions with the property owners of the site.
- Begin discussions with adjacent property owners on redevelopment opportunities.
- Begin discussions with the Issaqueena Park neighborhood.
- Budget for improvements in the City's Capital Improvement Plan.

### Medium Term:

- Obtain the land for the Timmons Park gateway or enter into a partnership agreement with the property owners.
- Continue to coordinate on redevelopment of adjacent parcels.
- Continue to coordinate with the Issaqueena Park neighborhood.
- Complete a detailed Timmons Park Gateway design with extensive stakeholder engagement.

### Long Term:

- Implement the Timmons Park Gateway.
- Develop policies and procedures for using the gateway as a gathering place.
- Create a stewardship plan for the Timmons Park Gateway in conjunction with new developments that would occur along Wade Hampton Boulevard.







# **4 REVITALIZE EXISTING PROPERTIES**

# REVITALIZING SHOPPING CENTERS

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## HAMPTON NORTH PLAZA (1540 WADE HAMPTON BLVD)

This strip center utilizes an upper band of black metal along the facade to provide a common backdrop for all business signage. However, one of the negative consequences of this approach is that it removes any individuality to the businesses located within the building.

By changing the upper facade detail above alternating businesses, the building lends clarity to each entry and provides a level of architectural detailing that is lacking in the existing condition. The signage should be unified through use of a common font, color, and material. New windows and exterior paint are applied to freshen the facade. The proposed improvements unify the center, while clearly demarcating the individual businesses.



Hampton North Plaza (Existing Conditions)



Hampton North Plaza (Proposed Conditions)



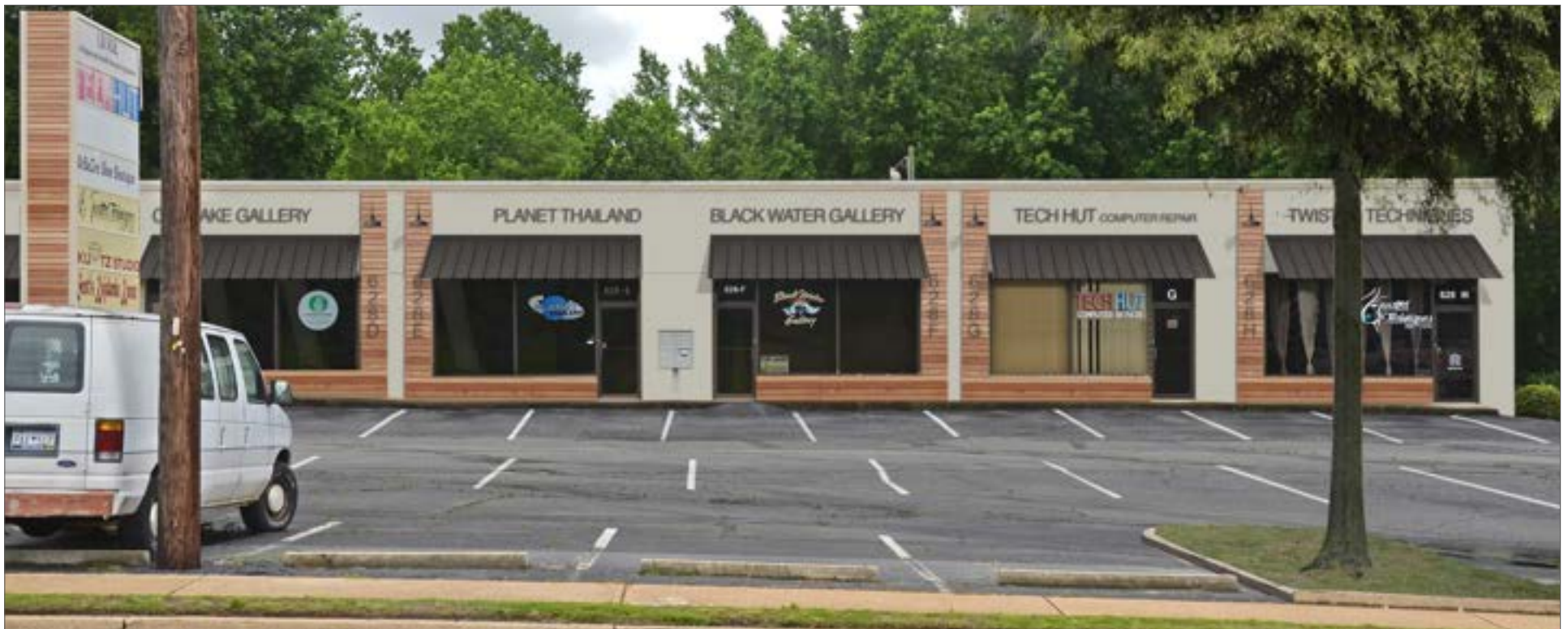
## JSN PLAZA (628 WADE HAMPTON BOULEVARD)

This strip shopping center lacks any architectural character, and each business located within the structure has no delineation.

By segmenting the metal awnings, each business entry is better defined. Moreover, by wrapping each storefront system horizontally and vertically with stained wood

slat siding, the building feels much "warmer." A common signage font helps to unify the businesses while still allowing individuality via vinyl window signage. Gooseneck light fixtures at the top of each vertical band of wood siding will wash the facade with a rhythm of light at night, as well as promote the perception of safety.

JSN Plaza (Existing Conditions)



JSN Plaza (Proposed Conditions)



# REVITALIZE EXISTING PROPERTIES



Asada (Existing Conditions)

## ASADA (903 WADE HAMPTON BOULEVARD)

The design and color of the residential style building betrays the flair and flavors to be found inside the restaurant. One of the chief culprits is the white paint color that is glaring in the sunlight and fails to give any indication of the cultural cuisine that awaits inside.

By using vibrant paint colors such as saturated golds and reds, the type of cuisine to be enjoyed on the inside of the building is foreshadowed by the exterior. An outdoor dining area is created by eliminating 1-2 parking spaces, bringing added life and character to the exterior. To block unwanted views to the car repair shop to the left, a horizontal wood slatted privacy fence is erected, and then painted with artistic images.



Asada (Proposed Conditions)



## AUTO REPAIR SHOP (901 WADE HAMPTON BOULEVARD)

This former Sinclair gas station is currently occupied by an auto repair shop with numerous cars parked on the site. Opportunities exist for strategic reuse for this site. The rendering below illustrates one example of how auto service uses could be repurposed.

Given its proximity to Asada and market demand, the building is ideally suited for a small restaurant. The market study revealed demand for a bakery or ice cream shop, and either of these uses would complement the offerings of Asada nicely. By using creative branding and signage (e.g. Wade Hampton Filling Station) that uses fonts that are appropriate for the art deco style building, the restaurant/bakery/ice cream shop pays homage to the building's former use.

Auto Repair Shop (Existing Conditions)



Auto Repair Shop (Proposed Conditions)



## FORMER LA HABANA (1520 WADE HAMPTON BOULEVARD)

This vacant building has a distinct roof form that identifies it with a pizza restaurant chain no matter what color or material or signage is used.

In Option 1, by installing a standing seam metal mansard roof, the roof form no longer recalls the pizza franchise and becomes a neutral form for whatever business occupies the building. By painting a medium warm gray base topped by a dark warm gray accent stripe, the building is now visually anchored to the ground. Finally, a historic streetscape scene is painted on the side of the Hampton North Plaza building to provide visual interest along the corridor.

In Option 2, columns are illustrated to eliminate the visual impression that the roof is “floating” over the surrounding walk.



La Habana (Existing Conditions)



La Habana: Option 1 (Proposed Conditions)



La Habana: Option 2 (Proposed Conditions)



# **5 FOSTER NEW INVESTMENT**

# VISTA HILLS SITE

## BACKGROUND

The Vista Hills development site is a large tract of land located between Wellington Avenue and the Highview Townes development adjacent to Brookside Circle. The nearly 17-acre site represents one of the most important new development opportunities along Wade Hampton Boulevard. The site offers a place for a mixture of uses that will benefit from the site's central location on the corridor and provide new offering for residents of adjacent neighborhoods. Developers of the Vista Hills site should consider the following:

- Develop the site with a mixture of uses with commercial development fronting Wade Hampton Boulevard and residential development located toward the rear of the site.
- Create an internal circulation network with limited curb cuts to Wade Hampton Boulevard.
- Contemplate a road network that connects Wade Hampton Boulevard to Wayne Street with appropriate traffic calming to discourage neighborhood cut through traffic.
- Position buildings on the site to relate to both Wade Hampton Boulevard and to the internal road network and minimize parking facing Wade Hampton Boulevard.
- Maintain a wooded buffer to the rear of the site along Gilfilling Road from Chick Springs Road to Wayne Street.
- Position lower density housing facing Gilfilling Road, sensitive to the adjacent neighborhood.
- Develop the site so future development can be seamlessly incorporated into the overall plan.

The plan provides two alternatives. These alternatives are not designed to precisely depict the nature of the future development but rather to illustrate appropriate site arrangement and building placement that could result in a catalytic project in this location.

## RECOMMENDATION: VISTA HILLS SITE PLAN ALTERNATIVE A

Alternative A is a retail-focused, mixed-use development that includes the following:

- A focus on retail development with development facing Wade Hampton Boulevard, and single story in-line shopping center that could accommodate additional retail and restaurant uses.
- An internal road network with only two new curb cuts along Wade Hampton Boulevard.
- Three mixed-use buildings that could accommodate ground floor office or retail space and upper floor office or residential development. These buildings should adhere to height restrictions in the C-3 zoning district.
- Parking internal to the site.
- Residential development with rear-loaded garages, taking advantage of the lower grade below Gilfilling Road and front facades facing Gilfilling Road.
- Future expanded mixed-use development pads.



Example of new housing that provides a single family appearance facing the adjacent neighborhood.



Vista Hills Site Plan Alternative A



## RECOMMENDATION: VISTA HILLS SITE PLAN ALTERNATIVE B

Alternative B focuses on a greater mixture of uses and more options for residential development. Alternative B includes the following:

- Two retail buildings facing Wade Hampton Boulevard.
- An internal road network with only two new curb cuts along Wade Hampton Boulevard.
- Six mixed-use buildings that could accommodate ground floor office or retail space and upper floor office or residential development. These buildings should adhere to height restrictions in the C-3 zoning district. Parking can be accommodated on the ground floor of the buildings provided that street frontages contain office or retail space.
- Tiered terrace-style housing facing Gilfilling Road that is appropriate in scale for the neighborhood.
- Denser upper floor residential development internal to the site.

### Short Term:

- Continue dialogue with the property owner and adjacent property owners.
- Meet with Vista Hills neighborhood representatives.
- Prepare policy guidance for development on the site that illustrates the key principals illustrated in the plan alternatives.

### Medium Term:

- Work with the property owner to market the site as a mixed-use anchor development for Wade Hampton Boulevard.
- Develop a partnership effort for regional stormwater management that incorporates best practices for management, including amenities within the stormwater area.

### Long Term:

- Implement the Vista Hills development plan which may occur in phases (implemented by property owner/developer). The property should be rezoned to a Planned Development zoning classification in order to maximize public input, include more detailed plans, and encourage high quality development.



Various views of Gilfilling Road. The road has no housing facing this portion of the road. The grade to the left falls toward Wade Hampton representing an opportunity for appropriately scaled housing facing the street.



Vista Hills Site Plan Alternative B

# BOB JONES UNIVERSITY PRESS SITE

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## BACKGROUND

The former Wade Hampton Boulevard Mall, located between Batesville Drive and Karen Drive along Wade Hampton, is now the home of the BJU Press, the Educator/s Marketplace, and the Bob Jones Academy (BJA) Primary Center. Much of the site remains in its original configuration with a large parking lot to the front of the site and the building set back from the street. A branch of TD Bank is located on the corner of the site at the intersection of Karen Drive and Wade Hampton Boulevard.

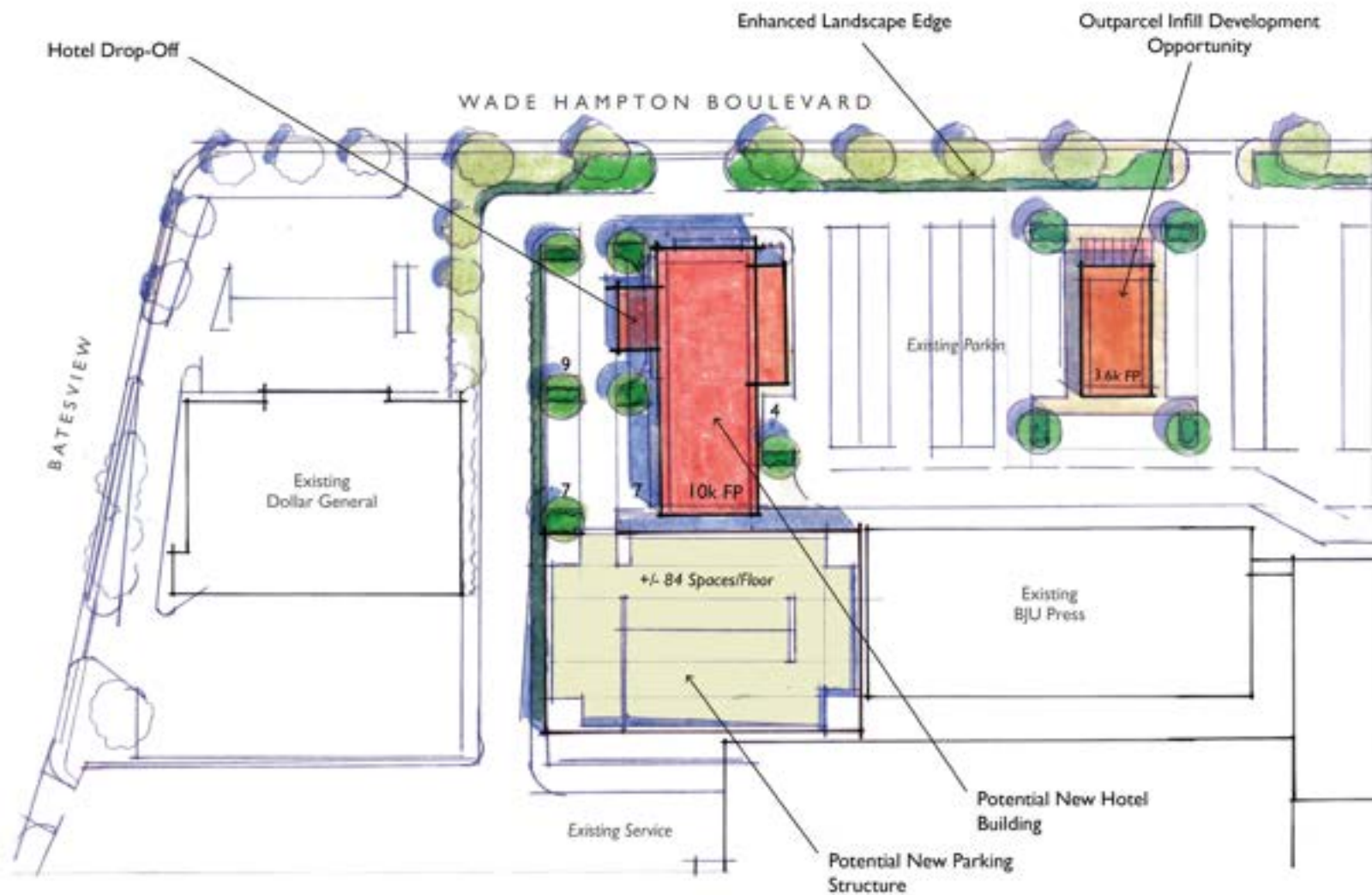
Discussions with key stakeholders both with the City of Greenville and with officials of Bob Jones University indicated that there is a desire and potential market for a hotel located in close proximity to downtown but with a more convenient location to Bob Jones University to serve the many functions and visitors of the University, while also serving other city visitors who may prefer a hotel location not in the core of downtown.

## RECOMMENDATION: DEVELOP A HOTEL AND FUTURE RETAIL/RESTAURANT ON THE PARKING LOT OF THE BJU PRESS SITE

The Wade Hampton Boulevard Strategic Plan identifies the site as a potential location for a hotel and future retail, coffee shop, or restaurant use. Considerations for this development are as follows:

- The southern portion of the site is ideally suited for a standard format, limited service business hotel that would be flagged with a national brand.
- The hotel would be oriented perpendicular to Wade Hampton, would allow for 82-86 rooms located on four floors. Upper floors would have skyline or mountain views.
- The sitelines to the hotel would not obstruct the skyline view for travelers along Wade Hampton Boulevard and would be similar in height to the Campus View Apartments.
- Parking for the hotel would take advantage of a grade change to the rear of the site and could include an over/under structure that would accommodate approximately 84 vehicles.
- Parking for the hotel should be demarcated as such and separated from the pick-up and drop-off for students at the BJA Primary Center.
- The hotel should have architectural details that incorporate elements found on the Bob Jones University campus and in context with the corridor. The facade should incorporate brick, stacked stone, and metal, and minimize the use of EIFS paneling commonly used in "highway" oriented hotel construction.
- Future infill buildings should follow similar design standards and incorporate outdoor spaces for dining, exclude drive throughs, and be oriented to Wade Hampton Boulevard.
- All new construction should incorporate enhanced landscaping and public art to complement Bob Jones University and add to the gateway appearance of Wade Hampton Boulevard.
- Longer term redevelopment of the site may be considered beyond the scope of this project.





## SUMMARY

### HOTEL

+/- 10,000 sf Footprint  
 4 Floors Total  
 +/- 82 - 86 Rooms @ 350 sf Room/Average Net

### PARKING

Existing Parking Impacted: +/- 103 Spaces  
 Proposed Surface Parking Shown: +/- 29 Spaces  
 Proposed Structure Parking: +/- 168 Spaces (Assumes 2 Levels)  
 Total Proposed Parking: +/- 197 Spaces (Structure & Surface)



## Short Term:

- Engage in discussions with Bob Jones University.
- Solicit interest from the development community on developing a hotel on the site.

## Medium Term:

- Contemplate a financing partnership whereby the tax revenue generated by development of the property would accrue to public sector improvements to landscaping and streetscape.

## Long Term:

- Construct a hotel on the site (developer to construct).
- Explore and promote additional infill development opportunities abutting Wade Hampton Boulevard.
- Explore and plan for the long term future of the site.



Precedent Images for Potential Hotel Development

# **6** **POLICIES, PROGRAMS & IMPLEMENTATION**



# POLICIES, PROGRAMS & IMPLEMENTATION

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A central objective of the Wade Hampton Boulevard Strategic Plan is to have a series of practical implementation recommendations that can be deployed by the City of Greenville over a ten to fifteen-year time horizon. It is important to note that some of these recommendations may be considered for other districts in the city of Greenville, but the intent of this plan is to specifically address concerns on Wade Hampton Boulevard.

## **RECOMMENDATION: DEPLOY TARGETED CODE ENFORCEMENT ON WADE HAMPTON BOULEVARD**

There are currently many properties along Wade Hampton Boulevard that are non-conforming to the City's sign, landscaping, and design standards. The City of Greenville should conduct an inventory of non-conforming properties on the corridor and document in a matrix non-conforming signs, landscaping, uses, non-residential design standards, and other non-conformities.

The City should deploy proactive code enforcement along the corridor to correct code violations where necessary. Property owners should be notified of non-conformities and provided with information about the City's Facade Improvement Program. Targeted code enforcement may require additional staff resources that could be used on Wade Hampton Boulevard and in other targeted areas throughout the city.

## **RECOMMENDATION: IMPLEMENT THE SPECIAL SIGN OVERLAY DISTRICT ALONG WADE HAMPTON BOULEVARD**

Concurrently with code enforcement, the City of Greenville should implement a Special Sign Overlay District (SSOD1) as established in section 19-3.2.2. of the Land Management Ordinance.

## **RECOMMENDATION: EXPLORE A NEIGHBORHOOD REVITALIZATION OVERLAY DISTRICT (NROD) ALONG WADE HAMPTON BOULEVARD**

To date, no NROD has been implemented in the City of Greenville even though the provision exists in the code. With no precedent, there is no guidance or specific design criteria even though the code mandates that NROD have them. The scope of this project does not allow for exploring detailed guidance for design criteria for a NROD on Wade Hampton Boulevard. However, the NROD for Wade Hampton Boulevard should consider, at a minimum, the following:

- Discouraging the use of "franchise architecture" for uses along Wade Hampton Boulevard, while encouraging redevelopment that is architecturally unique and sensitive to neighborhoods.
- Mandating the elimination and consolidation of redundant curb cuts for individual parcels along the corridor.
- Encouraging active outdoor spaces in exchange for minimum landscape requirements.
- Encouraging pedestrian interconnectivity between parcels and uses.
- Exploring creative parking solutions including shared parking and low impact development practices.

### **RECOMMENDATION: ELIMINATE DISPLAY, STORAGE, AND PARKING IN THE PUBLIC RIGHT-OF-WAY TO ALLOW FOR ENHANCED LANDSCAPING AND THE CREATION OF THE MULTI-USE PATH**

Step one of this recommendation involves the use of code enforcement to address businesses that are storing vehicles, sheds, and trailers in the right-of-way.

Step two involves reclaiming the public right-of-way where parking lots encroach to allow for enhanced landscaping, limited curb cuts, wider sidewalks and the aforementioned multi-use path.

### **RECOMMENDATION: MANDATE INTER-PARCEL CONNECTIVITY WHERE POSSIBLE**

The current Land Management Ordinance requires inter-parcel connectivity (where possible). All development and redevelopment should incorporate inter-parcel connectivity and driveway consolidation through the use of cross access easements in order to emphasize the “boulevard” nature of Wade Hampton Boulevard. Inter-parcel connectivity will minimize turning movements onto and off of Wade Hampton Boulevard, provide opportunities for landscaped medians, and enhance landscaping along the corridor. More importantly, it will provide a safer environment for pedestrians, create places that people want to be, and will allow for more dynamic connections between a variety of uses along this important gateway.

### **RECOMMENDATION: LAUNCH AN ENHANCED FACADE IMPROVEMENT PROGRAM FOR WADE HAMPTON BOULEVARD**

The City of Greenville should allocate funds for a more robust Facade Improvement Program specifically targeting Wade Hampton Boulevard. Recommended modifications to the program include:

- Create enhanced benefits for businesses and commercial property owners on Wade Hampton Boulevard using the Facade Improvement Program concurrently with proposed public sector improvements along the corridor
- Offer enhanced benefits, included but not limited to: higher funding caps, more generous matching requirements, and inclusion of additional eligible improvements, such as curb cut elimination and inter-parcel parking connectivity.
- Adopt a sunset provision on the enhanced benefits to encourage businesses and commercial property owners to take advantage of the program in a timely manner.
- Launch a robust public awareness campaign concurrently with public sector improvements creating heightened awareness of the public-private nature of the recommended improvements.

## **RECOMMENDATION: MODIFY THE PROVISIONS FOR THE DESIGN GUIDANCE FOR SELF STORAGE USES**

Self storage uses are allowed in the city of Greenville under conditional use in the C-3 zoning district. The City's Land Management Ordinance does not provide specific guidance as to design standards for these facilities.

The City of Greenville should develop specific design provisions for self storage uses in C-3 zoning districts. These provisions should include the following:

- Minimum space dimension for ground floor levels of self storage uses building interiors shall be 12-foot height and 20-foot depth and built to commercial building code. No more than 25% of this space may be occupied by self-service uses but rather for commercial or office uses that are actively marketed as such.
- All storage units shall gain access from the interior of the building(s) or site – no unit doors may face a public street or be visible from an adjacent property or through ground floor windows.
- Self storage facilities shall not be located within 1/4 mile of another existing or permitted self storage facility, measured from the property line of the proposed site.
- Self storage facilities are permitted only within multistory structures designed to emulate multifamily or office buildings.
- If a self storage facility abuts residentially-zoned property, the loading bays, docks or doors shall not be visible from the residential property.
- Loading docks, entrances or bays may not be located on a street-facing side of a building and shall be screened from residential uses.
- Fences and walls including entry gates shall be constructed of high

quality materials and shall be compatible with the design and materials of the building(s) and site. Decorative metal or wrought iron fences are preferred. Chain-link (or similar) fences, barbed or razor wire fences, and walls made of precast concrete blocks are prohibited. Fences or walls shall not be allowed between the main or front building on the site and the street. Landscape areas required by the design guidelines shall not be fenced.

- A minimum window area shall be 50% of each floor above the ground floor of a self service storage facility building that is visible from a street or from a residentially zoned area.
- Self storage facility buildings shall be surfaced in high-quality materials. Unfaced concrete block, painted masonry, tilt-up and pre-cast concrete panels and prefabricated metal sheets are prohibited. Prefabricated buildings are not allowed.
- Self storage uses shall be clad with a mix of durable, low maintenance materials that convey an appearance of quality. Allowed cladding materials include: (1) high grade metal composite panels with a durable, factory-applied finish, provided that colors or textures are varied to prevent a monolithic appearance; (2) brick, brick veneer, stone, or simulated stone.
- Self storage uses shall employ facade variation whereby exterior vertical surfaces with at least 50% of the area covered by a material or combination of materials such as decorative brick veneer, stone, stucco, textured block or similar decorative materials with no one material exceeding 50% of said area.



## **RECOMMENDATION: PROMOTE THE CITY'S ARTS IN PUBLIC PLACES PROGRAM TO ACCOMPANY REDEVELOPMENT AND NEW DEVELOPMENT ON WADE HAMPTON BOULEVARD**

The City of Greenville has a placemaking program to work with private sector property owners to enhance key areas of the City. This program has largely been led by a partnership of local community members and institutions alongside the City of Greenville's Arts in Public Places Commission. The Stone Avenue Mural Project is an excellent pacesetter for this program. Currently, the parameters of this program as it applies to commercial corridors is not explicit nor has an active initiative been launched for Wade Hampton Boulevard. The Arts in Public Places Commission and key partners along Wade Hampton Boulevard should explore a cohesive program that respects the limitations of art in the SCDOT right-of-way but encourages creative spaces and art on private property. This program may include outdoor dining, sculpture, murals, or public gathering spaces.

## **RECOMMENDATION: CREATE A DEDICATED FUNDING STREAM FOR IMPROVEMENTS ALONG WADE HAMPTON BOULEVARD**

The City has employed "self financing districts" or synthetic tax increment financing districts for the completion of public improvements within the defined boundaries of a development project. This tool has been used to help finance road and parking improvements for the NorthPointe development at the intersection of Wade Hampton Boulevard, Church Street, and Stone Avenue.

The City of Greenville should apply a similar financing method along the length of the corridor whereby incremental increases to the city's portion of the property tax revenue are specifically allocated to a fund for improvements within the corridor. While this funding stream will not begin as a robust source of revenue, it will incrementally grow over time to implement projects such as landscaping, placemaking, additional grant funds, and other improvements.

## **RECOMMENDATION: INCORPORATE WADE HAMPTON BOULEVARD CAPITAL PROJECTS IN THE CITY OF GREENVILLE CAPITAL BUDGET**

Several of the recommendations in the plan require capital expenditure. The City of Greenville's Capital Improvement Program is updated annually to ensure that funding is allocated for projects throughout the city. The Capital Improvement Program should incorporate funding for capital projects recommended in this plan.



# IMPLEMENTATION STRATEGY MATRIX

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The attached Implementation Strategy Matrix summarizes all of the projects and recommendations included in the Wade Hampton Boulevard Strategic Plan. The matrix is a working document for benchmarking and ongoing evaluation of the implementation process. The strategy table summarizes all of the recommendations of the plan into one matrix for tracking progress.

The projects are divided into five themes:

- Enhance the Boulevard
- Link to Neighborhoods
- Revitalize Existing Properties
- Foster New Investment
- Policies and Programs

Each of the themes contains recommendations in three time frames. The first series of projects are short-term projects that should begin in the coming two years 2019-2020. For the most part, these are simple projects that involve laying the groundwork, working with key partners, and deploying some visible initial projects and programs. The second set of recommendations are medium-term projects, which should be

completed between 2020 and 2025. Some of these are more advanced projects while others are continuations of projects that began during the initial launch period. The final series of projects are long-term or plan completion projects that may continue beyond 2025. Each timeframe for the strategy board might also represent the ongoing fulfillment of steps taken in earlier time frames.

The strategy matrix and recommendations represent a “living document.” As time goes by and implementation proceeds, some priorities will shift. The implementation strategy matrix should be evaluated periodically, no less than annually. This evaluation process will allow for finished tasks to be indicated on the matrix, for responsibilities to be shifted between parties, and for time frames to be adjusted for individual projects. Of course, these strategies are linked to one another, but failure to achieve any one goal does not negate the ability to achieve others.

The City of Greenville has a remarkable track record of implementing plans throughout the city. Planning is part of the “DNA” of the community. Wade Hampton Boulevard represents a significant historic gateway for the community that is poised for ongoing success and transformation to enhance its role as a “boulevard of neighborhoods.”

Strategies	Short 1-2 Years	Medium 2-5 Years	Long 5-10 Years	Goal
Enhance the Boulevard	<ul style="list-style-type: none"> <li>Budget for pilot project for multiuse path, median, and traffic light mast arms between Chick Springs and Church.</li> <li>Work with Bob Jones and other property owners on road realignment at North Gateway.</li> <li>Install traffic calming on Bradley.</li> <li>Implement Mohawk and Carey.</li> </ul>	<ul style="list-style-type: none"> <li>Implement pilot project improvements between Chick Springs and Church.</li> <li>Prepare detailed traffic and ROW study for North Gateway.</li> <li>Continue to budget for ongoing cross section improvements along the corridor.</li> </ul>	<ul style="list-style-type: none"> <li>Continue to implement median planters throughout corridor.</li> <li>Implement North Gateway realignment.</li> </ul>	Increase the attractiveness, enhance pedestrian safety, and preserve the functionality of Wade Hampton Boulevard.
Link to Neighborhoods	<ul style="list-style-type: none"> <li>Install sidewalks at Wellington, Chick Springs, and Stag.</li> <li>Negotiate for property for Timmons Park gateway.</li> <li>Install Piano Key crossings at Bob Jones, Chick Springs, and Karen.</li> <li>Discuss median treatment and curb cut elimination with SCDOT.</li> </ul>	<ul style="list-style-type: none"> <li>Acquire Timmons Park gateway site and develop phased plans.</li> <li>Implement phase one of Timmons Park gateway.</li> <li>Install sidewalks at Ruth, Stephens, improve Bradley sidewalks.</li> <li>Reduce curbcuts as properties redevelop.</li> </ul>	<ul style="list-style-type: none"> <li>Implement planned trail/bikeway improvements through neighborhoods.</li> <li>Install pedestrian scale lights along corridor.</li> <li>Continue to reduce curbcuts.</li> <li>Install neighborhood gateway signs.</li> </ul>	Improve pedestrian connections between neighborhoods and Wade Hampton Boulevard through public sector improvements and enhance public amenity space on Wade Hampton.
Revitalize Existing Properties	<ul style="list-style-type: none"> <li>Meet with property owners along the corridor.</li> <li>Enhance the Façade Grant program with a sunset provision for enhanced funding.</li> <li>Develop a marketing program for promoting grant.</li> <li>Deploy SSOD provisions along the corridor.</li> </ul>	<ul style="list-style-type: none"> <li>Explore NROD guidelines and program for consistent guidance for ongoing improvements.</li> <li>Target code enforcement along the corridor.</li> <li>Deploy Art in Public Places Program to accompany improvements through grants.</li> </ul>	<ul style="list-style-type: none"> <li>Continue to provide Facade Improvement program along corridor.</li> </ul>	Enhance existing properties to improve their market position for independent retail, dining, service, and office uses.
Foster New Investment	<ul style="list-style-type: none"> <li>Meet with property owners of BJU Press and Vista Hills.</li> <li>Implement changes to the zoning code that provide clear guidance for uses such as self-storage and “franchise” architecture.</li> </ul>	<ul style="list-style-type: none"> <li>Explore funding partnerships for large scale projects.</li> <li>Work with property owners to develop projects compatible with the plan</li> <li>Ensure that redevelopments/developments enhance connectivity and relate to the neighborhoods.</li> </ul>	<ul style="list-style-type: none"> <li>Implement mixed use project on Vista Hills site with residential, retail, and office uses.</li> <li>Implement redevelopment of the BJU press site with potential hotel, retail, and office uses.</li> </ul>	Develop/redevelop key parcels for future uses.
Policies, Programs, and Implementation	<ul style="list-style-type: none"> <li>Explore dedicated funding stream for improvements on Wade Hampton Boulevard.</li> <li>Prioritize and create a “point system” for development and redevelopment that provides consistent guidance for quality outcomes in design and connectivity.</li> </ul>	<ul style="list-style-type: none"> <li>Implement dedicated funding stream for projects.</li> <li>Dedicate H-tax revenues for park and amenity improvements.</li> </ul>	<ul style="list-style-type: none"> <li>Continue to deploy improvements using the guidance of the plan.</li> </ul>	City Policies and Programs will align to enhance the corridor.

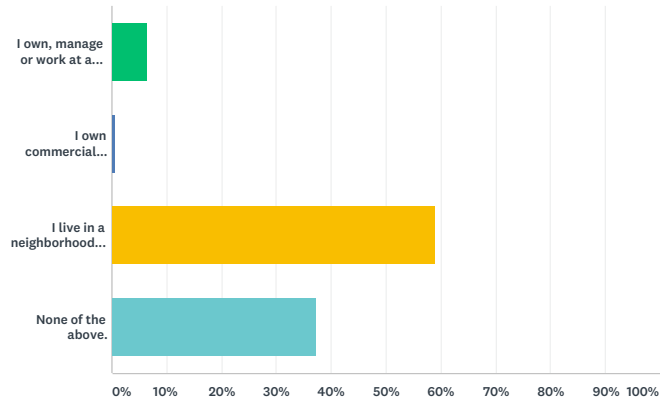




# 7 APPENDIX

### Q1 Please check all that apply:

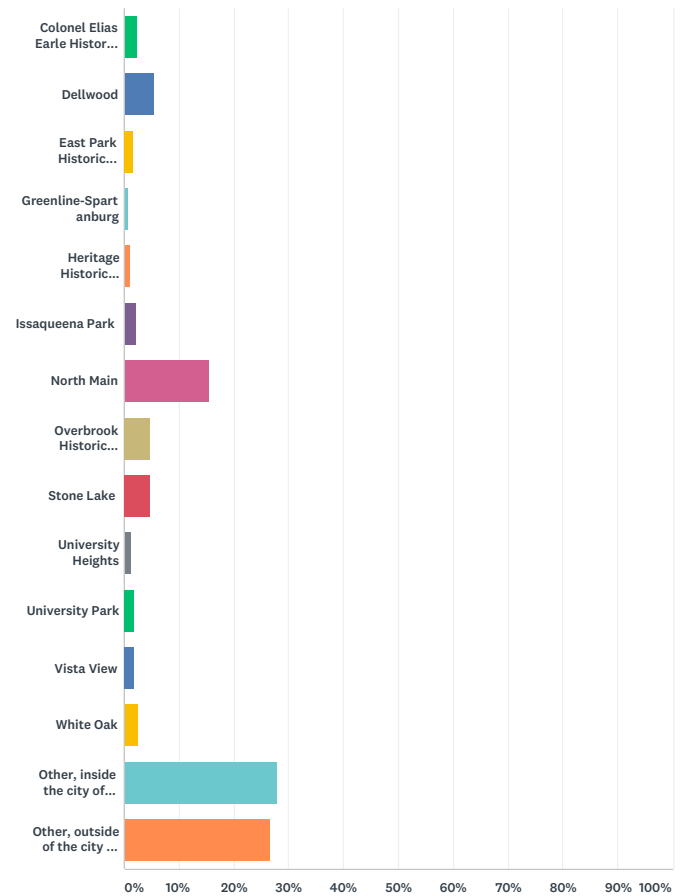
Answered: 1,904 Skipped: 0



ANSWER CHOICES	RESPONSES	
I own, manage or work at a business located along Wade Hampton Boulevard, within the study area.	6.46%	123
I own commercial property located along Wade Hampton Boulevard, within the study area.	0.68%	13
I live in a neighborhood located near Wade Hampton Boulevard, within the city limits.	58.93%	1,122
None of the above.	37.29%	710
Total Respondents: 1,904		

### Q2 If you live in a neighborhood located near Wade Hampton Boulevard, please select your neighborhood:

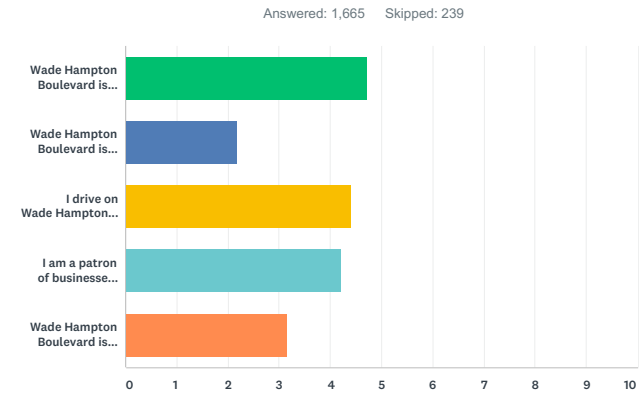
Answered: 1,904 Skipped: 0





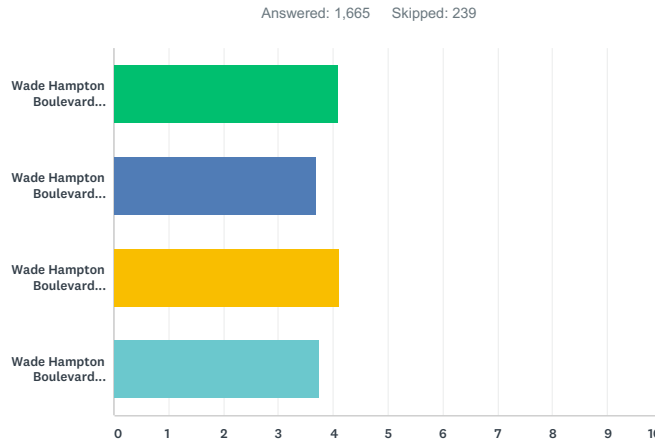
ANSWER CHOICES	RESPONSES	
Colonel Elias Earle Historic District	2.26%	43
Dellwood	5.36%	102
East Park Historic District	1.73%	33
Greenline-Spartanburg	0.63%	12
Heritage Historic District	1.10%	21
Issaqueena Park	2.15%	41
North Main	15.39%	293
Overbrook Historic District	4.73%	90
Stone Lake	4.73%	90
University Heights	1.31%	25
University Park	1.84%	35
Vista View	1.89%	36
White Oak	2.42%	46
Other, inside the city of Greenville	27.89%	531
Other, outside of the city of Greenville	26.58%	506
<b>TOTAL</b>		<b>1,904</b>

### Q3 Please indicate whether you agree or disagree with the following statements:



	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
Wade Hampton Boulevard is an important corridor.	74.41% 1,239	23.54% 392	1.62% 27	0.24% 4	0.18% 3	1,665	4.72
Wade Hampton Boulevard is an attractive corridor.	3.24% 54	6.85% 114	17.12% 285	49.19% 819	23.60% 393	1,665	2.17
I drive on Wade Hampton Boulevard frequently.	58.98% 982	28.83% 480	8.11% 135	3.36% 56	0.72% 12	1,665	4.42
I am a patron of businesses in the study area.	42.22% 703	44.20% 736	8.11% 135	3.48% 58	1.98% 33	1,665	4.21
Wade Hampton Boulevard is getting better over time.	5.53% 92	34.77% 579	34.47% 574	20.12% 335	5.11% 85	1,665	3.15

Q4 Please indicate whether you agree or disagree with the following statements:



	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
Wade Hampton Boulevard should move traffic quickly into and out of the city.	39.10% 651	39.58% 659	14.35% 239	5.59% 93	1.38% 23	1,665	4.09
Wade Hampton Boulevard should provide more connectivity to neighborhoods.	23.78% 396	36.52% 608	29.01% 483	8.77% 146	1.92% 32	1,665	3.71
Wade Hampton Boulevard should be safer for bicyclists and pedestrians.	50.21% 836	26.61% 443	12.85% 214	7.03% 117	3.30% 55	1,665	4.13
Wade Hampton Boulevard should become a major public transit route.	29.07% 484	32.67% 544	24.50% 408	10.21% 170	3.54% 59	1,665	3.74

Q5 What is the most important asset on Wade Hampton Boulevard?

Answered: 1,456 Skipped: 448

The word cloud below aggregates the input into a “map” of the words most often used to answer the question.



Q6 What is the most important challenge on Wade Hampton Boulevard?

Answered: 1,487   Skipped: 417

The word cloud below aggregates the input into a “map” of the words most often used to answer the question.



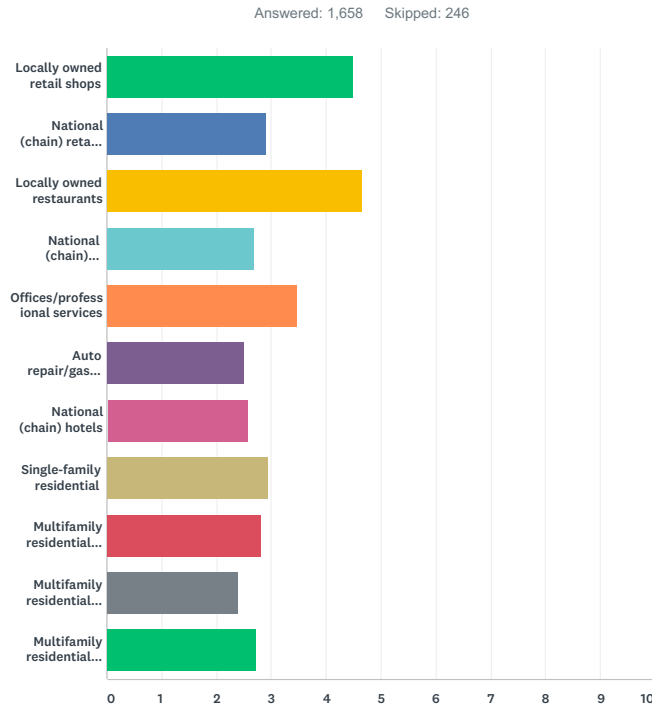
Q7 What is the most important opportunity on Wade Hampton Boulevard?

Answered: 1,429      Skipped: 475

The word cloud below aggregates the input into a “map” of the words most often used to answer the question.



Q8 Rate which uses you would like to see along Wade Hampton Boulevard using a scale of 1-5, with 1 being least desirable and 5 being most desirable:

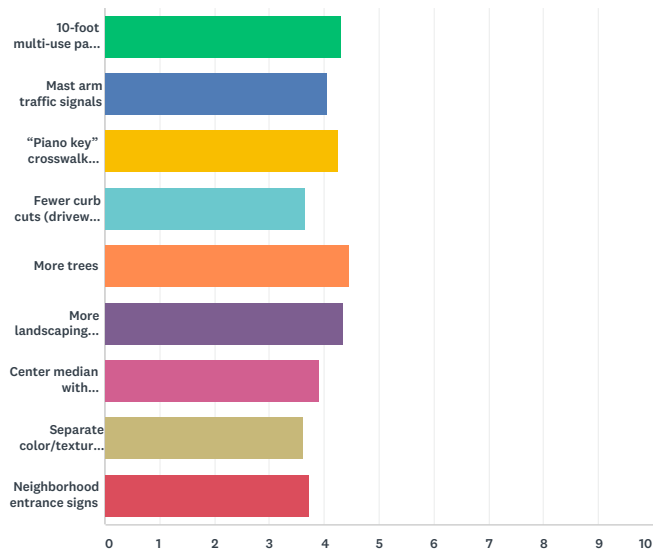


	5	4	3	2	1	TOTAL	WEIGHTED AVERAGE
Locally owned retail shops	64.51% 1,065	24.95% 412	7.81% 129	1.82% 30	0.91% 15	1,651	4.50
National (chain) retail shops	11.27% 185	21.62% 355	30.94% 508	18.33% 301	17.84% 293	1,642	2.90
Locally owned restaurants	73.80% 1,217	20.80% 343	4.24% 70	0.55% 9	0.61% 10	1,649	4.67
National (chain) restaurants	9.52% 156	17.82% 292	28.55% 468	20.44% 335	23.67% 388	1,639	2.69
Offices/professional services	18.99% 312	31.28% 514	33.66% 553	9.86% 162	6.21% 102	1,643	3.47
Auto repair/gas station/convenience stores	4.57% 75	15.35% 252	30.69% 504	26.37% 433	23.02% 378	1,642	2.52
National (chain) hotels	6.36% 104	17.67% 289	29.34% 480	20.29% 332	26.34% 431	1,636	2.57
Single-family residential	15.87% 260	21.25% 348	25.40% 416	16.24% 266	21.25% 348	1,638	2.94
Multifamily residential (condominiums + townhomes)	10.63% 175	22.71% 374	27.02% 445	18.76% 309	20.89% 344	1,647	2.83
Multifamily residential (apartments)	6.88% 113	15.41% 253	23.20% 381	21.25% 349	33.25% 546	1,642	2.41
Multifamily residential (senior living)	9.14% 150	20.17% 331	29.31% 481	17.55% 288	23.83% 391	1,641	2.73



Q9 Please indicate how important each of the following recommendations are for changes to the Wade Hampton Boulevard using a scale of 1 being not at all important and 5 being very important:

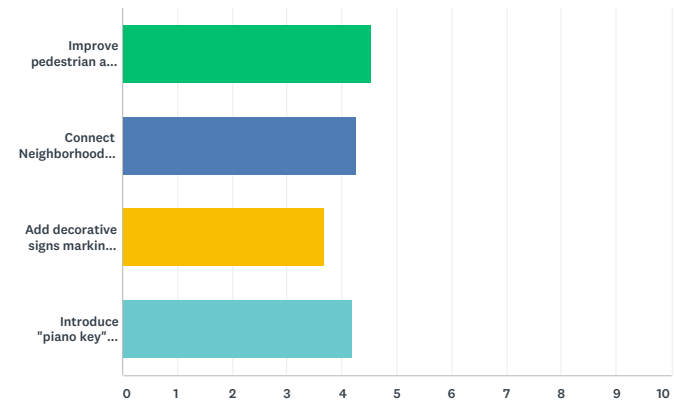
Answered: 1,553 Skipped: 351



	5	4	3	2	1	TOTAL	WEIGHTED AVERAGE
10-foot multi-use path for bicyclists and pedestrians	62.94% 973	18.82% 291	8.80% 136	4.20% 65	5.24% 81	1,546	4.30
Mast arm traffic signals	44.41% 679	29.56% 452	17.72% 271	4.64% 71	3.66% 56	1,529	4.06
"Piano key" crosswalk markings	54.04% 823	26.79% 408	13.99% 213	2.82% 43	2.36% 36	1,523	4.27
Fewer curb cuts (driveway entrances)	30.37% 465	26.78% 410	27.76% 425	8.62% 132	6.47% 99	1,531	3.66
More trees	64.30% 985	22.45% 344	9.14% 140	2.22% 34	1.89% 29	1,532	4.45
More landscaping along the side of the road	60.47% 936	22.67% 351	11.82% 183	2.91% 45	2.13% 33	1,548	4.36
Center median with landscaping	45.69% 705	22.55% 348	16.14% 249	8.88% 137	6.74% 104	1,543	3.92
Separate color/texture for center lanes	29.80% 458	26.48% 407	26.15% 402	10.28% 158	7.29% 112	1,537	3.61
Neighborhood entrance signs	33.70% 521	27.88% 431	22.64% 350	9.38% 145	6.40% 99	1,546	3.73

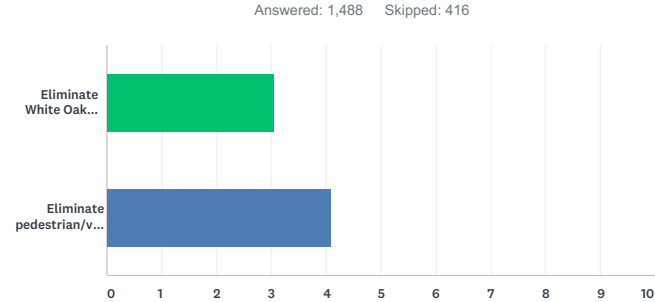
Q10 Rate which of the following you would like to see along Wade Hampton Boulevard's Neighborhood Nodes using a scale of 1-5, with 1 being least desirable and 5 being most desirable:

Answered: 1,517 Skipped: 387



	5	4	3	2	1	TOTAL	WEIGHTED AVERAGE
Improve pedestrian and vehicular safety (Neighborhood Nodes)	69.92% 1,060	19.20% 291	8.05% 122	1.78% 27	1.06% 16	1,516	4.55
Connect Neighborhoods to Wade Hampton with sidewalks	54.00% 817	26.37% 399	13.62% 206	3.24% 49	2.78% 42	1,513	4.26
Add decorative signs marking the neighborhoods along Wade Hampton	33.91% 512	23.38% 353	26.16% 395	10.00% 151	6.56% 99	1,510	3.68
Introduce "piano key" crosswalk markings	50.17% 758	27.27% 412	15.68% 237	3.97% 60	2.91% 44	1,511	4.18

Q11 Rate the following using a scale of 1-5, with 1 being least desirable and 5 being most desirable:



	5	4	3	2	1	TOTAL	WEIGHTED AVERAGE
Eliminate White Oak cut-through near White Oak Baptist Church (North Gateway Road Network)	20.20% 296	12.63% 185	37.88% 555	11.33% 166	17.95% 263	1,465	3.06
Eliminate pedestrian/vehicular conflicts and confusing vehicular movements at BJU (North Gateway Road Network)	49.46% 733	23.55% 349	19.23% 285	3.98% 59	3.78% 56	1,482	4.11

Q12 Please provide any feedback you may have on creating an entrance to Timmons Park from Wade Hampton Boulevard (Chick Springs Neighborhood Node):

Answered: 539 Skipped: 1,365

The word cloud below aggregates the input into a “map” of the words most often used to answer the question.



**Q13 Your input is important to us - thank you for taking the time to complete our survey! If you have any additional comments, please let us know in the box below.**

Answered: 482   Skipped: 1,422

The word cloud below aggregates the input into a “map” of the words most often used to answer the question.

