1 - Work Session Agenda

Documents:

1 - WORK SESSION AGENDA.PDF

2 - Neighborhood Improvement Bond Update

Documents:

2 - NEIGHBORHOOD IMPROVEMENT BOND UPDATE.PDF

3 - Petition For City Control Of Local Road - Augusta Street - MAPS ONLY

Documents:

3 - PETITION FOR CITY CONTROL OF LOCAL ROAD - AUGUSTA STREET - MAPS ONLY.PDF

3 - Petition For City Control Of Local Road - Augusta Street - RESOLUTION

Documents:

3 - PETITION FOR CITY CONTROL OF LOCAL ROAD - AUGUSTA STREET - RESOLUTION.PDF

4 - Downtown Greenville Retail Recruitment

Documents:

4 - DOWNTOWN GREENVILLE RETAIL RECRUITMENT.PDF

CITY COUNCIL OF THE CITY OF GREENVILLE
WORK SESSION MEETING

Monday, October 11, 2021 - 3:30 p.m.

Meeting Location:
Greenville Convention Center, 1 Exposition Drive

The city of Greenville seeks input from citizens while adhering to public health and safety guidelines. All attendees at the location may be subject to a temperature screening. Masks are currently required in all city buildings and at city meetings, regardless of vaccination status.

Citizens may access the meeting at the following web address:
https://www.greenvillesc.gov/1694/Online-Meetings

CITY COUNCIL: Mayor Knox White; Councilmember Wil Brasington; Councilmember John DeWorken, Councilmember Dorothy Dowe, Councilmember Lillian Flemming; Councilmember Ken Gibson; Councilmember Russell Stall

CITY STAFF: City Manager John McDonough; City Attorney Michael S. Pitts; City Clerk Camilla G. Pitman

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AGENDA

1. Call to Order **3:30 p.m.**

2. Neighborhood Improvement Bond **3:30 p.m.**
(Presented by Comptroller Karen Crawford and Deputy City Manager Eden Freeman)

3. Petition for City Control of Local Road – Augusta Street **4:00 p.m.**
(Presented by Interim Engineering Services Manager/City Engineer Clint Link)

4. Downtown Greenville Retail Recruitment **4:15 p.m.**
(Presented by Economic and Community Development Director Merle Johnson and Real Estate Development Manager Mary Douglas Hirsch)

5. Executive Session: **4:30 p.m.**
NOTE: City Council will leave the Work Session to conduct an Executive Session which is not open to the public. The Work Session meeting will adjourn following the completion of the Execution Session. No action will be taken prior to adjourning the meeting.

a. Economic Development / Legal Briefing *(City Attorney Mike Pitts)*
1. Potential property disposition/acquisition near Unity Park
2. Potential land acquisition in the vicinity of Haywood Mall area

b. Boards and Commissions *(City Clerk Camilla Pitman)*

6. Adjourn **5:20 p.m.**

NIB

Investing in Roads, Sidewalks and Public Spaces

NIB Program Update

October 2021

city of greenville

Neighborhood Infrastructure Bond (NIB)

- Updated Sizing Proposal

- Potential Projects
  - Road Improvements
  - Parks and Recreation Center Improvements
  - Transportation Management
  - Sidewalk Construction
  - Contingency/Reserve

- Council/Community Involvement

Updated Sizing Proposal

- Developed with bond team (advisors and counsel)
  - Issue Installment Purchase Revenue Bond (IPRB) in 2 tranches (FY22/24) – approximate sizing $36 million
    - Option maintains 8% GO Debt Capacity if needed for another purpose

Project Category	Original Proposal	Option A	Option B
Road Improvements	$11,500,000	$13,000,000	$12,000,000
Parks & Recreation Center Improvements	$7,000,000	$8,000,000	$7,500,000
Transportation Management	$6,100,000	$7,000,000	$6,000,000
Sidewalk Construction	$5,400,000	$6,000,000	$5,500,000
Council District Projects	$0	$0	$4,000,000
Contingency Reserve	$2,000,000	$2,000,000	$1,000,000
Total	**$32,000,000**	**$36,000,000**	**$36,000,000**

Potential Projects – Road Improvements

- Potential Resources - $11.5m - $13m

- In progress
  - Pavement Condition Assessment ($200k) – in contract phase
- Match Committed
  - $3 million match ($6 million total project) to resurface SCDOT streets in City (application made to C-Fund Committee)
    - N. Main, Cleveland St., Cleveland St. Ext., Jones Ave., Grove Rd., Hillside Dr., E. Washington Ave., Potomac Ave., Old Augusta Rd., Hampton Ave., Keith Dr., McAlister Dr., LeGrand Blvd.

- Remaining Funding - $8.3m - $9.8m

Potential Projects – Road Improvements

- Other Project Categories Under Consideration
  - City Street Resurfacing (based on condition assessment)
  - Bridge Repair/Replacement
  - Street Restriping – Long Line and Targeted Area
  - Street Signage - Damaged and non-reflective
  - Crosswalk Enhancements

Potential Projects – Parks & Recreation

- Potential Resources - $7m -$8m

- In progress
  - Cleveland Park Court Design ($24k)
  - Gower Park Court Design ($15k)

- Proposed Project Categories
  - ADA Transition Plan ($2.8m)
  - Building Improvements (Ext) (2.4m)
  - Building Improvements (Int) ($1.1m)
  - Court Improvements ($1m)
  - Parking Improvements ($565k)
  - Shelter Improvements ($88k)
  - Fence Improvements ($165k)
  - Pedestrian Bridge Repairs (38k)
  - Total estimate - $8.16m

Potential Projects – Transportation Management

- Potential Resources - $6m - $7m

- First Step – Intelligent Transportation System (ITS) Master Plan – Scope Under Development

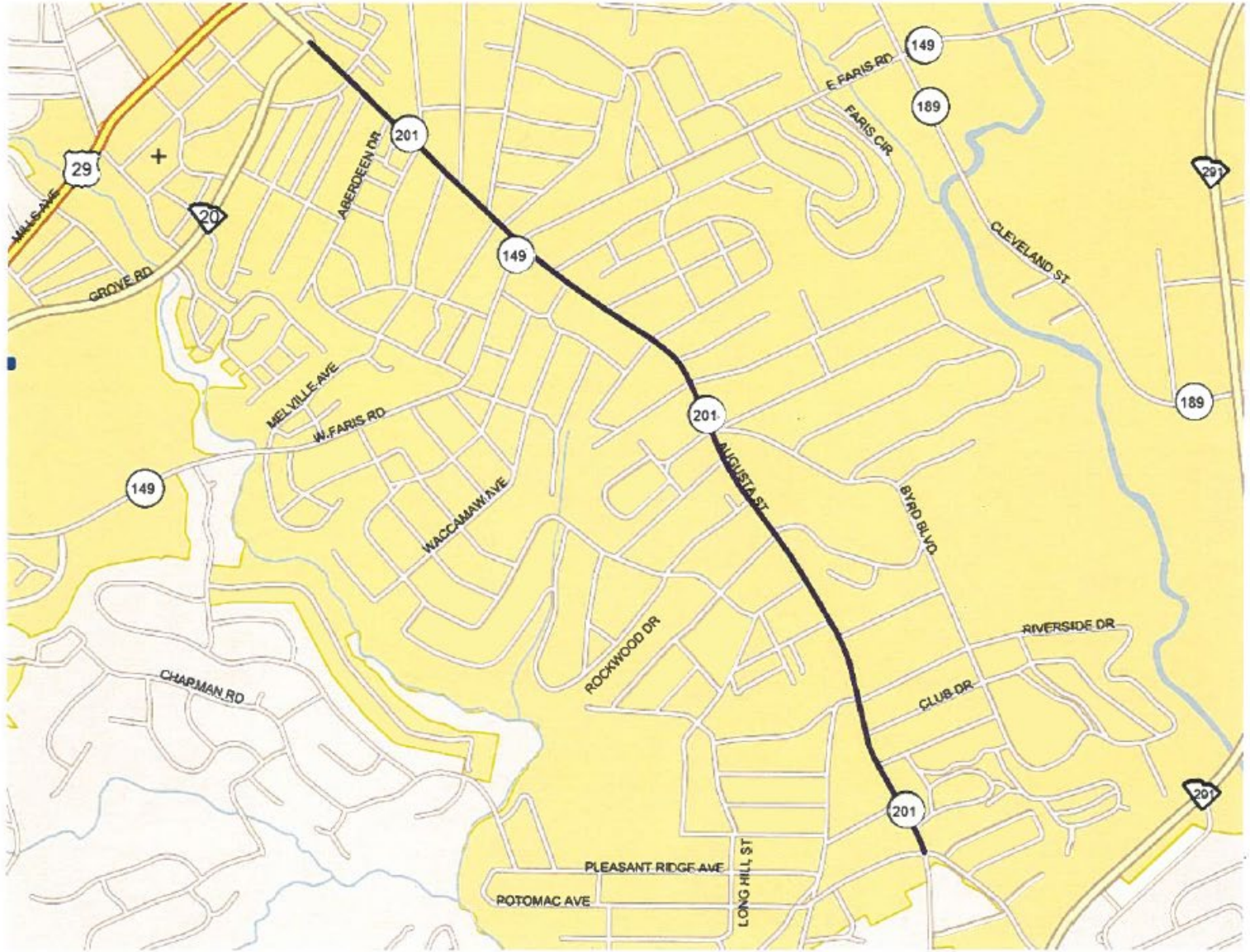
- Proposed Project Categories
  - Fiber Network Buildout – supplement SCDOT funding
  - Network Infrastructure – Cameras, Detection, Public Safety Preemption
  - Accessory Equipment – Dynamic Message Boards, Radar Speed Indicator Signs
  - Traffic Management Center (TMC) – Physical location

Potential Projects – Sidewalk Construction

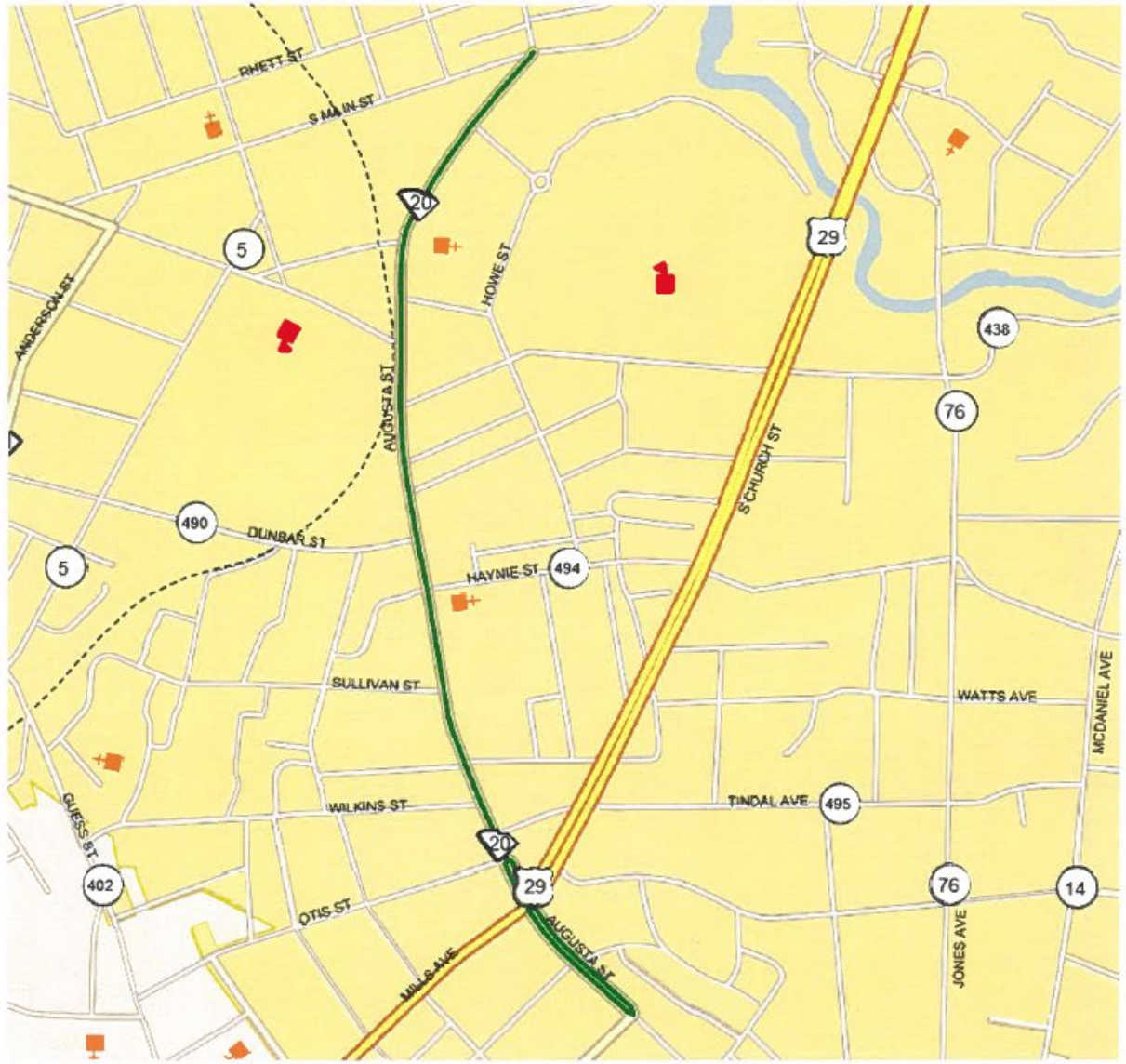
- Potential Resources - $5.4m - $6m
- First Step – Revision of NSTEP Criteria, re-ranking of sidewalk segments
- Sidewalk project development delayed until NSTEP updated, existing projects completed, Special Emphasis Neighborhood Sidewalk Project (Section 108) underway.

Council/Community Involvement

- Depending on programming option (A or B), between $2m and $5m is currently unprogrammed
- If Option A is selected, any contingency funds remaining after project list is funded would be allocated evenly to the 4 City Council districts.
- If Option 2B is selected, each Council District would be allocated $1 million plus an even share of any remaining contingency funds.
- Council District Reps, working with the At-Large Council Members, would recommend projects to be funded



Route Name: Augusta Street
Route Number: S-23-201
Beginning Milepoint: 1.35 (Potomac Avenue)
Ending Milepoint: 3.48 (Augusta Street SC-20)
Total Mileage: 2.13 miles



Route Name: Augusta Street
Route Number: SC-20
Beginning Milepoint: 13.51 (Augusta Street)
Ending Milepoint: 14.47 (South Main Street)
Total Mileage: 0.96 miles

DocuSign Envelope ID: 69E13C9A-0CC8-4240-8156-38663E936AD2

REQUEST FOR COUNCIL ACTION
City of Greenville, South Carolina

TO: Honorable Mayor and Members of City Council

FROM: John F. McDonough, City Manager

Agenda Item No.

16a

☐ Ordinance/First Reading ☐ Ordinance/Second & Final Reading ☑ Resolution/First & Final Reading ☐ Information Only

AGENDA DATE REQUESTED: October 11, 2021

ORDINANCE/RESOLUTION CAPTION:
TO REQUEST THE REMOVAL OF AN APPROXIMATE 3.20 MILE SECTION OF AUGUSTA STREET (SC-20 AND S-201) FROM THE STATE HIGHWAY SYSTEM

SUMMARY BACKGROUND:

The SCDOT owns Augusta Street from Mauldin Road to River Street within the city of Greenville and requires the City to assume maintenance of a roadway for realignment or streetscape improvements on their facilities. The City has previously accepted maintenance responsibilities for various sections of Augusta Street between Mauldin Road and River Street as a result of streetscape enhancements performed by the City and/or private developers. The City previously adopted the 2011 Augusta Road Master Plan and is currently in the final development stages of the South Downtown Master Plan as well as the Augusta Street Safety Improvements project which proposes or contemplates various traffic, pedestrian safety and streetscape improvements along Augusta Street. In consideration of the previous accepted maintenance responsibilities and anticipated maintenance acceptance resulting from future desired improvements, there are many benefits to be realized from the City assuming ownership and control of Augusta Street within its corporate limits.

IMPACT IF DENIED:

The City will continue being subject to SCDOT regulatory control of Augusta Street requiring approved encroachment permits for improvements made to their facilities yet still required to accept maintenance responsibilities for streetscape, landscape and lighting enhancements to the road resulting from city implemented projects.

FINANCIAL IMPACT

Long-term maintenance of the road, drainage system, sidewalk and 8 traffic signals along the road.

REQUIRED SIGNATURES

Department Director	DocuSigned by: Dave Derrick AB48CE3623CF4C1...	**City Attorney**	DocuSigned by: [signature]
OMB Director		**City Manager**	DocuSigned by: John Mcdonough FDC2AC15040F440...

DocuSign Envelope ID: 69E13C9A-0CC8-4240-8156-38663E936AD2

RESOLUTION NO. 2021-_____

A R E S O L U T I O N

TO REQUEST THE REMOVAL OF AN APPROXIMATE 3.20 MILE SECTION OF AUGUSTA STREET (SC-20 AND S-201) FROM THE STATE HIGHWAY SYSTEM

WHEREAS, the South Carolina Department of Transportation ("SCDOT") owns Augusta Street (SC-20) from River Street to Grove Road and Augusta Street (S-201) from Grove Road to Mauldin Road, both segments of which are located within the city of Greenville; and

WHEREAS, the SCDOT requires the City to assume maintenance of a roadway for realignment or streetscape improvements on their facilities; and

WHEREAS, the City has previously accepted maintenance responsibilities for various sections of Augusta Street between River Street and Mauldin Road as a result of streetscape enhancements performed by the City and private developments; and

WHEREAS, the City previously adopted the 2011 Augusta Road Master Plan and is currently in the final development stages of the South Downtown Master Plan as well as the Augusta Street Safety Improvements project which proposes or contemplates various traffic, pedestrian safety and streetscape improvements along Augusta Street, which is anticipated to require the City to assume maintenance thereof;

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF GREENVILLE, SOUTH CAROLINA, the City Manager is authorized to execute the Request for Removal from State Highway System, a copy of which is attached hereto and made a part hereof as Exhibit A with respect to Augusta Street (SC 20) from its intersection with River Street to its intersection with Grove Road and Augusta Street (S-201) from its intersection with Grove Road to its intersection with Mauldin Road. Upon removal from the State road system, the City will accept into its street system the approximate 3.20 mile section of Augusta Street. The City Manager is herewith authorized to carry out any action and/or to execute such documents as are reasonable to implement the purposes of this Resolution. The acceptance of the portion of Augusta Street so removed shall apply without further action by City Council to any minor revision or amendment to subject to the absolute control of the City in the same manner and under the same terms as applicable to other streets in the City system.

RESOLVED THIS _____ DAY OF _____, 2021.

_____

MAYOR

Attest:

_____

CITY CLERK

DocuSign Envelope ID: 69E13C9A-0CC8-4240-8156-38663E936AD2

Exhibit A

REQUEST FOR TRANSFER OF ROAD FROM STATE SECONDARY SYSTEM TO ANOTHER GOVERNMENTAL AGENCY

(REVISED 06/27/2019)

DESCRIPTION OF SECTION OF ROAD TO BE TRANSFERRED

COUNTY: Greenville ROAD NUMBER: S-23-201 ROAD NAME: Augusta Street

LENGTH TO BE TRANSFERRED: 2.13 MILES

BEGINNING POINT: 1.35 (Potomac Avenue) ENDING POINT: 3.48 (Grove Road SC-20)

DESCRIPTION: (PLEASE ATTACH LOCATION MAP)

Requesting to transfer 2.13 miles of Augusta Street from the state system to the City of Greenville. The portion to be transferred will begin at the intersection of Augusta Street (S-23-201) and Potomac Avenue (S-23-30) and extend to the intersection of Augusta Street (S-23-201) Grove Road (SC-20).

ACCEPTANCE OF MAINTENANCE RESPONSIBILITY

IT IS REQUESTED THAT THE ABOVE DESCRIBED ROAD BE REMOVED FROM THE STATE HIGHWAY SYSTEM. OWNERSHIP AND MAINTENANCE OF THIS ROAD WILL BECOME THE RESPONSIBILITY OF THE ENTITY LISTED BELOW. BY SIGNING BELOW, THE ENTITY ACKNOWLEDGES THAT THE ROAD MUST REMAIN OPEN TO THE PUBLIC UNLESS CLOSED PURSUANT TO APPROPRIATE LOCAL ROAD CLOSING PROCEDURES OR THE STATUTORY ROAD CLOSING PROCESS FOUND IN S. C. CODE SECTION 57-9-10, et seq.

GOVERNMENTAL AGENCY: City of Greenville
PLEASE TYPE OR PRINT

NAME: Clint Link
PLEASE TYPE OR PRINT

TITLE: Interim City Engineer
PLEASE TYPE OR PRINT

SIGNED: _____ DATE: _____

NOTE TO DISTRICT ENGINEERING ADMINISTRATOR:

THIS COMPLETED FORM AND MAP SHOULD BE FORWARDED TO:

SCDOT DIRECTOR OF ROAD DATA SERVICES
955 PARK STREET - ROOM 515, P.O. BOX 191
COLUMBIA, S.C. 29202

DocuSign Envelope ID: 69E13C9A-0CC8-4240-8156-38663E936AD2

BASIS FOR TRANSFER

(TO BE COMPLETED BY SCDOT)

CHECK ONE OF THE (2) TWO OPTIONS BELOW AND COMPLETE:

1. ☐ TRANSFER OF ROADS FROM THE SECONDARY SYSTEM (SWAP MILES ONLY)

ENTER DETAILS OF ROADS TO BE TRANSFERRED INTO THE ROAD SWAP DETAILS SPREADSHEET. PRINT AND ATTACH THE SPREADSHEET TO THIS FORM. IF THE SWAP INVOLVES MORE THAN ONE STATE ROUTE, ON PAGE 1 ENTER "ROAD SWAP" FOR THE ROAD NUMBER AND "SEE ATTACHED" FOR THE ROAD NAME. THE NUMBER OF LANE MILES ADDED TO THE STATE SYSTEM SHOULD NOT EXCEED THOSE REMOVED.

2. ☑ TRANSFER OF ROADS FROM THE SECONDARY SYSTEM (NO SWAP MILES)

TRANSFER CHECKLIST (CHECK APPROPRIATE BOXES BELOW)

☑ ROAD IS NOT REQUIRED FOR DEPARTMENT PURPOSES

☑ ROAD IS OF LOW TRAFFIC IMPORTANCE. LIST FUNCTIONAL CLASSIFICATION: Urban Minor Arterial

THE RIGHT OF WAY LIMITS RETAINED AT THE INTERSECTING ROADS WILL BE ESTABLISHED AS FOLLOWS: [1]

SCDOT will only retain the right of way limits for state-owned roadways that intersect Augusta Street (S-23-201) within the area that is being transferred. No right of way for Augusta Street (S-23-201) between Potomac Avenue and Grove Road will be retained. See File 23.304A Sheet 7, File 23.219 Sheets 113-119, File 23.357 Sheets 24-27, and NRM NRH 341 for right of way information.

ADDITIONAL COMMENTS:

[1] A COPY OF THE PLAN SHEET WITH THE NEW RIGHT OF WAY LIMITS SHOULD BE INCLUDED AS NEEDED.

REQUEST SUBMITTED BY: _____ DATE: _____

CONCURRENCE BY: _____ DATE: _____
(DEA or Director)

SIGNATURE REQUIRED BELOW ONLY FOR ROUTES ABOVE MAJOR COLLECTOR OR IF SWAP RESULTS IN ADDING LANE MILES TO THE STATE SYSTEM:

APPROVED: _____ DATE: _____
DIRECTOR OF ROAD DATA SERVICES OR DESIGNEE

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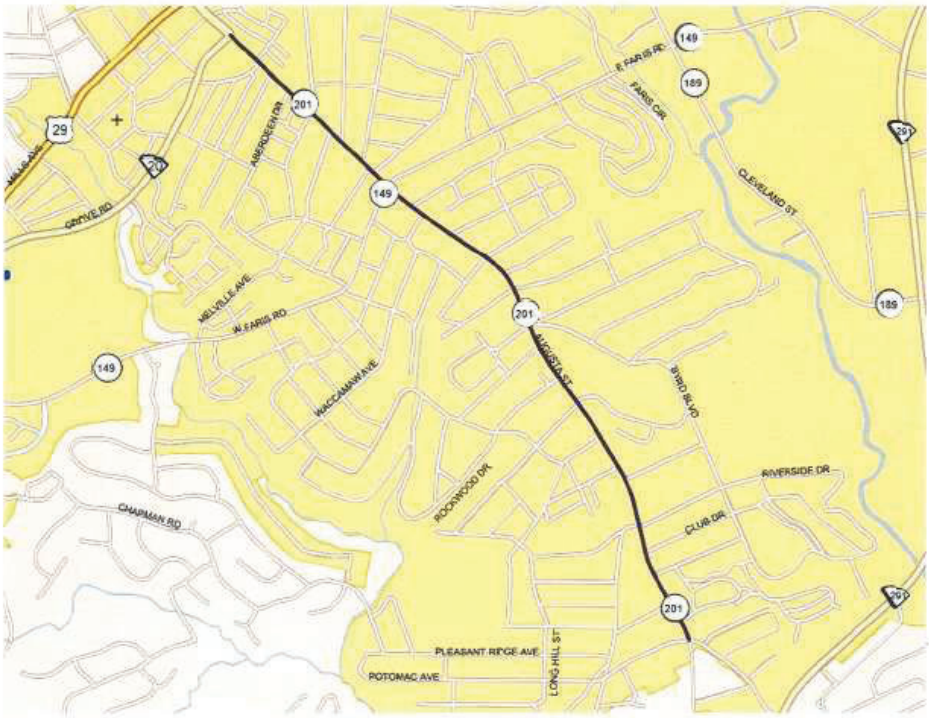

Route Name: Augusta Street
Route Number: S-23-201
Beginning Milepoint: 1.35 (Potomac Avenue)
Ending Milepoint: 3.48 (Augusta Street SC-20)
Total Mileage: 2.13 miles

DocuSign Envelope ID: 69E13C9A-0CC8-4240-8156-38663E936AD2

REQUEST FOR TRANSFER OF ROAD FROM STATE SECONDARY

SYSTEM TO ANOTHER GOVERNMENTAL AGENCY

(REVISED 06/27/2019)

DESCRIPTION OF SECTION OF ROAD TO BE TRANSFERRED

COUNTY: Greenville ROAD NUMBER: SC-20 ROAD NAME: Augusta Street

LENGTH TO BE TRANSFERRED: 0.96 MILES

BEGINNING POINT: 13.51 Grove Road (SC-20) ENDING POINT: 14.47 South Main Street

DESCRIPTION: (PLEASE ATTACH LOCATION MAP)

Requesting to transfer 0.96 miles of Augusta Street from the state system to the City of Greenville. The portion to be transferred will begin at the intersection of Grove Road (SC-20) and Augusta Street (S-23-201) and extend to the intersection of Augusta Street (SC-20) and South Main Street (local-owned).

ACCEPTANCE OF MAINTENANCE RESPONSIBILITY

IT IS REQUESTED THAT THE ABOVE DESCRIBED ROAD BE REMOVED FROM THE STATE HIGHWAY SYSTEM. OWNERSHIP AND MAINTENANCE OF THIS ROAD WILL BECOME THE RESPONSIBILITY OF THE ENTITY LISTED BELOW. BY SIGNING BELOW, THE ENTITY ACKNOWLEDGES THAT THE ROAD MUST REMAIN OPEN TO THE PUBLIC UNLESS CLOSED PURSUANT TO APPROPRIATE LOCAL ROAD CLOSING PROCEDURES OR THE STATUTORY ROAD CLOSING PROCESS FOUND IN S. C. CODE SECTION 57-9-10, et seq.

GOVERNMENTAL AGENCY: City of Greenville
PLEASE TYPE OR PRINT

NAME: Clint Link
PLEASE TYPE OR PRINT

TITLE: Interim City Engineer
PLEASE TYPE OR PRINT

SIGNED: _____ DATE: _____

NOTE TO DISTRICT ENGINEERING ADMINISTRATOR:

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SCDOT DIRECTOR OF ROAD DATA SERVICES
955 PARK STREET - ROOM 515, P.O. BOX 191
COLUMBIA, S.C. 29202

DocuSign Envelope ID: 69E13C9A-0CC8-4240-8156-38663E936AD2

BASIS FOR TRANSFER

(TO BE COMPLETED BY SCDOT)

CHECK ONE OF THE (2) TWO OPTIONS BELOW AND COMPLETE:

1. ☐ TRANSFER OF ROADS FROM THE SECONDARY SYSTEM (SWAP MILES ONLY)

ENTER DETAILS OF ROADS TO BE TRANSFERRED INTO THE ROAD SWAP DETAILS SPREADSHEET. PRINT AND ATTACH THE SPREADSHEET TO THIS FORM. IF THE SWAP INVOLVES MORE THAN ONE STATE ROUTE, ON PAGE 1 ENTER "ROAD SWAP" FOR THE ROAD NUMBER AND "SEE ATTACHED" FOR THE ROAD NAME. THE NUMBER OF LANE MILES ADDED TO THE STATE SYSTEM SHOULD NOT EXCEED THOSE REMOVED.

2. ☑ TRANSFER OF ROADS FROM THE SECONDARY SYSTEM (NO SWAP MILES)

TRANSFER CHECKLIST (CHECK APPROPRIATE BOXES BELOW)

☑ ROAD IS NOT REQUIRED FOR DEPARTMENT PURPOSES

☑ ROAD IS OF LOW TRAFFIC IMPORTANCE. LIST FUNCTIONAL CLASSIFICATION: Urban Minor Collector

THE RIGHT OF WAY LIMITS RETAINED AT THE INTERSECTING ROADS WILL BE ESTABLISHED AS FOLLOWS: [1]

No right of way for Augusta Street (SC-20) between Mills Avenue and Grove Road will be retained. See File 23.357 Sheets 24-27 for right of way information.

ADDITIONAL COMMENTS:

[1] A COPY OF THE PLAN SHEET WITH THE NEW RIGHT OF WAY LIMITS SHOULD BE INCLUDED AS NEEDED.

REQUEST SUBMITTED BY: _____ DATE: _____

CONCURRENCE BY: _____ DATE: _____
(DEA or Director)

SIGNATURE REQUIRED BELOW ONLY FOR ROUTES ABOVE MAJOR COLLECTOR OR IF SWAP RESULTS IN ADDING LANE MILES TO THE STATE SYSTEM:

APPROVED: _____ DATE: _____
DIRECTOR OF ROAD DATA SERVICES OR DESIGNEE

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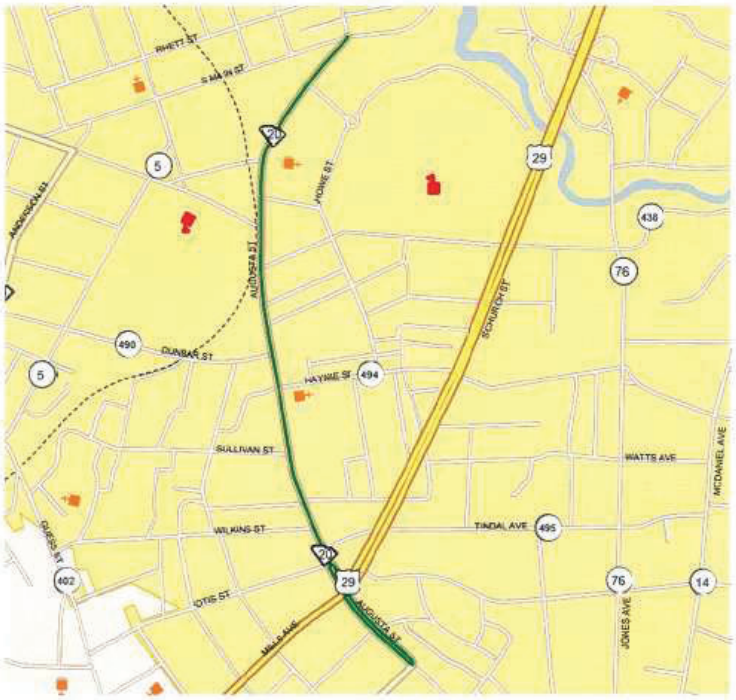


Route Name: Augusta Street
Route Number: SC-20
Beginning Milepoint: 13.51 (Augusta Street)
Ending Milepoint: 14.47 (South Main Street)
Total Mileage: 0.96 miles

Council Update: Downtown Greenville Retail Recruitment

TheRetailCoach®

The Retail Coach

20+
Years of Experience

500 Million+
SF of New Retail Recruited

650+
Communities Served

$600 Million+
in New Sales Tax Generated

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology and retail expertise to develop and execute high-impact retail recruitment and development plans.

The Retail Coach

A PROVEN PROCESS FOR RESULTS

Retail 360®:

Moving Beyond Data to Recruit Retailers to Greenville

Tailored, end-to-end retail recruitment and economic development services

TheRetailCoach®

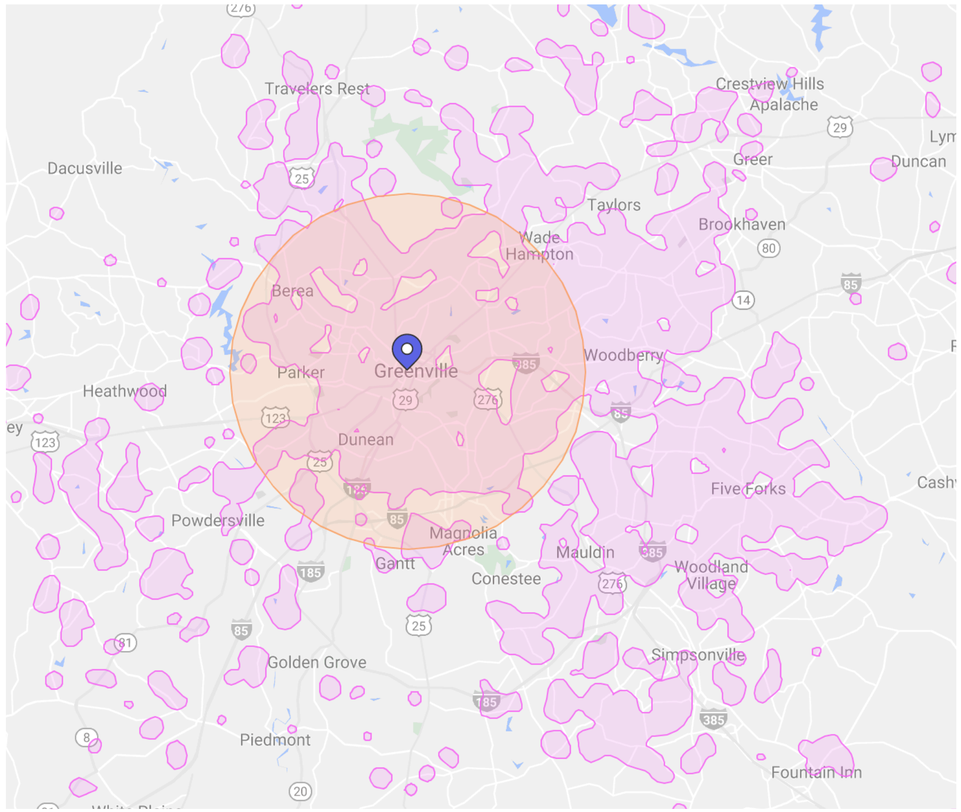
Greenville Retail Market

Accurate Retail Trade Area Determination is the most important thing you can do.
It's the foundation of any retail strategy.

- The retail trade area is the longest distance consumers are willing to travel to purchase retail goods and services. Its size depends on the variety of retail goods/services offered in the community and proximity to competing retail in nearby communities.

Traditional trade area determination methodologies:

- Neighborhood/city limits/county boundaries
- Radial
- Drivetime

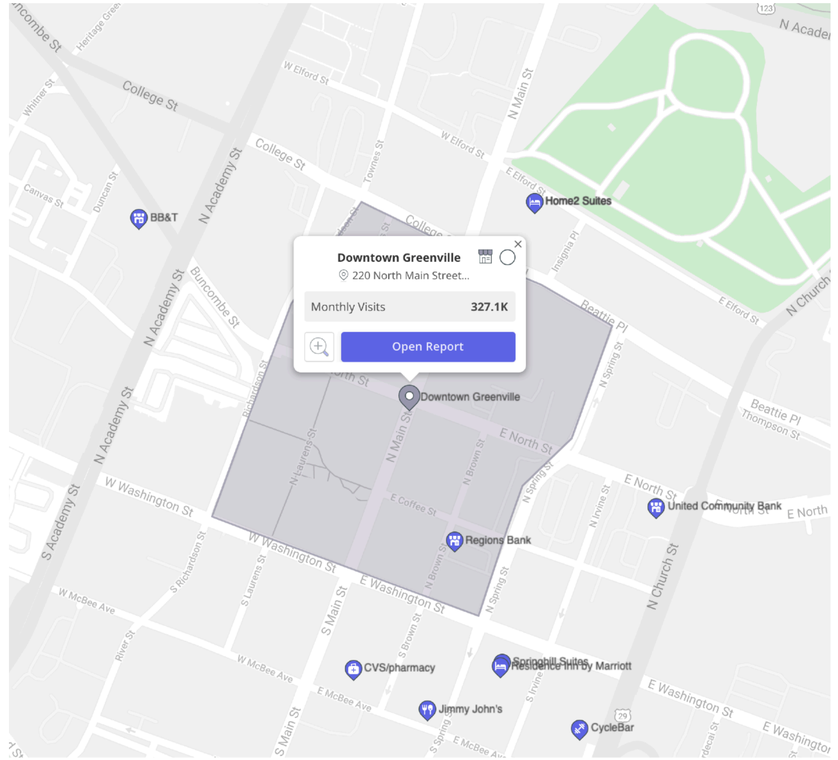


Greenville Retail Market

Mobile Location Data Retail Trade Area Mapping is a more accurate technology to determine retail trade areas.

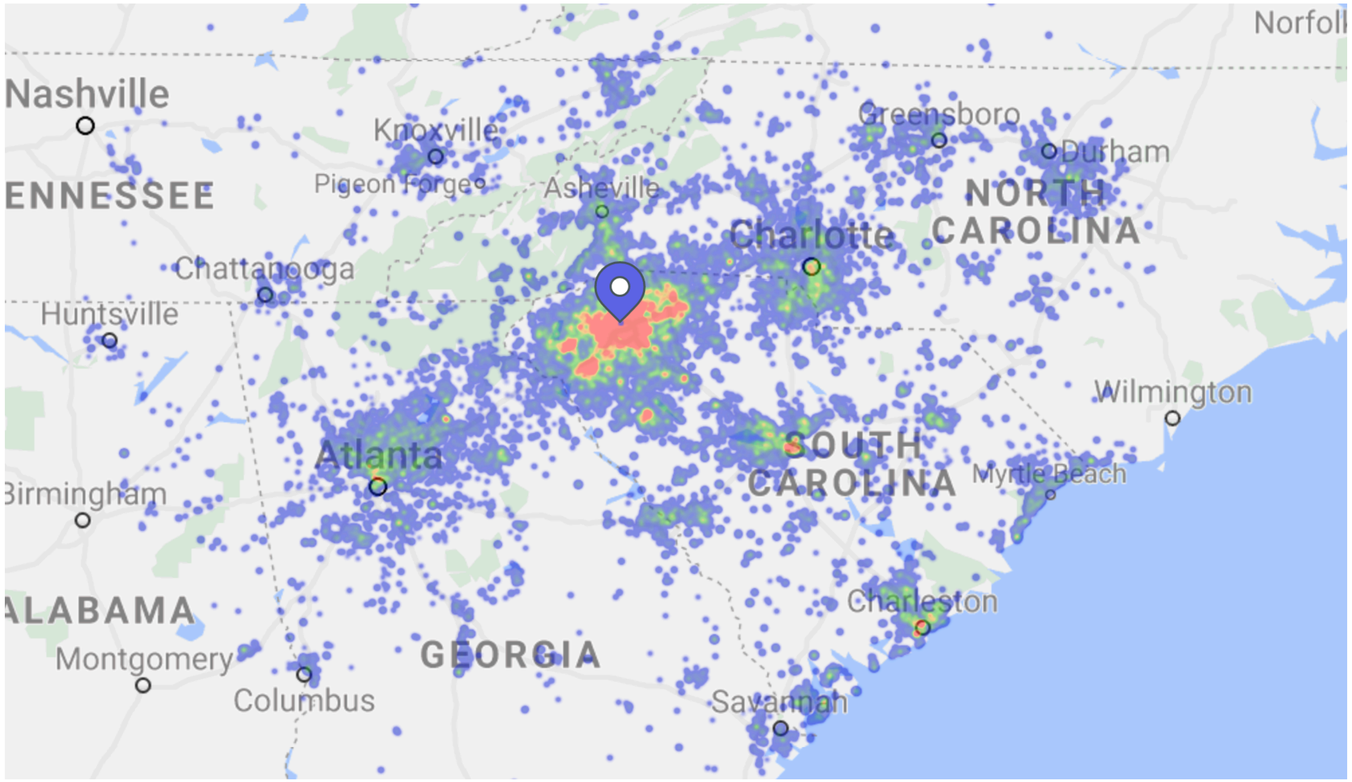
Cell Phone Data Studies:

- Tracks use of cellular devices
- Filters visits by day or time
- Provides measurable for events
- Highlights areas of retail leakage
- Identifies visitors/consumer origin
- Identifies Path-to-Purchase

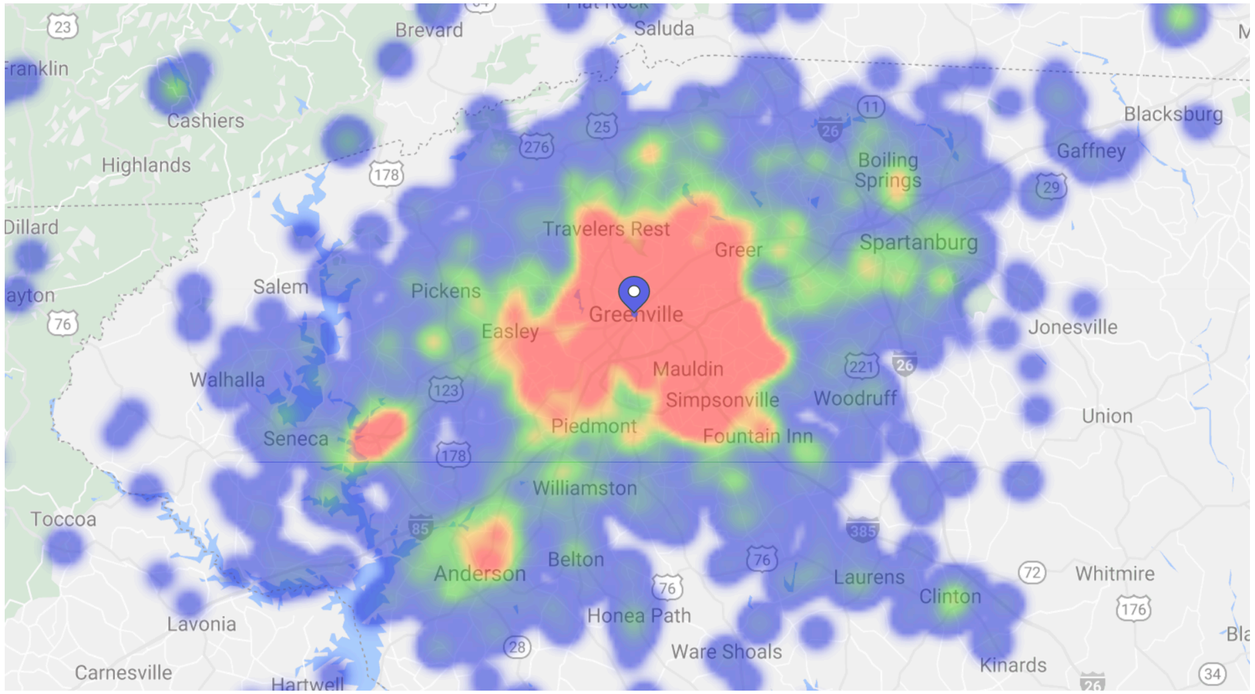


Est. # of Customers	*Est. # of Visits*	*Avg. Visits / Customer*
1.17M	3.58M	3.06

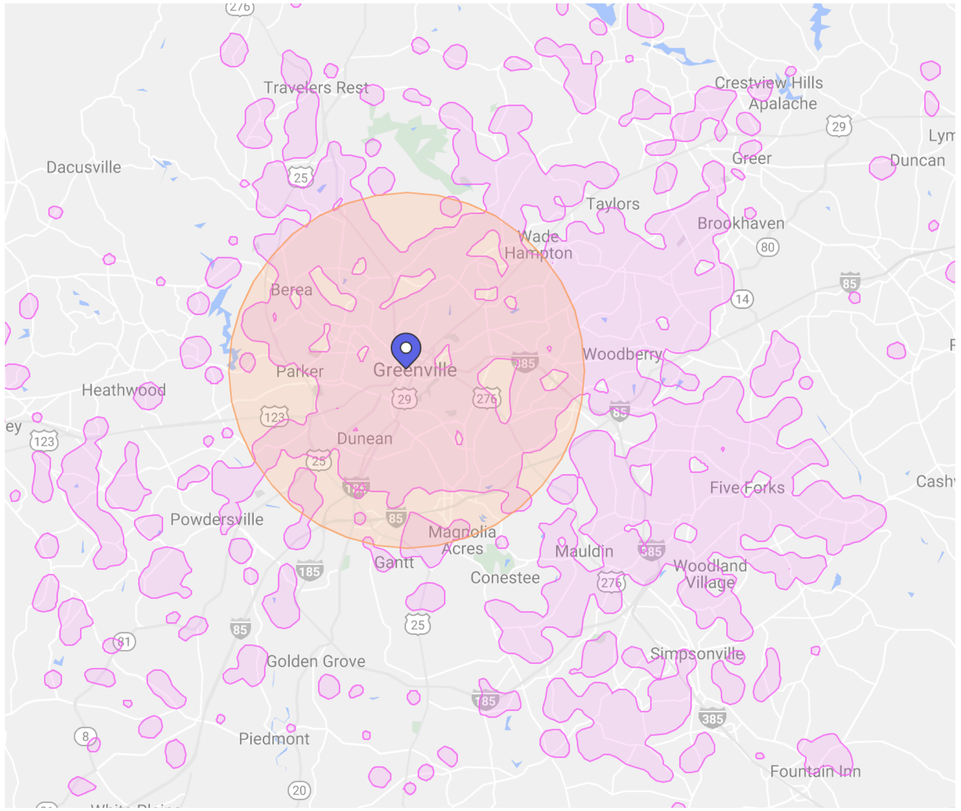
Greenville Retail Market



Greenville Retail Market



Greenville Retail Market



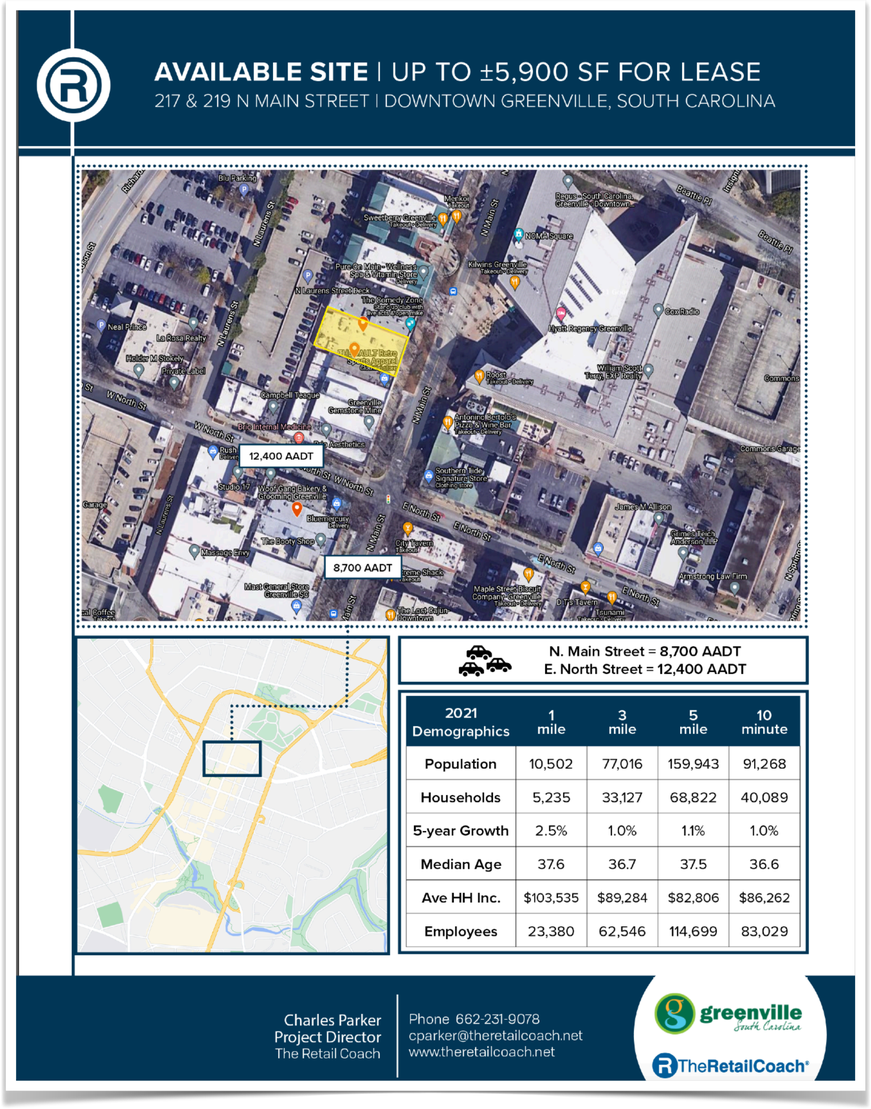
70 % Traffic 5 Miles

Overview		
Population	382,248	155,282
Pop density (per sq mile)	1,546	1,930
Area (based on blockgroups)	247.29 sq mi	80.44 sq mi

Real Estate

217-219
NORTH MAIN STREET
GREENVILLE, SC 29601
PRIME RETAIL OPPORTUNITY FOR LEAS
ADAPTABLE FOR SOCIAL DISTANCING | PERFECT F
Join Greenville's award-winning Main St in this trophy loc
taken back to cold dark shell condition with exposed br
spaces are primed for the ultimate tenant upfit and adap
measures. Additional updates include new inviting storefro
217 and 219 N Main St may be combined for up to ±5,896
BROADSTREET
PARTNERS
148 River Street, Suite 205, Greenville, SC 29601
864.640.6440 OFFICE | broadstreetcre.com

217-219
NORTH MAIN STREET
GREENVILLE, SC 29601
PROPERTY FEATURES
Site 217: ±3,678 SF
Site 219: ±2,278 SF
Combined: ±5,896 SF
Space Type: Retail on Main St Level Customizable
Lease Rate: $29.50 PSF NNN
Available: For Lease Immediately Ready for Tenant Upfits
Location: In the heart of Greenville's award-winning Main St Across from NOMA Square
Notes: Perfect for walk up / to-go
New storefronts
New sprinkler systems
Shell condition / slab ready
Sheetrock / exposed brick
Tall exposed framing
T.I. packages available
DISCLAIMER: This information is believed to be accurate but no warranties are implied or given. It is for reference purposes only.
BROADSTREET
PARTNERS
148 River Street, Suite 205, Greenville, SC 29601
864.640.6440 OFFICE | broadstreetcre.com
JOHN PARKER | 864.266.3309
john@broadstreetcre.com
RYAN KOOP | 864.200.6527
ryan@broadstreetcre.com


AVAILABLE SITE | UP TO ±5,900 SF FOR LEASE
217 & 219 N MAIN STREET | DOWNTOWN GREENVILLE, SOUTH CAROLINA
12,400 AADT
8,700 AADT
N. Main Street = 8,700 AADT
E. North Street = 12,400 AADT
2021 Demographics | 1 mile | 3 mile | 5 mile | 10 minute
Population | 10,502 | 77,016 | 159,943 | 91,268
Households | 5,235 | 33,127 | 68,822 | 40,089
5-year Growth | 2.5% | 1.0% | 1.1% | 1.0%
Median Age | 37.6 | 36.7 | 37.5 | 36.6
Ave HH Inc. | $103,535 | $89,284 | $82,806 | $86,262
Employees | 23,380 | 62,546 | 114,699 | 83,029
Charles Parker
Project Director
The Retail Coach
Phone 662-231-9078
cparker@theretailcoach.net
www.theretailcoach.net
greenville
south carolina
TheRetailCoach

Missing Brands

Downtown Greenville

9 S Main St | Downtown Greenville SC

Tenants Not Inside Trade Area

Trade Area: 12 Min

Void Analysis	Average Size (SF)
Restaurant - Other	
Crumbl Cookies	1,800
Popbar	800
Jet's Pizza	3,250
Tiff's Treats	1,700
Cosmetics and Beauty	
Milan Laser	2,000
Lavelier's	2,200
Buff City Soap	1,800
Bare Escentuals	3,800
ULTA Beauty	2,800
Origins	950
The Body Shop	900
A.P.C. Store	2,500
L'Occitane	950
Other Food/Beverage	
Rocky Mountain Chocolate Factory	675
Great Harvest Bread Co.	2,000
Gigi's Cupcakes	1,500
Smallcakes	2,400
Cinnaholic	950
The Baked Bear	1,200
Duck Donuts	1,500
Arden's Garden	1,500
Pepper Palace	2,700
It'sugar Candy Store	11,500
Total Wine & More	18,500
Dream Dinners	1,500
House of Jerky	1,000
Mrs. Fields	750
Hickory Farms	1,000
Footwear/Shoes	
Foot Solutions	1,250
The Athlete's Foot	1,500
New Balance	1,750
DTLR	4,250
Famous Footwear	4,000
City Gear	4,000
SKECHERS	4,600
Nike	15,000
Johnston & Murphy	1,500
Sperry	2,000
Off Broadway Shoe Warehouse	6,250
Clarks	2,200
Crocs	2,000
Timberland	1,200
Converse	5,000
PUMA	3,000
Jimmy Choo	1,750
Burlington Shoes	8,900
Clothing and Apparel	
Uptown Cheapskate	3,500
Once Upon a Child	3,000
Apricot Lane	2,000
5.11 Tactical	6,750
Scrubs & Beyond	3,250
fab'rik	2,400
Casual Male XL	3,750
maurices	5,000
Urban Outfitters	12,000
Nic+Zoe	1,900
Izod	12,000
Earthbound Trading Co.	3,200
Tous	1,000
Van Heusen	6,500
Tommy Bahama	6,000
Marine Layer	1,000
Everything But Water	2,700
Vineyard Vines	2,850
LOFT	5,200
Allen Edmonds	3,500
Athleta	4,100
Bonobos	2,500
Free People	3,750
Coffee Shop	
Coffee & Bagels	1,950
Caribou Coffee	1,400
The Human Bean	500
Nestlé Café	850

Missing Brands

Downtown Greenville

9 S Main St | Downtown Greenville SC

Tenants Not Inside Trade Area

Trade Area: 12 Min

Void Analysis	Average Size (SF)
TGI Fridays	5,250
Buffalo Wild Wings	5,000
Fuddruckers	7,000
The Brass Tap	3,200
Old Chicago Pizza and Taproom	5,750
Metro Diner	4,000
Nathan's Famous	2,000
Johnny Rockets	1,275
Teriyaki Madness	1,600
Clean Eatz	2,300
World of Beer	4,500
Bubba Gump Shrimp Co.	5,000
Showmars	5,400
Texas Roadhouse	6,700
Famous Dave's	4,000
Freddy's Frozen Custard	3,200
Jim N Nick's	5,500
Sullivan's Steakhouse	12,000
Dickey's Barbecue Pit	1,900
Uncle Maddio's Pizza Joint	2,500
Hard Rock Cafe	6,000
Joe's Crab Shack	10,500
Salsarita's Fresh Cantina	4,600
Famous Toastery	3,500
Your Pie	2,600
Burger 21	2,700
The Original Pancake House	3,750
LongHorn Steakhouse	8,250
Urban Cookhouse	2,500
LEDO Pizza	2,500
Wingstop	1,950
Mezeh Mediterranean Grill	3,000
On The Border	7,500
Shane's Rib Shack	3,000
Pet Supplies/Services	
Three Dog Bakery	1,600
VCA Animal Hospitals	9,000
BluePearl Veterinary	9,000
Pet Supplies Plus	8,000
Best Friends Pet Care	22,000
Southern Veterinary Partners	15,000
Pathway Vets	7,500
Camp Run-A-Mutt	10,000
EarthWise Pet Supply	2,150
THRIVE Affordable Vet Care	1,500
PetPeople	5,500
Central Bark	6,000

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