



WORK SESSION MEETING

MONDAY, NOVEMBER 24, 2025

WORK SESSION

NEW TOWN PLAN

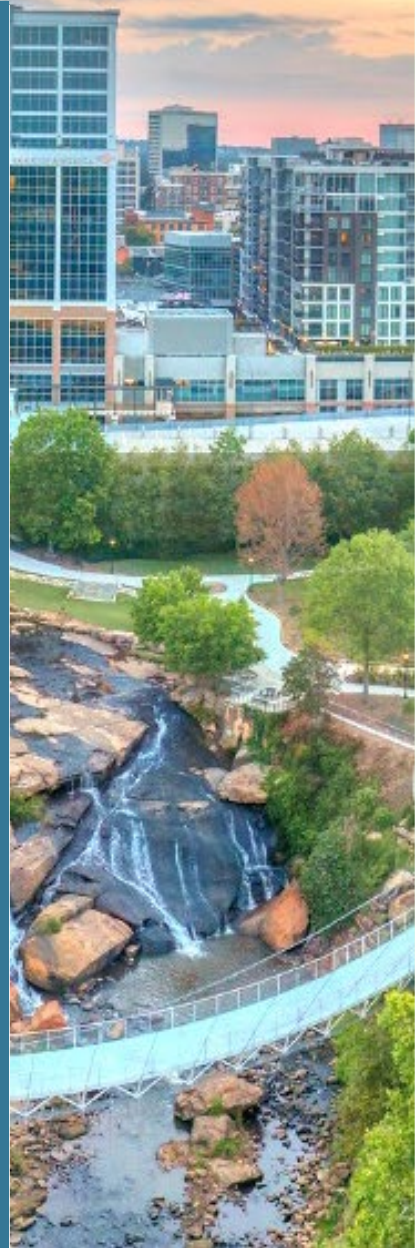
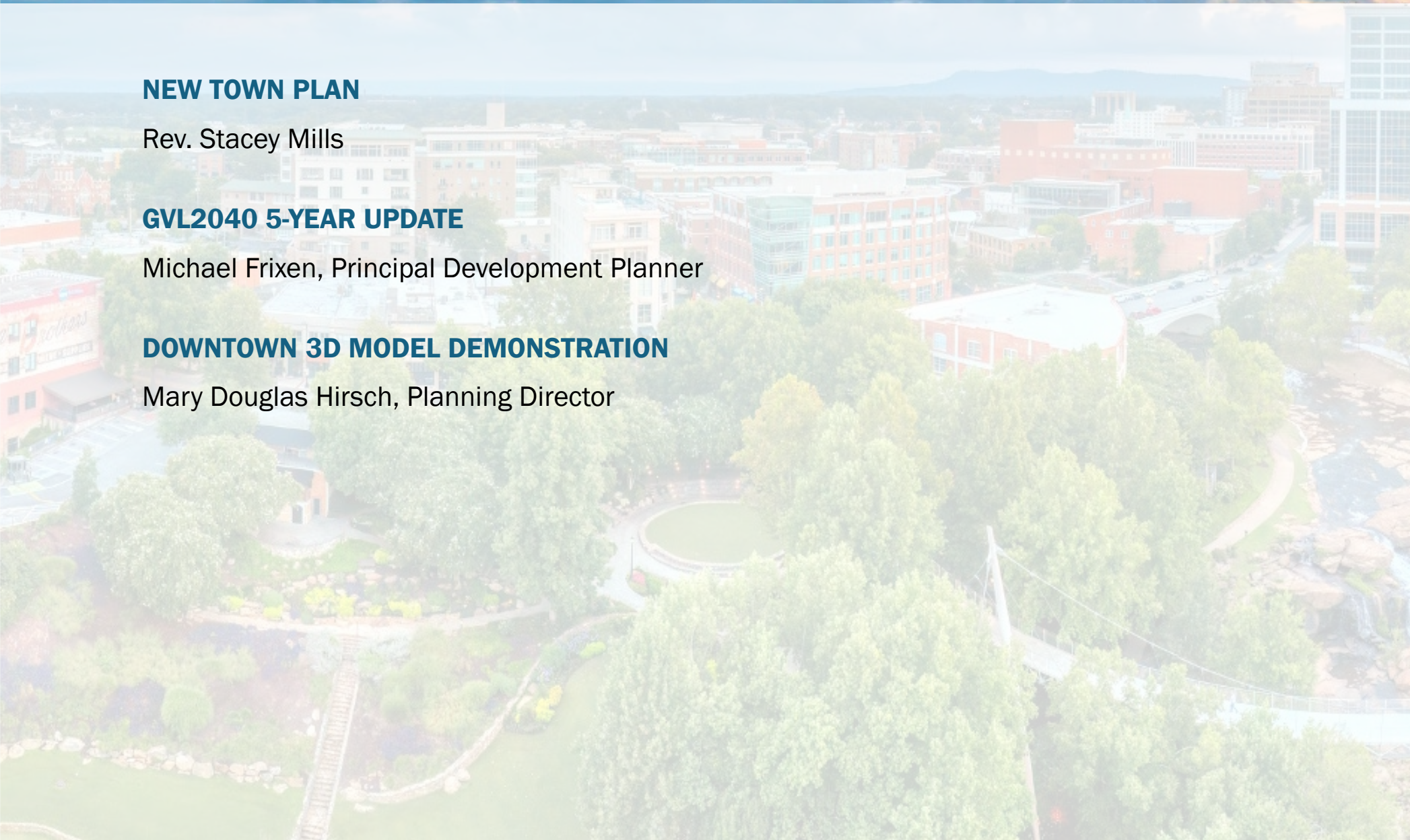
Rev. Stacey Mills

GVL2040 5-YEAR UPDATE

Michael Frixen, Principal Development Planner

DOWNTOWN 3D MODEL DEMONSTRATION

Mary Douglas Hirsch, Planning Director





MASTER PLAN FOR THE NEWTOWN COMMUNITY

NEWTOWN PLANNING CONTEXT



GUIDING PRINCIPLES

1



Supporting a healthy lifestyle and community

2



Offering equitable and diverse housing options

3



Supporting a vibrant private sector and entrepreneurial scene

4



Creating a range of educational opportunities

5



Celebrating black culture through art, food, fashion and community

6



Restoring the outdoor landscape for STEM discovery learning

7



Maintaining MVBC as the anchor to the community

MASTER PLAN OVERVIEW



CIRCULATION & TRANSPORTATION

- A. W. Washington Street
- B. Bramlett Road
- C. Willard Street
- D. Cagle Street
- E. Temple Street
- F. Prisma Health Swamp Rabbit Trail
- G. GreenLink Bus Stop

COMMUNITY ASSETS

- 1. Newtown Square - Commercial & Office
- 2. New Mountain View Baptist Church
- 3. 600+ person Amphitheatre
- 4. New Legacy Charter School
- 5. Multi-Family Housing
- 6. Residential Neighborhood
- 7. Existing Mountain View Baptist Church
- 8. Community Garden
- 9. Newtown Loop - Nature Trail
- 10. Arts & Entertainment Space
- 11. Outdoor Classroom
- 12. Baseball Field
- 13. Newtown Mural Walls
- 14. Welcome History Center

PLAN HIGHLIGHTS



500 New housing units
for up to 1500 residents



Up To 1500 New
Parking Spaces



Continued growth and
expansion of **Legacy
Charter School**



New economic
opportunities



New home for expanded
**Mountain View Baptist
Church ministries**



Outdoor cultural
venues

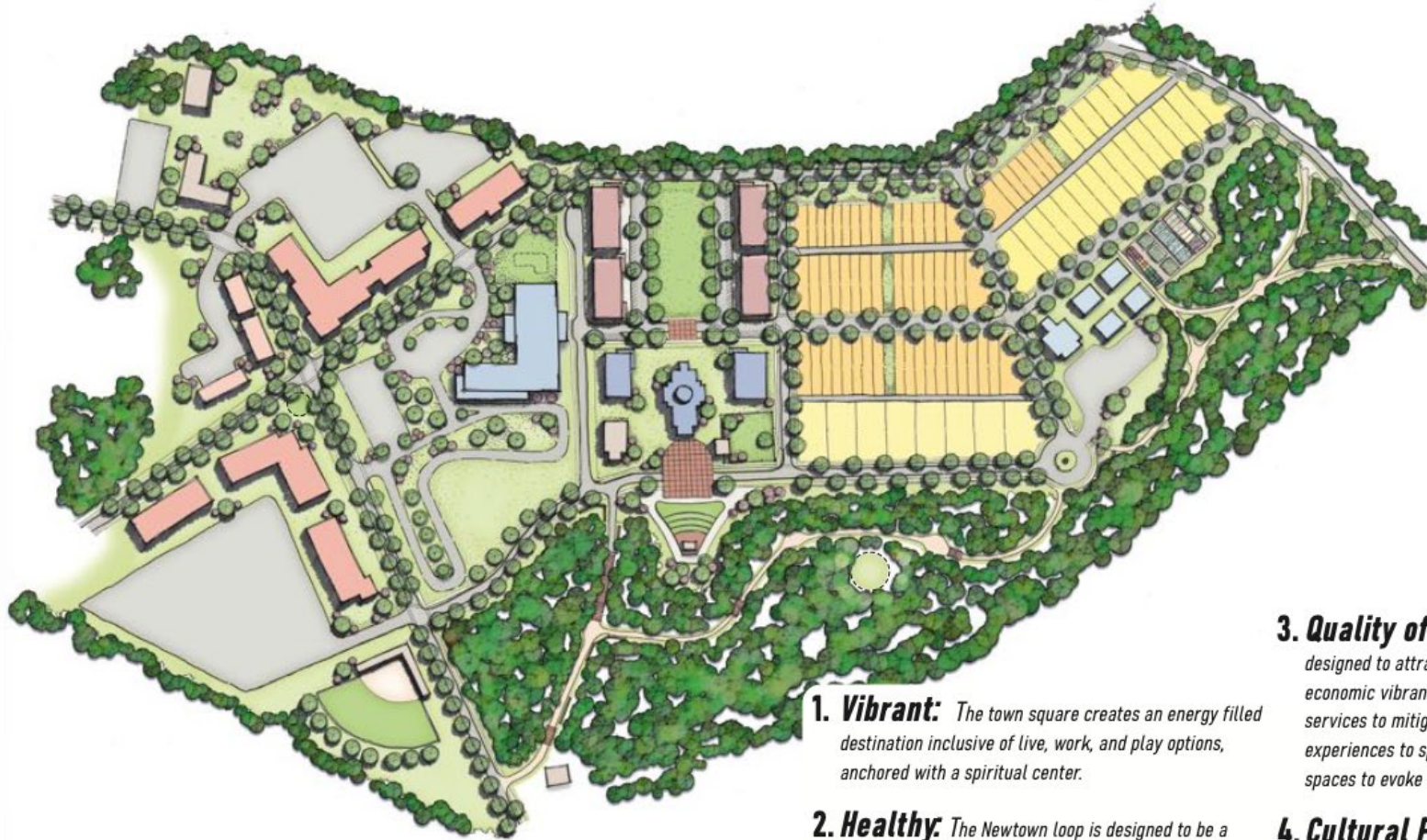


NOTE: THIS PLAN IS CONCEPTUAL IN NATURE AND SUBJECT TO CHANGE.

Johnston
DESIGN GROUP

ParishHouse
Community Development Corporation

MASTER PLAN HIGHLIGHTS



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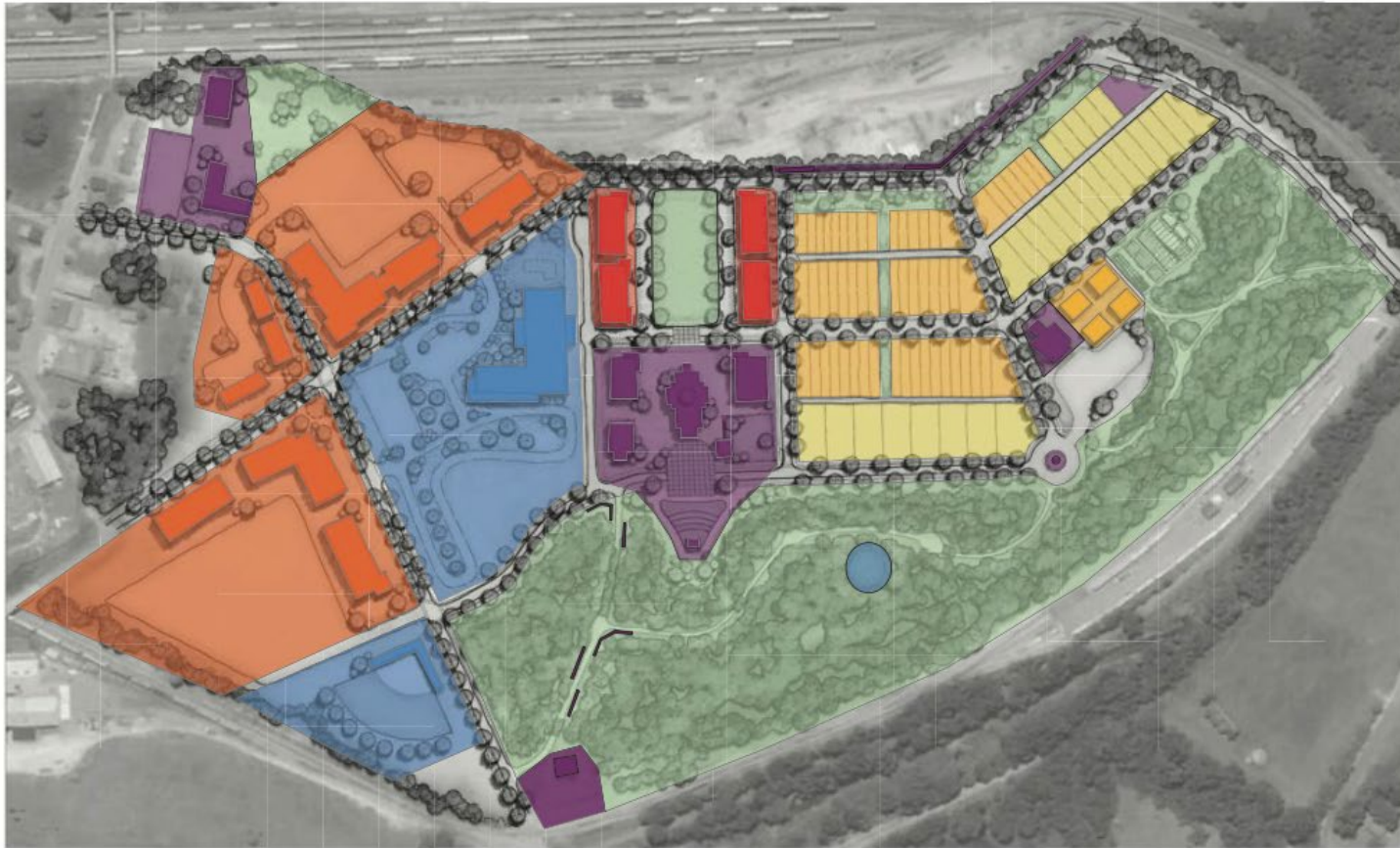
1. Vibrant: The town square creates an energy filled destination inclusive of live, work, and play options, anchored with a spiritual center.

2. Healthy: The Newtown loop is designed to be a nature preserve full of STEAM learning opportunities, and walkable and bikeable trails. The residential corridors are flanked with open green spaces, tree lined streetscapes, and access to a community food garden.

3. Quality of Life: The plan is inclusive of spaces designed to attract a wide array of businesses to promote economic vibrancy. Spaces for the delivery of social services to mitigate existing disparities. Cultivated experiences to spark creativity and innovation. Gathering spaces to evoke a sense of belonging.

4. Cultural Preservation: The multiple entry points to experience Newtown are designed to be cultural experiences that honor the legacy of Greenville's historically black communities and highlight the rich creativity of artists of color.

NEIGHBORHOOD ZONES



GREEN SPACE
Trails, parks, community garden, community green

CULTURAL
Places to gather, worship, and celebrate cultural history - arts, entertainment, church ministries, etc.

EDUCATION
Neighborhood school, early childhood education and outdoor classroomministries, etc.

RESIDENTIAL
Housing types with a range of densities, sizes and price points.

TOWN CENTER
A commercial and cultural center with retail establishments, restaurants, non-profits and office space centered around the community green.

COMMUNITY PILLAR #1: *CULTURE*

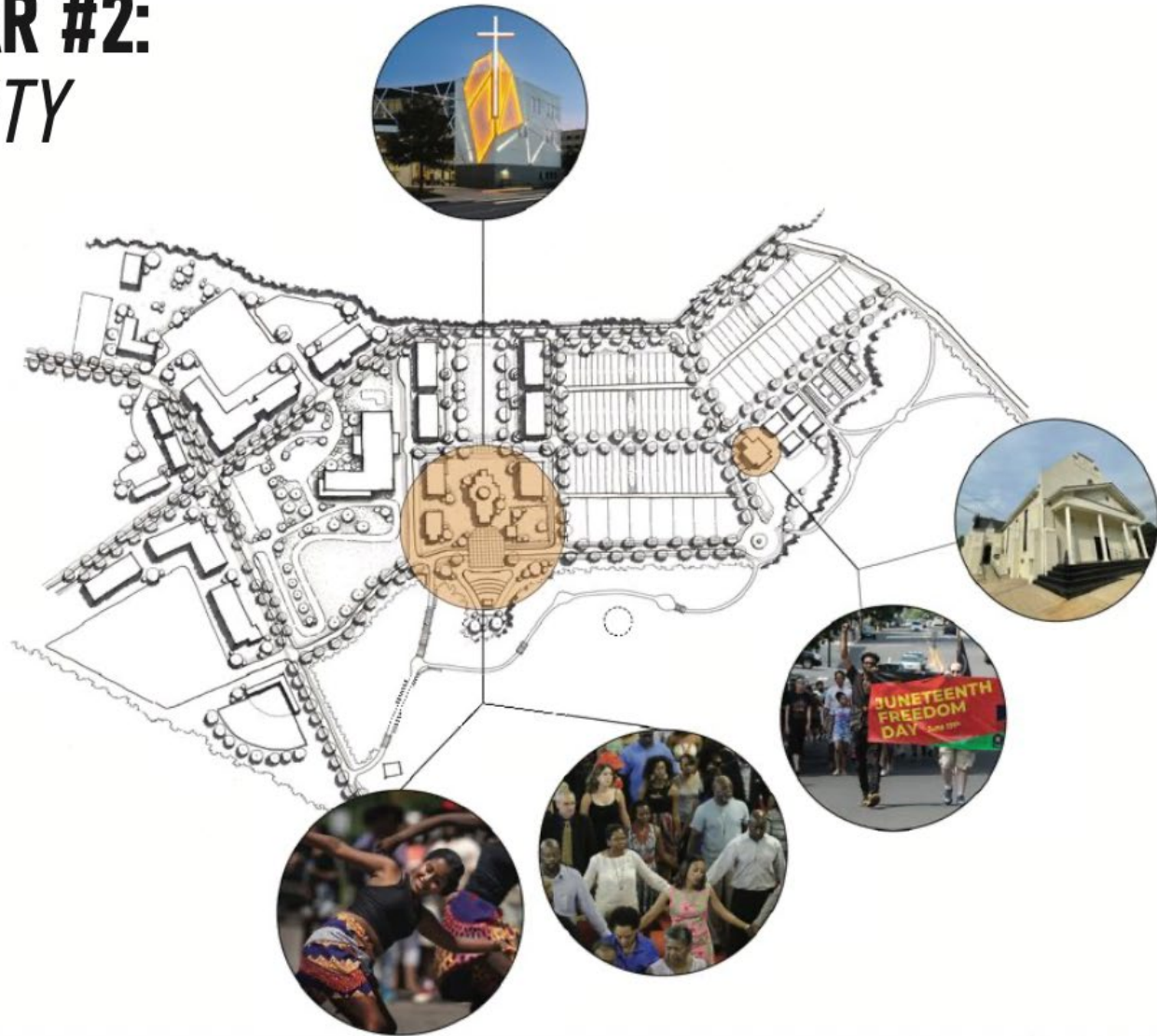
- + Opportunities for art and public spaces that highlight Greenville's historically black neighborhoods.
- + Spaces created to showcase the creative talents of local artists of color include the Newtown Walls, sculpture gardens, pocket parks, underside of railroad bridge, etc.
- + Spaces for entertainment and gathering include a town square, amphitheatre, arts center, entertainment venues, etc.
- + The multiple entry points to experience Newtown are designed to be cultural experiences that honor the legacy of Greenville's historically black communities and highlight the rich creativity of artists of color.



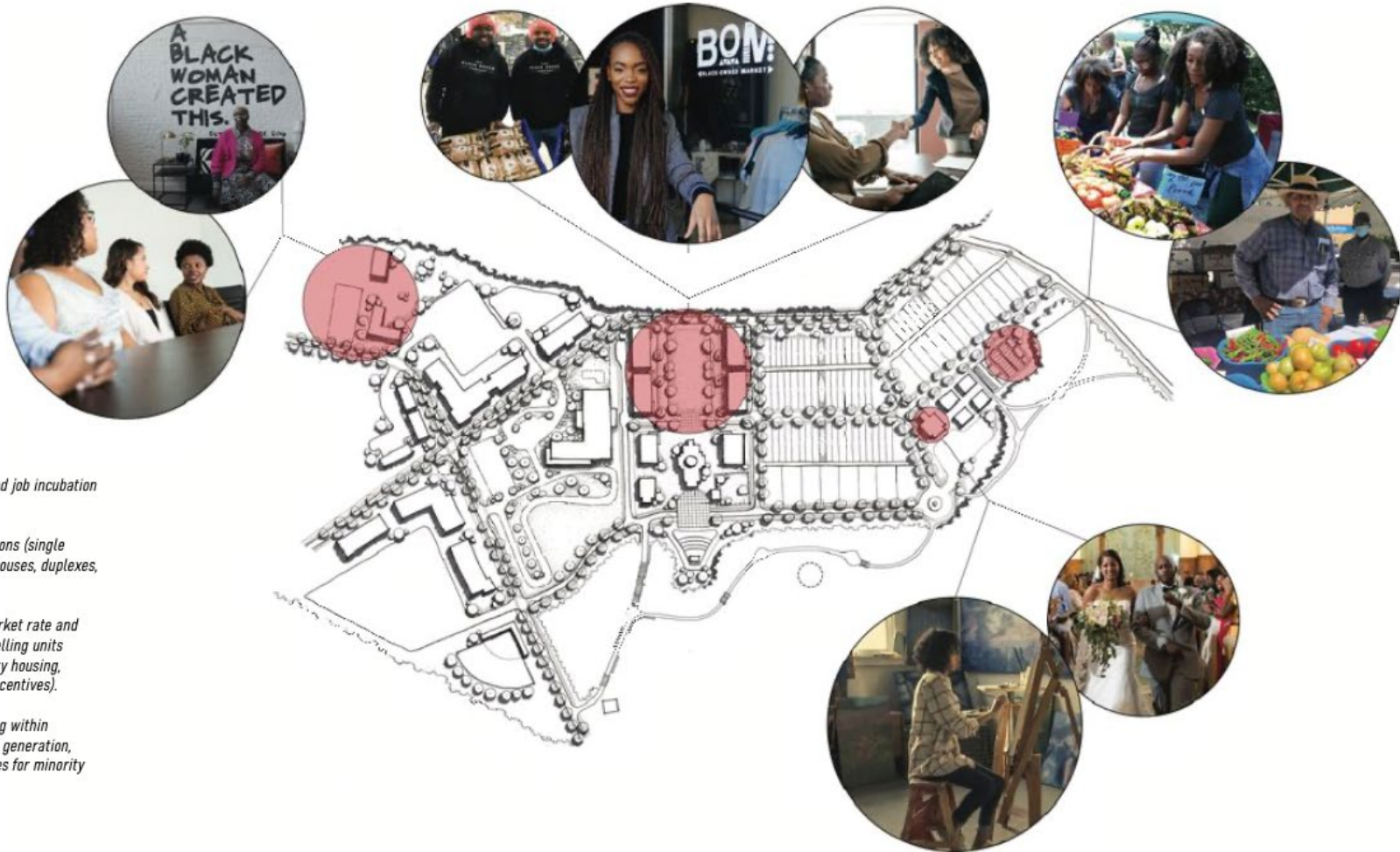
COMMUNITY PILLAR #2:

FAITH & COMMUNITY

- + A new Mountain View Baptist Church as the anchoring center of the community and the Newtown Square.
- + Expanded MVBC campus with adjacent buildings to support community members and activities:
 - + Early childhood education
 - + Exercise spaces
 - + Healthy cooking and eating spaces
 - + Financial literacy
- + Repurposing the existing MVBC into a community resource center and entertainment venue.



COMMUNITY PILLAR #3: *ECONOMICS*



- + Job creation and support (retail and job incubation around the Newtown Square).
- + Equitable and Diverse Housing options (single family detached, townhomes, rowhouses, duplexes, quadplexes and apartments).
- + Mixed-income community with market rate and affordable options (accessory dwelling units - ADU's, land banking, shared equity housing, affordable housing development incentives).
- + Attract and keep capital circulating within Newtown (home ownership, wealth generation, connection to SRT, dedicated spaces for minority owned businesses, etc).

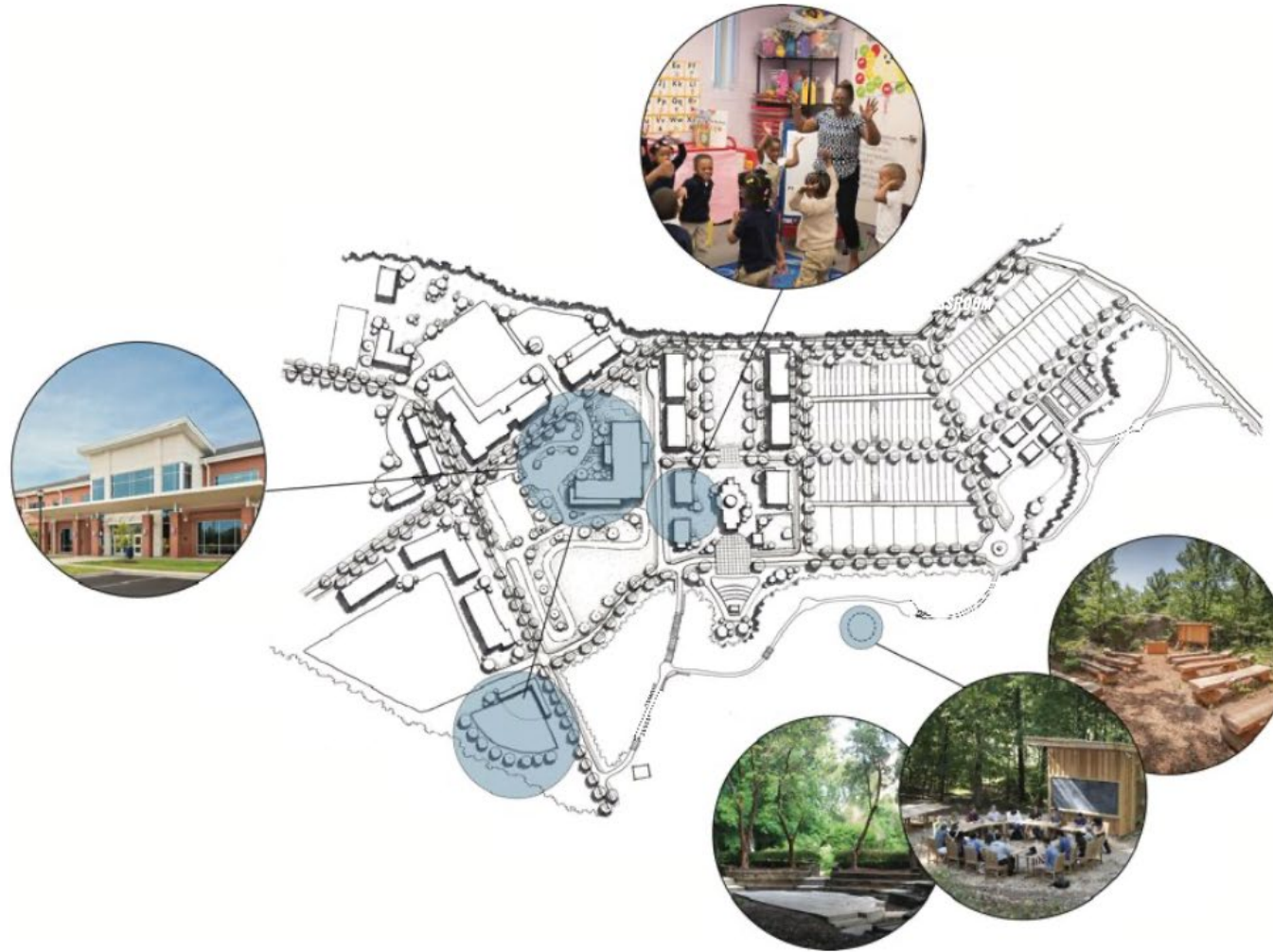
COMMUNITY PILLAR #4: HEALTH & WELLNESS

- + Walkable and active community (improved street intersections, new playground, new and improved sidewalks, greenways & trails w/ exercise equipment, connectivity to SRT, new life center)
- + Access to healthy food (new community garden, food oriented retail, space to host farmers market)
- + Access to reliable public transportation and infrastructure. (new Greenlink stop, etc.)
- + Restored natural wetland area adjacent to SRT.
- + Healthy housing development.



COMMUNITY PILLAR #5: *EDUCATION*

- + *Neighborhood school. (A new Legacy Charter School as an anchor institution).*
- + *Early childhood and senior programs. (early childhood programs and senior center adjacent to MVBC and town center)*
- + *Environmental Education (new spaces in the wetland areas, including an outdoor classroom to encourage outdoor STEM learning)*
- + *Spaces to explore the history of Newtown and other black communities in Greenville.*



WHAT IS NEEDED TO
MAKE *THIS VISION* A
REALITY?

ENABLING ZONING

PROPOSED ZONING:

- + Large portions will be designated as a "New Mixed- Use Zoning" to allow a mix of uses and building types.
- + The main residential neighborhood will be zoned at a medium density (RM-2 and RM-3), with the exception being parcels closest to the wetland area, which will remain R-6.

-  **RM-2*** 30' Lot Widths
Max Density: 20 Units/ Acre
-  **RM-3*** 25' Lot Widths
Max Density: 30 Units/ Acre
-  **R-6*** Min. 6,000 SF Lots
Single Family Residential
-  **Mixed-Use Zoning**

*Residential zones allow affordable ADU's



NOTE: THIS PLAN IS CONCEPTUAL IN NATURE AND SUBJECT TO CHANGE.

EXISTING ZONING

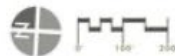
-  **R-6** Single Family Residential
-  **S-1** Service District
-  **I-1** Industrial District



MITIGATING FLOODING

PROPOSED FLOOD Zone

- + Development is generally prohibited within the flood zone, so the master plan proposes low-impact uses such as recreational fields, walkways, gardens and outdoor classrooms.
- + In conjunction with the Duke Energy Clean-up, we propose removing some land in and around the Vaughn landfill that would reduce the extents of the future floodplain. This would create more buildable area within the historic Newtown neighborhood footprint, while improving community stormwater management.



NOTE: THIS PLAN IS CONCEPTUAL IN NATURE AND SUBJECT TO CHANGE.

EXISTING FLOOD ZONE



CONTINUING KEY PARTNERSHIPS

CITY OF GREENVILLE

- RESOLUTION, PROPERTY ACQUISITION, INFRASTRUCTURE, FUNDING FOR AFFORDABLE HOUSING

CITY OF GREENVILLE'S COMMUNITY DEVELOPMENT DIVISION

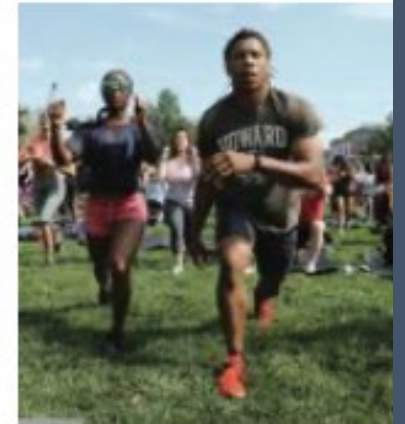
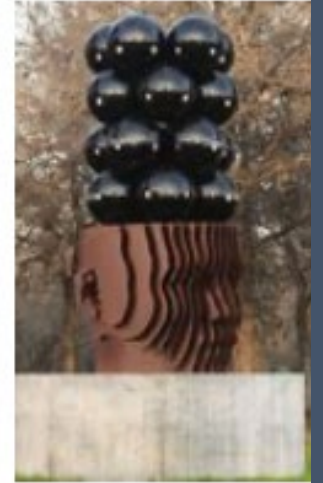
- COMMUNITY HUB

GREENVILLE COUNTY

- RESOLUTION, PROPERTY ACQUISITION, INFRASTRUCTURE, FUNDING FOR AFFORDABLE HOUSING

HABITAT FOR HUMANITY

HOLLINGSWORTH FUNDS



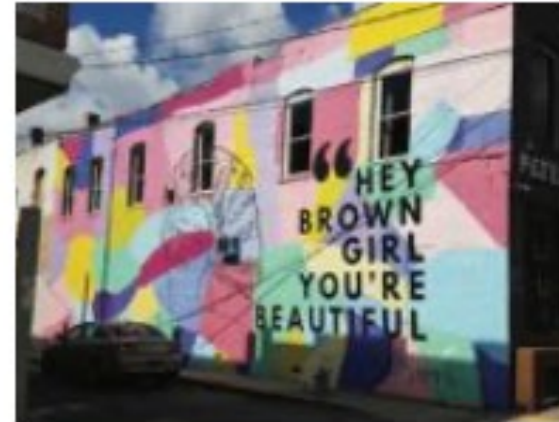
CONTINUING PROPERTY ACQUISITION

48 TOTAL PARCELS IN THE MASTER PLAN

40 PARCELS ACQUIRED BY MOUNTAIN VIEW BAPTIST CHURCH

THREE KEY PARCELS – GGS, CSX, LEGACY

DEVELOP STRATEGY FOR CONTROL OR ACQUISITION



THANK YOU.

QUESTIONS?

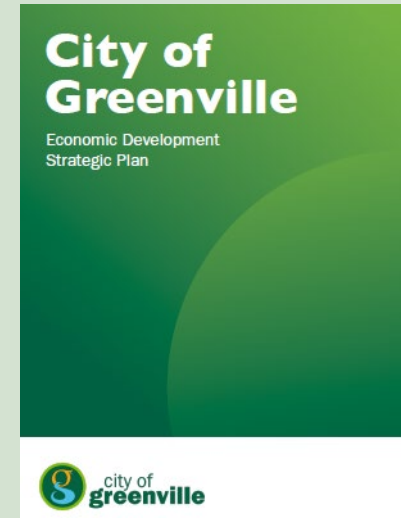
GVL 2040 FIVE-YEAR UPDATE

Progress Report + Public Input Summary

**City Council Work Session
November 24, 2025**



MAJOR PLANNING EFFORTS AND INITIATIVES UNDER GVL 2040



Economic Development Strategic Plan
2022



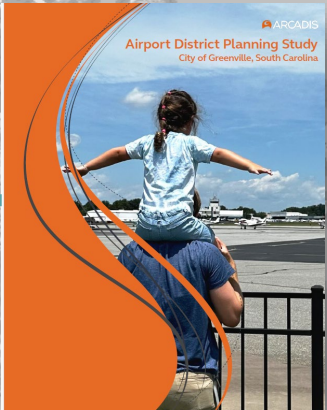
Greenville Development Code
2023



Greenline-Spartanburg Neighborhood Plan
2024



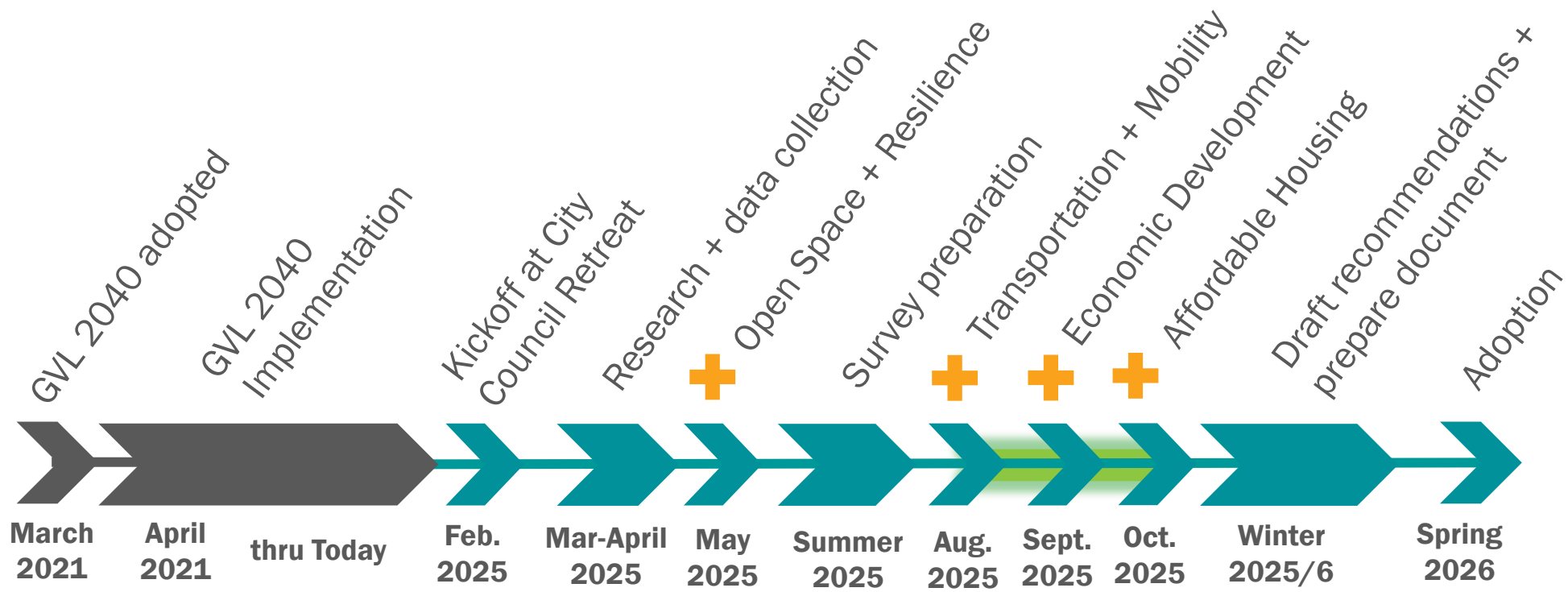
Haynie-Sirriner Neighborhood Plan Update
2024



Airport District Planning Study
2023



PROJECT TIMELINE



 Public workshop at PPM

 Online public surveys

GVL 2040 FIVE-YEAR UPDATE

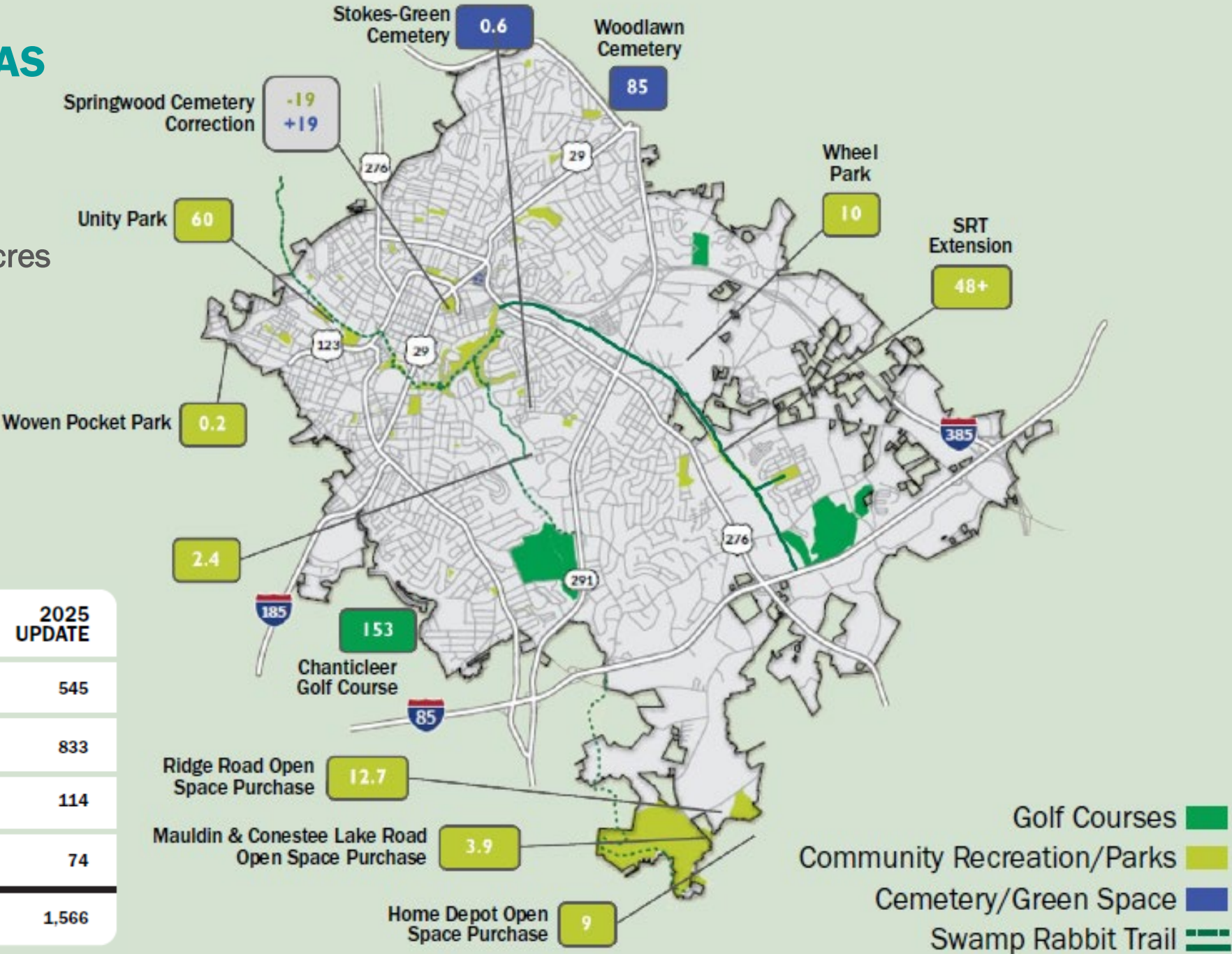
Open Space + Resilience

SINCE 2021, THE CITY HAS PRESERVED OVER 433 ACRES OF OPEN SPACE.

INSIDE CITY: approximately 120 acres of the original GVL2040 vacant parcels (5% of 2,700 acres)

ANNEXATION: the City has preserved and added 300+ acres of open space

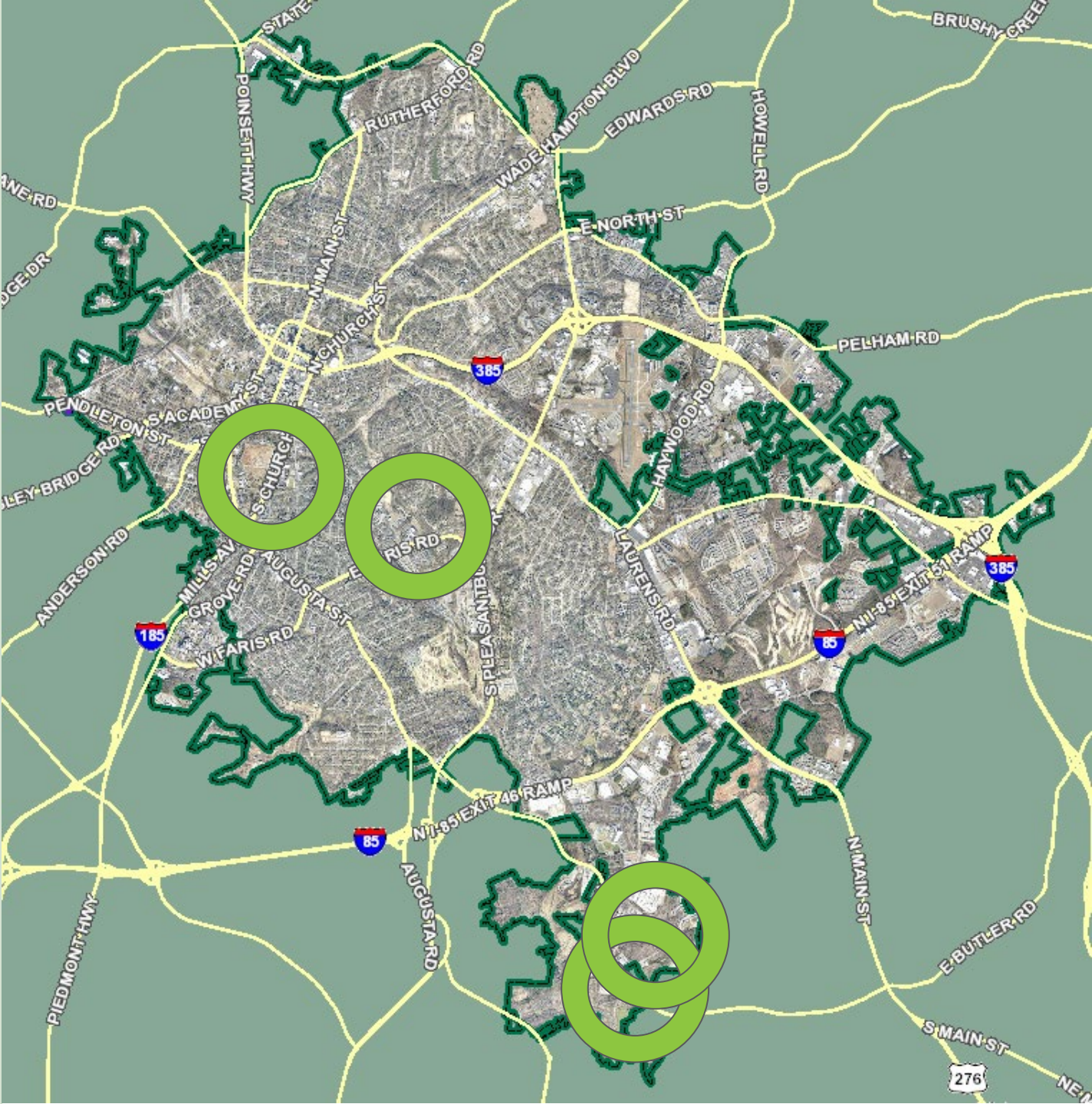
	TOTAL ACRES	2025 UPDATE
Golf Courses	392	545
Community Recreation/Parks	687	833
Cemetery and Green Space	28	114
Greenway Trail	26	74
Total Green Space	1,133	1,566



Since GVL2040 was adopted, the City of Greenville has budgeted **\$250,000** each year for open space preservation. This money accrues from year to year, allowing the City to make larger land purchases. In addition, open space funds can be combined with other funding sources.

The City has made **four** major land purchases using open space funds since 2021.

YEAR	PROPERTY	AMOUNT	ACRES	\$/ACRES
FY2023	Mauldin/Conestee Lake	\$153,610	3.78	\$40,637
FY2024	E Faris Road	\$355,582	2.11	\$168,522
FY2024	Ridge Road	\$354,540	12.66	\$28,005
FY2025	Portion of Haynie-Sirrine Property	\$126,662	0.07	\$1.7M



OPEN SPACE: PUBLIC INPUT TAKEAWAYS

Greenville residents love the City's parks, recreation, and trail amenities. However, they are concerned about overdevelopment, loss of open space, and loss of tree canopy.

- Strong public support for continued Swamp Rabbit Trail expansion and more access points.
- Desire for improved lighting along trail, especially near downtown.
- Prioritize open space near existing parks and along SRT.
- Desire to see open space areas kept in natural state.
- Respondents strongly support the city buying open space, and many support increasing open space funding.
- Protecting existing trees and the tree canopy is a top concern.



RESILIENCE

Resilience is the ability of communities, economies and ecosystems to anticipate, absorb, recover and thrive when presented with environmental change and natural hazards.

SC Office of Resilience





RESILIENCE: PUBLIC INPUT TAKEAWAYS

Top Concerns from Online Survey

What types of hazards concern you the most as a resident or business owner?

- 52%** Extreme heat
- 51%** Crime or civil unrest
- 45%** Floods
- 45%** Tornadoes and high winds
- 37%** Winter storms and ice

Top Priorities from Public Workshop

Use your resilience bucks to vote on the projects or initiatives you believe the city should prioritize.

- \$55** Public transit services
- \$47** Burying power lines
- \$42** Road and bridge improvements
- \$33** Preserving open space
- \$28** Flood control

GVL 2040 FIVE-YEAR UPDATE

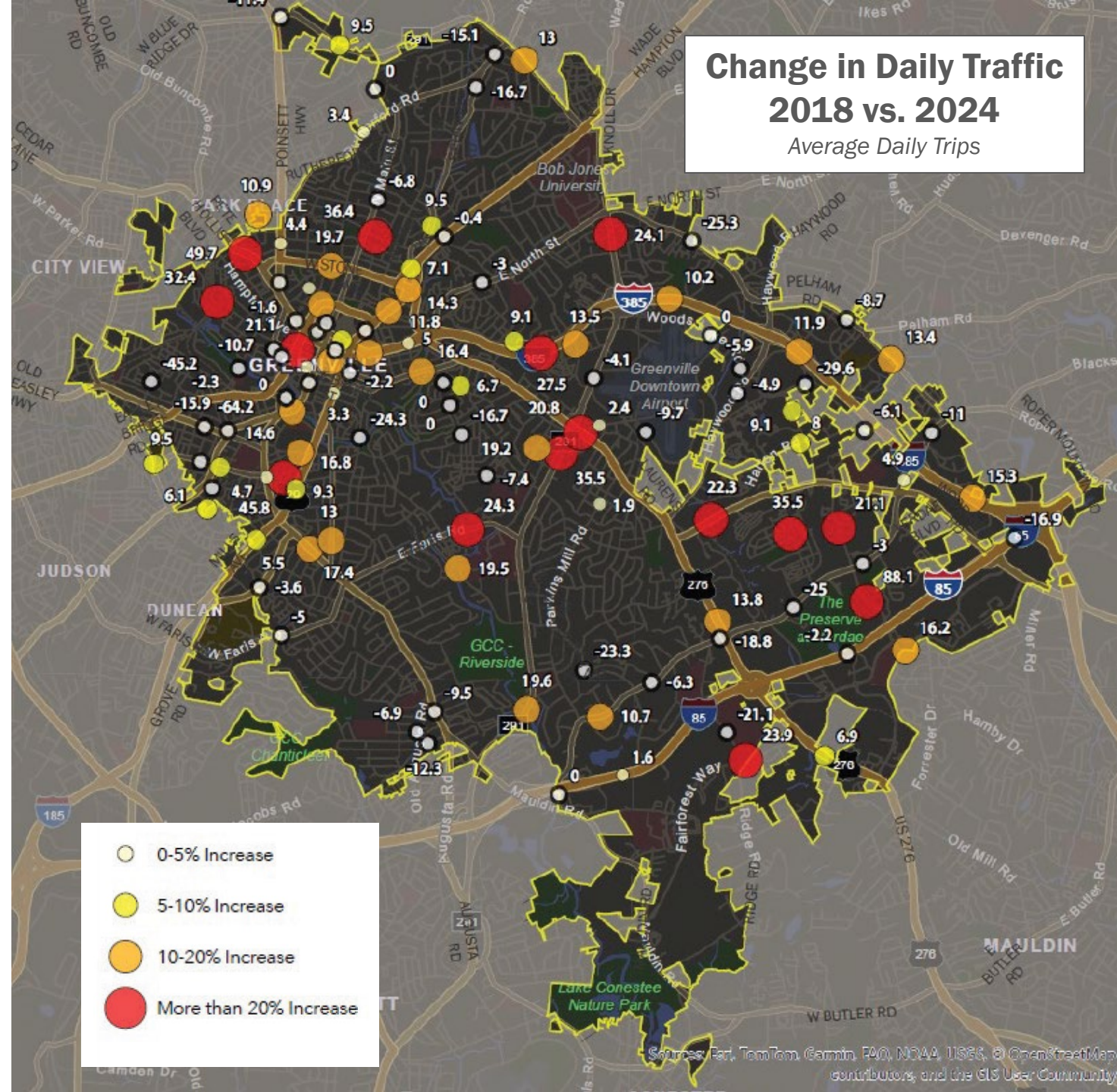
Transportation + Mobility

TRANSPORTATION & MOBILITY



GVL 2040 GOAL

Make alternative forms of mobility more accessible and appealing to reduce reliance on cars.

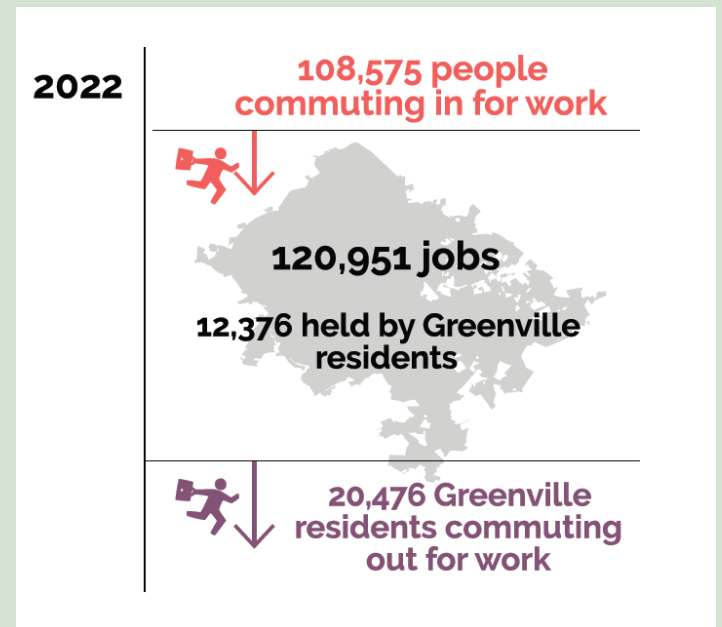
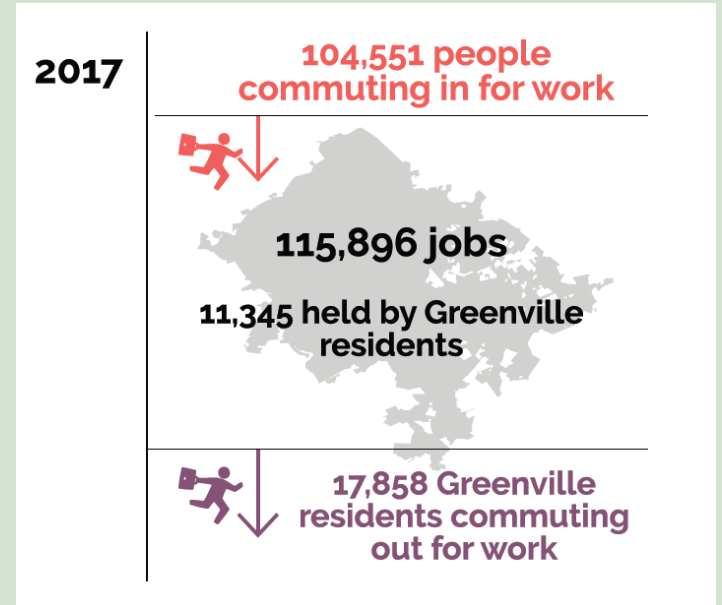


WORKING FROM HOME GROWS; MOST COMMUTERS CONTINUE TO DRIVE ALONE

PRIMARY MEANS OF TRAVEL TO WORK FOR GREENVILLE RESIDENTS		2000	2010	2017	2023
	Drove Alone	73.4%	77.3%	80.9%	74.4%
	Carpooled	14%	8%	7.7%	5.5%
	Public Transit	1.1%	1%	1.2%	0.7%
	Walked	7.8%	7.7%	3.6%	3.3%
	Bicycle	0.2%	0.3%	0.7%	0.3%
	Worked at Home	2.4%	4.8%	4.6%	13.7%

Source: U.S. Census Bureau

The proportion of workers driving themselves to work has decreased since 2017—a trend that may be attributed to a rise in home-based employment, which increased after the COVID-19 pandemic and continues to grow each year.





BY THE NUMBERS: GETTING AROUND GREENVILLE

445

miles of roads inside
the city limits

600+

high-visibility crosswalks
installed since 2022

2.37

million Swamp Rabbit
Trail users in 2024

730,670

Greenlink riders in 2024
(excluding trolleys)

25.5

minutes average
commute to work

472

ADA ramps repaired or
replaced since 2022

TRANSPORTATION & MOBILITY: PUBLIC INPUT TAKEAWAYS

PRIORITIES + SUPPORTS

- Expanding the Swamp Rabbit Trail and improving the existing system.
- Neighborhood traffic calming.
- Improvements to bike infrastructure.
- Streetscape improvements, like Mohawk Drive and the Cultural Corridor.
- Periodic closing of Main Street for pedestrians.

CONCERNS

- Road network not keeping pace with development.
- Condition of existing roads and sidewalks.
- Limited routes and services of Greenlink bus system.
- Unsafe driving—running red lights, illegal turns, blocking crosswalks, parking in bike lanes.
- Visual/physical obstructions at intersections, especially from overgrown trees and landscaping.



GVL 2040 FIVE-YEAR UPDATE

Economic Development

ECONOMIC DEVELOPMENT



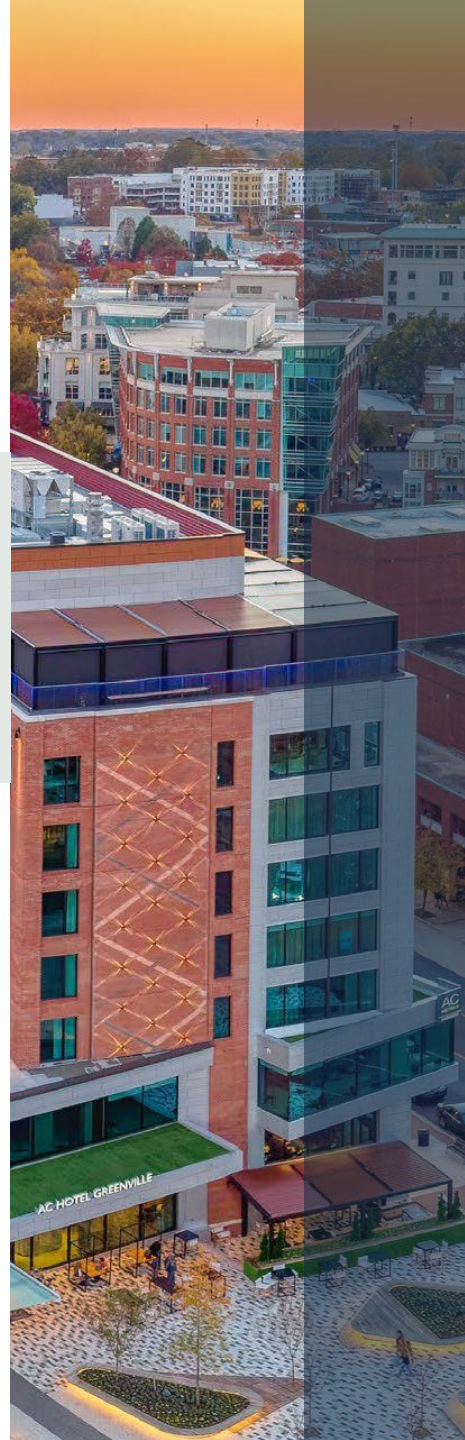
GVL 2040 GOAL

Create an economic development strategic plan to guide the City's approach to job creation, industry diversification, workforce development, and inclusive growth.

ECONOMIC DEVELOPMENT STRATEGIC PLAN

KEY MISSION PRIORITIES:

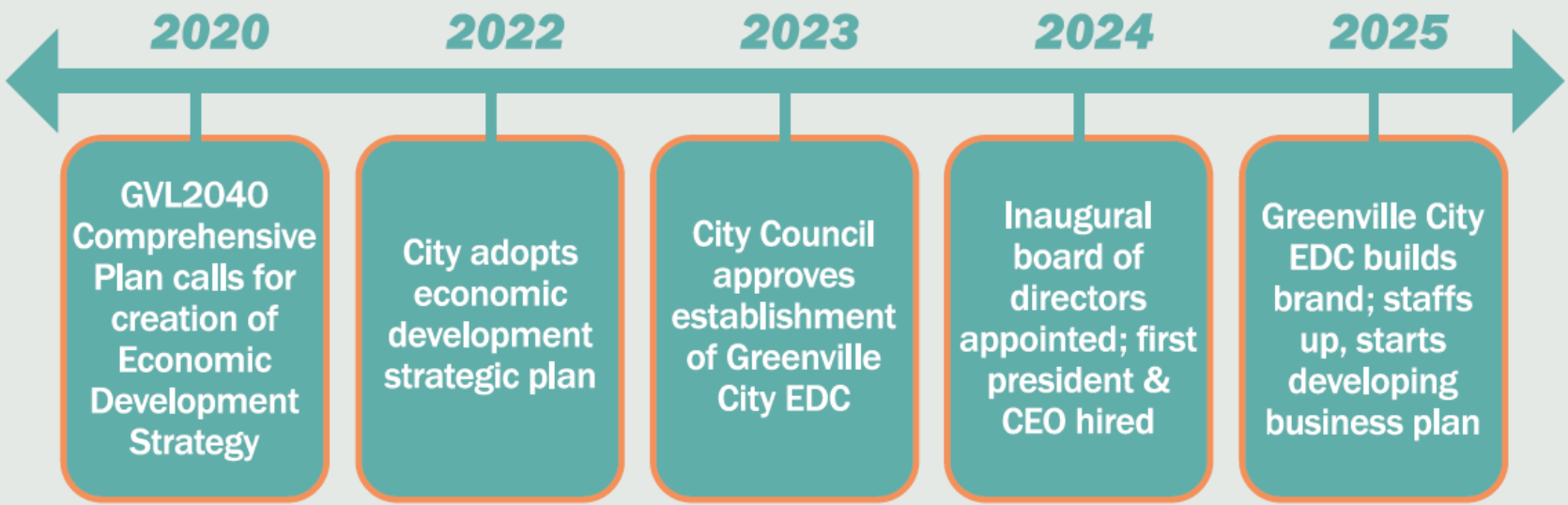
Upstate Innovation
Investment for the Future
Launching Pad for Talent
A Place for Everybody
Maintain Livability
Intentional Placemaking
Effective Implementation



ECONOMIC DEVELOPMENT: FOUNDATION FOR LIVABILITY



GREENVILLE CITY EDC TIMELINE



2020-2025 MAJOR ECONOMIC DEVELOPMENT PROJECTS & ACTIVITIES



2020-2025 MAJOR ECONOMIC DEVELOPMENT PROJECTS & ACTIVITIES



ECONOMIC DEVELOPMENT: PUBLIC INPUT TAKEAWAYS

Workshop Top Priorities

- Workforce development programs
- Affordable housing
- Small and minority-owned business support
- Improved mobility solutions
- Mixed-use development

Barriers to inclusive growth:

- High housing costs
- Lack of affordable childcare
- Transportation barriers

Concerns as Greenville continues to grow:

- Ability of infrastructure to keep up with growth
- Increased traffic congestion and longer travel times
- Loss of Greenville's unique identity and character



FIVE-YEAR UPDATE IN PROGRESS 



ECONOMIC DEVELOPMENT MARKETPLACE

VOTE WITH YOUR DOLLARS!

Use your dollars to vote on the economic development activities that you believe the City should prioritize.

Place a dollar in a bucket to vote for that item. Staff will count the totals at the end of the workshop.

You may spread the wealth — or place it all in one bucket if that's the top priority to you.



GREENVILLE CITY
EDC
ECONOMIC DEVELOPMENT CORPORATION

GVL2040.COM
PLANNING@GREENVILLEC.ORG
GREENVILLECITYEDC.ORG
CEDC@GREENVILLEC.ORG

GVL 2040 FIVE-YEAR UPDATE

Affordable Housing

AFFORDABLE HOUSING



GVL 2040 GOAL

Reserve at least 10% of all new housing units for income-eligible households



AFFORDABLE HOUSING: BY THE NUMBERS



\$63M

Investment by the City of Greenville in affordable housing initiatives including budget allocations, land purchases, land donations, and grant programs from FY22 to projected FY26.

7,686

New multifamily and townhome units have been completed, permitted, or approved since 2021, with over 12% income-restricted for affordable housing.

16.7

Acres of land donated throughout the city for affordable housing development

\$11.7M

Purchase of 6+ acres of land in the Haynie-Sirrline neighborhood and approximately 1 acre on Washington Street for future affordable housing.

\$1.4M

In Accommodations Tax revenues applied by the City to workforce and affordable housing after Housing Impact Analysis in 2025.

10+

Acres annexed for projects including an affordable housing component.

14

Affordable single-family homes have been built in partnership with local affordable housing partners.

2

Projects approved utilizing the development bonus in exchange for contributing to affordable housing and open space under the Greenville Development Code.

Affordable Housing in the City of Greenville

GHF & Partners Impact Since 2018

585 Preservation
740 New Construction

Preservation Grand Total: 1,215
New Construction Grand Total: 919

GHF 2026 Pipeline: 218 New Construction & 17 Preservation

Additional Affordable Housing Impact Since 2020

Affordable Housing Preserved and Developed without GHF subsidy

630 Preservation
179 New Construction



WHAT IS “AFFORDABLE HOUSING?”

Affordable housing is a relative term that depends on how much money a person earns, how many people they care for, and what other significant expenses they may face, like medical needs or childcare.

HUD considers a household “**cost burdened**” if it spends more than 30% of its gross income on housing costs and “**severely cost burdened**” if it spends more than 50%.

Residents can qualify for reduced-cost housing if they make less than the **Area Median Income** (AMI).

How have income limits changed in the past 5 years?

Family
Of 4

Year	30%	50%	80%	100%
2020	\$22,450	\$37,450	\$59,900	\$74,875
2025	\$29,000	\$48,350	\$77,350	\$96,688



HOME OWNERSHIP

A Greenville family of four making 80% AMI (\$77,350) can afford a home priced at **\$225,000** without being cost-burdened according to HUD guidelines, assuming a 10% downpayment and 6% mortgage interest rate.

City of Greenville Median Home Value
2023 = \$371,585 2024= \$439,079

Source: Esri



MONTHLY RENT LIMITS

50% AMI	1 BR	\$773
	2 BR	\$828
	3 BR	\$993
80% AMI	1 BR	\$868
	2 BR	\$1,039
	3 BR	\$1,756

PLANNING FOR AFFORDABLE HOUSING

1

SUPPORT STAY-IN-PLACE INITIATIVES

The City works with nonprofit and for-profit housing partners and public/private and local/state/federal funding and financing partners to offer programs such as *stay in place initiatives, first right to purchase options and tenant or homeowner education.*

2

SUPPORT EXISTING RESIDENTS

The City works with nonprofit and for-profit housing partners, public/private and local/state/federal funding and financing partners, community volunteers and existing homeowners to offer both *owner and rental rehab programs. These partnerships would aim to increase new housing for existing and past residents to stay or return to the community.*

3

INCREASE PRESERVATION OPPORTUNITIES

The City works with property owners, non-profit and for-profit housing partners and public/private and local/state/federal funding and financing partners to *preserve and maintain existing affordable housing, minimize costs and improve existing properties.*

4

INCREASE NEW HOUSING PRODUCTION

The City works with property owners, non-profit and for-profit housing partners, local churches and public/private and local/state/federal funding and financing partners to *increase affordable housing options and increase homeownership by transforming vacant lots.*

5

INCREASE MIXED INCOME MIXED USE OPPORTUNITIES

The City works with non-profit and for-profit housing partners and public/private and local/state/federal funding and financing partners to *create mixed income, mixed use development projects along corridors that will increase affordable housing opportunities (minimum 30% of all housing affordable) and create opportunities for small minority owned businesses.*

CHECKING IN ON ORIGINAL GVL 2040 PRIORITIES

**WHAT ARE THE TOP THREE AREAS
WHERE GREENVILLE STILL NEEDS
TO MAKE PROGRESS? USE YOUR
DOTS TO VOTE.**

At the October 28, 2025, public input workshop, participants were asked to reflect on the following affordable housing outcomes that were originally considered during the original GVL 2040 planning process in November 2019.

Workers earning close to minimum wage can secure safe housing	20%
Assist the unhoused to reduce/eliminate homelessness	15%
Working class families are able to access safe housing options	15%
Seniors on a fixed income who own their home can afford to stay despite rising property values and increased property tax payments	19%
Long-term renters can afford to stay in their homes despite rising property values and corresponding increases in rent	7%
Expanding the amount of affordable housing in downtown Greenville	14%
Ensuring residents of inexpensive neighborhoods aren't displaced by revitalization	10%
Other	0%

AFFORDABLE HOUSING: PUBLIC INPUT TAKEAWAYS

- 60% of survey respondents support a moderate or significant increase in city financial support for affordable housing.
- 51% support the city buying land for affordable housing.
- 67% want the city to do more to promote missing middle housing.
- Missing middle is preferred over large multifamily buildings. However, townhomes are not desired in established neighborhoods.
- Residents want to ensure new housing matches existing neighborhood character.
- Respondents think housing advocates should look beyond the city and encourage other local governments and entities to increase support for affordable housing.



**“We have to have reasonable housing costs
to keep the city vibrant and young.”**

- GVL 2040 Public Survey Comment

GVL 2040 FIVE-YEAR UPDATE

NEXT STEPS

NEXT STEPS

DECEMBER 4 – Update to Planning Commission

DECEMBER & JANUARY – Draft Recommendation and Plan Preparation

FEBRUARY – City Council Retreat Presentation; post draft on city website and present at Feb. 24 PPM

MARCH & APRIL – Public hearing and adoption process



GVL 2040 FIVE-YEAR UPDATE

Questions & Comments

**City Council Work Session
November 24, 2025**



DOWNTOWN DIGITAL MODEL



BACKGROUND

In 2023, staff was tasked with creating an updated model of the downtown area to be completed before the opening of the Civic Design Center.

SeamonWhiteside was hired in May 2025 to research methods and best practices for modeling large-scale urban environments.

The goal was to create an efficient model that would be publicly accessible.



PURPOSE

As Greenville grows, the impacts of infill development are more significant.

Studying the height and massing of new developments within the broader context of our downtown is imperative.

This model will enable staff and the design community to work together to understand how design decisions are shaping the downtown experience in real time.



WHO BENEFITS

Development Community

- For contemplation of new projects

Design Community

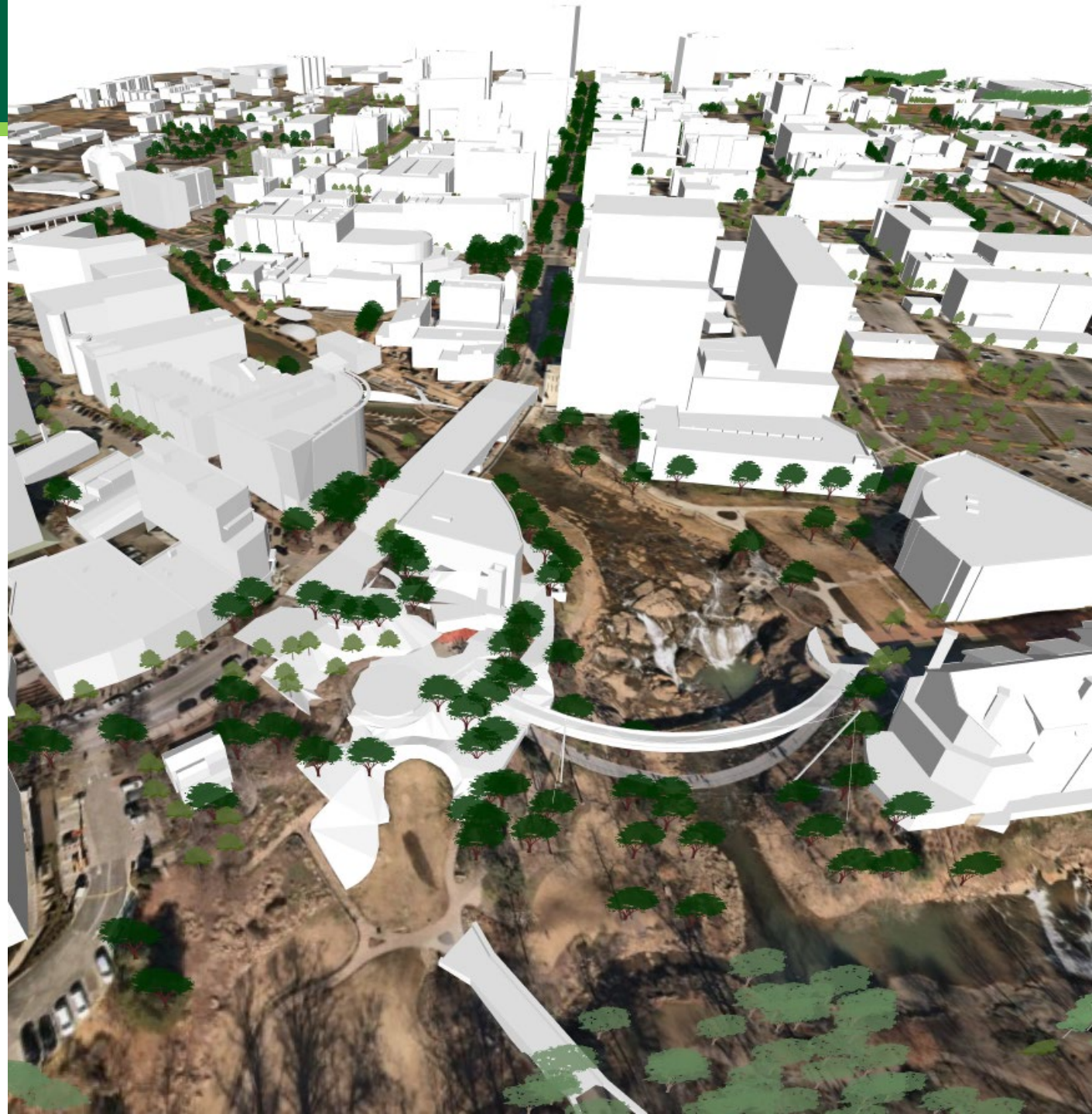
- To understand context

Staff and Leadership

- For broad knowledge of ongoing projects

Residents

- For review of approved or upcoming projects



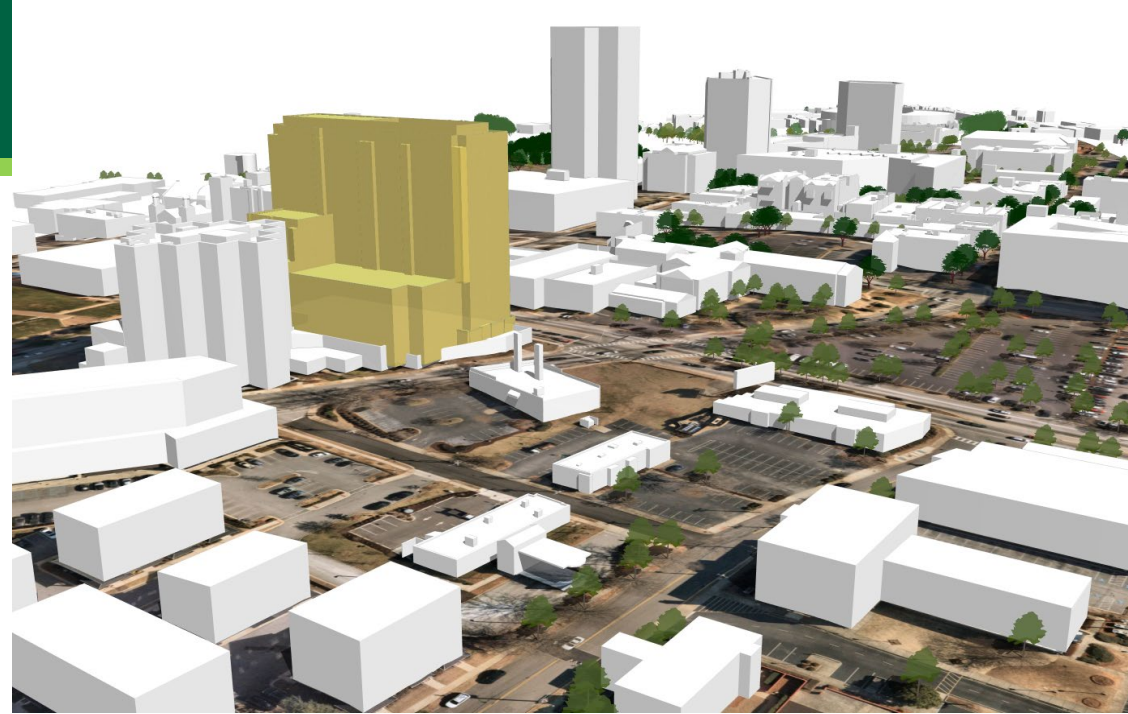
HOW IT'S USED

Two versions were built for maximum flexibility.

Lightweight for broader context viewing the entire downtown

High-Resolution for:

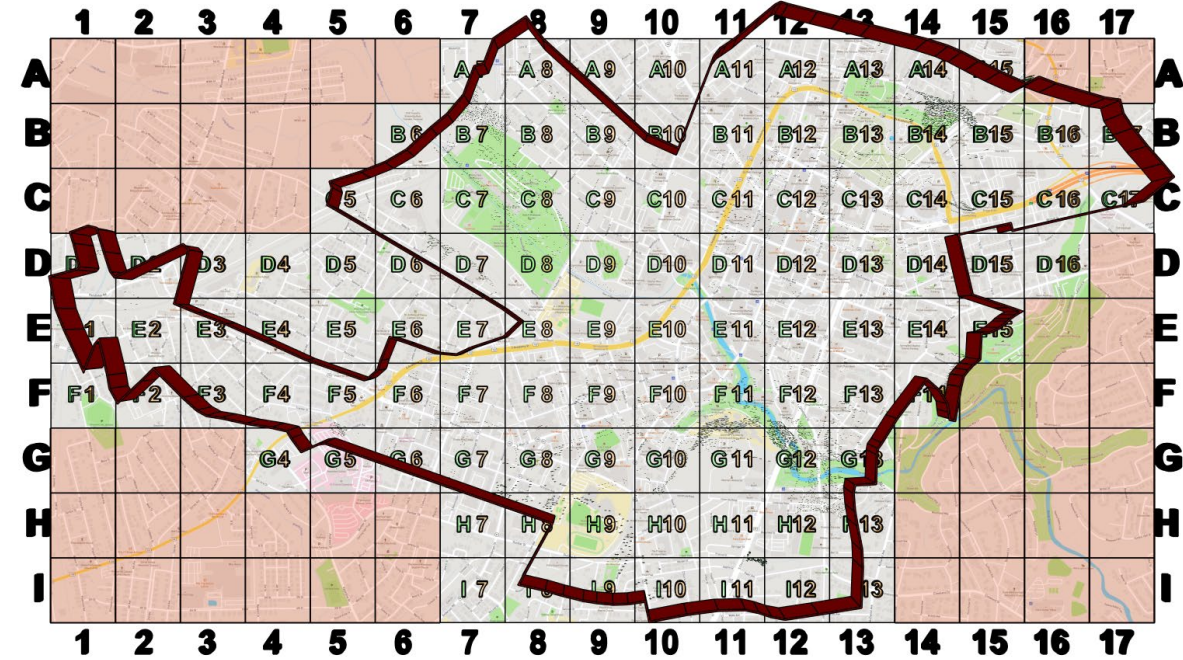
- Site-specific detailed studies
- White-box massing and Google Earth imagery
- Availability in individual tiles for download



PROCESS

Anticipated steps for use:

1. Individual model tiles are downloaded from the City website.
2. After DRB approval, design team provides an updated tile to staff.
3. Staff updates publicly available tiles for download.
4. Annual maintenance of the overall model updates aerials, buildings, trees, etc.



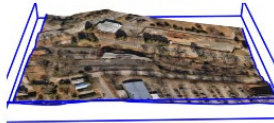
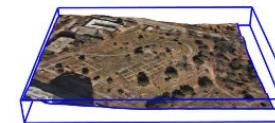
B-8 TOPO & AERIAL



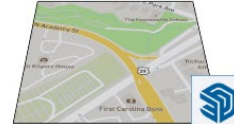
B-9 TOPO & AERIAL



B-10 TOPO & AERIAL



B-13 TOPO & AERIAL



B-14 TOPO & AERIAL



B-15 TOPO & AERIAL

NEXT STEPS

Clear instructions for adding new buildings to the model will be created.

A website for downloads will be established and highlighted on the Planning Department page.

Additional hardware will be evaluated for further internal modeling capability (if needed).

The process for annual model updates will be solidified and documented.





[View the Fly-Through](#)



city of
greenville



QUESTIONS + DISCUSSION