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[2 - GVL2040 COMPREHENSIVE PLAN.PDF](#)

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[2 - GVL2040 HANDOUT.PDF](#)

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[4 - FLOURNOY DEVELOPMENT.PDF](#)

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Documents:

[5 - UNITY PARK UPDATE - MAYBERRY STREET.PDF](#)



CITY COUNCIL OF THE CITY OF GREENVILLE WORK SESSION MEETING

Greenville City Hall
206 S. Main Street
Ninth Floor Conference Room

Monday, November 11, 2019
4:00 p.m.

CITY COUNCIL: Mayor Knox White; Councilmember Jil Littlejohn, Mayor Pro Tem; Councilmember Amy Doyle, Vice Mayor Pro Tem; Councilmember Wil Brasington; Councilmember Lillian B. Flemming; Councilmember George W. Fletcher; Councilmember Russell Stall

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

AGENDA

1. Call to Order 4:00 p.m.
2. Comprehensive Plan 4:00 p.m.
(*Senior Development Planner Courtney Powell*)
3. Naming Opportunities Policy Update 4:20 p.m.
(*City Attorney Mike Pitts*)
4. Flourney Development @ Congaree and Woods Crossing 4:30 p.m.
(*Real Estate Development Manager Mary Douglas Hirsch*)
5. Unity Park Update – Property Exchange 4:45 p.m.
(*City Attorney Mike Pitts*)
6. Fireworks – Proposed Ordinance 4:55 p.m.
(*City Attorney Mike Pitts*)
7. Executive Session: 5:05 p.m.
 - a. Boards and Commissions
(*City Clerk Camilla Pitman*)
 1. Board of Zoning Appeals
 2. Municipal Election Commission
 3. Public Safety Citizen Review Board
 4. SCTAC
 5. Youth Commission
8. Adjourn 5:20 p.m.



Project Update to Greenville City Council

November 11, 2019

Agenda

1. Project Timeline – Review

- Where the project stands today
- This week's schedule

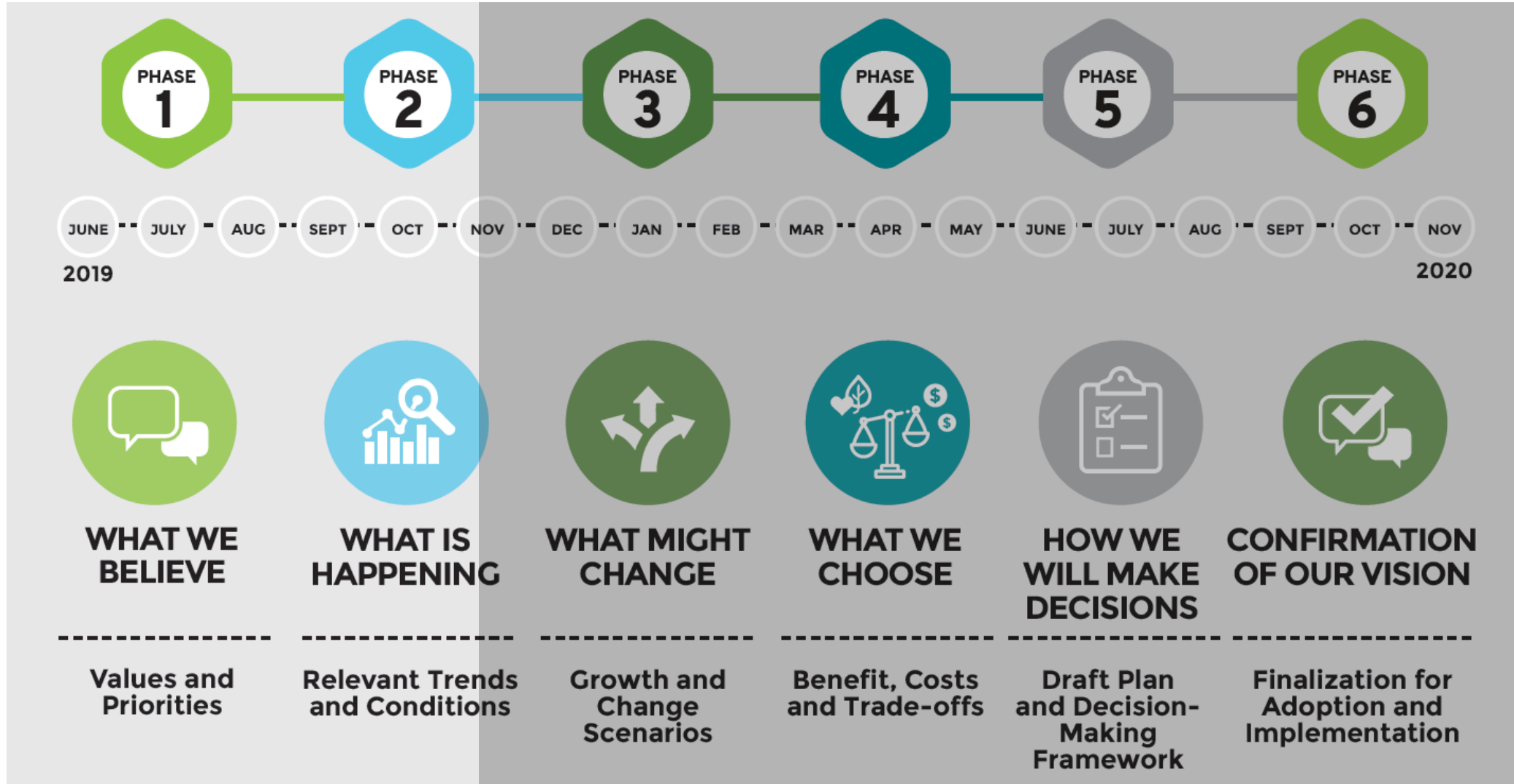
2. Progress Report

- Phases 1 and 2

3. Q&A

Project Timeline – Review

Project Timeline Review



This Week's Schedule

- **Monday:** City Council Project Update
- **Tuesday:** Meeting with Technical Committee
- **Tuesday:** Meeting with Steering Committee
- **Wednesday:** Open House at East North St. Academy (5-6:30)

Progress Report



It gets the big things right

A good plan identifies a community's utmost priorities and invests considerable effort into getting them right the first time - thus avoiding the time and expense needed to correct a big mistake.

What are the hallmarks of a really good comprehensive plan?



It plans for what is known and knowable

A good plan creates clarity around trends and issues that are measurable, allowing a community to make well-informed choices that are likely to achieve desired outcomes.

It provides a decision-making framework for the unknown

A good plan recognizes that the unforeseen happens everyday and provides a decision-making framework (tied to core values) for circumstances that cannot be predicted.



- Progress made on all three fronts during Phases 1 and 2

Identifying the “Big Things”

**Improve
Transportation
and
Congestion**



**Preserve Green
Space and the
Environment**



**Expand
Affordable
Housing
Opportunities**



What the community said

Decision-Making Framework: Values Expressed by Community

We are committed to...

being an **Enterprising** Community

Taking risks, having initiative, and charting our own course is part of our history, especially our recent successes.

The decisions we make should continue to reflect that we are willing to lead by example and confront our challenges with a spirit of inventiveness and proactivity.

being a more **Inclusive** Community

We recognize that our community has struggled and continues to struggle with being an inclusive and welcoming place to all its citizens.

The decisions we make going forward should strive to include as many voices and perspectives as possible to ensure outcomes that are more equitable and just.

being a **Prosperous** Community

We believe that the community as a whole succeeds when businesses flourish and when individuals and families have opportunities to fulfill their ambitions.

We further believe that prosperity is advanced by preserving and enhancing the elements of our heritage and environment that make Greenville unique.

The decisions we make should strive to both facilitate entrepreneurial activity and uphold the integrity of our community's assets.

Decision-Making Framework: Proposed Principles

First, Do No Harm

Does the proposal in front of us put at risk the qualities that have helped our community prosper?
If it does, how can those risks be mitigated?



Listen to Absent Voices

Who else needs to be at the table for us to make an inclusive and well-rounded decision?
Who needs ownership in this decision for the community to deem it well-considered?



Apply the *Triple Bottom Line*

Does this make sense for our community financially, socially, and environmentally?
If it doesn't, how can we achieve as much balance as possible between the three?



Set a High Bar

Does this uphold our community's high standards? Would this make us proud?
Does it reflect the level of leadership and standard-setting that our community strives for?

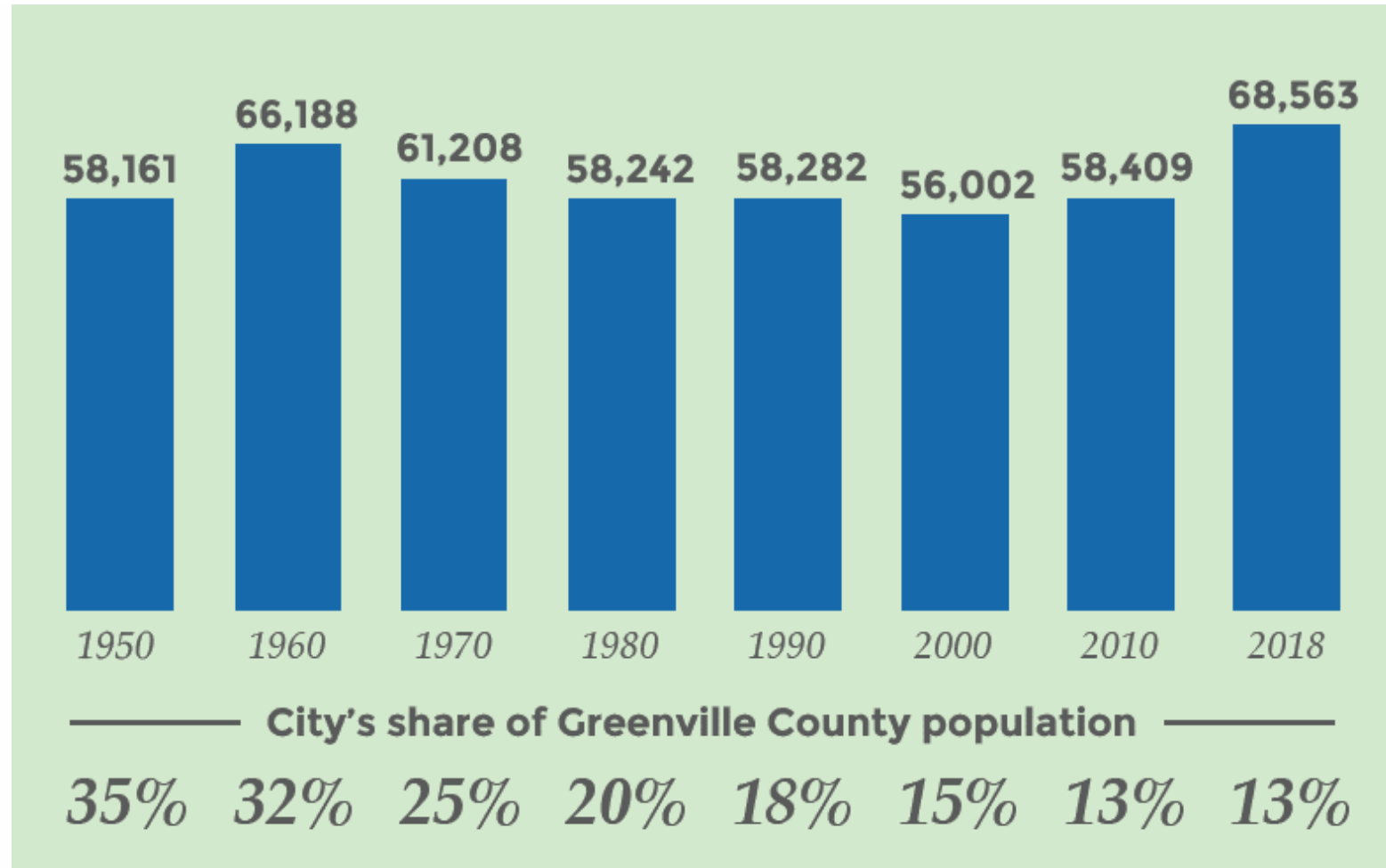


What is Known – About Growth

Key Storylines:

- Recent population growth after decades of stagnation, but a declining share of the county's population

What is Known – About Growth



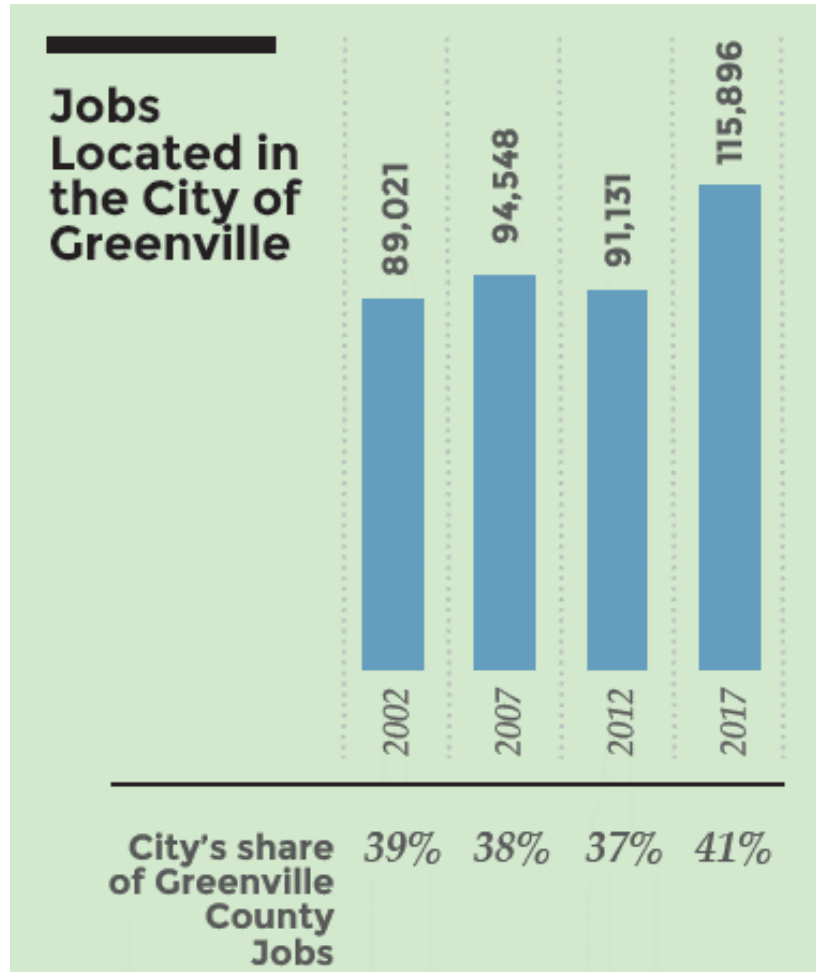
Source: U.S. Census Bureau

What is Known – About Growth

Key Storylines:

- Recent population growth after decades of stagnation, but a declining share of the county's population
- Strong job growth has strengthened city's position as a regional employment hub

What is Known – About Growth



Economic Sectors Showing Notable Job Growth or Decline since 2002

	 Jobs in 2017	Change Since 2002
Health Care and Social Assistance	20,999	90%
Administrative and Support Services	19,900	68%
Finance and Insurance	6,750	64%
Arts, Entertainment, and Recreation	1,744	59%
Accommodation and Food Services	11,967	58%
Retail Trade	11,456	-9%
Manufacturing	4,021	-16%
Wholesale Trade	3,007	-17%

Source: U.S. Census Bureau; Longitudinal Employer-Household Dynamics

What is Known – About Growth

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- Strong job growth has strengthened city's position as a regional employment hub
- Decline in city's Black population alongside rapid suburbanization of Black households

What is Known – About Growth

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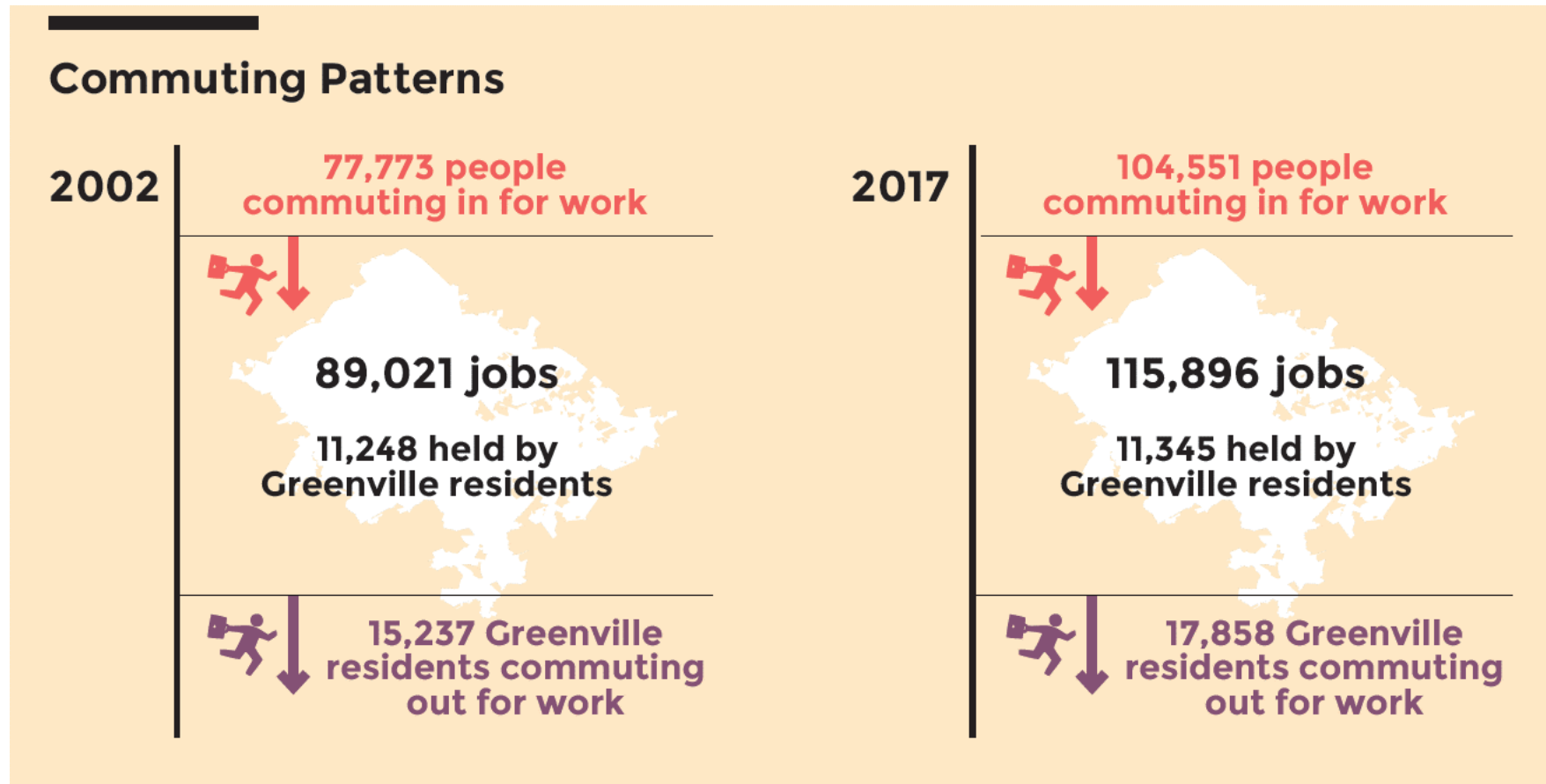
- Recent population growth after decades of stagnation, but a declining share of the county's population
- Strong job growth has strengthened city's position as a regional employment hub
- Decline in city's Black population alongside rapid suburbanization of Black households
- Growing age groups: Young adults and young seniors

What is Known – About Transportation and Congestion

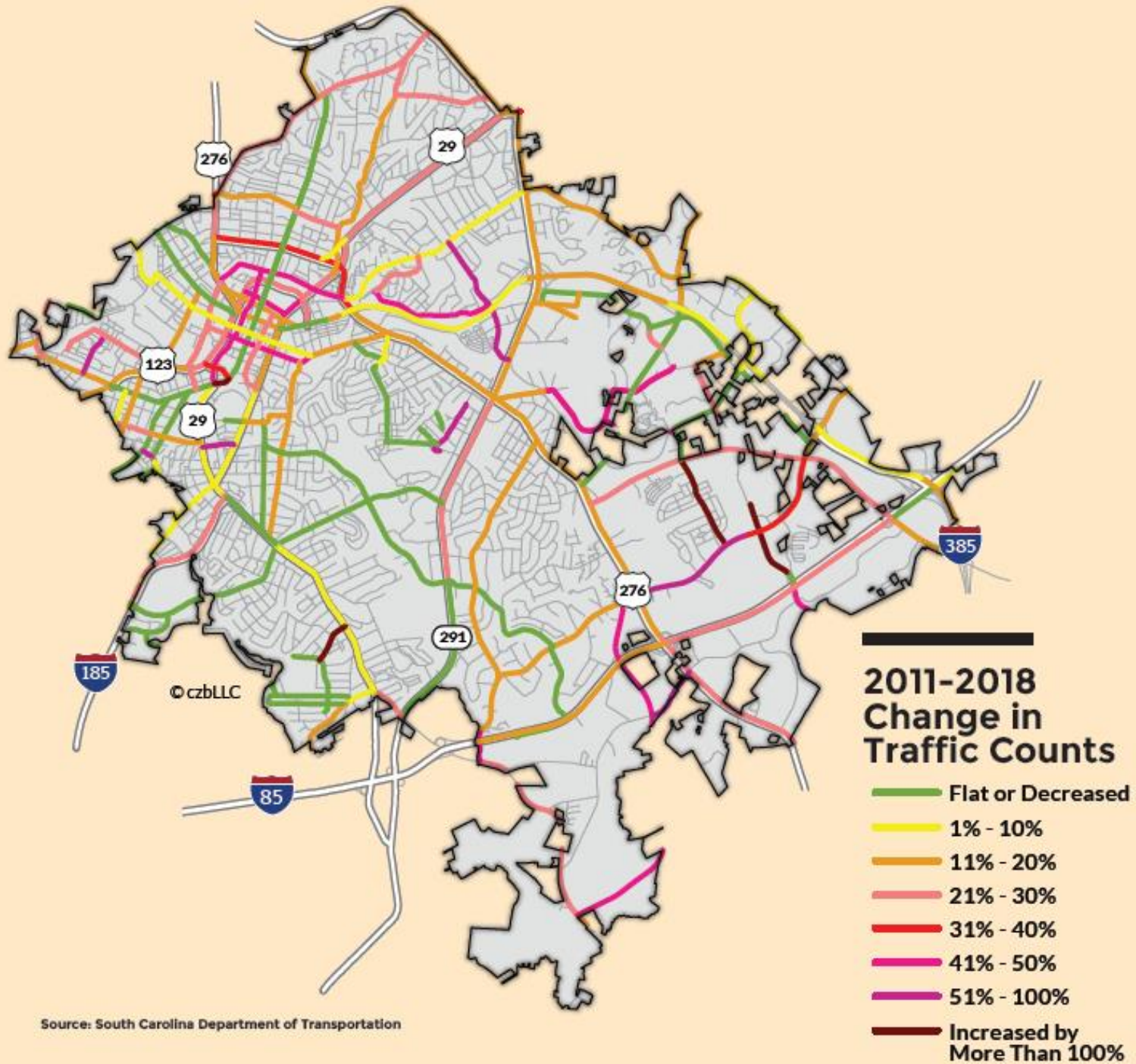
Key Storylines:

- Significant growth in overall commuter volumes and traffic counts on major arteries

What is Known – About Transportation and Congestion



Source: U.S. Census Bureau; Longitudinal Employer-Household Dynamics



What is Known – About Transportation and Congestion

Key Storylines:

- Significant growth in overall commuter volumes and traffic counts on major arteries
- Growth in “driving alone” as the primary means of commuting

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- Growth in “driving alone” as the primary means of commuting
- Average travel time to work has remained steady and areas that have reached capacity are few

What is Known – About Transportation and Congestion

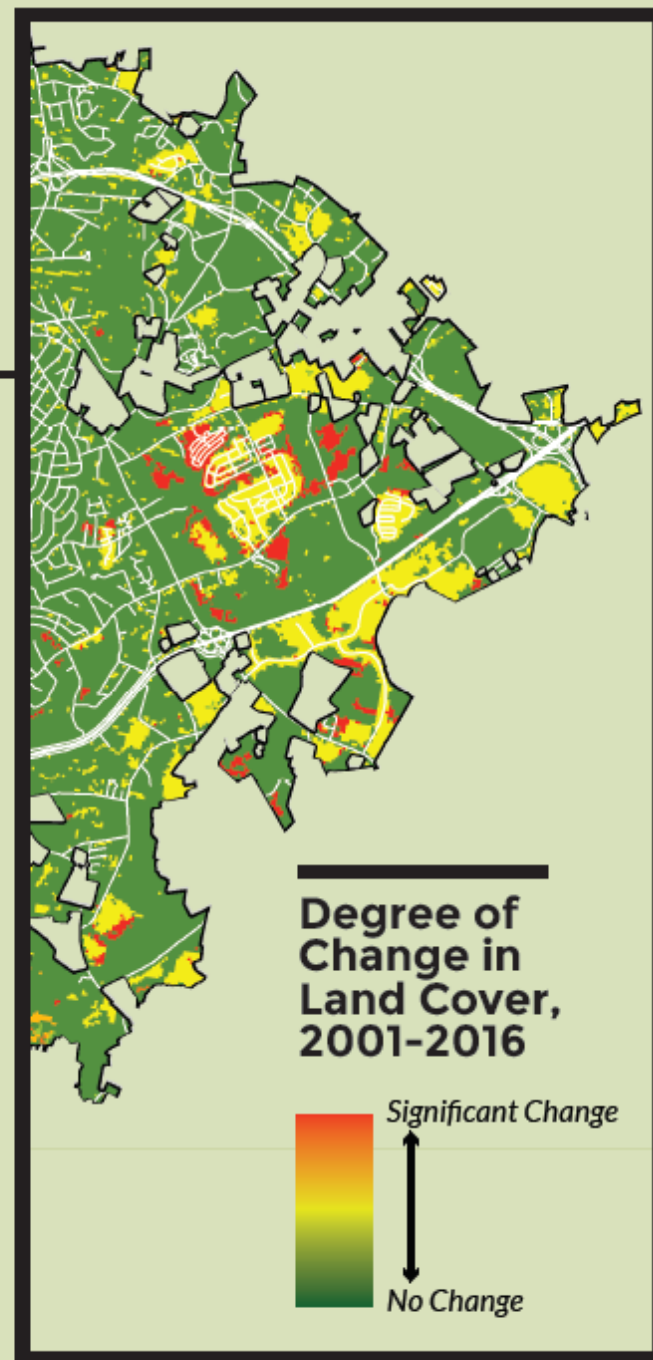
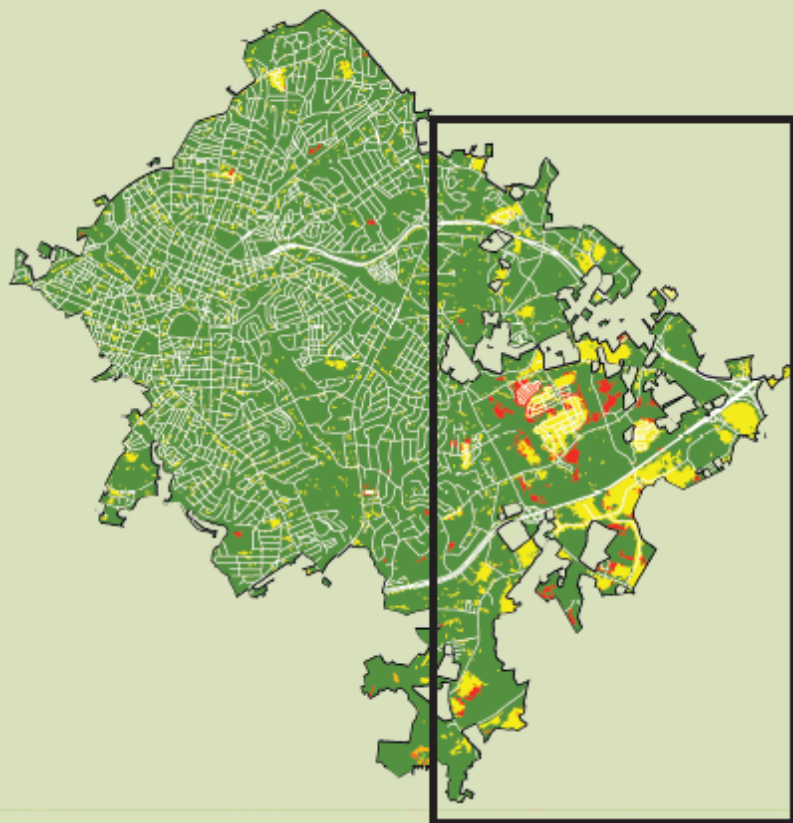
Key Storylines:

- Significant growth in overall commuter volumes and traffic counts on major arteries
- Growth in “driving alone” as the primary means of commuting
- Average travel time to work has remained steady and areas that have reached capacity are few
- Ability of road system to accommodate more vehicles is diminishing

What is Known – About Green Space and the Environment

Key Storylines:

- Acreage that is built on or paved has been rising
 - Up by 14% citywide (or 1,300 acres) since 2001



Source: U.S. Geological Survey;
National Land Cover Database

What is Known – About Green Space and the Environment

Key Storylines:

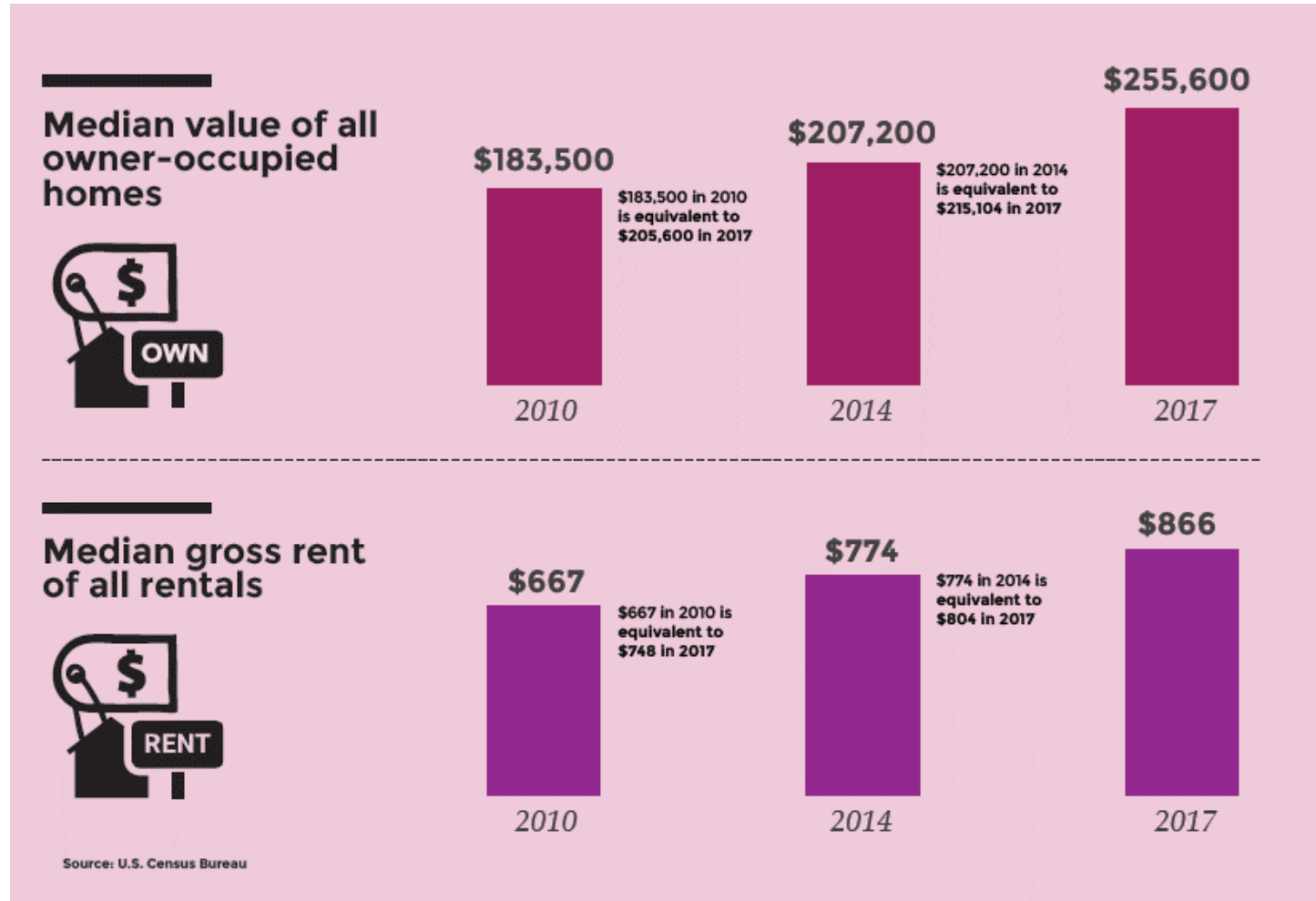
- Acreage that is built on or paved has been rising
- Vacant land is becoming a scarcer commodity
 - 18% of city's land area is classified 'vacant', not including parks, golf courses, and cemeteries
 - 60% of vacant land is zoned for commercial development, 36% for residential, and 4% for agriculture

What is Known – About Housing Affordability

Key Storylines:

- Home values and rents have been rising faster than inflation

What is Known – About Housing Affordability



Source: U.S. Census Bureau

What is Known – About Housing Affordability

Key Storylines:

- Home values and rents have been rising faster than inflation
- Incomes have also been growing; median income households can generally afford the typical apartment or home in Greenville

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- For lower income renters, a shortage of affordable options
- Homes selling for under \$150,000 are getting harder to find

Q&A

Welcome to the November GVL2040 Open House!



About GVL2040



The City of Greenville is updating its Comprehensive Plan, a document that will help determine the course of the next 20 years by defining priorities, shaping how decisions are made, and setting the community on a path to achieving specific outcomes.

GVL2040 is the process guiding the development of the updated plan, which will draw on perspectives and ideas from people throughout Greenville. Major features of this process include:

Steering Committee

A steering committee of 42 individuals (chosen from 226 applicants) will officially represent the citizens of Greenville and work closely with the City's planning staff and consultants to guide GVL2040.

Kitchen Table Conversations

From time to time, steering committee members will facilitate small group conversations with neighbors, peers, and colleagues to learn what people value and how they make choices.

Surveys

Greenville residents are invited to participate in surveys through GVL2040.com to learn about key findings and provide insights on what matters most to Greenville and how the community should respond to change.

Open Houses

Each phase of GVL2040 will feature an open house where the public can engage with steering committee members and provide critical input on the direction and content of the project.

Opportunities to learn about the emerging plan and provide feedback will be available throughout the project, which will occur in phases through the fall of 2020. Learn more by visiting GVL2040.com and signing up for e-mail updates.

Learn more at
GLV2040.com



How to Navigate this Open House

Format

This Open House runs from 5:00 to 6:30 and has no formal presentation. Feel free to move between the four stations at a pace that makes you comfortable.

Dot Stickers

You will receive nine dots (three yellow, three green, and three red) at the sign-in table to use as directed at the yellow, green, and red stations. Open house assistants will be there to guide you. There will also be opportunities to write responses, questions, and ideas on yellow Post-It notes.

The Four Stations

The stations at this Open House provide an overview of work accomplished so far, including identification of core values, emerging priorities, and analysis of trends and conditions:



What is GVL2040?

What is a comprehensive plan?
What are our priorities?
What are our core values?
How has Greenville been growing?



Emerging Priority: Improve Transportation and Congestion

What issues are involved?
What do we know?
What outcomes are most important to us?



Emerging Priority: Preserve Green Space and the Environment

What issues are involved?
What do we know?
What outcomes are most important to us?



Emerging Priority: Expand Affordable Housing Opportunities

What issues are involved?
What do we know?
What outcomes are most important to us?

What does progress mean to you?

When someone in Greenville says that affordable housing is important to them or the community, they could be referring to any number of populations that might benefit from housing that is made more affordable.

What does this issue mean to you, and what does progress look like?

Below are potential long-term outcomes related to affordable housing. Imagine it is 2030 and that each of these outcomes has been achieved. Using your three red dots, please indicate which of these outcomes is most important to you or your community.

Place dots here



Workers earning close to minimum wage can afford decent housing options in the City of Greenville

Homelessness has been substantially addressed if not eliminated in the City of Greenville

Owning a decent home in the City of Greenville is possible for working class households and families

Senior home owners on fixed incomes can afford to stay in their homes, which means that rising property values (and corresponding increases in property tax payments) do not pressure them to sell and leave

Long time renters can afford to stay in their homes if they want to stay, which means that rising property values (and corresponding increases in rent) do not force them to leave

The number of affordable housing options in downtown Greenville has expanded

The city's least expensive neighborhoods are rehabilitated but remain affordable to those living there

Other

What do we know?

#3

The typical apartment and home in Greenville remains affordable to median income earners...

While home values and rents have risen at paces exceeding inflation over the past decade, it remains true that median rents and home values are affordable to median income earners. In 2017, a household earning the median income for renters would have paid just under 30% of their income on rent (considered the threshold for affordability). Meanwhile, the income of a typical homeowner household is close to the income required to purchase a house at median value, though a gap has widened since 2014.

Median Rental Affordability



Source: U.S. Census Bureau

Median Home Affordability



Source: U.S. Census Bureau

#4

But many renters are feeling a squeeze, especially those with lower incomes

The fact that the median renter can afford the typical apartment in Greenville does not mean that many renters aren't struggling. In particular, those making less than \$20,000 continue to face a shortage of around 2,500 affordable rental units, placing a cost burden on many of those households and households just above them on the income scale.

2017 Rental Affordability Gaps

Income Range	Number of Rental Units Affordable at this Income Range	Number of Renting Households in this Income Range	RENTAL UNIT GAP
Less than \$20,000	2,018	4,535	-2,517
\$20,000 to \$24,999	1,886	1,229	657
\$25,000 to \$34,999	4,565	2,235	2,330
\$35,000 to \$49,999	4,758	2,708	2,050
\$50,000+	2,425	5,330	-2,905

Source: czb analysis of data from U.S. Census Bureau



Households making less than \$20,000 can afford rent of no more than \$500 per month. In 2017, there were 2,517 fewer apartments renting for that much than the number of households in that income range. This means that many low-income households had to settle for housing at higher rents than they could afford.



The vast majority of apartments in Greenville rent for between \$500 and \$1,250. Households making \$20,000 to \$50,000 are in a position to afford these units. But they may be feeling a competitive squeeze from both lower income and higher income renters who have trouble finding rentals in their price range.



Households making more than \$50,000 can technically afford rents of at least \$1,250 per month. But units renting for that much are still a much smaller part of the market than the number of households that can afford them, pushing many of these households into competing for lower priced units.

#5

And prospective homebuyers making less than \$50,000 have shrinking options in the city

The median income for all households in Greenville—inclusive of households that own or rent—is just under \$50,000. For households making that much (two full-time workers each earning \$12 per hour, as an example), an affordable home purchase price is \$150,000, or three times the household income.

How many homes in the City of Greenville have sold for that much or less in recent years? Of the single-family detached homes sold between 2014 and 2016, 22% sold for \$150,000 or less. Between 2017 and June 2019, the share of homes sold in that price range dropped to 8%.



Source: Multiple Listing Service (MLS) data from Greater Greenville Association of Realtors

2014-16

22%

Single-family detached homes that sold in Greenville for \$150,000 or less

2017-19

8%

Single-family detached homes that sold in Greenville for \$150,000 or less

What do we know?

#1

Housing values and rents have been rising

Data from the American Community Survey show that rents and home values have both been increasing over the past decade at a pace that exceeds the rate of inflation.

The typical owner-occupied home in Greenville had a market value of \$255,600 in 2017, up from \$183,500 in 2010. Adjusted for inflation, this represented just under a 25% increase in value. Rent on a typical apartment in Greenville rose from \$667 to \$866 over the same period—a 15% increase when adjusted for inflation.

These increases reflect growth in demand due to population and job expansion, as well as the addition of newly-built homes and apartments that typically exceed median values and rents owing to the costs of construction.

Median value of all owner-occupied homes



Median gross rent of all rentals



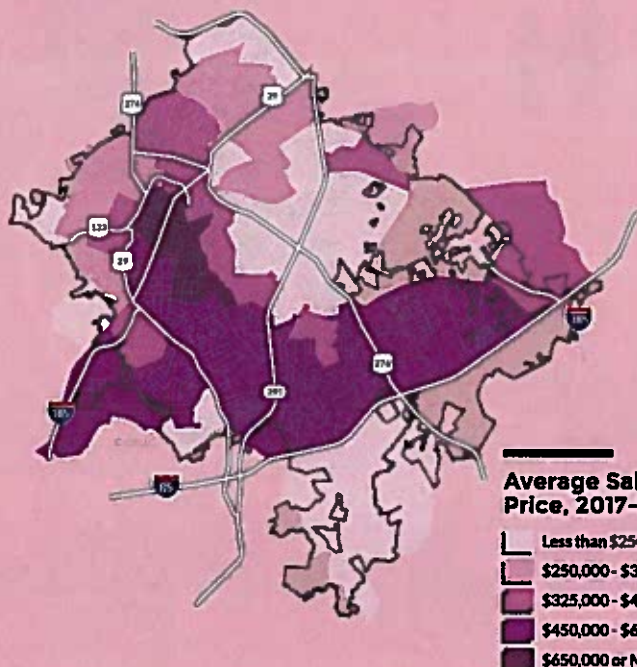
Source: U.S. Census Bureau

#2

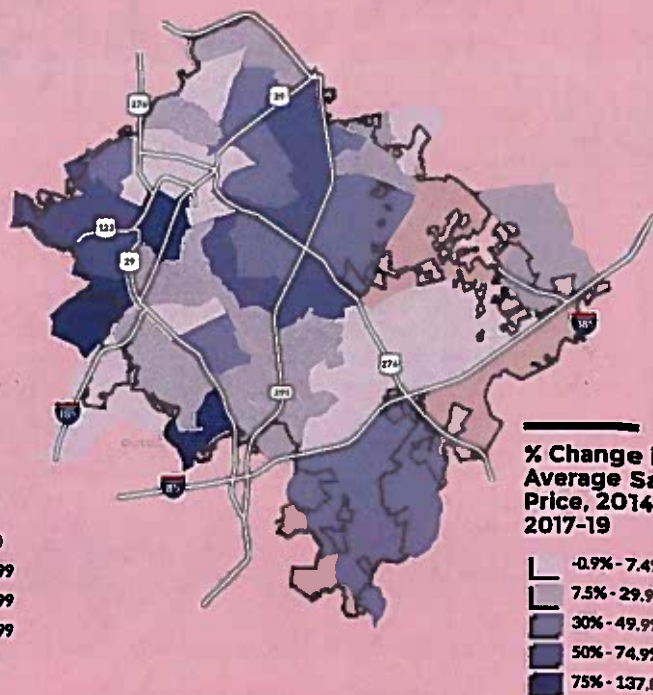
Recent home sales pinpoint areas with the steepest price increases

Mapping recent average sale prices of single-family detached homes shows a significant range in price by area. For example, average prices between 2017 and June 2019 in Downtown and some adjacent areas have exceeded \$650,000, while areas along the Augusta Road and Parkins Mill Road corridors have exceeded \$450,000. In other areas, such as Nicholstown and Overbrook, average prices remain below \$250,000.

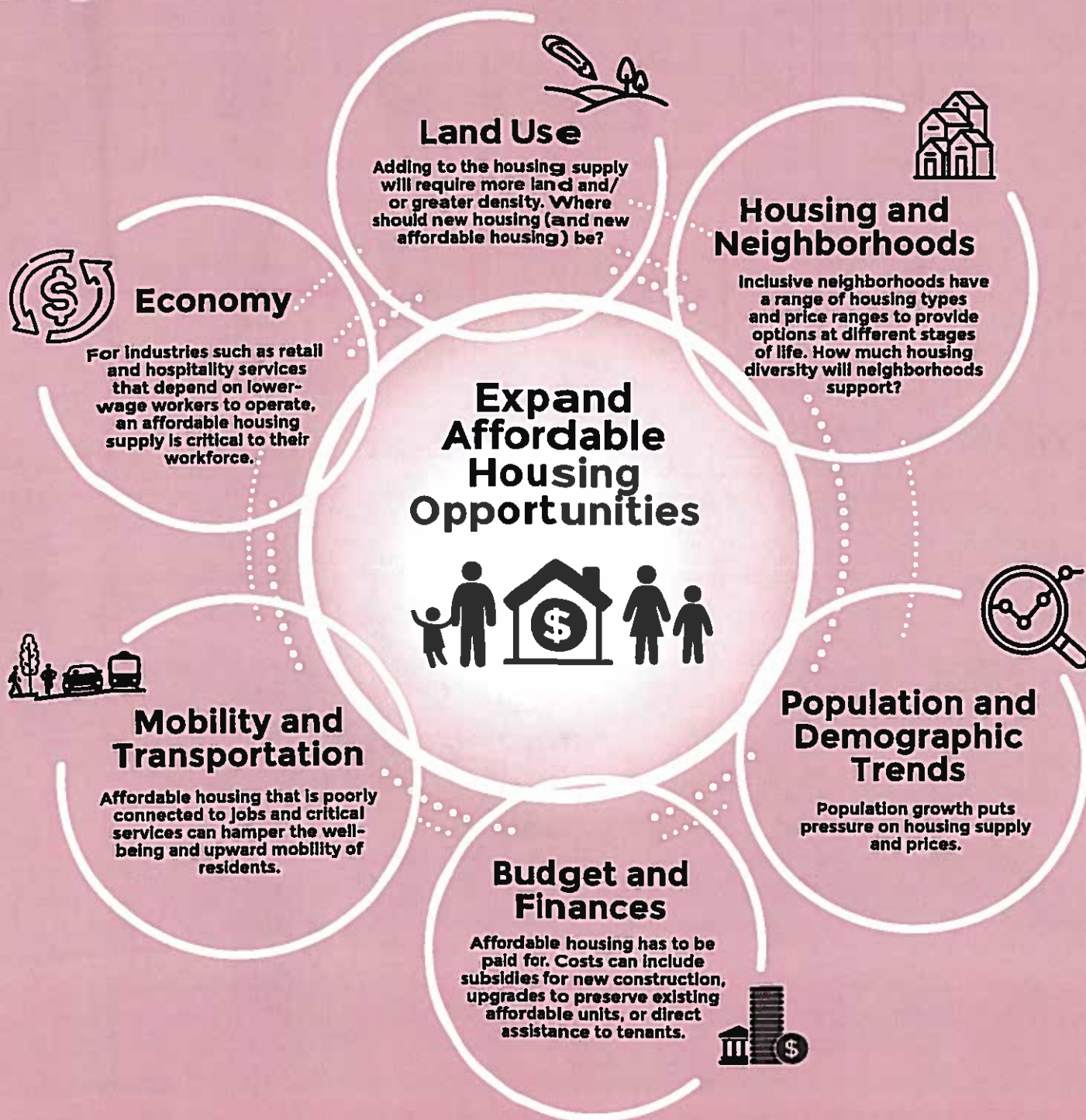
In terms of percent change in sales prices, Downtown, West Greenville, and some areas adjacent to N. Pleasantburg Drive have experienced the biggest increases since the middle part of this decade.



Source: Multiple Listing Service (MLS) data from Greater Greenville Association of Realtors



This emerging priority for Greenville is not an isolated subject. It touches and is influenced by several elements of long-term community planning.



What does progress mean to you?

When someone in Greenville says that green space or the environment are important to them, they could be referring to any number of issues related to parkland, open space, or environmental health that they care about and experience on a regular basis.

What does this issue mean to you, and what does progress look like?

Below are potential long-term outcomes related to green space and the environment. Imagine it is 2030 and that each of these outcomes has been achieved. Using your three green dots, please indicate which of these outcomes would most improve your quality of life and the overall community.

Place dots here



Most of the land in the city that was undeveloped in 2019 remains undeveloped

In both the city and county, areas that were open space, forest, or farmland in 2019 largely remain so

The total number of parks or acreage of parkland has grown

The number and/or length of recreational trails has grown

The number of trees and the coverage of the city's tree canopy has grown

Air has become healthier to breath

Waterways in the city are healthier and the supply of drinking water remains safe and reliable

Other

What do we know?

#3 The city's tree canopy coverage is reduced almost proportionately to the amount of new development

Whether it is the infill development of a single lot that has been de facto open space in a longstanding neighborhood or the ongoing efforts to build out a large-scale development such as the Verdae Master Planned area, the loss of trees and native vegetation is most acute for those who live in the immediate area or pass by the development site on their daily commute.

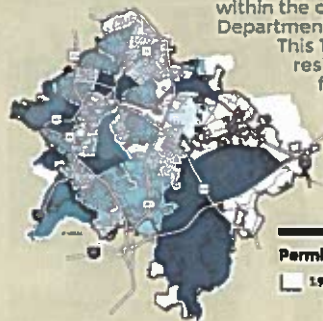
This map illustrates in red the areas of the city where the loss of tree canopy is most significant. While there are a few pockets of increased tree canopy coverage (green), there was a net loss of tree canopy coverage in the city between 2011 and 2016.



#4

The strength of the local economy continues to lure new residents and businesses to the community

Almost 10M square feet of new development within the city was permitted by the Building Department over a five-year period (2014 - 2018). This 10M square feet includes 1,200 new residential (single-family and multi-family) and commercial structures that have been or will soon be built - many of them on previously vacant lots. Altogether, these projects amount to more than 5,000 new residential units.



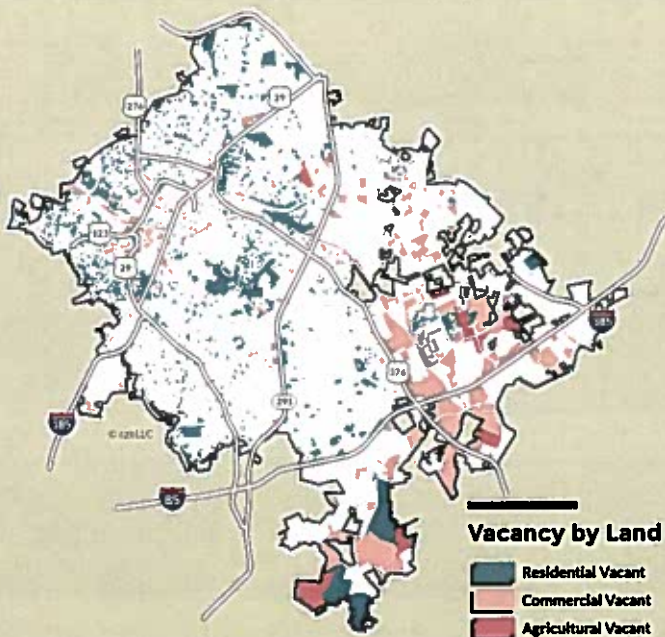
Year Total	Total Square Footage	Total Project Value	# of Buildings	# of Units
2014	1,415,188	\$116,598,674	206	939
2015	2,999,385	\$257,451,453	282	2,041
2016	1,798,429	\$151,943,310	256	1,078
2017	1,284,719	\$163,534,652	226	883
2018	2,488,326	\$288,731,895	284	1,268
TOTAL	9,986,047	\$978,259,984	1254	6,209

Source: City of Greenville

#5

Vacant land is a commodity increasingly difficult to find in Greenville

Currently, 18% of the city's land area (not including designated parks, golf courses, trails, or cemeteries) is vacant. Of this 18%, approximately 11% is commercial, 6% is residential and 1% is designated agricultural. Vacant land can present relatively easy opportunities for future construction activity in the city.

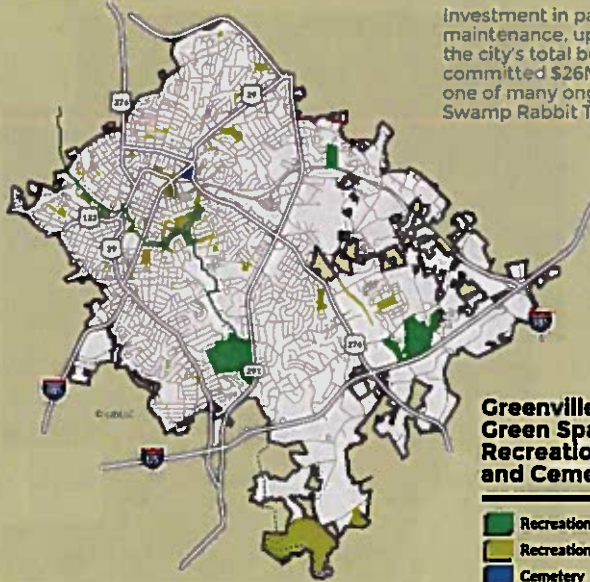


Land Use Category	Acres	Parcels
Residential Vacant	1,185	2,552
Commercial Vacant	1,962	1,071
Agricultural Vacant	161	8

Source: Greenville County Real Property Services, Assessment and Land Use Database

What do we know?

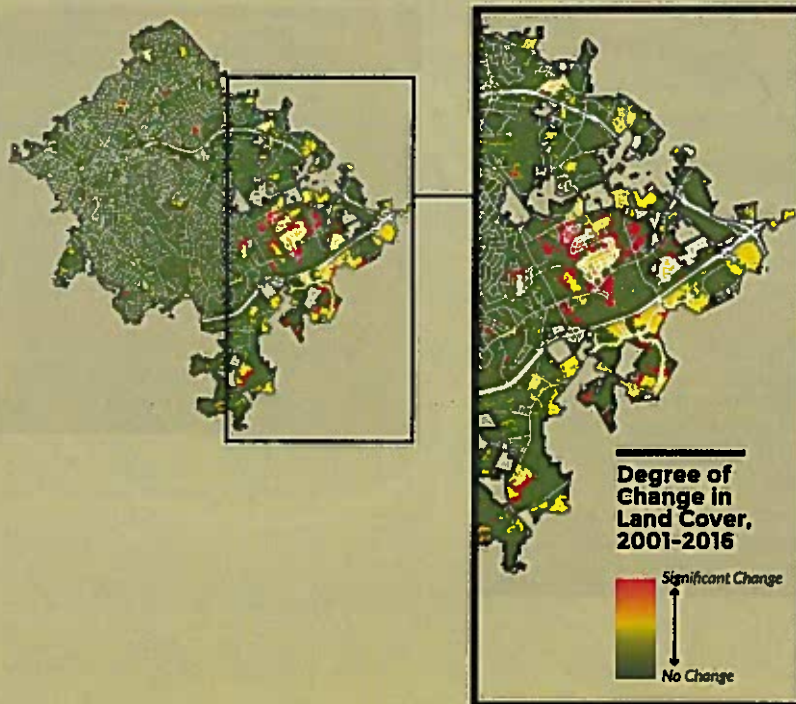
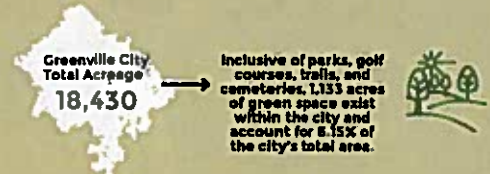
#1 Greenville has a well-connected park and trail system



Source: City of Greenville

Investment in parks and trail development has been consistent over the years by way of ongoing maintenance, updated park infrastructure, and improved recreational programming. In 2018, 10% of the city's total budget was allocated to the Parks and Recreation Department. Most recently, the city committed \$26M in tourism-generated taxes for the creation of the 60-acre Unity Park. In addition, one of many ongoing collaborative efforts between the City and the County includes the 22-mile Swamp Rabbit Trail, which has seen more than 5 miles of trail added since 2010.

	Total Acres
Recreation - Golf Courses	392
Recreation - Community Recreation/Parks	706
Cemetery - Green Space	9
Greenway Trail (±/-15' wide easement for 15 miles within city)	26
Total Green Space	1,133



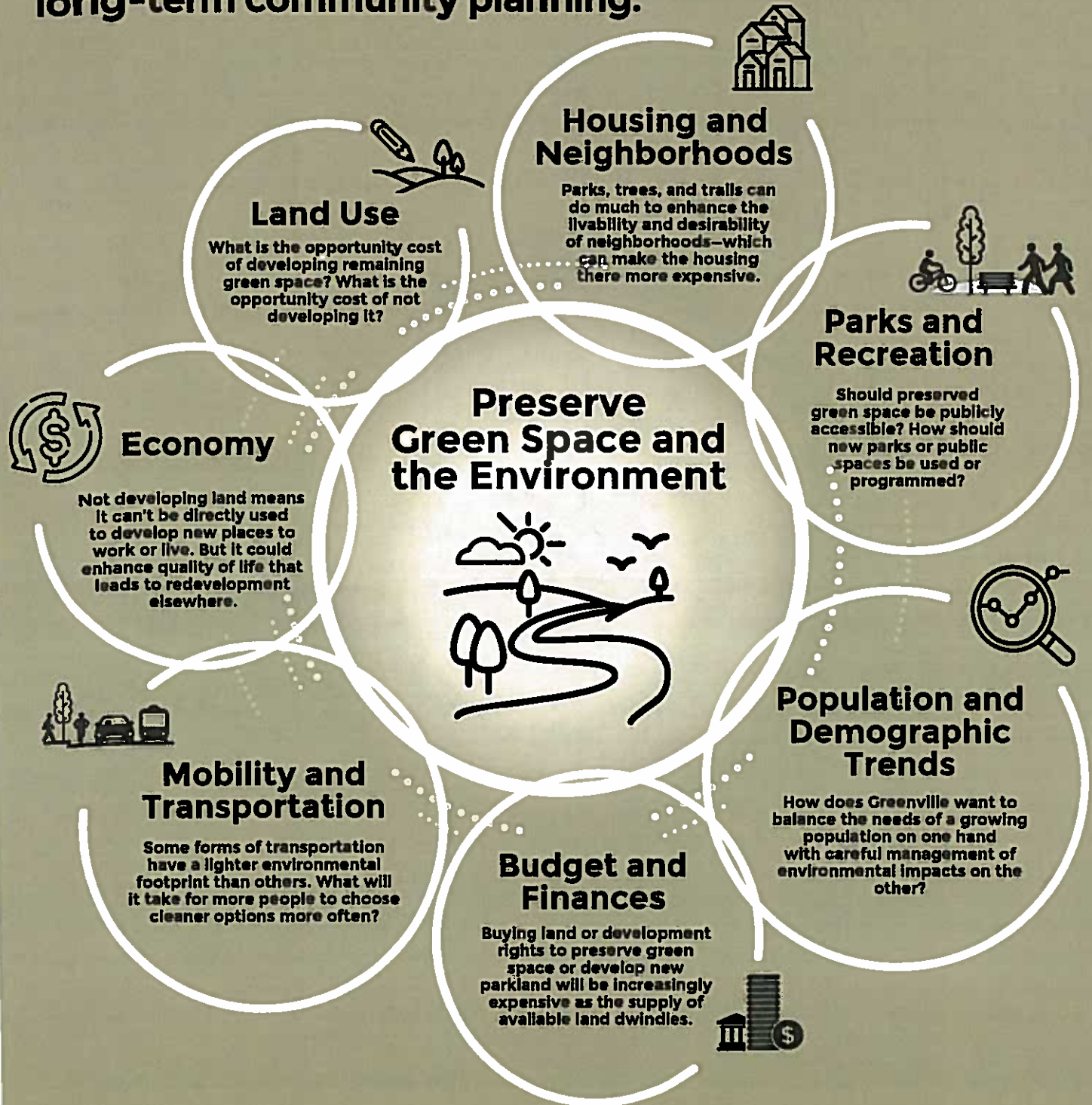
#2 New development activity is most apparent in the east and southeast areas of the city

The city lost 1,300 acres of undisturbed land to new development between 2001 and 2016. More than 75% of the 1,300 acres was previously evergreen or deciduous forest land and much of this was concentrated in the east and southeast areas of the city. 1,300 acres of new development equates to approximately 7% of the city's total land area.

Land Cover Category	2001 Acres	2016 Acres	Change in Acres	% Change
LOSS Forest lands, wetlands, and developed open space (e.g. lawns, park areas, vegetation planted for recreational or aesthetic uses, etc.)	9,483	8,175	-1,309	-14%
GAIN Developed land (low/med/high intensity)	9,199	10,480	1,281	14%

Source: U.S. Geological Survey, National Land Cover Database

This emerging priority for Greenville is not an isolated subject. It touches and is influenced by several elements of long-term community planning.



What does progress mean to you?

When someone in Greenville says that transportation and congestion are important to them, they could be referring to any number of transportation-related issues that they experience on a regular basis.

What does this issue mean to you, and what does progress look like?

Below are potential long-term outcomes related to transportation. Imagine it is 2030 and that each of these outcomes has been achieved. Using your three yellow dots, please indicate which of these outcomes would most improve your quality of life.

Place dots here



Congestion during commuting hours on weekdays is improved

Congestion in popular shopping and entertainment areas is improved

Bus service is more suitable to me and I use it more often

Parking downtown is more effortless and simple

Walking is a more desirable option for me getting around

Biking is a more desirable option for me getting around

Automobile traffic moves more cautiously on my street

Other

What do we know?

#4

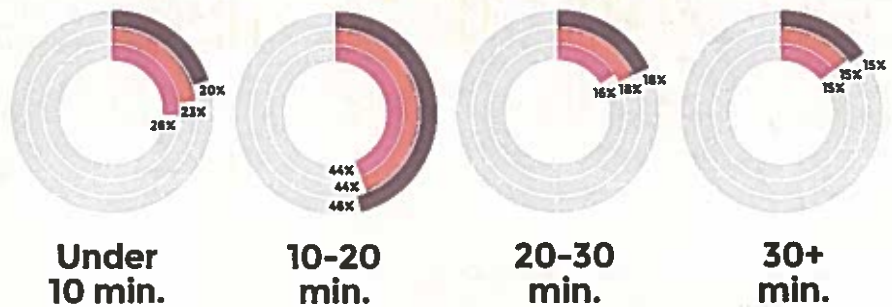
Despite growth in traffic and commuting volumes, travel time to work has increased only slightly

Average travel time to work for Greenville residents has increased by less than a minute since 2000 and now stands at 17.5 minutes. Two-thirds of all workers complete their trip in under 20 minutes, and the share of commuters traveling for more than 30 minutes has increased slightly from 14.5% to 15.3%.

These numbers suggest that the transportation network in general, and roadways in particular, have been mostly successful in absorbing growth in traffic volumes. They may also hint at the ability of local workers to manage the length of their commute through the choices they make in terms of where to live or work. While not all households have such flexibility, relatively few are forced to commute long distances.

Travel Time to Work for City of Greenville Residents

2000 2010 2017



Mean Travel Time



Year	Mean Travel Time
2000	16.8 minutes
2010	17.4 minutes
2017	17.5 minutes

Source: U.S. Census Bureau

#5

The road network's capacity to absorb further growth will diminish over the next 20 years

Roadway Level of Service (LOS) Rating

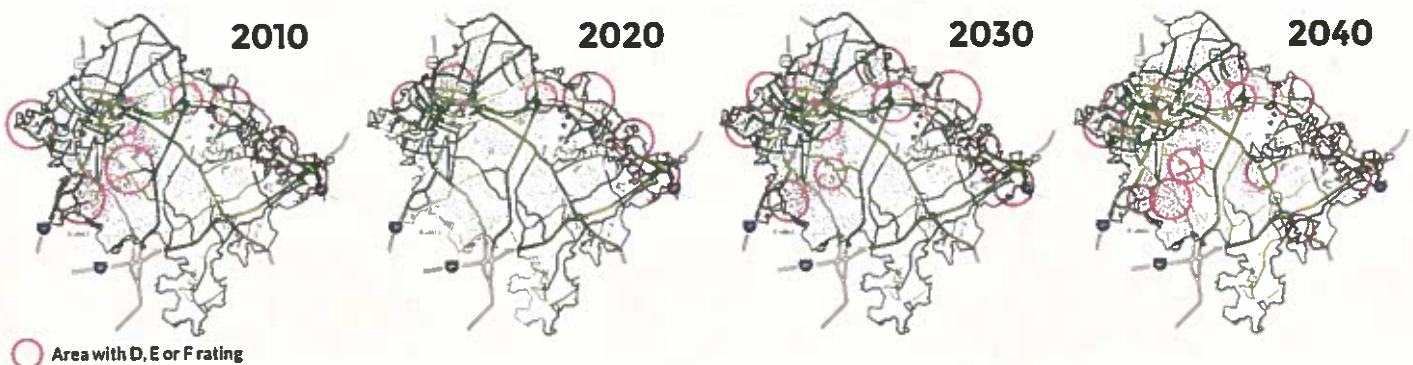
Best <-----> Worst

A B C D E F

Source: Appalachian Council of Governments

The stability of commute times since 2000 despite considerable growth in traffic volumes and workers choosing to drive is a testament to many things - especially the road network's existing capacity to absorb more traffic and the ability of transportation engineers to eek out more capacity through a variety of tactics (road widening, synchronization of signals, etc.).

Modeling performed by the Appalachian Council of Governments, however, suggests that current growth trends will result in more and more intersections and road segments becoming choked and gridlocked by 2030 and 2040. Areas with a Level of Service (LOS) score of D, E, or F - indicating volumes that are nearing, at, or beyond capacity - have remained limited in number in recent years but will multiply and effect several important corridors by 2040.



What do we know?

#1

All net new jobs are held by commuters who travel into the city

The number of jobs within the City of Greenville grew by 30% between 2002 and 2017, but the number of Greenville residents who had jobs within the city remained flat. The result was a significant increase in commuter volumes, with the number of non-city residents commuting into the city rising from 77,773 to 104,551.

Simultaneously, the number of Greenville residents commuting outside of the city for work also increased, from 15,237 to 17,858.



Commuting Patterns

2002

77,773 people commuting in for work



89,021 Jobs

11,248 held by Greenville residents



15,237 Greenville residents commuting out for work

2017

104,551 people commuting in for work



115,896 Jobs

11,345 held by Greenville residents



17,858 Greenville residents commuting out for work

Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics

#2

Driving alone increasingly dominates the trip to work for Greenville residents

Driving alone is how 80% of City of Greenville residents get to their jobs - up from 73% in 2000. Most of that growth has come at the expense of carpooling and walking and is likely indicative of both the prevailing convenience of driving alone as well as the increasingly complicated geography of employment in the Greenville-Spartanburg region - where businesses and people have greater flexibility in where they locate today than they did decades ago.

Working at home remains a small part of the local employment picture, but one that is likely to grow quickly for some types of jobs as communications technologies continue to advance.

Primary Means of Travel to Work for Greenville Residents

	2000	2010	2017
Drove alone	73.4%	77.3%	80.9%
Carpooled	14.0%	8.0%	7.7%
Public transit	1.1%	1.0%	1.2%
Walked	7.8%	7.7%	3.6%
Bicycle	0.2%	0.3%	0.7%
Worked at home	2.4%	4.8%	4.6%

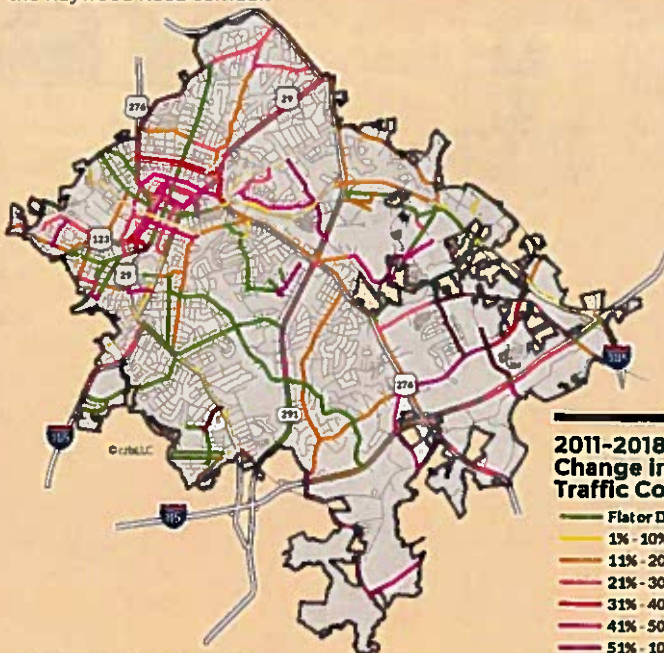
Source: U.S. Census Bureau

#3

Traffic volumes have grown significantly throughout the city in the past few years

Data from the South Carolina DOT show that many major streets and highways have experienced substantial growth in daily traffic counts since 2011.

In particular, traffic counts have increased by more than 30% on several streets in and around Downtown Greenville, the Verdae Boulevard area, and the Haywood Road corridor.



2011-2018 Change in Traffic Counts

- Flatter/Decreased
- 1% - 10%
- 11% - 20%
- 21% - 30%
- 31% - 40%
- 41% - 50%
- 51% - 100%
- Increased by More Than 100%

Source: South Carolina Department of Transportation

This emerging priority for Greenville is not an isolated subject. It touches and is influenced by several elements of long-term community planning.



#3

Growth in young adults and 'young seniors'

The median age in the U.S. has increased between 2000 and 2017 from 35.3 years to 38.0 years. Greenville's median age, by contrast, stayed the same over that period and is over 3 years below (or younger than) the national median.

Beneath the stability of the city's median age, there were notable changes in age distribution. There was growth in the share of the population comprised of young adults (ages 19-34), but also a decrease in the share of school-age children—suggesting that many young adults were not yet having kids.

The other age group that grew in share since 2000 was adults between 55 and 74 – empty nesters and people at or nearing retirement.



These trends reflect a longstanding pattern between the City of Greenville and Greenville County—namely, that families with children represent a higher share of county households (32% in 2017) than city households (22% in 2017).

Age Distribution in the City of Greenville

Age Range	2000	2010	2017
0-19	23.9%	23.0%	21.4%
19-34	26.6%	27.4%	29.2%
35-54	27.0%	25.8%	24.2%
55-74	14.3%	17.1%	19.8%
75+	8.0%	6.5%	5.3%
Median Age	34.6	34.6	34.6

Source: U.S. Census Bureau

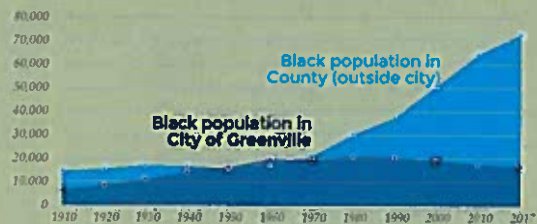
#4

Decline in city's Black population alongside rapid suburban growth

A notable exception to recent population growth in the City of Greenville has been the decline in the Black population, which has fallen by 2,500 (or 13%) since 2000. This isn't a new trend, however. The city's Black population has been flat or declining since the 1960s.

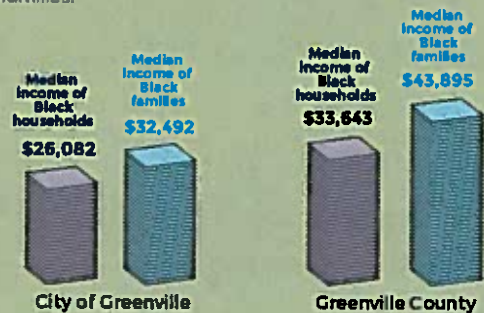
Indeed, since 1970, the Black population in Greenville County has grown and suburbanized in ways that mirror the wider population. In 1970, the Black population in the city and surrounding communities was about even. Since then, the Black population of Greenville County outside the city has grown from 20,000 to over 70,000.

Change in Black population of Greenville City and County since 1970



Today, more than 80% of Greenville County's Black residents live outside the city and have substantially higher incomes, on average, than those who live in the city. In 2017, the median income of Black families in Greenville County (including the city) was 35% higher than the median for the city's Black families.

Median Household and Family Incomes for Greenville's Black Population, 2017



Source: U.S. Census Bureau

#5

Job growth reinforces city's status as a regional employment hub

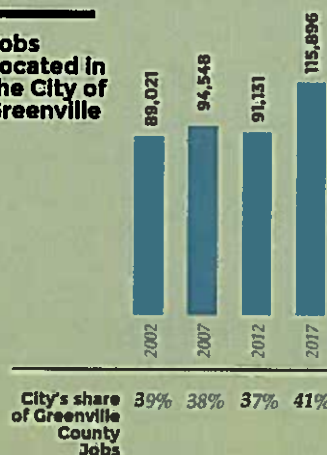
While the City of Greenville is now home to only 13% of the county's population, recent employment growth has kept the city firmly in place as the county's economic center, now having 41% of all county jobs. Employment in the City of Greenville grew 30% (or over 26,000 positions) between 2002 and 2017, with growth resuming strongly after a dip during the Great Recession.



Sectors experiencing the most growth included health care, administrative services, and the financial sector – three sectors that tend to offer higher than average wages. Also growing rapidly were sectors tied to tourism and consumer spending, where wages tend to be lower.

Alongside rapid growth in many sectors came decline in such areas as retail trade and manufacturing. The formerly dominant manufacturing sector in the city now represents less than 4% of all employment.

Jobs Located in the City of Greenville



Source: U.S. Census Bureau Longitudinal Employer-Household Dynamics

Economic Sectors Showing Notable Job Growth or Decline since 2002

	Jobs in 2017	Change Since 2002
Health Care and Social Assistance	20,999	90%
Administrative and Support Services	19,900	68%
Finance and Insurance	6,750	64%
Arts, Entertainment, and Recreation	1,744	59%
Accommodation and Food Services	11,967	58%
Retail Trade	11,458	-9%
Manufacturing	4,021	-16%
Wholesale Trade	3,007	-17%

Greenville's priorities are reactions to growth. So, how much has Greenville been growing?

#1

Recent population growth after decades of stagnation

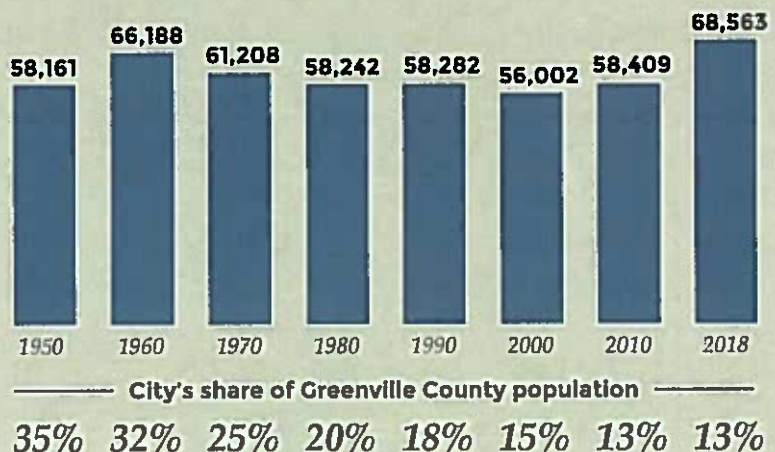
Greenville's 20th Century population peaked in 1960 at just over 66,000. The population then declined by 10,000 between 1960 and 2000, with the steepest drop occurring between 1960 and 1980—a period of disinvestment that is still felt in some neighborhoods.

The rebound since 2000 has been especially sharp since 2010, with population estimates suggesting that the city has grown by 10,000 and achieved an all-time high population of over 68,000. The 2020 Census next April will confirm how much the city has actually grown.

While the city's population may be at an all-time high, its share of Greenville County's population is now just 13%—down from 35% in 1950. This reduction in population share is a reflection of over 50 years of rapid suburbanization and growth in the county.



City of Greenville's Population Since 1950



Source: U.S. Census Bureau

#2

Levels of education have increased, and so have family incomes

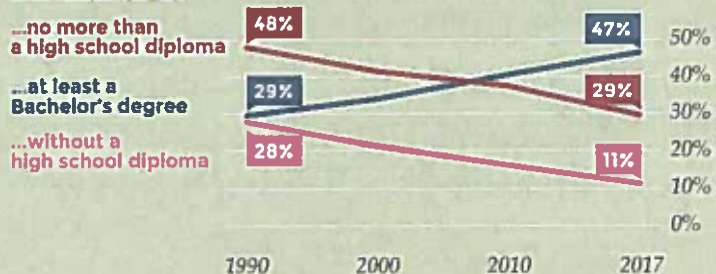
In 1990, there were as many adults without a high school diploma in Greenville as there were adults with a Bachelor's or advanced degree. That has changed dramatically over 30 years due to generational transition, a changing economy, and the influx of skilled workers. Today, half of Greenville adults over age 25 have at least a Bachelor's degree—a rate that far exceeds the national average—and only 10% of adults lack a high school diploma or GED.

This shift in educational attainment in Greenville is reflected by income. During a period when incomes eroded in many of America's deindustrializing communities, the median household income in Greenville kept pace with inflation. For family households—which are more likely to feature multiple wage earners—median income has grown well in excess of inflation and is now over \$71,000. Stable and growing incomes translate to consumption of housing, services, and everything else that people buy with their earnings.



Change in educational attainment of Greenville adults since 1990

% of adults with...



Source: U.S. Census Bureau

Change in household and family income since 1990



Source: U.S. Census Bureau



What 'Big Things' Should Greenville Prioritize?

Based on responses to an online survey in July (with 3,200 participants), feedback provided during the August open house at Springfield Baptist Church, and discussions with the GVL2040 steering committee, three issues have emerged as top priorities that deserve particular attention in the new comprehensive plan.

Improve Transportation and Congestion



Preserve Green Space and the Environment



Expand Affordable Housing Opportunities



What the community said

In addition to these issues, responses to the July online survey identified two specific project locations that deserve particular attention to "Get It Right."

Unity Park
and the surrounding blocks of the Southernside neighborhood



County Square
and the surrounding blocks of the Haynie/Sirrine neighborhood



Projects important to "Get Right"

Is something important being missed?



If you think so, write it on a Post-It note and stick it here.

What are Greenville's Core Values? And how might they shape the decisions we make?

Based on work by the steering committee and responses from the August open house at Springfield Baptist Church, the core values listed below are being proposed as the bedrock of GVL2040 and are reflected in the proposed list of planning principles. Together, the values and principles will be at the heart of a decision-making framework for Greenville.

Proposed Core Values

Our core values are deeply-held, widely-shared beliefs that serve as building blocks for our vision of the future. They reflect what we are willing to defend and fight for – as well as what we aspire to. Greenville is at its best when we act in ways that are consistent with these values.



We are committed to...

being an Enterprising Community

Taking risks, having initiative, and charting our own course is part of our history, especially our recent successes.

The decisions we make should continue to reflect that we are willing to lead by example and confront our challenges with a spirit of inventiveness and proactivity.

being a Prosperous Community

We believe that the community as a whole succeeds when businesses flourish and when individuals and families have opportunities to fulfill their ambitions.

We further believe that prosperity is advanced by preserving and enhancing the elements of our heritage and environment that make Greenville unique.

The decisions we make should strive to both facilitate entrepreneurial activity and uphold the integrity of our community's assets.

being a more Inclusive Community

We recognize that our community has struggled and continues to struggle with being an inclusive and welcoming place to all its citizens.

The decisions we make going forward should strive to include as many voices and perspectives as possible to ensure outcomes that are more equitable and just.

Proposed Planning Principles

Our planning principles are a basis for making decisions about our community that align with our values, our vision for the future, and the strengths that we're building from.



First, Do No Harm

Does the proposal in front of us put at risk the qualities that have helped our community prosper? If it does, how can those risks be mitigated?



Apply the *Triple Bottom Line*

Does this make sense for our community financially, socially, and environmentally?

If it doesn't, how can we achieve as much balance as possible between the three?



Listen to Absent Voices

Who else needs to be at the table for us to make an inclusive and well-rounded decision? Who needs ownership in this decision for the community to deem it well-considered?



Set a High Bar

Does this uphold our community's high standards? Would this make us proud?

Does it reflect the level of leadership and standard-setting that our community strives for?



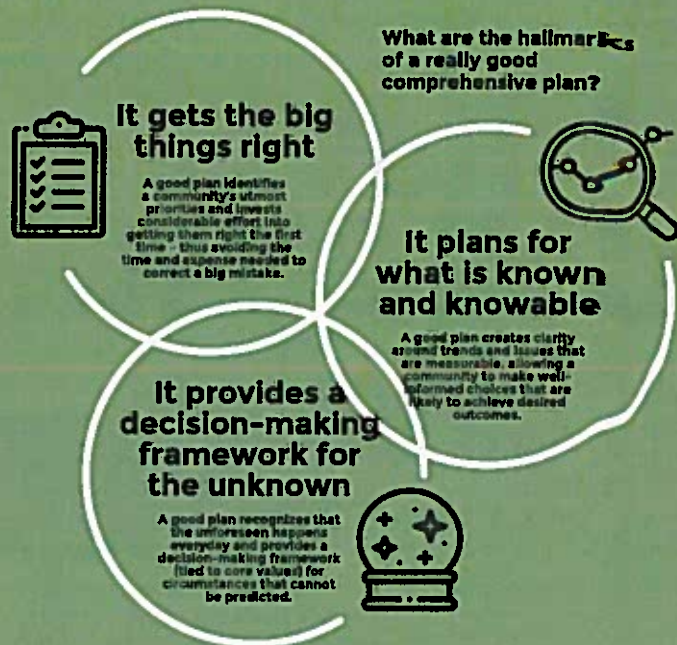
What do you think about these proposed core values and planning principles? If you have comments or suggestions, please write them on a Post-it note and leave it here:



What is a good comprehensive plan?

Any jurisdiction in South Carolina that wishes to enact and enforce zoning regulations must implement a planning process that conforms with the state's Comprehensive Planning Act (SC Code Title 6, Chapter 29). Part of the planning process is the development and periodic update of a comprehensive plan that describes the community's vision for the future. GVL2040 will serve this purpose for Greenville.

While state law provides general guidance on the content of a comprehensive plan, communities have considerable discretion in deciding what they want from their plan. Some plans sit on a shelf most of the time and are rarely consulted for anything other than regulatory purposes. The best comprehensive plans go a step further and become documents that actively shape how a community thinks about the choices it makes on a day-to-day basis.



How does a good plan become reality?

A comprehensive plan's vision—as expressed by core values, priorities, preferred outcomes, and recommended strategies—becomes a reality only when a community is willing to make the choices that will bring it to fruition. How the community spends money, shapes regulations and policies, and decides “what goes where” should all be consistent with the comprehensive plan.

If the City Council and other community leaders are truly willing to make decisions consistent with the comprehensive plan, it will be reflected in the following:

CAPITAL IMPROVEMENT PLAN (CIP)

The CIP involves the annual allocation of resources to pay for improvements to City facilities, equipment, and infrastructure. The comprehensive plan provides significant direction for the CIP.

LAND USE AND DESIGN REGULATIONS

The comprehensive plan is the legal basis for the zoning code, which determines land use, density, and other characteristics of the built environment. After the plan is adopted, the code is updated to reflect the plan.

ECONOMIC DEVELOPMENT POLICY

Actions to promote economic activity of specific types and in specific places—to create jobs, build the tax base, or provide desired services—can be molded to reflect goals, trends, and conditions described in the plan.



HOUSING POLICY

Goals related to housing can be realized through changes to the zoning code as well as the allocation of funding to encourage specific types of housing or housing in specific locations.



TRANSPORTATION AND INFRASTRUCTURE

The comprehensive plan influences how federal, state, and local transportation and infrastructure dollars are allocated to improve conditions, boost capacity, or change how infrastructure is used.



PARKS AND RECREATION

The CIP, general fund, and zoning code can all be used to support investment to or expansion of parks and recreational facilities to meet quality of life goals expressed by the plan.



SMALL AREA PLANS

The comprehensive plan cannot provide detailed direction for what should happen on every block. But subsequent plans for specific neighborhoods and corridors can be developed to apply the overall goals of the comprehensive plan at a more granular level.

What is GVL2040?

GVL2040 is the process behind the development of a new comprehensive plan for the City of Greenville, which will succeed the 'Plan-It Greenville' plan from 2009. This new plan will determine the course of the next 20 years by defining priorities, shaping how decisions are made, and setting the community on a path to achieving specific outcomes.

Your participation in this process will be critical to ensuring that the plan is a reflection of what the community values and what it is willing to support.

The Voices Behind GVL2040

Steering Committee

A steering committee of 42 individuals (chosen from 226 applicants) will officially represent the citizens of Greenville and work closely with the City's planning staff and consultants to guide GVL2040.

Kitchen Table Conversations

From time to time, steering committee members will organize small group conversations with neighbors, peers, and colleagues to learn what people value and how they make choices.

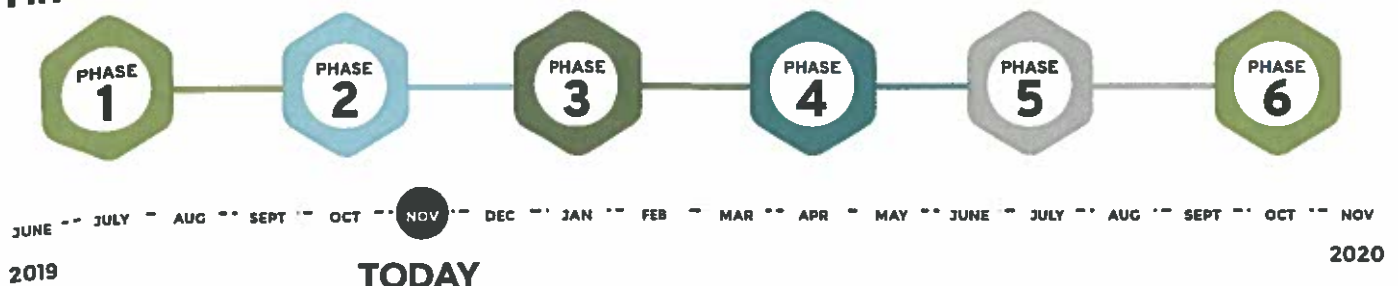
Online Surveys

All Greenville residents are invited to participate in surveys through GVL2040.com to learn about key findings and provide insights on what matters most to Greenville and how the community should respond to change.

Open Houses

Each phase of GVL2040 will feature an open house where the public may engage with steering committee members and provide critical input on the direction and content of the project.

Timeline



WHAT WE BELIEVE

Values and priorities



WHAT IS HAPPENING

Relevant Trends and Conditions



WHAT MIGHT CHANGE

Growth and Change Scenarios



WHAT WE CHOOSE

Benefit, Costs and Trade-offs



HOW WE WILL MAKE DECISIONS

Draft Plan and Decision-Making Framework



CONFIRMATION OF OUR VISION

Finalization for Adoption and Implementation

THE MCCLAREN PROJECT

PROJECT

- Project Location: Wardlaw/Rhett/Academy
- Developer: Lighthouse Living, LLC
- Project Description:
Mixed-use development with 244 apartments, 14,200 SF restaurant and retail spaces, and parking for up to 422 vehicles.



WARDLAW STREET AND RHETT STREET

PARCEL LOCATION

TMS# 0071000100900 and 0071000100700



WARDLAW STREET AND RHETT STREET

- **ORDINANCE:**
 - To approve a ground lease agreement and
 - To approve a utility easement agreement
- **Ground Lease Terms:**
 - For the McClaren Medical Shelter
 - \$10/year
 - Initial term of 20 years
 - Automatically renews for 6 additional periods of 5 years each
 - Developer to maintain the land and facilities
- **Utility Easement Agreement:**
 - For sewer line, water line, and roof drain line and storm drain line for stormwater
- City is seeking permission from SCDOT to transfer land to developer; lease and easement are if City keeps land

Mayberry Street Parcels



Legend

- Parcels with Ownership
- City of Greenville Limits
- 2019 Aerial Photography



200 0 100 200 Feet

NAD_1983_HARN_StatePlane_South_Carolina_FIPS_3900_Feet_Intl
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Notes