

Agenda (2/13/2020 - 2/14/2020)

Documents:

[AGENDA.PDF](#)

City Manager - State Of The City

Documents:

[CITY MANAGER - STATE OF THE CITY PRESENTATION.PDF](#)



2020 City Council Retreat
Thursday, February 13, 2020
Avenue, 110 E. Court St.

Start Time	Topic	Presenter(s)
8:00am	Welcome	Mayor Knox White
8:05am	Overview of City Priorities, State of the City Update	City Manager John McDonough
8:20am	Planning for Quality Growth & Development	
	Comprehensive Plan and Residential Infill Standards	Interim Planning & Development Director Jay Graham
	Annexation	Economic Development Project Manager Kevin Howard
	Corridors and Small Area Plans	Real Estate Development Manager Mary Douglas Hirsch, Sr. Economic Development Project Manager Tracy Ramseur
	Short Term Rentals	Assistant to the City Manager Michael Frixen
10:15am	BREAK	
10:30am	Affordable Housing	Interim Community and Economic Development Director Ginny Stroud
12:30pm	Working Lunch – Affordable Housing Next Steps	
1:15pm	Protecting our Natural Resources	
	Sustainability Initiatives	GRAC Representatives
	Stormwater Management	City Engineer Dwayne Cooper
	Landscape/Tree Ordinance	Sr. Landscape Architect Edward Kinney
3:15pm	BREAK	
3:30pm	Maintaining a Safe and Secure Community	Interim Police Chief Howard Thompson, Fire Chief Steve Kovalcik
4:30pm	Providing Excellent Customer Service	Events and Cultural Affairs Director Angie Prosser, Public Information Administrator MJ Simpson, GIS Technical Manager Carmen Durham
4:50pm	Day 1 Wrapup	City Manager John McDonough
5:00pm	Adjourn	



2020 City Council Retreat
Friday, February 14, 2020
Avenue, 110 E. Court St.

Start Time	Topic	Presenter(s)
8:30am	Improving our Transportation Infrastructure	Public Works Director Mike Murphy, City Engineer Dwayne Cooper
10:00am	BREAK	
10:15am	Building a Better Public Transportation System	Public Transportation Director James Keel
11:00am	Investing in our Public Facilities	Assistant to the City Manager Michael Frixen
12:00pm	Working Lunch – Enhancing our Business Environment and Economy	Business Development Manager Michael Panasko
1:00pm	Providing Recreation and Cultural Enhancement Opportunities	Parks & Recreation Director Marlie Creasey-Smith, Sr. Economic Development Project Manager Tracy Ramseur
2:00pm	BREAK	
2:15pm	Financial Outlook	OMB Director Kai Nelson, Deputy OMB Director Matt Efird
3:30pm	Council Feedback and Discussion	
TBD	Adjourn	

2020 City Council Retreat

February 13-14, 2020



Retreat Theme

❖ Greenville: A Call to Action

❖ A bold plan for delivering results

■ Keys to Success

- In FY2021, the City of Greenville will execute on many of the great planning efforts that the community and staff have developed to continue to build a vibrant, successful and inclusive City.
 - Continue to engage our neighborhoods and business community
 - Leverage partnerships and seek out opportunities for collaboration
 - Effectively organize to do business
 - Set realistic and achievable goals
 - Focus resources on adopted priorities

Priority Focus Areas

- ❖ **Planning for Quality Growth and Development**
- ❖ **Protecting our Natural Resources**
- ❖ **Maintaining a Safe and Secure Community**
- ❖ **Providing Excellent Customer Service**
- ❖ **Improving our Transportation Infrastructure**
- ❖ **Building a Better Public Transportation System**
- ❖ **Investing in our Public Facilities**
- ❖ **Enhancing our Business Environment and Economy**
- ❖ **Providing Recreation & Cultural Enhancement Opportunities**

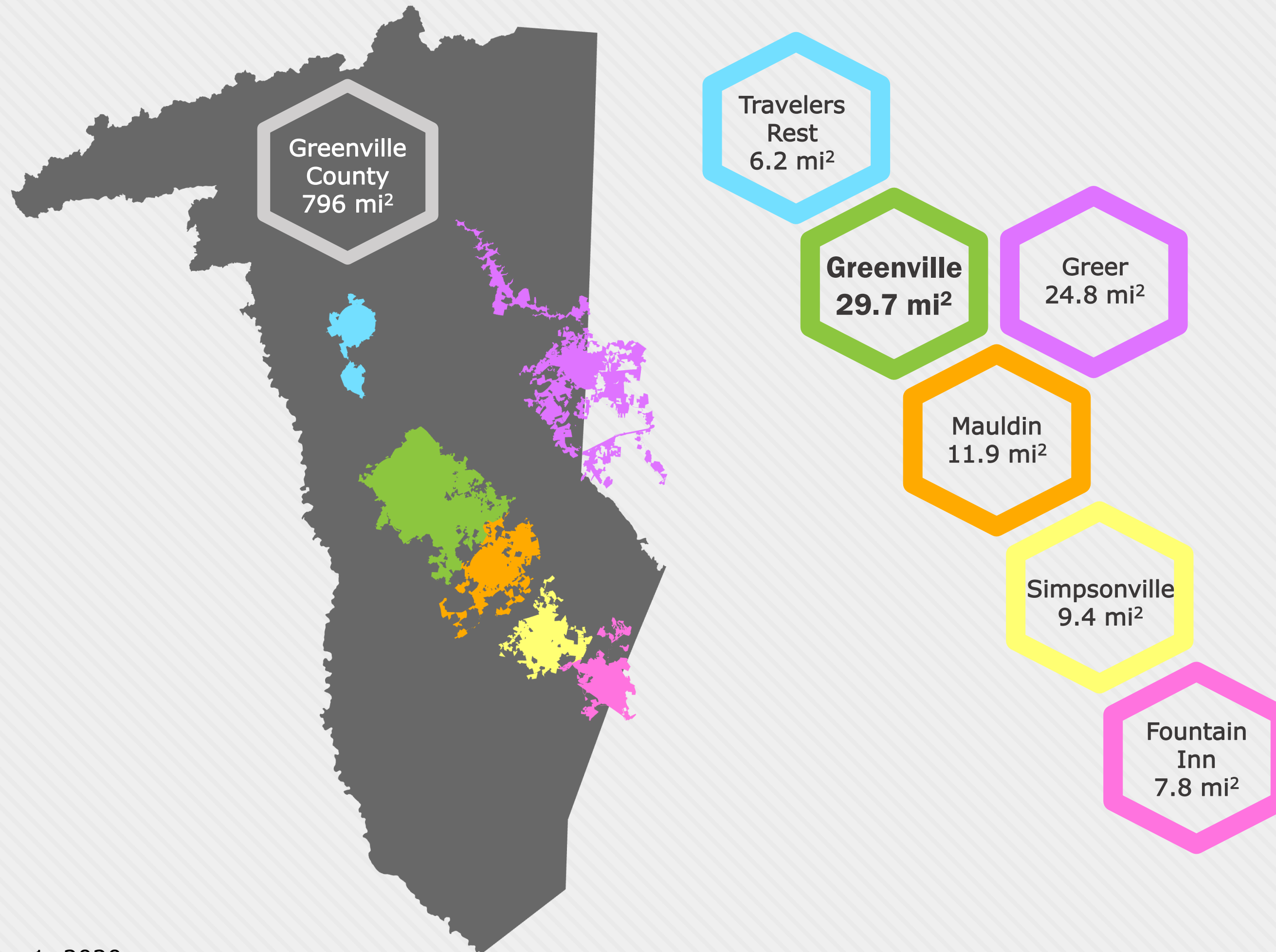


Greenville Up Close



Information

Area Comparison



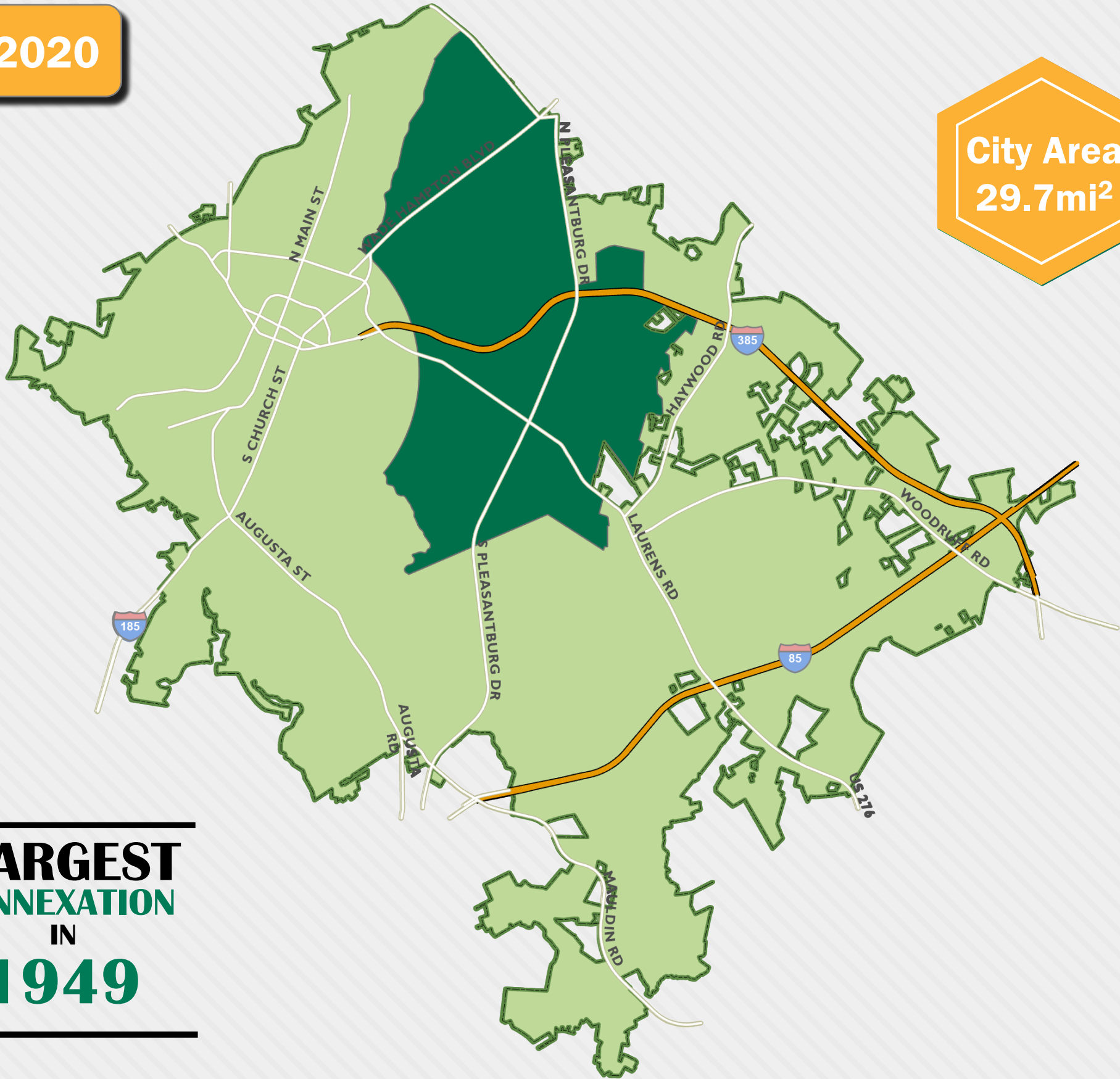
City Limit as of January 1, 2020

Source: City of Greenville GIS and Greenville County GIS

How the City has Grown - Annexations

1/1/2020

City Area
29.7mi²



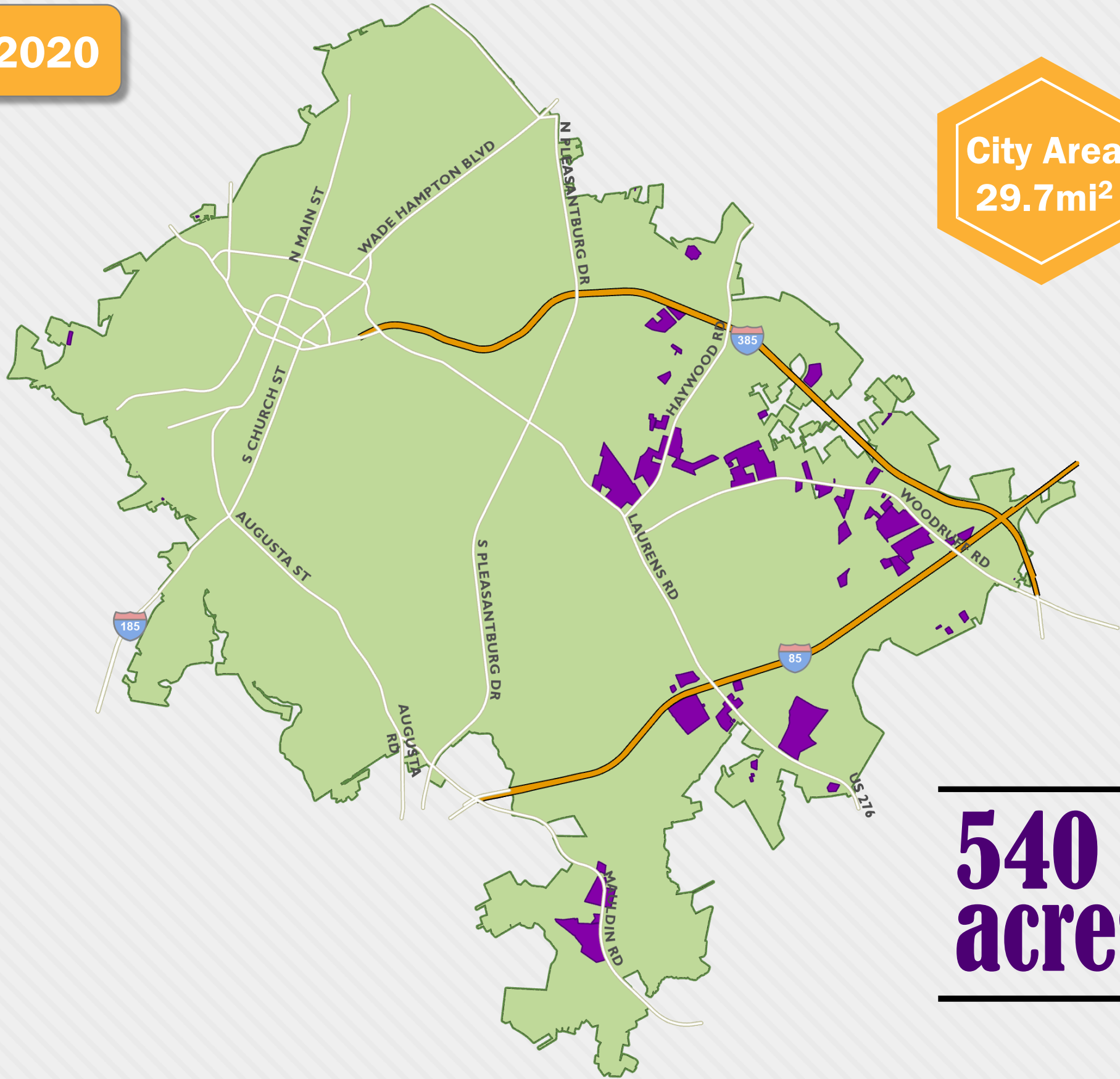
3800 LARGEST
acres ANNEXATION
IN 1949

City Limit as of January 1, 2020

How the City has Grown - Annexations

1/1/2020

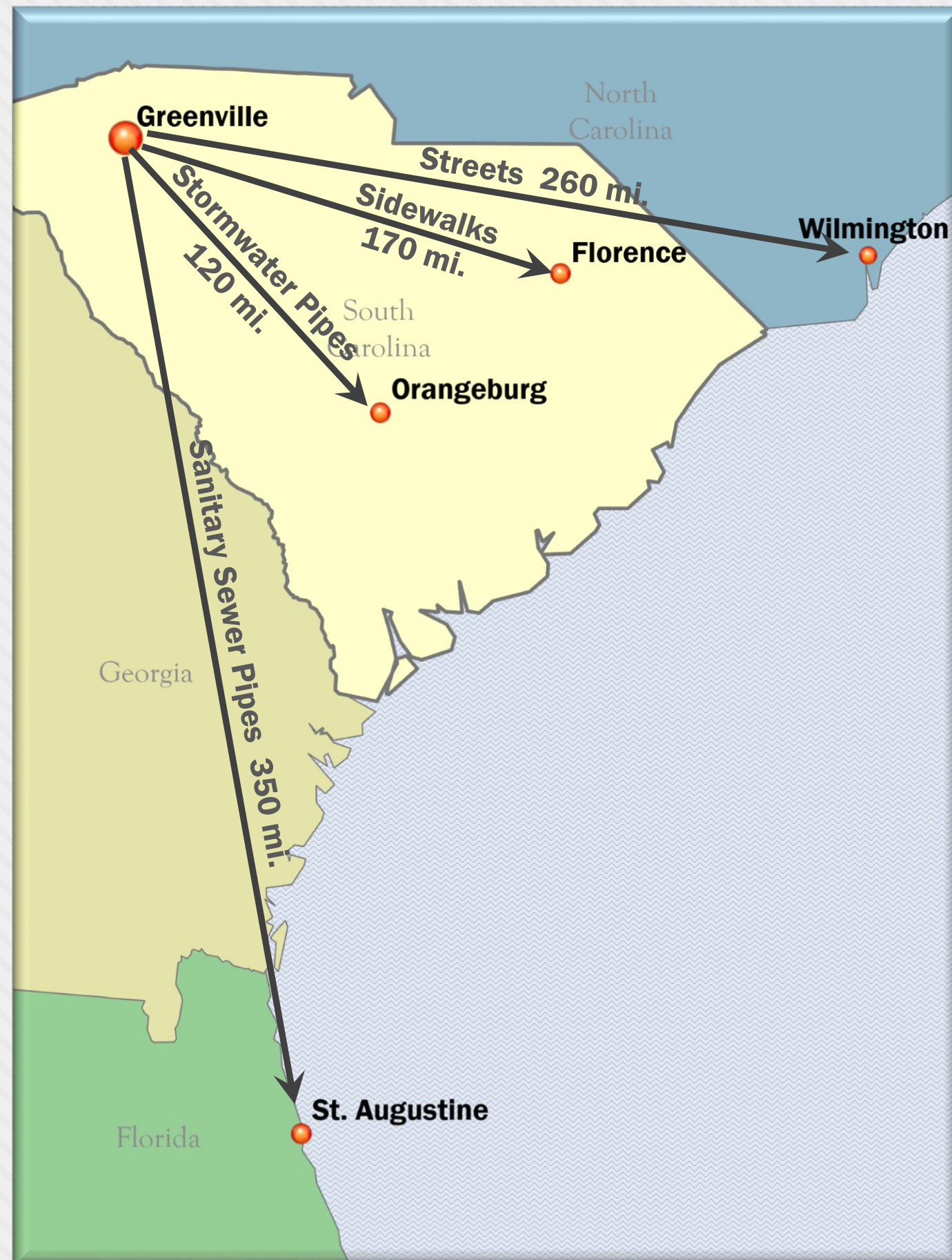
City Area
29.7mi²



540
acres COUNTY ENCLAVES
ENTIRELY SURROUNDED
BY CITY OF GREENVILLE

City Limit as of January 1, 2020

Did you know that the City regularly maintains or inspects ...



12,705
Traffic
Signs



2400
Hydrant
Inspections



647
Stormwater
Control Site
Inspections



9500
Sanitary Sewer
Manholes



Monthly Safety
Inspections for
137
City Facilities



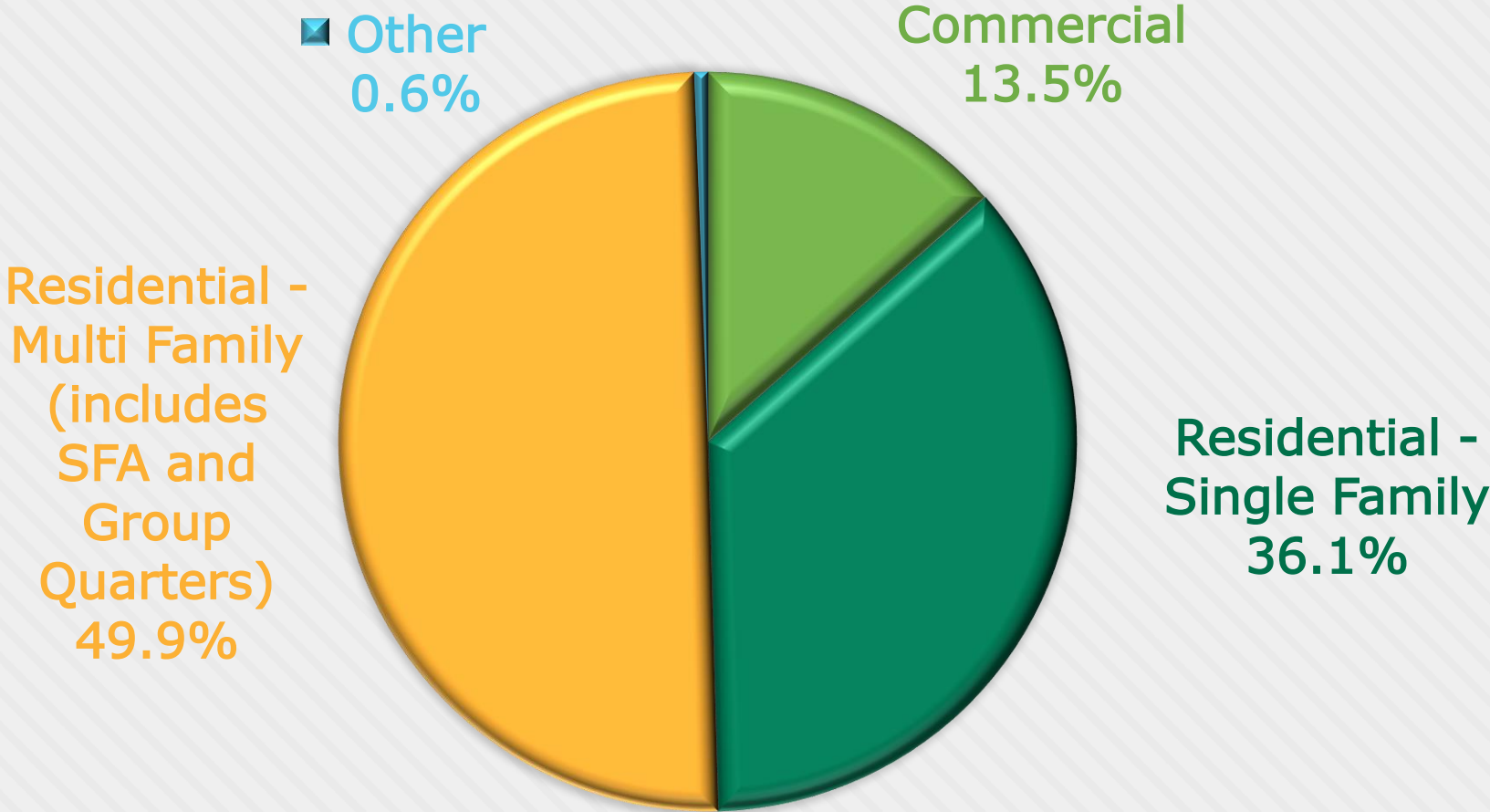
15.8K
Solid Waste
Accounts

This is a small sample!

Addresses within the City of Greenville

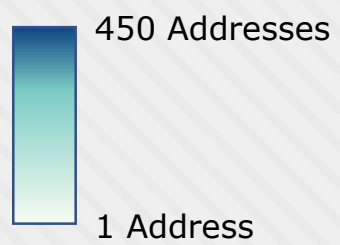
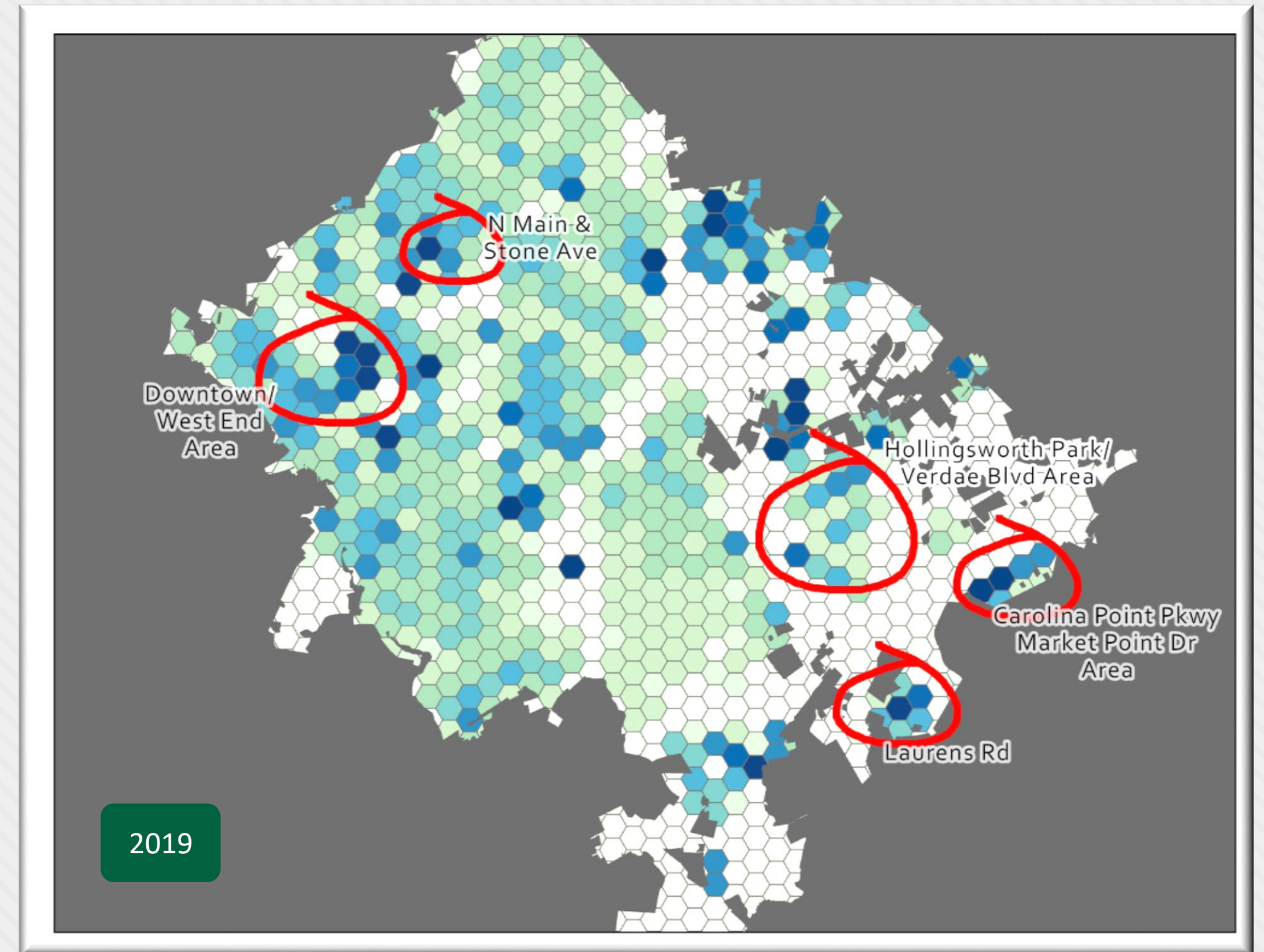
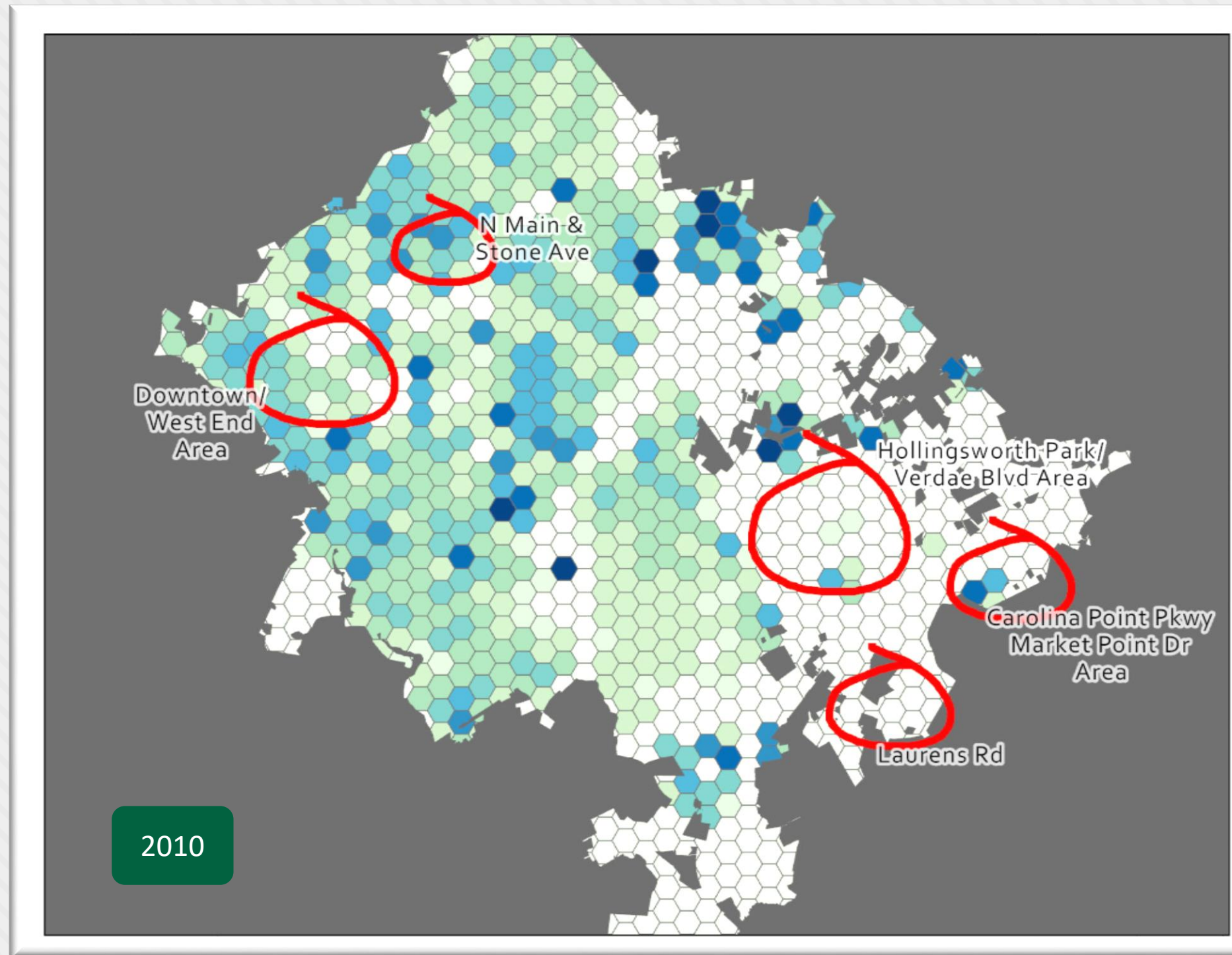


Percentage of City Addresses by Type



7000 **RESIDENTIAL ADDRESSES**
ADDED WITHIN
CITY OF GREENVILLE
SINCE 2010

Residential Addresses 2010 and 2019 – Areas of Growth





Population and Demographics



Population

71K



Households

31K

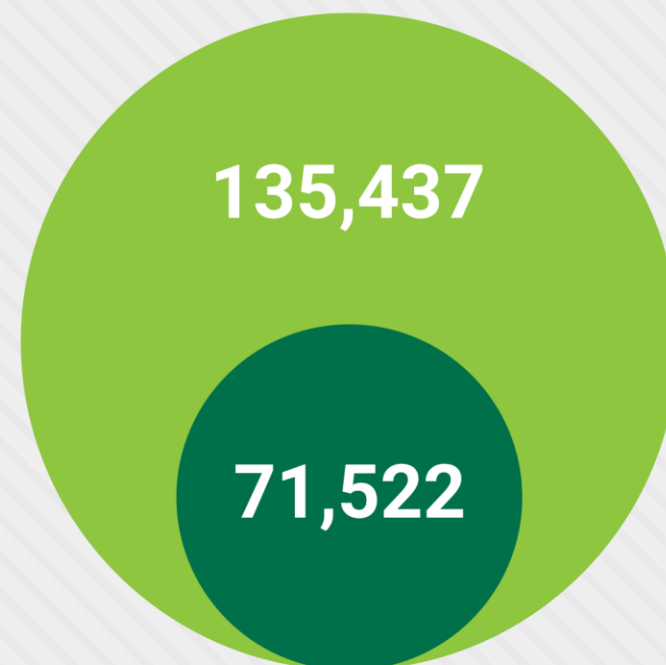


Average Household
Size

2.1

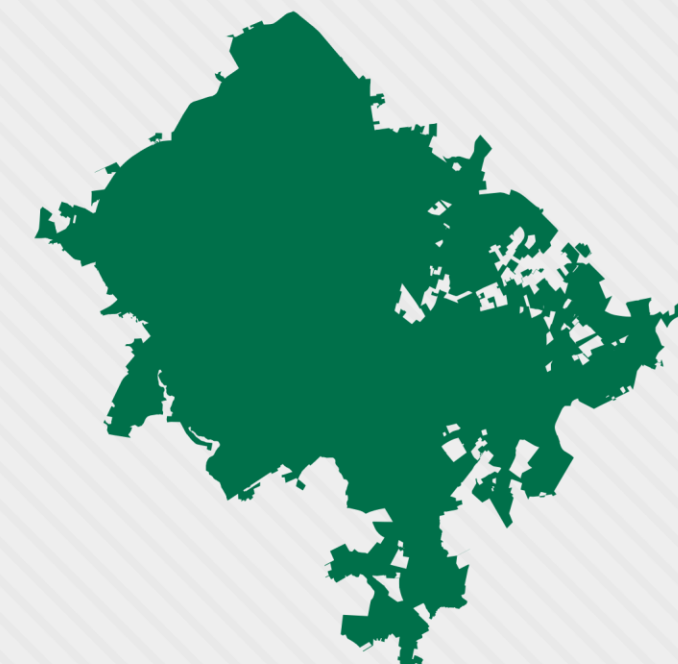
DAYTIME POPULATION
INCREASES BY

1.8X

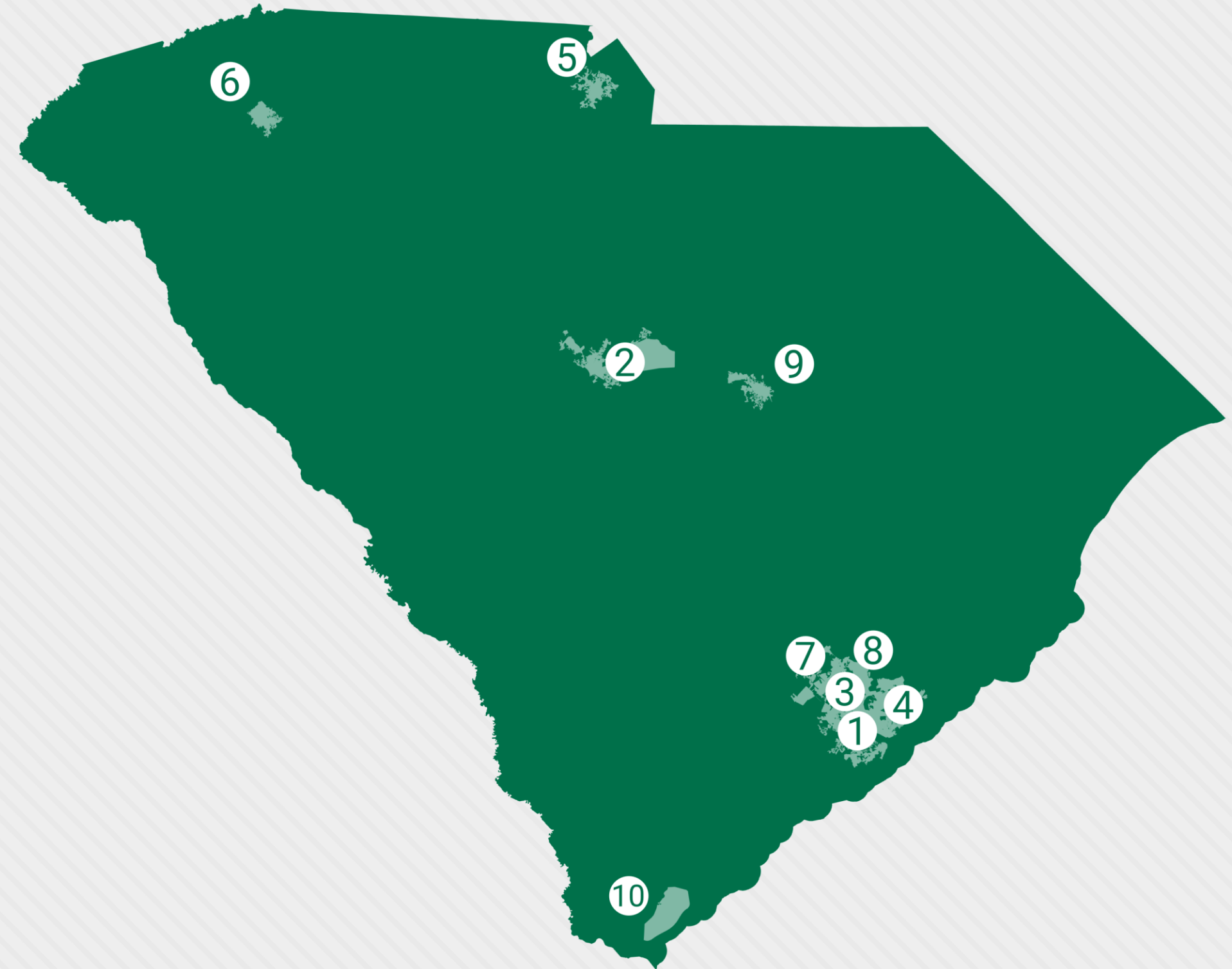
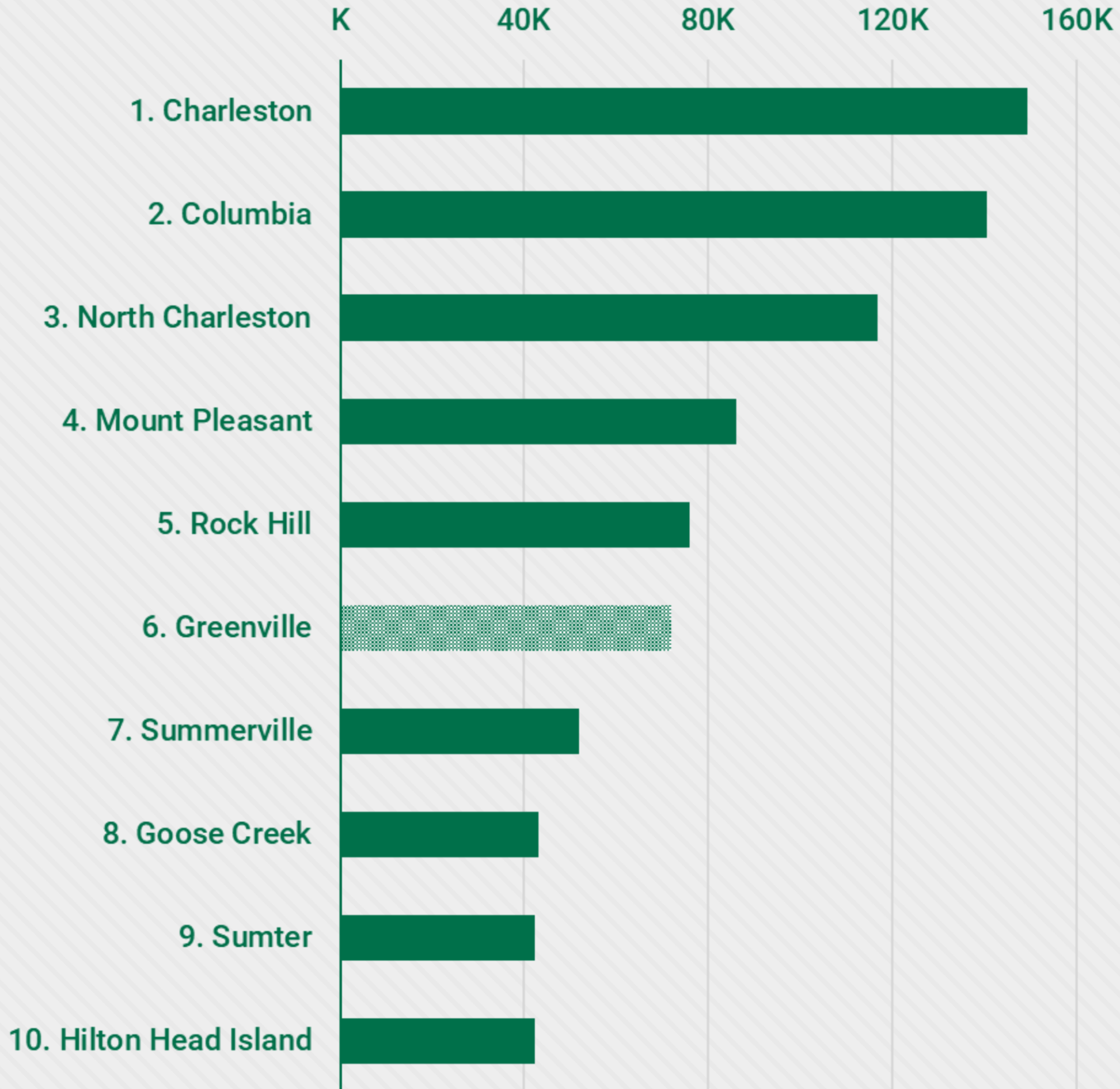


2,408

PEOPLE PER
SQUARE MILE



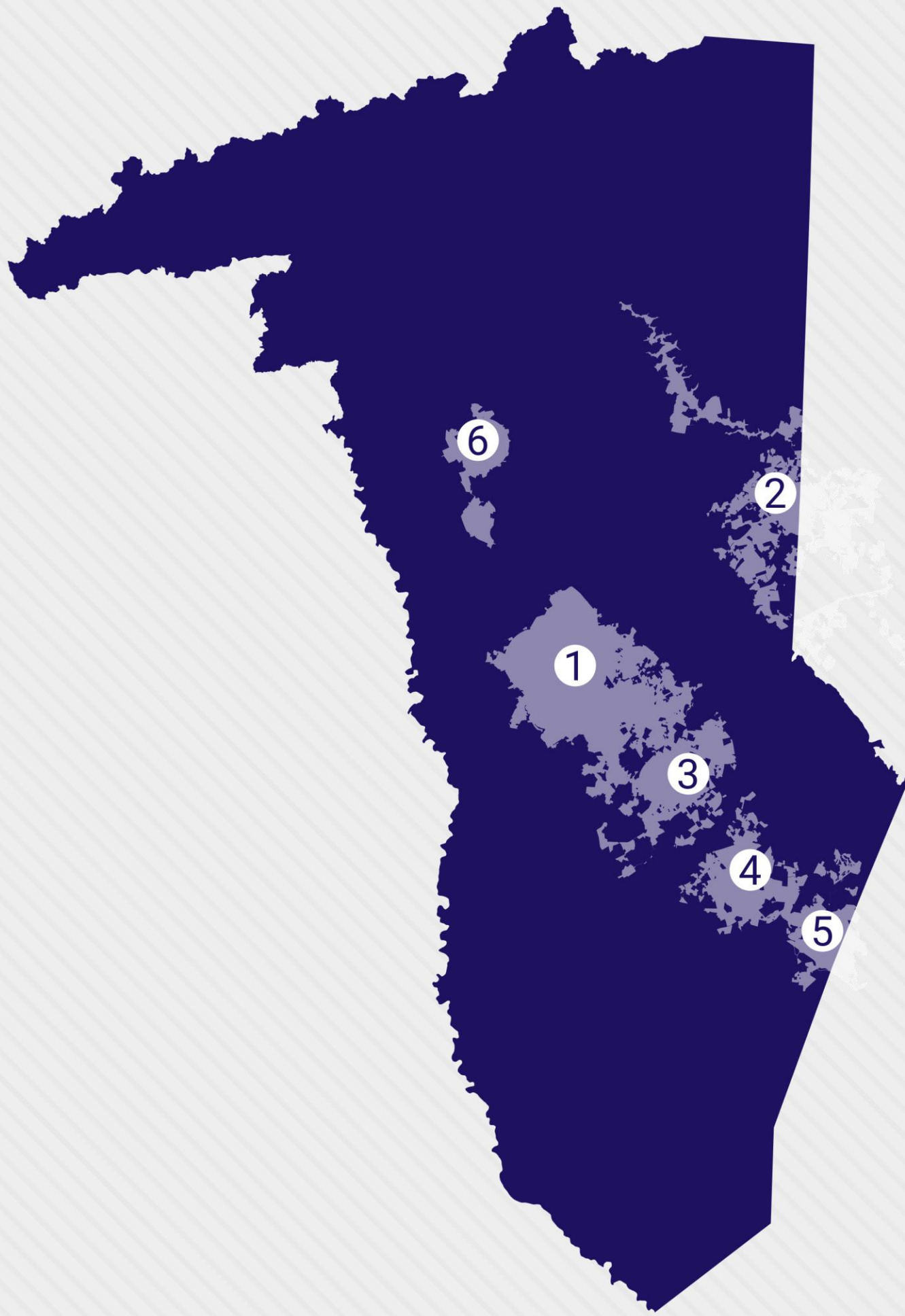
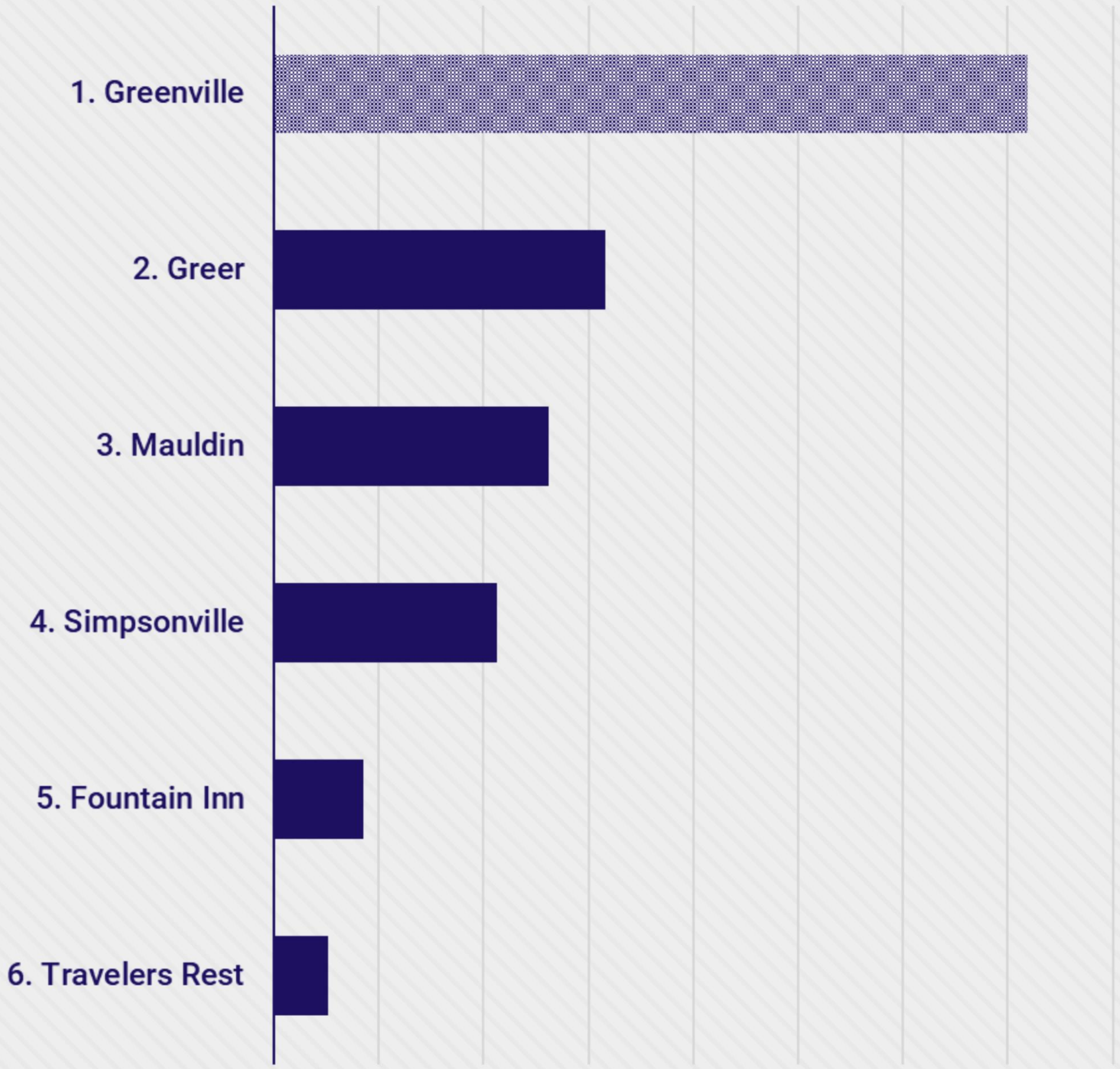
2019 Population (Top 10 SC Cities)



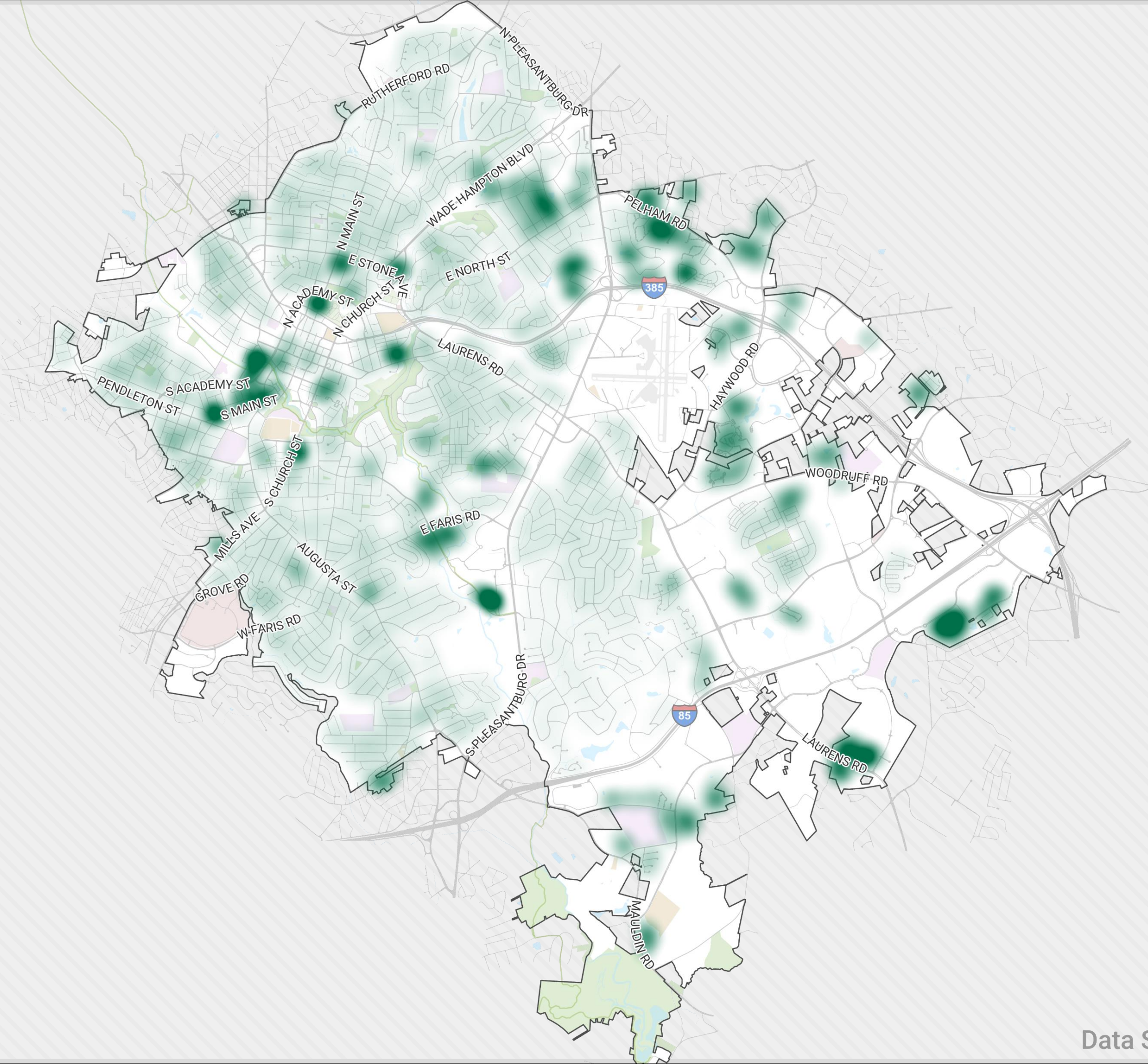
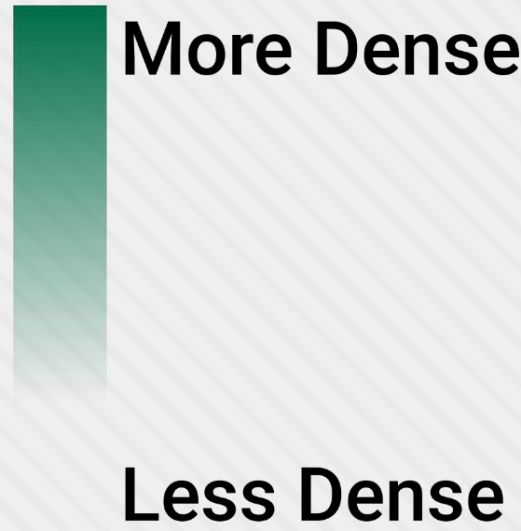
Data Source: ESRI

2019 Population (Greenville County Municipalities)

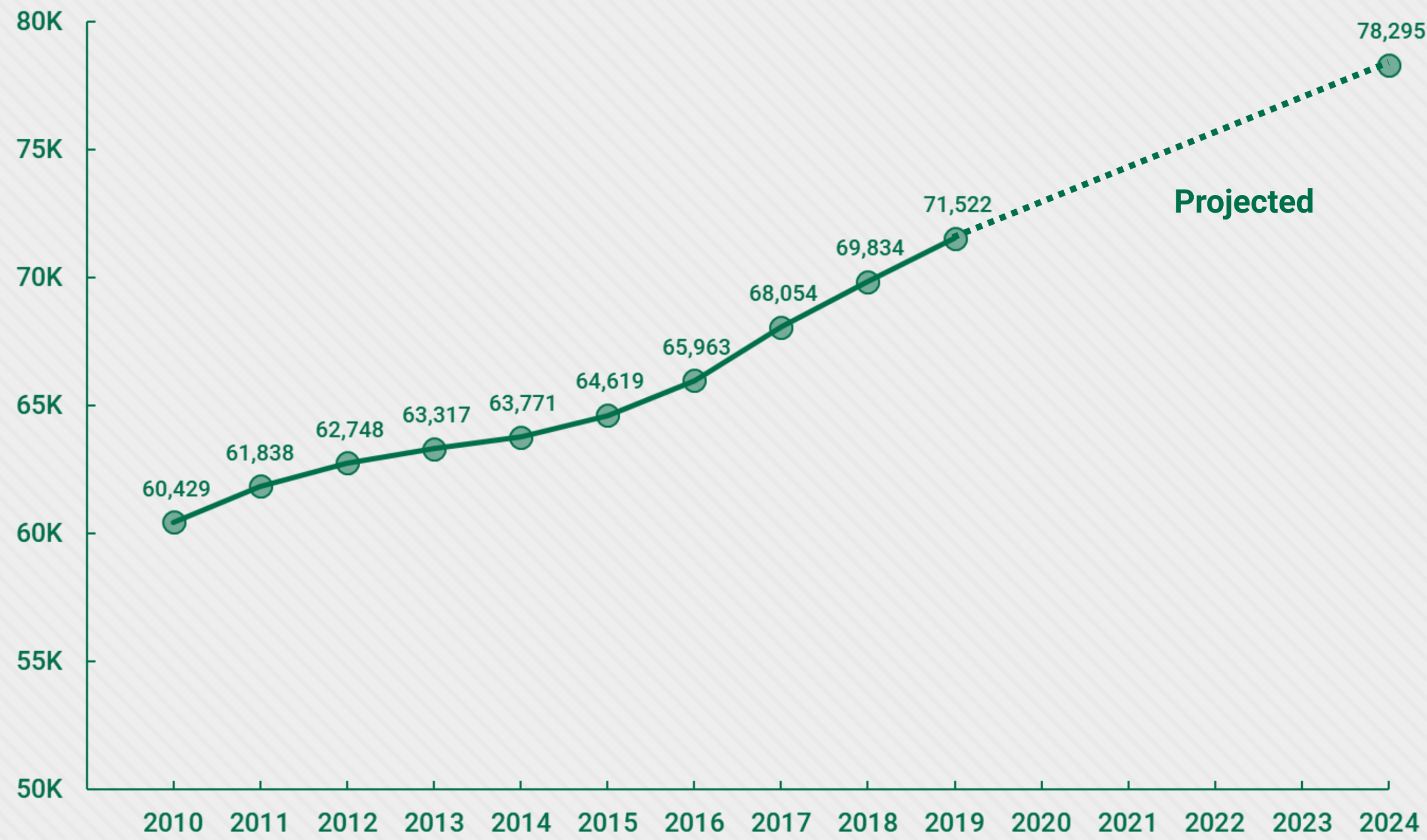
K 10K 20K 30K 40K 50K 60K 70K 80K



Population Density



Population Growth



POPULATION HAS INCREASED

12%

OVER THE PAST FIVE YEARS
AND IS PROJECTED TO
INCREASE

9%

OVER THE NEXT FIVE

AN INCREASE ON
AVERAGE OF NEARLY 4
RESIDENTS
EVERY DAY



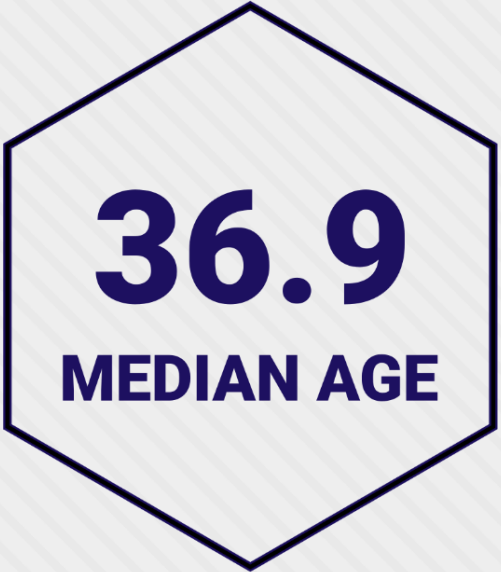
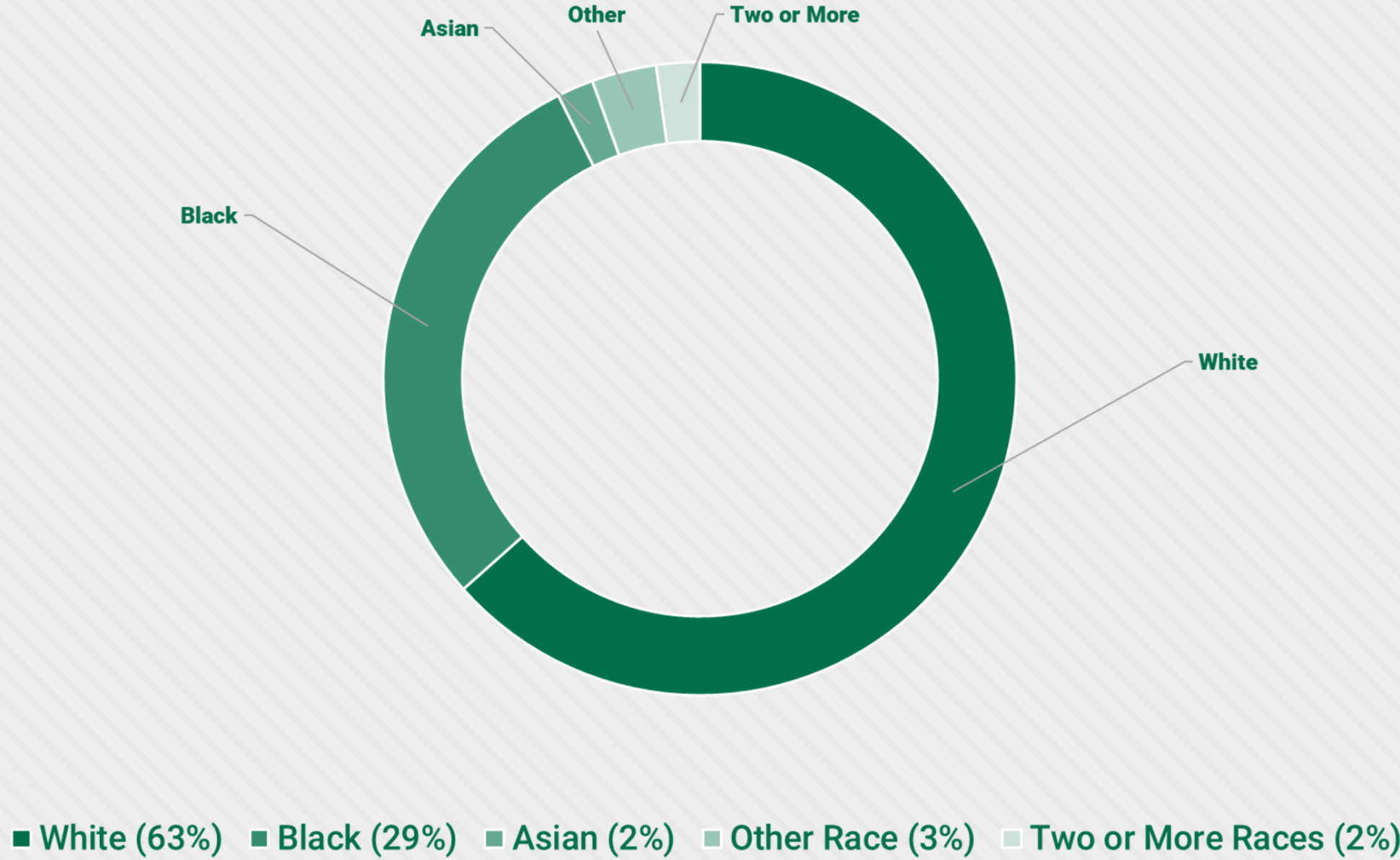
PROJECTED GROWTH
RATE OF

2.3X

THE NATIONAL AVERAGE

Data Source: ESRI

Population by Race



**SLIGHTLY LOWER THAN
NATIONAL MEDIAN AGE**

**MORE THAN 1/3 OFF ALL RESIDENTS ARE
CHILDREN OR SENIORS**

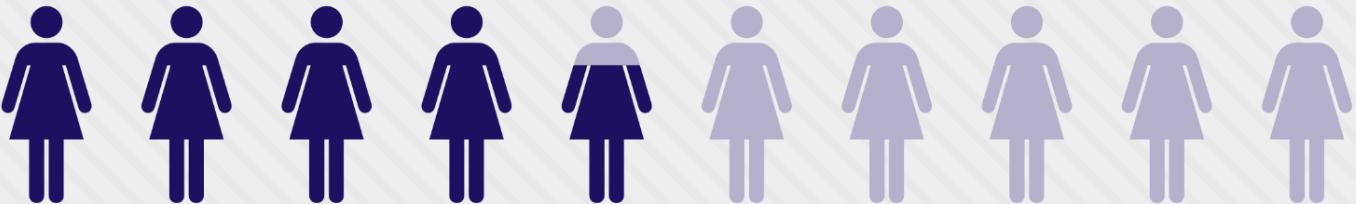


17 AND UNDER (20%)



65 AND OLDER (16%)

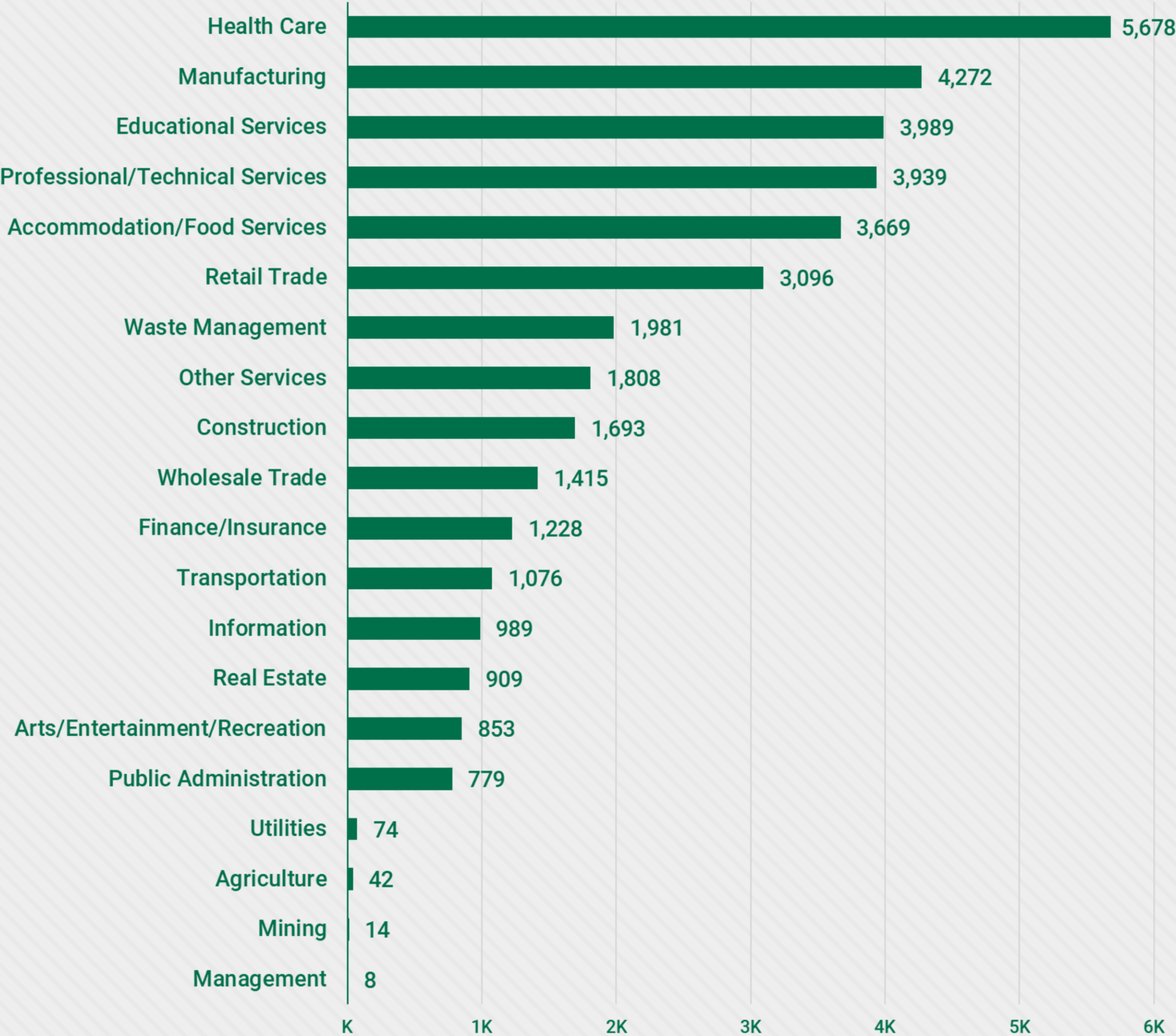
**47% OF ALL RESIDENTS HAVE A
BACHELOR'S OR ADVANCED DEGREE**





Economy

Employment by Industry



UNEMPLOYMENT RATE (2018)

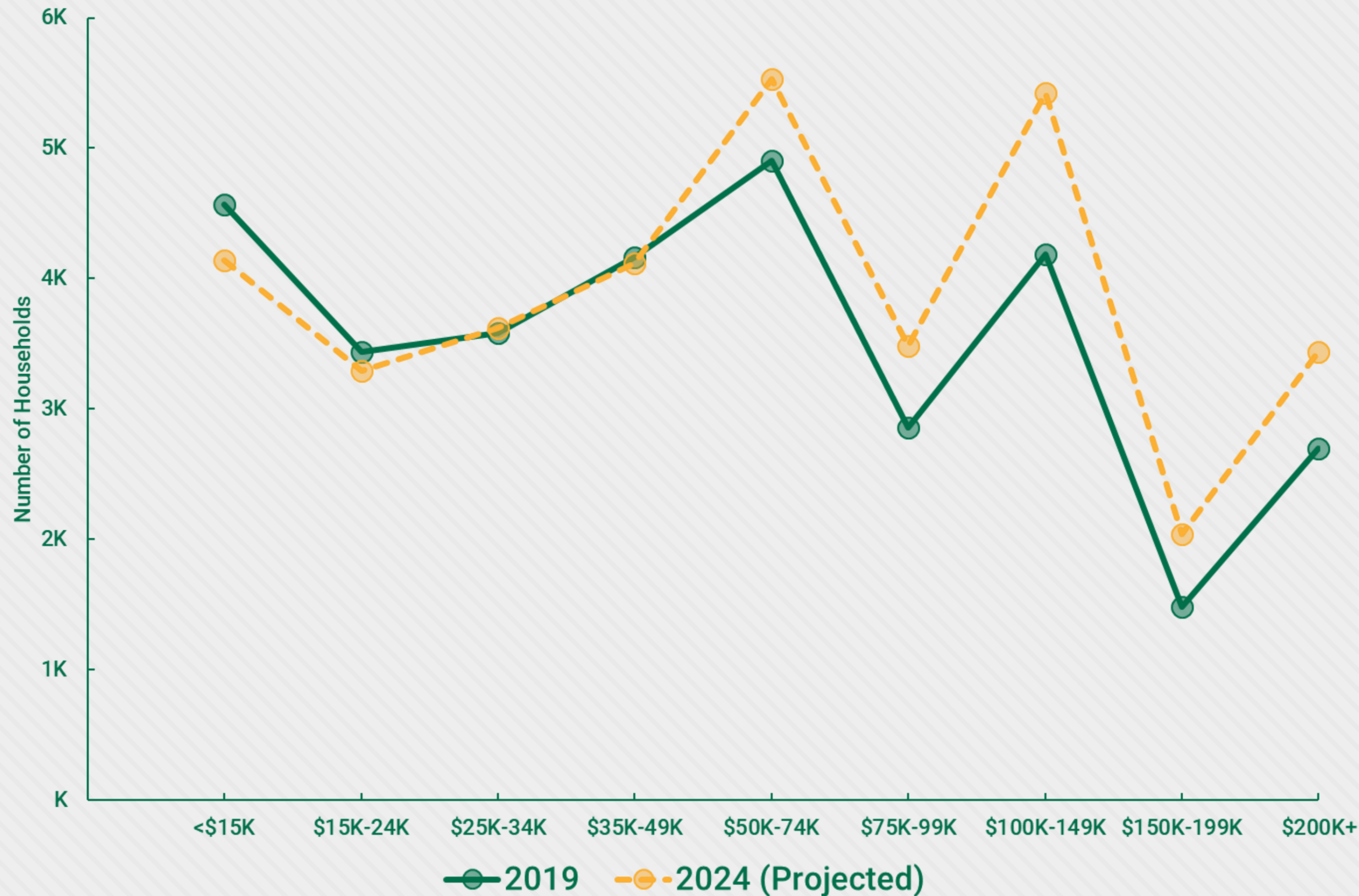


2.9% **3.4%** **3.9%**



 **\$36,586**
Per Capita Income

 **\$50,664**
Median Household Income



36%
OF HOUSEHOLDS HAVE A
MEDIAN INCOME
< \$35K



BY 2024, HOUSEHOLDS
WITH A MEDIAN INCOME
> \$150K
WILL INCREASE BY
1,303
HOUSEHOLDS



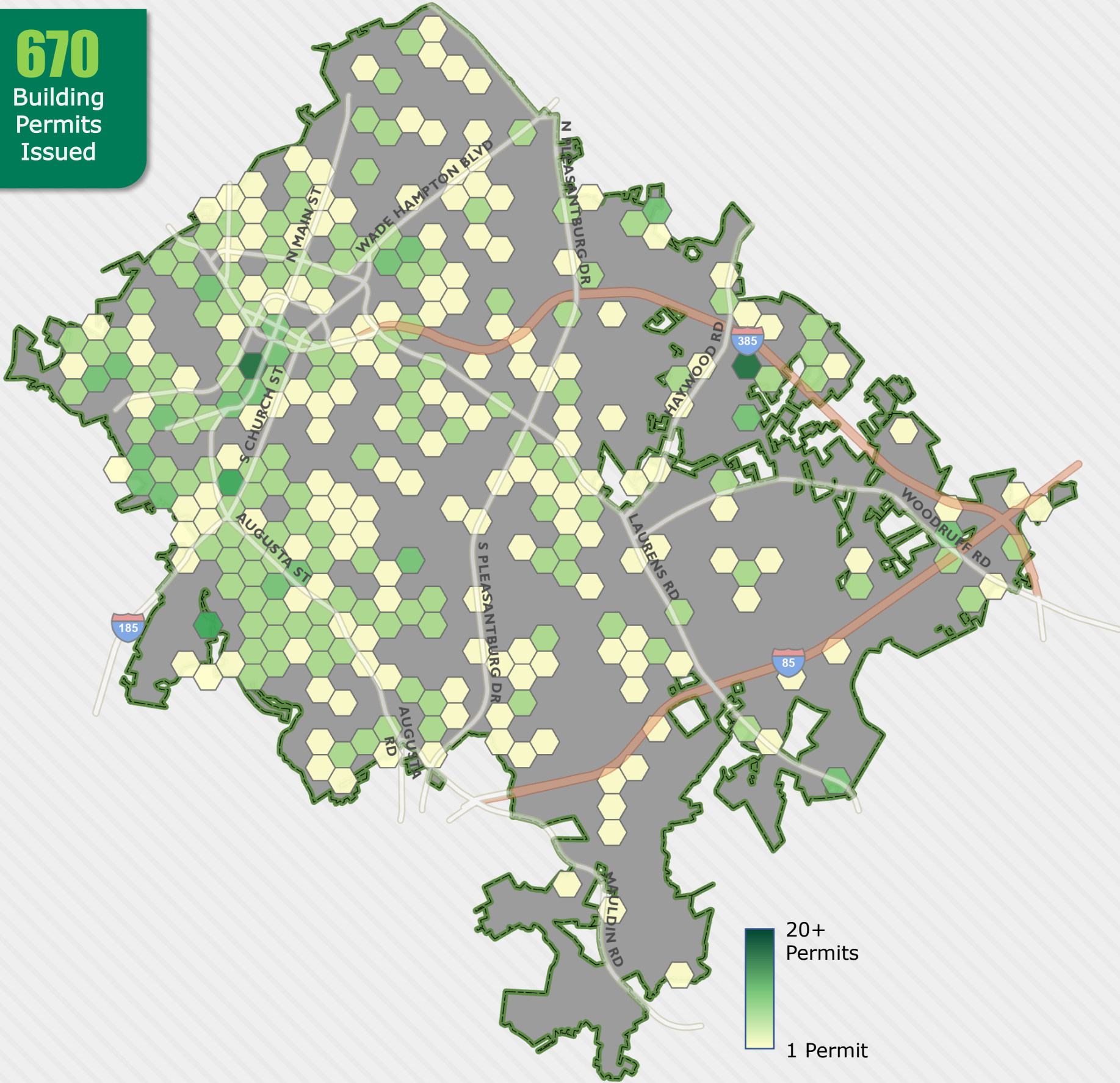
Growth and Development

2010 Building Permits Issued

2010

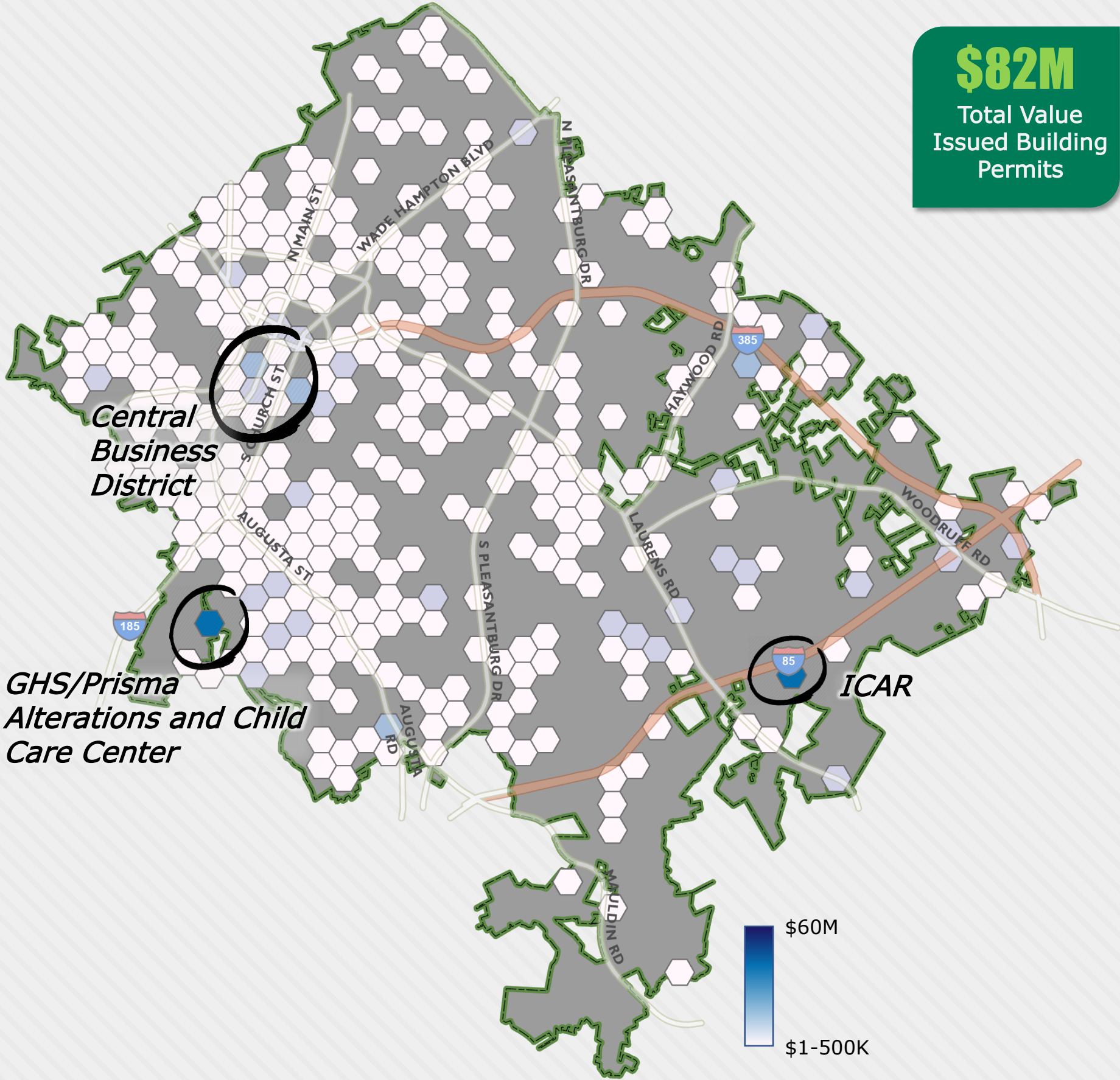
Number of Permits

670
Building
Permits
Issued



Total Permit Value

\$82M
Total Value
Issued Building
Permits



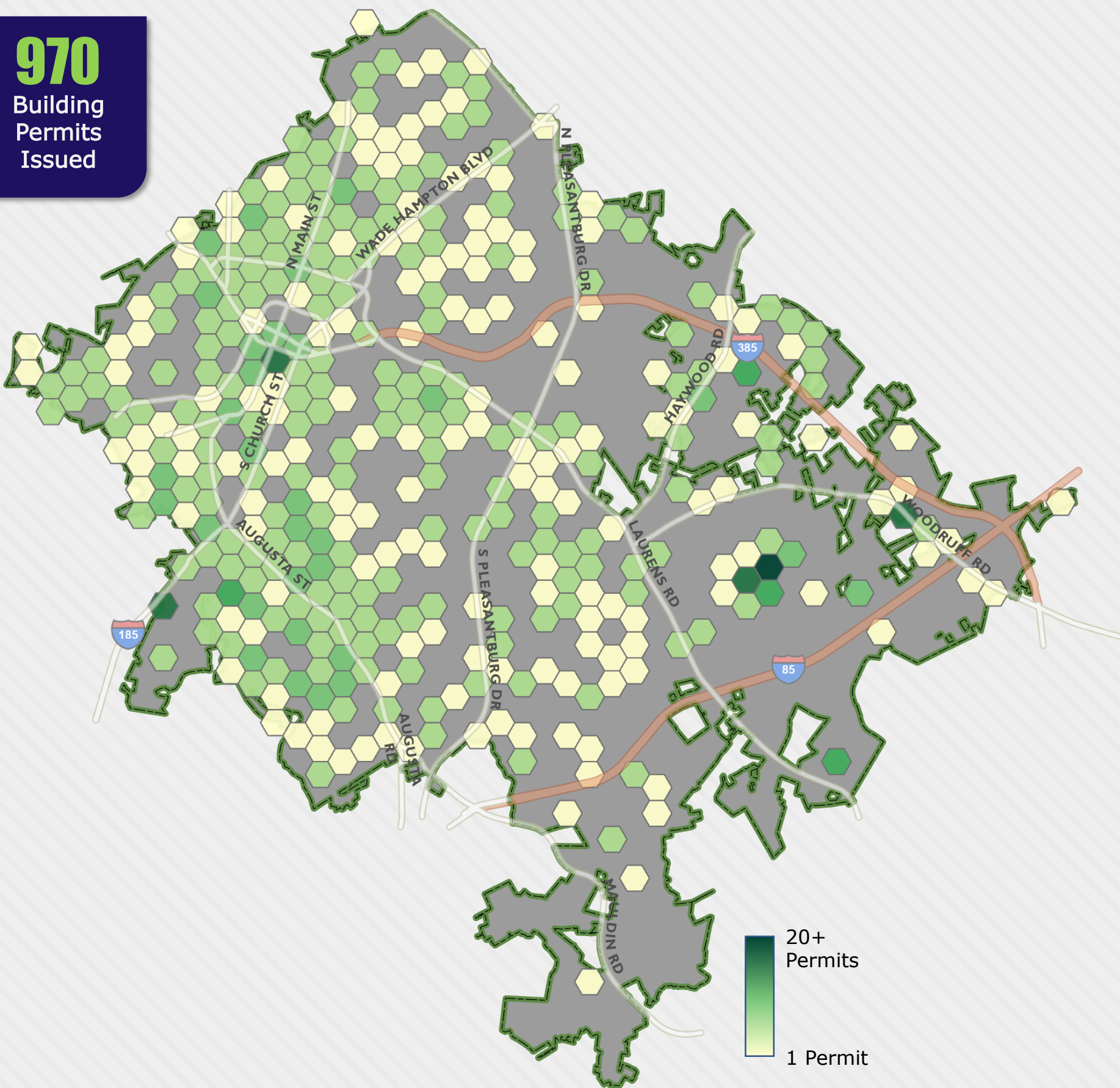
2014 Building Permits Issued

2014

Number of Permits

970

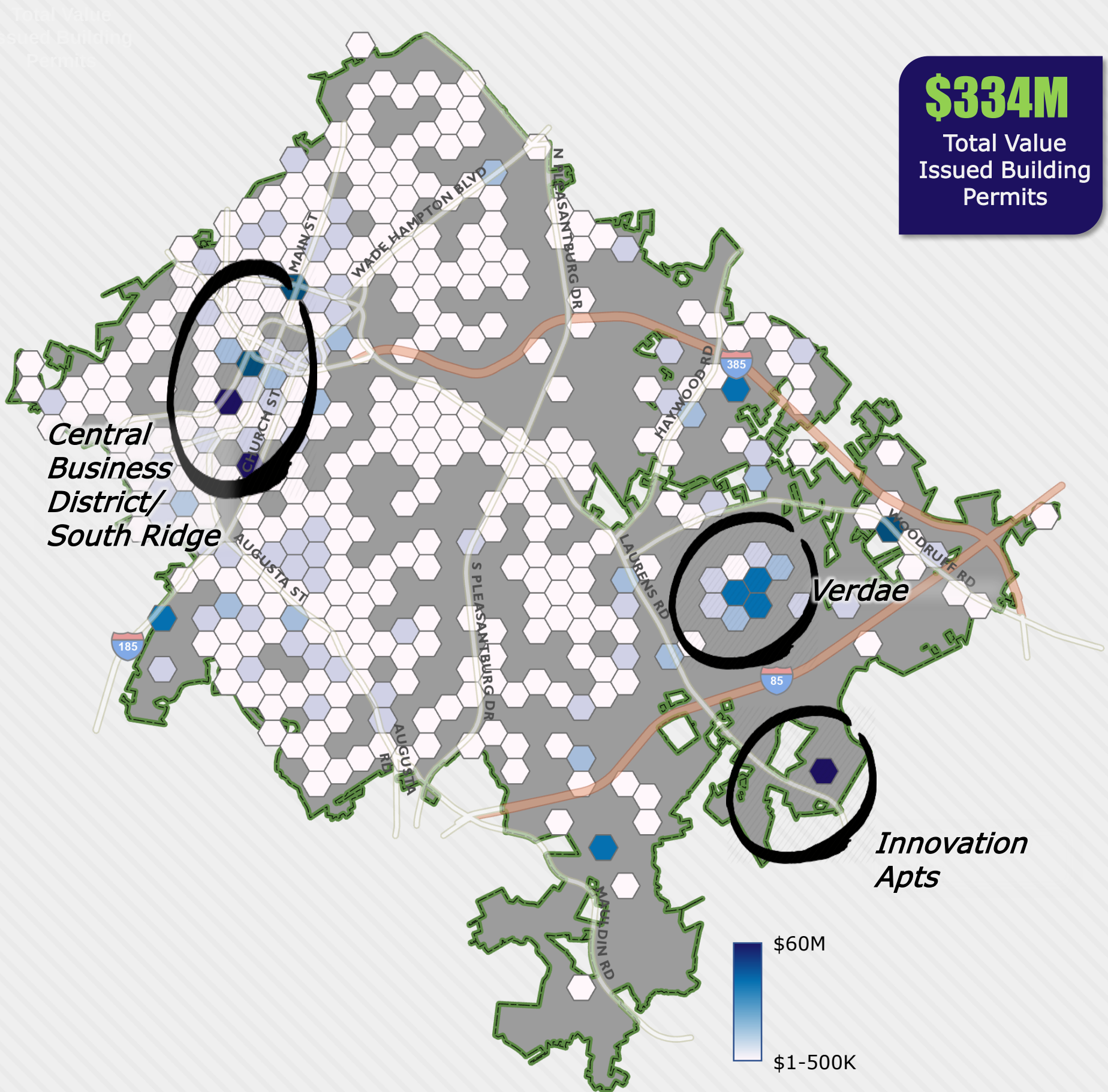
Building
Permits
Issued



Total Permit Value

\$334M

Total Value
Issued Building
Permits

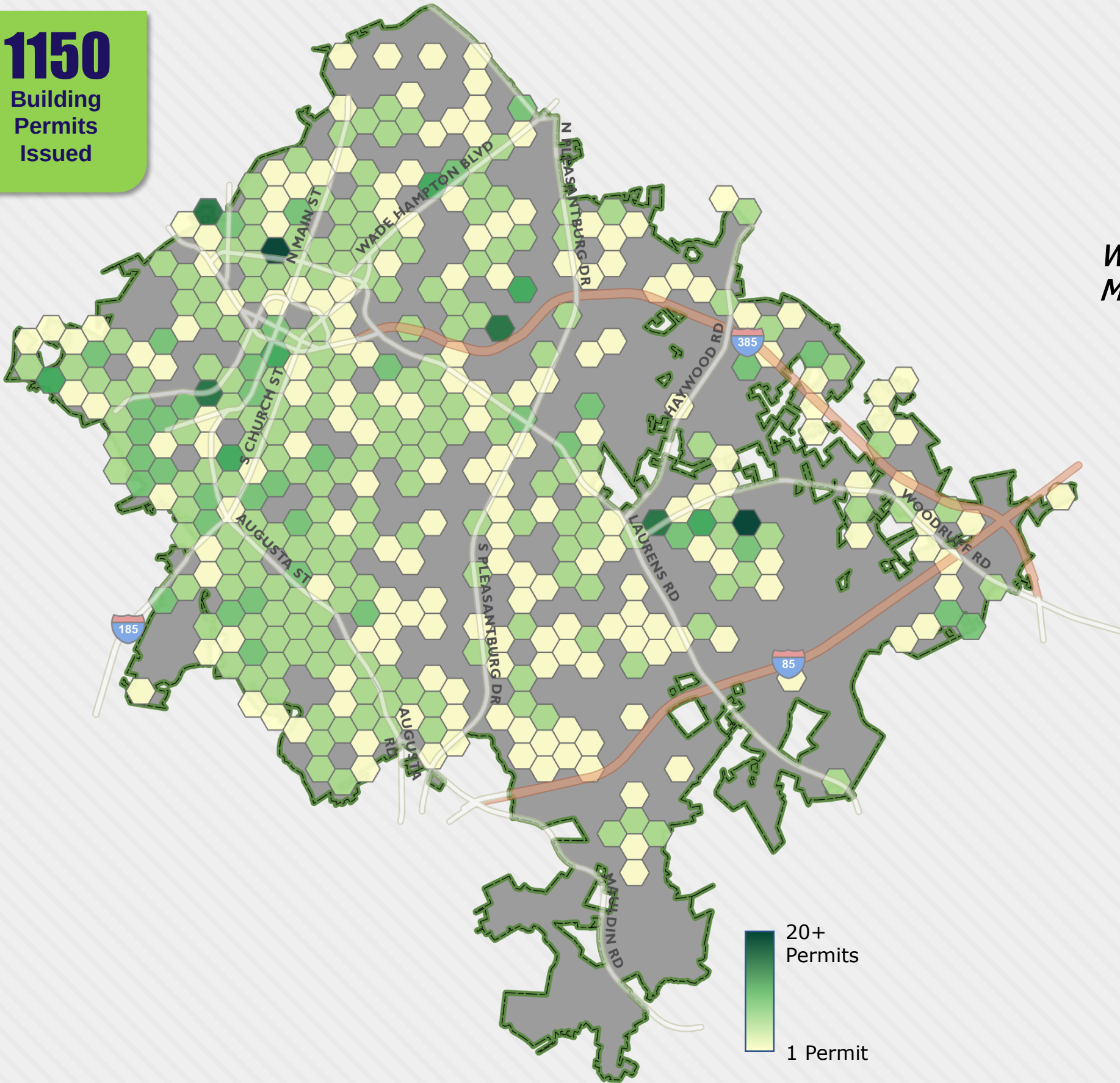


2019 Building Permits Issued

2019

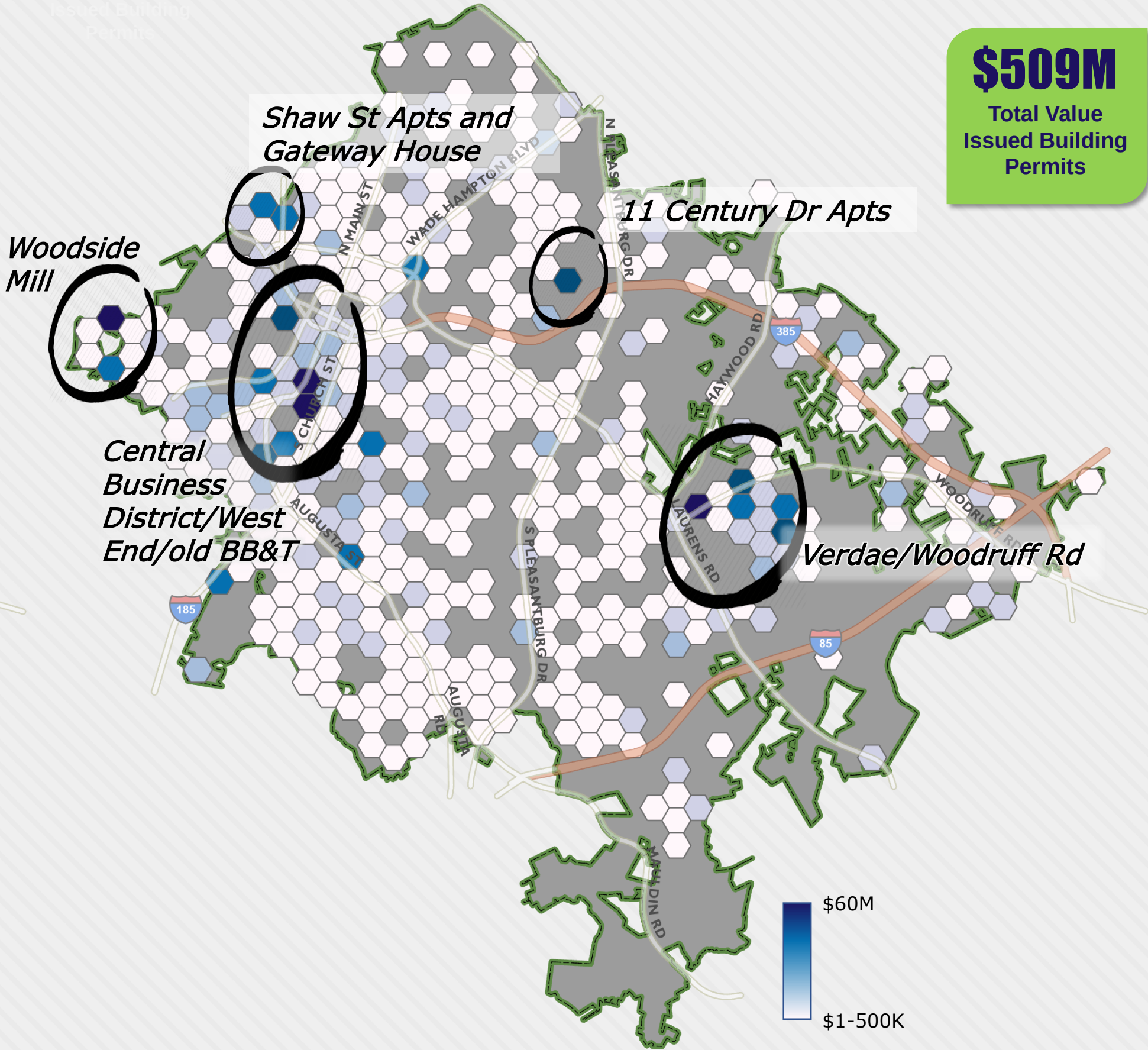
Number of Permits

1150
Building
Permits
Issued



Total Permit Value

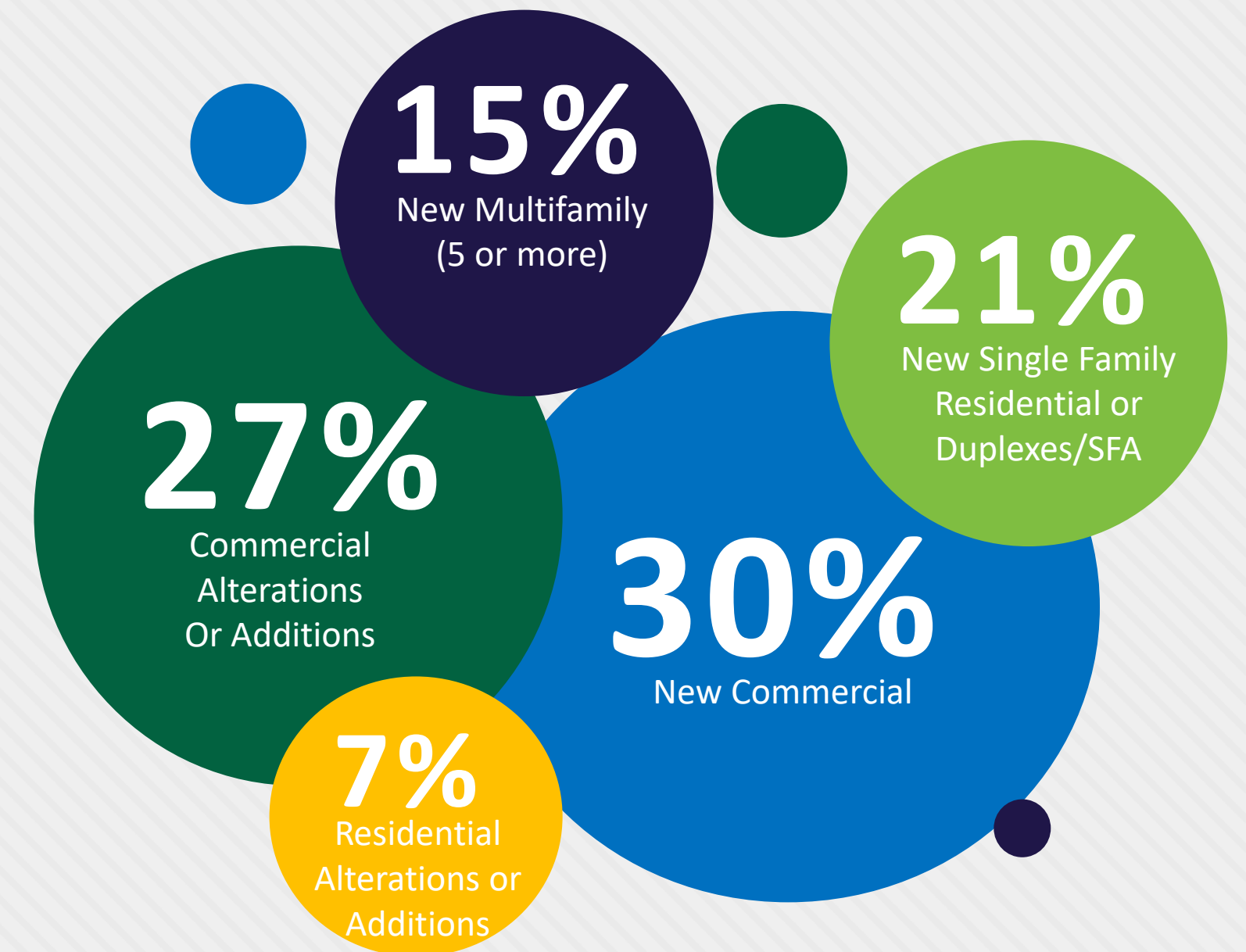
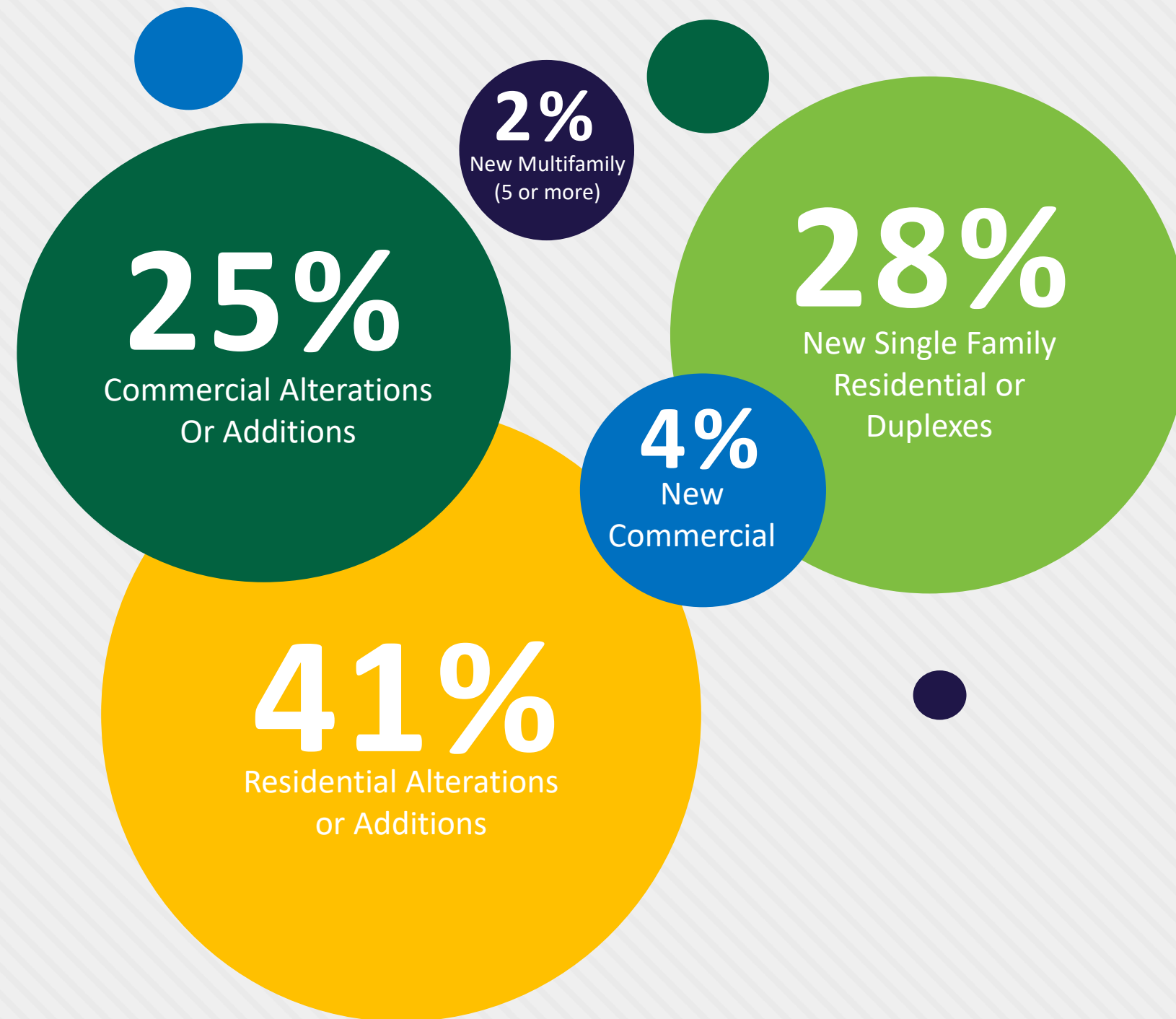
\$509M
Total Value
Issued Building
Permits



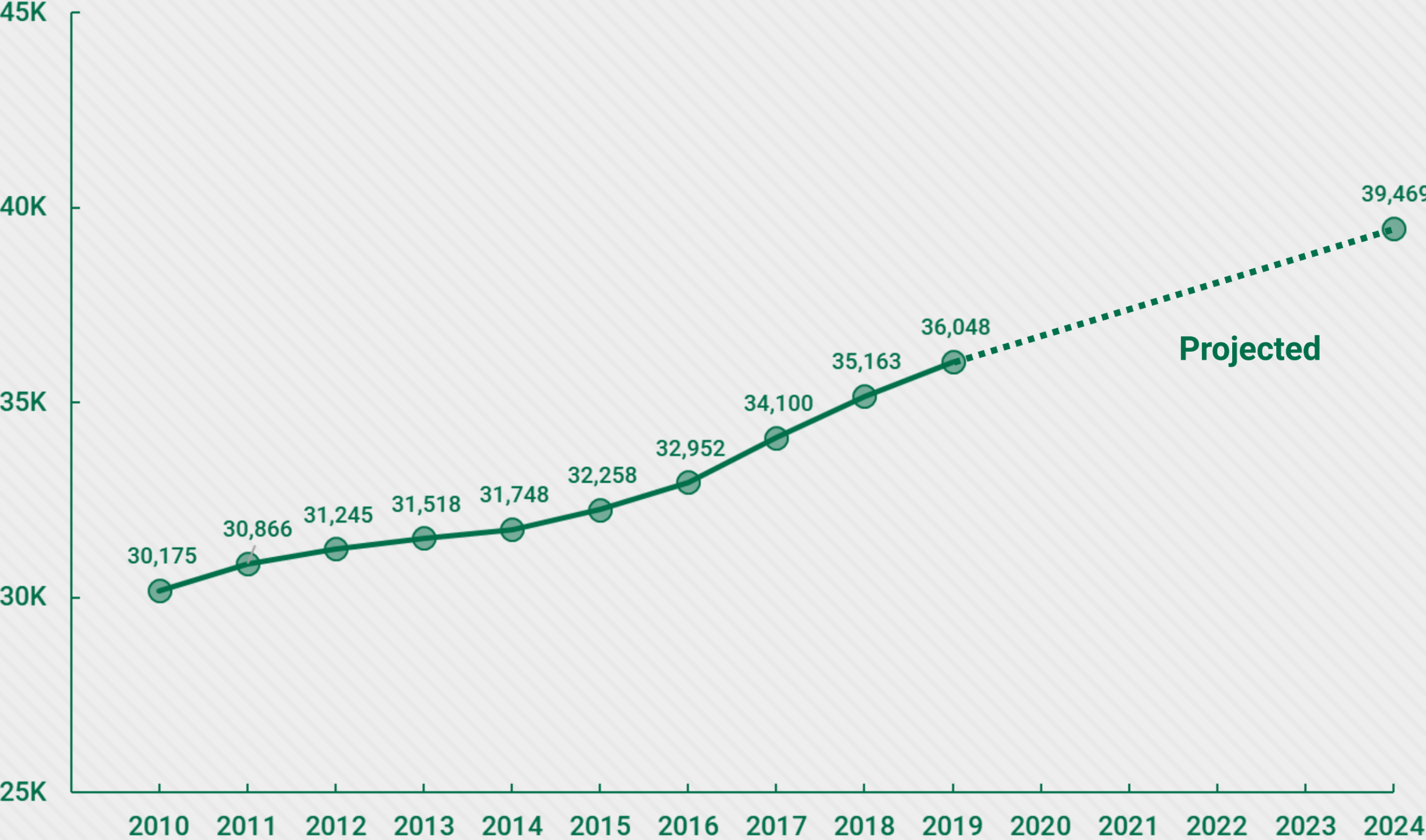
Number of Permits as Percent of Total

2019

Percentage of Permit Value by Permit Type



Total Housing Units



MEDIAN HOME VALUE IS

1.23X

HIGHER THAN NATIONAL
VALUE

MEDIAN HOME VALUE

2019 2024
(Projected)

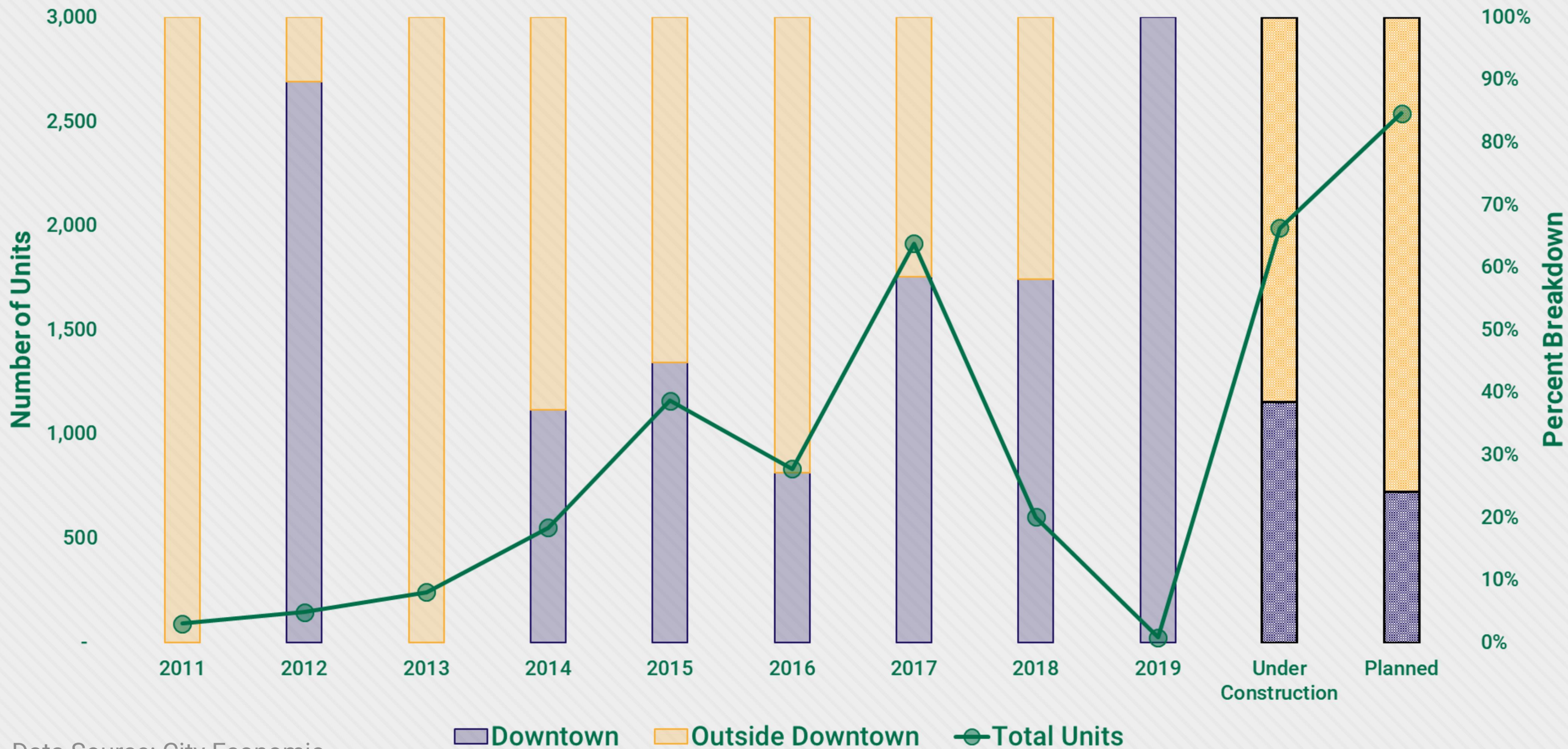


\$287K

\$320K

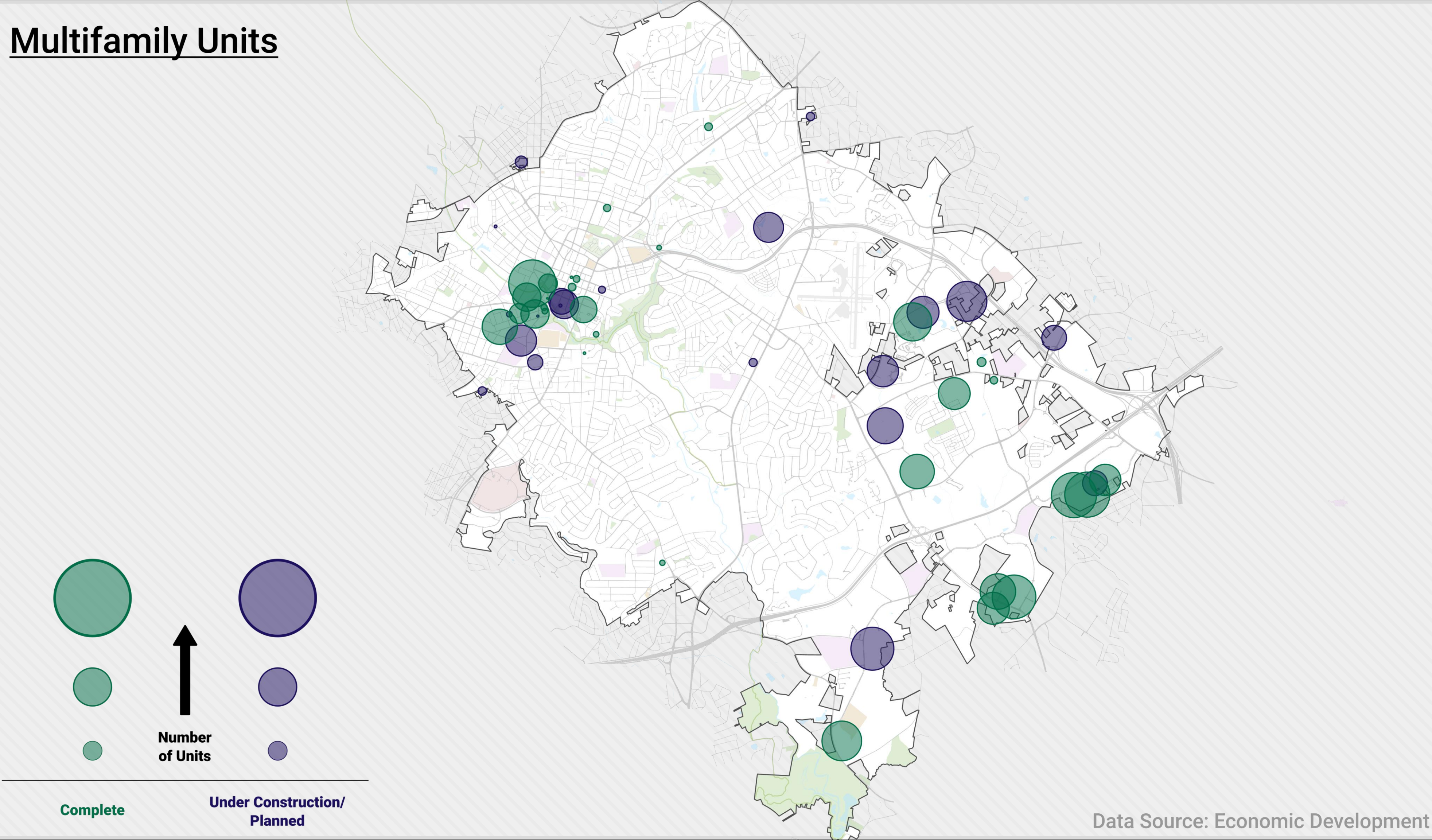
↑ 7%

Multifamily Housing Units

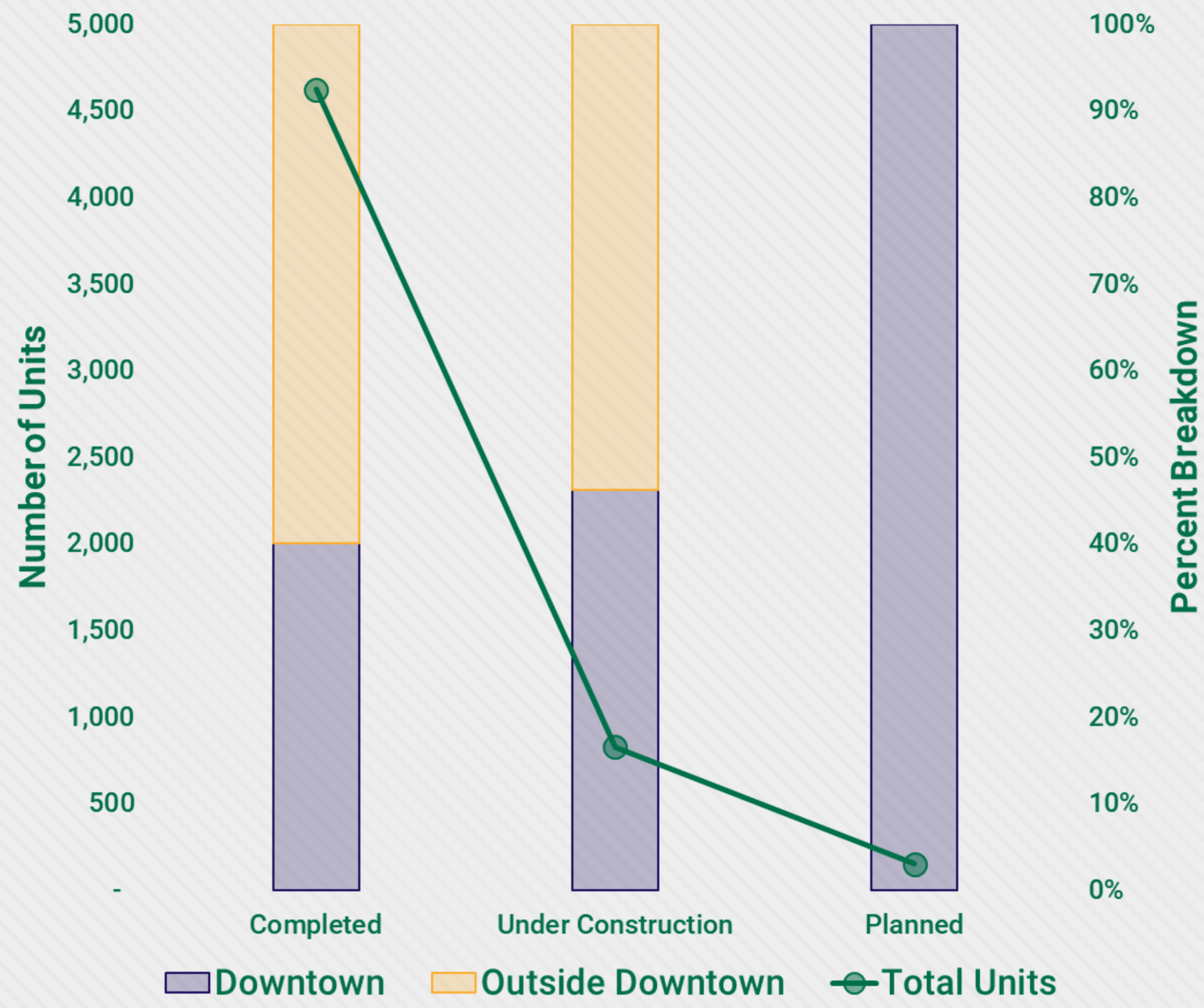


Data Source: City Economic
Development

Multifamily Units



Hotel Units



DOWNTOWN HOTEL
OCCUPANCY
RATE IN
2019

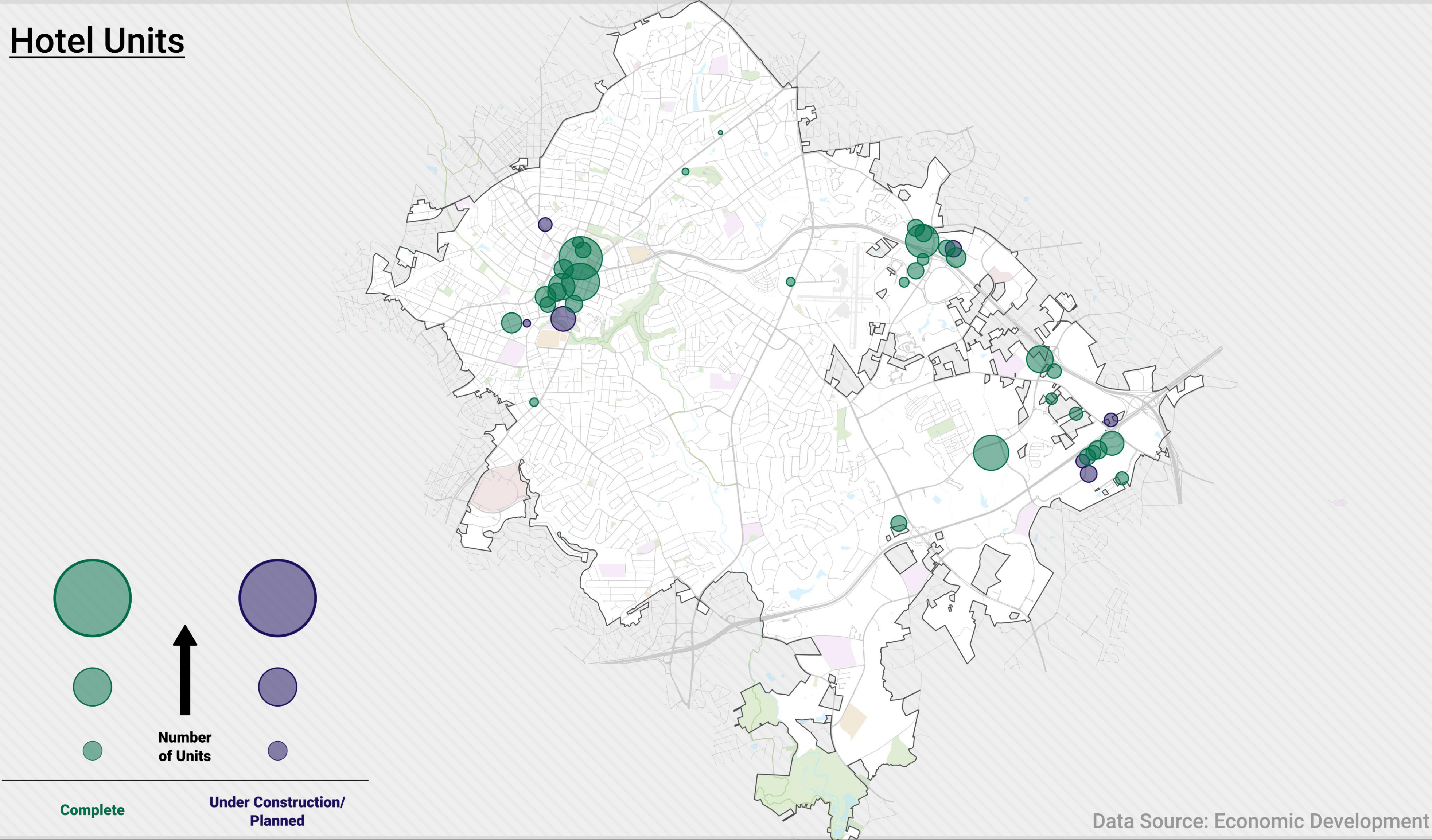
73%

OUTSIDE DOWNTOWN
HOTEL
OCCUPANCY
RATE IN
2019

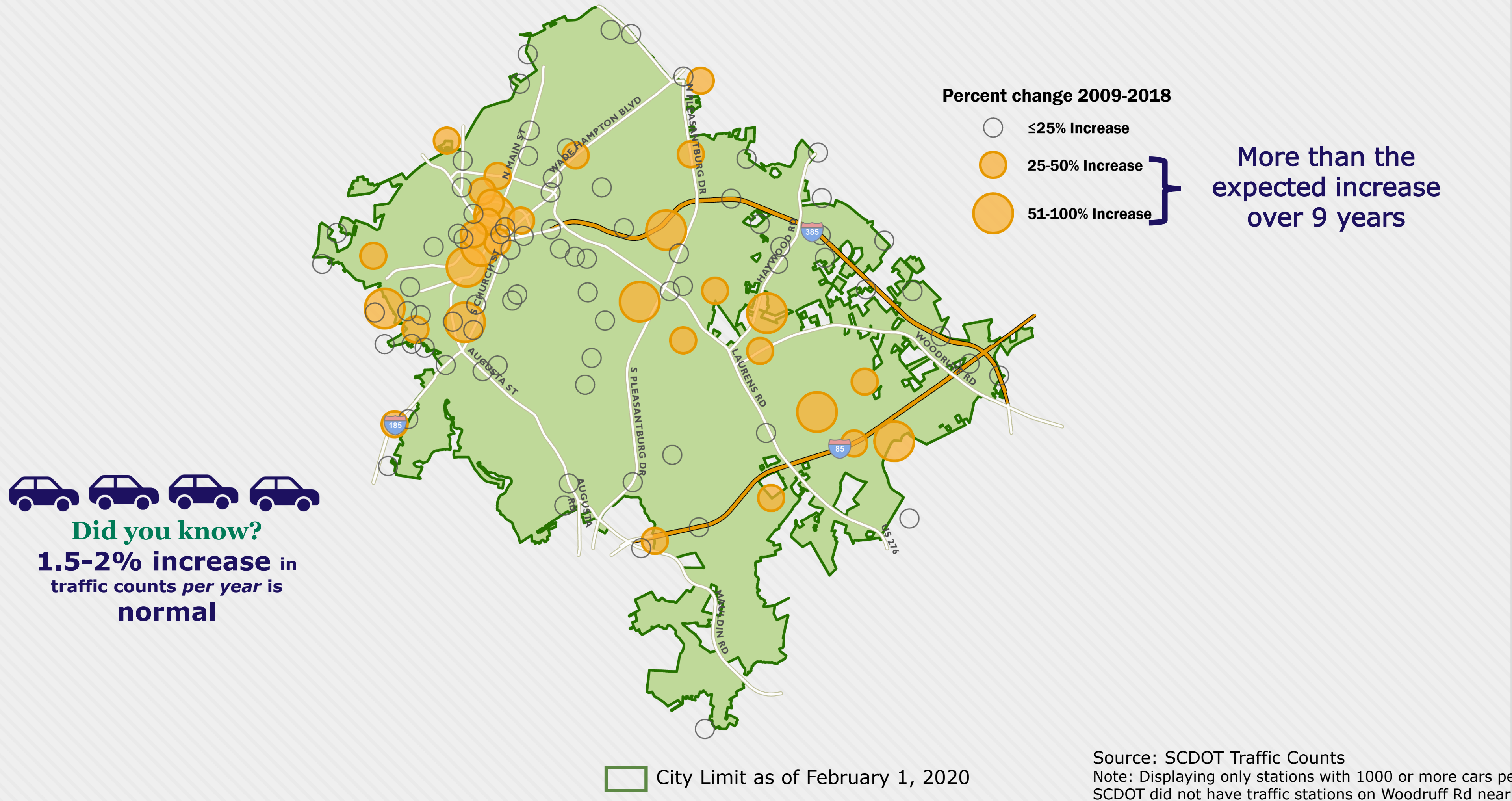
67%

Data Source: City Economic Development,
Greenville CVB

Hotel Units



Traffic Counts: Percent Change 2009 - 2018



Let's Build
on This...

