

May 2019



DOWNTOWN STRATEGIC MASTER PLAN

Greenville, South Carolina

HR&A Advisors | Hawkins Partners | Thomas & Hutton | Walker Parking

GREENVILLE STRATEGIC MASTER PLAN

- Step One - Understanding
- Step Two - Testing Ideas
- ***Step Three - Deciding***



AGENDA

- Overview of Plan Components
- Key Economic Development Findings
- Strategic Initiatives
- Urban Design Focus Areas
- Next Steps

PUBLIC AND STAKEHOLDER MEETINGS

- City Manager ,Department Heads and Staff
- Mayor, Council
- Steering Committee
- Mixed-Use, Residential, Hotel Developers
- Parks, Trails and Greenways Advocates
- Planning Commission and Design Review Board
- Universities
- Manufacturers and Technology Partners
- Public Transit Agency
- City Parks and Events Organizers
- Chamber of Commerce and ED Initiative Leaders
- Restaurateurs and Hospitality Providers
- Business Leaders
- Sports and Entertainment Venues
- County Development Leaders
- Affordable Housing Developers
- Merchants and Business Owners
- Church Leaders
- Neighborhood Resident Groups
- Arts Community
- Downtown Owners Group
- Public Open Houses
- Public Meetings



DOWNTOWN MASTER PLAN **DESIGN WEEK**

DESIGN STUDIO DROP-INS

November 6 and 7 | 5:00-7:00 PM

Informal open houses to meet the consultants and discuss your ideas for the downtown area. Stop by on either date.

PRESENTATION OF DRAFT PLAN

November 8 | 6:00-7:30 PM

Doors open at 5:30 PM

Presentation to start promptly at 6:00 PM

Enjoy a presentation of the draft plan by the consultants.

ALL EVENTS TO BE HELD AT
CLEMSON ONE

5TH FLOOR

1 NORTH MAIN STREET

GREENVILLE, SC 29601

*Convenient parking available in the
Richardson or ONE City Plaza garages.*

www.greenvillesc.gov/downtownplan



For more information, contact Mary Douglas Hirsch, Economic Development
City of Greenville (864) 467-4403 mdhirsch@greenvillesc.gov



STAKEHOLDER FEEDBACK



- **Positives**

- Livability
- Walkability
- Fun Location
- Safe
- Green Spaces
- Arts and Culture
- Neighborhoods
- Local shops
- Trails





- **Improvements**

- Affordability
- Density & Diversity
- Employment Opportunities
- Parking (Visitors and Employees)
- Bike Mobility
- Music and Entertainment
- Public Transportation
- Maintain Character





- **Stakeholder Concerns**
 - Affordable Housing close to downtown
 - Limited Transportation Options
 - Attracting Employers, Entrepreneurs into the downtown
 - Parking
 - Supporting Local Retail Tenants





• Stakeholder Concerns

- Shift in Scale and Character
- Displacement of residents
- Uncertainty about development policy adjacent to the CBD
- Lack of definition about how the city wants to grow
- Increasing traffic congestion





• Priorities

- Affordable Housing
- Transportation Options
- Attract Employment, Entrepreneurship
- Employee Parking
- Mix of Retail Tenants
- Keep Retail Rents Affordable
- Multi-modal Pathways





WHAT MAKES GREENVILLE SPECIAL



Investment in Public Space



Investment in Public Space - Regional Destinations



Character & Authenticity



Models for the Next Generation of City Building



RECOMMENDATIONS

STRATEGIC MOVES

- Build an effective strategy to Recruit Employment uses Downtown
- Add a unique conference venue to anchor downtown hospitality sector
- Improve Pedestrian & Bike Connections throughout the Downtown to extend the brand of Greenville Living
- Build on Art, Music and Culture as a driver for downtown identity and attraction for talent
- Develop robust capacity to deliver affordable housing
- Add to the Toolkit - Develop a form-based zoning approach set by District Character



GREENVILLE DOWNTOWN PLAN

ECONOMIC DEVELOPMENT FRAMEWORK

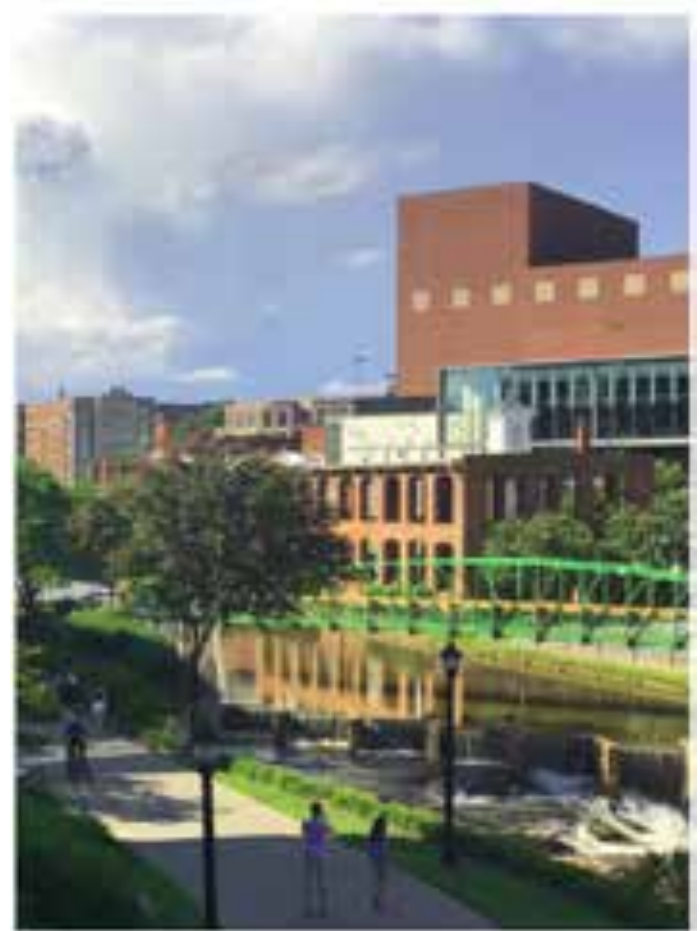
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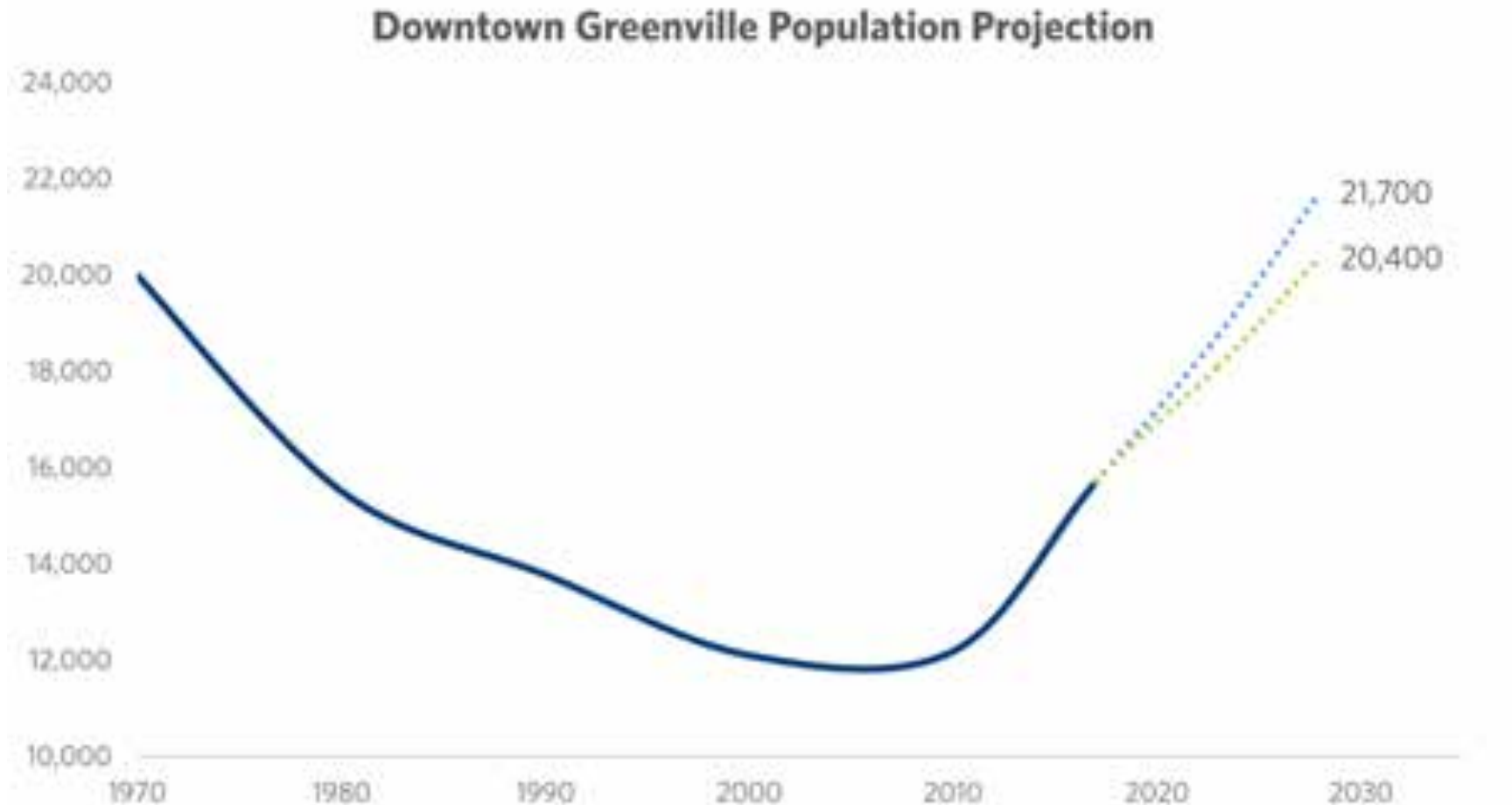
DRAFT

Decades of public and private investment have shifted the development paradigm in Downtown Greenville.

- This plan is intended to set in motion specific initiatives and projects to shape Downtown's growth over the next 5-10 years and beyond
- Downtown Greenville must build upon its strong foundation to:
 - Compete for the next generation of creative businesses
 - Sustain and enhance the market for Downtown retailers
 - Address the dislocation of long-time residents and families

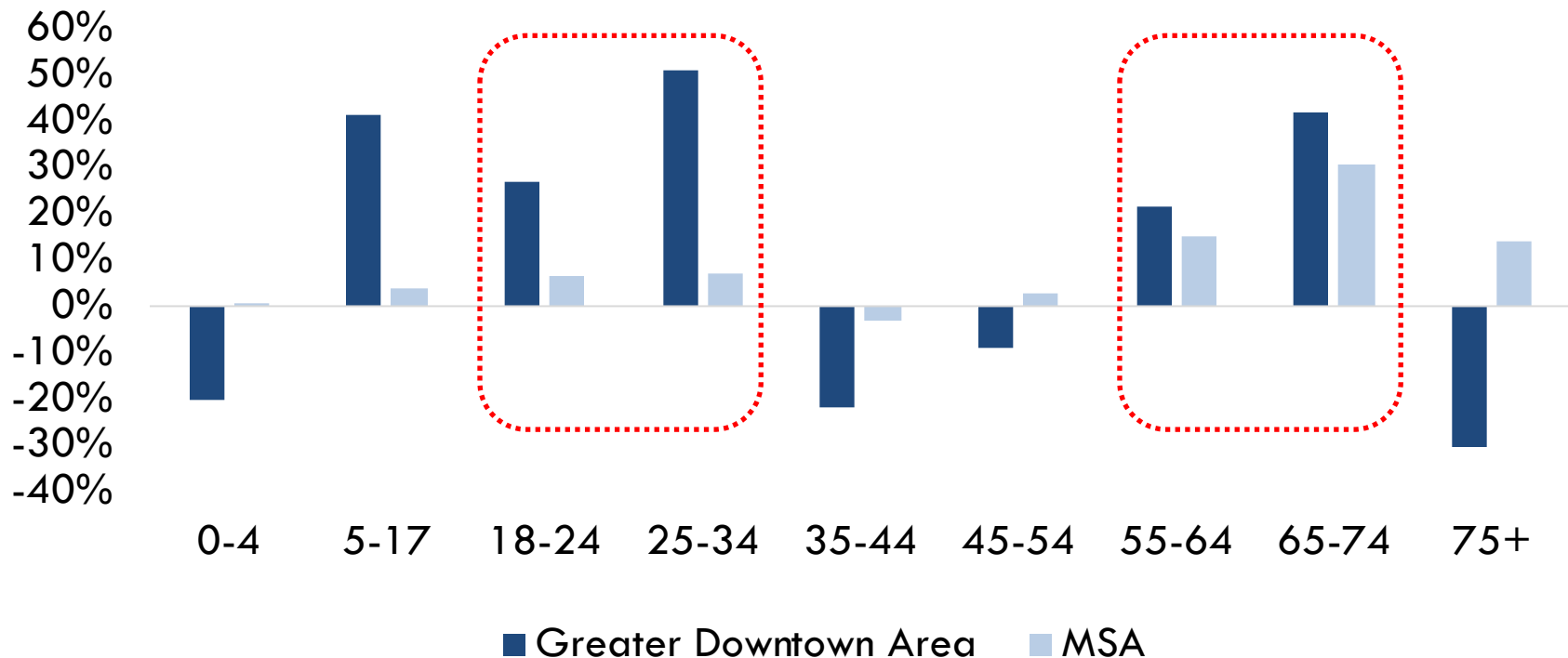


Downtown Greenville's strong recent growth trajectory is projected to continue, with 4,600 to 6,000 new residents over the next ten years.



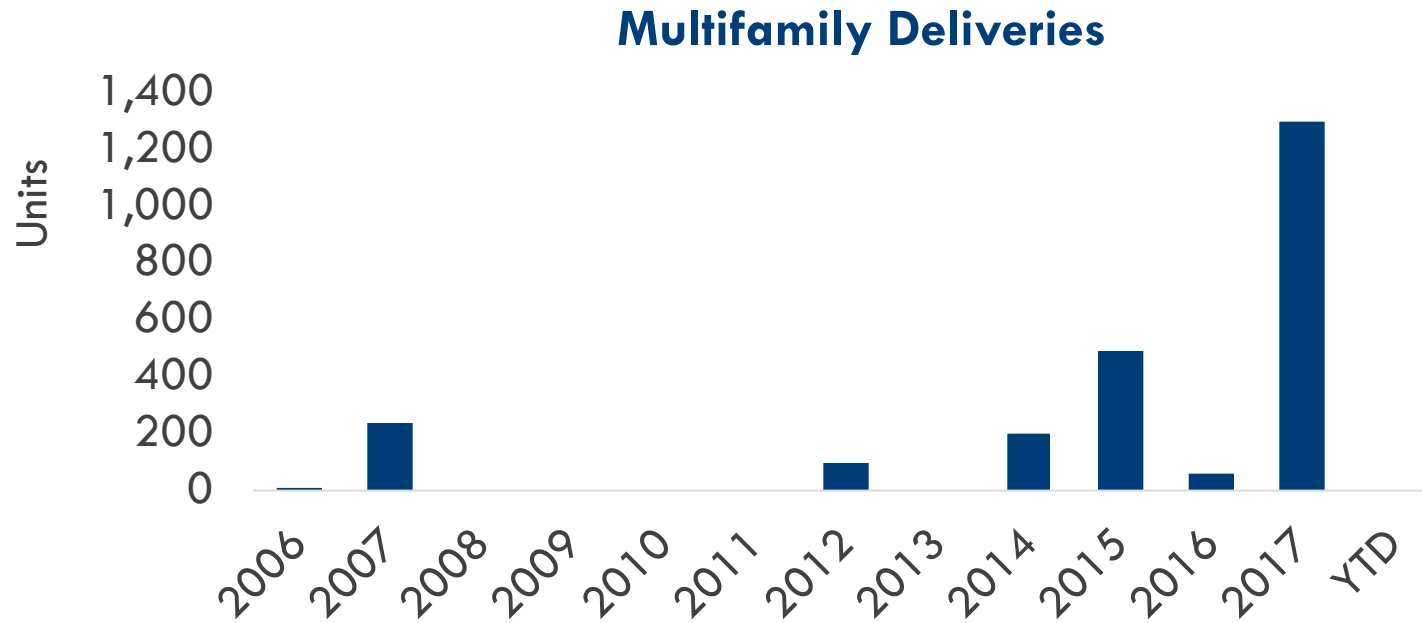
Young adult and empty nester populations are driving Downtown's population growth, and this will likely continue.

Change in Population by Age, 2010-2016



Source: ACS

Downtown Greenville has seen a major increase in residential deliveries in the past four years.

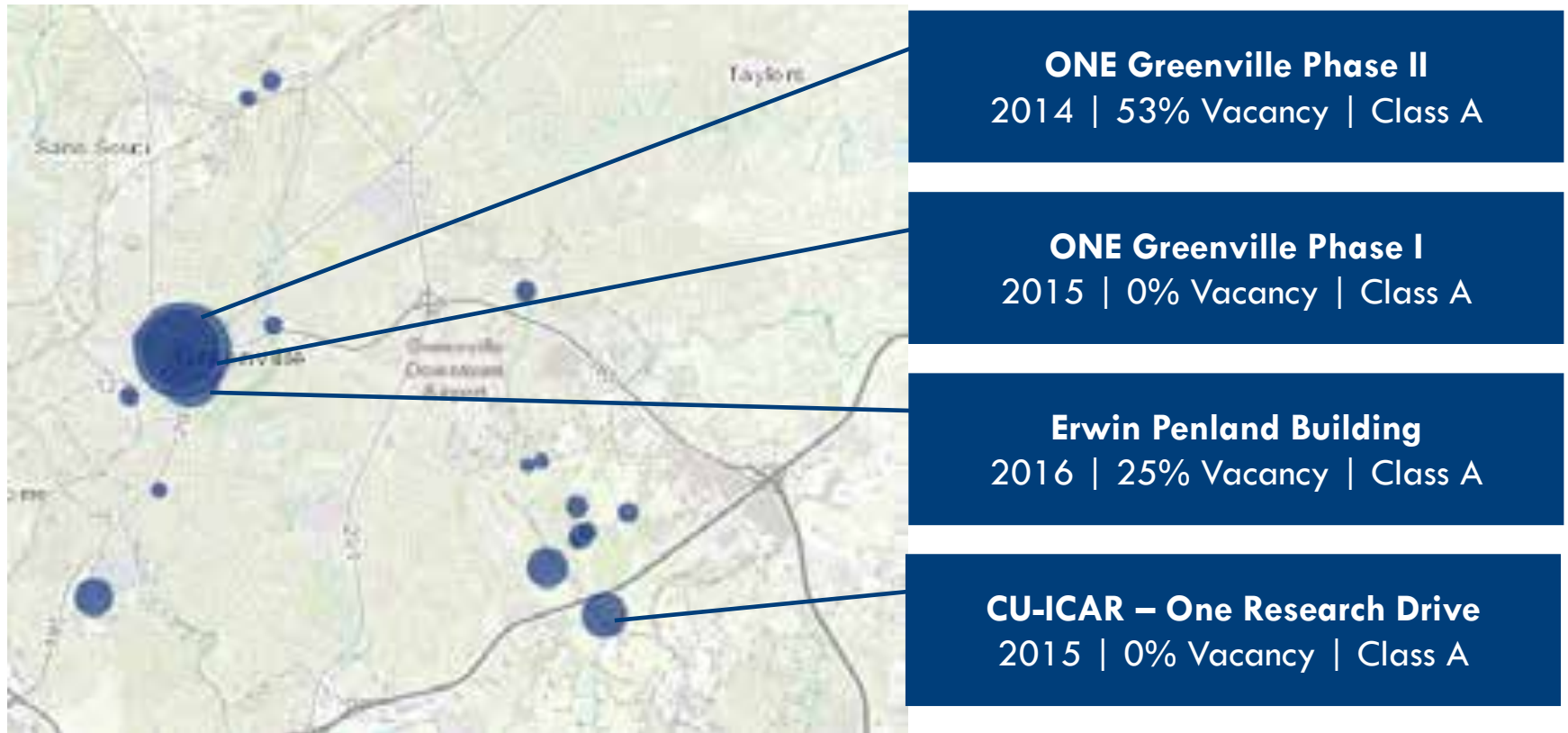


Starting in 2014, multifamily development began to pick up in Downtown, **adding around 2,060 units to the market in 4 years**. Half of those units were added in 2017.

Source: CoStar

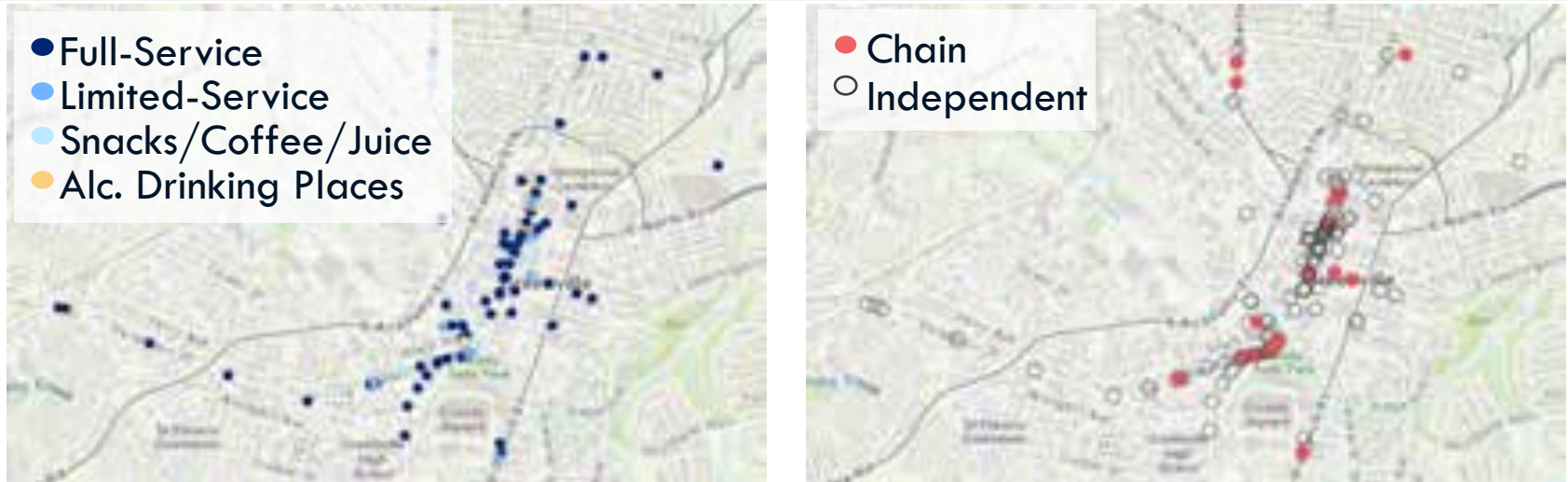
Many recent Downtown office buildings have struggled to fully lease up, and Citywide, less office space was occupied in 2018 than 2015.

Office Building Deliveries to Greenville Since 2013



Source: CoStar

Downtown retail is increasingly characterized by national and regional chains.



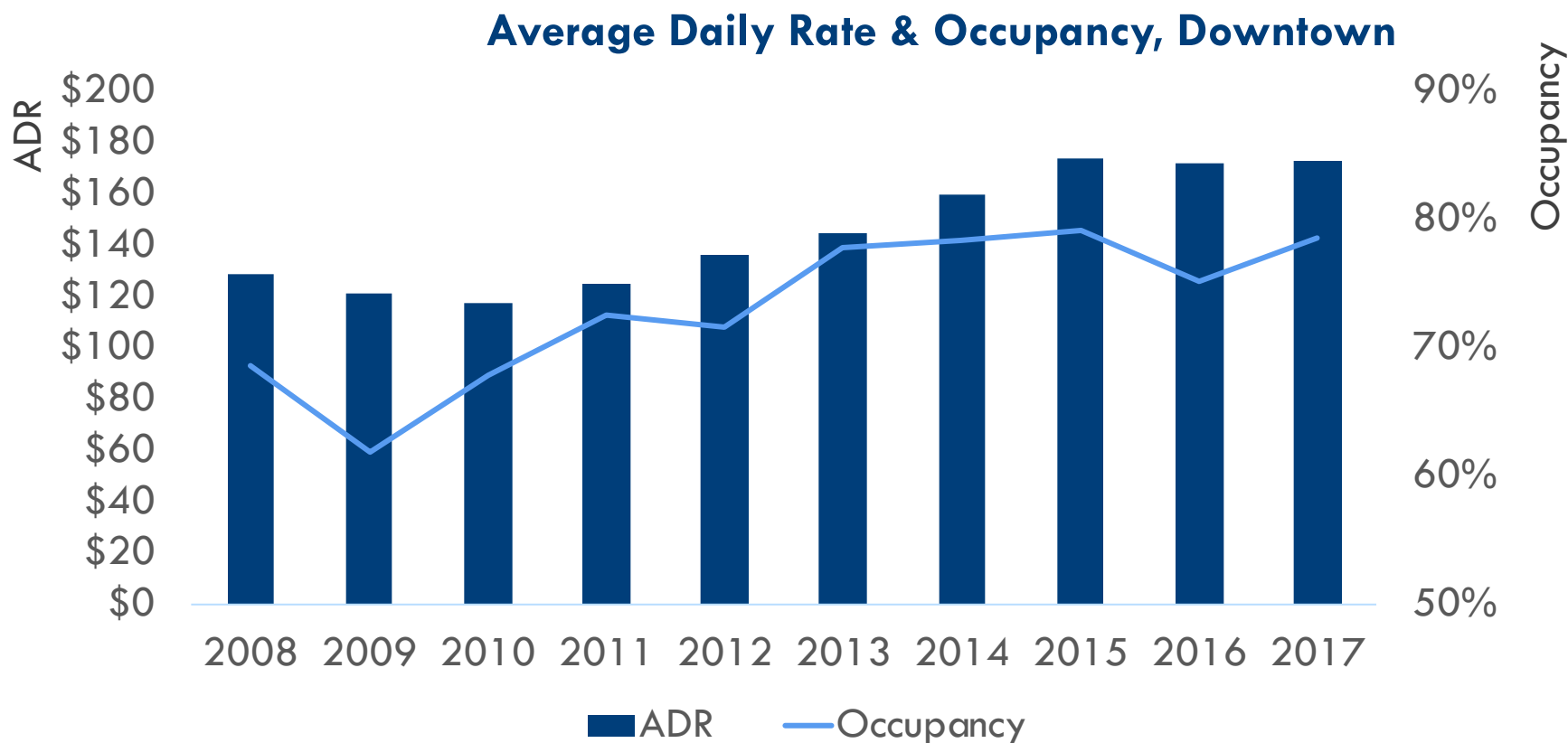
Downtown has a unique and thriving **independent food and beverage** scene.

New development has attracted more **national or regional chains**. These chains have higher credit-worthiness and can support higher rents and longer lease-terms.

The restaurant industry is struggling to find employees with good access to Downtown, with many restaurateurs expressing concern about **parking and residential rents**.

Source: ReferenceUSA

The Downtown hotel market is healthy, reflected by its high occupancy rate despite the introduction of new room supply in recent years.



Source: STR

A sustained focus on cultivating an appealing urban environment will enable Downtown to continue to attract significant development interest.

Residential

2,400-3,000
units by 2028

Office

860K-1.2M
SF by 2028

Retail

360K
SF by 2028

Hotel

700 rooms (4-5 hotels)
by 2028

The Downtown Master Plan is an opportunity to build on Greenville's core strengths...

Strengths



Quality of Life

Desirable amenities
Family-friendly



**Committed
Stakeholders**

City Staff
Elected officials
Private developers



**Residential &
Hotel Market**

Highly successful new product
**Regional & national visitor
draw**

...while also working to mitigate its key weaknesses.

Weaknesses



**Falling affordable stock
Workforce implications**

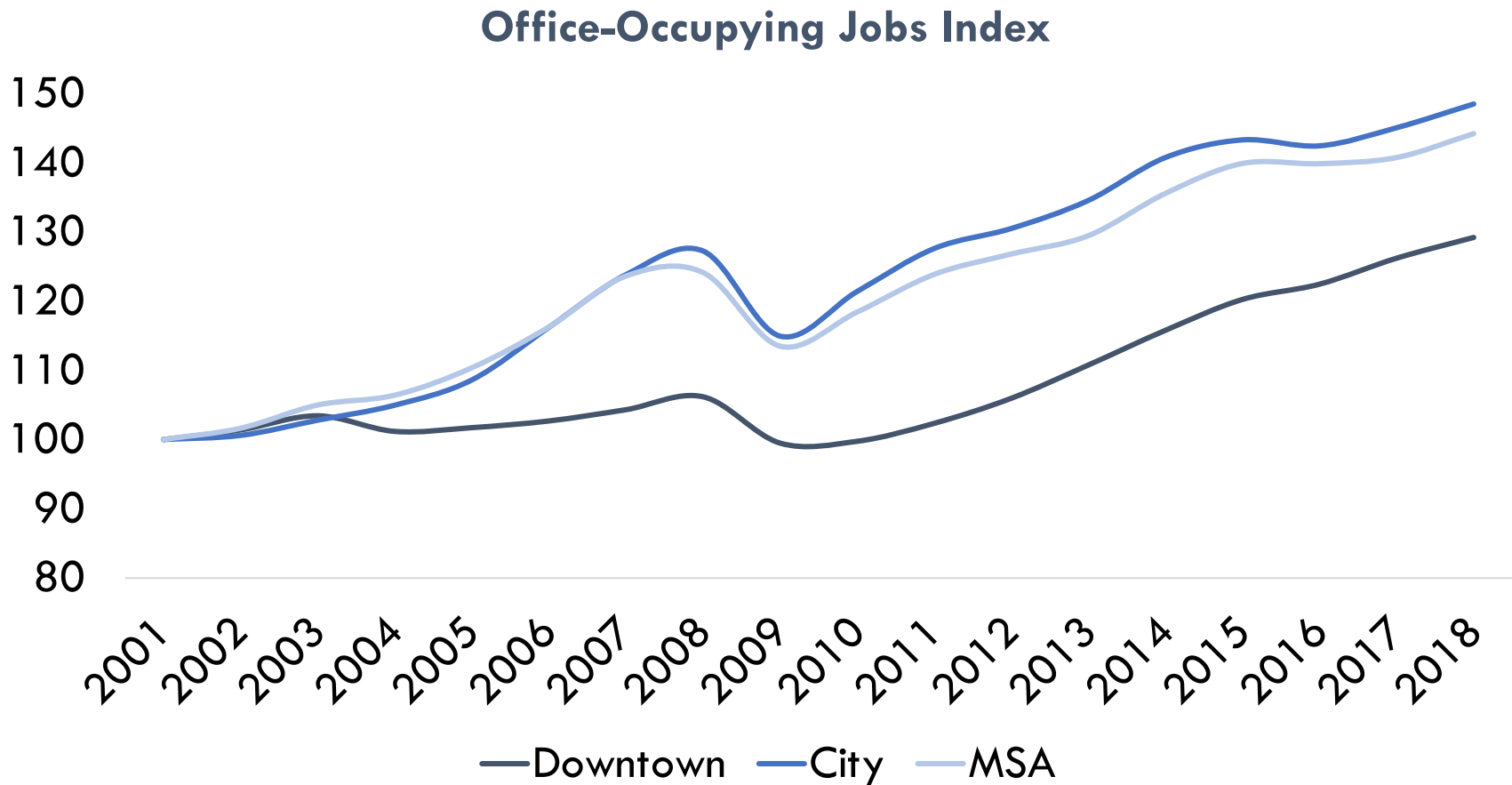


**Few entitles large enough
to take risk and support
significant new office**



**More variety in target
audience and activities**

Downtown has struggled to attract office-occupying jobs at the same pace as suburban locations in the region.



Source: EMSI

Reviving the economic engine of Downtown requires undertaking a coordinated set of initiatives.

Downtown Business Attraction
Initiative

Anchoring Hospitality Use

Affordable Housing
Strategies

Downtown Street Re-
Development Strategy

Greenville should pursue a strategy that ties together its educational and entrepreneurial strengths.

Ideal anchors will be:

- Sufficiently large to build long-term confidence
- Valuable to “spin-off” firms that will benefit from being nearby
- A destination for residents, workers, and visitors



Creating this **innovation platform** Downtown will promote **greater long-term stability, better access to a talented workforce,** and **interconnected entrepreneurialism.**

Investing in a Downtown events center offers the opportunity to showcase Greenville and support Downtown retail and restaurants.

A Downtown events center can promote the **continued success of tourism**, enabling existing and pipeline hotels to maintain high occupancy rates.

Focusing on business travelers will **enhance the City's visibility with business leaders**; talent recruiters report getting prospects to Greenville is essential to filling positions.

Increased visitation will help **promote the success of existing retailers**; specific retail policies and incentives can lend further support.



A variety of strategies to promote housing affordability will ensure Downtown is a place for families and seniors as it continues to evolve.

Require affordable component in all residential development when disposing of public land.

Consider investments in transportation that make it easier for low and moderate income workers to commute into Downtown.

Institute an affordable housing requirement for projects receiving City financial support, which could be accomplished by a fee-in-lieu.



The City can take control of arterial streets and implement complete street models that support high-quality mixed-use environments.

Moving arterial streets from State ownership to City control will have a **positive impact on the long-term development trajectory of Downtown Greenville.**

In the Buncombe Street Corridor, the City could implement traffic calming and streetscape improvements that enhance the development value of the area.

Income Source	FISCAL IMPACT OF STREET REDESIGN		TOTAL ANNUAL TAXES AT BUILD OUT
	Moderate Impact (25% Additional Development Value)	High Impact (45% Additional Development Value)	
City Real Property Tax Revenue	\$285,000	\$514,000	\$1,142,000
City Personal Property Tax Revenue	\$5,000	\$9,000	\$20,000
City Motor Vehicle Tax Revenue	\$12,000	\$22,000	\$50,000
Annual City Tax Revenue (\$2019)	\$303,000	\$545,000	\$1,211,000
Annual City Tax Revenue (\$2040)	\$563,000	\$1,014,000	\$2,253,000



GREENVILLE DOWNTOWN PLAN

ECONOMIC DEVELOPMENT FRAMEWORK

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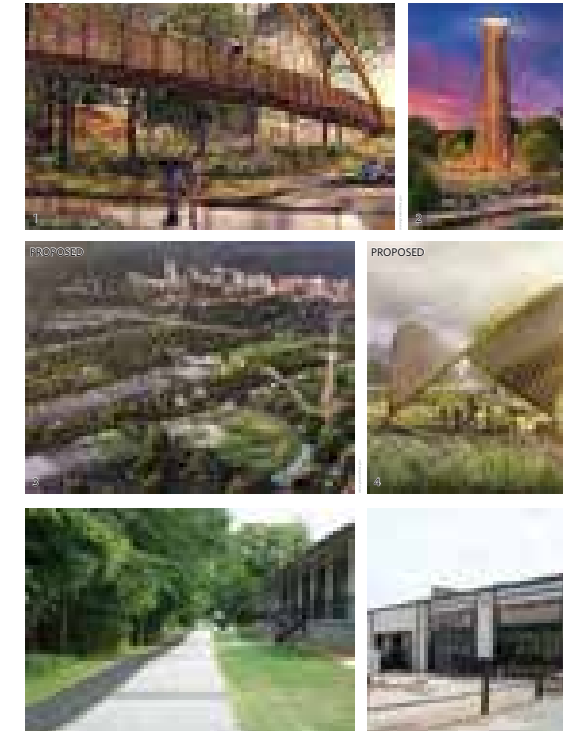
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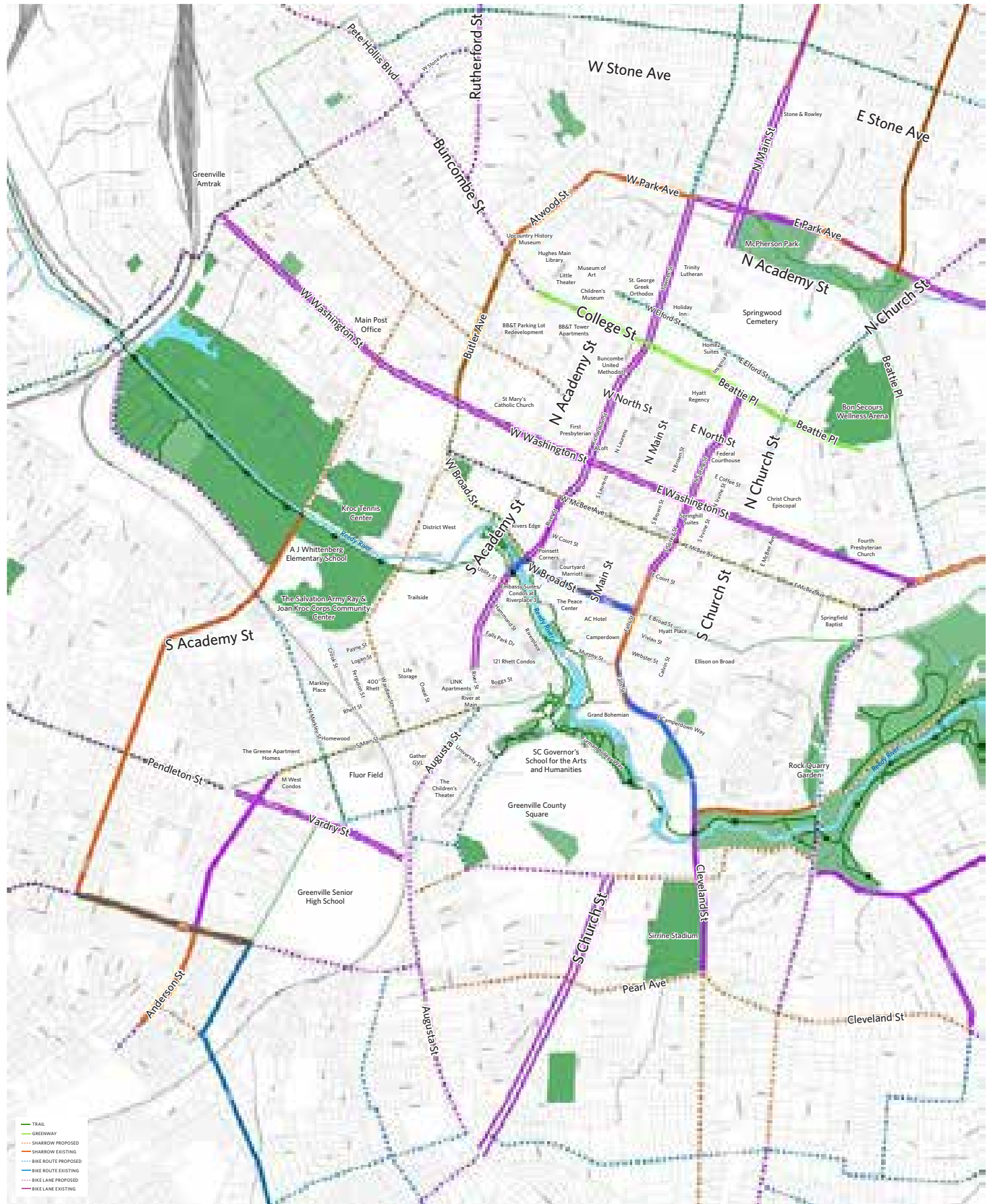
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URBAN DESIGN FOCUS AREAS

FOCUS AREAS

- Mobility Network
- Unity Park Area and the West End
- Buncombe Corridor
- East Downtown
- Augusta Street and South Downtown





PRECEDENT IMAGES

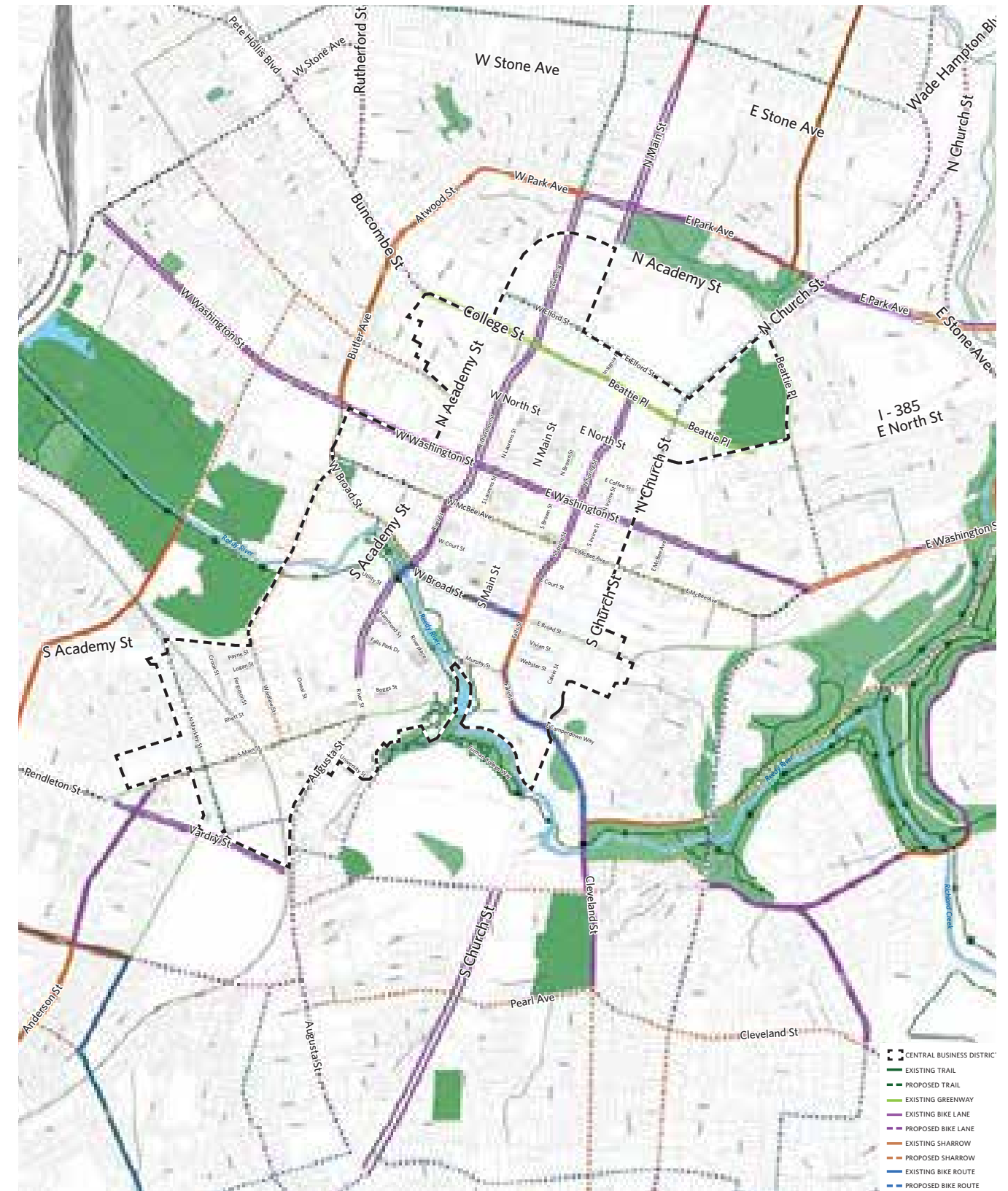


IMPROVING MOBILITY

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MOBILITY NETWORK

- Improve Safety for Pedestrians and Bicyclists as the density increases
- Transform Highways to Urban Streets
- Prioritize Economic Value to Downtown
- Expand the Trail Network





CONNECTING DOWNTOWN ASSETS



SUBURBAN TRANSITIONS TO URBAN

ROAD DIETS - ONE WAY TO TWO WAY - ON-STREET PARKING - PROTECTED BIKE LANES



CONNECTING DOWNTOWN ASSETS



SUBURBAN TRANSITIONS TO URBAN

PETE HOLLIS/BUNCOMBE



SUBURBAN TRANSITIONS TO URBAN

PETE HOLLIS/BUNCOMBE



CONNECTING DOWNTOWN ASSETS - BIKES & PEDESTRIANS



SUBURBAN TRANSITIONS TO URBAN

GEORGE WASHINGTON PARKWAY/WASHINGTON STREET



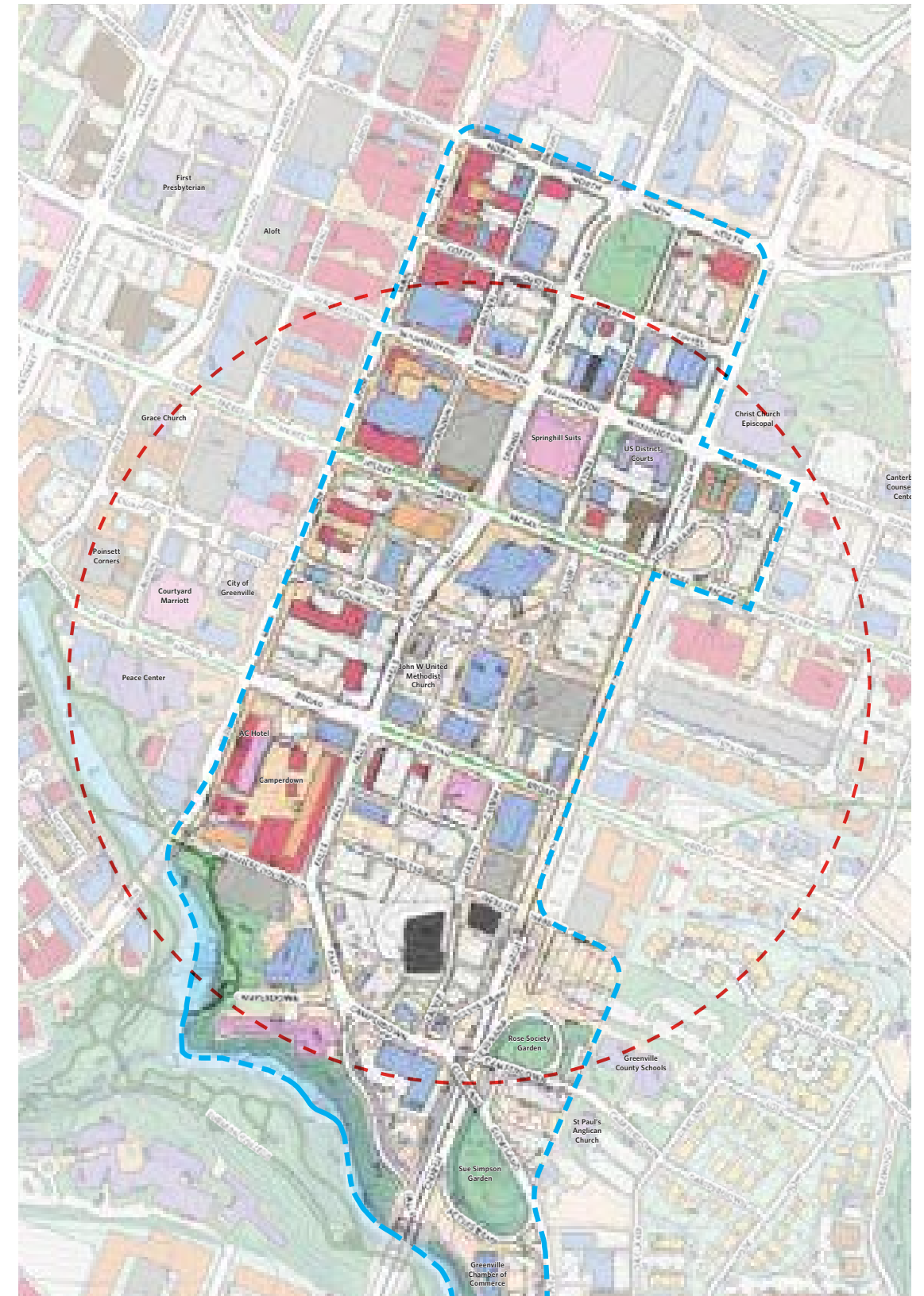
SUBURBAN TRANSITIONS TO URBAN
GEORGE WASHINGTON PARKWAY/WASHINGTON STREET



CONNECTING DOWNTOWN ASSETS

EAST DOWNTOWN

- Develop a complementary District to the Main Street Corridor
- Enhance street activation on other streets— front doors and entries
- Leverage existing and proposed parking resources
- Add a new public space spine to link to Reedy Creek, Falls Park, and South Downtown



EAST DOWNTOWN

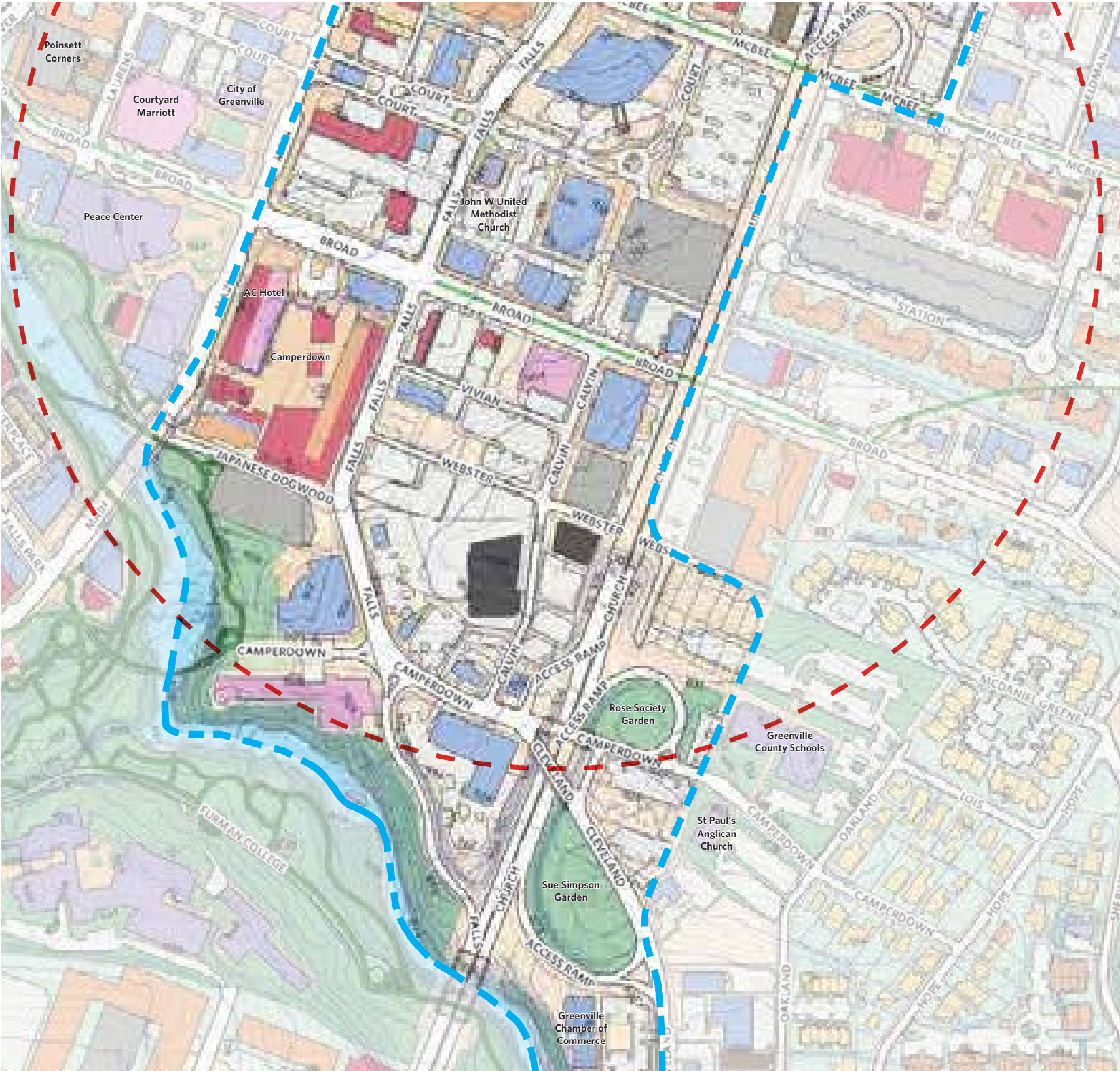
- Establish a precinct for Tech Sector recruitment
- Develop an anchor strategy to attract companies

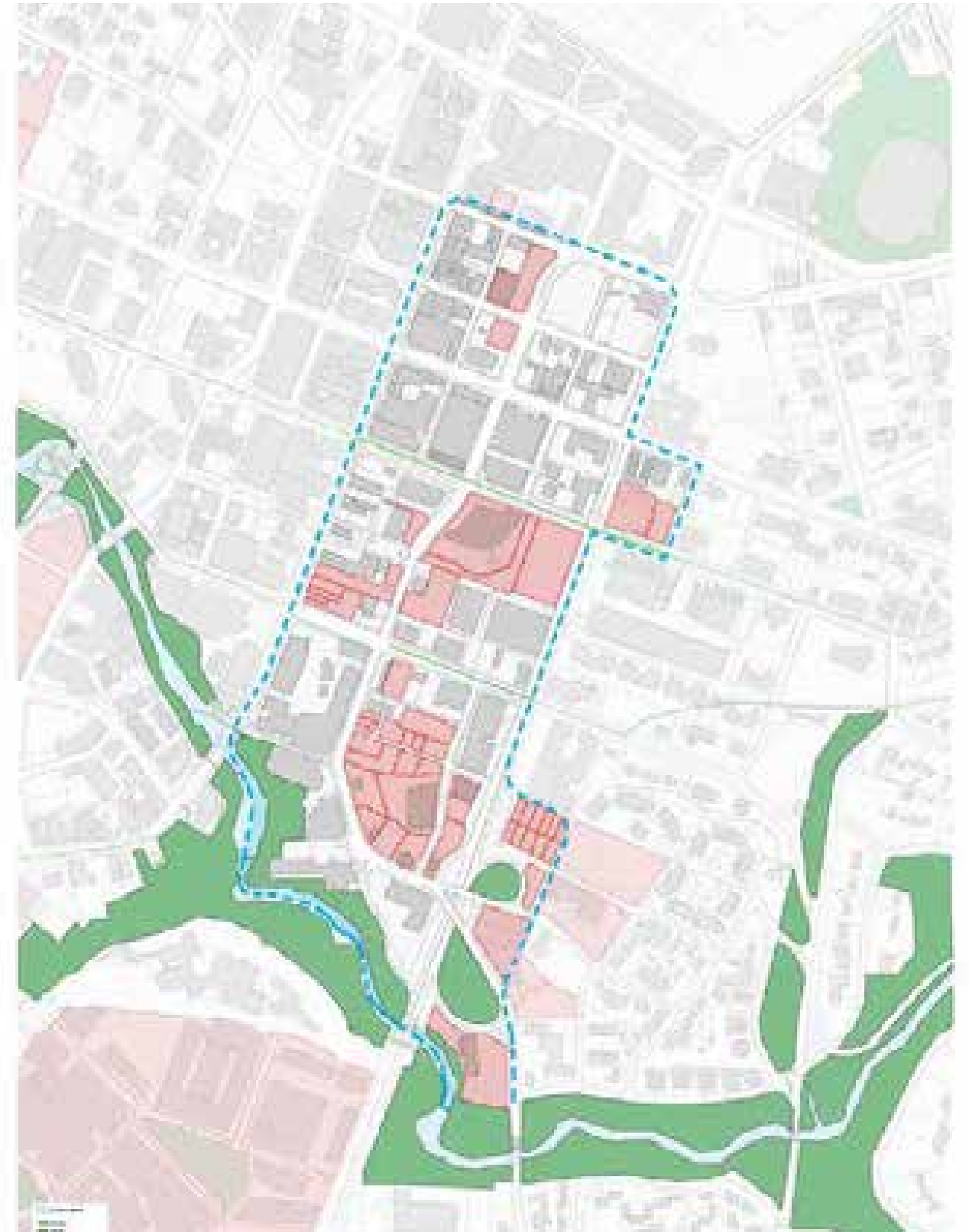
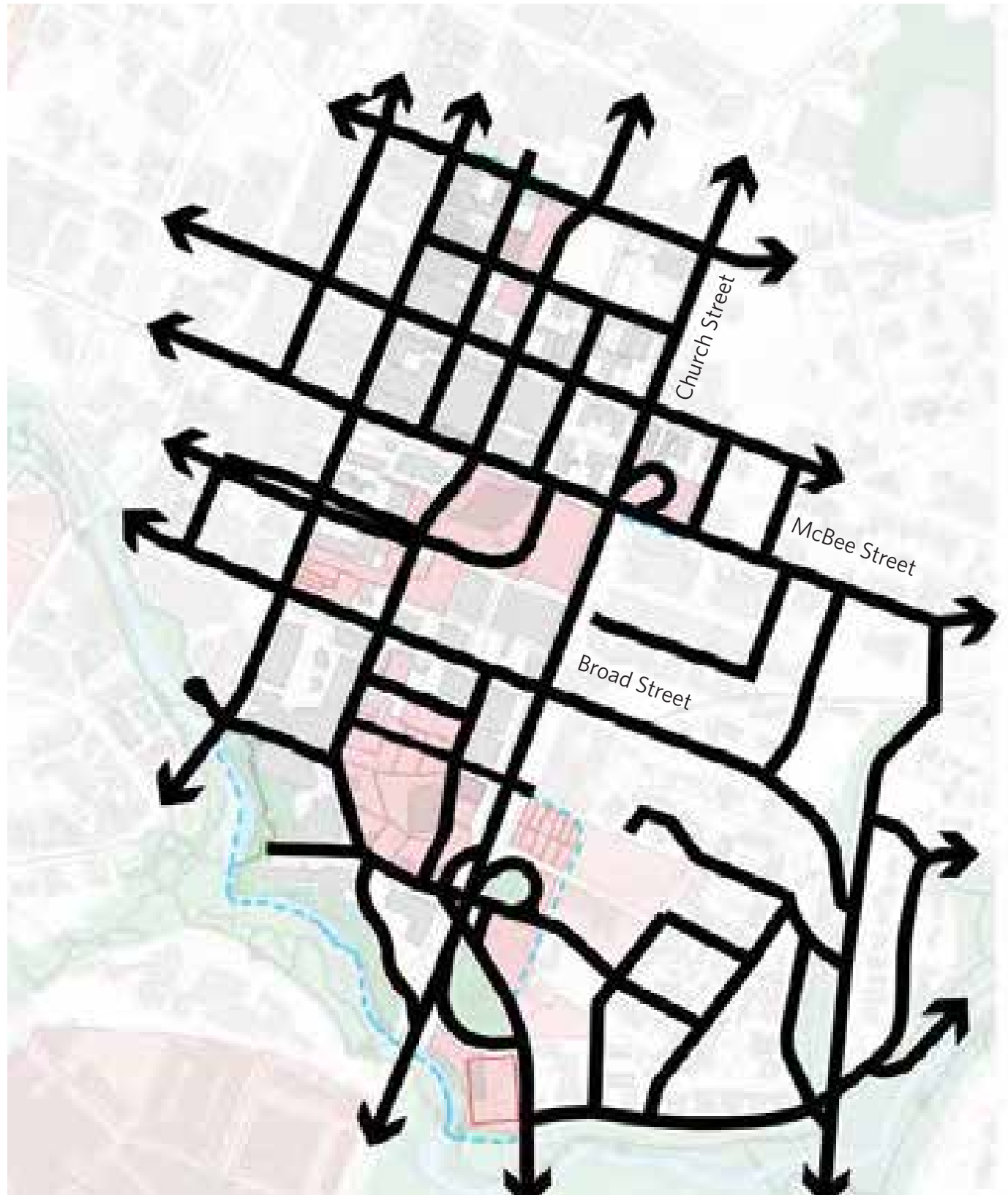






EAST DOWNTOWN

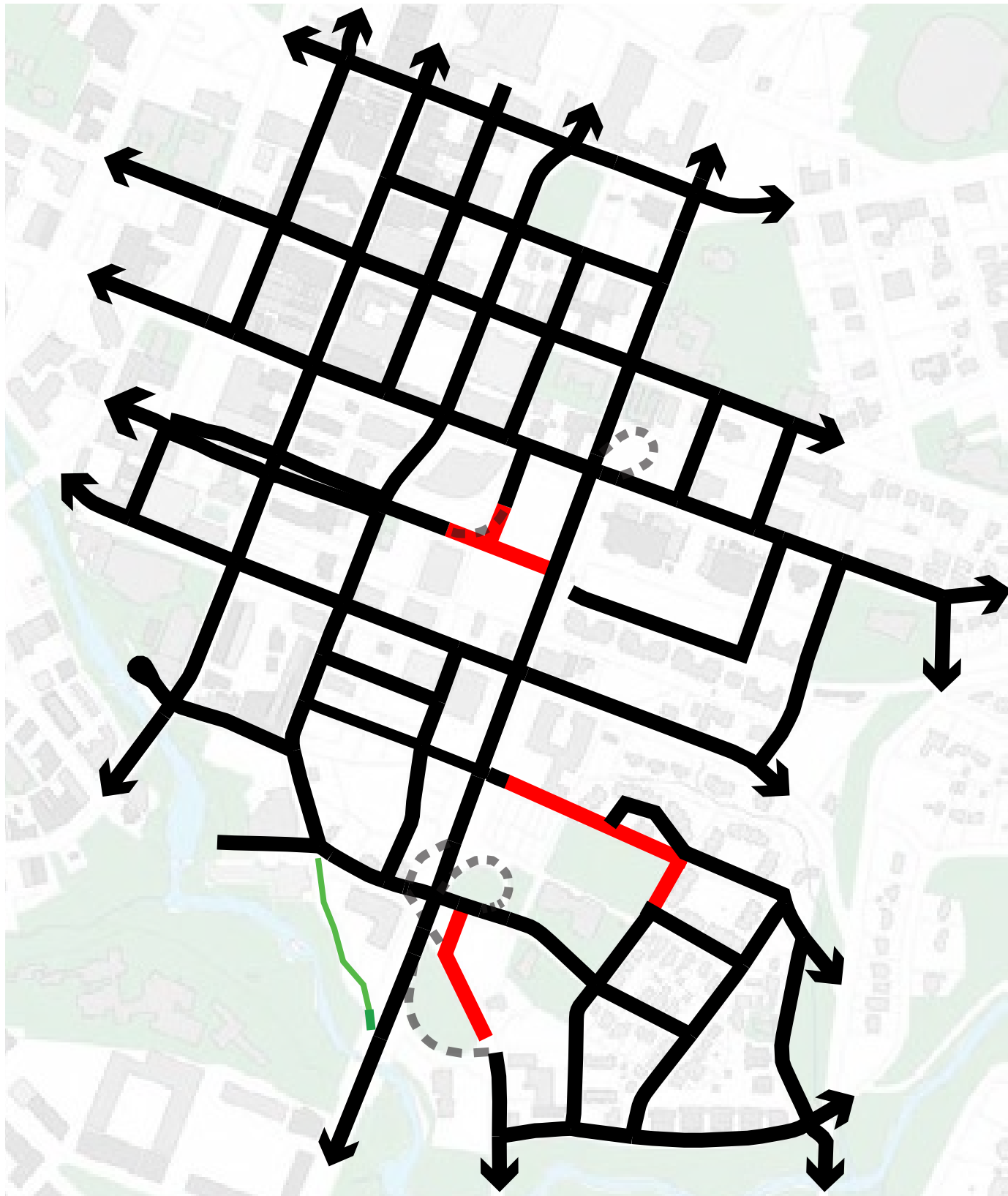


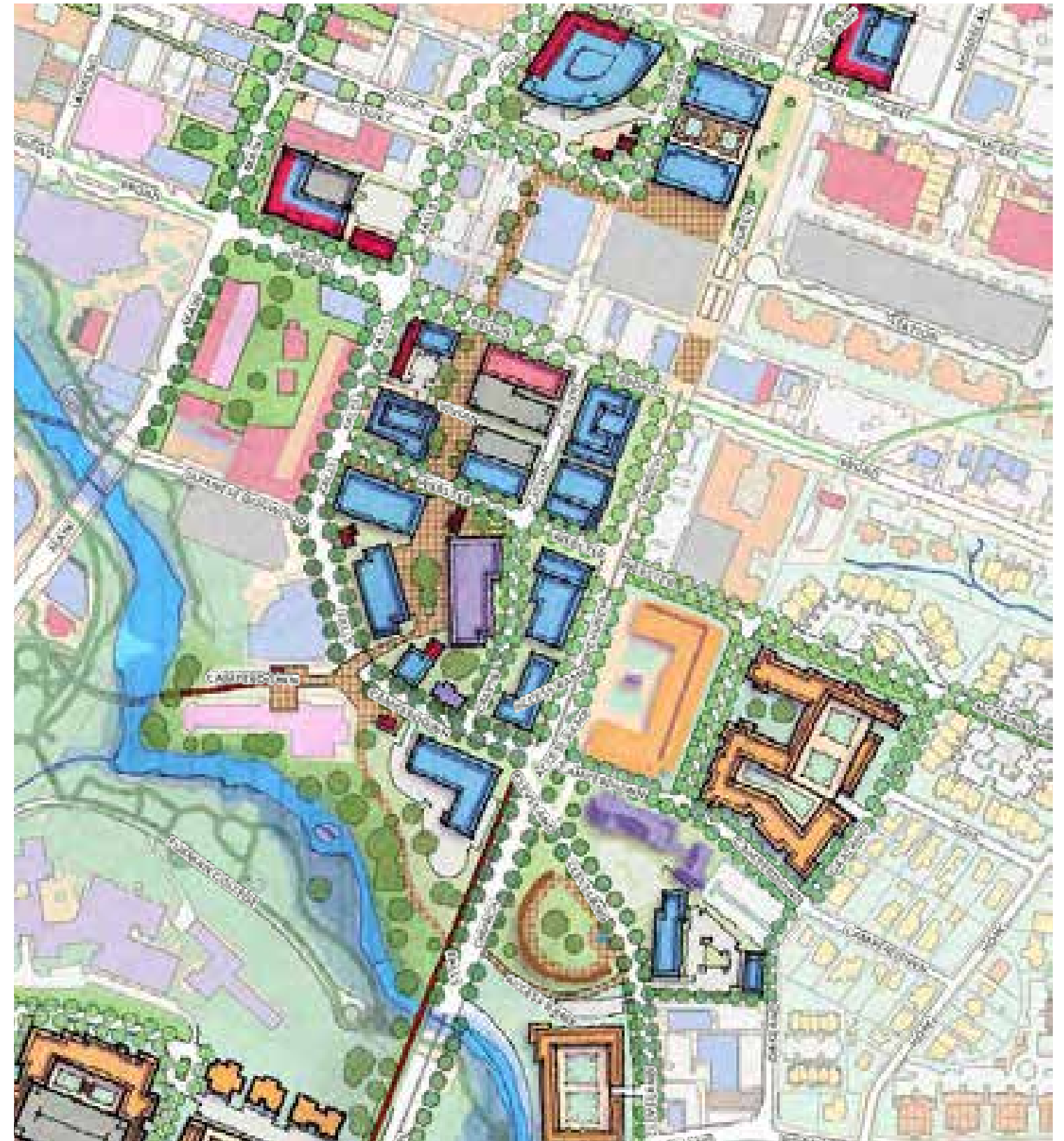
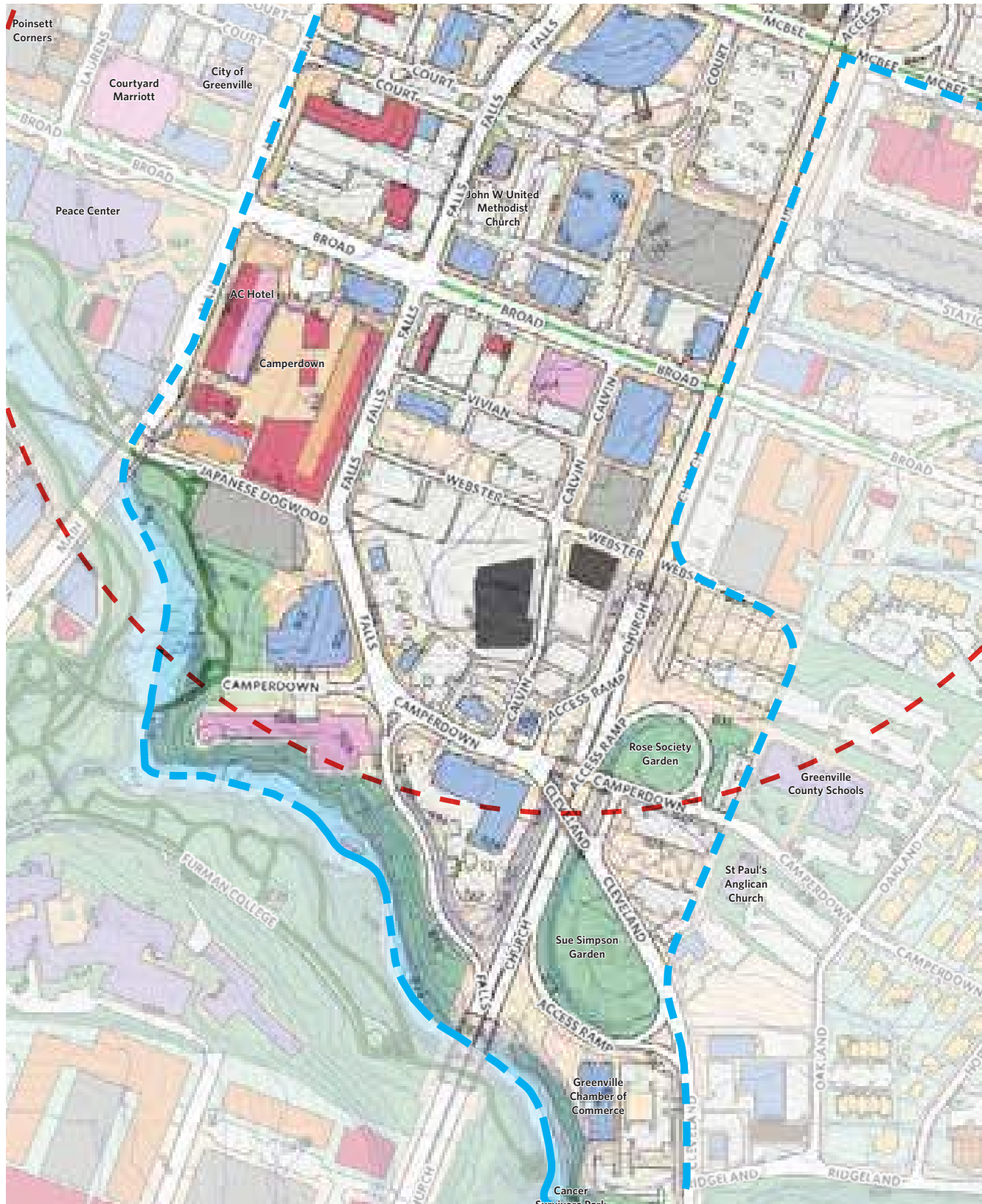


EAST DOWNTOWN

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EAST DOWNTOWN

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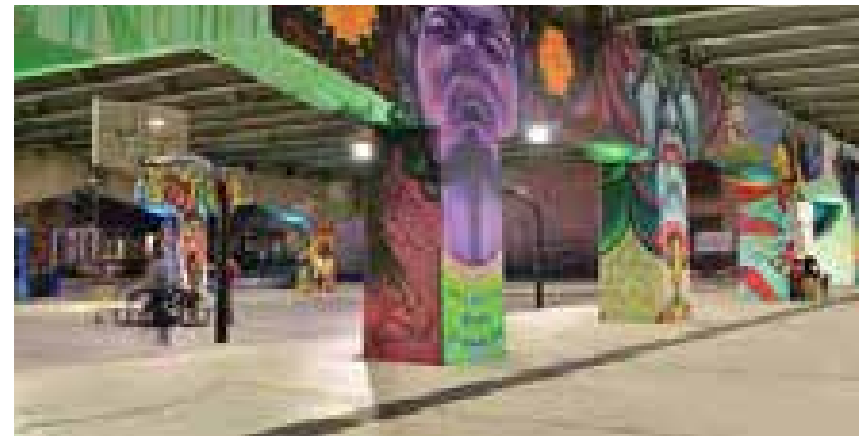
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EAST DOWNTOWN - BUILDING A DYNAMIC PUBLIC REALM

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EAST DOWNTOWN - UNDER THE BRIDGE PARK

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EAST DOWNTOWN - EXISTING

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EAST DOWNTOWN - CREATIVE SPACE EMPLOYMENT DISTRICT CONCEPT

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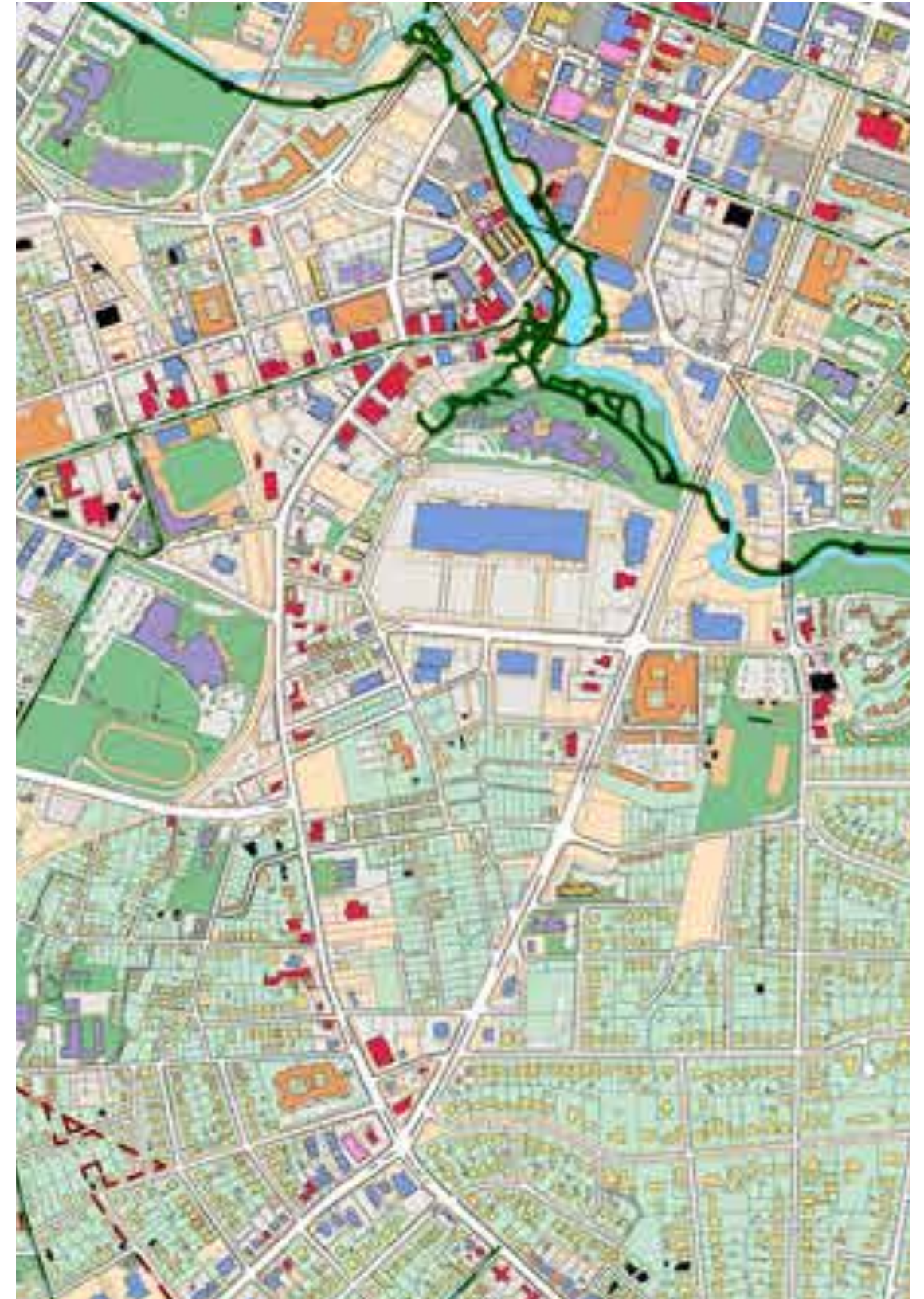
EAST DOWNTOWN - ALTERNATIVE MIXED-USE DISTRICT CONCEPT

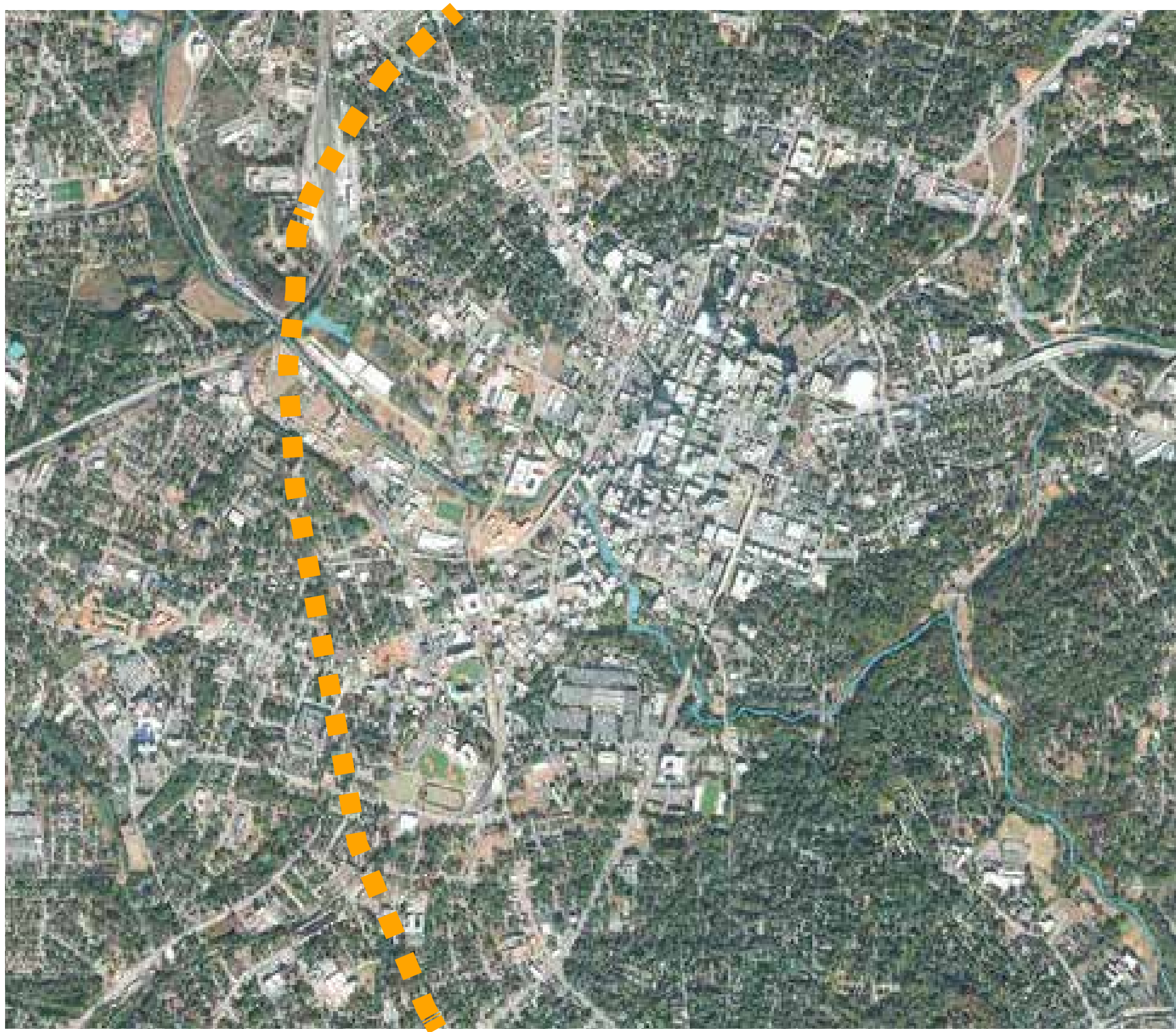
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AUGUSTA STREET & SOUTH DOWNTOWN

- Integrate new development sites into a physical vision for South Downtown
- Create walkable connections to parks and adjacent districts
- New building patterns should respond to scale and character in Haynie–Sirriner
- Building patterns should reinforce the evolving Augusta Street address adjacent to the baseball stadium and the West End neighborhoods
- Develop an identity for the Church Street corridor as a gateway into the downtown





AUGUSTA STREET & SOUTH DOWNTOWN



AUGUSTA STREET & SOUTH DOWNTOWN



AUGUSTA STREET & SOUTH DOWNTOWN





AUGUSTA STREET & SOUTH DOWNTOWN

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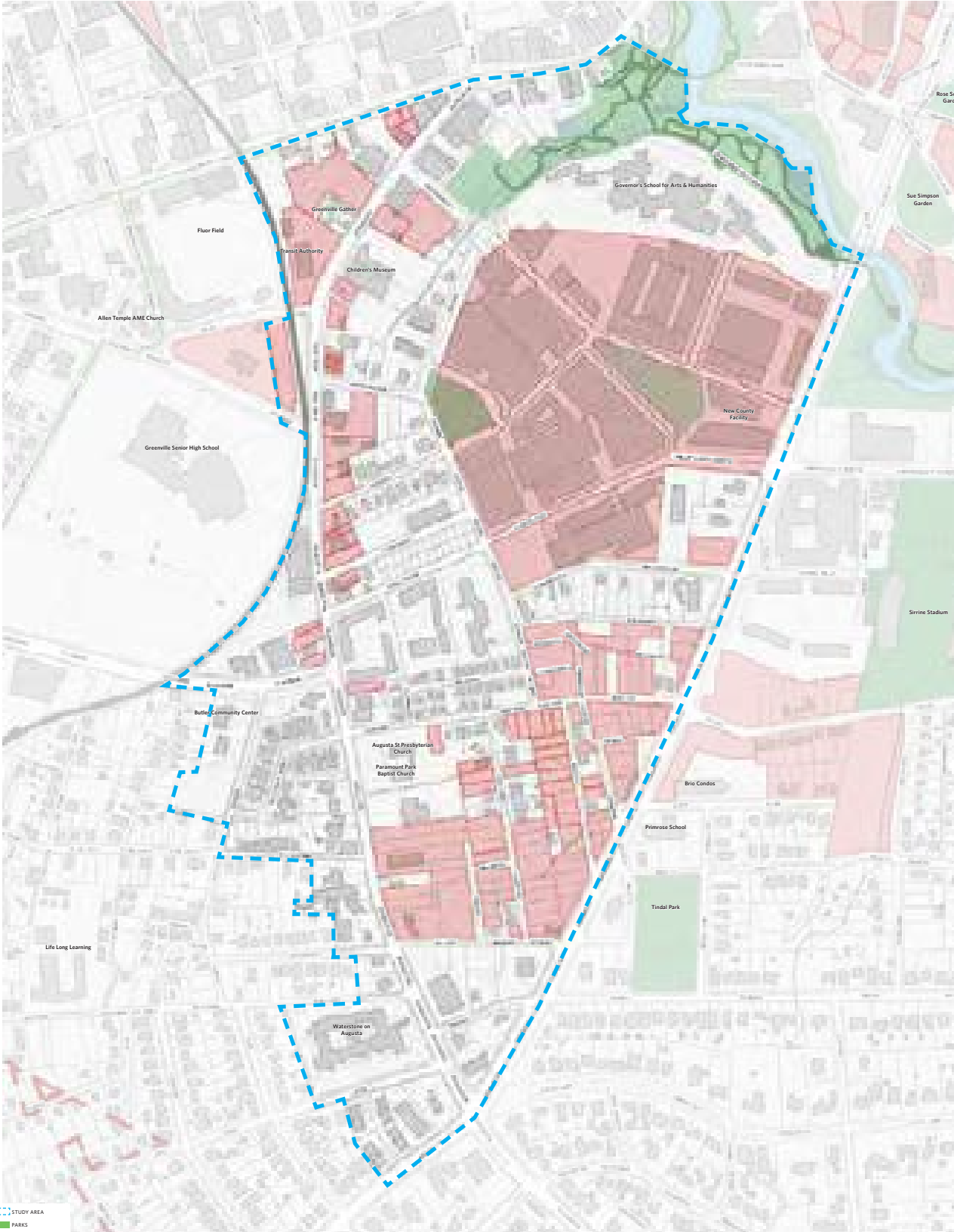
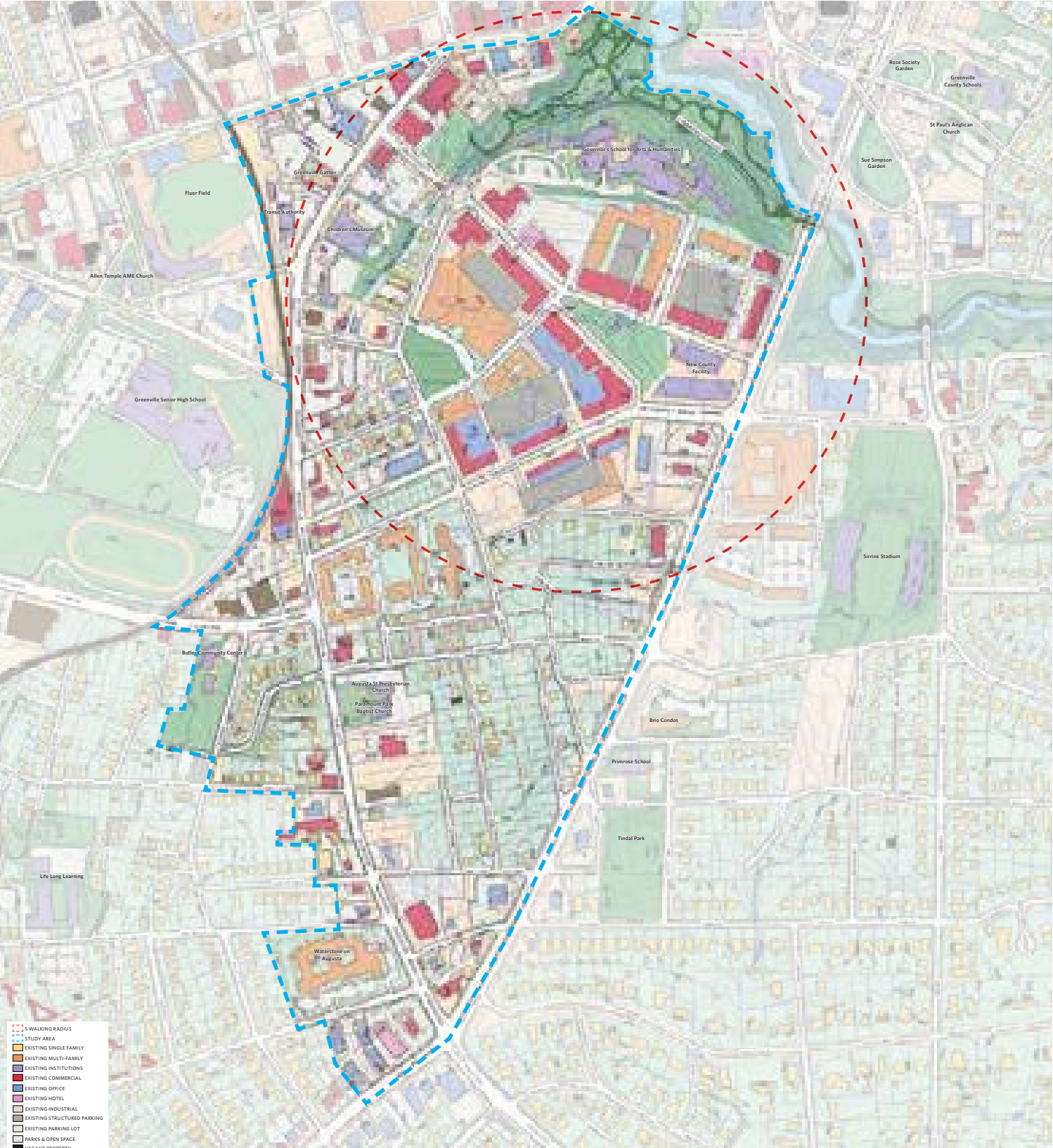
AUGUSTA STREET & SOUTH DOWNTOWN

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AUGUSTA STREET & SOUTH DOWNTOWN



AUGUSTA STREET & SOUTH DOWNTOWN



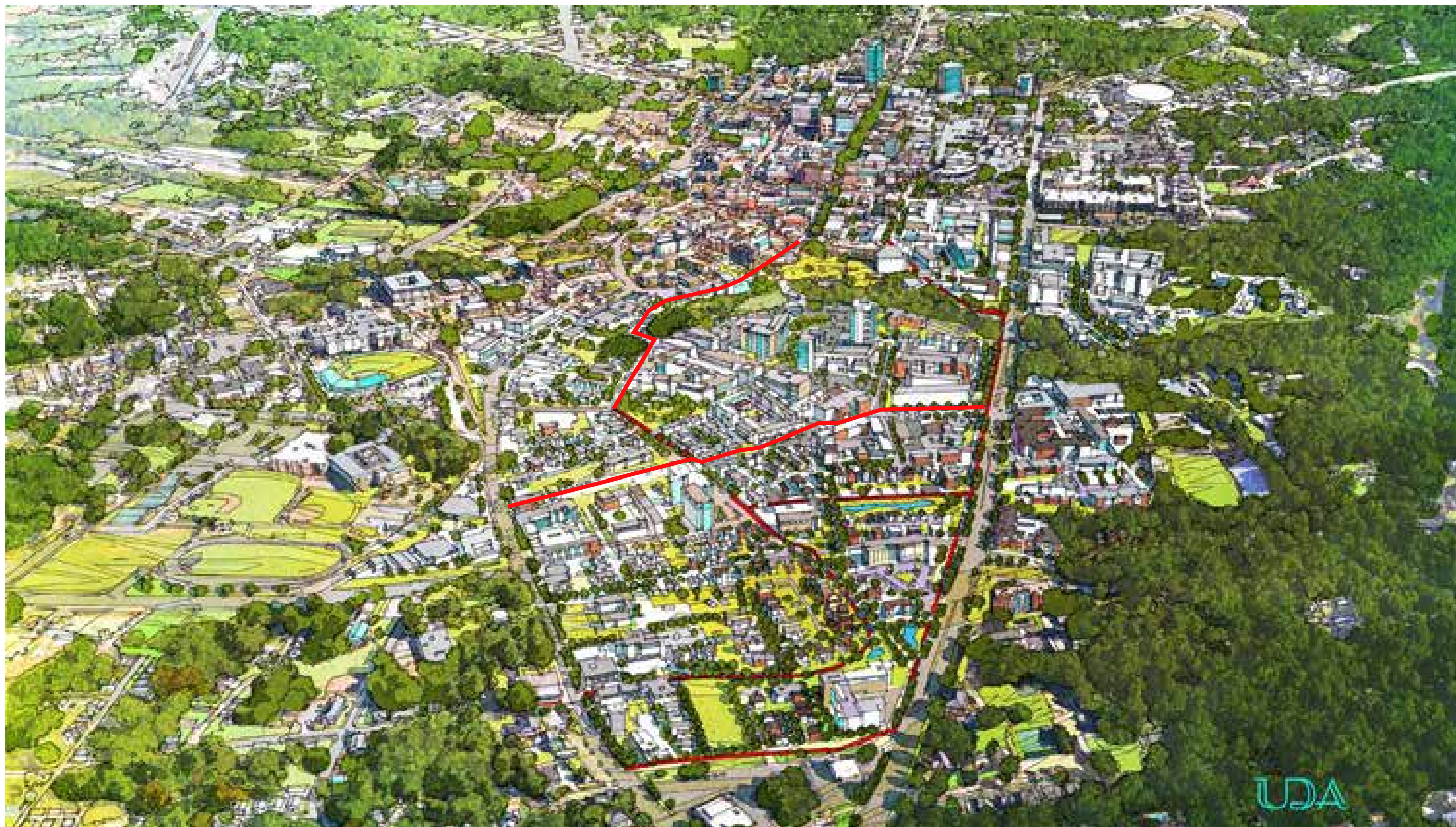
AUGUSTA STREET & SOUTH DOWNTOWN

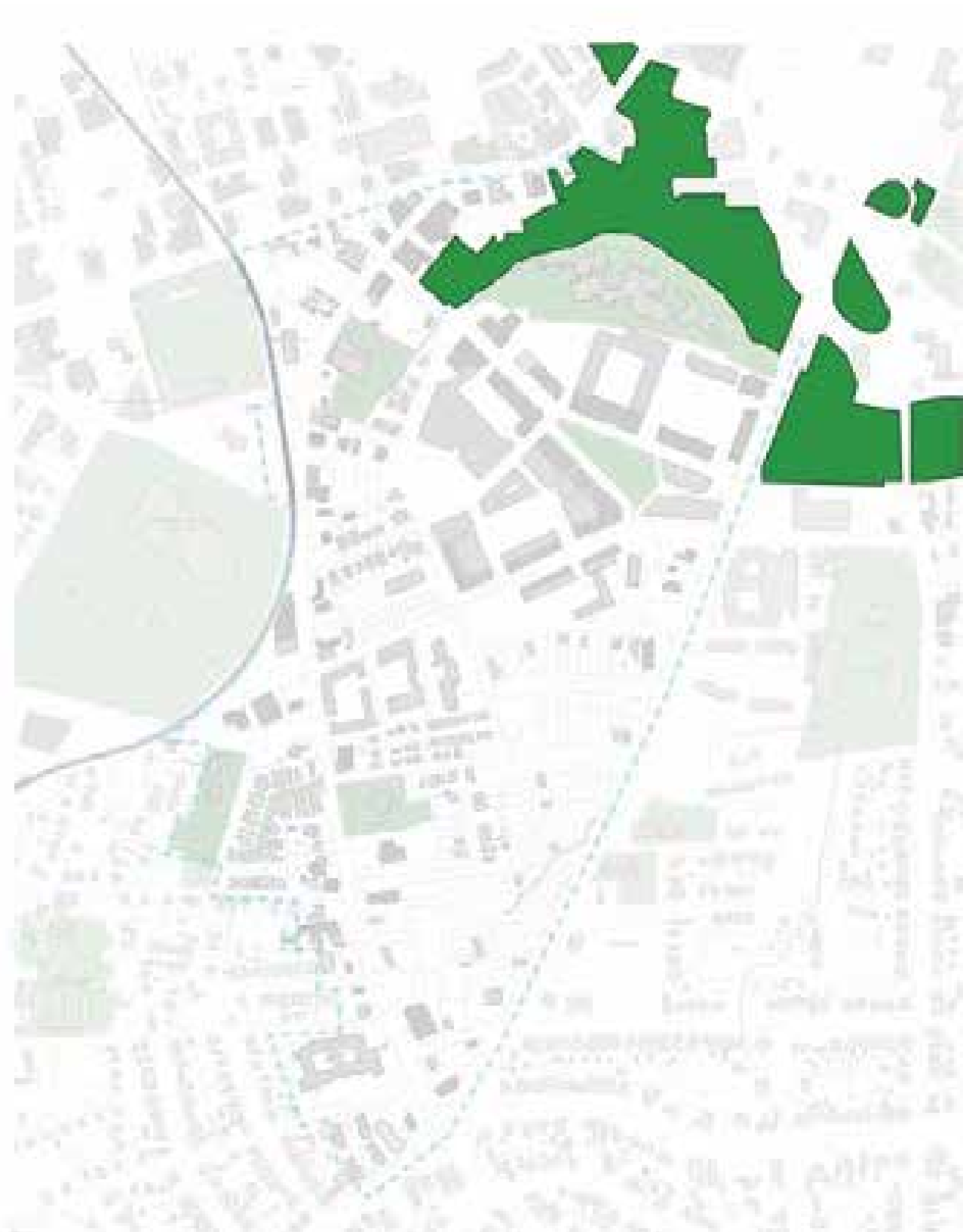


AUGUSTA STREET & SOUTH DOWNTOWN



AUGUSTA STREET & SOUTH DOWNTOWN





AUGUSTA STREET & SOUTH DOWNTOWN - TRAILS AND PARKS



AUGUSTA STREET & SOUTH DOWNTOWN

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AUGUSTA STREET LOOKING NORTH

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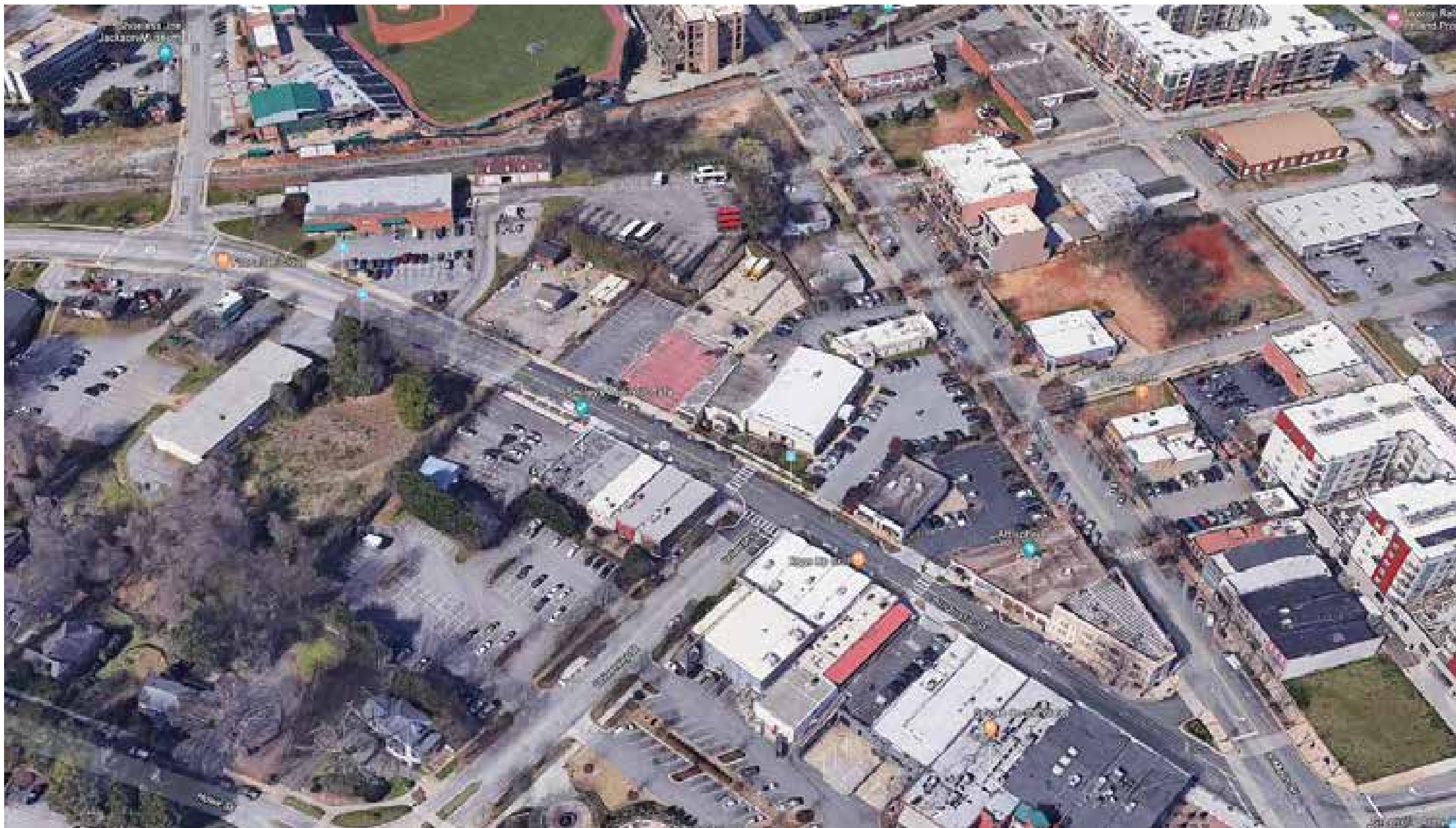
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PROPOSED CHARACTER - AUGUSTA STREET INFILL DEVELOPMENT

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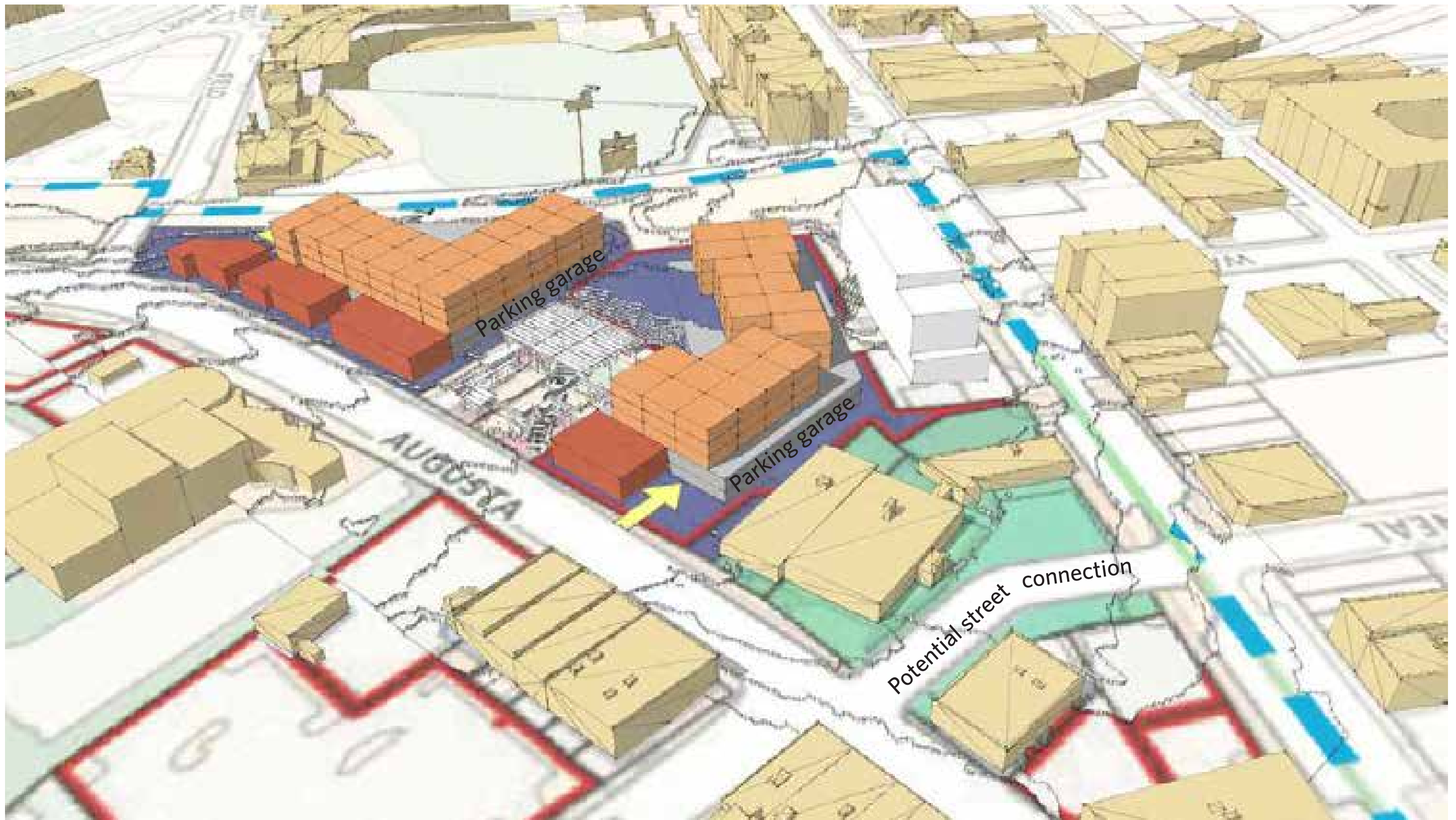
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AERIAL VIEW - AUGUSTA STREET INFILL DEVELOPMENT

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AERIAL VIEW - AUGUSTA STREET INFILL DEVELOPMENT

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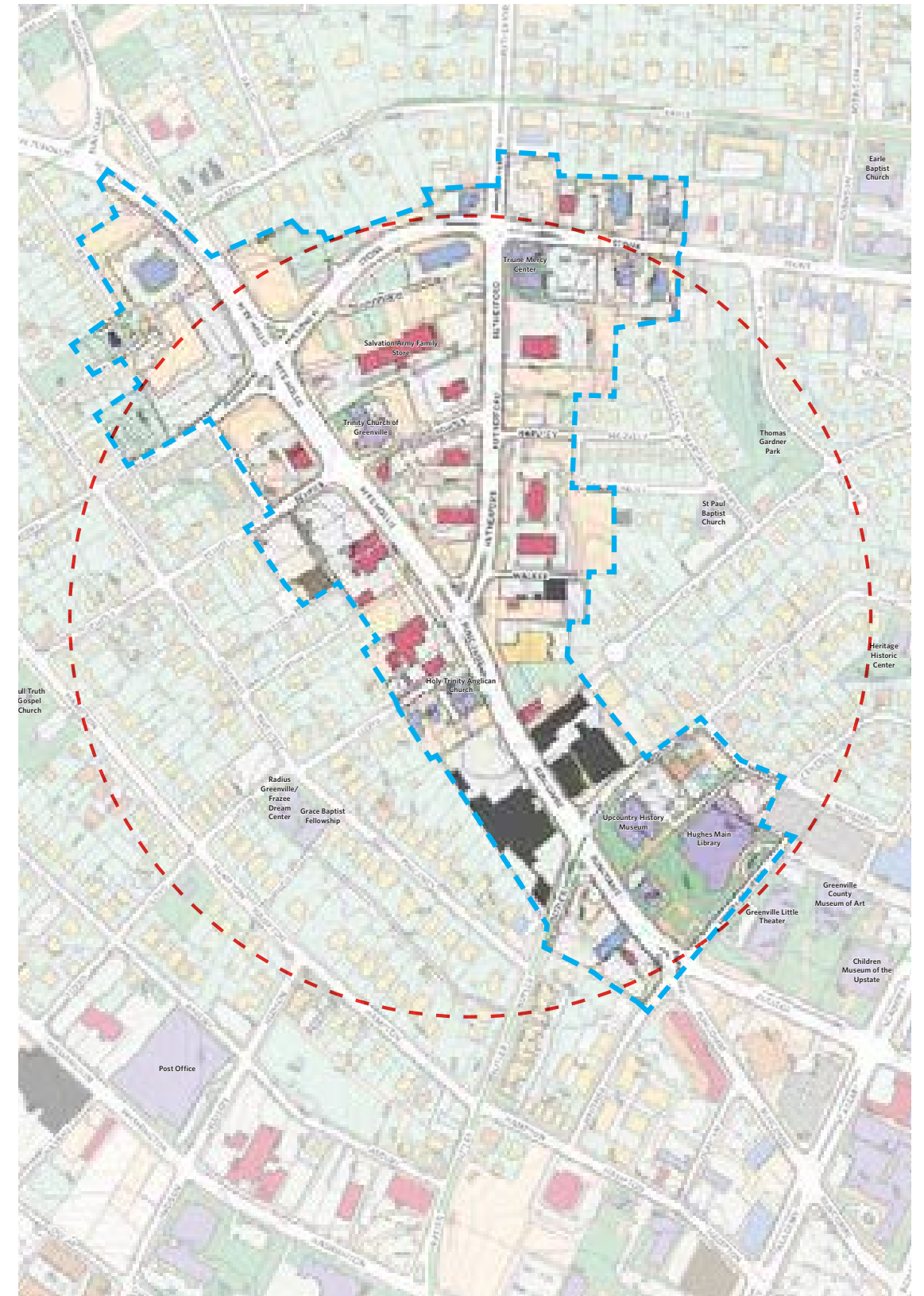
AERIAL VIEW - AUGUSTA STREET INFILL DEVELOPMENT

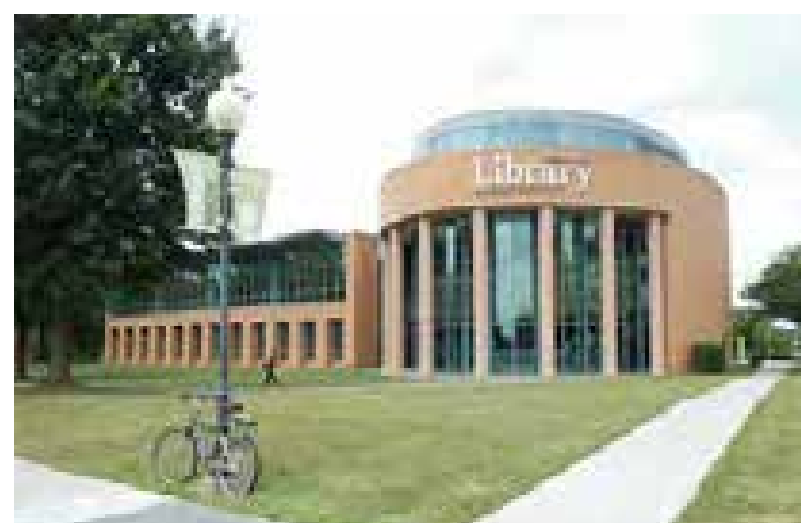
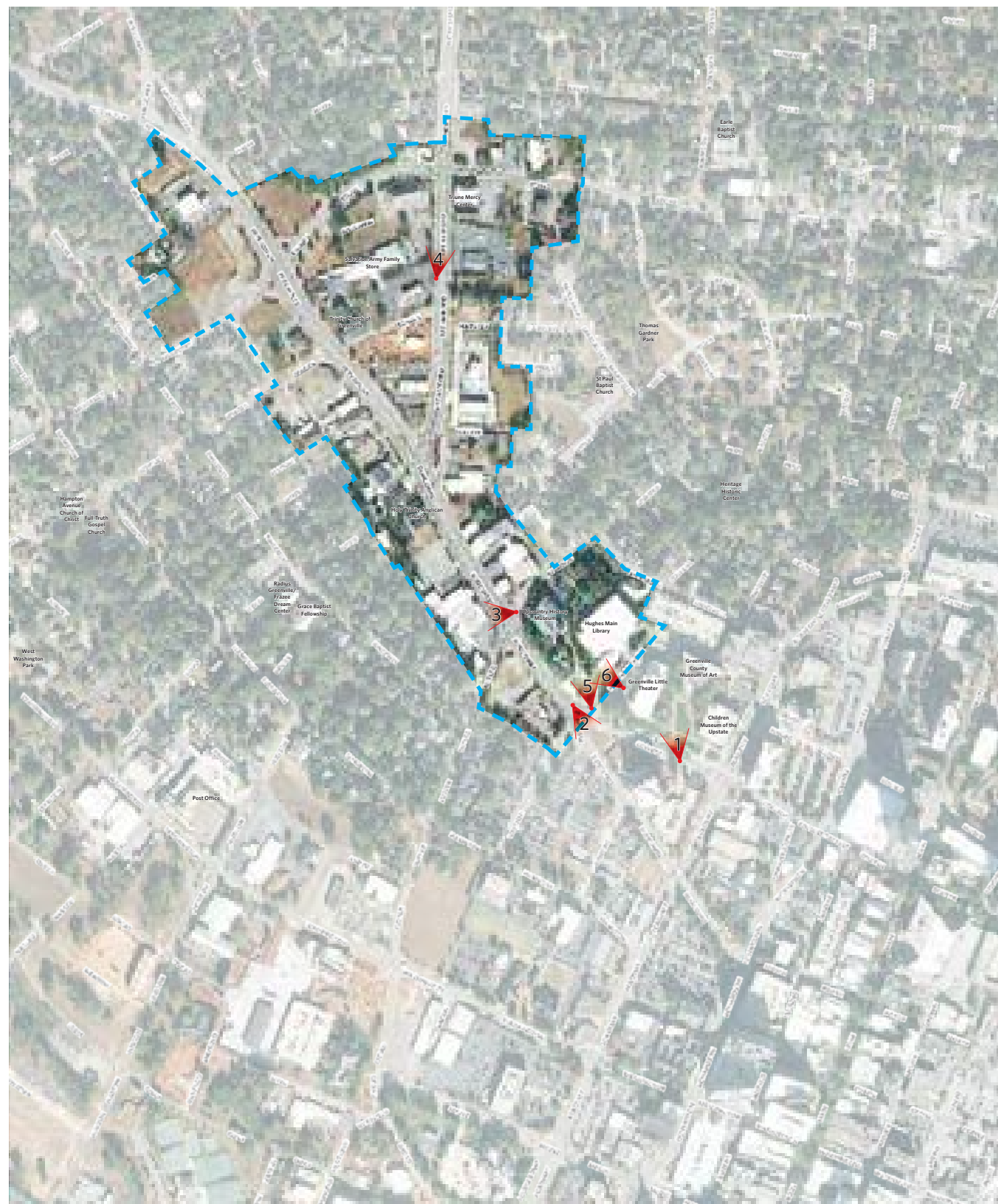
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BUNCOMBE CORRIDOR

- Building patterns should provide a transition to the adjacent neighborhood scale
- Development strategy depends on street transformation into an urban boulevard
- Reinforce walkability to Heritage Green
- Explore options to transform the Stone Avenue/ Buncombe Street intersection into a coherent downtown district
- Consider making Heritage Green a City Park with active programming

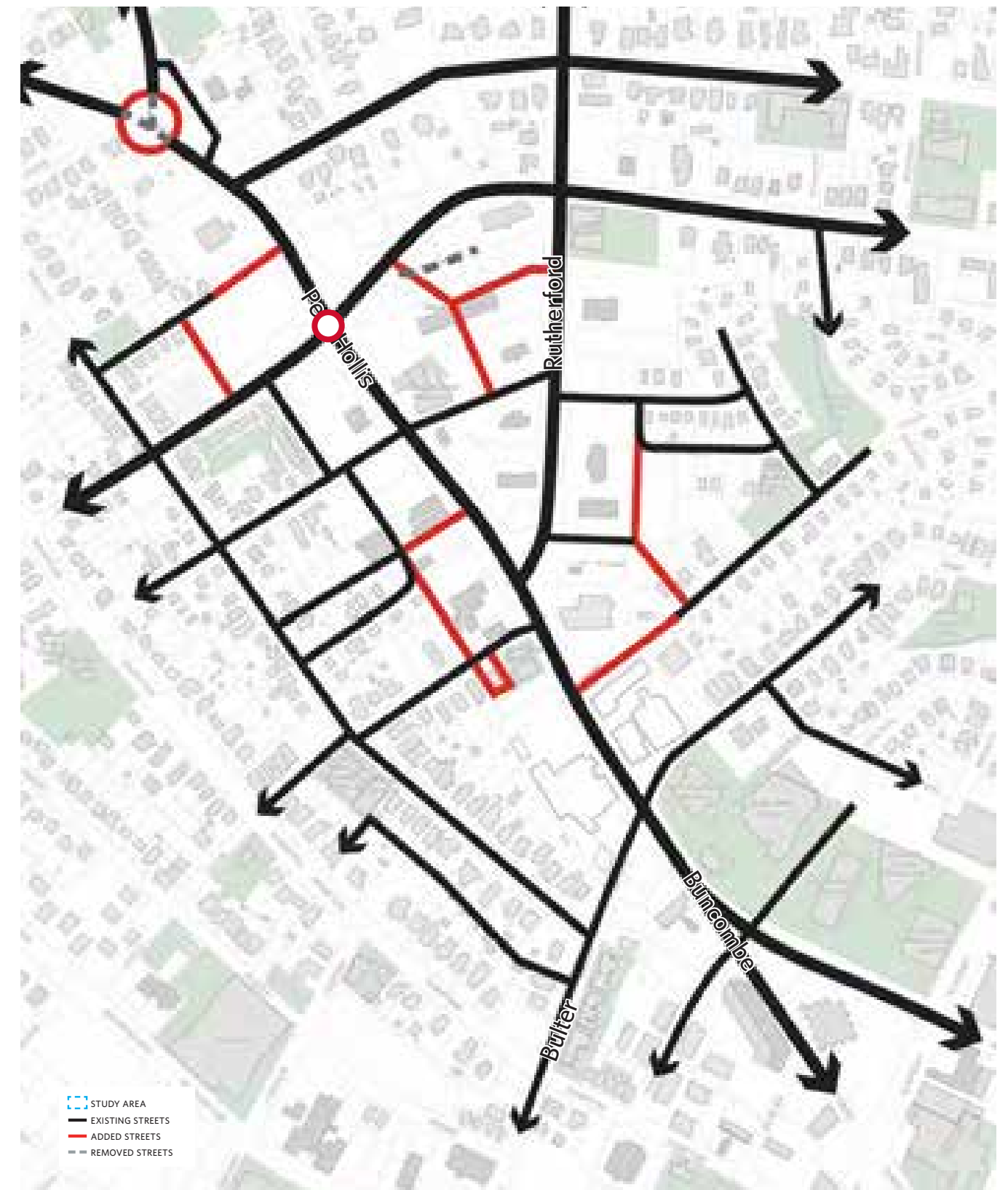
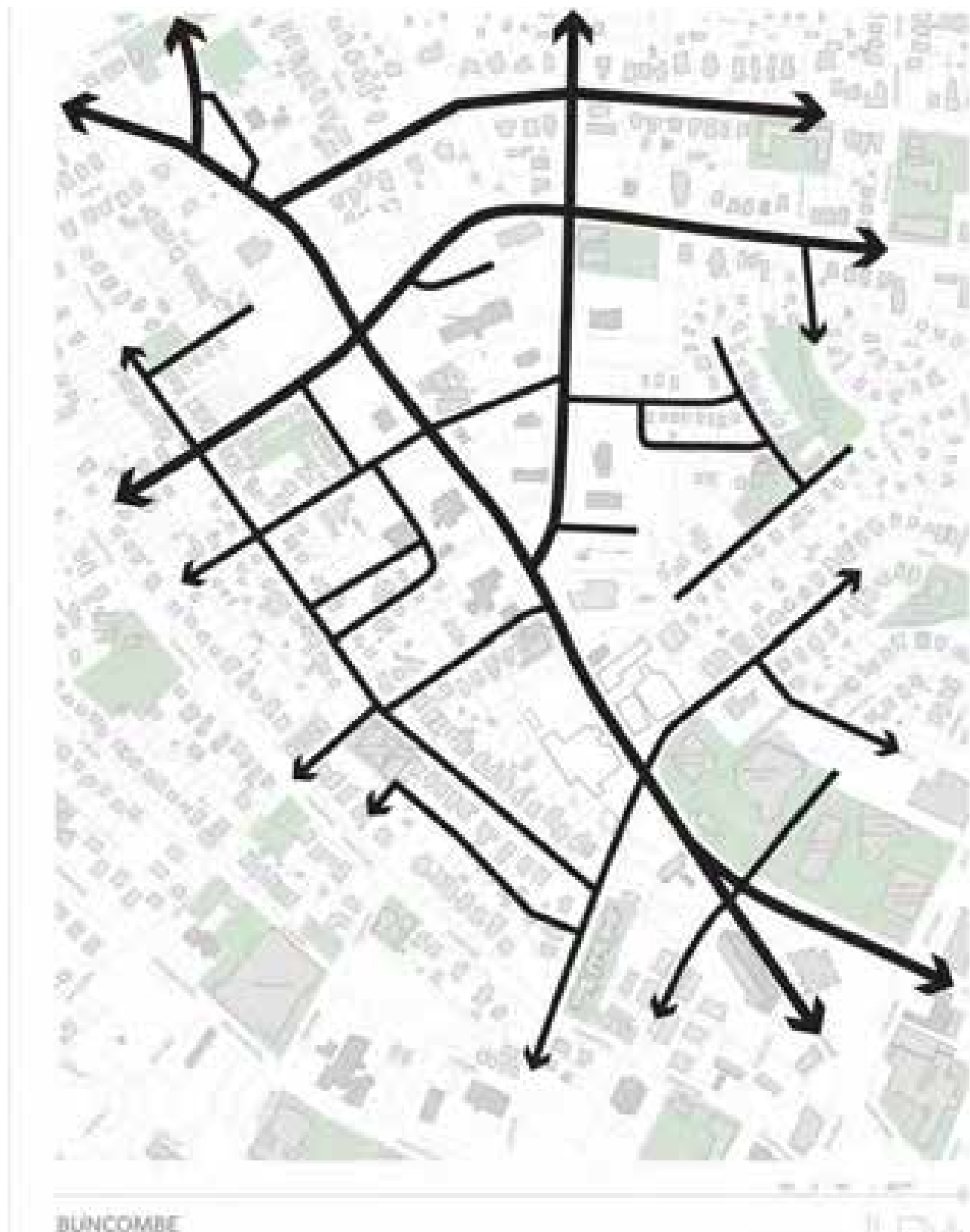




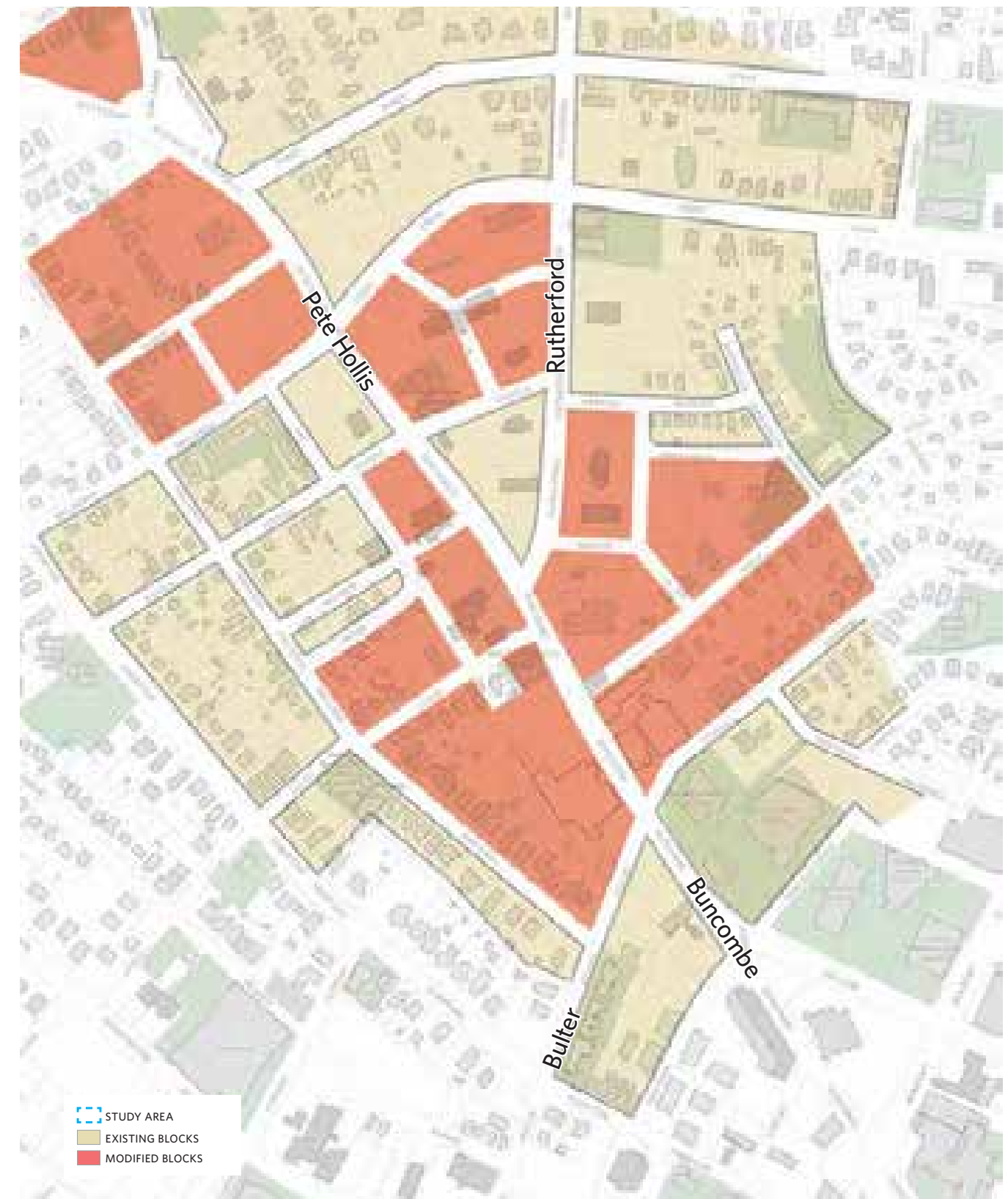
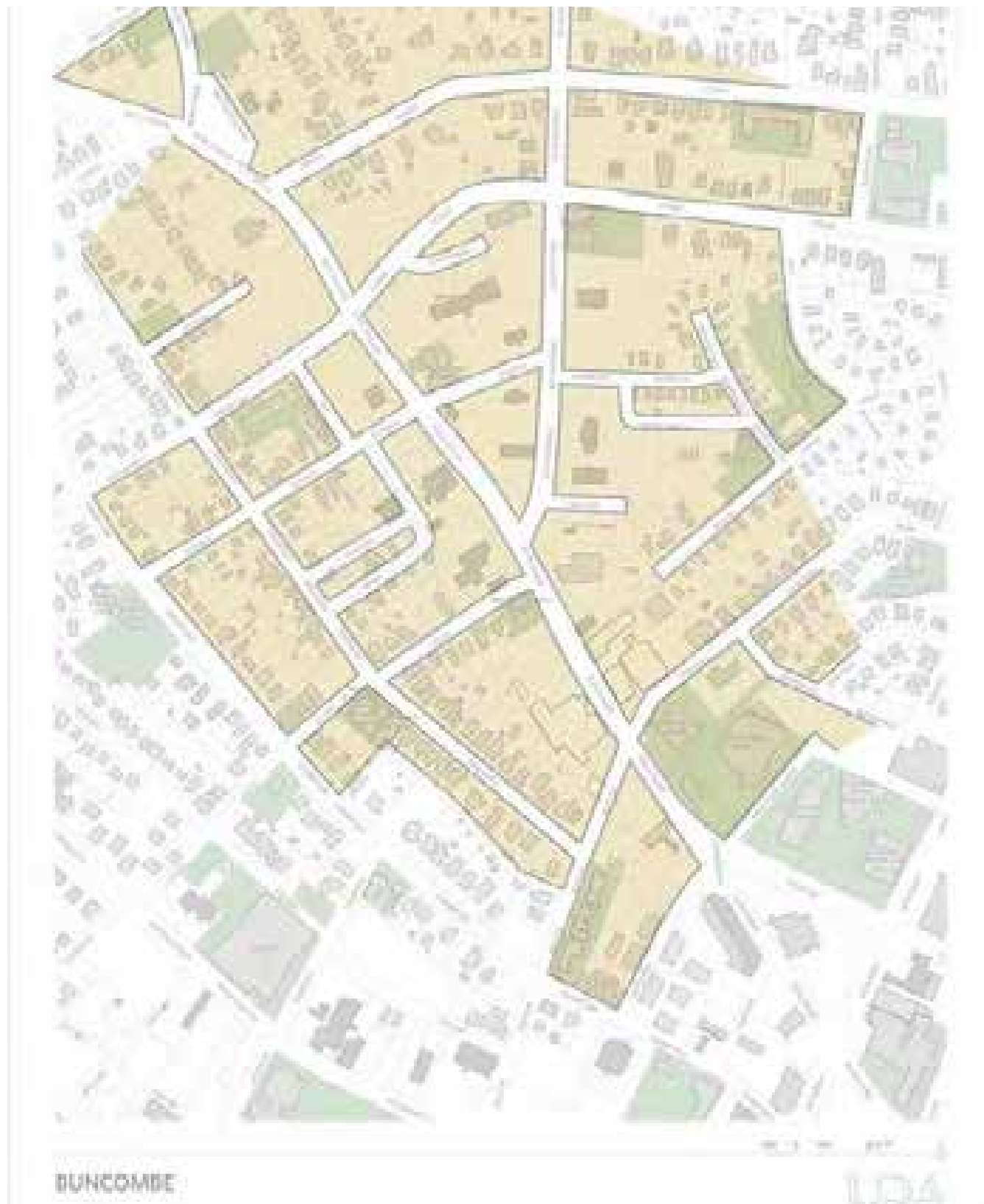
BUNCOMBE CORRIDOR - EXISTING CONDITIONS

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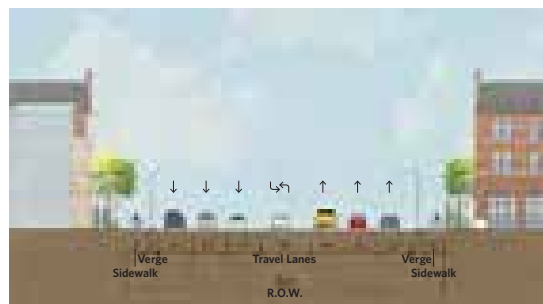
BUNCOMBE CORRIDOR - EXISTING & PROPOSED LOCAL STREET NETWORK



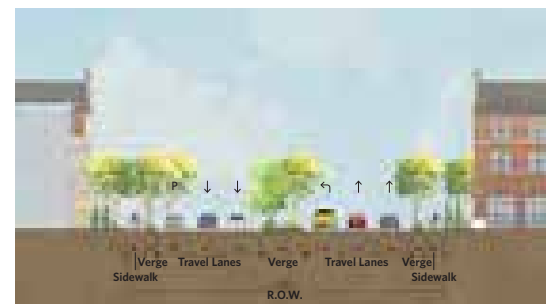
BUNCOMBE CORRIDOR - EXISTING & PROPOSED BLOCK PATTERNS



SECTION LOCATIONS



EXISTING BUNCOMBE STREET SECTION



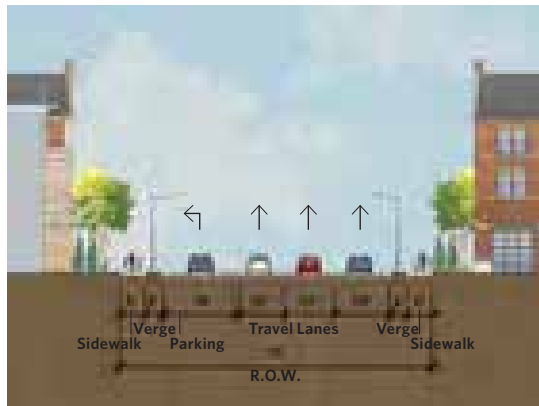
PROPOSED BUNCOMBE STREET SECTION



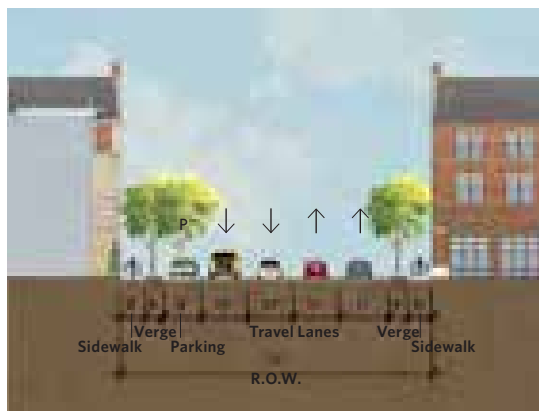
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BUNCOMBE CORRIDOR - EXISTING & PROPOSED STREET MODIFICATIONS



EXISTING NORTH STREET SECTION



PROPOSED NORTH STREET SECTION



PROPOSED NORTH STREET PLAN



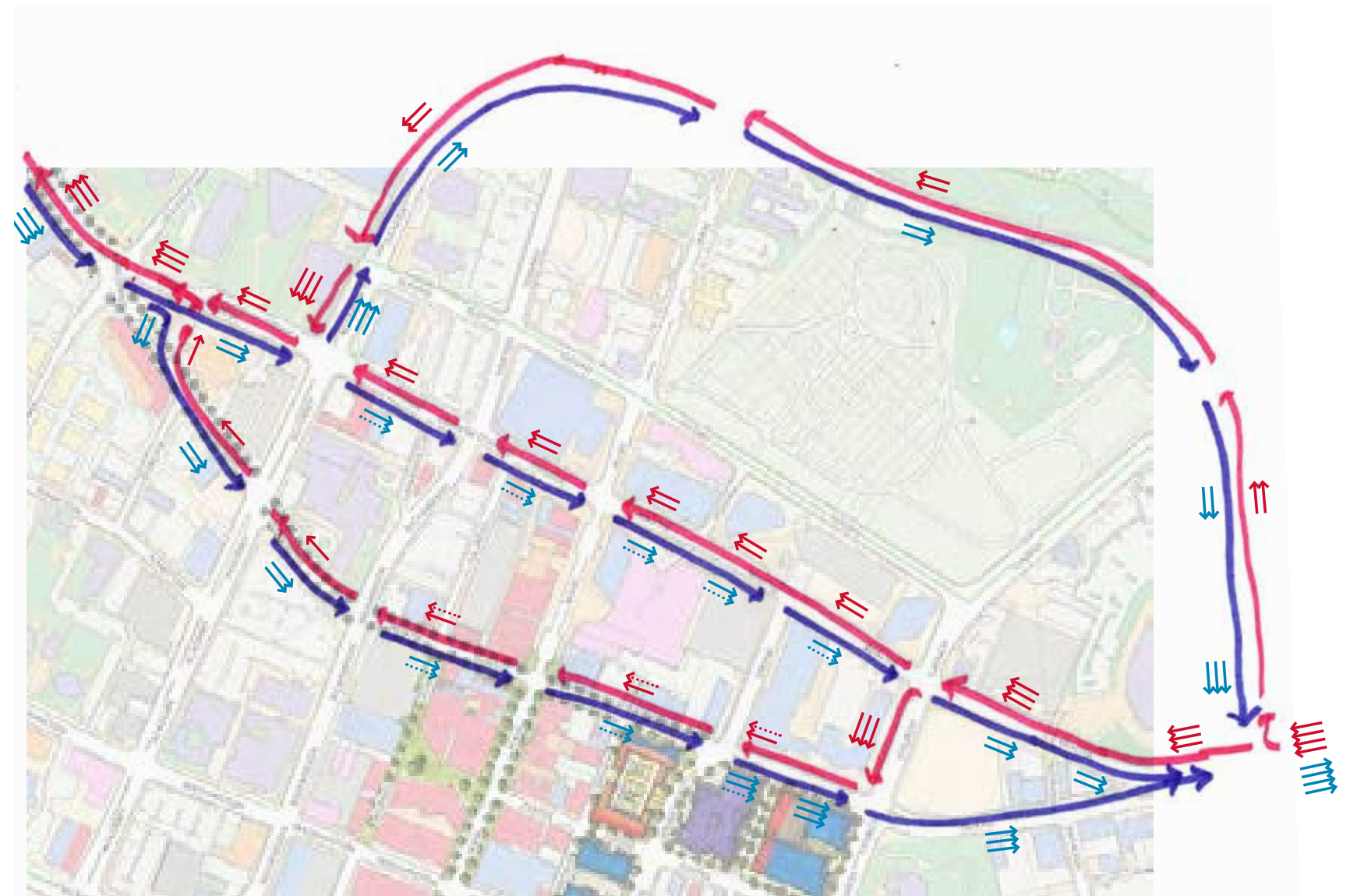
EXISTING COLLEGE STREET SECTION



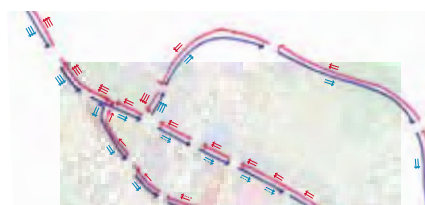
PROPOSED COLLEGE STREET SECTION



PROPOSED COLLEGE STREET PLAN



TRAFFIC FLOW PATTERNS



COLLEGE & NORTH STREETS - EXISTING & PROPOSED STREET MODIFICATIONS



SITE PLAN



PRECEDENT IMAGES



HERITAGE GREEN - PROPOSED PARK IMPROVEMENTS

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BUNCOMBE CORRIDOR - PROPOSED DEVELOPMENT DISTRICT







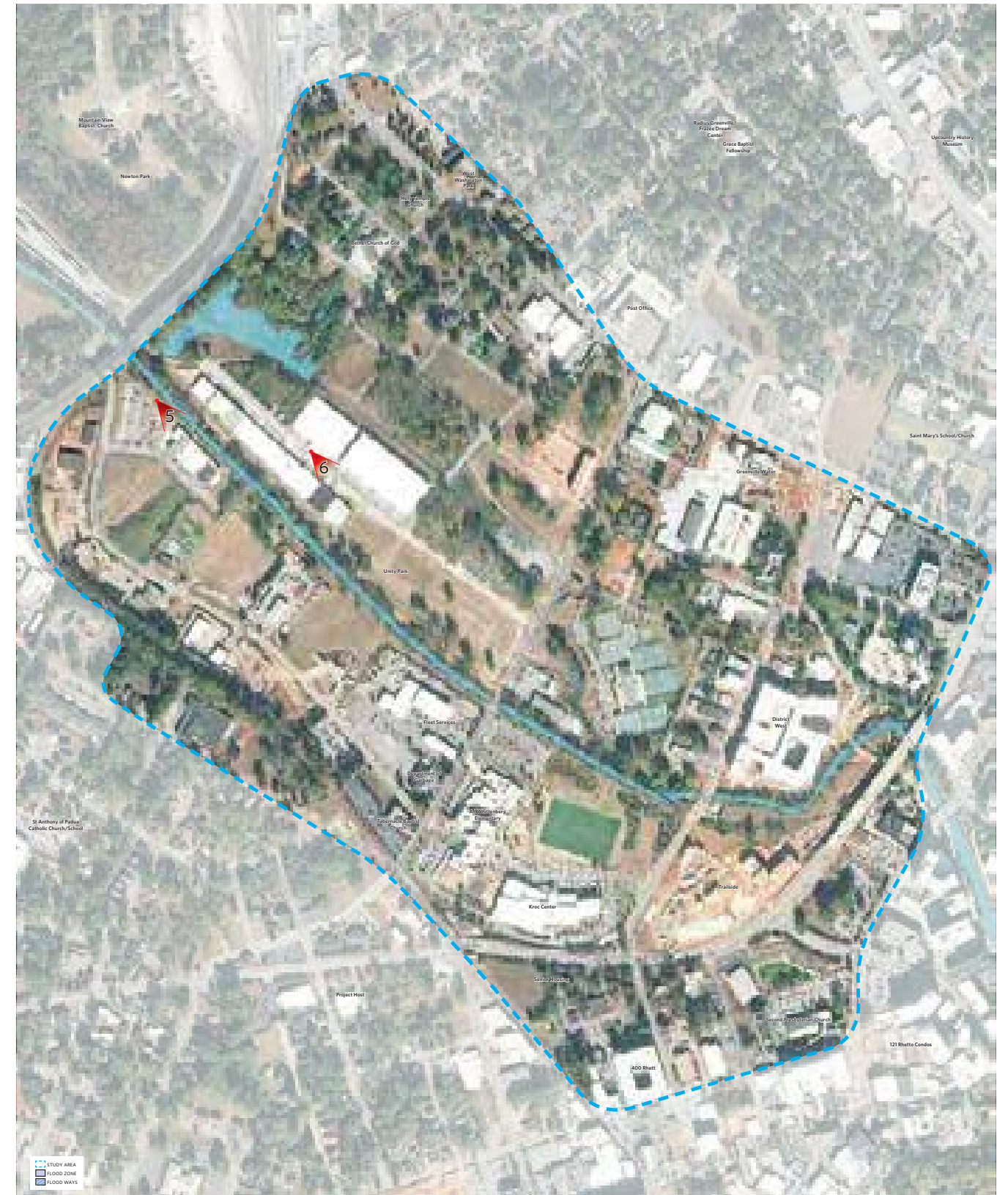


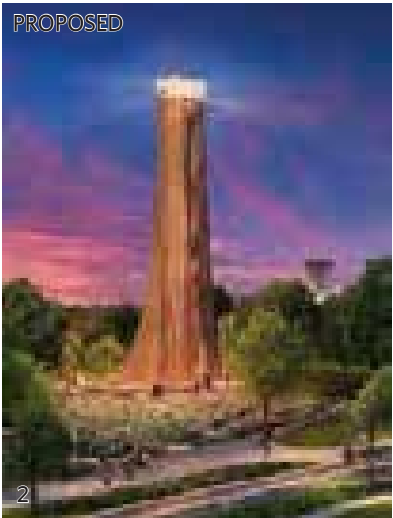




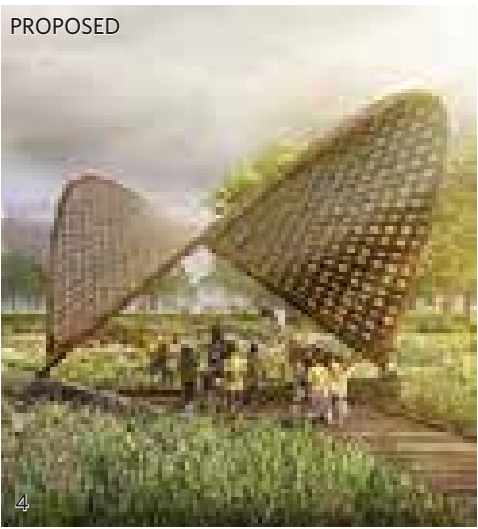
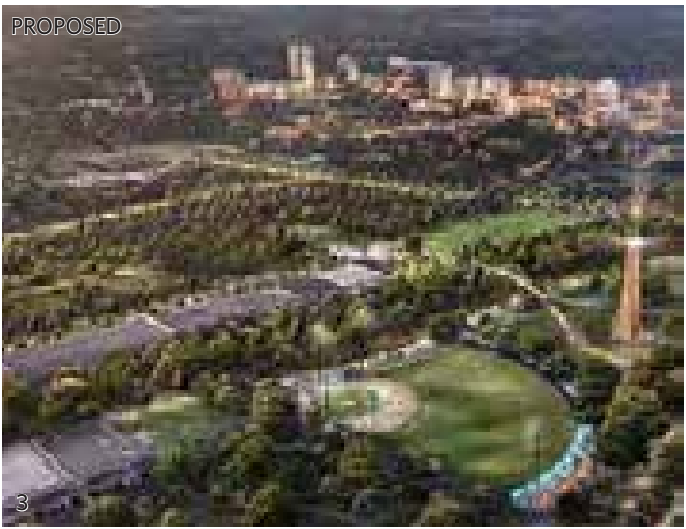
UNITY PARK & THE WEST END

- Knit the park frontage into the existing residential neighborhood
- Position new development as assets to strengthen the neighborhoods while preserving diversity and affordability
- New development patterns should reinforce pedestrian and bike connectivity into adjacent districts
- Develop as a mixed-income neighborhood with diverse housing options
- Integrate opportunities for local maker spaces





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MKSK
Renderings



UNITY PARK & THE WEST END

DOWNTOWN STRATEGIC MASTER PLAN / GREENVILLE, SOUTH CAROLINA

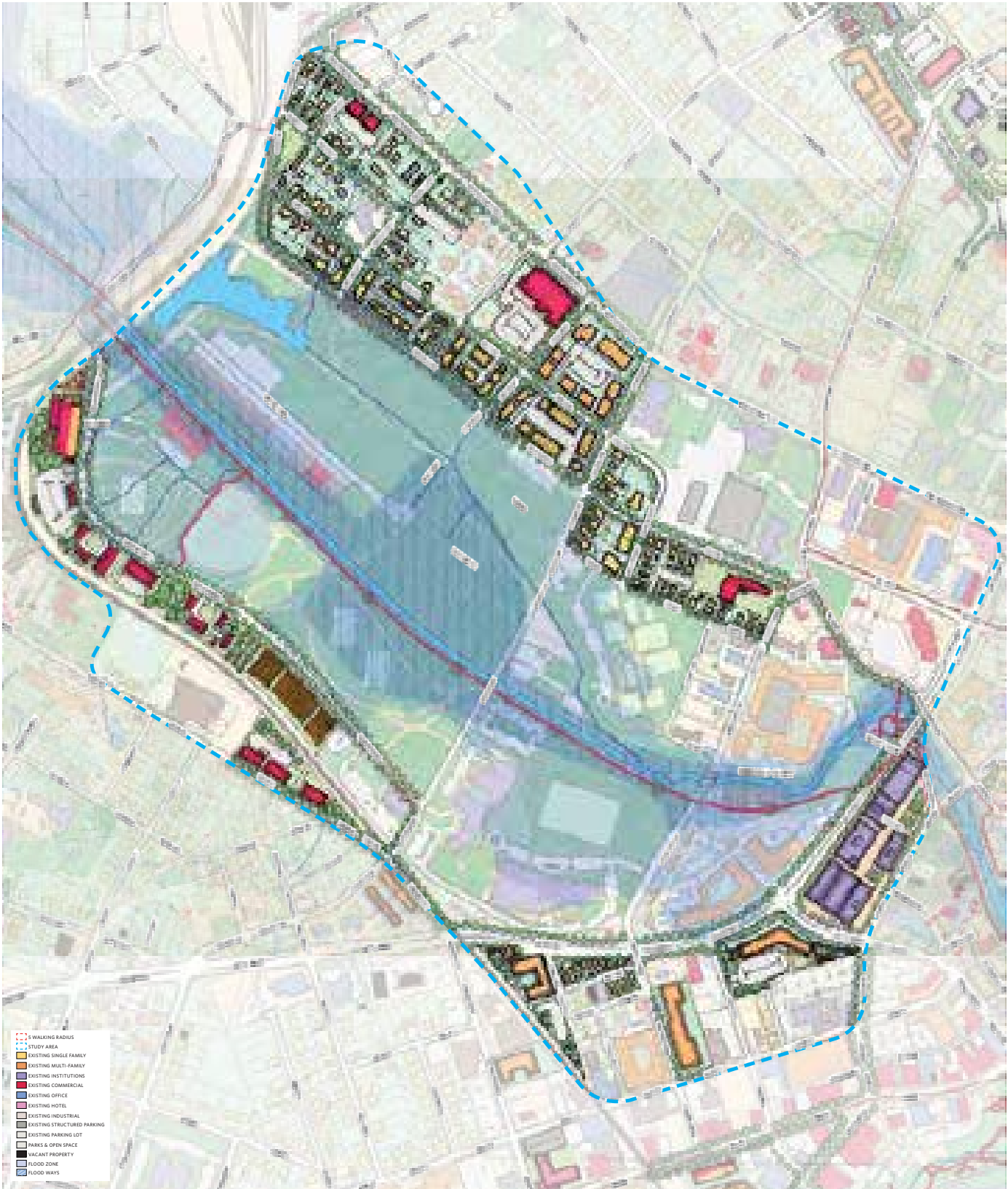
URBAN DESIGN ASSOCIATES



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PROPOSED OPEN SPACE



PROPOSED BLOCK STRUCTURE



PROPOSED STREET NETWORK

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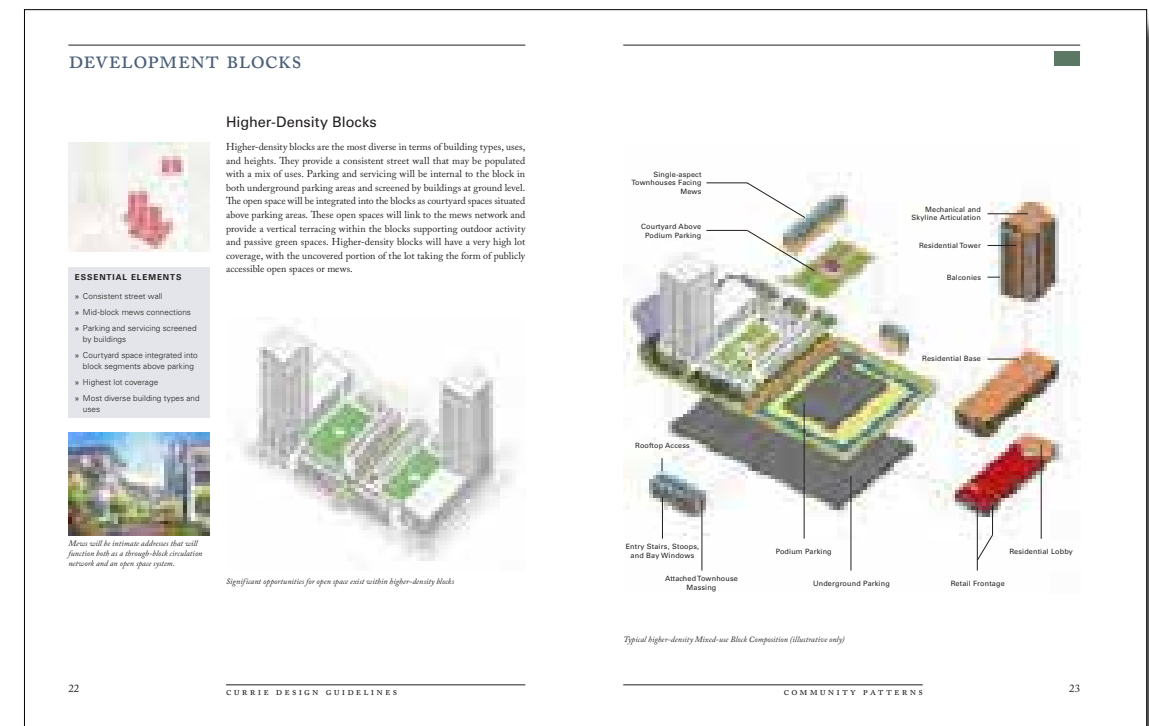
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An aerial photograph of a city, likely New York City, showing a dense urban landscape with numerous buildings and a large area of greenery in the background. A semi-transparent blue horizontal band is overlaid across the middle of the image, containing the text "EXPANDING THE TOOLKIT" in white, bold, sans-serif capital letters. The text is centered within the blue band.

EXPANDING THE TOOLKIT

URBAN DESIGN TOOLKIT

- Develop District Plans that help citizens understand the future character intentions
- Develop Specific zoning guidance for each district
- Utilize form-based code approach to set building, building to street, and site relationship options
- Add Urban Design specialist to the city land development & planning policy team





FEEDBACK

DOWNTOWN STRATEGIC MASTER PLAN / GREENVILLE, SOUTH CAROLINA

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ART AND URBAN SPACES

ART AND URBAN SPACES

- Develop an expanded urban art program with local artists and arts organizations
- Add pop-up and seasonal art installations and cultural programming throughout the downtown
- Integrate artists on infrastructure design as part of a cohesive approach to public space design
- Develop more diverse music programming & venue strategies





