

CONTENTS

Executive Summary

SECTION A: ABOUT THE PLAN



Introduction 11

A-1 What is a Comprehensive Plan?	12
A-2 Plan Implementation	12
A-3 Planning Process	12
A-4 How to Use this Plan?	13
A-5 Legal Basis for Planning	13

Community Profile 15

B-1 Existing Plans and Studies	16
B-2 History	18
B-3 Natural and Cultural Resources	22
B-4 COVID-19 Pandemic	25
B-5 Built Environment	26
B-6 Market Analysis	27
B-7 Existing Regulatory Framework	45
B-8 Community Demographics	47

Visioning 55

C-1 Introduction	56
C-2 Regional Relationship	56
C-3 Comprehensive Plan Advisory Committee	58
C-4 Public Engagement	58
C-5 Themes for Goals	64
C-6 Goals for the Comprehensive Plan	64
C-7 Visionary Principles	65
C-8 Goals and Policy Statements Summary	66

Comprehensive Resilient City 75

D-1 Introduction	76
D-2 Resilient City	76
D-3 Booming Resilience Movement	77

SECTION B: GREENVILLE FORWARD



Future Land Use 79

1.1 Goals and Policy Statements	81
1.2 Introduction	82
1.3 Approach	83
1.4 Transect	83
1.5 Land Use Types	84
1.6 Land Use Directions	88
1.7 Future Land Use Plan	90
1.8 Actions.....	102

Parks Trails & Open Space 105

2.1 Goals and Policy Statements	107
2.2 Introduction	108
2.3 Approach	108
2.4 Park Classification System	109
2.5 Existing Park Network	114
2.6 Trails	125
2.7 Additional Recommendations	126
2.8 Actions.....	127

Neighborhood and Housing 131

3.1 Goals and Policy Statements	133
3.2 Approach	134
3.3 Housing	136
3.4 Neighborhood Design	142
3.5 Design Principles	144
3.6 Neighborhood Rehabilitation Programs	147
3.7 Actions.....	151

SECTION B: GREENVILLE FORWARD



Downtown Greenville..... 155

4.1 Goals and Policy Statements 156

4.2 Approach 158

4.3 Urban Living 160

4.4 Land Use Types 162

4.5 Downtown Vision 168

4.6 Efforts to Strengthen Downtown..... 175

4.7 Policy Recommendations 180

4.8 Actions..... 182

Mobility 187

5.1 Goals and Policy Statements 189

5.2 Introduction 190

5.3 Approach 191

5.4 Mobility Principles 191

5.5 Pedestrian Walkability 197

5.6 Bicycle Mobility 198

5.7 Transit 199

5.8 Majors Field 199

5.9 Actions..... 200

Infrastructure..... 203

6.1 Goals and Policy Statements 205

6.2 Approach 206

6.3 Existing Conditions..... 206

6.4 Stormwater Management Alternatives 207

6.5 Wastewater System 208

6.6 Water Capacities 209

6.7 Actions..... 210

SECTION C: MORE TO KNOW ABOUT



Public Safety and Facilities 213

7.1 Goals and Policy Statements 215

7.2 Approach 216

7.3 Public Safety and Facilities Principles 216

7.4 General Facilities 224

7.5 Actions..... 225

Implementation 229

8.1 Introduction 230

8.2 Methods for Implementation..... 230

8.3 Proactive and Reactive Implementation 231

8.4 Plan Updates 231

8.5 Actions..... 232

X Appendix

X-1 Definitions

X-2 Stakeholder Questions

X-3 Meeting #1 Idea Board

X-4 Meeting #1 Goals Board

X-5 Community Survey

X-6 Meeting #2 Level 1 Public Input

X-7 Offline Pressure

X-8 Green Parks Survey Data

X-9 Housing Survey

FIGURES

Figure B-1: Greenville Historic Time Line	20
Figure B-2: Impacts of COVID-19	25
Figure B-3: Landuse Coverage in Greenville	26
Figure B-4: Greenville Trade Map	28
Figure B-5: Tapestry segment summaries	31
Figure B-6: Strategic Area Opportunities Map	44
Figure B-7: Existing Zoning Map	46
Figure B-8: Historic Growth	47
Figure B-9: 2010-2020 Population Trends	47
Figure B-11: Population Comparison	48
Figure B-10: Population information of Greenville and nearby cities	48
Figure B-12: Age and Gender Statistics.....	49
Figure B-13: Age Statistics Comparison on by scale.....	49
Figure B-15: 2010-2018 Greenville Race and Ethnicity Statistics	50
Figure B-15: 2010-2018 Greenville Race and Ethnicity Statistics	50
Figure B-16: 2010-2018 Greenville Race and Ethnicity Statistics Comparison	51
Figure B-17: Household Characteristics Comparison	52
Figure B-18: Greenville Educational Attainment Diagram.....	53
Figure 1-1: Future Land Use Plan	91
Figure 1-2: City-wide Growth Pattern	93
Figure 1-3: Recommended Growth Areas	96
Figure 2-1: Existing Park Level of Service Map	113
Figure 2-2: Parks Master Plan	124
Figure 2-3: Betts Park Trail	125
Figure 3-1: Previous Housing Study Recommendation	136
Figure 3-2: City-wide residential map.....	137
Figure 3-3: District 1 Residential Land Use Map	138
Figure 3-4: District 2 Residential Land Use Map	138
Figure 3-5: District 3 Residential Land Use Map	139
Figure 3-6: District 4 Residential Land Use Map	139
Figure 3-7: District 3 Residential Land Use Map	140
Figure 3-8: District 4 Residential Land Use Map	140
Figure 3-9: Lee/Washington Street Conservation Map	141
Figure 3-10: Lee/Washington Street Conservation Land Use Map	141
Figure 3-11: Lee/Washington Street Conservation	141
Figure 4-1: Downtown Neighborhood Boundary	159
Figure 4-2: Downtown Existing Land Use Map	164
Figure 4-3: Downtown Public Land Use Map.....	166
Figure 4-4: Downtown Retail Land Use Map	166
Figure 4-5: Vacant Downtown Land Use Map	166
Figure 4-6: Downtown Civic Land Use Map	167
Figure 4-7: Downtown Residential Land Use Map	167
Figure 4-8: Downtown Vacant Land Map	167

FIGURES

Figure 4-9: Downtown Parking Land Use Map	167
Figure 4-10: Downtown Preferred Scenario	171
Figure 4-11: Lee Street Existing Street (Plan View)	173
Figure 4-12: Lee Street Road Diet (Plan View)	173
Figure 4-13: Lee Street Existing Street (Street View)	174
Figure 4-14: Lee Street Road Diet (Street View)	174
Figure 4-15: Pedestrian Improvement Concept	178
Figure 5-1: Existing Lee Street Section.....	192
Figure 5-2: Lee Street Road Diet	192
Figure 5-3: Major Arterial Section	194
Figure 5-4: Minor Arterial Section	194
Figure 5-5: Collector Road Section.....	195
Figure 5-6: Local Street Section.....	195
Figure 5-7: Thoroughfare Plan	196

TABLES

Table B-1: Demographic Profile Summary	31
Table B-2: Psychographic Profile Summary.....	34
Table B-3: 2019 Greenville Trade Area	35
Table B-4: Single Family Detached Demand.....	37
Table B-5: Single Family Attached Demand.....	37
Table B-6: Trade Area Rental Demand	38
Table B-8: Retail Demand From Leakage	38
Table B-9: Retail Demand From New Household Growth	39
Table B-10: Total Retail Demand.....	39
Table B-11: 20 - Year Trade Area Retail Demand	40
Table B-12: Total Office Demand.....	41
Table B-13: 20-Year Greenville Trade Area Office Demand	42
Table B-14: Total Industrial Demand	43
Table B-16: City of Greenville Market Share	45
Table 2-1: Existing Park Inventory	112
Table 2-2: Park Level of Service.....	114
Table 2-3: Park Amenities Numbers	114
Table 3-1: Neighborhood Reinvestment Program Logic Model	149
Table 3-2: Neighborhood Reinvestment Program Program Outcomes.....	150
Table 3-2: Neighborhood Reinvestment Program Program Evaluation Matrix	151