



Greer
Community Master Plan
www.plangreer.com



Greenville

Greer

Spartanburg

29

85



GSP



SOUTH CAROLINA PORTS

The Partnership for Tomorrow (PFT), a community initiative for the future of Greer, commissioned the **Greer Community Master Plan** as the next step toward fulfilling their mission of providing the City of Greer and surrounding areas with the resources necessary to address a variety of issues that will benefit our community and make Greer a better place to live, work, and invest.

OUR OPPORTUNITY

Greer's location, enviable transportation infrastructure, and abundance of land have made it one of the fastest growing cities in South Carolina over the past decade. These same elements have positioned the city for continued growth. While growth breeds opportunity, it also demands a purposeful plan for the future—a plan that emerges from a visioning process but yields an actionable strategy grounded in foreseeable economic realities.

Greer is...

Growing

2000



Getting Younger

2015



Becoming Better Educated and More Affluent

2030



Growing and Diversifying its Economy

Since 2000, the Greer area has grown at more than twice the pace of the larger region. The study area has seen an increase of 22,000 people, and this growth is going to continue. Within the next 15 years, our community should be prepared to accommodate a population that exceeds 100,000!

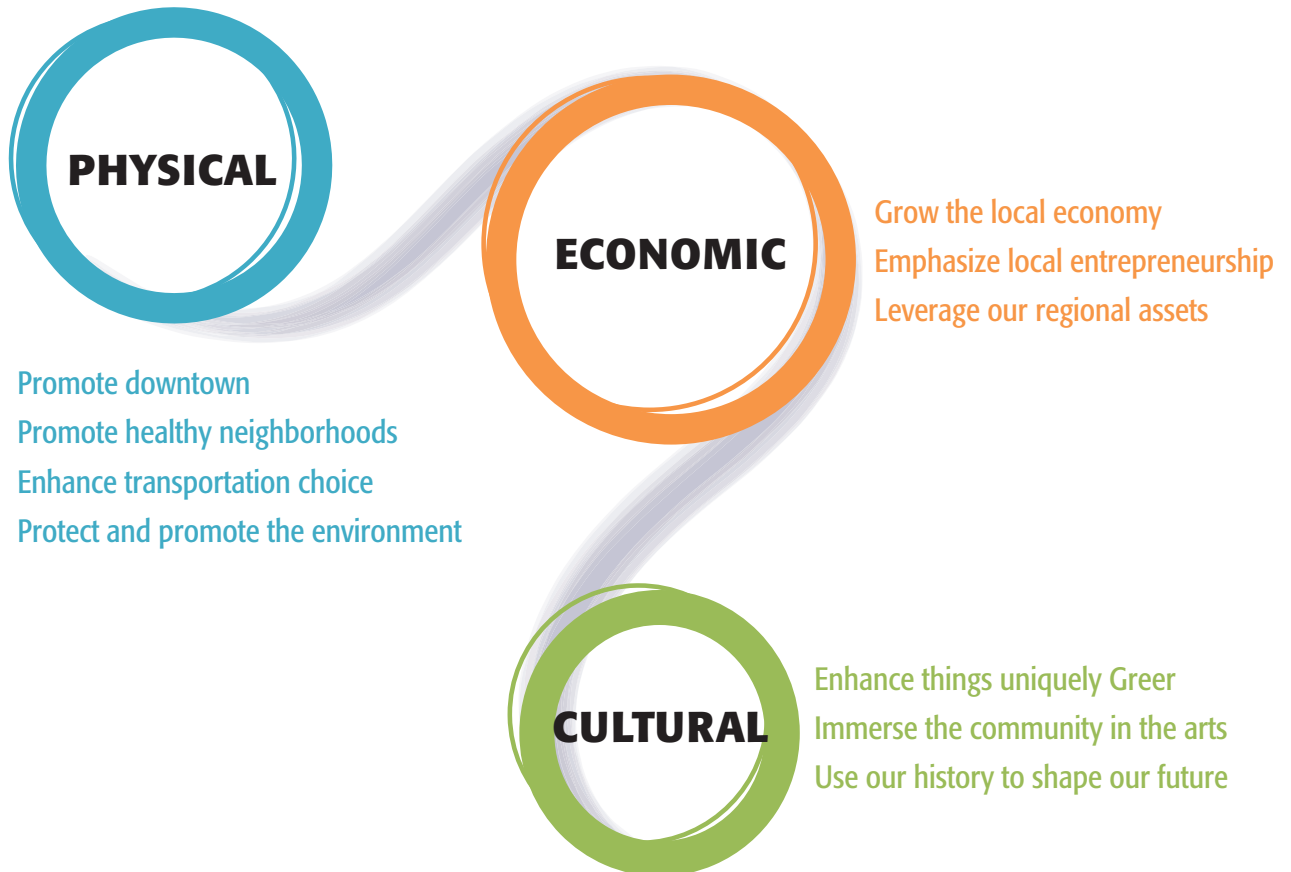
OUR VOICE

Our community includes a variety of voices and a diversity of perspectives. The master planning process provided a forum for each of these voices to be heard and thoughtfully considered. An emphasis on listening and collecting opinions allowed the process to identify a set of community values that helped guide the development of the plan. Through a combination of conversations, workshops, and surveys, more than 20,000 individual data points were gathered, ensuring that our community's voice was heard.



OUR INITIATIVES

Several initiatives emerged during the process; however, it is clear that three main tenets will guide us—our **PHYSICAL** space, our **ECONOMIC** opportunity, and our **CULTURAL** heritage.



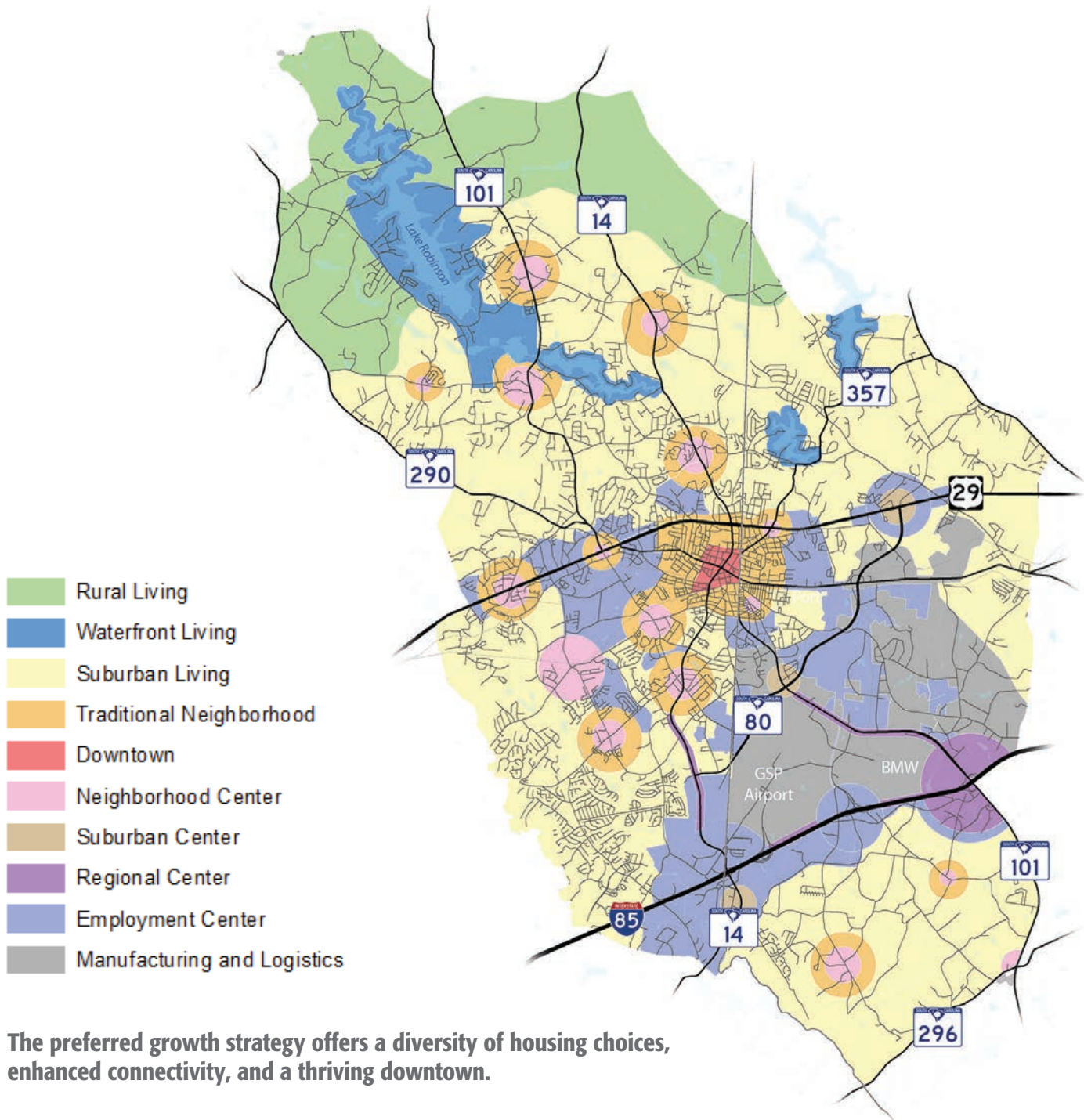
OUR STRATEGY

Three questions were asked when creating our plan for future growth.

Where should we grow? What should we grow? How should we grow?



The preferred growth strategy was created from a process that considered four alternatives. The results of the analysis combined with feedback from the oversight committee led to the creation of a strategy that invests in downtown, promotes walkable centers surrounded by cohesive communities, and creates choices for how we move about the city.



- Rural Living
- Waterfront Living
- Suburban Living
- Traditional Neighborhood
- Downtown
- Neighborhood Center
- Suburban Center
- Regional Center
- Employment Center
- Manufacturing and Logistics

The preferred growth strategy offers a diversity of housing choices, enhanced connectivity, and a thriving downtown.

OUR FOCUS AREAS

In July 2014, a technical team of community leaders reviewed the preferred growth strategy and public input to identify four areas for more detailed study. These locations included downtown and along the Wade Hampton, SC 101, and SC 14 corridors.

The focus areas were selected based on their current character, high susceptibility to change, and ability to accommodate future growth as the greater Greer area continues to evolve.

Focus Areas:

- Identify key sites and strategies critical to Greer's continued growth and enhancement
- Develop principles to guide future land use and development decisions
- Define key public improvements and initiatives to catalyze appropriate growth



Downtown



SC 101



Wade Hampton Boulevard

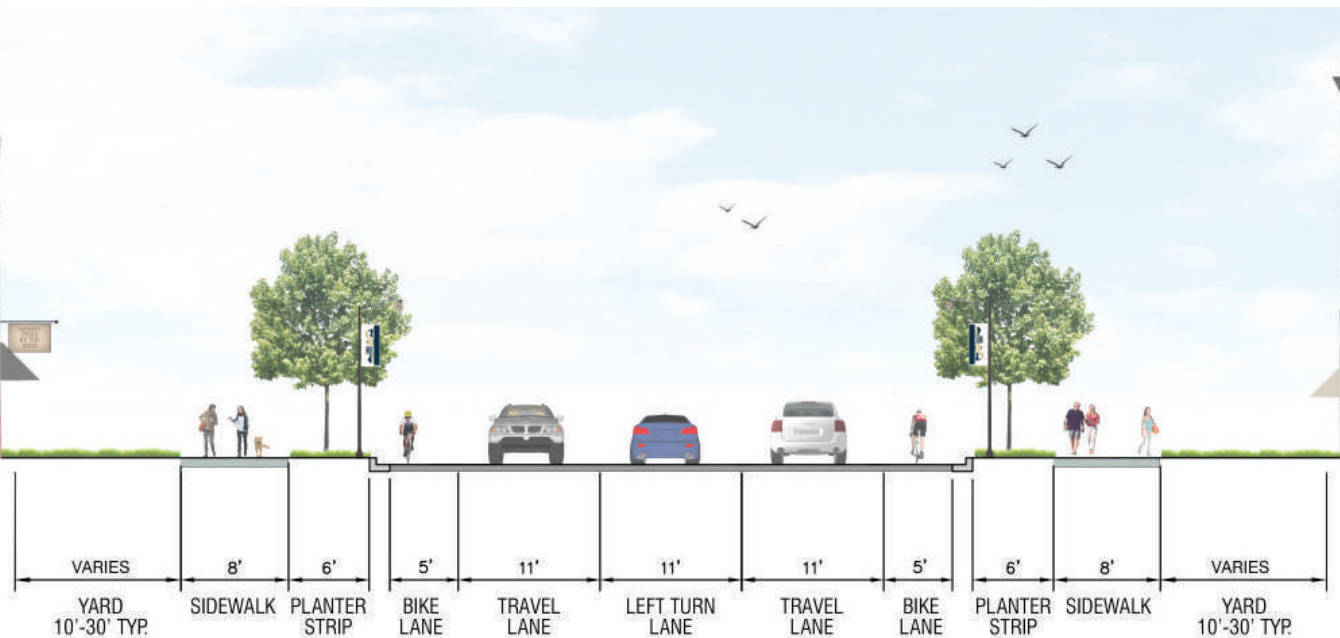


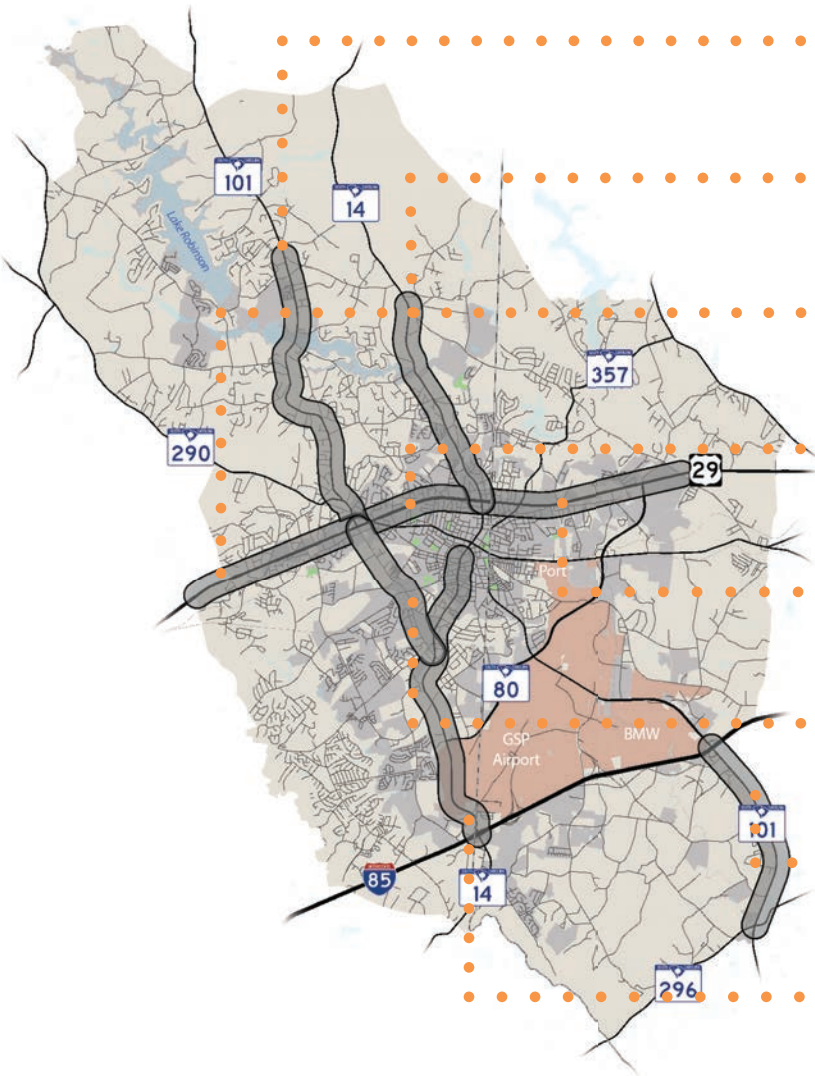
SC 14



TRANSPORTATION

Our community enjoys access to I-85, the South Carolina Inland Port, and Greenville-Spartanburg International Airport. These features offer a strategic advantage to employers and the community. Over the past few decades, we have seen an expansion of our roadway network. As we look to the future, our focus shifts to improving mobility by creating choices. We will create opportunities for safe bicycling, improve the walkability of our community, and position ourselves to be transit ready. It's an approach that involves strategic transportation investments with an emphasis on quality design. Our roads connect our community. Our vision is to create a well-connected transportation network that offers structure to the preferred growth strategy, support to our economic priorities, and choice to the people who live, work, and play in our city.





- **SC 101 (North)**
Gap Creek Road to Wade Hampton Boulevard
- **SC 14 (North)**
Gap Creek Road to Wade Hampton Boulevard
- **Wade Hampton Boulevard (West)**
Enoree River to SC 101
- **Wade Hampton Boulevard (Central)**
SC 101 to SC 14 (N Main Street)
- **Wade Hampton Boulevard (East)**
SC 14 (N Main Street) to Gap Creek Road
- **South Buncombe**
Wade Hampton Boulevard to SC 14
- **SC 101 (South)**
I-85 to Reidville Road
- **SC 14 (South)**
Pennsylvania Avenue to I-85

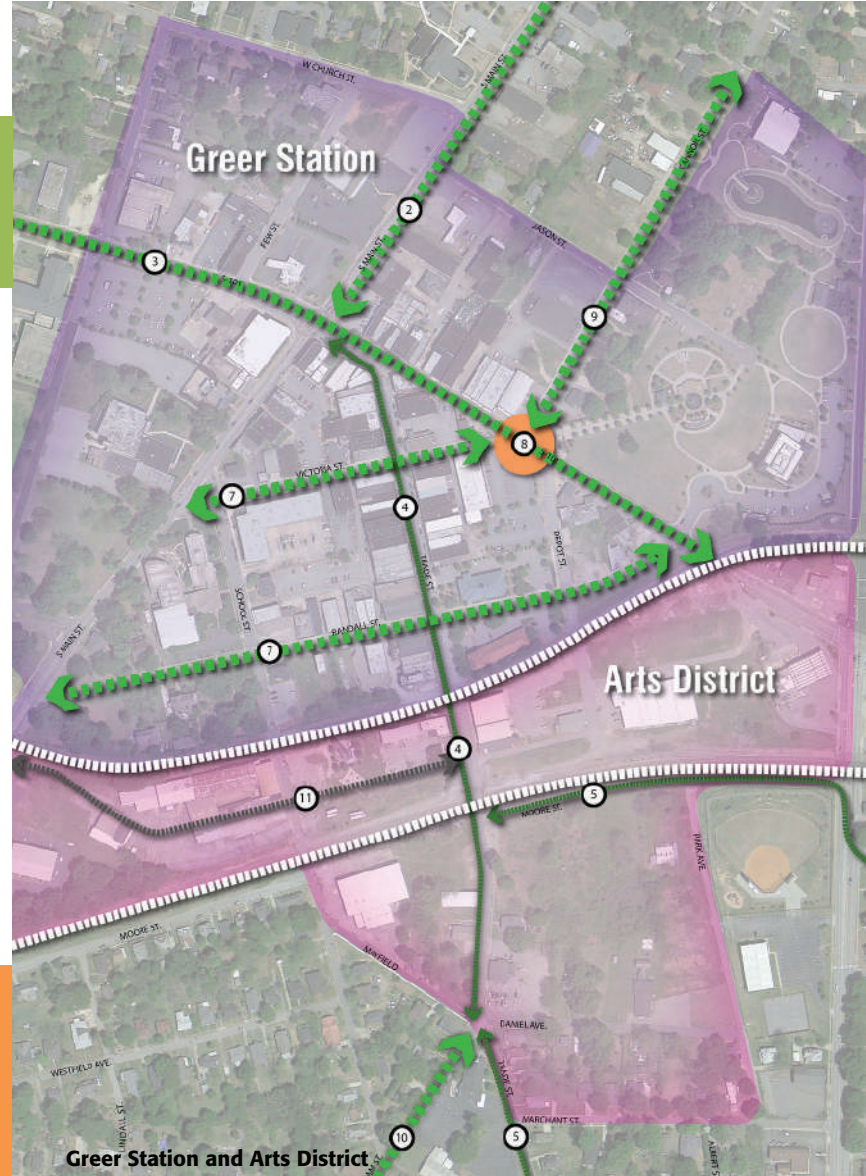
Our transportation strategy focused on enhancing Greer's most important corridors.

ARTS AND CULTURE

Highlighting what we are and what we value is part of what makes our community different. These distinctions contribute to our community's character and the quality environment our residents enjoy. Promoting our arts and culture helps define our community's character, which we proudly share with visitors and those that invest in Greer. For this reason, we will continue to invest in ways that:

- Enhance things uniquely Greer
- Immerse the community in the arts
- Use our history to shape our future

The Arts District adjacent to downtown activates an almost forgotten space and contributes to Greer's vibrancy.



- Greer Station and Arts District**
- | | |
|--|--|
| ① N. Main Street @ Wade Hampton Boulevard Intersection Improvement | ⑦ Victoria and Randall Street Improvements |
| ② N. Main Street Improvements | ⑧ Poinsett/Cannon/Depot Street Intersection Improvements |
| ③ Poinsett Street Improvements | ⑨ Cannon Street Improvements |
| ④ Trade Street Enhancements | ⑩ Pelham Street Enhancements |
| ⑤ Downtown/Victor Mill Loop Trail | ⑪ New Roadway Connection through Greer Arts District |
| ⑥ South Line Street Improvements | |

PARKS AND OPEN SPACE

Our community's desire to live an active lifestyle is reinforced through the provision of quality spaces to gather, recreate, and enjoy the outdoors. We know that future investors and residents will be attracted by more than our geography. They will be influenced by our people as well as the natural and built environment. The Greer Community Master Plan embraces an interconnected system of parks, open space, trails, and recreation facilities. For this reason, we will continue to invest in ways that:

- Promote healthy communities through active lifestyles
- Create premier facilities that attract families, millennials, retirees, and new businesses
- Give people a reason to stay
- Allow parks, open space, and trails to become the connective fabric between important places



CALL TO ACTION

Our community has a history of charting its future through collaboration and hard work. Continued success will be achieved not through the leadership of a specific group or individual but through partnerships. While recognizing the success of existing partnerships, we acknowledge new partnerships will play an important role in achieving the aspirations of our community. **Working together**, we can attract quality growth, enhance what is uniquely Greer, and promote connections to our region.

The master plan organizes an actionable strategy around seven key themes:



Promoting a preferred growth strategy through policy

Promoting a preferred growth strategy through partnerships

Expanding the traditional downtown

Enhancing gateways and wayfinding

Promoting mobility

Promoting the arts, culture, and history

Connecting the community with recreation and trails

“Coming together is a beginning. Keeping together is progress. Working together is success.”

-Henry Ford





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