

# The Importance of Planning and Design in Community Revitalization

## Reimagining Greenwood's West Side

## Introductions

# Hello!

I am Blake Sanders.

I am a Husband, Father, Landscape Architect, Mayor, Professor, and

# Chief Storyteller



“It is the Mayor’s  
responsibility to be  
the Chief  
Storyteller.”

-Mayor Riley-



what happens when cities,  
counties and states don't  
have storytellers?







McDonald's

Drive Thru

Avalon's

PIZZERIA

SUSHI

RESTAURANT

ZAP

Great Valley

MOTOR INN

RESTAURANT

STOP

STOP





## Dog Mayor Elected

CORMORANT

U.S. REPRESENTATIVE DISTRICT 6 (R)

59% PRECINCTS

CAMPAIGN  
2014

EMMER

69%

SIVARAJAH

31%

## What a Mayor Doesn't Do

Be a Dictator  
Create political diversions  
Reduce speeding tickets  
Pick your trash up  
Tell staff how to do their job  
Become negative

## What a Mayor Should Do

Be the Chief Storyteller  
Think about tomorrow  
Cast the vision  
Implement Strategic Plans  
Work for everyone  
Create opportunities  
Listen, Learn and Grow  
Be a leader

Politically  
Acceptable



Administratively  
feasible



# The Vision vs The Reality



# The Vision vs The Reality



# Town of West Pelzer

## Anderson County, South Carolina





Type any word...



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\*Terms apply. A minimum account opening deposit of \$100 is required, and you must complete Direct Deposit and debit card qualifications within 60 days of account opening. SunTrust Bank. Member FDIC.

TOP DEFINITION



# West Pelzer

Is a place in South [Carlina](#) that claims to be a town but really isn't. It's really just [Pelzer, SC](#) but the people who live there are delusional and think that they can put up a sign and say that they are a town.

*There is no distinguishing [feature](#) that differentiates [Pelzer](#) and West Pelzer.*

[#pelzer](#) [#south carolina](#) [#sc](#) [#anderson county](#) [#city](#) [#town](#) [#township](#)

by [b--rad](#) February 10, 2011



price drop

price drop

New

price drop

price drop

New



[Home](#) > [iReports](#) > [Story](#)

# Main Street West Pelzer, South Carolina



00:00 / 00:00 iReport

GRAY  
MORTUARY  
est. 1934











RILEY MAYORS'  
DESIGN FELLOWSHIP

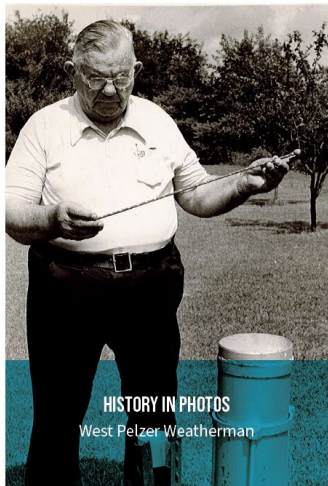


# West Pelzer, SC

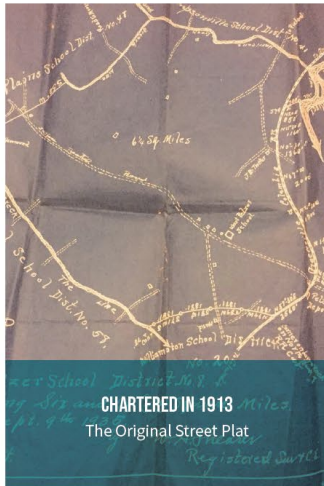
## 1913 FRANKVILLE

"The Town of Frankville was chartered in 1913, less than a quarter of a mile from the Town of Pelzer. It was named after the original surveyor of the Town – John Franks – and was established thirty-nine years after the Town of Pelzer as a municipality allowing for free enterprise, and as a vehicle in ensuring a town of law and order. In 1918, Frankville was renamed to “West Pelzer”. The Town holds true to its history both in community and design, with the street layout in the older portions of Town still following the original street plat, and with the historic homes and businesses that decorate the area serving as reminders of the past."

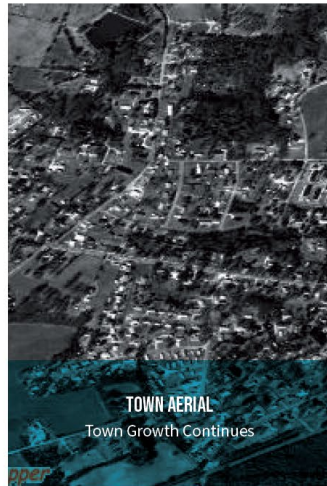
Source: [Town of West Pelzer Website](#)



HISTORY IN PHOTOS  
West Pelzer Weatherman



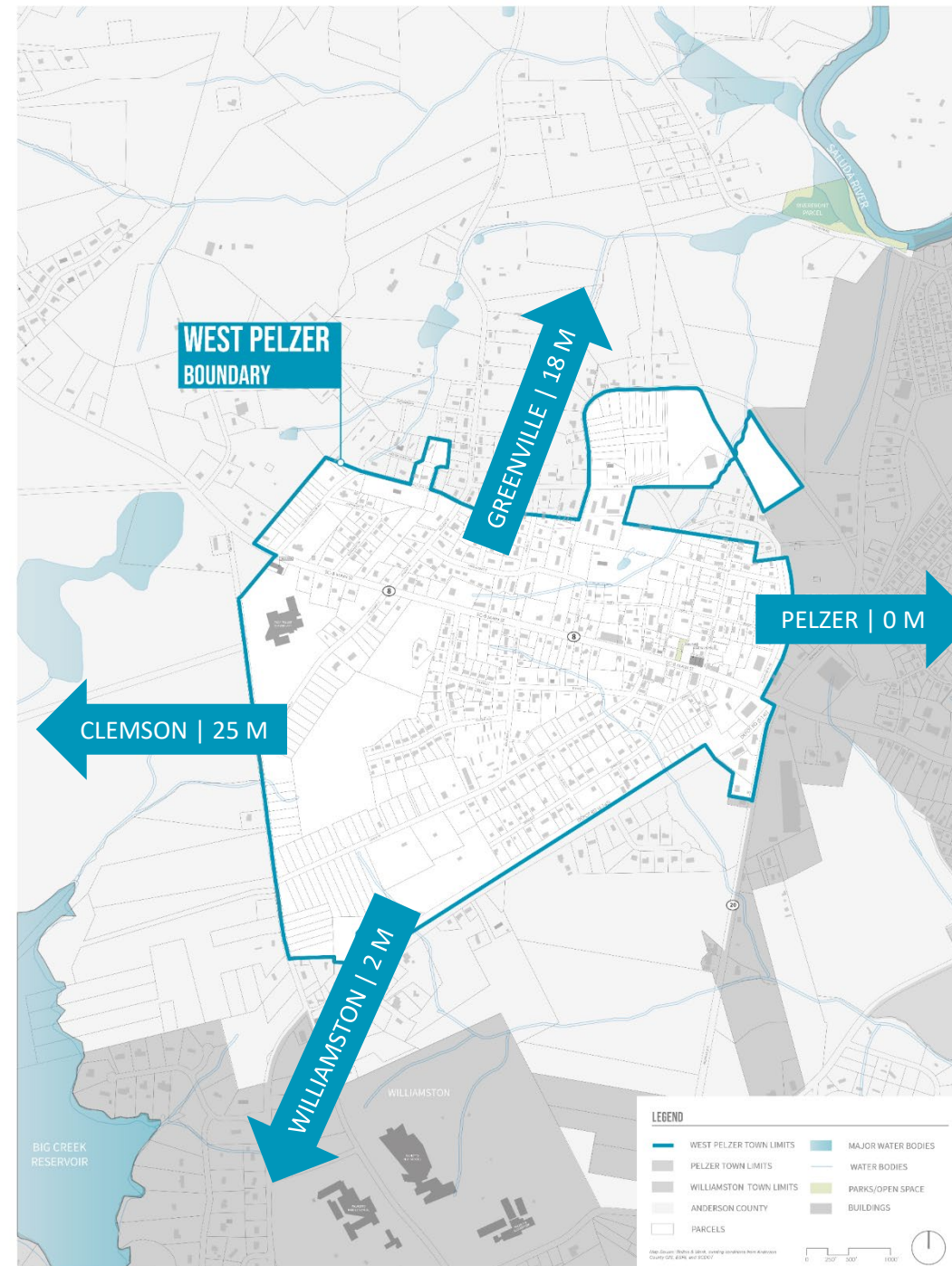
CHARTERED IN 1913  
The Original Street Plat



TOWN AERIAL  
Town Growth Continues



WEST PELZER MUNICIPAL CENTER  
Town-led Investment on Main Street





# Zoning & Master Plan

Prepared by Bolton & Menk, Inc.

DRAFT | December 13, 2022

**OUR TOWN  
OUR VISION  
OUR FUTURE**



TOWN OF WEST PELZER ZONING & MASTER PLAN



VISION FOR WEST PELZER



ASSETS & AREAS FOR OPPORTUNITY



ECONOMIC DEVELOPMENT & MARKET OPPORTUNITIES



BRANDING

# Market Realities

WEST PELZER		15-MINUTE DRIVETIME	
<b>962</b>  2020 POPULATION	<b>9.3%</b>  POPULATION GROWTH 2010-2020	<b>42,946</b>  2022 POPULATION	<b>9.6%</b>  POPULATION GROWTH 2010-2022
<b>39.7</b>  MEDIAN AGE	<b>2.32</b>  AVERAGE HOUSEHOLD SIZE	<b>40.3</b>  MEDIAN AGE	<b>2.63</b>  AVERAGE HOUSEHOLD SIZE
<b>\$45,961</b>  MEDIAN HOUSEHOLD INCOME	<b>\$111,092</b>  MEDIAN VALUE OF OWNER-OCCUPIED HOUSING	<b>\$62,585</b>  MEDIAN HOUSEHOLD INCOME	<b>\$181,412</b>  MEDIAN VALUE OF OWNER-OCCUPIED HOUSING

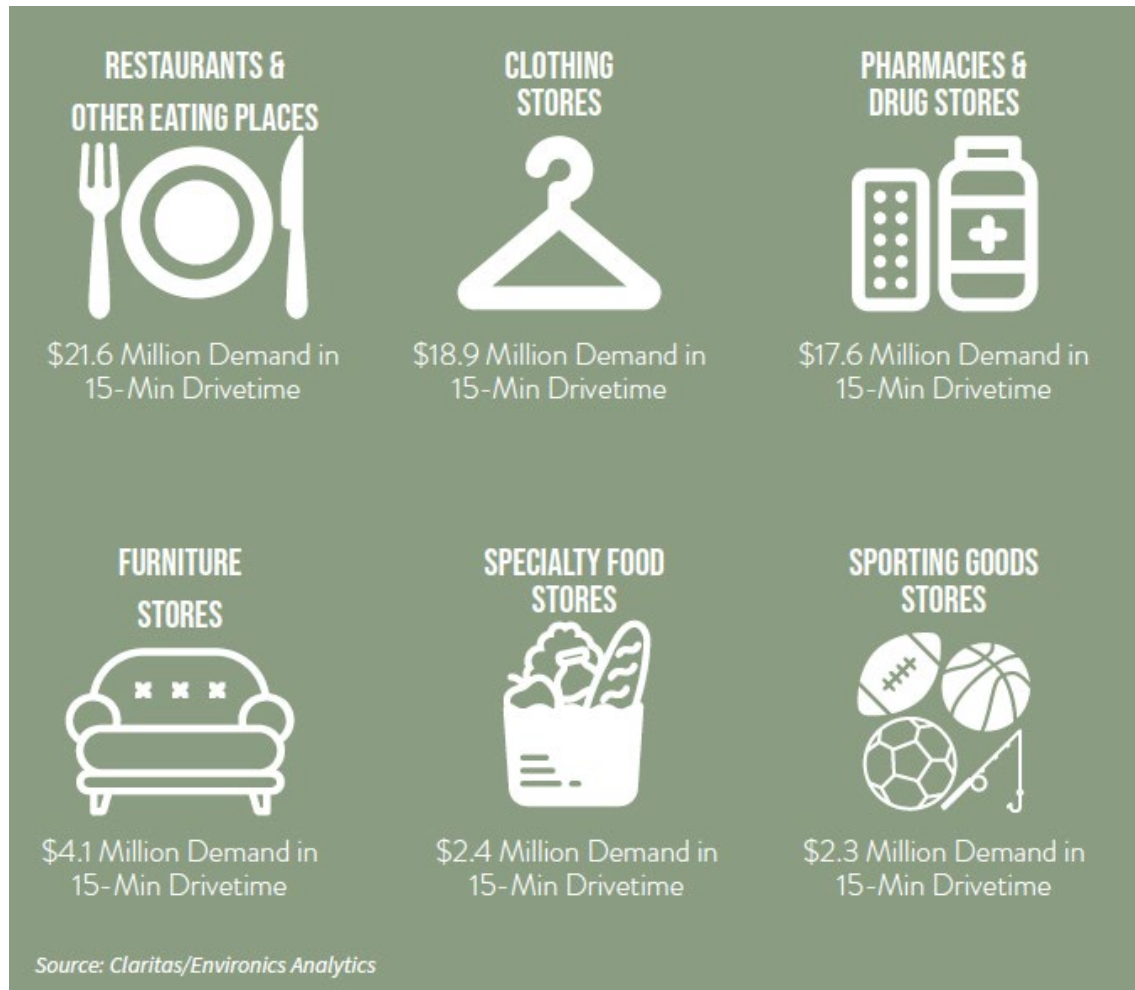
Source: Claritas/Enviroics Analytics and 2020 US Census

RETAIL LEAKAGE: 5, 10, & 15-MINUTE DRIVETIME			
	 STORES SELL	 CONSUMERS SPEND	 MARKET LEAKS/GAINS
5-MIN DRIVETIME	\$98.8 M	\$70.8 M	\$28 M GAIN
10-MIN DRIVETIME	\$272.6 M	\$303.6 M	\$31 M LEAKAGE
15-MIN DRIVETIME	\$515.7 M	\$737.3 M	\$221.6 M LEAKAGE

Source: Claritas/Enviroics Analytics



# Market Opportunities



01

## Activate Underutilized Spaces

Continue to identify vacant and underutilized spaces for small format retail in and adjacent to downtown.

02

## Connect Retail to Outdoor Initiatives

Market indicators support sporting goods which could be explored as part of outdoor initiative on the Saluda River.

03

## Strengthen Dining Cluster

Dining is a strong cluster for West Pelzer and should continue to be a focus.

04

## Support Small Business Pop-Up Spaces

Pop-up, short-term, and creative small spaces would enhance the critical mass in West Pelzer and secure its position as a destination for independent businesses.

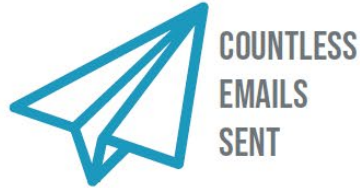
# Engagement



1 MAYOR  
DOWNLOAD



6  
STAKEHOLDER  
MEETINGS



COUNTLESS  
EMAILS  
SENT



25  
COMPLETED  
SURVEYS



3  
WALKING &  
DRIVING  
TOURS



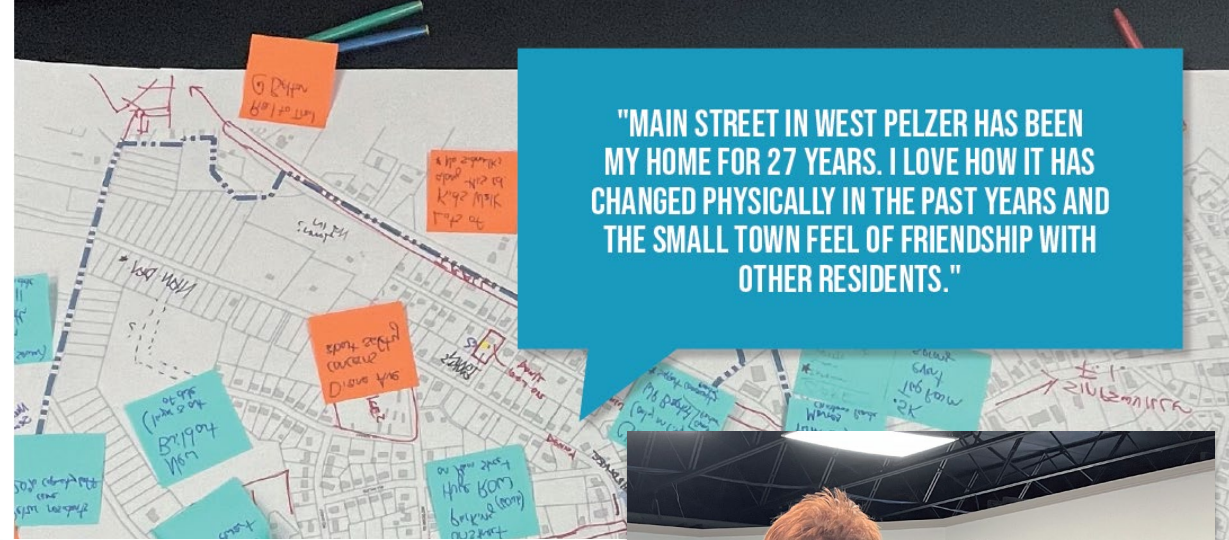
3  
STEERING  
COMMITTEE  
MEETINGS



1  
COMMUNITY  
DROP-IN  
MEETING



TOWN COUNCIL  
PRESENTATION



"MAIN STREET IN WEST PELZER HAS BEEN MY HOME FOR 27 YEARS. I LOVE HOW IT HAS CHANGED PHYSICALLY IN THE PAST YEARS AND THE SMALL TOWN FEEL OF FRIENDSHIP WITH OTHER RESIDENTS."

## WEST PELZER ZONING & MASTER PLAN

### COMMUNITY SURVEY

- NAME: \_\_\_\_\_  
EMAIL: \_\_\_\_\_  
 Would you like to be contacted about project information and updates? (Check box)
- IN WEST PELZER (SELECT ALL THAT APPLY):  
 Live  Work  Shop/Dine  
 Own Property  Attend (church, events, etc.)  
 Other (please tell us more below)  
\_\_\_\_\_
- WHAT IS UNIQUE ABOUT WEST PELZER?  
\_\_\_\_\_
- WHAT SHOULD BE PRESERVED?  
\_\_\_\_\_
- WHAT COULD BE IMPROVED?  
\_\_\_\_\_
- WHAT IS WEST PELZER?  
\_\_\_\_\_
- WHAT ARE THE TOP 3 THINGS TO WEST PELZER?  
\_\_\_\_\_
- ON A SCALE OF 1 TO 5, HOW DO YOU DISAGREE AND 5 HOW DO YOU AGREE?  
1 2 3 4 5  
1 2 3 4 5  
1 2 3 4 5
- ONCE THE PLAN IS PRESENTED, HOW DO YOU FEEL ABOUT IT?  
\_\_\_\_\_





# Assets and Opportunities

## BIG IDEAS FROM COMMUNITY STAKEHOLDERS



### GATHER & PLAY

The places in the community where people gather and play



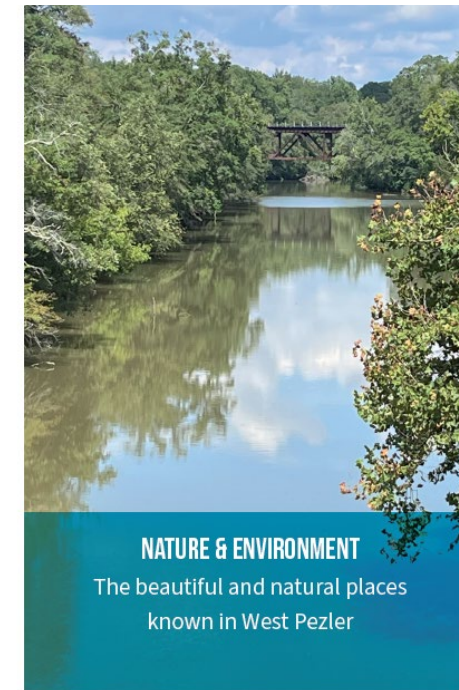
### CULTURE & HERITAGE

The places that are uniquely West Pelzer



### PROXIMITY & DESTINATION

In the middle of everything while in the middle of nowhere



### NATURE & ENVIRONMENT

The beautiful and natural places known in West Pelzer



NETWORK OF TRAILS AND PATHS



WORK WITH NEIGHBORING TOWNS



SCHOOL OF CHOICE



INCLUSIVE + WELCOMING



MORE PUBLIC OPEN SPACES



IMPROVE TRAFFIC CONDITIONS



LOCAL SHOPS, RESTAURANTS, + CAFES



SENIOR ADULT RECREATION



SALUDA RIVER ACCESS



# Guiding Principles



Strategic & Intentional Growth



Uniquely West Pelzer



Safe, Walkable, & Connected



Vibrant Places to Gather



Generational Health & Sustainability



Faith, Family, & Friends



The Importance of Planning and Design in Community Revitalization  
Reimagining Greenwood's West Side













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The Importance of Planning and Design in Community Revitalization  
Reimagining Greenwood's West Side





Uniquely West Pelzer

# Halloween

THE GREAT

# PUMPKINPALOOZA

Join us and all of our friends in Chapman Park for an evening of music, free inflatables, trick or treating, costume contest, giveaways, and more!!!

**100% FREE!!!**

**October 31** 30 Main Street  
6pm - 8pm

Got questions? Call 864-947-6297





PLEASE JOIN US FOR OUR ANNUAL

# MILE-LONG YARD SALE

Saturday, October 7, 2023  
7am - 1pm



Yard sales will be held all over West Pelzer!  
If you don't live in town but want to participate keep checking social  
media for public spaces to set up!! #GOWEST

Made with PosterMyWagon.com



# GRAND GALLERY

30 MAIN STREET  
WEST PELZER SC



Uniquely West Pelzer



STUDIO  
MAIN









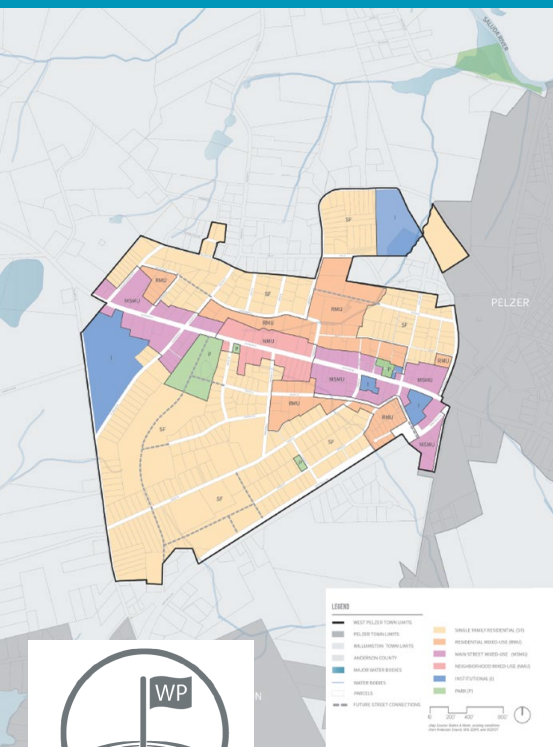
Uniquely West Pelzer



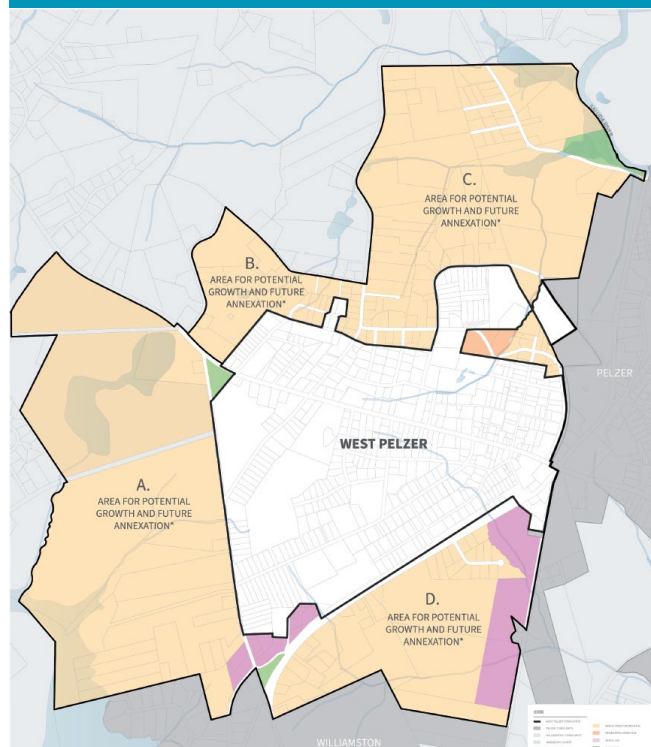


# Recommendations

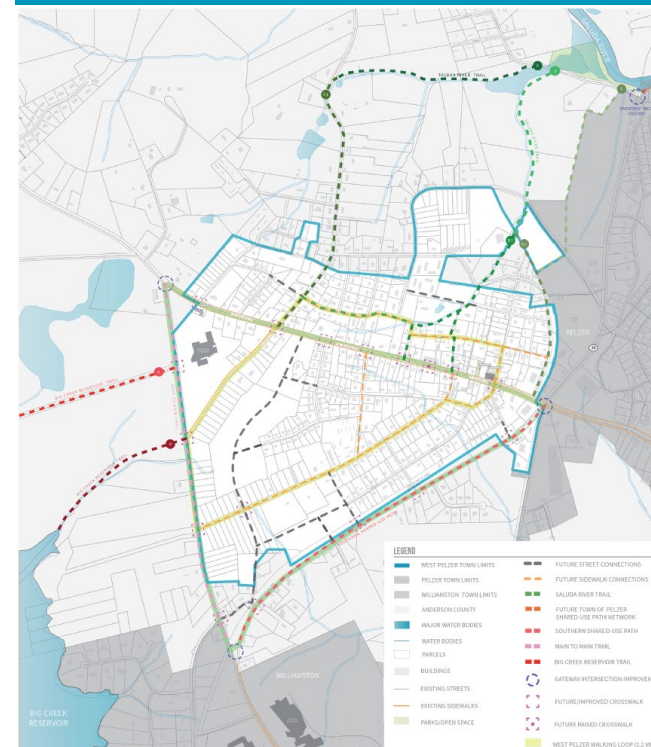
## LAND USE



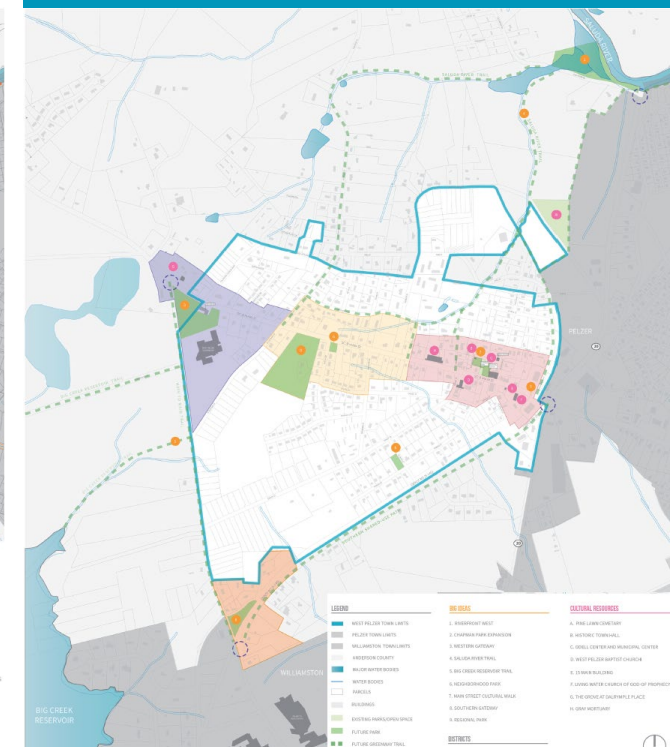
## GROWTH & ANNEXATION



## CONNECTIVITY



## CHARACTER PLACES



Strategic & Intentional Growth

The Importance of Planning and Design in Community Revitalization  
Reimagining Greenwood's West Side

STUDIO  
MAIN



# Conservation & Open Space Master Plan



## LEGEND

- 1 GREAT LAWN
- 2 THE CLEARING
- 3 PARKING
- 4 RESTROOM + PICNIC
- 5 WOODLANDS
- 6 CONFLUENCE VIEW
- 7 INFINITY BIKE LOOP
- 8 WATER ACCESS
- 9 DOCK + KAYAK STORAGE



WEST PELZER - CONSERVATION & OPEN SPACE MASTER PLAN  
TOWN OF WEST PELZER, SC

Strategic & Intentional Growth













TOWN OF WEST PELZER - CONSERVATION & OPEN SPACE MASTER PLAN  
4940 | 07.28.2023 | TOWN OF WEST PELZER, SC



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MAIN



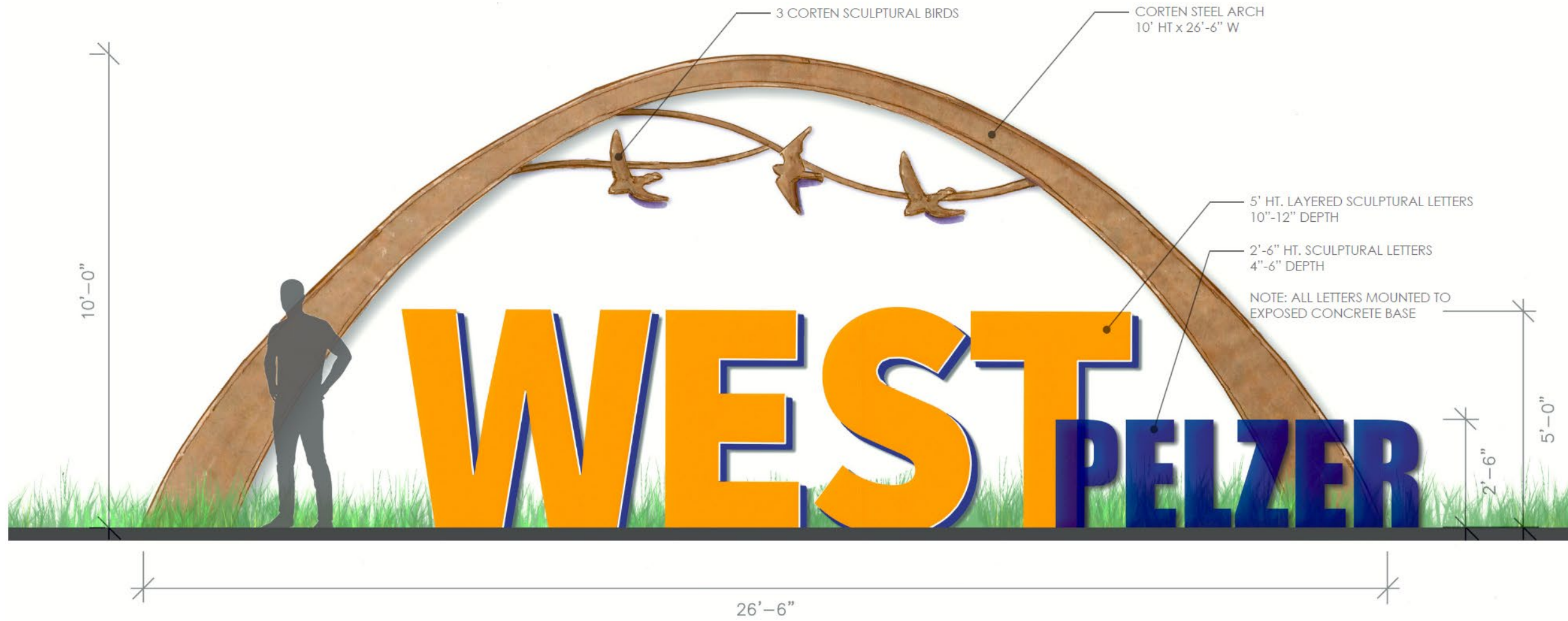
# IMPLEMENTATION GUIDE

CATEGORY	RECOMMENDATION		PARTNERS	IMPLEMENTATION			GUIDING PRINCIPLE	IMPLEMENTATION NOTES
				SHORT (0-5 YEARS)	MID (5-10 YEARS)	LONG (10+ YEARS)		
CONNECTIONS	1.1	Develop a sidewalk capital improvement program	Anderson County Transportation Committee, SCDOT, GPATS		●			
	1.2	Create strategic street extensions to strengthen street network	Anderson County Transportation Committee, SCDOT, GPATS			●	 	
	1.3	Conduct a feasibility study for trail connections to Williamston, Belton, and Piedmont	Towns of Pelzer, Williamston, Belton, Anderson County, Greenville County, SCDOT, GPATS	●				
	1.4	Implement traffic safety signage and improved pedestrian crossings to increase connectivity and traffic calming	SCDOT	★				
	1.5	Conduct a Safe Routes to School analysis (Case Study: <a href="#">59-17-150. Promotion of walking or bicycling to school safety</a> )	Anderson County, Anderson County Schools - District One, GPATS		●			
	1.6	Key intersections of interest for roundabout conversions or intersection realignments which can serve as a gateways (Case Study: <a href="#">SCDOT Roundabouts</a> )	SCDOT, Town of Pelzer, Town of Williamston, Anderson County, GPATS			●	 	
	1.7	Develop a Main Street streetscape with lighting, trees, contiguous sidewalks, street furniture, and traffic calming measures that include bulb outs, on-street parking, and pedestrian crossings	SCDOT, GPATS	★			 	

 INDICATES ZONING RECOMMENDATION

 INDICATES PRIORITY PROJECT









POPULAR



FORMAL



FRANKVILLE BUSINESS DISTRICT





# Frankville Business District



# Main Street Residential District



# Gateway West District







**"WEST PELZER IS THE FRONT  
PORCH OF THE UPSTATE"**

**- MAYOR SANDERS**





The Importance of Planning and Design in Community Revitalization  
Reimagining Greenwood's West Side



# The West Side Master Plan

## City of Greenwood, South Carolina





VisionGreenwood

# The Westside Master Plan

STUDIO  
**MAIN**



ARNETT MULDROW

October 2023



VISIONGREENWOOD



# 1.1 | Community and District Overview

Greenwood, South Carolina is a dynamic city of over 22,545 located in Greenwood County. The 2020 census places the County population at 69,241. However, the community serves as a center for seven surrounding counties (often referred to as the Lakelands) offering retail, medical, office, service, and arts facilities for the entire region.

Uptown Greenwood has gone through a dramatic transformation over the past several years as the result of a Center City Master Plan that outlined a series of improvements that have been diligently implemented by the City of Greenwood in partnership with many local and statewide stakeholders.

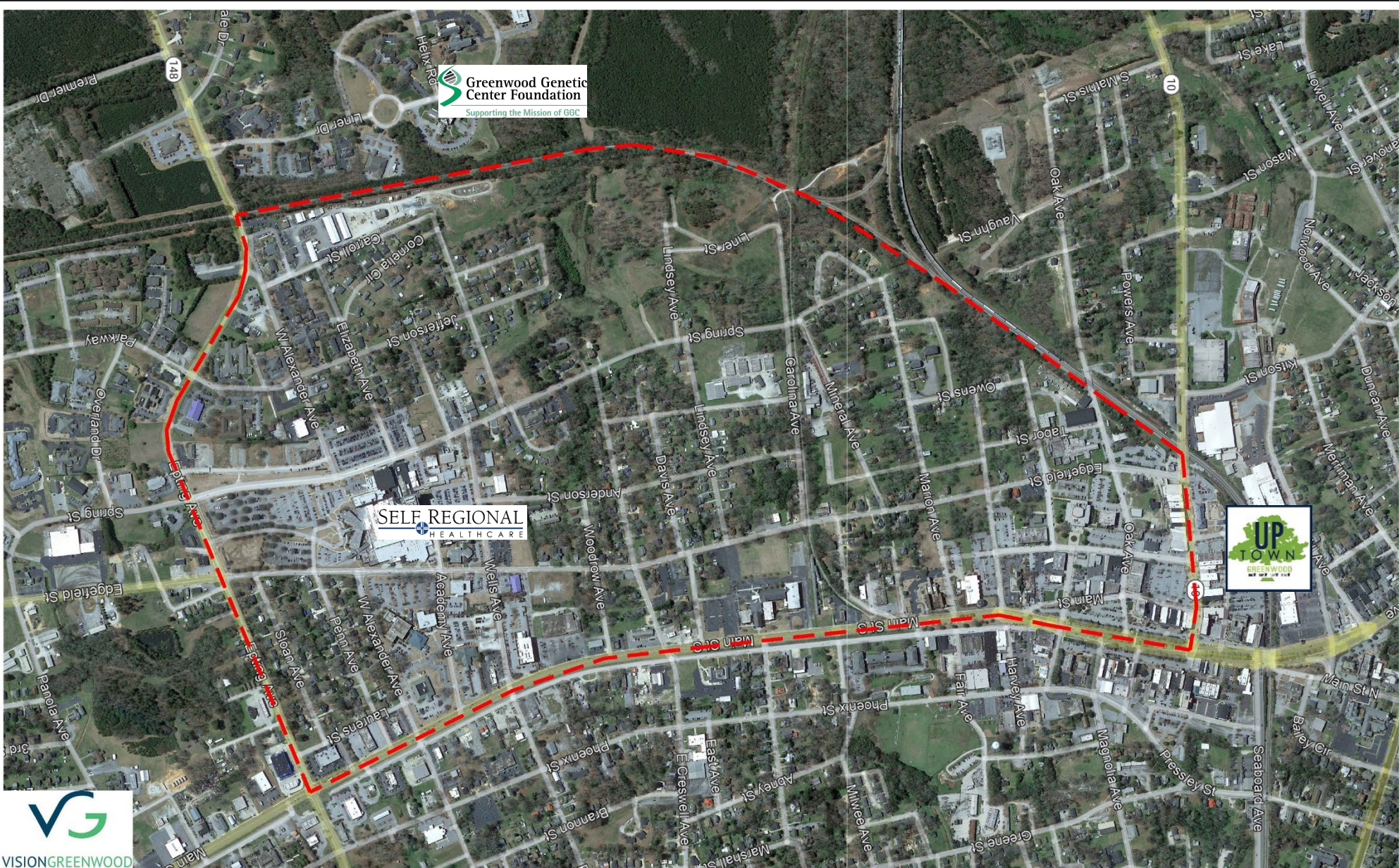
Less than one mile from Uptown, Self Regional Healthcare’s main campus serves as the hub for medical services for the Lakelands region. The Regional Medical Center at the center of the campus offers over 400 hospital beds and a full array of medical services. Doctors’ offices, outpatient facilities, and a host of ancillary services surround the Medical Center. The area includes roughly seven full blocks in the central portion of Greenwood and is truly a medical district for the region.

Near Self Regional Healthcare’s campus is the Greenwood Research Park, which includes 500 acres of land and is the home of the Greenwood Genetic Center. A master plan for the park calls for its ongoing expansion over time and the facility is the regions premier research location.

At the center of this activity lies the Edgefield Street corridor and extensive adjacent neighborhoods. Primarily residential, the area includes churches, homes, and a scattering of industrial and warehousing sites. Retail development is concentrated along South Main Street and has taken on a traditional suburban strip pattern. This area has witnessed some decline over the past decades including conversions from owner occupied to renter occupied housing, disinvestment in sites, and a lack of cohesive infrastructure. However, many strong assets remain in the district and the potential for the Edgefield and South Main corridors to connect Uptown with Greenwood’s medical district and research park are a significant opportunity.







**Greenwood Genetic Center Foundation**  
Supporting the Mission of GGC

**SELF REGIONAL HEALTHCARE**

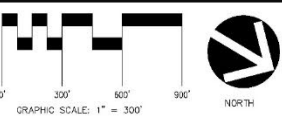
**UP TOWN GREENWOOD**  
We're all in this together



DESIGNED:	SS
REVIEWED:	SS
DRAWN:	SS
2023-02-09	02-29-2023
PROJECT NO.	DATE
1"=300'-0"	FILE
SCALE	

REVISIONS			
NO.	DATE	ITEM	

**STUDIO MAIN**



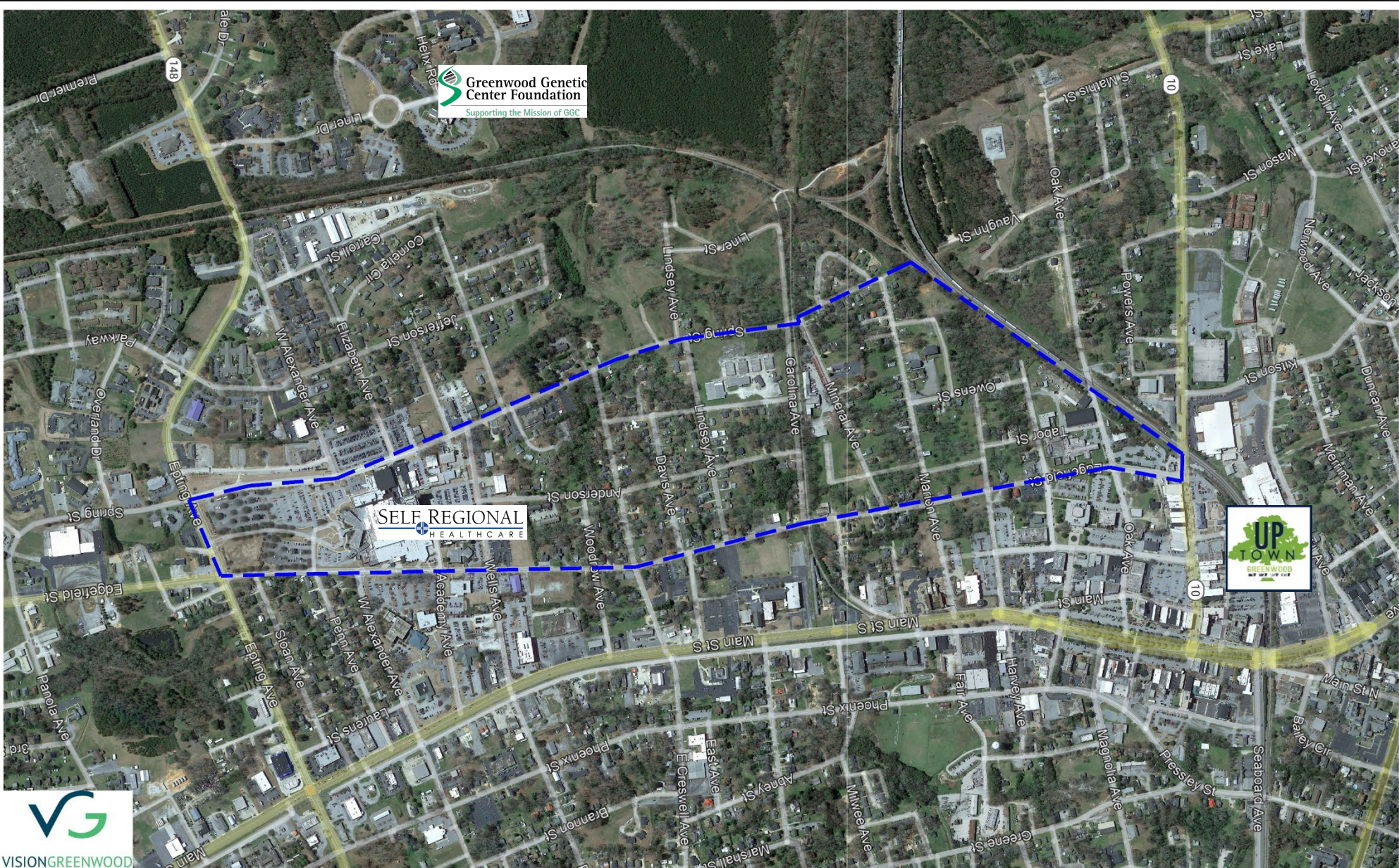
**THE WESTSIDE MASTER PLAN**  
CITY OF GREENWOOD, SOUTH CAROLINA

**BASE MAP**  
(PROJECT AREA)

SHEET NO.  
**1.0**







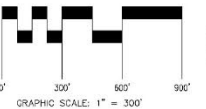
**Greenwood Genetic Center Foundation**  
Supporting the Mission of GGC

**SELF REGIONAL HEALTHCARE**



DESIGNED:	SS	REVISIONS			
REVIEWED:	SS	NO	DATE	ITEM	
DRAWN:	SS				
2023-02-09					
PROJECT NO.	05-29-2023				
DATE					
1"=300'-0"					
SCALE	FILE				

**STUDIO MAIN**



**THE WESTSIDE MASTER PLAN**  
CITY OF GREENWOOD, SOUTH CAROLINA

**BASE MAP**  
(THE WESTSIDE AREA)

SHEET NO.  
**1.1**





# 1.3 | Previous Plan Review

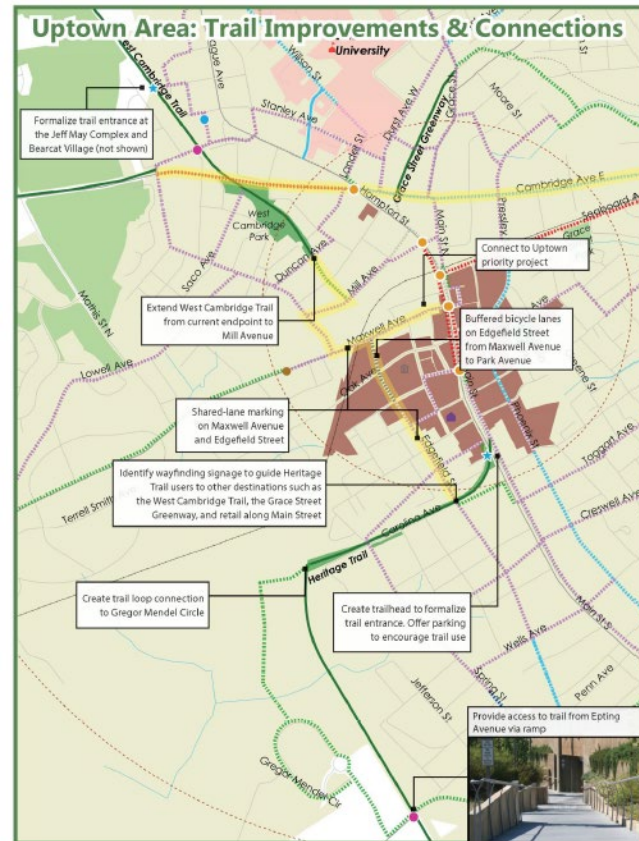
Previous planning efforts were reviewed to develop baseline information regarding improvements within the project boundaries. Previous plan review included:

### 2012 Edgefield/South Main District Master Plan

- Creating Connections: Roadways, Open Space and Pedestrian
- Fostering Investment: Economic Development Opportunities/ Housing Preservation, Rehabilitation, and Replacement
- Implementing the Plan: Funding and Organizational Responsibility

### 2015 Bicycle and Pedestrian Master Plan

- Edgefield Street sidewalk and complete street
- Uptown trail connections and pedestrian improvements
- Wayfinding Signage





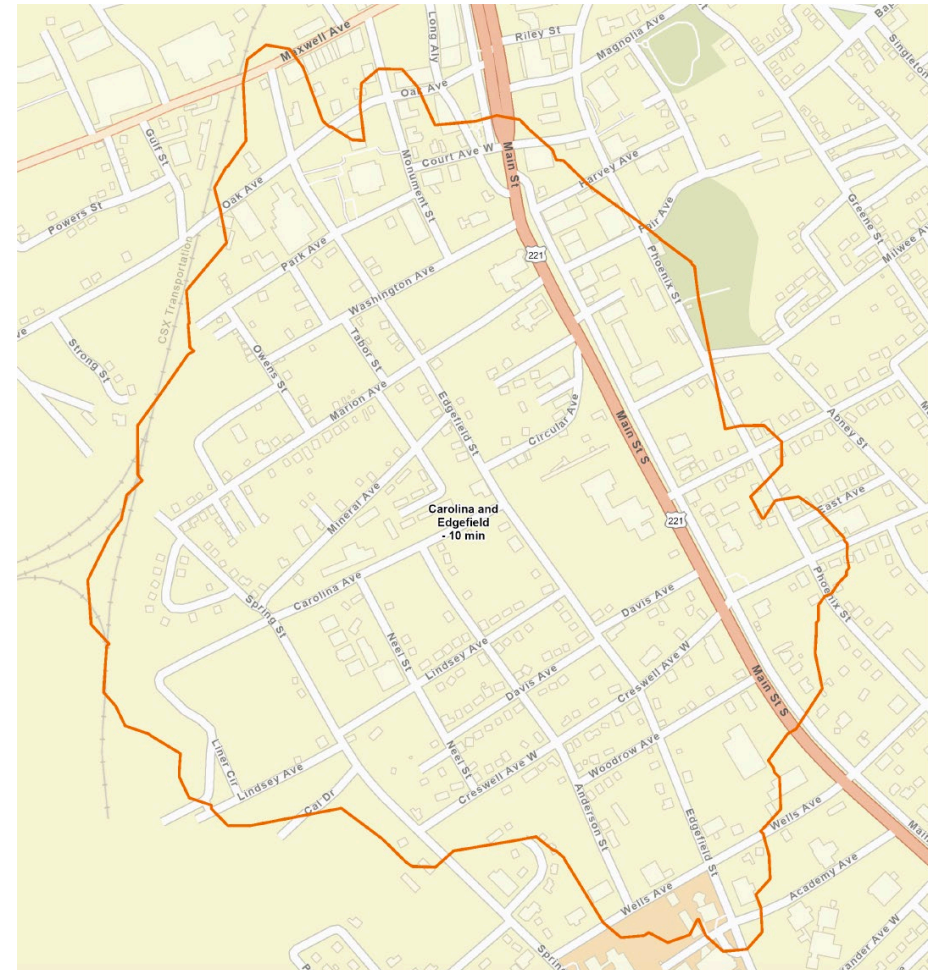
## 2.1 | Targeted Development and Investment Area

The Westside, a historically rich and culturally diverse district, is on the cusp of transformation through targeted redevelopment efforts. With its strategic location and potential, The Westside presents a unique opportunity for revitalization that will not only preserve its unique character but also usher in a new era of prosperity. Through community-driven initiatives, innovative planning, creative financing, and a commitment to sustainable development, this targeted redevelopment area aims to breathe new life into neglected neighborhoods, create affordable housing options, and foster economic growth while celebrating the area's rich history and culture. The Westside's redevelopment endeavor is poised to be a shining example of balanced progress, where the past meets the future to create a thriving, inclusive, and vibrant community for all its residents and visitors.

- 10-minute walking distance from Carolina and Edgefield.
- Population decline by 26.5% between 2010 and 2023.
- Med Household Income is \$24,200 compared with \$35,378 for City \$44,513 for County.
- 33.5% owner occupied 66.5% renter occupied.

### Targeted Investment Recommendations

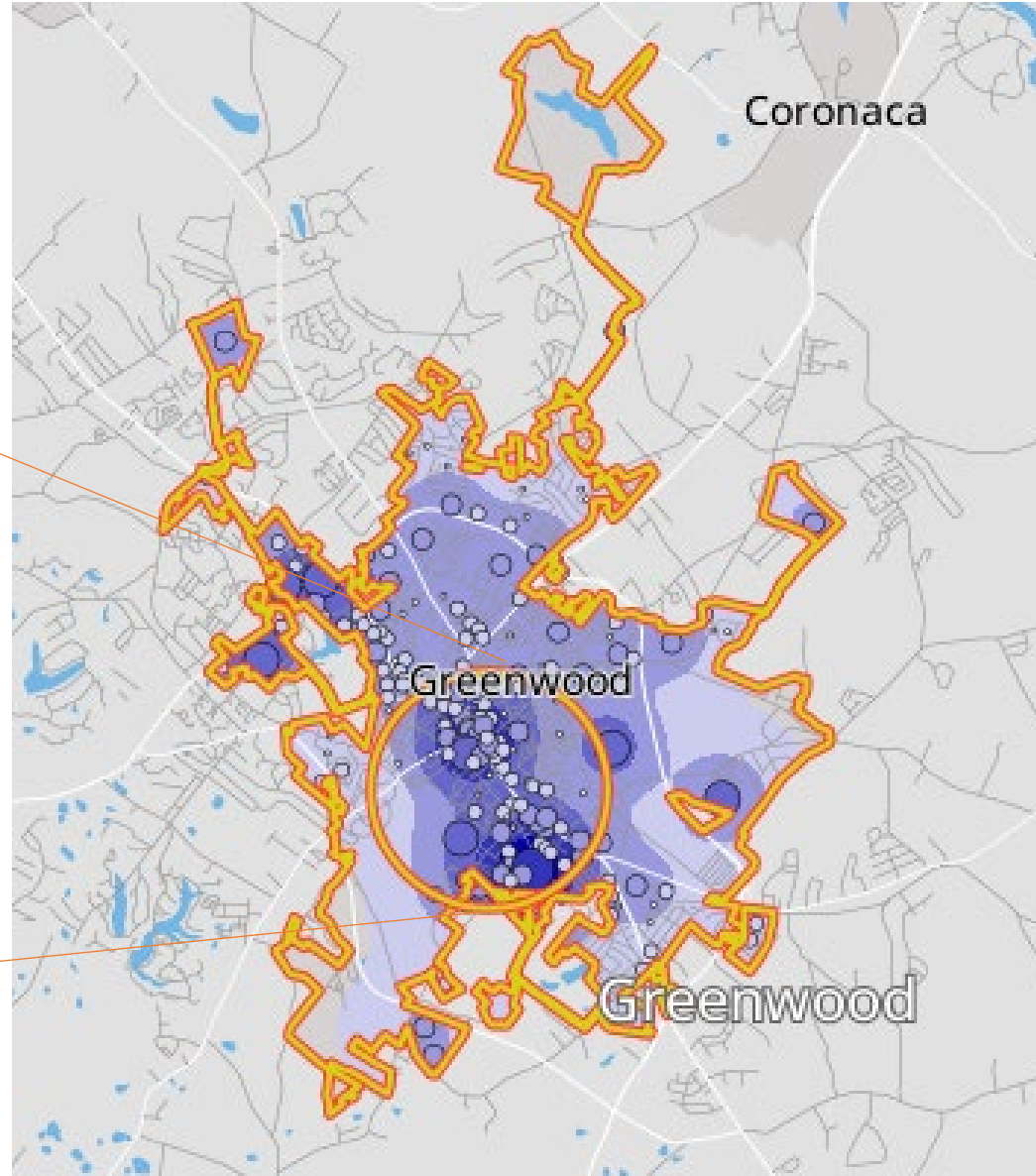
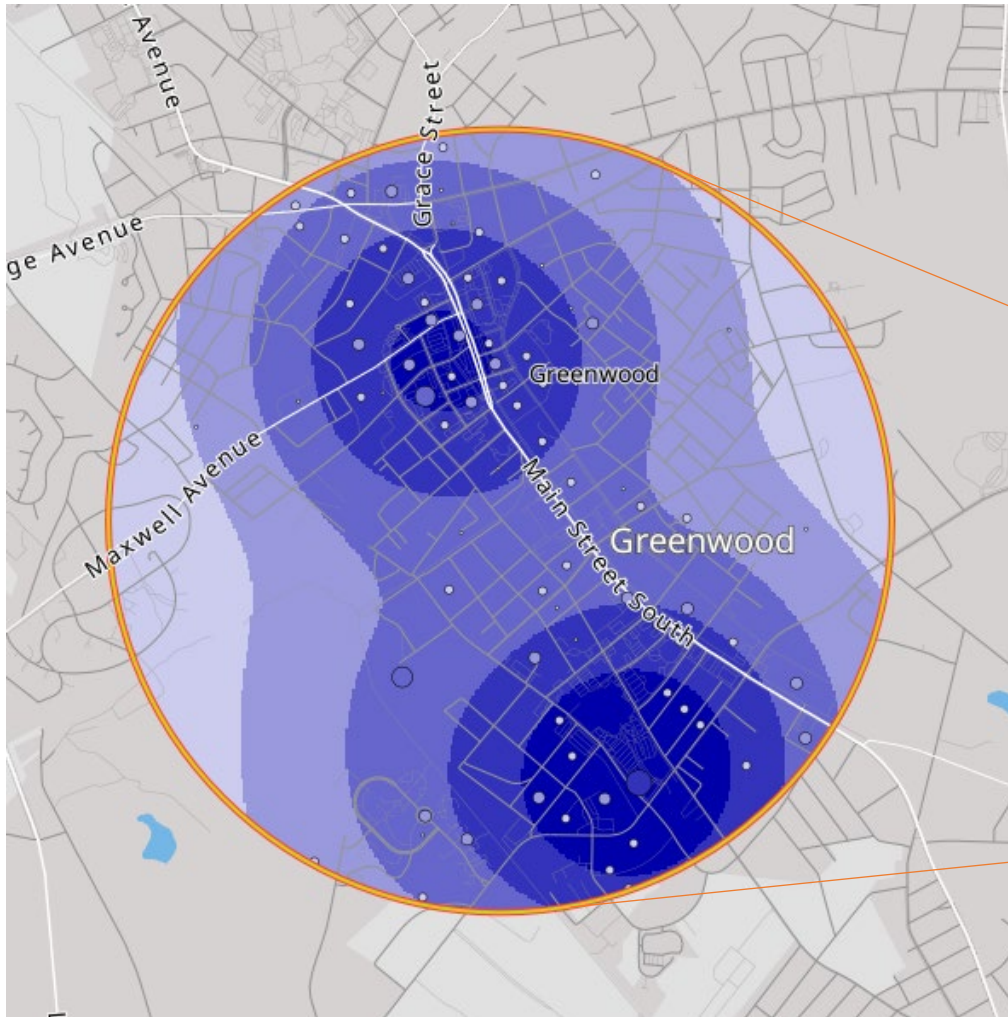
- **Maximized Impact:** Focused efforts lead to noticeable improvements and inspire neighboring areas.
- **Cost-Effectiveness:** Concentration reduces expenses on infrastructure and planning.
- **Community Cohesion:** Residents feel a stronger sense of identity and involvement particularly when the area has existing concentration of assets.
- **Economic Benefits:** Revitalization attracts investments and boosts local businesses that can spread from the targeted area.
- **Sustainable Development:** Solutions align with long-term goals and environmental preservation while setting precedent for expansion.





# 2.1 | Targeted Development and Investment Area

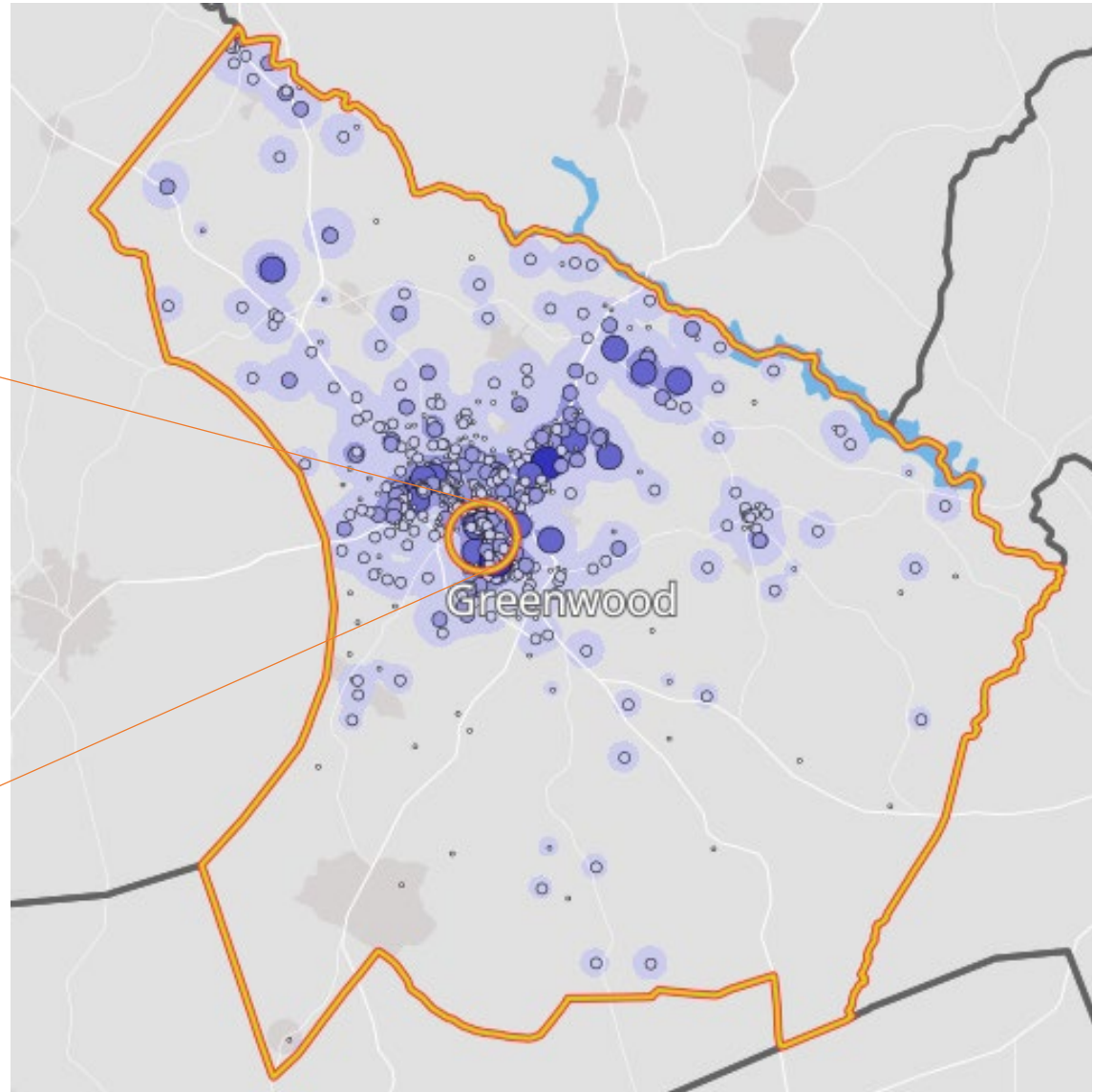
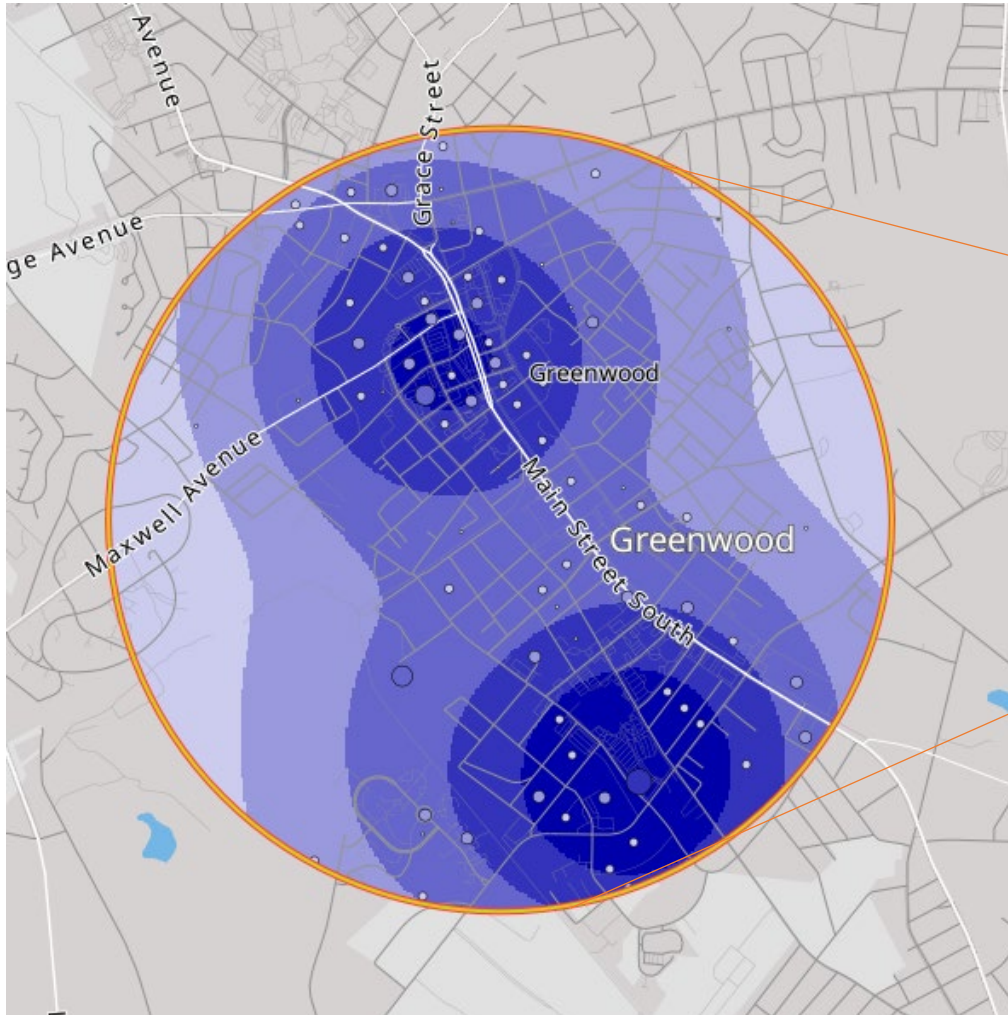
46% of the City's jobs are within 1 mile of Carolina Ave & Edgefield St (6,242 out of 13,566 total jobs in the City of Greenwood).





# 2.1 | Targeted Development and Investment Area

25% of the County's jobs are within 1 mile of Carolina Ave & Edgefield St (6,652 out of 26,840 total jobs in Greenwood County).



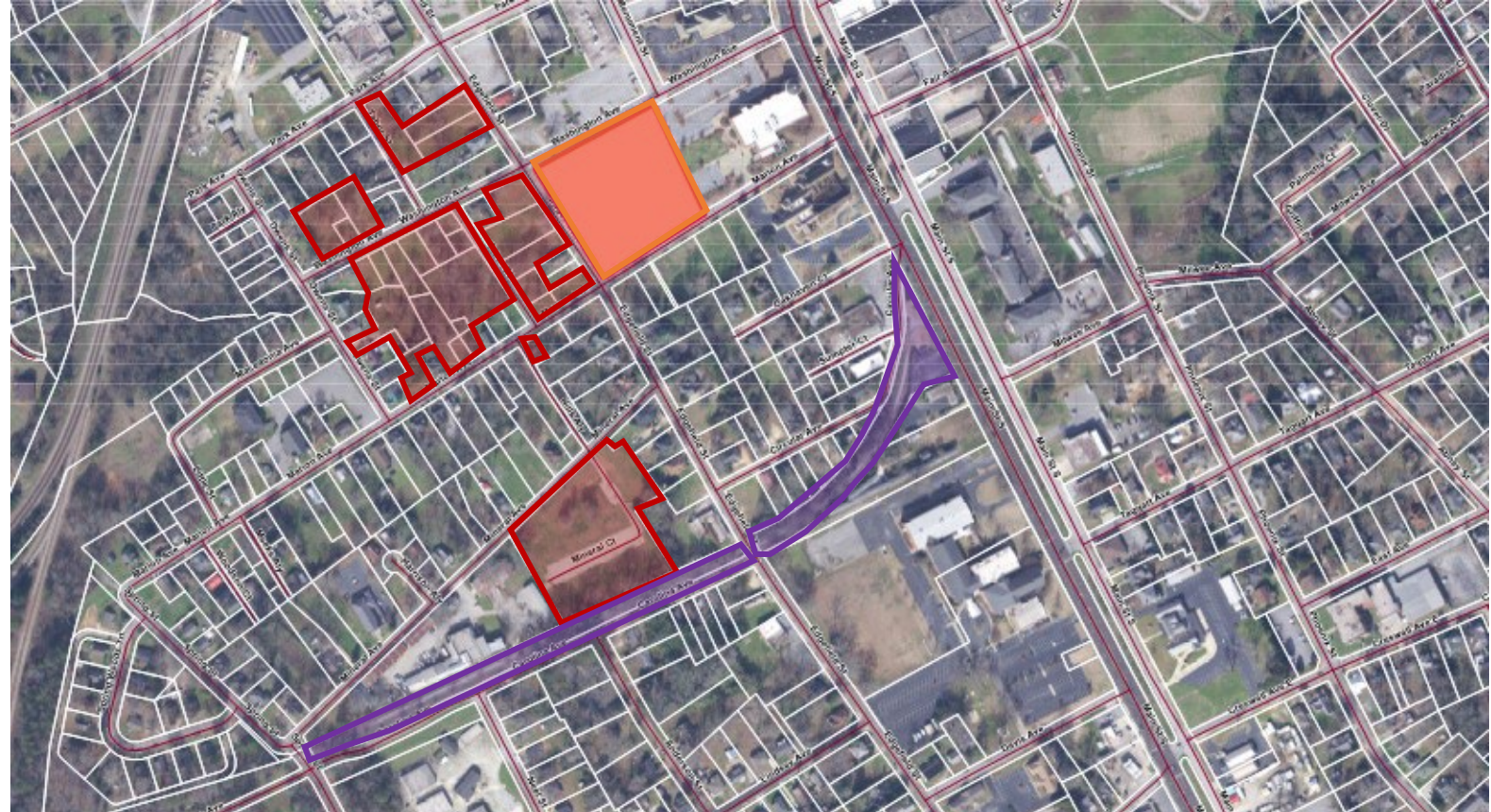


# 2.1 | Targeted Development and Investment Area

Investment in The Westside is not merely an economic endeavor; it's a commitment to fostering sustainable growth and social progress. By channeling resources into the Westside's targeted investment area, investors and project partners are actively participating in the revitalization of a community, creating jobs, and improving the overall quality of life for its residents. The Westside's investment landscape is an exciting canvas where financial opportunities intersect with social responsibility, making it a compelling choice for those with a vision to reap both financial and societal dividends from their investments.

### Summary of Targeted Development Area

- City, Habitat for Humanity, and County ownership.
- Adjacent to churches and businesses.
- Significant pockets of owner-occupied housing.
- Open space possibilities.





# 1.4 | Community Input

Stakeholder and public involvement are a key element behind the process of developing any successful plan; this is particularly true of neighborhoods where residents and property owners should be engaged in the plan. All told, the plan benefited from the participation community stakeholders, property owners, and residents who provided input via individual interviews, small group roundtables, and the well-attended public input session.

The information and ideas shared by participants provide a strong framework for the Master Plan to follow. However, the opinions reflected below do not necessarily reflect the thoughts of the consultant team or VisionGreenwood. They are meant to be used as a guide for the decisions to be made in the plan based on input from stakeholders.



VISIONGREENWOOD

# Edgefield and South Main Street District Master Plan Meeting

Thursday, July 20, 2023

5:00pm Presentation  
5:30-6:30pm Drop-In

Arts Center of Greenwood  
120 Main Street  
Greenwood SC 29646

**We will Discuss:**

- Connectivity and Safety
- Neighborhood Opportunities
- Visioning for the Future

FOR MORE INFORMATION

864-388-1250  
kself@visiongreenwood.org

OPEN TO THE PUBLIC

Made with PosterMyWall.com






# 1.4 | Community Input

**THE ONE PROJECT THAT COULD TRANSFORM THE PROJECT AREA TODAY IS...**


- WALK ABILITY
- Anchor development
- Large area owned by single private entity (HFH)
  - Catalyst project
  - Great to include a commercial component
- \* Space for Daycare/early learning center / Community Center \*
- General removal of blighted structures
- Small Grocery
- Laundry - so service workers/hospital/school can participate
- \* Park / Amphitheater LIGHT
- Adequate trash removal!

**BUDGET Trucks Drivers**



**IN 10 YEARS THE EDGEFIELD/SOUTH MAIN DISTRICT WILL BE.....**

1. Homeowner rehabilitation program with low-interest loans.
2. Address condemned houses on alleys.
3. It will be vibrant & bustling
4. Good lighting - walkable
5. Tree-shaded streets **Artist/Craftsman Studios**
6. Neighborhood park - dog park
- 7) Highly desirable neighborhood with a mix of incomes/housing options and great proximity to Uptown
- 8) A walkable & accessible place to live; ~~car~~ car not needed every day
- 9) Heritage trail connecting to Cambridge trail, Develop around the trail.
- 10) Higher degree intensity/density development




**MY FAVORITE THING THE EDGEFIELD/SOUTH MAIN DISTRICT IS THE...?**

- 1) The potential the heritage trail presents.
  - Trails should be development magnets
- 2) Proximity to 3 core economic drivers
  - Genetic Center, Self Regional, Uptown Bus.

*Small retail community that is great for me a*

*Heritage trail connecting to Cambridge trail*

- 1) that the homes and historical areas are restored (kept) and presented as a viable part of the master plan
- 2) To be sure the housing plan include income that can be ~~achieved~~ *achieved* necessarily by persons seeking to live in the area





# 1.4 | Community Input

Visioning sessions were held with the Steering Committee, project partners, stakeholders, elected officials, business owners, and residents. Visioning boards were placed throughout the room for attendees to engage and interact, responding to specific questions about the current status of The Westside and desired improvement areas and projects. Below is a summary of the input.

### Favorite Thing About The Westside

- Proximity to three core economic drivers: Genetic Center, Self Regional, Uptown.
- The Heritage Trail and its potential.
- History of families and homeownership and story of neighborhood's role in Greenwood.
- The Faith Community in the neighborhood.

### Opportunities

- Improve lighting throughout the neighborhood.
- Harness funds for rehabilitate existing housing stock.
- Increase options and a variety of formats for attainable housing.
- Improve walkability and add sidewalks and trails.
- Create business growth.
- Provide options for multi-modal transportation.
- Use open land for recreation amenities.

### Constraints

- Less local control over Edgefield as a state road.
- Lack of existing businesses.
- Funding for improvements.
- Road conditions and width make for an unsafe environment.
- Lack of job opportunities where pay is enticing compared to drugs and crime.

“This plan must PROVE to the neighborhood residents that something will, in fact, happen.”



# 1.4 | Community Input

## In 10 Years The Westside Will...

- Be a vibrant and bustling community.
- Have improved lighting.
- Will be more walkable and will not require cars for everyday needs
- Will have tree lined shaded streets.
- Include a neighborhood park and possible dog park.
- Have a homeowner rehabilitation program that assists with low-interest loans.
- Have addressed condemned houses on alleys in the neighborhood.
- Will see an improved Heritage Trail connecting to Cambridge Trail.
- Have more dense options for housing development.
- Include opportunities for artists and craft studios.

## A Transformative Project Would Be

- Leverage ownership of large tract by Habitat for Humanity.
- Have an “anchor development” around which the community can rally.
- Create a “Catalyst project” that may include a commercial component, community center.
- Create a daycare/early learning center.
- Have/maintain a small grocer.
- Remove blighted properties.
- Create a park/amphitheater for the community. .

“Be a highly desirable area where the preservation of homeownership combines with a sensitive mix of incomes and housing options, proximity to major employment centers, opportunities for entrepreneurs, and education for neighborhood youth.”





# 1.4 | Community Input

Through the stakeholder and public input process, the project planning team developed five emerging goals to use as a guide for the remainder of the planning process, including the development of an illustrative master plan and implementation guidelines.

- 1. Preserve Owner-Occupied Housing:** The plan will focus on preserving existing and introducing additional owner-occupied housing within The Westside. By implementing policies and initiatives that protect homeownership and support attainable housing options, the plan aims to maintain the area's distinct identity and foster a strong sense of community among residents.
- 2. Create Attainable, Sensitive Infill Housing:** The plan will pursue the creation of sensitive and inclusive infill housing where appropriate. The goal is to provide alternatives for residents of The Westside while providing options for new residents who desire to live in a vibrant neighborhood close to major employment centers in Greenwood.
- 3. Introduce Public Amenities for Better Connections:** The plan will introduce an array of public amenities and improvements in The Westside. By enhancing the accessibility and connectivity of the area through the creation of parks, green spaces, walkways, and public gathering spots, the plan aims to foster better connections among residents and their surroundings.
- 4. Develop an Early Learning Center Through Community Partnerships:** Recognizing the acute need for childcare and early education in Greenwood, the plan for the Westside will explore an early learning center that will offer a range of early childhood programs, including preschool, pre-kindergarten, and parent-child engagement initiatives.
- 5. Examine Small-Scale Commercial for Neighborhood Entrepreneurship:** The plan will thoroughly examine and assess the potential for small-scale commercial ventures within The Westside Neighborhood. The development of these commercial spaces will offer convenient services and products to residents, reducing the need to travel outside the neighborhood and promoting entrepreneurship among residents.

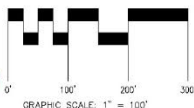






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2022-2023		
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**STUDIO  
MAIN**



**THE WESTSIDE MASTER PLAN**  
CITY OF GREENWOOD, SOUTH CAROLINA

**CONCEPT  
PLAN**

SHEET NO.  
**2.0**

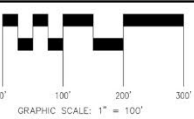






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DRAWN:	BS	ITEM	
PROJECT NO.	05-28-2023		
DATE			
SCALE	1" = 100'		
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**STUDIO  
MAIN**



**THE WESTSIDE MASTER PLAN**  
CITY OF GREENWOOD, SOUTH CAROLINA

**CONCEPT  
PLAN**

SHEET NO.  
**2.0**





Helix Trail Connection to  
Heritage Trail and Greenwood  
Genetic Center

Infill Single-Family Housing  
(Cottage)

Holloway Grocery  
Outdoor Seating  
Mural  
Outdoor Gathering Area

Infill Single-Family Housing  
(Duplex)

Infill Single-Family Housing

Intersection Improvements

Pedestrian Connection/Park to  
Greenwood County Library



Infill Single-Family Housing  
(Duplex)

Stream Remediation

Picnic Pavilion

Infill Single-Family Housing  
(Cottage)

Shared Parking

Early Learning Center  
(+/- 30,000 SF)

Streetscape Enhancements  
Shared-Use Path  
Sidewalk  
Lighting  
Street Trees



**Heritage Trail**  
Maintenance Improvements  
Connect to Greenwood Genetic Center

**Mineral Avenue Improvements**  
On-Street Parking  
Sidewalks  
Lighting

**Coke Plant Redevelopment**  
Entrepreneur Retail/Restaurant  
Trailside Businesses  
Outdoor Dining  
Shared Parking

**Commercial Redevelopment**  
Entrepreneur Retail/Restaurant  
Outdoor Dining  
Shared Parking

**Open Space**

**Mixed Use Development**  
Mineral Avenue Commercial  
Shared-Parking Residential

**Carolina Avenue Improvements**

**Stormwater Retention**

**Infill Single-Family Housing  
(Duplex)**

**Commercial Adaptive Reuse**  
**Intersection Improvements**  
**Infill Single-Family Housing**

**Streetscape Enhancements**  
Shared-Use Path  
Sidewalk  
Lighting  
Street Trees





# 2.3 | Recommendations

**Habitat Home Repair:** Habitat for Humanity Home Repair is a vital program that focuses on helping homeowners within The Westside maintain and improve their living conditions. Through this initiative, Habitat for Humanity addresses the pressing need for safe, decent, and affordable housing by providing critical repairs, accessibility modifications, and weatherization to existing homes. These repairs often include fixing plumbing, electrical systems, roofs, and addressing other structural issues that may have deteriorated over time. By targeting families who may struggle to afford the cost of these essential repairs, Habitat for Humanity Home Repair not only enhances the quality of life for homeowners but also contributes to the overall revitalization of The Westside.

One of the key principles of Habitat for Humanity Home Repair is the utilization of volunteer labor and donated materials whenever possible. This approach not only reduces costs but also fosters a sense of community engagement and support. The program relies on the dedication of volunteers who contribute their time, skills, and expertise to make the necessary repairs. Additionally, community partnerships, local government support, and donations from individuals and businesses play a crucial role in funding these repairs. As a result, Habitat for Humanity Home Repair provides a sustainable and cost-effective solution to the pressing issue of housing maintenance, ensuring that more families can continue to live in safe and comfortable homes.

Similar programs exist such as Rebuilding Together ([www.rebuildingtogether.org](http://www.rebuildingtogether.org)) with Christmas in April among other similar programs.





## 2.3 | Recommendations



**Development of an Infill Housing:** Infill and attainable housing represent two key strategies in addressing urban development and housing affordability challenges in many cities. Infill housing involves the development of vacant or underutilized parcels of land within established urban areas. This approach is essential for maximizing land use efficiency, promoting sustainable urban growth, and reducing urban sprawl. By repurposing existing spaces, infill housing can help cities make the most of their infrastructure, public services, and transportation networks, ultimately leading to more walkable and vibrant communities. Furthermore, infill projects can support diverse housing options, from affordable apartments to townhouses and mixed-use developments, making it possible for people of various income levels to access housing opportunities within city centers. This approach not only helps address the housing affordability crisis but also contributes to the overall vitality and sustainability of urban areas.

Attainable housing is an integral concept that acknowledges the pressing need to make homeownership and rental housing accessible to a broader spectrum of individuals and families. It goes beyond the traditional affordable housing model by focusing on creating housing options that are within the reach of the working and middle-class populations. Attainable housing initiatives often involve partnerships between the public and private sectors, leveraging innovative financing models, reduced regulatory barriers, and sustainable design practices. By emphasizing attainable housing, communities can work towards providing housing solutions that cater to the diverse needs of their residents, including teachers, nurses, and service workers who may find themselves priced out of the market. This approach not only ensures housing stability but also promotes social equity and economic well-being, making it a pivotal component of a healthy and inclusive urban environment.

A Community Land Trust (CLT) can develop or acquire housing units, ensuring they remain permanently affordable for low- to moderate-income households, while maintaining control over the land, preventing speculative real estate practices and keeping housing costs in check. Rather than selling the land outright, the CLT can enter into long-term leases with homeowners or developers and impose resale restrictions.



VISIONGREENWOOD



# 2.3 | Recommendations

**Complete the Carolina Avenue Connector:** The Carolina Avenue Connector represents perhaps the most important road connection in the entire plan and has the potential for significant positive impact on the community. This is largely so because Carolina Avenue, upon completion, will provide a direct connection between The Westside, South Main Street, and Uptown Greenwood for motorists, pedestrians, and cyclists. This connection will take advantage of existing infrastructure, namely Carolina Avenue and the adjacent Heritage Trail, and also pose minimal impact to existing residential in the area.

Completion of the Carolina Avenue Connector opens up significant development opportunities, specifically at the Coke Plant and the dilapidated homes, set to be removed by the City of Greenwood.

Improvements along Carolina Avenue include sidewalks, improved maintenance and connections of the Heritage Trail, landscaping and lighting.



Left: Existing Conditions of Carolina Avenue  
Top: Photosimulation of Carolina Avenue Improvements



# 2.3 | Recommendations

**Improvements along the Edgefield Street Corridor:** The Edgefield Street Corridor provides an alternative direct connection between the heart of Uptown Greenwood to the North and the Self Regional Healthcare campus to the South. Improvements along this corridor are likely to occur in phases over time.

The streetscape improvements should serve as a precursor to future improvements along streets within The Westside. The recommendations outlined below take advantage of a “typical” right of way along Edgefield Street. In certain instances, this right of way is not consistent and these improvements will need to be modified accordingly. Ideal improvements, coordinated with SCDOT will include two 11-foot travel lanes would be flanked by a 3-foot planting strip on each side, which would allow for shade tree planting and decorative pedestrian lighting. The existing 5-foot sidewalk on the west side of Edgefield Street would be retained and a new 10-foot minimum shared-use path would be constructed on the east side of Edgefield Street. As in the plan shown a 10-foot sidewalk is preferable in areas where commercial or office uses are/will be located and as an extension of the Heritage Trail. Large shade trees should be encouraged on private property, especially in locations where overhead utilities will dictate the use of smaller ornamental street trees.

In addition, intersections should be studied for further traffic calming measures, including additional traffic signalization and timing, three/four way stops, high visibility mid-block crossing, and on-street parking.



Left: Existing Conditions of Edgefield Street  
Top: Photosimulation of Edgefield Street Improvements



## 2.3 | Recommendations



**Development of an Early Learning Center:** Residents and community stakeholders indicated that the Westside neighborhood and Greenwood overall has an acute need for additional daycare facilities. As indicated in the assessment, over 40% of the jobs in the City of Greenwood and 25% of the jobs in Greenwood County are within one mile of the intersection of Edgefield Street and Carolina Avenue. Providing daycare near employment is convenient for parents of small children.

While daycare is clearly a need, a more profound community impact for Greenwood would be the creation of an early childhood education center. Birth to kindergarten education is a crucial time for children as it provides a foundation for a child's lifelong learning and development. During these formative years, children's brains are highly malleable, making it the optimal time to nurture their cognitive, social, and emotional skills. Furthermore, early childhood education can help bridge achievement gaps and provide equitable opportunities for children from diverse backgrounds.

Following the lead of similar projects such as the Franklin School in Spartanburg, this plan recommends that Greenwood create The Westside Early Learning Center to serve infant through preschool children in the community. The Westside Early Learning Center will stand as a center of educational excellence and early childhood development. Serving as a vital resource for the local community and Greenwood as a whole, this center will be dedicated to nurturing the minds of young children in a supportive and engaging environment.

The central location in the Westside allows the center to foster collaborations with Lander University's Early Childhood Education Program, Piedmont Technical College's Early Childhood Education Program, Self Regional Health System, and Greenwood School District 50. The City of Greenwood and Greenwood County alongside corporate and foundation support could be prime partners to sustain the program.





## 2.3 | Recommendations



**Preservation of Holloway Grocery and The Westside Park:** The preservation of Holloway Grocery stands as a testament to the importance of safeguarding historical landmarks and the community's shared heritage. This iconic establishment, with its deep-rooted history, not only serves as a reminder of The Westside's past but also as a symbol of resilience and cultural significance. Through dedicated efforts to maintain and restore the building, local organizations and preservationists have ensured that this once-thriving grocery store continues to be a living piece of history. Visitors and residents alike can step back in time, experiencing the charm and character of a bygone era while celebrating the entrepreneurial spirit that shaped the community.

Preserving Holloway Grocery is not just an act of nostalgia but a means of fostering community cohesion and revitalizing the neighborhood. The renovated building will serve as an anchor for the improved Marion Street Park with outdoor dining, picnic pavilion, shared-use path, remediated stream, and open space. The exterior wall of Holloway Grocery will serve as a canvas for local artist to develop a historically significant mural.





# 2.3 | Recommendations



**Redevelopment of the Coke Plant:** Redevelopment initiatives designed to empower African American entrepreneurs have the potential to drive economic and social transformation in historically underserved communities. By providing access to capital, mentorship, and resources, these programs can pave the way for entrepreneurial success, fostering a spirit of innovation and self-sufficiency. Moreover, they contribute to the revitalization of neglected urban areas, creating jobs, stimulating economic growth, and bolstering community resilience. The success of these redevelopment efforts not only benefits individual entrepreneurs but also has a broader impact, narrowing economic disparities and promoting equity and inclusivity, making them a critical component of building a more prosperous and just society.

The redevelopment of the Coke Plant as a retail and commercial hub for The Westside is vital to the continued revitalization. The Coke Plant redevelopment will serve via shared parking and as a trailside businesses. There are opportunities for more retail/commercial to be constructed as needed to meet market demand as it expands.



Left: Existing Conditions of the Coke Plant

Top: Photosimulation of Heritage Trail and Coke Plant Redevelopment



# 3.1 | Implementation Overview

**Create a Tax Increment Financing District to Fund Improvements to the Westside:** The Westside of Greenwood is ideally suited for a Tax Increment Financing District. Tax Increment Financing (TIF) in South Carolina is authorized by Section 31-6-10 of the SC Code of Laws. In short, TIF is a public financing mechanism used to stimulate economic development and revitalize designated areas. It works by freezing the property tax revenue generated within a designated TIF district at a certain base level, and as property values increase due to development and improvements, the additional tax revenue is allocated to a special fund that can be used for infrastructure, public amenities, and other projects within the district. TIF helps fund projects that might not otherwise be feasible, driving economic growth and improving the overall quality of life in targeted areas while leveraging the increased property values resulting from the investments made. In South Carolina, this allows a municipality to capture incremental Ad Valorem tax values from overlapping taxing jurisdictions and issue revenue bonds to cover expenses.

The reasons the Westside is ideally suited for such a funding mechanism are as follows:

- The existing base value of the district is already low. This is due to a combination of factors including public and non-profit ownership of land within the neighborhood, depressed assessed values on existing properties, and removal of buildings in the area. A low value allows for maximum investment.
- The City and County have vested interests in the Westside as key government properties are located within or adjacent to the Westside including the Greenwood County Library.
- A critical mass of employment flanks the district on both sides with Uptown Greenwood and Self Regional as major attractors for regional employment. Having an economically disadvantaged community between two large employment bases represents an opportunity to give agency to longtime residents and attract workforce housing.
- Tax Increment improvements allow for tax free revenue bonds that can be issued by the City of Greenwood for public improvements on publicly owned land.
- The City of Greenwood can also enter into intergovernmental agreements for bonding public improvements for Greenwood School District 50 and for the County allowing for flexibility of partnerships and funding.
- Recent changes in South Carolina statutes for TIF allow for bonding for publicly owned infrastructure for affordable housing projects which could create the foundation for a Community Land Trust where publicly owned land is used to create ownership and rental housing that preserves affordability and curtails real estate speculation in the district.

This resource has yet to be used in Greenwood and the Westside neighborhood is an ideal location for such a district. Proposed developments adjacent to or inside the Westside could generate increment in just a few years allowing for a successful TIF project.

**Create a Community Land Trust:** A community land trust (CLT) is a nonprofit organization that acquires and holds land for the benefit of a specific community. In a CLT model, the land is owned collectively by the community while individual homeowners or businesses lease the land for their properties. This arrangement separates land ownership from property ownership, allowing the CLT to retain ownership of the land even as buildings and homes are bought and sold. This structure promotes long-term affordability because the CLT can control the land's use, restrict price appreciation, and ensure that it remains accessible for housing and economic development initiatives. As a result, CLTs create opportunities for housing by providing affordable homeownership options and economic development by stabilizing property costs, reducing displacement, and fostering community-driven initiatives like affordable housing, community gardens, and commercial spaces, ultimately improving the well-being and sustainability of the community it serves. Created hand in hand with a Tax Increment Financing district, the Westside CLT would be a critical way to create and preserve attainable housing options in the neighborhood. The Palmetto Community Land Trust in Charleston is a potential model for such a program in Greenwood <https://www.palmettoclt.org>.





# 3.2 | Implementation Matrix

Westside Master Plan Implementation Matrix				
	Phase 1: 12 Months	Phase 2: 36 Months	Phase 3: Benchmark Aspirations	Objective
Preserve Owner Occupied Housing	Inventory conditions for all owner occupied housing	Improve and renovate 25% of owner occupied housing identified in Phase 1 to code compliance.	Continue to perform regular maintenance and management schedule for all owner occupied housing receiving improvements (pest control, regular maintenance, safety measures, etc.)	<i>Owner Occupied Housing Will Remain a Stabilizing Factor for Long Time and New Residents</i>
	Develop Habitat for Humanity an owner occupied improvement fund	Develop initial financing plans for constructing new owner occupied housing	Improve and renovate 75-100% of owner occupied housing identified in Phase 1 to code compliance.	
	Identify future housing sites for owner occupied housing	Develop recurring annual funds for Habitat for Humanity improvement fund		
	Engage the Center for Heirs Property Preservation to work on clearing title to heirs housing (heirsproperty.org)	Develop partnership with faith based worship centers to perform annual maintenance and repairs in coordination with Habitat for Humanity (www.rebuildingtogether.org)		
	Identify code deficiencies with the City of Greenwood. Make in-person contact with owners to discuss preservation of owner occupied housing.			
	Initiate a worksession to discuss home maintenance and ownership.			
	Work with The Westside Coalition to identify and meet with homeowners.			



# 3.2 | Implementation Matrix

Westside Master Plan Implementation Matrix				
	Phase 1: 12 Months	Phase 2: 36 Months	Phase 3: Benchmark Aspirations	Objective
Create Attainable Sensitive Infill Housing	Use the master plan as a guide to determine property ownership for infill housing sites	Work with Self Regional and other major employers to explore an employee assistance housing program such as down payment assistance ( <a href="https://heroeshousing.com/">https://heroeshousing.com/</a> )	Construct 25 new housing units by 2030.	<i>The Westside will include a variety of attainable housing types that preserve neighborhood character, create ownership opportunities, and offer an array of housing options.</i>
	Develop financing plan to purchase vacant lots or dilapidated housing (eg. Tax Increment Financing)	Secure properties through a community land trust as established in Phase 1 for future housing.	Reverse population decline by adding 75 new residents.	
	Research and establish parameters for a community land trust.	Construction 10 new housing units identified in Phase 1.		
	Review zoning ordinance to ensure a mixture of housing types is allowable.	Creating or partner with an existing Community Development Financial Institution (CDFI)		
	Identify necessary infrastructure improvements to allow for new construction (eg. Sewer, water, power, gas, etc.)			
	Continue to work with private developers on large property tracts to encourage attainable housing as a part of the overall master plan.			





# 3.2 | Implementation Matrix

Westside Master Plan Implementation Matrix				
	Phase 1: 12 Months	Phase 2: 36 Months	Phase 3: Benchmark Aspirations	Objective
Introduce Public Infrastructure for Better Connections	Develop schematic design plans for connectivity to Greenwood Genetic Center and Lander University.	Construct streetscape along Edgefield Street and Carolina Avenue.	Construct streetscape along arterial streets as identified in the plan.	<i>Improved road, pedestrian, and trail infrastructure will create a framework for future investment.</i>
	Meet with SCDOT, City of Greenwood, and Greenwood County to overlay existing planned improvements.	Implement The Westside Brand through banners and marketing materials.	Construct Heritage Trail extension throughout The Westside.	
	Submit grant request to SCDOT for Edgefield Street Streetscape Improvements.	Develop engineering and construction documents for connectivity of Heritage Trail.	Implement stream remediation through The Westside Park.	
	Edge sidewalks/trails, limb trees, etc. throughout the study area to provide for a clean Westside.	Develop engineering and construction documents for The Westside Park.	Construct The Westside Park in a single phase.	
	Install thermoplastic crosswalks at all intersections.		Construct extension of Carolina Avenue improvements to the Greenwood Genetic Center.	
	Develop brand for The Westside.			
	Continue to pursue vehicular and pedestrian connectivity from The Westside to the Greenwood Genetic Center.			
	Develop schematic design plans for The Westside Park.			





# 3.2 | Implementation Matrix

Westside Master Plan Implementation Matrix				
	Phase 1: 12 Months	Phase 2: 36 Months	Phase 3: Benchmark Aspirations	Objective
Develop an Early Learning Center through Community Partnerships	Convene a working group to explore an early learning center.	Continue working with Design Team to finalize construction documents for the Early Learning Center.	Use TIF funds, and other identified funding sources, to help construct Early Learning Center.	A catalyst project focusing on early learning will anchor the neighborhood and focus on future opportunities for generations of residents.
	Examine peer examples focusing on The Franklin School in Spartanburg.	Pursue grants to sustain Early Learning Center programming.		
	Identify funding sources for development of an early learning center.			
	Secure and preserve site for future early learning center.			
	Engage Design Team to develop schematic plans.			





# 3.2 | Implementation Matrix

Westside Master Plan Implementation Matrix				
	Phase 1: 12 Months	Phase 2: 36 Months	Phase 3: Benchmark Aspirations	Objective
Examine Small Scale Commercial for Neighborhood Entrepreneurship	Identify and meet with the owner of the former Coke Plant.	Explore reuse of the former Coke Plant as a makers center for the building trades.	Construct Makers Center for the Building Trades at the Coke Plant.	<i>Local Businesses will Enhance the Neighborhood while Giving Opportunities to Build Local Wealth</i>
	Identify and meet with the owner of Holloway Grocery.	Develop programming for live/work housing along Mineral Avenue	Construct live/work housing along Mineral Avenue	
	Work with Piedmont Technical College and Lander University to develop an entrepreneurial program for The Westside.	Further develop partnership with Holloway Grocery for renovation and expansion.	Construct outdoor dining, amphitheater, and open space directly adjacent to Holloway Grocery.	
	Explore partnerships with agencies, high-learning institutes, etc. to determine feasibility of property purchase for Makers Center.			
	Provide a historic mural at Holloway Grocery.			
	Work with The Westside Coalition to identify residents through church congregations, etc. that are interested in small-business ownership.			





# Thank You!

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