Introduction
Strategy Board
High Priority Actions
Path to Success
Introduction

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 time-tested partnerships. While recognizing the success of existing partnerships, we acknowledge new partnerships will play an important role in achieving our community aspirations. The Greer Community Master Plan creates a common vision to coordinate our efforts and focus on shared priorities.

Working together, we can attract quality growth, enhance what is uniquely Greer, and promote connections to our region. But, we are not starting from scratch. Evidence of our success is all around us:

The year 2030 will be no different as the goals of this plan come to fruition.

A revitalized downtown

Parks, open spaces, and gathering places that are the envy of many communities of comparable size

Enhanced commercial and industrial development

Quality residential development

The emergence of a community that is a key partner in the strength of the upstate economy

The following pages present a strategy board using terminology from the original 1999 plan for Greer. 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 Arts, culture, and history
- Connecting the community with recreation and trails

A goal statement supports each of the themes. This goal statement is the aspiration of the theme and provides a way to test specific action items. Action items will be implemented in three time horizons: Immediate (2015-2020), Mid-term (2021-2025), and Longer-term (2026-2030). The action items will help channel the energy of implementation partners and provide a method of evaluating our progress over time.

It’s important to note that some Action Items directly relate to several themes and the document is dynamic. Unforeseen opportunities will arise over the course of this plan, and some items identified may change based on new circumstances. These situations in no way compromise the action plan but strengthen it as a living document for our community. The Strategy Board is deliberately designed to allow Greer to chart our progress over time. As Action Items are completed they can be moved to a “successes” column, new initiatives can be easily incorporated, and changing circumstances can account for actions that occur quicker or slower than originally indicated.
Recognizing that ongoing growth is essential to Greer’s success, the community will promote the preferred growth strategy through sound policies and codes.

### 2015-2020

- Memoralize the preferred growth strategy in the Comprehensive Plan Update
- Update the City’s development code to encourage selective redevelopment on North Main Street, limit building setbacks, and require parking to the rear or side of buildings
- Organize the City’s land use plan around a set of place type categories inspired by the Community Types used here
- Amend the Water and Sewer Master Plan to reflect the limits and service expectations of the preferred growth strategy
- Explore hybrid form-based or traditional zoning to accommodate mixed use development
- Focus new development (particularly local retail and restaurants) between Trade Street, E. Poinsett Street, and City Park
- Review development code requirements for the Arts District and consider allowing greater flexibility for uses and building design
- Develop architectural and site design standards for Wade Hampton Boulevard activity nodes
- Develop corridor standards for the South SC 14 corridor (sidewalk, landscape, and site/architectural design standards for new development)
- Limit commercial development to one side (likely the east side) of SC 101

### 2021-2025

- Re-evaluate the Comprehensive Plan
- Re-evaluate the place types for any necessary revisions
- Re-evaluate the updated development Code for necessary revisions
- Monitor the expansion of water and sewer and support logical expansion incrementally and through CIP
- Continue to monitor redevelopment activity and adjust development codes as appropriate
- Develop corridor standards for the South SC 101 corridor (sidewalk, landscape, and site/architectural design standards for new development)

### 2026-2030

- Update the Comprehensive Plan
- Monitor the effectiveness of place type categories
- Monitor the effectiveness of the updated development code and amend as necessary
- Monitor the expansion of water and sewer and support logical expansion incrementally and through CIP
Greer will continue its history of partnerships with a focus on promoting the preferred growth strategy created by the community and championed by its stakeholders.

<table>
<thead>
<tr>
<th>2015-2020</th>
<th>2021-2025</th>
<th>2026-2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Identify potential locations for mixed-use development along Wade Hampton Boulevard and in downtown</td>
<td>• Promote the creation of a well-planned, multi-use regional center (see Preferred Growth Strategy) at the interchange of I-85 and SC 101</td>
<td>• Consider constructing an arts or cultural facility along Cannon Street</td>
</tr>
<tr>
<td>• Focus new development (particularly local retail and restaurants) between Trade Street and E. Poinsett Street and City Park</td>
<td>• Complete first mixed-use development project</td>
<td>• Consider public improvements associated with the arts or cultural facility along Cannon Street</td>
</tr>
<tr>
<td>• Leverage the Greer Development Corporation (GDC) to begin creating a land bank for future public/private partnerships</td>
<td>• Redevelop and/or improve J. Harley Bonds Career Center to front North Main Street and/or provide green space between the building and North Main Street</td>
<td>• Recruit, market, and retain employment in the targeted employment center locations illustrated in the preferred growth strategy</td>
</tr>
<tr>
<td>• Cultivate private sector partners to implement mixed-use development</td>
<td>• Expand downtown development focus to filling gaps between Greer Station and adjacent districts</td>
<td>• Recruit, market, and retain manufacturing and logistics locations illustrated in the preferred growth strategy</td>
</tr>
<tr>
<td>• Promote quality design that integrates neighborhood centers (see Preferred Growth Strategy) with surrounding residential neighborhoods</td>
<td>• Continue infill development of vacant sites in downtown and redevelopment of existing buildings</td>
<td>• Recruit, market, and retain manufacturing and logistics locations illustrated in the preferred growth strategy</td>
</tr>
<tr>
<td>• Recruit, market, and retain employment in the targeted employment center locations illustrated in the preferred growth strategy</td>
<td>• Recruit, market, and retain employment in the targeted employment center locations illustrated in the preferred growth strategy</td>
<td>• Recruit, market, and retain manufacturing and logistics locations illustrated in the preferred growth strategy</td>
</tr>
<tr>
<td>• Recruit, market, and retain manufacturing and logistics locations illustrated in the preferred growth strategy</td>
<td>• Recruit, market, and retain employment in the targeted employment center locations illustrated in the preferred growth strategy</td>
<td>• Recruit, market, and retain manufacturing and logistics locations illustrated in the preferred growth strategy</td>
</tr>
<tr>
<td>• Strengthen the connection to traditional neighborhoods (see preferred growth strategy) surrounding downtown</td>
<td>• Partner with other local organizations to acquire and construct a community facility on the former Victor Mill site</td>
<td>• Consider constructing an arts or cultural facility along Cannon Street</td>
</tr>
<tr>
<td>• Partner with other local organizations to acquire and construct a community facility on the former Victor Mill site</td>
<td>• Encourage master plan development of vacant property on the east side of SC 14 between I-85 and Pelham Medical Center</td>
<td>• Consider public improvements associated with the arts or cultural facility along Cannon Street</td>
</tr>
<tr>
<td>• Engourage master plan development of vacant property on the east side of SC 14 between I-85 and Pelham Medical Center</td>
<td></td>
<td>• Recruit, market, and retain employment in the targeted employment center locations illustrated in the preferred growth strategy</td>
</tr>
</tbody>
</table>
Expanding the Traditional Downtown

Greer’s downtown will grow beyond the traditional boundaries thought of as the commercial core to embrace Main Street as it reaches Wade Hampton and transition to adjacent neighborhoods.

2015-2020

- Rezone appropriate areas around downtown for mixed-use development in keeping with existing neighborhood context
- Create design guidelines for downtown and surrounding neighborhoods
- Empower the Architectural Review Board (ARB) to implement design guidelines
- Pursue and potentially incentivize new employment and residential development in and adjacent to Greer Station
- Prepare a detailed streetscape plan for North Main Street from Poinsett Street to Wade Hampton Boulevard
- Meet with property owners to explore future plans for development
- Promote the special tax assessment and vacant building law to encourage redevelopment
- Implement community market between CSX and Norfolk Southern Line in the Arts District

2021-2025

- Complete a mixed-use redevelopment along the North Main Street Corridor
- Begin placing power lines underground in downtown
- Reinstate façade improvement grants for targeted areas, such as the Arts District
- Create road connection through the Arts District aligning with Pennsylvania Avenue and carrying through to SC 101

2026-2030

- Complete infill development projects downtown as identified in the illustrated plan
- Continue placing power lines underground along corridors with a focus on Main Street and Poinsett Street
Enhancing Gateways and Wayfinding

As the heart of the dynamic region, Greer’s gateways and corridors will be the model for quality development, landscaping, and efficient multimodal transportation in upstate South Carolina.

### 2015-2020
- Work with donors to adopt gateways in Greer
- Implement downtown gateway at the intersection of Poinsett Street and Wade Hampton Boulevard
- Implement downtown gateway at the intersection of North Main Street and Wade Hampton Boulevard
- Implement city gateway at Verne Smith Parkway and Wade Hampton Boulevard
- Implement city gateway at Old Rutherford Road and Wade Hampton Boulevard
- Lobby SCDOT for “Greer Next Three Exits” sign
- Improve the intersection of Poinsett Street, Cannon Street, and Depot Street with enhanced paving
- Implement City Gateway landscaping at SC 101 and Interstate 85
- Implement City Gateway landscaping at SC 14 and I-85

### 2021-2025
- Construct streetscape enhancements, including potential roadway reconfiguration for Victoria Street and along Randall Street between Poinsett Street and South Main Street
- Landscape along SC 14
- Landscape along SC 101
- Design and construct Wade Hampton corridor landscape and sidewalk standards from Brannon Drive to Middleton Way
- Construct Poinsett Street gateway and pedestrian/bicycle enhancements to connect to Greer Station

### 2026-2030
- Complete infill development projects as identified in the illustrated plan
- Continue placing power lines underground along corridors with a focus on Main Street and Poinsett Street
Greer will recognize the economic benefits, enhanced quality of life, and improved sense of place through strategic transportation investments that promote the movement of people and goods within the city.

<table>
<thead>
<tr>
<th>2015-2020</th>
<th>2021-2025</th>
<th>2026-2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Complete the Downtown Bicycling and Walking Plan, including the identification of priority projects and agencies responsible for implementation</td>
<td>• Monitor and implement projects in accordance with the Downtown Bicycling and Walking Plan</td>
<td>• Monitor and implement pedestrian projects in accordance with the Downtown Bicycling and Walking Plan</td>
</tr>
<tr>
<td>• Promote context-sensitive design with an emphasis on the design concepts expressed for the strategic corridors</td>
<td>• Construct North Main Street corridor improvements (roadway reconfiguration, and bicycle, sidewalk, landscape and lighting enhancement)</td>
<td>• Review and revise transportation recommendations during required updates to the Long Range Transportation Plan</td>
</tr>
<tr>
<td>• Incorporate expectations for the strategic corridors in the Long Range Transportation Plan</td>
<td>• Review and revise transportation recommendations during required updates to the Long Range Transportation Plan</td>
<td>• Continue to expand Greenlink service in Greer with consideration for future bus rapid transit</td>
</tr>
<tr>
<td>• Update street design standards in the city’s development code</td>
<td>• Continue to expand Greenlink service</td>
<td>• Explore road improvements along SC 290 and SC 101 north of Wade Hampton Boulevard</td>
</tr>
<tr>
<td>• Extend Trade Street sidewalk and landscape enhancements south to Pelham Street, including artistic treatments to railroad crossings</td>
<td>• Resolve intersection of Taylor’s Road, SC 290 and SC 101</td>
<td>• Enhance Street Mark Road from SC 290 to Wade Hampton Boulevard</td>
</tr>
<tr>
<td>• Identify park and ride locations along Wade Hampton Boulevard</td>
<td>• Expand road network at SC 101 and I-85 to allow continued growth and development</td>
<td>• Improve Old Rutherford Rd from SC 290 to Wade Hampton Blvd.</td>
</tr>
<tr>
<td>• Expand Greenlink service in Greer</td>
<td>• Construct Pointsett Street pedestrian/bicycle enhancements to connect residential areas to Greer Station</td>
<td>• Construct enhancements to South Line Street (potential roadway configuration, lighting, sidewalks, and landscaping)</td>
</tr>
<tr>
<td>• Promote development of a secondary roadway network to provide alternative transportation routes and access to SC 101</td>
<td>• Construct roadway through the Arts District from South Main Street to East Point Street</td>
<td>• Design and construct multi-use trail along Chick Springs to Greer Station</td>
</tr>
<tr>
<td></td>
<td>• Extend sidewalk/landscape enhancements along Pelham Street to and through adjacent residential neighborhoods</td>
<td>• Construct intersection improvement at Buncombe Road and Taylor Road (potential roundabout)</td>
</tr>
<tr>
<td></td>
<td>• Construct multi-use trail loop connecting new community facility, Stevens Field, Veterans Park, Victor Park, and downtown</td>
<td>• Extend East Phillips Road/frontage road south of I-85 to Brockman McClinton Road</td>
</tr>
<tr>
<td></td>
<td>• Construct South SC 14 improvements (roadway, sidewalk, and landscaping)</td>
<td>• Construct multi-use trail along Dillard Creek</td>
</tr>
<tr>
<td></td>
<td>• Encourage a roadway connection on the north side of I-85 from SC 101 to Victor Hill and/or Duncan Reidville Road</td>
<td>• Construct roadway across I-85</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Consider a new roadway connection east of SC 101 between Plemmons Road and Rogers Bridge Road</td>
</tr>
</tbody>
</table>
Greer will celebrate its rich history, embrace its mixture of cultures, and celebrate the Arts in the community.

### 2015-2020

- Establish a Public Art Commission
- Develop a Public Art Master Plan (inventory, funding, leveraging public/private partnerships)
- Establish Arts District enhancement fund to incentivize private building rehabilitation and redevelopment activity
- Create and maintain an artists’ registry
- Create an Arts District south of the Norfolk Southern rail line in downtown
- Initiate feasibility of a cultural facility in downtown to stimulate economic development

### 2021-2025

- Explore a housing program to recruit artists and creative professionals to downtown neighborhoods
- Create technology-based interpretation of historic and art sites in Greer
- Implement phase one of a cultural facility per findings of the feasibility study
- Review effectiveness of Arts District enhancement fund and make adjustments as necessary

### 2026-2030

- Implement final phases of cultural facility in downtown
- Build an arts/technology magnet school in the Arts District
# Connecting the Community with Recreation and Trails

Parks, trails, and recreational amenities will define Greer as a place connected through green space, welcoming to families, and rich with diverse activities.

<table>
<thead>
<tr>
<th>2015-2020</th>
<th>2021-2025</th>
<th>2026-2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Develop a Trails Master Plan for Greer</td>
<td>• Implement Victor Mill Park Master Plan</td>
<td>• Complete recreation/aquatic center</td>
</tr>
<tr>
<td>• Acquire the Victor Mill property for future park use</td>
<td>• Plan recreation/aquatic center</td>
<td>• Extend Brushy Creek trail to Pelham Park at SC 14 and Pelham Road</td>
</tr>
<tr>
<td>• Develop Victor Mill Park Master Plan</td>
<td>• Connect Victor Park, Stevens Field, and Victor Mill site with a multi-use trail</td>
<td>• Implement connection from Greer to the Swamp Rabbit Trail</td>
</tr>
<tr>
<td></td>
<td>• Develop trail along Brushy Creek</td>
<td>• Construct trail to Tyger River Park from Bass Pro Shop</td>
</tr>
<tr>
<td></td>
<td>• Explore connection from Greer to the Swamp Rabbit Trail</td>
<td>• Construct trail from Verne Smith to Lake Robinson along Tyger River</td>
</tr>
<tr>
<td></td>
<td>• Explore trail connection from East Riverside Park to Greer Memorial, Century B Park, and downtown</td>
<td></td>
</tr>
</tbody>
</table>
High Priority Actions

Certain action items identified in the Strategy Board immediately rise as high priority actions. Some are highly visible physical projects while others are policy changes or emerging partnerships that will reap benefits over the long term. The following high priority actions are recommended:

**Memorize the Preferred Growth Strategy in the City’s Comprehensive Plan Update.**

The Comprehensive Plan is Greer’s planning tool to inform zoning decisions and other changes necessary to implement recommendations in this plan.

**Pursue and potentially incentivize new employment and residential development in and adjacent to Greer Station.**

The growth of downtown is dependent on the health of adjacent neighborhoods and employment centers. Greer has a significant opportunity to market neighborhoods and employment opportunities close to its vibrant and successful downtown.

**Implement Gateway Improvements.**

Currently, Greer has only one significant gateway (the entry to downtown along Main Street). Greer has the opportunity to announce to visitors where the community begins and where it transitions into downtown through strategic gateway enhancements.

**Complete the Pedestrian Master Plan sponsored by the MPO.**

This plan should provide specific guidance for enhancing the pedestrian experience in Greer by inventorying projects, identifying dedicated funding, and seeking partnerships for implementation.

**Establish a Public Art Commission and Develop a Public Art Master Plan.**

The Public Art Commission and Public Art Master Plan should inventory existing public art, identify potential funding partners, and leverage public/private partnerships to create more art in the City of Greer.

**Acquire Victor Mill and develop a plan for Victor Mill Park.**

This mill is a legacy for Greer and the current site detracts from the community. It offers a substantial opportunity to transition from an eyesore to a significant asset.
Path to Success

Ensuring success requires focus, leadership, and resources. These three traits benefit from deliberate structure. When considering how to take action, our community should consider the following:

**Identify a Champion:** Each action item will require a champion—someone who owns the responsibility for achieving the stated goal. These champions should be empowered with the ability to mobilize partners and align resources specific to the action’s needs. Greer should assign each action item in the strategy board with an appropriate champion.

**Measure Progress:** The best way to maintain momentum is to monitor progress on a regular basis. Regular status reports should identify completed task, ongoing work, and future programming as well as highlight where progress is being made and tasks that require more attention. The strategy board provides a tool to evaluate progress with annual reports to check progress on action items and consistency with the Greer Community Master Plan’s vision and goals.

**Embrace Accountability:** We should expect to hold each other accountable. The action plan will not be achieved overnight. Some tasks will come easy and will be achieved in short order. Other tasks will be a challenge, take more time, and require persistence and flexibility. Failure to achieve a certain task in the timeframe reflected should not be viewed as a failure but rather an acknowledgment that we need to reassess our focus, leadership, and resources.

Effective partnerships will ensure that our challenges become opportunities and our ongoing success becomes our legacy for the future of Greer.

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

Henry Ford