Framework Plans

Introduction
Transportation
Parks and Open Space
Arts and Culture
Introduction

Two primary elements define a community: its people and its places. These two elements are held together through a system of community features and local heritage. Left unchecked, these systems can become so specialized that they evolve beyond their initial purpose. For this reason, it is important for the community master plan to offer a framework for how these systems will interact and ensure they are positioned to meet the changing needs of the community.

The following chapter provides specific strategies for three of the most important community features:

- Transportation
- Parks and Open Space
- Arts and Culture

Combined, these strategies better position the city for imminent growth without compromising all that is uniquely Greer.
Transportation

Greer’s transportation system offers unparalleled access upstate. The community enjoys access to I-85, the South Carolina Inland Port, and Greenville-Spartanburg International Airport. Connections to these resources provide a strategic advantage to existing, and potential employers. Both the city and the larger region have benefited from Greer’s well-positioned transportation network. A new vision for transportation in Greer is taking shape. The community spoke in favor of a balanced transportation system that:

• Allows us to choose how we travel because our destinations are connected by a safe and efficient network of roads, sidewalks, and trails.
• Extends beyond our boundary with strategic links to a regional multimodal network.
• Moves people and goods without sacrificing the context of place.
• Can mature over time.

The Transportation Framework outlines a multimodal approach based on the preferred growth strategy with additional focus on Greer’s critical corridors. It is expressed through three main components:

Street Typology

The street typology simplifies the relationship between land use context and transportation by blending the preferred growth strategy and traditional functional classification.

Street Design Priority Matrix

This tool is an expression of the street typology. In effect, it provides direction to decision makers based on land use considerations and transportation needs.

Strategic Corridors

Like the land use focus areas, these corridors provide a higher level of detail to address multimodal needs and tie the transportation framework to the preferred growth strategy.

Transportation Framework

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.
In the past, streets have been classified by state and federal departments of transportation based on operational characteristics and design elements. The classifications naturally focused on moving vehicles. The result was a network of streets focused on capacity with little consideration of walking and bicycling.

The Greer Community Master Plan, in response to the community’s voice, seeks better balance between functional classification, land use context, and the competition among travel needs. This balance is expressed in a street typology that relates the destinations served by the road (the character expressed in the preferred growth strategy) to how people should travel on the roads (by bike, foot, or vehicle). This typology is translated into a matrix that prioritizes a variety of street design elements.

Federal Functional Classification

Functional classifications categorize roadways based on speeds, vehicular capacities, and relationships with adjacent existing and future land utilizations. Federal funding programs use roadway functional classification to help determine eligibility. While useful at the regional scale, this classification lacks local detail and does not consider context.

The balance between functional classification, land use context, and the competition among travel needs is expressed in a Street Typology that relates the destinations served by the road to how people should travel on it.
Greer’s Street Typology is tailored to the community with a single goal in mind: offer consistency to how we—through community initiative and regional partnership—can plan, design, and construct multimodal streets that respond to context—

The building blocks of the preferred growth strategy is a set of community types that represent the different land use types and development patterns existing in or envisioned for Greer. The 10 community types have been consolidated into four categories of street types: Mixed-Use, Commercial, Residential, and Industrial.

To determine the street type, planners and officials should determine the adjacent land use based on the consolidated community type categories. Is it mixed-use, commercial, residential, or industrial? Then, they should reference the federal functional classification. Once the street type is determined, they should reference the Street Design Priority Matrix.
The Street Design Priority Matrix establishes the priorities for tradeoffs we often debate when dealing with limited right-of-way. Once the street type is determined based on the land use context and street classification, the matrix reveals priorities (high, medium, and low) for a variety of design characteristics. The matrix organizes these characteristics by street realm (Travelway, Pedestrian Zone, and Other).

“If we can develop and design streets so that they are wonderful, fulfilling places to be, community-building places, attractive public places for all people of cities and neighborhoods, then we will have successfully designed about one-third of the city directly and will have had an impact on the rest.”

-Allan Jacobs
Since 2000, the Greer area has added 22,000 people with another 22,000 likely to locate to the area by 2030. Answers to questions like “Where should this new growth occur?” and “What kinds of development is best for Greer?” were contemplated in the creation of the Greer Community Master Plan. Once answered and expressed through the preferred growth strategy, the focus shifted to ensuring the community continues to prosper without losing what makes Greer unique. The impact of future growth will touch services and geographies throughout the area. However, the community’s most vulnerable asset very well may be its major transportation corridors. In the future, these streets will serve as the backdrop for strategies associated with transportation, housing, and economic development. A set of corridor profiles were designed to provide greater detail for the city’s critical assets.

Our ability to inject choice in transportation—by building complete streets and finding context-sensitive solutions through development and redevelopment—is critical to our community’s health and economic vitality. It requires improving our city’s road network, integrating with regional transportation options, enhancing walking and bicycle trails, and positioning ourselves to be “transit ready”. The strategic corridors that follow respond to the unique street typology that links land use context with transportation decision-making. A profile is offered for each corridor to show existing conditions, land use characteristics, and design priorities. Connections along the corridors are emphasized and a typical street design is offered. The intent is to provide additional detail and demonstrate how these strategies can be applied more broadly throughout the planning area.

Strategic Corridors

- South Buncombe Road
- SC 101 (North)
- SC 101 (South)
- SC 14 (North)
- SC 14 (South)
- Wade Hampton (West)
- Wade Hampton (Central)
- Wade Hampton (East)
Wade Hampton (West)

**Length**
3.2 Miles

**Traffic Volumes**
26,000 Vehicles Per Day

**Functional Class**
Principal Arterial

**Crash Summary (Entire Corridor)**
- Total Crashes: 472
- Injury: 128
- Property Damage Only: 91
- Fatalities: 8
- Most Predominant: Rear End

**Priorities**
1. Safety
2. Congestion
3. Walk

**Street Typology**
1. Commercial
2. Mixed-use

**Development Status**
- Developed: 49%
- Underdeveloped: 28%
- Undeveloped: 23%

**Current Plan**
- Traditional Neighborhood: 91%
- Suburban Living: 8%
- Neighborhood Center: 1%

**Preferred Growth Strategy**
- Employment Center: 37%
- Neighborhood Center: 29%
- Traditional Neighborhood: 25%
Wade Hampton (Central)

Length
2.0 Miles

Traffic Volumes
28,200 Vehicles Per Day

Functional Class
Principal Arterial

Crash Summary (Entire Corridor)
- Total Crashes: 472
- Injury: 128
- Property Damage Only: 91
- Fatalities: 8
- Most Predominant: Rear End

Priorities
1. Safety
2. Appearance
3. Bike

Street Typology
1. Mixed-use
2. Commercial

Development Status
- Developed: 59%
- Underdeveloped: 21%
- Undeveloped: 20%

Current Plan
- Traditional Neighborhood: 96%
- Neighborhood Center: 3%
- Suburban Center: 2%

Preferred Growth Strategy
- Traditional Neighborhood: 65%
- Employment Center: 27%
- Neighborhood Center: 8%
Wade Hampton (East)

Length
2.8 Miles

Traffic Volumes
23,800 Vehicles Per Day

Functional Class
Collector

Priorities
1. Appearance
2. Safety
3. Transit

Street Typology
1. Commercial
2. Mixed-use
3. Residential

Development Status
- Developed: 44%
- Underdeveloped: 32%
- Undeveloped: 24%

Current Plan
- Traditional Neighborhood: 98%
- Neighborhood Center: 2%

Preferred Growth Strategy
- Employment Center: 41%
- Suburban Center: 16%
- Traditional Neighborhood: 22%

Crash Summary (Entire Corridor)
- Total Crashes: 472
- Injury: 128
- Property Damage Only: 91
- Fatalities: 8
- Most Predominant: Rear End

Potential Gateway Enhancements
Potential Connectivity Points
Potential Intersection Improvements
Potential Trail Connections
South Buncombe Road

Length
2.3 Miles

Traffic Volumes
21,300 Vehicles Per Day

Functional Class
Collector

Crash Summary
Total Crashes 124
Injury 31
Property Damage Only 91
Fatalities 2
Most Predominant Angle

Priorities
1. Safety
2. Transit
3. Congestion

Street Typology
1. Mixed-use
2. Commercial

Development Status
Developed 47%
Underdeveloped 11%
Undeveloped 42%

Current Plan
Suburban Center 51%
Traditional Neighborhood 21%
Employment Center 15%

Preferred Growth Strategy
Traditional Neighborhood 38%
Neighborhood Center 37%
Employment Center 25%
SC 101 (North)

Length
4.9 Miles

Traffic Volumes
8,100 Vehicles Per Day

Functional Class
Collector

Priorities
1. Safety
2. Congestion
3. Appearance

Street Typology
1. Residential
2. Mixed-use
3. Commercial

Development Status
- Developed: 31%
- Underdeveloped: 38%
- Undeveloped: 31%

Current Plan
- Suburban Living: 55%
- Suburban Center: 32%
- Traditional Neighborhood: 8%

Preferred Growth Strategy
- Neighborhood Center: 43%
- Traditional Neighborhood: 24%
- Waterfront Living: 19%

Crash Summary
- Total Crashes: 186
- Injury: 36
- Property Damage Only: 150
- Fatalities: 2
- Most Predominant: Rear End

Potential Gateway Enhancements
Potential Connectivity Points
Potential Intersection Improvements
Potential Trail Connections
SC 14 (North)

Length
3.4 Miles

Traffic Volumes
13,300 Vehicles Per Day

Functional Class
Minor Arterial
Principal Arterial

Development Status
- Developed: 59%
- Underdeveloped: 20%
- Undeveloped: 21%

Current Plan
- Suburban Living: 44%
- Traditional Neighborhood: 18%
- Suburban Center: 17%

Preferred Growth Strategy
- Suburban Center: 46%
- Traditional Neighborhood: 28%
- Neighborhood Center: 24%

Crash Summary
- Total Crashes: 103
- Injury: 26
- Property Damage Only: 74
- Fatalities: 3

Street Typology
1. Residential
2. Mixed-use

Priorities
1. Safety
2. Congestion
3. Bike

Potential Gateway Enhancements
Potential Connectivity Points
Potential Intersection Improvements
Potential Trail Connections
SC 101 (South)

Length
3.2 Miles

Functional Class
Minor Arterial

Traffic Volumes
19,300 Vehicles Per Day

Priorities
1. Safety
2. Appearance
3. Congestion

Crash Summary
- Total Crashes: 110
- Injury: 26
- Property Damage Only: 83
- Fatalities: 1

Street Typology
1. Residential
2. Commercial

Development Status
- Developed: 25%
- Underdeveloped: 34%
- Undeveloped: 41%

Current Plan
- Traditional Neighborhood: 44%
- Regional Center: 28%
- Suburban Living: 16%

Preferred Growth Strategy
- Suburban Living: 61%
- Regional Center: 28%
- Neighborhood Center: 8%
CHAPTER 4 - Framework Plans

SC 14 (South)

Length
4.8 Miles

Traffic Volumes
25,400 Vehicles Per Day

Functional Class
Principal Arterial

Crash Summary
Total Crashes 193
Injury 54
Property Damage Only 139
Fatalities 0
Most Predominant Rear End

Priorities
1. Appearance
2. Transit
3. Safety

Street Typology
1. Commercial
2. Mixed-use
3. Residential

Development Status
Developed 70%
Underdeveloped 7%
Undeveloped 23%

Current Plan
Neighborhood Center 46%
Suburban Living 23%
Suburban Center 11%

Preferred Growth Strategy
Employment Center 25%
Neighborhood Center 24%
Suburban Living 21%

Potential Connectivity Points
Potential Intersection Improvements
Potential Trail Connections
Completed in 2008, Greer City Park offers diverse recreational opportunities within steps of downtown. It also is the flagship facility for the city’s system of parks and open space. The 2009 City of Greer Parks and Recreation Strategic/Master Plan outlines facilities, programs, and strategies that build on the legacy of the current system. In doing so, that plan acknowledges what the Greer Community Master Plan reinforces—our community’s parks and open spaces are an inherent part of our identity and an asset to be leveraged.

The Parks and Open Space Framework focuses on the need to preserve and enhance parks and open spaces of all sizes and functions. The character types—the building blocks of the preferred growth strategy—are embedded with parks of all scales. Therefore, the critical need is to identify the streets and greenways that connect the community with existing and future parks.

“City Park is a great addition to Greer. Not only does it provide a space for outdoor community events, but also a place to walk during lunch or bring the kids after school. The park is not only beautiful but also safe. Parks like Greer City Park help make Greer a place I would like to live.”

- Online Comment
Greer Community Master Plan

1. Victor Heights Community Park
2. Wards Creek Community Park
3. Greentown Park
4. B.P. Edwards Park
5. Greer City Park
6. Greer Municipal Complex Event Center
7. Horace McKowan Jr. Center
8. Greer City Gym and Ballfield
9. Veterans Park
10. Steven’s Field
11. Country Club Road Park/Sports Complex
12. Tryon Park Recreation/Tennis Academy
13. Needmore Recreation Center and Park
14. Greer City Stadium
15. Springwood Community Park
16. Turner Park
17. Century Park
18. Suber Road Soccer Complex
19. Davenport Ballfield
Parks and Open Space Framework

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 envisions 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 business
- Give people a reason to stay
- Allow parks, open space, and trails to become the connective fabric between important places

Quality of Life

The Council recognizes that an enhanced quality of life is essential to attract visitors and residents to the city. To that end the Council supports programs, services and activities that enhance recreation facilities and amenities and provide the community with a sense of place that defines Greer as a great place to live, work and play.

Strategic Initiative, 2013 Greer Strategic Plan
Arts and Culture

The framework is expressed through three main components:

- **Opportunities for Facilities**
- **Opportunities for Programs**
- **Creation of a Public Art Commission**

The town of Greer was chartered in 1876, only three years after the railroad gave rise to a speculative development in eastern Greenville County. The community’s rich heritage grew from there, giving rise to a historic downtown and collection of former mill villages. Today, arts and culture contribute to the community’s quality of life and help define what it means to be uniquely Greer. The community boasts a host of facilities, programs, performances, exhibits, and events that bring the community together and contribute to the local economy.

The Arts and Culture Framework builds on the goals of the city’s 2010 Comprehensive Plan by:

- Promoting the historical aspects of the Greer Community
- Promoting festivals and events downtown and through land use, design, and transportation strategies making those events more attractive and viable
- Supporting the mission of the Greer Heritage Museum
- Promoting historic preservation

**Existing Facilities**
- Cannon Centre
- Wall Gallery at Greer City Hall
- Greer City Hall Event Space
- Greer Heritage Museum
- Greer City Park and Amphitheater
- J. Harley Bonds Center
- Downtown Festivals and Concerts

**Opportunities for Facilities**

- Cannon Centre
- Wall Gallery at Greer City Hall
- Greer City Hall Event Space
- Greer Heritage Museum
- Greer City Park and Amphitheater
- J. Harley Bonds Center
- Downtown Festivals and Concerts

**Opportunities for Programs**

- Greer Children’s Theatre at Cannon Centre and J. Harley Bonds Centre (4 plays per year)
- Wall Gallery at Greer City Hall (3 shows per year, rotating exhibits)
- Foothills Philharmonic at Cannon Centre and J. Harley Bonds Centre (6 times per year)
- Tunes in the Park at Greer City Park
- Art, Dance, Drama Classes at Cannon Centre and Tryon Street Recreation Building
- Summer Arts Camp and Performances at Cannon Centre and Tryon Street Recreation Building
- Story Teller Series at Cannon Centre
- International Festival at Greer City Park
- Arts Programs (e.g. Dance Workshops, Comedy Nights, and Music Events) at Cannon Centre
- Dr. MLK Jr. Day of Celebration at Greer City Hall

**Existings Programs**

- **Existing Facilities**
- **Opportunities for Facilities**
- **Opportunities for Programs**
- **Creation of a Public Art Commission**
Arts and Culture Framework

Highlighting what we are and what we value is part of what makes our community different. These distinctions contribute to our community’s character. They offer a quality environment for our residents and an experience that we are proud to share with visitors and those who will choose to invest in Greer. Promoting our arts and our culture plays a role in defining our community character. 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
Opportunities

Opportunities for Facilities
- Performing Arts Facility
- Theater with Fly Stage and Orchestra Pit
- Symphonies, Choruses, Dance and Performances
- Art Gallery
- Arts District
- Re-purpose industrial/warehouse buildings along railroad tracks from Main Street to Poinsett Street
- Farmers Market
- Additional Parking for Greer Station
- Public Art along Pedestrian Pathways

Opportunities for Programs
- Establish a Public Art Commission
- Expand Location and Venues to Various Locations within the City
- Expand Hours for Greer Heritage Museum and Scheduled Programs for Community Groups
- Develop a Sculpture Garden
- Interactive Arts Playground
- Temporary Interactive Public Art

Public Art Commission

A legacy of the Greer Community Master Plan should be the creation of a Public Art Commission. This group of five artists, designers, and enthusiasts should form a voice for the Arts in Greer.

Responsibilities
- Develop a Public Art Master Plan (identify a theme, specific locations for art, and educational programs)
- Create and maintain an artist’s registry
- Identify funding (e.g. percent of Sunday alcohol sales, new development costs, etc.)
- Develop annual budget (track new projects and annual maintenance)
- Create mechanism for leveraging public funds with private investments for public art program
- Inventory existing public art
- Create website/app to enhance community knowledge of and access to public art
- Develop art selection criteria
- Confirm City of Greer is legal ownership of all public art; purchase and maintain adequate insurance for each piece of art

Initial Steps
- Determine member selection criteria and procedures
- Establish by-laws (define officers and responsibilities, city liaison, meeting procedures, voting, rules of order, etc.)