

## Chapter 5 Land Use

Many people think of Land Use as the most important element of a comprehensive plan. The Future Land Use Map is usually the component of a comprehensive plan that is most extensively discussed and most often referenced when planning decisions are being made.

Land use is different from zoning. Zoning defines the uses that are allowed on a given parcel of land. A land use map defines the actual use of the land. Often, property that is zoned for commercial use remains in residential use. Property zoned for multifamily residential use may be developed with single-family dwellings.

Similarly, when a Future Land Use Map is adopted, properties identified for a different future land use may not immediately be rezoned. Rezoning typically will not occur until a property owner chooses to develop or redevelop the land.

### **Updated Future Land Use Map**

The updated Future Land Use Map (Map 5-1) below reflects issues identified by staff during the update, public comments, and suggestions from the Planning Commission. Relatively few changes have been made to the 2009 map, and include the following:

Two additional Neighborhood Centers have been identified, one on West Butler Road at Fowler Circle, and one on SC 14 at Bethel Road. Both markets have good potential for additional neighborhood-serving retail.

Medium density residential infill areas identified in the 2009 plan -- along Miller Road north of Hamby Road, and at the Tanner Road/Bethel Road intersection -- have been expanded slightly, reflecting strong market conditions and limited availability of good sites for development.

### **Definitions of Future Land Use**

Future Land Use categories used on the map are defined below.

Employment Center areas have previously been described as primarily as Service/Industry in the 1999 Future Land Use Map (FLUM). Examples include the industrial corridor between SC 417 and US 276, and the area north of Murray Drive along the east side of North Main Street (US 276). Brookfield Office Park is another area identified as an Employment Center use. These areas are the principal locations of current and potential employment in the area.

Non-Residential Mixed Use is a transitional area between Employment Centers or Commercial areas and residential areas. Examples are the Brookwood Church planned development along I-385 and the Merovan Center on Woodruff Road. These areas should consist of low-intensity commercial and office uses, small inventory and distribution functions, and may include a limited retail and restaurant component. Institutional uses such as churches and private recreational uses (tennis clubs, fitness centers) are also appropriate.

Commercial areas consist of big-box retail stores, restaurants, and shopping centers.

Mixed Use areas are planned communities, designed to include a substantial residential component within easy walking distance of retail, restaurant, office, and entertainment. Examples are the East Butler Road area north of Mauldin High School, where apartments, townhouses and condominiums are built directly behind small shopping centers, restaurants, and offices. Centerpointe Business Park at I-385 and Bridges Road, and the large pasture across Butler Road from Mauldin High School are other Mixed Use areas.

Residential Multifamily uses include apartment buildings, condominiums, and duplexes. These uses should have good access to major roads, and good access to parks and open space. The most significant area identified in the new FLUM is along West Butler Road, where several apartment complexes currently exist.

Residential Medium Density is a new classification, intended to identify areas appropriate for small lot single family houses, patio homes, and townhouses. Examples of current neighborhoods that fit category are Bridges Crossing and Coopers Lake on Holland Road. These areas should have good access to collector roads, and also should have good access to schools, convenience shopping, and community facilities. Senior citizens, single parents, and persons with disabilities are likely to prefer the housing types in these areas for lower costs and lower maintenance.

Residential Low Density consists of single family homes, typically on lots of ¼ acre or larger. Non-residential uses in these areas should be very limited, but will include churches, small professional offices, child care centers, and personal services such as hair salons.

City Center is a new land use classification for Mauldin, and defines the commercial area around Butler Road and Main Street. Retail stores, restaurants, hotels, business services (banks, print shops, etc.) and offices should be the predominant use in this area. Multi-level buildings should be encouraged as the area redevelops. Existing and future traffic problems should be addressed through improved local street connectivity, illustrated conceptually in the FLUM, and through extension of Murray Drive to provide an alternate route for short-distance and local traffic. A key component of the City Center concept is development of a traditional pedestrian-oriented “main street” between US 276 and Murray Drive, connecting Owens Lane, Jenkins Street, and Alexander Drive. A design overlay district will be considered for this area to ensure new development is well-designed and is built with high-quality materials. Building setback requirements and parking requirements may be reduced to encourage a more urban form of development.

### Centers

Four types of centers are identified, but only two types of centers are located within the Mauldin Planning Area. Super-regional centers are the largest commercial areas in the Upstate; Shops at Greenridge is immediately north of the Mauldin Planning Area. Regional Centers include large retailers, multiple restaurants, and multiple small retailers and offices – the Sam’s/Walmart complex on Woodruff Road is a Regional Center. The portion of West

Butler Road that is included in the City Center area would be at the smaller end of the the Regional Center scale.

Community Centers typically are located at the intersection of an arterial road and a collector road, and consist of a grocery store, a few professional offices (dentist, accountant, doctor, etc.), other small retail shops, and personal services such as hair salons. Restaurants are desirable without drive through windows. A convenience store may be acceptable with not more than two fuel pumps. Total non-residential space should be limited to 60,000 to 80,000 square feet. The intersection of Holland Road and Bridges Road is an example of a Community Center that fits well with adjacent residential areas. The grocery store at that location is approximately 40,000 square feet. Community Centers also would be appropriate at Ashmore Bridge Road and Fowler Circle, and in the Conestee community, to provide convenience shopping for adjacent neighborhoods and to reduce the need for residents to travel to West Butler Road for routine shopping.

Neighborhood Centers typically are located at the intersection of two collector streets. Office and light commercial uses should be limited to 20,000 square feet. A small restaurant, a coffee shop, a convenience store without gasoline sales, a bookstore, a bakery, and professional offices would be examples of appropriate uses in a neighborhood center.

### Corridors

Three types of corridors are identified. The corridor concept recognizes that arterial roads already have developed as strip commercial areas, or are likely to develop in a strip commercial pattern.

Regional Corridors are appropriate for the most intense commercial uses, including “big-box” retail drive-through restaurants, large shopping centers, and automotive service centers. Driveway access should be managed as effectively as possible, with interconnections among adjacent properties, and shared driveways, local street network development, and other effective traffic circulation improvements encouraged to reduce short-distance local traffic of the arterial roads.

Community Corridors are appropriate for less intense commercial uses, such as professional offices, office parks, mixed-use developments, restaurants, and small retail centers. “Big box” retail centers are inappropriate in these corridors. Schools, churches and residential areas will fit well in these areas. Good interconnections among properties should be pursued as well, to create a local circulation network and reduce local traffic use of the arterial streets. The northeastern portions of East Butler Road (north of Mauldin High School) are classified as a community corridor.

Neighborhood Corridors should have very limited non-residential uses. Small offices and low-intensity retail may be scattered within these corridors. Churches, schools, and day care centers are appropriate uses. East Butler Road between Bethel Road and Bridges Road is an example, where single family homes front on the arterial street. Zoning decisions in these corridors should give priority to maintaining the viability of adjacent residential property.

## Progress on Land Use Goals and Objectives

### **Goal 1: Encourage development patterns that reduce the need for short-distance automobile trips**

*Objective 1.1:* Encourage mixed-use development that provide for neighborhood-scale commercial uses and public schools within walking distance of new residences

#### Implementation Strategies:

- a. Develop a Neighborhood Commercial zoning classification or overlay district that encourages appropriately-scaled neighborhood commercial uses, such as small restaurants, coffee shops, retail shops and professional offices in pedestrian-accessible locations – *no progress to date.*
- b. Work with Greenville County School District to promote smaller, neighborhood-scale schools – *established good relationship with Office of Planning and Demographics at GCSD.*
- c. Collaborate with Greenville County Planning Department to evaluate and, if appropriate, implement form-based development codes. – *efforts continuing but no substantive achievements*

*Objective 1.2:* Encourage development of a pedestrian-oriented City Center/Central Business District area around City Hall and the Cultural Center that will help establish and define a positive image for “downtown” Mauldin

#### Implementation Strategies:

- a. Adopt a zoning overlay district that encourages mixed-use retail, office and residential development in a more traditional “downtown” form in the under-developed corridor north of City Hall to Miller Road – *Downtown Master Plan completed but no overlay district developed yet.*
- b. Adopt plans for a connected local urban street network to create the framework necessary for traditional urban village style development in the City Center area, and require implementation in new development and redevelopment projects – *plan developed, and first phase of new urban street network connectivity is on the list of projects to be built with sales tax funds if a referendum on a sales tax for roads is passed in the November 2014 election.*
- c. Seek funding for infrastructure improvements to support a strong, vibrant, walkable City Center – *grant funds have been applied for unsuccessfully; the county sales tax would provide substantial funding for this effort if passed.*

**Goal 2: Ensure an adequate supply of non-residential land uses within the City limits to support future economic development**

*Objective 2.1:* Encourage redevelopment of the Main Street (US 276) corridor in a more urban, pedestrian-friendly pattern with a mix of retail, hospitality, service, and office uses.

Implementation Strategies:

- a. Encourage rezoning to Central Retail District or apply a form-based code overlay district to parcels in the City Center area – *overlay district to be developed; CRD zoning classification provides some incentives.*
- b. Streamline development review for projects in the City Center area that are consistent with the City’s development goals – *no area specific changes have been made, but many improvements to permitting and reviews have been implemented.*
- c. Collaborate with land owners and developers to provide necessary public infrastructure improvements in City Center – *efforts are on-going, no substantive progress to date.*

*Objective 2.2:* Protect and pursue opportunities for clean industrial development adjacent to railroads and freeways in or near Mauldin, through coordination with utility providers, land owners, and cooperation with Greenville Area Development Corporation.

Implementation Strategies:

- a. Identify one or more sites to pursue Certified Industrial Park designation from SC Department of Commerce. *Industrial Site Certification completed on 35 acre parcel at 1400 Old Stage Road.*
- b. Work with ReWa to identify strategies for providing industrial capacity sewer service along I-185 southwest of Mauldin -- *Staff participated in ReWa planning activities but no substantial progress has been made on this strategy.*

### Goal 3: Minimize land use conflicts

*Objective 3.1:* Require natural or man-made buffers between industrial or commercial developments and adjacent residential, office, and hospitality uses.

#### Implementation Strategies

- a. Amend land development regulations to provide clearly defined standards for buffers between different uses -- *Underway*

*Objective 3.2:* Encourage “transitional” uses such as office or small-scale retail uses around industrial areas and large-scale commercial development.

#### Implementation Strategy

- a. Identify transitional use areas in the Future Land Use map. – *completed to a limited extent*

*Objective 3.3:* Coordinate land use plans with Greenville County Planning Department and adjacent municipalities to avoid incompatibilities between plans.

#### Implementation Strategy

- a. Continue to meet with Greenville County Planning Department, other municipal planners, utility providers, and Greenville County School District to coordinate implementation of new Comprehensive Plans. *A coordination plan was adopted in 2011 with Greenville County.*

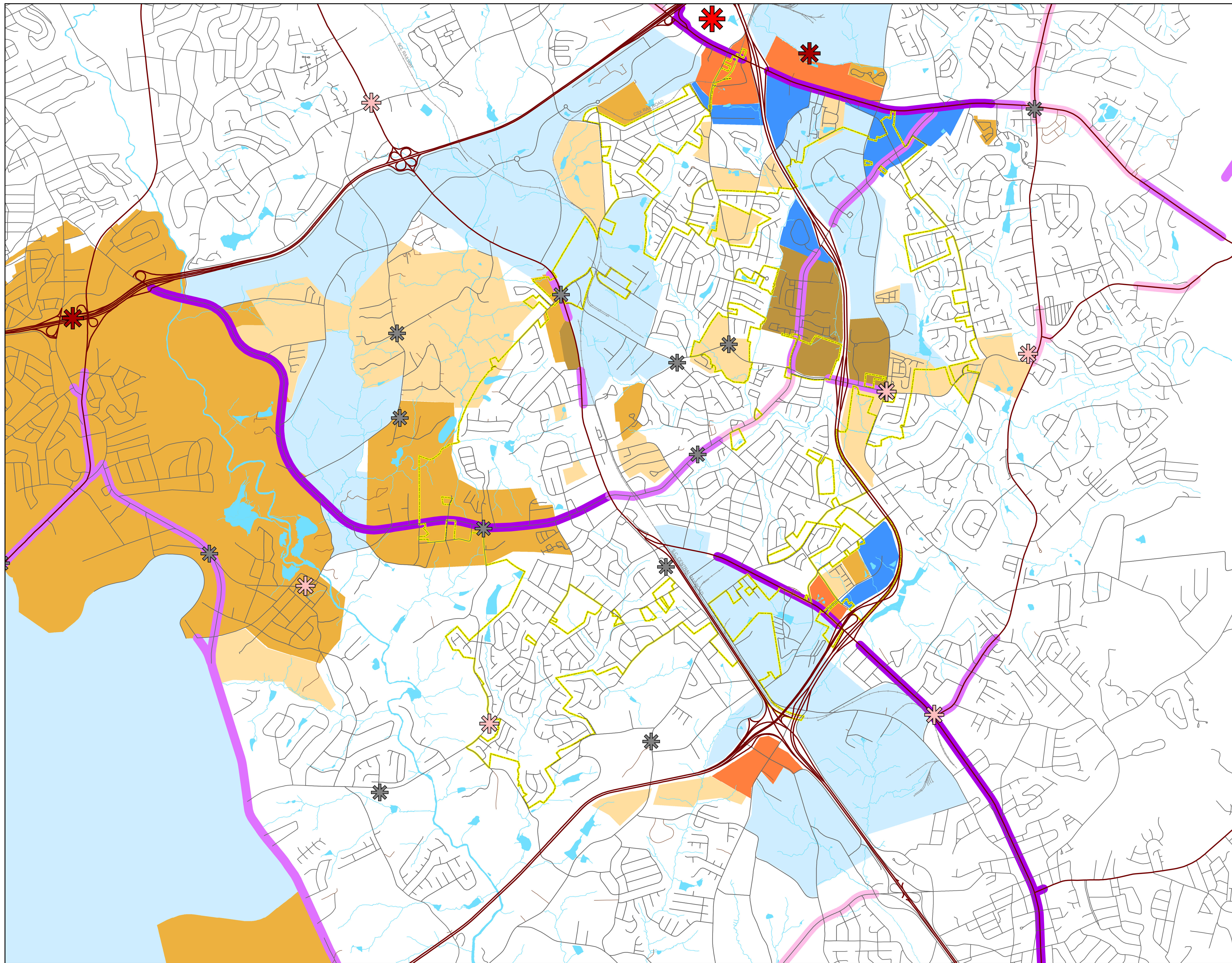
**Goal 4: Promote well-planned, orderly growth.**











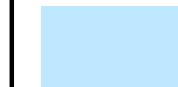






*Objective 4.1:* Incorporate the Comprehensive Plan into all decisions related to land use, development, and public investment.

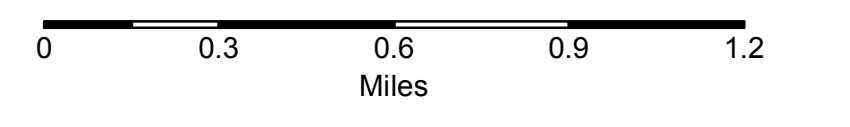
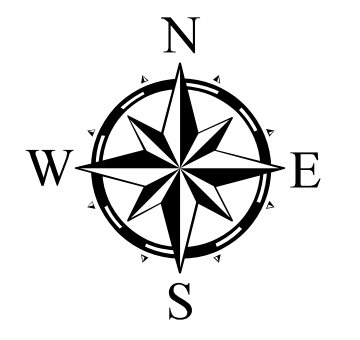
Implementation Strategies:

- a. Ensure that the Planning Commission, City Council, and Board of Zoning Appeals consults and considers the Comprehensive Plan when considering proposed development, zoning changes, and infrastructure projects. *This is done routinely.*
  - b. Revise and update the Comprehensive Plan as needed to address changing conditions and to ensure the continued relevance of the plan. *Underway*
- a. Revise and update the city's development ordinances to achieve the goals of the Comprehensive Plan, manage growth effectively, and promote high-quality economic development. – *This is an ongoing process, with several major revisions to sign ordinance and landscaping ordinance completed or nearly completed.*

# Map 5-1 Future Land Use



-  Mauldin City Limits
-  Super-Regional Center
-  Regional Center
-  Community Center
-  Neighborhood Center
-  Regional Corridor
-  Community Corridor
-  Neighborhood Corridor
-  Waterbodies and Wetlands
-  Streams
- Future Land Use**
-  Employment Center
-  Non Residential Mixed Use
-  Commercial
-  Mixed Use
-  Residential Multifamily
-  Residential Medium Density
-  Residential Low Density



Data Source(s): Greenville County SC GIS

THIS COPYRIGHTED DOCUMENT IS AN INSTRUMENT OF SERVICE AND SHALL NOT BE REPRODUCED, ALTERED, OR REUSED IN PART OR IN WHOLE WITHOUT WRITTEN PERMISSION FROM THE CITY OF MAULDIN. ALL RIGHTS RESERVED.