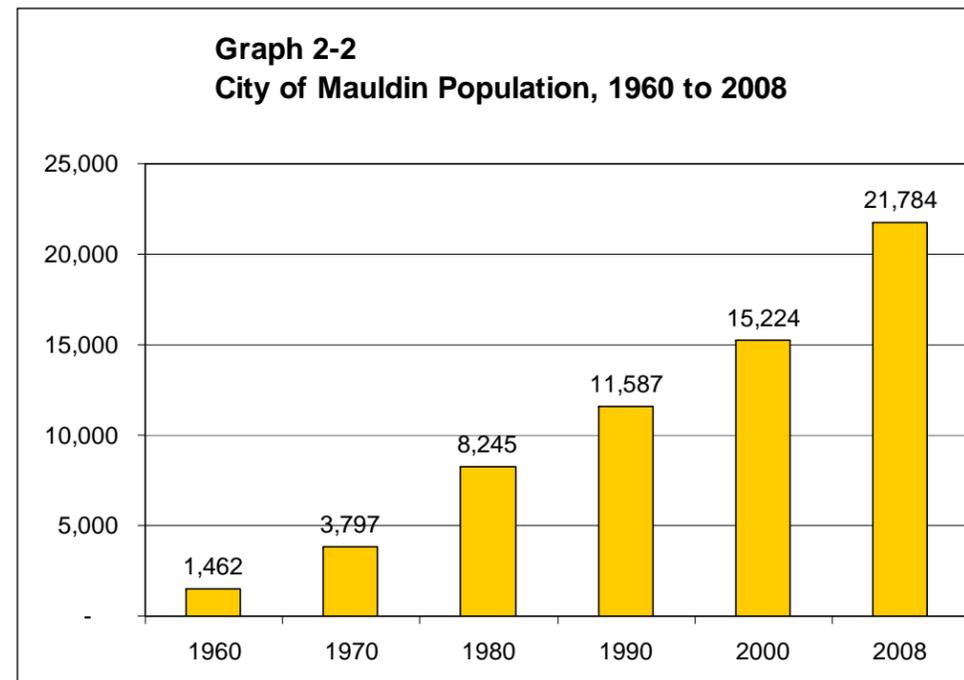
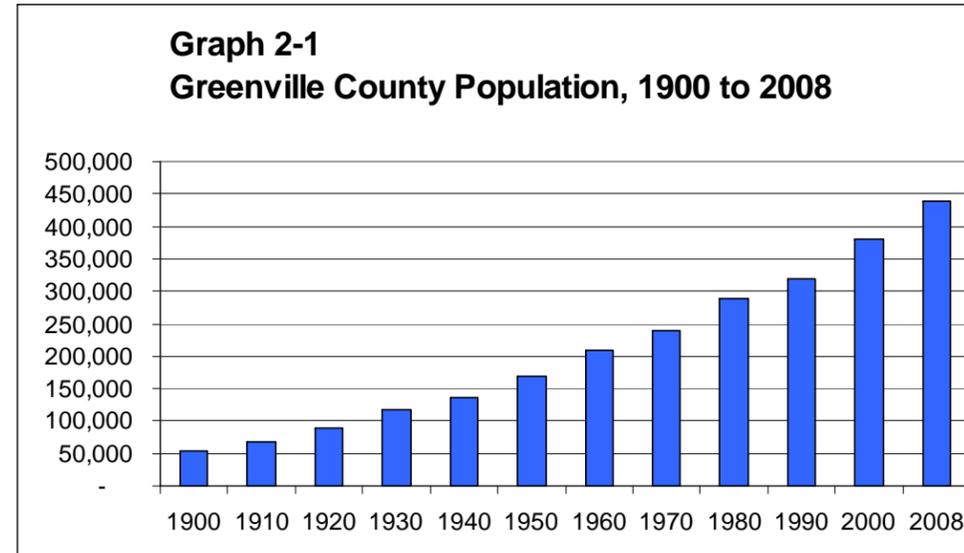


Greenville County has experienced over 100 years of sustained, steady population growth, as illustrated in Graph 2-1 at right. In the early 20th century, population growth was fueled by the relocation of the textile industry from New England to the South. Greenville touted itself as “The Textile Capital of the World,” and enjoyed a booming textile economy for over 60 years. Cotton for the textile mills was grown in rural areas surrounding the City of Greenville, including the farms in and around Mauldin.

In 1900, Mauldin was a rural crossroads, with a small passenger and freight depot on the Charleston and Western Carolina Railroad (C&WC), a cotton gin, and a few general stores along the road from Greenville to Laurens. Farms in and around Mauldin grew cotton as a cash crop to supply the mills in Greenville, Conestee and elsewhere.

The Great Depression decimated the rural economy across the South, and Mauldin barely survived those economic hard times. The town saw virtually no growth until after World War II, when the growth of Donaldson Air Force Base began to breathe life into Mauldin once again.

Water lines from Greenville Water System brought suburban growth to Mauldin in the 1950s in the form of new subdivisions and shopping centers, and the City of Mauldin has remained among South Carolina’s fastest growing cities ever since.



Active neighborhoods and community events are a key reason for Mauldin’s population growth.



Chapter 2: Population

Existing Conditions

Population estimates in 2008 place Mauldin as the 18th largest city in South Carolina, approaching 22,000 people (see Graph 2-2). Mauldin is the 8th fastest growing city in the state in this decade, with a 39 percent increase in population from 2000 to 2008. Among the fastest growing cities in South Carolina from 2000 to 2008, only Summerville is larger than Mauldin (see Table 2-1).

Mauldin's population growth has come from new development within the city boundaries as well as from annexation of adjacent areas. The City's annexation policy calls for continued expansion of the city limits.



Mauldin's population growth makes headlines

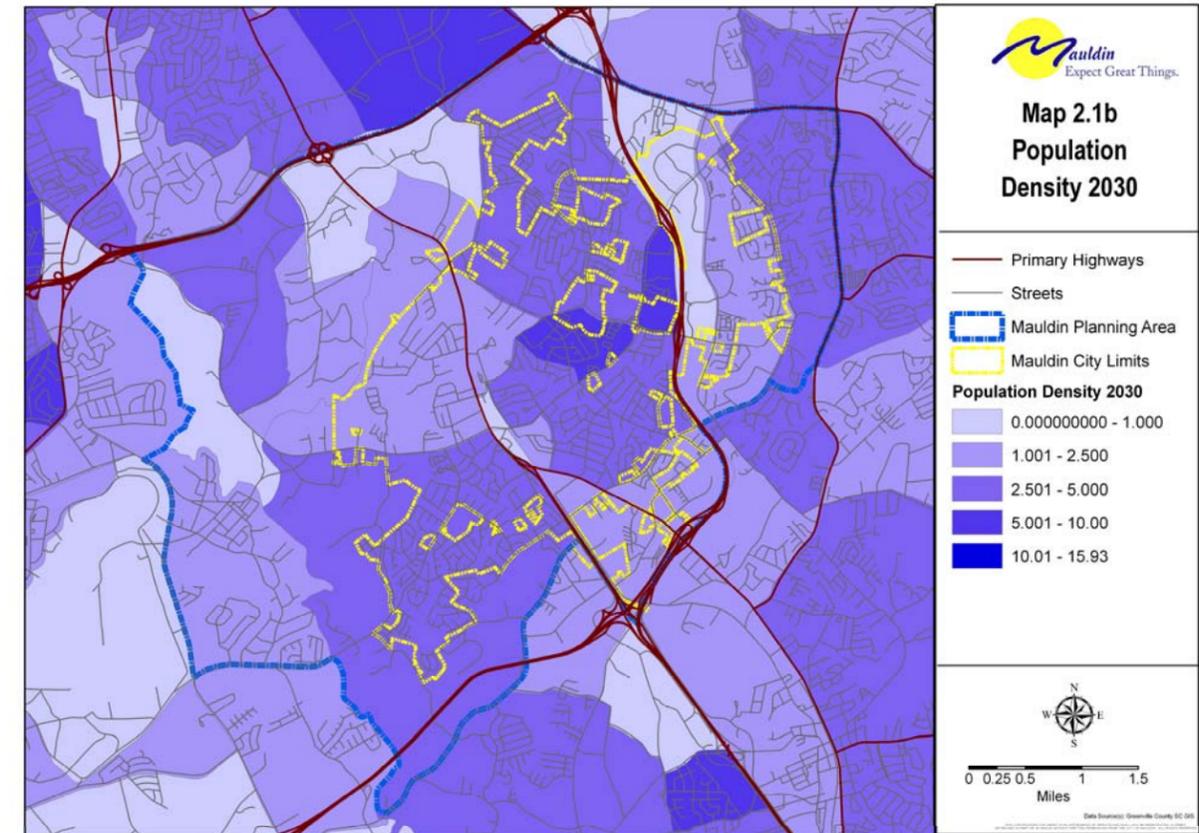
Table 2-1
Population Trends for the 25 Largest SC Cities, 2000 to 2008

City	July 1, 2008	July 1, 2007	July 1, 2000	Change 2000 to 2008	Percent Change 2000 to 2008
Summerville town	45,193	43,839	28,948	16,455	56.8%
Lexington town	15,901	15,070	10,647	5,385	50.6%
North Myrtle Beach city	15,816	15,444	11,352	4,606	40.6%
Mauldin city	21,784	20,228	15,658	6,269	40.0%
Greer city	24,557	23,352	17,741	6,961	39.2%
Mount Pleasant town	65,472	64,710	48,900	17,374	35.5%
Rock Hill city	67,339	64,842	50,685	17,290	34.1%
Myrtle Beach city	30,596	29,886	23,820	7,075	29.7%
Conway city	15,894	15,022	12,722	3,220	25.3%
Hanahan city	16,065	15,575	12,946	3,127	24.2%
Goose Creek city	37,900	36,455	31,005	7,032	22.7%
North Augusta city	20,712	20,265	17,786	2,954	16.6%
Simpsonville city	17,144	16,740	14,765	2,423	16.4%
North Charleston city	94,407	91,322	81,400	12,972	15.9%
Charleston city	111,978	110,538	97,794	14,507	14.8%
Aiken city	29,434	29,215	26,114	3,362	12.9%
Easley city	20,325	20,018	18,100	2,296	12.7%
Columbia city	127,029	125,213	119,697	7,423	6.2%
Greenville city	59,988	58,915	56,804	3,291	5.8%
Anderson city	27,027	26,725	26,003	1,046	4.0%
Florence city	31,570	31,506	30,930	588	1.9%
Greenwood city	22,533	22,446	22,371	123	0.5%
Hilton Head Island town	33,913	33,890	33,971	66	0.2%
Spartanburg city	39,584	38,820	39,809	-295	-0.7%
Sumter city	38,625	38,835	40,722	-2,155	-5.3%

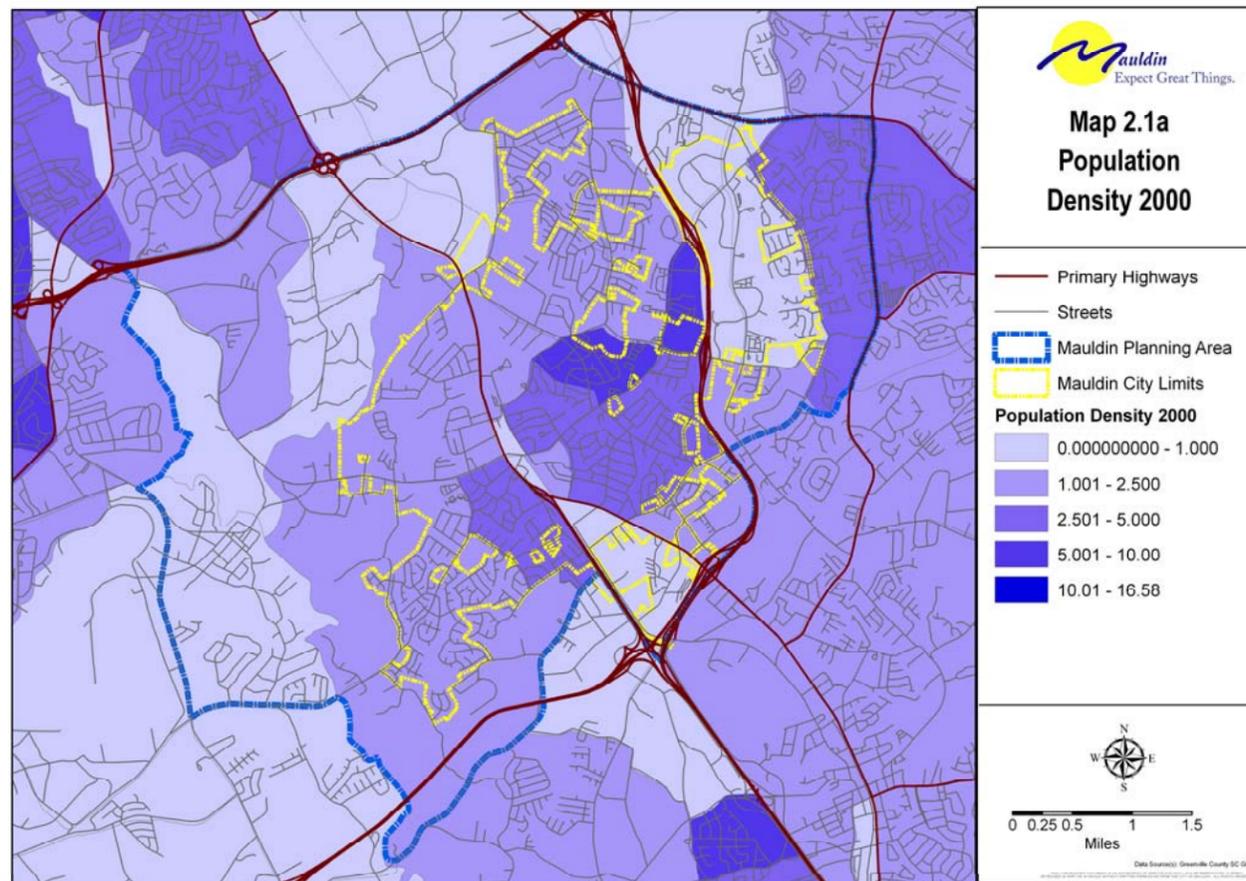
Source: Population Division, U.S. Census Bureau

Maps 2-1a and 2-1b illustrate the population density in and around Mauldin in 2000, and the forecast population density in 2030. In 2000, overall population density was quite low, with most of the area developed at less than one average household (2.5 persons) per acre. The SC 14 corridor and the East Butler Road corridor have the highest population density in the Mauldin Planning Area.

By 2030, higher population density is forecast in the Ashmore Bridge Road area, and generally surrounding the CU-ICAR campus. Much of this population growth is already in place or in the pipeline as approved development.



New apartments and townhouses along East Butler Road have contributed to Mauldin's rapid population growth.





Chapter 2: Population

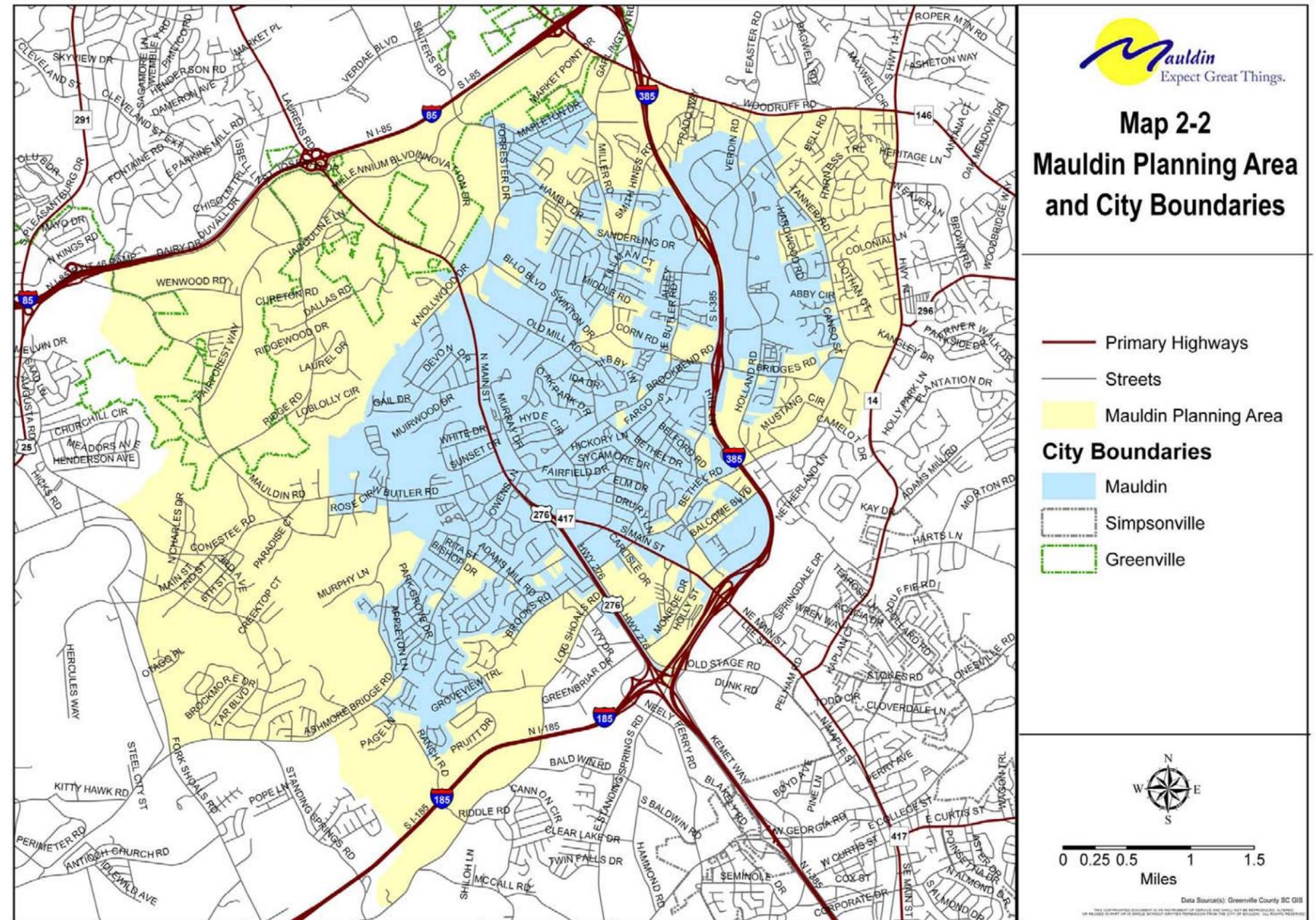
Future Population

Long-range population forecasts indicate that Mauldin's growth will continue on about the current pace through 2030. This Comprehensive Plan addresses not just the current Mauldin City Limits, but also the larger Mauldin Planning Area as defined by Greenville County Planning Commission.

As illustrated in Map 2-2, the Mauldin Planning Area extends from the west to the Reedy River, east to SC Highway 14, north to Woodruff Road and I-85, and south to I-185 and I-385. Much of this area is likely to be annexed in the coming decades.



Mauldin's city limits adjoin Greenville to the north, but can continue to expand in other directions.





Chapter 2: Population

Table 2-2 presents population data for the City of Mauldin and for the larger Mauldin Planning Area from 1980 through 2007, and forecasts growth through 2030.

Graph 2-3 illustrates the trends and the population forecasts for the City and surrounding planning area. Mauldin's share of the Planning Area population has declined since 1980, but current population estimates indicate that annexation and infill development have increased the share of the Planning Area population that is within the City Limits.

The population forecast for Mauldin Planning Area was developed by Greenville County Planning Commission based on long term trends, zoning, land use plans, available sewer and water service, and approved development. The population forecast for the City of Mauldin was developed using a linear regression analysis of population data from 1980 through 2007. If the City's population growth continues to follow current trends, the City will contain 75 percent of the population in the Mauldin Planning area in 2030.

Table 2-2

Population Forecast for Mauldin Planning Area and the City of Mauldin

	1980	1990	2000	2007	2030
Mauldin Planning Area	12,574	19,503	25,554	31,413	38,197
City of Mauldin	8,245	11,587	15,224	20,230	29,154
Percent in the City	65.6%	59.4%	59.6%	64.4%	76.3%

Sources: U.S. Census Bureau, 1980 - 2000 Decennial Census data and 2007 Population Estimates

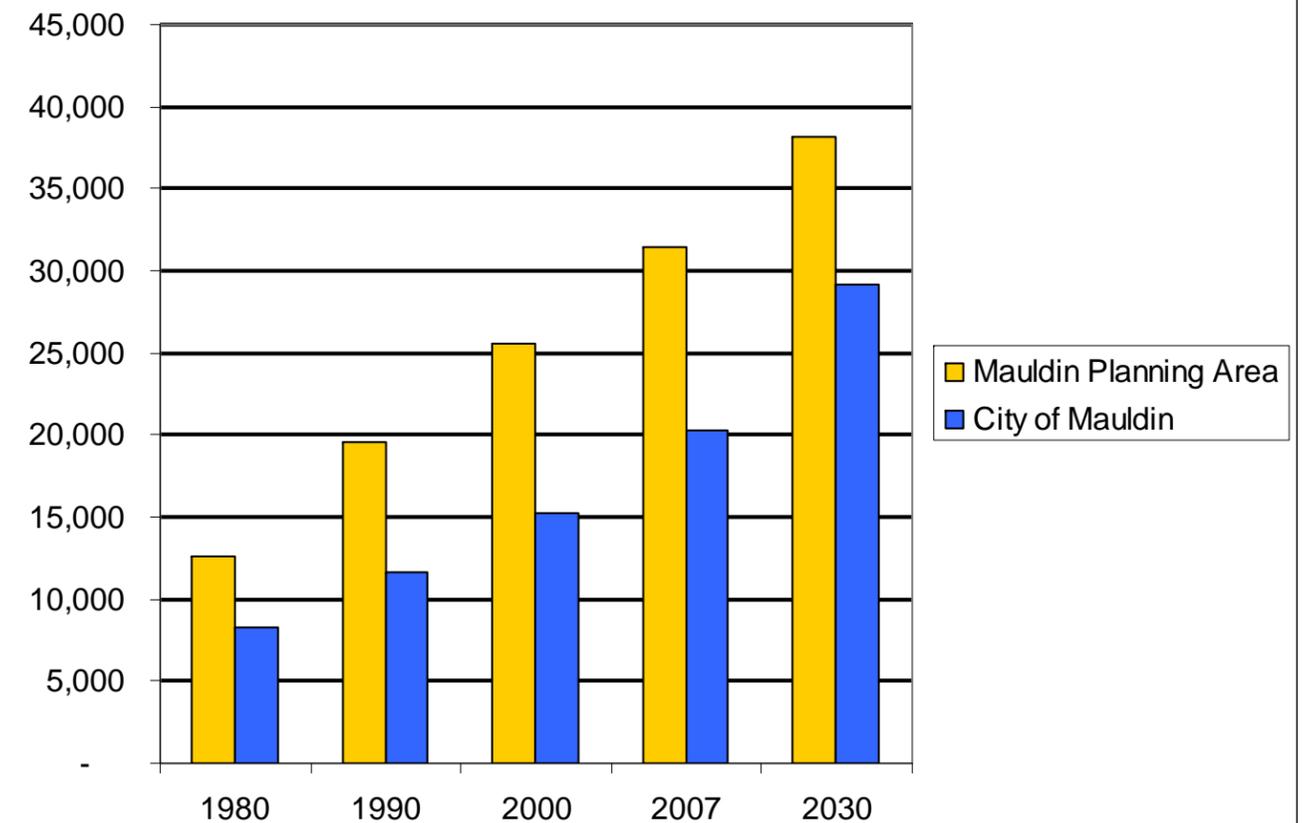
Greenville County Planning Commission 2030 population forecast

ESRI 2007 Population Estimates by Block Group

City of Mauldin, regression forecast of City population for 2030

No effort is made in these population forecasts to predict how much of the growth will occur within the current city boundaries, and how much will be captured through annexation. Population forecasts are inherently uncertain, and should be frequently updated to reflect changing trends. The forecast for City population is important, because it is the basis for assumptions in later sections of this plan regarding the need for expanded City services, including Police, Fire, and Public Works.

Graph 2-3
Mauldin Population Trends and Forecasts





Key Issues

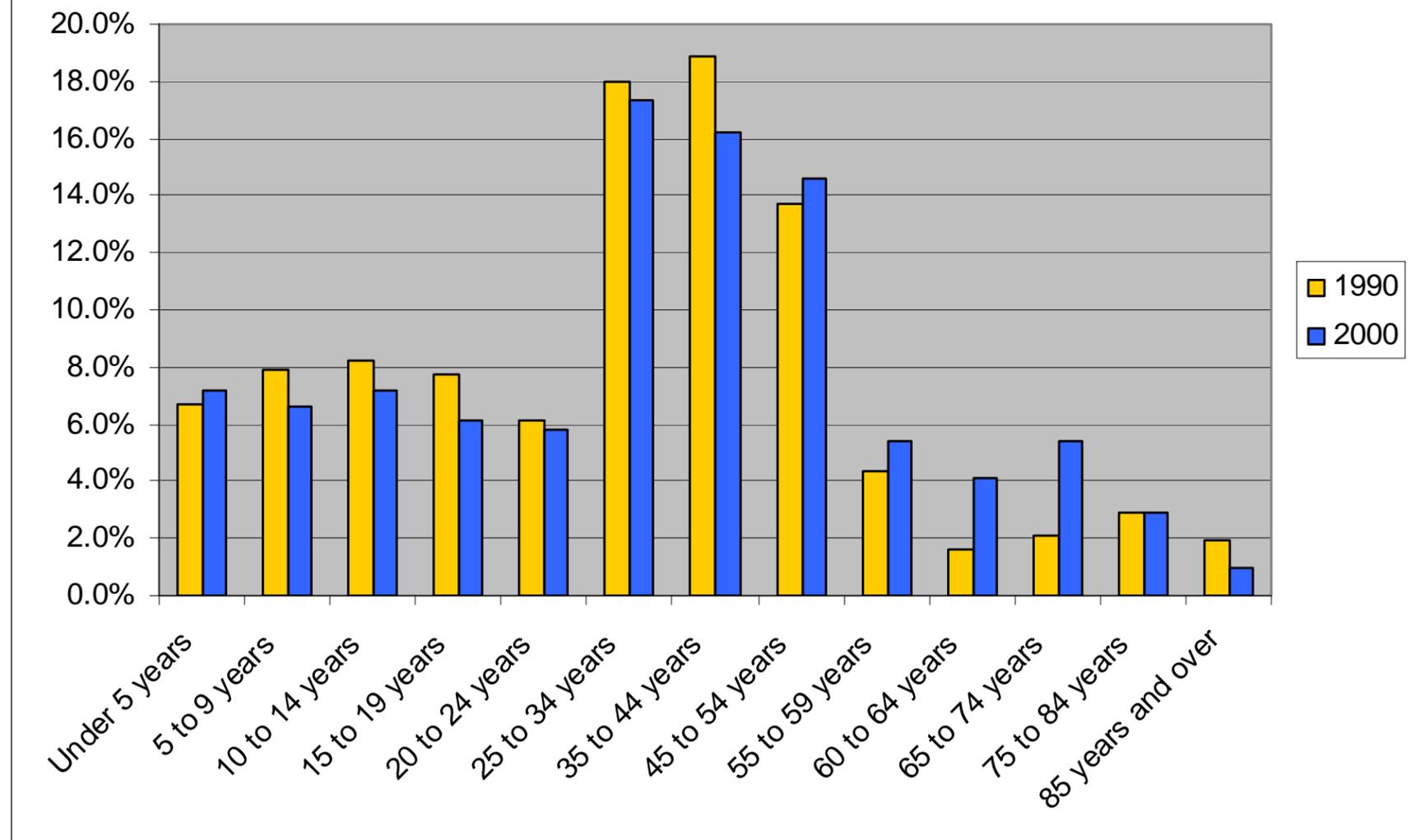
Aging Baby Boomers

The City's population is growing more diverse and older, reflecting regional and national trends. The aging of the "baby boomers" looms as a major issue. Housing needs will shift from large lot single family homes to smaller homes with lower maintenance, health care demands will increase, and demand for some services such as public transportation will be greater. Many older residents express a desire to have important services located within a short walk or a short drive, which would support development of more compact, walkable, mixed-use communities.

As illustrated in Graph 2-4, the percentage of persons age 45 to 74 increased sharply in the 1990s, while the percentage of persons age 5 to 44 decreased. This trend is expected to continue, as existing residents age and increasing numbers of retirees move to the region.

Statewide, up to half of the growth in population is expected to occur in the 55 and up age group, in part because of the state's attraction as a retirement destination for baby boomers, but also because of increased life expectancy and declining birth rates.

**Graph 2-4
City of Mauldin Age Distribution, 1990 and 2000**



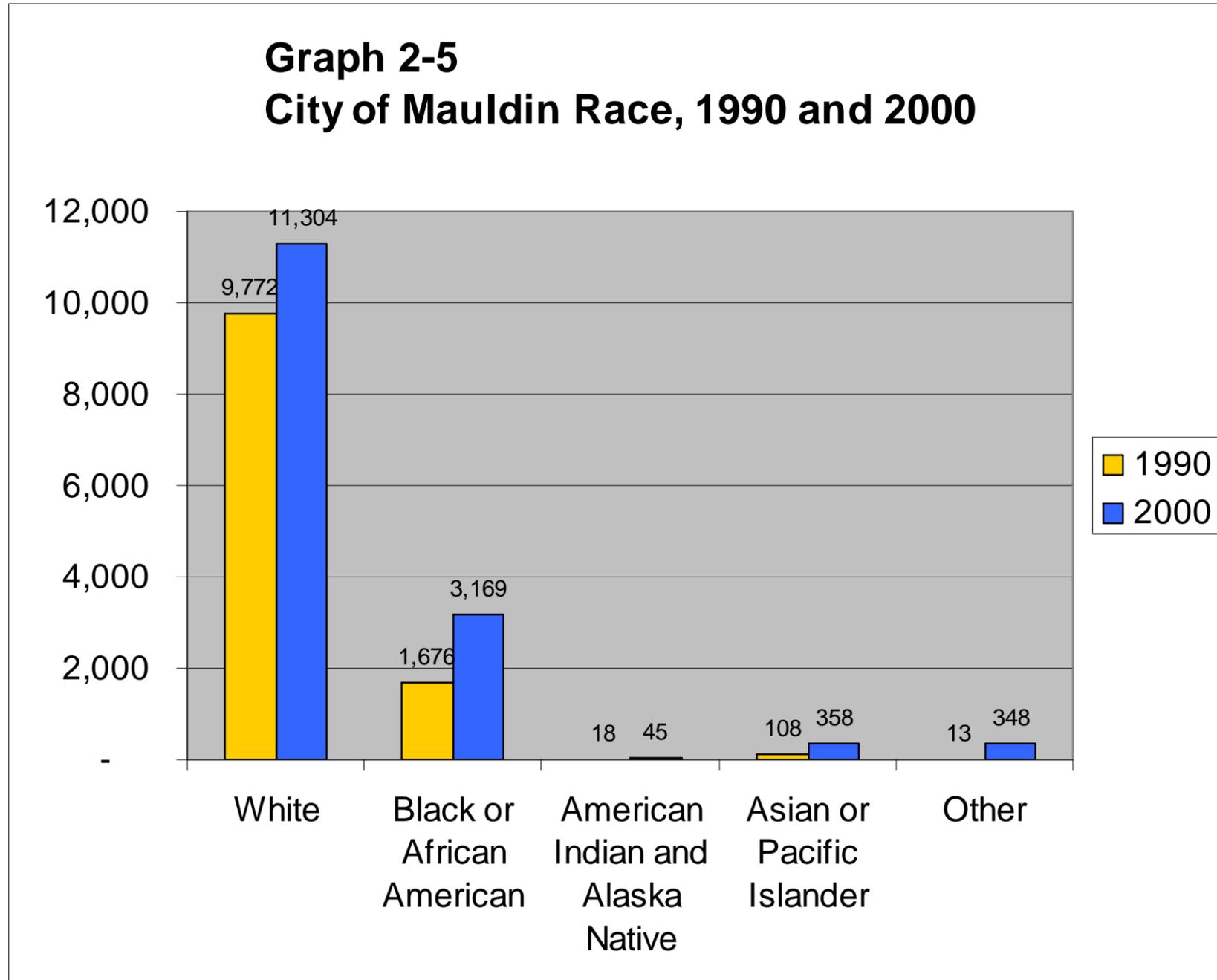
Race and Ethnicity

Mauldin continues to grow more diverse in ethnic and racial measures as well, as Graph 2-5 illustrates. The growth of international corporations in the Upstate plays a role in the City's increasing diversity, as firms such as Michelin and BMW bring employees from their home countries, and U.S. firms such as General Electric recruit engineers and managers world-wide.

A key challenge will be to accommodate the expected population growth in the Mauldin area in a pattern that preserves the high quality of life that current residents enjoy, and to maintain the levels of public services and investment in public infrastructure that is essential to maintain a desirable and attractive community as growth continues.



**Graph 2-5
City of Mauldin Race, 1990 and 2000**





Chapter 2: Population

Goals and Objectives

Goal 1: Ensure that Mauldin remains among the most desirable cities in the Upstate in which to live

Objective 1.1: Fund and construct new community amenities -- including parks, greenway trails, sidewalks, bicycle paths, and cultural facilities – that continue to improve the quality of life for Mauldin residents.

Implementation Strategies:

- a. Identify a stable and dedicated revenue stream to fund quality-of-life-related community improvements
- b. Identify and apply for state, federal, and private grants
- c. Collaborate with state and local governmental bodies and private entities in the region to develop and fund community amenities

Objective 1.2: Maintain and improve the quality, condition, and appearance of residential neighborhoods and commercial development in the City

Implementation Strategies:

- a. Enforce city codes to ensure properties are well maintained.
- b. Pursue funding for housing rehabilitation activities where available and appropriate
- c. Develop incentives to encourage commercial property owners to invest in façade and landscaping improvements

- d. Adopt overlay zoning districts in commercial corridors that ensure new development and redevelopment is attractively designed and built with quality materials

Goal 2: Guide and manage Mauldin’s continued population growth to preserve and enhance quality of life and economic vitality

Objective 2.1: Encourage voluntary annexation of residential areas adjacent to the existing city limits when consistent with the City’s annexation strategy.

Implementation Strategies:

- a: City staff will continue to meet with individual property owners and homeowners associations to explain the benefits and costs of annexation
- b: Develop improved information tools and brochures about the benefits of annexation to distribute to neighborhoods considering annexation

Objective 2.2: Encourage residential infill development within the existing city boundaries

Implementation Strategies:

- a: Adopt more flexible zoning and development regulations to allow for mixed-use development in the Main Street corridor and other appropriate neighborhood center locations; encourage live-work units, loft apartments, and accessory dwelling units in appropriate areas.
- b: Develop a medium-density residential zoning category that allows new infill developments to

include a mix of housing types – including small-lot single family houses, patio homes, and townhouses -- that are more compatible with adjacent single-family neighborhoods than are traditional multi-family developments.

Objective 2.3: Use sewer infrastructure and service as an annexation tool

Implementation Strategies:

- a: Identify areas where expansion of City sewer lines will ensure that future development will require Mauldin sewer services
- b. Continue to require new Mauldin sewer customers to annex or to sign an annexation covenant

Objective 2.4: Support legislation to allow cities to annex adjacent urbanized areas more easily.

Implementation Strategies:

- a: Coordinate legislative efforts with the Municipal Association of South Carolina and develop improved public education materials on the benefits of city services for residential and commercial properties.

Goal 3: Maintain a high quality of life for older residents.

Objective 3.1: Maintain high quality programs, activities and events at the senior center.

Objective 3.2: Support the programs of agencies serving older residents, including Appalachian Council of



Chapter 2: Population

Governments, Senior Action, and Greenville County
Redevelopment Authority.