

Comprehensive Plan 2014 Update

Final Draft presented to Planning Commission
August 2014



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Chapter 1 Introduction

Mauldin's current comprehensive plan was adopted in November 2009. Since 1994, state law has required local governments to maintain a comprehensive plan if they choose regulate zoning and subdivision of land.

The Local Government Comprehensive Planning Enabling Act of 1994, as amended, requires local planning commissions to develop a comprehensive plan that addresses nine elements: Population, Housing, Economic Development, Natural Resources, Cultural Resources, Community Facilities, Transportation, Land Use, and Priority Investment. The plan must be updated at least every 10 years; state law calls for planning commissions to re-evaluate their plans at least every 5 years.

Each of these elements is covered in a separate chapter of Mauldin's 2009 plan and in this review and update of the 2009 plan.

For this update, demographic data and inventories of local conditions have been updated; key new developments affecting the planning environment are reviewed and described; the status of goals, objectives, and strategies from the 2009 plan is reviewed; and, where appropriate, additional goals, objectives and strategies are recommended.

Mauldin has grown consistently and steadily since 1950, typically increasing population by 30 to 50 percent in each decade, and is now the 17th largest city in South Carolina. Our city is transitioning from a small town with few needs other than police, fire and public works services, to a full service city that must put more focus on improving quality of life, recruitment of business and industry, and making strategic investments in the community's long term interests. The city's comprehensive plan is an important guide to navigate this transition.

Chapter 2 Population

Greenville County has experienced over 100 years of sustained, steady population growth, which the Mauldin Area has mirrored. The rural crossroads once known as Butler’s Crossing or Poplar Springs, and now named for the president of the Charleston and Western Carolina Railroad, has become South Carolina’s 17th largest city, and among the state’s most prosperous and fastest growing places.

Table 2-1
Population Trends for the 25 Largest SC Cities, 2000 to 2012
Ranked by Percent Change in Population, 2000 to 2012

City or Town	Rank (2012 Population)	July 1, 2000	Census 2010	July 1, 2012 Estimate	% Change 2000-2012
Lexington town	22	10,647	17,870	19,141	79.8%
Summerville town	7	28,948	43,392	44,719	54.5%
Mauldin city	17	15,658	22,889	23,808	52.1%
Greer city	16	17,741	25,515	26,645	50.2%
Hanahan city	21	12,946	17,997	19,157	48.0%
Mount Pleasant town	4	48,900	67,843	71,875	47.0%
Conway city	24	12,722	17,103	18,688	46.9%
Rock Hill city	5	50,685	66,154	68,094	34.3%
Simpsonville city	23	14,765	18,238	19,056	29.1%
Charleston city	2	97,794	120,083	125,583	28.4%
North Charleston city	3	81,400	97,471	101,989	25.3%
Goose Creek city	9	31,005	35,938	38,579	24.4%
North Augusta city	19	17,786	21,348	21,873	23.0%
Florence city	11	30,930	37,056	37,498	21.2%
Myrtle Beach city	14	23,820	27,109	28,292	18.8%
West Columbia city	25	13,322	14,988	15,631	17.3%
Aiken city	13	26,114	29,524	29,884	14.4%
Hilton Head Island town	10	33,971	37,099	38,366	12.9%
Easley city	20	18,100	19,993	20,098	11.0%
Columbia city	1	119,697	129,272	131,686	10.0%
Greenville city	6	56,804	58,409	60,709	6.9%
Greenwood city	18	22,371	23,222	23,324	4.3%
Anderson city	15	26,003	26,686	26,708	2.7%
Sumter city	8	40,722	40,524	40,836	0.3%
Spartanburg city	12	39,809	37,013	37,401	-6.0%

Sources: SC Office of Research and Statistics, Census 2000, Census 2010, and Census Bureau Annual Population Estimates

Mauldin’s population grew by 50 percent between 2000 and 2010. Among the state’s 25 largest cities, only the Town of Lexington and the Town of Mount Pleasant grew at a faster rate between 2000 and 2012, as presented in Table 2-1. Few people in Greenville County or in South Carolina realize or believe that Mauldin’s population growth tops Simpsonville, Greer, and Greenville, all of which have enjoyed more high-visibility commercial growth in the form of new big-box retail sprawl and active downtown revitalization projects.

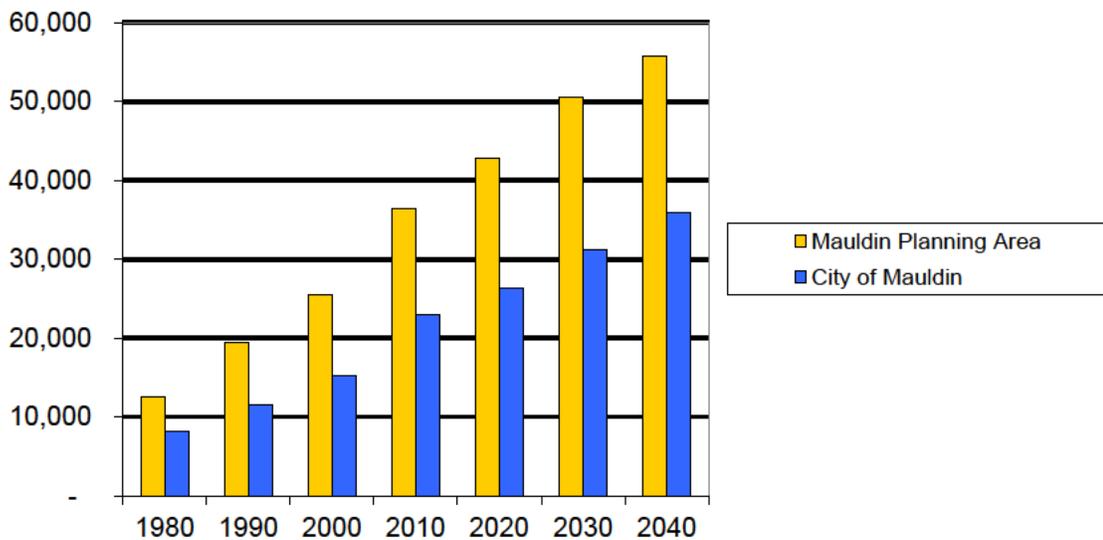
Long-range population forecasts suggest Mauldin’s growth will continue on about the current pace through 2040, as shown in Table 2-2 and Graph 2-1. This rapid growth will drive demand for additional investment in parks and schools in the area, and require additional resources in the City’s core services: fire, police, and public works.

Table 2-2
Population Trends and Forecast for
Mauldin Planning Area and the City of Mauldin

	1980	1990	2000	2010	2020	2030	2040
Mauldin Planning Area	12,574	19,503	25,554	36,384	42,874	50,622	55,771
City of Mauldin	8,245	11,587	15,224	22,889	26,379	31,135	35,892
Percent in the City	65.6%	59.4%	59.6%	62.9%	61.5%	61.5%	64.4%

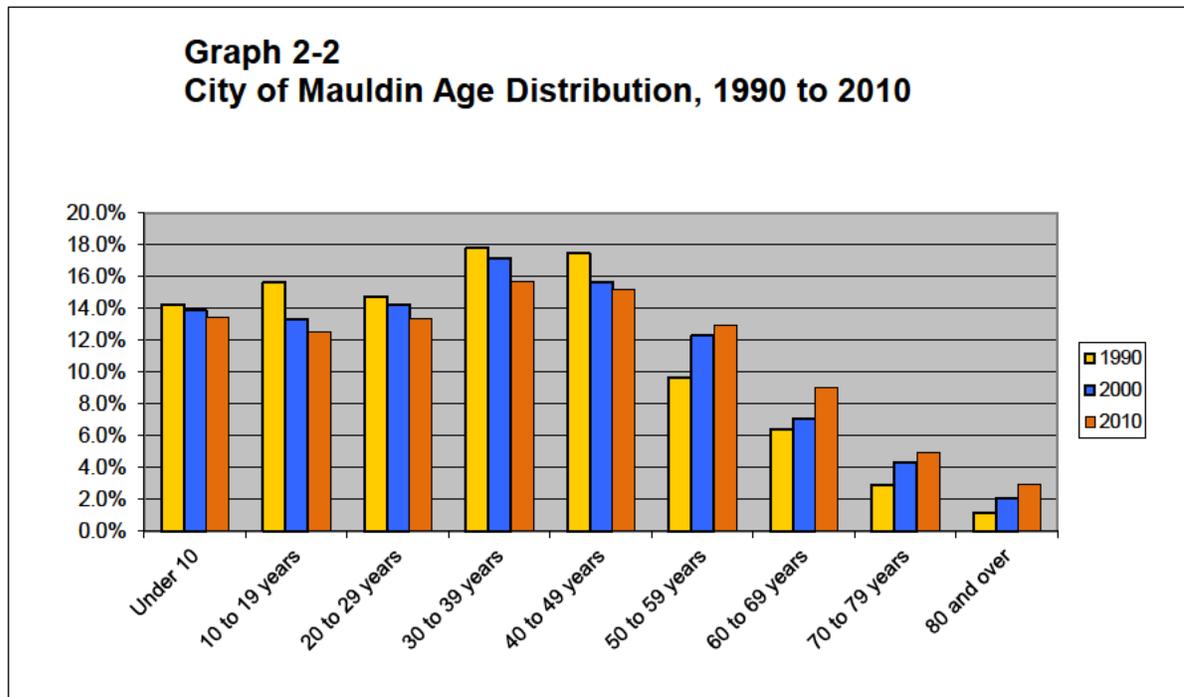
Sources: U.S. Census Bureau, 1980 - 2010 Decennial Census
 City of Mauldin regression forecast

Graph 2-1
Mauldin Population Trends and Forecast



A 2006 Greenville County Planning Department analysis of developable land for suggests limits to Mauldin’s future growth. If the City continues growing in current low-density patterns, Mauldin and the surrounding area will be nearly “built-out” and growth and development will slow dramatically by about 2040. A keystone of the 2009 plan was the need for the City to begin growing in a slightly denser pattern to accommodate a population that increasingly lives in one- or two- person households and generally desires a more urban, more walkable, lower-maintenance lifestyle. If, as this plan suggests, new residential and commercial development shifts toward more compact forms, Mauldin may sustain a higher growth rate into the second half of the 21st century.

Graph 2-2 illustrates that the largest increases in population in Mauldin, as is true nationwide, are occurring in the oldest age groups. This is a result of the aging of the baby boomers and people simply living longer. Racial diversity is increasing as well, as shown in Graph 2-3, with Asian and black population growing at above average rates. Simultaneously, the most rapid growth is in persons of two or more races, as is true nationwide.



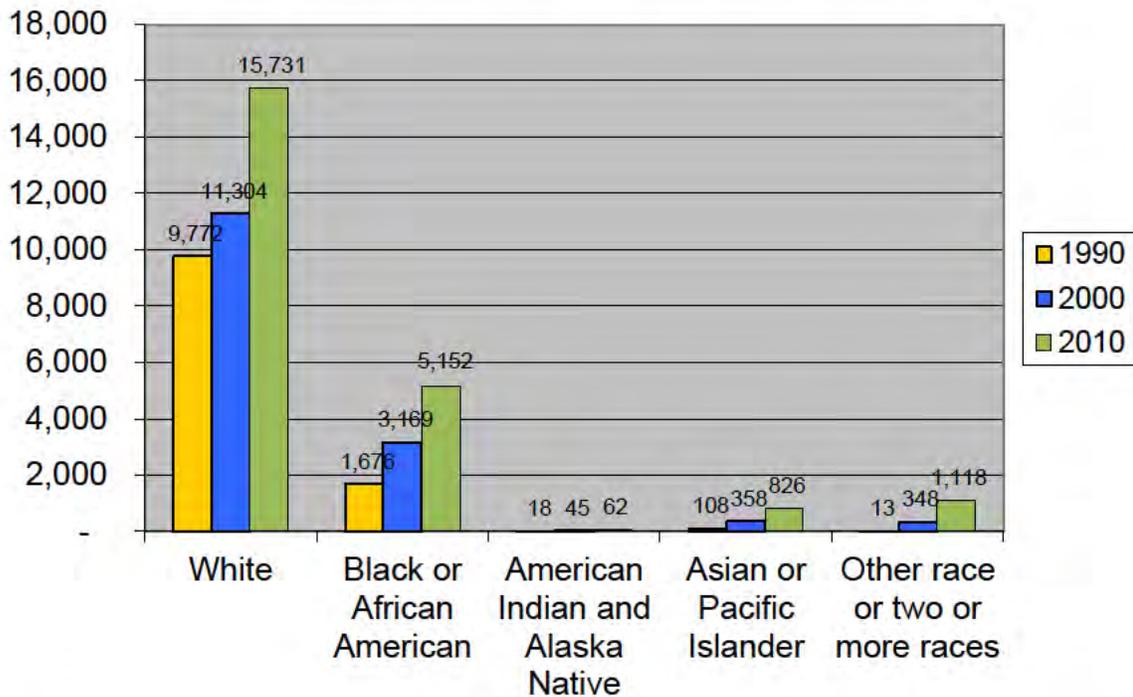
Source: US Census Bureau

The aging of the “baby boomers” continues to loom as a major issue for planners and policy makers at all levels and functions of government. 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.

Table 2-3
City of Mauldin Race, 1990 to 2010

	Persons 1990	Persons 2000	Persons 2010	Pct Change 2000 to 2010	Percent 2010
White	9,772	11,304	15,731	39%	68.7%
Black or African American	1,676	3,169	5,152	63%	22.5%
American Indian and Alaska Native	18	45	62	38%	0.3%
Asian or Pacific Islander	108	358	826	131%	3.6%
Other race or two or more races	13	348	1,118	221%	4.9%
Total	11,587	15,224	22,889	50%	100.0%

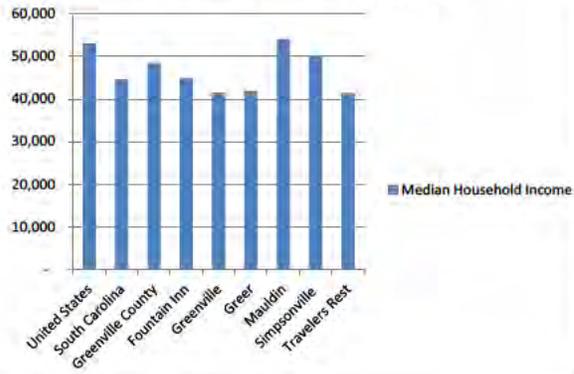
Graph 2-3
City of Mauldin Race, 1990 to 2010



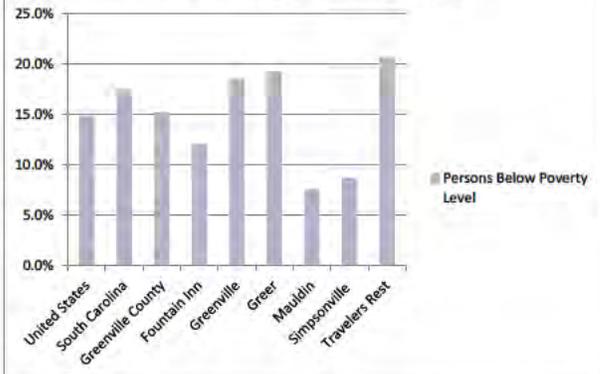
Source: US Census, 1990, 2000, 2010.

Mauldin continues to exceed the county, state and national averages in median household income and educational attainment, while maintaining a lower poverty rate. Compared with Greenville County overall and with the other five cities in Greenville County, Mauldin has the strongest economic vitality indicators, as illustrated in Graphs 2-4 through 2-6.

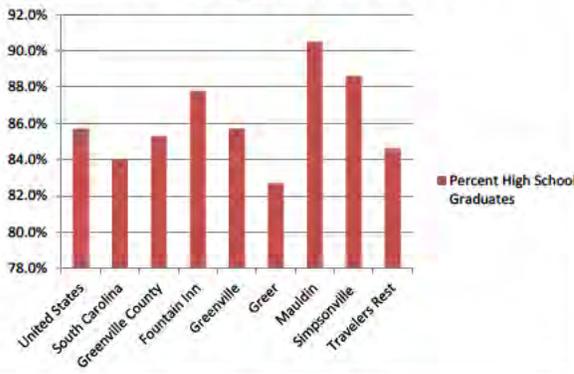
Median Household Income



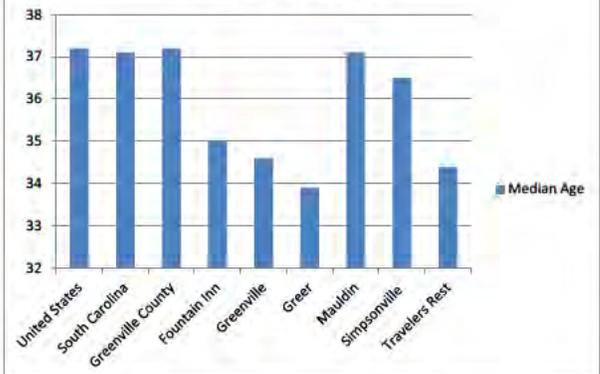
Persons Below Poverty Level



Percent High School Graduates



Median Age



Source: 2010 Census

Status of 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 -- *and Current Status:*

- a. Identify a stable and dedicated revenue stream to fund quality-of-life-related community improvements – *Hospitality and accommodations taxes are currently the only dedicated source of funds for QOL projects (parks, cultural and tourism related facilities)*
- b. Identify and apply for state, federal, and private grants--*SCDOT funding obtained for sidewalks on West Butler and South Main; also for multi-use path to be built on Fowler Circle from Library to Sunset Park*
- c. Collaborate with state and local governmental bodies and private entities in the region to develop and fund community amenities – *SCDOT funds completed US 276 streetscape, SCPRT funds for park improvements, private funds for accessible playground at Sunset Park.*

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. – *Code enforcement moved to police department*
- b. Pursue funding for housing rehabilitation activities where available and appropriate – *GCRA has funded improvements at Mauldin Gardens and provided loans to Homes of Hope for new duplexes on Miller Road*
- c. Develop incentives to encourage commercial property owners to invest in façade and landscaping improvements – *major renovations require properties to comply with landscape*

ordinance; several owners have obtained \$5,000 grants from GCRA for façade improvements

- d. Adopt overlay zoning districts in commercial corridors that ensure new development and redevelopment is attractively designed and built with quality materials -- *general recommendations were provided in the Downtown Master Plan, and formal proposals are being obtained now from consultants to assist with developing design guidelines*

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 – *several small residential annexations have been completed, one large annexation still developing (Meadowbrook subdivision), others declined (Cardinal Creek Townes, Woodruff Crossing).*
- b: Develop improved information tools and brochures about the benefits of annexation to distribute to neighborhoods considering annexation – *brochure developed*

Objective 2.2: Encourage residential infill development within the existing city boundaries – *staff has identified properties, owners and/or agents for numerous target properties; financing for new development has been limited for the past 4 years; income-qualified infill housing proposals have not been approved by City Council; “medium-density” zoning district is needed still.*

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 – *several areas identified, no development action has been taken by developers to date; some areas limited by need to obtain sewer easements on private property (e.g. Smith Hines Road).*

b. Continue to require new Mauldin sewer customers to annex or to sign an annexation covenant – *continuing*

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 -- *ongoing.*

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 – *growth in senior programs and continued support*

Objective 3.2: Support the programs of agencies serving older residents, including Appalachian Council of Governments, Senior Action, and Greenville County Redevelopment Authority -- *ongoing*

Chapter 3 Housing

Mauldin's diverse mix of high-quality, affordable housing choices is among the City's greatest strengths. Keys to maintaining the appeal of the city's neighborhoods is to continue to enhance city services, support the excellent schools that serve Mauldin, and expand and improve parks, greenway trails and public facilities to meet the needs of a growing population.

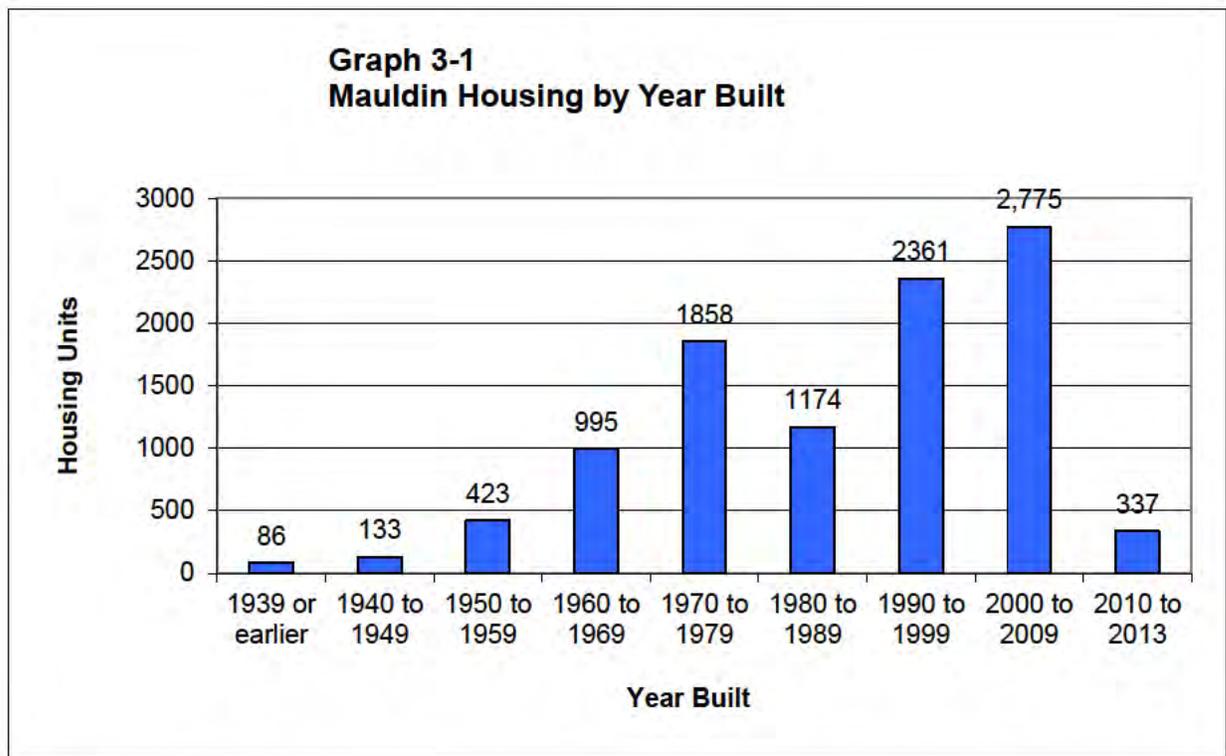
As Table 3-1 and Graph 3-1 show, only 16 percent of dwellings in Mauldin were built before 1970, and 6.3 percent were built before 1960. As a result, the City has relatively few issues with substandard and deteriorated housing stock. However, the earliest subdivisions in the City are at a critical point in their life cycle, as many of these older, predominantly ranch-style homes now require repairs, renovations, or additions to remain attractive to new owners and to continue to increase in value.

Demand for attached single-family housing (townhouses and patio homes) and duplexes saw small but significant increases in the 1990s and 2000s, as presented in Graph 3-2. This trend reflects the rising cost of detached housing, as well as the decreased interest in maintaining a large yard and house.

The continued aging of the population and other lifestyle trends discussed in Chapter 2 likely will increase demand for smaller, one-level, low-maintenance housing, a very different product from what has typically been built in Mauldin. As a result, up to half of new housing units in the next 20 to 30 years are likely to be attached houses and apartment homes for three reasons: the growth in elderly population, the shift toward one- and two-person households, and general housing affordability issues.

Changing lifestyles of the young adult population also are affecting housing demand. Increasingly, young adults are delaying marriage and delaying parenthood, which produces larger number of one- and two-person households. There This group tends to prefer apartments and townhomes to single family homes, reflecting a preference for recreational activities over lawn care and home maintenance. The growing number of single-parent households tends also to create more demand for apartments and townhomes.

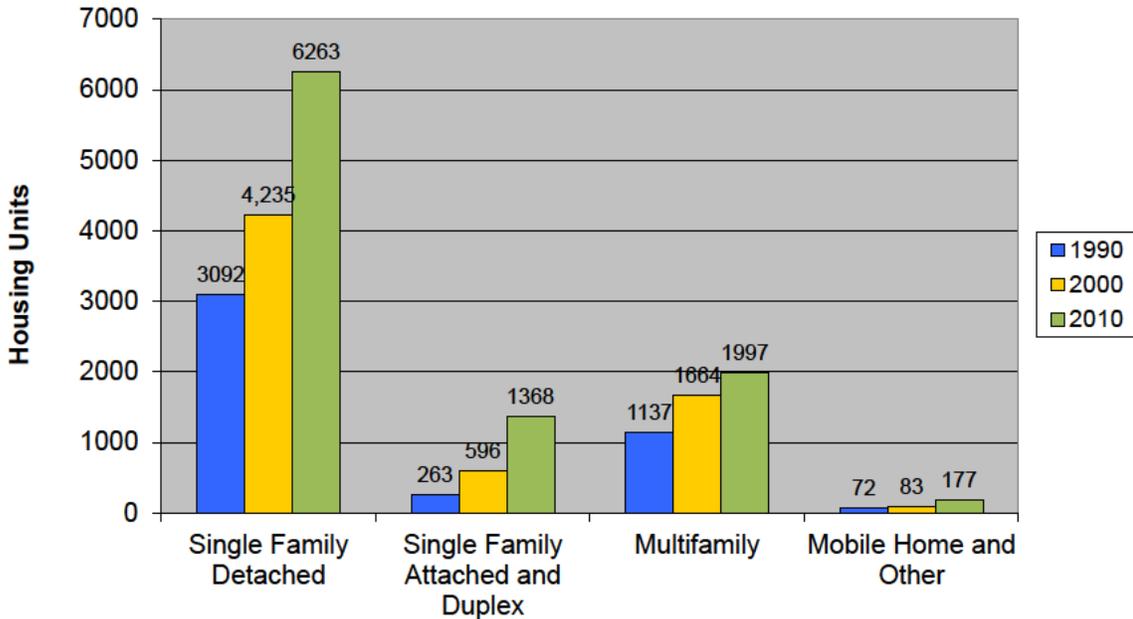
Table 3-1 City of Mauldin Housing by Year Built		
Year Built	Units	%
1939 or earlier	86	0.8%
1940 to 1949	133	1.3%
1950 to 1959	423	4.2%
1960 to 1969	995	9.8%
1970 to 1979	1858	18.3%
1980 to 1989	1174	11.6%
1990 to 1999	2361	23.3%
2000 to 2009	2,775	27.4%
2010 to 2013	337	3.3%
Total	10,142	100.0%



Source: 2010 Census
City of Mauldin Building Permit Data, 2010 to 2013

It is particularly important to integrate denser housing, commercial development and good access to transportation (including mass transit) facilities. Increasingly, cities must support an older population that sometimes cannot or wishes not to drive, and a younger population that increasingly chooses not to drive, and will walk, bike and use transit to meet most or all of their travel needs.

**Graph 3-2
Profile of Housing Types, 1990 to 2010**



Source: US Census Bureau

Future Housing Development Opportunities

Mauldin has several large undeveloped properties remaining inside or near the city limits where residential developments of about 100 acres likely will occur in the future. One site is partially in Mauldin, between Knollwood Drive and Laurel Creek. Another 100 acre parcel in the city limits is near Laurel Meadows Parkway on West Butler Road. Sandwiched between the Greenville city limits and Mauldin city limits is another series of properties that touch CU-ICAR. A very large area just outside of the city limits, bounded by West Butler Road, Conestee Road, and the Reedy River also is a likely future site for housing growth. When or if these large tracts will become available for development is not known. Map 3-1 highlights these important future development areas. (map to come later).

Apartment developers generally target about 250 apartments in the communities they build, which makes on-site management and community amenities more

cost effective. Sites for such apartment communities are typically in the 20 to 25 acre range, and only one site this size is available in Mauldin with multifamily zoning, an undeveloped part of the Laurel Meadows neighborhood that has challenges with access and topography. Recent efforts to rezone properties for apartment developments have failed.

Mid-rise buildings (4 to 5 stories) are one option to meet the growing demand for apartments where land price and availability are limited. This option might be appropriate in a downtown development, or elsewhere in the US 276 corridor, particularly near CU-ICAR. If improved mass transit service is developed in the Greenville area, mid-rise apartment buildings would be appropriate near transit stations, as is seen frequently in the Charlotte and Atlanta areas.

(photos of mid-rise residential or mixed use residential buildings).

An important housing strategy from the 2009 plan is to develop a “medium-density” residential zoning district that facilitates development of patio homes, townhomes and small-lot single family homes. This zoning could be applied to a number of 5-to-10 acre parcels scattered around Mauldin that cannot be developed cost-effectively with 4 houses per acre. R-10 zoning (10,000 square foot lots) is currently the densest zoning district available in Mauldin other than the multifamily districts, which allow 10 or more units per acre.

An R-6 zoning district (6,000 square foot lots, or about 60 by 100 feet) would enable residential infill development to occur on parcels that are not feasible to develop with large-lot single family homes. Many of the homes in the Verdae development in the City of Greenville are built on lots of 4,000 to 6,000 square feet or less.

One strategy to ensure compatibility of R-6 neighborhoods with adjacent existing neighborhoods would be to require at least 25 percent of the units to be single family detached houses. An example of a neighborhood in Mauldin that provides a mix of housing sizes, lot sizes, and prices (similar to what might be required in an R-6 zoning district) is Bridges Crossing on Holland Road.

(Photos of Hollingsworth Park at Verdae and Bridges Crossing to come).

Status of Housing Goals and Objectives

Goal 1: Promote an appropriate mix of housing choices to meet existing and future housing needs

Objective 1.1: Increase the supply of single-level housing units that are attractive to and suitable for seniors and persons with disabilities

Implementation Strategies:

- a. Require a limited percentage of units in new multi-family developments and attached single-family developments to be ground-floor single-level units – *no progress*
- b. Reduce required parking spaces for small single-level units – *no progress*

Objective 1.2: Pursue appropriate strategies for development of convenient, attractive and affordable workforce housing

Implementation Strategies:

- a. Develop an inventory of sites that offer convenient access to community facilities and essential services that are suitable for income-qualified housing – *proposed rezonings have been denied after community opposition was expressed*
- b. Identify successful workforce housing strategies used by other similar communities – *private nonprofit corporations like Homes of Hope seem to be working well*
- c. Continue to work with Greenville County Redevelopment Authority to develop attractive affordable housing units at a small scale on scattered sites – *Homes of Hope*

Goal 2: Ensure the continued attractiveness of aging single-family neighborhoods in Mauldin

Objective 2.1: Encourage the development of neighborhood associations in the city's subdivisions to proactively address neighborhood issues and concerns.

Implementation Strategies

a: Coordinate outreach efforts with all City departments and functions to build effective communications with neighborhoods – *limited progress*

b: Create a Council of Neighborhoods to provide a forum for presidents of neighborhood associations to share ideas and communicate needs with City officials – *no progress*

Objective 2.2: Ensure that all neighborhoods have convenient access to parks, trails, and quality-of-life amenities

Implementation Strategies

a: Provide public park facilities and open space within one mile of all city neighborhoods – *potential park properties have been identified by staff but no action taken to date by City Council*

b: Improve and expand sidewalks and bicycle pathways to provide safe and convenient access to parks and recreation facilities for all residents – *West Butler Road sidewalk, South Main sidewalk, Fowler Circle multi-use trail (not yet built but funded), Corn Road bike lanes, Forrester Drive bike lanes.*

Objective 2.3: Ensure public facilities and private properties are well maintained.

Implementations Strategies

a. Continue proactive code enforcement activities throughout the city -- *ongoing*

b. Develop and amend development codes to ensure adequate ability to promote quality development and to maintain high standards in existing development -- *ongoing.*

c. Develop effective capital improvement plans, with adequate funding to ensure city parks, city streets, sidewalks are well maintained – *ongoing; street resurfacing with match from County Transportation Committee (C-funds); ballfield lighting upgrades and pole replacement*

Goal 3: Encourage development of pedestrian-friendly mixed-use neighborhoods within walking distance of existing or new neighborhood commercial areas or City Center that will appeal to young professionals relocating to the Upstate.

Objective 3.1: Coordinate with Greenville County to evaluate form-based codes as a more flexible alternative to traditional zoning and subdivision regulations.

Implementation Strategy

Research form-based codes and other alternatives to traditional zoning, and provide information to City Council and citizens through workshops and website postings. – *ongoing discussion and coordination, no implementation to date*

Objective 3.2: Encourage consolidation of vacant or underutilized properties into larger parcels for planned development in the City Center area and in areas where mixed use neighborhoods are desirable.

Implementation Strategy

Establish guidelines for infill development that address pedestrian facilities, road improvements, and design standards – *no progress.*

Chapter 4

Natural Resources

Mauldin's growth has followed a typical suburban pattern. Subdivisions have replaced farms and pastures in a random pattern, leaving behind scattered remnants of the area's agricultural landscape. Cows, horses, and goats graze pastures along some of the city's busiest streets. Weathered barns share road frontage with fast food restaurants. Century-old oaks shade historic farmhouses that adjoin convenience stores.

City residents enjoy an extensive and generally healthy urban forest, and a careful observer will find a wide variety of wildlife, particularly along Gilder Creek and Laurel Creek and their tributaries, which provide quiet natural refuges and important wildlife habitat.

Water Resources

Mauldin is located along the ridge line that separates the Reedy River basin from the Enoree River basin. US Highway 276 generally follows the ridge between the Reedy River and Enoree River drainage basins through Mauldin.

In the Enoree River basin, Gilder Creek is highly impacted by urban runoff and flooding problems are significant. Severe flooding in the summer of 2013 highlighted the long-standing flooding issues on Gilder Creek as well as on Laurel Creek in the Reedy River basin.

Most subdivisions and many of the shopping centers and industrial facilities in Mauldin were built before floodplain and storm water ordinances were adopted. Runoff from the rooftops and parking lots at Golden Strip Shopping Center on North Main Street runs directly into small tributary of Laurel Creek. If that shopping center were built under current regulations, a large storm water detention pond would be required.

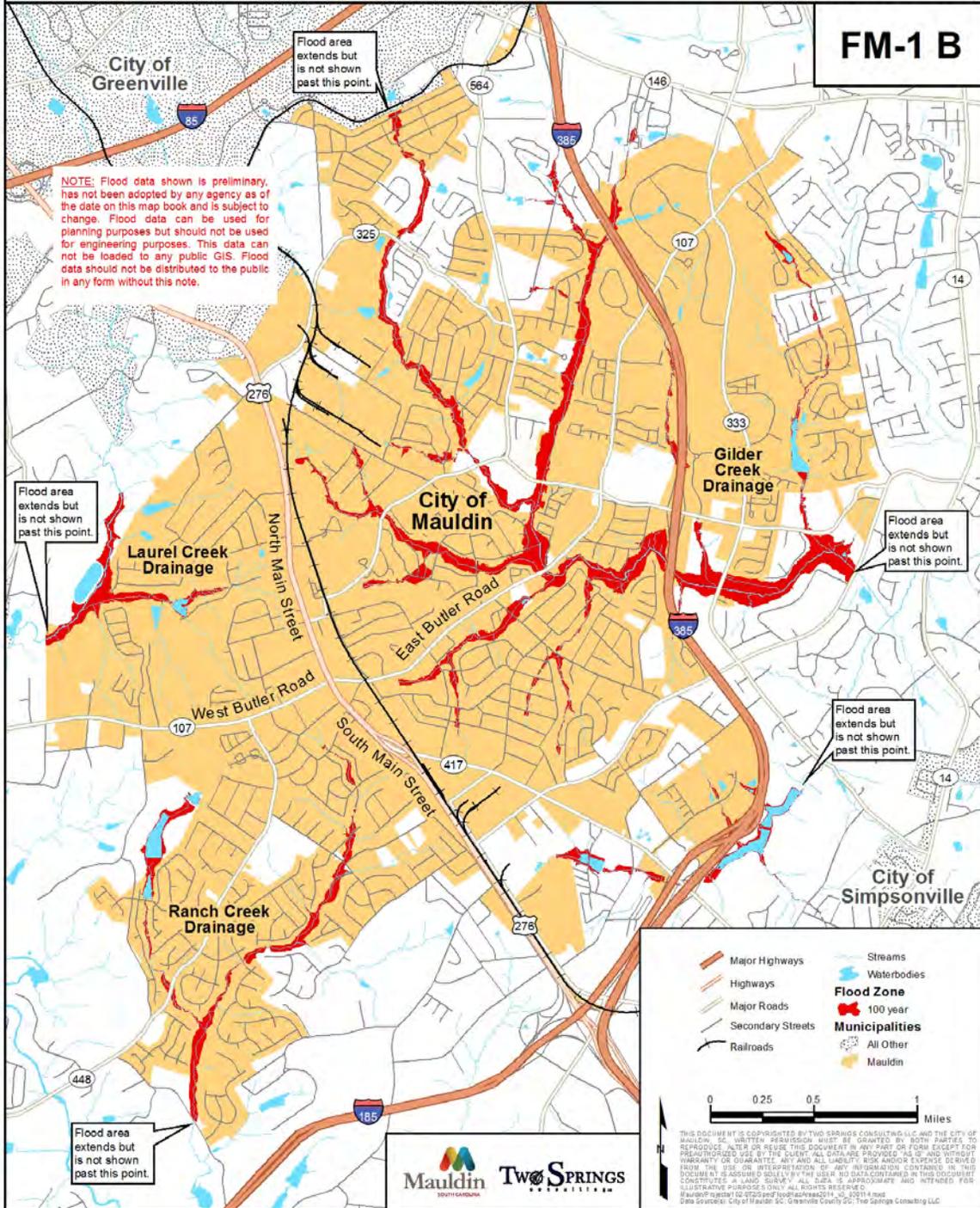
The lack of storm water management facilities clearly contributes to flash flooding issues, but retrofitting storm water detention ponds into existing development is difficult and expensive. The pre-1980 subdivisions that have no detention ponds also tend to have multiple "outfalls" that discharge storm water into creeks, so multiple storm water ponds would be required to capture runoff from roofs, driveways and streets, or extensive construction of new storm drainage pipes would be necessary. Similarly, older commercial and industrial development often has no available land area to retrofit storm water detention ponds.

Mauldin has developed a Hazard Mitigation Plan in conjunction with Greenville County. Having an adopted plan will expand access to Federal Emergency

Mauldin - Special Flood Hazard Areas

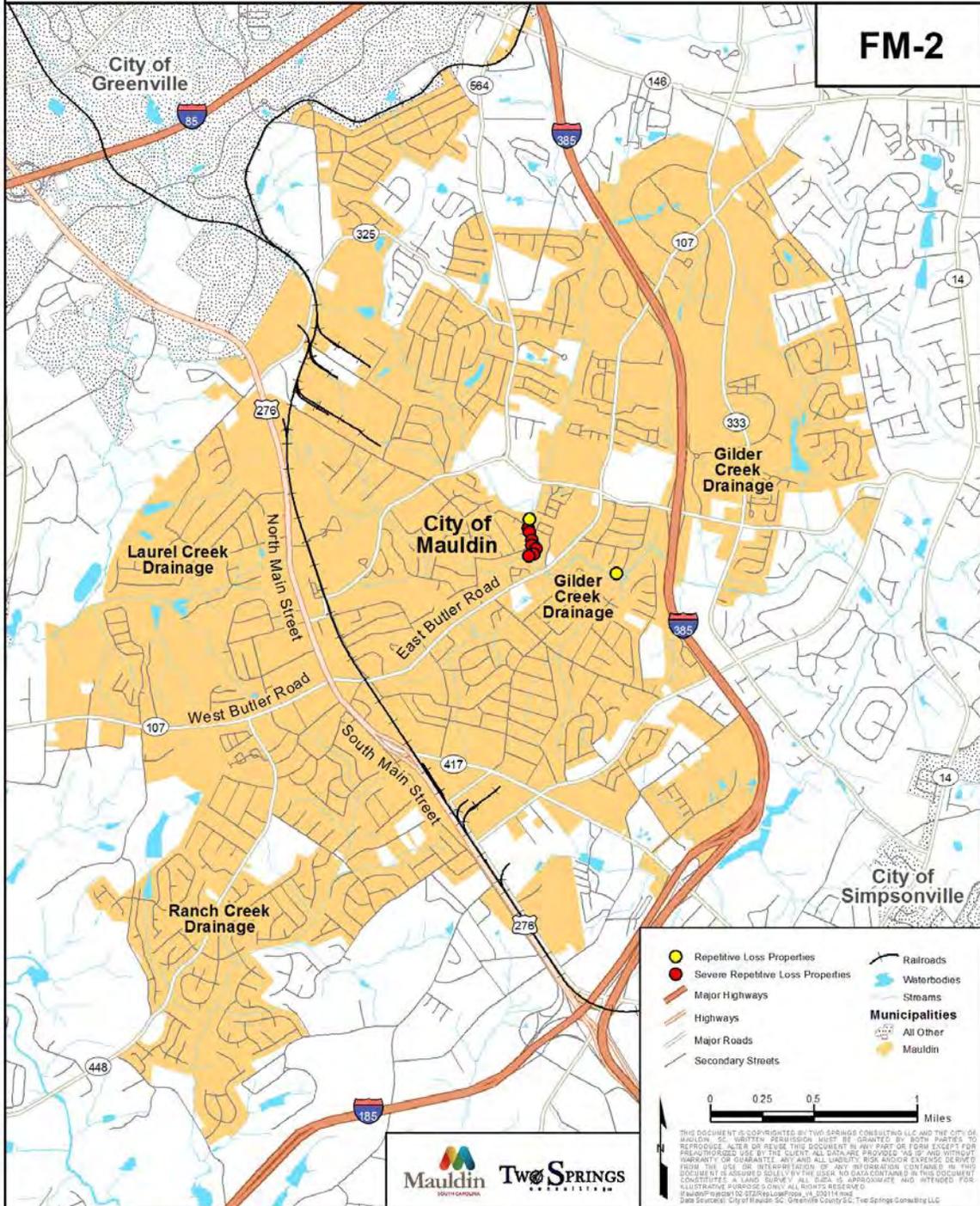
(Effective 8/18/2014)

FM-1 B



Repetitive & Severe Repetitive Loss Properties

FM-2



Management Agency funds to address flood-related property damage issues in the future, and to fund other flood mitigation projects.

Natural Areas and Open Space

Mauldin's best opportunity for preserving some of the most scenic lands and most important wildlife habitat remaining in the area is to protect lands along the creeks that run through the city. This can be accomplished by limiting clearing and grading in "riparian buffers" along creeks, by encouraging residential developers to take advantage of the cluster development option in the Mauldin zoning ordinance, and in some cases acquiring public park land.

Air Quality

The Upstate area remains at risk for being designated an "Air Quality Non-attainment" region by EPA for ground-level ozone. While the Upstate has made great strides to improve air quality, and the actual levels of ozone and other air pollutants have declined dramatically over the last 20 years, EPA continues to lower the standards for acceptable levels of air pollutants. When and at what level EPA will set new standards for ozone remains unclear, but the timing and stringency of the new standards will determine the attainment status for the Upstate region.

Status of Natural Resources Goals and Objectives

Goal 1: Work with regional partners to improve water quality.

Objective 1.1: Reduce sediment and pollutants in urban runoff

Implementation Strategies

- a. Provide erosion control education through city publications and distribution of brochures – *no formal efforts implemented to date, county brochures are available.*
- b. Amend land development regulations to provide better natural stream buffers – *no change to date.*
- c. Evaluate public facilities in the City to identify soil erosion problems related to mowing on steep slopes or inadequate storm water management; implement solutions on City property and recommend actions for other public properties such as schools – *on going, working on issues at Mauldin High School and City Park.*

Objective 1.2: Work with private landowners to preserve open space along Gilder Creek and Laurel Creek and their tributaries

Implementation Strategies

- a. Apply for grant funds to purchase conservation easements – *none to date, discussions with several landowners*
- b. Provide information to key property owners about the tax benefits of donating conservation easements – *staff coordinates meetings with large property owners and Upstate Forever on as needed basis.*

Goal 2: Preserve and manage effectively the urban forest resources in Mauldin

Objective 2.1: Preserve historic trees in Mauldin

Implementation Strategies

- a. Amend the city's tree ordinance to provide additional incentives to protect historic trees and ensure diversity of age and species in urban forest -- *done*

- b. Educate developers and homeowners about tree protection and values through brochures and information programs at city-sponsored events – *coordination with Trees Greenville*

Goal 3: Encourage preservation of remaining agricultural lands and support local crop production.

Objective 3.1: work with farmland owners to identify options for preserving farmland, including agricultural easements, which provide tax advantages to landowners and allow continued use of land for agricultural production.

Implementation Strategies:

a: Coordinate with state and local organizations to provide information to landowners – *on going*

b: Include a community garden space in future city park development – *Mauldin Garden Club established a small “kitchen garden” adjoining the log cabin at the Cultural Center.*

Objective 3.2: Encourage development of community gardens

Implementation Strategy

Work with the Mauldin Garden Club, Clemson Extension, and other local non-profit groups to provide education and support for community gardening – *little progress to date.*

Goal 4: Improve storm water management.

Objective 4.1: Identify problem areas where storm water has caused flooding

Implementation Strategy: cooperate and consult with FEMA, SCDHEC, Greenville County and other agencies to develop and implement improvements. – *plan development underway, nearly complete; Mauldin Public Works Department has been developing a good database of problem areas and has implemented an ongoing preventive maintenance program for stormwater facilities.*

Objective 4.2: Evaluate opportunities to collaborate with Greenville County to eliminate duplication of stormwater management services.

Implementation Strategy: Meet and consult with Greenville County officials to identify opportunities to improve service delivery – *on going*

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.

Any changes made to the future land use map that was adopted by the Planning Commission and City Council in 2009 will be summarized here

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.*

Chapter 6 Transportation

The Transportation element of the 2009 Comprehensive Plan addressed all modes of surface transportation, and identified needs and priorities for street and highway improvements, pedestrian and bicycle facilities, and public transportation services and facilities. While focused on the City Limits of Mauldin, the plan also addressed issues and priorities within the area surrounding Mauldin.

In the five years that have passed since the 2009 plan was adopted, several significant transportation improvements identified in the plan have been completed or are underway. These projects are listed in Table 6-1 and summarized below.

Mass Transit

A new Greenlink public transit route was established in October 2012, using federal and state mass transit funding available to the Mauldin-Simpsonville Urbanized Area. Hourly service is provided six days per week from approximately 6:30 am until 8:00 p.m. Ridership has steadily improved on the route, and has averaged over 3,800 passengers per month, or about 146 passengers per day.

Pedestrian Facilities

Two new sections of sidewalk were built by SCDOT in Mauldin using American Reinvestment and Recovery Act (ARRA) funds: a 1.2 mile section along South Main Street (SC 417) from Bon Air Street to Brookwood Point, and a 0.7 mile section along West Butler Road from Fowler Circle to Conestee Road.

A multi-use path has been funded with SCDOT Transportation Alternatives funds, which will extend 1,100feet along Fowler Circle from West Butler Road to Sunset Park, and connect with the existing trail in the park.

Bicycle Facilities

A few bicycle lanes have been added as other road improvement projects have been completed in the Mauldin planning area, illustrated in Map 6-x. The streets in Clemson University's International Center for Automotive Research (CU-ICAR) provide very good bike lanes.

Mauldin has worked with SCDOT and the Greenville County Legislative Delegation Transportation Committee to develop bike lanes on part of Forrester Drive to connect with CU-ICAR, which ties Mauldin into the main spine for bicycle transportation in the

Table 6-1
Transportation Improvements Funded
Since Comprehensive Plan Adoption in 2009

Street and Highway Widening Projects	Funding Sources (see notes)	Status
Widening of I-385	SCDOT	Complete
East Butler Road, from Bridges Road to MHS student parking entrance	GPATS	Under construction
Holland Road, from Centerpointe Drive to Bridges Road	GCLDTC, UTC, SCDOC	Complete
Holly Ridge Drive extension to Ridge Road	GCLDTC	Engineering complete, no construction funding
Sidewalk and Bicycle Projects		
Resurfacing and bike lanes, Corn Road and Bridges Road	SCDOT, GCLDTC	Complete
Resurfacing and bike lanes, Forrester Drive	SCDOT, GCLDTC	Complete
Sidewalk on West Butler Road, from Fowler Circle to Conestee Road	SCDOT (ARRA)	Complete
Sidewalk on South Main Street, from Bon Air Street to Brookwood Point	SCDOT (ARRA)	Complete
Multi-use path on Fowler Circle, from Sunset Park to West Butler Road	GPATS	Engineering underway, construction funded
Landscape and Beautification		
Main Street, from Forrester Drive to SC 417 Interchange	GPATS	Complete
I-385 Interchange at East Butler Road	SCDOT	Complete
Intersection Improvements		
Main Street at Butler Road, reconfigured lanes and signals	GCLDTC, City	Complete
Mass Transit		
Three transit buses for Route 14	SCDOT (ARRA)	Complete
Route 14 -- Golden Strip/Mauldin/Simpsonville	SCDOT, FTA	On-going

NOTES:

SCDOT -- South Carolina Department of Transportation (funding from SC Motor Fuel Tax)
SCDOT (ARRA) -- SCDOT-administered funds from the American Recovery and Reinvestment Act (ARRA)
GCLDTC -- Greenville County Legislative Delegation Transportation Committee (funding from a portion of the SC Motor Fuels Tax)
GPATS -- Greenville-Pickens Area Transportation Study (funding from SCDOT and Federal Highway Administration)
City -- City of Mauldin
FTA -- Federal Transit Administration
UTC -- Utility Tax Credits funds, provided for specific economic development projects by utility companies
SCDOC -- SC Department of Commerce, Economic Development Road program (funding from a portion of the SC Motor Fuels Tax)

area (Carolina Point Parkway, Millennium Parkway, and Fairforest Way; this bicycle facility extends from Woodruff Road to Mauldin Road, parallel to I-85.

City staff continues to work with Greenville County Recreation to establish a connection from Mauldin to the Swamp Rabbit trail. Several options have been explored and discussed, and discussions with property owners regarding easements for a trail have begun.

Streets and Highways

Three major road improvement projects have been completed in Mauldin since 2009: intersection improvements at Main Street/Butler Road; widening East Butler Road and Bridges Road at Mauldin High School; and widening of I-385 through Mauldin.

After nearly four years of working with SCDOT to obtain traffic engineering approval and secure funding, traffic flow improvements at the Butler Road/Main Street intersection were completed in 2013. These improvements were made at minimal cost and the streets were not widened. Existing lanes were re-designated, to provide double left turn lanes from West Butler onto North Main, and to provide a right-turn only lane from North Main onto West Butler. These two traffic movements experienced the greatest delays and longest traffic backups, and the intersection works much more efficiently with the changes.

The intersection of East Butler Road, Corn Road and Bridges Road was improved to eliminate a bottleneck at Mauldin High School. An additional westbound lane was added to East Butler Road to reduce delays that occurred primarily in the morning hours on this approach to the intersection. A right turn only lane was added on Bridges Road, and a right turn lane was added on eastbound Butler Road. Sidewalks were added on Corn Road, and existing bicycle lanes on Bridges Road and Corn Road were extended through the intersection. City staff worked closely with SCDOT to minimize the impacts of the project on residents, the high school, and business.

Interstate 385 from West Georgia Road to I-85 was widened to six lanes with \$80.6 million in funding from SCDOT. SCDOT also plans major improvements to the interchange of I-385 and I-85; this project is scheduled to begin in late 2014 or early 2015, at a currently-budgeted cost of \$277 million.

Engineering has been completed for a long-range project to extend Holly Ridge Drive to connect with Ridge Road. This project would provide an alternate route to North Main Street (US 276) from the Ashmore Bridge Road area. The project is in the GPATS Long Range Plan but has not been funded.

SCDOT will begin preliminary engineering for improvements to East Butler Road from Bridges Road to Main Street (US 276) in 2019. The City will seek funding

for a detailed study of this section of East Butler Road in the next one to two years. This three lane section of roadway is very constrained by adjacent homes and businesses, and whatever improvements are made in this section of East Butler will have to balance the interest of adjacent property owners and efficient traffic operations.

Penny Sales Tax Projects

Greenville County Council has authorized a referendum to be placed on the November 2014 ballot, allowing voters to decide whether to increase the sales tax in Greenville County by one percent to fund a list of road improvements recommended by a citizen commission.

Several road improvement projects will be funded in Mauldin if the referendum is approved by the voters; these illustrated in Map 6-1.

Almost half of the funding from the penny sales tax will be used to repair and resurface deteriorated city streets, county roads, and state highways. These projects are too numerous to list, but the list can be viewed on the Greenville County website at the link below.

Progress on Transportation Goals and Objectives

Goal 1: Manage traffic congestion and support economic development

Objective 1.1: Preserve rights of way for future road widening and new road connections to improve traffic flow and capacity.

Implementation Strategy:

Adopt a right-of-way preservation ordinance based on the street cross sections and road network improvement identified in this plan. – *No progress on this item*

Objective 1.2: Improve local street network connectivity in the City Center Area where traffic congestion is most severe and widening arterial roads is expensive and destructive

Implementation Strategies:

a: Construct a new two-lane, pedestrian-friendly “main street” one block east of US 276 between City Hall and Miller Road, through public-private partnerships with adjacent land owners and by

leveraging other public funding sources with city matching funds.
– *Downtown Master Plan completed; funding for road improvements in the Greenville County Sales Tax referendum in November 2014.*

b: Require new development and redevelopment plans to include the local street connectivity identified in this plan in their development plans. – *No implementing ordinance has been adopted.*

Objective 1.3: Adopt design standards and spacing requirements for Collector Streets in subdivisions to avoid future through-traffic issues.

Implementation Strategy:

Amend the city’s land development regulations. – *No progress.*

Objective 1.4: Pursue all sources of funding available to improve the congested roads and intersections identified in this plan.

Implementation Strategies:

a: Request funding through the County Transportation Committee and through GPATS for intersection improvements. – *Funds obtained for improvements and resurfacing on Corn Road, Bridges Road, and Forrester Drive; also for improvements at Main Street/Butler Road intersection.*

b: Continue to work with GPATS to fund improvements to roads on the federal-aid eligible highway network. – *East Butler Road widening at Mauldin High School*

c: monitor other opportunities to request federal and state funding for road improvements. – *Many City-requested projects are in the list for funding if the County Sales Tax referendum passes.*

Objective 1.5: Require adjacent developers to implement road improvements identified in this plan along the frontage of their developments, where the road improvement need is reasonably related to the proposed development.

Implementation Strategy:

Amend the city’s land development regulations. *No progress.*

Objective 1.6: Adopt land use policies (zoning classifications and/or overlay districts) that encourage walkable communities.

Implementation Strategy:

Amend the city's zoning ordinance and land development regulations. *Minor adjustments were made to the CRD zoning district.*

Goal 2: Develop a multimodal transportation system that provides viable alternatives to automobile travel.

Objective 2.1: Develop safe and effective bicycle and pedestrian facilities.

Implementation Strategies

a. Work with SCDOT to ensure pedestrian and bicycle accommodations are included in all new SCDOT road improvement projects within the City of Mauldin – *Some bike lanes and wide outside lanes to accommodate bikes in the East Butler Road project*

b: Amend the city's land development regulations to require all new developments to construct sidewalks on adjacent public streets where identified in this Comprehensive Plan. – *No progress*

c: Develop good bicycle and pedestrian connections within Mauldin and between Mauldin and CU-ICAR; the bicycle-pedestrian path in the Main Street Plan should be a priority. – *funding has not yet been obtained for the Main Street trail to ICAR.*

d: Develop greenway trails as transportation and recreation facilities; these quality of life improvements also support economic development. – *A section of greenway trail on Fowler Circle is funded and will be built by SCDOT in the next 12 to 18 months; this will provide a pedestrian and bike connection between Sunset Park and the public library on West Butler Road.*

Objective 2.2: Develop efficient, effective public transportation services to provide regional connections to adjacent cities and to provide a local mobility option for Mauldin residents.

Implementation Strategies

- a. Work with GPATS, Green Link, and SCDOT Division of Mass Transit to implement a new commuter transit route connecting Mauldin with Simpsonville and Greenville. – *Greenlink Route 14 began operating from downtown Greenville through Mauldin to Simpsonville in October 2012.*
- b. Evaluate options for providing local transit routes within Mauldin to provide service for seniors, persons with disabilities and the general public. – *Federal and state funding is not sufficient for additional services at this time.*

Chapter 7 Community Facilities

Schools, wastewater treatment, and water service improvements in Mauldin are governed by regional agencies, and are not addressed in in this plan.

Local wastewater collection, solid waste and recycling services, street maintenance, public safety, parks and recreation facilities are the community services and facilities that the City of Mauldin directly controls, and those functions are the focus of this section of Mauldin's Comprehensive Plan.

Wastewater Collection Facilities

Wastewater in Greenville County is managed in a two-tier process. Renewable Water Resources, or "ReWa" (formerly Western Carolina Regional Sewer Authority) is the regional sewer authority. ReWa builds and operates wastewater treatment plants and the large trunk sewer lines that run along rivers and creeks and serve those plants. The smaller collection lines are maintained by cities and special purpose districts.

ReWa has completed a long-range plan for their system, and that plan is incorporated by reference and available on the ReWa website at <http://www.rewaonline.org>.

The City of Mauldin has a wastewater system maintenance and improvement plan in place and is continuing to implement that plan. A sewer fee increase was passed on first reading in June 2014 to fund continuing maintenance of the system. This is the first increase in the City's sewer fees in over 10 years, and Mauldin will still have the lowest sewer fees of any city in Greenville County after the fee increases are implemented.

Mauldin will continue to maintain and improve the city's sewer infrastructure to ensure continued compliance with SC DHEC and US EPA regulations and to meet the demands of a growing community. Effective maintenance and expansion of the City's wastewater collection system may be the most effective strategy for ensuring the continued growth and economic development of the City of Mauldin.

Solid Waste and Recycling

Greenville County opened the new Twin Chimneys Landfill in 2008. The County began charging "tipping fees" to cities for the first time when the new landfill opened. Tipping fees have now increased to \$16 per ton. The City continues to promote recycling, composting and other strategies to minimize the cost of disposal of household garbage.

Mauldin collects more than 8,500 tons of solid waste annually. Mauldin residents participate in recycling at a very high rate, with over 3,500 households using curbside recycling. The city's recycling program handles nearly 750 tons of materials each year.

Replacement facilities for the current public works vehicle maintenance, material storage facilities, and yard debris processing area on Jenkins Court will be needed if redevelopment plans for the City Center area are pursued.

Street Maintenance

The City of Mauldin currently maintains 83.3 miles of city-maintained local streets in the city limits; in a few cases maintenance is shared with Greenville County, if the City boundary is the centerline of the street. Continued annexation will cause additional local street mileage to transfer from County to City maintenance over time.

Generally, local streets should be resurfaced on a schedule of every 15 to 20 years. Using that number as a guide, four to six miles of city streets should be resurfaced annually. The city has been able to resurface approximately four miles annually in the past three years.

Fire Services

Mauldin Fire Department provides service to a fire service area that extends far beyond the city limits. The fire service area includes more than 33,000 persons and covers more than 22 square miles. Approximately 13.4 miles and 11,000 persons served by Mauldin Fire Department are outside of the city limits. Non-city residents pay 26.1 mils in their County tax bill for Mauldin fire service.



Fire Station 4 provides more rapid response in the eastern part of the fire service area.

Four fire stations are operated currently. The headquarters station is on East Butler Road next to City Hall. Station 1 is on Miller Road near the intersection with Hamby Road. Station 2 is on Rocky Creek Road at Feaster Road, and a new Station 3 was opened in 2012 at the intersection of Bethel Road and Holland Road. Stations 2 and 3 are located outside of the current city limits. Average response times are 2.5 minutes.

In cooperation and consultation with Greenville County, Mauldin is continuing to implement a ten-year fire service plan geared toward reducing fire response times and maintaining the City's high ISO rating of 2.

Police Services

Mauldin has among the highest levels of police coverage in the state, with 5.8 police employees per square mile and 2.1 officers per 1,000 residents. Police headquarters is located in City Hall, and a substation is maintained at the Woodruff Road fire station.

Community policing has been an important outreach effort of the department, through support of neighborhood crime watch programs. The department runs a Youth Academy summer camp program, with a three-week session for boys and three-week session for girls. In 2014, 43 youth participated in the program, which includes classroom training and physical training. Mauldin also provides School Resource Officers at area schools in the city, and assigns a business liaison officer to support the business community by maintaining good rapport with the business community and providing security audits and other services.



Mauldin Police Youth Academy participants enjoy a relay race in front of City Hall.

The Mauldin Police Department attained Commission on Accreditation for Law Enforcement Agencies (CALEA) certification in 2012, and state accreditation on 2013.

The Mauldin Police Department attained Commission on Accreditation for Law Enforcement Agencies (CALEA) certification in 2012, and state accreditation on 2013.

Parks and Recreation

Mauldin has a strong active recreation program, with extensive participation in league sports including baseball, basketball, football, and soccer. The City's state-of-the-art Sports Center is a strong addition to the recreation program and has over 4,000 members.

Priorities for future development of the City's parks and recreation programs include

- Additional football/soccer/lacrosse multipurpose fields;
- Development of one or more "passive parks";
- Continued improvements to the grounds of the Mauldin Cultural Center and Sports Center complex, in consultation and cooperation with the Mauldin Cultural Council;
- Development of a greenway trail system, as proposed in Chapter 6 of this plan.

The City's best opportunity for expanding park space and creating passive park areas is in developing small open space areas along creeks, connecting these where possible with greenway trails.



The Mauldin Cultural Center grounds are the City's best example of an urban park.

Progress on Community Facilities Goals and Objectives

Goal 1: Expand public safety services, community facilities and infrastructure to keep pace with growth and development and ensure continued high-quality service delivery.

Objective 1.1: Continue to maintain and improve the city's wastewater collection infrastructure

Implementation Strategies:

- a. Continue to implement the city's sewer maintenance plan – *implementation is on schedule to date.*
- b. Continue to maintain membership on regional wastewater planning committees. – *staff was involved in ReWa's 20 year plan.*

Objective 1.2: Continue to improve delivery of public safety services, maintain rapid response times for police and fire, and pursue higher ISO ratings for the Mauldin Fire Department.

Implementation Strategies:

- a. Implement the fire service plan developed in cooperation with Greenville County, including additional stations and upgrades to existing facilities. – *New station completed on Holland Road at Bethel Road; ISO rating improved from 3 to 2.*
- b. Plan and prepare for expansion of fire and police forces as population growth continues. -- *Police obtained CALEA certification; see above for fire.*

Objective 1.3: Continue to manage solid waste effectively and minimize the volume of waste that must be hauled to the landfill.

Implementation Strategies:

- a: maintain and expand recycling programs. *This is ongoing.*
- b: continue to convert yard debris (leaves, limbs, etc.) into usable mulch and compost products. – *All city yard debris is now collected by a mulch/compost producer.*
- c. explore options to encourage households and business to reduce the waste stream to the landfill. *Partnered with CocaCola to promote recycling. Added an option for larger roll carts for recycling.*

Goal 2: Provide and excellent system of active and passive park facilities for Mauldin residents.

Objective 2.1: Develop existing city property to provide additional passive recreational opportunities. – Cultural Center grounds have been improved with lawns, walking trails, landscaping, and an amphitheater. Improvements at Pine Forest Park also have been completed.

Implementation Strategies:

- a. Collaborate with the Mauldin Cultural Center Foundation Board to implement the updated Cultural Center Master Plan, which provides for extensive passive park space and landscaping. *See above.*
- b. Develop city-owned property along Gilder Creek at East Butler Road with a recreational trail and other passive park amenities, and identify the property as a city park. *No progress to date.*

Objective 2.2: Acquire additional park land to provide additional space for recreation programs and for passive recreation, to bring Mauldin's park acreage per capita in line with national benchmarks and with neighboring cities.

Implementation Strategies:

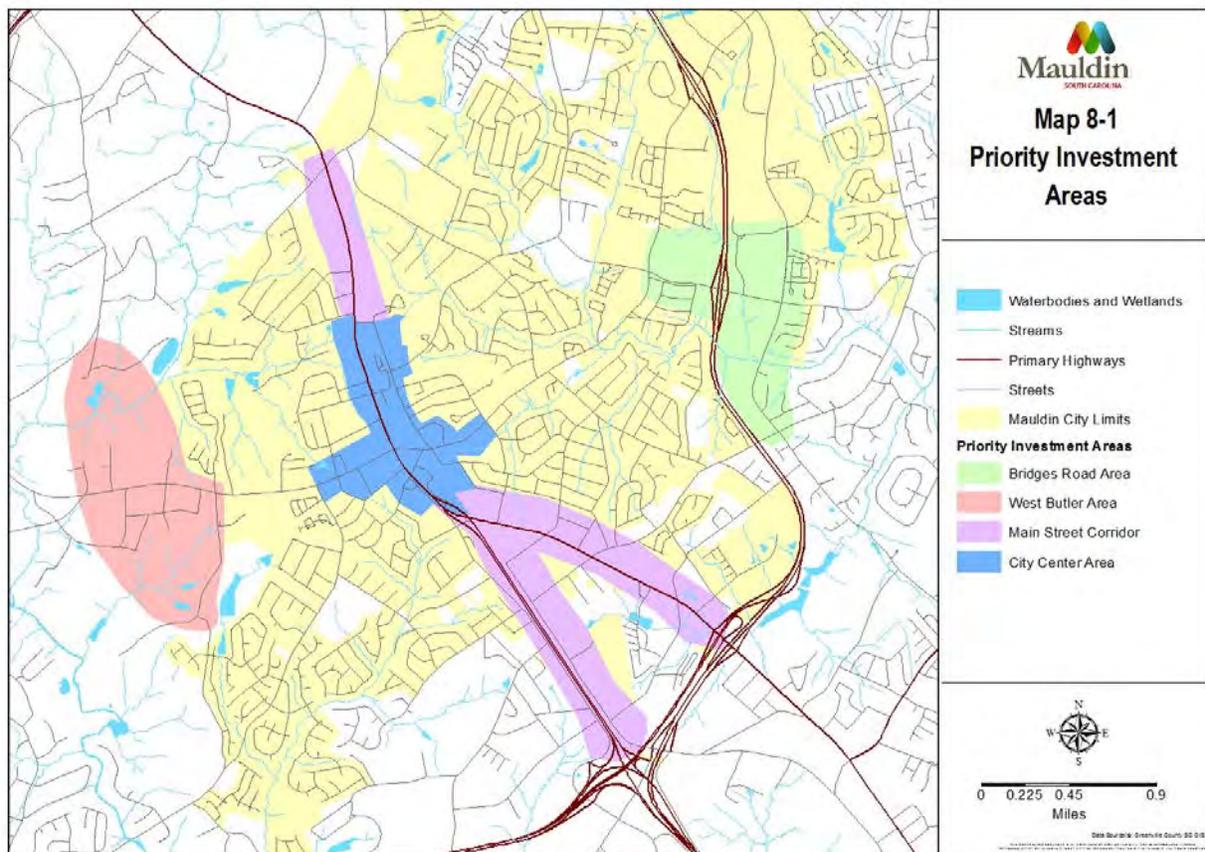
- a. Identify funding sources for park land acquisition. *Hospitality and Accommodations Tax funds and SC PRT PARD Grant funds are main sources other than City General Fund.*
- b. Seek opportunities to partner with private land owners to develop passive parks on undevelopable lands in the flood plains of Gilder Creek and Laurel Creek. *Contact has been made with property owners in both areas but nothing has been implemented to date.*
- c. Evaluate potential partnerships with Greenville County Recreation District. *On-going.*

Chapter 8 Priority Investment Areas

Mauldin's 2009 Comprehensive Plan identified investment priorities in two ways: first, by geographic areas of the city and surroundings, and by specific functional areas where continued investment is needed to implement this comprehensive plan. The City's capital investments have been consistent with the priorities of the 2009 plan and no changes are proposed at this time.

Geographic Priority Investment Areas

Four geographic areas of the city where public investment will be critical to support growth and to leverage private investment are identified in Map 8-1.



The West Butler Road area offers the potential to develop new road infrastructure to help relieve existing and predicted future traffic congestion, while enabling high quality development of large undeveloped tracts of land. In this area. Investment activities in this area include:

- New playground facilities at Sunset Park;

- A multi-use path on Fowler Circle, connecting Sunset Park to West Butler Road;
- Ready-to-construct plans to extend Holly Ridge Court to connect with Ridge Road;
- Funding requests for improvements to Ashmore Bridge Road at West Butler Road through the Greenville County sales tax referendum for transportation.

The City Center area offers an opportunity to revitalize the commercial core of the city. Investment activities in this area include:

- Landscaping and a new amphitheater at the Mauldin Cultural Center;
- Intersection improvements at Main Street/Butler Road intersection;
- Acquisition of the vacant Taco Bell property to facilitate future street connectivity;
- Completion of a Downtown Master Plan;
- Funding requests for improvements to Jenkins Court and extensions of Sunset Drive and Miller Road through the Greenville County sales tax for transportation;
- Relocate Public Works facility from Jenkins Court.

The Bridges Road area has been the focus of recent development, and provides interstate access to some of the largest remaining commercial development properties in the area. Investments in this area include:

- Widening of Holland Road from Bridges Road to Centerpointe Drive
- Widening of East Butler Road at Mauldin High School and improvement to the East Butler Road/Bridges Road intersection
- Construction of a new fire station on Holland Road at Bethel Road;
- Funding requests for widening Bridges Road from I-385 to Holland Road, included in the Greenville County sales tax referendum.

The Main Street corridor offers many development and redevelopment opportunities in the cities oldest commercial development corridor. The Main Street Corridor Plan adopted in 2009 will continue to provide guidance for investment in this area. Activities in this area include:

- Completion of the first phase of landscape and streetlighting improvements proposed for the corridor.
- Investment in the engineering studies and reports needed to obtain South Carolina Certified Industrial Site status from the SC Department of Commerce for a 35 acre industrial site at 1400 Old Stage Road.

Functional Priority Areas

Four functional areas are key to the successful implementation of the City's comprehensive plan: streets, fire stations, parks and greenways, and wastewater.

Inadequate state funding for the street maintenance and improvements has resulted in crumbling roads, inadequate sidewalk and bicycle facilities, traffic congestion, and safety issues for all street users. This issue has been addressed by:

- Aggressive matching of funds for street resurfacing made available by the Greenville County Legislative Delegation Transportation Committee (GCLDTC) to resurface over 15 miles of City maintained streets;
- Partnering with SCDOT and GCLDTC to resurface and add paved shoulders/bike lanes to Forrester Drive and Corn Road;
- Funding requests for extensive resurfacing and road improvements through the Greenville County sales tax for transportation;
- Extension of sidewalks on West Butler Road and on South Main Street by SCDOT with American Recovery and Reinvestment Act (ARRA) funds.

The continued rapid growth of the Mauldin area has generated a need for additional fire stations. The new station on Holland Road was opened in 2012.

Expanded parks and greenway trails have been among City Council's goals for several years. Investments in the Mauldin Cultural Center grounds, new ball field lighting at City Park and Springfield Park; and on-going efforts to develop a connection between Mauldin and the Swamp Rabbit Trail reflect this priority. Efforts to identify and acquire additional park locations will continue.

Wastewater system maintenance and expansion will continue to be critical, to meet environmental protection requirements, protect the city's investment in this infrastructure, and support continued economic development. Recent approval of a sewer fee increase will enable the City to continue to invest in capital maintenance of the wastewater collection system.

Progress on Goals and Objectives

Goal 1: Focus public investment in and near Mauldin to maximize economic development opportunities and quality of life benefits

Objective 1.1: Implement the Main Street (US 276) Plan

Implementation Strategies

- a. Apply for additional grant funding for construction of the landscaping, congestion management, street connectivity improvements, and sidewalks and bike lanes identified in the plan – *first phase of landscaping is complete; congestion management improvements implemented at the Main/Butler intersection; first phase of street connectivity improvements are on Greenville County sales tax for roads project list; no progress on sidewalks or bike lanes.*

b. Identify additional city funding sources for implementation and for matching grants. *Appalachian Regional Commission grant was applied for but not awarded; County sales tax for roads has been aggressively pursued, and several critical street improvements are included in the final list of projects on the ballot referendum.*

Objective 1.2: Focus infrastructure improvements near other large undeveloped areas with good transportation access in the West Butler Road/Fowler Circle area and the Bridges Road/Holland Road area.

Implementation Strategies

a. Work with GPATS to pursue Federal Highway Administration funds for improvements to Bridges Road and to develop a new minor arterial road between Ridge Road and West Butler Road. – *Both projects were added to the updated GPATS long range plan in 2013 – Bridges Road is in the funded section of the 20 year plan, Holly Ridge Drive is in the “unfunded needs” section.*

b. Seek opportunities to develop passive parks along the major creeks as a strategy to encourage high quality development in these areas. *Contacts have been made with key property owners in three locations to present this option to be considered at the time properties are developed. Two sites are on the main branch of Laurel Creek, the other is on the main branch of Gilder Creek.*

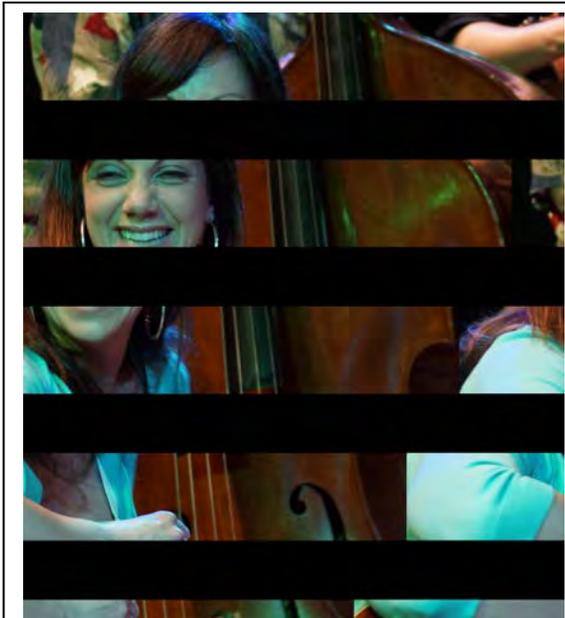
Chapter 9 Cultural Resources

Mauldin's cultural history began when the Greenville and Laurens Railroad was constructed in the 1880s. Local residents appealed to Lt. Gov. William L. Mauldin, who was a former president of the railroad, to route the line through the community then known as Poplar Springs, instead of bypassing the community as had been originally proposed. The small depot erected in 1886 was named in honor of Lt. Gov. Mauldin; since then, Mauldin's place in the region has been one of intersecting cultures and history.

Cultural life currently is centered mainly around the Mauldin Cultural Center which is housed in the original Mauldin School, one of the oldest buildings in Mauldin, which housed grades 2-12 from 1937 until 1957 when it became Mauldin Elementary School through 2002. The Mauldin Cultural Center is a city-owned and operated facility that hosts almost 30,000 people a year and well over 1,500 different classes, performances, and events each year. In the past four years, improvements to the facility include a new amphitheater, extensive landscaping, a veterans memorial, pathway lighting, benches and picnic tables.

Cultural Resources

The largest physical cultural resource in Mauldin is the Mauldin Cultural Center. Purchased by the City in 2003 from Greenville County Schools, it has been the community's intent to continually develop the 1937 school building into a hub of cultural activity for the community.



Since that time, the facility has seen a tremendous growth in activity and infrastructure improvements. During the early years in its new role as Mauldin Cultural Center, many rooms in the facility were renovated through public and private funds. Founded in 2004, Mauldin Cultural Council, a nonprofit organization, helped raise funds to update much of the old school's interior and began implementing various arts programs.

In 2011 the City took lead on updating the facility's auditorium space along with new landscaping, including the addition of a 1,000+ seat outdoor amphitheater. These two improvements helped jumpstart an increase in facility use, program development and community identity.

Through the City's Office of Cultural Affairs, the Mauldin Cultural Center has become the hub of cultural activity first envisioned in 2003. Currently, the Center hosts almost 30,000 people every year and boasts a regular concert series, a resident theatre company, numerous arts

classes, a large number of private rentals, and is the host site for large community festivals such as the annual Mauldin BBQ Cook-Off and community Christmas events.



Grammy nominated jazz musician Gregory Porter performed for a sellout crowd approaching 1,000 people in May 2014.

Much more is planned for the Mauldin Cultural Center. Further improvements to landscaping, along with additional renovations to interior classrooms, and a long-term goal of a complete renovation of the auditorium space are all projects that are in the works. Additionally, the Office of Cultural Affairs is growing its offerings to the public in an effort to strengthen the community's identity and reach residents and visitors alike.

The goals and objectives listed in this section of the Comprehensive Plan point to a vision of a stronger cultural bond in the community and an increased role for Mauldin to play in the cultural landscape of the entire Upstate of South Carolina.



Historic Resources

Many of Mauldin's oldest sites have since been torn down and developed into commercial or residential districts. This includes the original train depot which was demolished in 1953; the Whatley House, which served as the location for community Christmas gatherings; and a number of other houses. Several farm houses built in the late 19th and early 20th century remain, but are not likely candidates for historic register designation. All of the city's oldest structures have been too extensively modified to qualify for National Register of Historic Places designation.

Notable sites still standing in Mauldin include the old Mauldin School building, now the Mauldin Cultural Center. The original school burned down in 1935 and the current facility was built by the Works Progress Administration in 1937. It served as a place of learning until 2002 when the new Mauldin Elementary School was built and the City purchased the facility to develop it into a community cultural center.

Mauldin United Methodist Church, originally Poplar Springs Methodist Episcopal Church South, was the first church in the community and operated the first school. Other historical markers include Laurel Creek Church, Gilder Plantation grounds, and McBee Chapel.



2009 PLAN GOALS & OBJECTIVES | STATUS

Goal: Develop & Improve Cultural Programs that help define the City of Mauldin.

- **Objective 1.1: Develop a “signature” festival for Mauldin City Center**
 - **Strategy:** Collaborate with Mauldin Cultural Center, Chamber of Commerce & Garden Club.
 - **STATUS:** In 2013 the Mauldin BBQ Cook-Off moved to the Cultural Center grounds with the intention of making this event the community's “signature event”. (2,500 people)
 - **STATUS:** The Garden Club hosts an Annual Spring Fling in April. (800 people)
 - **STATUS:** The Chamber hosts an annual model train show. (5,000 people)
- **Objective 1.2: Develop a recurring outdoor music series at the Cultural Center**
 - **Strategy:** Develop the outdoor amphitheater called for in the Cultural Center Master Plan and collaborate with Mauldin Cultural Center Foundation Board (MCCFB) to develop and schedule events.
 - **STATUS:** First concert series held in summer of 2010, has continued every year. Now called the Railroad Concert Series offered free to the public.
 - **STATUS:** Formal outdoor amphitheater created in 2011.
- **Objective 1.3: Complete the development and renovation of the Mauldin Cultural Center, giving top priority to renovation and improvement of the auditorium.**
 - **Strategy:** Adopt the updated Cultural Center Master Plan.
 - **STATUS:** Master Plan was adopted.
 - **STATUS:** Landscaping Master Plan created and adopted.
 - **STATUS:** Updated Auditorium space in 2011 and created new amphitheater space.
 - **Strategy:** Collaborate with MCCFB on fundraising and implementation of the master plan.
 - **STATUS:** A feasibility study was developed in 2011, pointing to a need to focus on community identity before any major fundraising efforts are undertaken.
 - **STATUS:** Board of Directors involved in all planning revolving around Cultural Center.
 - **STATUS:** The City created an Office of Cultural Affairs in 2013 to manage the Cultural Center. MCCFB became the Mauldin Cultural Council with a new focus on the entire community.
- **Objective 1.4: Support the creation of a Mauldin Community Theater group.**
 - **Strategy:** Encourage use of the renovated auditorium for “satellite” productions by area theatre groups.
 - **STATUS:** American Callboard Theatre became the Cultural Center's resident theatre company in 2014 – hosting three productions plus summer camps.
 - **Strategy:** Offer auditorium space to summer theater camps and other theater classes.
 - **STATUS:** American Callboard Theatre hosts week-long summer camps in June and July.
 - **Strategy:** Offer auditorium space to churches and schools for musical and theatrical events.
 - **STATUS:** Montessori School of Mauldin uses the Auditorium two times each year for a theatre production. Other private rentals for productions have also occurred.

2009 PLAN GOALS & OBJECTIVES | STATUS [continued]

Goal: Develop an historic preservation strategy for the city.

- **Objective 2.1: Support preservation and restoration of historic sites and buildings.**
 - **Strategy:** Pursue eligibility for historic preservation tax credits for historic houses to encourage preservation and reuse.
 - **STATUS:** The number of historic structures in Mauldin is small and pursuing tax credits for renovation and reuse is based on preferences of property owners. The City should still support any private efforts to complete this.
 - **Strategy:** Provide zoning and/or city property tax incentives to preserve historic homes.
 - **STATUS:** Not completed.
 - **Strategy:** Seek funding to construct a replica of the C&WC Railroad depot.
 - **STATUS:** Railroad Depot is a component in the approved Downtown Mauldin Master Plan.
- **Objective 2.2: Increase community awareness of Mauldin's history.**
 - **Strategy:** Pursue National Register of Historic Places designation for Cultural Center.
 - **STATUS:** Was pursued at first, but was unsuccessful. Current modifications and proposed future modifications to facility may impact eligibility or would have to be drastically altered to conform to requirements.
 - **Strategy:** Erect historical markers at sites in Mauldin.
 - **STATUS:** Historical marker erected at Cultural Center.
 - **Strategy:** Develop a Mauldin Historical Collection room at the Cultural Center or other building.
 - **STATUS:** The Cultural Center does not host any permanent tenants (except for Chamber). Cultural Center does accept historic items though.
 - **Strategy:** Document Mauldin's past through an oral history project.
 - **STATUS:** Not completed.
 - **Strategy:** Encourage formation of a Mauldin Historical Society.
 - **STATUS:** Not completed. Not much public interest.
 - **Strategy:** Complete the update of the City's history in a new "Mauldin's Legacy" publication.
 - **STATUS:** Not completed. Not much public interest.

CULTURAL RESOURCES | 2014

Recommended Goals, Objective & Strategies

Goal A: Build a stronger, more identifiable, cultural community through the activities of the Office of Cultural Affairs.

Objective A1: Position the Office of Cultural Affairs, and the Cultural Center, as a resource for the community.

Strategy A1.1: Create a directory listing of all area (Mauldin and non-Mauldin) artists that is accessible to the public.

Strategy A1.2: Offer professional development opportunities specifically for artists to help them build their own business, strengthen their role in the community and market their work.

Objective A2: Continue to develop the Mauldin Cultural Center facility and grounds according to approved Master Plans.

Strategy A2.1: Update and/or renovate rooms to a high standard.

Strategy A2.2: Invest in high quality equipment.

Strategy A2.3: Create better signage (indoors and outdoors).

Strategy A2.4: Provide a short-term and long-term solution for Murray Drive side of grounds including ample parking, planting, and building appearance.

Objective A3: Create more opportunities for artist to showcase their work.

Strategy A3.1: Partner with local businesses (restaurants, retail) to show local artwork.

Strategy A3.2: Include more art and culture components in community festivals/events.

Strategy A3.3: Highlight the various international cultures in the area.

Goal B: Make cultural amenities more visible to the public and more participatory in nature.

Objective B1: Highlight the various cultural and artistic offerings of the community.

Strategy B1.1: Create a "Welcome Packet" for new residents and businesses.

Strategy B1.2: Build a strong marketing campaign for all community events to attract a larger audience.

Strategy B1.3: Develop program to designate certain areas of community as "districts" (art, food, commerce, etc.)

Objective B2: Develop spaces dedicated to public gatherings, cultural programs and public interaction.

Strategy B2.1: Advocate for the inclusion of "common spaces" in development projects (private and public). These would include green space, common seating areas, open lobby space, and welcoming outdoor spaces.

Strategy B2.2: Create a "Town Green" as included in the Downtown Master Plan.

Strategy B2.3: Market current community spaces better to attract people throughout the year. (e.g. Cultural Center grounds, parks, local businesses, etc.)

Objective B3: Highlight historically and cultural significant resources.

Strategy B3.1: Create a City-wide "Historical Designation Program" that would be community driven, and would not require specific property or land restrictions.

Strategy B3.2: Create a repository for historic photos and documents.

Chapter 10

Economic Development

Mauldin has developed a strong and reasonably diversified economy, with services, manufacturing, and wholesale and retail trade providing the greatest number of jobs. The city's ten largest employers are listed in Table 10-1.

One of the city's largest employers, BiLo's corporate headquarters, relocated to Jacksonville, FL, following a merger with Winn Dixie. However, expanding employment at Samsung and the announcement of a new eSurance regional office has effectively replaced the BiLo job losses.

Mauldin's economic vitality is reflected in business recruitment and expansion successes:

- **Samsung Networks America** opened a technical support center in the Centerpointe Business Park in May 2009 on Holland Road; the initial 300 employees has expanded to 700 in just five years.
- **eSurance** announced a regional claims and sales office at Brookfield Corporate Center and began operations in August 2014. More than 450 employees are expected to work at this location.
- **Siemens Industries** selected a space at Brookfield South for a painting and assembly operation for hydraulic pumps.

Economic Development Tools

Mauldin continues to collaborate with Greenville Area Development Corporation (GADC) and the SC Department of Commerce to offer incentives to new businesses, including the South Carolina Textiles Communities Revitalization Act, fee in lieu of taxes (FILOT), and Utility Tax Credits.

Mauldin has adopted local economic development incentives as well. Companies that invest in public infrastructure improvements may be eligible for rebates of up to half of the cost of these infrastructure improvements in future city property tax bills. Business license fees may be phased in over 3 years for new companies in the advanced materials, aerospace, automotive, life sciences and medical devices industries. City Council has focused on improving the business climate by providing more flexibility in development ordinances covering landscaping and signs, and will continue to improve development ordinances for business.

Mauldin has worked with an adjacent property owner to annex a 35 acre industrial site on Old Stage Road and has funded engineering studies to obtain "South Carolina Certified Industrial Site" designation from the SC Department of Commerce, which

assures visiting industrial prospects that the site is “shovel ready” for private industrial development. Staff continues to work with GADC to market and show this site to prospective industries.

Table 10-1 Major Employers in the City of Mauldin		
Employer	Industry Sector	Employees
Verizon	Communications Services	1,250
C&S Wholesale	Transportation, Distribution, Logistics	1,125
Samsung Networks America	Communications Services	700
Charter Communications	Communications Services	613
Jacobs Engineering	Engineering Services	596
Met Life	Finance, Insurance, Real Estate	530
Ford Motor Credit	Finance, Insurance, Real Estate	468
eSurance [1]	Finance, Insurance, Real Estate	450
Compx	Manufacturing	293
Morgan AMT	Manufacturing/Advanced Materials	277
Lockheed Martin	Aerospace Services	185
C.F. Sauer	Manufacturing	152
Total		6,339

[1] Announced, opening date late 2014

Regional Economic Development Strategies

The ten-county Upstate region has cooperated through the Upstate Alliance to begin forming a collaborative regional economic development partnership. Upstate Alliance focuses on recruitment of new business to the region and marketing the Upstate region.

Mauldin has been an active participant in Ten at the Top, a regional group focused on fostering regional collaboration and cooperation on a variety of economic development and quality of life initiatives.

GADC has identified four industry clusters to target, building on existing industries and market advantages. The four targeted clusters are

- automotive,
- advanced materials,
- aviation,

- life sciences, with a focus on
 - medical devices,
 - agricultural biotechnology
 - research and testing labs
 - pharmaceuticals.

Mauldin’s proximity to Donaldson Center and to Clemson University’s International Center for Automotive Research create strategic opportunities to attract automotive and aviation engineering firms and suppliers.

Challenges and Opportunities

Within Mauldin, little space remains available in Class A business parks. Two sites remain available in Brookfield Corporate Center. Several sites remain available at Centerpointe Business Park at I-385 and Bridges Road. City staff has developed relationships with owners and property managers in these parks to help encourage development of these properties.

Smaller “infill” sites are important for both office and residential development in Mauldin. Bringing a larger daytime and resident population to key areas -- especially the city center area – will create a stronger market for restaurant and retail development. A market analysis revealed that the under-supply of quality restaurant and retail options results in \$28 million in annual retail and restaurant sales “leaking” out of the Mauldin market to adjacent markets in Simpsonville and Greenville.

It remains essential to improve the “sense of place” and the image of the City of Mauldin to improve the city’s economic competitiveness. To this end, the city funded a Downtown Master Plan that envisions redevelopment of a 12 acre area between the railroad and Main Street, about 6 acres of which is city-owned. Staff continues to seek funding to implement this plan.

Quality of life factors are often a “tie breaker” in business location decisions. The intangible value of an active downtown area with diverse dining and entertainment options plays an important role in creating a positive community image. Creating a stronger community identity and sense of place will improve quality of life in Mauldin and play an important role in larger economic development efforts.

Mauldin’s Economic Development Strategy

Based on Mauldin’s location, existing business, and established goals, the City’s economic development efforts remains focused on four areas, outlined below.

Retail and Hospitality Industry Development

Mauldin has a multitude of fast-food restaurants, but few quality sit-down restaurants.

Discussions with site selection consultants for quality sit-down restaurants reveal that these businesses tend to cluster in groups of several restaurants, need to be near large retail or employment centers, and also benefit if cultural and entertainment amenities are nearby.

Implementation of the Main Street Plan has begun to create a stronger environment for retail and restaurant business, as extensive landscaping was completed in the spring of 2012. Investment in the Mauldin Cultural Center, with the renovation of the auditorium and development of a quality outdoor amphitheater, is beginning to have an impact as well.

The City lacks a quality hotel within the city limits. Staff has actively worked on recruitment with local hotel developers in attempt to address these issues. With few exceptions, quality hotels now locate only on sites that are adjacent to an Interstate interchange, very close to a large convention center or sports arena, or in a thriving downtown area. Currently, the only realistically feasible hotel sites in Mauldin are at I-385 interchanges.

Another key strategy for recruitment of high-quality retail and hospitality is to create the kind of urban, pedestrian-friendly environment where these businesses can thrive. To a large extent, Mauldin future success in the retail and hospitality industries will hinge on the city's commitment to investing in redevelopment of the city center area.

Consulting Engineers, Architects, and Business Consultants

Mauldin's locational advantage creates opportunities to recruit local and regional engineering offices and other business consultants. Proximity to I-CAR is an advantage for automotive engineering consulting firms, as well as information technology and other business services. These business increasingly rely on their ability to recruit "creative class" employees, whose decisions about where to work are tremendously influenced by quality of life factors.

Advanced Materials Research, Development and Manufacturing

Innegrity is the region's newest advanced materials manufacturer, producing a fiber that has broad applications in automotive, sporting goods, and military applications. Morgan AMT, one of Mauldin's largest employers, can also be classed in this sector. Alternative energy research and development is a subset of this cluster that has strong potential for future development, and is associated with existing automotive research in the region.

General Office and Medical Office Development

The Bon Secours - Saint Francis Hospital satellite campus planned on Mauldin's northern boundary at Millenium Campus will create demands for additional medical office, lab and research space. Very little quality office space is available in the City

Center area in particular, and recently-developed office space in the City Center area such as Renaissance Park on Alexander Drive has been very successful.

Corporate Headquarters and Regional Offices

Mauldin is home to headquarters and regional offices for Bi-Lo, Jacobs Engineering, Met Life, Samsung Networks America, Verizon, Ford Motor Credit, and others. While market dynamics will cause some changes to these offices over time, the City's location and quality of life should continue to support corporate offices.

Implementation Strategies

The City's economic development efforts in the next several years should focus on the following implementation strategies:

- Continue to coordinate with GADC to develop and market existing sites and buildings.
- Continue to use all available tools to recruit manufacturers, with emphasis on automotive, aviation and advanced materials sectors
- Pursue opportunities to develop additional Class A office space and to recruit regional and national headquarters offices.
- Work to provide adequate infrastructure for development between Mauldin and the Southern Connector
- Invest in the infrastructure needed for redevelopment in the city center
- Explore public-private partnerships to redevelop the city center
- Continue to develop the Mauldin Cultural Center as a focus of leisure and recreation activities, to provide important amenities to attract new development to the surrounding area.
- Explore development of small, linear urban parks where possible, with a view to connect Mauldin to the Swamp Rabbit Trail.
- Continue to work with Greenlink to ensure good public transit service.

Annexation Strategy

Mauldin has two options for expansion of the city's population and tax base: infill development within the existing city boundaries, or expand the city limits through annexation. Both options should be pursued.

The City's Annexation strategy has evolved over the past few years and will continue to evolve and adapt as the environment changes. The key factors in the annexation strategy adopted by Mauldin City Council are:

- Promote orderly growth
- Support economic development

- Control the type, quality, and location of development
- Establish and maintain positive community identity
- Ward off encroachment from other cities
- Ensure future growth

Progress on Goals and Objectives

Goal 1: Promote Mauldin’s excellent business climate to industry and retail businesses.

Objective 1.1: Develop and disseminate information to prospective businesses about Mauldin’s strong market data, quality work force, low cost of living and high quality of life.

Implementation Strategies:

- a. Develop and distribute marketing brochures through Greenville Area Development Corporation (GADC), Upstate Alliance, Greater Mauldin Area Chamber of Commerce, and other organizations. – *Brochures completed and distributed.*
- b. Proactively contact businesses in targeted market segments to provide information about Mauldin as a good location for business. – *on-going efforts coordinated with GADC.*

Goal 2: Collaborate with GADC and Upstate Alliance to recruit new businesses to Mauldin.

Objective 1/Implementation Strategy: Work with GADC to maintain an up-to-date inventory of available commercial and industrial buildings and sites within the City – *on going.*

Objective 2/Implementation Strategy: Work with GADC and Upstate Alliance to recruit high quality firms that fit Mauldin’s specific economic development strategy – *on going.*

Objective 3/Implementation Strategy: Work with GADC to provide appropriate incentives to prospective industries, evaluating incentives on a case-by-case basis. – *on-going. The City has also adopted an Economic Development Incentive ordinance and amended the Business License Ordinance to provide reduced rates for targeted industries in the first three years of operations in Mauldin.*

Goal 3: Assist existing businesses to expand and grow in Mauldin

Objective 1/Implementation Strategy: Create an industrial Plant Managers Council to assist with recruitment and expansion of existing industries. Not created. *Direct contacts with large industrial plant managers have been established.*