

DRAFT

Goals, Objectives and Implementation Strategies for the Mauldin Comprehensive Plan

Goals, Objectives and Implementation Strategies are identified for each of the nine elements of the Comprehensive Plan completed to date.

Population

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

Objective 1: Fund and construct new community amenities -- including parks, greenway trails, sidewalks, bicycle paths, and cultural facilities – that continue to improve the quality of life for Mauldin residents.

Implementation Strategies:

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

Objective 2: Maintain and improve the quality, condition, and appearance of residential neighborhoods and commercial development in the City

Implementation Strategies:

- a. Enforce city codes to ensure properties are well maintained.
- b. Pursue funding for housing rehabilitation activities where available and appropriate
- c. Develop incentives to encourage commercial property owners to invest in façade and landscaping improvements
- d. Adopt overlay zoning districts in commercial corridors that ensure new development and redevelopment is attractively designed and built with quality materials

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

Objective 1: Encourage voluntary annexation of residential areas adjacent to the existing city limits

Implementation Strategies:

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

Objective 2: Encourage residential infill development within the existing city boundaries

Implementation Strategies:

- a: Adopt more flexible zoning and development regulations to allow for mixed-use development in the Main Street corridor and other appropriate neighborhood center locations; encourage live-work units, loft apartments, and accessory dwelling units in appropriate areas.
- b: Develop a medium-density residential zoning category that allows new infill developments to include a mix of housing types – including small-lot single family houses, patio homes, and townhouses -- that are more compatible with adjacent single-family neighborhoods than are traditional multi-family developments.

Objective 3: Use sewer infrastructure and service as an annexation tool

Implementation Strategies:

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

Objective 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.

Housing

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

Objective 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
- b. Reduce required parking spaces for small single-level units.

Objective 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.
- b. Identify successful workforce housing strategies used by other similar communities.
- c. Continue to work with Greenville County Redevelopment Authority to develop attractive affordable housing units at a small scale on scattered sites.

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

Objective 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
- b: Create a Council of Neighborhoods to provide a forum for presidents of neighborhood associations to share ideas and communicate needs with City officials

Objective 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
- b: Improve and expand sidewalks and bicycle pathways to provide safe and convenient access to parks and recreation facilities for all residents

Objective 3: Ensure public facilities and private properties are well maintained.

Implementations Strategies

- a. Continue proactive code enforcement activities throughout the city.
- b. Develop effective capital improvement plans, with adequate funding to ensure city parks, city streets, sidewalks are well maintained

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 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.

Objective 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.

Natural Resources

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

Objective 1: Reduce sediment and pollutants in urban runoff

Implementation Strategies

- a. Provide erosion control education through city publications and distribution of brochures.
- b. Amend land development regulations to provide better natural stream buffers
- 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.

Objective 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
- b. Provide information to key property owners about the tax benefits of donating conservation easements

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

Objective 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
- b. Educate developers and homeowners about tree protection and values through brochures and information programs at city-sponsored events

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

Objective 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.

Objective 2: Encourage development of community gardens

Implementation Strategies:

- a: Coordinate with state and local organizations to provide information to landowners.
- b: Include a community garden space in future city park development.
- c: Work with the Mauldin Garden Club, Clemson Extension, and other local non-profit groups to provide education and support for community gardening.

Land Use

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

Objective 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
- b. Work with Greenville County School District to promote smaller, neighborhood-scale schools
- c. Collaborate with Greenville County Planning Department to evaluate and, if appropriate, implement form-based development codes.

Objective 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.

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.

c. Seek funding for infrastructure improvements to support a strong, vibrant, walkable City Center

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

Objective 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

b. Streamline development review for projects in the City Center area that are consistent with the City's development goals

c. Collaborate with land owners and developers to provide necessary public infrastructure improvements in City Center

Objective 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.

b. Work with ReWa to identify strategies for providing industrial capacity sewer service along I-185 southwest of Mauldin

Goal 3: Minimize land use conflicts

Objective 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

Objective 2: Encourage “transitional” uses such as office or small-scale retail uses around industrial areas and large-scale commercial development.

Implementation Strategies

- a. Identify transitional use areas in the Future Land Use map.

Objective 3: Coordinate land use plans with Greenville County Planning Department and adjacent municipalities to avoid incompatibilities between plans.

Implementation Strategies

- a. Continue to meet with Greenville County Planning Department and other municipal planners to coordinate implementation of new Comprehensive Plans.

Transportation

Goal 1: Manage traffic congestion and support economic development

Objective 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.

Objective 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.

b: Require new development and redevelopment plans to include the local street connectivity identified in this plan in their development plans.

Objective 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.

Objective 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.

b: Continue to work with GPATS to fund improvements to roads on the federal-aid eligible highway network.

c: monitor other opportunities to request federal and state funding for road improvements.

Objective 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.

Objective 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.

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

Objective 1: Develop a safe and effective network of 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

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.

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.

d: Develop greenway trails as transportation and recreation facilities; these quality of life improvements also support economic development.

Objective 2: Develop an 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.

b. Evaluate options for providing local transit routes within Mauldin to provide service for seniors, persons with disabilities and the general public.

Community Facilities

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

Implementation Strategy:

Continue to implement the city's sewer maintenance plan.

Objective 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.
- b. Plan and prepare for expansion of fire and police forces as population growth continues.

Objective 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.
- b: continue to convert yard debris (leaves, limbs, etc.) into usable mulch and compost products.

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

Objective 1: Develop existing city property to provide additional passive recreational opportunities.

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.
- 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.

Objective 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.
- 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.

Priority Investment Areas

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

Objective 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
- b. Identify additional city funding sources for implementation and for matching grants.

Objective 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.
- b. Seek opportunities to develop passive parks along the major creeks as a strategy to encourage high quality development in these areas.

Cultural Resources

Goal 1: Develop and Improve Cultural Programs that help Define the City of Mauldin

Objective 1: Develop a “signature” festival for Mauldin City Center.

Implementation Strategy:

Collaborate with the Mauldin Cultural Center, Mauldin Chamber of Commerce, and Mauldin Garden Club.

Objective 2: Develop a recurring outdoor music series at the Cultural Center

Implementation 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.

Objective 3: Complete the development and renovation of the Mauldin Cultural Center, giving top priority to renovation and improvement of the auditorium.

Implementation Strategies:

- a. Adopt the updated Mauldin Cultural Center Master Plan.
- b. Collaborate with MCCFB on fundraising and implementation of the master plan.

Objective 4: Support the creation of a Mauldin Community Theater group.

Implementation Strategies:

- a. Encourage use of the renovated auditorium for “satellite” productions by area theater groups, such as Greenville Children’s Theater and Warehouse Theater.
- b. Offer auditorium space to summer theater camps and other theater classes.
- c. Offer auditorium space to churches and schools for musical and theatrical events.

Goal 2: Develop an historic preservation strategy for the city.

Objective 1: Support preservation and restoration of historic sites and buildings in and around Mauldin.

Implementation Strategies:

- a. Pursue eligibility for historic preservation tax credits for historic houses in Mauldin, to encourage preservation and reuse of these historic resources.

- b. Provide zoning and/or city property tax incentives to preserve the remaining historic homes and buildings (mostly circa-1900 farmhouses) in Mauldin
- c. Seek funding to construct a replica of the C&WC Railroad depot at or near the site of the original depot; Federal Transit Administration funds may be available if public transportation service is operated in Mauldin.

Objective 2: Increase Community Awareness of Mauldin's History

Implementation Strategies:

- a. Pursue National Register of Historic Places designation for Mauldin High School (1937 building)
- b. Erect historical markers at historic sites in Mauldin
- c. Develop a Mauldin Historical Collection room at the Cultural Center or in another preserved historic building
- d. Document Mauldin's past through an oral history project involving the City's older residents
- e. Encourage formation of a Mauldin Historical Society or similar community group to provide education, advocacy and fund raising for historic preservation

Economic Development

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

Objective 1: Develop and disseminate information to prospective businesses about Mauldin's strong market data, quality work force, low cost of living and highway quality of life.

Implementation Strategies:

- a. Develop and distribute marketing brochures through Greenville Area Development Corporation (GADC), Upstate Alliance, and other organizations.
- b. Proactively contact businesses in targeted market segments to provide information about Mauldin as a good location for business.

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

Objective 2/Implementation Strategy: Work with GADC and Upstate Alliance to recruit high quality firms that fit Mauldin's specific economic development strategy

Objective 3/Implementation Strategy: Work with GADC to provide appropriate incentives to prospective industries, evaluating incentives on a case-by-case basis.

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

Objective 2/Implementation Strategy: Develop a City Center Business Association to build consensus and support for development and redevelopment of the city center area and to assist with retail business recruitment.