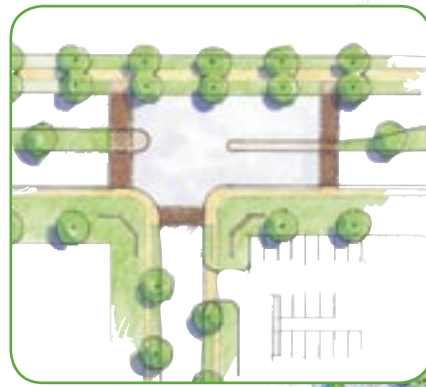
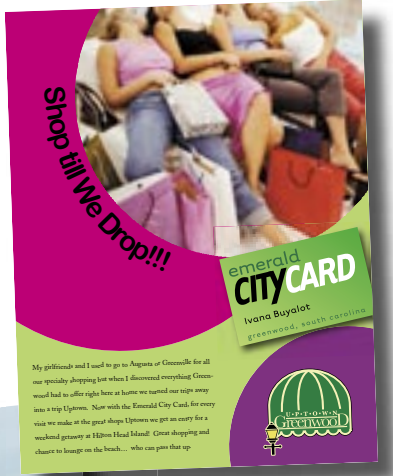


Greenwood City Center Master Plan

Pedestrian improvements will connect different districts & neighborhoods within the City Center providing both safety and access to residents, shoppers, & visitors.



Uptown Square will provide an active and passive open space that will be the focal point of network of greenways, pedestrian ways and green spaces throughout the City Center and Greenwood.



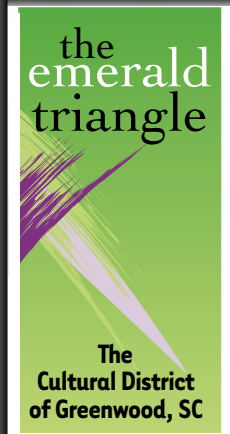
Marketing the City Center to Greenwood residents, the region, and beyond will be a key component of the plan's implementation. Local loyalty campaigns will bring Greenwood citizens to City Center retail establishments, while other advertisements will focus on event promotion as well as targeting new and diverse markets.

Red Buildings indicate potential development while Yellow Buildings represent existing buildings

- KEY**
- ① Federal Building Arts Council Facility
 - ② Future Museum (Preferred location)
 - ③ SC Museum of Science (or Private Development)
 - ④ Maxwell Avenue Facade Grants Program
 - ⑤ Theater Expansion
 - ⑥ Maxwell Commons
 - ⑦ Emerald Place
 - ⑧ Greenwood Building Condominium Development
 - ⑨ Pressley Commons
 - ⑩ Upper Floor Residential
 - ⑪ Court South District
 - ⑫ Infill Housing
 - ⑬ Potential New Developments
 - ⑭ Future Parking Decks
 - ⑮ Magnolia Park
 - ⑯ Greenwood Park
 - ⑰ Uptown Square
 - ⑱ Typical Streetscape Improvements



With the development of the Emerald Triangle, Oregon Avenue will become the central spine of a thriving cultural district. Streetscape and pedestrian improvements will lead to an exciting and active atmosphere with outdoor dining spaces and open display of merchandise.



New signage and wayfinding treatments will help citizens and visitors alike locate the different districts, cultural amenities, governmental agencies, and retail establishments.



Greenwood Implementation Strategy Board

City Center Master Plan ♦ Greenwood, SC – Implementation Strategy Board

The projects, programs and policies listed below represent a phased approach to the implementation of the City Center Master Plan. This strategy board should be seen as a “Living Document” which will be revisited and evaluated often. As a result, certain projects and programs may be added, others eliminated, and priorities changed.

Strategies	Short Term: 2004 – 2005	Mid Term: 2006 – 2009	Long Term: 2010 – 2015	Vision
Creating a Catalyst: The Emerald Triangle	<ul style="list-style-type: none"> ▲ Federal Building Arts Council facility opens ▲ Immediate facilities needs of the Museum and Greenwood Community Theater are met ■ Maxwell Avenue Façade Grants Program ● Public Infrastructure improvements ▲ National Register Designation and Design Standards 	<ul style="list-style-type: none"> ◆ Stores open along Oregon ● Railroad Museum relocates ◆ Emerald Place mixed used development ▲ The Museum relocates to within Emerald Triangle ▲ Greenwood Community Theater expansion 	<ul style="list-style-type: none"> ● Maxwell Commons develops ◆ SC Museum of Science ● Parking deck on Oregon 	<p>City Center will become the cultural hub of a seven county region while creating opportunities for economic development and investment through public /private partnerships</p>
Building the Market: A Retail Strategy	<ul style="list-style-type: none"> ◆ Develop an identity package for the Emerald Triangle ◆ Develop a local and regional loyalty campaign ◆ Create a City Center Shopping and Dining Guide ● Amend codes to permit street activity and outdoor dining ■ Continue aggressive marketing of Uptown events 	<ul style="list-style-type: none"> ◆ Establish countywide marketing and tourism agency ◆ Identify and target other market sectors ◆ Begin to build critical mass of retail ● Improve wayfinding program 	<ul style="list-style-type: none"> ◆ Market City Center as cultural destination for city, region, and state 	<p>City Center will become a specialty retail and dining destination for a diverse market base of Greenwood citizens, regional residents, students, retirees, professionals, and visitors</p>
Unifying the Parts: A Plan For Open Space	<ul style="list-style-type: none"> ▲ Begin to market the existing green resources ● Complete Pedestrian improvements along Main Street ★ Determine location for library 	<ul style="list-style-type: none"> ● Improve green connections to adjacent neighborhoods and park resources ◆ Develop Greenwood Park ● Create gateway and pedestrian connection to government area on Court Street ★ Construct library as cultural anchor 	<ul style="list-style-type: none"> ● Develop Maxwell Commons mixed-use parking deck ● Develop Uptown Square ◆ Work with property owners and developers in Court South District to create infill development completing the square ● Complete greenway network and streetscape improvements 	<p>A network of greenways and parks will converge into a new town square, the focal point of the City Center.</p>
Downtown Lifestyle: A Residential Strategy	<ul style="list-style-type: none"> ▲ Amend code to permit upper floor residential ◆ Work with Greenwood Development Corporation and other property owners to develop upper floor residential condos as well as infill development ◆ Promote City Center as a residential living option 	<ul style="list-style-type: none"> ● Explore other residential development alternatives ● Work with Self Memorial and local banks to create a housing for heroes program 	<ul style="list-style-type: none"> ◆ Explore infill housing in neighborhoods within City Center. ◆ Develop Pressley Commons as new housing option within City Center 	<p>City Center will become an urban neighborhood with a variety of housing types through adaptive reuse, new construction, and renovation</p>
Teamwork: An Organizational Strategy	<ul style="list-style-type: none"> ◆ Partnership hosts a “Community Summit” ◆ Partnership seeks resolutions from these groups endorsing the effort. ◆ Partnership leads the campaign to implement a funding strategy. ● Greenwood issues a 2 cent Hospitality Tax ● Pursue a Tax Increment Financing District 	<ul style="list-style-type: none"> ◆ Create an Urban Economic Development Office ● Issue first Tax Increment Financing Bond 	<ul style="list-style-type: none"> ● Examine second series bond for continued improvements ● Examine second series Tax Increment Bond 	<p>Each of the various efforts to improve the quality of life for Greenwood’s citizens will unite behind and invest in a common vision for the future</p>

◆ Partnership – ● City of Greenwood – ■ UGDC – ◆ Private Sector – ▲ Greenwood County – ★ Greenwood Community Theatre – ▲ Arts Council – ◆ Chamber of Commerce – ▲ City County Planning Department

The Greenwood City Center Master Plan is a collaborative effort that is the result of the participation of numerous groups and citizens including:

- The Partnership Alliance
- City Center Plan Steering Committee
- Uptown Greenwood Development Corporation
- Self Regional Healthcare
- Lander University
- The City of Greenwood
- Greenwood County
- Arts Council of Greenwood County
- The Museum
- Greenwood Community Theatre
- Uptown Greenwood Merchants & Property Owners
- Greenwood County Public Library
- Greenwood Area Chamber of Commerce

And the many citizens of Greenwood who took time out to share their vision and provide continued input throughout this process during the charrette, visioning sessions, interviews and community meetings.

For more information about the City Center Master Plan, please contact:



109 Court Avenue West
Greenwood, SC 29646
864.388.1250
www.partnershipalliance.com

Prepared by:
Arnett Muldrow & Associates with
Mahan Rykiel Associates and Irene Dumas Tyson

Greenwood CITY CENTER MASTER PLAN

GREENWOOD
SOUTH CAROLINA