



VisionGreenwood

# The Westside Master Plan

STUDIO  
**MAIN**



December 2023



VISIONGREENWOOD

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# Acknowledgements

The project team wants to extend our sincere thanks to VisionGreenwood and its staff. Kay Self (VisionGreenwood) and Stephen Baggett (Habitat for Humanity) were the champions of this project from the beginning and continue to keep this plan at the forefront in Greenwood.

## Steering Committee Acknowledgements

- Kay Self – VisionGreenwood
- Brandon Smith – City of Greenwood
- Julie Wilkie – City of Greenwood
- Hope Walker – Greenwood CPW
- Cady Nell – Greenwood Genetic Center
- Velma Wardlaw-Westside Coalition
- Frank Wideman – VisionGreenwood
- Deborah Day – Westside Coalition
- Stephen Baggett – Greenwood Community Home Repair
- Carol Coleman – Greenwood County
- Sara Sears – Self Regional
- David Tompkins – Countybank

Finally, and most importantly, thanks goes to the citizens of The Westside and the neighborhood partners who gave their time and insight into this project.

## Community and Funding Partners:

- VisionGreenwood
- City of Greenwood
- Greenwood Genetic Center
- Greenwood Metropolitan District
- The Self Family Foundation
- Self Regional Healthcare
- Greenwood Commissioners of Public Works
- Countybank





# 1.0 | Introduction and Background





# 1.1 | Community and District Overview

Greenwood, South Carolina is a dynamic city of over 22,545 located in Greenwood County. The 2020 census places the County population at 69,241. However, the community serves as a center for six surrounding counties (often referred to as the Lakelands) offering retail, medical, office, service, and arts facilities for the entire region.

Uptown Greenwood has gone through a dramatic transformation over the past several years as the result of a Center City Master Plan that outlined a series of improvements that have been diligently implemented by the City of Greenwood in partnership with many local and statewide stakeholders.

Less than one mile from Uptown, Self Regional Healthcare’s main campus serves as the hub for medical services for the Lakelands region. The Regional Medical Center at the center of the campus offers over 400 hospital beds and a full array of medical services. Doctors’ offices, outpatient facilities, and a host of ancillary services surround the Medical Center. The area includes roughly seven full blocks in the central portion of Greenwood and is truly a medical district for the region.

Near Self Regional Healthcare’s campus is the Greenwood Research Park, which includes 200+ acres of land and is the home of the Greenwood Genetic Center. A master plan for the park calls for its ongoing expansion over time and the facility is the regions premier research location.

At the center of this activity lies the Edgefield Street corridor and extensive adjacent neighborhoods. Primarily residential, the area includes churches, homes, and a scattering of industrial and warehousing sites. Retail development is concentrated along South Main Street and has taken on a traditional suburban strip pattern. This area has witnessed some decline over the past decades including conversions from owner occupied to renter occupied housing, disinvestment in sites, and a lack of cohesive infrastructure. However, many strong assets remain in the district and the potential for the Edgefield and South Main corridors to connect Uptown with Greenwood’s medical district and research park are a significant opportunity.





# 1.2 | The Planning Process

Understanding the opportunity that exists to improve the health and long-term livability of Greenwood neighborhoods by capitalizing on these assets, VisionGreenwood led an effort in cooperation with project partners to create a master plan for the Edgefield Street/South Main District, commonly referred to by residents as The Westside. The Project Funding partners were VisionGreenwood, City of Greenwood, Greenwood Genetic Center, Greenwood Metropolitan District, and The Self Family Foundation. Community Partners throughout the process were The Westside Coalition, Greenwood Community Home Repair, South Main Baptist Church, Macedonia Missionary Baptist Church, Self Regional Healthcare, Greenwood Commissioners of Public Works, and Countybank.

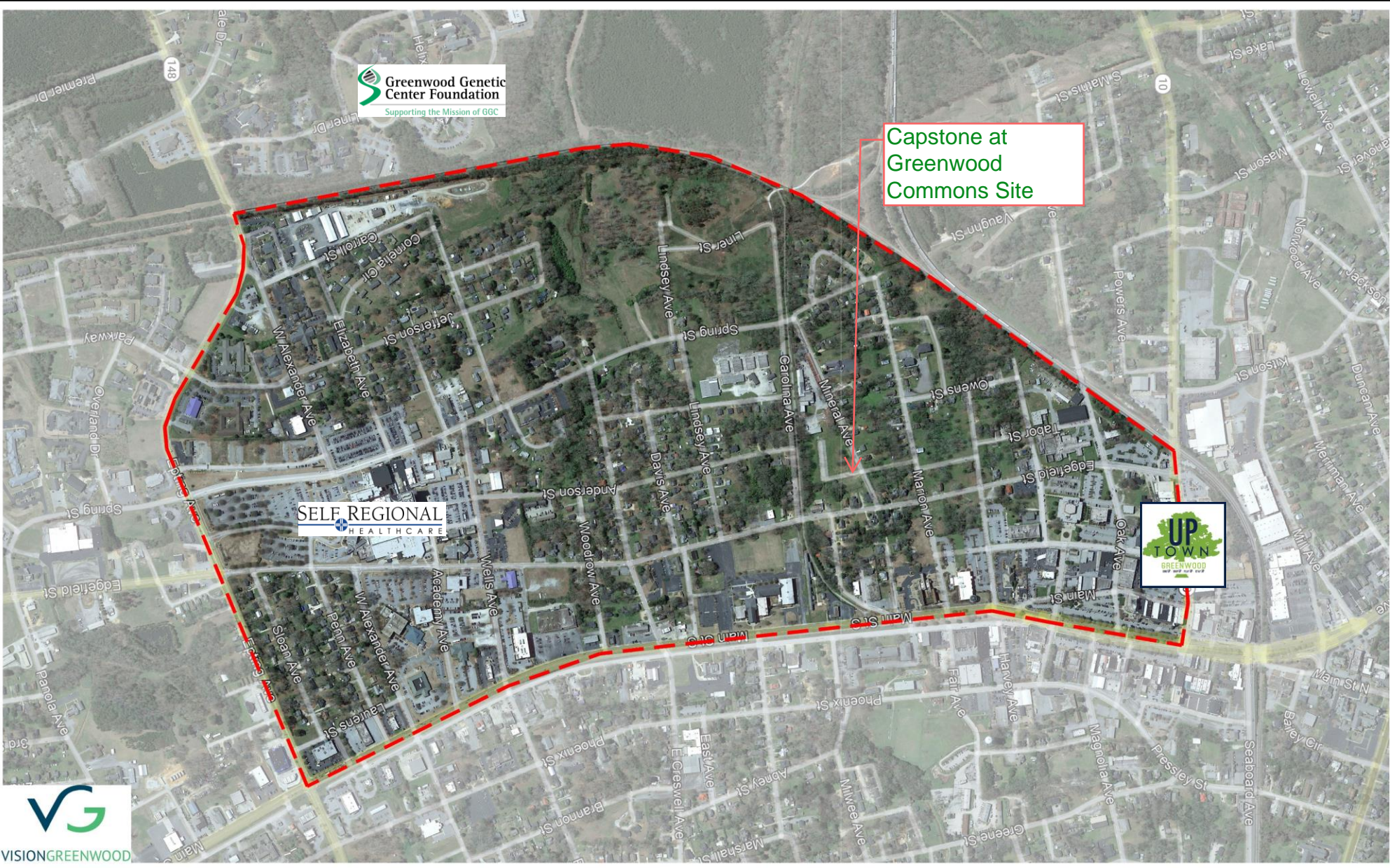
The study area for the plan is bounded to the east by properties on the east side of South Main Street, Epting Avenue to the South, the CSX Rail Line and the Heritage Trail to the West, and Uptown Greenwood to the north. Major roadways within the study area include South Main Street, Edgefield Street, Spring Street, Carolina Avenue, Mineral Avenue, and Marion Street.

The process for the plan began with an initial reconnaissance visit to Greenwood with the project planning team in early June 2023. A more detailed and intense visit to Greenwood over July 19, 20, and 21 allowed the project planning team to conduct interviews, small group roundtables, and a public input meeting. The team completed a series of follow-up meetings and presentations with the VisionGreenwood Board of Directors, City of Greenwood, and The Westside Coalition. A follow-up meeting to discuss detailed implementation options with the Steering Committee was valuable in educating the project partners on potential options to implement the plan.

A Steering Committee of community stakeholders oversaw the plan process and provided guidance to the project team from start to finish.







**Greenwood Genetic Center Foundation**  
Supporting the Mission of GGC

Capstone at Greenwood Commons Site

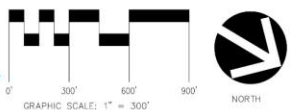
**SELF REGIONAL HEALTHCARE**

**UP TOWN GREENWOOD**  
We are the new Greenwood



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REVIEWED:	BS	NO	DATE
DRAWN:	BS	ITEM	
PROJECT NO.	05-28-2020		
DATE			
SCALE	1"=300'-0"		
FILE			

**STUDIO MAIN**



**THE WESTSIDE MASTER PLAN**  
CITY OF GREENWOOD, SOUTH CAROLINA

**BASE MAP**  
(PROJECT AREA)

SHEET NO.  
**1.0**









# 1.3 | Previous Plan Review

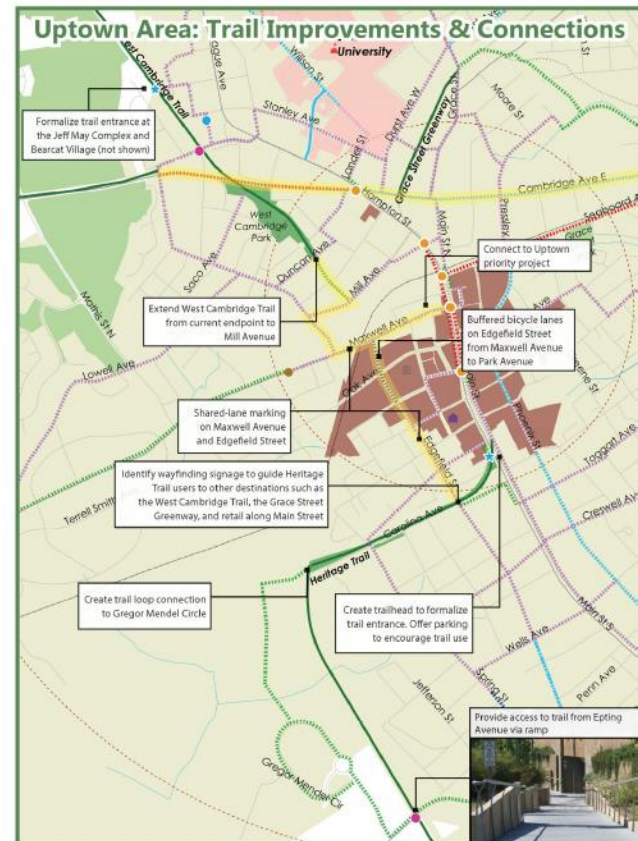
Previous planning efforts were reviewed to develop baseline information regarding improvements within the project boundaries. Previous plan review included:

## 2012 Edgefield/South Main District Master Plan

- Creating Connections: Roadways, Open Space and Pedestrian
- Fostering Investment: Economic Development Opportunities/ Housing Preservation, Rehabilitation, and Replacement
- Implementing the Plan: Funding and Organizational Responsibility

## 2015 Bicycle and Pedestrian Master Plan

- Edgefield Street sidewalk and complete street
- Uptown trail connections and pedestrian improvements
- Wayfinding Signage





## 1.4 | Community Input

Stakeholder and public involvement are a key element behind the process of developing any successful plan; this is particularly true of neighborhoods where residents and property owners should be engaged in the plan. All told, the plan benefited from the participation community stakeholders, property owners, and residents who provided input via individual interviews, small group roundtables, and the well-attended public input session.

The information and ideas shared by participants provide a strong framework for the Master Plan to follow. However, the opinions reflected below do not necessarily reflect the thoughts of the consultant team or VisionGreenwood. They are meant to be used as a guide for the decisions to be made in the plan based on input from stakeholders.



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# Edgefield and South Main Street District Master Plan Meeting

Thursday, July 20, 2023

5:00pm Presentation  
5:30-6:30pm Drop-In

Arts Center of Greenwood  
120 Main Street  
Greenwood SC 29646

**We will Discuss:**

Connectivity and Safety  
Neighborhood Opportunities  
Visioning for the Future

FOR MORE INFORMATION  
**864-388-1250**  
kself@visiongreenwood.org

**OPEN TO THE PUBLIC**

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# 1.4 | Community Input

Visioning sessions were held with the Steering Committee, project partners, stakeholders, elected officials, business owners, and residents. Visioning boards were placed throughout the room for attendees to engage and interact, responding to specific questions about the current status of The Westside and desired improvement areas and projects. Below is a summary of the input.

### Favorite Thing About The Westside

- Proximity to three core economic drivers: Genetic Center, Self Regional, Uptown.
- The Heritage Trail and its potential.
- History of families and homeownership and story of neighborhood's role in Greenwood.
- The Faith Community in the neighborhood.

### Opportunities

- Improve lighting throughout the neighborhood.
- Harness funds for rehabilitate existing housing stock.
- Increase options and a variety of formats for attainable housing.
- Improve walkability and add sidewalks and trails.
- Create business growth.
- Provide options for multi-modal transportation.
- Use open land for recreation amenities.

“This plan must PROVE to the neighborhood residents that something will, in fact, happen.”

### Constraints

- Less local control over Edgefield as a state road.
- Lack of existing businesses.
- Funding for improvements.
- Road conditions and width make for an unsafe environment.
- Lack of job opportunities where pay is enticing compared to drugs and crime.





## 1.4 | Community Input

### In 10 Years The Westside Will...

- Be a vibrant and bustling community.
- Have improved lighting.
- Will be more walkable and will not require cars for everyday needs
- Will have tree lined shaded streets.
- Include a neighborhood park and possible dog park.
- Have a homeowner rehabilitation program that assists with low-interest loans.
- Have addressed condemned houses on alleys in the neighborhood.
- Will see an improved Heritage Trail connecting to Cambridge Trail.
- Have more dense options for housing development.
- Include opportunities for artists and craft studios.

### A Transformative Project Would Be

- Leverage ownership of large tract by Greenwood Community Home Repair.
- Have an “anchor development” around which the community can rally.
- Create a “Catalyst project” that may include a commercial component, community center.
- Create a daycare/early learning center.
- Have/maintain a small grocer.
- Remove blighted properties.
- Create a park/amphitheater for the community. .

“Be a highly desirable area where the preservation of homeownership combines with a sensitive mix of incomes and housing options, proximity to major employment centers, opportunities for entrepreneurs, and education for neighborhood youth.”



# 1.4 | Community Input

**THE ONE PROJECT THAT COULD TRANSFORM THE PROJECT AREA TODAY IS...**

- WALK ABILITY
- Anchor development
- Large area owned by single private entity (HFH)
  - Catalyst project
  - Great if include a commercial component
- \* Space for Daycare/early learning center / Community Center \*
- General removal of blighted structures
- Small Grocery
- Laundry - so service workers/hospital/schools can participate
- \* Park / Amphitheater
- \* Adequate trash removal!

**BUDGET**  
Trucks  
Drivers

**LIGHT**

VISION GREENWOOD

**IN 10 YEARS THE EDGEFIELD/SOUTH MAIN DISTRICT WILL BE.....**

1. Homeowner rehabilitation program with low-interest loans.
2. Address condemned houses on alleys.
3. It will be vibrant & bustling
4. Good lighting - walkable
5. Tree-shaded streets **Artist/Craftsman Studios**
6. Neighborhood park - dog park
7. Highly desirable neighborhood with a mix of incomes/housing options and great proximity to Uptown
8. A walkable & accessible place to live; ~~car~~ car not needed every day
9. Heritage trail connecting to Cambridge trail, Develop around the trail.
10. Higher degree intensity/density development

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**MY FAVORITE THING THE EDGEFIELD/SOUTH MAIN DISTRICT IS THE...?**

- 1) The potential the heritage trail presents.
  - Trails should be development magnets
- 2) Proximity to 3 core economic drivers
  - Genetic Center, Self Regional, Uptown Bus.

① that the homes and historical areas are restored (kept) and preserved as a viable part of the master plan

② To be sure the housing plan includes formats that can be ~~reused~~ **reused** by persons seeking to live in the area

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# 1.4 | Community Input

Through the stakeholder and public input process, the project planning team developed five emerging goals to use as a guide for the remainder of the planning process, including the development of an illustrative master plan and implementation guidelines.

- 1. Preserve Owner-Occupied Housing:** The plan will focus on preserving existing and introducing additional owner-occupied housing within The Westside. By implementing policies and initiatives that protect homeownership and support attainable housing options, the plan aims to maintain the area's distinct identity and foster a strong sense of community among residents.
- 2. Create Attainable, Sensitive Infill Housing:** The plan will pursue the creation of sensitive and inclusive infill housing where appropriate. The goal is to provide alternatives for residents of The Westside while providing options for new residents who desire to live in a vibrant neighborhood close to major employment centers in Greenwood.
- 3. Introduce Public Amenities for Better Connections:** The plan will introduce an array of public amenities and improvements in The Westside. By enhancing the accessibility and connectivity of the area through the creation of parks, green spaces, walkways, and public gathering spots, the plan aims to foster better connections among residents and their surroundings.
- 4. Develop an Early Learning Center Through Community Partnerships:** Recognizing the acute need for childcare and early education in Greenwood, the plan for the Westside will explore an early learning center that will offer a range of early childhood programs, including preschool, pre-kindergarten, and parent-child engagement initiatives.
- 5. Examine Small-Scale Commercial for Neighborhood Entrepreneurship:** The plan will thoroughly examine and assess the potential for small-scale commercial ventures within The Westside Neighborhood. The development of these commercial spaces will offer convenient services and products to residents, reducing the need to travel outside the neighborhood and promoting entrepreneurship among residents.





## 2.0 | The Westside Master Plan





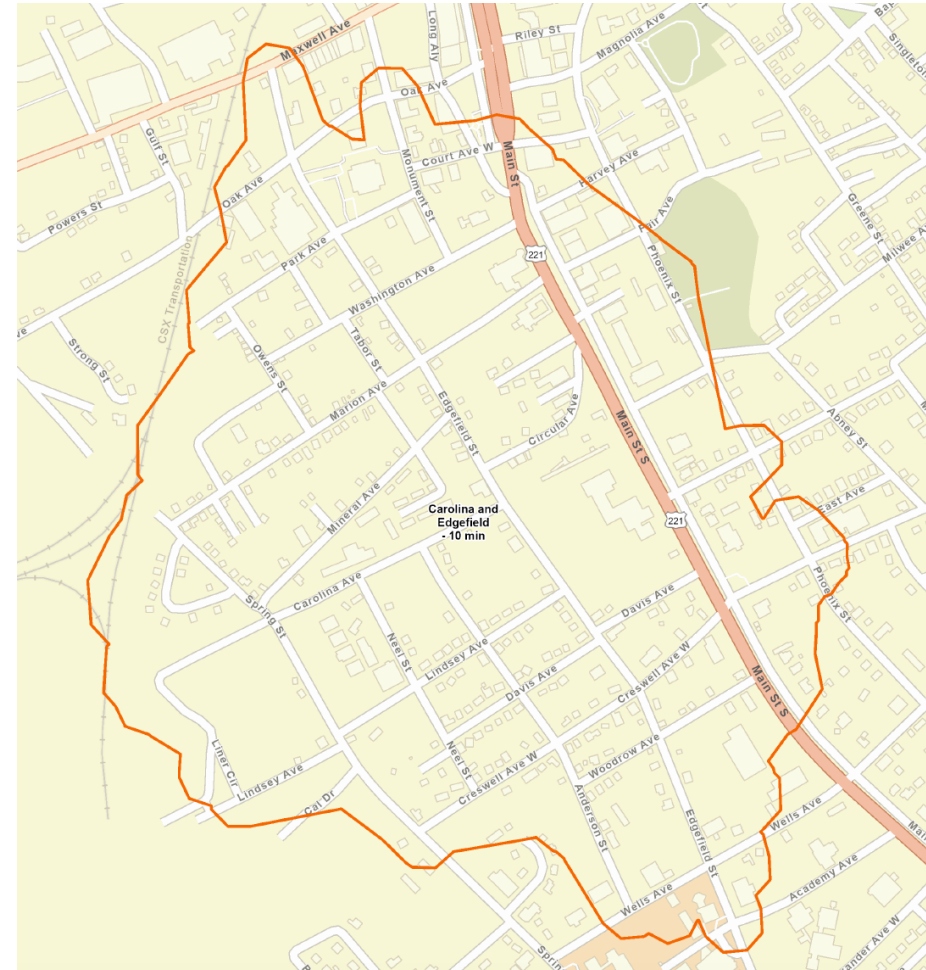
# 2.1 | Targeted Development and Investment Area

The Westside, a historically rich and culturally diverse district, is on the cusp of transformation through targeted redevelopment efforts. With its strategic location and potential, The Westside presents a unique opportunity for revitalization that will not only preserve its unique character but also usher in a new era of prosperity. Through community-driven initiatives, innovative planning, creative financing, and a commitment to sustainable development, this targeted redevelopment area aims to breathe new life into neglected neighborhoods, create affordable housing options, and foster economic growth while celebrating the area's rich history and culture. The Westside's redevelopment endeavor is poised to be a shining example of balanced progress, where the past meets the future to create a thriving, inclusive, and vibrant community for all its residents and visitors.

- 10-minute walking distance from Carolina and Edgefield.
- Population decline by 26.5% between 2010 and 2023.
- Med Household Income is \$24,200 compared with \$35,378 for City \$44,513 for County.
- 33.5% owner occupied 66.5% renter occupied.

### Targeted Investment Recommendations

- **Maximized Impact:** Focused efforts lead to noticeable improvements and inspire neighboring areas.
- **Cost-Effectiveness:** Concentration reduces expenses on infrastructure and planning.
- **Community Cohesion:** Residents feel a stronger sense of identity and involvement particularly when the area has existing concentration of assets.
- **Economic Benefits:** Revitalization attracts investments and boosts local businesses that can spread from the targeted area.
- **Sustainable Development:** Solutions align with long-term goals and environmental preservation while setting precedent for expansion.





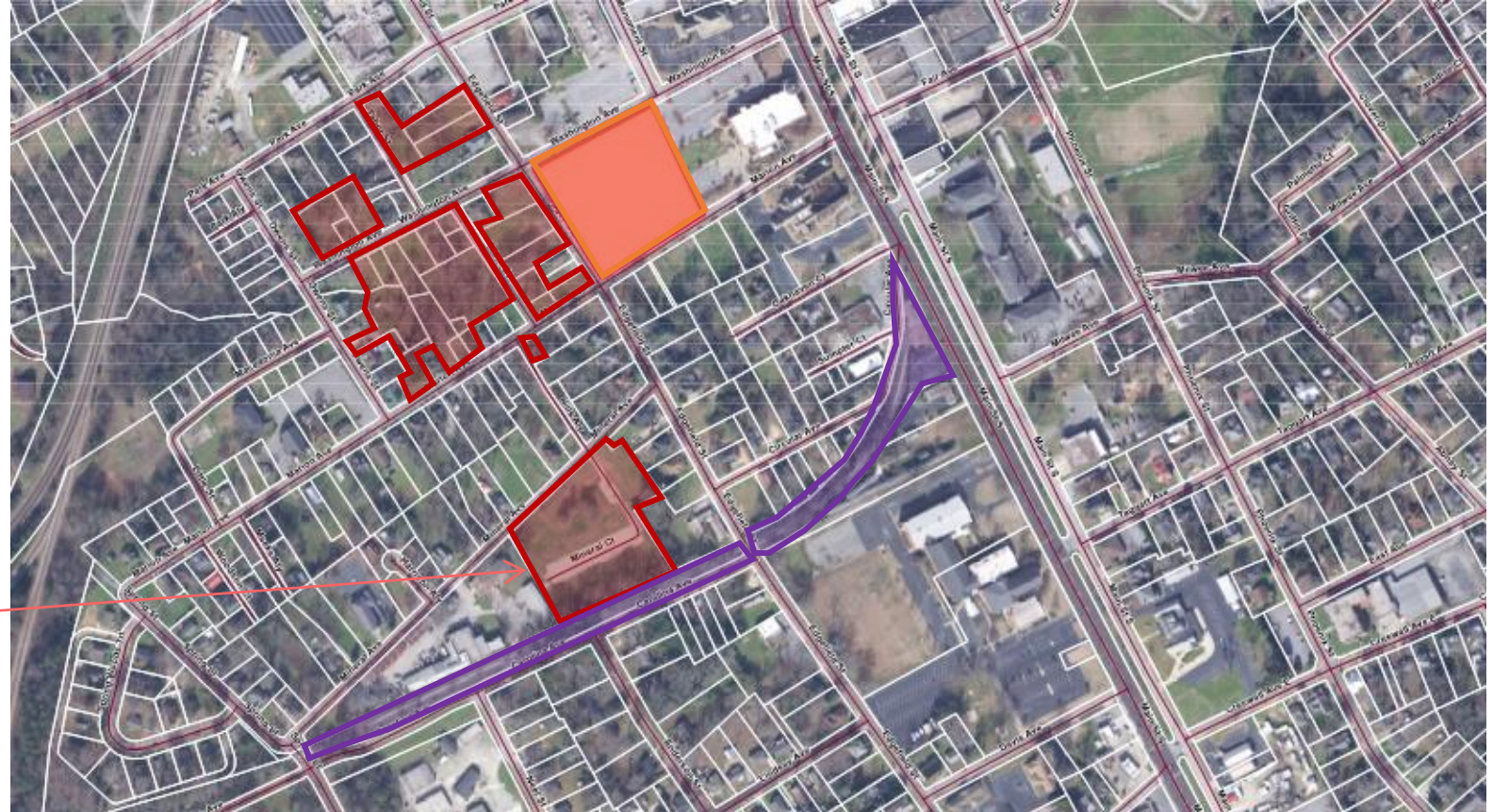
## 2.1 | Targeted Development and Investment Area

Investment in The Westside is not merely an economic endeavor; it's a commitment to fostering sustainable growth and social progress. By channeling resources into the Westside's targeted investment area, investors and project partners are actively participating in the revitalization of a community, creating jobs, and improving the overall quality of life for its residents. The Westside's investment landscape is an exciting canvas where financial opportunities intersect with social responsibility, making it a compelling choice for those with a vision to reap both financial and societal dividends from their investments.

### Summary of Targeted Development Area

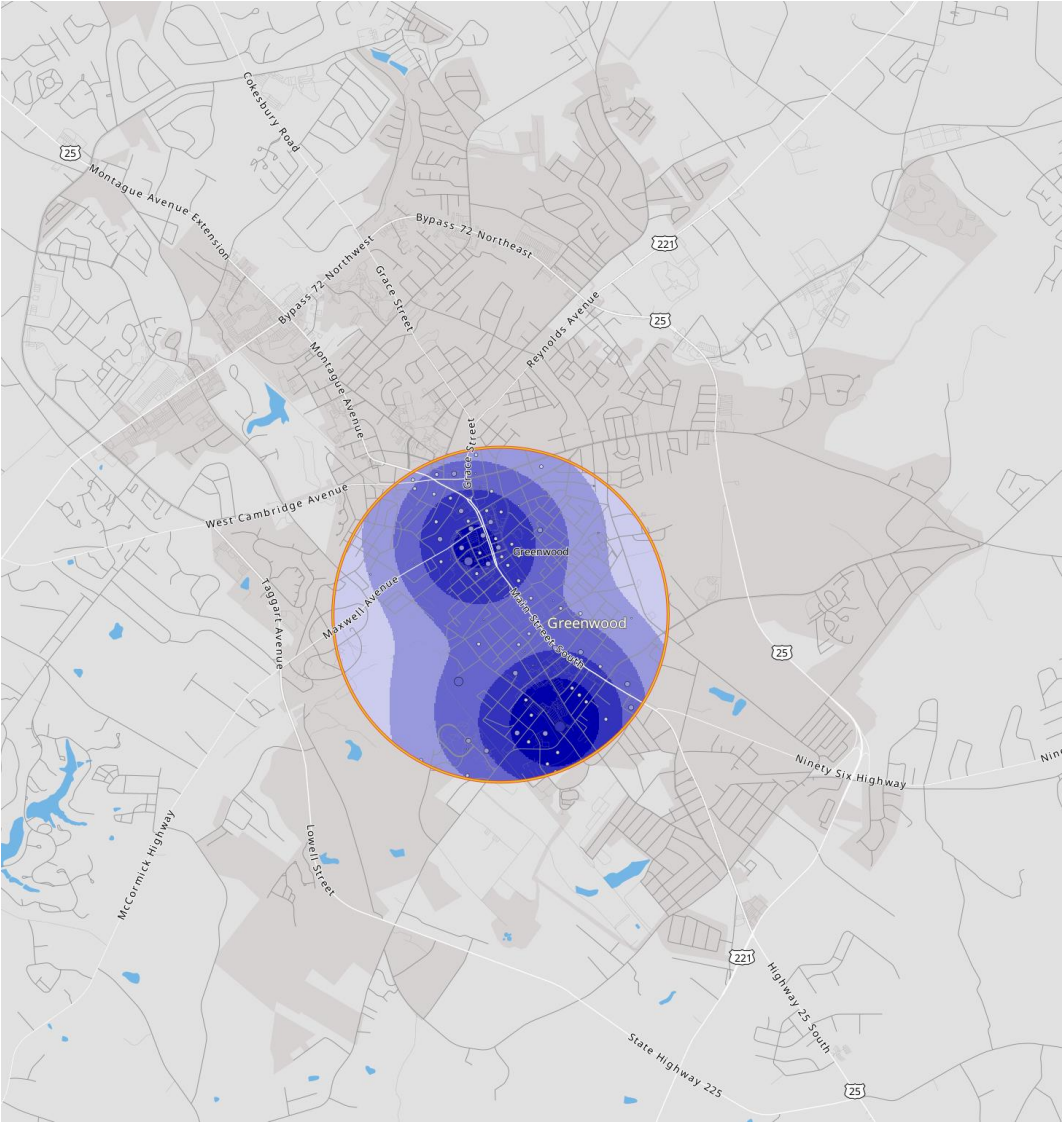
- City, Greenwood Community Home Repair, and County ownership.
- Adjacent to churches and businesses.
- Significant pockets of owner-occupied housing.
- Open space possibilities.

Capstone at  
Greenwood  
Commons Site





# 2.1 | Targeted Development and Investment Area



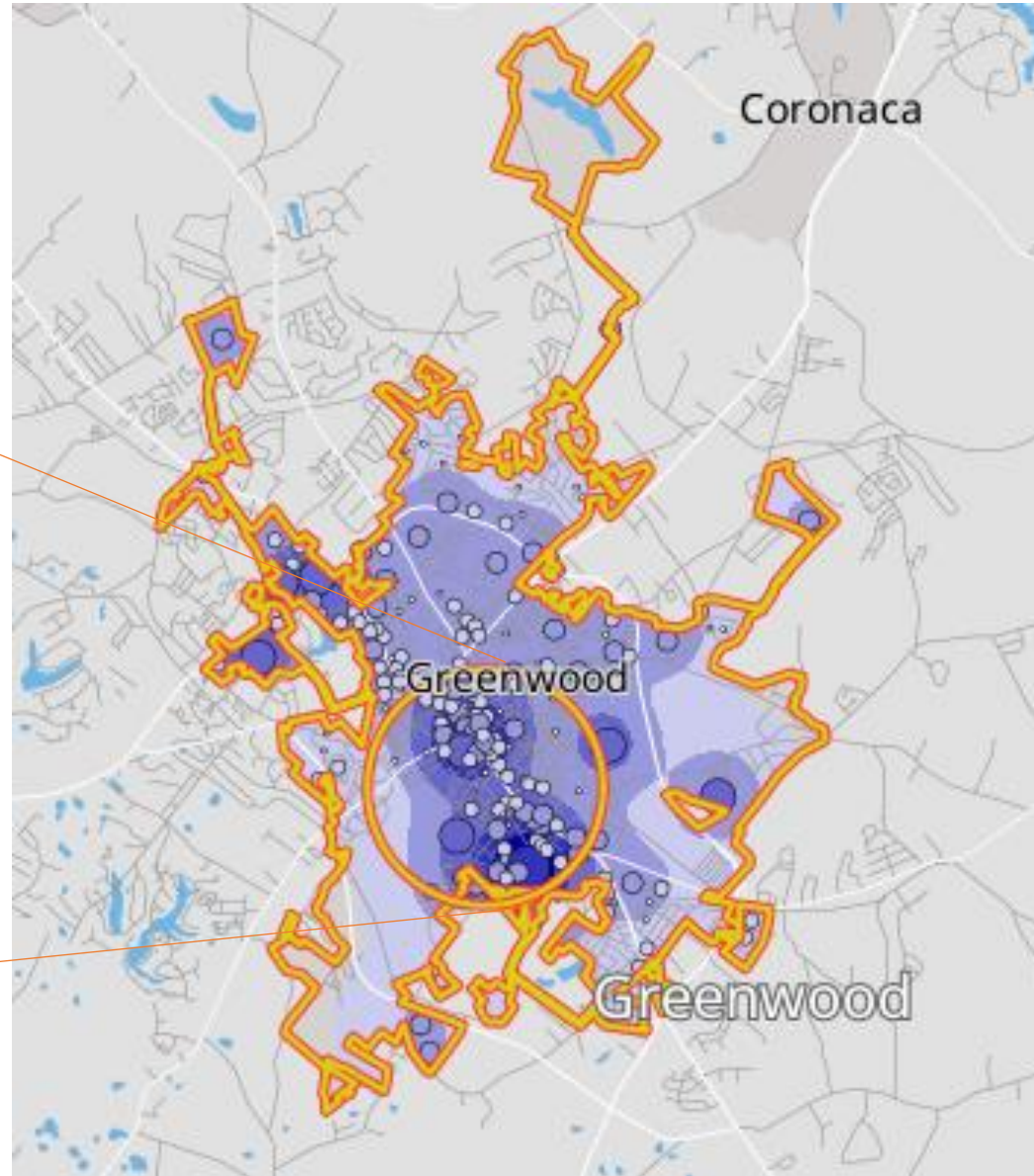
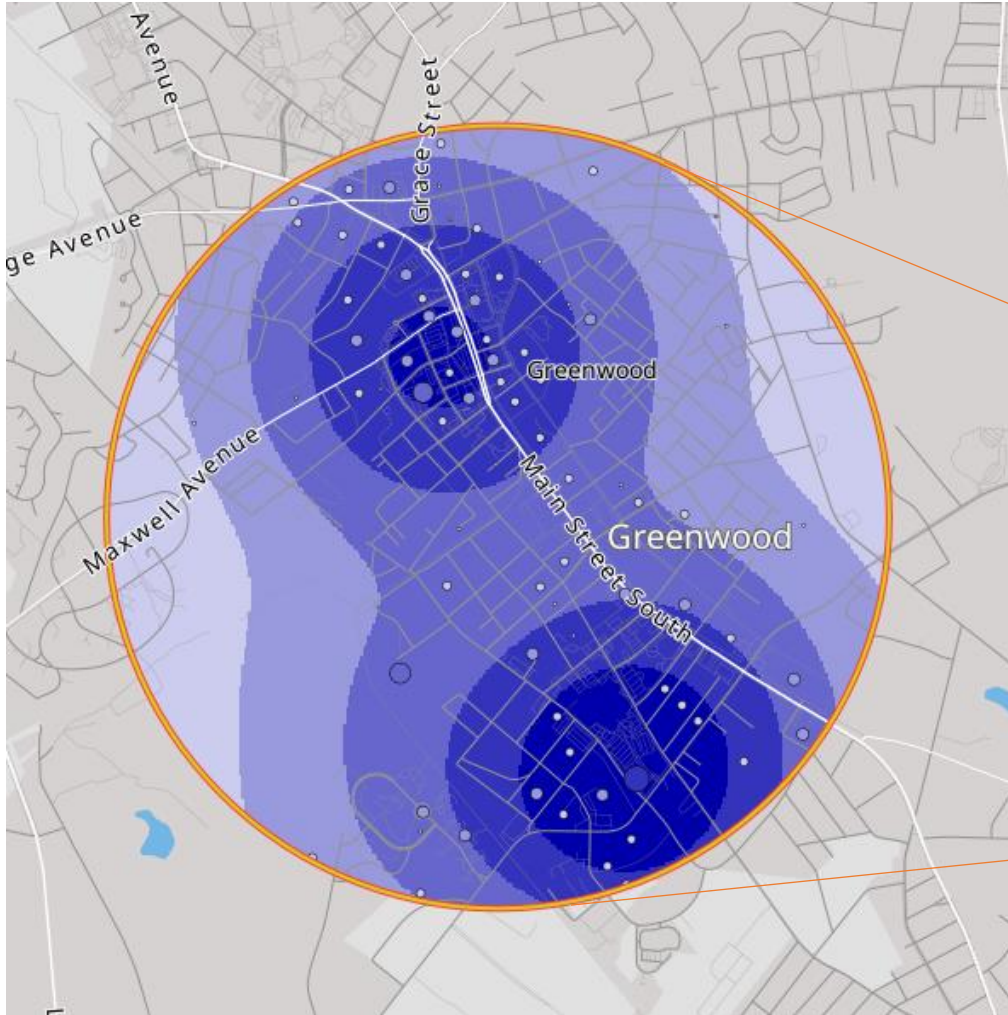
Jobs in the city of Greenwood, South Carolina, present a diverse array of opportunities that cater to a wide range of professions and skills. The City boasts a strong presence in manufacturing, industry, and healthcare with Self Regional Healthcare and other medical facilities offering positions for healthcare professionals. Greenwood's vibrant education sector includes Lander University and Piedmont Technical College, which not only educates but also employs numerous faculty and staff. The City's commitment to fostering a welcoming business environment and revitalizing its Uptown and The Westside areas has also led to a growing number of retail, service, and hospitality job opportunities.

There are 6,652 jobs within a 1-mile radius of the corner of Carolina Avenue and Edgefield Street. 6,242 of those jobs are within the Greenwood city limits.



## 2.1 | Targeted Development and Investment Area

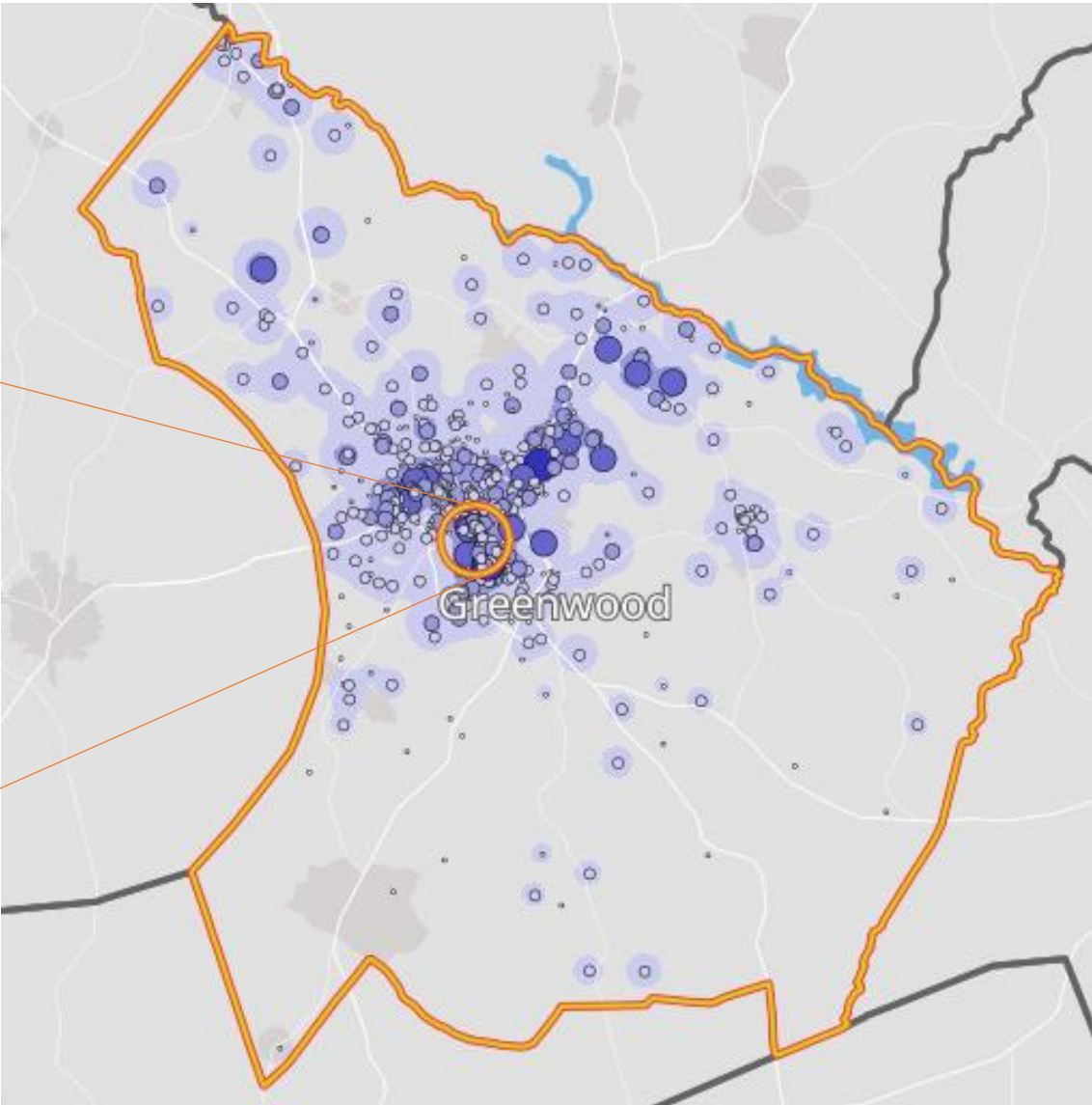
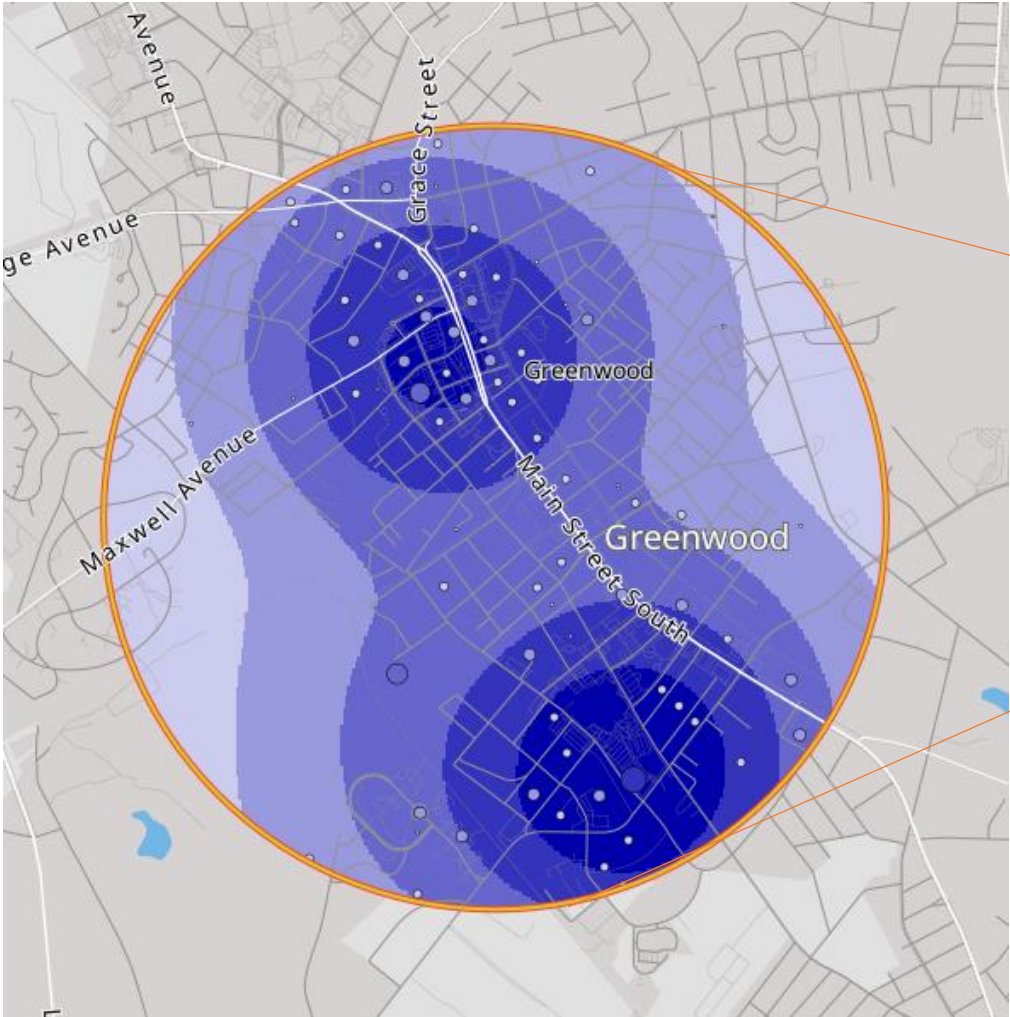
46% of the City's jobs are within 1 mile of Carolina Ave & Edgefield St (6,242 out of 13,566 total jobs in the City of Greenwood).





# 2.1 | Targeted Development and Investment Area

25% of the County’s jobs are within 1 mile of Carolina Ave & Edgefield St (6,652 out of 26,840 total jobs in Greenwood County).





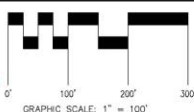


Capstone at  
Greenwood  
Commons Site



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DRAWN:	BS	
PROJECT NO.	05-23-2020	
DATE		
SCALE	FILE	

STUDIO  
MAIN



THE WESTSIDE MASTER PLAN  
CITY OF GREENWOOD, SOUTH CAROLINA

CONCEPT  
PLAN

SHEET NO.  
2.0





## 2.2 | Target and Investment Area Master Plan

A key to promoting neighborhood stabilization and revitalization is creating new connections and enhancing existing connections between some of Greenwood’s most important assets: Uptown, Self Regional Medical Center, and the Greenwood Genetic Center.

These connections are not simply arbitrary lines on a plan; rather they are organized amidst important existing community uses such as the Railroad Museum, community churches, the County Library, existing owner-occupied homes. These connections also serve to enhance the viability of as private property redevelopment opportunities, future phases of the Research Park, and the former Coke Plant. These opportunities for private investment are based on expressed interest by property owners and would develop in tandem with public investment in streets and a high-quality open space network.

Many of the connection constraints relate to the street network in the area. While the distance between Uptown, Self Regional, and the Greenwood Genetic Center are less than a 10-minute walk, the perception is that each is a distinct, separate, and in many cases remote anchor. In fact, it is the lack of connections that make these key anchors seem part of one large district. In the case of Edgefield Street itself, it is a lack of a cohesive look and land use pattern that inhibits its role as a connector street.

Within the neighborhood itself, the housing conditions suffer the most where streets and narrow dead-end alleys. Some of these streets may need be removed while others might offer long-term connection opportunities such as Park Street and Spring Street.

Like the dead-end alleys and streets, misaligned intersections and the lack of contiguous development create missed opportunities for cohesive development. Both dead ends and misaligned intersections make it difficult for drivers and pedestrians to become oriented within the neighborhood, discourage through-traffic, which ultimately leads to less use and the perception that the neighborhood is unsafe. In neighborhoods such as those in The Westside, “eyes on the street” are essential for a vibrant and economically viable neighborhood.

Still other streets could emerge as critical connectors. One of the most important is Carolina Avenue. This street is a dead end at both Edgefield Street and where it becomes liner street at its intersection with the Heritage Trail to the West of the plan study area, yet it has the potential to directly connect Uptown Greenwood with the Greenwood Genetic Center. Immediate plans exist to improve and extend Carolina Avenue from South Main Street to Spring Street.







**Helix Trail Connection to  
Heritage Trail and Greenwood  
Genetic Center**

**Infill Single-Family Housing  
(Cottage)**

**Holloway Grocery**  
Outdoor Seating  
Mural  
Outdoor Gathering Area

**Infill Single-Family Housing  
(Duplex)**

**Infill Single-Family Housing**

**Intersection Improvements**

**Pedestrian Connection/Park to  
Greenwood County Library**



**Infill Single-Family Housing  
(Duplex)**

**Stream Remediation**

**Picnic Pavilion**

**Infill Single-Family Housing  
(Cottage)**

**Shared Parking**

**Early Learning Center  
(+/- 30,000 SF)**

**Streetscape Enhancements**  
Shared-Use Path  
Sidewalk  
Lighting  
Street Trees



**Heritage Trail**  
Maintenance Improvements  
Connect to Greenwood Genetic Center

**Coke Plant Redevelopment**  
Entrepreneur Retail/Restaurant  
Trailside Businesses  
Outdoor Dining  
Shared Parking

**Open Space**

**Carolina Avenue Improvements**

**Stormwater Retention**

**Infill Single-Family Housing  
(Duplex)**

**Commercial Adaptive Reuse**

**Intersection Improvements**

**Infill Single-Family Housing**

**Mineral Avenue Improvements**  
On-Street Parking  
Sidewalks  
Lighting

**Commercial Redevelopment**  
Entrepreneur Retail/Restaurant  
Outdoor Dining  
Shared Parking

**Mixed Use Development**  
Mineral Avenue Commercial  
Shared-Parking Residential

**Streetscape Enhancements**  
Shared-Use Path  
Sidewalk  
Lighting  
Street Trees





## 2.3 | Recommendations

**Greenwood Community Home Repair:** In most cases, repairing a house is more cost efficient than building a new housing unit. Such investment can prevent a home from falling into severe disrepair, lessening the risk of resident displacement and property abandonment. The service provided by Greenwood Community Home Repair allows residents to remain safely in their homes later in their lives, and also ensures that the affordable housing that is currently available in the Westside neighborhood is not lost due to the homeowner's inability to afford its maintenance.

Greenwood Community Home Repair, formerly known as Greenwood Area Habitat for Humanity, helps homeowners within the Westside neighborhood and throughout Greenwood County improve and maintain their living conditions and thereby their overall quality of life. Greenwood Community Home Repair finances and performs critical home repairs and accessibility modifications to existing homes, addressing the pressing need for sustainable housing around the Westside.

The work of Greenwood Community Home Repair is made possible by the dedication of volunteers who contribute their time and labor, and the generosity of community partners who donate materials and capital. Through this shared effort, Greenwood Community Home Repair is able to provide a cost-effective solution to keep Westside homeowners safe, warm and dry.





## 2.3 | Recommendations



**Development of an Infill Housing:** Infill and attainable housing represent two key strategies in addressing urban development and housing affordability challenges in many cities. Infill housing involves the development of vacant or underutilized parcels of land within established urban areas. This approach is essential for maximizing land use efficiency, promoting sustainable urban growth, and reducing urban sprawl. By repurposing existing spaces, infill housing can help cities make the most of their infrastructure, public services, and transportation networks, ultimately leading to more walkable and vibrant communities. Furthermore, infill projects can support diverse housing options, from affordable apartments to townhouses and mixed-use developments, making it possible for people of various income levels to access housing opportunities within city centers. This approach not only helps address the housing affordability crisis but also contributes to the overall vitality and sustainability of urban areas.

Attainable housing is an integral concept that acknowledges the pressing need to make homeownership and rental housing accessible to a broader spectrum of individuals and families. It goes beyond the traditional affordable housing model by focusing on creating housing options that are within the reach of the working and middle-class populations. Attainable housing initiatives often involve partnerships between the public and private sectors, leveraging innovative financing models, reduced regulatory barriers, and sustainable design practices. By emphasizing attainable housing, communities can work towards providing housing solutions that cater to the diverse needs of their residents, including teachers, nurses, and service workers who may find themselves priced out of the market. This approach not only ensures housing stability but also promotes social equity and economic well-being, making it a pivotal component of a healthy and inclusive urban environment.

A Community Land Trust (CLT) can develop or acquire housing units, ensuring they remain permanently affordable for low- to moderate-income households, while maintaining control over the land, preventing speculative real estate practices and keeping housing costs in check. Rather than selling the land outright, the CLT can enter into long-term leases with homeowners or developers and impose resale restrictions.





## 2.3 | Recommendations

***Complete the Carolina Avenue Connector:*** The Carolina Avenue Connector represents perhaps the most important road connection in the entire plan and has the potential for significant positive impact on the community. This is largely so because Carolina Avenue, upon completion, will provide a direct connection between The Westside, South Main Street, and Uptown Greenwood for motorists, pedestrians, and cyclists. This connection will take advantage of existing infrastructure, namely Carolina Avenue and the adjacent Heritage Trail, and also pose minimal impact to existing residential in the area.

Completion of the Carolina Avenue Connector opens up significant development opportunities, specifically at the Coke Plant and the dilapidated homes, set to be removed by the City of Greenwood.

Improvements along Carolina Avenue include sidewalks, improved maintenance and connections of the Heritage Trail, relocation of overhead utilities underground, landscaping and lighting.



Left: Existing Conditions of Carolina Avenue  
Top: Photosimulation of Carolina Avenue Improvements



## 2.3 | Recommendations

**Improvements along the Edgefield Street Corridor:** The Edgefield Street Corridor provides an alternative direct connection between the heart of Uptown Greenwood to the North and the Self Regional Healthcare campus to the South. Improvements along this corridor are likely to occur in phases over time.

The streetscape improvements should serve as a precursor to future improvements along streets within The Westside. The recommendations outlined below take advantage of a “typical” right of way along Edgefield Street. In certain instances, this right of way is not consistent and these improvements will need to be modified accordingly. Ideal improvements, coordinated with SCDOT will include two 11-foot travel lanes would be flanked by a 3-foot planting strip on each side, which would allow for shade tree planting and decorative pedestrian lighting. The existing 5-foot sidewalk on the west side of Edgefield Street would be retained and a new 10-foot minimum shared-use path would be constructed on the east side of Edgefield Street. As in the plan shown a 10-foot sidewalk is preferable in areas where commercial or office uses are/will be located and as an extension of the Heritage Trail. Large shade trees should be encouraged on private property, especially in locations where overhead utilities cannot be relocated underground as part of initial phasing.

In addition, intersections should be studied for further traffic calming measures, including additional traffic signalization and timing, three/four way stops, high visibility mid-block crossing, and on-street parking.



Left: Existing Conditions of Edgefield Street

Top: Photosimulation of Edgefield Street Improvements



## 2.3 | Recommendations



**Development of an Early Learning Center:** Residents and community stakeholders indicated that the Westside neighborhood and Greenwood overall has an acute need for additional daycare facilities. As indicated in the assessment, over 40% of the jobs in the City of Greenwood and 25% of the jobs in Greenwood County are within one mile of the intersection of Edgefield Street and Carolina Avenue. Providing daycare near employment is convenient for parents of small children.

While daycare is clearly a need, a more profound community impact for Greenwood would be the creation of an early childhood education center. Birth to kindergarten education is a crucial time for children as it provides a foundation for a child's lifelong learning and development. During these formative years, children's brains are highly malleable, making it the optimal time to nurture their cognitive, social, and emotional skills. Furthermore, early childhood education can help bridge achievement gaps and provide equitable opportunities for children from diverse backgrounds.

Following the lead of similar projects such as the Franklin School in Spartanburg, this plan recommends that Greenwood create The Westside Early Learning Center to serve infant through preschool children in the community. The Westside Early Learning Center will stand as a center of educational excellence and early childhood development. Serving as a vital resource for the local community and Greenwood as a whole, this center will be dedicated to nurturing the minds of young children in a supportive and engaging environment.

The central location in the Westside allows the center to foster collaborations with Lander University's Early Childhood Education Program, Piedmont Technical College's Early Childhood Education Program, Self Regional Health System, and Greenwood School District 50. The City of Greenwood and Greenwood County alongside corporate and foundation support could be prime partners to sustain the program.





## 2.3 | Recommendations



**Preservation of Holloway Grocery and The Westside Park:** The preservation of Holloway Grocery stands as a testament to the importance of safeguarding historical landmarks and the community's shared heritage. This iconic establishment, with its deep-rooted history, not only serves as a reminder of The Westside's past but also as a symbol of resilience and cultural significance. Through dedicated efforts to maintain and restore the building, local organizations and preservationists have ensured that this once-thriving grocery store continues to be a living piece of history. Visitors and residents alike can step back in time, experiencing the charm and character of a bygone era while celebrating the entrepreneurial spirit that shaped the community.

Preserving Holloway Grocery is not just an act of nostalgia but a means of fostering community cohesion and revitalizing the neighborhood. The renovated building will serve as an anchor for the improved Marion Street Park with outdoor dining, picnic pavilion, shared-use path, remediated stream, and open space. The exterior wall of Holloway Grocery will serve as a canvas for local artist to develop a historically significant mural.



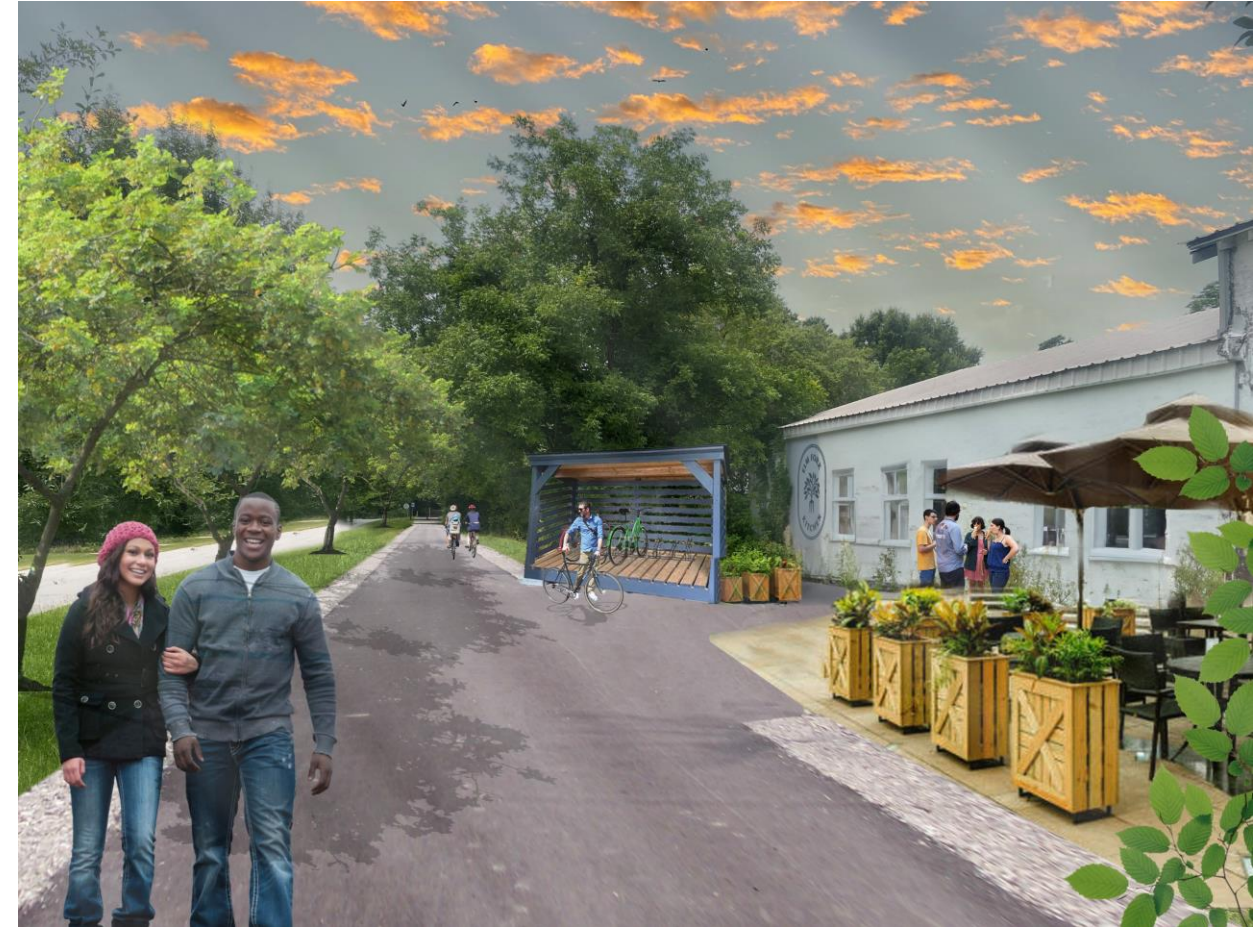


## 2.3 | Recommendations



**Redevelopment of the Coke Plant:** Redevelopment initiatives designed to empower African American entrepreneurs have the potential to drive economic and social transformation in historically underserved communities. By providing access to capital, mentorship, and resources, these programs can pave the way for entrepreneurial success, fostering a spirit of innovation and self-sufficiency. Moreover, they contribute to the revitalization of neglected urban areas, creating jobs, stimulating economic growth, and bolstering community resilience. The success of these redevelopment efforts not only benefits individual entrepreneurs but also has a broader impact, narrowing economic disparities and promoting equity and inclusivity, making them a critical component of building a more prosperous and just society.

The redevelopment of the Coke Plant as a retail and commercial hub for The Westside is vital to the continued revitalization. The Coke Plant redevelopment will serve via shared parking and as a trailside businesses. There are opportunities for more retail/commercial to be constructed as needed to meet market demand as it expands.



Left: Existing Conditions of the Coke Plant

Top: Photosimulation of Heritage Trail and Coke Plant Redevelopment



# 3.0 | Implementation





# 3.1 | Implementation Overview

Implementing a community master plan is a dynamic and transformative endeavor that holds the power to shape the future of a town, city, or neighborhood. It serves as a roadmap for community development, charting a course that reflects the shared vision, values, and aspirations of its residents. A master plan is not merely a document but a living blueprint, guiding policymakers, urban planners, and local stakeholders in making informed decisions about land use, infrastructure, housing, and public spaces. Its execution is a commitment to sustainable growth, economic vitality, and the enhancement of the overall quality of life for the people who call the community home. As the first step in this journey, the implementation of a community master plan is a powerful catalyst for positive change, fostering a sense of belonging and unity as the community works together to bring its collective vision to fruition.

Greenwood has a proven track record of implementing plans. The success of Uptown's revitalization is one of the great success stories of reinvigorating an ageing district. This progress would not happen without strong partnerships. All project partners will be essential in the *implementation* of this plan. As those in Greenwood know, revitalization is not an overnight effort; it takes years of commitment, creative resources, and partners with vision. For The Westside Master Plan, new partnerships are likely to emerge. This section will explore the funding options, partnership considerations, and outside resources that can be brought to bear in The Westside neighborhood.



# 3.1 | Implementation Overview

**Create a Tax Increment Financing District to Fund Improvements to the Westside:** The Westside of Greenwood is ideally suited for a Tax Increment Financing District. Tax Increment Financing (TIF) in South Carolina is authorized by Section 31-6-10 of the SC Code of Laws. In short, TIF is a public financing mechanism used to stimulate economic development and revitalize designated areas. It works by freezing the property tax revenue generated within a designated TIF district at a certain base level, and as property values increase due to development and improvements, the additional tax revenue is allocated to a special fund that can be used for infrastructure, public amenities, and other projects within the district. TIF helps fund projects that might not otherwise be feasible, driving economic growth and improving the overall quality of life in targeted areas while leveraging the increased property values resulting from the investments made. In South Carolina, this allows a municipality to capture incremental Ad Valorem tax values from overlapping taxing jurisdictions and issue revenue bonds to cover expenses.

The reasons the Westside is ideally suited for such a funding mechanism are as follows:

- The existing base value of the district is already low. This is due to a combination of factors including public and non-profit ownership of land within the neighborhood, depressed assessed values on existing properties, and removal of buildings in the area. A low value allows for maximum investment.
- The City and County have vested interests in the Westside as key government properties are located within or adjacent to the Westside including the Greenwood County Library.
- A critical mass of employment flanks the district on both sides with Uptown Greenwood and Self Regional as major attractors for regional employment. Having an economically disadvantaged community between two large employment bases represents an opportunity to give agency to longtime residents and attract workforce housing.
- Tax Increment improvements allow for tax free revenue bonds that can be issued by the City of Greenwood for public improvements on publicly owned land.
- The City of Greenwood can also enter into intergovernmental agreements for bonding public improvements for Greenwood School District 50 and for the County allowing for flexibility of partnerships and funding.
- Recent changes in South Carolina statutes for TIF allow for bonding for publicly owned infrastructure for affordable housing projects which could create the foundation for a Community Land Trust where publicly owned land is used to create ownership and rental housing that preserves affordability and curtails real estate speculation in the district.

This resource has yet to be used in Greenwood and the Westside neighborhood is an ideal location for such a district. Proposed developments adjacent to or inside the Westside could generate increment in just a few years allowing for a successful TIF project.

**Create a Community Land Trust:** A community land trust (CLT) is a nonprofit organization that acquires and holds land for the benefit of a specific community. In a CLT model, the land is owned collectively by the community while individual homeowners or businesses lease the land for their properties. This arrangement separates land ownership from property ownership, allowing the CLT to retain ownership of the land even as buildings and homes are bought and sold. This structure promotes long-term affordability because the CLT can control the land's use, restrict price appreciation, and ensure that it remains accessible for housing and economic development initiatives. As a result, CLTs create opportunities for housing by providing affordable homeownership options and economic development by stabilizing property costs, reducing displacement, and fostering community-driven initiatives like affordable housing, community gardens, and commercial spaces, ultimately improving the well-being and sustainability of the community it serves. Created hand in hand with a Tax Increment Financing district, the Westside CLT would be a critical way to create and preserve attainable housing options in the neighborhood. The Palmetto Community Land Trust in Charleston is a potential model for such a program in Greenwood <https://www.palmettoclt.org>.



# 3.1 | Implementation Overview

**Capital Project Penny Sales Tax:** Greenwood County, South Carolina, embraced a transformative initiative by implementing a capital project sales tax, a pivotal step aimed at bolstering the county's infrastructure and community development. This strategic tax allocation serves as a catalyst for growth, empowering the region to invest in crucial projects such as road improvements, public facilities, and educational enhancements. With a focus on nurturing economic vitality and improving the quality of life for its residents, this tax initiative stands as a testament to Greenwood County's commitment to progress, fostering a vibrant and sustainable future for generations to come.

South Carolina Code of Laws Article 3 Section 4-10-300 outlines the steps a county can take to levy a one (1) percent sales tax by referendum on sales within the county the purpose for which proceeds are to be used for capital related projects. In 2016, Greenwood County passed a referendum to include a one (1) percent sales tax increase to fund identified and approved capital projects. This referendum included funds for the construction of the Carolina Avenue Connector, a new road with related infrastructure between South Main Street and the campus of the Greenwood Genetic Center.

VisionGreenwood, and its Funding Partners and Community Partners, should continue to explore utilization of future capital project penny sales tax as a funding mechanism for public projects within The Westside.

**Community Development Block Grants:** The State Community Development Block Grant (CDBG) Program is a federally funded program that is administered by the South Carolina Department of Commerce, Division of Grants Administration. The program addresses a variety of community and economic development needs. The Community Development Block Grants (CDBG) program provides money for streetscape revitalization, which may be comprised of pedestrian improvements. Eligible applicants must be local government entities.

**Land and Water Conservation Fund:** The Land and Water Conservation Fund (LWCF) is a federal assistance program provides matching grants to States and local governments for the acquisition and development of public outdoor recreation areas and facilities, including trails. In South Carolina, the LWCF is administered through the South Carolina Department of Parks, Recreation and Tourism. Eligible applicants include counties, cities, and Special Purpose Districts with authority to acquire develop, operate, and maintain public park and recreation areas.

**Parks and Recreation Development Fund:** The Parks and Recreation Development (PARC) Fund is a is a state-funded noncompetitive reimbursable grant program. Eligible applicants include any local government unit, including special purpose districts, which has provided parks or recreation services Eligible programs include Planning, development and renovation of outdoor recreation opportunities.

**Transportation Alternatives Program:** The Transportation Alternatives Program using FAST Act funding sources and is available through a competitive process. Eligible applicants include local governments, regional transportation authorities, transit agencies, school districts or schools, and any other local or regional government entity with responsibility for oversight of transportation or recreational trails. Eligible programs include recreational trails and programs and infrastructure-related projects that provide safe routes for active transportation users, such as on and off-road trails, Safe Route to School programs, sidewalks, and bikeways.



# 3.2 | Implementation Matrix

Westside Master Plan Implementation Matrix

	Phase 1: 12 Months	Responsible Party	Phase 2: 36 Months	Responsible Party	Phase 3: Benchmark Aspirations	Responsible Party	Objective
Preserve Owner Occupied Housing	Inventory conditions for all owner occupied housing	Greenwood Community Home Repair; City of Greenwood	Improve and renovate 25% of owner occupied housing identified in Phase 1 to code compliance.	Greenwood Community Home Repair	Continue to perform regular maintenance and management schedule for all owner occupied housing receiving improvements (pest control, regular maintenance, safety measures, etc.)	Greenwood Community Home Repair	Owner Occupied Housing Will Remain a Stabilizing Factor for Long Time and New Residents
	Develop Greenwood Community Home Repair owner occupied improvement fund	Greenwood Community Home Repair	Develop initial financing plans for constructing new owner occupied housing	Greenwood Community Home Repair; City of Greenwood; VisionGreenwood	Improve and renovate 75-100% of owner occupied housing identified in Phase 1 to code compliance.	Greenwood Community Home Repair	
	Identify future housing sites for owner occupied housing	Greenwood Community Home Repair	Develop recurring annual funds for Greenwood Community Home Repair improvement fund	Greenwood Community Home Repair			
	Engage the Center for Heirs Property Preservation to work on clearing title to heirs housing (heirsproperty.org)	Greenwood Community Home Repair	Develop partnership with faith based worship centers to perform annual maintenance and repairs in coordination with Greenwood Community Home Repair.	Greenwood Community Home Repair			
	Identify code deficiencies with the City of Greenwood. Make in-person contact with owners to discuss preservation of owner occupied housing.	Greenwood Community Home Repair; City of Greenwood					
	Initiate a worksession to discuss home maintenance and ownership.	Greenwood Community Home Repair; VisionGreenwood					
	Work with The Westside Coalition to identify and meet with homeowners.	Greenwood Community Home Repair					



# 3.2 | Implementation Matrix

Westside Master Plan Implementation Matrix

	Phase 1: 12 Months	Responsible Party	Phase 2: 36 Months	Responsible Party	Phase 3: Benchmark Aspirations	Responsible Party	Objective
Create Attainable Sensitive Infill Housing	Use the master plan as a guide to determine property ownership for infill housing sites	Greenwood Community Home Repair	Work with Self Regional and other major employers to explore an employee assistance housing program such as down payment assistance ( <a href="https://heroeshousing.com/">https://heroeshousing.com/</a> )	VisionGreenwood; Self Regional	Construct 25 new housing units by 2030.	VisionGreenwood; Community Land Trust; City of Greenwood	The Westside will include a variety of attainable housing types that preserve neighborhood character, create ownership opportunities, and offer an array of housing options.
	Develop financing plan to purchase vacant lots or dilapidated housing	City of Greenwood	Secure properties through a community land trust as established in Phase 1 for future housing.	Greenwood Community Home Repair; VisionGreenwood	Reverse population decline by adding 75 new residents.	VisionGreenwood; Community Land Trust; City of Greenwood	
	Research and establish parameters for a community land trust.	VisionGreenwood; City of Greenwood	Construction 10 new housing units identified in Phase 1.	VisionGreenwood; Community Land Trust; City of Greenwood			
	Review zoning ordinance to ensure a mixture of housing types is allowable.	City of Greenwood	Creating or partner with an existing Community Development Financial Institution (CDFI)	VisionGreenwood; City of Greenwood			
	Identify necessary infrastructure improvements to allow for new construction (eg. Sewer, water, power, gas, etc.)	Greenwood CPW; City of Greenwood					
	Continue to work with private developers on large property tracts to encourage attainable housing as a part of the overall master plan.	City of Greenwood					



# 3.2 | Implementation Matrix

Westside Master Plan Implementation Matrix

	Phase 1: 12 Months	Responsible Party	Phase 2: 36 Months	Responsible Party	Phase 3: Benchmark Aspirations	Responsible Party	Objective
Introduce Public Infrastructure for Better Connections	Develop schematic design plans for connectivity to Greenwood Genetic Center and Lander University.	City of Greenwood	Construct streetscape along Edgefield Street and Carolina Avenue.	SCDOT; City of Greenwood	Construct streetscape along arterial streets as identified in the plan.	SCDOT; City of Greenwood	Improved road, pedestrian, and trail infrastructure will create a framework for future investment.
	Meet with SCDOT, City of Greenwood, and Greenwood County to overlay existing planned improvements.	City of Greenwood; SCDOT, Greenwood County	Implement The Westside Brand through banners and marketing materials.	VisionGreenwood; Westside Coalition	Construct Hertiage Trail extension throughout The Westside.	SCDOT; City of Greenwood	
	Submit grant request to SCDOT for Edgefield Street Streetscape Improvements.	City of Greenwood	Develop engineering and construction documents for connectivity of Heritage Trail.	City of Greenwood	Implement stream remediation through The Westside Park.	City of Greenwood	
	Edge sidewalks/trails, limb trees, etc. throughout the study area to provide for a clean Westside.	City of Greenwood; SCDOT, Volunteers	Develop engineering and construction documents for The Westside Park.	City of Greenwood	Construct The Westside Park in a single phase.	City of Greenwood	
	Install thermoplastic crosswalks at all intersections.	SCDOT, City of Greenwood			Construct extension of Carolina Avenue improvements to the Greenwood Genetic Center.	SCDOT; City of Greenwood	
	Develop brand for The Westside.	VisionGreenwood					
	Continue to pursue vehicular and pedestrian connectivity from The Westside to the Greenwood Genetic Center.	City of Greenwood; SCDOT; VisionGreenwood					
	Develop schematic design plans for The Westside Park.	City of Greenwood					



# 3.2 | Implementation Matrix

Westside Master Plan Implementation Matrix

	Phase 1: 12 Months	Responsible Party	Phase 2: 36 Months	Responsible Party	Phase 3: Benchmark Aspirations	Responsible Party	Objective
Develop an Early Learning Center through Community Partnerships	Convene a working group to explore an early learning center.	School District; Self Family Foundation; VisionGreenwood; City of Greenwood	Continue working with Design Team to finalize construction documents for the Early Learning Center.	School District; Self Family Foundation; VisionGreenwood; City of Greenwood	Use TIF funds, and other identified funding sources, to help construct Early Learning Center.	School District; Self Family Foundation; VisionGreenwood; City of Greenwood	A catalyst project focusing on early learning will anchor the neighborhood and focus on future opportunities for generations of residents.
	Examine peer examples focusing on The Franklin School in Spartanburg.	School District; VisionGreenwood	Pursue grants to sustain Early Learning Center programming.	School District; Self Family Foundation; VisionGreenwood			
	Identify funding sources for development of an early learning center.	VisionGreenwood; City of Greenwood					
	Secure and preserve site for future early learning center.	Greenwood Community Home Repair; City of Greenwood; VisionGreenwood					
	Engage Design Team to develop schematic plans.	School District; Self Family Foundation; VisionGreenwood					



# 3.2 | Implementation Matrix

Westside Master Plan Implementation Matrix

	Phase 1: 12 Months	Responsible Party	Phase 2: 36 Months	Responsible Party	Phase 3: Benchmark Aspirations	Responsible Party	Objective
Examine Small Scale Commercial for Neighborhood Entrepreneurs	Identify and meet with the owner of the former Coke Plant.	VisionGreenwood; City of Greenwood	Explore reuse of the former Coke Plant as a makers center for the building trades.	VisionGreenwood; City of Greenwood	Construct Makers Center for the Building Trades at the Coke Plant.	VisionGreenwood; City of Greenwood	Local Businesses will Enhance the Neighborhood while Giving Opportunities to Build Local Wealth
	Identify and meet with the owner of Holloway Grocery.	VisionGreenwood; City of Greenwood	Develop programming for live/work housing along Mineral Avenue	VisionGreenwood; City of Greenwood	Construct live/work housing along Mineral Avenue	VisionGreenwood	
	Work with Piedmont Technical College and Lander University to develop an entrepreneurial program for The Westside.	VisionGreenwood; City of Greenwood	Further develop partnership with Holloway Grocery for renovation and expansion.	VisionGreenwood; Westside Coalition	Construct outdoor dining, amphitheater, and open space directly adjacent to Holloway Grocery.	VisionGreenwood; Westside Coalition	
	Explore partnerships with agencies, high-learning institutes, etc. to determine feasibility of property purchase for Makers Center.	VisionGreenwood; City of Greenwood					
	Implement a historic mural at Holloway Grocery.	VisionGreenwood; Westside Coalition					
	Work with The Westside Coalition to identify residents through church congregations, etc. that are interested in small-business ownership.	VisionGreenwood; Westside Coalition					