# CCRP NARRATIVE

## MARKET PLACE APARTMENTS – ROCK HILL, SC

Market Place Apartments (the "Property") qualifies for 1 point because it is located within an area covered by a Concerted Community Revitalization Plan.

### 1. Plan Area and Formal Adoption

The City of Rock Hill Comprehensive Plan directs all revitalization activity within the City. The 2025 Five Year Review of this plan was adopted on December 8, 2025 (the "Comprehensive Plan"). The Comprehensive Plan identifies seven defined geographic areas of the City for which special revitalization plans and strategies have been developed. Market Place Apartments is within the area of the City covered by the 2021 Southside Redevelopment Plan / Clinton Connextion Action Plan which was adopted in July 2021 (the "Plan"). See the attached maps with the Property location noted.

### 2. No Principal Initiation of the Plan

Neither American Community Developers, Inc. nor any of its principals, employees, or affiliates were involved in initiation or adoption the Comprehensive Plan or the Plan. See the attached lists of acknowledgements documenting the city leadership, professional consultants, and community participants who guided the development of the Plan.

### 3. Contribution to Stated Goals

Comprehensive Plan – Pg 15: "Advance affordable housing" is stated as a core goal of the Comprehensive Plan.

Comprehensive Plan – Pg 26: "Assist developers with participation in federal programs like the Low Income Housing Tax Credit (LIHTC) Program" is listed as a key recommendation to implement this goal.

Plan - Pg 8: "Housing Development and Redevelopment" is listed as a core principal of the Plan. The rehabilitation of Market Place Apartments would directly meet the stated goal: "Address housing needs of the area – both affordable and market rate, while avoiding displacement and rapid gentrification."

Plan – Pg 22: "A large percentage of neighborhood homeowners and renters are currently cost-burdened." (paying more than 30% of income towards housing). Preservation of Market Place Apartments and its Section 8 HAP Contract will secure important funding to ensure the residents will never pay more than 30% of their income toward rent and utilities.

Plan – Pg 29: The community survey conducted for the development of the plan found that 84% of respondents said that affordable housing was one of the most important elements to them. Revitalization of Market Place Apartments will help address this need.

### 4. Public Investments Supporting Revitalization

The Property is surrounded by several completed an ongoing non-housing investments – several of which were specifically identified as priority projects in the Plan (see pg. 12):

**McGirt Auditorium ($6.3M):** In 2023, the City of Rock Hill announced a $4.5M plan to fully renovate the historic McGirt Auditorium less than half a mile from the Property. Renovation was completed in 2024 for a final cost of $6.3M.

News story link #1 (announcement) News story link #2 (completion)

**Carrol Park / Lige Park / Emmett Scott Park ($100k):** Nearby community parks (within ½ mile of the Property) were recently renovated with funds from the Parks, Recreation, and Tourism department per City staff. Improvements included new pavilions, playgrounds, and signage.

**Beacon Wellness / YMCA Community Center ($3.5M):** Clinton College and the YMCA of Upper Palmetto have announced a $41M state of the art 69,000 sq ft health and wellness facility directly across the street from the Property. This will be funded in part through a $3.5M grant via the City of Rock Hill.

Information link

**Southside TIF District:** The City of Rock Hill has established a Tax-Increment Financing district for the Southside which covers important portions of the Plan area and the area surrounding the Property including most of Saluda street and S Heckle Blvd.

# 1. Plan Area and Formal Adoption

# CITY OF ROCK HILL COMPREHENSIVE PLAN

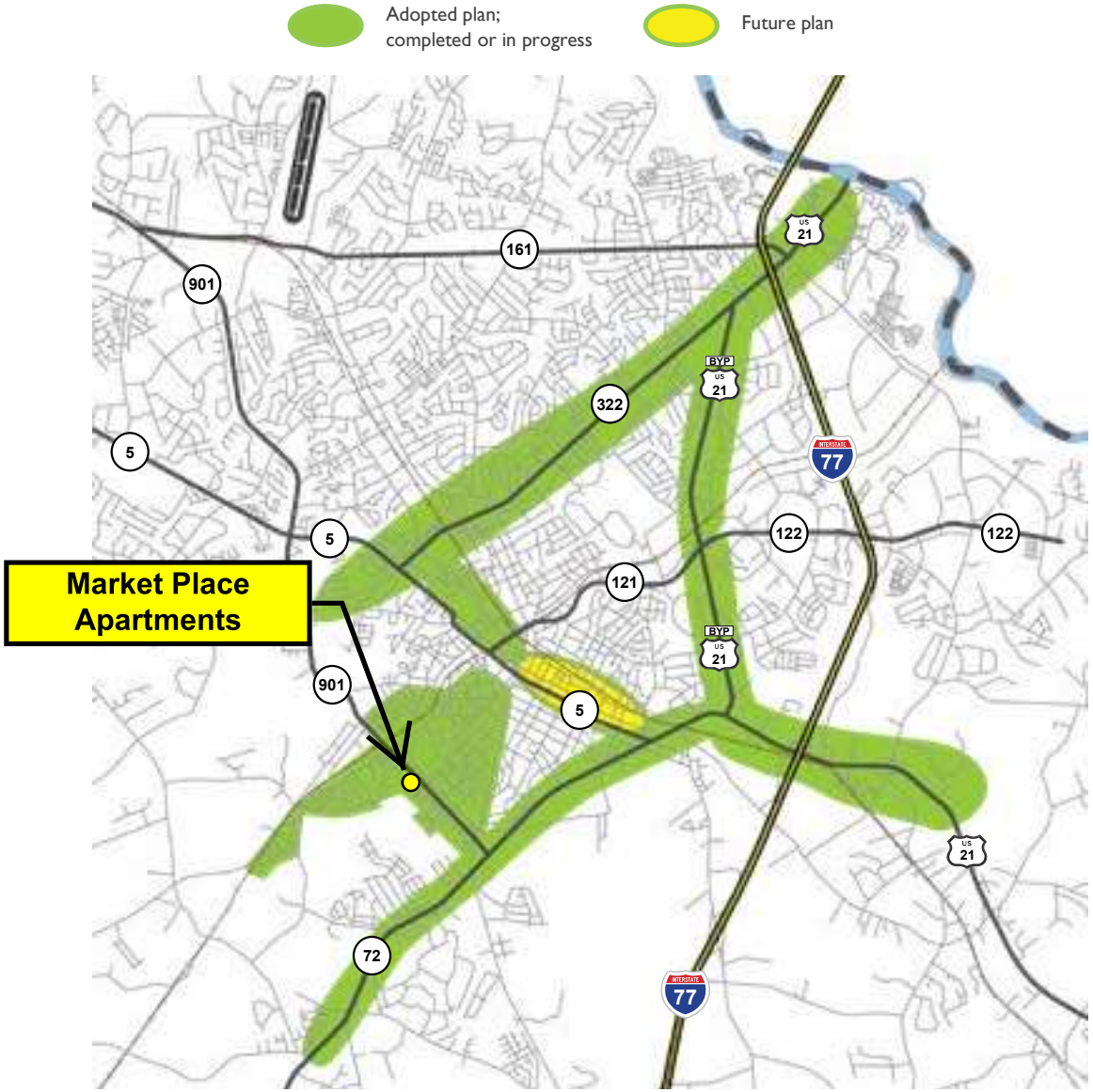
## VOLUME II - VISION PLAN

[2025 FIVE YEAR REVIEW]

Adopted December 8, 2025

▼ MAP 1.6 REDEVELOPMENT AREAS

Source: City of Rock Hill Planning & Development



# CLINTON CONNEXTION ACTION PLAN

FINAL
JULY 2021



ROCK HILL
SOUTH CAROLINA

COLLABO
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# INTRODUCTION

Clinton ConNEXTion is a strategy for attracting jobs, businesses and housing to the historic neighborhoods of South Rock Hill. It is a commitment to creating opportunities to improve inclusivity, while fostering an environment for ALL to live, learn, work, and play.

Our vision is to improve the overall quality of life in South Rock Hill so that community members can thrive and have equitable access to resources and opportunities.

The Clinton ConNEXTion Action Plan is a community led effort that builds on a strong foundation of previous and ongoing planning initiatives. The Action Plan outlines strategies to improve quality of life for residents of the South Rock Hill community and identifies catalytic projects and initiatives based on stakeholder-identified planning principles.

The Action Plan is intended as a tool to help build economic prosperity, address housing needs while avoiding displacement, strengthen ties between the unique neighborhoods of South Rock Hill and the Knowledge Park district, enhance educational opportunities, and improve the health, nutrition, welfare and safety of residents. Through the Action Plan, Clinton ConNEXTion seeks to promote a positive image for the community while expanding and building neighborhood-based cultural,arts and entertainment activities.



## 2. No Principal Initiation of the Plan









# CITY OF ROCK HILL COMPREHENSIVE PLAN

## VOLUME II - VISION PLAN

[2025 FIVE YEAR REVIEW]

# ACKNOWLEDGMENTS


## CITY COUNCIL

John Gettys, Mayor
Derrick Lindsay, Ward 1
Brent Faulkenberry, Ward 2
Kevin Sutton, Ward 3
John A. Black III, Ward 4
Perry Sutton, Ward 5
Jim Reno, Ward 6

## PLANNING COMMISSION

Randy Graham, Chair
Duane Christopher, Vice Chair
Shelly Goodner
Stephanie Haselrig
Jonathan Nazeer
Darrell Watts
Jarrunis Yates

## PREPARED BY

Amy Jo Denton, AICP, Long Range Planner, Project Manager
Alex Boyce, AICP, Long Range Planner
Shelby Sweet, Long Range Planner
Leah Youngblood, AICP, Planning & Development Director

## SPECIAL THANKS TO

Rock Hill focus group participants, citizens, and business owners for their continuous engagement and support!




# CLINTON CONNEXTION ACTION PLAN

FINAL
JULY 2021



ROCK HILL
SOUTH CAROLINA

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- Roscoe Meeks
- Shekinah Miller
- Cameryn Mitchel
- Jonathan Nazeer
- George Pasley
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- Jesus Rodriguez
- Chakakhan Royal
- Taninya Smith
- Cathy Stewart
- Perry Sutton
- Erin Swann
- Crystal Vance
- Chartisy Walker
- Clarence Ward
- Clintonyaa Watson
- Alex Williams
- Etta Zeigler

# 4. Public Investments Supporting Revitalization

50°

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1 MORE ALERTS




YORK COUNTY

# Photos: Renovation plans for Rock Hill's McGirt Auditorium

by: Shaquira Speaks
Posted: Sep 12, 2023 / 07:47 PM EDT
Updated: Sep 13, 2023 / 06:14 AM EDT

SHARE

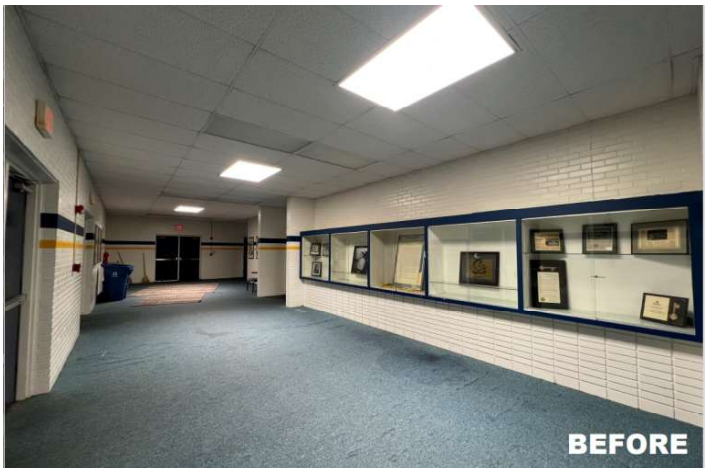
ROCK HILL, S.C. (QUEEN CITY NEWS) – It's been a staple in south Rock Hill for decades.

McGirt Auditorium's history dates back to 1960 and was named after Ralph W. McGirt, a former principal of Emmett Scott High School, the only black high school in Rock Hill during segregation.

The high school served African-American students until 1970 when the building closed, and ever since then, neighbors have used it as a meeting place and other social events.

“I grew up on Green Street, and so Emmett Scott was that place where I could go and practice basketball,” said Rock Hill City Councilman Derrick Lindsay. “The center has a rich history for us, the community, and we are excited about the renovations that take place there because it’s been like that for about 30-40 years now.”





The auditorium is used for events like dance competitions, gospel concerts, plays, and musicals, while the outside was used for sporting events. Now, the building is getting a much-needed revival as part of the Clinton Connextion’s great eight projects — city leaders announced a $4.5 million plan to renovate the historic building.

“I think it’s fantastic because there’s so many kids and, you know, even teenage years, you need something to do somewhere to go. And I just think it’s terrific,” said Southside neighbor Theresa Mauldin.

“Being something positive that would be a place to go,” Mauldin said. “If they go, ‘Hey, that’s my homie that’s performing, and I think that would be really great.’ It would draw a lot of people old and young.”

15 Feb +52°F 16 Feb +63°F 17 Feb +70°F 11 Feb +61°F 12 Feb +55°F 13 Feb +54°F 14 Feb

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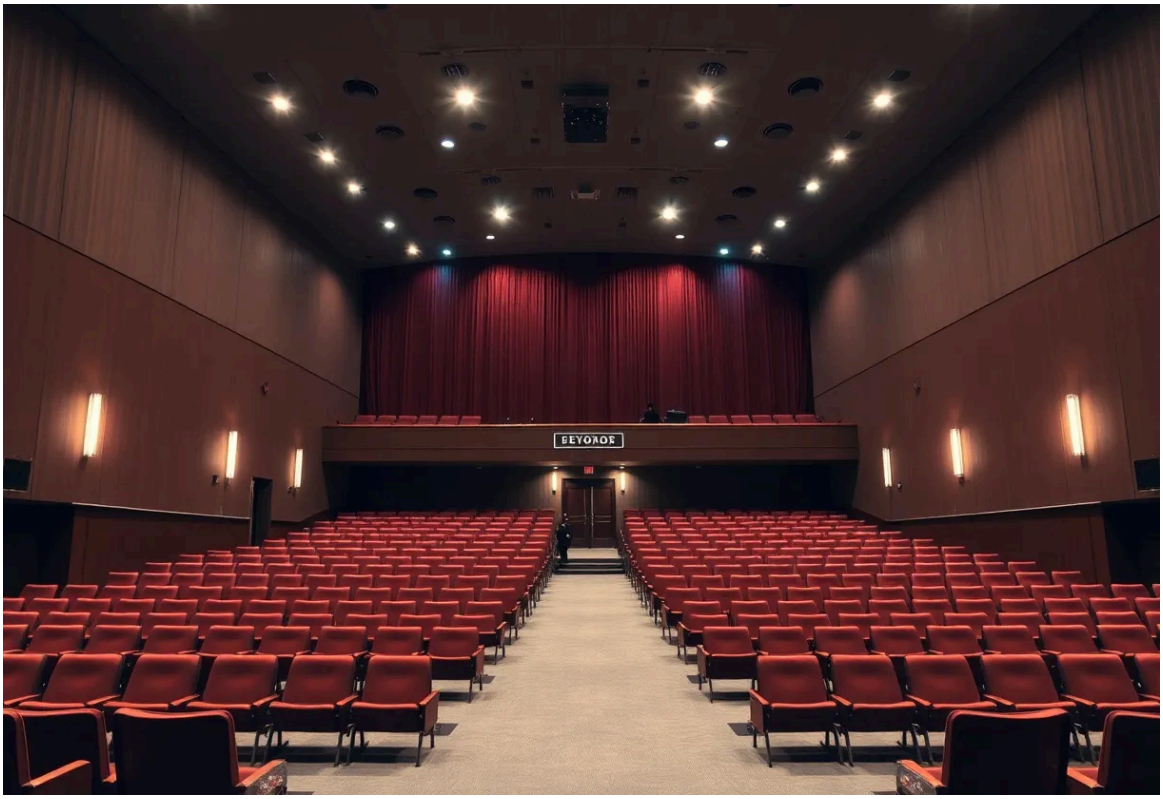
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February 22, 2025(Https://Www.Hererockhill.Com/2025/02/22/)

# RENOVATION OF RALPH S. MCGIRT AUDITORIUM COMPLETED IN ROCK HILL




## *News Summary*

The Ralph S. McGirt Auditorium has reopened after a $6.3 million renovation in Rock Hill, SC. Significant upgrades include a new sound system, updated stage lights, and enhanced accessibility. The auditorium, a historic venue for graduations and events, is set to host Clinton College's graduation later this year, showcasing its important role in the community's future.

## Exciting Renovation of Rock Hill's Historic McGirt Auditorium Complete!

Rock Hill, SC, is buzzing with excitement as the beloved ***Ralph S. McGirt Auditorium***, located within the Emmett Scott Recreation Center, has officially reopened its doors. After nearly two years of hard work and a hefty investment of ***$6.3 million***, the transformation is nothing short of impressive!

### A Beautiful Transformation

The auditorium, which was originally part of the historic ***Emmett Scott High School***, has undergone significant upgrades since its original construction back in 1960. Emmett Scott High School holds a special place in the hearts of many as it was Rock Hill's first Black public school, opening its doors in ***1920***. The auditorium has seen it all over the years: graduations, reunions, funerals,

pageants, and concerts; it's truly been a cornerstone of the community!

### What's New?

So, what exactly does the renovation include? Quite a lot! The auditorium now boasts a state-of-the-art ***new sound system*** and ***updated stage lights***. Performers will appreciate the brand new ***dressing rooms*** and ***stage curtains*** that are now in place. Accessibility has also been enhanced to comply with the Americans with Disabilities Act, making the auditorium more user-friendly for everyone. Plus, to give a little more breathing room, the seating capacity was reduced from ***1,200 to 762***, allowing for larger sets and increased legroom. Comfort is key!

### What's Coming Up?

As exciting as all of this is, it gets even better! Clinton College, a historically Black college nearby, has announced plans to hold its graduation ceremony at the newly revamped auditorium later this year. What a fantastic way to celebrate this milestone in such a historic venue!

### More Community Projects in the Works

The renovation of McGirt is just one piece of a larger puzzle aimed at enhancing community facilities throughout Rock Hill. City officials are enthusiastic about ongoing work on the parking lot and playground adjacent to the recreation center. But that's not all—there are even more ambitious plans on the horizon!

The city is gearing up for additional hospitality and utility projects which may involve more than ***$180 million*** in spending, pending the final bond votes. A whopping ***$162 million*** is earmarked for essential utility upgrades, including a significant expansion of the sewer plant. Additionally, city leaders are thrilled about a proposed new indoor sports facility and a regional park which is expected to feature ***sports fields*** that will help attract tourism to the area.

### Looking Ahead

Furthermore, plans for a new electric substation are underway to bolster support for development on the city's south side. It's clear that Rock Hill is creating a brighter future with these investments, aiming to foster growth and provide improved facilities for all its residents.

The reopening of the ***Ralph S. McGirt Auditorium*** is an exciting milestone, showing just how much the city values its rich history while looking forward to a promising future. With all these upgrades and projects in the works, Rock Hill residents have much to look forward to!

## Deeper Dive: News & Info About This Topic

### HERE Resources

Rock Hill School's McGirt Auditorium Reopens After Renovations (https://www.hererockhill.com/mcgirt-auditorium-reopens-rock-hill/)

## Additional Resources

- Post and Courier: Rock Hill Renovations (https://www.postandcourier.com/york-county/news/rock-hill-renovations-mcgirt-auditorium-segregrated-black/article_fed5b2c4-eef6-11ef-b8e3-47abd3b6d65b.html)
- Wikipedia: Rock Hill, South Carolina (https://en.wikipedia.org/wiki/Rock_Hill,_South_Carolina)
- WSOC TV: Historic Rock Hill School Auditorium (https://www.wsoctv.com/news/local/historic-rock-hill-school-auditorium-get-major-renovation/NXBOOX35HZEZLFNNRYVDM4RW7E/)
- Google Search: Ralph S. McGirt Auditorium (https://www.google.com/search?q=Ralph+S.+McGirt+Auditorium)
- QC News: Photos of Renovation Plans (https://www.qcnews.com/news/u-s/york-county/photos-renovation-plans-for-rock-hills-mcgirt-auditorium/)
- Encyclopedia Britannica: Auditorium (https://www.britannica.com/topic/auditorium)
- Herald Online: Community Staple McGirt Auditorium (https://www.heraldonline.com/news/local/article282952148.html)
- Google News: Rock Hill auditorium renovations (https://news.google.com/search?q=Rock+Hill+auditorium+renovations)
- Post and Courier: A Place of Hope (https://www.postandcourier.com/rock-hill/news/a-place-of-hope-rock-hill-to-renovate-longtime-community-staple-mcgirt-auditorium/article_a1e9ce54-51a6-11ee-bb1a-f3f8968ed852.html)

1894 CLINTON COLLEGE

CLINTON COLLEGE 130 years 1894 2024 HBCU

the YMCA

# Beacon Wellness + Community Center

This community project is a collaboration between **Clinton College** and the **YMCA of Upper Palmetto**, providing much needed facilities for the overall wellness of students and the community.

ollege is committed to providing quality education, promoting access to higher education, producing leaders and oductive citizens, and fostering holistic development among its students. In alignment with its mission, Clinton College is nbarking on a groundbreaking initiative to construct a Health and Wellness Community Center in partnership with the MCA of Upper Palmetto. This facility will address the community health needs of the South Side of Rock Hill and promote alth, wellness, and community empowerment. This grant will provide essential funding for the construction of the facility, hich will serve as a hub for health, wellness, athletics, recreation and community engagement.




The Beacon Center is not only one of the most exciting projects to be undertaken by Clinton College, this has the potential to quite possibly one of the most innovative and impactful community facilities on any historically Black College campus in the nation. In partnership with the YMCA, we believe that this will help address the

**BY THE NUMBERS**

| | |
|---|---|
| 0 | Square Feet |
| $ 0 | Est. Value |

**LOCATION**

1029 Crawford Road, Rock Hill, SC 29730

**STATE OF THE COLLEGE**

March 2024

Beacon Center talk with President
LS3P

08:23

01:35

## Dr. Lester A. McCorn

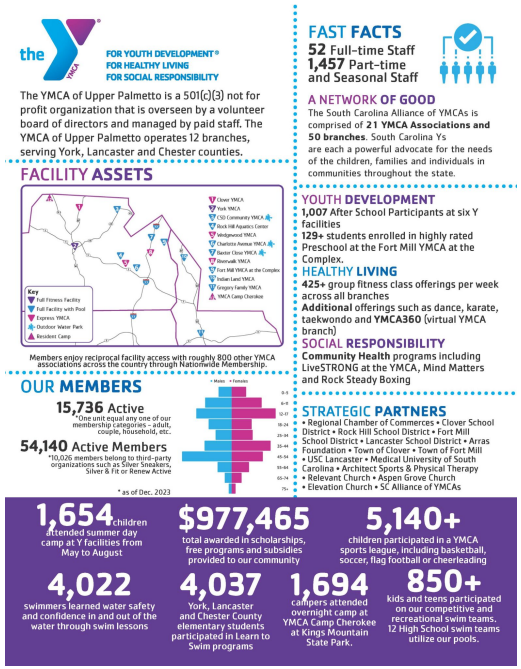
President of Clinton College





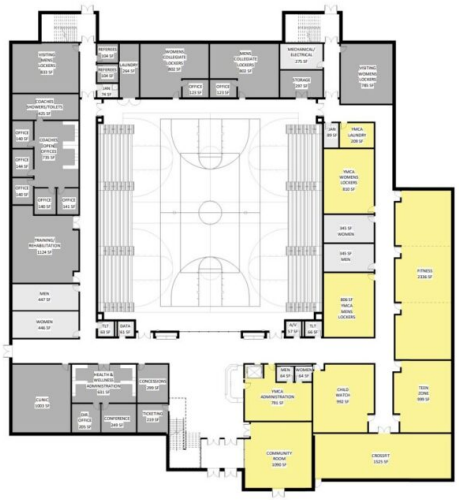
I think this could be a unique model that is used across the country and I am really looking forward to getting started on this project and doing good things for the college and our community.

GRANT APPLICATION

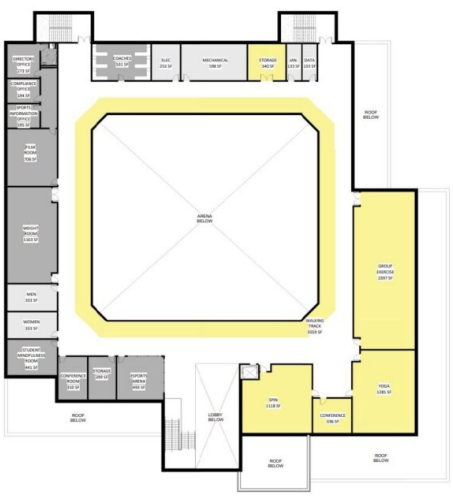



LEARN MORE

YMCA UPPER PALMETTO



GROUND FLOOR
1/16" = 1'=0"



SECOND FLOOR
1/16" = 1'=0"

CLINTON COLLEGE
SUPPORT
YMCA

**PRELIMINARY PROGRAM**

**CLINTON COLLEGE BEACON CENTER / YMCA**

**CLINTON COLLEGE**

**BEACON CENTER**

| SPACE | Number of Spaces | S.F. (EACH) | S.F. (TOTAL) |
|---|---|---|---|
| Lobby Area / Commons | 1 | 2,000 | 2,000 |
| Ticket | 1 | 200 | 200 |
| Concessions | 1 | 300 | 300 |
| Restrooms | 2 | 600 | 1,200 |
| | | | |
| Health and Wellness administration | 1 | 200 | 200 |
| Offices | 4 | 64 | 256 |
| Conf room | 1 | 250 | 250 |
| Student Mindfullness Room | 1 | 400 | 400 |
| Student Clinic | 1 | 1,000 | 1,000 |
| | | | |
| Main Gym (Bleachers for 800) | 1 | 11,000 | 11,000 |
| Walking Track | | | |
| Team Locker Room Toilets / Showers | 4 | 800 | 3,200 |
| Administration Office / Shower / Toilet | 3 | 250 | 750 |
| Coach's Office / Shower / Toilet | 5 | 250 | 1,250 |
| | | | |
| Part-time coaches offices | 2 | 250 | 500 |
| Assistant Coaches Office | 2 | 350 | 700 |
| Referees room w. restroom | 1 | 250 | 250 |
| | | | |
| Film room/Press conferences | 1 | 800 | 800 |
| Esports | 1 | 400 | 400 |
| | | | |
| Training Room / First Aid / Storage | 1 | 750 | 750 |
| Rehabilitation area | 1 | 300 | 300 |
| Laundry Area | 1 | 200 | 200 |
| | | | |
| Equipment Storage | 1 | 450 | 450 |
| General Storage | 1 | 300 | 300 |
| | | | |
| Weight Room | 1 | 1,200 | 1,200 |
| Health Education Classroom | 1 | 815 | 815 |
| **Subtotal Gym** | | | **28,671** |
| | | | |
| **Grossing factor (40%)** | | | **11,468** |
| | | | |
| **Sub Total Gross SF** | | | **40,139** |

| | | | |
|---|---|---|---|
| Community Room | 1 | 1,000 | 1,000 |
| Fitness | 1 | 1,600 | 1,600 |
| Group Exercise | 1 | 2,400 | 2,400 |
| Crossfit | 1 | 1,600 | 1,600 |
| Child Watch | 1 | 1,100 | 1,100 |
| Teen Zone | 1 | 1,000 | 1,000 |
| Spin | 1 | 1,000 | 1,000 |
| Yoga | 1 | 1,300 | 1,300 |
| Walking Track | 1 | 3,000 | 3,000 |
| Locker Room Toilets / Showers | 1 | 800 | 800 |
| Locker Room Toilets / Showers | 1 | 800 | 800 |
| Administration Office / Shower / Toilet | 1 | 250 | 250 |
| Offices | 1 | 500 | 500 |
| **Subtotal YMCA** | | | **16,350** |
| | | | |
| **Grossing Factor (40%)** | | | **6,540** |
| | | | |
| **Sub Total Gross SF** | | | **22,890** |
| | | | |
| **Subtotal Gross SF for CC + YMCA** | | | **63,029** |
| | | | |
| **NON-ASSIGNABLE SPACE** | | | |

| SPACE | Number of Spaces | S.F. (EACH) | S.F. (TOTAL) |
|---|---|---|---|
| Corridors | Varies | | Varies |
| Group Toilets | Varies | | Varies |
| Stairways | Varies | | Varies |
| Elevators | Varies | | Varies |
| Mechanical Rooms | Varies | | Varies |
| Data | Varies | | Varies |
| Custodial Closets | Varies | | Varies |
| **Subtotal Added Gross (10%)** | | | **6,303** |
| | | | |
| **Total Project Gross SF** | | | **69,332** |
| | | | |
| **Estimated CC ($450/SF)** | | | **$ 31,199,553** |
| | | | |
| **Construction Escalation (5%/yr)** | 1 year estimated | | **$ 1,559,978** |
| | | | |
| **Owner Project Soft Costs (25%) *** | | | **$ 8,189,883** |
| | | | |
| **Estimated Total Project Cost** | | | **$ 40,949,413** |

*** Note: Typical Owner's soft costs include Surveys and Soil Borings; Commissioning; Testing Services; Building Design Fees; Site Design Fees; Right of Way Acquisition; Sustainable Design Fees; Energy Modeling; A/V & Technology; Furnishings, Fixtures and Equipment (FFE); Printing / Advertising; Legal Fees; Owner's Design Contingency, etc.**

ABOUT US

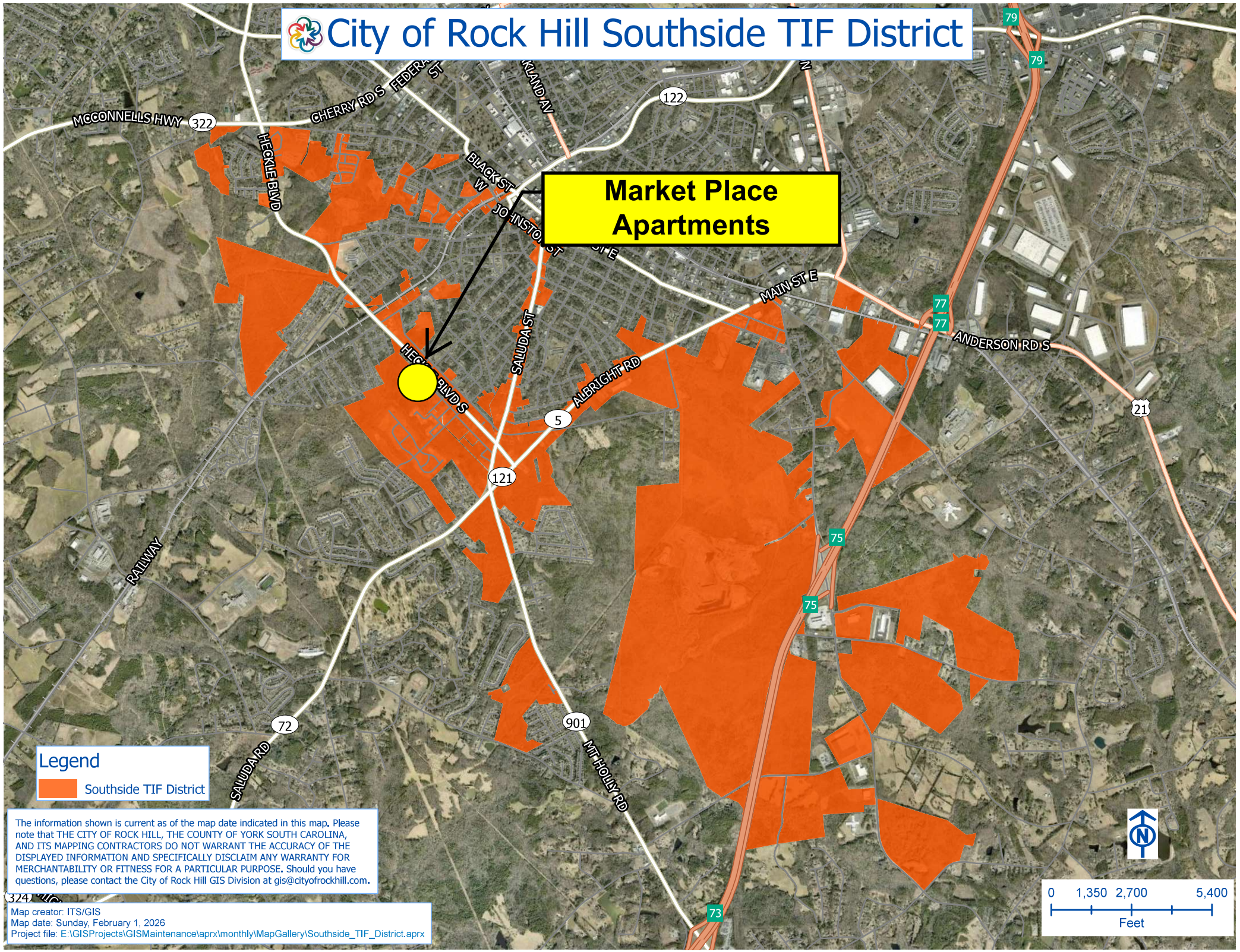
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LOCATIONS

**SC**: Charleston, Columbia, Greenville, and Myrtle Beach
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City of Rock Hill Southside TIF District
Market Place Apartments
MCCONNELLS HWY
322
CHERRY RD S
HECKLE BLVD
BLACK ST
W JOHNSTON ST
MAIN ST E
SALUDA ST
ALBRIGHT RD
ANDERSON RD S
HECKLE BLVD S
122
121
5
21
79
77
75
72
901
73
RAILWAY
SALUDA RD
MT HOLLY RD
Legend
Southside TIF District
The information shown is current as of the map date indicated in this map. Please note that THE CITY OF ROCK HILL, THE COUNTY OF YORK SOUTH CAROLINA, AND ITS MAPPING CONTRACTORS DO NOT WARRANT THE ACCURACY OF THE DISPLAYED INFORMATION AND SPECIFICALLY DISCLAIM ANY WARRANTY FOR MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. Should you have questions, please contact the City of Rock Hill GIS Division at gis@cityofrockhill.com.
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Map date: Sunday, February 1, 2026
Project file: E:\GISProjects\GISMaintenance\aprx\monthly\MapGallery\Southside_TIF_District.aprx
N
0 1,350 2,700 5,400
Feet

# CLINTON CONNEXTION ACTION PLAN

FINAL
JULY 2021



ROCK HILL
SOUTH CAROLINA

COLLABO
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# The Clinton Connextion

Rock Hill S.C.

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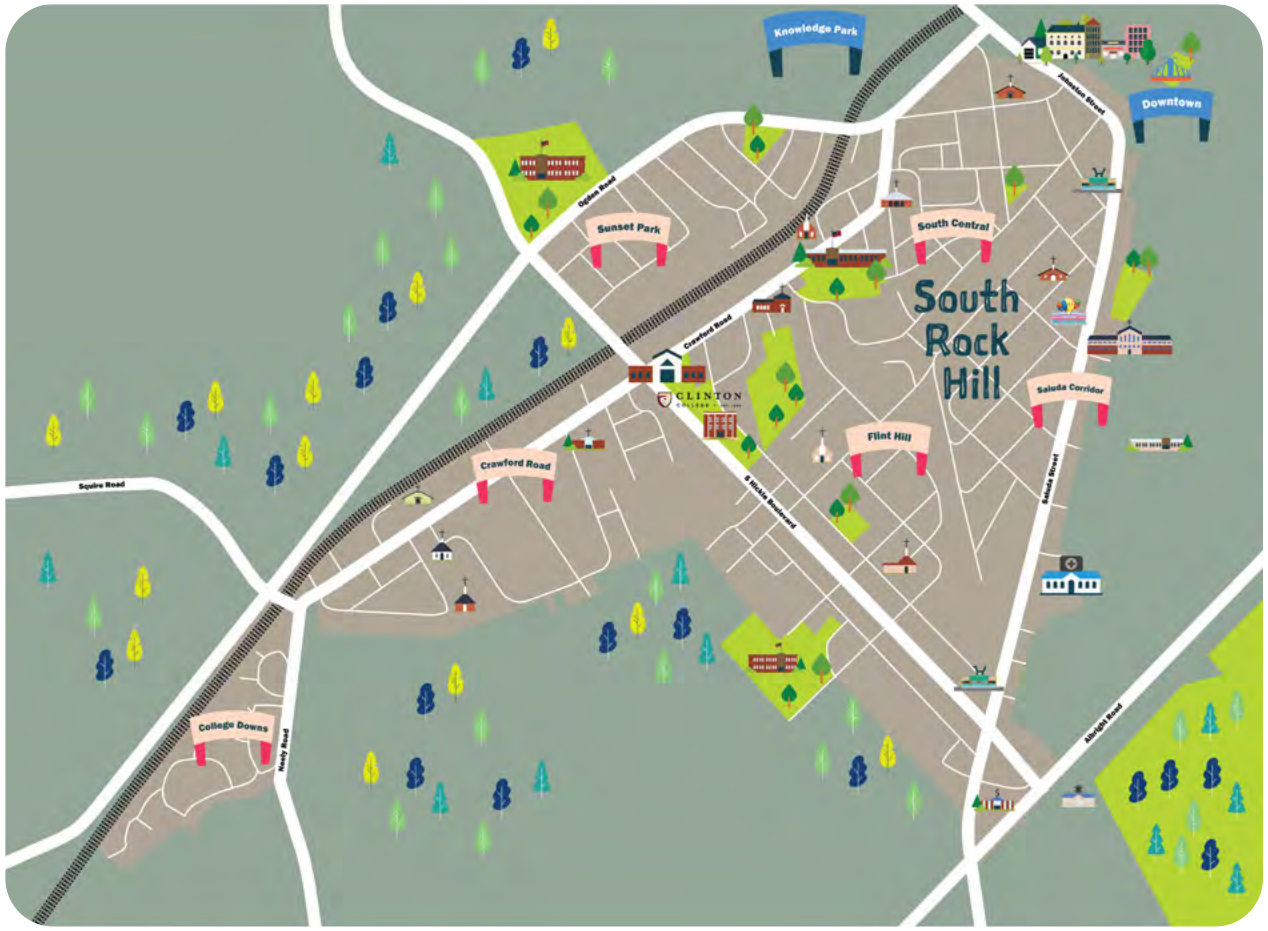
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Our vision is to improve the overall quality of life in South Rock Hill so that community members can thrive and have equitable access to resources and opportunities.

The Clinton ConNEXTion Action Plan is a community led effort that builds on a strong foundation of previous and ongoing planning initiatives. The Action Plan outlines strategies to improve quality of life for residents of the South Rock Hill community and identifies catalytic projects and initiatives based on stakeholder-identified planning principles.

The Action Plan is intended as a tool to help build economic prosperity, address housing needs while avoiding displacement, strengthen ties between the unique neighborhoods of South Rock Hill and the Knowledge Park district, enhance educational opportunities, and improve the health, nutrition, welfare and safety of residents. Through the Action Plan, Clinton ConNEXTion seeks to promote a positive image for the community while expanding and building neighborhood-based cultural,arts and entertainment activities.



# THE SOUTH ROCK HILL COMMUNITY



Sunset Park



Clinton College




Emmett Scott Center



Kenneth Monroe Transformation Center



Rock Hill Boxing Club




Armory Park

# THE SOUTH ROCK HILL COMMUNITY



North Central Family Medicine



Marion Street Historic District



Carroll Park



Saluda Street Businesses




Crawford Road North Neighborhood Association



McGirt Auditorium

# CORE PRINCIPLES

The Seven Core Principles shown on this page are defined by Clinton ConNEXTion to guide and structure the planning process, and to categorize and prioritize project ideas. Taken as a whole, these Core Principles will help to align future investment in South Rock Hill with community values:

- **Health & Safety:** Improve the health, nutrition, welfare and safety of residents in the area to a level on par with the rest of Rock Hill.
- **Inclusivity:** Build ties between the area and the rest of Rock Hill including, specifically, at a political and local investment level to help assist the success of the Plan and its objectives.
- **Placemaking:** Expand recreational opportunities and build arts and entertainment activities at all age levels that are connected to the whole of Rock Hill.
- **Community of Opportunity:** Promote a positive image of and with the area to a level on par with the rest of Rock Hill.
- **Jobs and Business Growth:** Build economic prosperity for the area on par with the whole of Rock Hill.
- **Housing Development and Redevelopment:** Address housing needs of the area – both affordable and market rate, while avoiding displacement and rapid gentrification.
- **Talent Development and Attraction:** Improve education opportunities for all students within the area to a level on par with the rest of Rock Hill.





















# PLANNING PROCESS

The Clinton ConNEXTion Action Plan process is built upon local knowledge and strengths through actively engaged neighborhood residents, local businesses and organizational partners in a comprehensive and collaborative way. Local partnerships with community groups and churches were leveraged to distribute information, while helping to generate interest and excitement for the project. The process was designed to educate, inform and empower residents to create positive community change.

The Action Plan process kicked off in Fall 2020 and involved six phases. **Listening and Learning** included a team site visit as well as robust conversations with local residents to identify opportunities and challenges. The **Equitable20 Initiative** is a community-defined early action project that is currently being implemented. The **Visioning** included a larger community forum, as well as youth engagement activities during Rock Hill's I Dream Week. **Project Initiatives** stage was oriented around a series of topic-based Working Group Meetings. The **Action Plan** phase included drafting and reviewing this document, coordinating with City Council, and holding a Public Open House Meeting. **Implementation** started during the planning process, and will continue into the future as projects move forward, through the identification of key partners, and the evaluation of tools and potential resources




Due to COVID-19, the Planning Team primarily relied on virtual on-line meetings, surveys and other activities to engage the community during this challenging time. When possible, our online engagement was augmented with in-person gatherings and smaller group conversations.

Clinton ConNEXTion includes three active subcommittees focused on visioning, community engagement and the possible organization of a community land trust. All of these subcommittees met regularly throughout the process and will continue to be instrumental to the success of this Plan.

A project Facebook page (https://www.facebook.com/ClintonConnextion) and other online tools provided additional opportunities for residents and stakeholders to easily engage in the process and stay abreast of the progress being made.

Conversations and community engagement activities central to the planning process were highly interactive and focused on implementation.

# PRIORITY PROJECTS

The Clinton ConNEXTion Action Plan includes eight top priority implementation projects. The "Great Eight" Priority Projects were specifically identified and designed for their catalytic nature in supporting each of the four Vision Themes, as well as the Core Principles of the Action Plan. These Projects have the potential to stimulate the revitalization of the South Rock Hill area and trigger significant momentum for additional positive changes.

## THE "GREAT EIGHT" PROJECTS

### GAME CHANGER

- Elevate the Emmett Scott Center



- Focused Improvements to Carroll and Emmett Scott Parks



### KNOWLEDGE SPARK

- BELL Incubator for Economic and Social Impact



- Strengthen Connections Between Knowledge Park and Saluda Corridor



### OUR PLACE

- Mixed-Income Housing with Green Infrastructure



- Neighborhood Farmers Market / Grocery Initiative



### VIBRANT SCENE

- Clinton College Beacon Center




- McGirt Auditorium as Cultural Hub



# COMMUNITY OPEN HOUSE

A Community Open House was held on the grounds of Clinton College in June 2021 to present the Draft Plan and obtain stakeholder feedback relating to prioritization of the "Great Eight"projects. Meeting attendees were each provided $50,000 in South Rock Hill bucks to spend on the "Great Eight Projects." A total of $3,860,00 was spent during the meeting. In addition, attendees provided overall feedback on the Plan and expressed their excitement to see it carried forward into implementation.











# PRIORITY PROJECTS

## AS RANKED BY STAKEHOLDERS AT THE COMMUNITY OPEN HOUSE

Mixed-Income Housing with Green Infrastructure
**$590,000**



Neighborhood Farmers Market / Grocery Initiative
**$560,000**



Elevate the Emmett Scott Center
**$515,000**



BELL Incubator for Economic and Social Impact
**$510,000**



McGirt Auditorium as Cultural Hub
**$505,000**



Focused Improvements to Carroll and Emmett Scott Parks
**$430,000**



Clinton College Beacon Center
**$420,000**




Strengthen Connections Between Knowledge Park and Saluda Corridor
**$330,000**

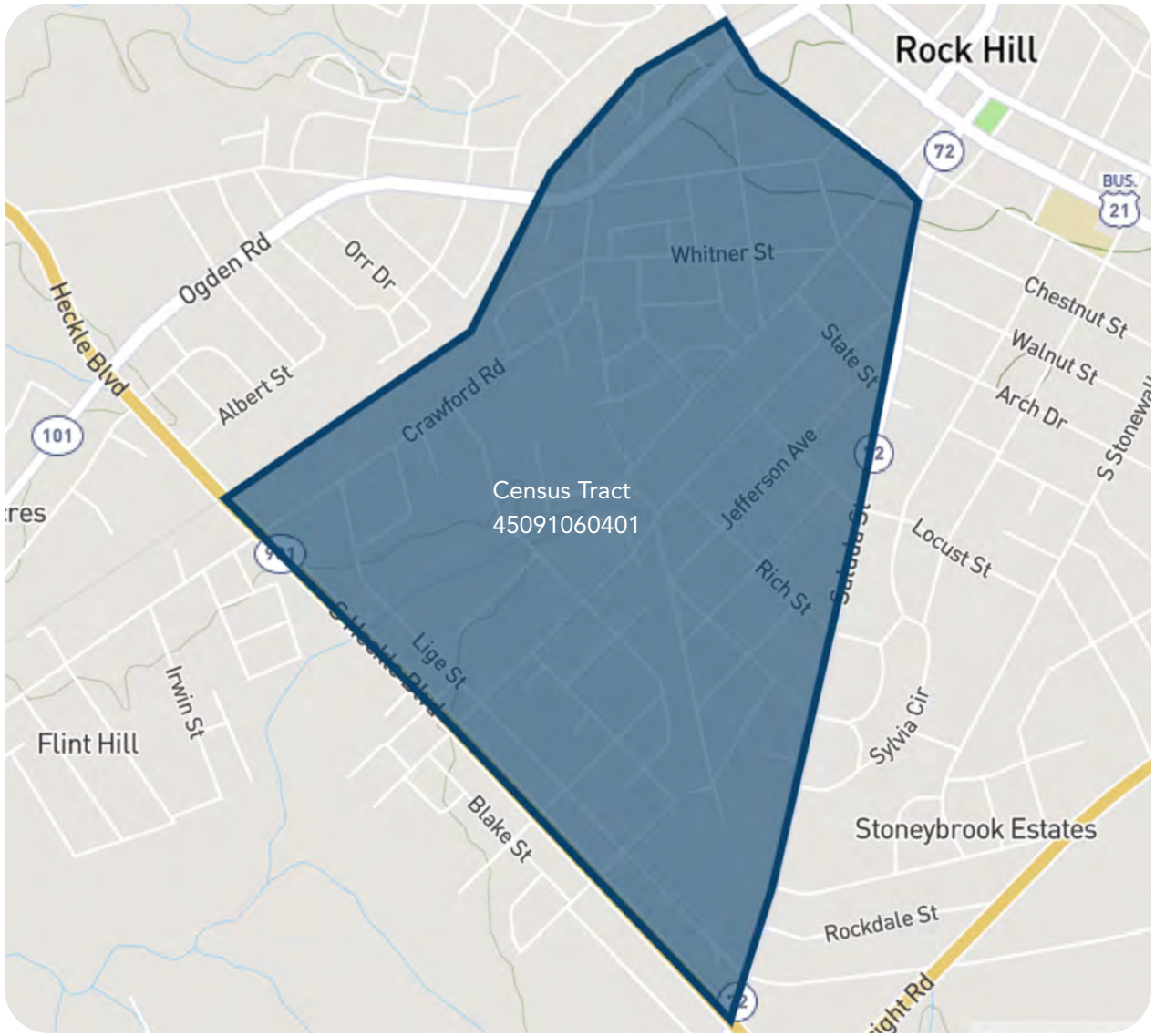


# COMMUNITY PROFILE

The Community Profile section provides insights into the Clinton ConNEXTion area and help to define and measure how existing housing stability, education, health and well-being, economic security, and mobility factors impact access to opportunity.

Census Tract 45091060401 was designated as the Primary Tract for this assessment as it includes Clinton College, and the majority of the Clinton ConNEXTion Planning Area. Approximately 2,825 residents live within this Census Tract.

Statistics in this section are compared to the Charlotte-Concord-Gastonia, NC-SC Metropolitan area as a whole to show how South Rock Hill fits within the broader region.



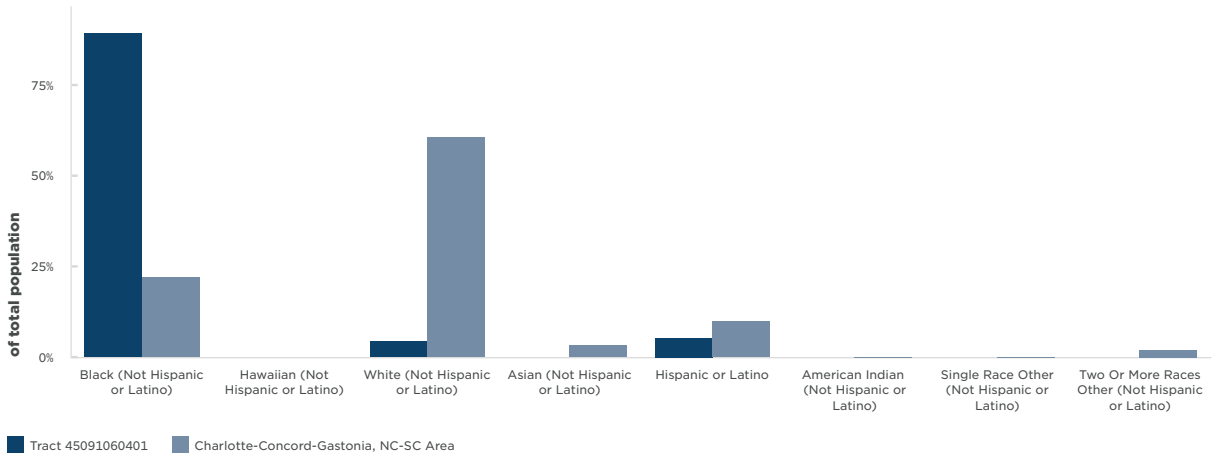

| | |
|---|---|
| **Total Population**<br>**2,825**<br>People<br>Tract 45091060401<br>**2,545,560**<br>People<br>Charlotte-Concord-Gastonia, NC-SC Area | **Average Household Size**<br>**2.5**<br>People<br>Tract 45091060401<br>**2.6**<br>People<br>Charlotte-Concord-Gastonia, NC-SC Area |
| **Families with Related Children**<br>**22.5%**<br>of households<br>Tract 45091060401<br>**30%**<br>of households<br>Charlotte-Concord-Gastonia, NC-SC Area | **Veterans**<br>**6.1%**<br>of adults<br>Tract 45091060401<br>**7.1%**<br>of adults<br>Charlotte-Concord-Gastonia, NC-SC Area |
| **Native Born Population**<br>**97.4%**<br>of total population<br>Tract 45091060401<br>**89.9%**<br>of total population<br>Charlotte-Concord-Gastonia, NC-SC Area | **Foreign Born Population**<br>**2.6%**<br>of total population<br>Tract 45091060401<br>**10.1%**<br>of total population<br>Charlotte-Concord-Gastonia, NC-SC Area |

Data for this section was summarized using the Opportunity 365 Tool developed by Enterprise Community Partners
https://www.enterprisecommunity.org/opportunity360

# People

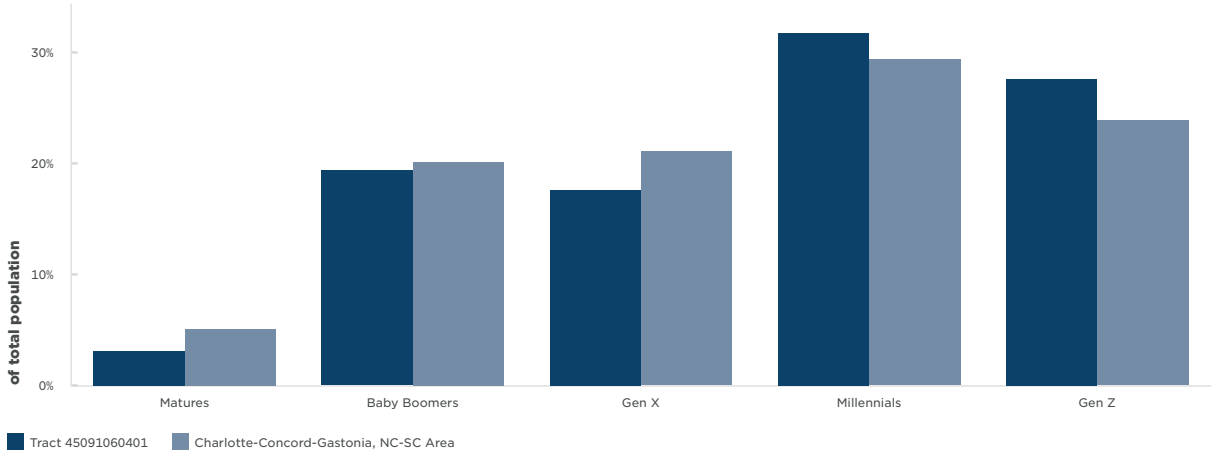
Population demographics are an important factor in understanding who lives in South Rock Hill. The data helps to identify groups with special needs or vulnerabilities. The majority of residents in the area are African American, with the highest percentage being Millennials. Both of these percentages are higher than the Charlotte region as a whole.

**Population by Race/Ethnicity**






**Generational Demographics**



# Poverty Level

This measure is an estimate of people living below the national poverty level. It is a measure of material hardship, and is often used to determine eligibility in social safety programs. Census tracts with over 40% of residents living below the poverty line are considered to be areas of concentrated poverty. Though the neighborhood doesn't reach this level, it has nearly 3 times the percentage of people living in poverty, compared to the Charlotte region as a whole. Median earnings by both males and females in South Rock Hill are also significantly less than that of the region.

## Percent People Below Poverty

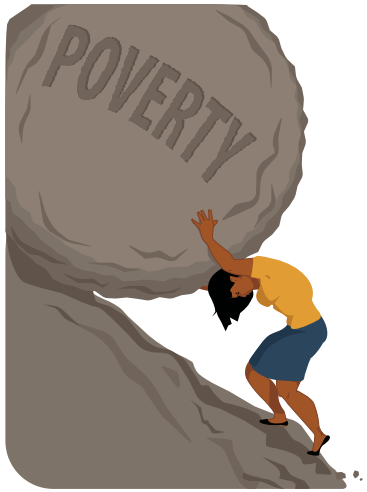
**33.4%**
**of total population**
Tract 45091060401

**11.7%**
**of total population**
Charlotte-Concord-Gastonia, NC-SC Area

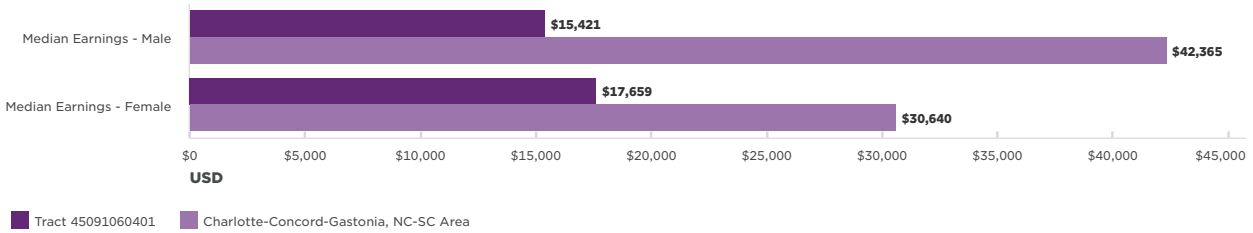
**15.2%**
**of total population**
South Carolina

**13.4%**
**of total population**
United States of America

*Sources: US Census ACS 2015-2019 5-year Estimates; Table: B17021*




**Income Inequality: Median Earnings by Sex**



# Education

A high school degree opens up job opportunities and leads to better pay and potential for career advancement. About 65% of adults in the South Rock Hill neighborhood have a high school diploma or higher, compared with 89% for the Charlotte region as a whole.

Increasingly a minimum requirement to access many jobs, such as those in the health care sector, a college degree can be one pathway toward economic mobility. Approximately 35% of area residents have attended college and/or earned a degree, compared to 65% for the region.



**Percent of Adults with a High School Diploma or Higher**

**65.4%**
**of population over age 25**
Tract 45091060401

**89%**
**of population over age 25**
Charlotte-Concord-Gastonia, NC-SC Area

**87.5%**
**of population over age 25**
South Carolina

**88%**
**of population over age 25**
United States of America

*Sources: US Census ACS 2015-2019 5-year Estimates; Table: B15003*

**Percent of Adults with Some College or Bachelor's Degree or Higher**

**34.6%**
**of population over age 25**
Tract 45091060401

**65.4%**
**of population over age 25**
Charlotte-Concord-Gastonia, NC-SC Area

**58.4%**
**of population over age 25**
South Carolina

**61%**
**of population over age 25**
United States of America

*Sources: US Census ACS 2015-2019 5-year Estimates; Table: B15003*

# Healthy Environment

A healthy community contributes to the health of its residents. For example, polluted air is an environmental risk that can negatively affect a person's health and contributes to the prevalence of respiratory diseases, such as asthma. This section provides a measure of environmental risk, the Respiratory Hazard Environmental Justice Index, which is used by the U.S. Environmental Protection Agency to identify areas with vulnerable populations facing environmental hazards.

High prevalence of diabetes and obesity in the South Rock Hill community could indicate poor access to affordable and convenient healthy food, safe exercise spaces, and opportunities to be active. Asthma is associated with poor indoor or outdoor air quality, and symptoms can be triggered by irritants such as air pollutants and airborne substances, like mold spores.

### Respiratory Hazard Environmental Justice Index

**370.5**
**Index score**
Tract 45091060401

**-22.8**
**Index score**
Charlotte-Concord-Gastonia, NC-SC Area

### Diagnosed Diabetes

**24.4%**
**of total adults**
Tract 45091060401

**10.2%**
**of total adults**
Charlotte-Concord-Gastonia, NC-SC Area

### Obesity Rate

**50%**
**of total adults**
Tract 45091060401

**32.3%**
**of total adults**
Charlotte-Concord-Gastonia, NC-SC Area

### Asthma Rate

**13.7%**
**of total adults**
Tract 45091060401

**9.6%**
**of total adults**
Charlotte-Concord-Gastonia, NC-SC Area

*Sources: EPA EJSCREEN 2020; CDC BRFSS PLACES 2018, formerly 500 Cities, (Published 2020). The environmental justice index is built by multiplying together 3 things: (1) the environmental indicator, (2) the demographic index for the block group - demographic index for the whole US, (3) the population count for the block group. The EJ Index is higher where larger numbers of mainly low-income and/or minority residents face higher environmental hazard risks. Diabetes and asthma data represent the estimated annual prevalence rate of adults who report having ever been told by a doctor, nurse, or other health professional that they have the condition (other than diabetes during pregnancy). The obesity rate data represents the estimated annual percent of adults who report having a body mass index (BMI) 30 or greater.*



# Life Expectancy

This measure, drawing on new small-area data from the CDC, estimates the average number of years a person is expected to live. A common global standard of population health, life expectancy reflects multiple facets of health and is also linked to a wide variety of social, economic and environmental factors that affect our lifespan. The life expectancy at birth for a resident within South Rock Hill is 10 years less than that of the region as a whole.

Health insurance is an important asset that helps individuals and families afford the cost of health care. Without insurance, people may forgo routine check-ups, be unable to afford needed medicine or services, or be at higher risk for financial default and bankruptcy due to medical needs. The area's uninsured rate is lower than that of the Charlotte region as a whole.



## Life Expectancy at Birth

**67.6**
**Years**
Tract 45091060401

**77.6**
**Years**
Charlotte-Concord-Gastonia, NC-SC Area

**77**
**Years**
South Carolina

**78.8**
**Years**
United States of America

## Uninsurance Rate

**9.2%**
**of total population**
Tract 45091060401

**10.2%**
**of total population**
Charlotte-Concord-Gastonia, NC-SC Area

**10.5%**
**of total population**
South Carolina

**8.8%**
**of total population**
United States of America

# Jobs and Businesses

Diversifying local employment opportunities creates both a more equitable and resilient economy. When employment opportunities are diverse, residents are better able to connect their skills and experience to the right job, enhancing equity in opportunity. A diversified economy is resilient because it does not overly rely on a single industry, but rather supports itself with a broad range of products, services, and expertise. Secure economies thrive when a rich network of people, ideas, and capital work together to support entrepreneurship and business growth. If these networks are not established or maintained, local businesses cannot succeed.

The number of jobs and job density in South Rock Hill is very low compared to the Charlotte region as a whole. This coincides with a lower overall labor market engagement rate. In addition, existing businesses have to rely on lower internet speeds than that of the region as a whole.



## Number of Jobs

**206**
**Jobs**
Tract 45091060401

**1,254,251**
**Jobs**
Charlotte-Concord-Gastonia, NC-SC Area

## Job Density

**0.3**
**Jobs per acre**
Tract 45091060401

**1.6**
**Jobs per acre**
Charlotte-Concord-Gastonia, NC-SC Area

## Employment Entropy Index

**0.67**
**out of 1**
Tract 45091060401

**0.94**
**out of 1**
Charlotte-Concord-Gastonia, NC-SC Area

## Labor Market Engagement Index

**17**
**out of 100**
Tract 45091060401

**86**
**out of 100**
Charlotte-Concord-Gastonia, NC-SC Area

## Number of Businesses

**55.2**
**Establishments**
Tract 45091060401

**62,423**
**Establishments**
Charlotte-Concord-Gastonia, NC-SC Area

## Small Business Loans

**0**
**Loans**
Tract 45091060401

**490**
**Loans**
Charlotte-Concord-Gastonia, NC-SC Area

## Average Advertised Download Speed

**70**
**Megabit per second**
Tract 45091060401

**217**
**Megabit per second**
Charlotte-Concord-Gastonia, NC-SC Area

## Average Advertised Upload Speed

**13**
**Megabit per second**
Tract 45091060401

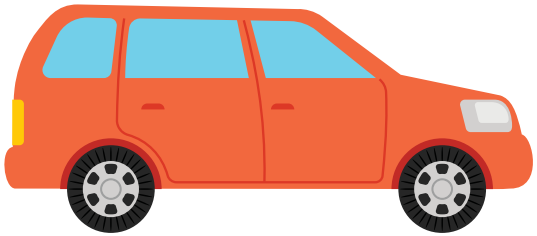
**55**
**Megabit per second**
Charlotte-Concord-Gastonia, NC-SC Area

# Mobility

All people should have reasonable access to transportation options that are affordable, reliable, proximate, and frequent.

The average neighborhood resident spends 23 minutes traveling to work, which is less than residents of the region as a whole. This indicates the general accessibility and proximity of jobs to local residents.

A relatively higher percentage of households in the neighborhood do not have a personal car or other vehicle to get to work. Only about 2.4% of workers rely on public transit for their commute. Especially in places with low density and lower levels of public transit, car ownership is critical to accessing jobs, services and health care.



## Drive Alone Commute

**71%**
**of workers age 16 and over**
Tract 45091060401

**80.4%**
**of workers age 16 and over**
Charlotte-Concord-Gastonia, NC-SC Area

## Public Transit Commute

**2.4%**
**of workers age 16 and over**
Tract 45091060401

**1.6%**
**of workers age 16 and over**
Charlotte-Concord-Gastonia, NC-SC Area

## No Vehicles Available

**20.4%**
**of total occupied housing units**
Tract 45091060401

**5%**
**of total occupied housing units**
Charlotte-Concord-Gastonia, NC-SC Area

## Average Jobs Accessible in a Half Hour Public Transit Commute

**4,610**
**Jobs**
Tract 45091060401

**5,382**
**Jobs**
Charlotte-Concord-Gastonia, NC-SC Area

## Average Travel Time To Work

**23**
**Minutes**
Tract 45091060401

**27**
**Minutes**
Charlotte-Concord-Gastonia, NC-SC Area

**25**
**Minutes**
South Carolina

**27**
**Minutes**
United States of America

# Home Ownership

Opportunity is when you can afford the cost of your home and live there safely for as long as you choose.

Homeownership is an important vehicle for wealth-building and financial security, while also providing a stable place for families to call home. The neighborhood's homeownership rate is significantly lower than the Charlotte region as a whole. Since 1990, the number of owner-occupied housing units has been decreasing.

## Homeownership Rate

**41.5%**
**of total occupied housing units**
Tract 45091060401

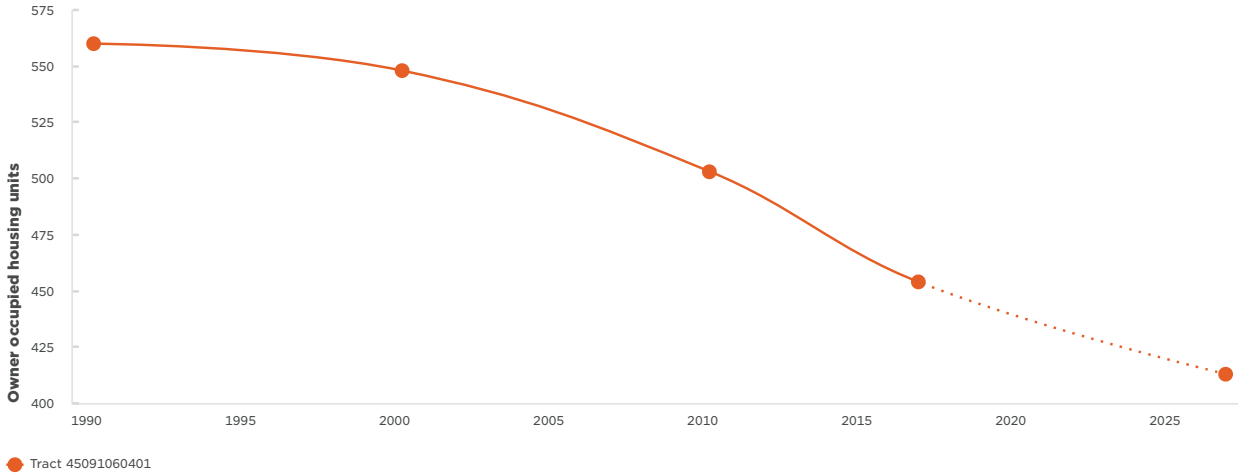
**65.7%**
**of total occupied housing units**
Charlotte-Concord-Gastonia, NC-SC Area

**69.4%**
**of total occupied housing units**
South Carolina

**64%**
**of total occupied housing units**
United States of America

*Sources: US Census ACS 2015-2019 5-year Estimates; Table: B25003*

**Census Tract Comparison: Owner-Occupied Housing Units**






# Home Values and Rent

The median home value in South Rock Hill is about 38% that of a home in the Charlotte Region as a whole. Median home rent is about 67% of that of the region. Both of these metrics indicate that the neighborhood is fairly affordable, but that there is room for growth in prices.

A large percentage of neighborhood homeowners and renters are currently cost-burdened. HUD defines cost-burdened families as those "who pay more than 30 percent of their income for housing" and "may have difficulty affording necessities such as food, clothing, transportation, and medical care." Severe rent burden is defined as paying more than 50 percent of one's income on rent. When families dedicate a high percentage of their income to housing, they often have barely enough left over to afford other necessities, such as food, medicine, or child care.



**Median Home Value**
**$75,000**
**USD**
Tract 45091060401

**$200,000**
**USD**
Charlotte-Concord-Gastonia, NC-SC Area

**Median Home Rent**
**$695**
**USD**
Tract 45091060401

**$1,030**
**USD**
Charlotte-Concord-Gastonia, NC-SC Area

**Housing Cost-Burdened Owners**
**39.2%**
**of total homeowners**
Tract 45091060401

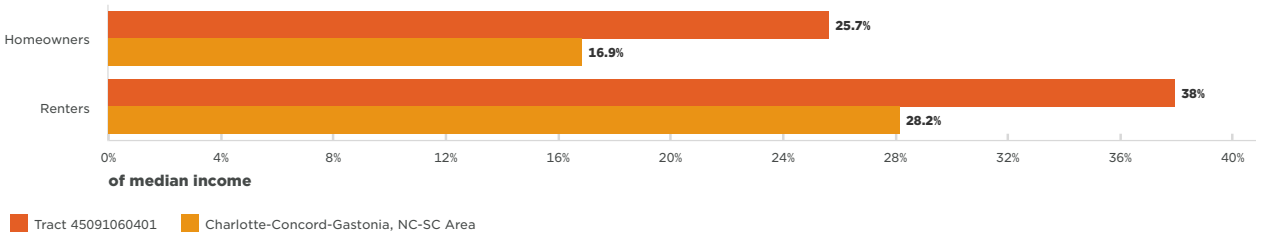
**18.9%**
**of total homeowners**
Charlotte-Concord-Gastonia, NC-SC Area

**Housing Cost-Burdened Renters**
**61.1%**
**of total renters**
Tract 45091060401

**42.5%**
**of total renters**
Charlotte-Concord-Gastonia, NC-SC Area

*Sources: US Census ACS 2015-2019 5-year Estimates; Table: B25077, Table: B25064, Table: B25091, Table: B25070*

**Median Percentage of Income Spent on Housing**




*Sources: US Census ACS 2015-2019 5-year Estimates; Table: B25092, Table: B25071*

# Housing Vacancy and Age

Housing stability is dependent on the availability of safe and decent homes in the community. The neighborhood currently has a very low vacancy rate compared to the Charlotte Region as a whole. Low vacancy rates indicate a neighborhood is desirable. Improved neighborhood "curb appeal" and other improvements help keep vacancy rates low and will increase neighborhood desirability.

A large percentage of buildings in the neighborhood were constructed between 1960 and 1979. Approximately 35% were constructed before this time, meaning that there are is a significant number of aging properties that could use rehabilitation in the South Rock Hill community.

**Total Housing Units**

**1,129**
**Housing units**
Tract 45091060401

**1,041,602**
**Housing units**
Charlotte-Concord-Gastonia, NC-SC Area

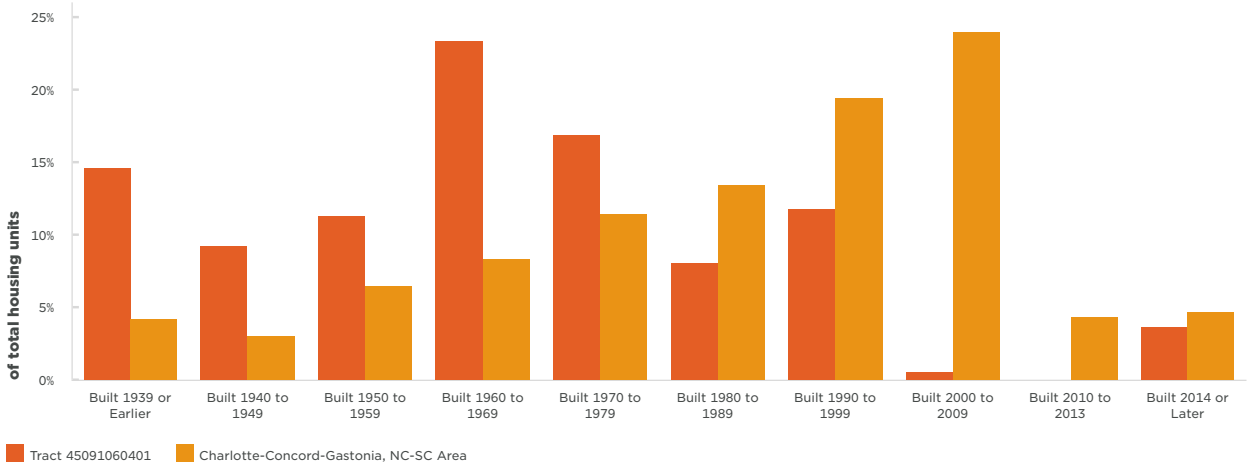
**Vacancy Rate**

**3.1%**
**of total housing units**
Tract 45091060401

**8.5%**
**of total housing units**
Charlotte-Concord-Gastonia, NC-SC Area



**Building Age**



# Existing Land Use

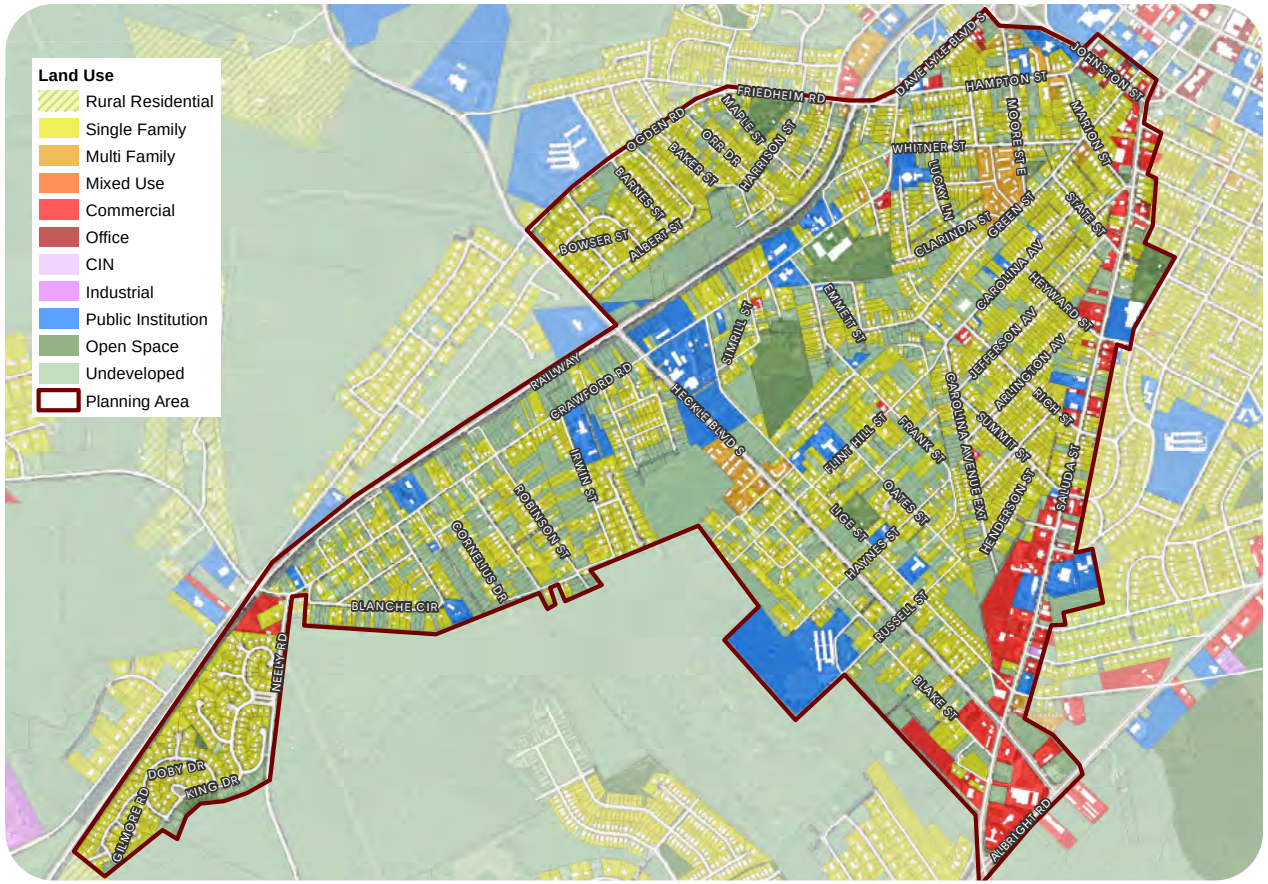
The map to the right shows the existing land use in the Clinton ConNEXTion Planning Area. The majority of land within the area is being utilized as single-family housing. Two clusters of multi-family housing occur in and around the Market Place Apartments and Whitgreen Homes properties.

Commercial development is focused along the Saluda Street corridor, with larger commercial properties clustered near Albright Road. A small cluster of offices is located on Johnson Street, as an extension of downtown Rock Hill. There is currently very little industrial development within the neighborhood.

The community includes a large amount of land dedicated to public institutions, including Clinton College, schools and churches. The former Edgewood Elementary School site is currently being planned as a larger multi-family apartment complex.

The community includes several small and medium sized parks, providing recreational space within close proximity of residential areas. Two of the largest open spaces, Carroll Park and Emmett Scott Park, are in close proximity to one another and are planned to be connected through a new walking trail.

Natural areas are located in various parts of the community, with the two largest sites south of Heckle Boulevard and east of Albert Street.



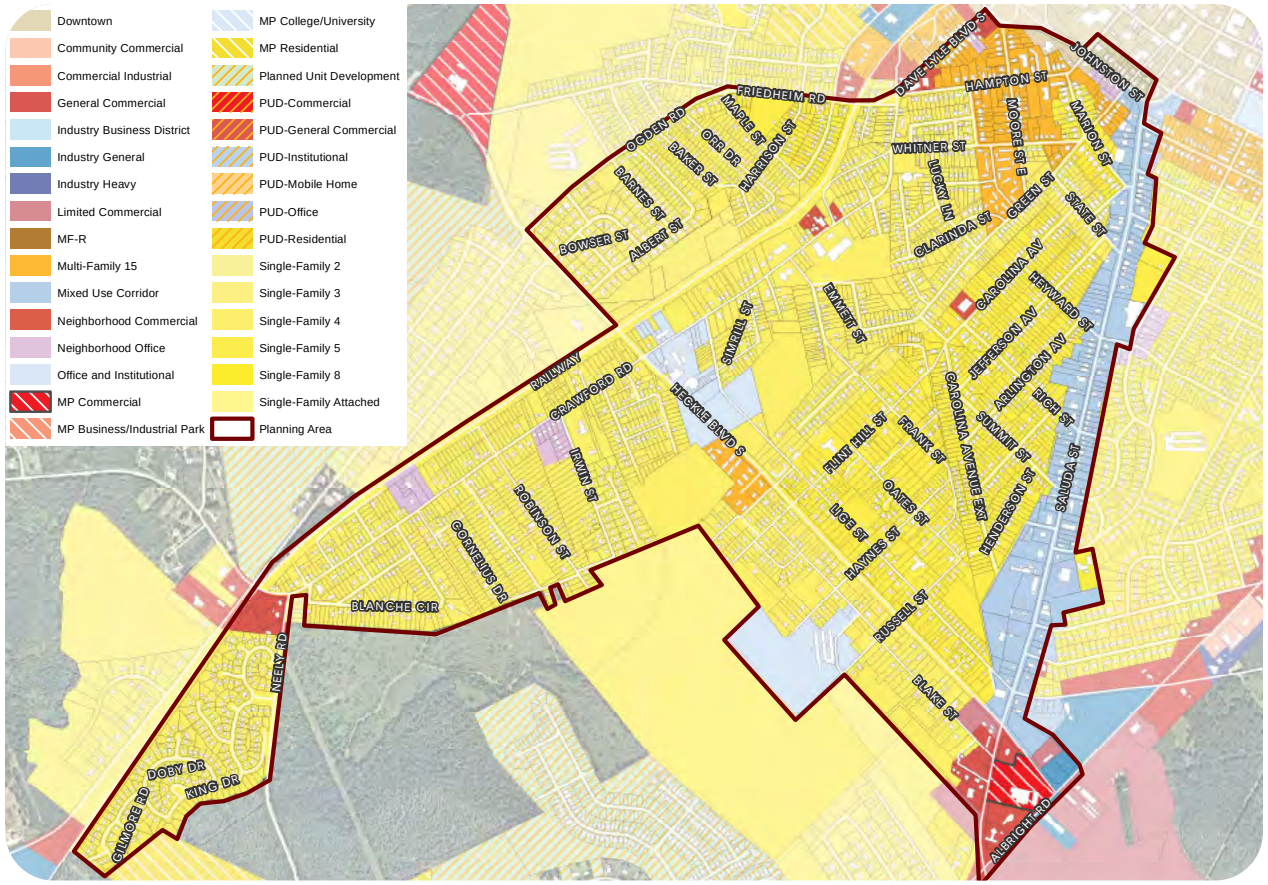
# Existing Zoning

Zoning regulates the use of land within the city of Rock Hill. It controls the ways in which the land can be developed and what purposes it may serve.

Blocks immediately south of Downtown Rock Hill are zoned Multi-Family-15 (MF-15). The MF-15 district allows single-family detached, single-family attached, multi-family, and a few other specified uses.

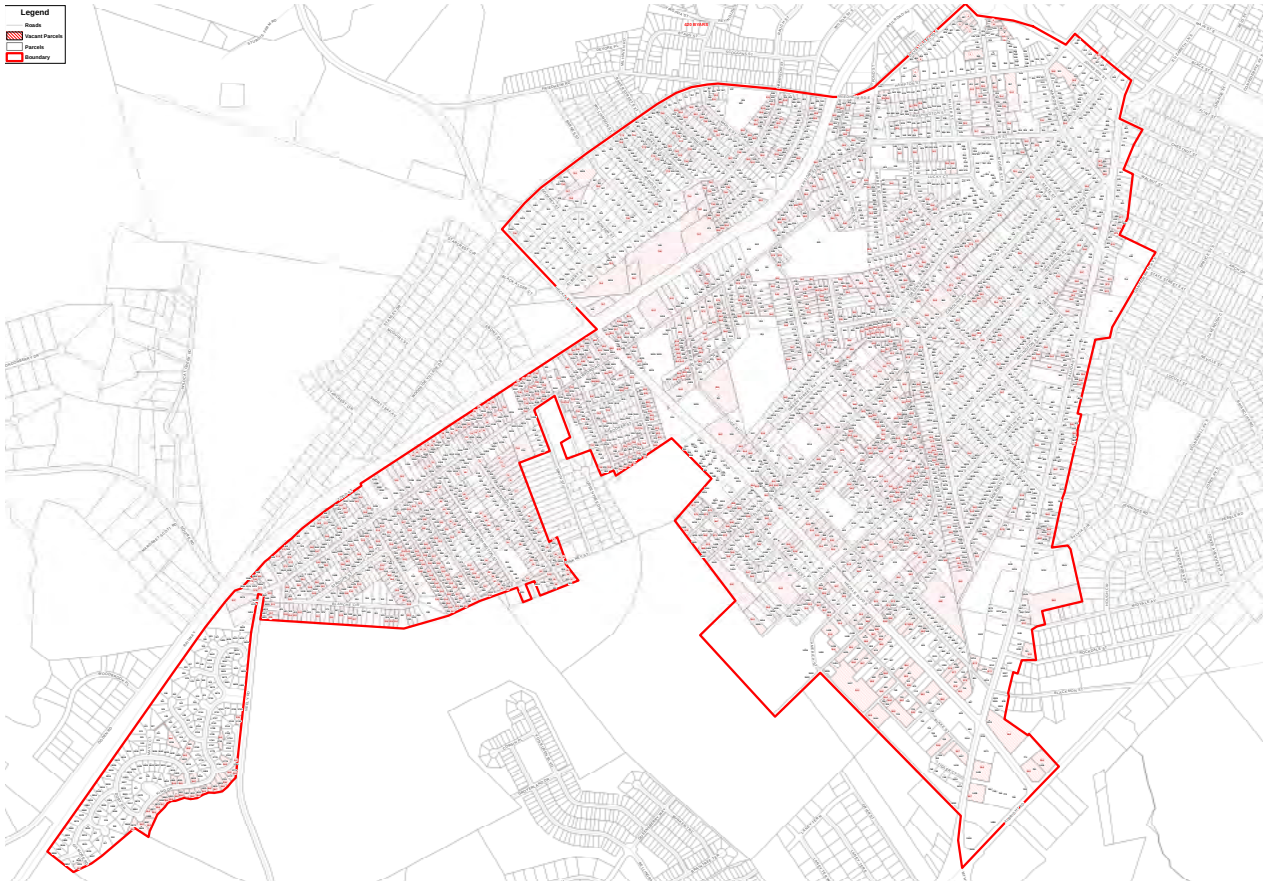
The majority of blocks located north of Heckle Boulevard are designated as Single-Family Residential-5 (SF-5), which includes a minimum lot size of 7,500 sf. for single-family development. South of Heckle, areas are generally designated SF-3 or SF-4, with minimum lot sizes of 14,000 sf and 9,000 sf, respectively.

Saluda Street from Johnson Street to Heckle Boulevard is a Mixed Use Corridor (MUC). The MUC district is intended to foster a compatible mix of land uses along the Saluda Street corridor, where commercial land uses closely abut residential areas. Areas south of Heckle Boulevard are generally zoned Limited Commercial (LC) or General Commercial (GC).



# Vacant Properties

Though home vacancy rates in the neighborhood are low, there are a high number of vacant properties throughout the South Rock Hill Area. These vacant properties offer a tremendous opportunity for infill housing and commercial development, additional greenspace, including community gardening and urban agriculture, and the creation of connections including new streets and paths.



# LISTENING AND LEARNING

As a key step of the planning process, the Clinton ConNEXTion Planning Team met with local residents, stakeholders and partners. Several smaller listening sessions defined community assets, opportunities and challenges as shown below:



# COMMUNITY SURVEY

In order to gain additional feedback and input from local residents and stakeholders, Clinton ConNEXTion produced and administered a community survey during fall 2020 / winter 2021. 141 surveys were taken during this time period and results have directly led to the organization of the Plan's Vision Themes, as well as the identification of Priority and Supporting projects outlined in this document.



**141**
surveys completed




**32%**
of participants live in the Crawford Road area

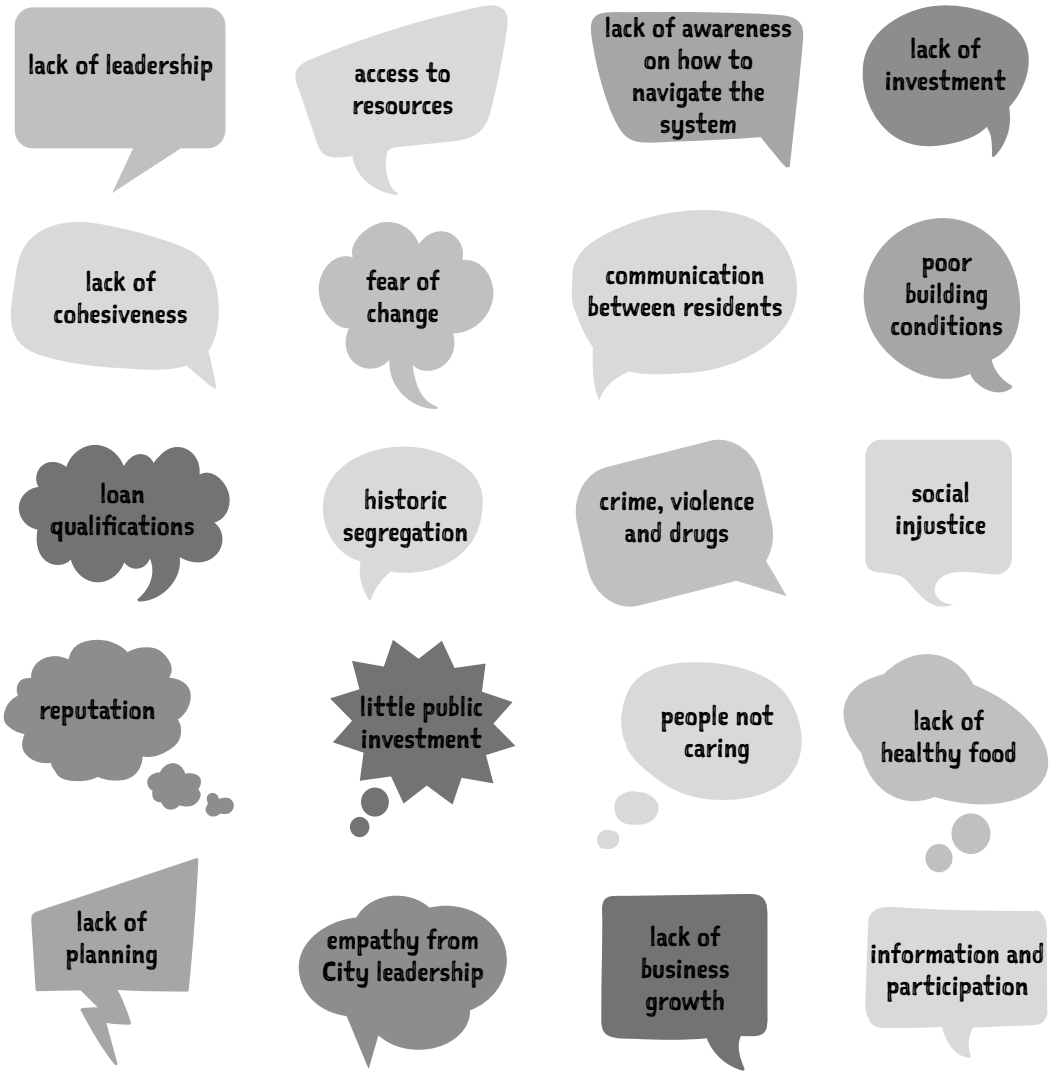


**83%**
of participants are female



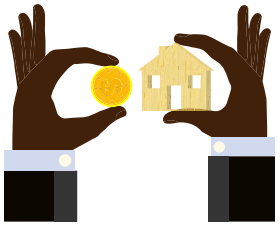
**28%**
of participants are between 35-44 years old

## What do you feel, if anything, has held your community back?



# COMMUNITY SURVEY

## What elements are important to you?



**84%**
affordable housing



**70%**
workforce development & job training



**66%**
education



**61%**
employment opportunities

## What is your vision for the community?

- better park programming
- affordable housing
- peaceful and working
- health food and coffee shops
- enriched with resources and opportunities
- community events
- restaurants and entertainment
- economic stability
- clean and well-kept
- better access to food
- equal access to entrepeneurship opportunities
- safe and secure
- improved infrastructure
- farmers market
- eliminate isolation
- youth involvement and activities
- diversity
- improved community centers
- Clinton College providing opportunities
- thriving black businesses

# OUR VISION




## THE "GREAT EIGHT" PRIORITY PROJECTS

- GC 1 — Elevate the Emmett Scott Center
- GC 2 — Focused Improvements to Carroll and Emmett Scott Parks
- OP 1 — Mixed-Income Housing with Green Infrastructure
- OP 2 — Neighborhood Farmers Market / Grocery Initiative
- KS 1 — BELL Incubator for Economic and Social Impact
- KS 2 — Strengthen Connections Between Knowledge Park and Saluda Corridor
- VS 1 — Clinton College Beacon Center
- VS 2 — McGirt Auditorium as Cultural Hub

# Vision Themes

The Themes of Game Changer, Knowledge Spark, Our Place and Vibrant Scene provide a framework for the collective Vision and became a consistent part of the community dialogue throughout the planning process. The Vision Themes are not stand-alone options, but are intended to act as "layers" of linked projects which define future improvements to the neighborhood. As South Rock Hill's future is shaped, the Vision Themes will serve as beacons to guide the efforts of the Clinton ConNEXTion, the community, and the City of Rock Hill.

Each Vision Theme includes two Priority Projects, along with a series of Supporting Projects that help to establish a roadmap for implementation. Projects include a description, key action steps, potential partners, potential resources, and cost estimates.

## GAME CHANGER

Game Changer builds off of Rock Hill's athletic excellence to focus on fostering healthy recreation and a sports-based economy, with increased programming and activities for all ages, along with stronger connections to support active lifestyles for local residents.

## KNOWLEDGE SPARK

Knowledge Spark is intended as a comprehensive strategy for economic development and growth through additional tutoring programs, the establishment of an incubator space, the enhancement of the Saluda Street Business Association, and branding and connectivity improvements.

## OUR PLACE

Our Place is oriented around fostering community ownership, stewardship and sustainability through residential reinvestment, infrastructure improvements, improved safety and enhanced access to healthy food and medicine.

## VIBRANT SCENE

Vibrant Scene promotes South Rock Hill as a historic arts and cultural community through the establishment of new and improved performance spaces, with the incorporation of significant public art installations along with an African American Music and Cultural Trail.

# EARLY ACTION PROJECT: WE GOT NEXT

The Clinton ConNEXTion Planning Team dedicated a portion of the overall project budget to planning and implementing an Early Action Project in South Rock Hill. The Early Action Project is designed to be low-cost and high-impact, with the opportunity for volunteers to play key roles. It is intended to help build momentum for larger planning initiatives.

Based on feedback from residents and stakeholders during the community surveying process, the selected Early Action Project will be a local event entitled **We Got Next: Building the Community Through Entrepreneurship.**

The event is designed for an intergenerational audience, with a strong focus on local youth. Goals of the event are to build more awareness for Clinton ConNEXTion, bring the community together for collective impact, bring all entrepreneurship-related initiatives together under one roof and educate participants about initiatives. We Got Next will include an opportunity for attendees to talk with one another to determine how to best leverage their skills, services, and networks for increased entrepreneurship while creating an environment that supports unity. Local partners will include representation from Saluda Corridor businesses and other targeted areas or groups. Youth organizers will be highly involved with event participation and organization and local sponsors will be recruited for support and additional resources with a goal to make this an annual event.



# GAME CHANGER

## HEALTHY RECREATION AND A SPORTS-BASED ECONOMY





HEALTH-RELATED RECREATION PROGRAMS FOR ALL AGES



IMPROVED PEDESTRIAN AND BICYCLE ENVIRONMENT



ADDITIONAL YOUTH SPORTS AND ACTIVITIES

CONNECT NETWORK OF PARKS WITH TRAILS

FOCUSED IMPROVEMENTS TO CARROLL AND EMMETT SCOTT PARKS



NEW FOOTBALL FIELDS



ELEVATE THE EMMETT SCOTT CENTER



**PLAN GOALS**

- ✔ Jobs and Business Growth
- Housing Development and Redevelopment
- ✔ Inclusivity
- ✔ Talent Development and Attraction
- ✔ Health & Safety
- ✔ Placemaking
- ✔ Community of Opportunity



ACTIVITIES FOR GIRLS AND YOUNG WOMEN

# Priority Project: Elevate the Emmett Scott Center



## Description

Included among South Carolina's African American Historic Places, the Emmett Scott Center is recognized with a State Historic Marker[1]. Before schools in the state were desegregated, the property was home to Emmett Scott School—Rock Hill's first school for African Americans. The City purchased the property in 1970 and it has served as a community recreation center ever since. The building sits on approximately 10 acres of park space and includes basketball courts, walking trails, and picnic areas. It houses McGirt Auditorium, a classroom, game room, crafts room, and gym. A variety of classes, spanning ceramics to hip hop dance, and an after-school program are available to community members. The Rock Hill Boxing Club is also run from the building.

The Clinton ConNEXTion Action Plan recommends improving the Scott Center building and grounds with space and programming for both recreational activities and sports entrepreneurship. The entrepreneurship programs could have a focus on providing guidance, support and tools that early-stage entrepreneurs need in order to develop their business ideas successfully in the sports industry. Programs could include one-on-one coaching and support from strategic advisors to help develop concepts including community programs, educational opportunities, training and mentorship programs, building or converting sport facilities to better serve communities, forming a non-profit, starting a league, and bringing sport to an area that doesn't have access to it.

The Plan recommends that Clinton ConNEXTion work to uncover the specific types of programs and activities that interest community members most. Evaluate the establishment of a student-led, service-oriented advisory group who can help guide program creation, marketing, and implementation and determine existing programs that can be utilized to meet identified needs and expand their footprints, and coordinate with program partners and sponsors who can extend resources, trainings, practice opportunities, and more.

Specific improvements should involve providing health-related recreation programs and equipment for all ages, e.g. stationary bicycles, disc golf, yoga, and sessions focused on self-help, self-love, and stress reduction. Of special interest is the incorporation of  arranging activities for girls and young women, e.g. cheerleading and water aerobics.

To further elevate the Emmett Scott Center, the Plan recommends upgrading the boxing center and improving restroom facilities in order to support additional classes as well as new events such as a South Rock Hill boxing showcase.

## Key Action Steps

1. Organize intentional conversations focused on gathering community feedback about preferred activities and programs.
2. Utilize surveys and go-to-the-people strategies, e.g. visiting with community members at sports events, to understand interests.
3. Determine how to guide, teach, and coach people into identified fields, e.g. broadcasting.
4. Integrate the student advisory group with the Rock Hill Parks and Recreation Commission structure.
5. Use social media targeting to identify local sports enthusiasts, older athletes, and others who are willing to voluntarily teach sports and entrepreneurship to community members.

1 https://scdah.sc.gov/sites/default/files/Documents/Historic%20Preservation%20(SHPO)/Publications/AAHistoric%20places%20in%20sc.pdf

## Potential Lead Partners

- Emmett Scott Advisory Group
- Charlotte Avenue YMCA
- Emmett Scott High School alumni
- Rock Hill Boxing Club
- Rock Hill Parks, Recreation, and Tourism Department
- Carolina Panthers
- City of Rock Hill Parks Commission

## Potential Supporting Partners

- Rock Hill professional athletes with expertise in sports entrepreneurship
- Churches, e.g. Elevation Church and Trinity Baptist
- Schools, e.g. Clinton College and Rock Hill High School
- Local non-profits and charities, e.g. COGUM Global (Vincent James) and Anne Close Springs Greenway (Anne Close)
- Bridwell Homes (Rich Bridwell)
- Health Literacy Initiative Grant (Clinton College is applying for funds)

## Potential Resources

- Rock Hill Capital Improvements Program (CIP)
- Community Development Block Grant (CDBG)
- Carolina Panthers Community Grant Program
- USA Boxing and USA Boxing Foundation Grant program
- Matching fund program developed in partnership with Emmett Scott Alumni and others
- Edward Byrne Memorial Justice Assistance Grant (JAG) Program
- 3M Company's Health and Human Services Giving Program
- Endowment programs
- Family foundations
- Local businesses
- Paid events at the Emmett Scott Center (funds can be channeled back into the Center for future improvements)
- African American Civil Right Preservation Grants
- National Historic Trust-African American Cultural Heritage Fund
- State Historic Preservation Fund
- Stadia Ventures

## Cost Estimate

- $9,000 - $10,000 (competition boxing ring; without flooring)[2].
- $24,000 - $30,000[3] (assumes one 16-person volleyball club or 20-person baseball team; limited traveling).
- $34,000 (2-7.5'x7.5' ADA bathrooms) [4],[5] – TBD (extensive building renovation/ construction).

2 https://www.titleboxing.com/coaching/rings-cages?p=3
3 https://usatodayhss.com/2017/paying-to-play-how-much-do-club-sports-cost
4 https://askinglot.com/how-much-does-it-cost-to-build-bathroom
5 https://askinglot.com/how-much-does-a-commercial-bathroom-cost




FOR ILLUSTRATIVE PURPOSES ONLY

# Priority Project: Focused Improvements to Carroll and Emmett Scott Parks



## Description

Located at 251 Simrill Street, Carroll Park is a 11.4-acre green space that includes a lighted ball field, a basketball court, and a playground. Habitat for Humanity of York County is dedicating $150k of funding through a recently awarded National Neighborhood Promise Grant to refurbish the Park, to create a walking trail, and to begin to renovate and beautify homes in the immediate vicinity.

Clinton ConNEXTion has also been pursuing grant funding that would create another layer to this effort through the establishment of a music performance space and cultural trail to amplify the rich African American musical history of the neighborhood.

The music performance space would include a small stage with lighting and electricity and be located in a prominent location within the park.

The performance space would act as a vibrant focal point for community gathering and the promotion of local emerging musical artists. The space would connect to the improvements at the nearby Emmett Scott Center that are focused on refurbishing a historic auditorium space and creating a music recording studio. The performance space would serve the entire South Rock Hill community and would be the ideal location for smaller outdoor events.

An additional element of the project, a cultural / heritage walk, would utilize the planned walking trail to tell the story of prominent local residents that have been involved in music and the arts. It would include public art dedicated to such community members as Grammy winner Rudy Currence, Bobby Plair, Sr., leader of the acclaimed band "Plair," and Willie "Warlock" Barnette among many others. The cultural / heritage walk would connect the outdoor performance space to other areas of the park, as well as the adjacent Clinton College and the Emmett Scott Center.

The improvements will further a sense of community and social cohesion by fostering neighborhood identity, creating opportunities for neighbors to develop relationships and solidifying connections to other local amenities.

The Action Plan recommends additional improvements to both Carroll and Emmett Scott Parks based on feedback from community meetings and other sources. These include upgrading the basketball court with seating and other improvements, upgrading dugout seating, bleachers, bases, and pitcher's mound grading at the baseball field, upgrading and enhance playground equipment, installing additional park benches and bbq grills, enhancing directional signs leading to the park and beautifying the parks with flower beds and plantings. The Plan also recommends the addition of community garden beds, including in the space currently occupied by the Emmett Scott Park tennis courts, for residents' use.

Once Carroll and Emmett Scott Park improvements are completed, the Plan recommends identifying additional improvements to both Armory and Friedheim Park that will make them more attractive and user-friendly for residents.

## Key Action Steps

1. Develop scopes of work for individual projects.
2. Coordinate laborers and supplies and begin completing the work.
3. Explore traditional economic development funding sources, e.g. New Market Tax Credits, Economic Opportunity Funds, and others.
4. Leverage investments from resources to scope and complete more improvements.

## Potential Partners

- Habitat for Humanity of York County
- Carroll Park residents and surrounding neighborhoods
- City of Rock Hill Parks and Recreation Department
- Republic Services Foundation
- Boy Scouts and Girls Scouts

## Potential Supporting Partners

- Athletes connected to non-profit organizations
- Rock Hill Parks Foundation
- Clemson University – Clemson Extension Services
- City of Rock Hill Parks Commission
- Republic Services Grant

## Potential Resources

- National Neighborhood Promise Grant
- Lowe's 100 Hometowns Grant
- Community-led fundraisers for benches dedicated to groups and individuals (Brooke Barber and Family interested in kicking off the initiative)
- Local banks (one targeted per project)
- Foundation for the Carolinas
- Federal grants
- Rock Hill Capital Improvement Program (CIP)
- Kaboom fundraising platform (playgrounds)
- South Carolina Parks and Recreation Development Fund

## Cost Estimate

- $1,000,000+ for all improvements
- $150,000 (National Neighborhood Promise Grant award)
- $125,000 for performance stage and cultural trail

EXISTING CARROLL PARK



IMPROVED BASKETBALL COURTS

CULTURAL HERITAGE TRAIL - CONNECT TO CLINTON COLLEGE AND SCOTT CENTER

ART AND SIGNAGE DEDICATED TO LOCAL MUSIC HISTORY

OUTDOOR PERFORMANCE SPACE

NEIGHBORHOOD MUSIC FESTIVALS

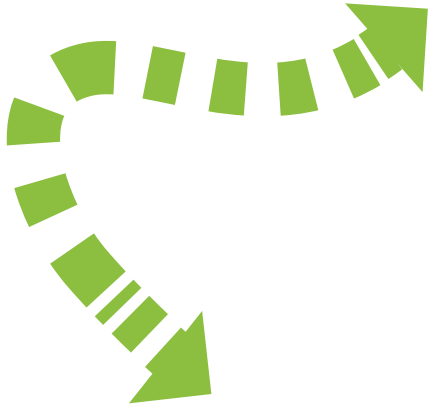
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# Supporting Projects




## New Football Field

The Action Plan recognizes that there are currently no regulation-sized fields present in South Rock Hill. This project would identify a location (approximately 25 acres for a regulation-sized field) and test the soil for suitability for a potential football field. As part of this project, consider converting a portion of Carroll Park into a multipurpose field that serves both baseball and football needs. Identify funding sources and resources, e.g. the Sports Commission, and leverage them. A new football complex could help to bring sports tourism to the neighborhood, as South Rock Hill currently lacks sports tourism projects and could benefit from the return on investment.



## Connect Network of Parks with Trails

In order to improve access to vital neighborhood assets, the Plan recommends identifying which parks need connectivity improvements and other upgrades. This would include not only Carroll Park, but also on other high-use parks, e.g. Emmett Scott Park and Southland Park, that do not have sidewalks around or to and from them. The Plan also recommends completely renovating College Downs Park and including enhanced stormwater management to combat existing flooding issues. Improvements could be funded by allocating hospitality tax funds to South Rock Hill.



## Activities for Girls & Young Women

The Action Plan recommends the establishment of additional activities and programs for girls and young women in the neighborhood. Programs can help young women learn to value themselves, take risks, and discover and develop their inherent strengths. The combination of long-lasting relationships, a pro-girl environment, and evidence-based programming equips girls to navigate gender, economic, and social barriers, and grow up healthy, educated, and independent. Programs should focus on recreation and healthy living, academic enrichment, and life skills and leadership.

# Supporting Projects




## Health-Related Recreational Programs

Data shows that South Rock Hill residents exhibit a high prevalence of diabetes and obesity which could be related to a lack of safe exercise spaces, and opportunities to be active. The Plan recommends the establishment of additional health-related recreation programs such as walking and running clubs, aerobics or zoomba classes, and additional adult sports activities. Participation in recreational programs can lead to improved mental health, including concentration skills and ability to manage anxiety and stress. Participation can also help to enhance social skills such as cooperation and teamwork.



## Additional Youth Sports & Activities

The Action Plan recommends resources be dedicated to expanding youth sports offerings in South Rock Hill. Youth sports are shown to have a positive impact on the emotional and physical wellbeing of kids. Team sports participation promotes health and wellbeing, builds confidence, and can help maintain mental health. Studies also show a reduced risk for substance use in young people who play sports versus those who do not. Youth sports can provide competition, teamwork, victory, loss, conflict and resolution. Being part of a sports team teaches the value of looking out for others, developing trust and confidence, and showing respect for authority and for other teammates.



## Improved Pedestrian & Bicycle Environment

Parts of the neighborhood closest to downtown Rock Hill exhibit good walkability with smaller blocks, sidewalks and generally slower traffic. Newer parts of the community to the south generally lack pedestrian and bicycle infrastructure, discouraging residents from walking or biking. Expanding and improving bicycle and pedestrian infrastructure means ensuring that a network of infrastructure is in place to make bicycling or walking viable modes of travel. It also means ensuring that the infrastructure is safe and comfortable to use. This approach can promote health by providing added opportunity for physical activity from transportation.

# KNOWLEDGE SPARK

## A COMPREHENSIVE STRATEGY FOR ECONOMIC DEVELOPMENT AND GROWTH



BROADBAND CONNECTIVITY ENHANCEMENTS

STRENGETHEN CONNECTIONS BETWEEN SALUDA CORRIDOR AND KNOWLEDGE PARK







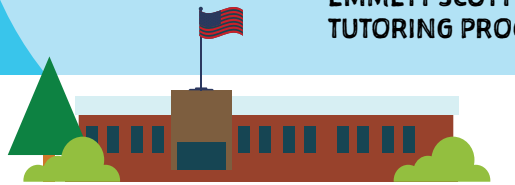





EMMETT SCOTT CENTER TUTORING PROGRAMS



BELL INCUBATOR FOR ECONOMIC AND SOCIAL IMPACT



CLINTON COLLEGE | EST. 1894



ENHANCED SALUDA STREET BUSINESS ASSOCIATION



NEIGHBORHOOD PROMOTION THROUGH EXPANDED FESTIVALS AND EVENTS

PLAN GOALS

- ✔ Jobs and Business Growth
- Housing Development and Redevelopment
- ✔ Inclusivity
- ✔ Talent Development and Attraction
- Health & Safety
- ✔ Placemaking
- ✔ Community of Opportunity

# Priority Project: BELL Incubator for Economic and Social Impact




## Description

The Black Economic Leadership League, also known as B.E.L.L., is a local committee comprised of Black business owners and engaged community members within the City of Rock Hill. B.E.L.L.'s mission is to be a resource and advocate for the Black community and the City of Rock Hill. B.E.L.L.'s vision is to grow diverse and equitable business practices that promote the value of inclusive, innovative, progressive policies in economic growth and development, by fostering entrepreneurship, creating jobs, equitable distribution of city resources and leadership opportunities to help the City of Rock Hill achieve its goals.

B.E.L.L. currently operates virtually and is lacking a dedicated space for programming, trainings and meetings. As the Clinton ConNEXTion Action Plan began to take shape a local property owner, COGUM Global, reached out to B.E.L.L. leadership about the possibility of establishing B.E.L.L. Incubator for Economic and Social Impact on a portion of their property, through a donation of land.

The Action Plan recommends moving forward with this initiative through the establishment of a partnership to develop the incubator on land in the triangle made by Saluda Street, Heckle Boulevard, and Albright Road. The incubator would be home to a business development innovation initiative, education and workforce development programs and leadership training and development classes. The Incubator would serve as a centralized location to bring organizations together that are focused on working with African American and other underserved populations. A research institution has also expressed interest in participating and providing resources to help implement the project.

## Key Action Steps

1. Draft budget and programming outline.
2. B.E.L.L. and Clinton ConNEXTion representatives continuing to meet with COGUM Global, to foster a partnership for the project.
3. Consider funding a full-time staff position for B.E.L.L. to focus on long-term organization, financing and fundraising, programming, revenue streams, sustainability, and the implementation of the incubator project.
4. Evaluate initial space needs and work with a local architect on plans for a modular building format.
5. Begin fundraising and the identification of additional resources to fund the effort.
6. Identify and recruit other businesses to operate in the incubator space.

## Potential Lead Partners

- B.E.L.L.
- COGUM Global
- Research Institutions

## Potential Resources

- COGUM Global (land donation)
- Georgia Tech grant
- City of Rock Hill (staff support)

## Cost Estimate

- $500k - $1m to build out incubator space.

## Potential Supporting Partners

- City of Rock Hill (staff support)
- The Gravity Center

EXISTING SOUTHGATE SHOPPING CENTER






FOR ILLUSTRATIVE PURPOSES ONLY

# Priority Project: Strengthen Connections Between Saluda Corridor and Knowledge Park



## Description

Knowledge Park is a walkable, multi-faceted district centered on Downtown Rock Hill that intends to build a modern economy, and reinvent the original heart of the City. While Knowledge Park is a place, it is also a strategic plan that gives the community the opportunity to come together and make it their own.

Saluda Street is the primary commercial corridor through South Rock Hill connecting Knowledge Park with I-77. It is distinct from other major corridors in the city because development interest has been historically low along the corridor. Targeted reinvestments from the public and private sector could make this area a more viable destination.

The Action Plan seeks to connect the South Rock Hill neighborhoods , and specifically the Saluda Street Corridor, to Knowledge Park area through both physical and structural improvements. The overall goal is to create a multi-modal corridor that balances the needs of nearby residents with supporting small businesses and entrepreneurs and preserving mobility for commuters. Design elements should be oriented around increasing activity along the corridor while creating a safer, more aesthetically pleasing environment.

Physical elements should begin with potentially redesigning Johnston Street, transforming it from a "divider" to a "uniter." Streetscape improvements should help turn Johnston into a "complete street", which should include widening sidewalks, installing landscaped parkways and medians with street trees, including bicycle infrastructure, and improving pedestrian crossings. Other physical neighborhood changes to consider should include improving the look and function of infrastructure, increasing walkability, promoting destination / anchor businesses, and expanding and enhancing the bus system.

## Key Action Steps

1. Work with the Saluda Street Business Association to identify specific challenges and opportunities for improvements.
2. Focus on pedestrian, bicycle and transit improvements to foster a safe and attractive multi-modal environment.
3. Work to expand Knowledge Park events and programming into the Saluda Corridor.
4. Focus redevelopment efforts on key opportunity sites, including the former Southgate Shopping Center.
5. Create an outdoor central gathering space on the corridor.
6. Work to improve transit access, including more frequent bus service.

## Potential Lead Partners

- Saluda Street Business Association
- City of Rock Hill
- My Ride Rock Hill

## Potential Resources

- Planning grants for transit and walkability
- Leveraging planning dollars for design and construction funds
- Developer-required community benefits
- Community Development Block Grants (CDBG)
- Federal infrastructure funding

## Cost Estimate

- TBD

## Potential Supporting Partners

- B.E.L.L.
- Clinton College
- The Urban League
- Comporium Bike Share
- Local Developers




FOR ILLUSTRATIVE PURPOSES ONLY

# Supporting Projects



## Emmett Scott Center Tutoring Program

In conjunction with local colleges and universities, especially Clinton College, the Action Plan recommends the establishment of a more robust youth tutoring and mentorship program that connects college students with kids and teens in the community. The program would help to provide mentees with positive role models and demonstrate the benefits of academic success and staying involved in the community. The program could build from programs currently available at the Emmett Scott Center while providing valuable experience for local mentors and tutors. Working Group members have noted that high school level is the most critical need at this time, and that there is a desire to include STEAM programming as part of the initiative. Programs could also target job related skills including resume writing and communications. An agricultural element could be incorporated as part of the Emmett Scott community garden. If successful, programs at Emmett Scott Center could further expand to include larger workforce training classes.



## Neighborhood Branding Through Expanded Events

The South Rock Hill area currently lacks a cohesive brand or identity. The Action Plan recommends a neighborhood branding and promotion initiative focused on highlighting and expanding festivals and events related to local culture, history and food within the community. Greater utilization of existing spaces, such as Carroll Park and McGirt Auditorium, could help to create positive messaging with a goal of bringing visitors to the neighborhood. Clinton College could play a significant role in how the neighborhood begins to be redefined. A Juneteenth gathering could be a signature event for the neighborhood. A marathon or fun run starting at Knowledge Park and ending in South Rock Hill could highlight the geographic proximity of the neighborhood to the center of town. A boxing event at the Emmett Scott Center could also be a signature athletic showcase for the community. The success of this initiative could be measured through the number of positive media stories featuring the South Rock Hill area, and the number of new visitors and customers to the neighborhood.




## Enhanced Saluda Street Business Association

The Saluda Street Business Association actively develops dialogue and connections between local shops and services on the Saluda corridor. The Action Plan recommends providing additional resources to the Association in order to help expand connections and build the organizational capacity of the local business community. An Association with greater resources will help existing businesses grow locally, improve marketing strategies, and remain competitive in an increasingly evolving marketplace. The Association could also work directly with entrepreneurs and start-ups, through B.E.L.L. to assist them in creating and running successful businesses in the neighborhood. Working in partnership with local business owners, the Association could help achieve a business climate that fosters entrepreneurship, produces opportunities for living-wage jobs, advocates for flexible regulations, and supports restaurants, shops, and services that enhance the lives of residents. The Association could also pull resources together to assist with corridor-wide cleaning and branding efforts to help promote South Rock Hill.

# Supporting Projects



## Broadband Connectivity Initiative

Broadband connectivity within the South Rock Hill neighborhood is currently lacking. The Action Plan found that the average download and upload speeds (70mb/second - 13mb/second) are significantly less than that of the Charlotte region as a whole (217mb/second - 55mb/second).

It is recommended that the City lead an initiative to help provide funding to assist with the process of implementing and providing for the enhancement of broadband connectivity throughout South Rock Hill. Depending upon costs and funding availability, this project could include construction of a high speed wireless network loop around the area to provide high speed broadband access to the Internet for local citizens, land acquisition, design, construction, and other related costs for building out the infrastructure and incorporating it into the City's workflow; providing free Wi-Fi connectivity in parks and public spaces, connectivity enhancements to increase phone and/or internet service, and partnerships with local, regional, state, federal, and/or private entities. Improving connectivity will greatly help local residents, while ensuring businesses can remain competitive and expand their markets.

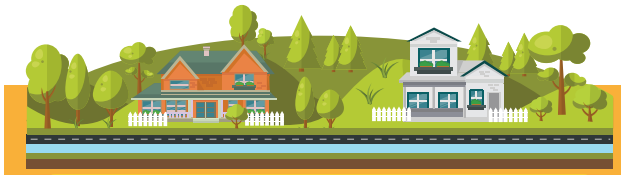
# OUR PLACE

## COMMUNITY OWNERSHIP, STEWARDSHIP AND SUSTAINABILITY



FOCUS RESIDENTIAL REINVESTMENT AROUND PARKS





SIGNIFICANT MIXED-INCOME HOUSING WITH GREEN INFRASTRUCTURE



ESTABLISHMENT OF A COMMUNITY LAND TRUST

NEIGHBORHOOD WATCH AND SAFETY IMPROVEMENTS







NORTH CENTRAL FAMILY MEDICINE PHARMACY



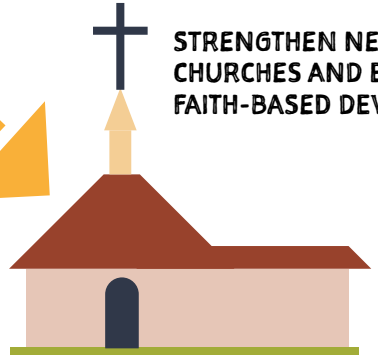


EXPANDED HOME REHAB PROGRAM



NEIGHBORHOOD FARMERS MARKET / GROCERY STORE INITIATIVE





STRENGTHEN NETWORK OF CHURCHES AND ENCOURAGE FAITH-BASED DEVELOPMENT





**PLAN GOALS**

- ✔ Jobs and Business Growth
- ✔ Housing Development and Redevelopment
- ✔ Inclusivity
- Talent Development and Attraction
- ✔ Health & Safety
- ✔ Placemaking
- ✔ Community of Opportunity

# Priority Project: Mixed-Income Housing with Green Infrastructure



## Description

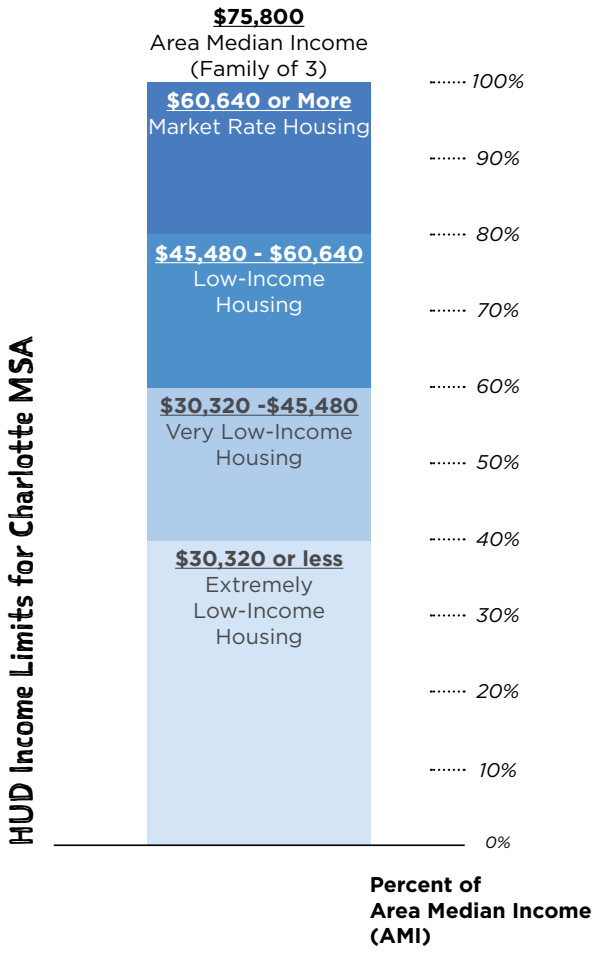
In order to provide additional housing for local residents and newcomers alike, the Action Plan recommends significant mixed-income development on key vacant or underutilized properties throughout South Rock Hill. Mixed-income housing typically includes diverse types of housing units, such as apartments, town homes, and/or single-family homes for people with a range of income levels. Calculating Area Median Income (AMI) and pricing units at certain percentages of AMI most often determines the income mix of a mixed-income housing development. Mixed-income housing can be an important mechanism to help eliminate neighborhoods of concentrated poverty, combat residential segregation, and avoid the building of traditional public housing. Mixed-income housing is typically built through federal-, state-, and local-level efforts and through a combination of public-private-non-profit partnerships.

Various tools are available to help fund mixed-income housing, including low-income housing tax credits, Rock Hill Housing Authority project-based vouchers, and housing choice vouchers.

As new development proposals get formulated, developers should utilize the Equitable Development Scorecard as a guide to ensure that new construction is consistent with the community's goals and vision.

A particular focus area should be on larger vacant and underutilized properties, including the former Edgewood Elementary School. Redevelopment of these sites should occur in tandem with public green infrastructure improvements to help to alleviate flooding and better control stormwater.

As a future opportunity to explore, the aging Whitgreen Homes apartment complex should be considered for reinvestment. Located adjacent to East Moore Street Park, Whitgreen Homes includes a group of buildings comprised of duplexes, triplexes, quadplexes and sixplexs. The property, built in the early 50's, is located between Green Street and Whitner Street in the center of the neighborhood.



## Key Action Steps

1. Utilizing the City's Vacant Land Map and database, identify potential sites for larger mixed-income development.
2. Utilize the Equitable Development Scorecard in order to guide conversations between community groups and potential developers.
3. Evaluate existing zoning standards in tandem with new development proposals to encourage higher density development on appropriate sites.
4. Consider formulating a Community Land Trust as outlined in the Plan to promote local ownership and investment in larger sites.

## Potential Supporting Partners

- United Way
- Building Industry Association of SC
- Veterans Association
- Local Investors
- FEMA
- SC Emergency Management Division
- York County
- SCDOT
- City of Rock Hill Public Works
- Environmental Non-Profits

## Potential Resources

- Low Income Housing Tax Credits
- Rock Island Housing Authority project-based vouchers and housing choice vouchers
- New Market Tax Credits
- HUD Choice Neighborhoods Initiative
- Community Development Block Grants
- FEMA Mitigation Grants
- EPA / USDA Grants

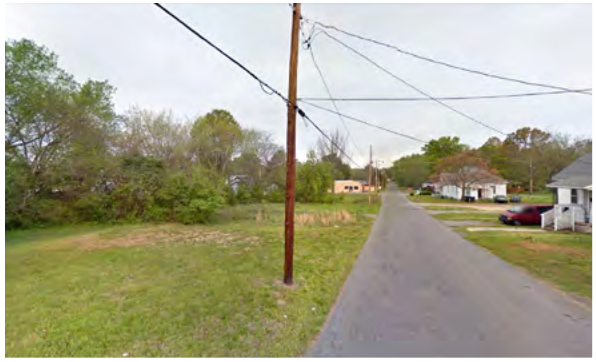
## Potential Lead Partners

- Housing Development Corporation of Rock Hill
- Rock Hill Housing Authority
- SC State Housing
- Clinton College CDC
- Non-Profit or Tax Credit Developers
- Local Neighborhood Groups

## Cost Estimate

- Based on individual project

EXISTING FRANK STREET






FOR ILLUSTRATIVE PURPOSES ONLY

# Priority Project: Neighborhood Farmers Market / Grocery Initiative



## Description

The U.S. Department of Agriculture identifies the Clinton ConNEXTion census tract as both a low income and low access tract. This tract qualifies as a food desert and has a relatively high number of households (168 of 989 total households -17%) without vehicles that are more than one-half mile from a supermarket.

The Clinton ConNEXTion Action Plan recommends addressing this challenge through a two-step process. The first step would include organizing and establishing a neighborhood farmers market at a convenient location within the community. A farmers market in South Rock Hill would help to stimulate the local economy, increase access to fresh, nutritious food (including utilization of SNAP benefits), support a healthy community, and promote sustainability while also helping to preserve rural livelihoods and local farmland in surrounding areas.

The second, longer-term step involves a larger initiative to assess the viability, determine a location, recruit an operator, and establish a grocery store in or around the Saluda Street Corridor. The grocer could operate as a for-profit entity, or as part of a cooperative grocer model. A grocery store in South Rock Hill would not only greatly improve access to fresh food, but would provide additional local jobs for residents, and could help support other small businesses in the immediate vicinity. Grocery stores typically evaluate sites based on the following criteria:

- 6,000-8,000 nearby households.
- A one-mile trade area with a population greater than 12,000.
- A two-mile trade area with a population greater than 25,000.
- A minimum annual average daily traffic volume (AADT) of 20,000 cars per day.

## Key Action Steps

1. Farmers Market

- Potentially expand the existing Old Town Farmers Market into South Rock Hill in order to utilize existing infrastructure and partnerships.
- Find community resources. Community support is absolutely necessary for a strong farmers market. Utilizing the Clinton ConNEXTion Action Plan to help generate “buy-in” from residents, government, and businesses will help the market contribute to the community.
- Select a location. The Action Plan recommends a Farmers Market in a high-visibility location that is close to customers, includes available parking, and has potential rest rooms and play areas for socializing and other activities.
- Solicit vendors. Successful markets need a mix of products and services to attract regular customers. Work with local partners, especially the Old Town Farmers Market, to identify potential vendors. Since the Old Town Farmers Market does not allow crafts or other non-food vendors, consider allowing them in the South Rock Hill Farmers Market. Doing so will help differentiate it.
- Hire a market manager. Community leaders will need to consider the kind of market we want to create, which will guide the decision on the type of market manager we will need to hire. At first the manager may be a part-time volunteer, but successful markets sometimes grow big enough

to require full-time management.

Adapted from: https://sfyl.ifas.ufl.edu/agriculture/starting-a-farmers-market/

2. Grocery Store

- Establish coordination with all partners to ensure a single focused recruitment effort.
- Utilize City's feasibility study, and/or conduct a more detailed market assessment to determine financial feasibility of several potential locations within the Saluda Street corridor, focusing on the intersection of Saluda Street and Heckle Boulevard. The market assessment should define the immediate market area, leakage of grocery sales, and a range of potential grocery sales for a traditional full-service operation.
- Develop a marketing package as well as other promotional material.
- Actively connect with, and begin to market the selected site to local and national grocery operators.
- Establish job readiness programs, including basic job skills for various grocery positions.
- Work with the selected grocery operator to design and construct a grocery store development

## Potential Lead Partners

Farmers Market
- Old Town Farmers Market
- Kenneth Monroe Transformation Center
- Impact York County

Grocery
- City of Rock Hill
- Walmart (owns large property on Saluda Street)
- Local developers
- Commercial Realtors
- Saluda Business Association

## Potential Supporting Partners

Farmers Market
- City of Rock Hill Parks, Recreation & Tourism (PRT) Department
- Farmers Market Coalition
- Student organizations
- Atrium Health Care
- Catawba Farms and Food Coalition
- Clemson Extension
- 4H Programs
- Blacks Farm
- Boyd Farm
- Winthrop University
- North Central Medical Center
- Affinity Health Center
- Carolina Panthers Healthy Kids
- SC Black Farmers

Grocery
- Publix
- Aldi
- Lidl
- Food Lion
- Dink's

## Potential Resources

Farmers Market
- South Carolina Healthy Food Financing Initiative
- South Carolina Community Loan Fund
- Butterfly Foundation
- USDA Farmers Market Promotion Program
- Good Neighbor programs
- Health equity bill / Covid-related federal funding
- National Sustainable Agriculture Coalition

Grocery
- South Carolina Healthy Food Financing Initiative
- Tax increment financing (TIF)
- Term loans
- Lines of credit
- SBA loans
- Alternative business loans
- Invoice financing
- Cash advance funding

## Cost Estimate

- Farmers Market: 10k - 50k
- Grocery: $2m - $3m




FOR ILLUSTRATIVE PURPOSES ONLY

# Supporting Projects



## Focus Residential Reinvestment Around Parks

Parks and open spaces are some of the most important assets in South Rock Hill. The Action Plan recommends that the residential development and reinvestment strategy be focused on improving blocks directly adjacent to parks. Doing so will create a stronger connection to public amenities, while helping to uplift neighborhood identity. Habitat for Humanity of York County, a key Clinton ConNEXTion partner, was one of 11 nonprofits selected in early 2021 for a National Neighborhood Promise grant by the Republic Services Charitable Foundation. While focusing on Carroll Park improvements, the grant includes an additional $60K focused on completing up to 15 home beautification/minor exterior repairs with homeowners in the area surrounding the Park. The grant will also provide resources for community educational meetings and trainings to help resident leaders harness their voices and skills to affect positive changes in their neighborhood. Special attention will be given to facilitating community meetings on gentrification, protecting your home as your greatest asset and understanding urban growth and its potential impact on the Crawford Road Neighborhood.



## Establishment of a Community Land Trust

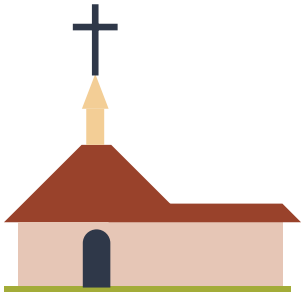
The desire to expand and preserve affordable housing and to foster community ownership and opportunity are key Clinton ConNEXTion goals. The establishment of a community land trust is recommended as a proven tool to help achieve these goals. Community land trusts (CLTs) focus on the creation of homes that remain permanently affordable, providing successful homeownership opportunities for generations of lower income families. CLTs are nonprofit organizations governed by a board of CLT residents, community residents and public representatives that provide lasting community assets and shared equity homeownership opportunities for families and communities. In addition to affordable ownership housing, a Clinton ConNEXTion CLT could develop urban agriculture projects, commercial spaces to serve local residents, and affordable rental and cooperative housing projects. A community-based CLT could also help to conserve land or urban green spaces in South Rock Hill. The Clinton ConNEXTion community land trust would balance the interest of its residents, the broader community, and the public interest to promote wealth building, retention of public resources, and solutions for community needs. Community Land Trusts are a proven model and have been established in over 225 cities in the United States.



## Neighborhood Watch & Safety Improvements

As a community security initiative, the Action Plan recommends the expansion and further establishment of a local neighborhood watch program. A neighborhood watch program is a group of people living in the same area who want to make their neighborhood safer by working together and in conjunction with local law enforcement to reduce crime and improve their quality of life. Neighborhood watch groups have regular meetings to plan how they will accomplish their specific goals and leaders with assigned responsibilities. Neighborhood watch empowers citizens and communities to become active in emergency preparedness, as well as the fight against crime and community disasters. The Plan recommends that the Clinton ConNEXTion survey local residents regarding their interest in participating and attending local neighborhood watch meetings. Once interest is solidified, it is recommended that residents conduct a walking survey of their area to note potential safety and security concerns, such as missing sidewalks, broken street lights, areas of graffiti, etc. Safety classes for residents could be held in tandem with the Police Department and Fire Department. Special attention should be made to getting younger people involved in the program, and utilizing social media to communicate issues and concerns among neighbors.

# Supporting Projects



## Strengthen Network of Churches & Encourage Faith-Based Development

South Rock Hill includes a large number of churches, many with large and active congregations. The Action Plan recommends establishing a local ministerial council or leadership group with representation from all churches. This group would help to communicate and provide important information to local residents, and could help to strengthen the working relationships between various congregations to help provide needed services. As part of this project, the Plan recommends a focus on faith-based development of properties owned by local churches. This type of development model could provide additional affordable housing in the community, especially for seniors. Partners that have been identified to potentially assist in this effort include the Clinton College CDC, the Faith and Health Coalition, United Way and Habitat for Humanity. In addition to local partners, Enterprise Community Partners features a Faith-Based Development Initiative that could be incorporated to help provide technical assistance to local churches.



## Urban Farms & Community Gardens on Vacant Land

The Action Plan recommends the establishment of urban farms and community gardens throughout the South Rock Hill area. These important green spaces could help to provide additional healthy food options, as well as training and employment opportunities for local residents. Gardens and farms can also provide an interim use of vacant land, prior to longer-term redevelopment strategies. The Plan recommends working closely with neighborhood associations and local churches to establish the first gardens and farms. Locations could include church-owned property, or space within local parks, include the Emmett Scott tennis court area. Key partners could include the City of Rock Hill,  local master gardeners, and 4H programs.



## Expanded Home Rehab Program

Many homes within the South Rock Hill area, especially the 25% that were built before 1950, require ongoing maintenance and rehabilitation in order to provide safe and sanitary conditions for local residents. The Action Plan recommends allocating funding such as Community Development Block Grant (CDBG) resources to facilitate home repairs and improvements supplemented by education, services, and model programs. To increase awareness of existing programs, the Plan recommends Clinton ConNEXTion work to create a clearinghouse of home repair and financial education services currently available to existing residents to maintain their homes. Working with local neighborhood partners, nonprofits such as Habitat for Humanity York County, and the City of Rock Hill, consider establishing a  pilot home rehabilitation program focused on a “model block improvement“ approach in order to focus resources in a way to have a catalytic effect. Also consider a historic model house rehab project as a way to illustrate how to care for older homes.

# VIBRANT SCENE

## A HISTORIC ARTS AND CULTURAL COMMUNITY



MURALS AND PUBLIC ART



AFRICAN AMERICAN MUSIC & CULTURAL HERITAGE TRAIL




CLINTON COLLEGE BEACON CENTER





CLINTON COLLEGE ARTIST HOUSING






NAME NEW STREETS AND SPACES FOR PROMINENT RESIDENTS





MCGIRT AUDITORIUM AS CULTURAL HUB







MUSIC PERFORMANCE SPACES IN LOCAL PARKS

**PLAN GOALS**

- ✔ Jobs and Business Growth
- ✔ Housing Development and Redevelopment
- ✔ Inclusivity
- ✔ Talent Development and Attraction
- Health & Safety
- ✔ Placemaking
- ✔ Community of Opportunity

# Priority Project: Clinton College Beacon Center




## Description

Standing on "Holy Ground" in Rock Hill, SC is Clinton College, a "Beacon of Light" institution of higher learning. Clinton College, a designated HBCU, has the distinction of being the oldest institution of higher education in Rock Hill. The College is an anchor institution for the community, helping to lead a neighborhood renaissance in the areas surrounding the campus. The Action Plan recommends supporting Clinton College's initiative to create a new Beacon Center on campus.

The Clinton College Beacon Center is an essential initiative to help create a nationally competitive and attractive campus for the arts, athletics, business and leadership. The Center will integrate higher education, economic advancement and improved living to the south side community through connected K-12 and community education programming in the arts, entertainment and entrepreneurship. The Beacon Center will serve as an economic magnet, bringing people, patronage and investment from across Rock Hill and from outside the community.

The Beacon Center is envisioned as an approximately 64,000 square foot academic, athletic and administrative complex that would include a state-of-the-art gymnasium and wellness center, with seating capacity of approximately 1,440, along with a performing arts auditorium with seats for 650 persons. Connecting these two components of the building would be instructional space including classrooms, science labs, faculty offices, and executive and administrative space.

The Beacon Center includes two major cultural and economic drivers for the city's future: sports and arts. The health and wellness component will include a venue for sporting events, which will generate revenue, as well as a facility for addressing health disparities in our community. The Performing Arts Center can host various cultural events to enhance the community and uplift the diverse culture of our city. All of the programming can be linked to the Emmett Scott Center, Carroll Park, local schools, churches, and the broader South Rock Hill community.

## Key Action Steps

1. Refine programming and facility design vision for community dialogue.
2. Organize stakeholders, sponsors and supporters to advance project development.
3. Develop clear business, finance and operational plans.
4. Incrementally build necessary team to support development.
5. Frame necessary agreements to enable development.
6. Identify potential sources and uses of project finance.
7. Integrate with City planning and investment initiatives.
8. Evaluate and confirm developer role and candidate options.
9. Tie in with surrounding organizations, programs and facilities.
10. Raise and secure necessary financing and resources to undertake development.

## Potential Lead Partners

- Clinton College
- City of Rock Hill
- Local philanthropic and community investment organizations
- Local corporations and business community leaders
- Local developers

## Potential Supporting Partners

- Rock Hill Symphony Orchestra
- NAACP of Rock Hill
- National Black Theater Festival Organizers
- Rock Hill Community Theater
- Arts Council Consortium
- Arts Council of York County
- High School / College Drama and Theater Departments
- Winthrop Theater Department
- AME Zion Church
- Brattonsville Historic Interpreters
- Old Town Theater Company
- Juneteenth Rock Hill
- Community Relations Council Rock Hill

## Potential Resources

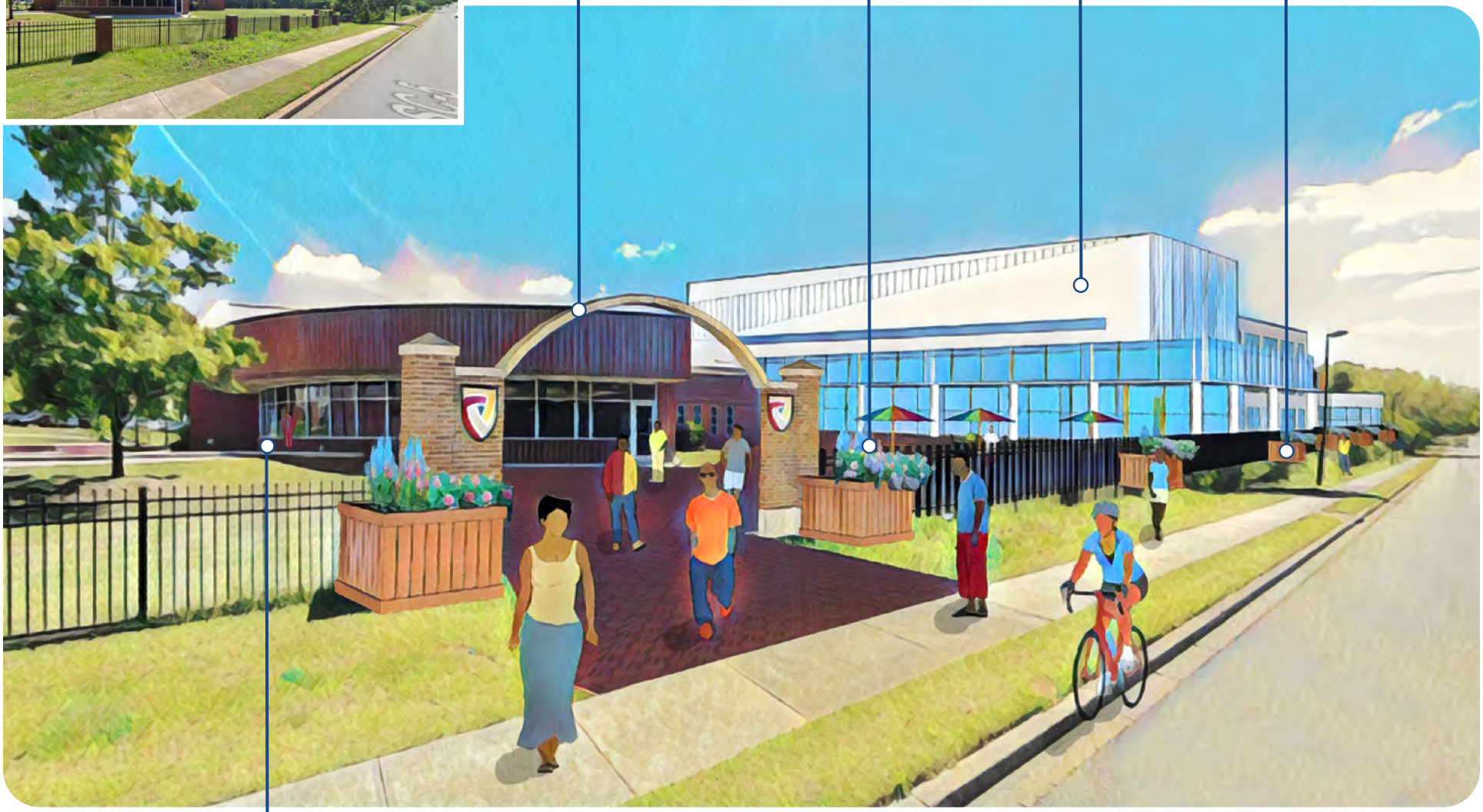
- HBCU Grants
- New Market Tax Credits
- HBCU Alumni
- Foundation grants
- Corporate philanthropy
- Private philanthropy and investors
- Other economic development financing vehicles

## Cost Estimate

- Approximately $30 - $50 million

EXISTING VIEW FROM S HECKLE BOULEVARD






FOR ILLUSTRATIVE PURPOSES ONLY

# Priority Project: McGirt Auditorium as Cultural Hub



## Description

Emmett Scott's McGirt Auditorium is named after Ralph W. McGirt, a former principal of Emmett Scott High School, the only Black high school in Rock Hill during segregation. Transforming the Emmett Scott (McGirt) Auditorium into South Rock Hill's cultural hub would be a huge boost for the community. The 1,100 seat auditorium has the potential to host events such as theatrical plays, gospel concerts, and pageants. McGirt Auditorium is a complete mixture of the old and the new that continues to keep Emmett Scott Center part of the Rock Hill's past, present and future.

As part of the visioning process, the Rock Hill Parks and Recreation Department and Emmett Scott Advisory Board recently completed a feasibility study for the project and explored a range of renovation options. The preferred option is a $2.7 million project that will completely renovate the facility with a focus on state-of-the-art improvements. Key changes will include new chairs, dressing rooms, larger lobby, and lighting.

The Action Plan envisions the renovated auditorium in tandem with a music/video production space that could be created within the Emmett Scott Center. Enhancing the Emmett Scott Center as a cultural hub by incorporating a music recording studio/ social media production center into the Emmett Scott Center Cultural Hub will help advance the community's musical customs.

The project could help to foster a sense of culture, history and pride in the South Rock Hill community. Once completed, the Plan recommends the establishment of a local African American theater group, and a robust engagement process including the hosting of events, fundraisers, and gatherings. A comprehensive fundraising strategy must be developed to bring the project to fruition.

## Key Action Steps

1. Tap into South Rock Hill's creative community.
2. Develop programming, e.g. dinner theater/ performances, open mic nights, talent shows, and other options.
3. Partner with the Rock Hill Media Center.
4. Contact local and state organizations who can help with sponsorships and promotions.
5. Build partnerships with local radio stations and recording studios.
6. Visit annual consumer trade shows and develop partnerships with vendors and companies.
7. Identify a company or organization that can sponsor a studio and provide equipment.
8. Offer production classes.

## Potential Lead Partners

- Emmett Scott Advisory Committee
- City of Rock Hill Parks and Recreation Department
- High school alumni, e.g. the Scott-ites and Bird Ellis and the Tramps
- Local Youth
- Local dance groups and musicians
- Local artists and producers
- Rock Hill Video Company (Joshua Bovill)
- Sunset Park Center for Accredited Studies
- Winthrop College's Special Talents in the Arts (ST-ARTS) Program
- Applied Technology Center
- Science Technology Engineering and Mathematics (STEM) schools, e.g. Oakdale, Saluda Trail, and South Pointe High School
- York Technical College

## Potential Supporting Partners

- Boys and Girls Club of America
- Bobby Plair (Musician, and Property Owner near the Emmett Scott Center)
- Advertising
- Corporate sponsorships
- South Carolina Area Commission grants
- Fundraising campaigns, e.g. the sale of "family seating"
- Local recording studios and radio stations, e.g. WRHI Radio
- Local businesses, e.g. Springs Creative (advertising, marketing, and design)
- June Barnette and the Gospel Highlighters
- Angelo Geter (Rock Hill Youth Poet Laureate)
- Darius Rucker (Hootie and the Blowfish member; located in Charleston, SC)
- Small Business Administration
- Legion Collegiate Academy (Rock Hill Public Charter School)
- South Carolina Educational Television (local Public Broadcasting System)
- York County Regional Chamber of Commerce
- South Carolina African American Chamber of Commerce

## Potential Resources

- Advertising
- Corporate sponsorships
- South Carolina Area Commission grants
- Fundraising campaigns, e.g. the sale of "family seating"
- Emmett Scott alumni
- Larger-scale activities tied to historic events and people, e.g. Juneteenth and the Friendship Festival
- Equipment donations (lighting, audio visual, and technology support)
- Federal grants for the arts
- Boys and Girls Club partnership
- CN2 News (Comporium)
- Consumer brand partners, e.g. Bose and Samsung for audio needs
- Aaron Copeland Fund for Music

## Cost Estimate

- Auditorium Renovation: $2,700,000
- Recording Studio: $3,000 - $50,000+

EXISTING MCGIRT AUDITORIUM






FOR ILLUSTRATIVE PURPOSES ONLY

# Supporting Projects



## African American Cultural Heritage Trail

In order to continue to recognize prominent existing and former residents, The Plan recommends the installation of a series of historical markers in the South Rock Hill area that form a self-guided trail through the community. The project is envisioned as a way to connect cultural and historical assets within the neighborhood. The trail could help to reclaim and reimagine existing public space, and infuse it with new life using branding and navigation cues, or wayfinding. This curated cultural content will enrich the community and help communicate South Rock Hill's rich history to residents and visitors alike. The trail project should begin with the planned trail connection from Clinton College, through Carroll Park to Emmett Scott, which can be a catalyst for the area as it encourages visitation and promotes walking as a means to move through the neighborhood, fostering community culture and health.



## Music Performance Space in Local Parks

The Plan recommends the creation of music performance spaces in local parks, including small stages with lighting and electricity. The performance spaces would act as vibrant focal points for community gathering and the promotion of local emerging musical artists. The spaces would connect to the improvements at the nearby Emmett Scott Center that are focused on refurbishing a historic auditorium space and creating a music recording studio. The performance spaces would serve the entire South Rock Hill community and would be the ideal location for smaller outdoor events.



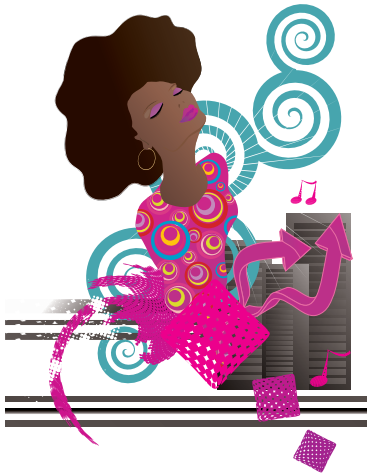

## Name Streets & Spaces for Prominent Residents

To further highlight the rich heritage of the area, the Action Plan recommends naming new streets and spaces for prominent current and former residents. The community should be encouraged to nominate prominent African Americans for this initiative. The program would allow citizens the opportunity to honor people that have made significant contributions to the community. Consideration should be given to naming some streets and spaces after retired African American educators who had a major impact on the community. Key steps will involve crafting a nomination form and contacting residents and school board members.



## Clinton College Artist Housing

To support the creation of a Vibrant Scene, Clinton College is considering the creation of new housing geared towards artists. The Action Plan supports this initiative as it could help to provide additional affordable home ownership or rental opportunities while also helping to grow and foster an artistic community in direct connection to the College. The Plan recommends identifying housing options and properties, e.g. abandoned warehouses and buildings that could be revitalized through adaptive reuse. Development sites would include space and amenities that are relevant to active artists. Once established, outline criteria for eligibility and consider incentivizing local artists to live in the new housing. This initiative could be directly tied to the establishment of a Community Land Trust in South Rock Hill.



## Murals and Public Art

Along with its thriving musical history, South Rock Hill has a rich arts culture that could be enhanced by engaging local artists to create mural and public art installations developed in partnership with residents. Neighborhoods gain cultural, social, and economic value through public art. Public art is a distinguishing part of public history and our evolving culture. It reflects and reveals our society, adds meaning to our cities and uniqueness to our communities. Public art helps to humanize the built environment and invigorates public spaces. It provides an intersection between past, present and future, between disciplines, and between ideas. Public art is freely accessible to all.

The Action Plan recommends the establishment of a mural and public art program to focus on key high-visibility buildings and locations within the community. In April 2021, a proposal was made for a new mural at the Emmett Scott Center as an initial starting location for this initiative. Because of their higher vehicular and pedestrian traffic volumes, Saluda Street, Heckle Boulevard, Ogden Road and Johnston Street should be specifically targeted for new public art. Artwork should reflect the culture and heritage of the community, while helping to promote South Rock Hill in a more positive light.

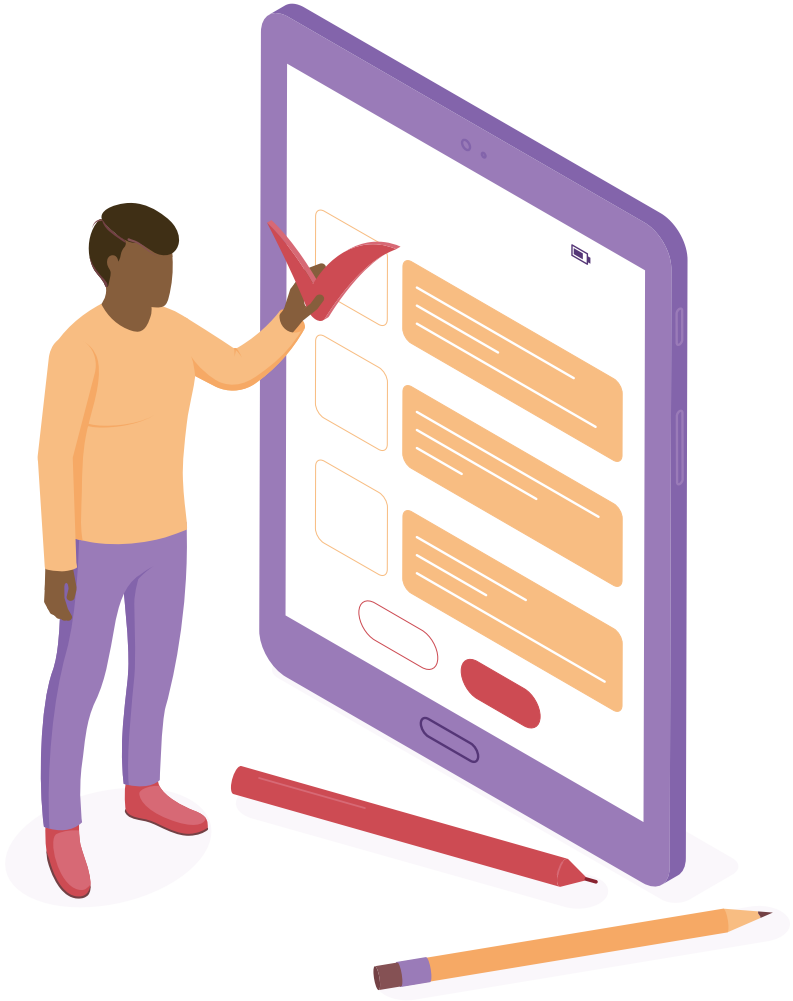
Clinton ConNEXTion should develop a call for artists who may be interested in various locations, arrange a grant to finance artists' time and work, and create opportunities for artists and the community to collaboratively brainstorm images, ideas, and history to portray with murals and public art.

# EQUITABLE DEVELOPMENT SCORECARD

Equitable planning encourages the creation and maintenance of economically and socially diverse communities that are stable over the long term. A commitment to equitable planning means that the values guiding reinvestment go beyond simply improving the neighborhood for economic gain. It must focus on the people who form the South Rock Hill community, and the history, cultural heritage, and values of the community.

The Clinton ConNEXTion Action Plan reflects this approach through the Core Principles defined by the community. If residents, developers, officials, and interest groups spend time developing strategies to address or avoid the adverse consequences of neighborhood change and support the goals of an equitable plan, they increase the chances of building strong, economically diverse communities.

The Equitable Development Scorecard included on the following pages is intended as a tool for Clinton ConNEXTion and neighborhood groups to use as they assess larger proposed development projects in South Rock Hill.



# EQUITABLE DEVELOPMENT SCORECARD

**GOAL:** The goal of the Equitable Development Scorecard is to help residents and stakeholders provide feedback on proposed development projects through the lens of the community-defined principles and projects outlined in the the Clinton ConNEXTion Action Plan. The Scorecard provides a flexible tool to ensure that meaningful engagement continues beyond the completion of the Plan.

**INTENT:** The Equitable Development Scorecard is intended as a tool to be utilized by the Clinton ConNEXTion and South Rock Hill residents and stakeholders to assess larger proposed development projects seeking seeking local approval or support. The Scorecard is based on community goals developed through the Clinton ConNEXTion Action Plan and should be utilized for developments of at least 10 dwelling units, and/or 10,000 square feet of commercial or office space.

**PROJECT/PLAN NAME:** _____

**LOCATION OF PROJECT/PLAN:** _____

**DEVELOPER:** _____

**DEVELOPER CONTACT INFO:** _____

_____

_____

**IS THE PROJECT PART OF A LARGER LAND USE PLAN?** (Circle) Y / N
If yes, please attach plan

**DESCRIPTION OF THE PROJECT:**

_____

_____

_____

_____

_____

## USING THE SCORECARD

**Step #1:** Fill out the project information sheet on the previous page.

**Step #2:** Review each Equitable Development Category based on information provided or dialogue with the developer.

**Step #3:** Hold conversations with your group around each criterion, and give each category a score.

**Step #4:** Add up all of the scores below for the final score, and you have completed the scorecard.

### SCORING

**1. Write the score from each section below, along with the maximum possible score for the section.**

*(Points Earned / Max possible)*

**Health and Safety**___ / 8
**Inclusivity** ___ / 4
**Placemaking** ___ / 5
**Community of Opportunity** ___ / 4
**Jobs and Business Growth** ___ / 4
**Housing Development and Redevelopment** ___ / 9
**Talent Development and Attraction** ___ / 3

**2. Add up all of the above scores to get a total.**

___ / 37 Total *(Points Earned / Max Possible)*

**3. Turn the total into an equitable rating percentage.**
Divide the total Points Earned by the Max Possible

**WRITE THE FINAL SCORE HERE: ____ %**

Equitable Rating

**75% - 100%** Excellent Equitable Development
**50% - 74%** Good Equitable Development
**25% - 49%** Fair Equitable Development
**0% - 24%** Poor Equitable Development

## Health and Safety

*Project helps to improve the health, nutrition, welfare and safety of residents in the area to a level on par with the rest of Rock Hill.*

**___ / 8 Based on criterian below, estimate overall SCORE**

Check boxes below, based on criterian that has been met

| Meets Criterian | Doesn't Meet Criterian | N/A | |
|---|---|---|---|
| ☐ | ☐ | ☐ | PROJECT INCLUDES **FARMERS MARKET, GROCERY, URBAN FARM, COMMUNITY GARDEN** OR OTHER AFFORDABLE FOOD SOURCE. |
| ☐ | ☐ | ☐ | PROJECT INCLUDES PLANS TO **REMEDIATE ENVIRONMENTAL ISSUES** OF AN EXISTING BROWNFIELD SITE. |
| ☐ | ☐ | ☐ | PROJECT INCLUDES PLANS TO **CLEAN OR REPAIR** ANY NEGATIVE ENVIRONMENTAL IMPACTS CAUSED BY THE DEVELOPMENT. IMPACTS INCLUDE BUT ARE NOT LIMITED TO POLLUTION OF AIR, WATER OR SOIL; WASTE REMOVAL; EXPOSED SOIL WILL BE PLANTED TO PREVENT EROSION. |
| ☐ | ☐ | ☐ | PROJECT INCLUDES SIGNIFICANT **LIGHTING UPGRADES** TO HELP IMPROVE SAFETY AND SECURITY. |
| ☐ | ☐ | ☐ | PROJECT INCLUDES **GREEN INFRASTRUCTURE ELEMENTS** TO IMPROVE STORMWATER CONDITIONS. |
| ☐ | ☐ | ☐ | PROJECT IS WITHIN 1/8 MILE OF AN **EXISTING PARK.** |
| ☐ | ☐ | ☐ | PROJECT INCLUDES A **NEW PUBLICLY-USABLE PARK,** WALKING TRAIL, PLAYGROUND OR PLAZA SPACE. |
| ☐ | ☐ | ☐ | PROJECT UTILIZES **CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN** (CPTED) BEST PRACTICES. |

## Inclusivity

*Project helps build ties between the area and the rest of Rock Hill including, specifically, at a political and local investment level to help assist the success of the Plan and its objectives.*

**___ / 4 Based on criterian below, estimate overall SCORE**

Check boxes below, based on criterian that has been met

| Meets Criterian | Doesn't Meet Criterian | N/A | |
|---|---|---|---|
| ☐ | ☐ | ☐ | DEVELOPERS HAVE COMPLETED A **CULTURAL AND HISTORICAL TOUR** OF THE SOUTH ROCK HILL AREA, LED BY A LOCAL COMMUNITY MEMBER. THE TOUR INCLUDES ACKNOWLEDGMENT AND DESCRIPTION OF THE IMPACTS OF PAST RESIDENTIAL PATTERNS INCLUDING RED-LINING, WHITE FLIGHT, RACISM AND IMMIGRATION AND ITS EFFECT ON LOCAL NEIGHBORHOODS. |
| ☐ | ☐ | ☐ | PROJECT INCLUDES A DOCUMENTATION OR SUMMARY OF **HISTORY** OF THE SITE OR DEVELOPMENT AREA. |
| ☐ | ☐ | ☐ | THROUGHOUT THE PROJECT, DEVELOPERS AND PLANNERS REGULARLY USE APPROPRIATE TOOLS TO ENSURE THAT THE PROJECT AUTHENTICALLY **ENGAGES THE COMMUNITY** AND RESPONDS TO PRIORITIES AS OUTLINED IN THE CLINTON CONNEXTION PLAN. |
| ☐ | ☐ | ☐ | PROJECT INCLUDES NEW **PROGRAMS, EVENTS AND ACTIVITIES,** THAT ENCOURAGE DIVERSE GROUPS TO COME TOGETHER. |

## Placemaking

*Project expands recreational opportunities and build arts and entertainment activities at all age levels that are connected to the whole of Rock Hill.*

**___ / 5 Based on criterian below, estimate overall SCORE**

Check boxes below, based on criterian that has been met

| Meets Criterian | Doesn't Meet Criterian | N/A | |
|---|---|---|---|
| ☐ | ☐ | ☐ | PROJECT INCLUDES **STREETSCAPE IMPROVEMENTS** INCLUDING STREET TREES, BENCHES, LANDSCAPE AND LIGHTING AND SIGNAGE IMPROVEMENTS TO IMPROVE THE PEDESTRIAN ENVIRONMENT. |
| ☐ | ☐ | ☐ | PROJECT INCLUDES **PUBLIC ART ELEMENT** TO MAKE THE COMMUNITY MORE INVITING AND ATTRACTIVE. |
| ☐ | ☐ | ☐ | PROJECT INCLUDES AN **"EARLY ACTION" ELEMENT** FOCUSED ON A TANGIBLE COMMUNITY IMPROVEMENT THAT CAN REALIZED BEFORE THE PROJECT IS FULLY COMPLETED. |
| ☐ | ☐ | ☐ | PROJECT **LANDSCAPE** INCLUDES NATIVE PLANTS AND GRASSES, REMOVES AND/OR DISCOURAGES INVASIVE PLANT SPECIES. |
| ☐ | ☐ | ☐ | **PARKING** IS LOCATED TO THE REAR OF THE SITE AND IS WELL-LANDSCAPED AND SCREENED FROM SURROUNDING USES. |

## Community of Opportunity

*Project will help to promote a positive image of and with the area to a level on par with the rest of Rock Hill.*

**___ / 4 Based on criterian below, estimate overall SCORE**

Check boxes below, based on criterian that has been met

| Meets Criterian | Doesn't Meet Criterian | N/A | |
|---|---|---|---|
| ☐ | ☐ | ☐ | PROJECT IS DIRECTLY RELATED TO OR INCLUDES ELEMENTS RELATED TO ONE OF THE **"GREAT EIGHT" CATALYST PROJECTS** IN THE CLINTON CONNEXTION PLAN. |
| ☐ | ☐ | ☐ | PROJECT WAS INITIATED BY THE **COMMUNITY** OR DEVELOPERS HAVE PARTNERED WITH THE COMMUNITY TO CREATE A COMMUNITY ENGAGEMENT PLAN BEFORE THE PROJECT STARTS. |
| ☐ | ☐ | ☐ | PROJECT INCLUDES A **COMMUNITY BENEFITS AGREEMENT** AS PART OF THE DEVELOPMENT. |
| ☐ | ☐ | ☐ | PROJECT IS BEING IMPLEMENTED UTILIZING **ALTERNATIVE FINANCING OPTIONS** SECURED BY LOCAL ENTREPRENEURS OR BUSINESS OWNERS . |

## Jobs and Business Growth

*Project helps to build economic prosperity for the area on par with the whole of Rock Hill.*

**___ / 4 Based on criterian below, estimate overall SCORE**

Check boxes below, based on criterian that has been met

| Meets Criteria | Doesn't Meet Criteria | N/A | |
|---|---|---|---|
| ☐ | ☐ | ☐ | PUBLIC SUBSIDIES ARE BEING USED TO ENCOURAGE PRIVATE INVESTMENT WHERE IT CAN BEST **PROVIDE OPPORTUNITIES** FOR ALL NEIGHBORHOOD RESIDENTS. |
| ☐ | ☐ | ☐ | PROJECT HELPS TO HIGHLIGHT AND IDENTIFY **EXISTING RESOURCES,** ALLOWING GREATER UTILIZATION BY LOCAL RESIDENTS AND BUSINESS OWNERS. |
| ☐ | ☐ | ☐ | PROJECT INCLUDES ONE OR MORE **MINORITY-OWNED BUSINESSES** OR SPACE TO INCUBATE AND FOSTER MINORITY-OWNED BUSINESSES. |
| ☐ | ☐ | ☐ | PROJECT INCLUDES **LEASE AGREEMENTS** THAT PRIORITIZE NEIGHBORHOOD-BASED BUSINESS OPPORTUNITIES.. |

## Housing Development and Redevelopment

*Project helps to address housing needs of the area – both affordable and market rate, while avoiding displacement and rapid gentrification.*

**___ / 9 Based on criterian below, estimate overall SCORE**

Check boxes below, based on criterian that has been met

| Meets Criteria | Doesn't Meet Criteria | N/A | |
|---|---|---|---|
| ☐ | ☐ | ☐ | PROJECT SUPPORTS A **RANGE OF HOUSEHOLD TYPES,** LIFE STAGES AND SIZES. |
| ☐ | ☐ | ☐ | PROJECT INCLUDES REDEVELOPMENT OF **VACANT** OR SIGNIFICANTLY UNDERUTILIZED PROPERTY. |
| ☐ | ☐ | ☐ | PROJECT IS COORDINATED THROUGH A **COMMUNITY LAND TRUST (CLT)** TO DEVELOP AND MANAGE ON BEHALF OF THE COMMUNITY. |
| ☐ | ☐ | ☐ | PROJECT IS COORDINATED THROUGH A LOCALLY-BASED **COMMUNITY DEVELOPMENT CORPORATION (CDC)** |
| ☐ | ☐ | ☐ | PROJECT INCLUDES THE DEVELOPMENT OF NEW **EXTREMELY LOW-INCOME HOUSING** – GENERALLY RECOGNIZED AS SUBSIDIZED HOUSING THAT IS AVAILABLE FOR RENT TO HOUSEHOLDS EARNING BETWEEN 30% OR BELOW THE AREA MEDIAN INCOME (AMI). |
| ☐ | ☐ | ☐ | PROJECT INCLUDES THE DEVELOPMENT OF NEW **VERY LOW-INCOME HOUSING** – GENERALLY RECOGNIZED AS SUBSIDIZED HOUSING THAT IS AVAILABLE FOR RENT TO HOUSEHOLDS EARNING BETWEEN 31%-50% OF THE AREA MEDIAN INCOME (AMI). |
| ☐ | ☐ | ☐ | PROJECT INCLUDES THE DEVELOPMENT OF NEW **LOW-INCOME HOUSING** – GENERALLY RECOGNIZED AS SUBSIDIZED HOUSING THAT IS AVAILABLE FOR RENT OR PURCHASE TO HOUSEHOLDS EARNING BETWEEN 51%-80% OF THE AREA MEDIAN INCOME (AMI) |
| ☐ | ☐ | ☐ | PROJECT INCLUDES THE DEVELOPMENT OF NEW **MARKET-RATE HOUSING** |
| ☐ | ☐ | ☐ | PROJECT HELPS TO REDUCE THE NUMBER OF **VACANT HOMES** WITHIN THE COMMUNITY. |

## Talent Development and Attraction

*Project helps to improve education opportunities for all students within the area to a level on par with the rest of Rock Hill.*

**___ / 3 Based on criterian below, estimate overall SCORE**

Check boxes below, based on criterian that has been met

| Meets Criteria | Doesn't Meet Criteria | N/A | |
|---|---|---|---|
| ☐ | ☐ | ☐ | LOCAL RESIDENTS OR BUSINESSES OF THE SOUTH ROCK HILL COMMUNITY ARE BEING HIRED OR UTILIZED FOR THE **ENGAGEMENT ELEMENTS** OF THE PROJECT (OUTREACH, MARKETING ETC.) |
| ☐ | ☐ | ☐ | LOCAL RESIDENTS OR BUSINESSES OF THE SOUTH ROCK HILL COMMUNITY ARE BEING HIRED OR UTILIZED FOR **IMPLEMENTATION ELEMENTS** OF THE PROJECT (BUILDING, CONSTRUCTION, STAFFING ETC.) |
| ☐ | ☐ | ☐ | DEVELOPERS UTILIZE **WORKFORCE/EDUCATION PROGRAMS,** SUCH AS HUD SECTION 3, TO CONNECT RESIDENTS TO JOBS AND LONG-TERM EMPLOYMENT OPPORTUNITIES. |

# THE BEST THING ABOUT THE PLAN IS:

## AS DESCRIBED BY STAKEHOLDERS AT THE COMMUNITY OPEN HOUSE





# The Clinton Connextion

Rock Hill S.C.









# CITY OF ROCK HILL COMPREHENSIVE PLAN

## VOLUME II - VISION PLAN

[2025 FIVE YEAR REVIEW]


ROCK HILL
SOUTH CAROLINA

# ACKNOWLEDGMENTS


## CITY COUNCIL

John Gettys, Mayor
Derrick Lindsay, Ward 1
Brent Faulkenberry, Ward 2
Kevin Sutton, Ward 3
John A. Black III, Ward 4
Perry Sutton, Ward 5
Jim Reno, Ward 6

## PLANNING COMMISSION

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## SPECIAL THANKS TO

Rock Hill focus group participants, citizens, and business owners for their continuous engagement and support!





ROCK HILL
SOUTH CAROLINA

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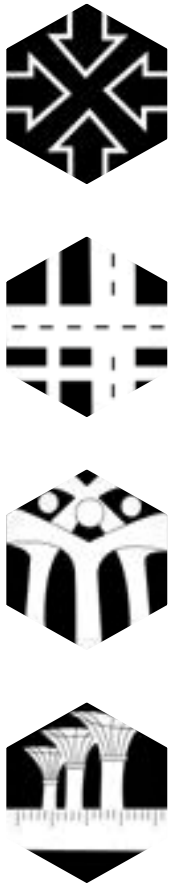
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ROCK HILL
SOUTH CAROLINA



# OVERVIEW









# OVERVIEW

# OVERVIEW

In the spirit of past comprehensive planning initiatives, this 5-year review of the City's Comprehensive Plan continues the effort to make the plan easy to digest and understand. The Plan is once again organized as two volumes - Volume I of the Plan is the Existing Conditions organized by element and Volume II of the Plan is the Vision plan organized by the City's four core values. The Plan Summary demonstrates how plan goals and recommendations align with the community's core values and priorities. Plan elements (topics) are common to every jurisdiction, but the core values are uniquely Rock Hill.

## WHY WE PLAN

The Comprehensive Plan serves as the City's foundation and guide for all aspects of long-range growth and development. Further, the Plan provides a record of the vision and direction for the City's governing body, appointed boards, and administrative staff as they carry out projects, programs, and policies that impact our community. As with previous plans, this 5-year review of the Comprehensive Plan is based on the community's values and priorities reflected in the four core values, goals, and recommendations. These recommendations tend to be general and big picture – they are a framework and a starting point for discussion. As a living document, the plan is not a static list of tasks, but rather a means for addressing challenges and reinforcing Rock Hill's core values.

### THE NEW NORMAL

As part of the Charlotte metropolitan area, Rock Hill has been and continues to be a part of its regional growth. Five years ago, growth was anticipated, even certain. What was not anticipated was the national recognition that Charlotte has since received – you no longer have to say, "Charlotte, North Carolina." Likewise, the COVID-19 pandemic of 2020 and its global impact was not anticipated. Despite our region's strong economy and community, the recovery continues for many public and private businesses. Rock Hill also experienced other forces of nature such as the Spring 2024 microburst that left wide-spread damage to homes, businesses, and property. While the City was well poised to take action and provide assistance, greater emphasis on resiliency and resiliency planning is underway.

We plan for many reasons - to direct growth, to achieve community goals, and to ensure a brighter tomorrow for our youth, to mention a few. Now, more than ever, we need to keep our focus on the target and remain agile so that we can make shifts as changes arise. This plan reinforces Rock Hill's core values and provides recommendations to guide decision-makers on key issues. Goals and recommendations also provide a signal to neighboring jurisdictions, developers, businesses, and other community stakeholders about the City's intended future growth, thereby addressing some uncertainty in these unprecedented times.

# NAVIGATING THE PLAN

Volume II of the Comprehensive Plan Update is organized by Rock Hill's core values. Each of the following four chapters defines a core value and sets forth how the City intends to support that value through the goals and recommendations. This Plan strives to clearly articulate the relationship between core values, goals, recommendations, priorities, and elements. There are no one-to-one relationships. Goals and recommendations are often influenced by multiple elements and can support multiple core values. Thus in this Plan, goals and recommendations are listed under the core value to which they most strongly relate. The symbols are utilized throughout the plan to denote the relationships to plan elements and priorities.

A number of topics repeatedly arose during focus group meetings and similarly in the community 2020 survey feedback. Thus these topics were deemed plan priorities. The five plan priorities help to keep a clear focus on the most pertinent topics and on their corresponding goals and recommendations.

The Plan Summary chapter is a one-stop resource for decision makers that can be used during meetings and workshops when evaluating policies, rezoning requests, plans, studies, and more. The summary identifies programs, plans, and studies that should be undertaken during the next five years as well as priority investments areas.



# RELATIONSHIP TO OTHER DOCUMENTS

## ZONING ORDINANCE

Whereas the Comprehensive Plan is an advisory or guidance document for growth and development over the long-term, the Zoning Ordinance and its related overlay district regulations regulates land uses, along with the scale, intensity, and appearance of those uses today. When making rezoning decisions, decision-makers should first determine whether the request is consistent with the vision and recommendations set forth in the Comprehensive Plan and then they should consult the requirements of the Zoning Ordinance. When decision-makers discover that the current zoning regulations do not support the vision and recommendations set forth in the Comprehensive Plan, they should strongly consider amending them. Ideally, the City's Comprehensive Plan and zoning regulations should align. In the real world, however, conditions are constantly changing. The City should regularly evaluate how changes impact the City's long-term vision, and amend both the Comprehensive Plan and zoning regulations when needed.

## STRATEGIC PLAN

The Comprehensive Plan is the long-range, visionary document outlining the future vision for the City, discussing goals and recommendations to achieving that vision. The Strategic Plan is a primary implementation vehicle for the Comprehensive Plan. The Strategic Plan is the document that sets the City's short-term operational goals and measures its success in meeting them. City decision-makers should look to the Comprehensive Plan when developing the Strategic Plan goals, many of which will directly address the core values, goals, and recommendations identified in the Comprehensive Plan. The Strategic Plan is reviewed and updated more regularly than the Comprehensive Plan. It is reviewed annually and updated every three years whereas the state requires that the City review the Comprehensive Plan every five years and update it every 10 years.

## CAPITAL IMPROVEMENT PLAN

The Capital Improvement Plan (CIP) is another important tool for implementing the Comprehensive Plan. The City identifies an extensive list of candidate capital projects that are determined by City departments as desirable to maintain or improve current levels of service. These projects, and associated planning level cost estimates, are summarized in the Priority Investment Element in Volume I. The CIP is the document that carries the candidate capital projects forward to implementation. During the development of the CIP, the City identifies available revenue sources and prioritizes the candidate capital projects in a list that is grounded in fiscal reality. The CIP is updated yearly and thus reacts to changes. It is the source document for detailed project and operating costs.

# PLAN OVERVIEW - CORE VALUES AND GOALS

The City's core values were developed after thoughtful consideration of the synergies of what we heard from focus groups, the community at large, and decision makers during the planning process. The core values reflect the City's highest-priority goals for the future and serve as a guiding philosophy for making planning, development, and budget decisions. These core values should

## GROW INSIDE FIRST

GOALS

- Manage growth
- Grow jobs in targeted sectors
- Be better stewards of our natural environment

WHAT DOES THIS MEAN?

- prioritize infill & redevelopment
- maximize use of existing infrastructure & investment
- support comfortable mixed-use urban densities
- encourage convenient neighborhood shopping
- promote knowledge-based businesses
- preserve environmentally sensitive areas & open space
- annex unincorporated enclaves
- work with government partners to balance growth

## PROVIDE BETTER CONNECTIONS

GOALS

- Improve roadways - mitigate congestion & address safety
- Prioritize transportation infrastructure maintenance
- Support alternative modes

WHAT DOES THIS MEAN?

- enable a well-connected, safe & efficient transportation system
- support all users & transportation modes
- accommodate projected growth
- enable business & industry logistics
- make for ease of daily destination trips
- retrofit existing streets
- expand trails to connect neighborhoods

inform planning at the department level and serve as a framework for the shorter-term goals and objectives of the Strategic Plan. Each of the following chapters further details the core values by providing recommendations on how to achieve the goals. Corresponding information and/or examples of work being done to achieve these goals is also provided.



## REINFORCE STRONG NEIGHBORHOODS

GOALS

- Advance affordable housing
- Cultivate neighborhoods of lasting value & community pride
- Preserve historic assets & advance cultural resources
- Make a healthy lifestyle easier

WHAT DOES THIS MEAN?

- pursue housing affordability, support homeownership & housing needs of the future
- ensure safety & encourage investment & upkeep so as to increase property values
- protect neighborhoods from negative impacts
- preserve their special character & their historic resources
- support community engagement & recreational opportunities
- promote wellness including nutritious diets & physical activity



## ENSURE FUNCTIONALITY WITH INSPIRING DESIGN

GOALS

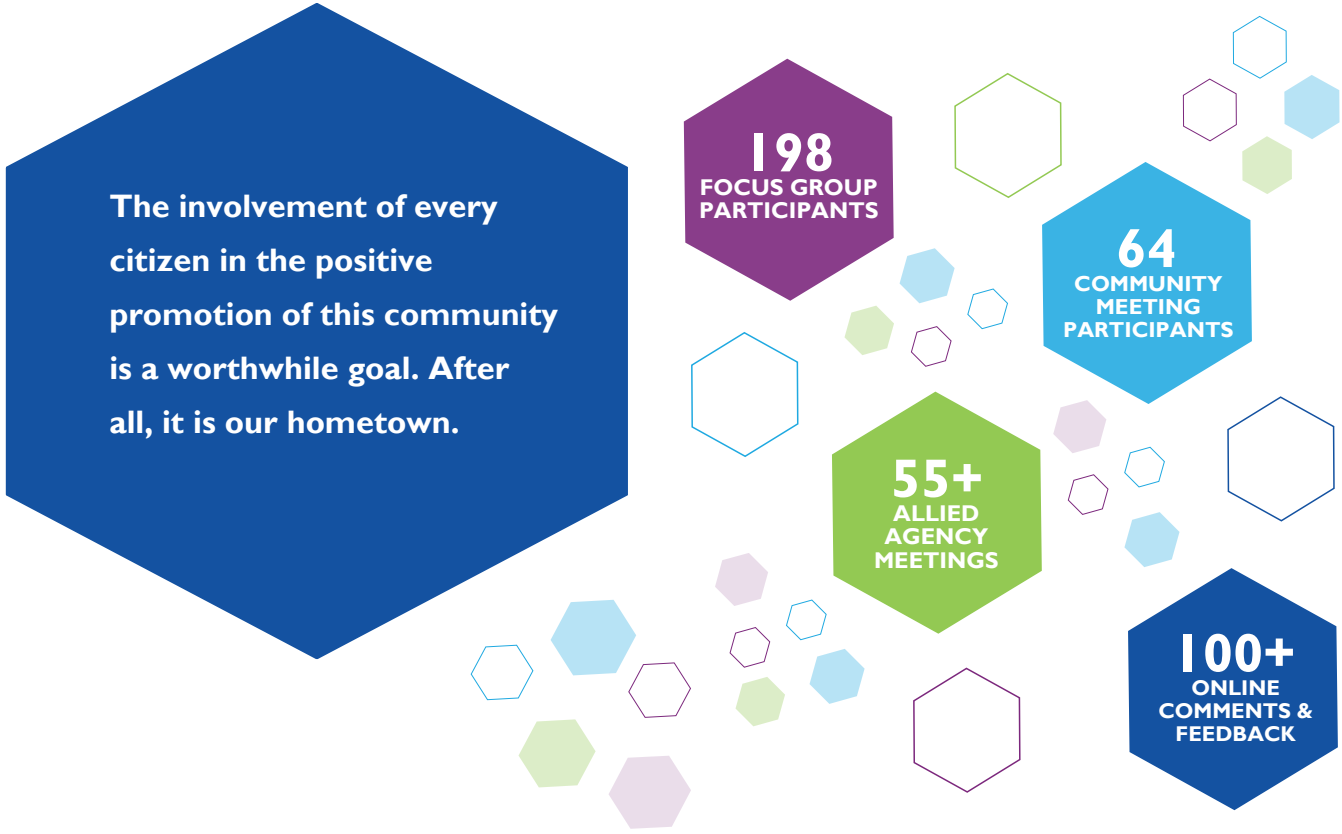
- Raise quality of life while pursuing economic competitiveness
- Maintain facilities & infrastructure
- Improve land use form & character
- Celebrate our natural & built assets that strengthen Rock Hill as a destination

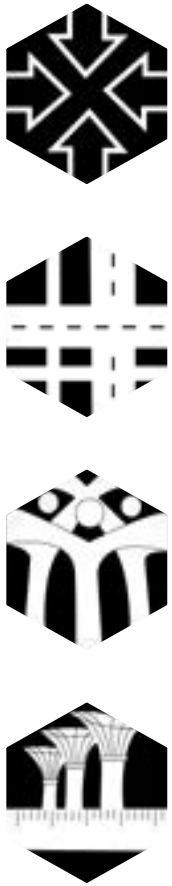
WHAT DOES THIS MEAN?

- provide inspiring community facilities
- generate economic vitality & make us economically competitive in the broader marketplace
- manage the physical environment efficiently
- conserve land & water resources
- fund infrastructure maintenance including life cycle & replacement costs
- cultivate Rock Hill's sense of place

## COMMUNITY ENGAGEMENT

Beginning in the fall of 2024, community engagement for the five year review of the Comprehensive Plan started with Focus Group meetings, special interest group meetings, and the City's website for feedback. Workshops were conducted with the Planning Commission (acting as the Steering Committee) and the Traffic Commission. Social media was used to poll the community and solicit feedback to various plan topics. Many meetings over the course of the year were conducted with allied groups like the Rock Hill School District and various departments of York County. Four community meetings were held (two virtually and two in-person) to assess the progress over the past five years and whether recommendations need to be updated as the community has grown. Lastly, a joint workshop with the Planning Commission and City Council was conducted prior to draft finalization and preparation for the adoption process. Note: the results from the **2020 community survey** are included in the Appendix for reference.





# PLAN SUMMARY









# PLAN SUMMARY

# PLAN SUMMARY

This chapter provides a summary of all the Plan's core values, goals and recommendations. Each goal's related elements are noted to ease cross referencing with the *Existing Conditions Report*. Additionally, the goals and recommendations that support the Plan priorities are highlighted on the following pages and should receive the strongest consideration for incorporation into other plans and budgets.

The list of recommendations should be seen as a starting point for discussion among decision makers and City staff, and should not be viewed as an exhaustive list or as a mandatory list of tasks to be completed by a certain deadline. New ideas and approaches, so long as they address the Plan's goals and priorities, are welcome additions to the document. Through this plan, staff wants to emphasize the importance of addressing the City's goals, not in dictating how this should be done. The idea is that decision makers and City staff are best equipped to study the issues, engage the community, and decide how to see the recommendations through to implementation.

A column entitled "2025 Implementation Status" has been added as part of the 5-year review process to convey what progress has been achieved on plan goals and recommendations. **A "+" denotes positive achievements, whereas a "-" indicates where further attention or prioritization is needed.**

## PLANS, PROGRAMS & STUDIES

The focus of the Priority Investment element (PI) is capital improvements. However, several plans, programs, and studies were recommended in the Comprehensive Plan in addition to the list of capital projects. The importance of these planning initiatives is highlighted because they may precede related larger, capital projects. The Comprehensive Plan recommends various types of small area plans including Redevelopment Area related plans, functional plans and infrastructure related plans. The Planning Department should coordinate with other City departments to ensure that these plans, programs, and studies are completed in a timely manner.

## PRIORITY INVESTMENT AREAS

The Priority Investment Act (PIA) allows local governments to develop market-based incentives, reduce unnecessary housing regulatory requirements, and encourage development of traditional neighborhood designs and affordable housing in priority investment areas.

Rock Hill has addressed this aspect of the Act by designating seven priority investment areas in Map 1.6, Redevelopment Areas. These areas indicate where growth should be concentrated enabling a mix of housing types and costs, a variety of uses, pedestrian-friendly design, and the inclusion of open space. Capital projects identified in the Priority Investment chapter of the Existing Conditions Report support initiatives in the priority investment areas.

| CORE VALUE | PLAN PRIORITY & ELEMENT | 2020 GOAL / RECOMMENDATION | 2025 IMPLEMENTATION STATUS<br>Percentage is a five-year average unless otherwise noted.<br>"+" denotes positive achievements.<br>"-" indicates further attention or prioritization is needed. |
|---|---|---|---|
| | **Manage growth** | | |
| | GROW IN PLAN OUT<br>LU<br>PI<br>CF<br>R | • Continue to focus growth within the city's core to limit sprawl and maximize infrastructure investments. | + 97% of approved development plans were not in Edge Management area<br>+ 92% of approved development plans did not need to extend infrastructure |
| | | • Guide future outward growth away from areas of concern and into areas that are best suited for proposed development, particularly residential development and its complementary uses. | + 85% of approved development plans in suitable growth areas |
| | | • Provide adequate land for future economic development, especially in the I-77 corridor and south/ southeast of the planning area. Plan for the extension of infrastructure to create shovel-ready sites. | + Annexed 2,200 acres for industrial growth<br>+ Adopted *SC Commerce Corridor Study* for Interstate Employment Corridor |
| | | • Promote strategies to redevelop excess retail and enforce land use policy to guard against over-development of new retail. Focus on activating streets and encouraging walkable retail. | + Continued development and redevelopment in downtown<br>+ Kick off of Storyline trail |
| | | • Prioritize annexation of unincorporated enclaves particularly those that form donut holes and result in inefficient provision of services. | + 62% of annexations closed donut holes |
| | | • Strive to balance business and job growth with market trends and our core values. | + Created Southside Tax Increment Financing (TIF) district, 2021 |
| | | • Seek coordination with York County and other neighboring jurisdictions regarding land use decisions. | + Provide County staff feedback regarding Urban Infill rezoning requests (ongoing)<br>+ Solicited feedback from County staff on the Future Land Use Map and proposed changes (ongoing) |

| CORE VALUE | PLAN PRIORITY & ELEMENT | 2020 GOAL / RECOMMENDATION | 2025 IMPLEMENTATION STATUS<br>Percentage is a five-year average unless otherwise noted.<br>"+" denotes positive achievements.<br>"-" indicates further attention or prioritization is needed. |
|---|---|---|---|
|  | **Grow jobs in targeted sectors** | | |
| ROCK HILL FOR ALL | | Recruit targeted industries and ensure attractive sites are available. | |
| ATTRACT QUALITY JOBS | | - Collaborate with local and state partners.<br>- Strengthen our business attraction and retention through local incentives programs, like Economic Development Incentive Program (EDIP), and talent development programs.<br>- Provide additional incentives for those that reinforce Plan recommendations and community goals. | + Worked with SC Department of Commerce on Palmetto Sites certification for Rock Hill Overlook site<br>+ 19 EDIP approved projects 2020-2024, $1M+<br>+ 9 Facade Rehabilitation Grant projects from 2020-2024, $250K+<br>+ Development of Aspen Business Park |
| LU | | | |
| ED | | | |
| R | | Expand our skilled workforce for existing businesses and targeted industries. | |
| | | - Support the particular training needs of small businesses.<br>- Seek innovative ways to make more connections between employers and talent.<br>- Promote our successes in talent development, highlighting our unique diversity in education institutions and training programs. | + 10k+ jobs created from new businesses from 2021-2024<br>+ 6% increase in number of jobs across Redevelopment Areas<br>+ Conducted 700+ feasibility studies for new businesses from 2021 through 2025<br>+ Continued support of Talent Pipeline programs and partnerships with RHEDC, York County, and local colleges (ongoing) |
| | | Continue to build on the Knowledge Park Action Plan. | |
| | | - Attract smaller and start-up businesses to downtown and the surrounding area.<br>- Cultivate and promote entrepreneurial exchanges and other programs that reinforce the special character of downtown.<br>- Grow Knowledge Park to include York Tech and Clinton College.<br>- Leverage the redevelopment of downtown to spur future revitalization particularly in the adjoining Saluda and Cherry Road corridors. | + Student-Made Rock Hill municipality-university partnership, launched March 2025<br>+ *Southside Redevelopment Effort (formerly known as Clinton ConNEXTion Action Plan)* adopted July 2021 and support of implementation (ongoing)<br>+ Gravity Center launched September 2021, one-stop resource for York County entrepreneurs<br>+ Continued support of B.E.L.L. and future B.E.L.L. Center<br>+ Revitalization supported in developments such as The Perch and Dunbar Place |

| CORE VALUE | PLAN PRIORITY & ELEMENT | 2020 GOAL / RECOMMENDATION | 2025 IMPLEMENTATION STATUS<br>Percentage is a five-year average unless otherwise noted.<br>"+" denotes positive achievements.<br>"-" indicates further attention or prioritization is needed. |
|---|---|---|---|
| **Be better stewards of our natural environment** | | | |
| | GROW IN PLAN OUT<br>LU<br>NR<br>R | Grow in the right places.<br>- Guide development into areas that have existing capacity to grow or are appropriate for new growth, and away from areas that have unique and/or important environmental characteristics.<br>- Support more creative incentives for land conservation (e.g., York County Forever). | + 56% of approved development plans were not in sensitive areas (Note: City Ordinance requires protection and/or mitigation of environmentally sensitive areas.)<br>+ 195 acres identified for brownfield remediation in past 5-years<br>+ 108 acres of brownfields assessed, remediated or in-process of remediation in past 5-years |
| | | Benchmark the quality of our environment.<br>- Conduct a Tree Study so we can monitor tree canopy changes over time and its effect on air quality.<br>- Work with York County to create a Watershed Master Plan in order to apply for grants that support watershed quality monitoring.<br>- Increase citizen participation in the Adopt-A-Stream Program to aid in collection of water quality data.<br>- Fund water quality monitoring stations. | + *Urban Forest Master Plan (UFMP)* adopted November 2023<br>+ USDA grant awarded, received $5k portion of grant for UFMP 2024 tree canopy analysis<br>+ Awarded grant and created *Big Dutchman Creek & Tools Fork Watershed Plans,* 2024 |
| | | Elevate community-wide, natural environment education and programs.<br>- Use existing networks and channels (social media, events, etc.) in ways that are compelling to different audiences.<br>- Integrate natural environment education with public health and art initiatives.<br>- Develop a 'keep it clean' program for the river.<br>- Create better awareness of development standards. | + Inside Rock Hill, City eBulletins and updated website<br>+ Storm Drain Art, The Arts Council of York County's educational art project launched in 2021<br>+ Bags To Benches Program converted 10K+ tons of plastics to 10 benches |

| CORE VALUE | PLAN PRIORITY & ELEMENT | 2020 GOAL / RECOMMENDATION | 2025 IMPLEMENTATION STATUS<br>Percentage is a five-year average unless otherwise noted.<br>"+" denotes positive achievements.<br>"-" indicates further attention or prioritization is needed. |
|---|---|---|---|
| | **Improve roadways - mitigate congestion & address safety** | | |
| | SOLVE ROAD MAINTENANCE<br>T<br>LU<br>R | • Guide development, both greenfield and redevelopment, into areas that have capacity and away from congested roadways. | + 424 development plans approved with no capacity concerns of 686 reviewed plans; 23 plans approved after Traffic Impact Analysis completed & 28 plans approved with some sort of capacity/congestion improvements<br>+ Completed 4 signal timing improvement projects on key corridors (Celanese Road, Dave Lyle Boulevard & Cherry Road) achieving on average 6-23% traffic volume improvements<br>+ I-77 new interchange [Exit 81] opened May 2024<br>+ In 2025 RFATS TAP yearly funding increased to $729,900, above prior year funding of $112,000*<br>+ In 2025 RFATS CMAQ yearly funding increased to $3.6M, above prior year funding of $2.5M* |
| | | • Continue to expand the collector road network to mitigate congestion on major roadways. | + 20 development plans approved requiring collector roads<br>+ SC Commerce Corridor expanded collector road network<br>+ RFATS collector road plan targeted for 2027 |
| | | • Routinely monitor safety and accident data to identify needed safety improvements. | + Traffic Commission, RFATS, RHPD, among other groups actively monitor & make recommendations (ongoing)<br>- 5-year range was a low of 3,452 collisions to a high of 3,771 collisions and an average of 3,598 collisions per year<br>- 5-year range was a low of 4 fatal collisions and a high of 7 fatal collisions |
| | | • Coordinate with local SCDOT office to specifically leverage safety improvement funding. | + Collaborated with SCDOT on India Hook & Celanese Roads improvement project<br>+ Kicked off RFATS *Safe Streets For All Study*, 2025 |

| CORE VALUE | PLAN PRIORITY & ELEMENT | 2020 GOAL / RECOMMENDATION | 2025 IMPLEMENTATION STATUS<br>Percentage is a five-year average unless otherwise noted.<br>"+" denotes positive achievements.<br>"-" indicates further attention or prioritization is needed. |
|---|---|---|---|
| | **Prioritize transportation infrastructure maintenance** | | |
| ROCK HILL FOR ALL | SOLVE ROAD MAINTENANCE<br>T<br>PI | • Close the repaving funding gap by -<br>- Requesting additional funding for maintenance from future Pennies programs<br>- Increasing the General Fund for roadway maintenance | + $80M allocated to roadway resurfacing in Pennies-5; up from $50M allocated in Pennies-4<br>- $2.5M roadway maintenance gap in 2025, up from $1.8M in 2020; coupled with a decrease in road pavement ratings |
| | | • Create a recurring fund for bus maintenance and fleet replacements. | + Funds created in 2019 and established partnerships with Comporium, Family Trust, Piedmont Medical Center and York Technical College to support free fares |
| | | • Develop a plan for ongoing maintenance of trails and bicycle and pedestrian facilities. | + Prioritized project initiatives to address maintenance of trails and related facilities are in place, $50,000 per year is allocated to these initiatives (ongoing)<br>- Demand/need far exceeds budgeted funds |

| CORE VALUE | PLAN PRIORITY & ELEMENT | 2020 GOAL / RECOMMENDATION | 2025 IMPLEMENTATION STATUS<br>Percentage is a five-year average unless otherwise noted.<br>"+" denotes positive achievements.<br>"-" indicates further attention or prioritization is needed. |
|---|---|---|---|
| | **Support alternative modes** | | |
| ROCK HILL FOR ALL | T<br>PI<br>PH | • Encourage density in the right places to support our existing transit system and a potential rapid transit connection to Charlotte. | + Increased downtown densities by 522 housing units<br>+ Increased Cherry Road densities by 682 housing units |
| | | • Determine rapid transit system location and preserve right-of-way. | + *2050 Long Range Transportation Plan* adopted in 2021 and identifies general rapid transit location based on 2014 study<br>+ Ongoing partnerships with RFATS, County, Pennies For Progress, and other representatives to advocate for future planning of rapid transit in the region<br>- No progress to report on preserving right-of-way |
| | | • Require major developments to integrate transit-related infrastructure when appropriate. | + 177 plans reviewed recommending integration of transit related infrastructure<br>+ Ensured a sidewalk connection between new Rock Hill Veteran Affairs clinic location and a transit stop<br>+ *Complete Streets Policy*, SCDOT adopted in 2021 |
| | | • Work to complete "first and last mile" of bike/pedestrian connections between transit stops and destinations. | + Developed concept for Dave Lyle Blvd pedestrian bridge<br>+ $7M funding acquired for a portion of Dave Lyle Boulevard trail<br>+ Added transit stop to facilitate neighborhood connections between Catawba Terrace & Wal-Mart Neighborhood Market<br>+ Updating sidewalks at Wilson and White Streets<br>+ RFATS allocated TAP funding $585K for pedestrian connections around Southside Regional Park<br>+ Eden Terrace sidewalk at Miracle Park design & implementation, targeted for 2025 year end completion |
| | | • Dedicate a recurring funding source to systematically expand the bike and pedestrian network. | - No progress to report on this goal |
| | | • Nurture the continued growth and operation of the transit system including expansion and operational innovations. | + Renewed/created partnerships with Comporium, Family Trust, Piedmont Medical Center and York Technical College to maintain free fare transit system |

| CORE VALUE | PLAN PRIORITY & ELEMENT | 2020 GOAL / RECOMMENDATION | 2025 IMPLEMENTATION STATUS<br>Percentage is a five-year average unless otherwise noted,<br>"+" denotes positive achievements.<br>"-" indicates further attention or prioritization is needed. |
|---|---|---|---|
| | **Advance affordable housing** | | |
| ROCK HILL FOR ALL | MEET HOUSING CHALLENGES<br>H<br>P | • Make it easier to build and provide affordable rental and owner-occupied housing such as -<br>- Establish an affordable housing policy.<br>- Allow for increased densities to support developer efforts to build affordable housing when compatible with surrounding land uses.<br>- Assist developers with participation in federal programs like the Low Income Housing Tax Credit (LIHTC) Program.<br>- Encourage the use of the incentives like those provided under the Economic Development Incentive Program (EDIP). | + Affordable Housing Policy (AHP) adopted & updated<br>+ 10 affordable units constructed (The Exchange) under new EDIP/AHP; additional ~250 units under construction (Edgewood Place) or proposed (Herald site)<br>+ 286 LIHTC units constructed, additional 450+ units under construction or proposed<br>(Note: 450+ units includes 216 units under construction at Edgewood Place which uses AHP & LIHTC.) |
| | | • Establish a Housing Trust Fund.<br>- Partner with large financial investors who have funds for low-income communities. | - Housing Trust Fund and partnerships yet to be established |
| | | • Support the local homeless coalition, Catawba Area Coalition for Homelessness (CACH). | + Collaborated with CACH & HDC to establish the Rapid Rehousing program, assisted 52 households (including 63 adults and 47 children)<br>+ Continue to support CACH and other allied organizations like Pathways and Pilgrim's Inn including a yearly allocation of about $15,000 in addition to other funding<br>+ Seek grant opportunities like the $500K grant award in 2022 to address housing stability throughout York County (ongoing) |

| CORE VALUE | PLAN PRIORITY & ELEMENT | 2020 GOAL / RECOMMENDATION | 2025 IMPLEMENTATION STATUS<br>Percentage is a five-year average unless otherwise noted,<br>"+" denotes positive achievements.<br>"-" indicates further attention or prioritization is needed. |
|---|---|---|---|
|  | **Cultivate neighborhoods of lasting value & community pride** | | |
| | **ROCK HILL FOR ALL**<br><br>**MEET HOUSING CHALLENGES**<br><br>  <br>  <br>  | • Encourage housing (re)development.<br>- Increase the supply of multi-family, mixed-use, and mixed-income communities that are appealing to an array of citizens.<br>- Support the development of different types of single-family housing.<br>- Monitor the effectiveness of the residential infill use provisions of the Zoning Ordinance.<br>- Encourage residential upzoning in areas that can support higher density.<br>- Support rezonings for senior living facilities in neighborhoods to ensure residents can age in place.<br>- Remediate brownfields in proximity to neighborhoods to improve quality of life. | + 5,256 units entitled in past 5-years<br>+ 79% of approved residential development plans were multi-family, mixed-use, infill, or senior living<br>+ 89% of nine residential infill cases approved<br>+ 92% of 38 residential upzoning requests approved<br>+ 100% of rezoning requests in support of senior housing granted<br>+ 296 acres of identified brownfields in proximity to neighborhoods, 108 acres remediated and 188 in-process in past 5-years |
| | | • Reinvigorate older neighborhoods<br>- Add infrastructure and amenities to modernize existing neighborhoods, ensuring compatibility with neighborhood plans where applicable including implementation of Connect Rock Hill Bike & Pedestrian Master Plan<br>- Fix broken infrastructure like sidewalks, curbs, gutters, and lighting.<br>- Support Housing and Neighborhood Services' Programs like Proactive Code Enforcement and REDI to identify neighborhoods that need help. | + *Southside Redevelopment Plan* adopted in 2021<br>+ $2.7M+/- for 5 neighborhood stormwater projects, 2021-2024<br>+ Sunset Park added to the REDI program in 2021<br>+ Southside revitalization projects kicked off in 2023<br>+ Expanded award-winning Toolshed program in 2022<br>+ Southside Home Improvement Program (SHIP) expanded in 2024, 8 homes refurbished in 2024<br>+ 90% rentals registered due to Rental Registration Ordinance adopted in 2022<br>+ 1,299 repairs made to sidewalks in the downtown area |

| CORE VALUE | PLAN PRIORITY & ELEMENT | 2020 GOAL / RECOMMENDATION | 2025 IMPLEMENTATION STATUS<br>Percentage is a five-year average unless otherwise noted.<br>"+" denotes positive achievements.<br>"-" indicates further attention or prioritization is needed. |
|---|---|---|---|
| | | **Preserve historic assets & advance cultural resources** | |
| | CR | • Support the development of -<br>- Performing Arts & Education Center<br>- African-American Cultural Center, and the<br>- Convention center & hotel. | + St. Mary's Catholic Church Historic Marker approved 2024<br>+ Performing Arts & Education Center fundraising underway<br>+ Guardian Building redevelopment underway |
| | | • Seek opportunities to support local artists and cultural programs such as encouraging underutilized spaces for performance venues. | + Launched the Mural Mile program, a collection of murals celebrating Rock Hill's downtown and textile community<br>+ Completed Emmett Scott, McGirt Auditorium renovations, 2024<br>+ Storyline trail kicked of in 2025, anticipated to support Rock Hill's historic and cultural assets |
| | | • Complete an update to the 2004 Historic Resource Survey by 2025 identifying new candidates for historic designations. | + Southside Rock Hill Historic Resource Survey completed August 2023 |
| | | • Support consistent economic impact studies and use the findings to guide programming and funding requests. | + $40M+ economic impact of non-profit art & cultural organizations in York County, per the Arts & Economic Prosperity 6 (AEP6) study |

| CORE VALUE | PLAN PRIORITY & ELEMENT | 2020 GOAL / RECOMMENDATION | 2025 IMPLEMENTATION STATUS<br>Percentage is a five-year average unless otherwise noted,<br>"+" denotes positive achievements.<br>"-" indicates further attention or prioritization is needed. |
|---|---|---|---|
|  | **Make a healthy lifestyle easier** | | |
| ROCK HILL FOR ALL | PH<br>P<br>R | • Make wellness and prevention a priority.<br>- Support organizations & programs that promote healthy living and wellness.<br>- Support efforts to destigmatize mental health.<br>- Continue to recruit champions & influencers to raise the prioritization of wellness. | + Continued support of Impact York County, Wholespire, York County Ped & Bike Coalition, and National Alliance on Mental Illness (NAMI)<br>+ Support of organizations/businesses that advocate wellness such as the opening of Community Medicine Pharmacy #1 |
| | | • Seek ways to improve our food systems.<br>- Support and incentivize growers and vendors of healthy food options.<br>- Promote the farmer's market and other agritourism programs while also increasing access to healthy foods.<br>- Encourage retailers to expand the number of local and fresh food options particularly in food deserts and swamps (as noted in Existing Conditions Report). | + Continued support of Old Town Market at Fountain Park<br>+ Support of Ag+Art Tour of York County<br>+ Adopted regulation changes to make it easier to operate a farm in the City including beekeeping, raising chickens, etc. |
| | | • Augment access to and awareness of recreation facilities and related programs. | + Armory Park 2025 renovations including new basketball courts, swings, and playground, extended walking loop, challenge course & multi-purpose field for local neighborhoods |
| | | • Explore new recreational program offerings that appeal to a wider audience. | + Lifelong Learning @ Rock Hill continues to expand; offering adults age 50+ learning opportunities & local excursions |

| CORE VALUE | PLAN PRIORITY & ELEMENT | 2020 GOAL / RECOMMENDATION | 2025 IMPLEMENTATION STATUS<br>Percentage is a five-year average unless otherwise noted.<br>"+" denotes positive achievements.<br>"-" indicates further attention or prioritization is needed. |
|---|---|---|---|
| **Raise quality of life while pursuing economic competitiveness** | | | |
| ROCK HILL FOR ALL | ED<br>P<br>LU | • Encourage mixed-use (re)developments that are attractive to desired employers and that are preferred by our diverse residents.<br>- Leverage various types of local incentive programs.<br>- Assist with parking and land assembly.<br>- Utilize creative and flexible permitting. | + $200M+ redevelopment investment in University Center & continued downtown build out emphasizing a mix of uses such as The Power House & Lee Street Terraces<br>+ Consolidated various local incentives, now the Economic Development Incentive Program simplified for development/construction representatives |
| | | • Reinforce the growth of sports tourism as a strong economic engine that helps define the community and enhances quality of life. | + 25% increase in local economy due to sports tourism with hosting BMX Worlds, 2024<br>+ Held Adidas 3 Stripes Selected Basketball<br>+ Hosted ESPN's The OCHO Day<br>+ Implementing expansion of The Rock Hill Sports & Events Center, the Bleachery Fieldhouse<br>+ Planning and design underway for the Southside Regional Park |
| | | • Broaden activities and entertainment options for all segments of the community. | + American Cornhole League won Betty Jo Rhea Tourism Award for tournaments that appeal to all ages<br>+ Miracle League of Rock Hill formed in 2021 providing opportunities for children & adults to League baseball regardless of abilities |

| CORE VALUE | PLAN PRIORITY & ELEMENT | 2020 GOAL / RECOMMENDATION | 2025 IMPLEMENTATION STATUS<br>Percentage is a five-year average unless otherwise noted.<br>"+" denotes positive achievements.<br>"-" indicates further attention or prioritization is needed. |
|---|---|---|---|

## Maintain facilities & infrastructure

**ROCK HILL FOR ALL**

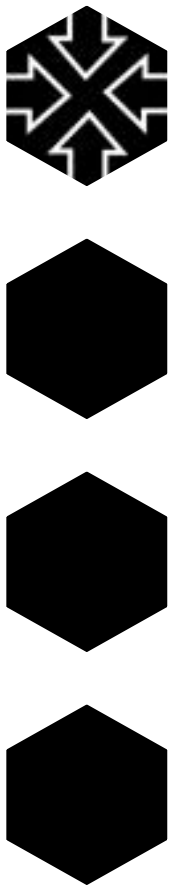
CF PI LU R

- Facilitate future growth through well-coordinated long-range planning and budgeting.
  - Identify the long-term budgetary impacts of proposed and planned capital projects (increased annual operation and maintenance costs).
    - + Budget adoption and Capital Improvement Plan (CIP) update (ongoing/yearly)
    - + SC Commerce Corridor Study adopted March 2023
    - + $9.5M grant for Southside area stormwater improvements
  - Seek consistency between the Comprehensive Plan, the CIP, the Strategic Plan, and the annual budget.
    - + Review and update for respective plans quarterly and annually (ongoing/yearly)
  - Coordinate major capital improvements with all relevant government agencies and providers.
    - + Review and update at least annually (ongoing/yearly)
    - + $10M grant to merge wastewater system with Chester County
- Support daily service delivery through high-quality operational management and planning practices.
  - Initiate replacement programs for police and fire equipment (in addition to vehicles) to ensure equipment is replaced on a regular schedule.
    - + Review and update police and fire equipment replacement as part of the yearly budget and CIP process (ongoing)
  - Initiate or expand programs designed to decrease crime and fire incident rates.
    - + $133,000 grant to update street lighting city-wide
  - Develop a building maintenance program to ensure that funding is available to renovate facilities as they age.
    - + Review and update funding needs for building maintenance as part of the yearly budget and CIP process (ongoing)

| CORE VALUE | PLAN PRIORITY & ELEMENT | 2020 GOAL / RECOMMENDATION | 2025 IMPLEMENTATION STATUS<br>Percentage is a five-year average unless otherwise noted.<br>"+" denotes positive achievements.<br>"-" indicates further attention or prioritization is needed. |
|---|---|---|---|
| | **Improve land use form & character** | | |
| | LU<br>R | • Utilize the revised Future Land Use Map (FLUM) as the first resource in making land use decisions according to character areas and redevelopment corridors to ensure consistency and compatibility with vetted community vision and values. | + 93% of annexations & rezonings consistent with Future Land Use Map (FLUM) over the past 5 years |
| | | • Work with the County to create compatible development standards for areas adjacent to incorporated cities. | + City planning staff periodically discuss cases with York County staff regarding municipal infill (re)development plans (ongoing) |
| | | • Regularly conduct research and engage the development community in discussions about consumer preferences and market trends in order to consider updates to standards. | + Meet yearly with representatives of the development community to solicit feedback (ongoing)<br>+ Meet with development representatives as various long-range plans are drafted (ongoing) |

| CORE VALUE | PLAN PRIORITY & ELEMENT | 2020 GOAL / RECOMMENDATION | 2025 IMPLEMENTATION STATUS<br>Percentage is a five-year average unless otherwise noted.<br>"+" denotes positive achievements.<br>"-" indicates further attention or prioritization is needed. |
|---|---|---|---|
| | | **Celebrate our natural and built assets that strengthen Rock Hill as a destination** | |
| | CR<br>NR<br>P<br>R | • Make natural assets a focal point in (re)development projects.<br>- Encourage developers to incorporate low-impact or green building techniques.<br>- Support natural design elements that integrate public health, art, and our heritage. | + The storm drain art program launched in 2021<br>+ Initiated refresh of the Frontis Brooks Memorial Garden |
| | | • Convey Rock Hill's stories better through a framework that promotes these historic and cultural resources across our region. The framework includes utilizing both physical and digital means to gain awareness. | + Sports & Events Center, University Center, launched 2020 Rock Hill Printing & Finishing Company, Bleachery Heritage Plaza at University Center completed 2022<br>+ 2025 launch of Storyline in downtown |
| | | • Encourage (re)development that complements our historic & cultural resources (i.e. retail and other experience-based activities). | + Alleyways Reimagined program to activate nine alleys in downtown<br>+ Southside Music & Culture Trail under development<br>+ The Powerhouse and The Thread redevelopment projects |
| | | • Highlight unique heritage assets such as -<br>- Catawba Indian Nation<br>- Cultural District designation<br>- Bleachery & textile life<br>- African-American Cultural Center | + Bleachery Fieldhouse under construction in 2024<br>+ Named the African-American cultural center in 2021 the Williams-Ivory Cultural Center |


ROCK HILL
SOUTH CAROLINA



GROW INSIDE FIRST



# GROW INSIDE FIRST

# GROW INSIDE FIRST

This core value reflects the City's emphasis on infill and redevelopment and making maximum use of existing infrastructure maintenance and investment. In downtown, new town centers, and certain redevelopment areas, this means creating comfortable mixed-use urban densities that support walking, biking, and transit and convenient neighborhood shopping. Such areas are also important in recruiting new knowledge-based businesses. In suburban areas, Grow Inside First means preserving environmentally sensitive areas and useful open space by encouraging the development of tracts already served by existing utilities and services rather than pushing out farther into undeveloped areas requiring new public investment. It means annexing unincorporated enclaves and working with York County, the school district, and other government partners to provide the most efficient service delivery possible.

## FROM 2020 TO TODAY

Since the 2020 adoption of the *Comprehensive Plan Update - Rock Hill 2030*, redevelopment and growth continues across the planning area albeit at a slower pace than prior to the pandemic. Specifically redevelopment in the downtown area continues to transform Rock Hill's core. Highlights of these initiatives are captured in this chapter including programs that are focused on new knowledge-based businesses and programs that support our local entrepreneurs. Growing inside first continues to be the primary focus. Downtown has added hundreds of housing units over the past five years. Since 2020, approved residential development plans in downtown included about 500 units. Additionally, new infill subdivision construction continues, including a diverse array of housing types such as Colvin Park - single-family homes, The Park at Wilkerson - senior apartments, and Edgewood - apartments. Growth management tools, such as the annexation policy, the Economic Development Incentive Program (EDIP) and edge management, continue to support these initiatives.

While the City continues to hold a strong position in one of the nation's fastest growing metropolitan areas, the region has experienced its share of growth challenges post-pandemic. General development is slowly recovering amid inflation, higher interest rates, and material and labor shortages. The demand for new housing continues to increase as does the need for affordable housing. Despite school impact fees in Fort Mill, Lake Wylie, and Clover, these areas continue to see more housing growth than Rock Hill, which does not have school impact fees.

## FROM TODAY TO TOMORROW

In the near term, future projects planned for the city's core will continue to keep the focus on the *Grow Inside First* value. However, with the region's growth pressures, it will be even more challenging in future years to balance growth and land uses. It is important to citizens to continue to create mixed-use and mixed-income developments that are more walkable and have convenient neighborhood retail. It is also important to identify new greenfield growth areas as available infill space decreases. The need to work collaboratively with regional partners, both public and private, will be increasingly vital as the City continues to grow.

## Guiding Future Growth

To gain an understanding of where and how much growth could occur in the future, a suitability analysis and a growth capacity analysis were performed. A suitability analysis of the planning area indicates where such constraints and opportunities exist, Maps 1.1 and 1.2. Further details of each of the analysis inputs are provided in the Appendix. Table 1.1 and Map 1.3 on the following pages summarize the results of the suitability analysis.

To estimate the city's growth capacity, both residential and non-residential undeveloped land is identified. Using the land's zoning, an estimate is calculated for residential uses verses commercial uses. As shown in the below figure, there is considerably more acreage for commercial development than for residential development. The growth capacity calculation is a point-in-time estimate. Other factors can impact this projection such as land being rezoned and/or current construction plans at various stages of the development process. For example, there have been about 5,250 housing units entitled in the past 5 years through the residential plan review process. Build out of such projects can take years and some never become realized.

### GROWTH CAPACITY IN CITY

*Undeveloped Land As Of June 2025*

Note: Numbers are derived based on residential & commercial zoning, Planned Unit Development zoning, & master plans.

**830** developable residential acres

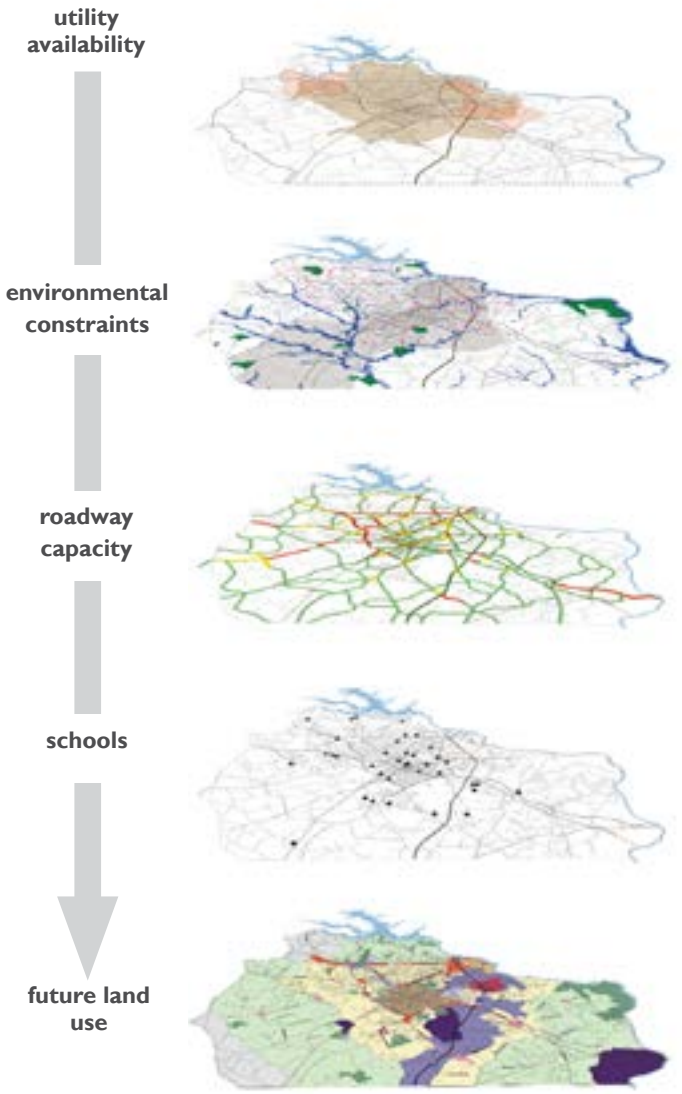
**1,650** non-entitled housing unit capacity

**2,810** developable commercial acres

**28M** SF of commercial building area

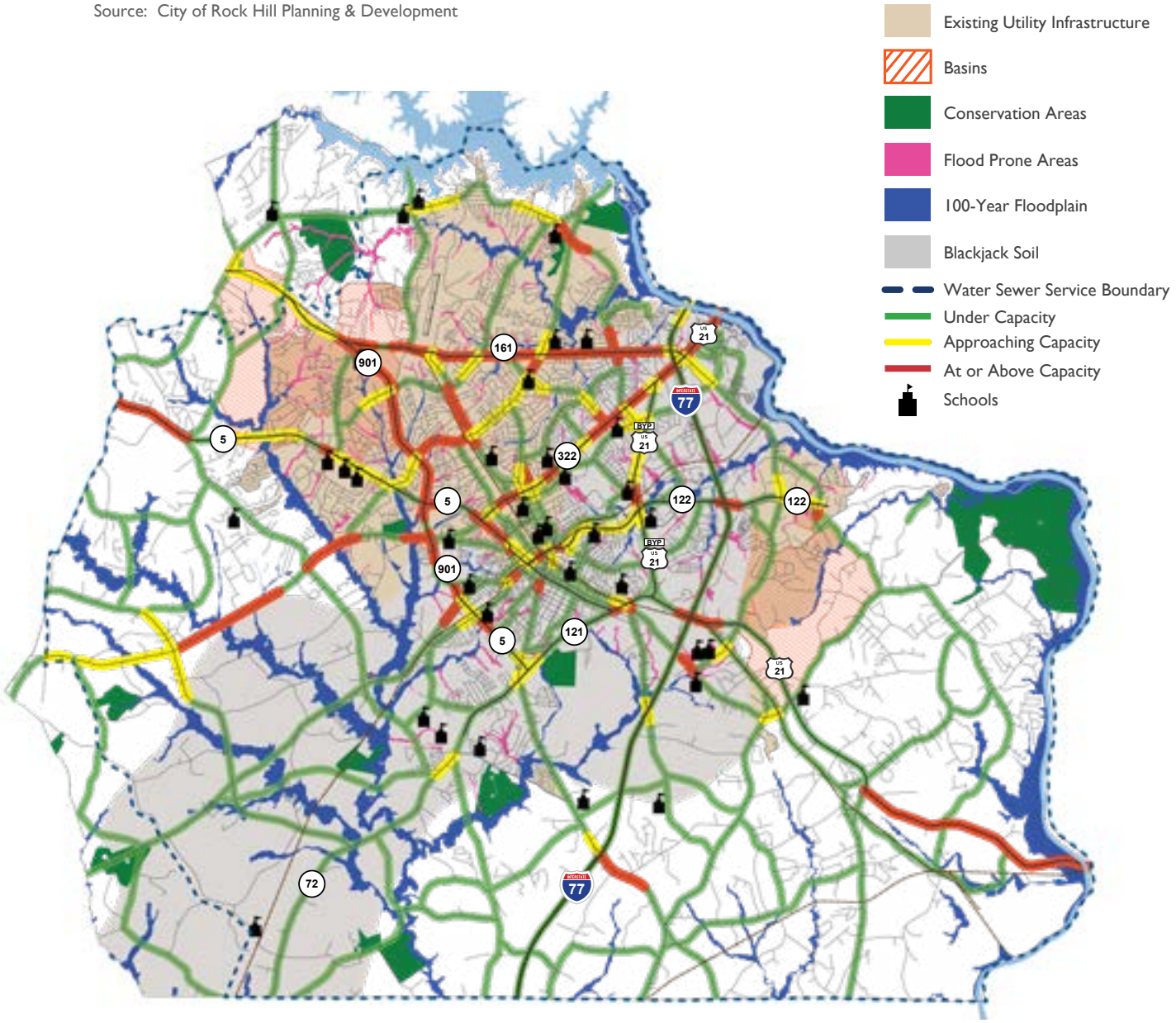
▼ MAP 1.1 SUITABILITY ANALYSIS, INPUTS

Source: City of Rock Hill Planning & Development



▼ MAP 1.2 SUITABILITY ANALYSIS, INPUTS COMBINED

Source: City of Rock Hill Planning & Development



## Guiding Future Growth continued

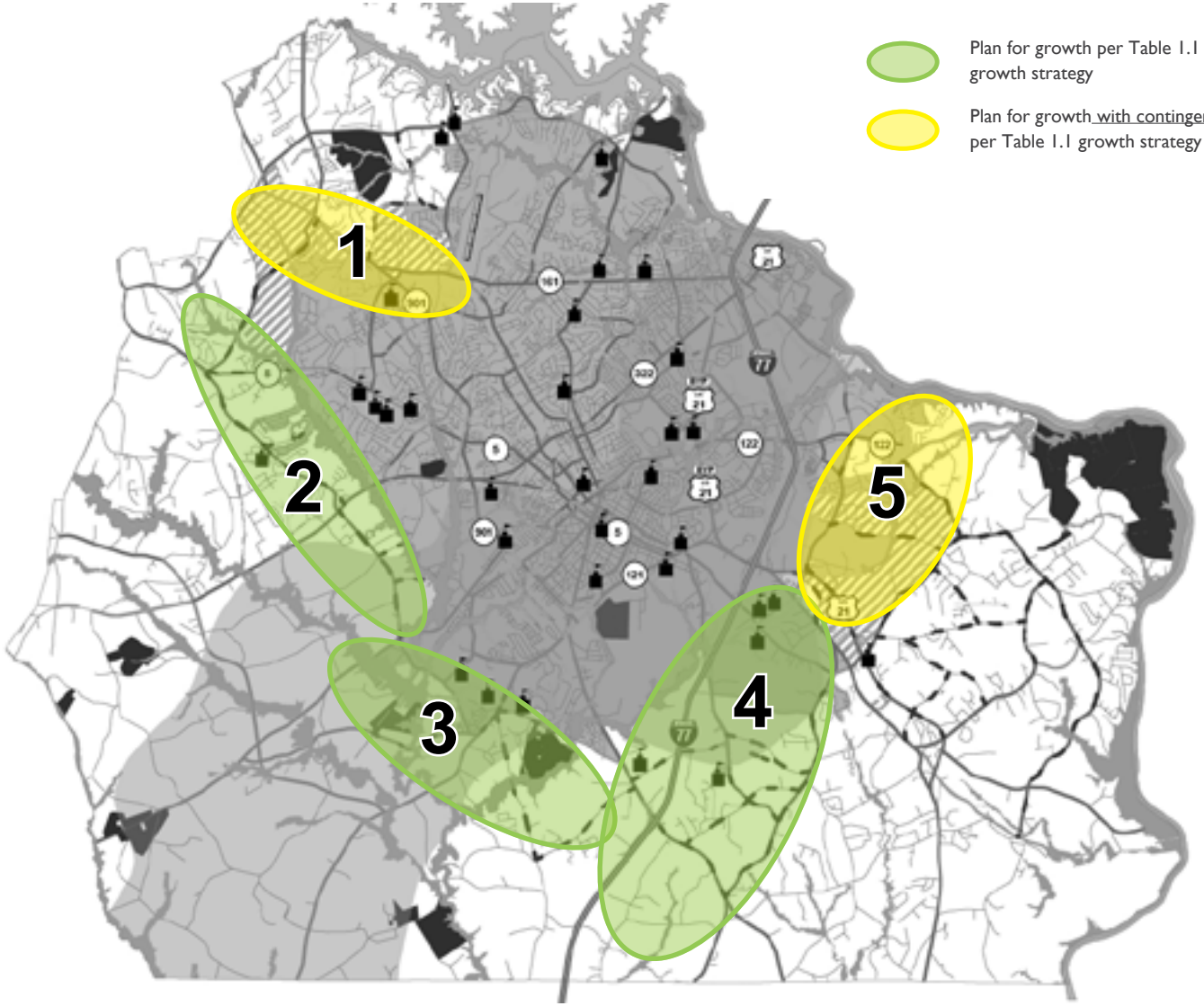
For the short-term planning horizon, the *Grow Inside First* value will continue to be the priority; capacity and suitability analyses provide a suggested plan for the long-term growth horizon. Table 1.1 and the corresponding Map 1.3 indicate the summary of the analyses and indicate where long-term future growth is most suited at this point given the existing conditions of the road network, utility availability, environmental constraints, and proximity to schools. Continued review of existing conditions will need to be periodically conducted to assess any possible changes that would impact a proposed growth strategy.

▼ TABLE 1.1 PROPOSED FUTURE GROWTH STRATEGY

| AREA | ROAD NETWORK CONDITION | WATER & SEWER AVAILABILITY | ENVIRONMENTAL CONSTRAINTS | PROXIMITY & ACCESS TO SCHOOLS | GROWTH STRATEGY |
|---|---|---|---|---|---|
| **1** | congestion issues along & in proximity to Celanese Road / Old York Road | good availability, some opportunity for expansion | considerable environmental constraints including floodplain & conservation areas | good proximity & access to schools | limit general growth unless both criteria can be met -<br>• compatibility with surrounding land uses<br>• suitability conditions exist or can be achieved (includes utility availability & roadway capacity)<br>exceptions - allow annexation for development that would be allowed under the County's jurisdiction |
| **2** | fair network, caution to avoid further congestion issues | good availability, some opportunity for expansion in northern section | some environmental constraints including floodplain & poor soils | good proximity & access to schools | allow general growth along Eastview Road corridor closest to existing utility boundary depending on traffic impact analyses |
| **3** | fair network, little congestion, could be improved if route created to I-77 | poor availability, expansion opportunities limited due to environmental constraints | considerable environmental constraints including floodplain & poor soils | fair proximity & access to schools | allow general growth along north/northeastern boundary closest to existing utility boundary |
| **4** | good network and capacity for growth, good access to I-77 | fair availability, expansion opportunities exist | some environmental constraints including floodplain & poor soils | good proximity & access to schools | allow general growth between I-77 and Neely's Creek Road closest to existing utility boundary |
| **5** | fair network and capacity for growth, fair access to I-77 | availability exists with good expansion opportunities | limited environmental constraints | good proximity & access to schools | allow general growth between Sturgis and Neely Store Roads closest to existing utility boundary contingent on road capacity improvements |

▼ MAP 1.3 PROPOSED FUTURE GROWTH

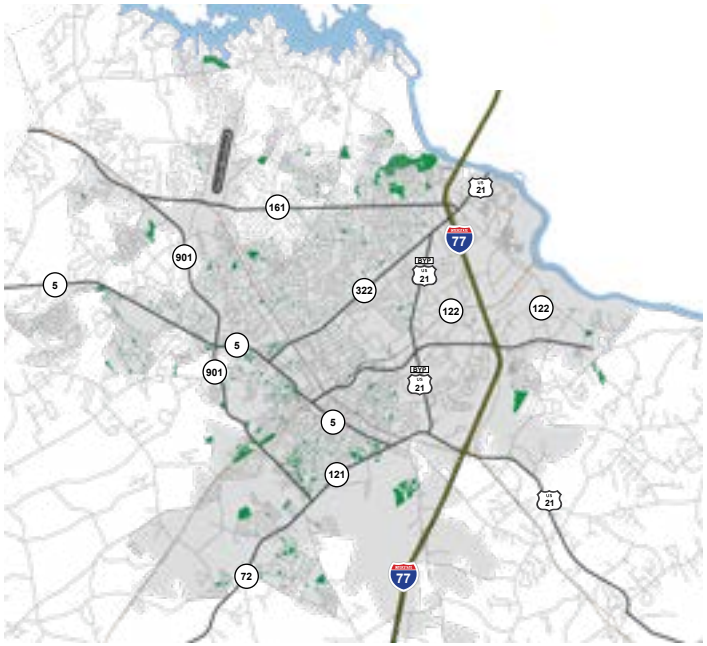
Source: City of Rock Hill Planning & Development



## Residential Land & Growth Capacity

To determine developable residential acreage and its growth capacity, all undeveloped, non-entitled land that is zoned residentially was identified. Then, housing unit capacity was calculated based on the number of units per acre permitted under the area's zoning district (minus open space requirements, road right-of-way, and other limiting factors). The result is known areas where future residential development could occur, Map 1.4. It is important to note that some non-entitled areas have constraints such as access or environmental constraints that limit development potential.

▼ MAP 1.4 RESIDENTIAL LAND & GROWTH CAPACITY
Source: City of Rock Hill Planning & Development




## Urbanization of Downtown

Many areas of downtown are being redeveloped to support an urban walkable lifestyle, while retaining the culture and history of Rock Hill. Infrastructure investments including structured parking decks, roadway and utility improvements, and public and private investments are transforming the area. Mixed-use redevelopment in University Center, a 20-acre site, is anchored by the Rock Hill Sports & Event Center and includes office, multi-family, public and open spaces. Follow the evolution at *https://www.rockhillusa.com/development-projects/knowledge-park*

**$500M+** projected development investment

DOWNTOWN *MOMENTUM*

The near completion of University Center and other projects in downtown like The Exchange and The Cotton Warehouse, are a catalyst for revitalization. Active and planned projects continue to reshape the city's core including -

BRIXTON APARTMENTS [Kinger Homes]

THE GUARDIAN [Warren Norman Company, Inc.]

THE LEE STREET MASTER PLAN including -

- BLEACHERY FIELDHOUSE [City of Rock Hill]
- LEE STREET TERRACES [Southern Street Development]

THE FORMER HERALD SITE [White Point Partners]

# Manage growth

**Rock Hill has been committed to urbanization and a balanced growth policy for many years. Revitalization and infill continue to be vital parts of the city's growth strategy, but capacity for such growth will begin to diminish. Planning for outward growth now will help enable a balanced growth strategy in the future, which in turn, complements the city's commitment to providing efficient services and fiscal stability.**

| PLAN PRIORITY & ELEMENT | 2020 GOAL / RECOMMENDATION | 2025 IMPLEMENTATION STATUS<br>Percentage is a five-year average unless otherwise noted.<br>"+" denotes positive achievements.<br>"-" indicates further attention or prioritization is needed. |
|---|---|---|
| GROW IN PLAN OUT<br>LU<br>PI<br>CF<br>R | • Continue to focus growth within the city's core to limit sprawl and maximize infrastructure investments. | + 97% of approved development plans were not in Edge Management area<br>+ 92% of approved development plans did not need to extend infrastructure |
| | • Guide future outward growth away from areas of concern and into areas that are best suited for proposed development, particularly residential development and its complementary uses. | + 85% of approved development plans in suitable growth areas |
| | • Provide adequate land for future economic development, especially in the I-77 corridor and south/southeast of the planning area. Plan for the extension of infrastructure to create shovel-ready sites. | + Annexed 2,200 acres for industrial growth<br>+ Adopted *SC Commerce Corridor Study* for Interstate Employment Corridor |
| | • Promote strategies to redevelop excess retail and enforce land use policy to guard against over-development of new retail. Focus on activating streets and encouraging walkable retail. | + Continued development and redevelopment in downtown<br>+ Kick off of Storyline trail |
| | • Prioritize annexation of unincorporated enclaves particularly those that form donut holes and result in inefficient provision of services. | + 62% of annexations closed donut holes |
| | • Strive to balance business and job growth with market trends and our core values. | + Created Southside Tax Increment Financing (TIF) district, 2021 |
| | • Seek coordination with York County and other neighboring jurisdictions regarding land use decisions. | + Provide County staff feedback regarding Urban Infill rezoning requests (ongoing)<br>+ Solicited feedback from County staff on the Future Land Use Map and proposed changes (ongoing) |

# Future Land Use

This plan includes twelve future land use character areas as shown in the Future Land Use Map, Map 1.5. The City uses a character area approach rather than a parcel-specific approach. This approach allows for greater flexibility in the land use plan, helps promote a mix of land uses where appropriate, connects common themes of land uses, and focuses the quality and character of land use in addition to its geographic pattern.



### OTHER JURISDICTION

These areas fall outside the City's Water and Sewer Service Boundary and thus, are not served by the City's utilities. Land uses are dictated by other jurisdictions.



### PROTECTED

Certain conditions protect these areas from future development or certain types of development and thus they are purposefully highlighted. These include conservation areas, parks, reservations, landfills, cemeteries, and the area around the airport.



### EDGE MANAGEMENT

Priority is to discourage growth and prevent sprawl; if utilities are available, roadways have capacity, and development is compatible with surrounding uses, growth may be permitted. Promote the conservation of agricultural land and other environmentally unique and/or important areas.



### NEIGHBORHOOD RESIDENTIAL

Protect the residential feel and property value of these neighborhoods, while working to better connect them to other neighborhoods and commercial areas (via roads, bicycle paths, & sidewalks).



### NEIGHBORHOOD COMMERCIAL

Small, low-traffic commercial areas that provide goods and services to surrounding neighborhoods. They should provide a well-connected bicycle and pedestrian network between neighborhoods and commercial areas.



### COMMUNITY COMMERCIAL

Auto-centric, community-wide commercial use types. Emphasize (re)development of new and old centers as adaptable centers that have joint access, shared use parking, and accommodate all modes of transportation within and adjacent to the site.



### REGIONAL COMMERCIAL

Large-scale, experience-based destination with supporting commercial retail. Focus on development that supports mobility including transit and is compatible with surrounding large "big box" stores.



### DOWNTOWN

Focus on mixed-use infill (re)development at an urban scale, size, and style that is compatible with existing buildings. Emphasize increasing occupancy in vacant commercial spaces, preserving historic buildings, and providing civic spaces and parks.



### MIXED-USE CENTER

Emphasize vertical and horizontal mixed-use, a mix of housing types and price points, usable open space, and a walkable and bikeable street network. They are typically part of a master-planned development.



### BUSINESS DISTRICTS

A blend of small and medium employment uses particularly those located in office or business parks and small-scale industry. Recreational opportunities, shopping, dining, and transit should be integral to these areas.



### REGIONAL EMPLOYMENT

A blend of medium and large-scale employment uses particularly those located in corporate campuses, research and industrial parks, or logistic centers. These areas accommodate a wide-range of employment uses.

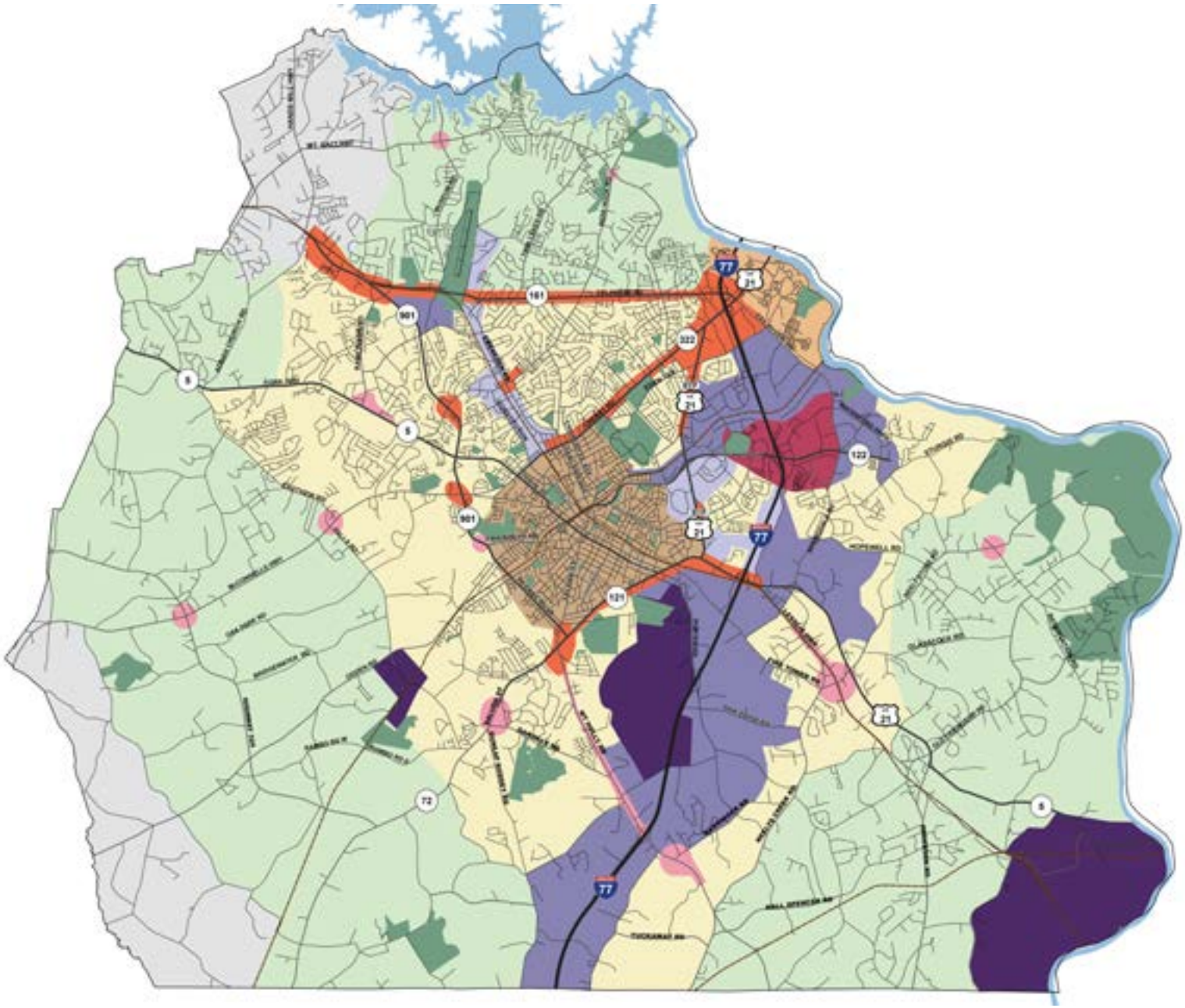


### INDUSTRY EMPLOYMENT

These areas should accommodate the most intense, large-scale industry-related activities such as manufacturing, construction, fabrication, and excavation. Compatibility should be achieved with surrounding uses and infrastructure should be available or planned.

▼ MAP 1.5 FUTURE LAND USE MAP (FLUM)

Source: City of Rock Hill Planning & Development



## Future Land Use continued

While the Future Land Use Map acts as a visual guide of the community's future desired development patterns, zoning districts are used to indicate the current allowed land uses and are parcel specific in the city's jurisdiction. Table 1.2 provides an overview of how the character areas should align with the city's generalized zoning districts. This table does not indicate that any land use will or will not be allowed, rather the City's *Zoning Ordinance, 4.3.2 Table of Primary Uses*, details such current zoning land uses.

▼ TABLE 1.2 CHARACTER AREA VERSUS LAND USE

CHARACTER AREAS

| | Other Jurisdiction | Protected | Edge Management | Neighborhood Residential | *Neighborhood Commercial | *Community Commercial | Regional Commercial | *Down-town | *Mixed-Use Center | Business Districts | Regional Employment | Industry Employment |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Detached Single Family | N/A | | O[1] | ★ | | | | O[3] | O[4] | | | |
| Attached Single Family | N/A | | | O | O | O[4] | O[4] | ★ | O | | | |
| Multi-Family | N/A | | | O[2] | O[2] | ★ | ★ | ★ | ★ | | | |
| Parks and Open Space | N/A | ★ | ★ | ★ | O | O | ★ | ★ | ★ | ★ | O | O |
| Public & Institutional | N/A | | O[1] | O | O | O | O | ★ | ★ | ★ | ★ | ★ |
| Office | N/A | | | O[5] | ★ | ★ | ★ | ★ | ★ | ★ | ★ | O |
| Small-scale Retail | N/A | | O[1] | O | ★ | ★ | ★ | ★ | ★ | O | O | O |
| Large-scale Retail | N/A | | | | | ★ | ★ | | O | O | | |
| Light Industrial | N/A | | | | | | | O[6] | O[6] | ★ | ★ | ★ |
| Heavy Industrial | N/A | | | | | | | | | O | O | ★ |
| Mixed Use | N/A | | | | O | ★ | ★ | ★ | ★ | O | | |

★ = Prominent land use for the character area
O = Supporting land use for the character area

1 = only after careful consideration and coordination with utilities and transportation planning
2 = in targeted areas adjacent to shopping and employment and along future transit and Rapid Transit System (RTS) routes
3 = small scale in terms of lot and/or building footprint, consistent with surrounding neighborhood residential
4 = fully integrated into a mixed use environment
5 = small scale office land uses
6 = small scale industrial land uses including maker spaces
* = Not to be confused with business district by the same name in the Zoning Ordinance

## Revitalization [Lee Street Master Plan]

Bordered by West White Street, Stewart Avenue, and Constitution Boulevard, the Lee Street Master Plan will revive this downtown area north of Laurelwood Cemetery. The plan includes a 40,000 square-foot arena, designed to complement the Sports and Events Center, known as the Bleachery Fieldhouse. The sports complex includes basketball and volleyball courts with striping for pickleball. The master plan also includes a commercial property ideal for a restaurant or smaller-scale retail, along with 87 high-end residential units called the Lee Street Terraces, Figure 1.1.

▼ FIGURE 1.1 CONCEPT RENDERING, LEE STREET MASTER PLAN - LEE STREET TERRACES & BLEACHERY FIELDHOUSE

Source: Rendering courtesy of Vin-Yet Architecture, LLC



## Downtown Brownfield Remediation

**97** brownfield acres

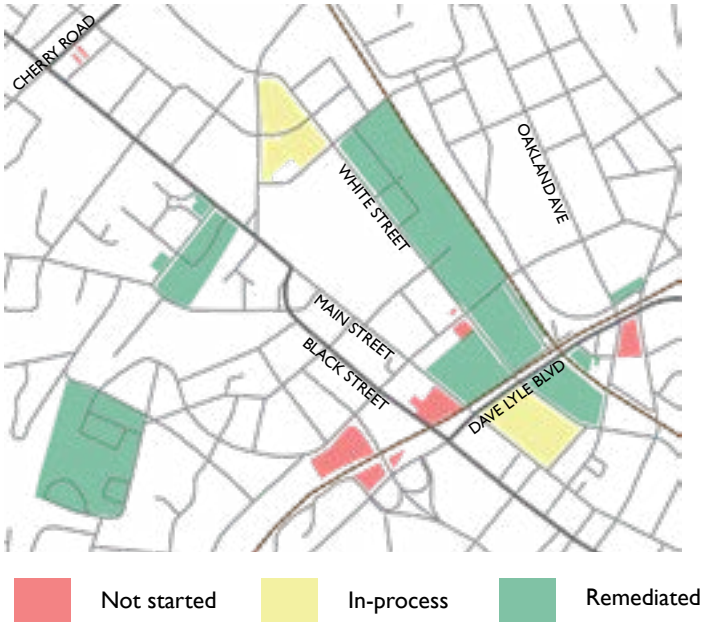
**65%** remediation complete

**16%** remediation in-process

**19%** remediation not started

▼ MAP 1.7 DOWNTOWN BROWNFIELD SITE STATUS

Source: City of Rock Hill Planning & Development



## Redevelopment Areas

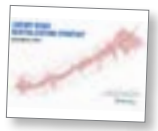
The City has identified seven areas that require additional planning in terms of land use, economic development, transportation, and more. Each area is unique and requires different planning strategies to improve upon its strengths and address its challenges. Note: all plans entail community engagement, but may be led by various organizations. Unless otherwise noted below, Long-Range Planning led the planning initiative.



*2017 Albright Road & Saluda Road Corridor Study*

### ALBRIGHT & SALUDA ROADS

Albright Road is primarily commercial, industrial, and undeveloped land, whereas Saluda Road is primarily residential.



*2014 Cherry Road Revitalization Strategy*

### CHERRY ROAD

Major commercial arterial that had faced disinvestment, but is undergoing a transformation due to recent investments.



*2021 Southside Redevelopment Effort*

### SOUTHSIDE REDEVELOPMENT EFFORT

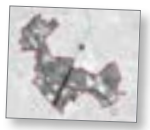
This southern gateway and area south of downtown is a mix of smaller commercial uses and neighborhoods. Formerly known as *The Clinton ConNEXTion Action Plan*, this is a community led initiative.



*Knowledge Park Action Plan*

### KNOWLEDGE PARK

This area of downtown is being redeveloped into a mixed-use area that promotes a knowledge economy. The Knowledge Park Action Plan is a community led plan.



*2022 South Anderson Road Corridor Study*

### SOUTH ANDERSON ROAD

South Anderson Road is a mix of civic, public, industrial, and commercial uses.

### NORTH ANDERSON ROAD

North Anderson Road is primarily commercial and industrial uses. The recent addition of an I-77 interchange will likely spur new development.

### EAST TOWN

East Town neighborhood and a mix of offices and businesses, many of which are older and do not meet today's standards. The neighborhood includes the area bounded by Black, Main & White Streets.

▼ MAP 1.6 REDEVELOPMENT AREAS

Source: City of Rock Hill Planning & Development



INCENTIVIZE

To catalyze development in certain areas of the City, Rock Hill offers financial incentives. Such incentives like the Economic Development Incentive Program (EDIP) are reviewed periodically to help manage growth. Find incentive program details here.

GRAVITY CENTER

The Gravity Center empowers local entrepreneurs by fostering innovation and offering mentorship to support success every step of the way. As a dynamic hub, it provides access to coaching, mentoring programs, co-working spaces, events, and more. Learn more about the Gravity Center and its programs here.

## Cultivating Entrepreneurship




▲ Erika Hogan of New Attitude Performing Arts Center is a BELL XPrize winner; she accepts a business grant in the amount of $18,000.

The Black Economic Leadership League of Rock Hill (BELL) is advancing a bold vision for inclusive economic growth through the promotion of diverse, equitable business practices and progressive policies. Focused on fostering entrepreneurship, creating jobs, expanding leadership opportunities, and advocating for the fair distribution of city resources, BELL is working to ensure all residents have a pathway to thrive. A cornerstone of this mission is the BELL Prize, a signature initiative designed to strengthen Rock Hill's small business ecosystem by offering aspiring entrepreneurs access to startup capital, business development workshops, and strategic support. Learn more at bellofrockhill.org.

# Grow jobs in targeted sectors

**In order to attain higher-paying wages, the City needs to develop and retain a skilled workforce and continue to provide competitive sites for businesses.**

| PLAN PRIORITY & ELEMENT | 2020 GOAL / RECOMMENDATION | 2025 IMPLEMENTATION STATUS<br>Percentage is a five-year average unless otherwise noted.<br>"+" denotes positive achievements.<br>"-" indicates further attention or prioritization is needed. |
|---|---|---|
| ROCK HILL FOR ALL<br><br>ATTRACT QUALITY JOBS<br><br>LU<br>ED<br>R | Recruit targeted industries and ensure attractive sites are available.<br>- Collaborate with local and state partners.<br>- Strengthen our business attraction and retention through local incentives programs and talent development programs.<br>- Provide additional incentives for those that reinforce Plan recommendations and community goals. | + Worked with SC Department of Commerce on Palmetto Sites certification for Rock Hill Overlook site<br>+ 19 EDIP approved projects 2020-2024, $1M+<br>+ 9 Facade Rehabilitation Grant projects from 2020-2024, $250K+<br>+ Development of Aspen Business Park |
| | Expand our skilled workforce for existing businesses and targeted industries.<br>- Support the particular training needs of small businesses.<br>- Seek innovative ways to make more connections between employers and talent.<br>- Promote our successes in talent development, highlighting our unique diversity in education institutions and training programs. | + 10k+ jobs created from new businesses from 2021-2024<br>+ 6% increase in number of jobs across Redevelopment Areas<br>+ Conducted 700+ feasibility studies for new businesses from 2021 through 2025<br>+ Continued support of Talent Pipeline programs and partnerships with RHEDC, York County, and local colleges (ongoing) |
| | Continue to build on the Knowledge Park Action Plan.<br>- Attract smaller and start-up businesses to downtown and the rest of the neighboring areas.<br>- Cultivate and promote entrepreneurial exchanges and other programs that reinforce the special character of downtown.<br>- Grow Knowledge Park to include York Tech and Clinton College.<br>- Leverage the redevelopment of downtown to spur future revitalization particularly in the adjoining Saluda and Cherry Road corridors. | + Student-Made Rock Hill municipality-university partnership, launched March 2025<br>+ *Southside Redevelopment Effort (*formerly known *as Clinton ConNEXTion Action Plan)* adopted July 2021 and support of implementation (ongoing)<br>+ Gravity Center launched September 2021, one-stop resource for York County entrepreneurs<br>+ Continued support of B.E.L.L. and future B.E.L.L. Center<br>+ Revitalization supported in developments such as The Perch and Dunbar Place |

# Be better stewards of our natural environment

**Development pressures threaten our natural environment, and little land is conserved in our community. This challenge is compounded by a lack of knowledge and education of the general public regarding the current environmental situation.**

| PLAN PRIORITY & ELEMENT | 2020 GOAL / RECOMMENDATION | 2025 IMPLEMENTATION STATUS<br>Percentage is a five-year average unless otherwise noted.<br>"+" denotes positive achievements.<br>"-" indicates further attention or prioritization is needed. |
|---|---|---|
| GROW IN PLAN OUT<br>LU<br>NR<br>R | Grow in the right places. | |
| | - Guide development into areas that have existing capacity to grow or are appropriate for new growth, and away from areas that have unique and/or important environmental characteristics. | + 56% of approved development plans were <u>not</u> in sensitive areas (Note: City Ordinance requires protection and/or mitigation of environmentally sensitive areas.)<br>+ 195 acres identified for brownfield remediation in past 5-years<br>+ 108 acres of brownfields assessed, remediated or in-process of remediation in past 5-years |
| | - Support more creative incentives for land conservation (e.g., York County Forever). | |
| | Benchmark the quality of our environment. | |
| | - Conduct a Tree Study so we can monitor tree canopy changes over time and its effect on air quality. | + *Urban Forest Master Plan (UFMP)* adopted November 2023<br>+ USDA grant awarded, received $5k portion of grant for UFMP 2024 tree canopy analysis<br>+ Awarded grant and created *Big Dutchman Creek & Tools Fork Watershed Plans,* 2024 |
| | - Work with York County to create a Watershed Master Plan in order to apply for grants that support watershed quality monitoring. | |
| | - Increase citizen participation in the Adopt-A-Stream Program to aid in collection of water quality data. | |
| | - Fund water quality monitoring stations. | |
| | Elevate community-wide, natural environment education and programs. | |
| | - Use existing networks and channels (social media, events, etc.) in ways that are compelling to different audiences. | + Inside Rock Hill, City eBulletins and updated website<br>+ Storm Drain Art, The Arts Council of York County's educational art project launched in 2021<br>+ Bags To Benches Program converted 10K+ tons of plastics to 10 benches |
| | - Integrate natural environment education with public health and art initiatives. | |
| | - Develop a 'keep it clean' program for the river. | |
| | - Create better awareness of development standards. | |

## WHY CONSERVE LAND?

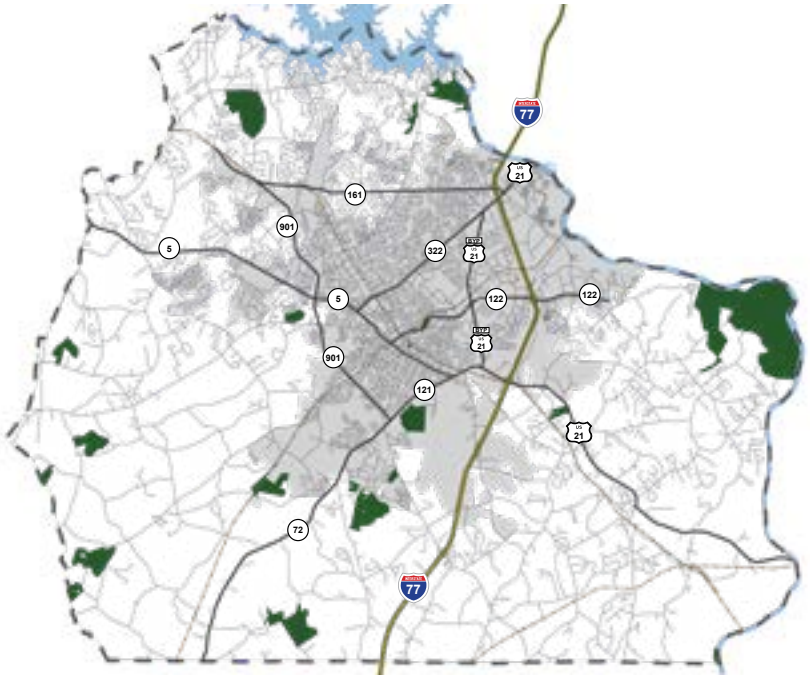
- Preserve farmland & open space
- Increase property values
- Improve environmental quality
- Tax benefits for landowners
- Support recreation & healthy lifestyles

## HOW TO CONSERVE LAND?

- Place land in a conservation easement
- Sell to a non-profit conservation organization or governmental entity

▼ MAP 1.8 CONSERVATION AREAS

Source: York County Planning & Development Services




## WHO CAN HELP?

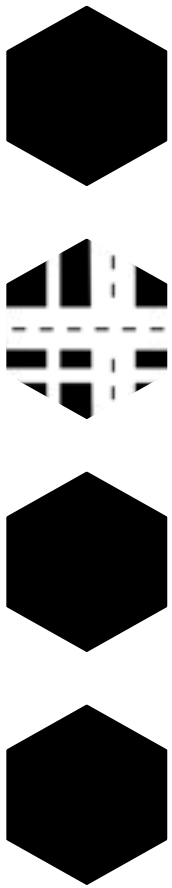
### FOREVER COMMISSION

Started in 1998 by York County Council, the Forever Commission has assisted in the preservation of nearly 11,000 acres in York County. To learn more, click here.

### NATIONS FORD LAND TRUST

Dedicated to the preservation of open spaces, natural beauty, and scenic heritage. To learn more about their accomplishments and work, click here.


ROCK HILL
SOUTH CAROLINA



# PROVIDE BETTER CONNECTIONS



# PROVIDE BETTER CONNECTIONS

# PROVIDE BETTER CONNECTIONS

This core value reflects the need for a transportation network that accommodates all users and modes of transportation. An efficient transportation network starts with a connected road network that safely and sufficiently handles projected growth, and supports business and industry. It also includes facilities for safe walking and biking, both for transportation and as part of a healthy lifestyle. "Providing Better Connections" means retrofitting existing streets and expanding trails to connect neighborhoods with each other and with daily destinations like schools, grocery stores, and restaurants and to increase opportunities for physical activity. Finally, it includes a transit system that provides an appealing transportation alternative to those who need or prefer it.

## FROM 2020 TO TODAY

Exciting things have occurred in the transportation world since 2020. The new I-77 interchange (Exit 81) was opened the summer of 2024, providing another gateway to the City. It is anticipated to catalyze additional development and economic growth for the City and the region. Several key roadway improvement projects have been completed that will also facilitate development like the improvements at Cel-River Road / Cherry Road / Celanese Road, Galleria Boulevard extension, and Palmetto Parkway.

York County voters passed the York County Pennies for Progress, Pennies-5 referendum in 2024. It is anticipated to generate about $410 million to fund roadway widening, safety improvements, and road maintenance, (see Map 5.10, of the *Existing Conditions Report* for these projects). Carryover projects represent about $225 million of this funding, $80 million is slated for road resurfacing projects, and the remaining portion is allocated to small intersection projects.

Implementation of the 2017 City-wide Bike and Pedestrian Plan, *Connect Rock Hill*, has opportunistically resulted in several trail segments being added since 2020 such as along Galleria Boulevard Extension, Red River Road, and Saluda Road. Funding was secured and design plans are underway for a portion of a trail along Dave Lyle Boulevard from Annafrel Street to Apex Drive. Additionally, the concept of the Storyline trail is being initiated at the time of this review. This path would provide a connector from Winthrop University through downtown to Fountain Park and includes a pedestrian bridge over Dave Lyle Boulevard.

## FROM TODAY TO TOMORROW

While these developments are great, the City still faces challenges related to traffic congestion and roadway maintenance since growth pressures are expected to continue. Residents conveyed in the 2020 community survey that road congestion and maintenance are among their top issues. Both new growth and aging roads drive demand for higher levels of funding. The City seeks opportunities to prioritize projects, mitigate congestion with a strong collector road network, and balance funding demands with road ratings. Despite increased Pennies repaving fund levels this past referendum, the City would have to triple the $1.25 million budgeted funding to maintain the current City road rating.

The State Infrastructure Bank (SIB) initially awarded nearly $38 million for Exit 82 interchange improvements. Years in the making, this project now needs $90 million to be completed.

# Building a better network

As detailed in the Existing Conditions Transportation section, the average transportation project takes seven years to complete, and much can change during that time, particularly for a growing community. The City takes a dual approach in expanding the roadway network by prioritizing large road projects as well as constantly monitoring and addressing the collector road network.

## FUTURE PRIORITY ROADWAY PROJECTS

In the general, large road projects (widenings, major resurfacing, and major intersection improvements) have been funded through Pennies for Progress and Rock Hill-Fort Mill Area Transportation Study (RFATS). The City determines which projects to submit to these organizations based on the following criteria:

- Accident data and history
- Traffic volumes
- Level of service
- If the road or intersection is approaching, at, or exceeding its capacity (volume to capacity ratio)
- Local knowledge & community engagement

The planning area has 19 unfunded, proposed priority projects that should be considered for submission to future referendums, long range transportation plans, transportation grants, and more, Map 2.1.

## COLLECTOR ROAD NETWORK

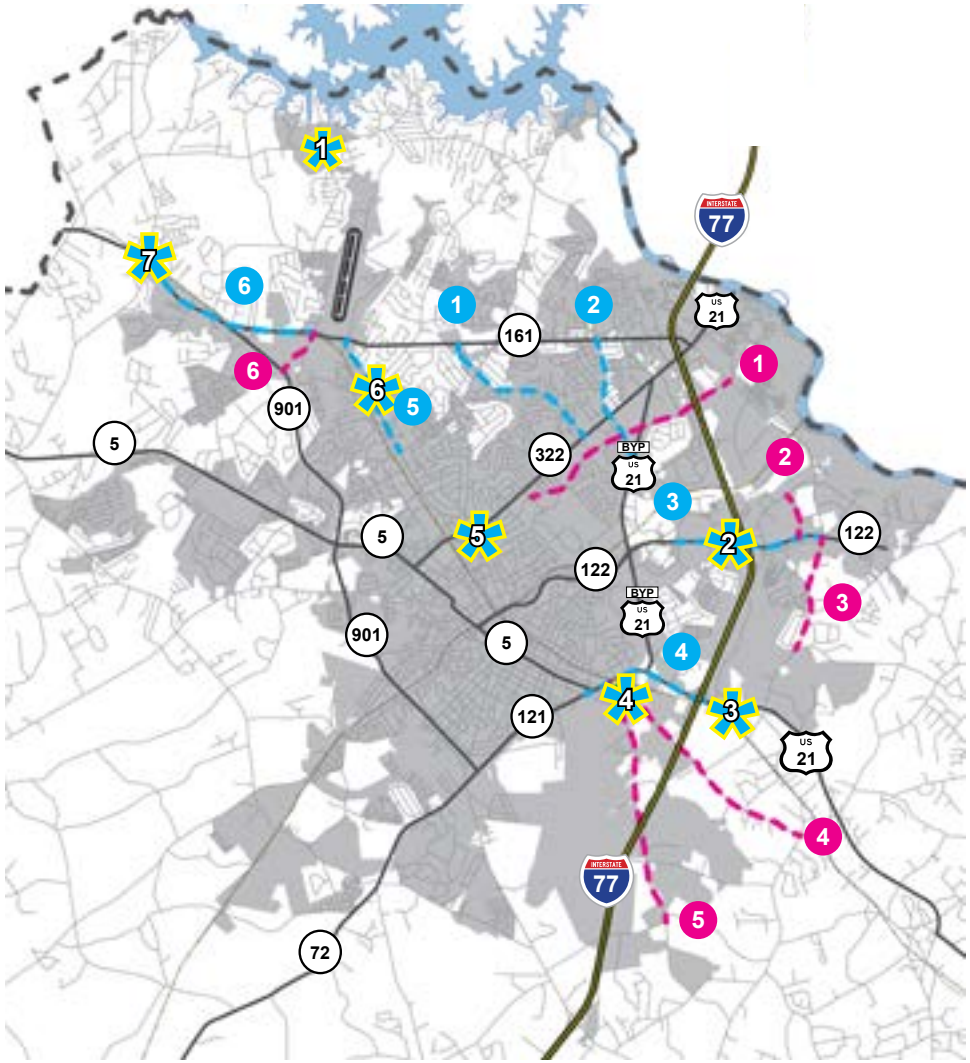
A collector road network is important in mitigating congestion, especially on major corridors, by moving traffic more efficiently. Collector roads provide connectivity between different road types. The City has a strong collector road network and as we grow, new collector roads will be needed to help accommodate this growth.

RFATS developed the *Collector Street Plan* in 2017, which identifies collector road corridors that should be preserved and developed as the City and region grow. Per the Plan, it is recommended that local municipalities refer to it when reviewing new development proposals to ensure developers dedicate right-of-way or construct new collector roads, and preserve future collector road corridors. The City's Zoning Ordinance implements this guidance. The next update to the Collector Street Plan is targeted for 2027. Learn more here.

The City's Zoning Ordinance has design standards for new collector roads that stipulate sidewalks on both sides and bike lanes for residential collector roads. New roads should also promote connectivity. Connections to adjacent properties are required or stub-outs must be provided when the property abuts undeveloped land to ensure future connections are made.

## ▼ MAP 2.1 FUTURE PRIORITY PROJECTS [UNFUNDED]

Source: Rock Hill-Fort Mill Area Transportation Study Collector Road Study
Rock Hill Planning & Development Department




Priority Intersection Project

1. Mt Gallant & Museum Roads
2. Dave Lyle Boulevard & Tinsley Way
3. Anderson Road, Galleria Blvd & Lesslie Hwy
4. Fire Tower & Porter Roads
5. Cherry Road & Oakland Avenue
6. Ebenezer, Hollis Lakes, & Twin Lakes Roads
7. SC 274, Old York, & Adnah Church Roads

Priority Roadway Unfunded Project

1. Eden Terrace widening
2. Meeting Boulevard extension
3. Red River / Springdale Roads widening
4. Fire Tower Road widening
5. Porter Road widening
6. International Drive extension

Priority Roadway Unfunded RFATS Congestion Management Process Project

1. Ebinport Road widening
2. Mount Gallant Road
3. Dave Lyle Boulevard
4. Albright Road / Main Street
5. Ebenezer Road
6. Old York Road

# Improve roadways - mitigate congestion & address safety

**Many roads and intersections in the City are at or approaching capacity. Congested roadways pose safety challenges and increase the chances of accidents.**

| PLAN PRIORITY & ELEMENT | 2020 GOAL / RECOMMENDATION | 2025 IMPLEMENTATION STATUS<br>Percentage is a five-year average unless otherwise noted.<br>"+" denotes positive achievements.<br>"-" indicates further attention or prioritization is needed. |
|---|---|---|
| **SOLVE ROAD MAINTENANCE**<br>T<br>LU<br>R | • Guide development, both greenfield and redevelopment, into areas that have capacity and away from congested roadways. | + 424 development plans approved with no capacity concerns of 686 reviewed plans; 23 plans approved after Traffic Impact Analysis completed & 28 plans approved with some sort of capacity/congestion improvements<br>+ Completed 4 signal timing improvement projects on key corridors (Celanese Road, Dave Lyle Boulevard & Cherry Road) achieving on average 6-23% traffic volume improvements<br>+ I-77 new interchange [Exit 81] opened May 2024<br>+ In 2025 RFATS TAP yearly funding increased to $729,900, above prior year funding of $112,000*<br>+ In 2025 RFATS CMAQ yearly funding increased to $3.6M, above prior year funding of $2.5M* |
| | • Continue to expand the collector road network to mitigate congestion on major roadways. | + 20 development plans approved requiring collector roads<br>+ SC Commerce Corridor expanded collector road network<br>+ RFATS collector road plan targeted for 2027 |
| | • Routinely monitor safety and accident data to identify needed safety improvements. | + Traffic Commission, RFATS, RHPD, among other groups actively monitor & make recommendations (ongoing)<br>- 5-year range was a low of 3,452 collisions to a high of 3,771 collisions and an average of 3,598 collisions per year<br>- 5-year range was a low of 4 fatal collisions and a high of 7 fatal collisions |
| | • Coordinate with local SCDOT office to specifically leverage safety improvement funding. | + Collaborated with SCDOT on India Hook & Celanese Roads improvement project<br>+ Kicked off RFATS *Safe Streets For All Study*, 2025 |

*Note: RFATS TAP & CMAQ funds are acquired through a competitive application process for jurisdictions within the RFATS area.

SC Target Zero is a statewide, comprehensive safety plan aimed at eliminating traffic fatalities and reducing severe injuries on SC public roads through engineering, education, enforcement, and emergency medical services.

## I-77 Exit 82 Interchange
### Reconfiguration Project

The reconfiguration of Exit 82 will improve the safety and efficiency of the City's busiest interchanges. The project was awarded a $38 million State Infrastructure Bank (SIB) grant, but requires $90 million more to implement. Construction is anticipated to begin once this additional funding is raised.

## India Hook & Celanese Roads
in-town congestion mitigation project

**$9.5M** **PROJECT**

**COMPLETED JUNE 2025**

**38K+ VEHICLES PER DAY**

▼ FIGURE 2.1 I-77 EXIT 82 INTERCHANGE ALTERNATIVE UNDER REVIEW

Source: Rock Hill-Fort Mill Area Transportation Study



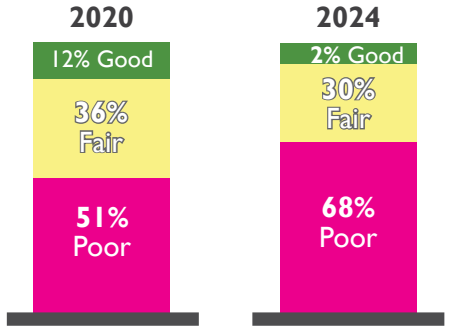
# Prioritize transportation infrastructure maintenance

**A significant amount of aging transportation infrastructure exists in Rock Hill, and limited funding is available for maintenance. Annual costs increase as new projects are built, compounding this problem. In addition, the majority of the roadway infrastructure within the City is owned and maintained by the State and County.**

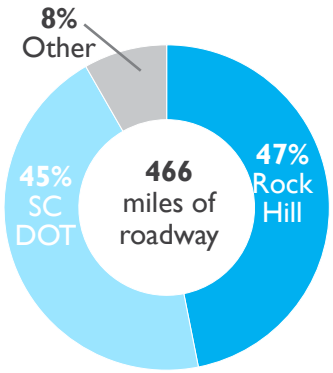
| PLAN PRIORITY & ELEMENT | 2020 GOAL / RECOMMENDATION | 2025 IMPLEMENTATION STATUS<br>Percentage is a five-year average unless otherwise noted.<br>"+" denotes positive achievements.<br>"-" indicates further attention or prioritization is needed. |
|---|---|---|
| ROCK HILL FOR ALL<br>SOLVE ROAD MAINTENANCE<br>T<br>PI | • Close the repaving funding gap by -<br>- Requesting additional funding for maintenance from future Pennies programs<br>- Increasing the General Fund for roadway maintenance | + $80M allocated to roadway resurfacing in Pennies-5; up from $50M allocated in Pennies-4<br>- $2.5M roadway maintenance gap in 2025, up from $1.8M in 2020; coupled with a decrease in road pavement ratings |
| | • Create a recurring fund for bus maintenance and fleet replacements. | + Funds created in 2019 and established partnerships with Comporium, Family Trust, Piedmont Medical Center and York Technical College to support free fares |
| | • Develop a plan for ongoing maintenance of trails and bicycle and pedestrian facilities. | + Prioritized project initiatives to address maintenance of trails and related facilities are in place, $50,000 per year is allocated to these initiatives (ongoing)<br>- Demand/need far exceeds budgeted funds |

## State Road Pavement Rating

In 2020, the South Carolina Department of Transportation reported that about 48% of the roadways within City limits were fair or better than fair based on SCDOT's Pavement Quality Index (PQI), whereas in 2024, 32% of state roadways were fair or better than fair. This degradation of roadway conditions is due to a number of reasons including continued growth and weather impacts, but inflation of maintenance costs is the leading cause.




▼ FIGURE 2.2 ROADWAY OWNERSHIP WITHIN CITY LIMITS



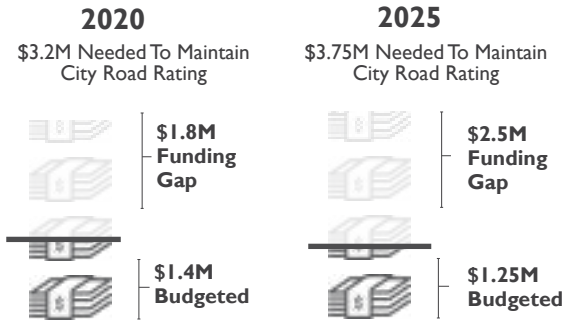

## Funding City Roadway Maintenance

Maintenance of City-owned roads comes from three funding sources: the City's General Fund, County Transportation Funds (gas tax), and Pennies for Progress. The City's General Fund is only used for maintaining City-owned roads. County Transportation Funds can be used on any public County road, regardless of ownership. Funding is distributed throughout the County. The amount the City receives varies from year to year; some years the City has received no funding. In FY24/25, the City received nearly $920,000. Pennies for Progress is the largest funding source for road maintenance. Prior to Pennies-4, there was no money allocated to road maintenance, but now about 20% of the tax collection goes toward County-wide road maintenance. Pennies-5 is planned to resurface sections of Charlotte Avenue, Crawford Road, Ebenezer Road, Hollis Lakes Road, John Ross Parkway, Museum Road, Oakdale Road, Pennington Road, Rawlinson Road and Twin Lakes Road.

## City Road Pavement Rating

In 2020, $1.4M of the City's General Fund was budgeted for roadway maintenance. At that time, $3.2M was needed to maintain the City Road Rating (a funding gap of $1.8M). In 2025, $1.25M of the City's General Fund was budgeted for roadway maintenance and $3.75M was needed to maintain the City Road Rating. The funding gap increased to $2.5M. To view road ratings of City-owned roads, click here.

Note: ratings performed for city-owned roadways are not the same as those performed for state-owned roadways. *The 2024 city road rating is estimated.



# Support alternative modes

**Continued support for the new fixed-route transit system is needed for its future growth. Multi-jurisdictional coordination is needed to help bring rapid transit to Rock Hill. Residents continually voice their desires for more bike and pedestrian connections, but no dedicated funding exists.**

| PLAN PRIORITY & ELEMENT | 2020 GOAL / RECOMMENDATION | 2025 IMPLEMENTATION STATUS<br>Percentage is a five-year average unless otherwise noted.<br>"+" denotes positive achievements.<br>"-" indicates further attention or prioritization is needed. |
|---|---|---|
| ROCK HILL FOR ALL<br>T<br>PI<br>PH | • Encourage density in the right places to support our existing transit system and a potential rapid transit connection to Charlotte. | + Increased downtown densities by 522 housing units<br>+ Increased Cherry Road densities by 682 housing units |
| | • Determine rapid transit system location and preserve right-of-way. | + *2050 Long Range Transportation Plan* adopted in 2021 and identifies general rapid transit location based on 2014 study<br>+ Ongoing partnerships with RFATS, County, Pennies For Progress, and other representatives to advocate for future planning of rapid transit in the region<br>- No progress to report on preserving right-of-way |
| | • Require major developments to integrate transit-related infrastructure when appropriate. | + 177 plans reviewed recommending integration of transit related infrastructure<br>+ Ensured a sidewalk connection between new Rock Hill Veteran Affairs clinic location and a transit stop<br>+ *Complete Streets Policy*, SCDOT adopted in 2021 |
| | • Work to complete "first and last mile" of bike/ pedestrian connections between transit stops and destinations. | + Developed concept for Dave Lyle Blvd pedestrian bridge<br>+ $7M funding acquired for a portion of Dave Lyle Boulevard trail<br>+ Added transit stop to facilitate neighborhood connections between Catawba Terrace & Wal-Mart Neighborhood Market<br>+ Updating sidewalks at Wilson and White Streets<br>+ RFATS allocated TAP funding $585K for pedestrian connections around Southside Regional Park<br>+ Eden Terrace sidewalk at Miracle Park design & implementation, targeted for 2025 year end completion |
| | • Dedicate a recurring funding source to systematically expand the bike and pedestrian network. | - No progress to report on this goal |
| | • Nurture the continued growth and operation of the transit system including expansion and operational innovations. | + Renewed/created partnerships with Comporium, Family Trust, Piedmont Medical Center and York Technical College to maintain free fare transit system |

## Dave Lyle Boulevard Trail

The Dave Lyle Boulevard Trail aims to connect the Galleria area to downtown through a shared-use path. With a total of $7.5 million in funding, the trail will include both the creation of new segments and improvements to existing pathways. Most sections of the trail will be ten feet in width. The project is currently in the design phase.

## Rails-To-Trails Initiative

The rails-to-trails initiative has long been an aspiration of City residents and businesses. Current efforts are focused on better understanding the status of York County's railway network and identifying potential next steps. Similar projects have been successfully implemented across the southeast, including the Saluda Grade Rail Trail, the Shelby Rail Trail, and the Durham Belt Line.

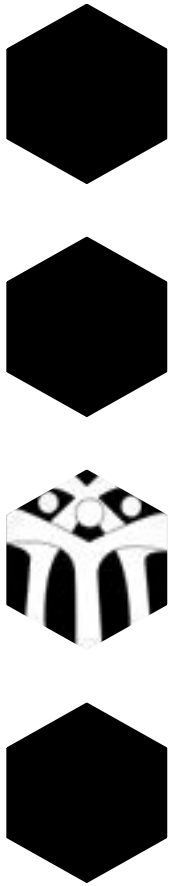
## Downtown Pedestrian Bridge

Located between Main Street and West White Street, the downtown pedestrian bridge will create a safer and more direct connection between Downtown, University Center, and the Winthrop University area. Designed to encourage increased pedestrian activity and a secure crossing over the railroad, the bridge will serve as an iconic landmark for the community. The structure will be a cable-stayed bridge featuring two opposing needle-like towers, symbolically stitching together both sides of Downtown. The project is in the design phase.



▲ FIGURE 2.3 CONCEPTUAL RENDERING - MATTERN & CRAIG ENGINEERS


ROCK HILL
SOUTH CAROLINA



# REINFORCE STRONG NEIGHBORHOODS



# REINFORCE STRONG NEIGHBORHOODS

# REINFORCE STRONG NEIGHBORHOODS

This core value reflects the need to reinforce a community of strong neighborhoods. Through a continuing commitment to protect and strengthen neighborhoods by ensuring safety and encouraging investment and upkeep so as to increase property values. It includes the support of programs that can increase homeownership and understands that the housing needs of the future will be different, yet new housing needs to fit into the fabric of the City. It addresses the need to protect neighborhoods from negative impacts and preserve their special character and their historic resources. It acknowledges that strong neighborhoods rely on social interaction and community engagement and on the recreational and cultural opportunities available to each neighborhood and the community as a whole. And it embraces standards that build neighborhoods designed for long-term value, while maintaining our competitive advantage of housing affordability.

## FROM 2020 TO TODAY

The goals associated with this core value have not significantly changed since 2020. The two major housing goals, to cultivate strong neighborhoods and to advance affordable housing continue to be a driving force in many activities and programs. The same can be said for initiatives focused on the goals of preserving historic assets, advancing cultural resources, and making healthy life style choices easier. However, changes in economic conditions and social trends have impacted the community's achievement of these goals.

Five years ago, the housing market was red hot in the Charlotte region with strong demand, low housing inventories, and low interest rates. Rock Hill's relative lower prices and costs positioned the community well in the larger region. Several trends have shifted over the past several years. Demand continues to be relatively strong in the region, but rising interest rates, inflation, and higher inventories have meant a shift from a seller's market to more opportunities for buyers now.

Despite the impact of the pandemic including labor shortages and supply chain issues, Rock Hill's housing stock has continued to experience modest growth and the choices in housing types has grown as well. Since the population growth has slowed compared to five years ago, the housing gap has diminished. The balance between owner-occupied housing and renter-occupied housing remains constant - 52% owner-occupied in 2023 as it was in 2018. Rock Hill has seen its share of inflation - even though median household income has risen, housing prices have too. Homes valued between $100,000 to $200,000 made up 44% of the housing stock five years ago, whereas now 22% of the housing stock is within this range. Today the majority of the housing stock (61%) is between $200,000 and $500,000.

In the past several years, the rising number of multi-family units and rising median incomes have likely contributed to the decrease in the number of cost-burdened renters. However, the rise in mortgage interest rates has slowed home sales locally compared to five years ago. Both homeowners and renters have been impacted by the rising costs of living.

Other detriments of the softened economy include an increase in the number of homeless individuals and families - 109 homeless persons in 2019 in York County during the annual point-in-time count as reported to the U.S. Department of Housing and Urban Development (HUD) compared to 229 homeless in 2025. Rock Hill continues to have a strong network of neighborhood organizations, faith-based organizations, and local agencies that serve the homeless. Likewise, the City has continued to successfully secure state and federal grants to support City-led programs and services.

Despite the harder economic times, the post-pandemic rebound has meant continued growth in cultural and historic assets. Not only have programs continued to expand, the diversity of programs has continued to grow. Thus the need to effectively market and promote these programs has become more integral to the sustainability of these offerings.

Public health continues to be a growing concern. The City has placed an emphasis on supporting programs and infrastructure to make active lifestyles easier and access to healthy foods more convenient. Local organizations and coalitions have made improvements in education and awareness, programs, and services. Yet, conflicting priorities and the desire for convenience are often cited as reasons for not getting enough physical activity or eating a well-balanced diet.

## FROM TODAY TO TOMORROW

The path forward for building stronger neighborhoods is clear in certain aspects. The major goals associated with this core value are not expected to change, but economic and social trends certainly will. While recovery from the pandemic is still underway, the region and the City's housing and neighborhoods have proven to be resilient on several fronts. Despite the downturn in the economy, the housing supply and median days on the market remain relatively low compared to the recession 15 years ago. Home sale prices have risen but not to the level seen in other neighboring communities such as Fort Mill and Clover.

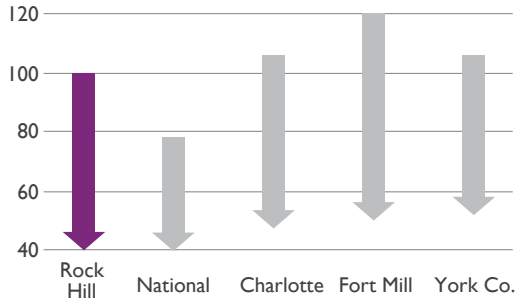
In terms of housing, Rock Hill will continue its focus on "Grow Inside First." However, even as growth and infill continues in our core, it will become even more challenging to provide mixed-use and mixed-income housing. In order to encourage this development, policies, incentives, and other innovative tools will need to be leveraged as land costs continue to rise in the urban core where transit and many social services are located. Rock Hill's competitive edge of being an affordable place to live will be largely dependent on this mix of housing stock. Additionally the city will need to prioritize planning for a shift in future housing development. The future growth in the region will continue to put more pressure on the supply of housing. This includes planning for the extension of utilities, the expansion of public safety services, and other related investments.

## DEMAND VERSUS SUPPLY

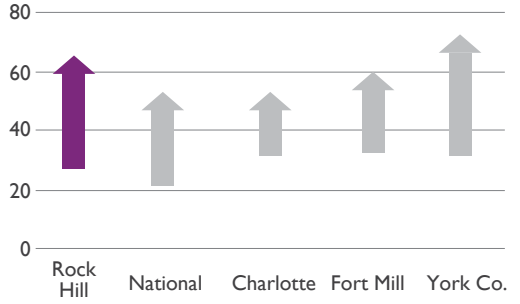
*a trend comparison in the local housing market*

Source: Redfin, DataCenter

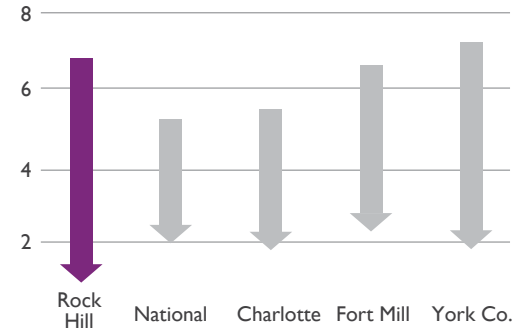
### Median Days on Market [Net Change 2015 - 2020]



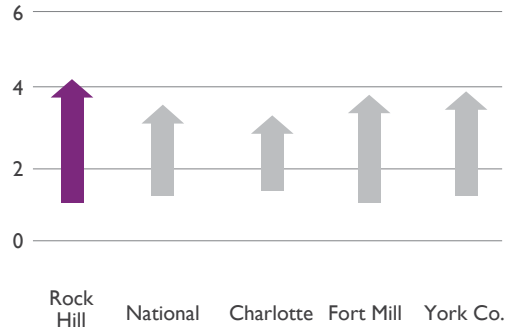

### Median Days on Market [Net Change 2021 - 2025]



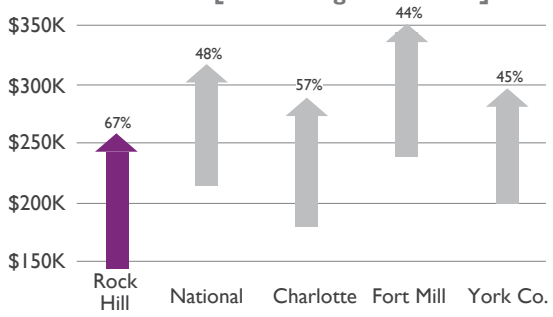

### Months Of Supply [Net Change 2015 - 2020]



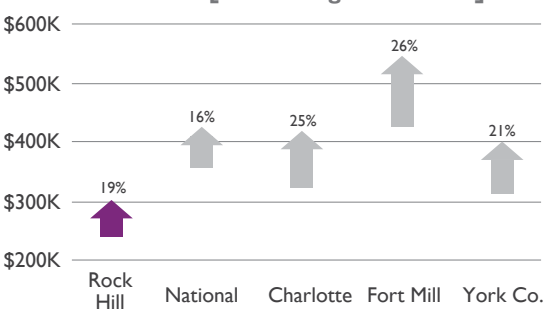

### Months Of Supply [Net Change 2021 - 2025]




### Median Sale Price [Net Change 2015-2020]




### Median Sale Price [Net Change 2021-2025]



## What we heard
*2020 survey results*

*What role do you want the City to take in developing affordable housing?*

47% City lead affordable housing development

42% Make it easier for others to develop

11% No involvement




## What does housing cost in our area?

2024 AVERAGE RENTS IN YORK COUNTY

Source: National Low Income Housing Coalition

$1,384 one-bedroom
$1,554 two-bedroom

AVERAGE MORTGAGE IN ROCK HILL

Based on a 30-year fixed loan for a home valued at $267,400 (Rock Hill Median Home Value) 6.6% interest rate, no taxes or insurance included.

Source: American Community Survey, 2023 5-year & mortgage calculator

$1,700 0% down payment
$1,366 20% down payment

## What can I afford if I am a . . .

30% OF MONTHLY INCOME AT ENTRY LEVEL

Source: National Low Income Housing Coalition, City of Rock Hill & Rock Hill School District Three

$675 *Cashier*

$1,000 *Crew Worker*

$1,000 *Administrative Assistant*

$1,300 *Teacher*

$1,125 *Fire Fighter*

$1,250 *Police Officer*

An individual should spend no more than 30% of his/her gross monthly income on rent or a mortgage. However, many low-income earners in York County cannot afford a 1- or 2-bedroom apartment or house alone. These are the faces of those who need affordable housing on a single income.

# *Advance affordable housing*

**Housing costs are appreciating due to a low supply and high demand. The appreciation has resulted in an increase in people who are cost-burdened, particularly renters. South Carolina statutes do not permit municipalities to require an affordability component in new developments, so innovative methods are needed.**

| PLAN PRIORITY & ELEMENT | 2020 GOAL / RECOMMENDATION | 2025 IMPLEMENTATION STATUS<br>Percentage is a five-year average unless otherwise noted.<br>"+" denotes positive achievements.<br>"-" indicates further attention or prioritization is needed. |
|---|---|---|
| ROCK HILL FOR ALL<br><br>MEET HOUSING CHALLENGES<br><br>H<br>P | Make it easier to build and provide affordable rental and owner-occupied housing such as - | |
| | - Establish an affordable housing policy. | + Affordable Housing Policy (AHP) adopted & updated |
| | - Allow for increased densities to support developer efforts to build affordable housing when compatible with surrounding land uses. | + 10 affordable units constructed (The Exchange) under new EDIP/AHP; additional ~250 units under construction (Edgewood Place) or proposed (Herald site) |
| | - Assist developers with participation in federal programs like the Low Income Housing Tax Credit (LIHTC) Program. | + 286 LIHTC units constructed, additional 450+ units under construction or proposed (Note: 450+ units includes 216 units under construction at Edgewood Place which uses AHP & LIHTC.) |
| | - Encourage the use of the incentives like those provided under the Economic Development Incentive Program (EDIP). | |
| | Establish a Housing Trust Fund. | |
| | - Partner with large financial investors who have funds for low-income communities. | - Housing Trust Fund and partnerships yet to be established |
| | Support the local homeless coalition Catawba Area Coalition for Homelessness (CACH). | + Collaborated with CACH & HDC to establish the Rapid Rehousing program, assisted 52 households (including 63 adults and 47 children)<br>+ Continue to support CACH and other allied organizations like Pathways and Pilgrim's Inn including a yearly allocation of about $15,000 in addition to other funding<br>+ Seek grant opportunities like the $500K grant award in 2022 to address housing stability throughout York County (ongoing) |

## *Cultivate neighborhoods of lasting value & community pride*

**The City has low homeownership rates, particularly in older neighborhoods. While progress has been made in reinvigorating older and declining neighborhoods, many homes are still sitting vacant or are in disrepair, and infrastructure maintenance and modernization is needed. The City lacks a supply of new housing that caters to a wide audience and allows for residents to age in place.**

| PLAN PRIORITY & ELEMENT | 2020 GOAL / RECOMMENDATION | 2025 IMPLEMENTATION STATUS<br>Percentage is a five-year average unless otherwise noted.<br>"+" denotes positive achievements.<br>"-" indicates further attention or prioritization is needed. |
|---|---|---|
| **ROCK HILL FOR ALL**<br><br>**MEET HOUSING CHALLENGES**<br><br>H<br>P<br>R | Encourage housing (re)development.<br>- Increase the supply of multi-family, mixed-use, and mixed-income communities that are appealing to an array of citizens.<br>- Support the development of different types of single-family housing.<br>- Monitor the effectiveness of the residential infill use provisions of the Zoning Ordinance.<br>- Encourage residential upzoning in areas that can support higher density.<br>- Support rezonings for senior living facilities in neighborhoods to ensure residents can age in place.<br>- Remediate brownfields in proximity to neighborhoods to improve quality of life. | + 5,256 units entitled in past 5-years<br>+ 79% of approved residential development plans were multi-family, mixed-use, infill, or senior living<br>+ 89% of nine residential infill cases approved<br>+ 92% of 38 residential upzoning requests approved<br>+ 100% of rezoning requests in support of senior housing granted<br>+ 296 acres of identified brownfields in proximity to neighborhoods, 108 acres remediated and 188 in-process in past 5-years |
| | Reinvigorate older neighborhoods<br>- Add infrastructure and amenities to modernize existing neighborhoods, ensuring compatibility with neighborhood plans where applicable including implementation of *Connect Rock Hill Bike & Pedestrian Master Plan*<br>- Fix broken infrastructure like sidewalks, curbs, gutters, and lighting.<br>- Support Housing and Neighborhood Services' Programs like Proactive Code Enforcement and REDI to identify neighborhoods that need help. | + *Southside Redevelopment Plan* adopted in 2021<br>+ $2.7M+/- for 5 neighborhood stormwater projects, 2021-2024<br>+ Sunset Park added to the REDI program in 2021<br>+ Southside revitalization projects kicked off in 2023<br>+ Expanded award-winning Toolshed program in 2022<br>+ Southside Home Improvement Program (SHIP) expanded in 2024, 8 homes refurbished in 2024<br>+ 90% rentals registered due to Rental Registration Ordinance adopted in 2022<br>+ 1,299 repairs made to sidewalks in the downtown area |

### How REDI improves neighborhoods -

- Homeowner rehab
- Grants
- Foreclose prevention
- Recreational activities
- Installing smoke alarms
- New development
- Fire education
- Rolling in Rock Hill
- Crime mapping
- Little free libraries
- Book mobile
- Neighborhood crime watch
- Community clean-up
- Neighborhood tool shed

## Are you REDI?

Resource Education Development Initiative

The REDI program uses a data-driven approach to improve neighborhood quality. It looks at statistical relationships and correlations between neighborhood violations and the frequency of public safety calls, crimes committed, and household income. Using this information, a tailored approach is used to improve neighborhood conditions. The Neighborhood Services Department has identified neighborhoods in which to implement this program. The program was first implemented within the Catawba Terrace neighborhood. Since implementation, crime and code violations have dramatically reduced. Given the success of the pilot neighborhood, efforts are now underway within the Sunset Park neighborhood.

## Housing Options For Seniors

With a growing senior population, it is important to prioritize opportunities for aging in place within the community. To support residents as they age, the City should continue to promote senior housing options like *The Park at Wilkerson Apartments*, which opened in March 2024. The 136-unit community offers affordable, income-restricted housing for active adults aged 55 and older, featuring modern amenities and shared spaces. The development has reached full occupancy, reflecting strong demand and community impact.



▲ FIGURE 3.1 EXAMPLE OF SENIOR HOUSING DEVELOPMENT - THE PARK AT WILKERSON APARTMENTS

# *Preserve historic assets & advance cultural resources*

**Protecting the community's historic assets and cultural resources not only requires a collective effort to safeguard and share the knowledge about these assets, but it also requires financial resources that are often limited. Many organizations compete for the same funding sources.**

| PLAN PRIORITY & ELEMENT | 2020 GOAL / RECOMMENDATION | 2025 IMPLEMENTATION STATUS<br>Percentage is a five-year average unless otherwise noted.<br>"+" denotes positive achievements.<br>"-" indicates further attention or prioritization is needed. |
|---|---|---|
| CR | Support the development of -<br>- Performing Arts & Education Center<br>- African-American Cultural Center, and the<br>- Convention center & hotel. | + St. Mary's Catholic Church Historic Marker approved 2024<br>+ Performing Arts & Education Center fundraising underway<br>+ Guardian Building redevelopment underway |
| | Seek opportunities to support local artists and cultural programs such as encouraging underutilized spaces for performance venues. | + Launched the Mural Mile program, a collection of murals celebrating Rock Hill's downtown and textile community<br>+ Completed Emmett Scott, McGirt Auditorium renovations, 2024<br>+ Storyline trail kicked of in 2025, anticipated to support Rock Hill's historic and cultural assets |
| | Complete an update to the 2004 Historic Resource Survey by 2025 identifying new candidates for historic designations. | + Southside Rock Hill Historic Resource Survey completed August 2023 |
| | Support consistent economic impact studies and use the findings to guide programming and funding requests. | + $40M+ economic impact of non-profit art & cultural organizations in York County, per the Arts & Economic Prosperity 6 (AEP6) study |

## Performing Arts & Education Center

In 2015, Comporium unveiled a plan to redevelop a block next to Fountain Park. The mixed-use project includes a Performing Arts & Education Center, also known as the Marlie Center. The 500-seat center has many stakeholders excited, including the Arts Council of York County and Winthrop University. Schematic design is complete and a site location for the Marlie Center is anticipated at the north side of Fountain Park. Fundraising is underway. Learn more about this project at [theartscenterfp.org](theartscenterfp.org)

**financial impact**
of the arts

| | |
|---|---|
| $40+ | MILLION<br>York County Industry |
| 665 | FULL-TIME JOBS<br>York County |
| $2.4 | MILLION<br>S.C. & Local Revenue |

▼ FIGURE 3.2 PROPOSED PERFORMING ARTS & EDUCATION CENTER
Source: Rendering Courtesy of 505Design, Inc.



# *Make a healthy lifestyle easier*

**Higher medical-related costs are reflective of the rising trends in poor health. Ease of access to health providers, fresh foods, and recreational facilities for physical activity are key to wellness and prevention.**

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|---|---|---|
| **ROCK HILL FOR ALL**<br>PH<br>P<br>R | Make wellness and prevention a priority.<br>- Support organizations & programs that promote healthy living and wellness.<br>- Support efforts to destigmatize mental health.<br>- Continue to recruit champions & influencers to raise the prioritization of wellness. | + Continued support of Impact York County, Wholespire, York County Ped & Bike Coalition, and National Alliance on Mental Illness (NAMI)<br>+ Support of organizations/businesses that advocate wellness such as the opening of Community Medicine Pharmacy #1 |
| | Seek ways to improve our food systems.<br>- Support and incentivize growers and vendors of healthy food options.<br>- Promote the farmer's market and other agritourism programs while also increasing access to healthy foods.<br>- Encourage retailers to expand the number of local and fresh food options particularly in food deserts and swamps (as noted in Existing Conditions Report). | + Continued support of Old Town Market at Fountain Park<br>+ Support of Ag+Art Tour of York County<br>+ Adopted regulation changes to make it easier to operate a farm in the City including beekeeping, raising chickens, etc. |
| | Augment access to and awareness of recreation facilities and related programs.<br>Explore new recreational program offerings that appeal to a wider audience. | + Armory Park 2025 renovations including new basketball courts, swings, and playground, extended walking loop, challenge course & multi-purpose field for local neighborhoods<br>+ Lifelong Learning @ Rock Hill continues to expand; offering adults age 50+ learning opportunities & local excursions |

## 9 ways to fight mental health stigma

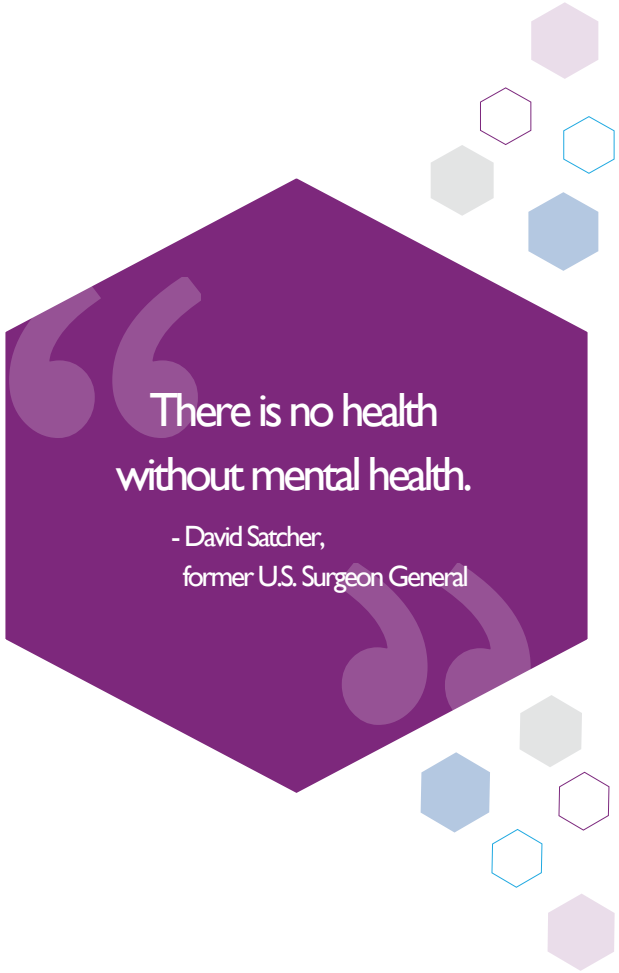
Source: National Alliance on Mental Illness

1. Talk openly about mental health
2. Educate yourself and others
3. Be conscious of language
4. Encourage equality between physical and mental illness
5. Show compassion for those with mental illness
6. Choose empowerment over shame
7. Be honest about treatment
8. Let the media know when they're being stigmatizing
9. Don't harbor self-stigma

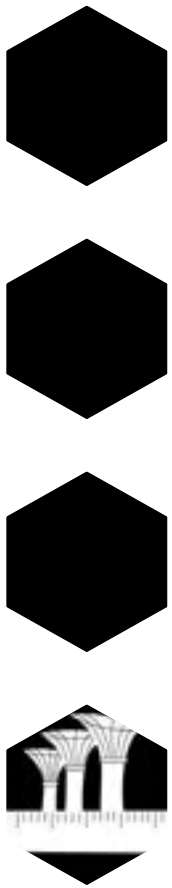



## Impact York County

A coalition of coalitions, Impact York County is the umbrella organization for 20+ coalition members of healthcare providers, organizations, schools/ universities, the City, and non-profits. Its mission is to improve community health and wellness. Impact York County serves as a one-stop shop for member groups' programs and resources. For example, their website highlights educational events, fresh produce boxes, and activities happening within the County. To learn more about Impact York County and its resources, view their website here.




ROCK HILL
SOUTH CAROLINA



# ENSURE FUNCTIONALITY WITH INSPIRING DESIGN



ENSURE FUNCTIONALITY
WITH INSPIRING DESIGN

# ENSURE FUNCTIONALITY WITH INSPIRING DESIGN

The objective of this core value is to advance quality of life particularly as it relates to the physical environment and the experiences associated with our place called "Rock Hill, South Carolina." This value reminds us of the need to fund infrastructure maintenance, including planning for life cycle and replacement costs. It includes providing inspiring community facilities that bring us together, generate economic vitality and make us economically competitive in the broader marketplace. This core value also entails encouraging design guidelines and regulations that support the many facets of life (live, work, and play) in such a way that fosters community pride and celebrates our unique community characteristics.

## FROM 2020 TO TODAY

This period of growth and redevelopment has not been without its challenges. Many of the redevelopment projects faced labor shortages, supply chain issues, and rising construction costs through the pandemic and beyond. Recovery continues as the economy tries to manage through inflation and rising interest rates. The City's tradition of fiscal prudence and efficient operations has been vital during these uncertain times. Despite rising costs, the City's financial prowess has enabled the continued infrastructure and utility system upgrades and expansions like the water filter plant, wastewater treatment plant, and Advanced Metering Infrastructure (AMI) system. These types of infrastructure investments will continue to be important as the community grows.

Similarly, Rock Hill has continued to pursue its focus on sports tourism. Coupling this with amenities and programs that support an active lifestyle, like those in Riverwalk, have proven successful. The Rock Hill Sports and Event Center is an example of how recreational facilities are integrated with redevelopment goals (part of the University Center redevelopment), acting as a catalyst within the community.

Thanks to public and private investment in downtown, revitalization and redevelopment has gained tremendous momentum. Not only have more housing units been added, the various types of housing have grown including affordable and workforce units. More small businesses are locating to downtown. Despite the number of construction sites, redevelopment has been done with an appreciation for Rock Hill's history and culture. This has become a tradition seen in many projects such as - 139 Main (apartment and retail development) and the adjacent Freedom Walkway, the Exchange and the relocation of the caboose to create Caboose Park, University Center and the inclusion of the Bleachery Heritage Plaza. Projects like these elevate Rock Hill by highlighting its unique character and sense of place.

The City's strong fiscal management paired with the commitment to be a preferred place to live, do business, and visit has placed the community in a strong position for our future. Named by Money 50 Best Places To Live In The U.S. and Fortune Magazine Best Places To Live For Families, Rock Hill's momentum has become a force.

## FROM TODAY TO TOMORROW

Even though the goals associated with this core value are expected to hold true for the foreseeable future, some of the recommendations may struggle to come to fruition. The pandemic caused many to rethink what quality of life means to them and their families. While there is much speculation about what the long-term implications will be, most anticipate more change lies ahead for the housing, retail, and office markets. Conversely, the City's infrastructure investments and capital improvement projects for the next 10+ years will support a foundation for our community resiliency and vitality.

The momentum of redevelopment in downtown is expected to continue into the next decade. Evidence of that is seen in the planning and design of projects like the redevelopment of the Herald site, the Bleachery Fieldhouse, The Guardian, and Lee Street Terraces. These development projects will be connected like never before with the implementation of the pedestrian bridge across Dave Lyle Boulevard and the Storyline trail.

The spark is not exclusive to development and growth. As the downtown experience becomes more layered and connected, community pride does as well. The sense of community is evident in activities led by neighborhood groups and community organizations. The Mural Mile Program is one example of initiatives that demonstrate the community's enthusiasm for life in Rock Hill. The RHEDC's mural mile program kicked into gear in 2020 and currently includes eight murals. Individually and collectively, these projects add to the sense of pride in our community.



▲ FIGURE 5.1 MURALS OF THE MURAL MILE PROGRAM

## Storyline

The Storyline is a proposed linear park located in the heart of downtown, designed to connect Fountain Park with Winthrop University. This vibrant park will offer a seamless experience for strolling, dining, shopping, and exploring the rich history of Rock Hill. Currently in the design phase, the concept is intended to be an immersive path of exploration where community, culture, and commerce converge to celebrate Rock Hill as a community.










▲ FIGURE 5.2 COMMUNITY ENGAGEMENT, EARLY CONCEPT DESIGN IDEATION

## *Raise quality of life while pursuing economic competitiveness*

**The City will continue to build on its strengths and correct weaknesses to ensure its attractiveness to future residents and business owners. The City needs to market the community's many advantages to attract jobs and investment.**

| PLAN PRIORITY & ELEMENT | 2020 GOAL / RECOMMENDATION | 2025 IMPLEMENTATION STATUS<br>Percentage is a five-year average unless otherwise noted.<br>"+" denotes positive achievements.<br>"-" indicates further attention or prioritization is needed. |
|---|---|---|
| ROCK HILL FOR ALL<br>ED<br>P<br>LU | • Encourage mixed-use (re)developments that are attractive to desired employers and that are preferred by our diverse residents.<br>- Leverage various types of local incentive programs.<br>- Assist with parking and land assembly.<br>- Utilize creative and flexible permitting. | + $200M+ redevelopment investment in University Center & continued downtown build out emphasizing a mix of uses such as The Power House & Lee Street Terraces<br>+ Consolidated various local incentives, now the Economic Development Incentive Program simplified for development/construction representatives |
| | • Reinforce the growth of sports tourism as a strong economic engine that helps define the community and enhances quality of life. | + 25% increase in local economy due to sports tourism with hosting BMX Worlds, 2024<br>+ Held Adidas 3 Stripes Selected Basketball<br>+ Hosted ESPN's The OCHO Day<br>+ Implementing expansion of The Rock Hill Sports & Events Center, the Bleachery Fieldhouse<br>+ Planning and design underway for the Southside Regional Park |
| | • Broaden activities and entertainment options for all segments of the community. | + American Cornhole League won Betty Jo Rhea Tourism Award for tournaments that appeal to all ages<br>+ Miracle League of Rock Hill formed in 2021 providing opportunities for children & adults to League baseball regardless of abilities |

## Southside Regional Park

The Southside Regional Park is a multi-phase, 140-acre development spanning from Heckle Boulevard to East Black Street. The park features a variety of amenities aiming to cater to diverse community needs. It has multiple planned facilities, including sports fields, playgrounds, and walking trails. This park aims to enhance the local tourism while also providing a vibrant communal space for the community. Still in the early design stages, this project is set to begin construction in 2025-2026.

**financial impact of tourism**

$125 CITY OF ROCK HILL, PRT 2024 TOURISM INDUSTRY MILLION

194 FISCAL YEAR 2024 EVENTS

91% OF REVENUES FROM ***REPEAT*** EVENTS

▼ FIGURE 5.3 CONCEPTUAL MASTER PLAN PHASE I OF THE SOUTHSIDE REGIONAL PARK



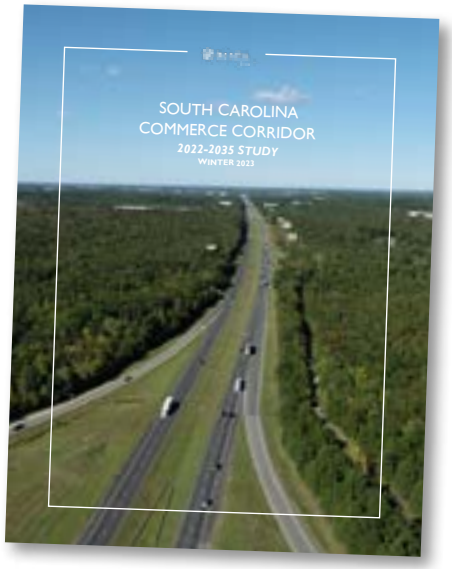


## Water & Wastewater

While the City of Rock Hill has experienced strong growth over the past 18 years, some jurisdictions in the region have experienced double and triple the growth that Rock Hill has. The City provides water to its residents as well as many of these jurisdictions as wholesale customers like the Town of Fort Mill and the City of Tega Cay. With more households comes the need for more water. Thus Rock Hill recently completed an upgrade at the Water Filter Plant in order to increase the permitted capacity from 36 MGD (Million Gallons per Day) to 48 MGD. Additionally, upgrades are underway to increase capacity at the Manchester Wastewater Treatment Plant from 20 MGD to 30 MGD.

## Infrastructure Planning

The I-77 corridor is an area with tremendous development pressures. The South Carolina Commerce Corridor Study was conducted to provide an initial cost estimate of future infrastructure needs in this area including roadway, storm water, water, sewer, and electric. This analysis was performed by projecting future, non-residential development along the corridor from north of Anderson Road to the York County/ Chester County line. City staff worked with consultants to project vehicular travel demands to estimate roadway capacity needs. This study also includes recommendations regarding ways to encourage manufacturing land uses to locate in this area.



# *Maintain facilities & infrastructure*

**To provide high quality service levels, planning and budgeting is needed for both growth and routine maintenance. A significant number of City facilities, amenities, and infrastructure are reaching the end of their lifecycle, and there is limited funding available for maintenance.**

| PLAN PRIORITY & ELEMENT | 2020 GOAL / RECOMMENDATION | 2025 IMPLEMENTATION STATUS<br>Percentage is a five-year average unless otherwise noted.<br>"+" denotes positive achievements.<br>"-" indicates further attention or prioritization is needed. |
|---|---|---|
| ROCK HILL FOR ALL<br>CF<br>PI<br>LU<br>R | • Facilitate future growth through well-coordinated long-range planning and budgeting. | |
| | - Identify the long-term budgetary impacts of proposed and planned capital projects (increased annual operation and maintenance costs). | + Budget adoption and Capital Improvement Plan (CIP) update (ongoing/yearly)<br>+ SC Commerce Corridor Study adopted March 2023<br>+ $9.5M grant for Southside area stormwater improvements |
| | - Seek consistency between the Comprehensive Plan, the CIP, the Strategic Plan, and the annual budget. | + Review and update for respective plans quarterly and annually (ongoing/yearly) |
| | - Coordinate major capital improvements with all relevant government agencies and providers. | + Review and update at least annually (ongoing/yearly)<br>+ $10M grant to merge wastewater system with Chester County |
| | • Support daily service delivery through high-quality operational management and planning practices. | |
| | - Initiate replacement programs for police and fire equipment (in addition to vehicles) to ensure equipment is replaced on a regular schedule. | + Review and update police and fire equipment replacement as part of the yearly budget and CIP process (ongoing) |
| | - Initiate or expand programs designed to decrease crime and fire incident rates. | + $133,000 grant to update street lighting city-wide |
| | - Develop a building maintenance program to ensure that funding is available to renovate facilities as they age. | + Review and update funding needs for building maintenance as part of the yearly budget and CIP process (ongoing) |

# *Improve land use form & character*

**Many developments were built before design standards were in place and sites are difficult and costly to retrofit once built. Older housing stock does not align with changing housing and lifestyle preferences. Poorly designed sites can negatively influence people's perception of certain uses.**

| PLAN PRIORITY & ELEMENT | 2020 GOAL / RECOMMENDATION | 2025 IMPLEMENTATION STATUS<br>Percentage is a five-year average unless otherwise noted.<br>"+" denotes positive achievements.<br>"-" indicates further attention or prioritization is needed. |
|---|---|---|
| LU<br>R | • Utilize the revised Future Land Use Map (FLUM) as the first resource in making land use decisions according to character areas and redevelopment corridors to ensure consistency and compatibility with vetted community vision and values. | + 93% of annexations & rezonings consistent with Future Land Use Map (FLUM) over the past 5 years |
| | • Work with the County to create compatible development standards for areas adjacent to incorporated cities. | + City planning staff periodically discuss cases with York County staff regarding municipal infill (re)development plans (ongoing) |
| | • Regularly conduct research and engage the development community in discussions about consumer preferences and market trends in order to consider updates to standards. | + Meet yearly with representatives of the development community to solicit feedback (ongoing)<br>+ Meet with development representatives as various long-range plans are drafted (ongoing) |

## Tree Save Recommendations

The Urban Forest Master Plan identified new greenfield development as the biggest threat to our tree canopy. About 85% of approved development plans over the last 5 years were for industrial or residential projects which primarily occur on large, undeveloped tracts. In order to mitigate the large losses of tree canopy as a result of these projects, the Plan recommends increasing tree save in our zoning ordinance, and identifying partners with off-site locations where trees could be planted if the tree save requirements could not be met. The next step in this initiative is to propose an update to our tree save requirements in the Zoning Ordinance to better realize the benefits of a more robust tree canopy such as heat mitigation, quality of life, and recreation.

Applying our current development regulations per land use type, a site's canopy loss on average is approximately . . .

**75% Industrial** **60% Residential** **40% Commercial**





## South Anderson Road Corridor Study

South Anderson Road is one of the Redevelopment Areas. Characterized by business and industrial parks, this corridor is an important commercial area which includes the campus of York Technical College. The 2022 Study examined existing conditions and makes recommendations to support the future vitality of area. These recommendations focus on long-term redevelopment of commercial properties, elevating the corridor's aesthetic and extending placemaking elements throughout the corridor that acts as a major gateway into the City.

# *Celebrate our natural and built assets that strengthen Rock Hill as a destination*

**Rock Hill has a rich history, and many natural and cultural resources. However, the public is not always aware of all of these resources and programs available in the City. Sharing our story is integral to sustaining this heritage, and raising awareness is a continuous need.**

| PLAN PRIORITY & ELEMENT | 2020 GOAL / RECOMMENDATION | 2025 IMPLEMENTATION STATUS<br>Percentage is a five-year average unless otherwise noted.<br>"+" denotes positive achievements.<br>"-" indicates further attention or prioritization is needed. |
|---|---|---|
| CR<br>NR<br>P<br>R | • Make natural assets a focal point in (re)development projects.<br>- Encourage developers to incorporate low-impact or green building techniques.<br>- Support natural design elements that integrate public health, art, and our heritage. | + The storm drain art program launched in 2021<br>+ Initiated refresh of the Frontis Brooks Memorial Garden |
| | • Convey Rock Hill's stories better through a framework that promotes these historic and cultural resources across our region. The framework includes utilizing both physical and digital means to gain awareness. | + Sports & Events Center, University Center, launched 2020 Rock Hill Printing & Finishing Company, Bleachery Heritage Plaza at University Center completed 2022<br>+ 2025 launch of Storyline in downtown |
| | • Encourage (re)development that complements our historic & cultural resources (i.e. retail and other experience-based activities). | + Alleyways Reimagined program to activate nine alleys in downtown<br>+ Southside Music & Culture Trail under development<br>+ The Powerhouse and The Thread redevelopment projects |
| | • Highlight unique heritage assets such as -<br>- Catawba Indian Nation<br>- Cultural District designation<br>- Bleachery & textile life<br>- Williams-Ivory Cultural Center | + Bleachery Fieldhouse under construction in 2024<br>+ Named the African-American cultural center in 2021 the Williams-Ivory Cultural Center |

## The Southside Redevelopment Effort

The Southside Redevelopment Effort (formerly known as the Clinton ConNEXTion Action Plan) is a community-led effort that focuses on improving the quality of life along the Southside of Rock Hill. This initiative strives to encourage economic growth, address housing needs, enhance educational opportunities, and improve the health and wellbeing of the residents. Since the adoption of the Plan in July 2021, renovations to McGirt Auditorium and Armory Park, and various beautification and revitalization efforts have been completed. The Plan focuses on seven core principles and four overarching themes to guide the planning process. Learn more about the Plan and additional projects here.



▲ FIGURE 5.4 EMMETT SCOTT CENTER, McGIRT AUDITORIUM RENOVATIONS

## Storm Drain Art

This public art project led by The Arts Council of York County was launched in 2020 to focus on local water heritage and water quality. Selected artists turn their concepts into reality in order to remind us that our neighborhoods are all connected to our waterways and lakes. Two drains locations are to be added annually.

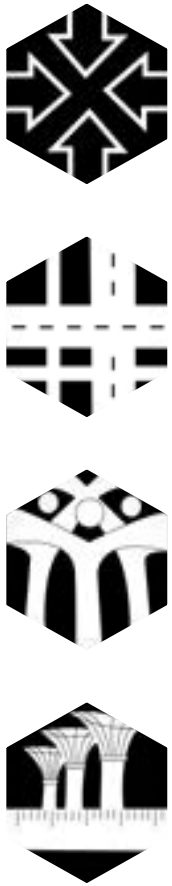


▲ FIGURE 5.5 STORM DRAIN ART BY ANGELA JORDAN

**When you dream bold dreams, nothing can stop you from staying focused on what you need to do.**

-Dr. Kimberly P. Johnson


ROCK HILL
SOUTH CAROLINA



# APPENDIX









# APPENDIX

## SUITABILITY ANALYSIS

The suitability analysis is used to help derive the Future Land Use Map which guides future development in the City and Planning Area. The analysis looks at different inputs that make an area more or less suitable for future development. When all inputs are combined, a more clear picture of growth areas emerge. The suitability analysis facilitates discussions between the general public, developers, staff, and elected officials about why certain areas are more conducive for future development than others.

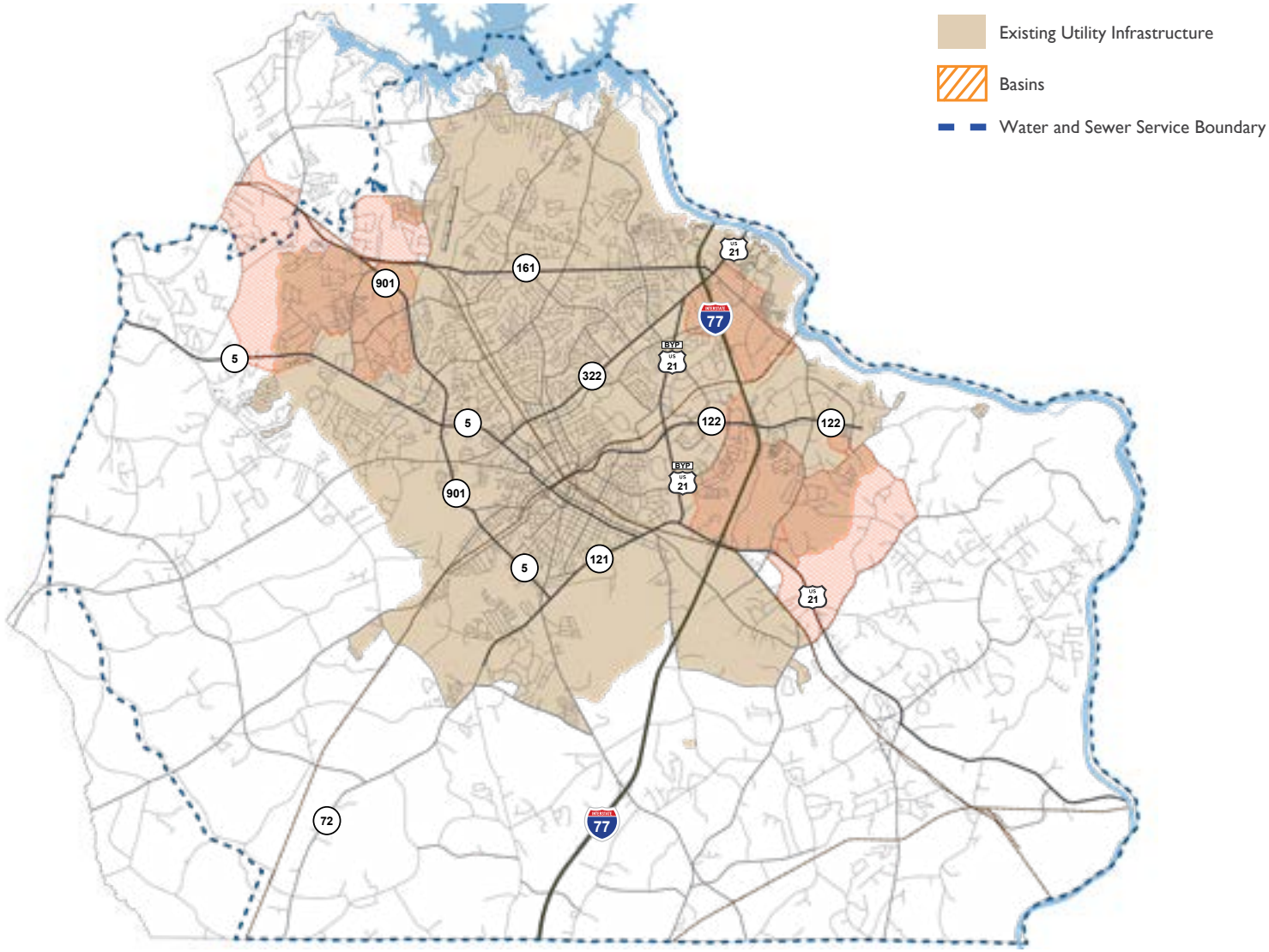
▼ MAP A.1 GUIDING FUTURE GROWTH - ALL INPUTS
Source: City of Rock Hill Planning & Development



Areas that are served or are capable of being served by water and sewer are more suitable for development. The map below shows which areas can likely be served today (existing utility infrastructure) or have the potential to be served in the future (watershed basins). As territory is annexed into the city's jurisdiction, the Water and Sewer Service Boundary is amended to include these newly annexed areas.

▼ MAP A.2 UTILITY AVAILABILITY

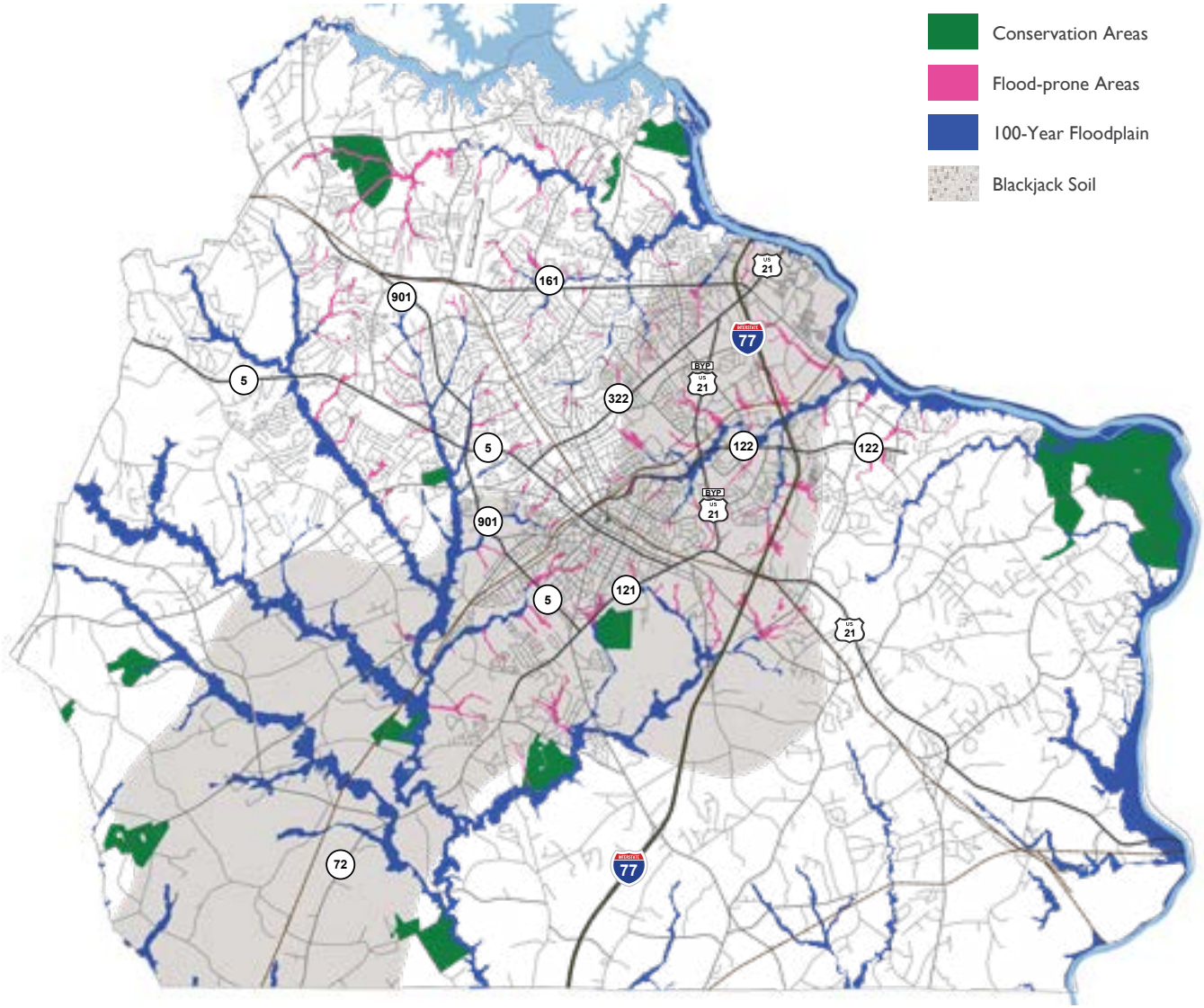
Source: City of Rock Hill Planning & Development



Areas within the floodplain or flood-prone areas are prohibited from development; likewise areas that are conserved through easements or other means are also protected from development. Blackjack soil is difficult to develop on due to rockiness and poor drainage. The map below shows these areas that limit development potential.

▼ MAP A.3 ENVIRONMENTAL CONSTRAINTS

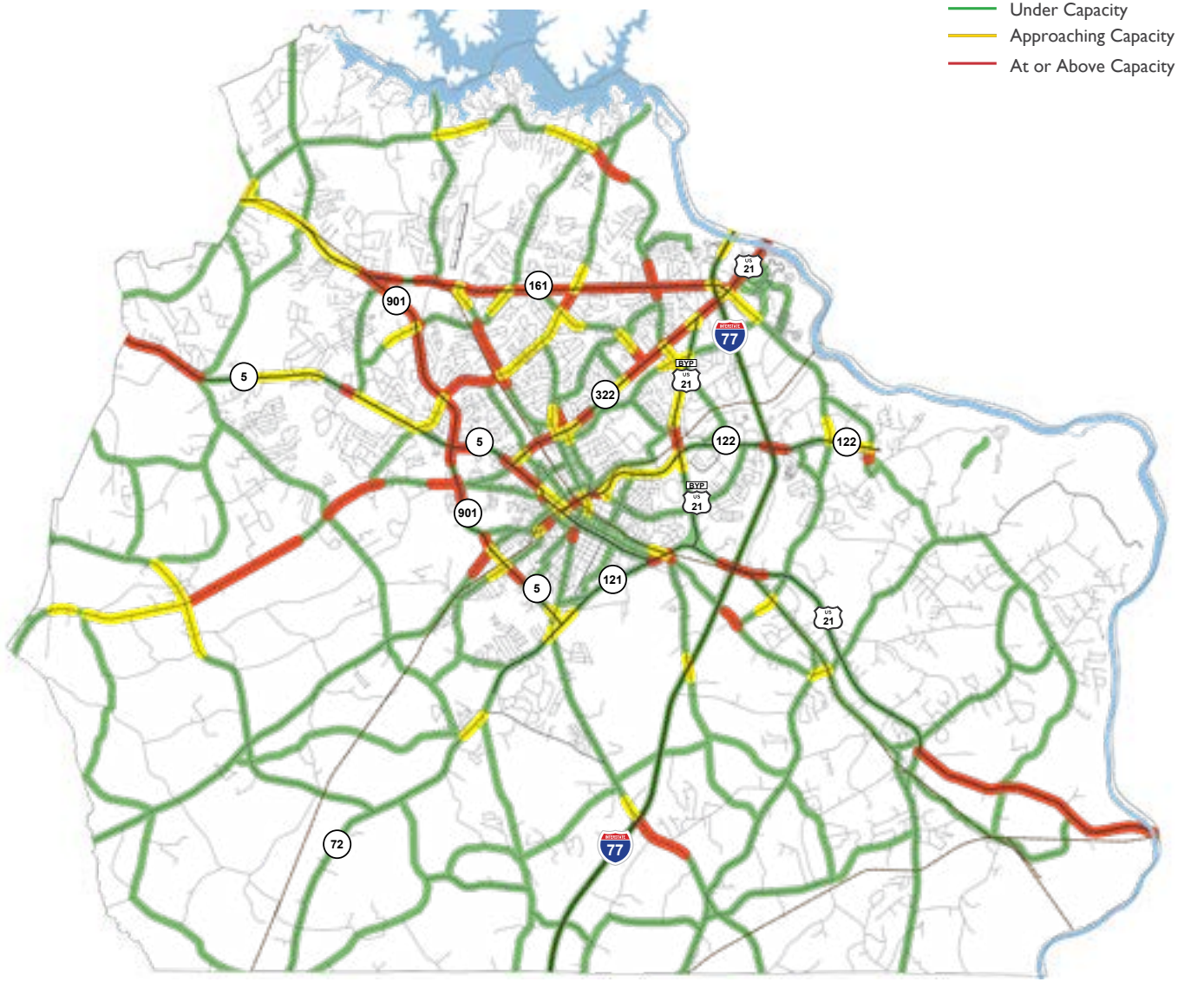
Source: City of Rock Hill Planning & Development



Volume-to-capacity is a ratio that compares the number of vehicles per day a road handles versus the number of vehicles per day the road was designed to accommodate. Future development should be limited where roads are at or above capacity until improvements can be made to alleviate the issue. Areas where roads are under capacity are better suited for future development.

▼ MAP A.4 2017 VOLUME-TO-CAPACITY OF ROADWAYS

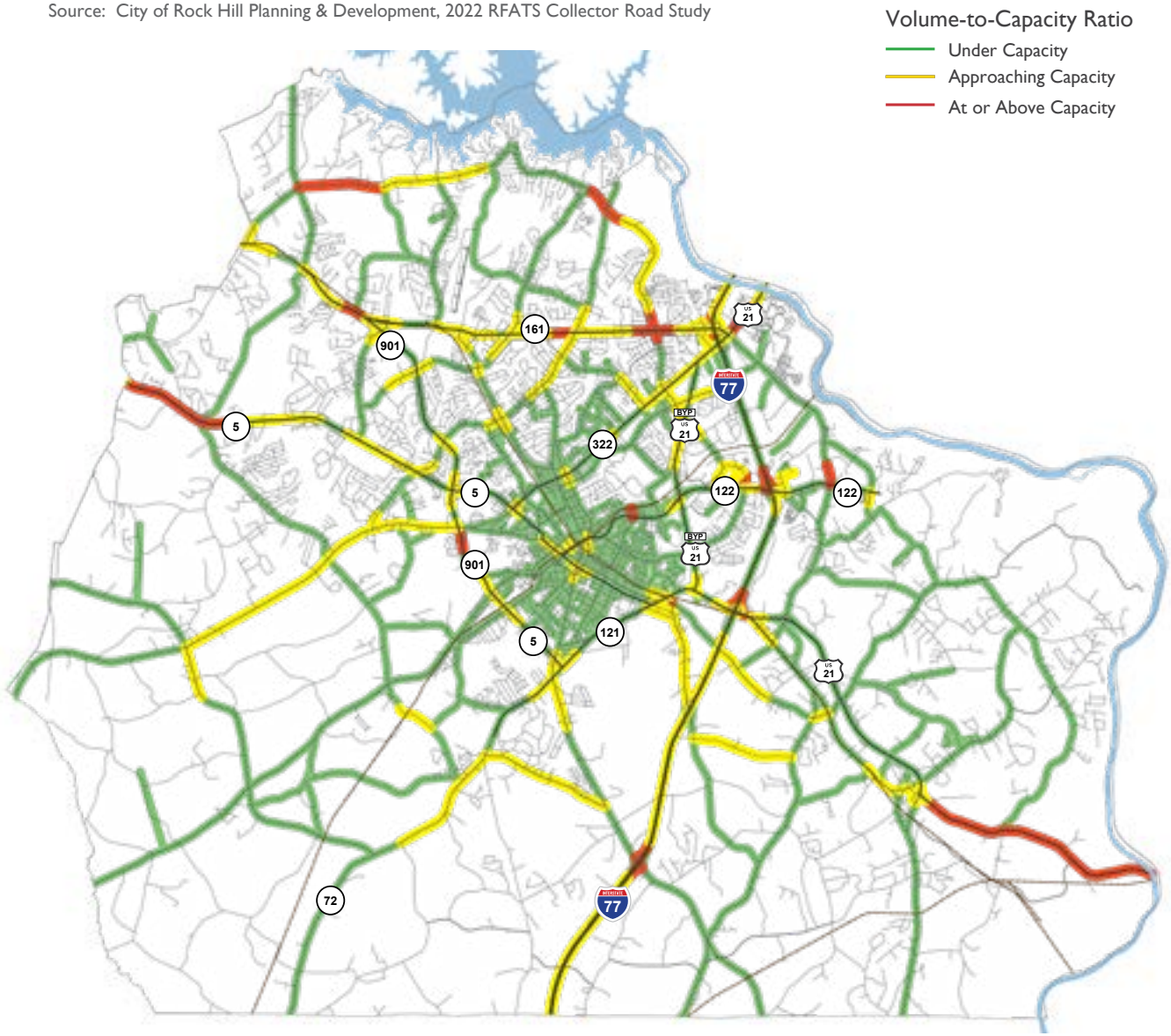
Source: City of Rock Hill Planning & Development, 2017 RFATS Collector Road Study



Both the 2017 and 2022 results are provided here, Map A.4 and Map A.5 respectively. It is suggested that the 2022 results reflect lower ratios due to the impact of the pandemic on traffic volumes and patterns. As recovery continues, it is anticipated that ratios will return to the 2017 levels. Thus the 2017 ratios are given prominence in the suitability analysis.

▼ MAP A.5 2022 VOLUME-TO-CAPACITY OF ROADWAYS

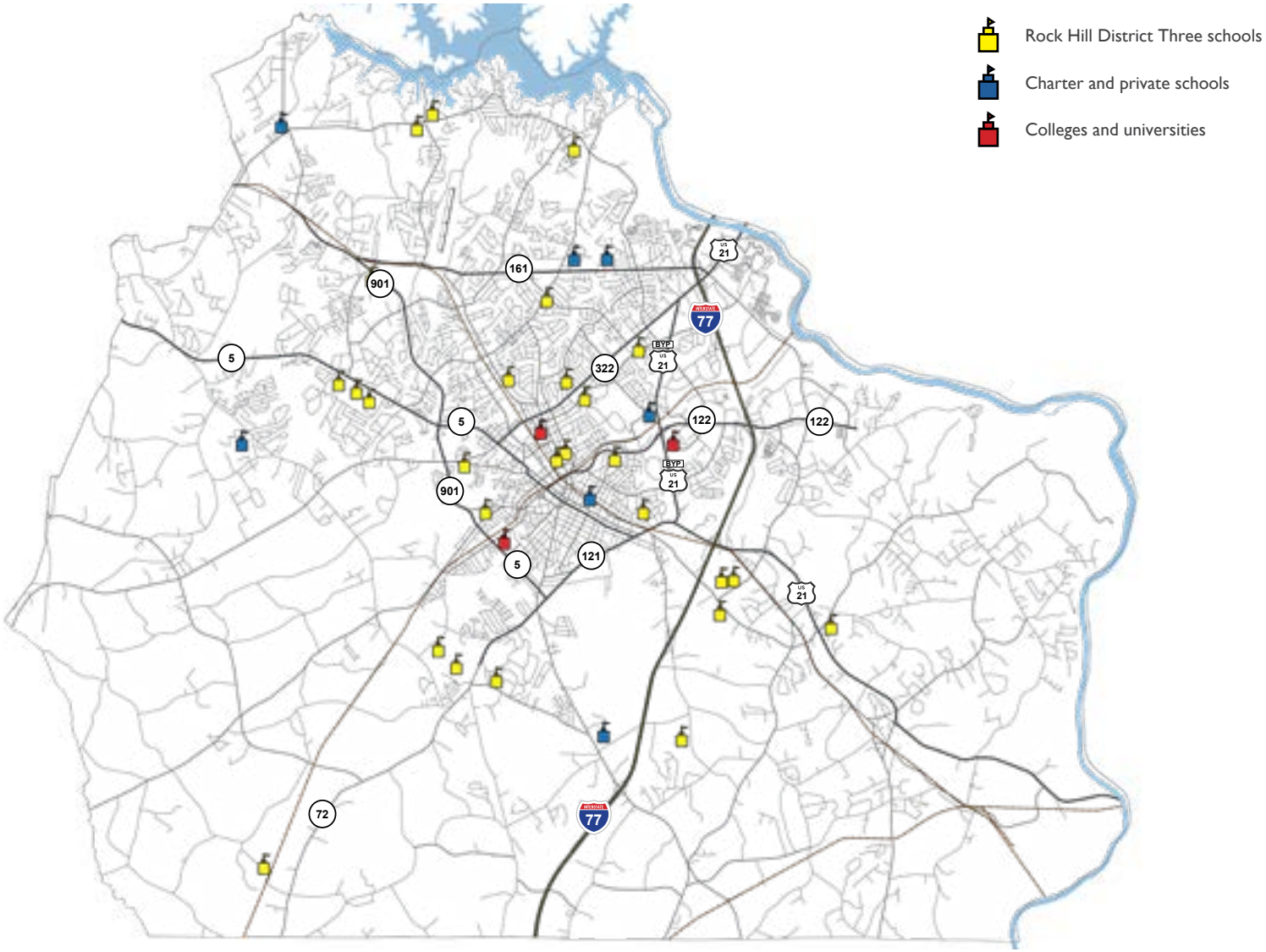
Source: City of Rock Hill Planning & Development, 2022 RFATS Collector Road Study



Proximity and ease of access to schools is important in helping to mitigate congestion during the morning and afternoon commutes. Land uses and future development that is in proximity to schools require additional consdieration.

▼ MAP A.6 SCHOOLS - PROXIMITY & ACCESS

Source: City of Rock Hill Planning & Development



## 2020 COMMUNITY SURVEY RESULTS

The community survey conducted in 2020 included 16 total questions, four of which were demographic questions. The questions included multiple choice and write-in options to assess respondents' views of the current and future state of the City of Rock Hill.

The survey was provided in both hardcopy and digital formats in English and Spanish. The majority of responses were received online with the support of social media such as the City's Facebook page. A total of 2,360 responses were received over the course of a month and a half.

Responses reflect the many voices of Rock Hill and the current events happening both locally and nationwide. This community feedback is incorporated into the goals and recommendations of the Comprehensive Plan.



# *Who responded to the survey?*

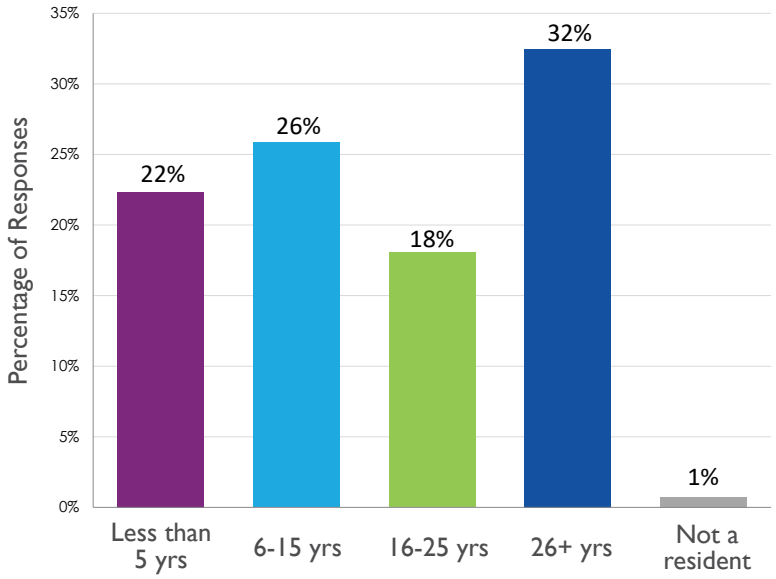
Of the approximately 2,360 respondents, 2,105 are residents of the City, while 1,152 are property owners, 209 are business owners, and 33 specified other. The majority of other responses included those that live in the County, work in Rock Hill, or spend time here shopping and recreating. About 50% of respondents report living in Rock Hill 16 plus years.

▼ FIGURE A.1 RELATIONSHIP TO CITY
Total responses - 3,499

| | NUMBER OF RESPONSES* |
|---|---|
| Resident | **2,105** |
| Property Owner | **1,152** |
| Business Owner | **209** |
| Other | **33** |

*More than one response allowed.

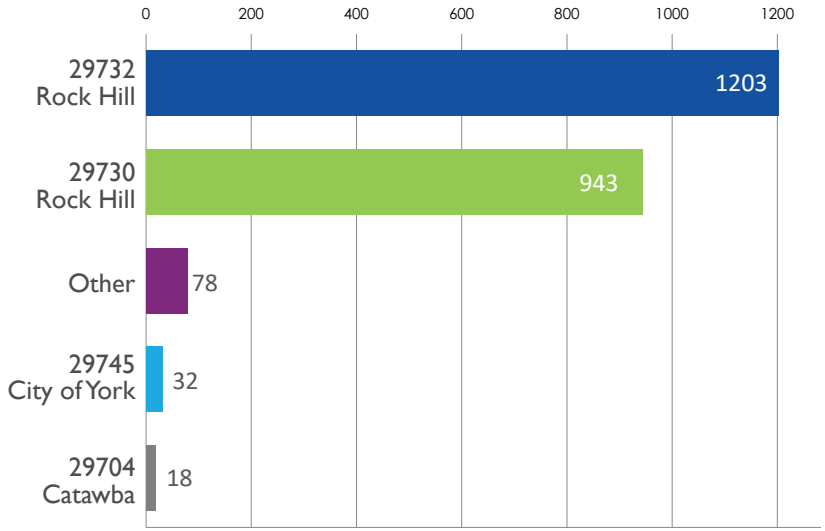
▼ FIGURE A.2 NUMBER OF YEARS A RESIDENT
Total responses - 2,274



The vast majority of respondents claim a Rock Hill zip code. The most common other response included Fort Mill zip codes. Of the 2,272 respondents replying to the question about their place of work, approximately 46% work in Rock Hill and another 14% work elsewhere in the County. Other responses included stay-at-home moms, remote workers, and disabled residents.

▼ FIGURE A.3 SURVEY PARTICIPANTS' PRIMARY ZIP CODE

Total responses - 2,272




▼ FIGURE A.4 RESPONDENT PLACE OF WORK

Total responses - 2,274

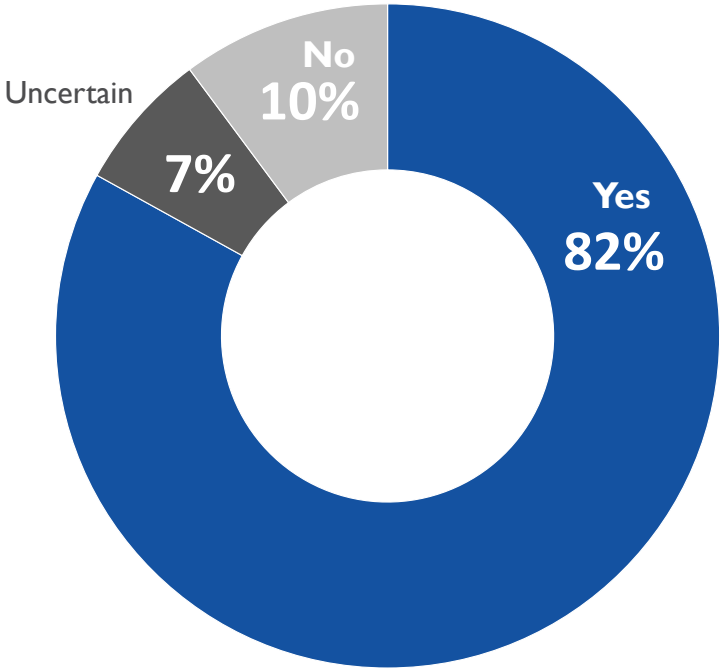
| | NUMBER OF RESPONSES |
|---|---|
| Rock Hill | **1057** |
| York County | **329** |
| Mecklenburg County | **320** |
| Lancaster County | **58** |
| Chester County | **35** |
| Gaston County | **7** |
| I am retired | **239** |
| I am a student | **40** |
| I am unemployed | **73** |
| Other | **114** |

## *Are the Core Values representative of your aspirations for Rock Hill's future?*

Of the 1,810 responses to this question, 1,503 responded that the core values are representative of their aspirations for Rock Hill's future. Those that were uncertain included 184 respondents, and 123 responded that they did not feel the core values are representative of their aspirations for Rock Hill's future.

▼ FIGURE A.5 RELEVANCY OF CORE VALUES

Total responses - 1,810




▼ FIGURE A.6 OTHER COMMUNITY ASPIRATIONS

Total responses - 402

| | NUMBER OF RESPONSES |
|---|---|
| Rock Hill For All | 59 |
| Affordable Housing | 36 |
| Good Paying Jobs | 27 |
| Better Roads & Less Congestion | 25 |
| Safety & Police Protection; The Arts | 23 |
| Better Retail & Mall; Parks Trails Greenways | 20 |
| Education & premier schools; Clean-up City, Roads & River; Environmental Protection | 16 |
| Activities & Events - All Ages & Interests | 15 |
| Cost of Living | 14 |
| Local, Small Businesses | 13 |
| Fund infrastructure maintenance; Family-friendly; Address blight | 12 |
| Keep City Character; Celebrate Cultural Diversity; Age In Place | 10 |
| Strong Neighborhoods & Code Enforcement | 9 |
| Land Conservation; Manage Growth; Citizen Review RHPD; Grocers; Better Restaurants | 7 |
| Match Infrastructure to Growth; Transit & light rail; Improve Internet Services | 6 |
| Small Government Low Taxes; South Side Development; Improve Recycling & Solid Waste | 5 |

## *Are there other community aspirations that are not reflected in the Core Values?*

About 400 respondents replied to this open-ended question. Responses were summarized into major themes (Figure A.6) and a word/phrase count was used to compile the word cloud, Figure A.6. The word cloud takes into account the number of reoccurring themes - the more a theme is mentioned, the larger the theme's font size. The phrase 'Rock Hill For All' is a commonly used community term referring to various topics related to social justice and equality.

▼ FIGURE A.7 OTHER COMMUNITY ASPIRATIONS

Total responses - 402

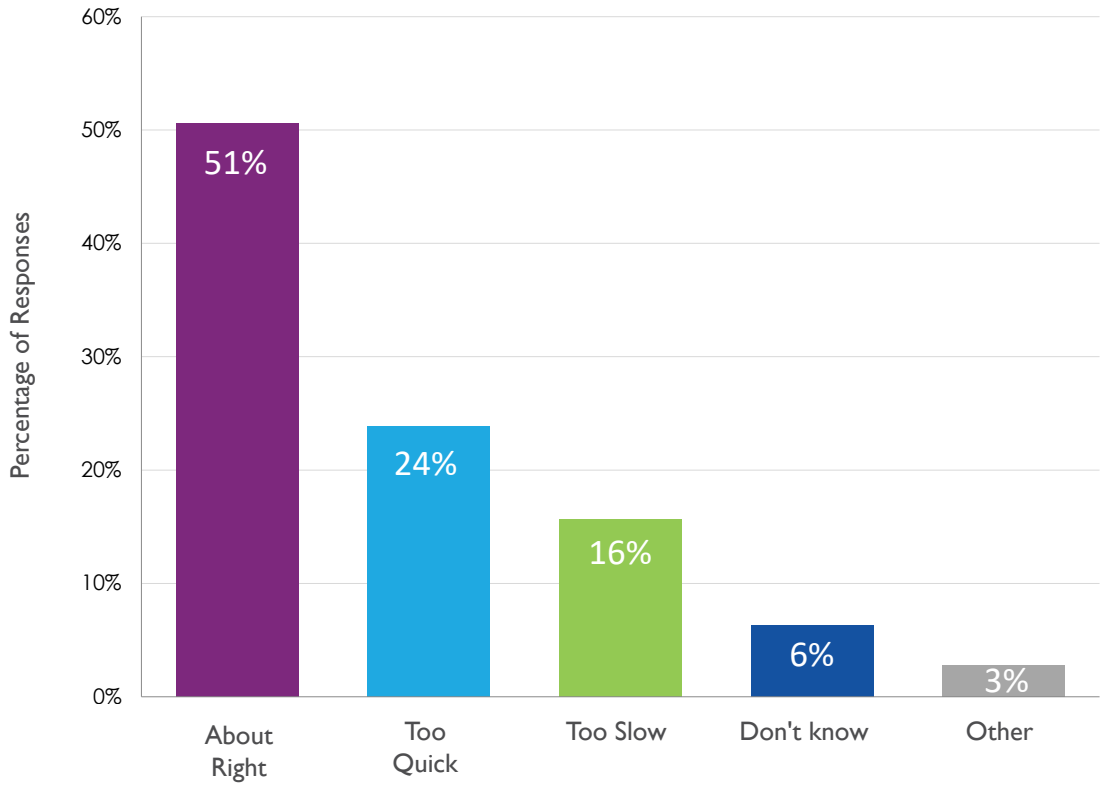


## *How do you feel about the pace of growth and development over the past five years?*

There were 2,145 responses to the pace of growth question. While the majority of respondents believe that the pace is about right, 24% believe it is too quick and 16% believe it is too slow. Of the other responses, the most common write-ins included development being focused in some areas of town and not others (i.e., not equally spread), infrastructure lagging development and growth, and that the development is not the type of development needed (i.e. develop more jobs not more fast food or self-storage) .

▼ FIGURE A.8 PACE OF GROWTH

Total responses - 2,145

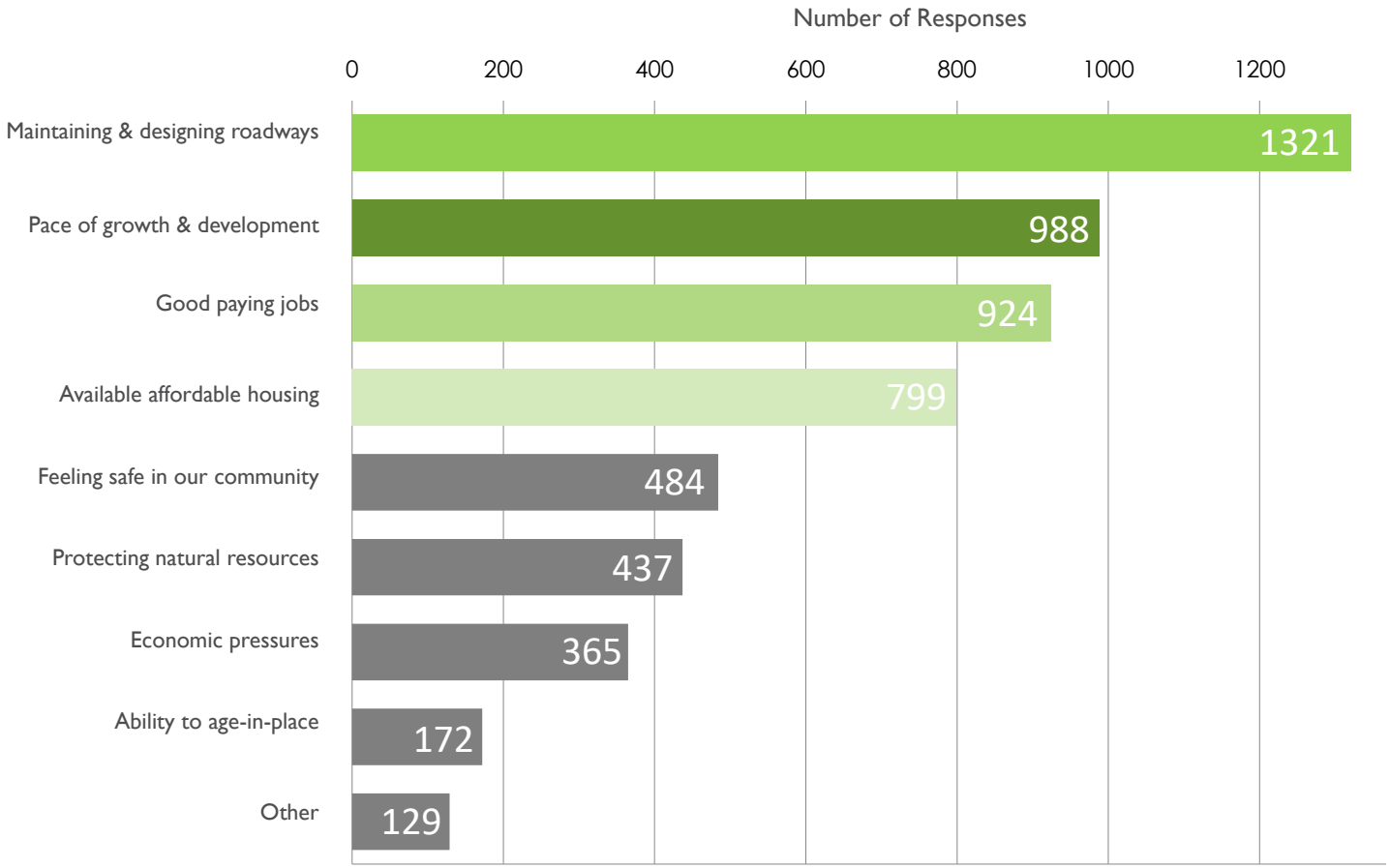


## *What are Rock Hill's biggest challenges? (select top 3)*

Respondents were asked what they see as Rock Hill's top three challenges. Maintaining and designing roadways is the number one challenge. Pace of growth and development is second while good paying jobs is third. The availability of affordable housing is fourth. Of the 129 other responses, the most common write-in responses are social justice, better education opportunities, and cost of living.

▼ FIGURE A.9 BIGGEST CHALLENGES

Total responses - 5,619

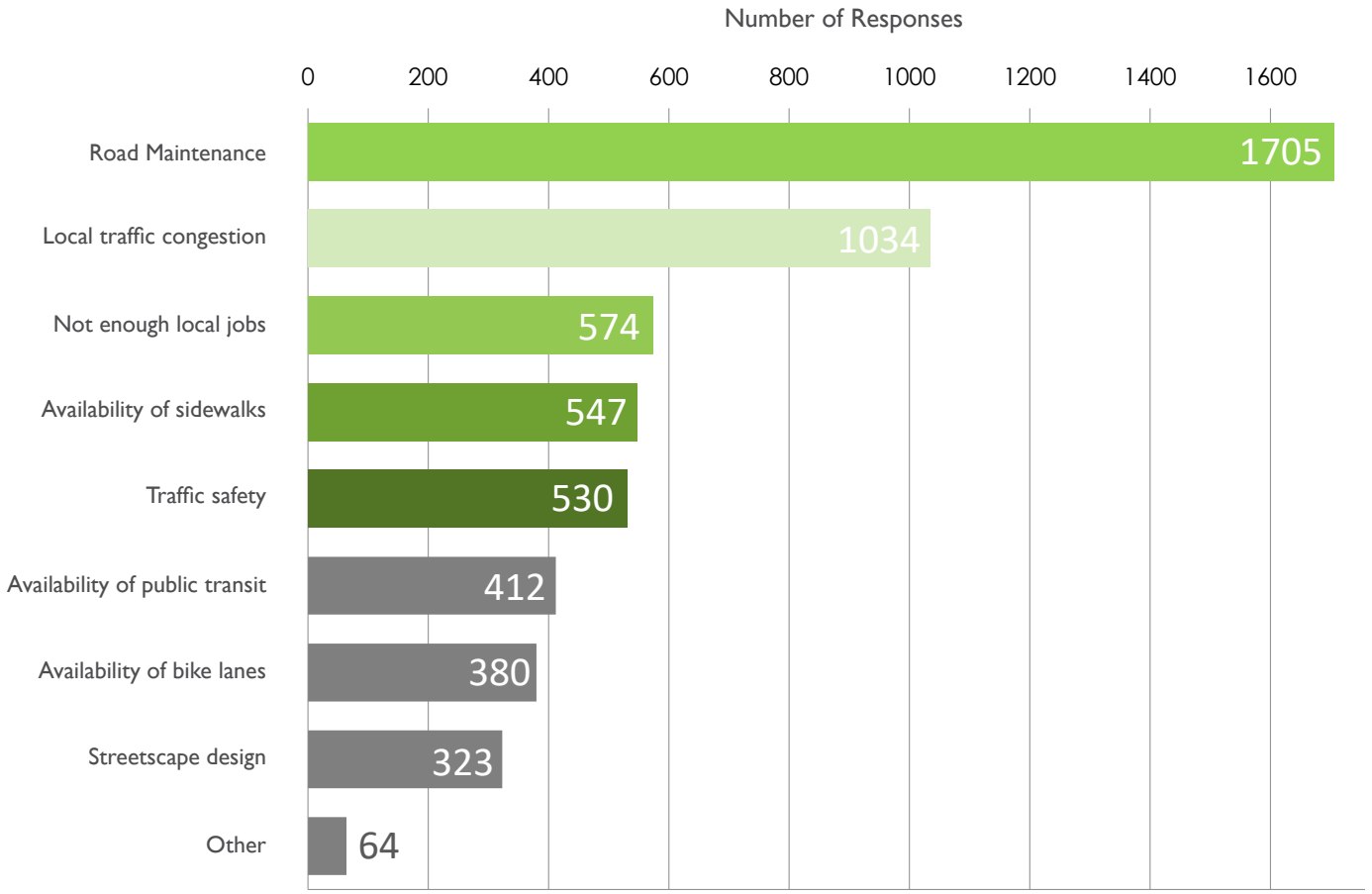


## *What are Rock Hill's primary challenges related to transportation?*

Based on the number of survey responses to this question about transportation challenges in Rock Hill indicates the importance of this topic. Respondents view road maintenance as the number one challenge. Local traffic congestion was second. A number of other responses indicated that there is a belief that widening major collectors and improving stop light timing would help mitigate congestion issues. Other responses also indicated concerns about flooding roadways.

▼ FIGURE A.10 TRANSPORTATION CHALLENGES

Total responses - 5,569

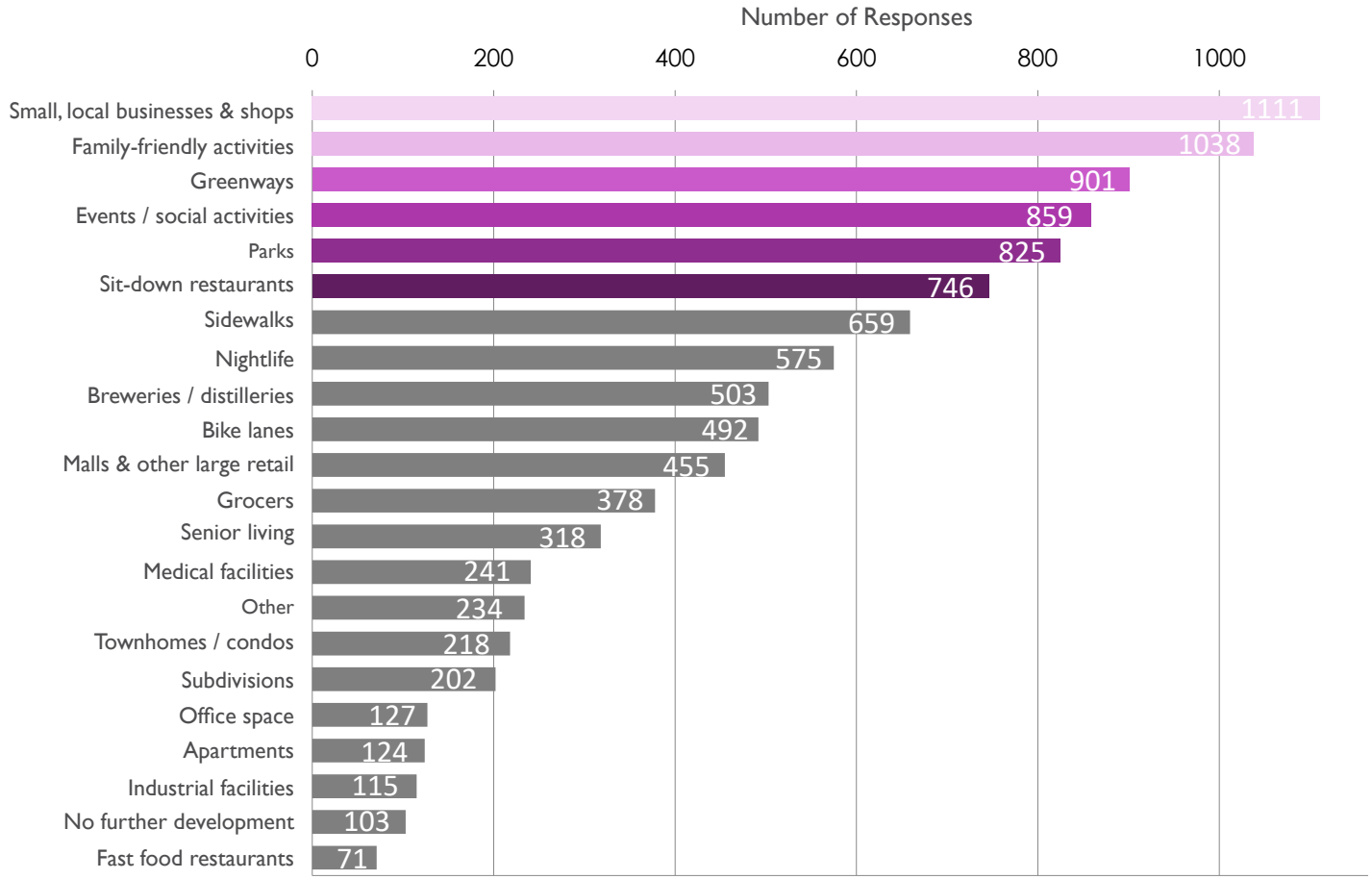


# *What do you want to see more of in Rock Hill?*

Respondents were asked to select all of the types of development that they wanted to see in Rock Hill. Small, local businesses and shops is the number one preference with family-friendly activities a close second. Greenways ranks third. Of the other comments the most reoccurring themes included affordable housing, the arts and art venues.

▼ FIGURE A.11 DESIRED DEVELOPMENT

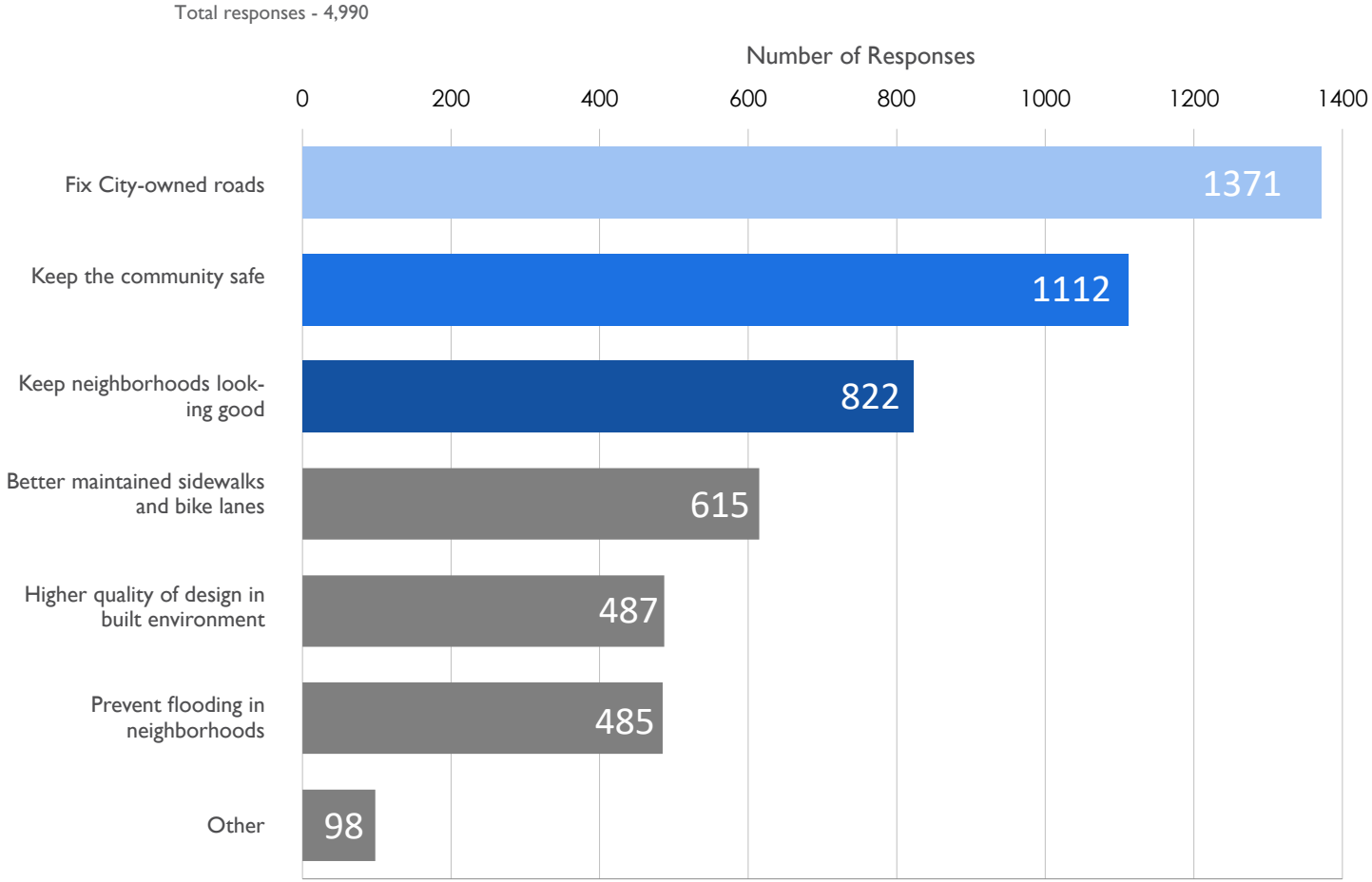
Total responses - 10,295



## *What functional and maintenance areas do we need to focus on in order to better our community's future? (select top 3)*

As part of the City's goal to be a preferred place to live, work, and play, respondents were asked to choose their top 3 areas for functional and maintenance needs. Addressing city-owned roads is the number one area of focus, followed by keeping the community safe and then keeping neighborhoods looking good.

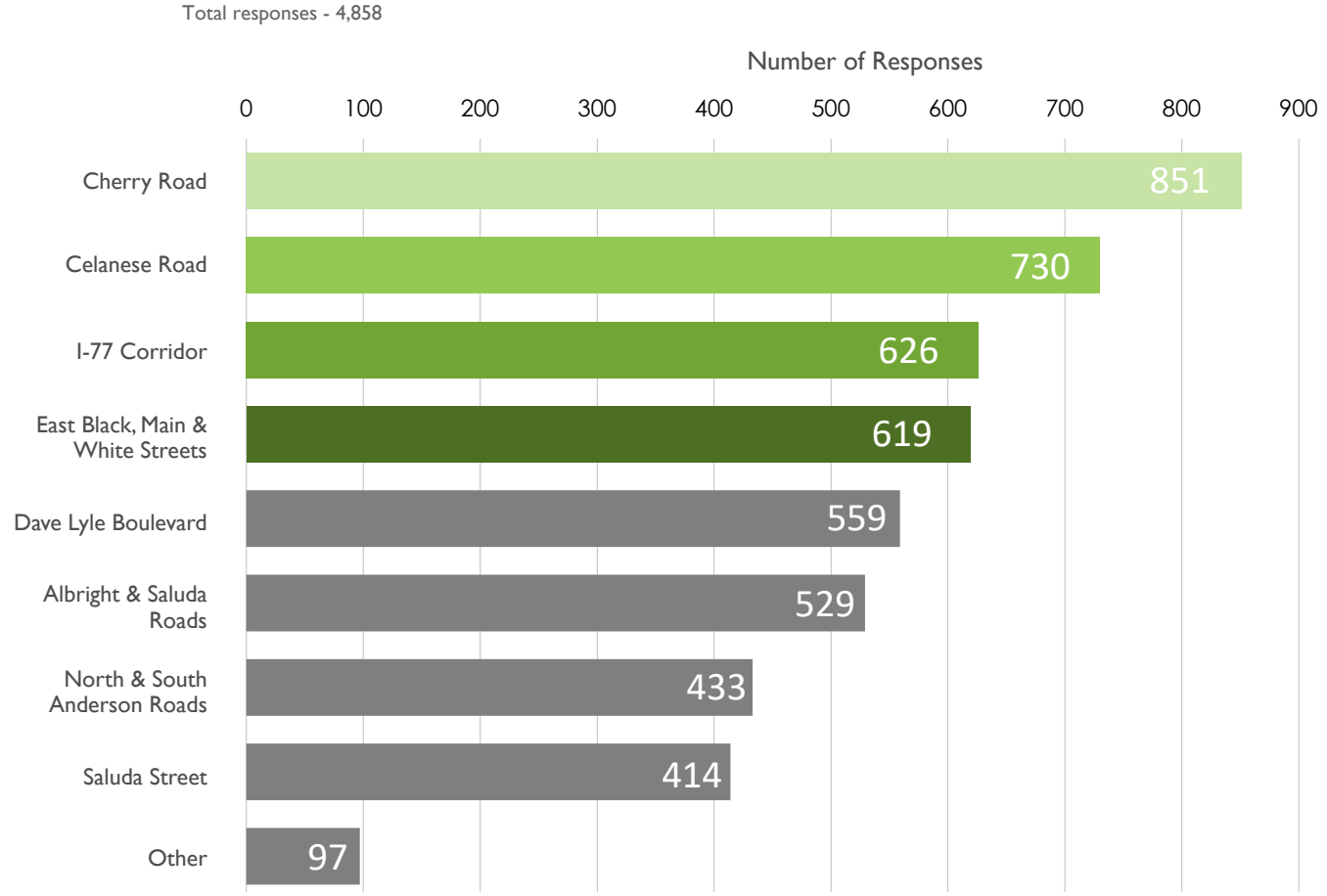
▼ FIGURE A.12 FUNCTIONAL & MAINTENANCE AREA FOCUS



## *Which corridors need additional planning in terms of land use, economic development, transportation, etc.? (select top 3)*

Asked to choose their top 3 corridors that need more attention, respondents rank Cherry Road first, often citing this as a major City gateway. Celanese Road ranks second and then the I-77 corridor third. Local corridors like East Black, Main and White Streets rank lower. Other responses most often included Mt. Gallant Road, Crawford Road, Heckle Boulevard and Eden Terrace.

▼ FIGURE A.13 CORRIDOR PLANNING

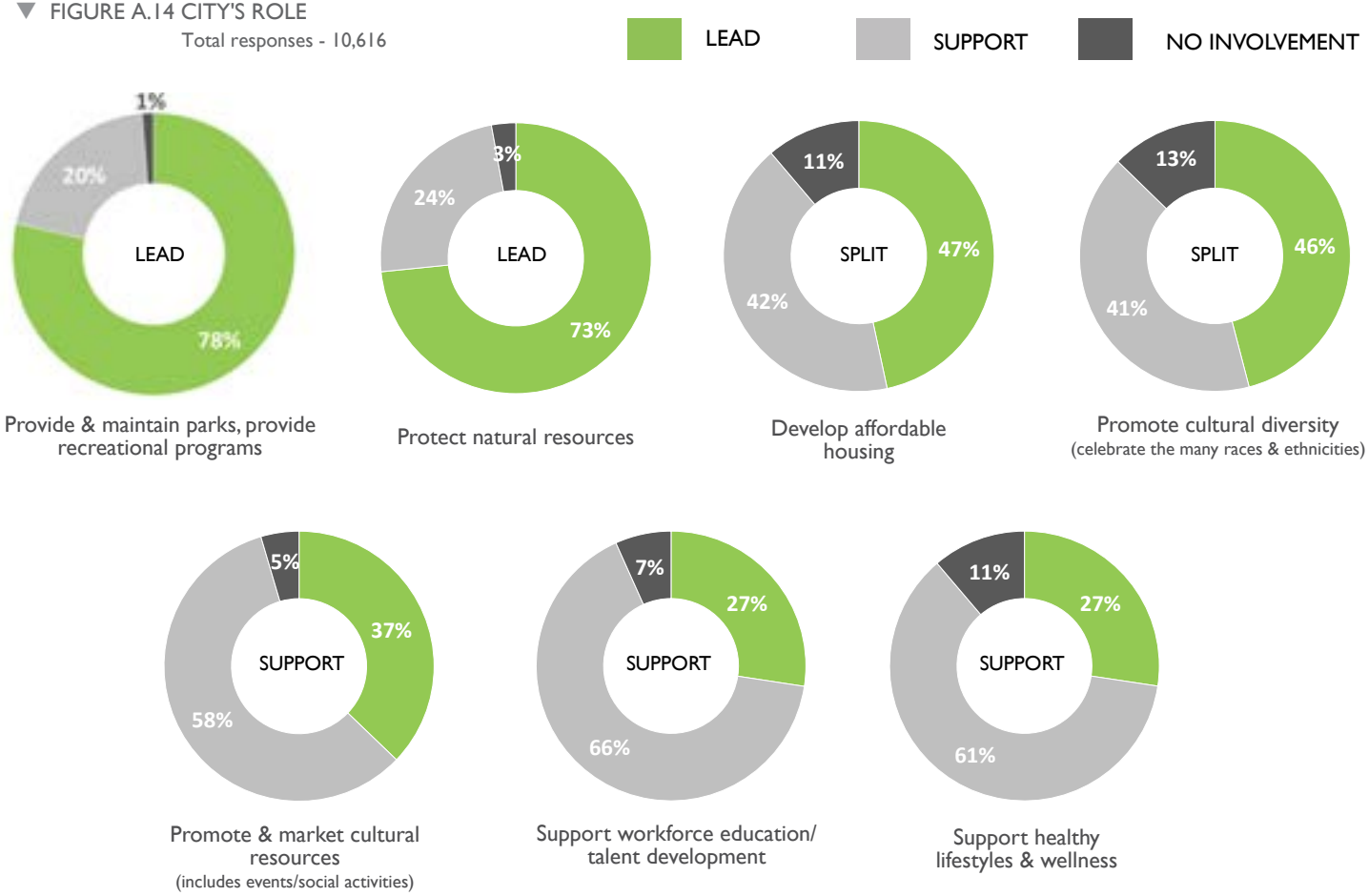


## *What role do you want the City to take in the following areas? Lead the effort, support and/or make it easier for other organizations, or not be involved?*

The overwhelming majority of respondents think that the City should lead the provisioning and maintenance of parks and the provision of recreational programs, and the protection of natural resources. There is a division over what the City's role should be when it comes to developing affordable housing and promoting cultural diversity. The majority of respondents believe that the City should play a support role to other organizations.

▼ FIGURE A.14 CITY'S ROLE

Total responses - 10,616

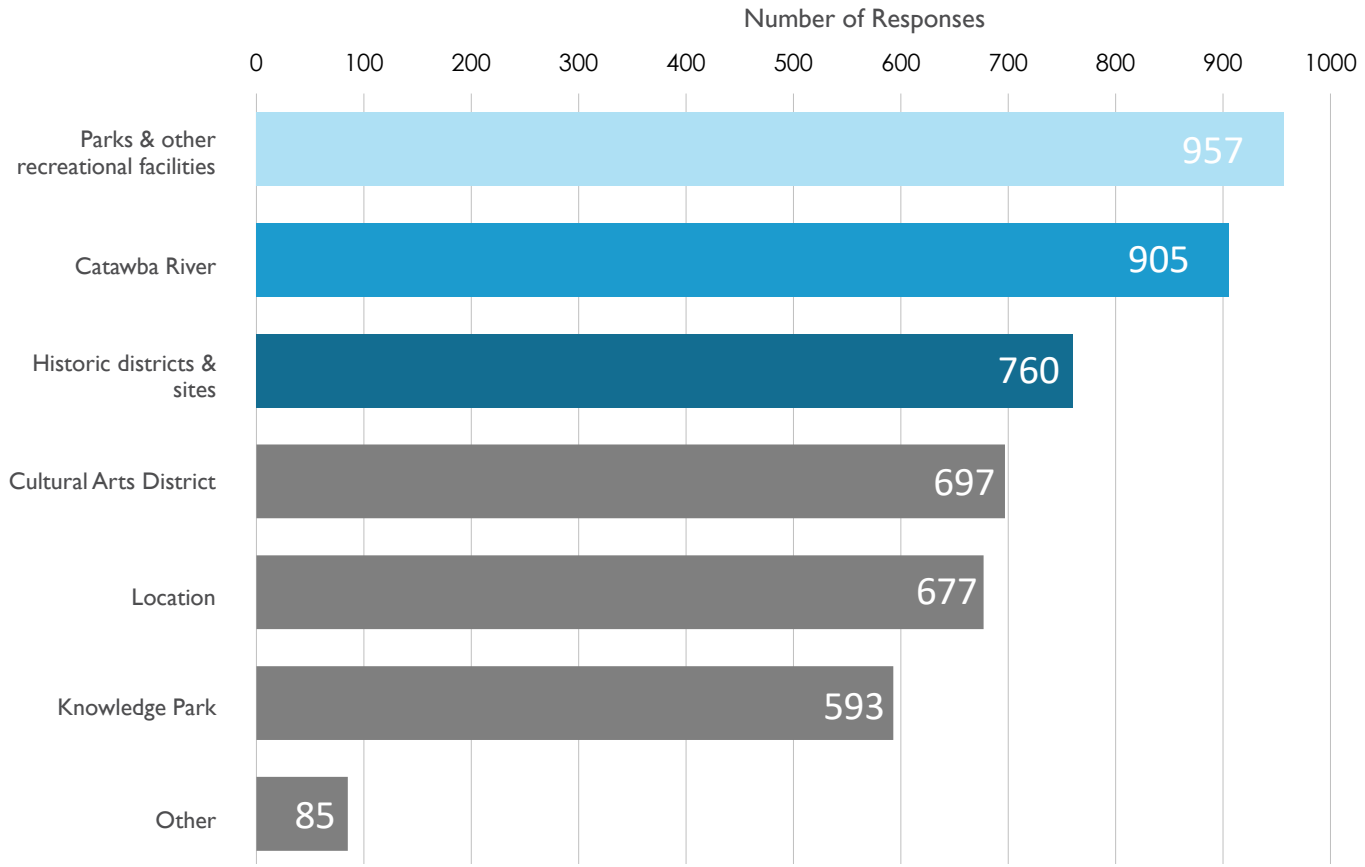


## *What resources should Rock Hill further highlight to ensure that it's a great place to live, work, and play? (select top 3)*

Asked to choose their top 3 resources that need to be further highlighted, respondents ranked parks and other recreational facilities first. These facilities are followed by the Catawba River and historic districts and sites. Knowledge Park ranked the lowest. Other resources included Winthrop University, downtown, and the library.

▼ FIGURE A.15 CELEBRATE OUR RESOURCES & ASSETS

Total responses - 4,674

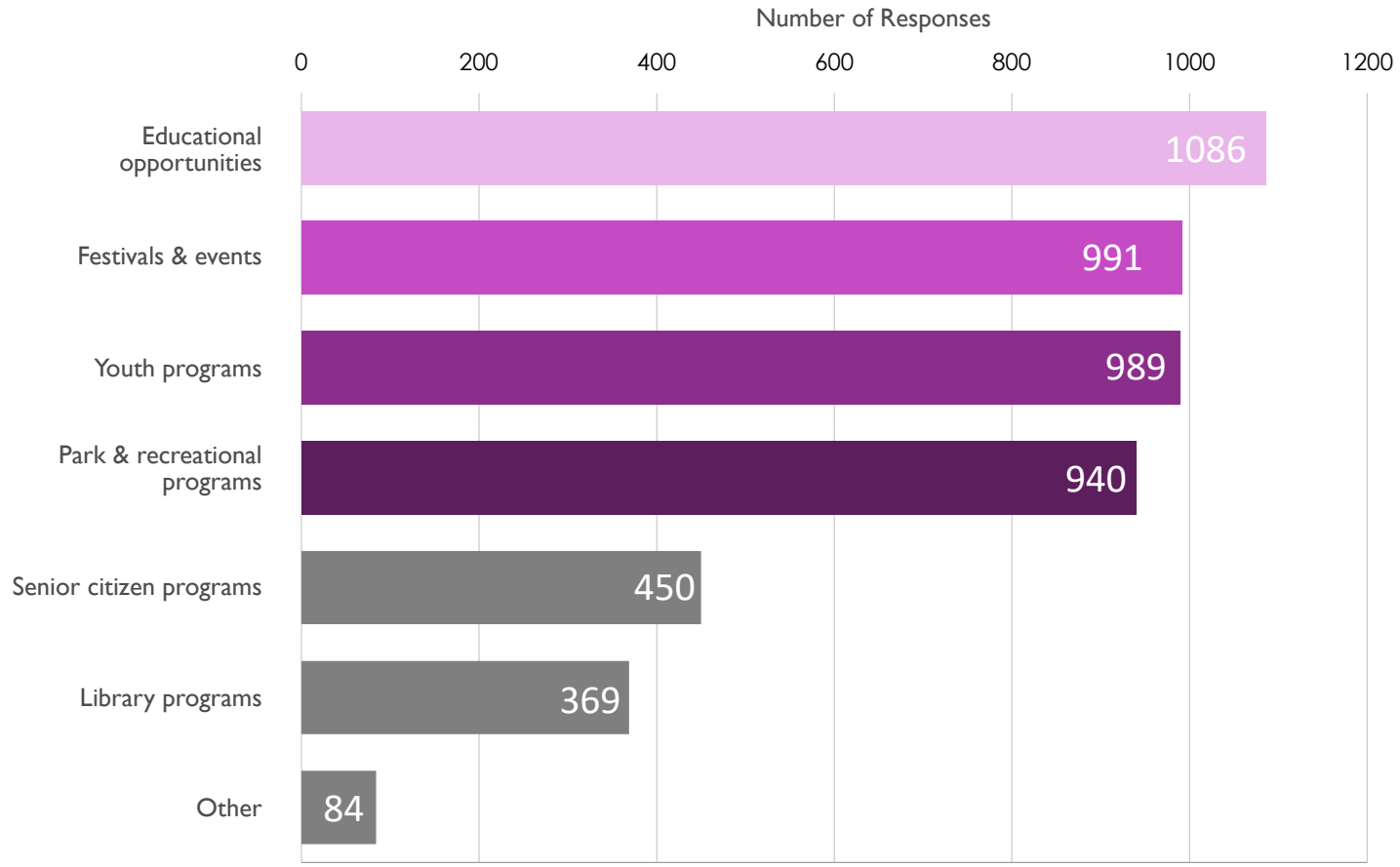


## *What programs do we need to focus on in order to better our community's future? (select top 3)*

Asked to choose their top 3 programs that we should focus on to better our community, respondents rank educational opportunities first. These opportunities are followed by festivals and events, and youth programs. Library and senior citizen programs ranked lower. Other resources included arts programs, mental health programs, and programs that are accessible by all.

▼ FIGURE A.16 QUALITY OF LIFE PROGRAMS

Total responses - 4,909



## *Is there anything that you see today or on the horizon that needs to be covered in this plan?*

Almost 500 respondents took the time to reply to this open-ended question. Responses were summarized into major themes (Figure A.18) and a word/phrase count was used to create the below word cloud. The word cloud takes into account the number of reoccurring themes - the more a theme is mentioned, the larger the font of that theme.

▼ FIGURE A.17 OTHER THOUGHTS & COMMENTS

Total responses - 491



▼ FIGURE A.18 OTHER COMMUNITY ASPIRATIONS

Total responses - 491

| | NUMBER OF RESPONSES |
|---|---|
| Good Paying Jobs;<br>Safety & Public Health | 39 |
| Less Congestion | 38 |
| Balanced, Smart Growth | 35 |
| Improve City Roads | 34 |
| Affordable Housing | 31 |
| Rock Hill For All | 30 |
| Panther Concerns | 22 |
| More Outdoor Activities + River | 20 |
| Code Enforcement;<br>Support Social Services | 18 |
| Improve Schools;<br>Local Small Biz | 17 |
| Prioritize Bike-Ped Facilities | 16 |
| Support Local Biz;<br>Prioritize Transit & Light Rail | 15 |
| Focus on South End;<br>Support The Arts;<br>Maintain City's Charm;<br>Public Engagement & Citizen Review Board;<br>More Things To Do For All | 11 |
| More Utility Providers | 10 |
| Diverse Jobs & Housing | 9 |
| Better Recycling;<br>Protect Natural Resources | 8 |

# LIST OF ACTIVE COMMUNITY PLANS

Shown below is a list of the active community plans currently in effect. These plans represent the ongoing efforts from the City and community. Each plan outlines specific strategies and scope but work together to build a collective vision for the future of Rock Hill.

Note — inactive plans may or may not be available digitally. For any historical plans, please submit a request to Long-Range Planning.

▼ MAP A.7 ACTIVE COMMUNITY PLANS
Source: City of Rock Hill Planning & Development



| YEAR | TITLE | LEAD | SCOPE | TYPE |
|---|---|---|---|---|
| 2023 | Urban Forest Master Plan | P&D | Planning Area | Functional Plan |
| 2023 | South Carolina Commerce Corridor | P&D | Along I-77, just north of South Anderson Road to the York County line | Functional Plan |
| 2022 | South Anderson Road Corridor Study | P&D | South Anderson Road | Sub Area Plan |
| 2021 | Southside Redevelopment Effort (formerly known as Clinton ConNEXTion Action Plan) | Southside Redevelopment Committee | Southside of Rock Hill | Sub Area Plan |
| 2018 | Knowledge Park Action Plan | EUD | Knowledge Park Area - Downtown | Sub Area Plan |
| 2017 | Albright Road & Saluda Road Corridor Study | P&D | Albright Road & Saluda Street | Sub Area Plan |
| 2017 | Connect Rock Hill: Bicycle & Pedestrian Master Plan | P&D | Planning Area | Functional Plan |
| 2014 | Cherry Road Revitalization Strategy | P&D | Cherry Road | Sub Area Plan |


ROCK HILL
SOUTH CAROLINA

# DRAFT

CITY OF ROCK HILL COMPREHENSIVE PLAN

VOLUME II - VISION PLAN

[2025 FIVE YEAR REVIEW]