

Provide outdoor dining



downtown

Focus on cultural centers: Heritage Green



Encourage public
development:

The S.C. Governor's
School for the Arts and
Humanities



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Improve Park Landscape



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Create a signature landmark



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Promote tourism & host events



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Build trails and greenways for recreational opportunities



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Create affordable housing



**Infill
Development:
Before & After**



downtown





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**Seek new anchors:
Kroc Center &
AJ Whittenberg
Elementary School**



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Recruit Office Tenants



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NEXT Innovation Center



NEXT focuses on the growth and attraction of early stage knowledge-based companies

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**Renovate Important
Public Spaces:
Piazza Bergamo
& Project One
downtown**





downtown




Coffee.Q
fresh coffee
FRESH COFFEE

OPEN

FRESH COFFEE





Downtown Apartment Development “100 East”

- 7 stories
- 48 apartments
- 6,000 SF Retail
(Anytime Fitness—24 hr.
access)
- Rooftop pool...only one
not on the SC coast
- Triangle Construction—
broke ground October
2011; completed in
summer 2012



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Downtown Master Plan: Branching Off Main Street



vn

Forbes

One of America's Best Downtowns
2011

#13: Best Cities for
Young Professionals
2011

The #1 City for Jobs This Spring
2012

2011/2012
Top Micro City
Award Winner



2011
Best Places to Live:
Top 18 Coolest
Towns in America

Men's Journal

2011
#6 Top 100 Places to Live



Celebrating America's Top Places
to Live, Work & Play since 1997



Coming Up/Challenges



- Growing the downtown apartment market—760 units planned or under construction now; others being discussed
- Investing in City's Sewer System Needed to Support Additional Development/Capacity (Downtown/West End)
- Filling in Key Sites (Peacock, Auditorium Site, RiverPlace continuation, and Project One)
- Developing, Attracting, and Maintaining talent for high-technology firms (have companies ready to expand but cannot find the talent they need)
- Growing the innovation that is happening here
- Using Downtown as a standard for major improvements along our gateway corridors



Capitalize on Assets and Uniqueness of Community



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Use Public Investment to Leverage Economic Development



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Focus on Quality, Not Quantity



Seek a Balance of Uses





Be Willing to Take Risks



Focus on Investments that are Centrally Located and Use Them as Catalysts



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Details are Important



Be Committed...It Takes Patience



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Leadership...

*Vision is Important
But You Must Be Able to
Convert Your Vision
Into Reality*



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greenville, sc

www.greenvillesc.gov



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