

*The Greenville County
Planning Department*

presents

the

BEREA

*Community Plan
2016*





**Greenville County
Planning & Code
Compliance**

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Executive Summary

Planning Context

Efforts to create a vision and encourage revitalization of the Berea Community began in 2011 as the Greenville County Planning and Public Works Departments began working with area residents and business owners to determine the needs and issue areas for study. A series of four workshops were held, as well as six stakeholder meetings. At that time the immediate concerns were public safety, crime, and code enforcement. These issues needed to be addressed before any community planning could be considered. Law enforcement increased active patrols and energized the Neighborhood Watch program, while Codes Enforcement implemented the Neighborhood Awareness Program. This program served to address residents' concerns regarding abandoned and/or inoperable vehicles, illegal businesses, trash and debris, property maintenance, code violations and illegal signage.

In the late spring of 2015 another issue came to the forefront for the Berea Community. The Historic Berea School property on Farris Bridge Road, beloved but long

unused had been offered for sale. At this time a potential buyer was found, and the property was up for rezoning. The potential loss of this community asset regarded as the 'heart of Berea' became a catalyst for action. The community came together to vigorously oppose the rezoning which was ultimately denied. However, the status of the school property was still uncertain. At this time, with the encouragement of County Councilman Willis Meadows, the planning process was reinstated.

Plan Process

The Five-Phase Community Plan commenced in November 2015. Phase One consisted of a study of baseline conditions including demographic data, land use and zoning information, development activity, road and utility infrastructure, community facilities, development constraints, and public safety data.

Community Stakeholders were identified and a community engagement strategy was developed. Following the gathering of information, a baseline conditions report was released at the February 2016 community meeting with an audience of more than two hundred

Berea residents, business owners and other interested citizens.

Phase Two involved the creation of highly-focused citizen volunteer task forces based on five key themes:

- Community Appearance / Beautification
- Cultural Resources
- Development / Re-Development
- Recreation / Transportation and
- Public Safety

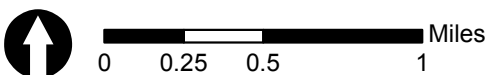
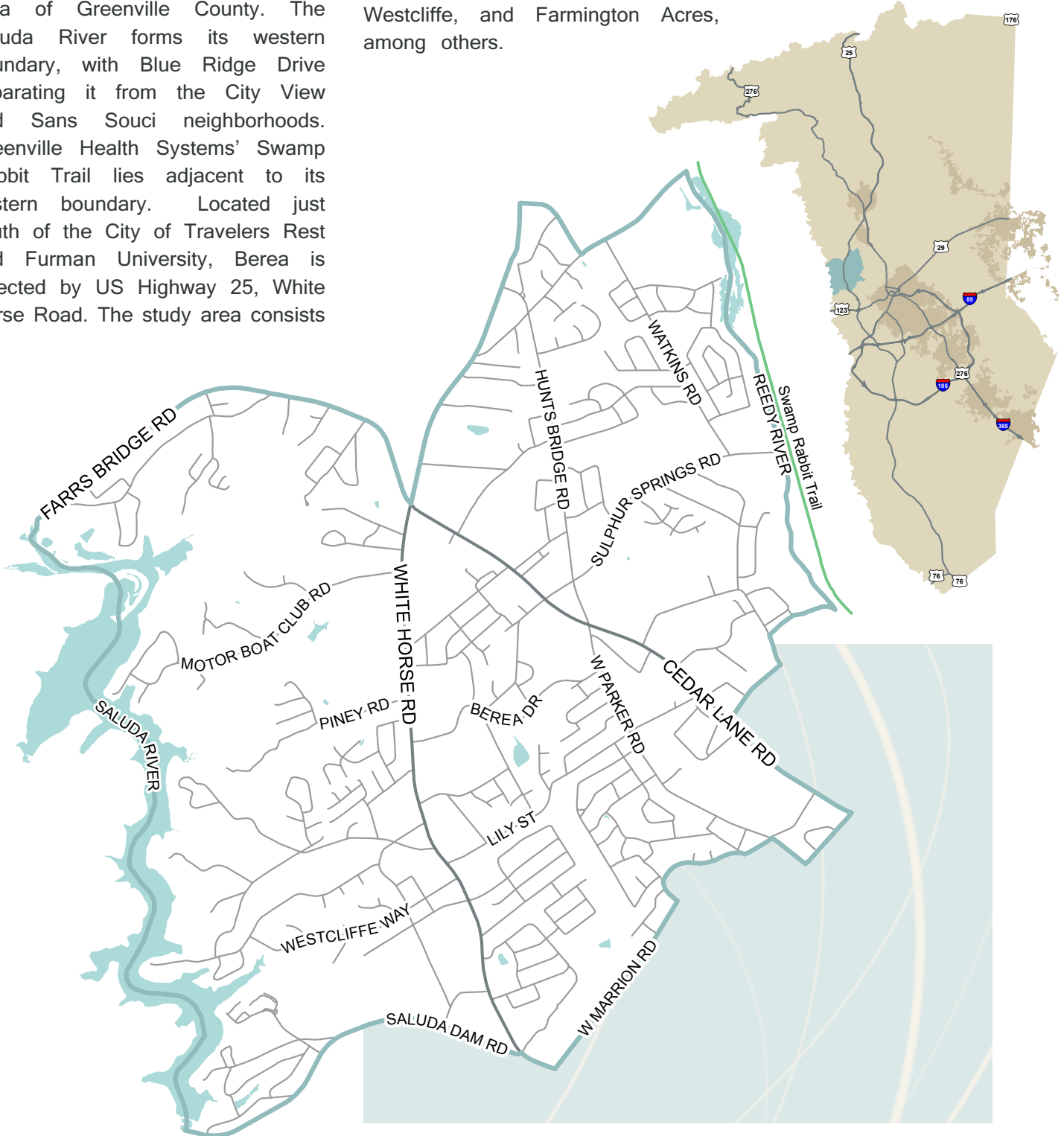
Phase Three, Action Strategy Development, was carried out under the direction of the Task Forces. They met over a two month time frame in order to develop goals and action items.

Phase Four, Plan Development, was the opportunity for Planning Staff to compile all elements of the Plan into draft form. This draft plan was previewed at a Second Community Meeting held in late July 2016. Phase Five consisted of Final Plan Preparation, Plan Development, and Adoption.

Study Area

The Berea Community Plan study area is located in the Northwest area of Greenville County. The Saluda River forms its western boundary, with Blue Ridge Drive separating it from the City View and Sans Souci neighborhoods. Greenville Health Systems' Swamp Rabbit Trail lies adjacent to its eastern boundary. Located just south of the City of Travelers Rest and Furman University, Berea is bisected by US Highway 25, White Horse Road. The study area consists

of approximately 13.97 square miles (8941 acres), and includes the well-established neighborhoods of Bera Forest, Bera Heights, Parkdale, Westcliffe, and Farmington Acres, among others.



01 Introduction

History

After the establishment of South Carolina as a British province in 1670, the land that would become present-day Berea was part of what was then called Colleton County. In 1755 a treaty between the Cherokee Indians and Governor James Glen was signed and enabled settlement to begin. The rich soil in the area between the Saluda River and Paris Mountain began attracting farmers. Early immigrants were primarily of Scots-Irish origin, and the name “Berea” came from the first Baptist church in the area, referring to the noble Bereans in the Bible. In time the whole area became known as Berea.

The area was primarily one of

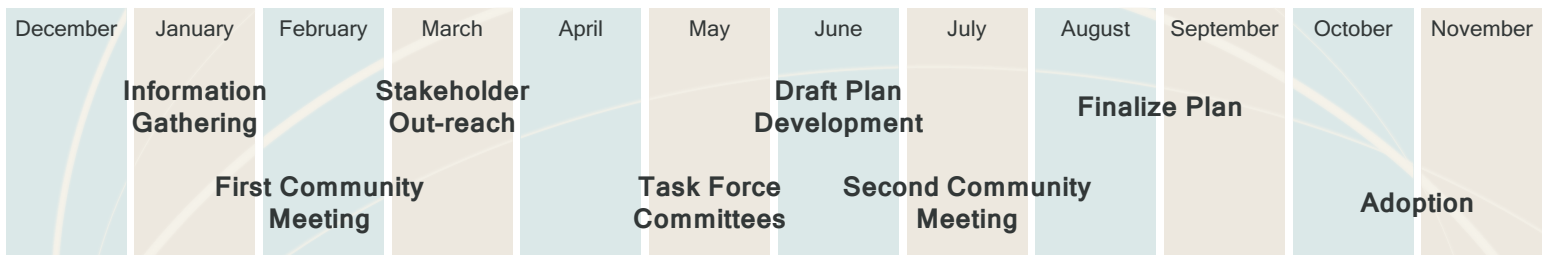
farming, and beginning in the 1870s children in Berea attended a one-room log cabin schoolhouse. The Berea School, which eventually became Berea High School, opened its doors in 1885. The Third Berea School, was built in 1939 and paid for with funding from both the W.P.A (Works Progress Administration), and the Berea School District at a cost of \$40,000, or almost \$700,000 in today’s dollars. The school served both high school and grammar school students and included an auditorium, cafeteria, main classroom building, library, community cannery, root cellar (the Potato House), and a dedicated agricultural education building. All but the Potato House remain standing. After the consolidation of the Greenville County School District

in 1951, and the subsequent growth of the Berea Community over the next decade, the community quickly outgrew the Berea School Site. In 1962, the fourth Berea High School was opened to relieve overcrowding at what would become the Berea Elementary School. The site remained the location of Berea Elementary School until a new Elementary School and separate Middle School were ultimately constructed. The site was used as the location of the Northwest Campus of Greenville Technical College from 2000-2009, before moving to its current location on White Horse Road. While the nearby Mill Crescent spawned mill villages, Berea has remained primarily suburban residential in nature.



Historic Berea High School today.

Planning Process Timeline (2016)



Demographics

Population by Age (Fig. 02-1)

The population of Berea is skewed toward the older age groups, a trend that will continue through 2021. The average age of a Berea resident is currently 36.2 years; this will increase to 38.5 by 2021. More than one quarter of the population is over 55, demonstrating national trends due to the aging of the Baby Boomer Generation. This will necessitate considerations for the elderly population in the future, including housing needs, medical care, and transportation options.

Income (Fig. 02-2)

The Median Household Income in Berea is currently \$32,155; this is less than the County as a whole, which has a Median Household Income of \$50,251. Twenty-eight percent of the population had incomes that placed them below the poverty level in the past year, as compared to 14.9 percent poverty in the County overall.

Growth Rate (Fig. 02-3)

Berea saw relatively slow growth throughout the 1990's and into the 2000's, with 4.6 percent and 1.0 per decade, respectively. By contrast, the County grew steadily throughout the same period, at about 18 percent each decade. Projected growth for Berea, however, is expected to climb to over 13 percent by the end of the current decade. These trends likely reflect regional economic growth patterns over time.

Race and Ethnicity (Fig. 02-4)

At 58.2 percent, the majority of

Berea Residents is now White or Caucasian, while 17.8 percent are Black, 19.1 percent identify as some other race, and 3.1 percent as multi-racial. Less than 2.0 percent of the population is Asian, American Indian, or Pacific Islander. In addition, one-quarter of the population, or 4,439 residents, currently identified as Hispanic of any race. This portion of the population is projected to grow to over 30 percent in just five years, making Berea one of Greenville's most diverse communities.

Housing (Fig. 02-5)

There are approximately 6,000 total housing units in the Berea area. Of these, 10.7 percent are currently vacant. Of the remaining units, 53.8 percent are Owner Occupied, while 35.5 percent are Renter Occupied. Housing values remain affordable in Berea, with a Median Value of \$111,808 in 2016. The Median Contract Rent in Berea is just under \$500 per month, further illustrating the community's affordability within the region.

Employment (Fig. 02-6)

Nearly one-quarter of the Berea working population is employed in the Services Sector, which includes information sector services; commodities, securities and other investment services; professional, technical and scientific services; waste management services; health care and social assistance services; and arts, entertainment and recreation services. The next most prevalent occupation is Administrative Support Services, followed by Sales. Production, including manufacturing, Professional, and Construction

trades are also well represented at about 10 percent each. In 2015, Berea had an Unemployment rate of 8.0 percent, slightly higher than that of the County at 5.0 percent during the same year.

Educational Attainment (Fig. 02-7)

Berea's educational attainment is lower than that of the County as a whole, with just 13.3 percent of residents having obtained a Bachelor's Degree of higher. By contrast, the County-wide rate is 33.3, exactly one-third of the total population. Approximately 21 percent of the Berea population did not graduate high school, whereas only 12 percent of the County population failed to graduate high school.

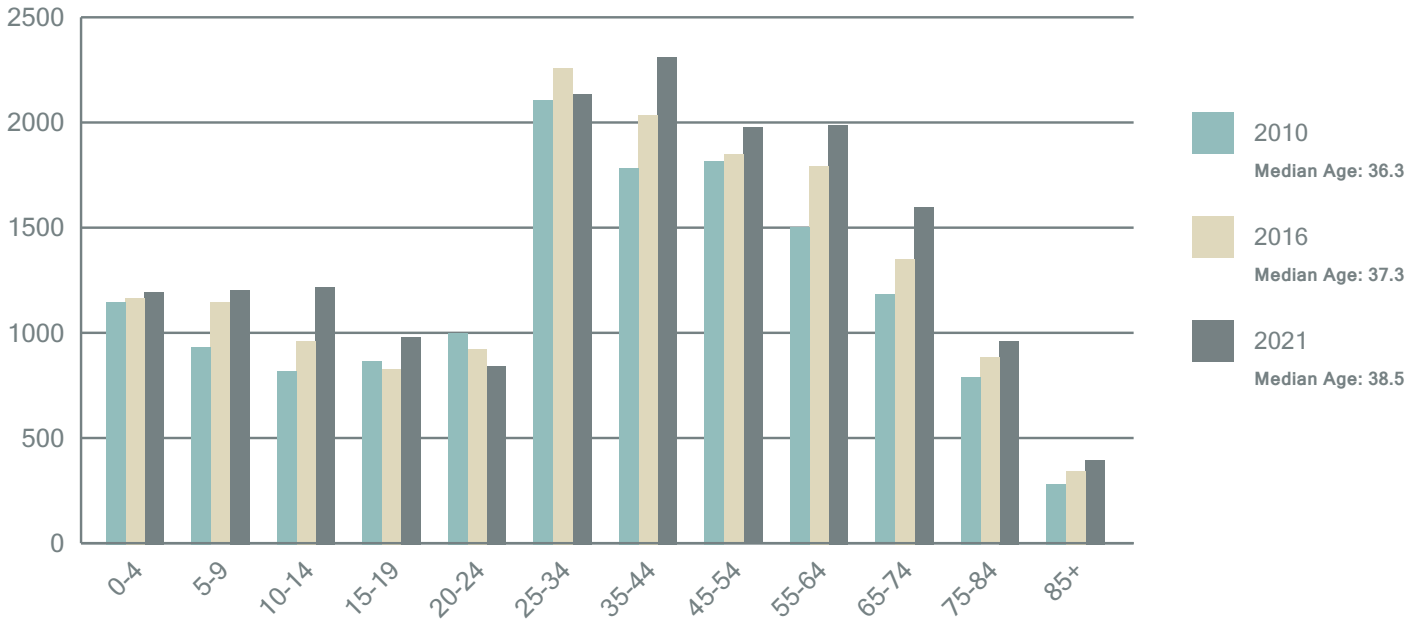


Swamp Rabbit Station at Berea.

02 Existing Conditions

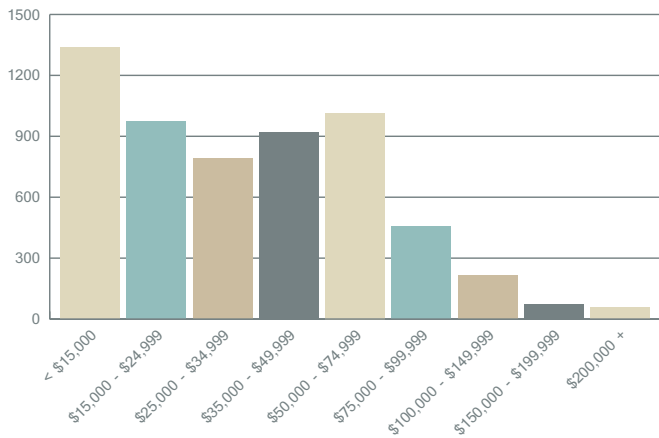
POPULATION BY AGE

Fig. 02-1



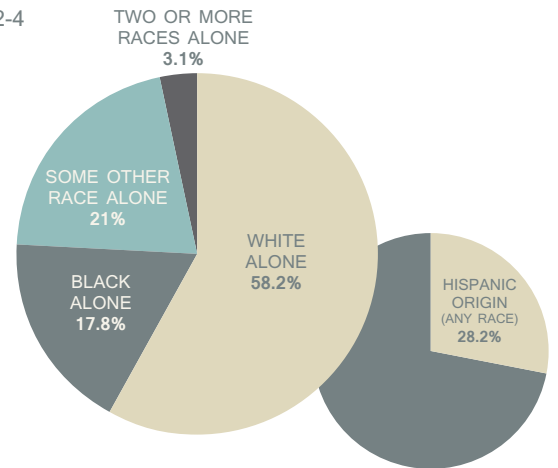
HOUSEHOLD BY INCOME

Fig. 02-2



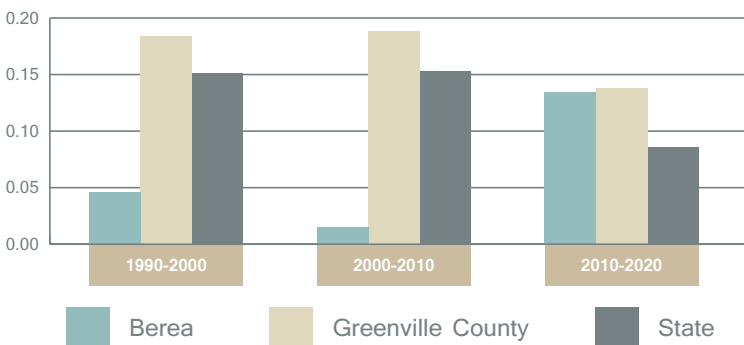
RACE AND ETHNICITY

Fig. 02-4



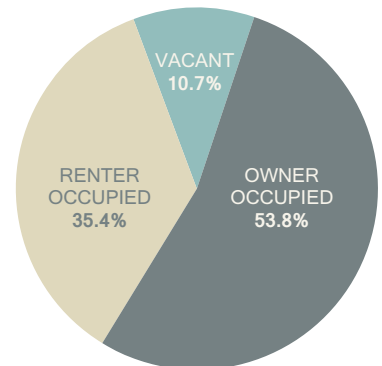
POPULATION GROWTH RATE BY DECADE

Fig. 02-3



HOUSING UNITS BY OCCUPANCY STATUS

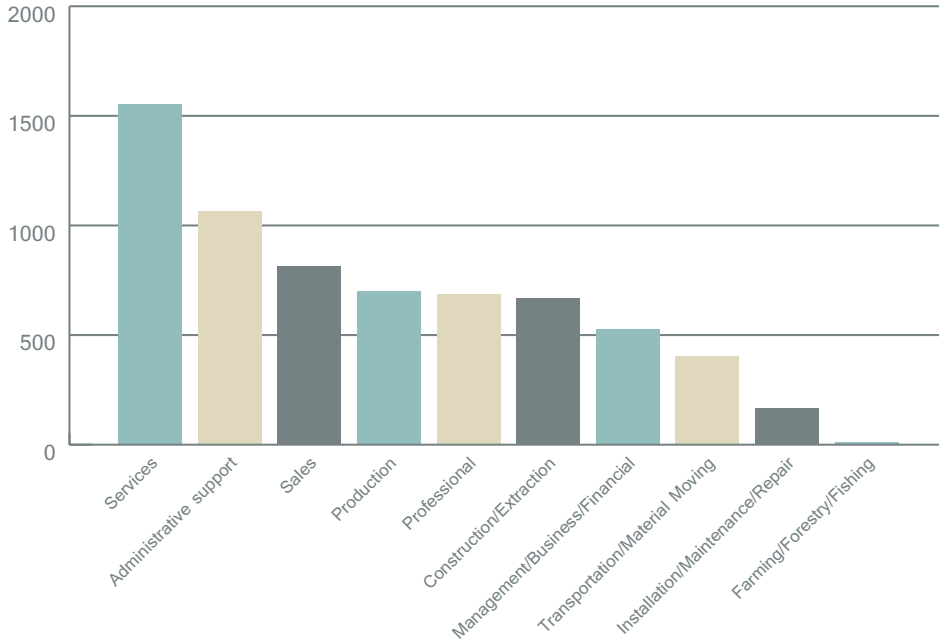
Fig. 02-5



02 Existing Conditions

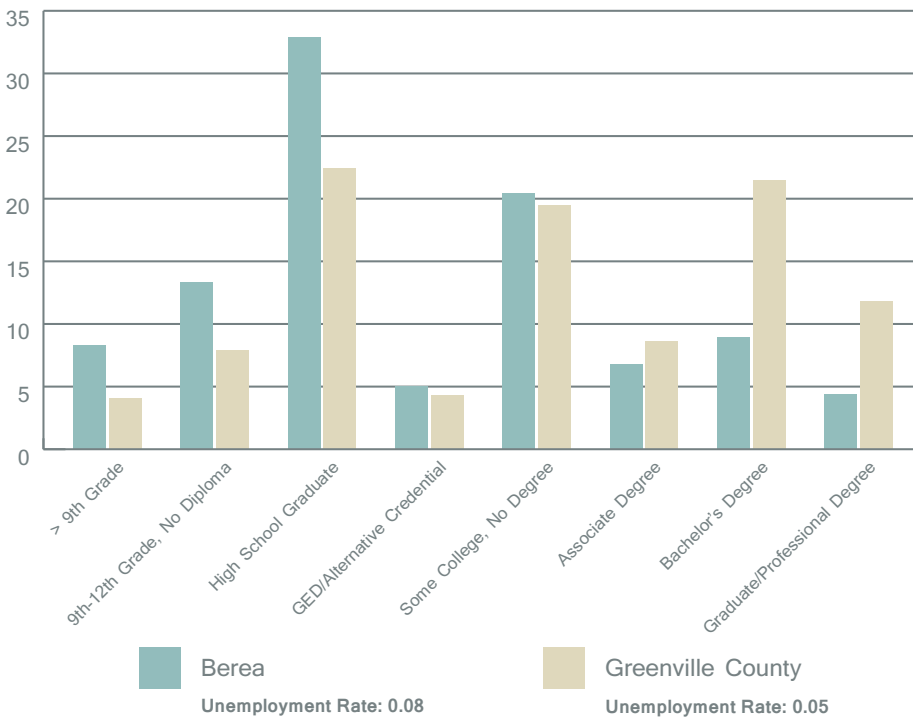
POPULATION BY OCCUPATION

Fig. 02-6



POPULATION BY EDUCATION

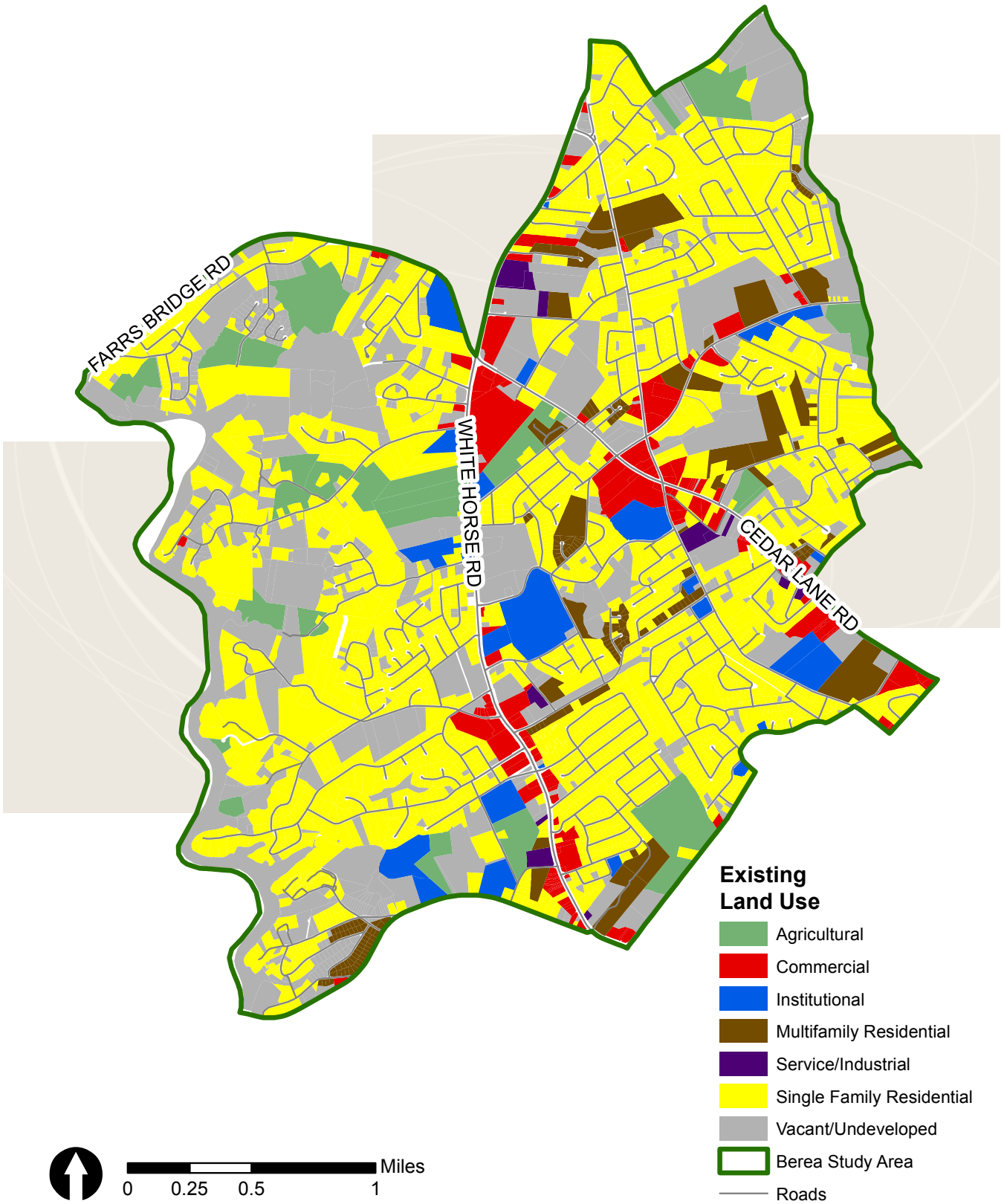
Fig. 02-7



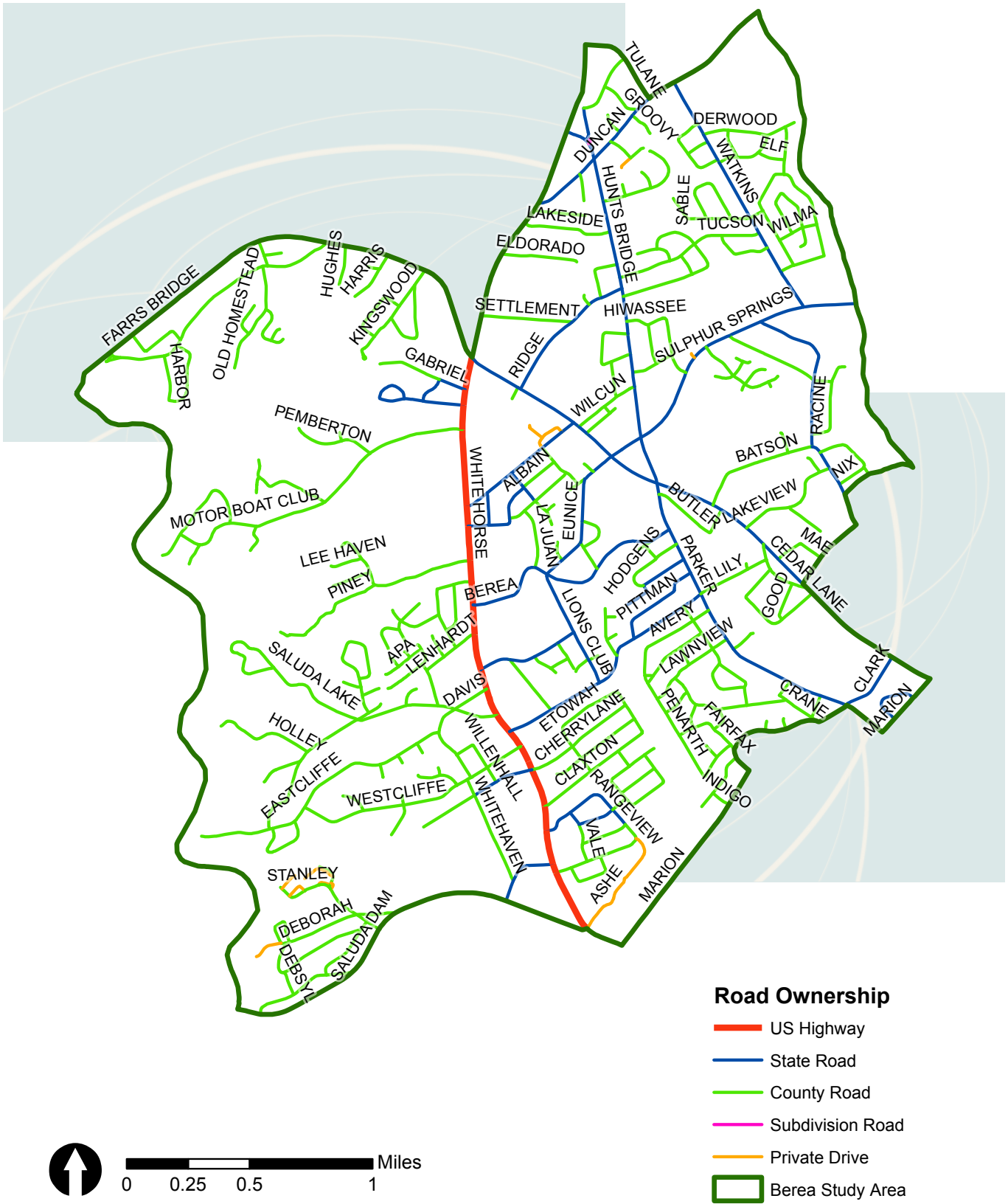
Source: U.S. Census Bureau, Census 2010 Summary File 1.
 Esri forecasts for 2015 and 2020 Bera.



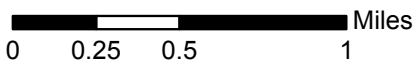
02 Existing Conditions





02 Existing Conditions



02 Existing Conditions



Sidewalk Inventory

-  Existing Sidewalks
-  Berea Study Area

Task Forces

The grass-roots effort to preserve the historic Berea School site was the driving force behind the plan, however it was not just this ‘Heart of Berea’ that was important. Residents were highly motivated to improve what they felt was a negative impression of their community from both outsiders and long-time residents.

Previous planning efforts had collected a rich source of data providing a good foundation, and this information needed to be analyzed and discussed in order to study the important issues below:

- Community Appearance / Beautification
- Cultural Resources
- Development / Re-Development
- Recreation / Transportation and
- Public Safety

Citizen Task Forces were developed around these issue areas, and in addition three well-attended Community Meetings were held on June 18, 2015, February 25, 2016, and July 28, 2016. Each meeting provided an opportunity for residents to become involved in the planning process. In addition, the Greenville County Planning website was utilized to upload documents from those meetings as well as provide an opportunity for feedback. The Berea Community used social media as well, including their own website and Facebook to stay connected to the process.

Community Appearance / Beautification

The goal of the Berea Community Appearance/Beautification Task Force was to both restore and develop the beauty of the Berea community. The agenda of the Community Appearance/Beautification Task Force was divided among two mutually beneficial aspects: clean-up (restoration) and beautification (improvement).

Task Force members identified the major issues within their community and established goals and objectives that gave priority to the biggest opportunities for a healthier community. The task force then identified objectives and action items required to accomplish their goals. Greenville County Planning staff, Code Enforcement officials, representatives of the Sheriff’s Office Environmental Enforcement Division, and County Council will all play key roles in the implementation of these courses of action.

The second focus of the Community Appearance and Beautification Task Force is community improvement to reach their full potential. In the same way, once a strategy for clean-up of the Berea community has begun, there remains the important task of beautifying Berea. Whether elements of this vision are phased over 10, 20, or even 30 years, the goal is to provide a simple strategy that community members are confident and motivated to carry out. For the specific details of these objectives and their items, please refer to the following pages.

To assist with developing action items for beautification, several experts were brought in to present various aspects of community beautification, identity, and other related topics. These experts covered a variety of topics including place-making, landscaping, branding, wayfinding, and public art (subjects that were highlighted as topics of interest by Berea residents in a previous community survey).



Local Deputies and Code Enforcement Staff at a task force meeting.



Litter ends here

GREENVILLE COUNTY LITTER PREVENTION PROGRAM
for questions on how you can help stop litter in your community,
contact **Deanna Damato** at **864-467-7289**.

Greenville County
LITTER PREVENTION
Litter Ends Here



GOAL:

To improve the visual appearance in the Berea Community over the next ten years. This improvement will include coordinated code enforcement, effective litter prevention and recycling efforts, and selected strategic community beautification.

Objective #1: Improve community appearance through the continued enforcement of Property Maintenance and Zoning Codes

Action Items:

- A. Improve communication with Greenville County Code Enforcement and the Sheriff's Office.
- B. Develop more user-friendly information through improvements to the County website and more understandable flyers and handouts.
- C. Promote the "GCMobile311" application for reporting of code violations and educate citizens on how to use the county website Service Request System.
- D. Continue conducting regular community meetings with Code Enforcement staff, developing a continuous citizen feedback loop.
- E. Investigate new penalties/fines for code violations.
- F. Develop and recommend a short and long range staffing plan for Codes Enforcement.

Objective #2: Roadside litter/clean up and education

Action Items:

- A. Engage local stakeholder groups and businesses to develop organized efforts such as a "Keep Berea Beautiful" program.
- B. Create a "yard of the month" program for various residential communities to foster community pride.
- C. Work with the Litter Prevention Coordinator to coordinate and report litter-related issues as well as Waste Management Services.

Objective #3: Discourage illegal dumping

Action Items:

- A. Provide additional locations/alternatives for waste dumping.

Community Partners:

Time Frame:

Greenville County Code Enforcement Staff, Greenville County Sheriff's Office

immediate (0-1 year)

Planning Staff, Code Enforcement Staff

short-range (1-3 year)

Code Enforcement Staff

immediate (0-1 year)

Berea Community Association, Code Enforcement Staff

immediate (0-1 year)

Code Enforcement Staff, Sheriff's Office

short-range (1-3 year)

Berea Community Association, Greenville County Council

short-range (1-3 year)

Community Partners:

Time Frame:

Berea Community Association, Keep Berea Beautiful

immediate (0-1 year)

Berea Community Association, Keep Berea Beautiful

immediate (0-1 year)

Greenville County Litter Prevention Coordinator, Keep Berea Beautiful

immediate (0-1 year)

Community Partners:

Time Frame:

Berea Community Association, Keep Berea Beautiful, Sheriff's Office

short-range (1-3 year)

Objective #4: Recycling

Action Items:

- A. Improve the convenience of recycling by providing additional recycling containers throughout the community and encourage curbside efforts.
- B. Conduct recycling outreach and education efforts through schools, civic clubs, etc.
- C. Promote and partner with non-profit, grant seeking organizations to increase the opportunity and participation in community clean up events.

Objective #5: Develop a community beautification strategy by the identification and treatment of appropriate streetscaping and community gateways.

Action Items:

- A. Develop a beautification landscaping master plan using both public and private resources.
- B. Identify potential community gateway locations such as Sulphur Springs Road and the GHS Swamp Rabbit Trail, the intersection of White Horse Road and Montague Road, the intersection of White Horse Road and Blue Ridge Drive, the intersection of Farris Bridge and Whitehorse, and the intersection of Cedar Lane and Highway 253.
- C. Partner with business owners along high visibility corridors/intersections to coordinate beautification initiatives.

Objective #6: Coordinate with other task forces to create a sense of place for the Berea Community.

Action Items:

- A. Develop Berea Community Association for coordination, communication, and fund raising purposes.
- B. Develop a branding/marketing sub-committee responsible for brand management.
- C. Identify a location for a town center encourage development in that area with a variety of destinations for shopping, fellowship, community activities, etc.
- D. Work with public and private sectors to develop a branding and marketing strategy to include a wayfinding master plan.
- E. Work with local/regional/national arts organizations to assist in the development of a Public Arts Master Plan.
- F. Identify potential funding sources and patrons to support public art.

Community Partners:

Time Frame:

Berea Community Association, Keep Berea Beautiful, Sheriff's Office, Greater Greenville Sanitation Commission

short-range (1-3 year)

Berea Community Association, Keep Berea Beautiful, Solid Waste

ongoing

Berea Community Association, Keep Greenville County Beautiful, Keep Berea Beautiful, United Way

immediate (0-1 year)

Community Partners:

Time Frame:

Keep Berea Beautiful, SCDOT, Greenville County Engineering Staff, Planning Staff

short-range (1-3 year)

Berea Station Events, Keep Berea Beautiful

short-range (1-3 year)

Berea Community Association, Keep Berea Beautiful, HOA's TreesGreenville, local businesses

short- to mid-range (1-10 year)

Community Partners:

Time Frame:

Berea Community Association

immediate (0-1 year)

Berea Community Association

short-range (1-3 year)

Berea Community Association

immediate (0-1 year)

Berea Community Association, Planning Staff, SCDOT

short-range (1-3 year)

Berea Community Association, Keep Berea Beautiful

short- to mid-range (1-10 year)

Berea Community Association, Planning Staff

ongoing

Transportation / Recreation

This Task Force was assigned two topics of study, Recreation and Transportation. Under the Transportation issue area, the group focused on safety, pavement

improvements, funding sources and constraints, and opportunities to communicate the needs of the community with transportation stakeholders.

Recreation discussion focused on adding and improving facilities and amenities, and better utilization of

Berea's parks. The Task Force met to develop an understanding of the existing conditions, to identify assets and opportunities develop recommended objectives and action items.

GOAL:

To make travel in the Berea Community more safe and convenient by improving existing road and pedestrian infrastructure and by providing multi-modal transportation opportunities

Objective #1: Improve safety through road and sidewalk infrastructure enhancements

Action Items:

- A. Inventory existing transportation conditions in the Berea Community.
- B. Complete a sidewalk inventory and condition assessment.
- C. Identify potential funding sources for sidewalk construction and repair
- D. Improve communications with local transportation stakeholders.
- E. Work with Greenville County and SCDOT to identify unsafe road conditions, intersection improvements, traffic calming opportunities, etc.

Objective #2: Improve and expand safe, accessible transportation options

Action Items:

- A. Identify locations for new sidewalks and needed connections to existing sidewalks.
- B. Identify potential sidewalk connections to schools, recreational opportunities, and local destinations.
- C. Pursue funding opportunities for the Safe Routes to School Program.
- D. Prioritize and advocate with Greenville County for sidewalk needs.
- E. Coordinate with Greenlink and large employment/ridership generating businesses to examine the need for public transit route expansion into the Berea area.



Transportation/Recreation Task Force members attending a task force meeting.

Community Partners:

Greenville County Public Works Staff, Planning Staff, Transportation Staff

Time Frame:

short-range (1-3 year)

Greenville County Public Works Staff, Planning Staff, Transportation Staff

short-range (1-3 year)

Public Works Staff

short-range (1-3 year)

Berea Community Association, Transportation Staff

ongoing

SCDOT, Public Works Staff

short-range (1-3 year)

Community Partners:

Public Works Staff, Recreation Staff

Time Frame:

short-range (1-3 year)

Public Works Staff, Greenlink, local businesses association

short-range (1-3 year)

Upstate Safe Routes to School, Planning Staff

short-range (1-3 year)

Berea Community Association, Greenville County Council

short-range (1-3 year)

Public Works Staff, Greenlink, local businesses association

short-range (1-3 year)

GOAL:

To achieve the national standards for the amount and type of recreation facilities needed to serve the Berea Community population.

Objective #1: Expand access to existing facilities and natural resources, such as the GHS Swamp Rabbit Trail, Saluda River, area parks and playgrounds

Action Items:

- A. To coordinate with the Greenville County Recreation Department, and other recreation stakeholders to identify specific recreation needs.
- B. Identify potential sites for new connections and small parks near the Swamp Rabbit Trail to include land acquisition and amenities considerations
- C. Conduct needs assessment for new and expanded park amenities such as a walking track or trail, multipurpose fields, biking facilities, BMX, an amphitheater, ropes course, pickle ball, zip-line canopy tour, playground and picnic shelters, and dog park.
- D. Inventory existing “senior-friendly” amenities, facilities, and programs and identify any needed additions.

Objective #2: Expand recreational opportunities for all ages

Action Items:

- A. Work with the Greenville County Recreation Department, dock owners, and other stakeholders to identify and develop recreational opportunities at the Saluda Lake and along the Saluda River.
- B. Identify strategic properties along the GHS Swamp Rabbit Trail for use as small pocket parks.
- C. Create a pamphlet and flyers of area recreational opportunities with descriptions or amenities, directions, and hours of operations.
- D. Utilize existing and potential new parks to increase recreational programming and offerings within the Berea Community.

Community Partners:

Time Frame:

Greenville County Recreation Staff, property owners

short-range (1-3 years)

Recreation Staff, property owners, County Council

mid- to long-range (3-30 year)

Berea Community Association, Recreation Staff, Planning Staff

short- to mid-range (1-10 year)

Berea Community Association, Recreation Staff, Senior Action

short-range (1-3 years)

Community Partners:

Time Frame:

Greenville County Recreation Staff, property owners

short-range (1-3 years)

Greenville County Recreation Staff, property owners

short-range (1-3 years)

Greenville County Recreation Staff, property owners

short-range (1-3 years)

Greenville County Recreation Staff, property owners

short-range (1-3 years)

Cultural Resources

The Berea Cultural Resources Task Force came together during the spring of 2016 to discuss issues pertaining to the Old Berea High School Site, as well as to develop strategies for its preservation as a Historic Resource and Landmark for the citizens of Berea. These meetings took place primarily at the Berea Lion's Club. Approximately twenty people participated in ongoing round-table discussions and workshops ranging from a dialogue about how the Old Berea High School Site should be reused, to the development of a concept plan that shows how the site might look in a re-imagined future.

The desire to acquire the Old Berea High School site from the Greenville County School District

became paramount early on in these discussions, as the property had been for sale for several years. With the tireless help of dedicated members of the Berea Community, the Cultural Resources Task Force, and Berea's elected representatives, Greenville County Council ultimately reached an agreement with the School District on May 21, 2016 to purchase the site. The property was purchased for \$475,000 in an effort to save the school, provide for community recreation and gathering spaces, and to serve as the future home of the new Berea Summary Court. Consequently, the first objective of the Berea Cultural Resources Task Force was immediately realized.

Additional topics of interest to the committee included the development of (1) a dedicated **community center**

for the exclusive use of Berea area residents, as well as efforts (2) to **preserve the historic character** of some of the oldest structures still left within the Berea Community, and (3) a desire to **maintain the site as a center of Berea** for generations to come. To this end, the Task Force has (4) proposed **programming and events** for the future Berea Community Center to be located on site, as well as (5) the **creation of a Non-profit 501(c)(3) organization** of community volunteers dedicated to the development and redevelopment of the Old Berea School Site.



Historic Berea School Property.



Historic Berea School Property context map.



Cultural Resources Task Force members reviewing the Berea School concept plan.

Concept Plan



Concept Plan for Historic Berea School Property.

GOAL:

To develop a Community Center within Berea to include activities, programs, and a place for public gathering spaces.

Objective #1: Redevelop the Old Berea School site into a community activities center

Action Items:

- A. Acquire the Old Berea High School property.
- B. Conduct a structure feasibility analysis to determine building conditions and construction and reconstruction costs.
- C. Establish a 501(c)(3) organization dedicated to fundraising and serves as an advocate for the rehabilitation and redevelopment of the school property.
- D. Identify and seek available federal and state funding opportunities eligible for rehabilitation and preservation.
- E. Complete recreational needs assessment for future community center to determine use, programming, and management of the facilities.
- F. Incorporate a desirable mix of uses on site, including civic (magistrate's court, community center) and recreational.
- G. Investigate the feasibility of purchasing adjacent parcels for development and redevelopment.

Community Partners:

Time Frame:

County Council

completed

Greenville County Administrator’s Office, Public Works Staff, engineering/architectural consultants

immediate (0-1 year)

Berea Community Association

short–range (1-3 years)

Greenville County Historic Preservation Commission, SC Historic Preservation Office, US Dept of Interior, Planning Staff

mid–range (3-10 years)

Recreation Staff, Public Works Staff

long–range (10-30 years)

County Council, Greenville County Administrator’s Office, Public Works Staff, Greenville County Magistrate

mid–range (3-10 years)

County Council, Greenville County Administrator’s Office, Public Works Staff, Greenville County Magistrate

mid–range (3-10 years)

Development / Redevelopment

The purpose of the Development/ Redevelopment Task Force was to identify a plan of action to encourage new development and redevelopment opportunities

in the Berea Community. This purpose was accomplished by providing information about the existing situation with respect to demographics, development trends and existing land use regulations. The Task Force met with local stakeholders to discuss their

ability to accommodate additional growth and to better understand the services they provide and the issues they face.

The Task Force also heard from a local economic development organization with regard to the type

GOAL:

To encourage high quality development/redevelopment within the Berea Community in the form of additional shopping/dining, destinations, and employment opportunities.

Objective #1: Perform a Market Analysis to assist in the identification of businesses who could be successful in the Berea area market

Action Items:

- A. Establish a Berea Area Business Association and partner with local and state economic development organizations to establish its purpose and organization.
- C. Work with existing businesses to strategically promote the Berea Community.
- D. Partner with the Greenville Area Development Corporation and Greenville Chamber of Commerce to promote Berea business development opportunities.
- E. Develop a comprehensive, economically viable listing of sites and structures.
- F. Work with property owners and local realtors to improve and market these properties.

Objective #2: Create a marketable and visually appealing business base

Action Items:

- A. Evaluate and modify existing land use regulations in order to address specific issues (building facades, abandoned buildings, fencing, screening, etc.).
- B. Create a corridor revitalization district along Cedar Lane Road to incentivize redevelopment efforts.
- C. Seek building facade improvement funding for designated commercial corridors.
- D. Coordinate economic development efforts in conjunction with community-wide identity and promotional efforts.
- E. Incorporate economic development considerations into the Berea Community Association's charter and potential funding strategies.
- F. Leverage community branding materials to attract new businesses and employers to Berea.

of businesses that are locating in Greenville County and the quality of life factors that these businesses are looking for. A marketing consultant discussed the process, the components, and the outcomes of performing a market analysis.

This process along with the Task Force members doing research and homework assignments provided them with some information and ideas that formed the basis of the goals and action items developed by the Task Force.

Community Partners:

Time Frame:

Berea Community Association, local businesses, Greenville Area Development Corporation, Greenville Chamber of Commerce

short-range (1-3 years)

Berea Community Association, Berea Business Association

short-range (1-3 years)

Berea Business Association, GADC, Chamber of Commerce

short-range (1-3 years)

Berea Business Association, GADC, SC Dept of Commerce

short-range (1-3 years)

Berea Business Association, local realtors, property owners

short-range (1-3 years)

Community Partners:

Time Frame:

Planning Staff, Berea Business Association, County Council

short-range (1-3 years)

Planning Staff, Berea Business Association, County Council

mid-range (3-10 years)

Planning Staff, Berea Business Association, County Council

mid-range (3-10 years)

Planning Staff, Berea Business Association, County Council

mid-range (3-10 years)

Berea Community Association, Berea Business Association

short-range (1-3 years)

Berea Community Association, Berea Business Association

mid-range (3-10 years)

Public Safety

The Public Safety Task Force was given the task to identify the public safety issues in the Berea Community. The task force compiled crime stats, incident report data, and real time criminal activity

to identify the troubled areas within the community. As a result of their meetings they identified the following needs: (1) to create crime watch programs; (2) to educate the citizens of the community in crime

reporting and victim's rights; and (3) to present to County Council the need for more traffic ordinances on White Horse Rd and other main roadways through the Berea Community.

GOAL:

To address public safety issues in the Berea Community through the implementation of programs to help reduce the incidence of crime and improve traffic safety conditions. These programs are based on the collection and analysis of crime and traffic violation information.

Objective #1: To identify public safety issues and work with community groups and work with other stakeholders to develop effective solutions.

Action Items:

- A. Expand the existing community watch programs in the Berea Community
- B. Initiate small group crime watch programs where they do not currently exist in the Berea Community.
- C. Partner with Greenville County Codes Enforcement, Sheriff's Office, Enforcement, and Sheriff's Office Community Patrol to target troubled areas
- D. To educate the community on the importance of reporting crime
- E. Review proper crime reporting procedures
- F. Provide alternate approaches such as meeting with community deputy at community meetings or meeting outside the community or emailing the community deputy or texting the 911 center

Objective #2: Reduce the amount of traffic violations and potential injuries by targeting the Berea Community with focused enforcement activity

Action Items:

- A. Increase the presence and assistance of the traffic division by targeting known speeding locations
- B. Work with the Sheriff's office and the County Attorney's Office to study the possibility of enacting new ordinances by restricting large commercial trucks and mopeds along parts of White Horse Road
- C. Create new pedestrian walkways at high traffic areas on major roadways throughout the community



Public Safety Task Force members dialoguing at a task force meeting.

Community Partners:

Time Frame:

Berea Community Association, Sheriff's Office

short-range (1-3 years)

Berea Community Association, Sheriff's Office

short-range (1-3 years)

Berea Community Association, Sheriff's Office, Code Enforcement Staff

short-range (1-3 years)

Berea Community Association, Sheriff's Office

short-range (1-3 years)

Berea Crime Watch Groups, Sheriff's Office

short-range (1-3 years)

Berea Community Association, Berea Crime Watch Groups, Sheriff's Office

short-range (1-3 years)

Community Partners:

Time Frame:

Berea Community Association, Sheriff's Office (Traffic Division)

short-range (1-3 years)

Berea Community Association, Sheriff's Office, Greenville County Attorney's Office, SCDOT

mid-range (3-10 years)

Berea Community Association, SCDOT, Public Works Staff

mid-range (3-10 years)

Objective #3: Enhance community relations with Sheriff's Office.

Action Items:

- A. Partner with the Sheriff's Office for various public safety events
- B. Utilize the "Nextdoor" social media site to communicate with the community
- C. Coordinate events such as National Night Out and Community Day, etc.
- D. Reach out to the Hispanic/Latino Community to educate them about reporting crime and other public safety as well as other community involvement opportunities



Established neighborhoods are a Berea asset.

Community Partners:

Time Frame:

Berea Community Association, Sheriff's Office

ongoing

Berea Community Association, Sheriff's Office

ongoing

Berea Community Association, Sheriff's Office

ongoing

Berea Community Association, Hispanic Alliance

short-range (1-3 years)



Example of a traditional brick ranch home in Berea.

04 Future Land Use

The Berea Future Land Use map represents a guide for policymakers when making important land use decisions about a community. From zoning decisions, to utility service expansions, and the placement of schools and libraries, the Future Land Use Map serves as the community's vision for the future. While not a legally binding document, the Future Land Use Map provides information about the community's desires for growth and development within their area; giving valuable insight into the decision making process for Planning Commissioners and County Council members.

Upon its adoption, the new Future Land Use Map for the Berea Community will update the Greenville County Future Land Use Map for the Berea community found in the County's Comprehensive Plan. The updated Berea Future Land Use map provides more focused direction about the Berea Community specifically. The proposed land use map shows four types of land use classifications based on existing



Single Family Medium Density

and anticipated development trends for the area. These land use classifications include **Commercial/Office**, **Mixed Use**, **Single Family Low Density**, and **Single Family Medium Density**.

The area designated as **Commercial/Office** is intended for commercial and office developments of an appropriate size to serve the area. This may include shopping centers, grocery stores, convenience stores,

general retail stores, and restaurants, as well medical and professional offices, along major thoroughfares with heavy traffic.

The **Mixed Use** classification primarily contains a mix of housing, shopping/dining, professional services, and civic uses in close proximity to one another. This area is walkable for pedestrians and accessible to surrounding neighborhoods. Distinctive architectural styles and building placement will foster a new community atmosphere of interaction and identity.

The **Single-Family Low Density** zoning category is for single-family housing developments with a maximum density of four (4) housing units per acre. These include developments with lots between 10,000 and 11,000 square feet, and larger. One existing example of this type of subdivision is Cedar Lane Gardens, at Orchid Drive, Gardenia Drive, and Jonquil Lane (see Figure 05-1, Appendix, p.41).



Single Family Low Density

04 Future Land Use

The **Single Family Medium Density** category is for single-family detached and single-family attached townhome developments with a maximum density of eight (8) housing units per acre. These include developments with lots ranging from 5,400 square foot up to 10,000 square feet. One existing example of this type of subdivision is Hampton Farms, located on Duncan Road within the Berea community. A similarly sized single-family attached townhome development in Berea is typified by the Bridgeview Condominiums located at the corner of Duncan Road and Hunts Bridge Road (see Figure 05-2, Appendix, p.41).



Single Family Medium Density

An additional category found in the Future Land Use map is that of **Corridors**. Corridors refer to the roads that link the County's urban core to its various outlying community centers. While not all roads within the county are designated as corridors, those that are may be classified as Interstate, Transit, Regional, Community, or Neighborhood. The primary

factors for determining a corridor classification are (1) average daily traffic volume, (2) current capacity measured in total regular and turn lanes, and (3) its traffic conditions, or Level of Service (LOS) along with its function within the context or purpose of development and land use compatibility.

Within the Berea planning area, White Horse Road (US Highway 25) has been designated as a Transit

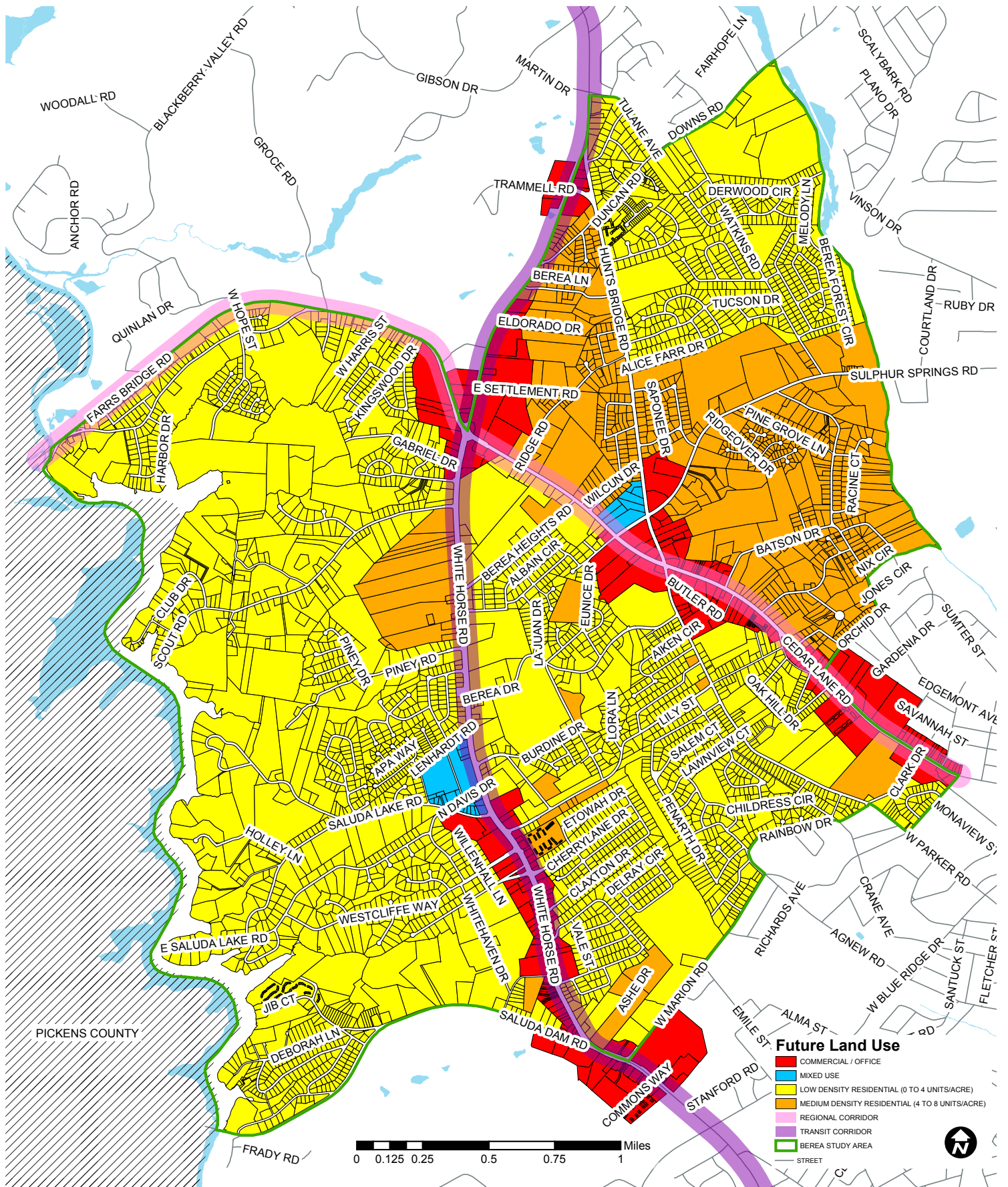
Corridor, which is the primary corridor type linking Greenville County's urban areas, major employment centers, municipalities, and other regional and community centers. The land uses along Transit Corridors should support a future mass transit system and incorporate an even balance of both residential and commercial development. With high volume and speed of traffic, access is managed with design principles that are intended to limit curb cuts and have access points off the road.

Cedar Lane Road/Farrs Bridge Road is a four-lane State Highway and, due to high daily traffic volume and use as a major route between Pickens and Greenville Counties, it has been classified as a Regional Corridor. Roads classified thusly are a minimum of four lanes and most intersections are signalized. Given the high volume and speed of traffic, access is again managed to limit curb cuts.



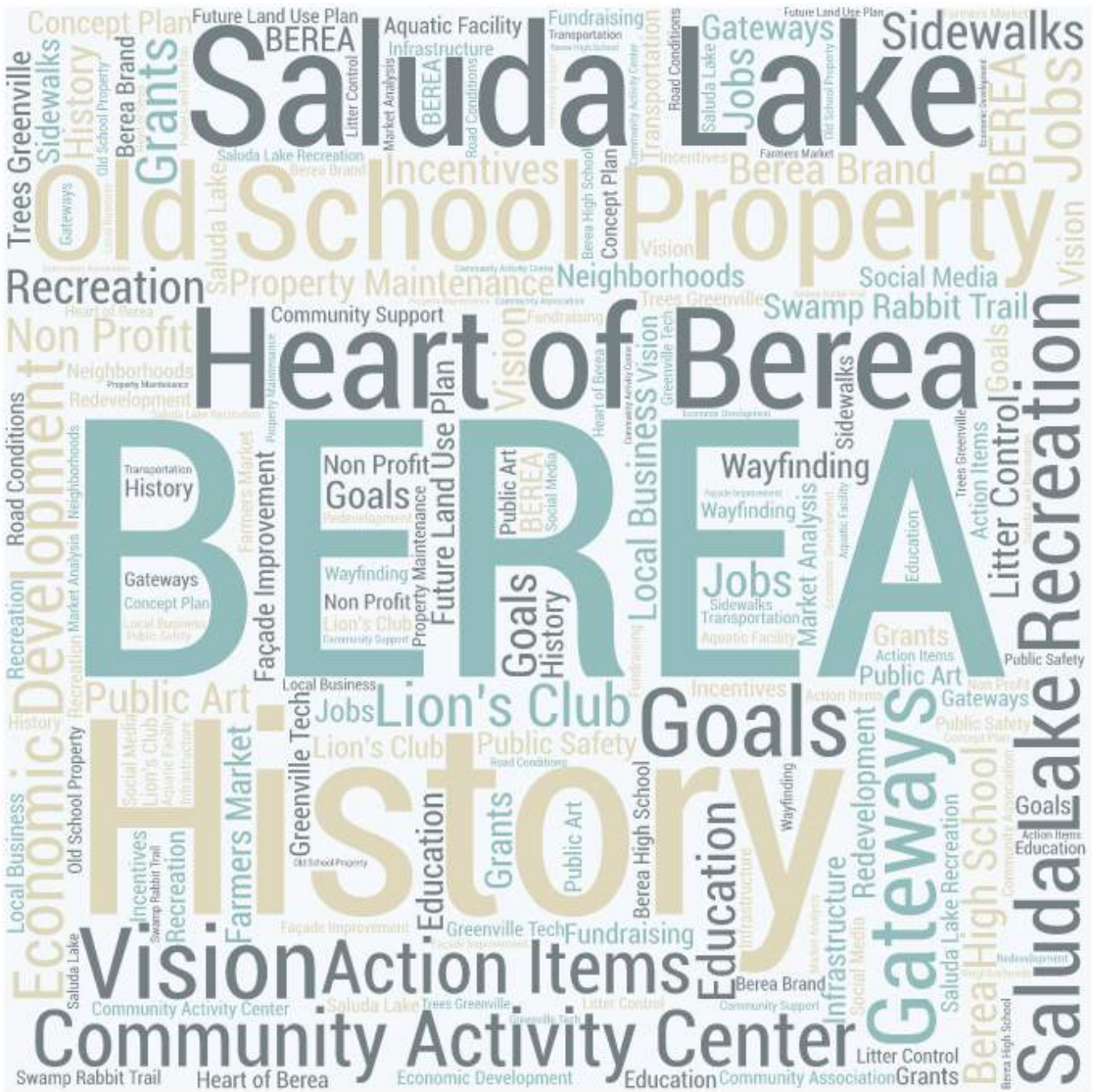
Transit Corridor

04 Future Land Use



Future Land Use

- COMMERCIAL / OFFICE
- MIXED USE
- LOW DENSITY RESIDENTIAL (0 TO 4 UNITS/ACRE)
- MEDIUM DENSITY RESIDENTIAL (4 TO 8 UNITS/ACRE)
- REGIONAL CORRIDOR
- TRANSIT CORRIDOR
- BEREA STUDY AREA
- STREET



Word Cloud created from a compilation of Task Force meeting minutes

Feasible Projects List

The following projects have been proposed by various members of the Berea Community, and are intended to supplement the Task Force Action Items, which are more complex in nature.

Disclaimer: All costs are approximate and subject to change.

Project:	Projected Cost:	Category:
Highway 183 at Groce Road: Improved Signage for Transition from four lanes to two	SCDOT Request	Transportation
Install Speed Humps and No Thru Trucks Signage along Lilly Street per Traffic Engineering request	\$6,000 (budgeted)	Transportation
Greenville Water System water main repairs along Lily Street (2017)	GWS (budgeted)	Transportation/ Community Facility
Sidewalk Connection along Lions Club Road from Burdine to the High School (822 feet)	\$50,000	Pedestrian
Sidewalk Connection along Lily Street from Nicholas Drive to W. Parker Road (257 feet)	Unfeasible	Pedestrian
Sidewalk Connection along Hunts Bridge Road from Hiwasse Drive to White Horse Road (4,500 feet)	\$500,000	Pedestrian
Sidewalk Connection along Duncan Road from Hunts Bridge Road to Tulane Avenue for Connection to Swamp Rabbit Trail (1,793 feet)	\$125,000	Pedestrian
Resurfacing Request: Avery Street	\$102,900 (FY 2018)	Transportation
Resurfacing Request: Penarth Street	\$198,100 (FY 2018)	Transportation
Resurfacing Request: Lawnview Court	\$123,130 (FY 2018)	Transportation
Resurfacing Request: Salem Court	\$112,180 (FY 2018)	Transportation
Resurfacing Request: Bayne Drive	\$64,300 (FY 2018)	Transportation
Lily Street Review for Neighborhood Drainage Improvement Project	\$61,300	Transportation
Old Cedar Lane Road Review for Neighborhood Drainage Improvement Project	\$50-\$250,000	Transportation
Install Traffic Light, School Zone Signs, and Crosswalk at intersection of White Horse Road and Burdine Drive	SCDOT Request	Transportation
New Sidewalk along Broadway Drive from White Horse Road to Saluda Dam Road (1,451 feet)	\$175,000	Recreation

Project:	Projected Cost:	Category:
New Sidewalk along Rangeview Circle to White Horse Road for Farmington Acres and White Horse Heights Neighborhoods (~4,500 feet)	\$500,000	Transportation
Streetscaping/Planted Medians/Boulevard along Claxton Drive, and Cherrylane Drive	\$6,000 (budgeted)	Transportation/ Beautification
Establish a Greenville County Sheriff's Office Substation at Ingles Shopping Center on White Horse Road	TBD	Public Safety
Construct new Library Facility on White Horse Road	TBD	Community Facility
Establish a Community Garden area Sponsored by Greenville Rec's Community Gardens Program	Volunteer Capable Project	Community Facility



July 28, 2016 community meeting at Berea First Baptist Church.

The Berea community has responded to challenges by displaying tenacity and hard work. Both these characteristics were highly in evidence as volunteers distributed unprecedented numbers of flyers for meetings, attended County Council meetings, and stayed involved throughout the process. Task Force Volunteers were the heart and soul of this plan. We have no doubt that community leaders will remain invested as they continue to rebuild and reinvent in their beloved Berea.



Acknowledgments

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