SCENARIO #1
Stay the course, with small adjustments

The Greenville of 2020 has experienced significant population and job growth in recent years. Smart civic investments in downtown, the riverfront, and quality of life in general are paying off, and the city’s decline in the late 20th Century is beginning to fade from memory. There are challenges that need to be confronted - but we don’t want to stray too far from the path that brought us here.

Scenario #1 is about maintaining a high degree of continuity, or “staying the course”. It assumes that Greenville adopts a values-based decision-making framework as part of GVL2040 and keeps an eye on the ‘big things’, but doesn’t fundamentally change how or where development happens between 2020 and 2040. Change will happen, but it will mostly follow familiar patterns.

Assumptions about Growth
- Greenville County’s population will grow by 220,000 by 2040, as projected in regional plans.
- The City’s boundaries do not change dramatically.
- The current land use plan and zoning code do not change - existing policies on land use and density remain in place.
- All developable vacant land gets developed by 2040 according to current zoning allowances.

Assumptions about Affordable Housing
- Development of new affordable housing units between 2020 and 2040 achieves a pace that equals 10% of all new housing units.
- Concentrations of new affordable units are greatest where concentrations of new multi-family units are greatest, with downtown as a key target for new affordable units.

Assumptions about Transportation and Congestion
- Use of technology to maximize the efficiency and capacity of existing roadways will continue.
- Modest commitments will be made to improve frequency of bus service.
- Commuting patterns, land use patterns, and densities will continue in a fashion that reinforces the use of cars and limits the convenience of walking, biking, and transit.

Assumptions about Green Space and the Environment
- Unity Park gets developed as proposed and currently planned trail extensions are completed (including Swamp Rabbit Trail).
- Expenditures rise on maintenance of existing parks to ensure high levels of upkeep.
- Vacant land that is privately owned and zoned for development gets developed; the supply of vacant and permeable land decreases.

Visit us online GVL2040.com
Help shape the future of Greenville for years to come.
A computer simulation using the growth assumptions for Scenario #1, along with other impact estimates, help us predict how 2040 will measure up (and compare to 2020) if Greenville follows this path.

Measurements are based on these simulations and estimates.

### SCENARIO #1
*Stay the course, with small adjustments*

**Under Scenario #1, how would Greenville in 2040 be measurably different from Greenville in 2020?**

<table>
<thead>
<tr>
<th>TODAY</th>
<th>2040</th>
</tr>
</thead>
<tbody>
<tr>
<td>66,000</td>
<td>94,000</td>
</tr>
<tr>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>448,000</td>
<td>642,000</td>
</tr>
<tr>
<td>32,000</td>
<td>47,000</td>
</tr>
<tr>
<td>112,000</td>
<td>120,000</td>
</tr>
<tr>
<td>41%</td>
<td>31%</td>
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</tbody>
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| Households per residential acre | 4.1 | 6.3 |
| % of housing units affordable through income restrictions | 8.5% (2,730 units) | 9.0% (4,230 units) |
| Jobs | 112,000 | 120,000 |
| City's share of Greenville County jobs | 41% | 31% |
| Millions of vehicle miles traveled per lane mile | 0.93 | 1.28 |
| Vehicle miles traveled annually per household | 11,200 miles | 10,200 miles |
| Square feet of parkland and preserved open space per capita | 481 | 385 |

15,000 new housing units will be developed to meet demand and accommodate population growth.

Strong demand for housing and a limited supply of land will result in higher overall densities as builders make the most of what the existing building code allows. The 15,000 new units, especially those in multi-family structures, will boost overall density to 6.3 households per acre of residential land.

Efforts to ensure that 10% of new housing inventory is affordable yields 1,500 new units by 2040.

More households, more cars, and more jobs will mean greater demands on Greenville’s road network.

At the same time, rising densities would allow households to put fewer miles on their cars each year by putting people closer to services, shopping, and employment.

Development of remaining vacant lots, limited expansion of parkland, and population growth will lead to a drop in the amount of green space and open land per person.

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How might you experience Greenville in 2040 under this scenario?

**SCENARIO #1**

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### Growth

You would see remaining vacant lots in your neighborhood infilled with new development that meets current zoning allowances. You would see new development in the city that would look like “more of the same,” or similar to what has been built over the past decade.

### Transportation and Congestion

Opportunities to get around town by means other than a car (bike, walk, bus) will feel more numerous to you, but you and your neighbors will probably still rely heavily on your cars. Traffic volumes will feel heavier to you. The number of areas where you experience congested traffic will likely be greater.

### Housing Affordability

Housing prices and rents will continue to rise at a pace that matches or exceeds inflation - you’ll notice this the most when it’s time to move. If you make below the city’s median income levels, you’ll notice that your opportunities to rent newly-built affordable units have expanded.

### Green Space and the Environment

You will notice that vacant, unimproved parcels of land are a rare sight in the city. Parks will feel more crowded, but you’ll notice that upkeep has kept pace with greater usage.
What do you think about Scenario #1?

**I think this scenario successfully deals with today’s known challenges.**
- Limited and declining amount of open space
- Worsening traffic congestion
- Rising housing cost burdens

**I like how Greenville grows under this scenario.**
- Development happens in the right places
- Development occurs at the right density

**I would want to live in the version of Greenville depicted by this scenario.**

If you have more to share with us about this scenario and what you are learning, please leave us a comment on a Post-it note here...