



University Ridge Development
Development for 37 Acres on University Ridge
Greenville, SC





**Greenville
County**

ROCAPOINT

PARTNERS

THE GEORGETOWN COMPANY

ZONING

DEVELOPMENT OPTIONS

Develop under existing zoning

Develop with modified PD

No cap on density

Allows all projected uses

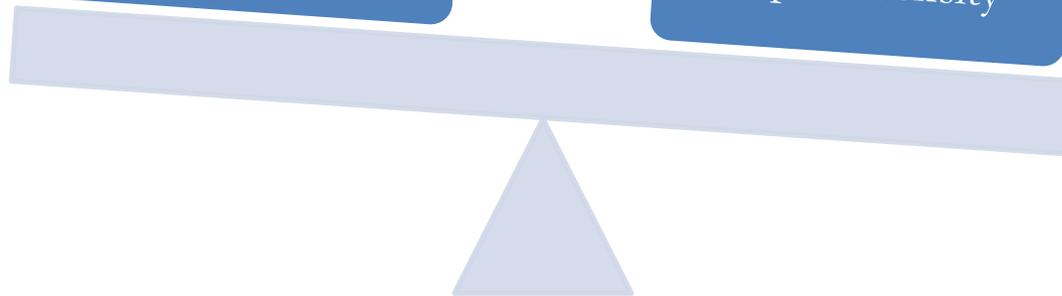
No upfront traffic mitigation

PD Refresh & Better Master Plan

Deal with traffic upfront

Increase 6 story cap & lower edges

Cap on density



COMPARISON OF PROPOSED MODIFICATION OF EXISTING PD

	Existing	Modification
Uses	Residential & Commercial	Same with some restrictions
Density	No limit	Limit to 3.5M SF
Height	6 stories	4 stories on edge with higher in center
Traffic Plan	None	Mitigation proposed
Design Standards	Limited	New standards
Approval Process	Staff and DRB only on Multi-family	Covenants with County approvals plus City Staff

SITE CONTEXT



SITE CONTEXT



SITE CONTEXT



SITE CONTEXT



SITE CONTEXT



SITE CONTEXT



County Offices

Family Court

Cobb Tire

DMV

SITE CONTEXT



SITE CONTEXT



Governor's School

County Offices

Family Court

Cobb Tire

Health Services

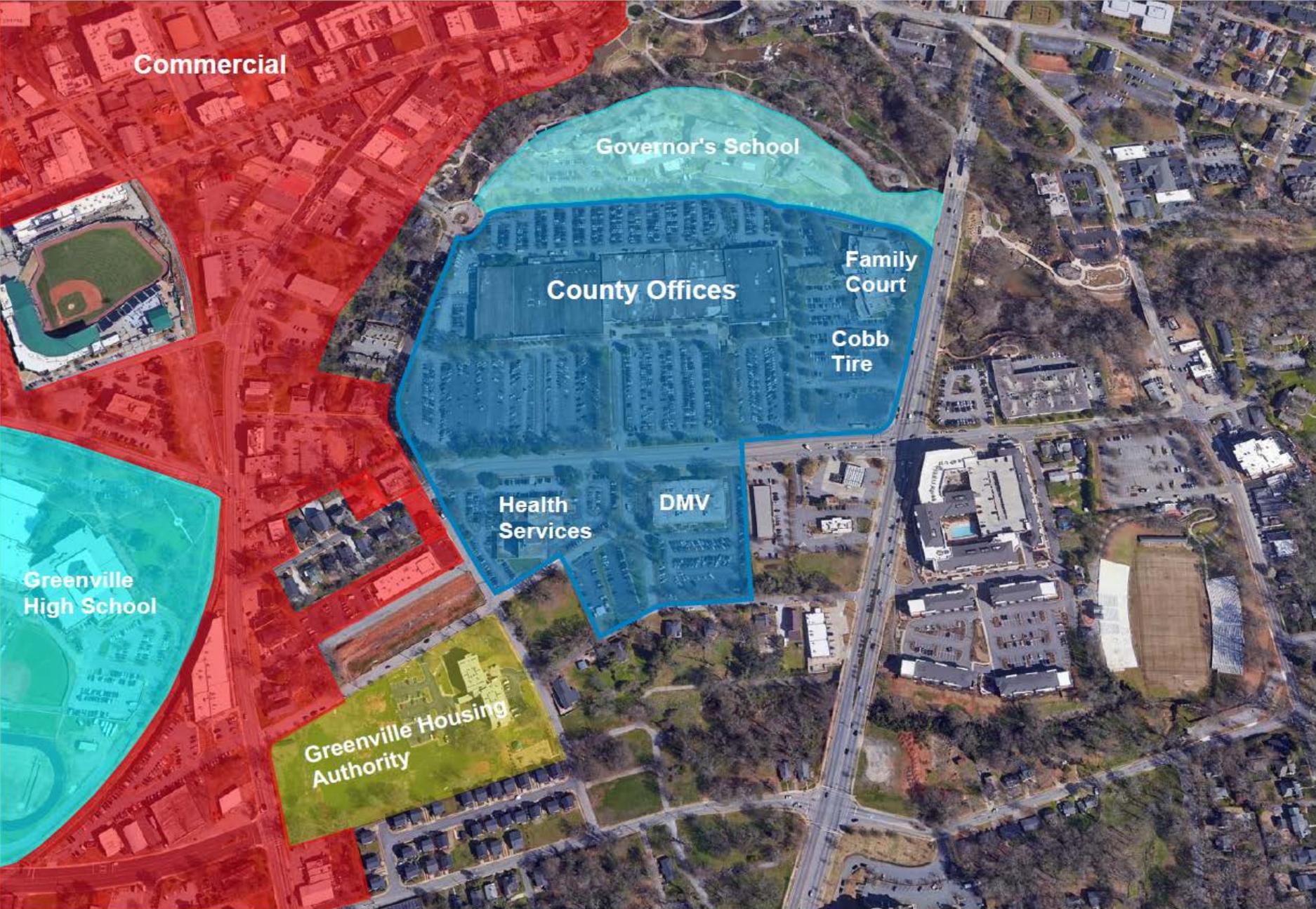
DMV

Greenville High School

SITE CONTEXT



SITE CONTEXT



Commercial

Governor's School

County Offices

Family Court

Cobb Tire

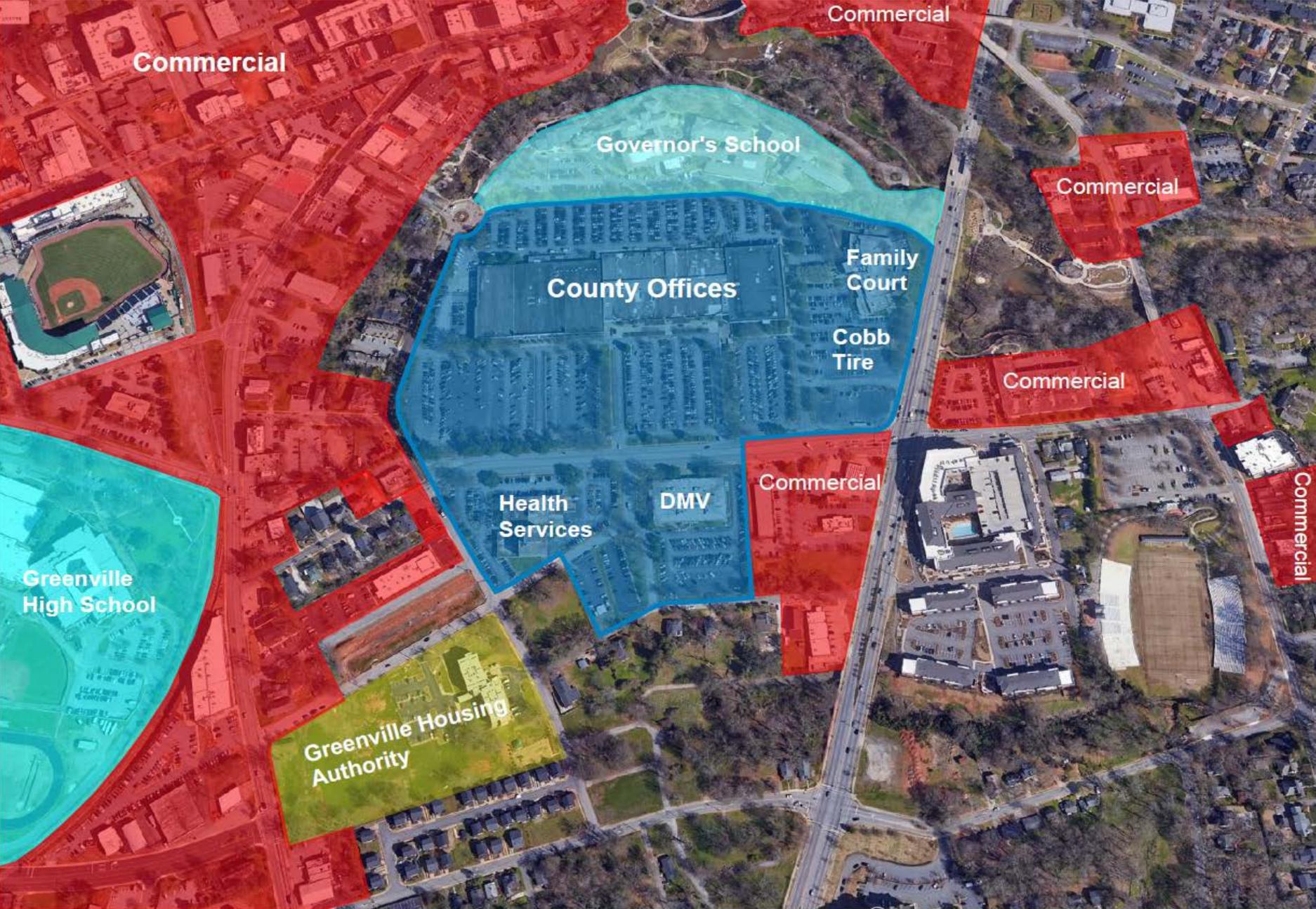
Health Services

DMV

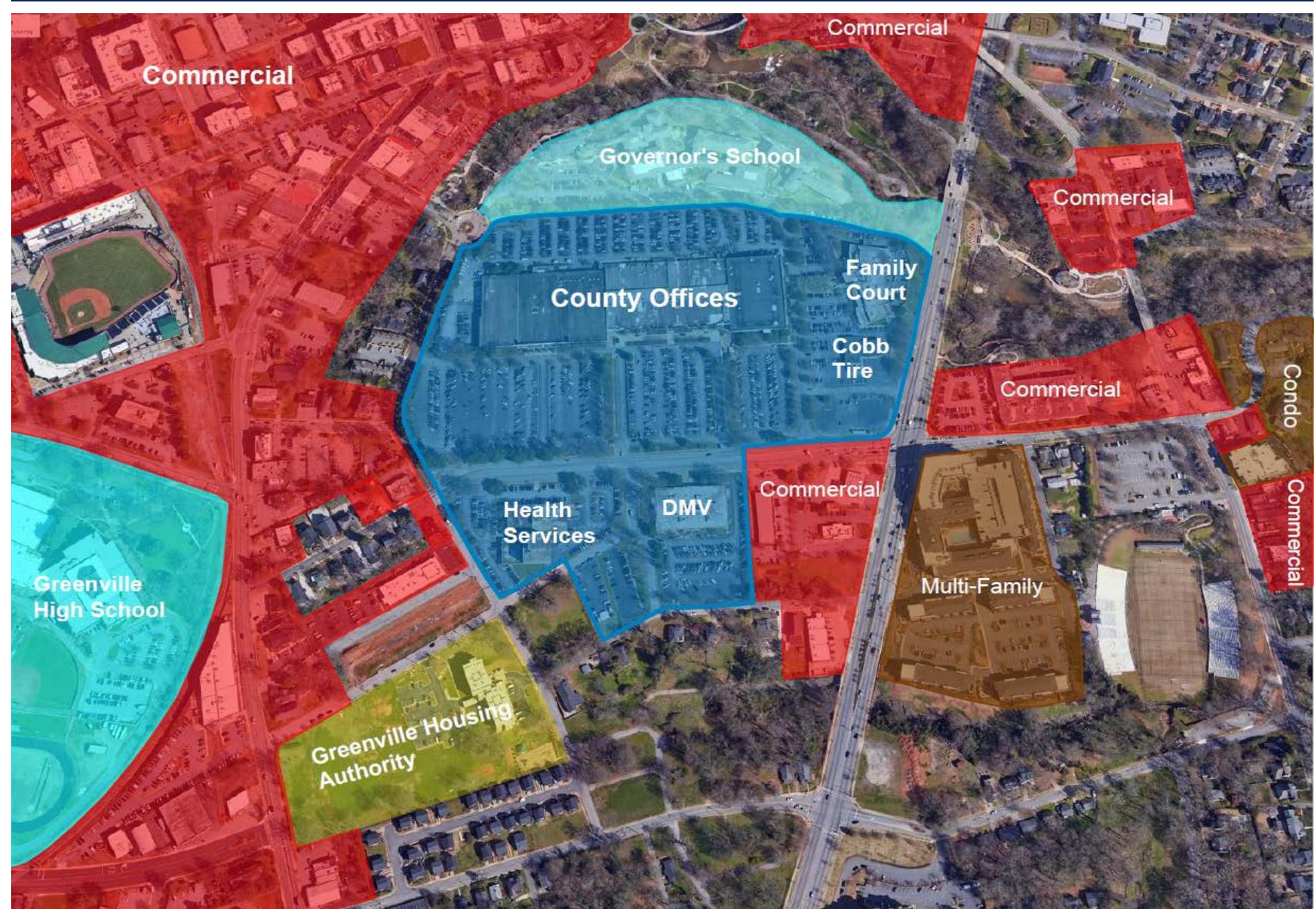
Greenville High School

Greenville Housing Authority

SITE CONTEXT



SITE CONTEXT



Commercial

Commercial

Governor's School

Commercial

County Offices

Family Court

Cobb Tire

Commercial

Condo

Greenville High School

Health Services

DMV

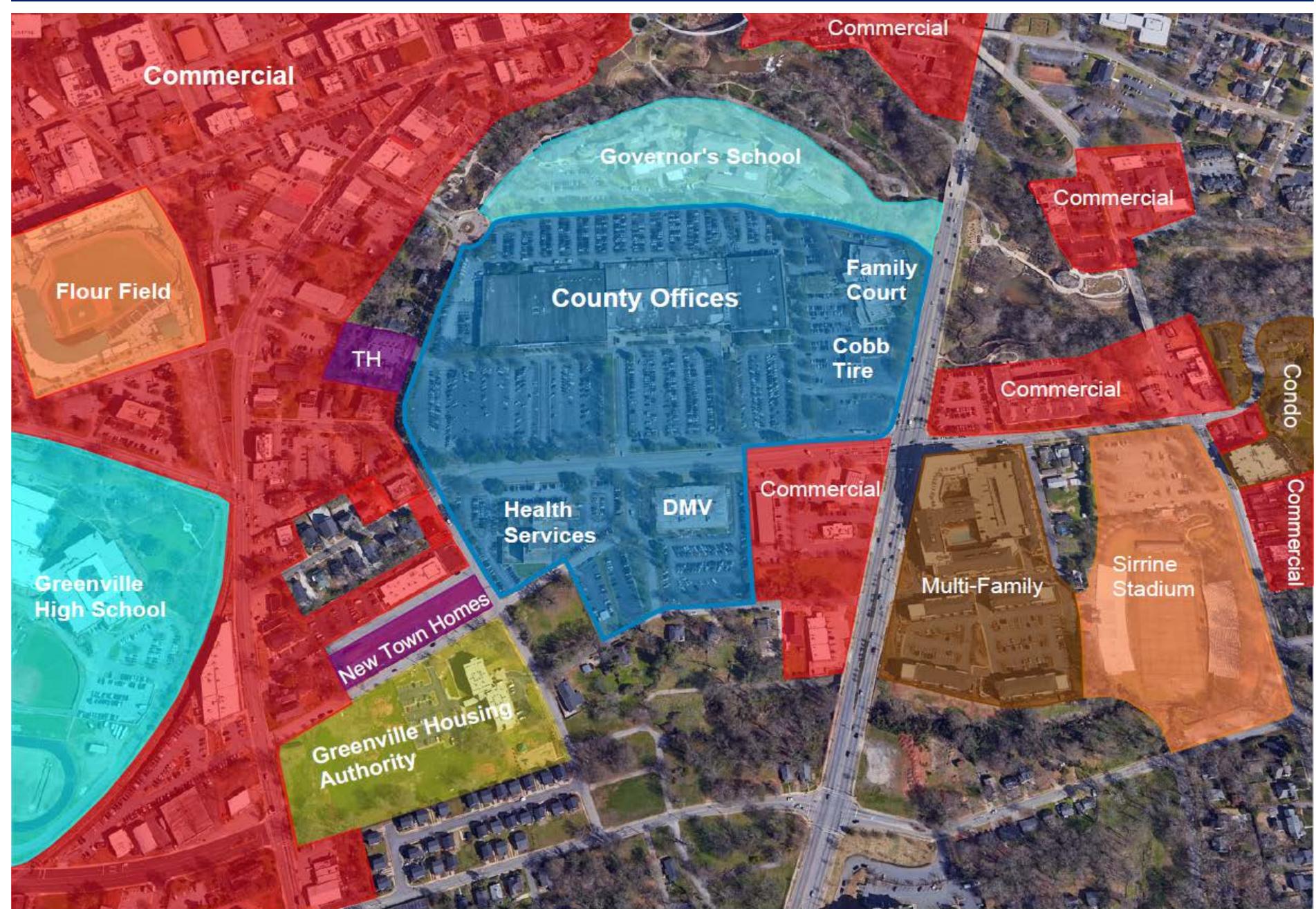
Commercial

Commercial

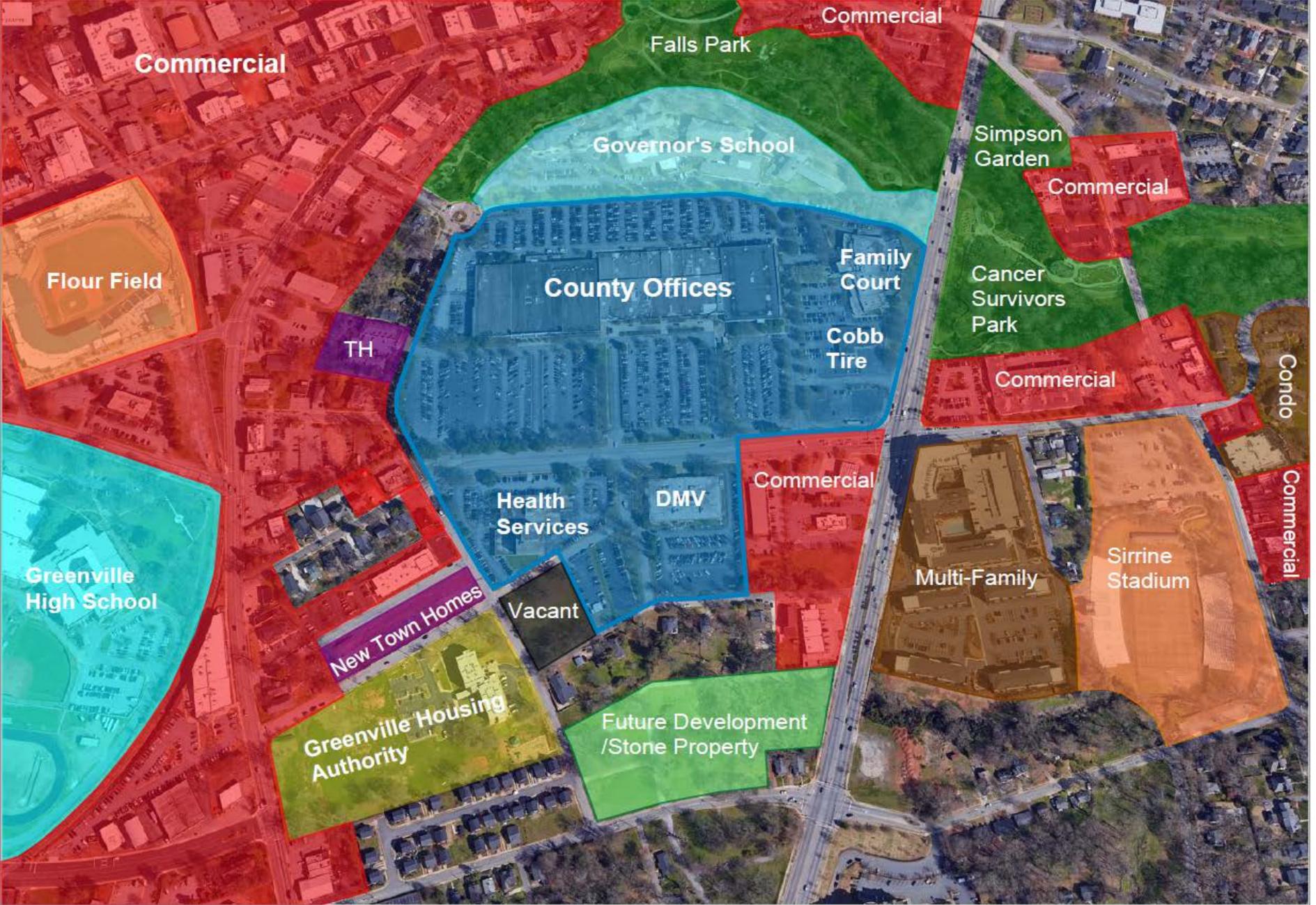
Greenville Housing Authority

Multi-Family

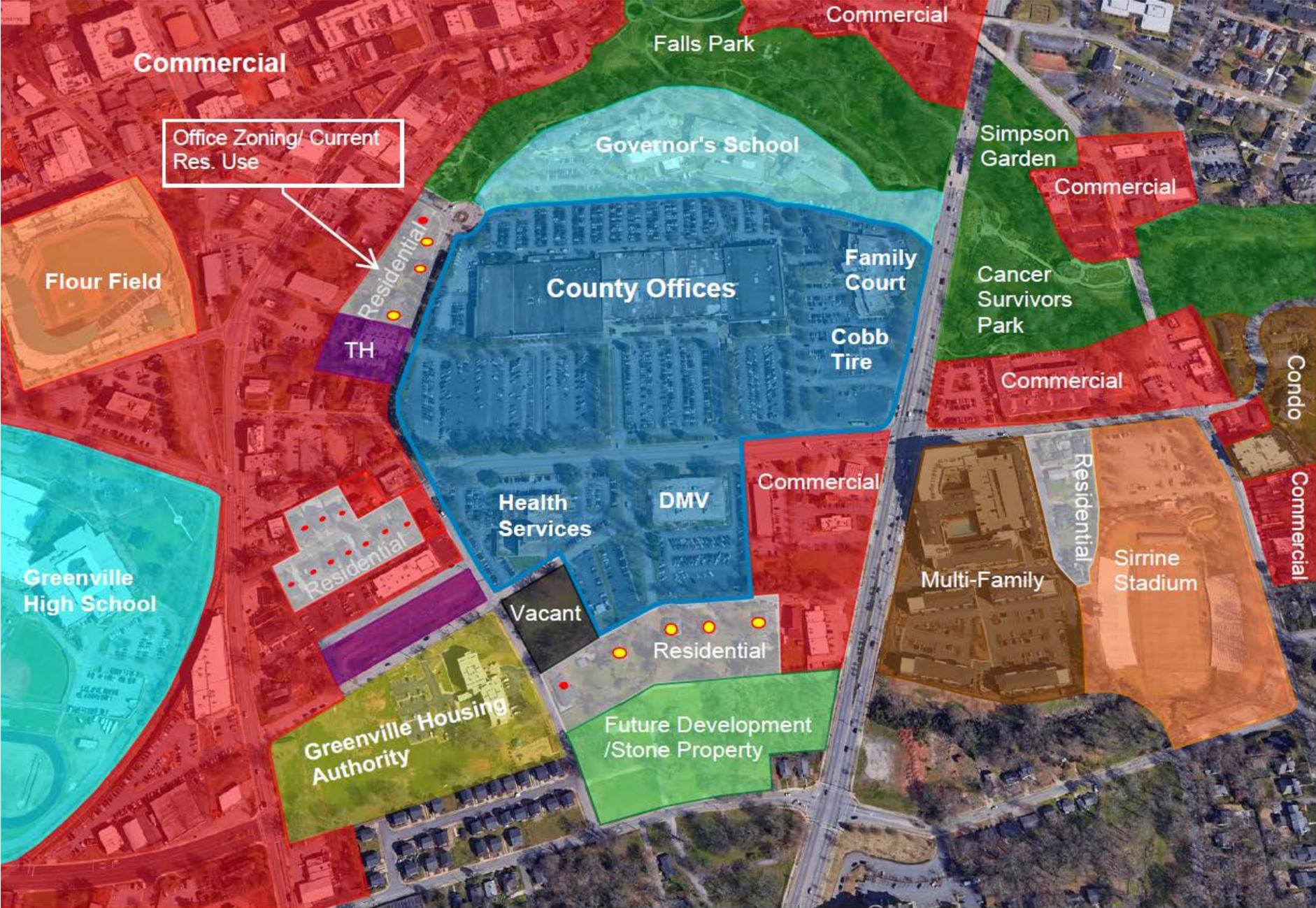
SITE CONTEXT



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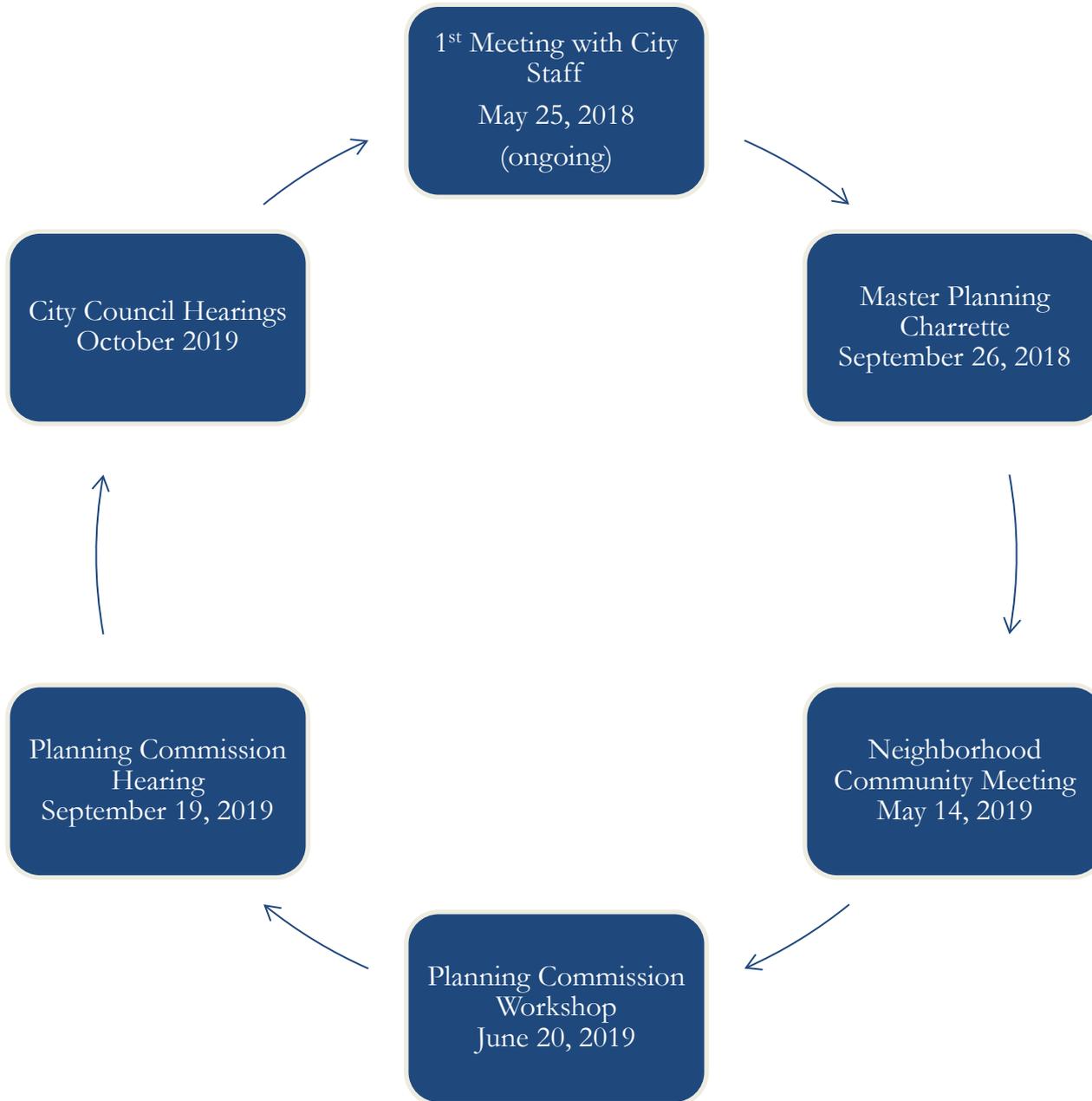
CURRENT CONDITIONS



CURRENT CONDITIONS



KEY ZONING DATES



EXISTING ZONING

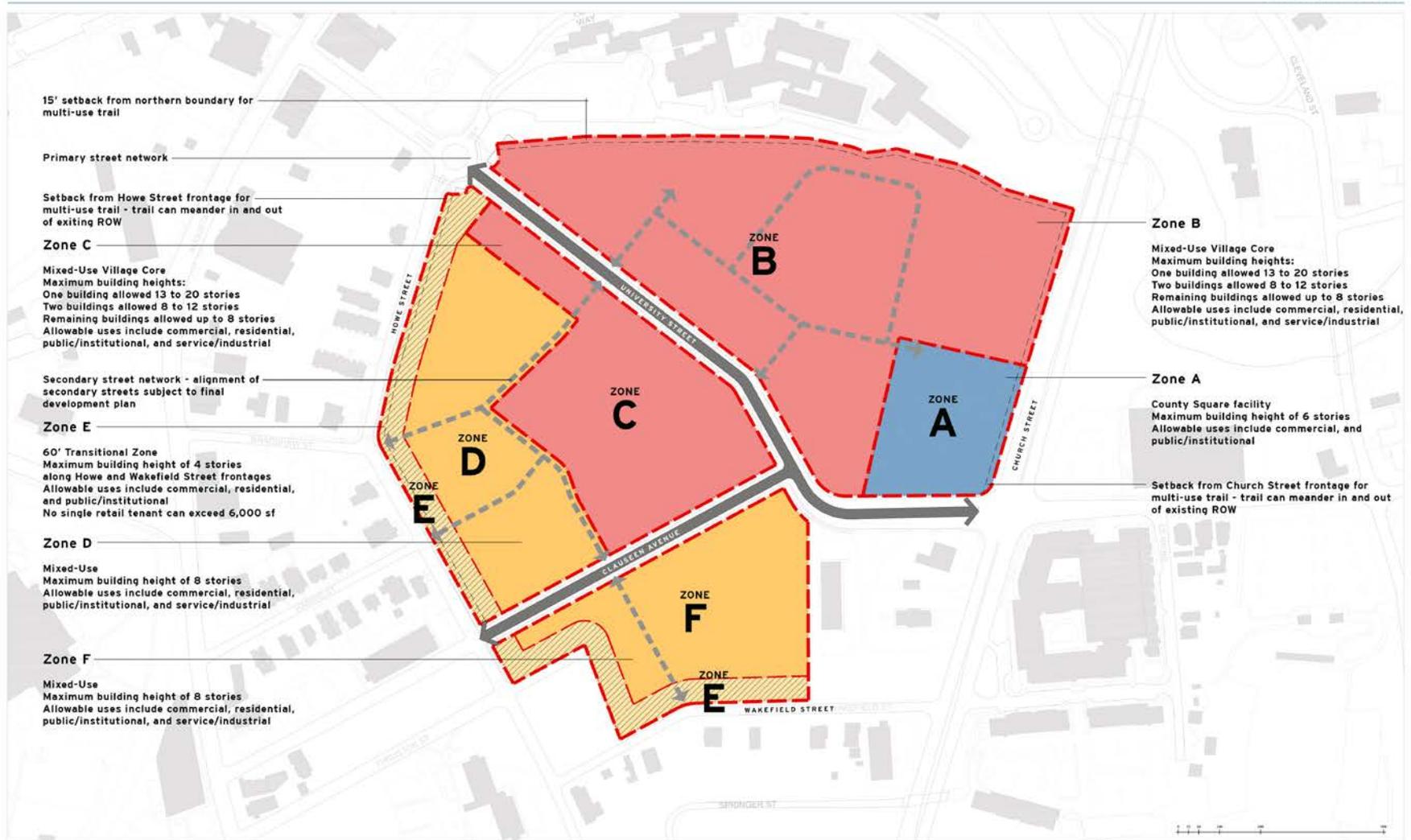


CITY OF GREENVILLE MASTER PLAN



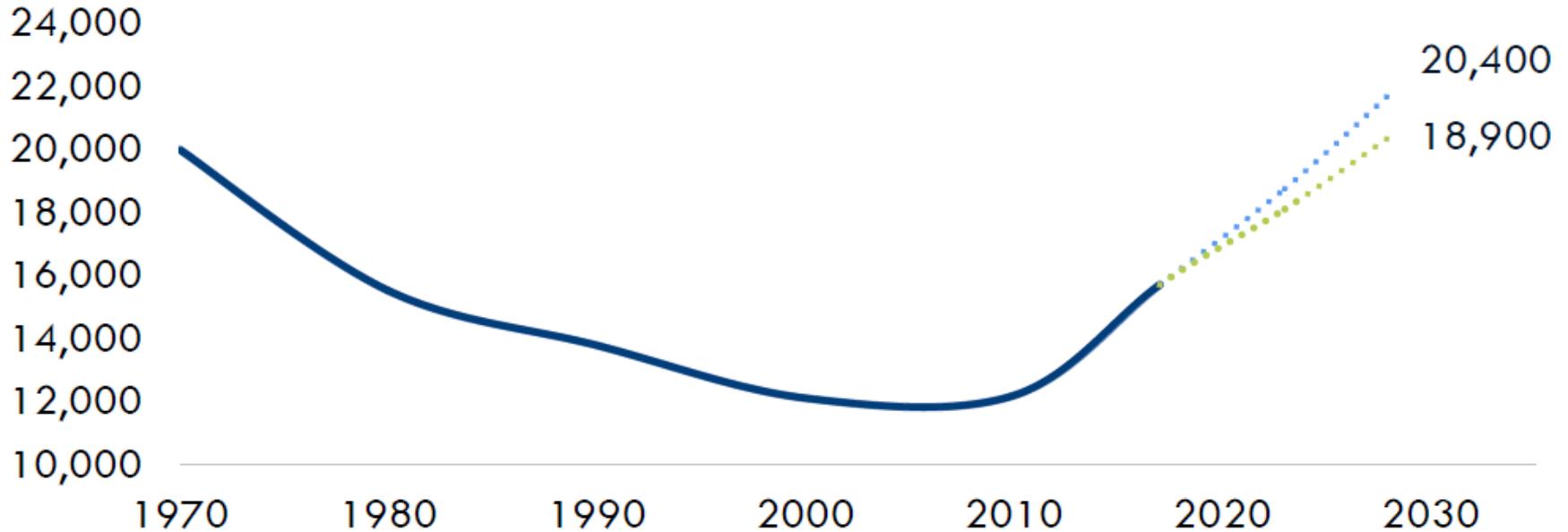
PLANNED DEVELOPMENT REGULATING PLAN

PD REGULATING PLAN



TRAFFIC

Downtown Greenville Population Projection



- With continued pro-growth policies in place, Downtown Greenville could grow near or above the same pace as Downtown Charleston and Durham’s historic trajectory.
- As Downtown matures, a more conservative growth pattern of 2.4% to 3.0% is likely.

Ideally these people can walk to work and shopping



GREENVILLE DOWNTOWN PLAN

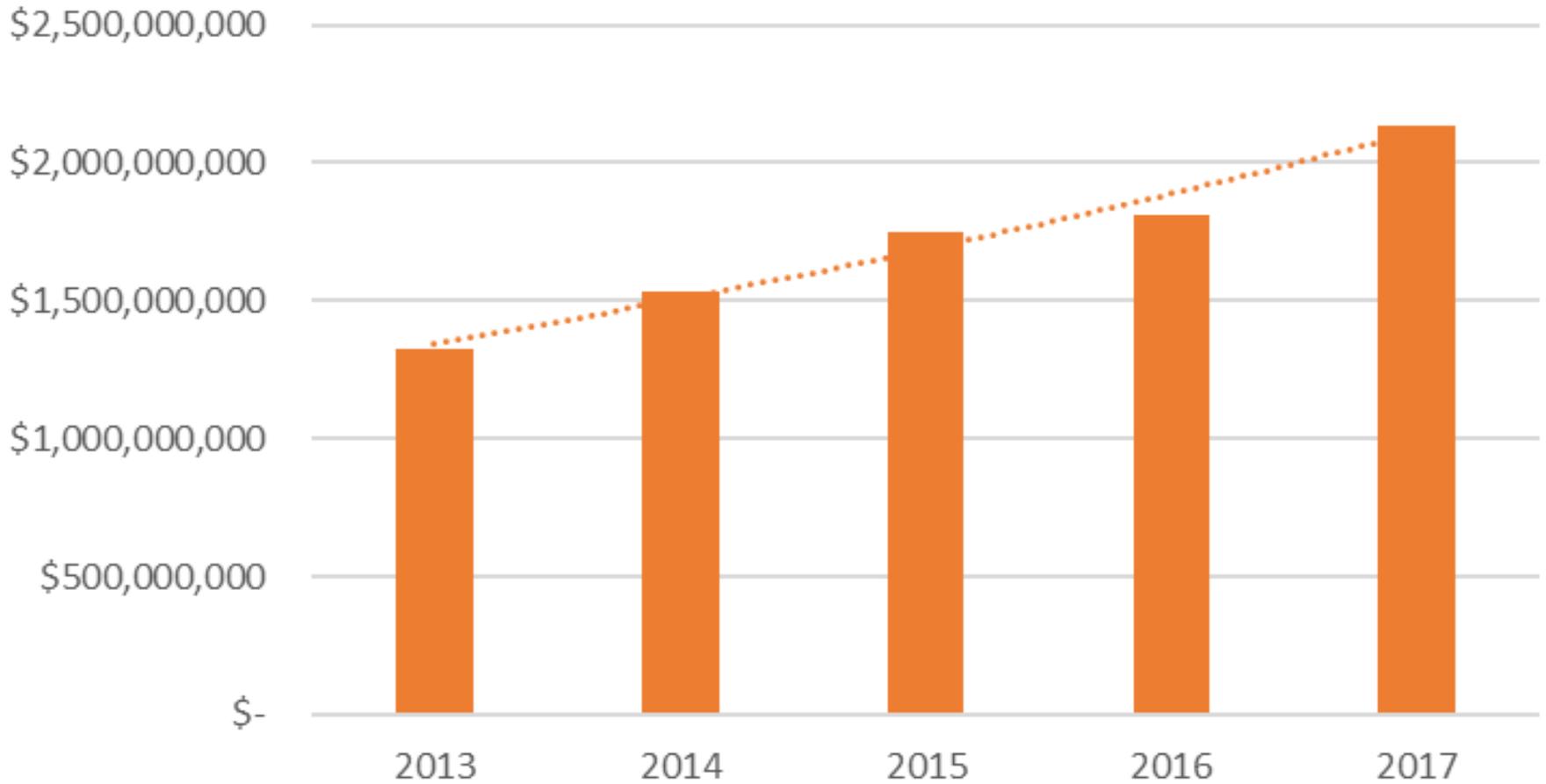
HR&A
Analyze. Advise. Act.

MARKET ANALYSIS
OCTOBER 2018

Key Market Analysis Findings

USE	Key Market Finding	Projected Demand by 2028.
 <p>Residential</p>	<p>Market rate multifamily product is booming in Downtown, and future expected population growth of between 4,600 to 6,000 mostly higher-income residents by 2028 is likely to result in demand that exceeds today's extensive pipeline.</p>	<p>2,400 to 3,000 units</p>
 <p>Office</p>	<p>The office market is relatively soft, and projected employment growth is not anticipated to generate the jobs needed to justify significant additional new office development.</p>	<p>860K to 1.2M SF (requires anchor tenant)</p>
 <p>Retail</p>	<p>Significant residential growth Downtown is lending more support for Downtown retail, but local retailers are feeling squeezed by rising rents.</p>	<p>330K SF</p>
 <p>Hotel</p>	<p>Supported by investments in amenities and culture, hotel development has been booming in Downtown with further growth expected from 2018-2020.</p>	<p>Four to five hotels</p>

Retail Sales



- 5 year increase of 168%
- Retail vacancy only 4%

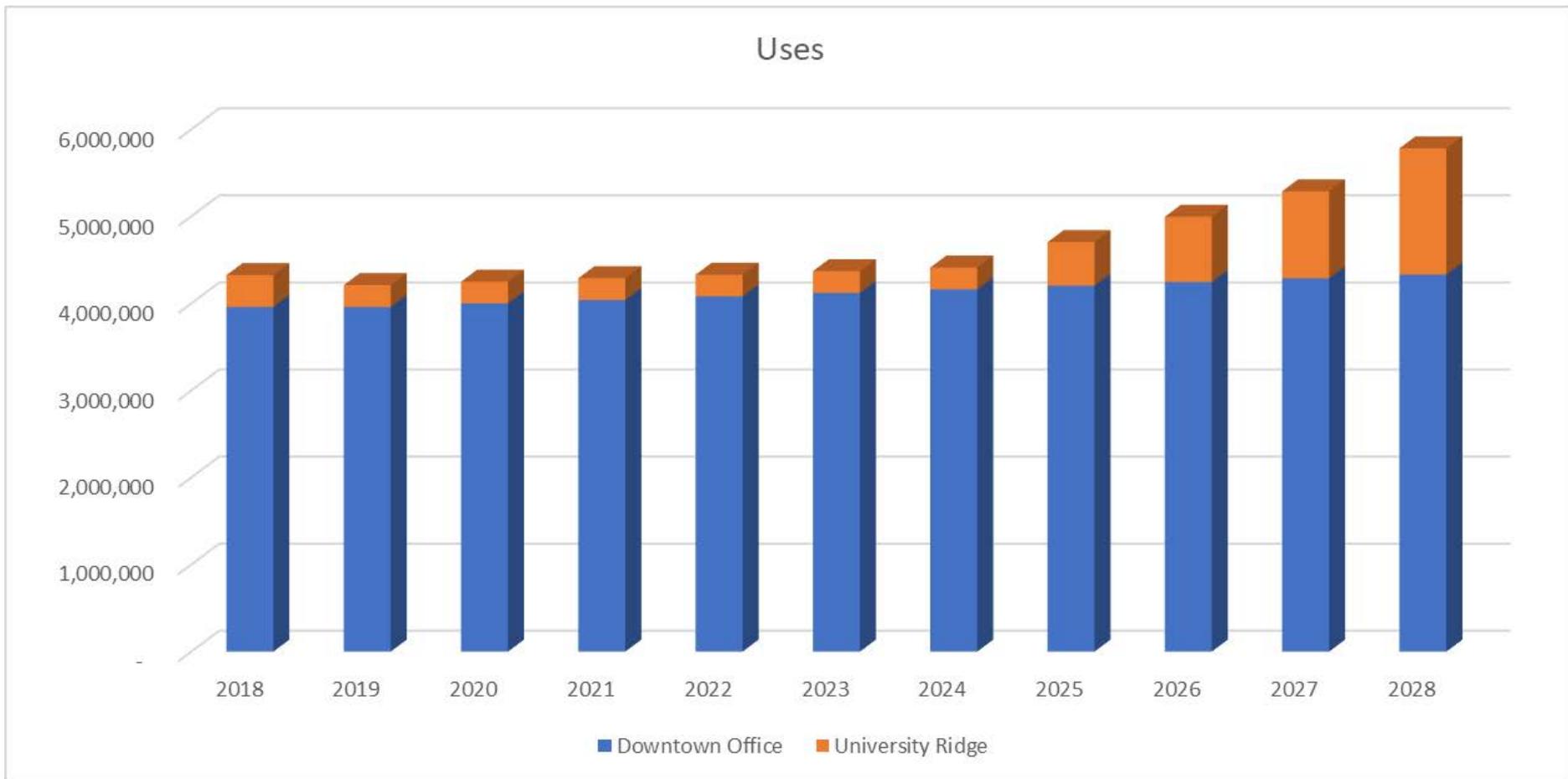
Traffic

- Main driver – PM peak hour – i.e. rush hour leaving offices at 5:00 – 6:00
- Office has 0.85+/- PM trips leaving site per 1,000 SF
- Versus residential has 0.16 PM+/- trips leaving site per 1,000 SF
- Hotel is more over night
- Retail is more lunch and weekends

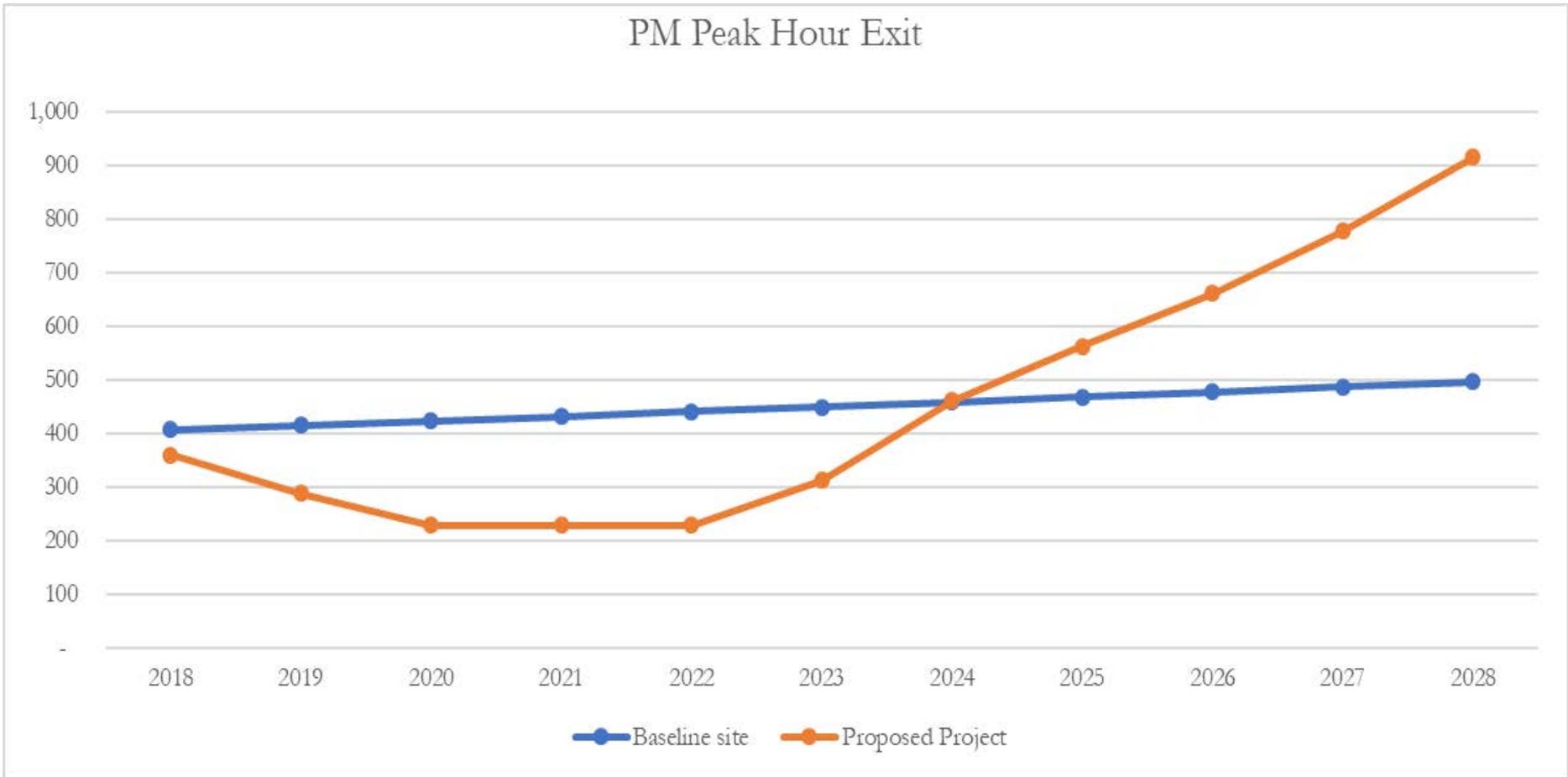
- *Main driver of PM peak hour traffic is office use*

Use – Size	Morning Peak Hour			Afternoon Peak Hour		
	Enter	Exit	Total	Enter	Exit	Total
	Primary/Pass-by					
Office – 813,000 square feet	680	111	791	114	682	796
Hotel – 350 rooms	53	74	127	62	50	112
Residential - 1500 units	126	360	486	280	181	461
Retail – 296,000 square feet	186	114	300	342/176	354/182	696/358
Total	1045	659	1704	798/176	1267/182	2065/358

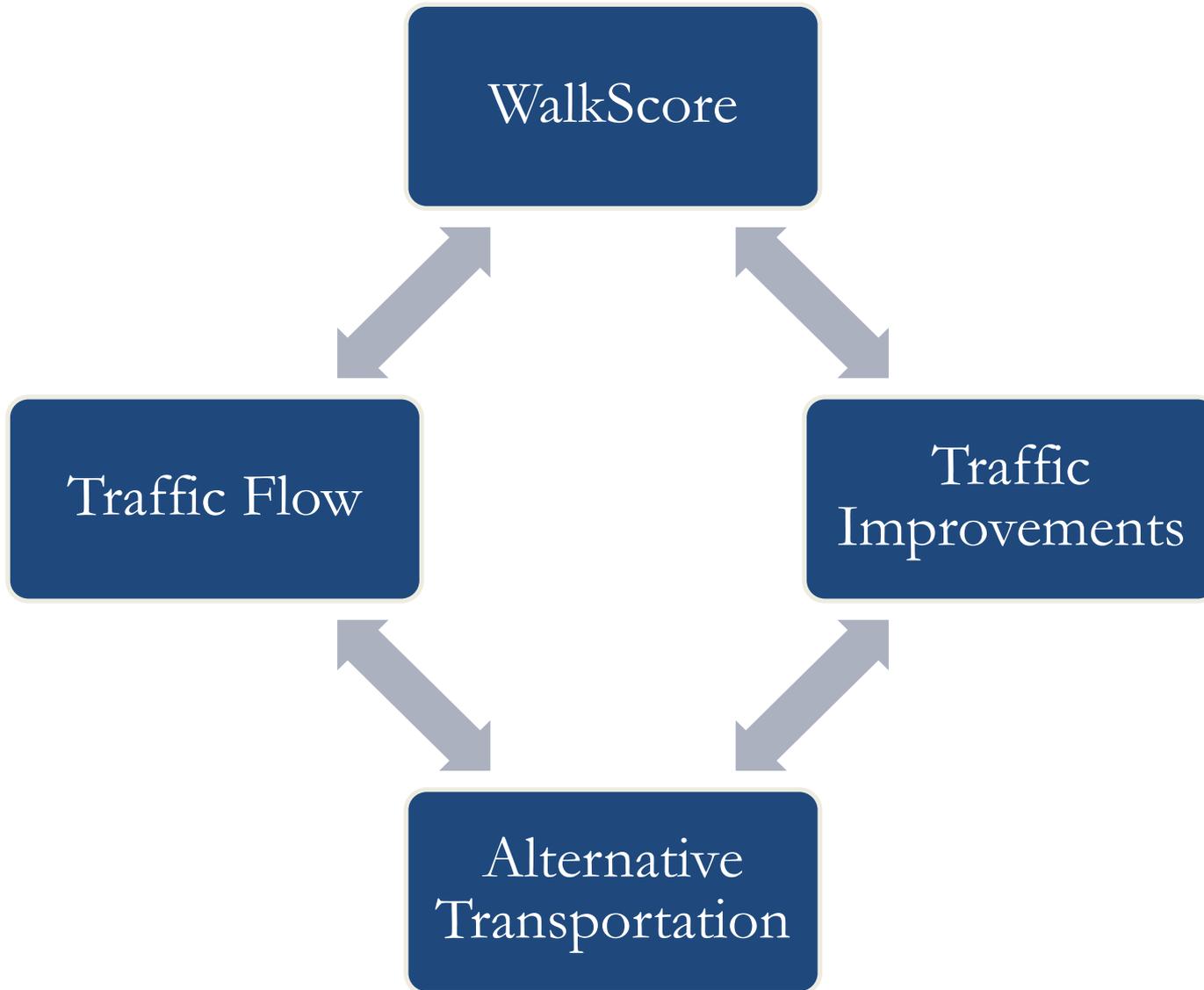
CITY OF GREENVILLE OFFICE MARKET



- Greenville CBD ~ 5M+ SF office
- Reduce government offices during time
- Build out new offices over 10+ years
- Office comes last in mixed use projects
- 15% increase in CBD office – very much needed more modern office
- Office creates jobs, tax revenue and long term value



- Project demolished 250K SF off office – high traffic government office
- As project gets built out traffic does increase
- Office traffic come last



Project's goal is to be Main Street not Church Street

Walk Score helps you find a walkable place to live. Walk Score is a number between 0 and 100 that measures the walkability of any address.

Walk Score

Transit Score

Bike Score

90-100	Walker's Paradise Daily errands do not require a car
70-89	Very Walkable Most errands can be accomplished on foot
50-69	Somewhat Walkable Some errands can be accomplished on foot
25-49	Car-Dependent Most errands require a car
0-24	Car-Dependent Almost all errands require a car

- As many uses in walking distance as possible – proposed mixed use
- Reduces car trips greatly – think most larger Cities
- Improve Walk Score by 20 points or more (currently 60)

ALTERNATIVE TRANSPORTATION

Uber stations – not driverless yet



Transit – County funded



Bike Share



Scooters – Midtown Atlanta Case Study



Active Sidewalks & Streetscape



Traffic Calming Pavers & Barriers



On Street Parking



Protected Bike Lanes

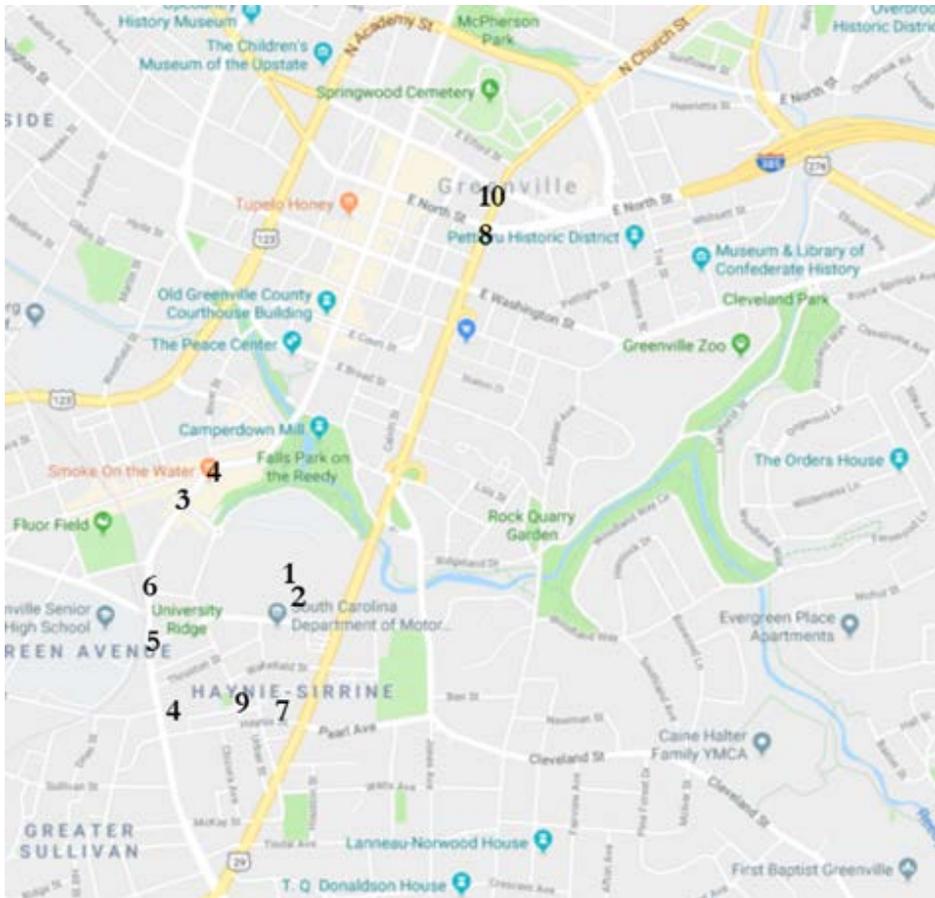


TRAFFIC IMPROVEMENTS - STUDY AREA

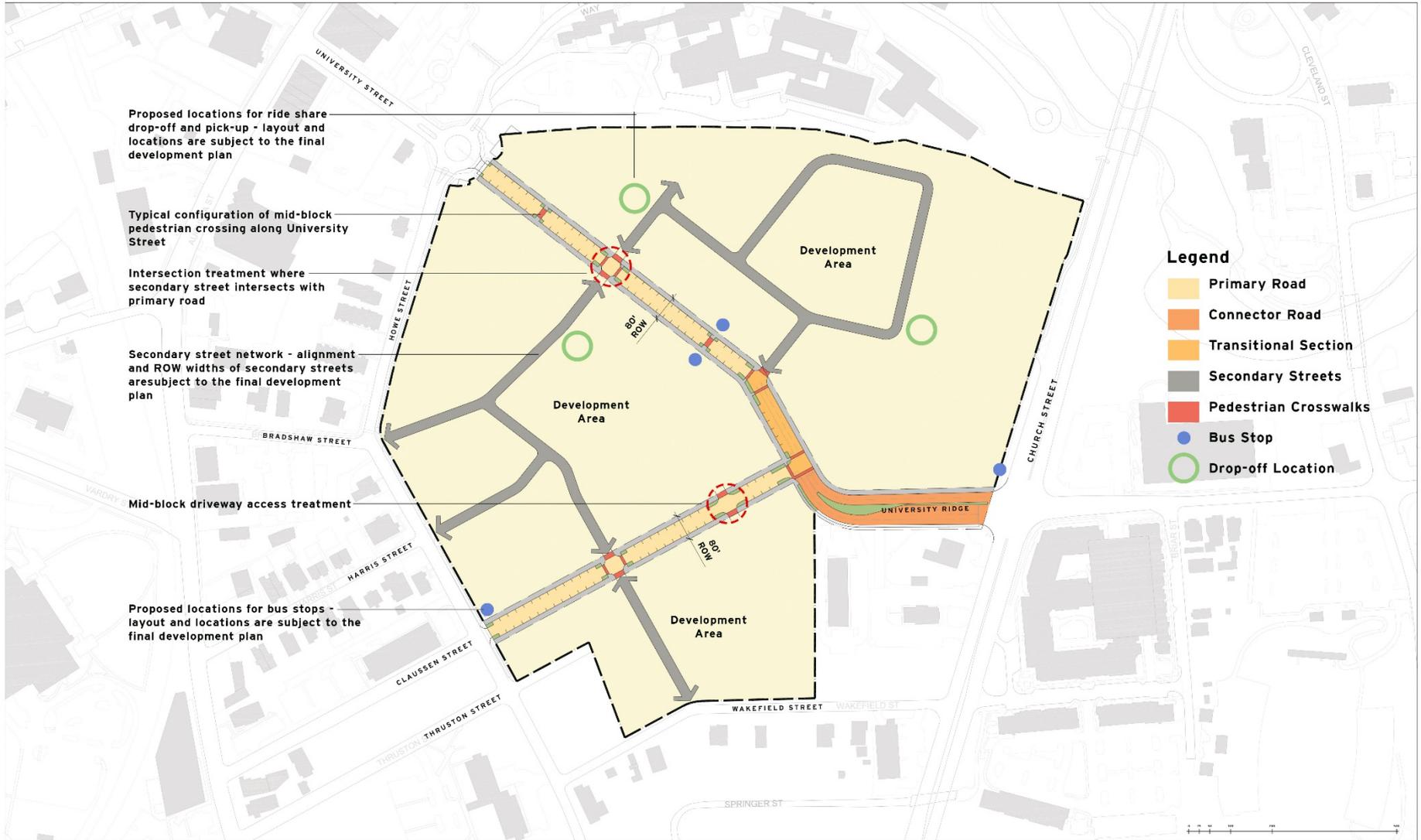


PROPOSED MITIGATION AREAS

- Studied all CBD
- 10+ inspections need improvement upon build out
- County & Project is committed to spending millions in improvements
- Includes adaptive signals off site
- If developed under existing PD would not necessarily need to
- Most of downtown development has not mitigated



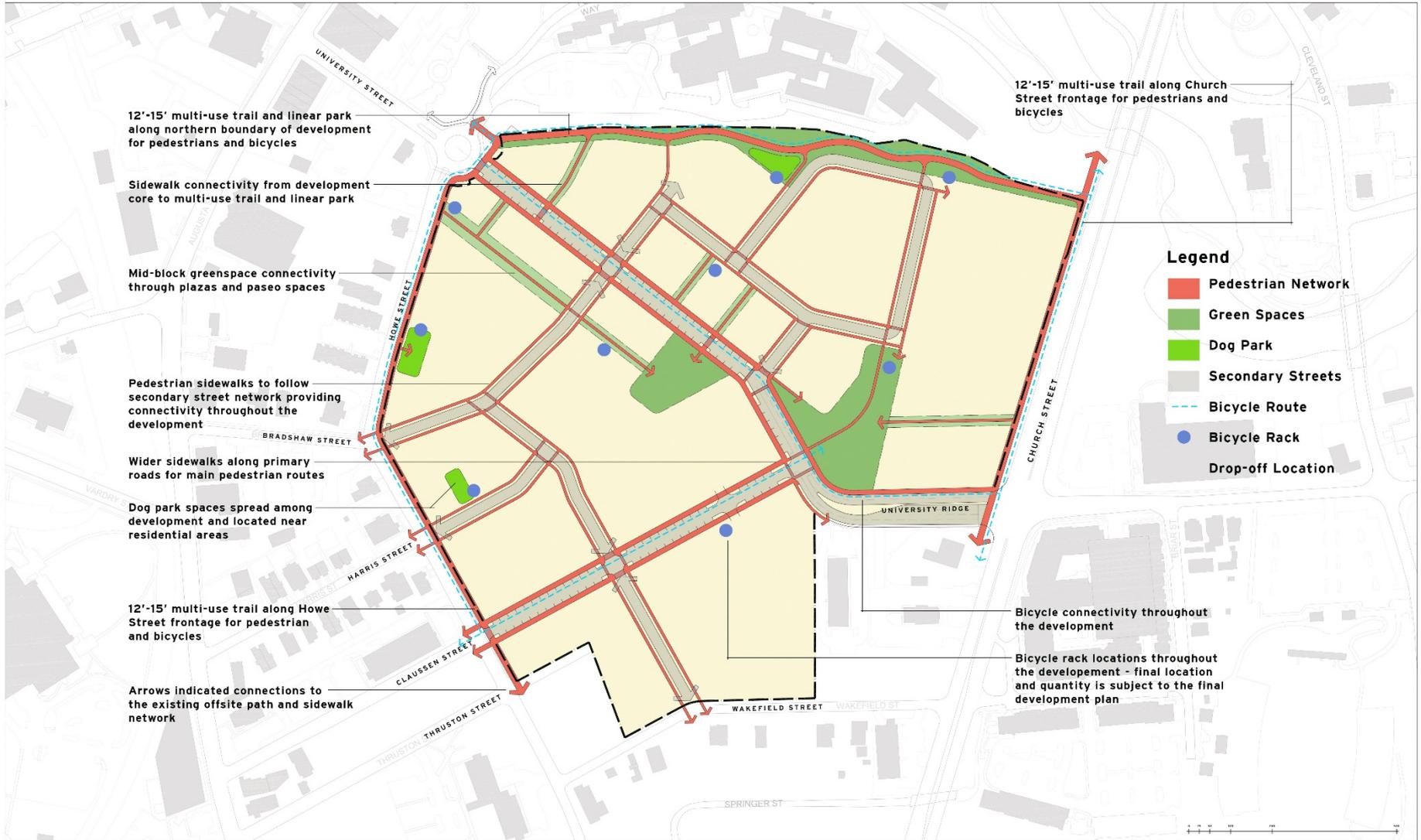
VEHICULAR CONNECTIVITY DIAGRAM



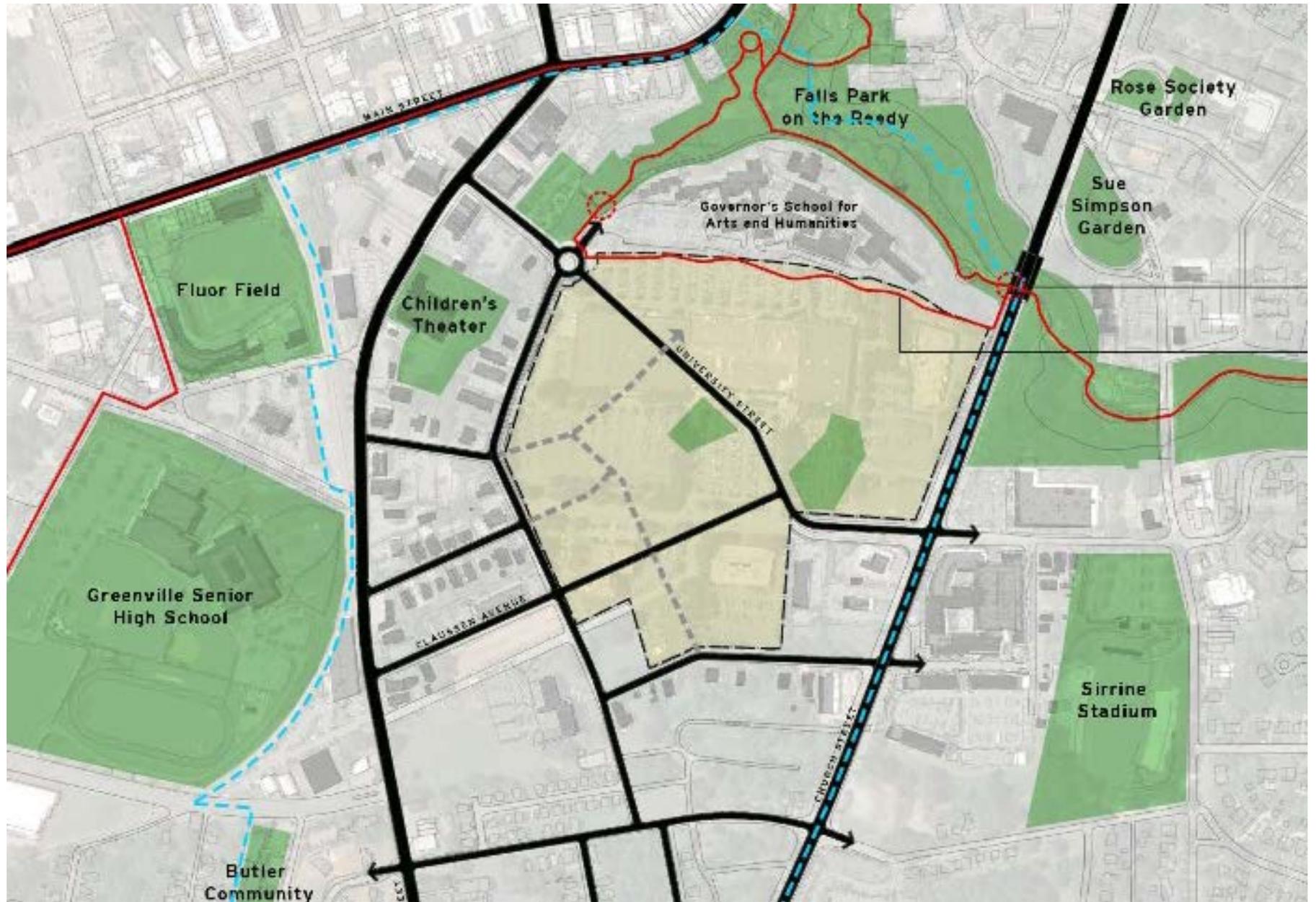
PROPOSED STREET LAYOUT



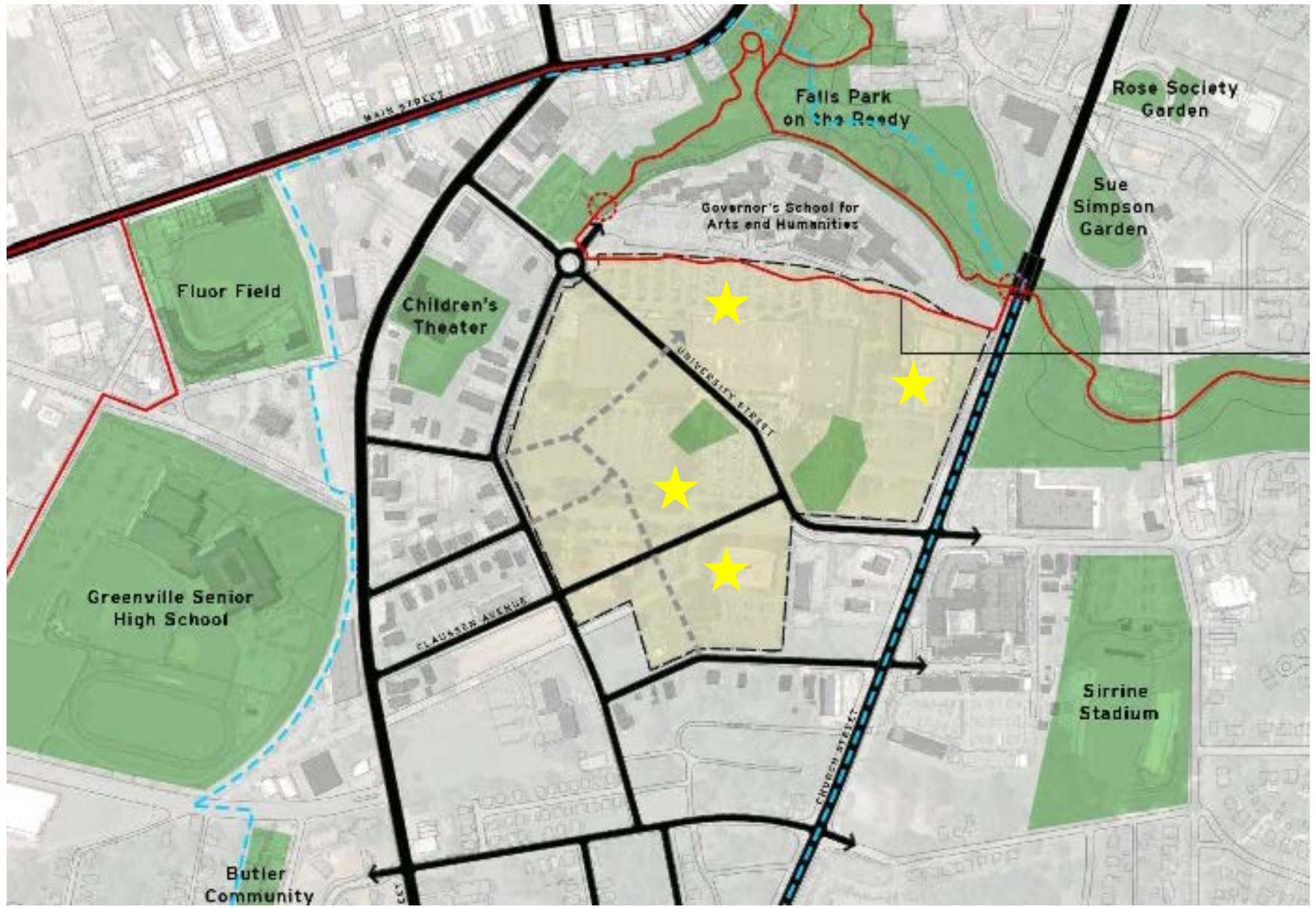
PEDESTRIAN AND BICYCLE CONNECTIVITY DIAGRAM



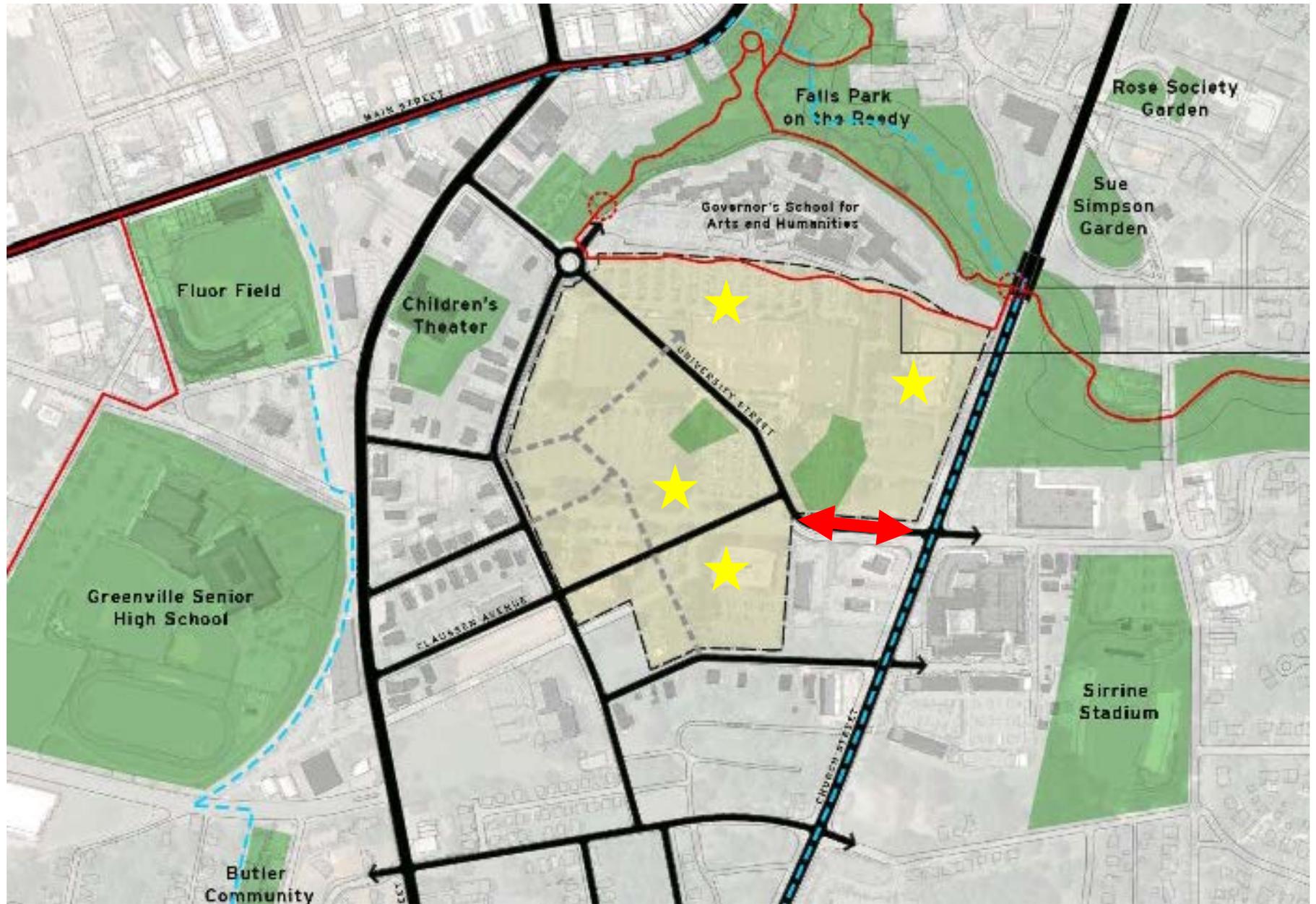
TRAFFIC FLOW



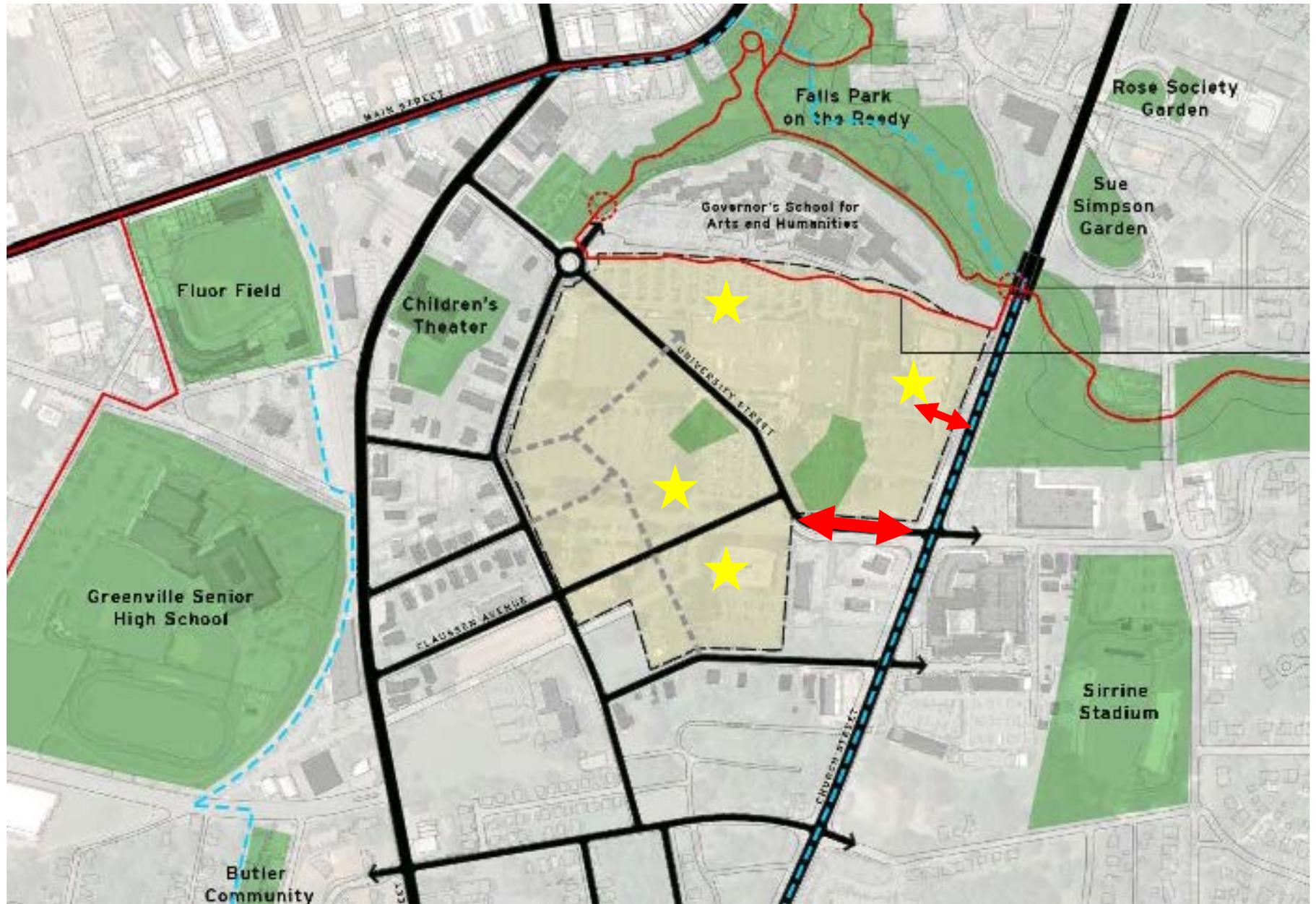
TRAFFIC FLOW - DECKS



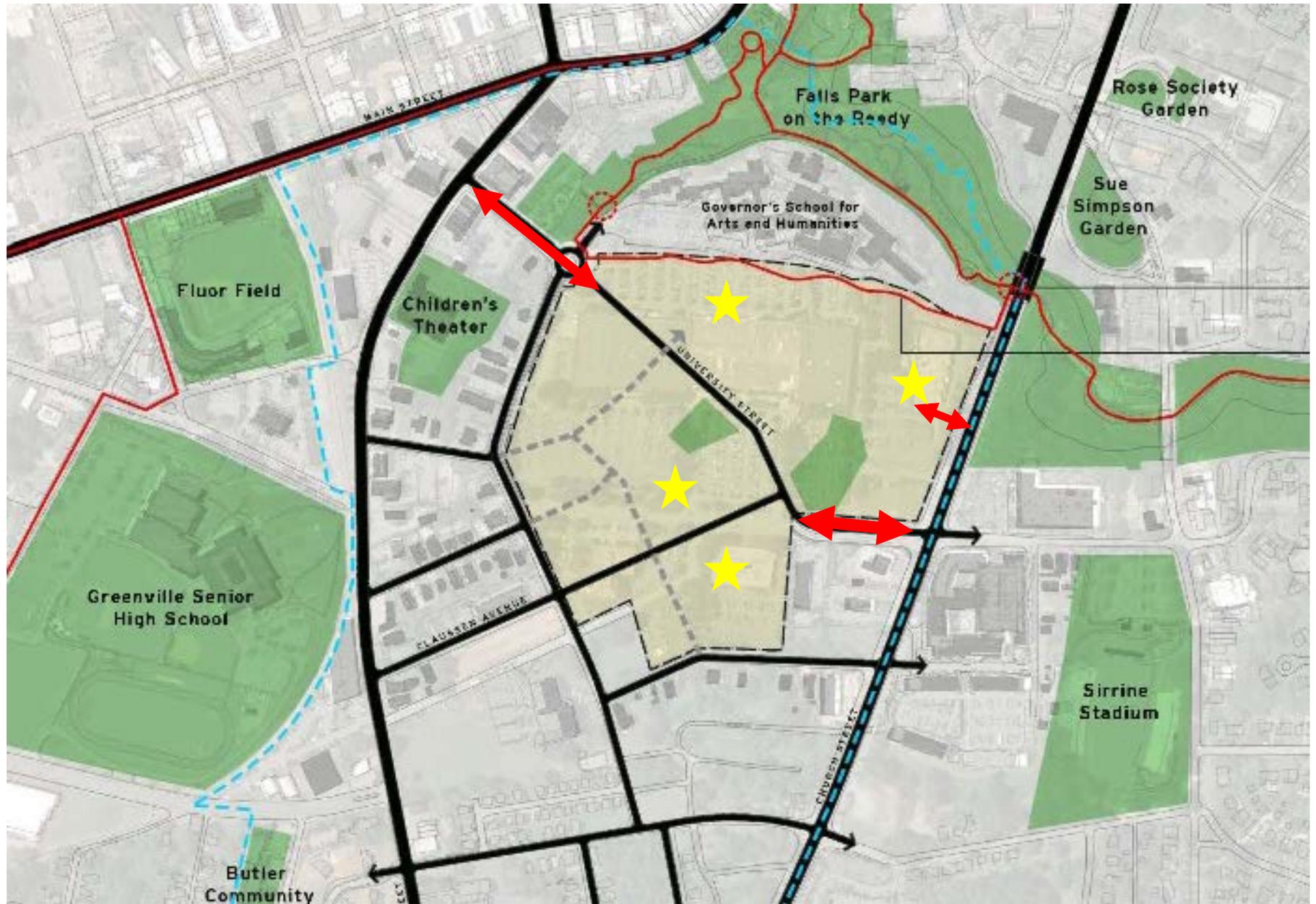
TRAFFIC FLOW – MAIN FLOW >70% OF PEAK TRAFFIC



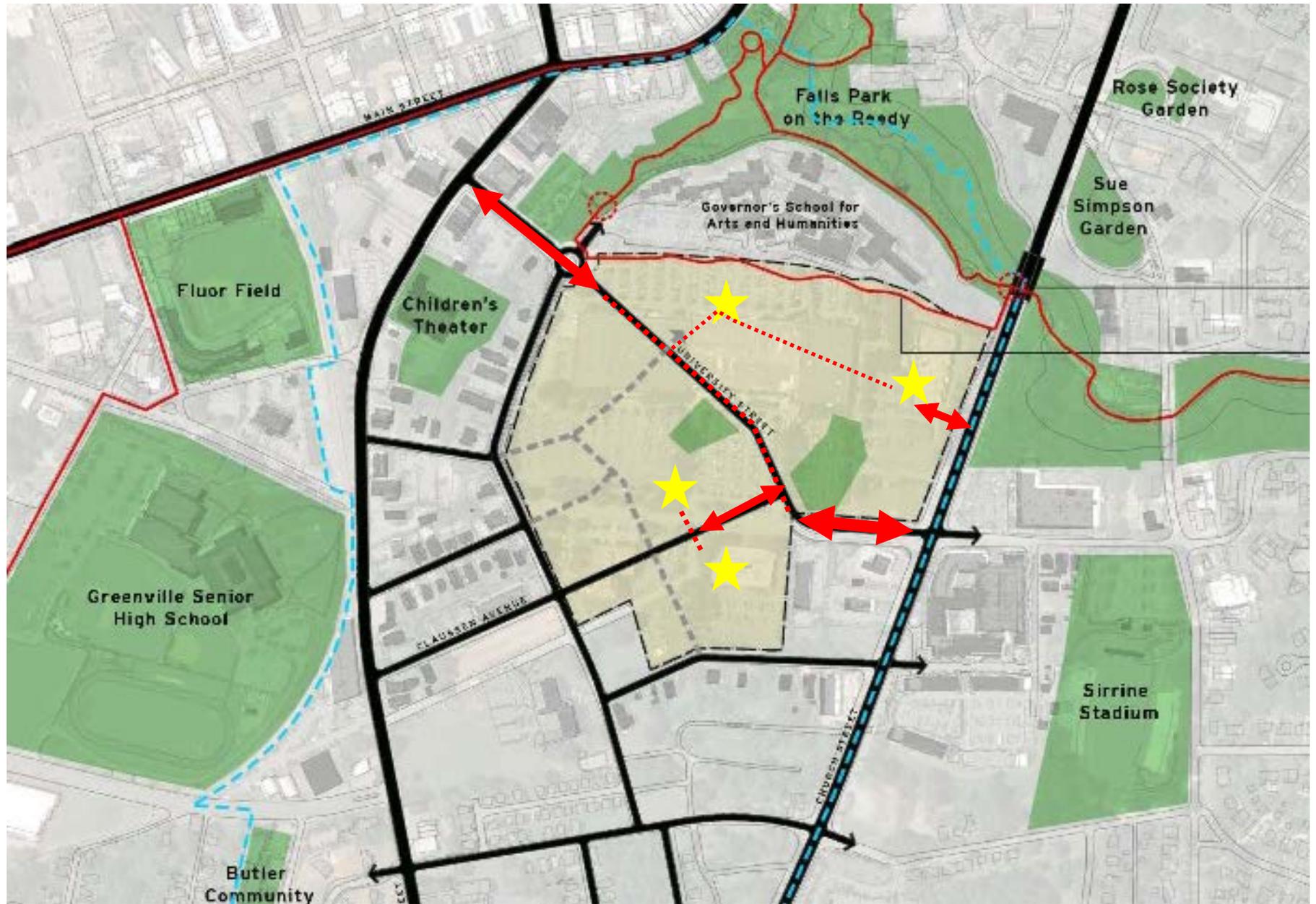
TRAFFIC FLOW – PEAK FLOW DIRECTLY INTO DECK



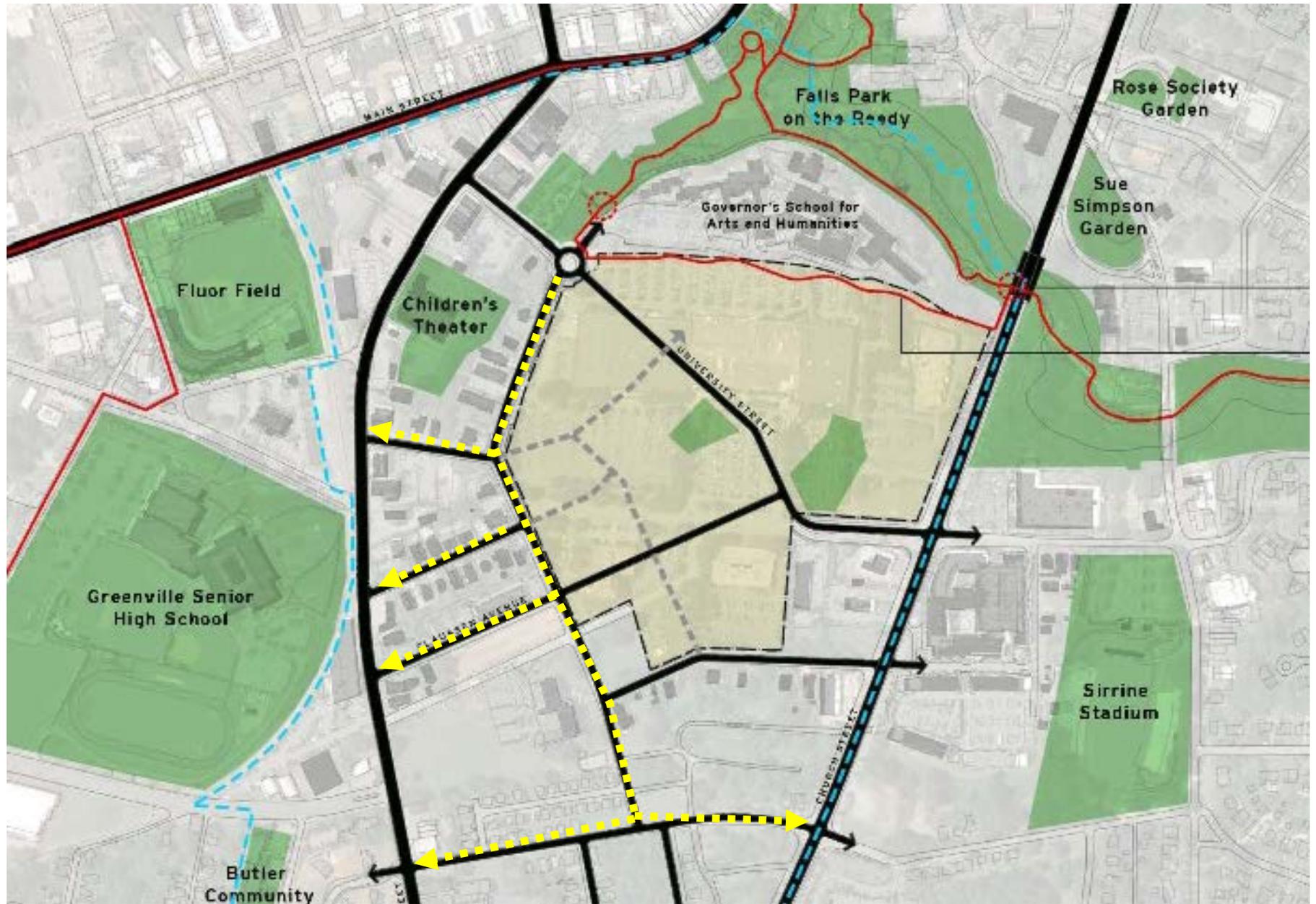
TRAFFIC FLOW – CONNECTION TO MAIN STREET



TRAFFIC FLOW – CONNECT MAIN TRAFFIC TO DECKS EFFICIENTLY



TRAFFIC FLOW – SECONDARY - NEED TO CONNECT TO EXISTING LIGHT AT AUGUSTA

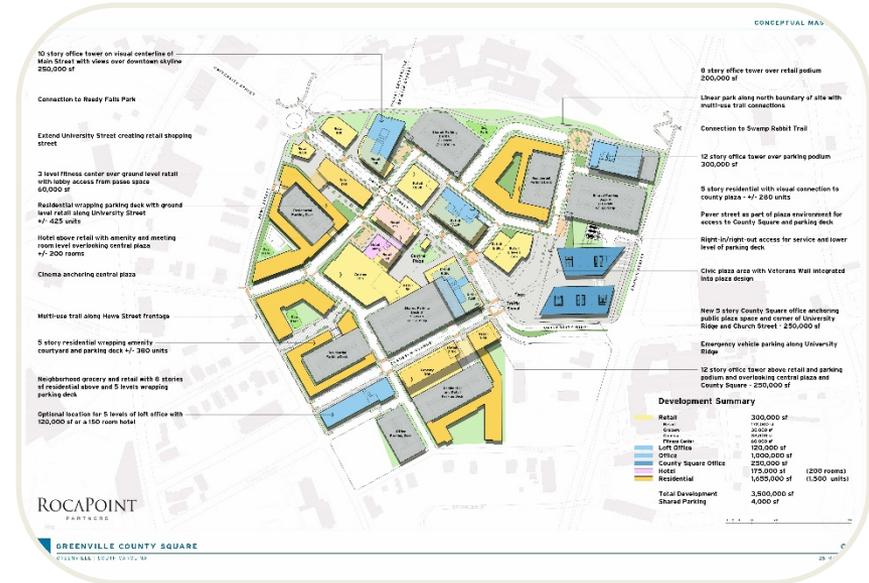


HOW DOES IT HAPPEN

Initial 2 projects



New County Office Building



Master Redevelopment

NEW COUNTY OFFICE BUILDING



NEW COUNTY OFFICE BUILDING



NEW COUNTY OFFICE BENEFITS





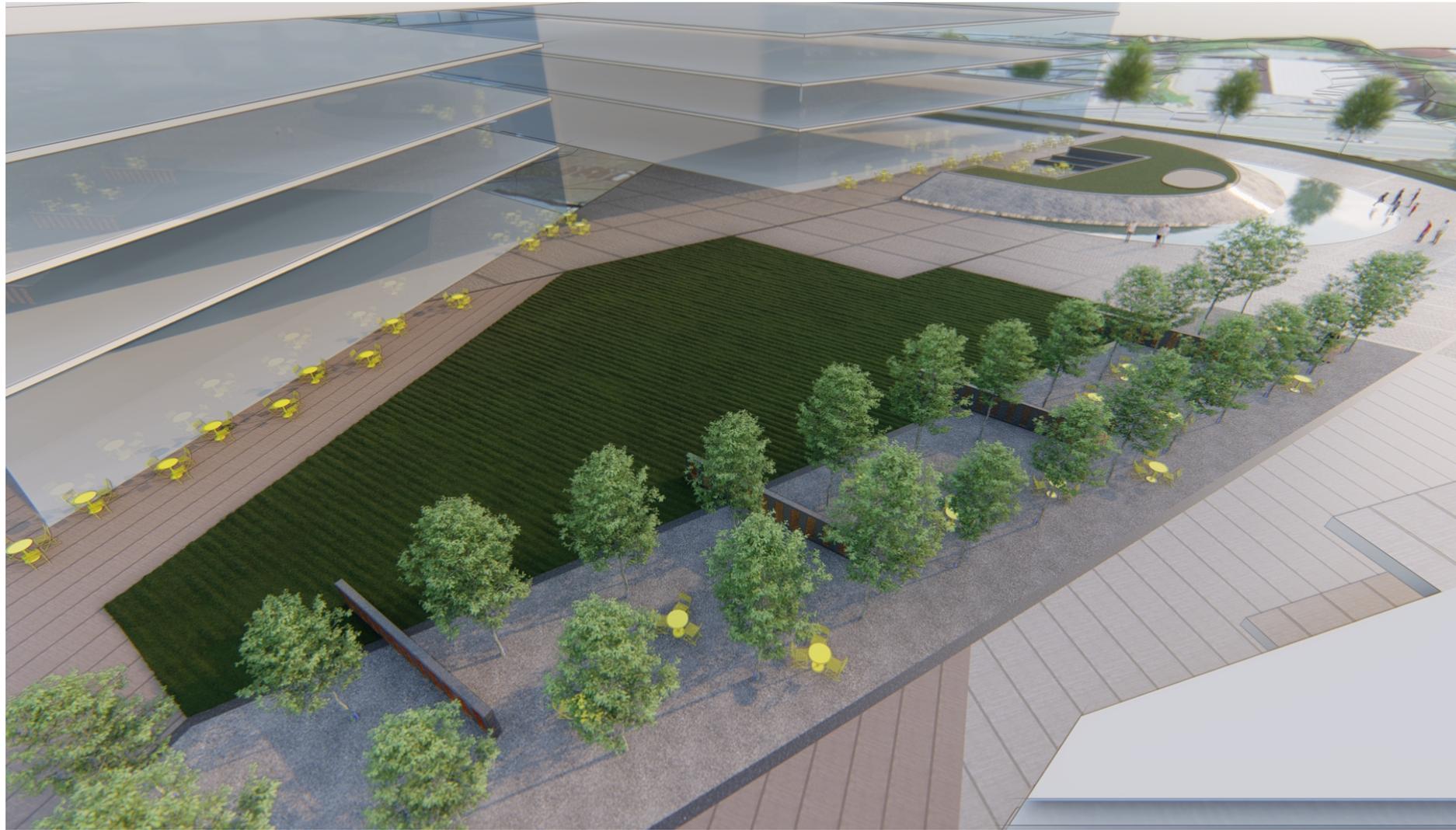
CONCEPT "E"

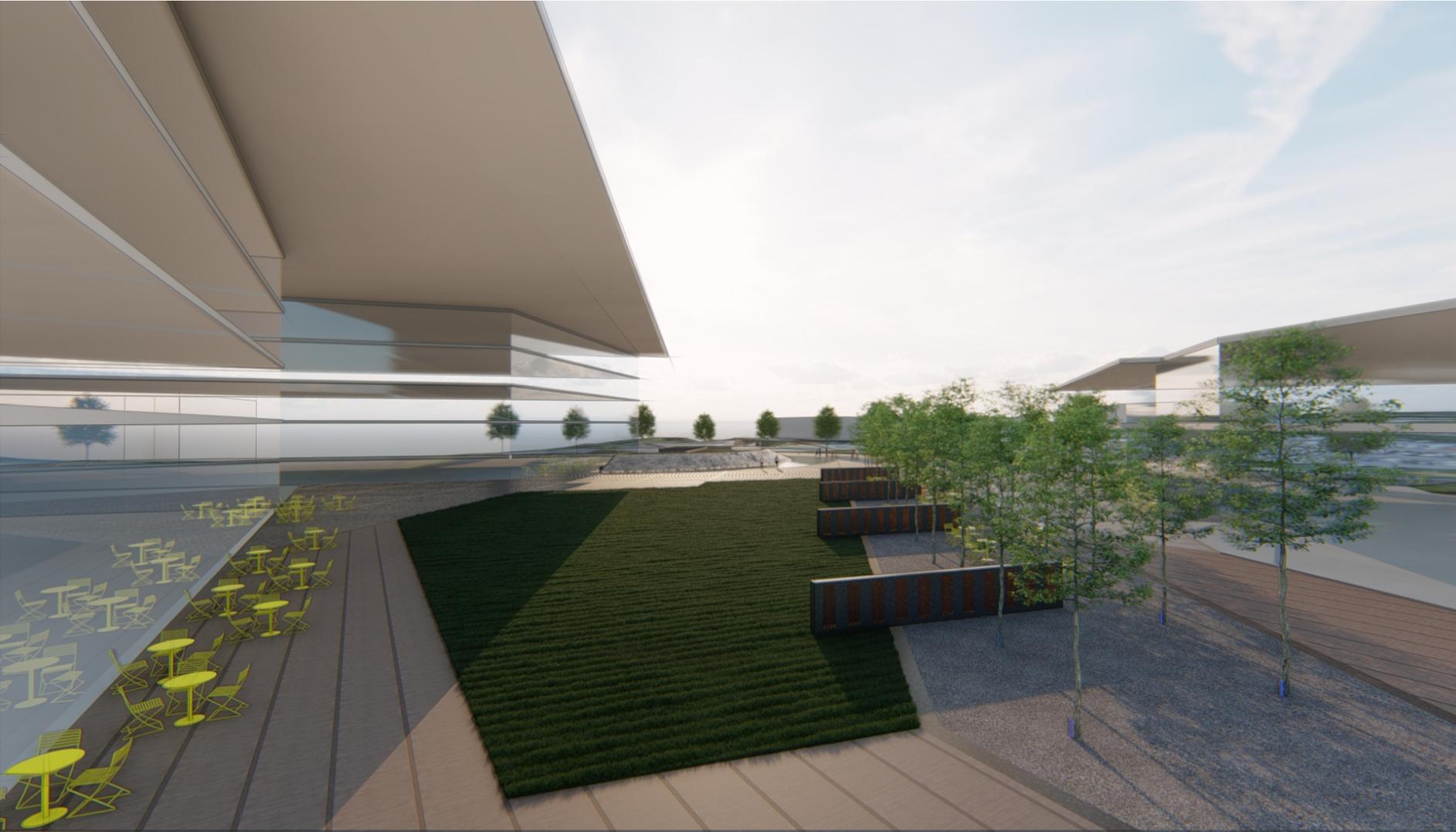
PLAN IS CONCEPTUAL IN NATURE AND SUBJECT TO CHANGE.



COUNTY SQUARE

ROCA POINT
GREENVILLE COUNTY, SC
2019-03-2





MASTER PLAN STREETScape



MASTER PLAN STREETScape



STREETSCAPE GUIDELINES

Sidewalk Zone



Street Furnishings Zone



Street Furnishings Zone



Pedestrian Realm



STREETSCAPE GUIDELINES

Planting Zone



Walls & Fencing



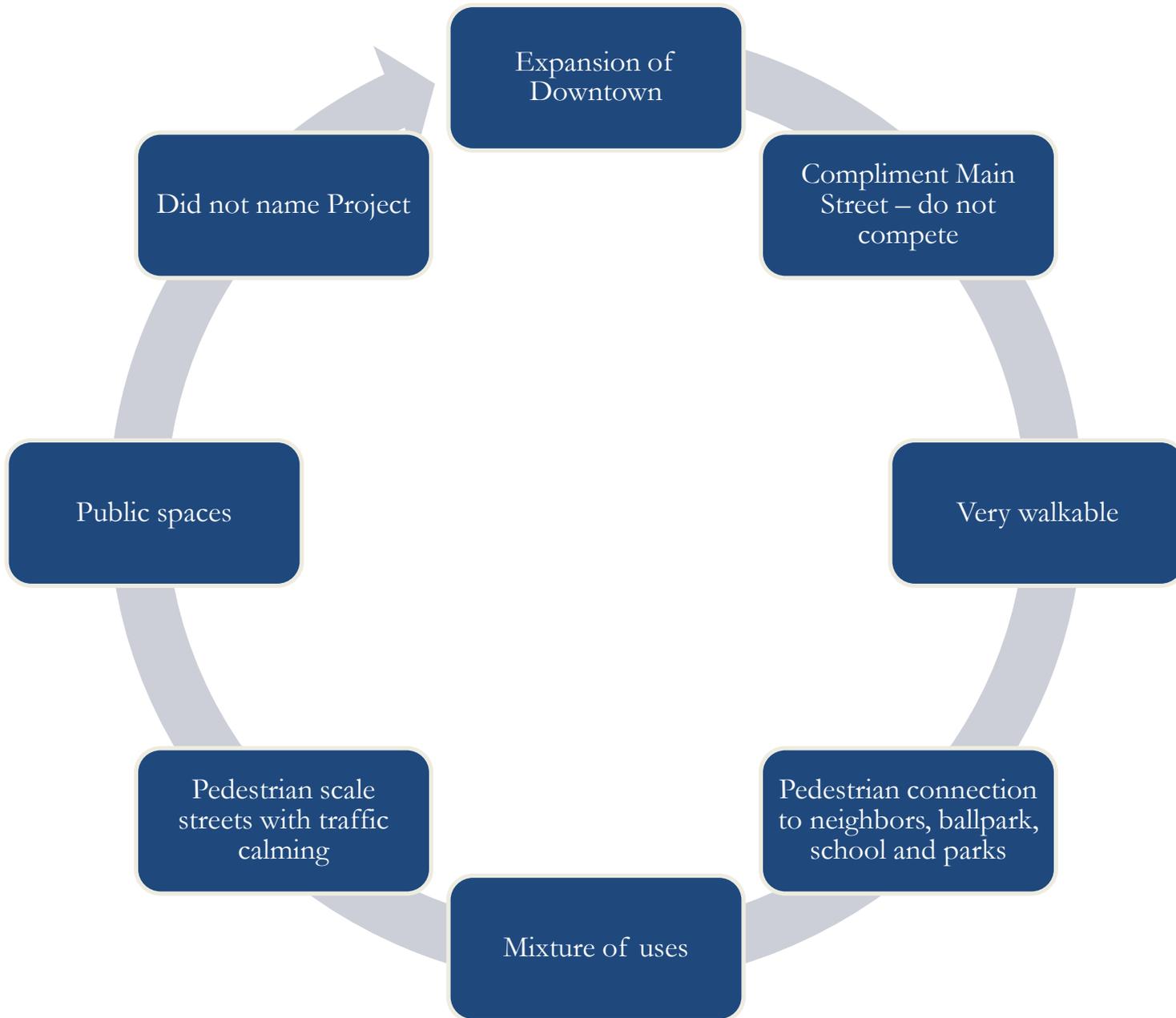
Building Transition Zone

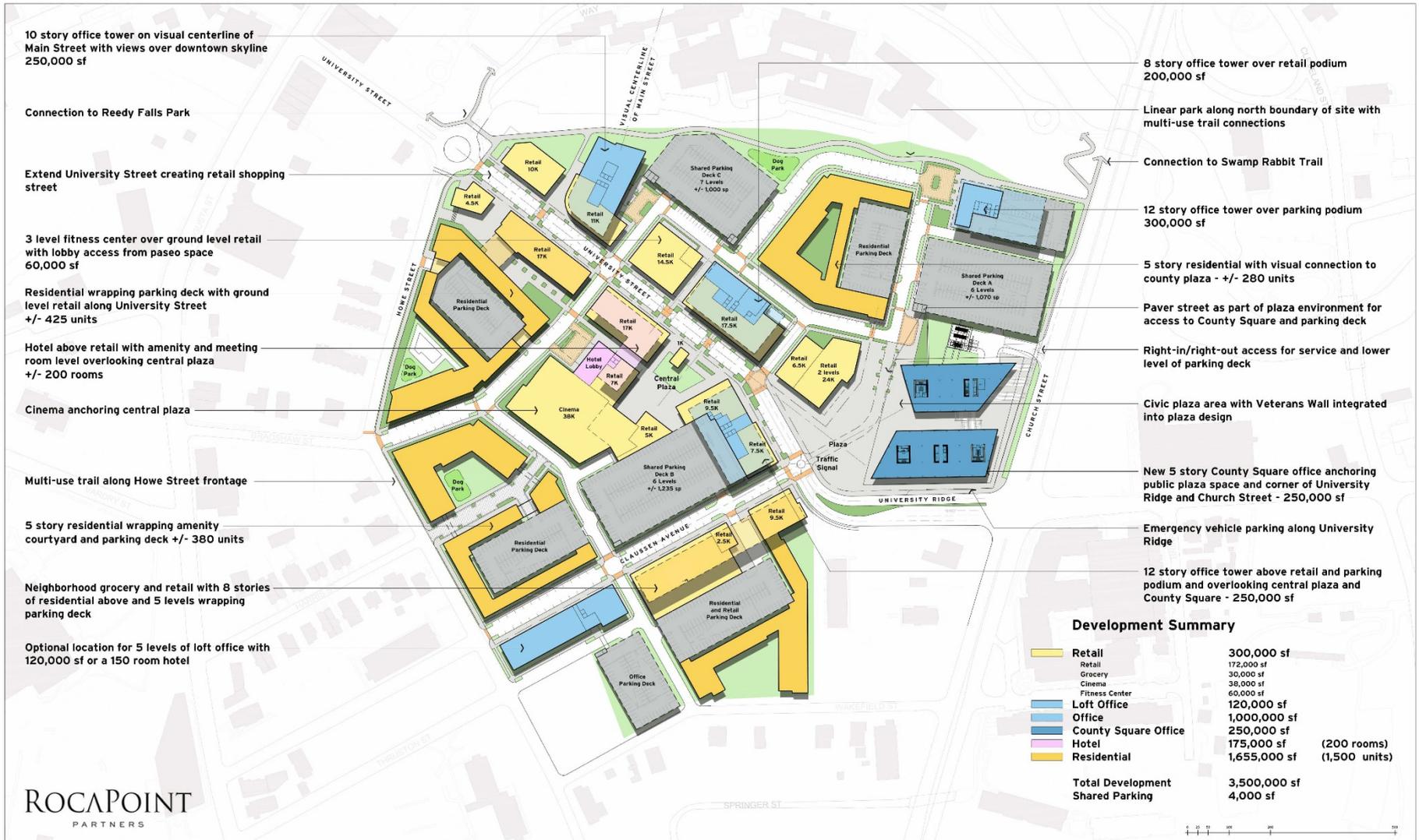


Building Transition Zone



MASTER PLAN OBJECTIVES





ROCAPOINT
PARTNERS

2019

- Design Building

2020

- Build Building

2021

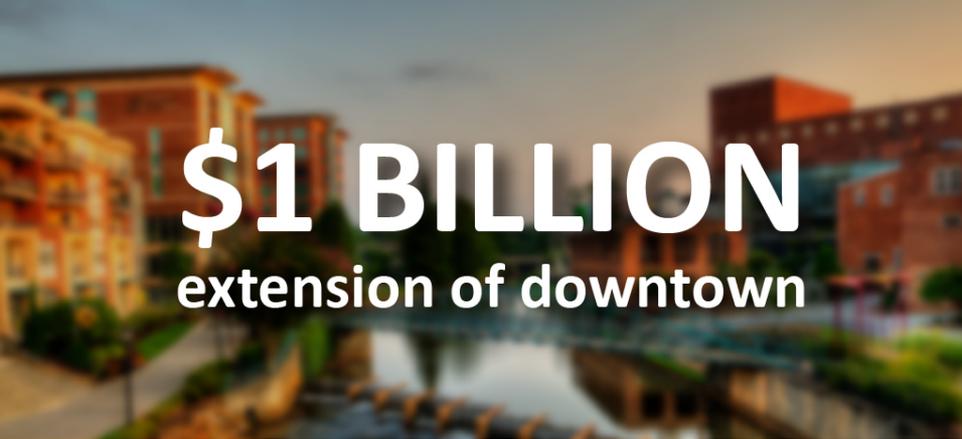
- Move into building

2022

- Build infrastructure

2023-2024

- Land sales



\$1 BILLION
extension of downtown



3 MILLION SQ FT
of new Class A office, retail hotels,
residential and public spaces



\$720 M
construction spending



annual business revenues
greater than
\$560 M



new home for
5,500 + 7,700
jobs construction jobs



\$23.5 M
annual tax revenue for City
& County of Greenville

> \$1.1 B
impact to local economy

GAME CHANGING PROJECT FOR GREENVILLE



Thank you



Confidential