

PLAN MAULDIN

Comprehensive Plan

City of Mauldin, SC



ACKNOWLEDGMENTS

Thank you to all who helped to shape this Comprehensive Plan
- we couldn't have done it without you. A special thanks to City
leadership as well as to the public at large for their input.



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CONTENTS

EXECUTIVE SUMMARY

1 INTRODUCTION

- 2 OVERVIEW
- 5 PLANNING PROCESS
- 9 HOW TO USE THE PLAN

11 VISION & FRAMEWORK

- 14 OUR PRIORITIES
- 14 VISION AND GOALS
- 65 OUR PATH FORWARD

71 PLAN ELEMENTS

- 72 POPULATION
- 77 HOUSING
- 83 ECONOMIC DEVELOPMENT
- 92 COMMUNITY FACILITIES
- 95 NATURAL RESOURCES
- 99 CULTURAL RESOURCES
- 105 LAND USE
- 110 TRANSPORTATION
- 118 RESILIENCY
- 122 PRIORITY INVESTMENT



EXECUTIVE SUMMARY

VISION AND GOALS

Moving forward, the City envisions a future as a vibrant and sustainable community with a thriving city center. Mauldin also envisions having dynamic cultural and recreational amenities, nestled amongst livable neighborhoods that connect people, culture, and opportunities.

VISION STATEMENT

The City of Mauldin envisions a future as a vibrant and sustainable community, where a thriving city center, dynamic cultural and recreational amenities, and livable neighborhoods connect people, cultures, and opportunities.

GOALS

The City of Mauldin's vision can be implemented through a focus on four major goal areas:



**GUIDE
POSITIVE
GROWTH**



**CREATE
VIBRANT AND
THRIVING
CENTERS**



**EXPAND
CULTURAL
AMENITIES**



**CONNECT
THE
COMMUNITY**

OUR PATH FORWARD

In order to achieve this vision and the associated goals, the City will need to pursue the following four major initiatives in the coming years:

STEP 1 *Regulatory Alignment*

In order to create vibrant, walkable, and connected centers, the City will need to modify its development and design regulations to encourage, and in some cases require, a new urban form.

STEP 2 *Infrastructure Investment*

Mauldin was developed as a suburban community and to become a more dense, walkable community, a number of infrastructure improvements will need to be made. The City will need to initiate significant improvements to its infrastructure.

STEP 3 *Enact an Annexation Strategy*

Given geographic constraints, development within the City's boundaries is limited. To grow in an effective manner, the City should adopt and implement a strategy which prioritizes annexation based on a combination of feasibility and economic impact.

STEP 4 *Maintain a High Quality of Life*

Historically, Mauldin has provided an excellent quality of life to residents through the provision of recreational and cultural resources. With new development and a greater population, the City will need to maintain and grow these unique amenities.

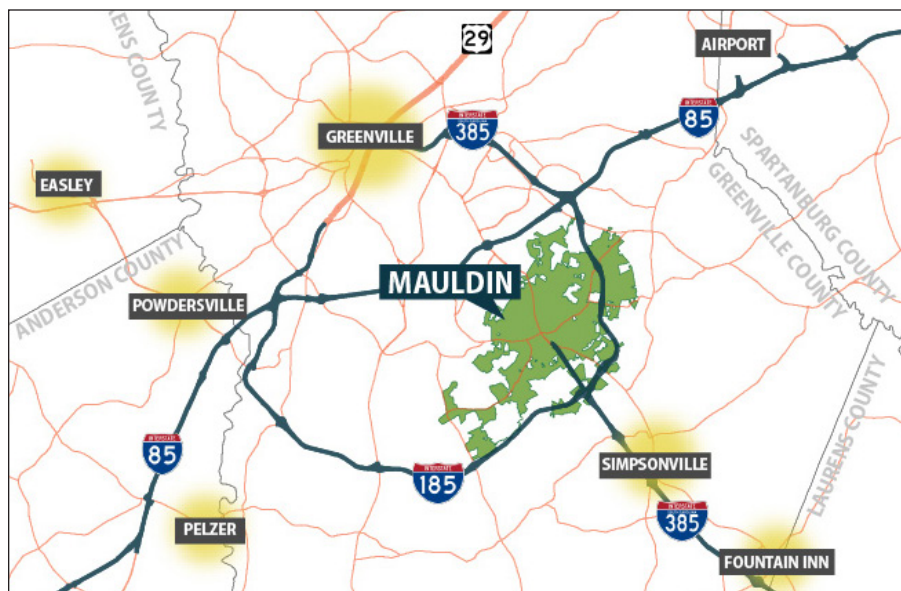
INTRODUCTION



OVERVIEW

PURPOSE

Plan Mauldin is the City of Mauldin's Comprehensive Plan. It's intended to address critical planning-related issues, including opportunities and challenges related to land use, development trends, population and job growth, infrastructure, housing needs, and overall quality of life. The Plan establishes a vision for the continued improvement and growth of Mauldin over the next ten to twenty years.



PLANNING AREA

The planning area for *Plan Mauldin* includes all of the incorporated areas of the City. In some cases, the plan also considers properties on the edges of the municipality, particularly as they may impact the City or may be likely to annex into Mauldin in the future. Additionally, the plan considers the impacts of the greater region and the State, as these have significant influences over how Mauldin continues to develop and change.

Mauldin is a growing city located in Greenville County. Positioned between Greenville and Simpsonville, it benefits from its proximity to major transportation corridors like I-85, I-385, and I-185, making it an attractive hub for business and residential growth.

As part of the rapidly expanding Greenville-Anderson metropolitan area, Mauldin plays a key role in the region's economy, offering a balance of suburban living and access to urban amenities. Mauldin is included as part of the Upstate Region, which encompasses Abbeville, Anderson, Cherokee, Greenville, Greenwood, Laurens, McCormick, Oconee, Pickens, Spartanburg, and Union Counties. Situated between Atlanta and Charlotte, the Upstate is the geographic center of the Charlanta Mega-region.

This area is considered to be a top ranked destination for home buyers, families with children, millennials, and international companies. Within this region, is the Greenville-Anderson MSA, which includes just Anderson, Greenville, Laurens, and Pickens Counties.

A COMPREHENSIVE PLAN IS...

A comprehensive plan is a long-term document that outlines a community's vision for future growth and development. The South Carolina Planning Enabling Act requires local governments to update their comprehensive plans at least once every ten years, and to consider the adjacent ten elements when developing a plan. The Plan establishes a vision for the future of Mauldin, as well as specific actions to take to achieve that vision. The vision and recommendations are developed through a combination of background research, public engagement, and assessment of the planning elements, which are contained in the back of this plan.



PREVIOUS PLANS

PREVIOUS COMPREHENSIVE PLAN

Mauldin's previous Comprehensive Plan was adopted in 2009 and updated in 2014. It noted the population growth trends that eventually happened in Mauldin. Priority goals and investments focused on planning for and managing that impending population growth as well as focusing on improvements to City Center and the Main and Butler corridors. The plan also recommended growth and improvements in the Bridgeway Station area and updates to land use and zoning to promote orderly growth. Many accomplishments have been made on the recommendations provided in the previous plan.

CITY CENTER PLAN

In February of 2025, Mauldin's City Council approved the City Center Village Master Plan. The plan envisions the area between North Main Street and Murray Drive (from Jenkins Street to East Butler Road) being redeveloped into a walkable, urban center with mixed-use dining, retail, and living spaces. It includes a property phasing plan, land use maps, future land use descriptions, precedent imagery, small area design studies, and a combined city center master plan. In addition to physical redevelopment, the plan includes future plazas, civic space, and connections to the Swamp Rabbit Trail.

BRAND & MESSAGING GUIDELINES VISION

In 2026, the City adopted a Brand and Messaging Guidelines, which developed the following vision:

“Mauldin’s vision is to be a city where residents feel heard and truly at home, visitors feel welcomed and inspired to explore, and businesses feel supported and connected to the community.”

STRATEGIC PLAN OVERVIEW & RESULTS

Prior to developing the Comprehensive Plan, the City developed a Strategic Plan that developed a long-range vision, focus areas, goals, and strategies for Mauldin. It provides a specific direction for the City to manage its governmental services. While the Comprehensive Plan is a separate document that is more broad in terms of its recommendations, it builds off the City of Mauldin’s Strategic Plan. The vision statement and focus areas of the Strategic Plan (adopted on February 17, 2025) are illustrated below.

VISION STATEMENT

The City of Mauldin envisions a future as a vibrant and sustainable community, where a thriving city center, dynamic cultural and recreational amenities, and livable neighborhoods connect people, cultures, and opportunities.

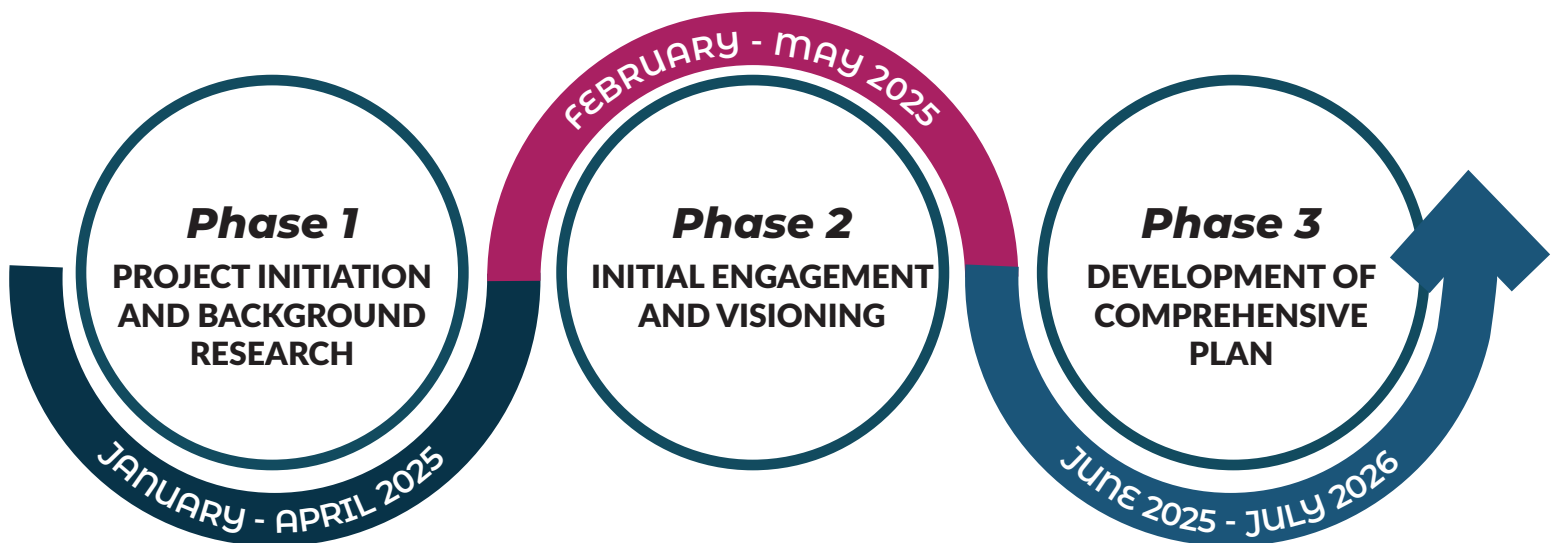
FOCUS AREA 1	HIGH-QUALITY SERVICES <i>The City of Mauldin is focused on delivering High-Quality Services that enhance quality of life, build trust with the community, and represents a significant value to taxpayers.</i>
FOCUS AREA 2	VIBRANT COMMUNITY <i>The City of Mauldin is a Vibrant Community with award winning facilities, programs, and services and seeks to ensure a dynamic quality of life for residents and an emerging hub of cultural and recreational tourism for the region.</i>
FOCUS AREA 3	STRONG & RELIABLE INFRASTRUCTURE <i>The City is focused on maintaining and enhancing Strong & Reliable Infrastructure to address current and future needs related to stormwater, public facilities, public utilities, transportation, and beyond.</i>
FOCUS AREA 4	CHARACTER & IDENTITY <i>The City of Mauldin is focused on utilizing its best assets to establish a Character & Identity that highlights this community as a place where people want to live, work and play.</i>

PLANNING PROCESS

TIMELINE

Mauldin's Comprehensive Plan was developed over the course of twelve months, beginning in January 2025. The first phase of the project, which included project initiation and background research, was conducted from January through April 2025.

A significant portion of the background research was collected previously as well, while the City developed its Strategic Plan in 2024. After the initial background information was collected and analyzed, initial engagement and visioning was begun with the public in the Spring of 2025. Included in this process was a public kickoff event in which residents and other stakeholders were invited to share their vision for the future of Mauldin and establish desired direction for the project. With this input collected from the public, the draft Comprehensive Plan was developed beginning in the summer of 2025. Following internal and public review, the draft went through the adoption process and was formally adopted in July 2026.



PUBLIC ENGAGEMENT

As part of the strategic planning process, the community, staff, and City Council helped to identify focus areas and priorities. These were used to establish the direction for the city's vision and the framework for realizing that vision. The primary means of gathering input for the plan were listening sessions, a community survey, and two public meetings.



LISTENING SESSIONS

Early in the process, listening sessions were held with city departments to learn more about the successes and challenges each department has observed and their plans to handle the projected growth and increased demand for city services in the future. Following that, listening sessions were held with a wide variety of community groups that included business owners, chamber of commerce, faith leaders, developers, volunteer board members, representatives from community groups, and others. Similar to the city-focused listening sessions, the community listening sessions provided an opportunity for residents to share their perspective on things that are working well in the community, opportunities and challenges, and their thoughts about Mauldin's future.



COMMUNITY SURVEY

In an effort to gather input from the community at large, an online survey was distributed through the City's many communication outlets. The survey was open during the entire month of March 2024 and had a total of 967 responses. Over 90% of the responses were from self-identified residents. Of that group, almost 55% responded that they live in the 29662 zip code and just over 25% live in the 29607 zip code. Around one-third of the respondents have lived in Mauldin for over 20 years, while just over one-quarter have lived in the city for fewer than 5 years.

Most respondents (93%) felt that they have either an average or high-quality of life living in Mauldin, citing recreation programs, park facilities, K-12 educational opportunities, safety, and housing affordability as the highest-rated quality of life factors in the city. In regard to city services, public safety, cultural center/festivals/events, and the sports center rated the highest.

WHAT DO RESPONDENTS LIKE ABOUT MAULDIN?



WHAT CONCERNS DO SURVEY RESPONDENTS HAVE?





PUBLIC KICKOFF MEETING

On April 24, 2025, a public kickoff meeting was held at the Senior Center. Residents and other stakeholders were invited to “drop in” anytime during the late afternoon or early evening to review background highlights and to share input on major outcomes they’d like to see from the comprehensive plan. In total, about 20 residents stopped by to review information and share their input. Following the meeting, the information and an online input form was added to the project website. Overall, participants expressed an interest in developing more walkable developments with mixed uses and more entertainment. Residents also supported a gradual property tax increase to provide needed service upgrades and desired amenities.



PUBLIC REVIEW

Once developed, the draft Comprehensive Plan was posted on the project website and shared via a joint City Council and Planning Commission workshop, a City Council meeting and public hearing, and a second reading of the draft Plan. During this process, members of the public generally shared agreement with the Plan, though a concern about future zoning changes was brought up. The next phase, regulatory alignment, will look more closely at specific properties to ensure existing neighborhoods are protected from some of the desired changes in density and new development. The City Council adopted this plan at their meeting on July 20, 2026.

Below: Public drop-in meeting in April 2025



PRIMARY THEMES THAT EMERGED FROM PUBLIC INPUT

Community input was gathered throughout the process of developing both the City's Strategic Plan and this Comprehensive Plan. Based on the range of community input opportunities, a set of primary themes emerged that helped to shape the development of both plans. These primary themes are shared in the list below.

- | | | | |
|-----------|---|-----------|---|
| #1 | Providing services to meet growing demand | #5 | Increasing public safety presence throughout the community |
| #2 | Defining the city's identity | #6 | Expanding parks and recreation facilities and programming |
| #3 | Creating a walkable, mixed-use urban form | #7 | Sustaining the city's natural resources |
| #4 | Building on community events and cultural activities | #8 | Maintaining a clean and attractive environment |

As you may note in the Vision & Framework section of this document, the primary themes that emerged from public input had a great influence on the plan's recommendations. These findings were combined with background research, data analysis, and professional expertise to craft the City of Mauldin's Comprehensive Plan.

HOW TO USE THE PLAN

The comprehensive plan is an important document that sets a vision for the future of Mauldin, as well as a number of strategic improvements and projects that will help the City to achieve that vision. The plan also includes a significant amount of background information and public input that is pertinent to gauging the current state of the City.

This document is meant to be a “living document,” meaning that it will continue to evolve and change based on changes in the City. Rather than letting the Plan sit on a shelf, or in a computer file, the City should actively use it when considering any major development proposal, zoning request, or similar application.

The comprehensive plan should be a starting point in developing and considering capital improvement projects, securing grant funding, and establishing recommendations related to growth and development. In fact, the “our path forward” section contained in this plan should be used during the City’s budgeting process to ensure implementation of the plan’s recommendations.

That being said, the plan should be edited and adjusted as conditions change. The State requires that the City review the comprehensive plan at least once every five years, with an update at least once every ten years. However, the City may choose to review and update its plan at any point in between. As major development or significant change occurs, the overall vision or the guiding principles for the City may also change. This should be reflected in the comprehensive plan.

FOR CITY STAFF

- *Reviewing Development Proposals*
- *Reviewing Zoning Applications*
- *Considering Major Investments*
- *Capital Improvement Planning*
- *Strategic Planning*

FOR ELECTED & APPOINTED OFFICIALS

- *Reviewing Development Proposals*
- *Reviewing Zoning Applications*
- *Considering Major Investments*
- *Capital Improvement Expenditures*

FOR DEVELOPERS / PROPERTY OWNERS

- *Considering Redevelopment*
- *Proposing New Development*
- *Applying for Annexation*

FOR OTHER STAKEHOLDERS

- *Assess Mauldin’s Vision*
- *Review the City’s Guiding Principles*
- *Learn More About Mauldin*
- *Assist with Implementation*

CONTENT

Plan Mauldin is laid out in three primary sections: Introduction, Vision & Framework, and Plan Elements. These sections are summarized below.



INTRODUCTION

The Introduction section, which concludes on this page, provided an overview of the Comprehensive Plan and legal requirements, a summary of how the plan was developed, a highlight of community input, and information on how to use the plan.



VISION & FRAMEWORK

The Vision & Framework section of the plan provides detailed information on the vision and primary recommendations of the comprehensive plan. This section provides the major point of guidance in terms of projects which should be implemented following the plan's adoption. This section also sets a high level vision for how the City would like to grow, building off its recently adopted Strategic Plan. An important tool within this element is the Future Land Use Map, which provides a graphic depiction of how the City should be developed in the coming years.



PLAN ELEMENTS

The Plan Elements provide a summary of the ten elements which are required to be included in a comprehensive plan per the South Carolina Planning Enabling Act. This includes population, housing, economic development, community facilities, natural resources, cultural resources, land use, transportation, resiliency, and priority investments.