

VISION & FRAMEWORK



MAULDIN TODAY

WE'RE GROWING

The Upstate Region and the Greenville-Anderson Metro Area is experiencing significant growth, due in part to its great location, but also due to a concerted effort to diversify and grow the local economy. Mauldin's growth has largely occurred as a suburb of Greenville, and in hand with the growth of Greenville County. Like every municipality in the County, Mauldin is absorbing a historic influx of new residents and the businesses needed to serve them. With the County expected to attract almost 200,000 new residents in the next two decades, one of the biggest challenges is developing the housing needed to accommodate so many people.

UPTICK IN DEVELOPMENT

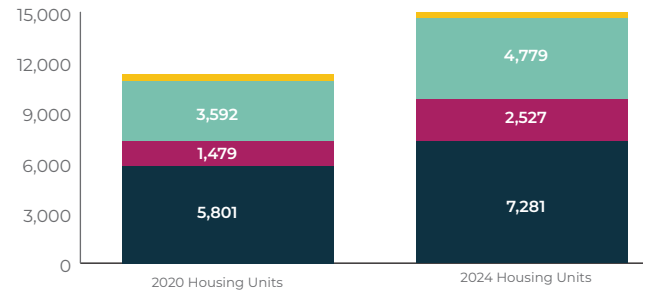
Due in part to its smaller size, Mauldin's rate of growth has drastically outpaced the County and State over the past 70 years. In the last few years in particular, the City has seen an uptick in construction, with more subdivision and commercial activity. Maverick Station, a restaurant and retail development, was completed in 2023. Maverick Yards, a 42-unit townhome community, was completed in 2025. And the Pickleyard, which includes indoor pickleball courts, food, golf and racing simulators, and outdoor padel courts, opened right at the end of 2025. This area encompassing Maverick Station, Maverick Yards, and the Pickleyard has been a focal area of the City Center Plan. Additionally, Phase 1 of BridgeWay Station, a \$100 million, 80-acre urban village, was completed in 2024. This development combines housing, shopping, dining, and entertainment in an urban form with Italian-inspired architecture. This project is rich with pedestrian experiences and opportunities. Though just shy of 30,000 residents today, the City is estimated to grow to a population of over 35,000 by 2030.



INCREASING DENSITY

Townhomes and small lots are increasingly prevalent, as both retirees and young families seek housing with fewer maintenance demands. The City has noted this trend, turning toward approving dense, mixed-use centers which provide homes for new (and younger) residents, while also providing much desired commercial amenities for current residents. In fact, townhomes represent almost 30% of housing units constructed in Mauldin since 2021 - an increase from 13.1% of the City's housing stock in 2020. The number of apartments has also increased significantly in recent years. This has led to an increase in the younger, professional population (with higher incomes and smaller families), as well as in retirees (also with higher incomes and smaller families).

HOUSING UNIT MIX: 2020 - 2024



2021 - 2024:

+ 1,480 SINGLE FAMILY HOMES
+ 1,048 TOWNHOMES
+ 1,187 APARTMENTS

SHIFTING GEARS

As the remainder of the already planned and approved development comes online in the next year, the City will continue to grow, filling in new townhome and apartment developments. After these are complete, new growth will be largely limited to infill development and growth via annexation. The City has made great strides toward addressing entertainment, retail, and recreational amenities, but additional emphasis will need to be placed on infrastructure, transportation, employment, and services in the future.

Below: Bridgeway Station



OUR PRIORITIES

The City has made great strides toward addressing entertainment, retail, and recreational amenities, but additional emphasis will need to be placed on infrastructure, transportation, employment, and services in the future.

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.

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

GOALS



**GUIDE
POSITIVE
GROWTH**



**CREATE
VIBRANT AND
THRIVING
CENTERS**



**EXPAND
CULTURAL
AMENITIES**



**CONNECT
THE
COMMUNITY**



GUIDE POSITIVE GROWTH

As the City continues to grow, it will support the development of additional homes and employment centers. As this occurs, the City envisions becoming a more connected and sustainable community, primarily through the development of more dense, mixed use centers which are connected via multiple modes of transportation. However, the City would like to encourage this densification and redevelopment in a manner that does not negatively impact the existing community.

HOW WILL WE GUIDE POSITIVE GROWTH?

- » Develop an Overall Growth Strategy
- » Utilize the Future Land Use Map
- » Implement an Annexation Prioritization Strategy

DEVELOP AN OVERALL GROWTH STRATEGY

While the City of Mauldin will support additional growth of its population and its boundary, it will also carefully protect existing resources and development. Encouraging the “right kind” of development in the “right” places will be a key tenet of this strategy. The following actions detail how the City will carefully manage and direct an overall growth strategy across the City.

Supporting Actions:

- » Support infill development in areas surrounded by existing development. Infill development should align with the Future Land Use Map and the city’s vision for future character there.
- » Coordinate with private property owners and developers to encourage the development of additional mixed use centers, as well as the build out of planned mixed use centers (BridgeWay Station, City Center Village, etc., as identified by “Emerging Vibrant Centers” on pages 27 and 28).
- » Review development and zoning regulations to ensure properties throughout the City are properly zoned and appropriate redevelopment can occur by right.

- » Implement the recent Parks & Recreation Master Plan and continue to provide ample parks and recreation facilities across the City.
- » Proactively work to ensure the City is developing in the most sustainable manner, annexing land where appropriate and encouraging infill development when possible (pages 25-26).
- » Market “Emerging Vibrant Centers (Goal 2)” to developers and attract new mixed use development with commercial / office and residential uses to these locations to support Mauldin residents and employees.
- » Consider the provision of density bonuses to private developers, the Greenville Housing Authority, and non-profits to construct and / or rehabilitate affordable housing. Consider additional incentives to increase affordability (i.e. property tax abatements / credits, Bailey Bill implementation, or partner with SC Housing on down payment assistance).
- » Preserve established neighborhoods throughout the City by utilizing the future land use map and zoning to ensure single-family development occurs within neighborhoods and higher intensity development occurs outside of existing neighborhoods.
- » Consider zoning code updates that allow accessory dwelling units in existing single family neighborhoods, which support Aging in Place, incremental housing supply, and economic benefits to existing property owners.
- » Use marketing efforts to strengthen promotion of the Building Façade and Site Improvement Program to encourage property owners to enhance the aesthetic appeal of commercial properties.
- » Participate in Main Street South Carolina, a technical assistance program that empowers communities to revitalize their downtowns.

HOW WILL WE BOTH PRESERVE NEIGHBORHOODS AND PROMOTE VIBRANT MIXED USE CENTERS?

Using the Future Land Use Map and Zoning, direct dense development into specific locations along arterial corridors, and discourage significant redevelopment of existing neighborhoods. Mixed use centers will serve as higher efficiency destinations for adjacent neighborhoods than existing single-story commercial centers.



Above: Vision rendering of mixed use development anticipated in some areas of Mauldin

UTILIZE THE FUTURE LAND USE MAP (FLUM)

A future land use map is a visual representation of a community's long term vision for how land should be developed and used. It serves as a guide for future development, outlining the desired mix of land uses, density, and character of different areas. Though it's not a legally binding zoning document, the future land use map is a tool for planners and decision makers. It should be considered when assessing rezoning, development, and similar applications.

Mauldin's Future Land Use Map establishes broad categories with general descriptions of how development should occur within the City in the future. It recognizes existing development patterns while designating future changes in development in the coming years. In particular, the City of Mauldin's Future Land Use Map aims to increase densities and infill development within strategic locations throughout the City. At the same time, the Future Land Use Map protects existing residential neighborhoods and recognizes the significant importance of civic and recreational uses.

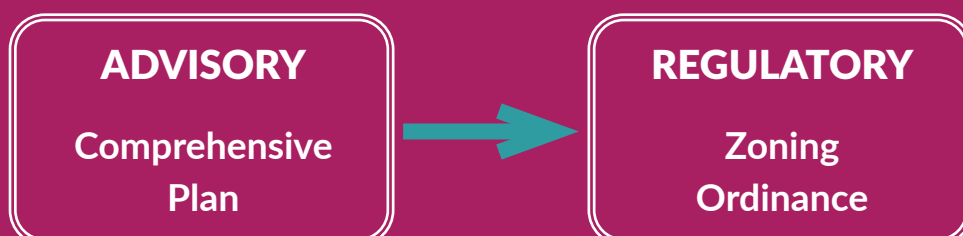
The map designates one of six generalized future land use categories to land across the City. For each generalized land use category, there is a description of how these areas are envisioned to be characterized and the types of land uses which should be permitted within them. To help capture this, the appropriate land uses and modes of transportation to be accommodated are detailed. The Future Land Use Map is shown on the following page, and the following section provides additional information about each of the generalized land use categories.

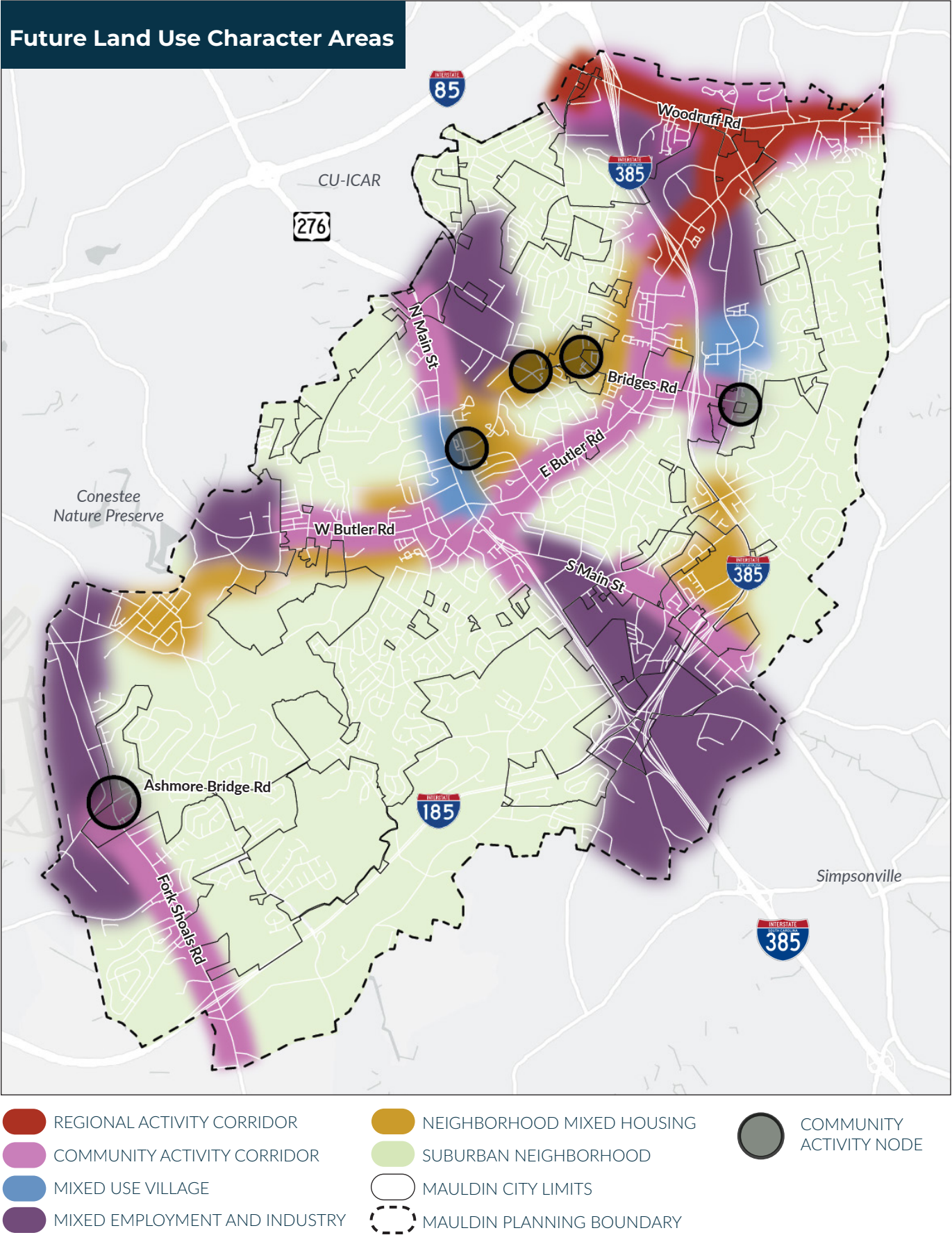
Supporting Actions:

- » Adopt the Comprehensive Plan (and thus the future land use map).
- » Establish procedures to incorporate consideration of the future land use map into all rezoning, development, and similar application procedures.
- » Consider proactively rezoning property where significant future development is possible and in which current zoning would not support the vision of the future land use map.

IMPLEMENTING ZONING CHANGES WITH THE FLUM

The Comprehensive Plan is advisory in nature, establishing goals and implementation strategies, as well as a future land use map, that illustrate how the City would like to change and be developed. The recommendations of this Plan can be implemented in part through changes to the City's Zoning Ordinance, which establishes development standards and procedures, as well as establishes regulatory zoning districts.





FUTURE LAND USE CHARACTER AREAS



REGIONAL ACTIVITY CORRIDOR

The Regional Activity Corridor is intended to serve as a destination for residents from across the metro area to conveniently access a wide range of goods and services. Large scale retail uses in shopping centers with supporting auto-oriented uses on out-parcels are the predominant use and development pattern along the corridor. The area also includes pockets of high-density multi-family residential development, office, and light industrial uses in areas adjacent to the primary retail corridor; providing transitions to other place types.

Primary uses: Large scale regional retail and auto-oriented commercial uses.

Secondary uses: Entertainment, office, light industrial, and high-density multi-family residential uses.

Transportation: Automobile travel is the primary means of transportation along the corridor. The central feature of the corridor is a wide highway with major signalized intersections at cross-streets and entrances to larger shopping centers. Where feasible, internal connections provide vehicular access between adjacent developments to limit the need for vehicles to access the main corridor to move short distances. Pedestrian accommodations typically provide internal connectivity within commercial developments. Public transit provides access to retail centers for customers and employees.



COMMUNITY ACTIVITY CORRIDOR

The Community Activity Corridor includes both corridors and neighborhood centers that contain a mixture of well-integrated residential and commercial uses that serve as transitional areas between higher intensity place types and lower-intensity residential neighborhoods and suburban areas. Residential development patterns in this place type typically include higher density single-family detached, single-family attached / townhome developments, and multi-family types. Small scale neighborhood commercial uses (retail and personal services), small to mid-sized office uses, and institutional uses are integrated within the place type along primary roadways and have pedestrian connections to adjoining residential areas. **Community Activity Nodes** are destinations within these areas that provide a mix of uses often at a crossroads of two primary roads.

Primary uses: Neighborhood retail, personal services, and offices along primary roadways.

Secondary uses: Higher density and intensity residential uses, including townhomes, and multi-family uses, as well as institutional uses.

Transportation: Although most residents rely on automobiles to travel to work and other primary destinations, walkability within the immediate area is safe and convenient, with sidewalks connecting residential areas to neighborhood commercial areas, churches, and schools. The primary roadways connecting the area to the regional highway network safely accommodate pedestrians and bicyclists on off-street paths. Connections are provided from residential areas to greenways that connect to adjacent districts and destinations. Direct service by public transit is generally limited to primary corridors in these areas.



MIXED USE VILLAGE

The Mixed Use Village type is intended to facilitate the development of a dense, walkable, urban core focused on a diverse mix of commercial, civic, cultural, and residential uses that create a vibrant community hub and regional destination for the arts, entertainment, and recreation. The application of this place type is intended to realize the City's transformative vision for special areas through strategic redevelopment initiatives that will help to catalyze the transition of the legacy suburban development pattern into the desired urban form through innovative reimagining and capitalization of underutilized land and buildings. New multi-story mixed-use buildings front streets, sidewalks, and trails, with active ground floor uses that contribute to the vibrancy of the area while emphasizing the pedestrian scale of the public realm and deemphasizing the thoroughfares that provide necessary access into these areas.

Primary uses: Civic, cultural, entertainment, recreation, commercial, professional office, personal services, high-density multi-family residential.

Secondary uses: Urban-form rowhomes / townhomes.

Transportation: This type provides the most walkable and multimodal areas of Mauldin, with wide sidewalks and shared use paths connecting all portions of the district to each other as well as to adjoining urban neighborhoods and the regional trail network. Signalized crossings allow safe movement across major roads for pedestrians and bicyclists. Highly pedestrian-oriented streetscape designs slow traffic to enhance safety and provide opportunities for aesthetic improvements in the public realm. The area is served by Mauldin's highest frequency transit and acts as a hub to provide residents and visitors mobility throughout the region.



MIXED EMPLOYMENT AND INDUSTRY

The Mixed Employment and Industry type consists of a combination of varied office and industrial buildings and uses along with research & development facilities, low-impact light industrial, and logistics uses, often associated with the neighboring uses. These areas typically have a purpose-built business park or industrial park urban form. Convenience retailers and services are found in peripheral areas and along primary corridors serving these areas, providing goods and services to employees.

Primary uses: General office, research & development, light industry, logistics.

Secondary uses: Convenience retail and service uses.

Transportation: Primary employment hubs such as this require convenient or direct connections to the regional highway network to ensure efficient access for employees and trucks carrying materials and finished products to and from users. Given the density of employment, public transit typically serves these areas with multiple stops at key destinations along primary corridors and entrances to employment parks, while sidewalks, bike lanes, and greenways provide alternate external access and connections within the area and to adjacent districts.



NEIGHBORHOOD MIXED HOUSING

The Neighborhood Mixed Housing place type is intended to support the city's most diverse residential areas. These neighborhoods accommodate a broad range of housing types, from detached single-family dwellings, to attached dwellings (townhomes), to small multi-family residential buildings. These areas generally surround, and are integrated with, Mauldin's City Center and other mixed use areas, providing smaller scale housing options that directly support the vibrant areas of the city.

Primary uses: Detached and attached residential dwellings on individual lots.

Secondary uses: Small scale infill townhomes and multi-family buildings (6-12 units). Pedestrian oriented neighborhood retail, service, and office or institutional uses on primary roads.

Transportation: Mobility within this place type is primarily oriented toward safe and convenient accommodations for pedestrians and bicyclists to ensure that residents can safely travel through their neighborhoods to the City Center and neighborhood retail areas. Neighborhood streets are designed to safely accommodate both automobiles and pedestrian / bicycle travel through physical, visual, and regulatory measures. Primary roads traveling through the area have wide sidewalks, while bicycle traffic is accommodated in dedicated bicycle lanes and off-street shared use paths.



SUBURBAN NEIGHBORHOOD

The Suburban Neighborhood place type has a predominantly low intensity, single-family detached, residential development pattern with a general density of 4 dwelling units per acre. These areas may also include small inclusions of moderate density residential development, such as attached single-family homes, when located on a thoroughfare. Small-scale multi-family development, institutional uses (such as churches and schools), and low-intensity office uses are found along major road corridors and intersections in these areas. Infill development should align with the existing development pattern of the area.

Primary uses: Single-family detached residential (2 - 6 du/ac)

Secondary uses: Attached single-family dwellings (up to 4 units per building), accessory dwelling units, small scale multi-family, institutional, and low-intensity office uses along major road corridors

Transportation: The primary travel mode is by automobile. There is limited to no access to transit. Sidewalks and off-street trails in new residential development connect to the regional bike and pedestrian network where possible.

IMPLEMENT AN ANNEXATION STRATEGY

Recognizing the extreme growth pressures on Mauldin and the entire region, as well as the limitations of growing within its current boundaries, the City aims to encourage and pursue additional annexation. 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. The section below establishes general prioritization standards for future annexation.

Significant development and redevelopment should focus on filling in existing, underutilized areas of the City, as well as in filling in the “donut holes” within Mauldin’s boundaries. Secondary development should occur directly adjacent to the City’s boundary, where Mauldin can adequately provide services and infrastructure.

Supporting Actions:

- » Prioritize infill annexation areas close to existing infrastructure and services
- » Ensure that annexation areas meet the State of South Carolina’s requirements related to petitions and ordinances.
- » Guarantee that it is efficient for the City to provide services and infrastructure to annexation areas (proximate to water and sewer lines, within Mauldin’s Police and Fire service areas, etc.).
- » Verify that annexation proposals are fiscally responsible (e.g. do not cost too much to provide services). Key factors to consider include the projected revenues from taxes and fees versus estimated service costs (police, fire, roads, water, and sewer) over time. Formulas to examine these considerations may look like: $(\text{new revenues} - \text{new costs}) / \text{time}$.
- » Proactively seek annexation of vacant and/or potential industrial and commercial parcels.



