



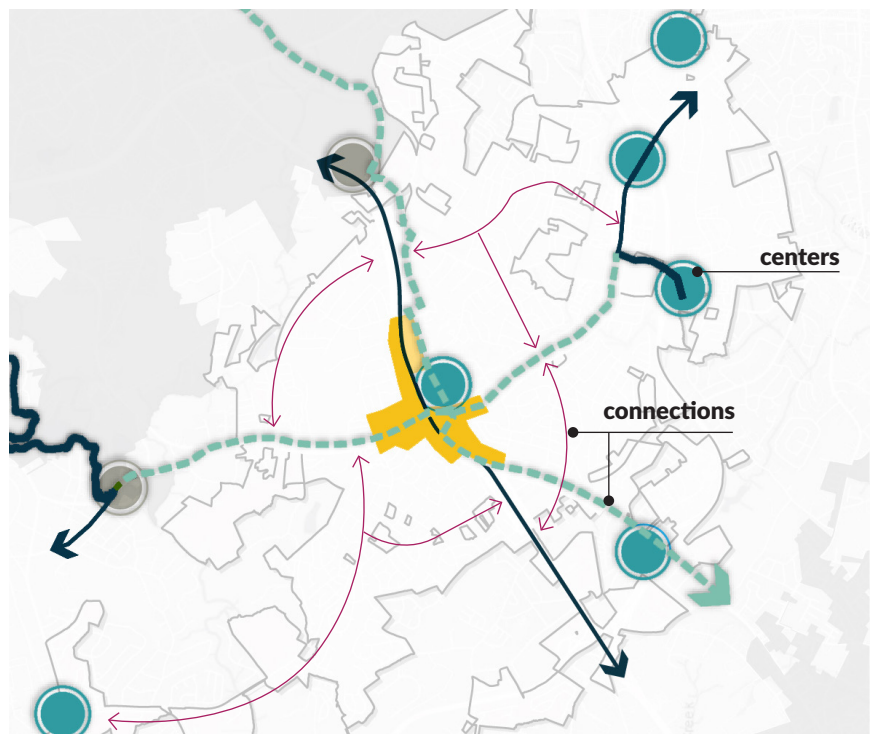
CREATE VIBRANT & THRIVING CENTERS

Mauldin is part of a growing region that is gradually seeing new development which is compact and walkable. Various destination centers are being planned and built across the City and will provide excellent amenities. However, they need to be accessible by multiple modes of travel to be most convenient to residents and visitors and limit future roadway congestion.

WHAT WILL HELP CREATE VIBRANT AND THRIVING CENTERS?

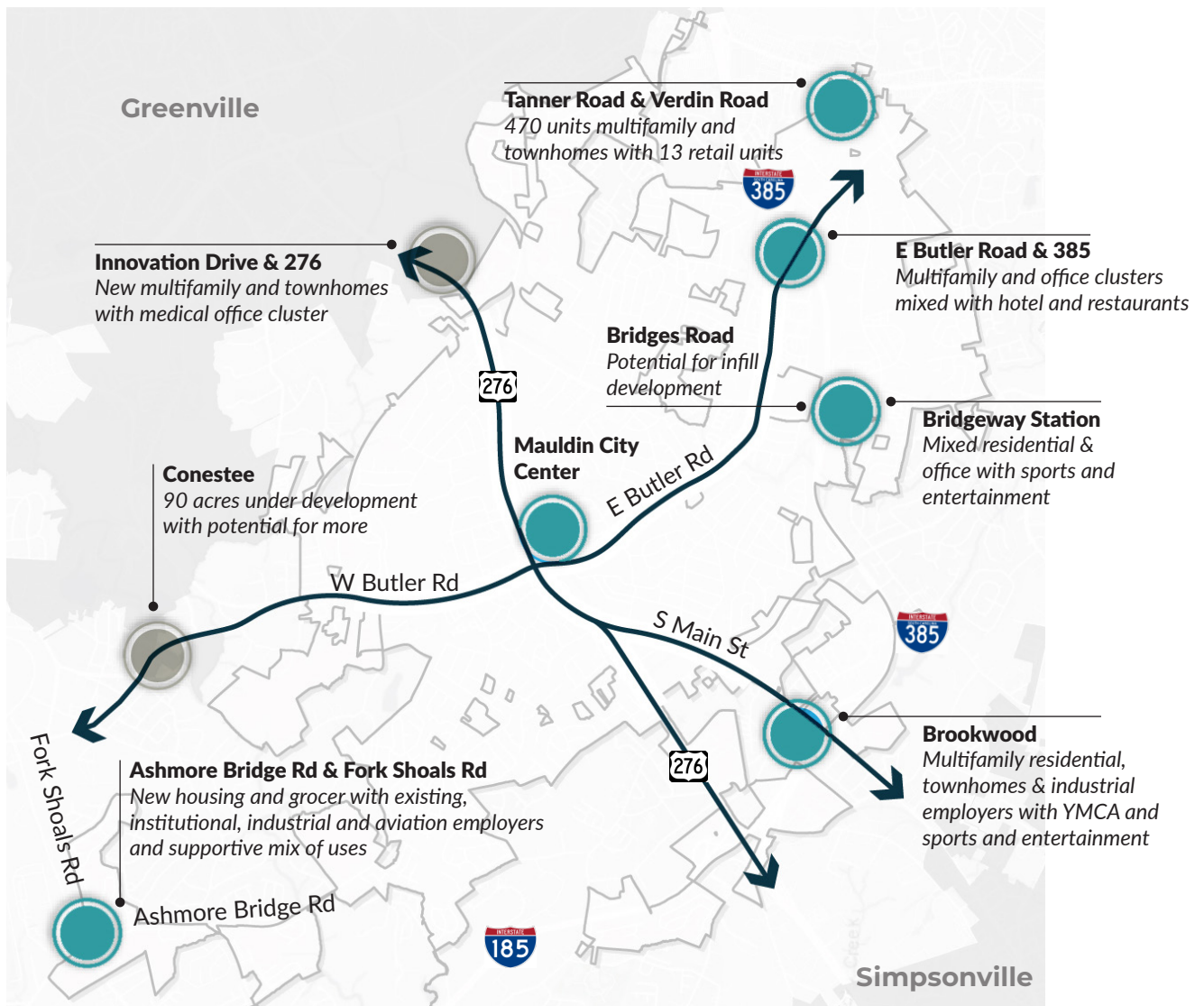
- » Embrace a New Urban Form
- » Continue Focus on Bridgeway Station
- » Complete the Swamp Rabbit Trail & Connections
- » Encourage Development of the City Center

- » A centrally located “town center” for Mauldin will provide a physical heart for the community.
- » Swamp Rabbit Trail connections and Butler Road streetscape improvements will provide signature amenities and connect Mauldin in new ways.
- » Build-out of Bridgeway Station and other destination centers will bring desirable amenities to more areas of Mauldin.
- » New compact and walkable forms of development and improved community design expectations will raise the bar and quality of life for Mauldin into the future.



EMERGING VIBRANT CENTERS

Mauldin's future vibrant centers are already being established. There may be at least eight areas across the city that are seeing new development that includes a mix of uses.



- » District South is a mixed use development near Tanner Road and Verdin Road in north Mauldin. It includes 365 multifamily units and 90 townhomes with 13 retail units.

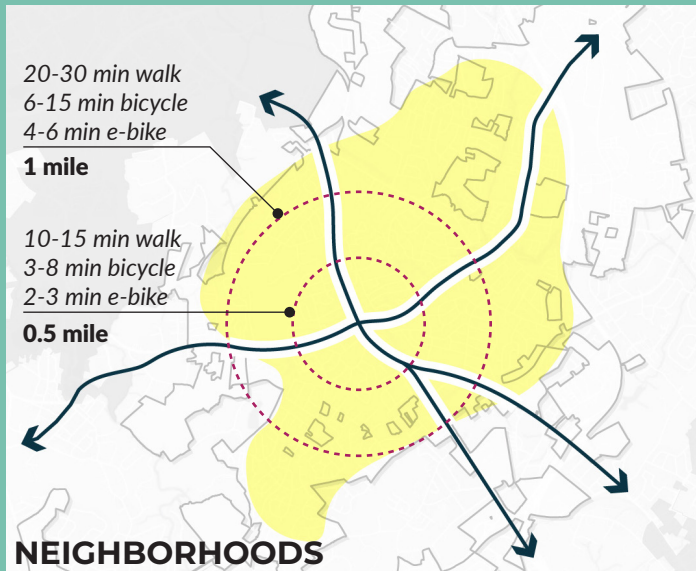


- » The new Courtyard Marriott hotel on Millport Circle is one of a series of new developments in the vicinity including a daycare and retail. More development is planned for the remaining vacant parcels.



- » Arden Woods is an emerging community activity area near the intersection of Ashmore Bridge Road and Fork Shoals Road. It includes mixed residential and a retail center anchored by a Publix grocer. The 200 acre site was once a private golf club and has since been redeveloped.





CONNECTING THRIVING CENTERS

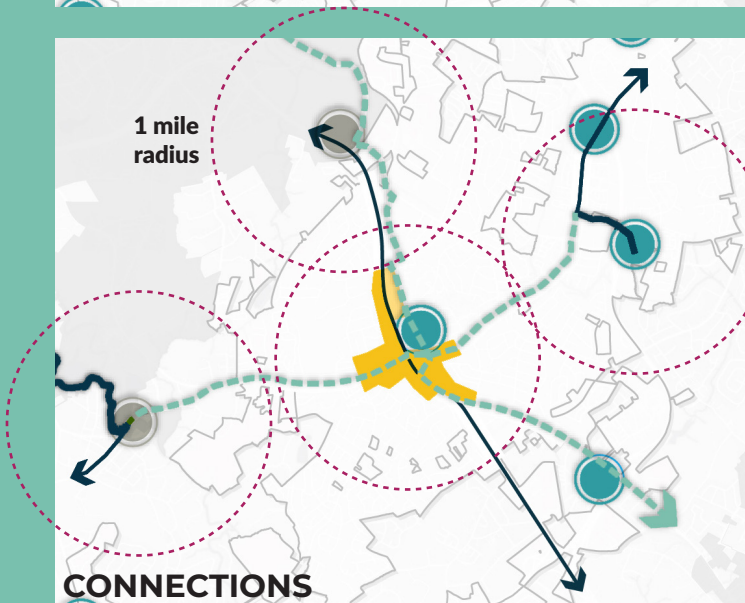
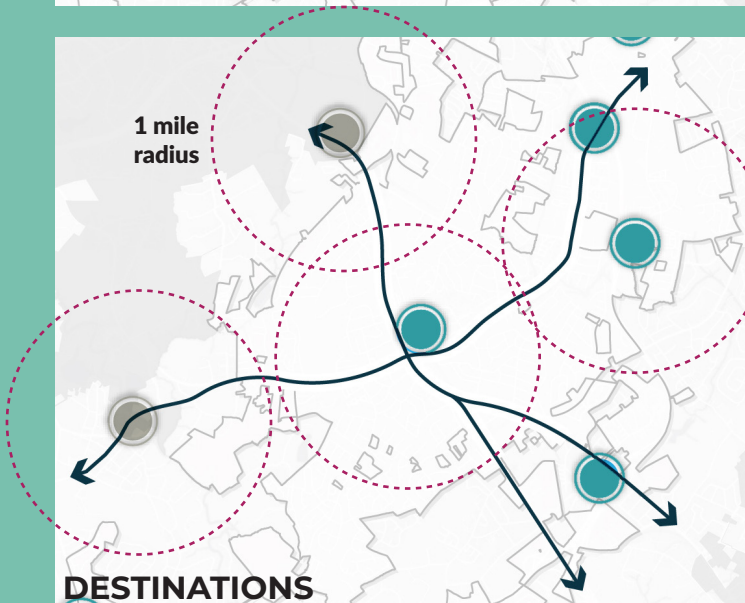
- » The city of Mauldin is relatively close knit and much of the geography is within a mile or two of the city center
- » Despite the proximity, Mauldin's infrastructure and development pattern create auto-dependent lifestyles

Everything is Close By

- » Mauldin's **neighborhoods** are close to each other and accessed by a few major roadways
- » While the roadways provide access by car, they are 4-5 lanes wide and may act as obstacles and safety hazards for people on foot or bike
- » Mauldin's existing and planned major **destinations** are also oriented along and accessed via its multi-lane auto-oriented corridors
- » **Connect** neighborhoods to each other and to destinations through multimodal infrastructure
- » Make these corridors safer and more attractive and convenient for all modes of travel, especially pedestrians and cyclists
- » This will improve quality of life and provide multimodal access to other neighborhoods and destinations

Do We Have to Drive There?

- » Mauldin's destinations are relatively evenly spread across the city
- » While they are connected by major vehicular corridors, community feedback noted congestion along these corridors at peak times
- » Mauldin's planned trail network also connects these destinations
- » With electric bicycles, street-legal electric carts and similar mobility solutions rapidly growing, the entire city of Mauldin could be highly accessible without using a car
- » But, the city must plan for and implement the necessary infrastructure, from compact, walkable development patterns, to a connected off-street trail and path system



CONTINUE FOCUS ON BRIDGEWAY STATION MIXED USE DESTINATION

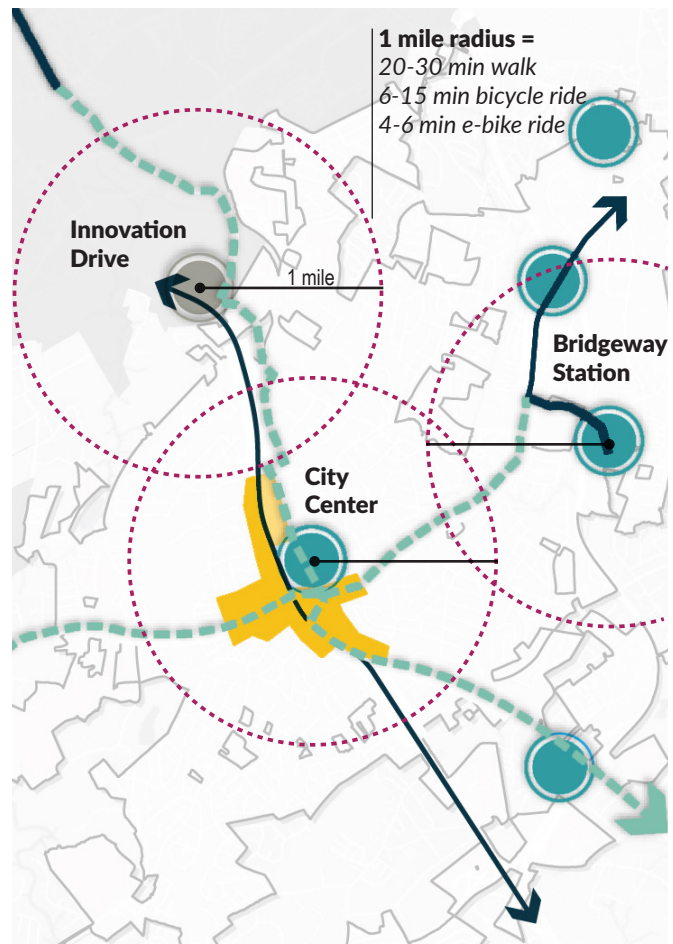
BridgeWay Station is Mauldin's rapidly emerging mixed use destinations. The site is a new urban village spanning more than 75 acres along I-385 just south of Butler Road. The village features residential spaces, offices, shopping, dining, lodging and entertainment. A new 6,000-capacity stadium is also planned adjacent to the site. The stadium will host both professional (Greenville Triumph & Liberty) and youth soccer games, as well as high school sports, concerts, and festivals.



Top: BridgeWay Station is a destination for Mauldin and visitation and daily activity will rapidly increase as it continues to build out. Above: New sports stadium under construction at BridgeWay Station will strengthen its presence as a major destination as well as a day-to-day mixed use neighborhood.

Supporting Actions:

- » Continue to facilitate and maintain the public-private partnership to develop the multi-use sports and entertainment stadium at BridgeWay Station.
- » Work with business owners and property owners to facilitate regular programming to activate BridgeWay Station.



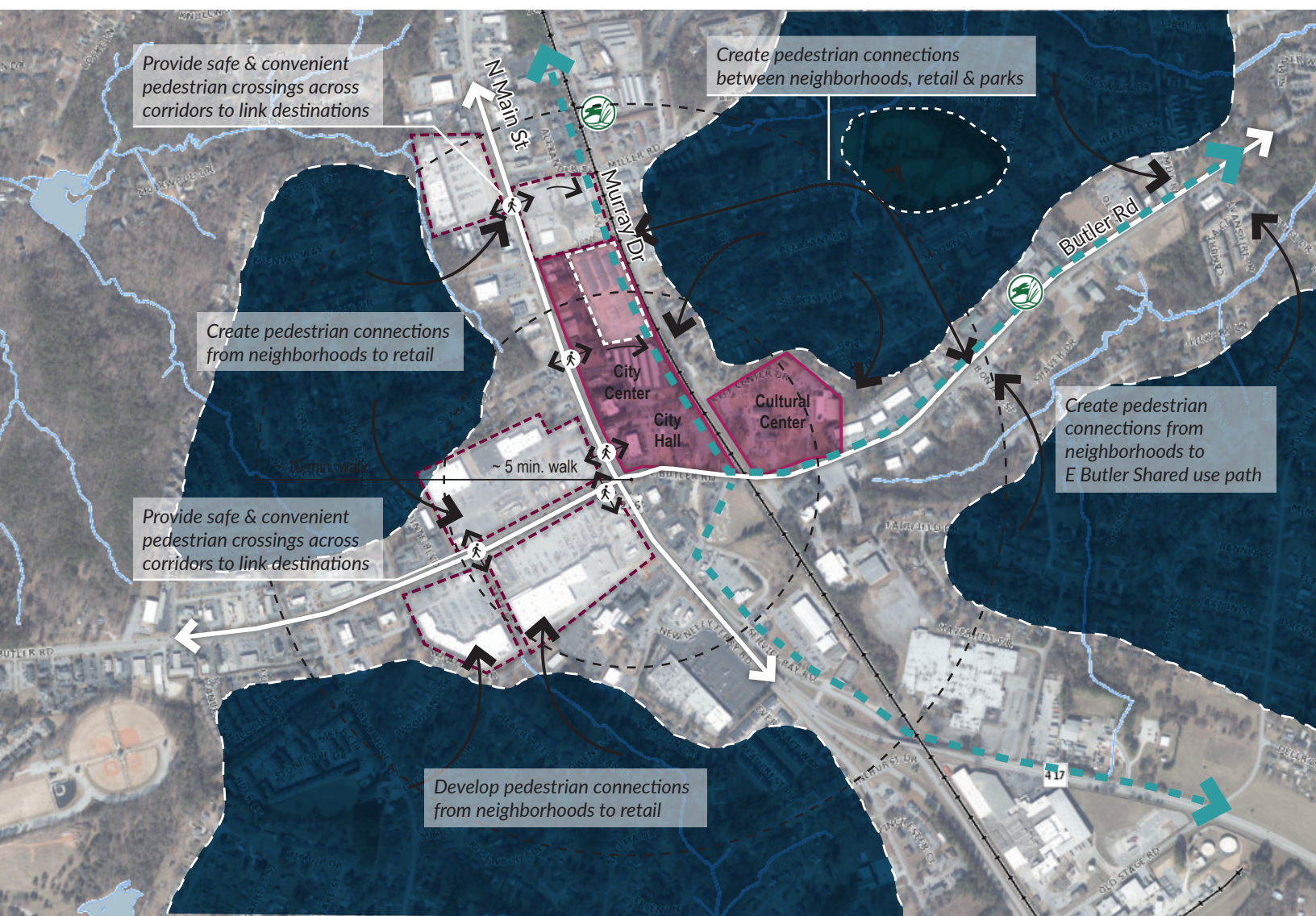
Above: Destination nodes in Mauldin are fairly close to one another and could be easily accessible via active transportation options like walking or biking, especially with new shared use paths connecting them.

EMBRACE A NEW URBAN FORM

Maverick Yards and adjacent townhomes, as well as BridgeWay Station, are bringing new compact, walkable, mixed use development to Mauldin. The City should anticipate and encourage this, especially in areas served with infrastructure.

The City Center area will become a new urban mixed use center for Mauldin, which never had a traditional downtown like many towns and cities. Mauldin should expect this new urban form to extend beyond the planned City Center area. National trends suggest that some of Mauldin's aging shopping centers and strip malls are well positioned to be renovated and/or redeveloped into walkable, mixed use shopping centers with added residential and commercial uses, especially those in close proximity to City Center, the Swamp Rabbit Trail extension, and the East Butler Road shared use path.

Neighborhoods are close to destinations, but safe pedestrian connections must improve to create walkability.



COMPLETE THE SWAMP RABBIT TRAIL & CONNECTIONS

The Prisma Health Swamp Rabbit Trail (SRT) draws more than 1 million users per year and is planned to extend into Mauldin from its current terminus near I-85 and Laurens Road. The SRT is planned to connect to Mauldin's emerging City Center development in and around City Hall, then continue east along Butler Road to connect to BridgeWay Station. This means Mauldin's two mixed use destination centers will be connected to each other and to other destinations in Mauldin and Greenville through safe, convenient off-street segments of the SRT.

Supporting Actions:

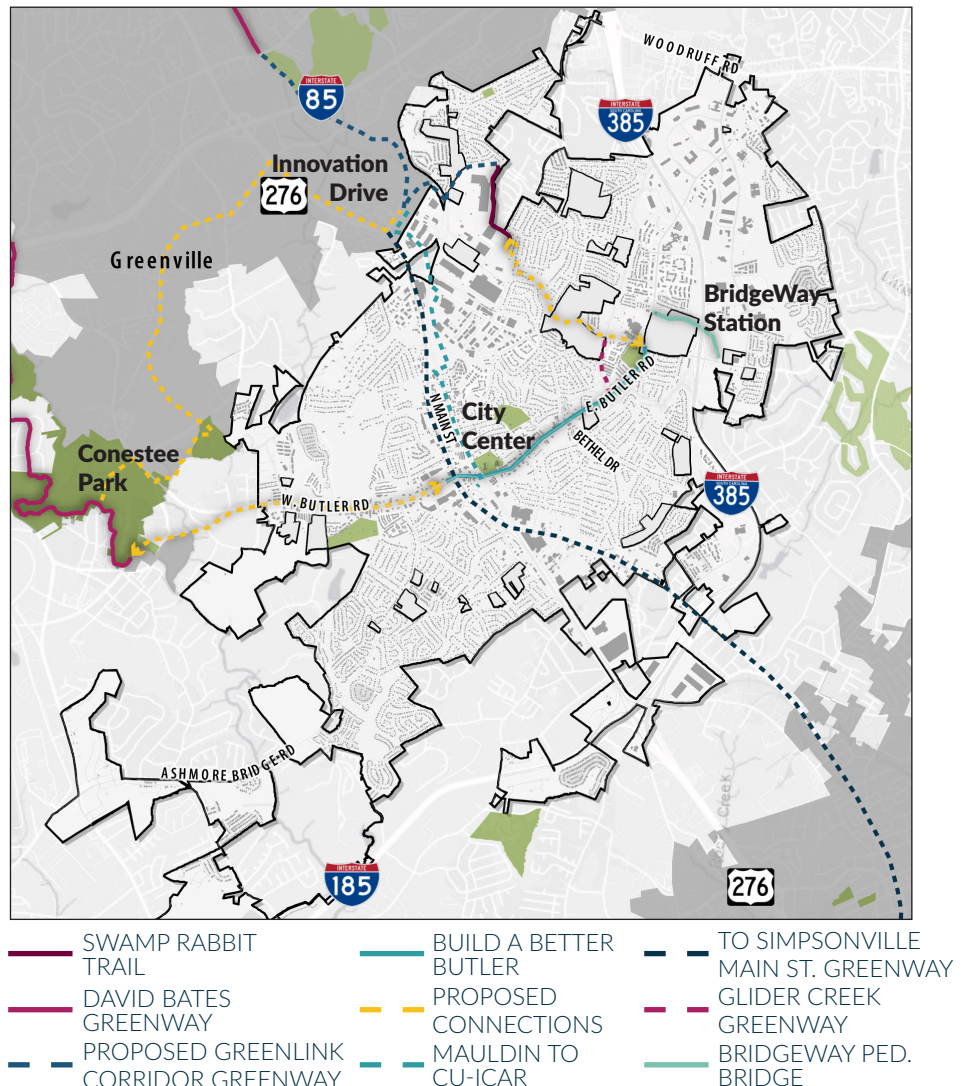
- » Work with the Swamp Rabbit Trail, SCDOT, and others to support the completion of the Swamp Rabbit Trail to Mauldin City Center and beyond
- » Coordinate with private property owners to make additional improvements along and adjacent to the planned trail extensions
- » Facilitate additional connections and improvements related to the trail
- » Encourage private, dense, mixed use development adjacent to trailheads



Retail and restaurants on the Swamp Rabbit Trail. Source: commonsgvl.com



Rusty the Rabbit public art sculpture on the Swamp Rabbit Trail. Source: City of Greenville

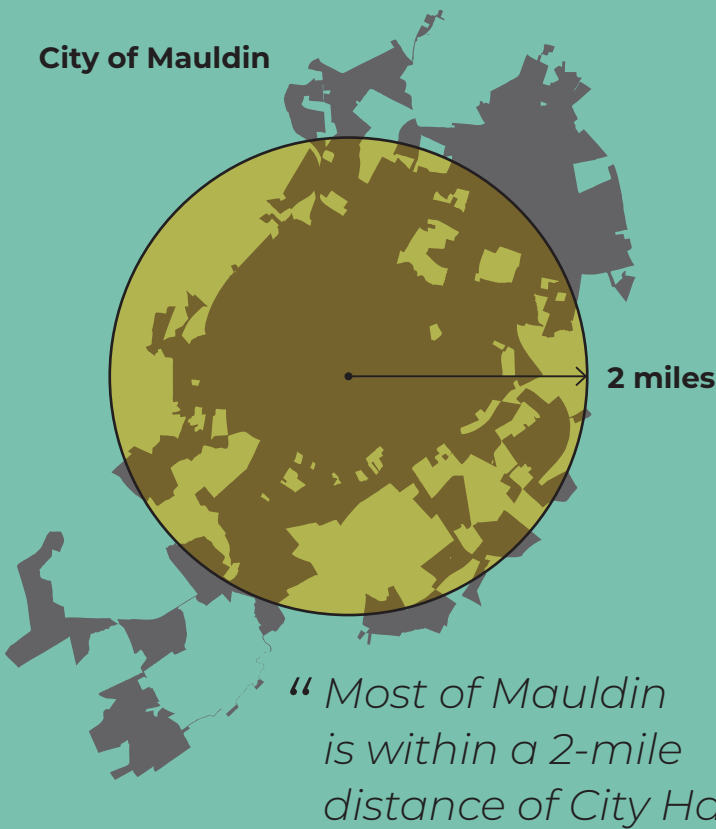


EVERYTHING IN MAULDIN IS NEARBY

The entire City of Mauldin is approximately within a 3-mile distance of the center, roughly where City Hall is. Downtown Greenville is only about 8 miles from Mauldin's City Hall. Why is this important? Convenient access to a variety of amenities is a key factor in a community's quality of life. The closer you are to amenities, the more convenient they are to access. Yet, community feedback received during this planning process reported long delays on roadways due to traffic and congestion, which can negatively impact access to amenities and quality of life.

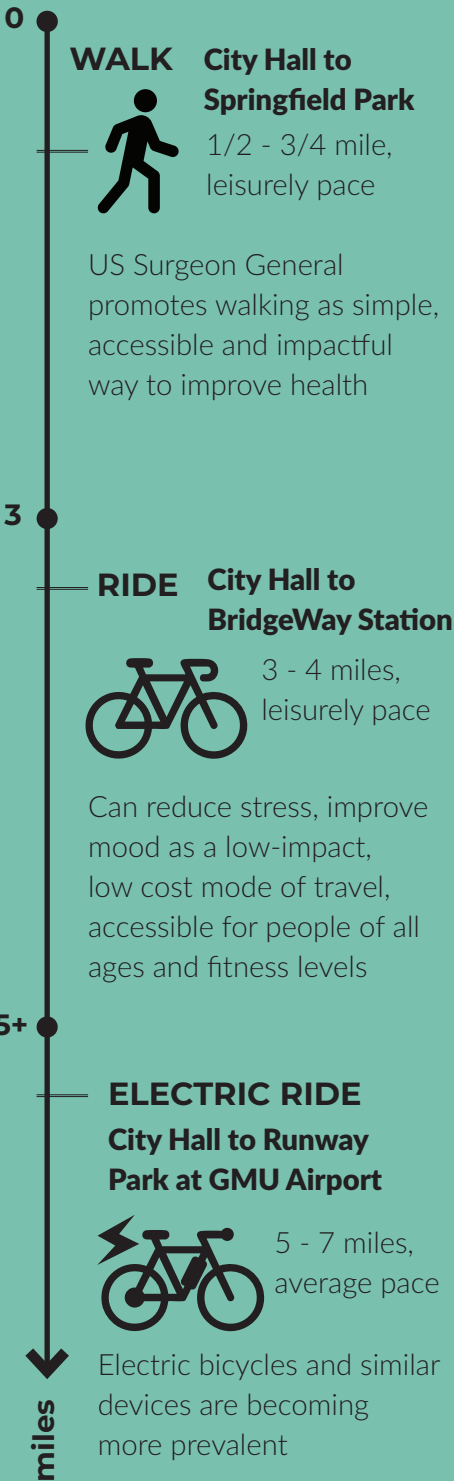
Multimodal Mobility is Key

Given that everything in Mauldin is within 2-3 miles of the center, the entire City could be conveniently accessed without a car, but by bicycle or electric bicycle. These travel modes can cover that distance in less than 15 minutes. Mauldin is already focused on adding infrastructure to support walking and cycling, like the Swamp Rabbit Trail and Build a Better Butler sidepath. These and additional infrastructure projects will allow people to choose a different way to get around, potentially reducing congestion, increasing convenience and improving public health.



HOW FAR CAN YOU GO IN 10-15 MINUTES?

In a car, it depends on traffic...



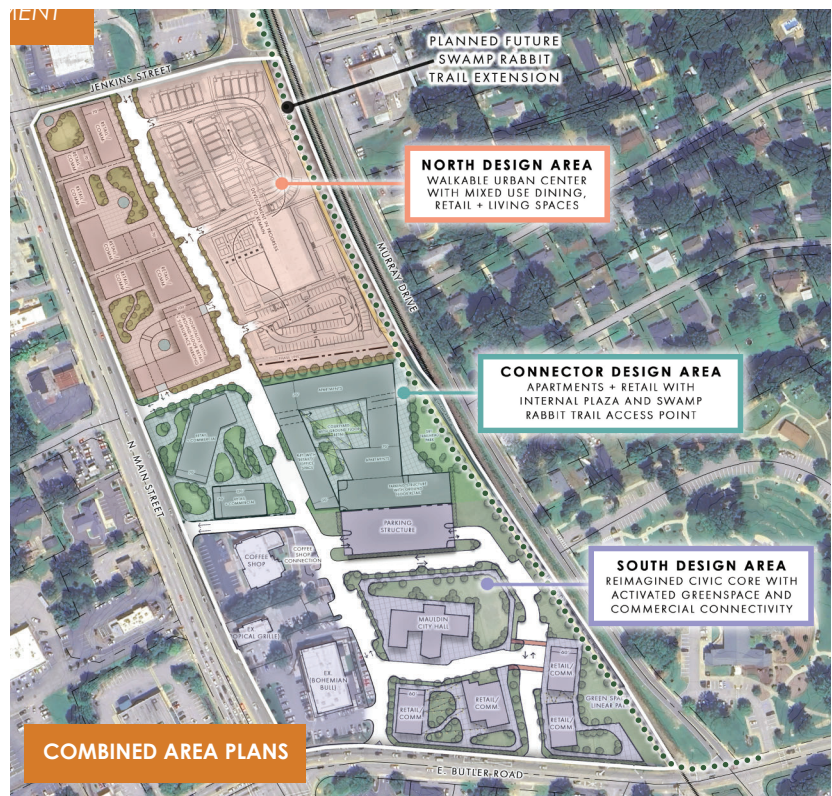
ENCOURAGE DEVELOPMENT OF THE CITY CENTER

Many towns and cities developed around a traditional downtown that was the center of everything. Mauldin evolved without one, but the City is actively working to create one.



Supporting Actions:

- » Encourage economic development in the center of Mauldin.
- » Work with private property owners and SCDOT to implement the recommendations of the City Center Village Master Plan.
- » Coordinate with the Appalachian Council of Governments and SCDOT to identify potential funding streams for improvements to major roadways which improve pedestrian and bicycle access.
- » Consider opportunities to develop public private partnerships to foster redevelopment of catalyst sites.



Top: Images depicting the envisioned character of City Center Mauldin. Above: City Center master plan development strategy. Source: Mauldin City Center Master Plan 2025.

MAVERICK YARDS & NEW TOWNHOMES

- » 6.5 acre mixed use development at Jenkins Street and Jenkins Court
- » Dining and entertainment complex with pickleball courts
- » More than 40 townhomes
- » New streets, sidewalks and public spaces connecting to adjacent areas



*New residential units developed in Mauldin's City Center.
Source: The Courts at Maverick Yards*

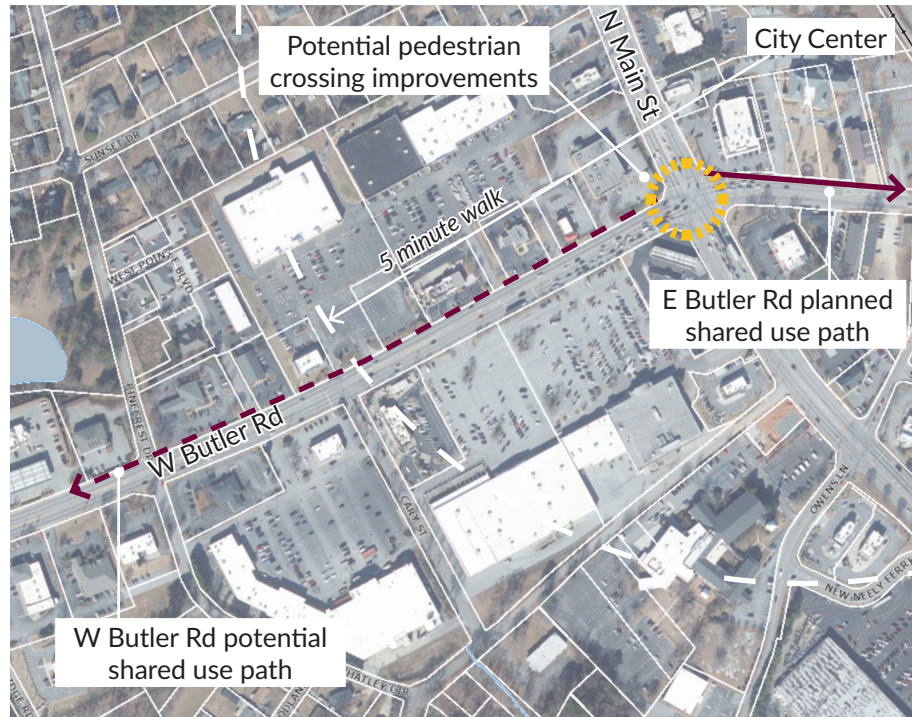


Rendering of Maverick Yards. Source: City of Mauldin

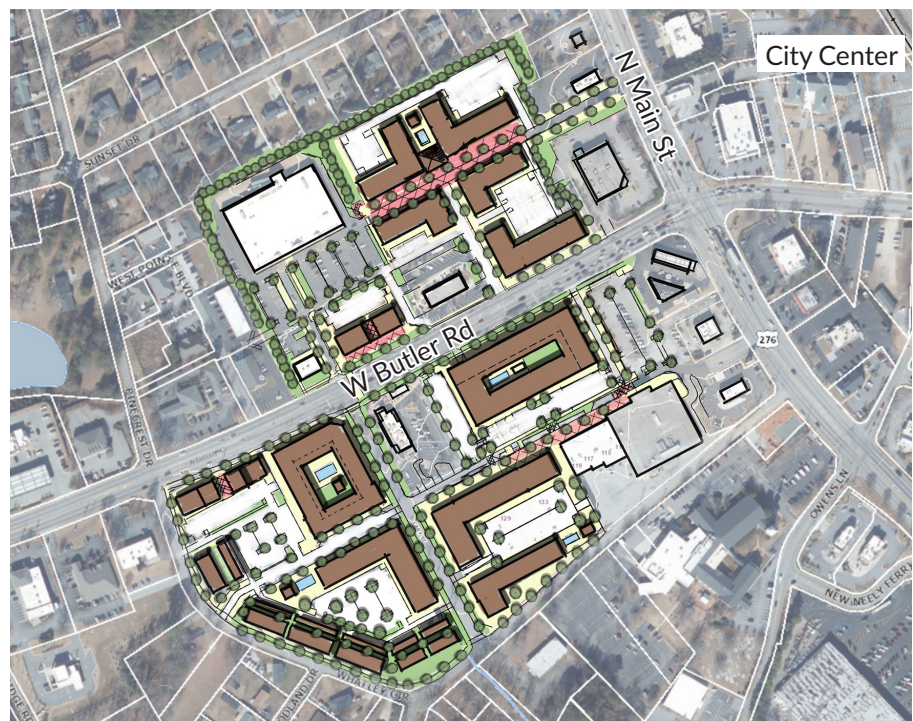
CONVERT SHOPPING CENTERS TO MIXED USE

Supporting Actions:

- » Support and encourage the redevelopment of shopping centers into mixed use developments.
- » Facilitate the development of sidewalks to connect these centers to the planned Swamp Rabbit Trail Extension and Butler Road shared use path.
- » Consider public private partnerships to transform older drive-up shopping and retail to more walkable, experiential shopping and dining.
- » Identify funding sources to provide pedestrian amenities in parking fields, including trees, lighting, tables, and umbrellas.
- » Work with SCDOT and the Appalachian Council of Governments to fund and develop safer pedestrian crossings along Butler Road and Main Street.
- » Encourage infill of smaller, neighborhood supportive commercial uses.
- » Consider providing a more extensive master redevelopment plan to encourage property owners to embrace the vision for a more urban, mixed use, center.



Shopping centers along W Butler Road are within walking distance of Mauldin's City Center. Pedestrian improvements along W Butler Road and crossing improvements at intersections could connect this area to the City Center and leverage improvements of E Butler Road and the planned Swamp Rabbit Trail connection.



Mixed use infill redevelopment of underutilized areas in shopping centers near City Center would add vibrancy, capitalize on and align with the City Center redevelopment to expand Mauldin's walkability and expand the City Center character to areas west of Main Street.



Birds eye view of shopping centers along W Butler Road that are within walking distance of Mauldin's City Center



Birds eye view of concept plan for mixed use infill redevelopment of underutilized areas in shopping centers near City Center to add vibrancy, capitalize on and align with the City Center redevelopment

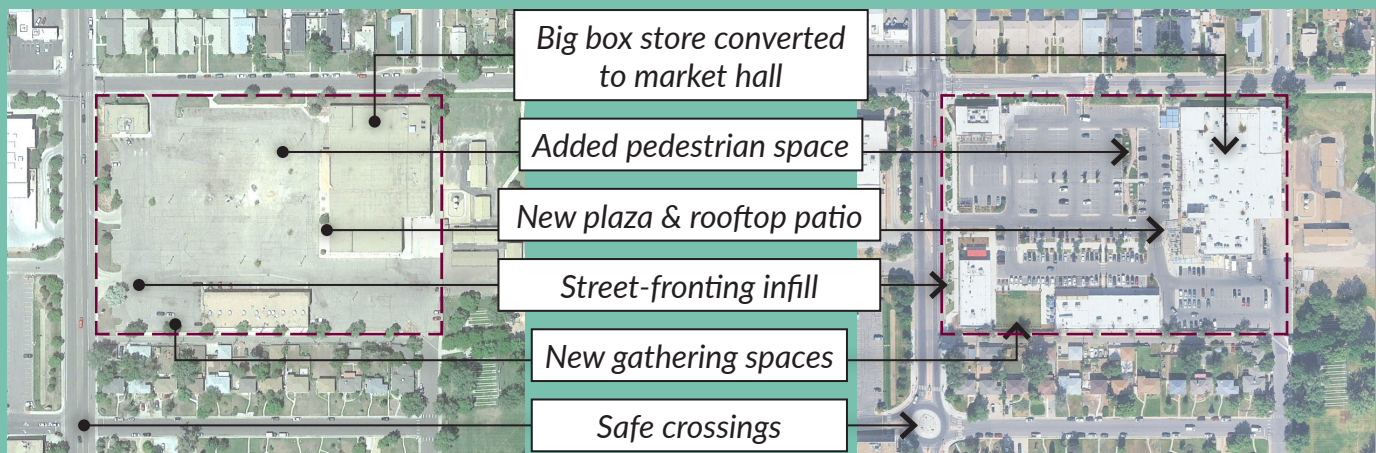
CASE STUDIES

TRANSFORMING AGING SHOPPING CENTERS TO MIXED USE CENTERS

Nationally, malls and shopping centers are being positioned for reuse and redevelopment. Retail, mobility, and economic trends are significantly affecting these properties across the country and the world. In general, retail was overbuilt and the country is facing a housing crisis. Many of these properties are diversifying with new housing and entertainment which adds vibrancy and strengthens economic diversity and resiliency.

EDGEWATER PUBLIC MARKET - EDGEWATER, CO

The former 52,000 square foot supermarket in suburban Denver had been vacant for years and was transformed into a market hall with more than 17 retail and experience-based businesses, most of which are locally owned. Three other stand alone buildings updated facades and offer fast casual food, fitness and veterinary options.



Market building interior, small shop stalls



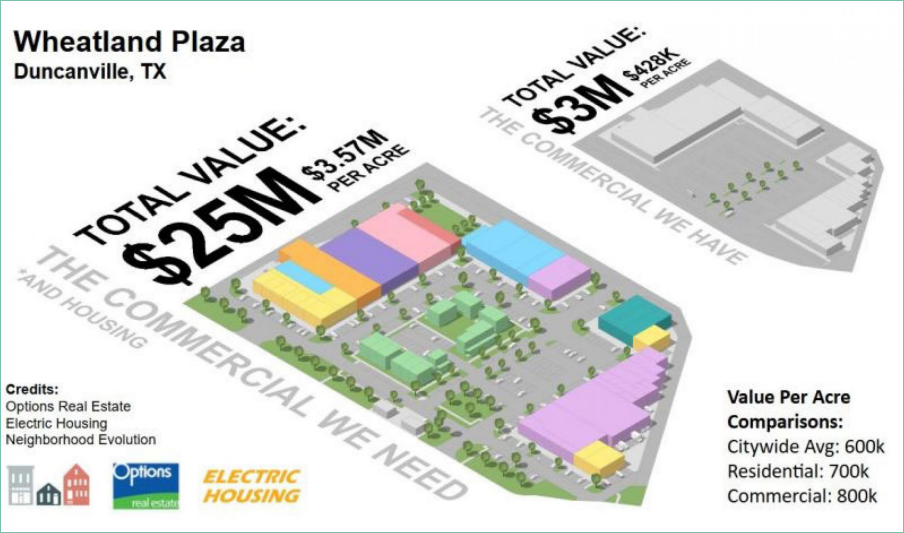
Parking spaces were removed to create a public gathering space



A rooftop patio and outdoor plaza were added to the existing building

WHEATLAND PLAZA - DUNCANVILLE, TX

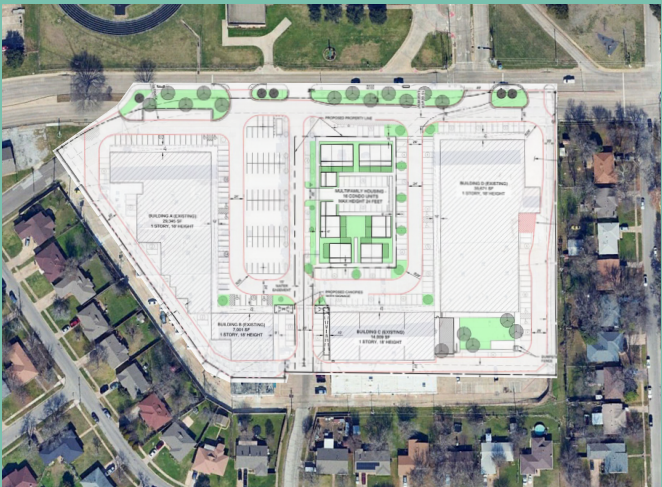
An incremental Texas developer is redeveloping an aging retail strip center in the small town of Duncanville, TX. The redevelopment plans include 16 affordable housing units that will not only provide ownership opportunities for residents, but they'll be located more centrally in town, close to schools and other amenities. The large retail spaces are planned to be broken up into smaller, more marketable commercial units.



Wheatland Plaza - Existing (top right) single use commercial strip center and planned reuse and infill development (center) with comparisons of future value at 8 times current value



Wheatland Plaza - Existing aerial view



Wheatland Plaza - Planned renovation and infill development (Source: Options Real Estate)



Some parking areas to be converted to seating areas (Source: Options Real Estate)



Planned renovations add public gathering spaces (Source: Options Real Estate)



A mural addition as part of phased improvements (Source: Options Real Estate)

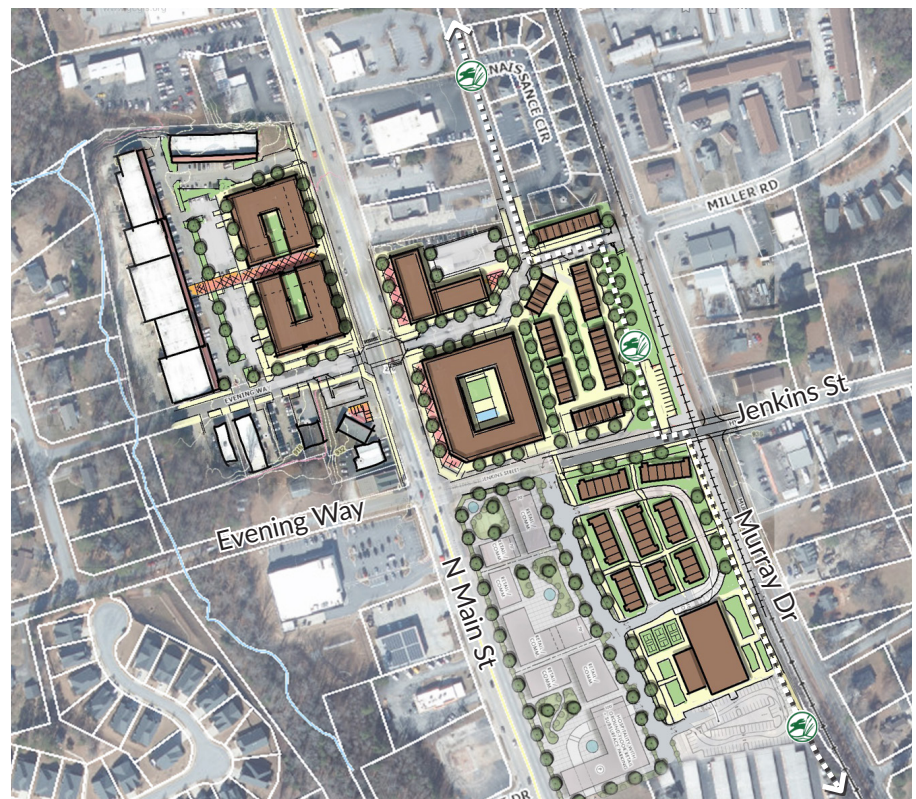
SUPPORT INFILL DEVELOPMENT ON MAIN STREET

Supporting Actions:

- » Facilitate the development of sidewalks to connect these sites to the planned Swamp Rabbit Trail Extension and Butler Road shared use path.
- » Consider public private partnerships to transform older drive-up shopping and retail to more walkable, experiential shopping and dining.
- » Identify funding sources to provide pedestrian amenities in parking fields, including trees, lighting, tables, and umbrellas.
- » Work with SCDOT and the Appalachian Council of Governments to fund and develop safer pedestrian crossings at key intersections on SC-276 to support walkability.
- » Encourage infill of smaller, neighborhood supportive commercial uses.
- » Consider providing a more extensive master redevelopment plan to encourage property owners to embrace the vision for a more urban, mixed use, center.



The Maverick Yards development and planned Swamp Rabbit Trail extension to Center City Mauldin could spur additional infill development nearby.



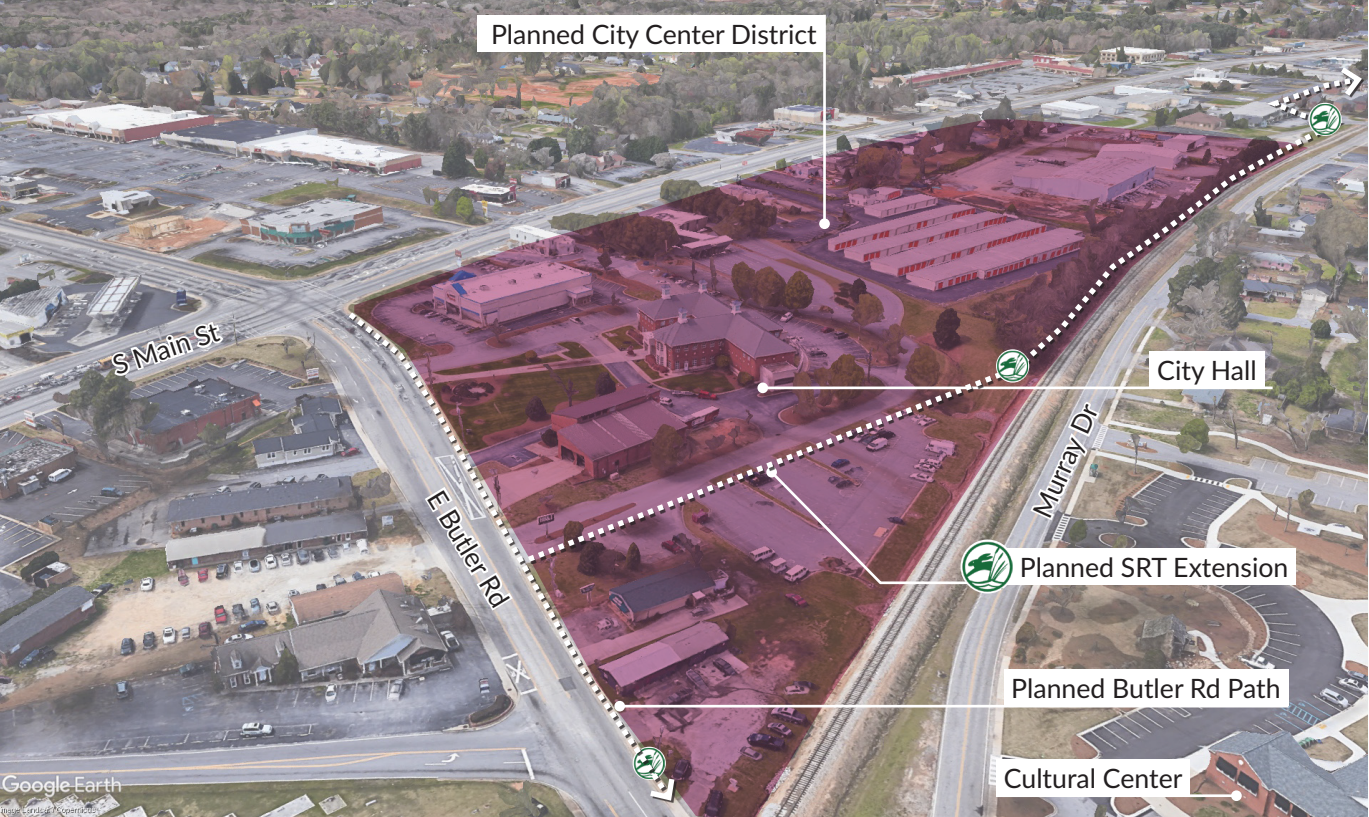
Concept plan showing how infill development and adaptive reuse of existing buildings may continue to build out this area of City Center Mauldin in a compact, walkable manner



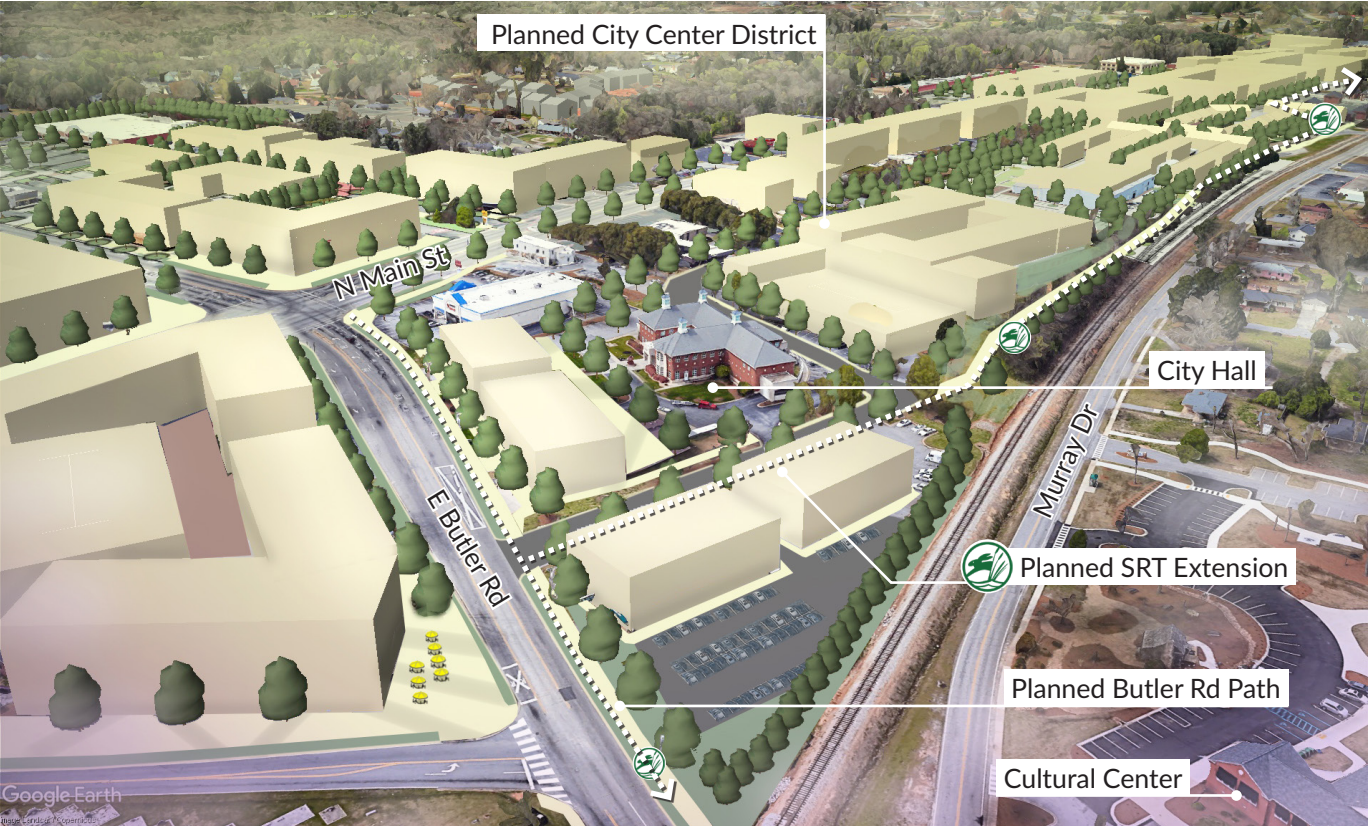
Birds eye view of North Main showing the proximity to the planned Swamp Rabbit Trail extension and Mauldin Center City area



Birds eye view of concept showing how infill development and adaptive reuse of existing buildings may continue to build out this area of City Center Mauldin in a compact, walkable manner



Birds eye view of Mauldin's proposed City Center redevelopment area along with the planned extension of the Swamp Rabbit Trail and improvements to E Butler Road through the Build a Better Butler project



Birds eye view concept showing redevelopment potential of Mauldin's City Center and adjacent areas



Birds eye view of Mauldin's proposed City Center redevelopment area along with the planned extension of the Swamp Rabbit Trail and improvements to E Butler Road through the Build a Better Butler project



Birds eye view concept showing redevelopment potential of Mauldin's City Center, adjacent shopping centers and North Main Street



EXPAND CULTURAL AMENITIES

Mauldin's residents enjoy many cultural amenities including the Mauldin Cultural Center, which houses one of the few City-owned and operated community theaters in the country. The expansion of cultural amenities in Mauldin will improve quality of life and economic development initiatives City-wide, while supporting the successful build out of the city center village.

HOW SHOULD WE EXPAND OUR CULTURAL AMENITIES?

- » Enhance existing cultural offerings and uses
- » Support new cultural and entertainment uses
- » Expand parks and recreation amenities and offerings
- » Expand the marketing of cultural events and attractions



City of Mauldin's Amphitheater on the Cultural Center Campus.

ENHANCE CULTURAL OFFERINGS AND USES

The Mauldin community is continuing to establish a cultural legacy that will provide residents opportunities to experience art and cultural entertainment and events for generations to come. In 2003, many community stakeholders and partners had a vision to develop a cultural center at the former Mauldin High School and Elementary School property, which was constructed as a WPA project in 1937. The City purchased the building and 14 acre property in the heart of the city to help take steps toward creating the cultural center and city center village. As an early phase, the City constructed the Mauldin Sports Center on the property. The Cultural Center and the Sports Center are both cherished resources for the community and the Mauldin Theater within the Cultural Center has become a growing visitor attraction. The City has the opportunity to continue its investment in existing cultural programs and facilities to elevate its offerings to the community and the region. The continued support and expansion of existing programs in Mauldin will help provide more family-friendly activities and entertainment that residents want to experience and grow in the community.

Supporting Actions:

- » Continue to maintain and enhance the existing Cultural Center building and grounds.
- » Expand the range and frequency of community theater productions and similar programming through continued City investment and community partnerships.
- » Prepare a Cultural Center Campus master plan that will establish a shared vision for future programs, operations, and facility and property improvements.



Live Musical Performance



The Mauldin Cultural Center Campus and Sports Center.

SUPPORT NEW CULTURAL AND ENTERTAINMENT USES

In addition to the City Center Village area and the Cultural Center and Recreation Campus, opportunities are growing for cultural and entertainment uses outside of the City Center. As previously mentioned, BridgeWay Station is a new and developing cultural and entertainment hub for Mauldin. BridgeWay offers restaurants, lodging, and entertainment options, including a 6,000-capacity multi-use stadium planned for use by the Greenville Triumph and Greenville Liberty teams in 2026. The City should embrace new cultural and entertainment uses to expand offerings for residents and visitors at key centers throughout the community.

Supporting Actions:

- » Continue to facilitate and maintain the public-private partnership to develop the multi-use sports and entertainment stadium at BridgeWay Station.
- » Identify collaborative opportunities such as festivals and events to assist with marketing existing and emerging cultural and entertainment activity hubs.
- » Develop incentives to encourage cultural and entertainment uses and businesses that will have a positive impact on overall quality of life while generating economic activity and tourism. Potential incentives may include rebates on fees and taxes (building permit fees, business license fees, and property taxes), targeted entertainment incentives like the City of Conway has implemented, or establishing a cultural district through the South Carolina Arts Commission.



City Center Village Development



BridgeWay Station and the multi-use sports and entertainment stadium location at the intersection of I-385 and Bridges Road.

EXPAND PARKS AND RECREATION AMENITIES & OFFERINGS

Mauldin has long been known for its exceptional parks and recreation programming and facilities. As the City continues to grow, the demands on the City to maintain the existing parks and recreation facilities will continue to increase, while the number of people interested in programming will continue to rise as well. A new master plan and expanded commitment toward parks and recreation amenities and programs will be important to meet the needs of current residents and the new population that is coming to Mauldin.

Supporting Actions:

- » Implement the recently drafted parks and recreation master plan that outlines strategies for maintaining existing buildings and services, while preparing for new facilities and programs that will be needed to support the expanding population.
- » Evaluate opportunities to grow Mauldin's identity as a sports entertainment and tourism hub through sports related events, festivals, tournaments, and other sports themed opportunities that appeal to the city's residents and the greater Upstate region.
- » Seek partnerships with State, County, and other sports focused organizations including Greenville County, Special Olympics, and other partners to grow sports related entertainment opportunities in Mauldin.



Mauldin Sports Center



Sunset Park along Fowler Circle

EXPAND THE MARKETING OF EVENTS AND ATTRACTIONS

As new attractions continue to be developed in Mauldin, a need exists to enhance and expand marketing and promotional efforts to fully leverage the economic development opportunities they bring to the City. The City's current branding and identity initiative will provide a unified visual component that can be utilized to promote the variety of cultural and recreational events and attractions once adopted.

Supporting Actions:

- » Actively support and strengthen tourism-related partnerships with regional and statewide tourism entities and regional media (i.e. South Carolina Department of Parks, Recreation, and Tourism; South Carolina Restaurant and Lodging Association, Visit Greenville).
- » Identify ways to incorporate the City's brand identity and emerging iconic features into advertising, wayfinding / gateway signage, digital and print media, and related marketing and promotional elements.
- » Seek partnerships with State, County, and other sports focused organizations including Greenville County, Special Olympics, and other partners to grow sports related entertainment and culture in Mauldin.



New pedestrian/bike bridge over I-385



Existing gateway signage into the City of Mauldin from Greenville along US 276 / North Main Street.