

## CRITICAL DEVELOPMENT AREAS

Critical development areas are portions of the City that, because of their location, sizes, or scale, have the potential to affect the general character of Spartanburg or significantly impact future development in the planning division in which they are located. Therefore, the Planning Commission and City Council will closely monitor land use and development activities in these areas to ensure that development will generate a positive influence. Planned Development zoning is encouraged in some critical development areas to produce a quality urban design and an effective composition of uses.

Six critical development areas are identified.

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|----|------------------------------|----------------------------|
| 1. | W.O. Ezell Boulevard Gateway | Western Planning Division  |
| 2. | Camelot Road Corridor        | Western Planning Division  |
| 3. | Asheville Highway Gateway    | Northern Planning Division |
| 4. | Central Business District    | Central Planning Division  |
| 5. | South Church Street Corridor | Southern Planning Division |
| 6. | East Main Street Gateway     | Eastern Planning Division  |

### 1. W.O. Ezell Boulevard Gateway

This area encompasses W.O. Ezell Boulevard in the vicinity of Blackstock Road and Interstate Highway 26. It is critical to the City's future because it is a primary gateway from the west and south, with over 100,000 vehicles passing through the area each day. In recent years, it has also seen a tremendous amount of retail development targeted to a regional customer base. Between the Westgate Mall and surrounding shopping centers, there is over 1.5 million square feet of retail shopping in the area.

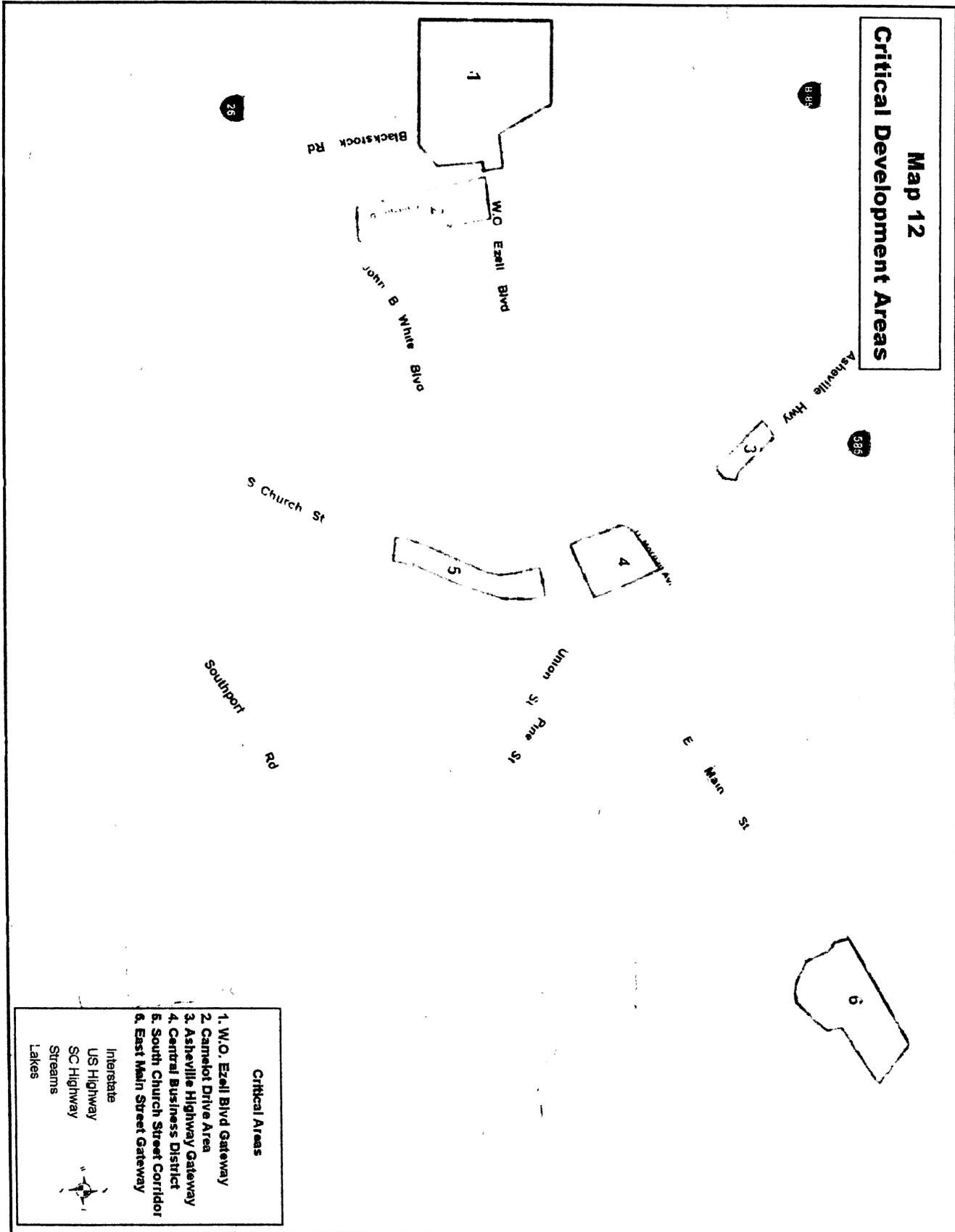
### 2. Camelot Road Corridor

Camelot Road is a four lane thoroughfare connecting W. O. Ezell Boulevard and John B. White, Sr. Boulevard in the Western Planning Division. Currently, the primary land use character of the corridor is low density residential, though commercial development does exist at both end points. One multi-family development is also present. A dominant feature of the area is a large relatively undeveloped camp owned by the Girl Scouts.

### 3. Asheville Highway Gateway

Because Asheville Highway is a primary gateway into the City from the north, the character of the corridor is significant in establishing the City's image. Presently, the corridor distinguishes the City well and provides a highly attractive entryway into Spartanburg. Motorists pass Cleveland Park immediately upon entering the City, then travel through a well maintained residential stretch. Issues are presented by the residential character of the corridor. While the neighborhood is attractive and well maintained, there is concern over its future viability. At this time, it is the City's policy to retain the present character of the area, though future development will be monitored. If office or commercial activities are to be permitted at some time in the future, the Comprehensive Plan recommends that the corridor be considered as a whole and that design standards be implemented to retain its positive visual image.

**Map 12**  
**Critical Development Areas**



**Critical Areas**

- 1. W.O. Ezell Blvd Gateway
- 2. Carnelot Drive Area
- 3. Asheville Highway Gateway
- 4. Central Business District
- 5. South Church Street Corridor
- 6. East Main Street Gateway

- Interstate
- US Highway
- SC Highway
- Streams
- Lakes



#### **4. Central Business District**

At one time central business districts were the commercial and employment heart of many cities across the United States. In recent years, however, increased suburbanization has led to a decline of these areas. Spartanburg is committed to the revitalization of its downtown. Public improvements to parking, landscaping, and gathering areas are being leveraged by private investments to re-create this portion of the City. While it is recognized that the central business district will not be able to compete with strip malls for general retail activities, Spartanburg is re-positioning its commercial core to target tourism, restaurants, specialty stores, and community activities. The success of this effort will have a tremendous bearing on the future quality of life and economic vitality offered by the City.

#### **5. South Church Street Corridor**

Spartanburg's Southside has been noted as lacking businesses and employment opportunities to support the needs of its residents. South Church Street, the primary artery through the area, has been identified as offering the best potential for commercial development. Through land use designations, zoning, marketing, and the placement of traffic generating institutional activities, the City is actively promoting commercial development of this corridor.

#### **6. East Main Street Gateway**

East Main Street is a major gateway into Spartanburg. The presence of several large, relatively undeveloped parcels in the area offers potential for significant future development. The challenge for the City is to ensure that these sites are developed in a manner that promotes their *highest and best* use in terms of compatibility with existing development, promoting an aesthetically positive character, and providing for the commercial needs of citizens.

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