

**THE SKY IS THE LIMIT-
DOWNTOWN GREENVILLE
AIRPORT DISTRICT
PLANNING STUDY**

City of Greenville, South Carolina

SCAPA CONFERENCE 2023

AGENDA

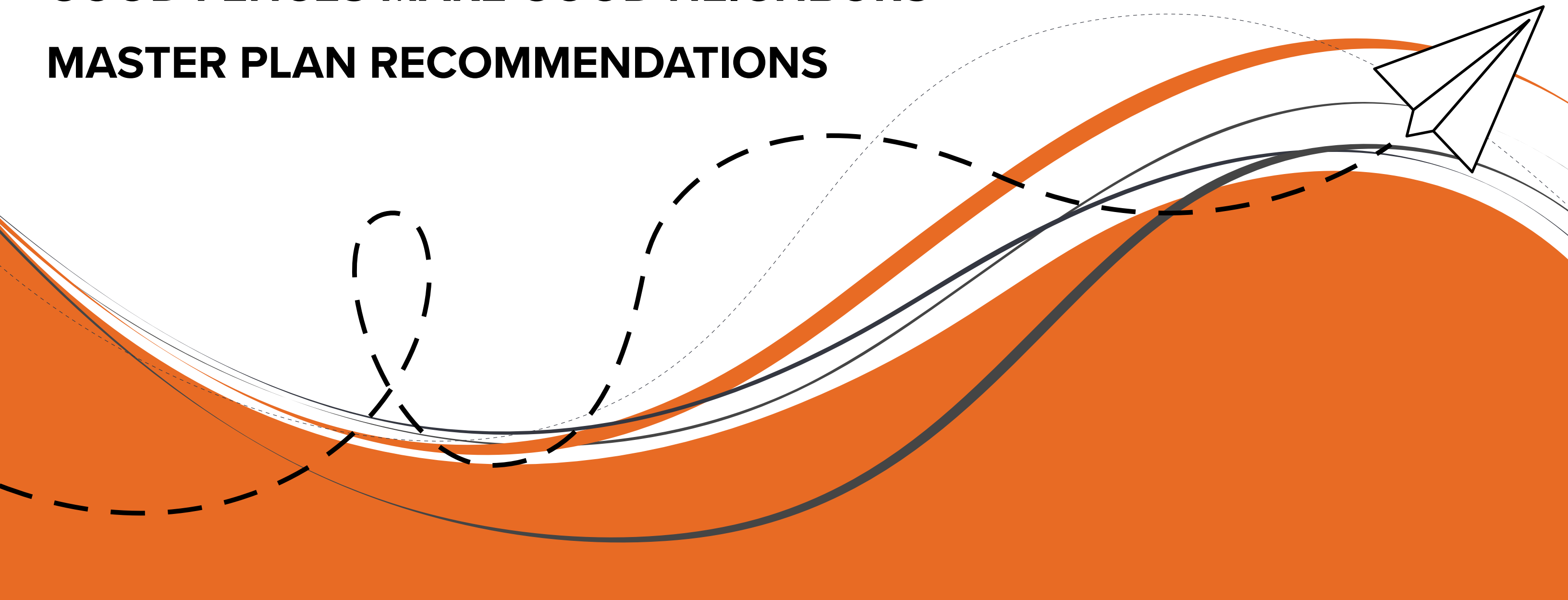
THE PANEL

PROJECT INTRODUCTION

COMMUNITY-LED VISION

GOOD FENCES MAKE GOOD NEIGHBORS

MASTER PLAN RECOMMENDATIONS



THE PANEL

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THE PANEL

A Consultant, A City Planner, An Airport Director



Amanda Morrell
Project Manager, Arcadis
Landscape Architect



Ben Abdo
Development Planner,
Long-Range Planning,
Project Manager



James Stephens
Airport Director,
Greenville Downtown
Airport

 **ARCADIS**

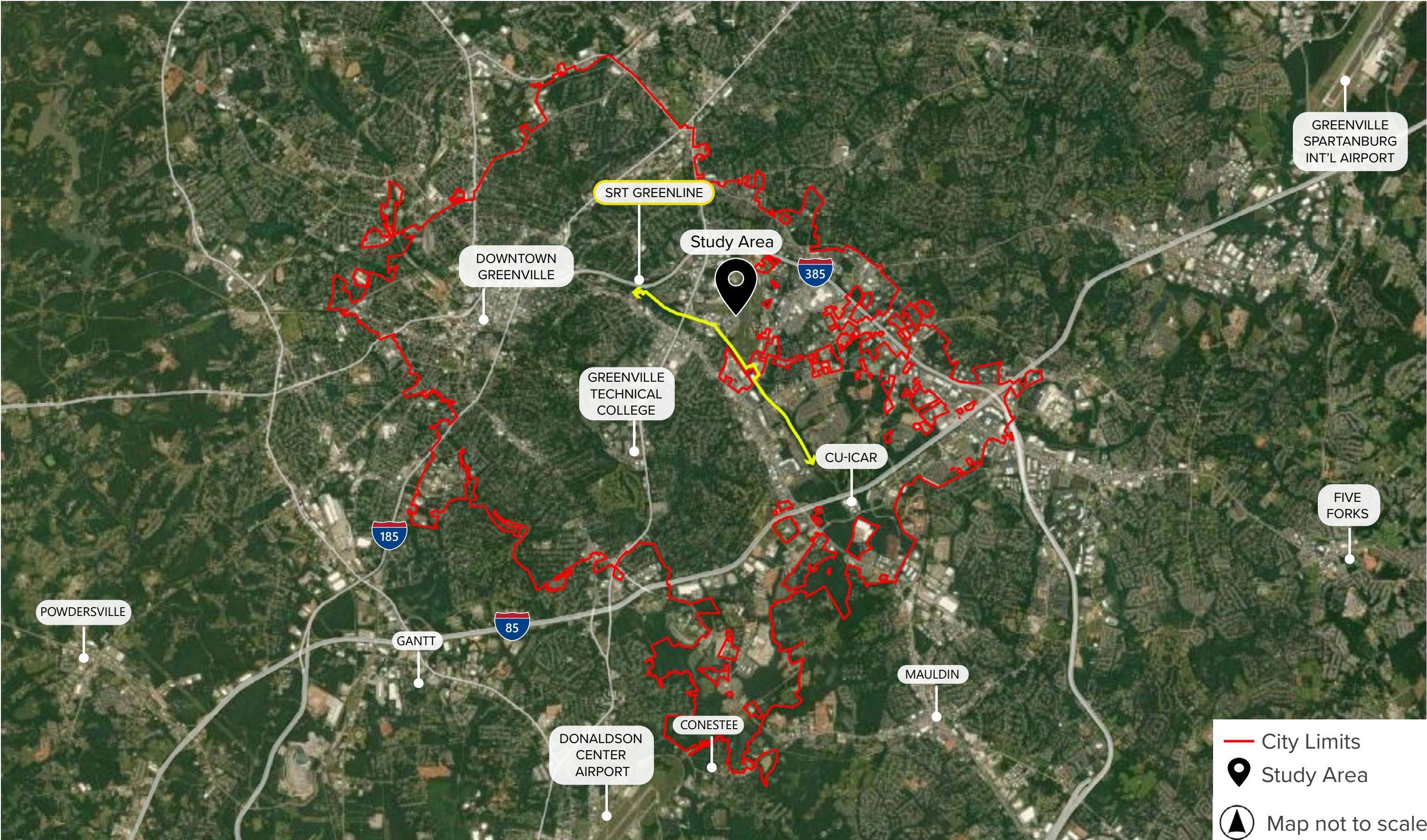
Consultant Team
(ARCADIS + Stantec +
CBRE + MXD + W-ZHA)



PROJECT INTRODUCTION



PROJECT CONTEXT



THE UNIQUE CHALLENGE

- Marry the economic development and land use vision of the City of Greenville with the logistical requirements of the Greenville Airport Commission and the Federal Aviation Administration
- Leverage the Greenville Convention Center as a District Hub
- Leverage multimodal transportation and public infrastructure improvements (including the Swamp Rabbit Trail) to encourage private investment



PLANNING GOALS

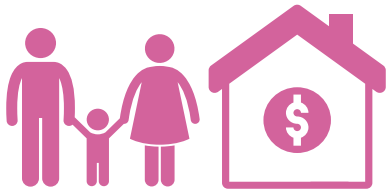
Project Scope + GVL 2040 Comprehensive Plan

Project Scope

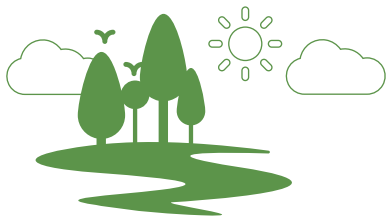
- To assess **compatible land uses** within the Study Area within a **well-balanced framework** of employment centers, appropriate industrial and logistics operations, single-family residential neighborhoods, high-density residential uses, and commercial, office, and retail uses.
- To provide a comprehensive planning study that will recommend actions to capitalize on the **economic development opportunities** of the airport, convention center, and surrounding properties.
- To provide a **market study** that will inform land use decisions and support the **recruiting of appropriate new development**.
- To generate recommendations for **feasible capital projects** to improve roads and other **public infrastructure** (sidewalks, streetscape, stormwater, open space, bicycle, and pedestrian paths) that will serve as a signature **gateway** to the airport and convention center, **enhance connectivity** to nearby commercial and residential areas, and enhance the **quality and marketability** of the surrounding land uses.
- To prepare a **master plan** that incorporates stormwater, transportation, and land uses in an illustrative document that depicts the desired development patterns and land use character.

GVL 2040 Comprehensive Plan

KEEPING IN MIND OVERARCHING GOALS



Affordable Housing Opportunities



Open Space & the Environment



Transportation & Mobility

OTHER PLANNING EFFORTS

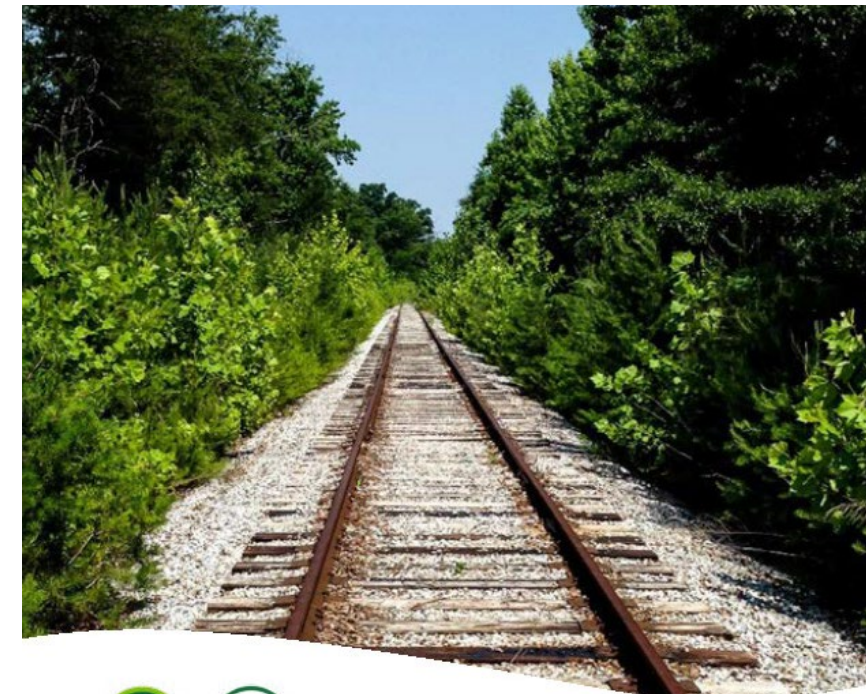
Current and Past Planning Efforts

Parallel Planning Efforts

- Development Code & Zoning Map (Planning Commission recommended approval in May 2023; City Council officially passed the New Development Code on June 12, 2023)

Most Relevant Past Planning Efforts

- GVL2040 Comprehensive Plan
- GPATS 2045 LRTP
- Greenville Downtown Airport-GMU Rules & Regulations
- Greenlink TDP Update 2021
- City of Greenville Bicycle Master Plan
- Swamp Rabbit Trail Extension Master Plan



Swamp Rabbit Trail Extension Master Plan

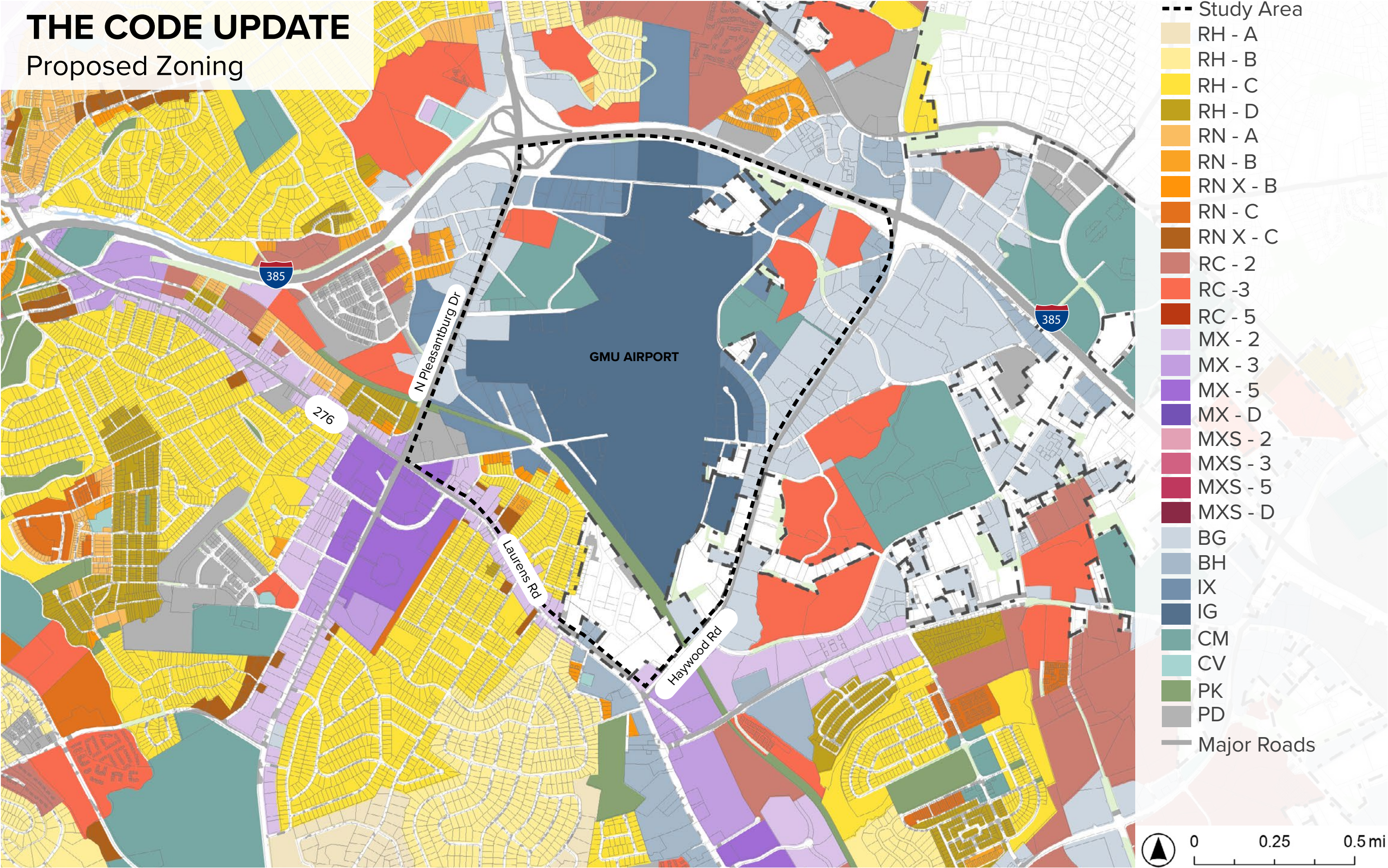
City of Greenville, South Carolina

JUNE 2020

Stanley's Urban Places
Alpha Planning + Design
Overstreet Studio

THE CODE UPDATE

Proposed Zoning



THE CODE UPDATE

Proposed Zoning

WHAT IS FLEX/INDUSTRIAL (NEW IX ZONE), AND WHAT ARE SOME WAYS IT CAN LOOK?



COMMUNITY-LED VISION

The background features several overlapping, wavy lines in shades of orange and dark blue, creating a sense of movement and depth. The lines are smooth and fluid, with some appearing as solid dark blue and others as lighter orange or dashed lines.

PROJECT & ENGAGEMENT TIMELINE

Planning Process

**Steering
Committee
Touchpoint**

January 17th & 18th, 2023
(In-person)

Stakeholder Interviews &
Focus Group Meetings

January 20th, 2023
(Virtual)

Steering
Committee
Meeting (#2)

December 12th, 2022

Steering Committee
Kickoff & Site Tour

February 24th,
2023 (Virtual)

Steering
Committee
Meeting (#3)

March 7th, 2023
(In-person)

Public Visioning
Workshop
(Public Meeting #1)

April 24th - 26th,
2023 (In-person)

Public Planning &
Design Charrette
(Public Meeting #2)

April 27th, 2023
(In-person)

Charrette Debrief
Steering Committee
Meeting (#4)

June 6th, 2023
(In-person)

Public Presentation
of Preliminary
Recommendations
(Public Meeting #3)

June 20th, 2023
(Digital Review)

Internal Review
Draft

September 1st,
2023 (Virtual)

Steering
Committee
Meeting (#5)

September 5th,
2023 (Digital
Review) Public
Review Draft

2022

2023

OCT

NOV

DEC

JAN

FEB

MAR

APR

MAY

JUN

JULY-
SEPTEMBER

Phase 1

Phase 2

Phase 3

Phase 4

Phase 5

Phase 6

Project Initiation

Background Review and
Analysis

Establishing the
Vision

Developing the
Master Plan

Preparing the
Draft Master Plan

Finalizing the
Master Plan

Planning Commission Recommended Approval- October 2023
Anticipated City Council Adoption-November 2023

PROJECT LEADERSHIP

Steering Committee



Gail Wilson Awan
Urban League Upstate



Jonathan Brashier
Visit Greenville SC



Alan Mitchell
Nicholtown Neighborhood
Association



Simms Hinds
Greenville Convention
Center



Jeff Rose
Central Realty



Austin Lovelace
Greenville County
Planning



Bryana Mistretta
Greenville Area
Development Corporation



Marcus McCall
McCall Capital



Foster McKissick IV
Fairway Ford



Chris Bailey
Greater Greenville
Association of Realtors



Matt Alexander
Greenville Airport
Commission



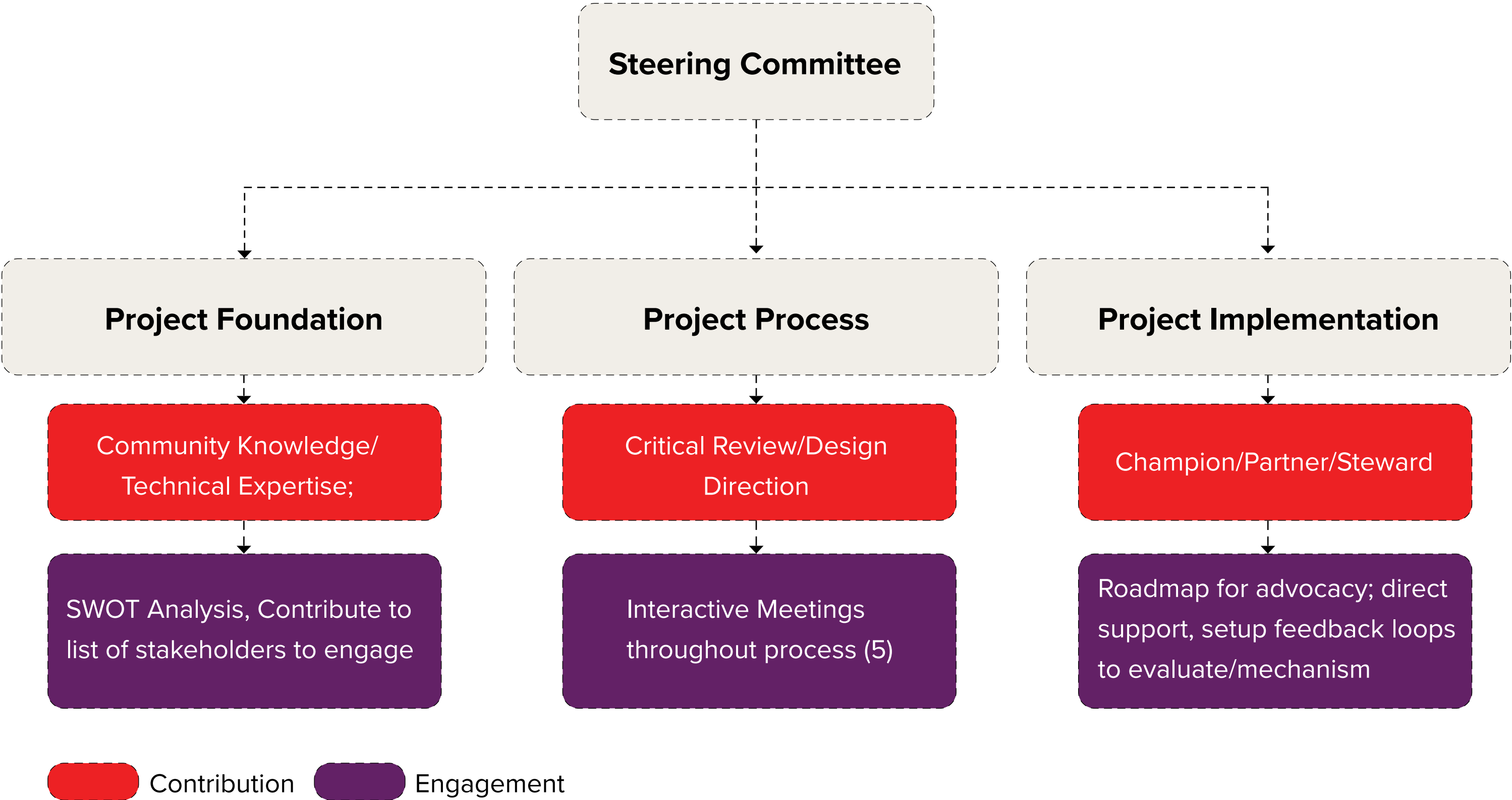
Kevin Feeny
Kitchen Sync,
LLC & East Lynne
Neighborhood
Association



Yvonne S. Reeder
Nicholtown Neighborhood
Association

ROLES AND RESPONSIBILITIES

Role of Steering Committee



Civic Groups & Neighborhood Leadership

Key Takeaways

Humane society expanding (pavilion, spay/neuter, pet memorial, parking, dog wash area)	Large amount of pedestrian traffic between Humane Society and Runway Park; need improvements	Verdae announced a new vision in May 2022
Area is a cut-through; need better connectivity; better signage	Development should be a catalyst and improve quality of area	Without the convention center, Greenville would suffer
Developers interested in multifamily, owner-occupied commercial	Verdae's density is different from downtown but somewhere between suburbia and downtown	Explore Midtown designation
Demand for office with no pipeline	Neighborhoods always looking for a place to meet; could airport accommodate?	Trailhead and utilize parking at Verdae's site at Haywood and Laurens Road
Verdae is on hold waiting for ordinance release	White Duck Taco was revolutionary; need more of that in the area	"Active" industrial and "rejuvenated" industrial; synergy between those two things
Maintain authenticity		

Transportation + Mobility + Public Safety

Key Takeaways

Generally safe area according to Police	Nighttime issues related to Blind Horse Saloon/Club Aquarius	Pleasantburg/Laurens is a hot spot for crashes (failure to yield collisions; rear end collisions); quick series of traffic lights including the one at Airport
Crash analysis wrecks all along perimeter; hot spots at I-385 interchanges	Few pedestrian accidents; minimal bike accidents	Planned access to SRT for neighborhoods; 3 access points
No funded projects committed in this area (SCDOT or GPATS)	Pavement Condition Inventory 5-year repaving schedule (City)	Signal timing improvements coming end of 2023; adaptive signaling hasn't been functioning because of manufacturer issue
Need ordinance to help with access management and cross access	Woods Lake Road-tunnel project; can it accommodate bike/ped?	Airport viewing area on the trail
Laurens Road is a WALL for bike/ped	Establish a trolley system from Greenville Tech/McCallister Square to Convention Center/SRT	Greenlink just got new money for improvements to transit stops (\$5 million grant)

Economic Development & Tourism

Key Takeaways

Airport's proximity to downtown is the key and not having to deal with I-85 traffic	Maintaining and advancing the protection of the industrial in this area	20-40K flex space would be in demand; current quality of the facilities do not give with the kind of companies interested
Life Sciences may be an opportunity sector	Refresh/create a brand for the area along with a sense of place; brokers are marketing the area as Midtown	Swamp Rabbit Trail competitively positions the area
Congestion is an issue with the quality of experience for shopping in this area	Supply and price range within housing seems to be an issue	Community parks and access to open space/recreation is needed
Outdoors and local pet/culinary scene encompass the identity of Greenville; need this area to play off that	Need a long-term decision about the convention center	Convention Center Adaptive Reuse: Pleasantburg Sports Center (SportsCenter), Spartanburg Community College purchased it, \$100,000 for sign work, manufacturing insulation, wiring, and other work, material for concrete coming in, so they can plot and scale up
University Square-consider the impact to this area	Pleasantburg was going to be a higher education corridor at one time	Residential is not the first choice for this site; need an innovative solution
Consider some scale or niche of walkable entertainment—example: Double Door Lounge (Charlotte, NC)		

Downtown Airport

Key Takeaways

Airport for was first 1928; Airline service until 1962	Airport wants to be good neighbor; support on-air operations and off-airport pursuits	85,000 operations 2022; busiest general aviation in the state; \$6-million economic impact to community; 540 total employees on this field
Two long-term FBOs: Field Base Operator with long-term lease agreements + 40 other companies on the field (public/private partnerships)	Airport Layout Plan per FAA 20-year Master Plan: 100% planned improvements; landing distance will be longer	Desire for more hanger space; five-year wait list for hanger space
Community Corridor created with cafe, hanger for events, Runway Park, museum, and mini-golf	Airport and departure from the site are the display window for the City as visitors leave to head downtown; beautification is desirable	GREAT Location according to pilots and customer base
FAA grant assurances mean federally obligated policies: public runways and roads	CLUE tool- Compatible Land Use Evaluation) Compatible, incompatible, or negotiable results	

Key Property Owners & Area Developers

Key Takeaways

Sycamore Ridge will be razed the first week of February 180 homes; ensure the neighborhood gets what it deserves (sidewalks, access to the trail, etc.)	Currently area is for cut-through traffic; visibility/safety issues for pedestrians	Convention center stays busy; overflow parking for major events in downtown
Transit in the future would be desirable	Location is a beautiful thing	Area currently has an eclectic mix of uses including industries that are needed in the community
The neighborhoods care about walkability; need more pedestrian amenities	Laurens Road is not safe; Airport Road and Industrial Drive both have areas of concern	

Environment/Infrastructure + Stormwater

Key Takeaways

Byrdland Drive has flooding	Laurens Road will flood at County area	Studies on hydraulics in this area complete; no need for a regional project; pipe systems need upgrading
Sink holes in area	Pleasantburg stormwater system in terrible condition	DOT recently announced they are going to resurface Laurens (northwest of study area)
South of airport road 20' ravine; massive stream bank stabilization project needed	Pleasantburg major arterial to get people from north of Greenville to 85 and south	Sidewalks needed in Sycamore Ridge
A few driveways closed on Laurens, but mostly achieved through redevelopment	Access management needs to be part of this study; signal system modernized	South of airport-sewer capacity issues; less than 5% remaining
Woods Lake-pedestrian accidents/no sidewalks; north end of study area needs connectivity	Marry stormwater and bike/ped projects together	Duke Energy need to underground their lines on Laurens
Marry master stormwater plan for the airport with stormwater strategy for the area		

Planning & Zoning

Key Takeaways

Districts allow more adaptive reuse	Ability to work with property owners on a case-by-case basis	Preserve and encourage light industrial
Land use and height impacted by airport regulations	Moving away from regulated density and more focused on building form and appropriate height	Approved PDs stay in place
Greenway loop around airport has been explored by staff		

Small Business Owners + Industrial/Corporate

Key Takeaways

SpecFab Services fabricated laser purchased from week 20+ years; landlocked but make do with what they have 148 employees 24 hours a day	Concrete Coffee customers are college students, young professionals, families (Runway Park across) Concrete is a challenge; upgrade and off-site work with blue collar workers in area	Junction Green activity doesn't happen organically; no place to sit
Pleasantburg streetscape concept will be an open space and include base garden; off-site work for business; Pleasantburg from Sycamore and Green to West gate; Sycamore, see golf carts from Green	Pleasantburg Planning: complimentary use of space; plan to move distribution into a larger and somewhere else; leave downtown if neighborhood continues to move in the current positive direction	Drug rehab center in neighborhood
Plans to scope and rebuild Chick-Fil-A on Haywood; additional half acre of land	Industrial rates have doubled; \$10/sq ft	Laurens Road congestion is biggest concern; every left turn is dangerous; Airport Road angle intersection is a mess
1200 new units in this area with just three apartment developments (Pleasantburg, District, and Apts on Haywood)	Majority of folks come to this "neighborhood" off of Pleasantburg; must be a gateway	Center of Greenville; call it Midtown
Priority is signage on roadways and identity for area	Welcome to Midtown! Tell the story and history of what it was and what it's becoming	Terrified that Greenville is going to lose its soul by "building and building and building"
We are a mixed-use neighborhood and so proud of these places and how they work together	Light industrial has benefited from the coffee and taco additions; given employees have a better quality of life where they work; SpecFab is having plans for staff to use on weekdays and weekends	100% attribute this area being cleaned up to the addition of The Junction, better lighting, better parking, trees. Previously underutilized occurrence and transient area; now a destination

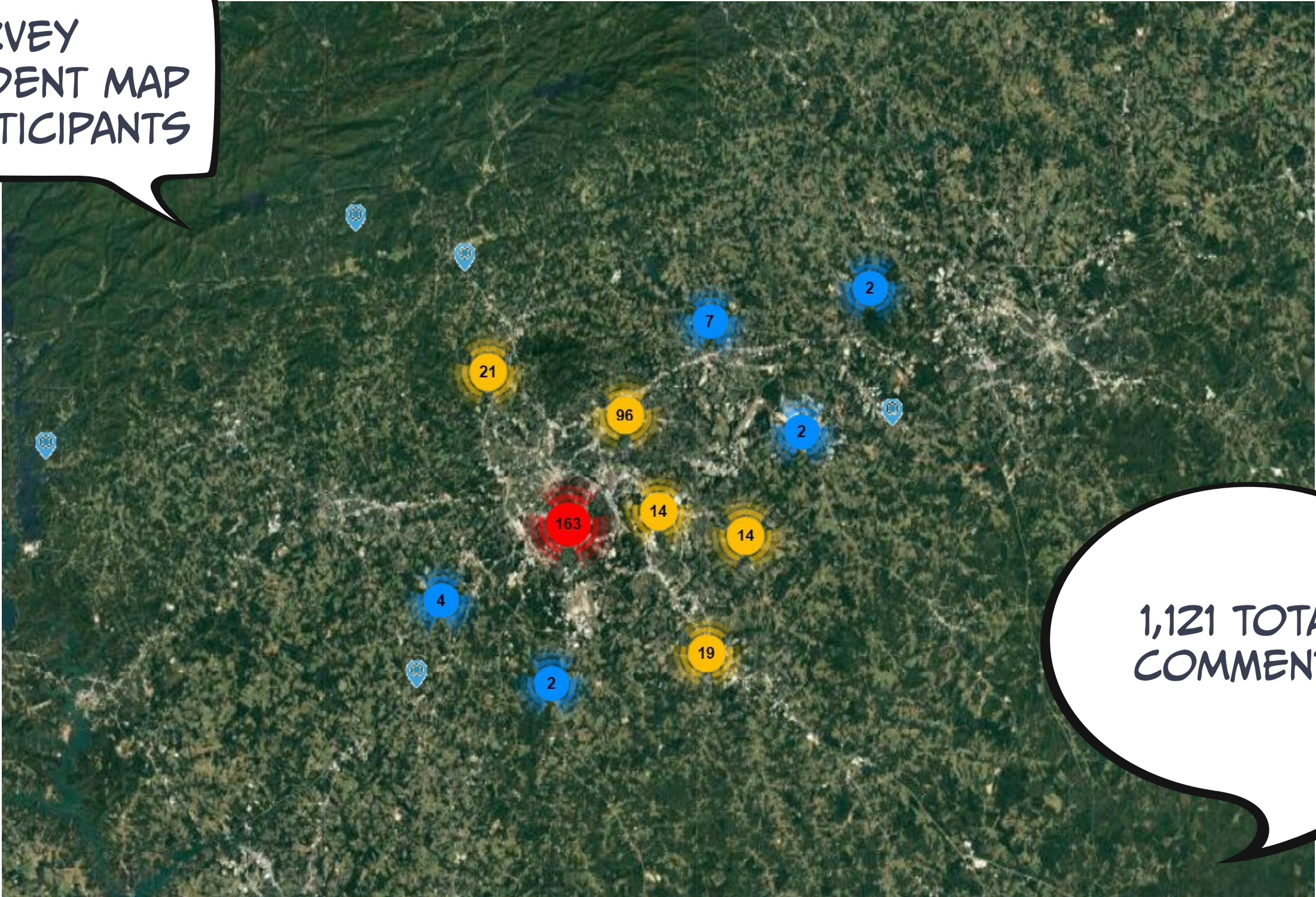


**PUBLIC VISIONING WORKSHOP
GREENVILLE CONVENTION CENTER
MARCH 7, 2023**

ONLINE SURVEY
GREENVILLE AIRPORT DISTRICT PLANNING STUDY



SURVEY
RESPONDENT MAP
366 PARTICIPANTS



1,121 TOTAL
COMMENTS



**GOOD FENCES MAKE
GOOD NEIGHBORS**

The background features several flowing, wavy lines in a dark blue-grey color. These lines originate from the bottom left and curve upwards and to the right, creating a sense of movement and depth. The lines vary in thickness and some have a dashed texture, adding to the modern, abstract aesthetic of the design.

WHO IS GMU?

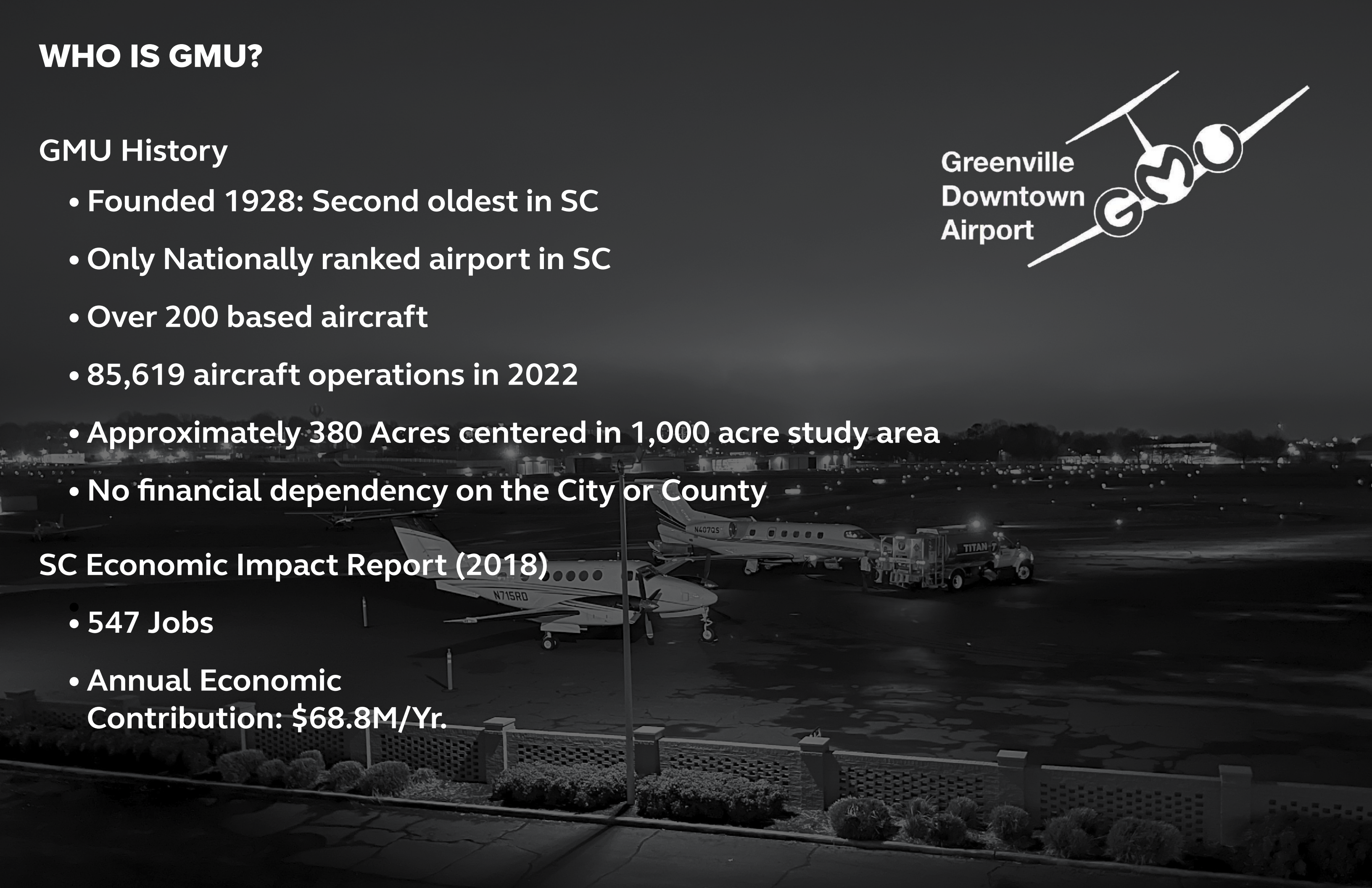
GMU History

- Founded 1928: Second oldest in SC
- Only Nationally ranked airport in SC
- Over 200 based aircraft
- 85,619 aircraft operations in 2022
- Approximately 380 Acres centered in 1,000 acre study area
- No financial dependency on the City or County

SC Economic Impact Report (2018)

- 547 Jobs
- Annual Economic Contribution: \$68.8M/Yr.

Greenville
Downtown
Airport



AIRPORT COMPATIBLE LAND USE LAWS AND REGULATIONS

Why does South Carolina care?

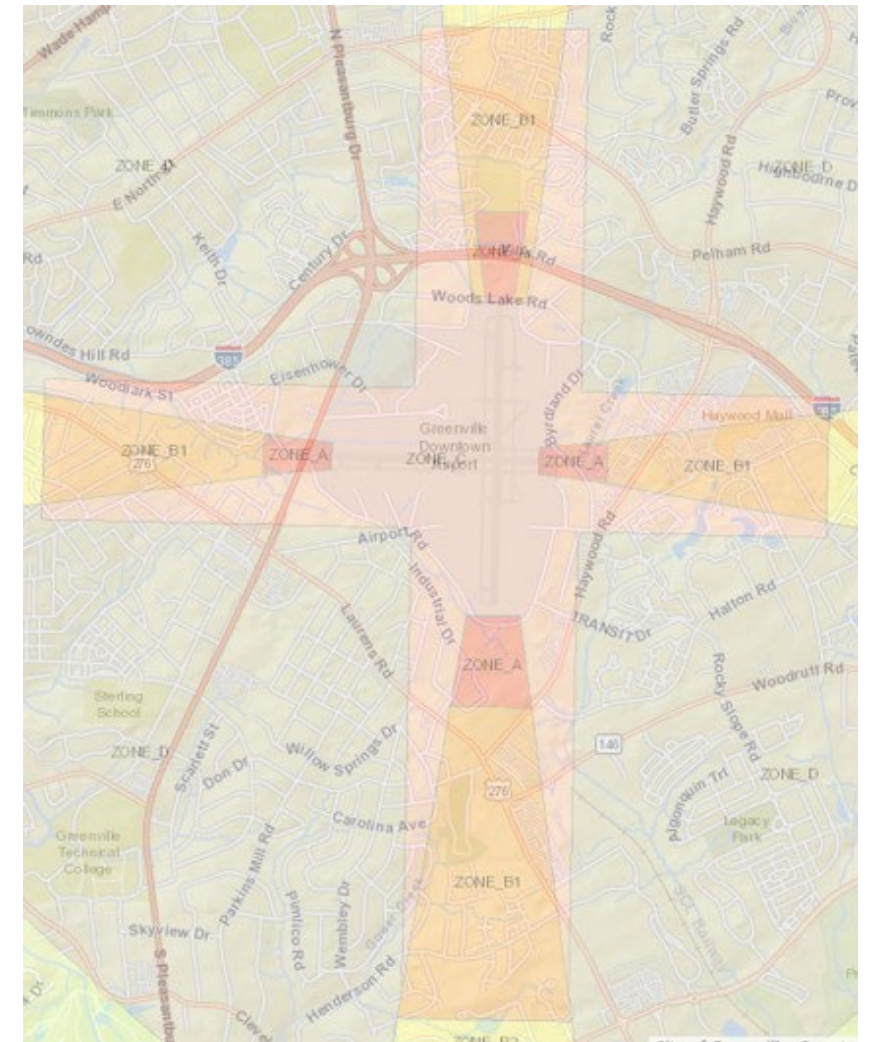
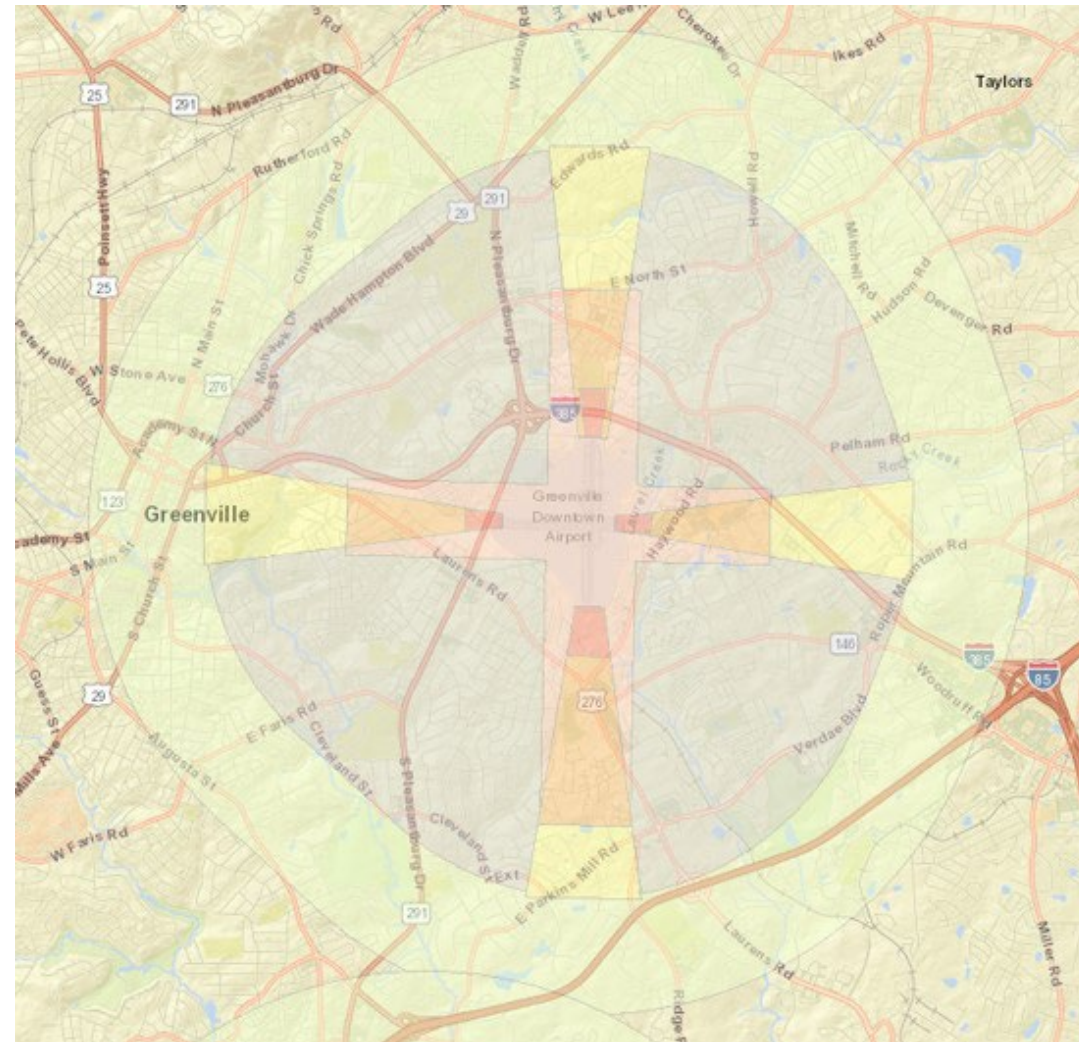
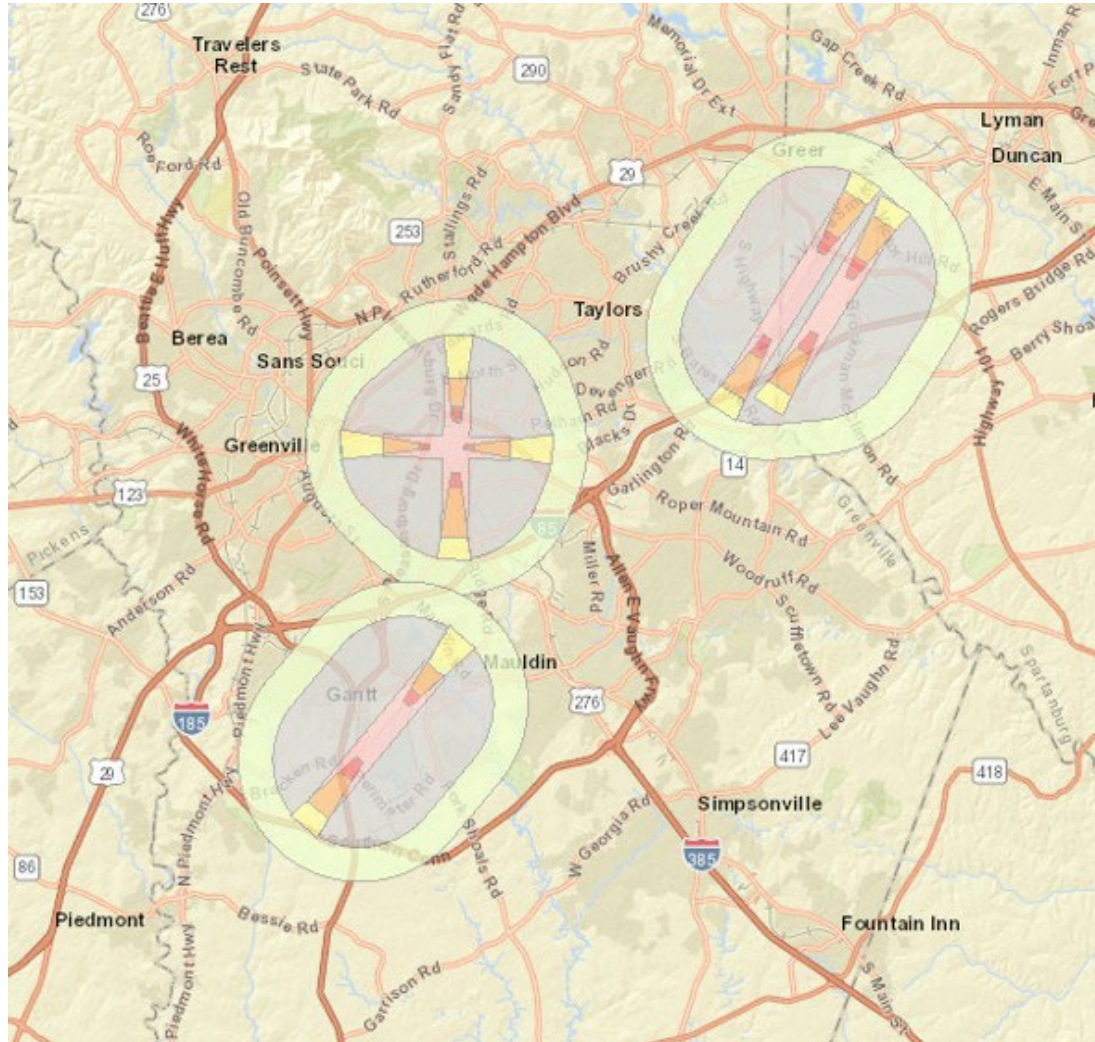
- Population growth can encroach and diminish airport usability
- Millions invested in infrastructure by the state
- With that investment communities have agreed to grant assurances
 - Grant Assurance #9: Sponsor shall maintain clear, safe, and economically viable approaches to the airport in compliance with ...
 - Grant Assurance #10: Sponsor shall enact a zoning ordinance on all land surrounding the airport under its jurisdiction as to conform, at a minimum, to the pertinent regulations...
- State Laws require land use planning
- Soon to be....State Regulation for “Compliance with Land Use in the Vicinity of Airports”

AIRPORT COMPATIBLE LAND USE LAWS AND REGULATIONS

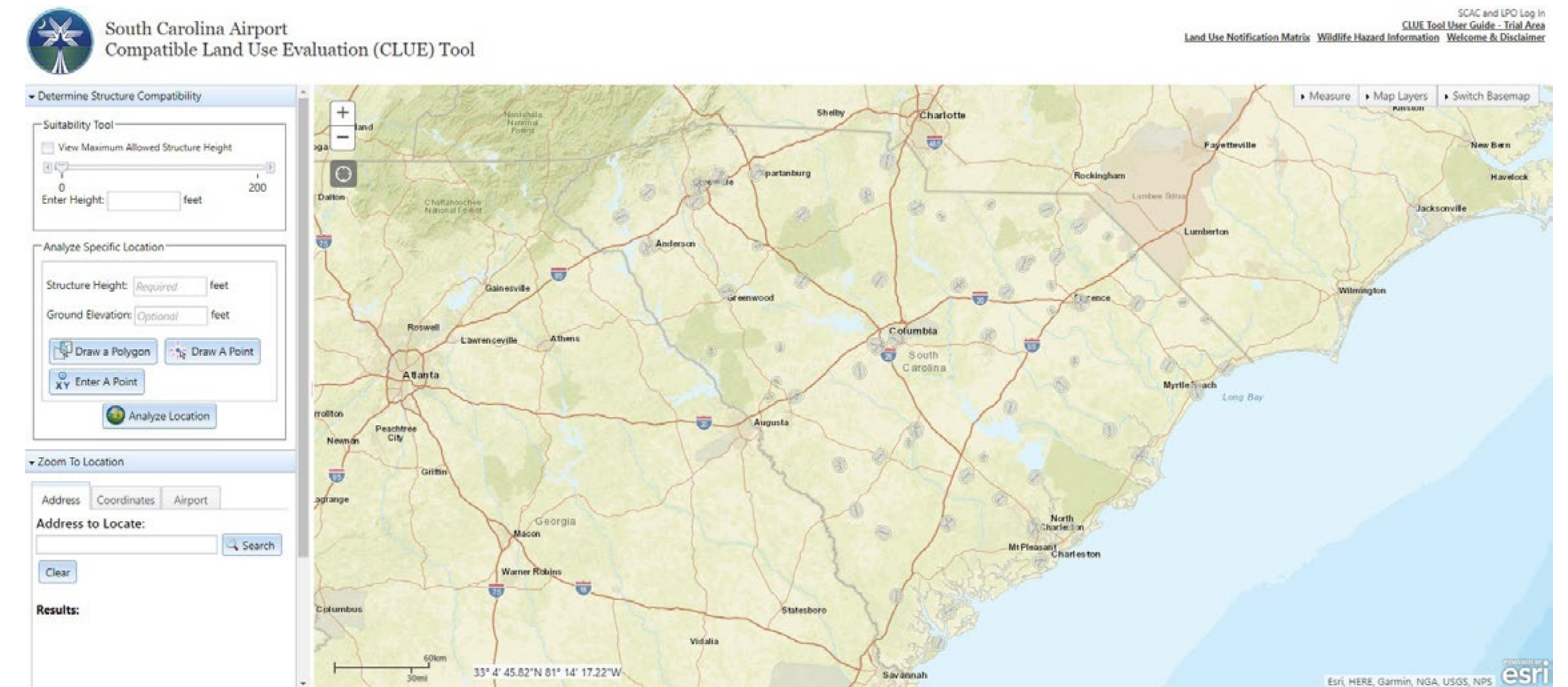
SC Law & Regulation

- State Laws that require land use planning are in place
- Title 55-13-5:
 - “The division shall create a map of each public use airport”
 - “Each governmental body or agency receiving these maps shall ensure notice of any planned development, plat approval, or building permit issued in an airport safety zone or airport land use zone be provided to the division for review.”
 - “Land use decisions by county and municipal governments and local agencies shall take into account the presence of airport land use zones. Land use decisions in airport land use zones should avoid and minimize the impact to interruption of aircraft operations, aviation safety, including approach, landing, takeoff, and departure criteria established by the Federal Aviation Administration or nationally recognized industry standards.”
- Soon to be....State Regulation for “Compliance with Land Use in the Vicinity of Airports”

SC LAND USE MAPS



<https://scaeronautics.sc.gov/CLUE/TrialArea>



AIRPORT COMPATIBLE LAND USE LAWS AND REGULATIONS

What does the Federal Aviation Administration (FAA) say?

- Millions invested in infrastructure by the FAA
- With that investment communities have agreed to grant assurances
 - Grant Assurance #20: Hazard Removal and Mitigation - It will take appropriate action to assure that such terminal airspace as is required to protect instrument and visual operations to the airport (including established minimum flight altitudes) will be adequately cleared and protected by removing, lowering, relocating, marking, or lighting or otherwise mitigating existing airport hazards and by preventing the establishment or creation of future airport hazards.
 - Grant Assurance #21: Compatible Land Use - It will take appropriate action, to the extent reasonable, including the adoption of zoning laws, to restrict the use of land adjacent to or in the immediate vicinity of the airport to activities and purposes compatible with normal airport operations, including landing and takeoff of aircraft.

AIRPORT COMPATIBLE LAND USE LAWS AND REGULATIONS

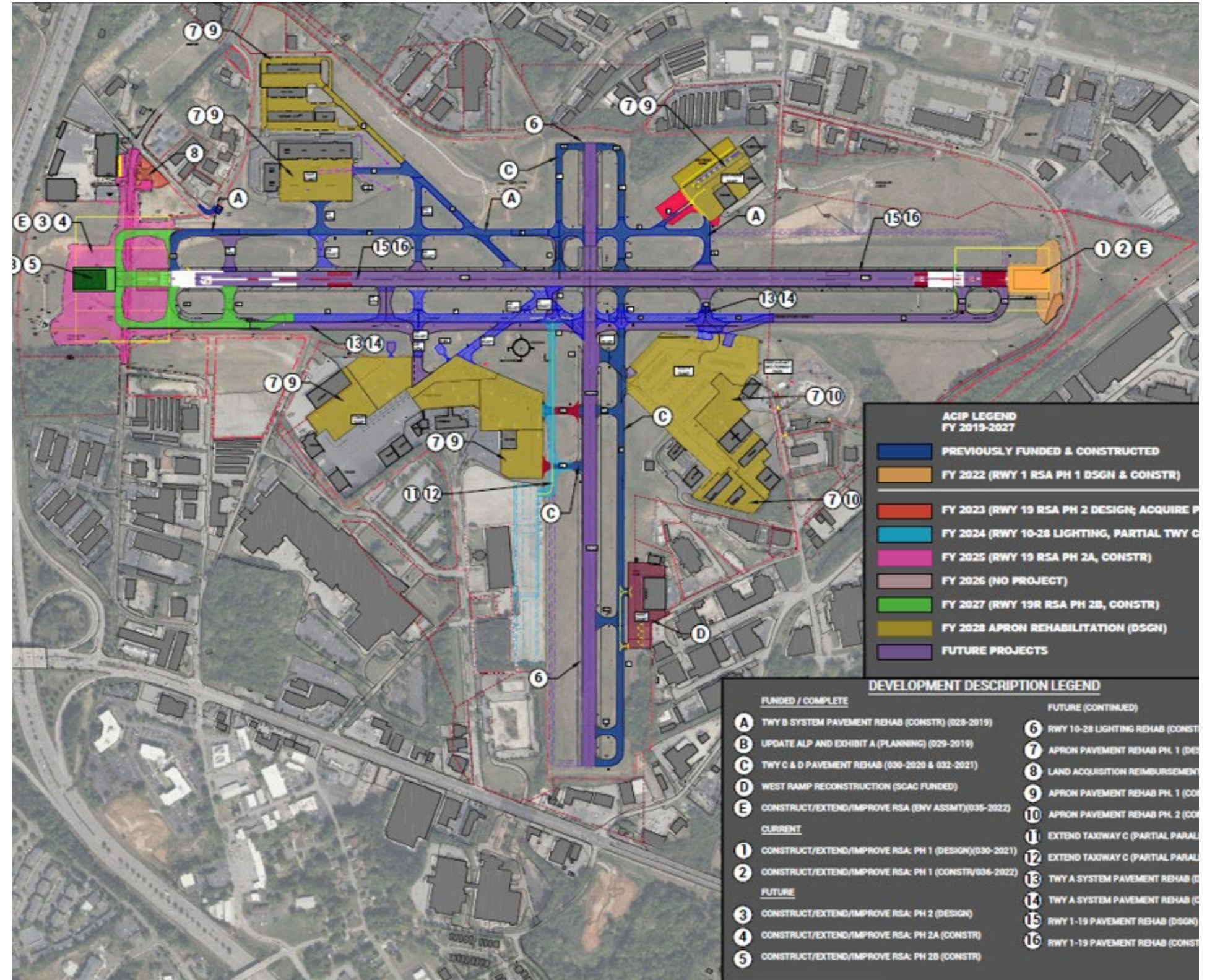
Potential Impacts to GMU & Our Community

- Potential violation of grant assurances (Airport, City and County are party to the grant)
- Limited future grant availability
 - Loss of capital investing opportunities
 - Deferred maintenance, unsafe conditions
- Loss of flight approach minimums
- Effective loss of runway length
 - Less corporate usage
 - Potential loss of airport based business
- Loss of economic impact to the community
 - \$68.8 Million Annually reduces

GMU'S FUTURE IN DOWNTOWN GREENVILLE

Goals

- Remain the only nationally ranked airport in SC
- Continue to develop airport property
- Increase based aircraft and operations
- Known for being Greenville's community airport
- Add value to Greenville

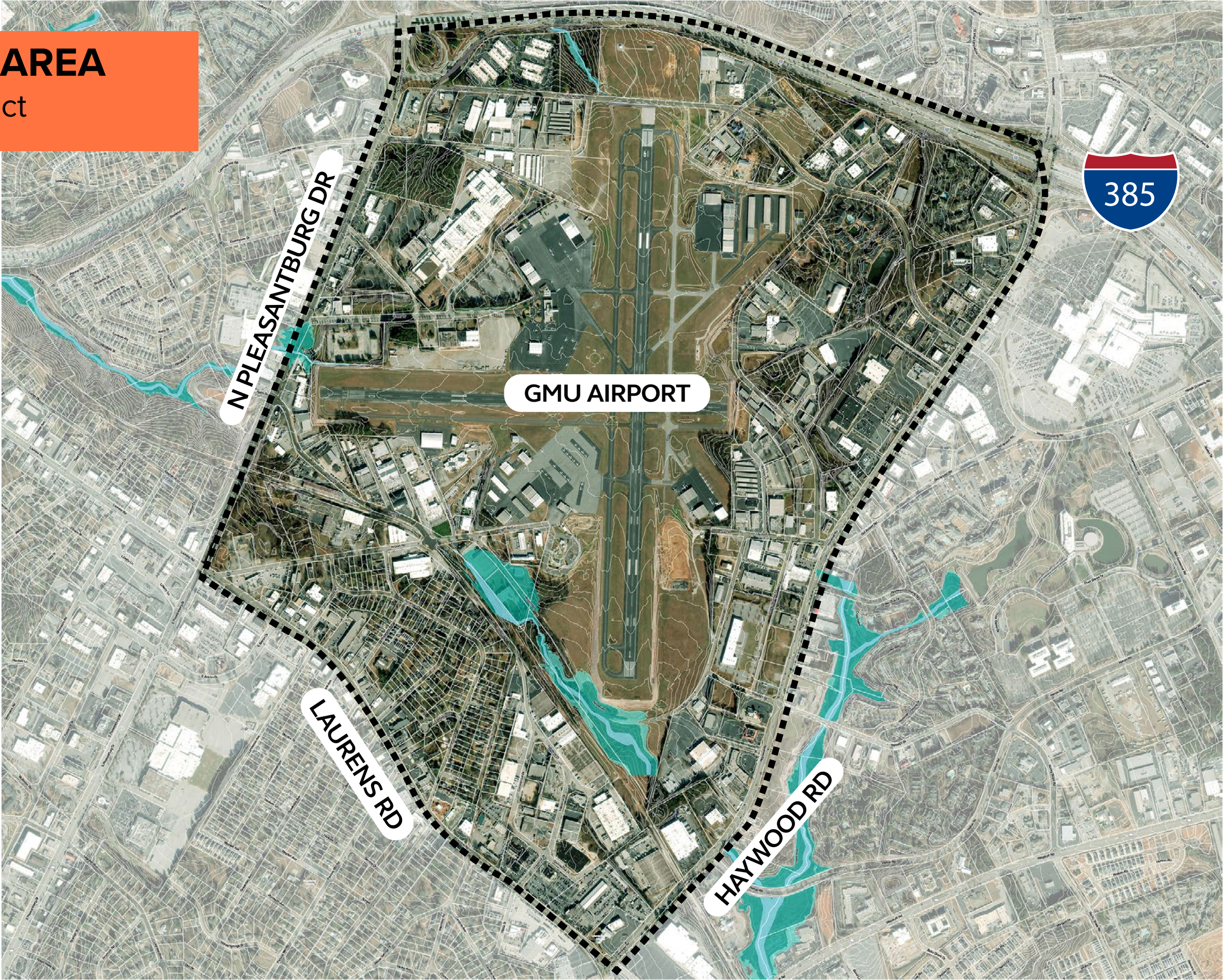


MASTER PLAN RECOMMENDATIONS

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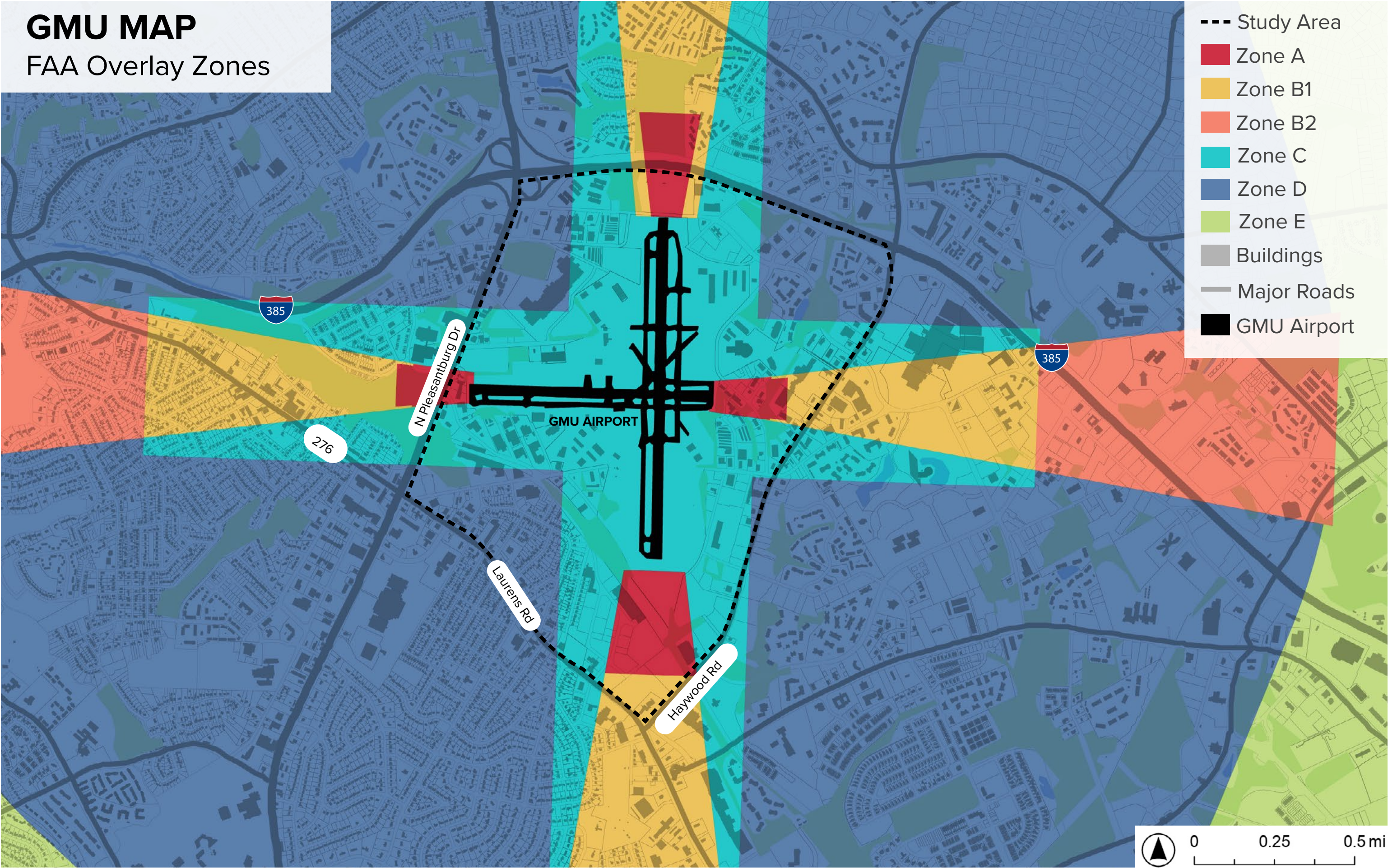
OVERALL STUDY AREA

Greenville Airport District



GMU MAP

FAA Overlay Zones



GUIDING PRINCIPLES & PROJECT GOALS

Greenville Airport District

GUIDING PRINCIPLES

CREATE A PLACE THAT IS...

WELL
CONNECTED

A VIBRANT
DESTINATION

A WALKABLE
COMMUNITY
HUB

PROJECT GOALS

BALANCE
DISTRICT
MOBILITY
FOR
ALL
USERS

LAURENS ROAD,
HAYWOOD
ROAD,
PLEASANTBURG
DRIVE

CAPITALIZE ON
THE
DISTRICT'S
UNIQUE
ASSETS

DOWNTOWN
AIRPORT,
SWAMP RABBIT
TRAIL,
CONVENTION
CENTER, SMALL
BUSINESSES

LEVERAGE
CONNECTIVITY
TO CREATE A
COMMUNITY
IDENTITY &
MARKET VALUE

RUNWAY
LOOP
TRAIL

RECONFIGURE
DISTRICT
INFRASTRUCTURE
TO HIGHLIGHT
COMMUNITY
DESTINATIONS

COMMUNITY
CORRIDOR &
CONVENTION
CENTER

COMPLETE STREETS PHILOSOPHY

Greenville Airport District

Connect the Community with Complete Streets

RETROFITTING
CORRIDORS
FOR SAFETY OF
ALL USERS IS
PARAMOUNT

PEDESTRIANS,
CYCLISTS, &
TRANSIT RIDERS
MUST BE A
PRIORITY

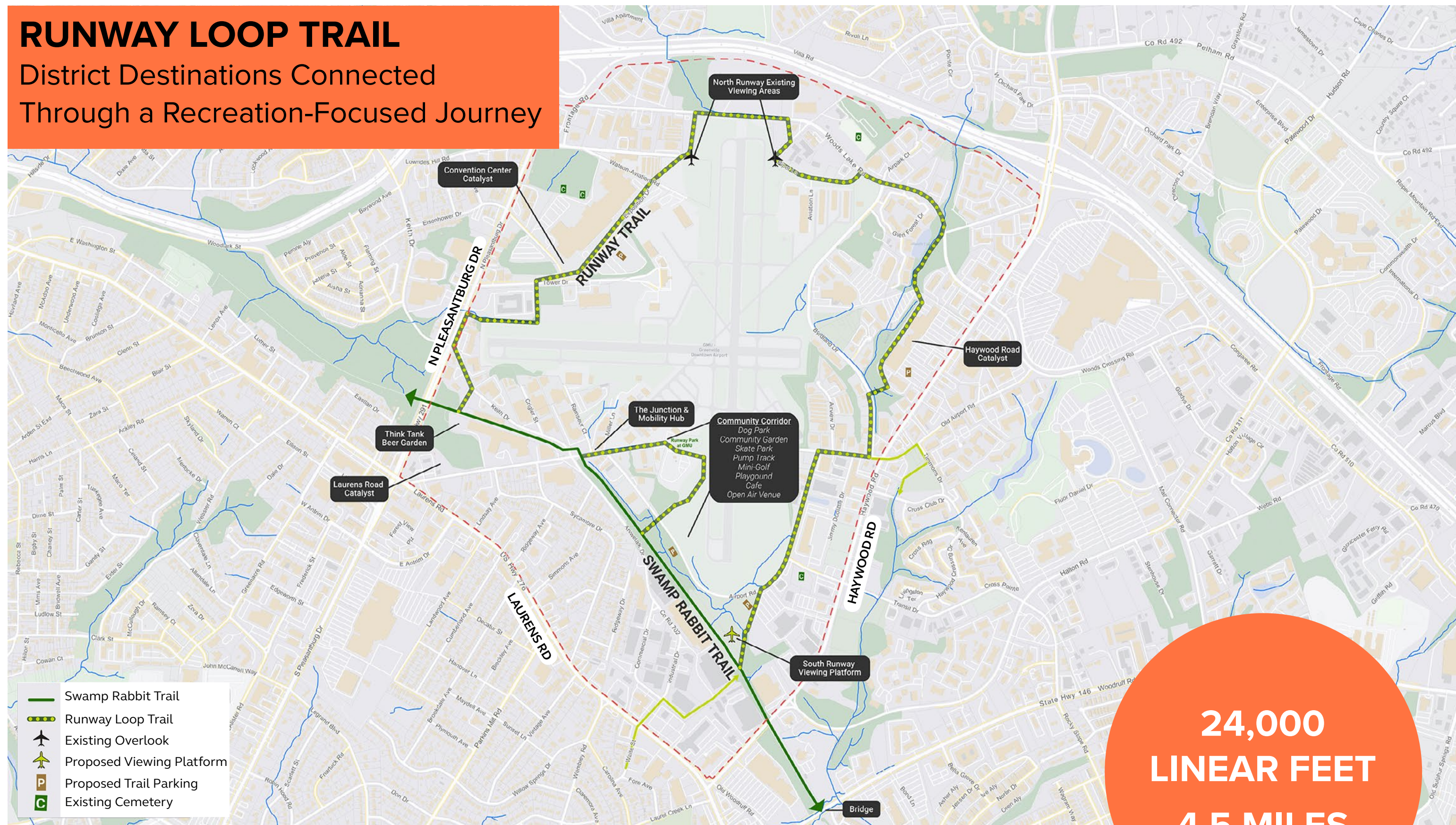
SUPPORT THE
AREA AS A
TRAIL-ORIENTED
COMMUNITY
BEYOND THE
SWAMP RABBIT
TRAIL

MULTIMODAL
CORRIDORS
SUPPORT A
RETURN ON
INVESTMENT &
HIGH QUALITY
DESIGN



RUNWAY LOOP TRAIL

District Destinations Connected
Through a Recreation-Focused Journey



**24,000
LINEAR FEET
4.5 MILES**

EXISTING CONDITIONS

Woods Lake Road at North Runway
Adjacent to I-385



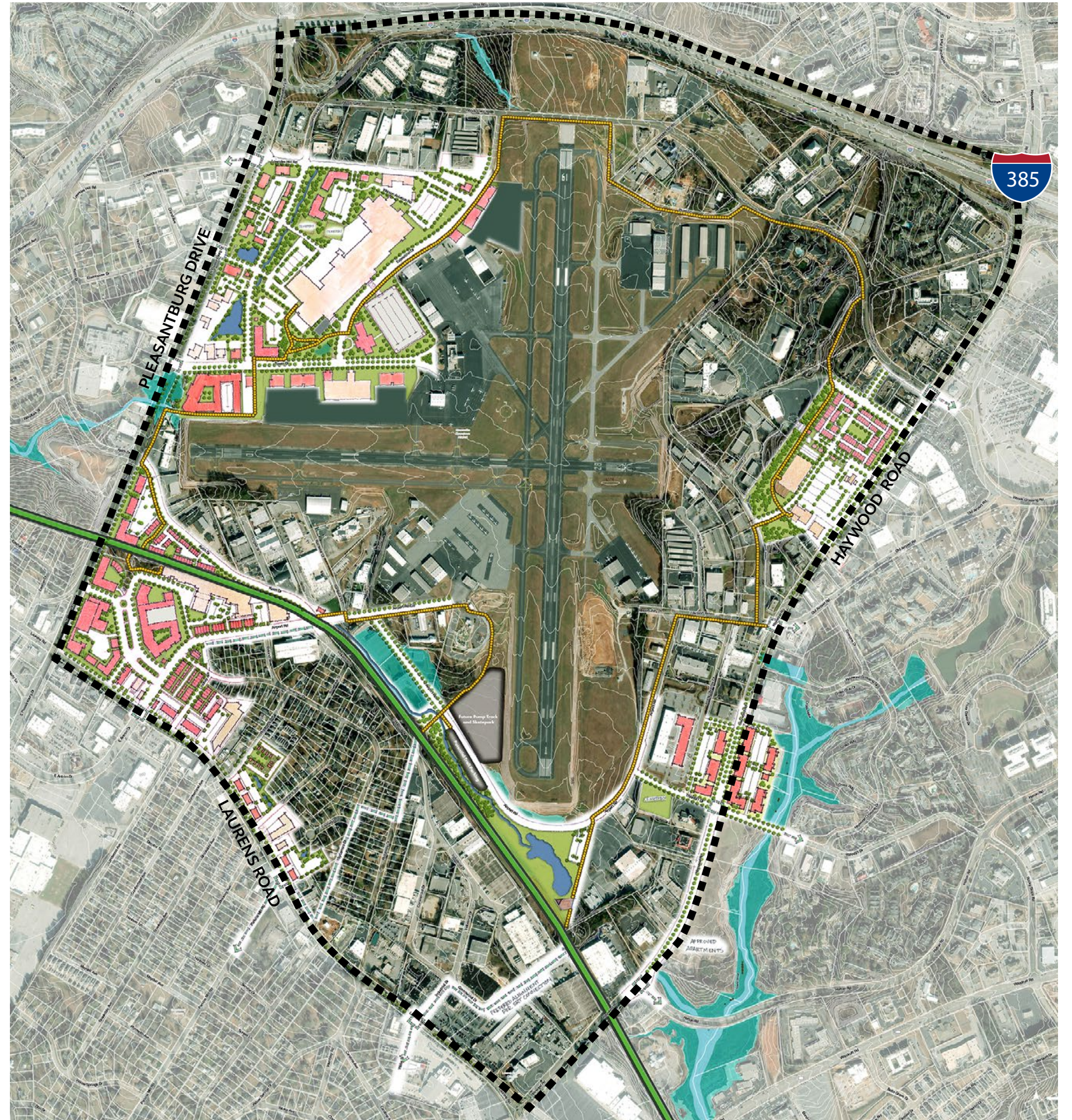
CONCEPTUAL IDEA

Planned North Runway Extension with
Woods Lake Multimodal Tunnel (Loop Trail)



OVERALL MASTER PLAN

Overall Study Area Conceptual
Development/Redevelopment
Opportunities



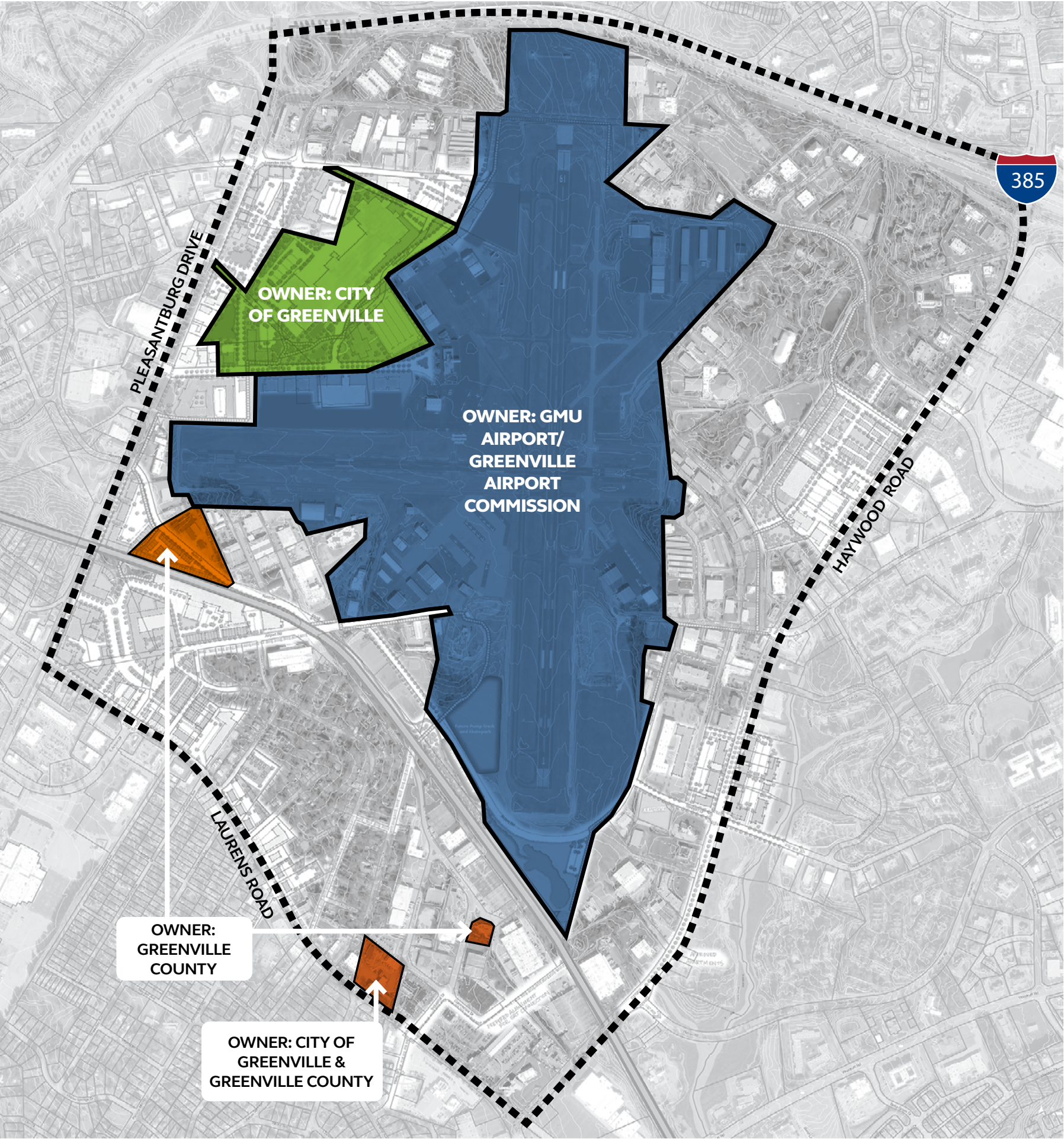
OVERALL MASTER PLAN

Ownership by Public Agencies

 City of Greenville Owned

 Airport Owned

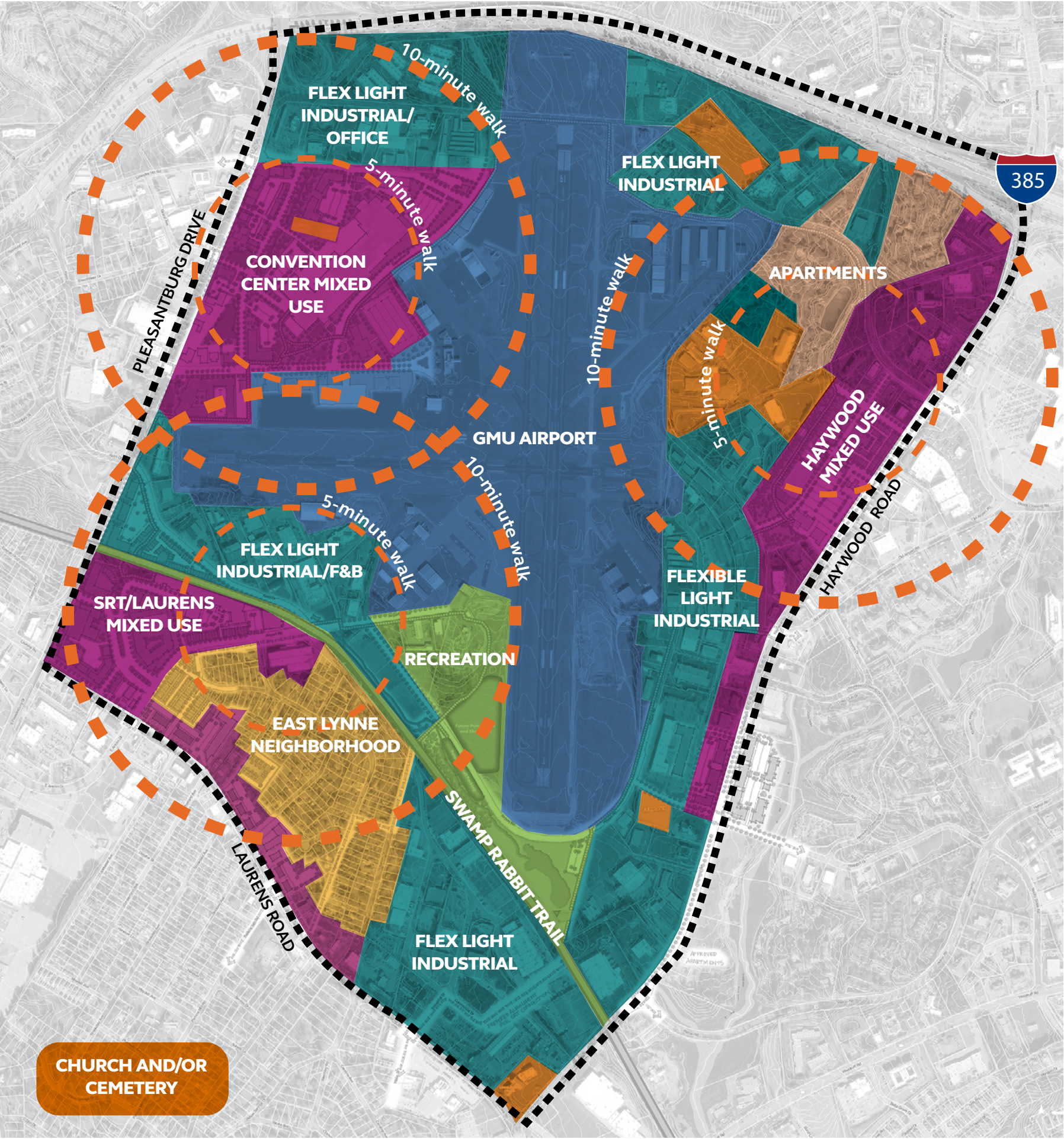
 Greenville County Owned



OVERALL MASTER PLAN

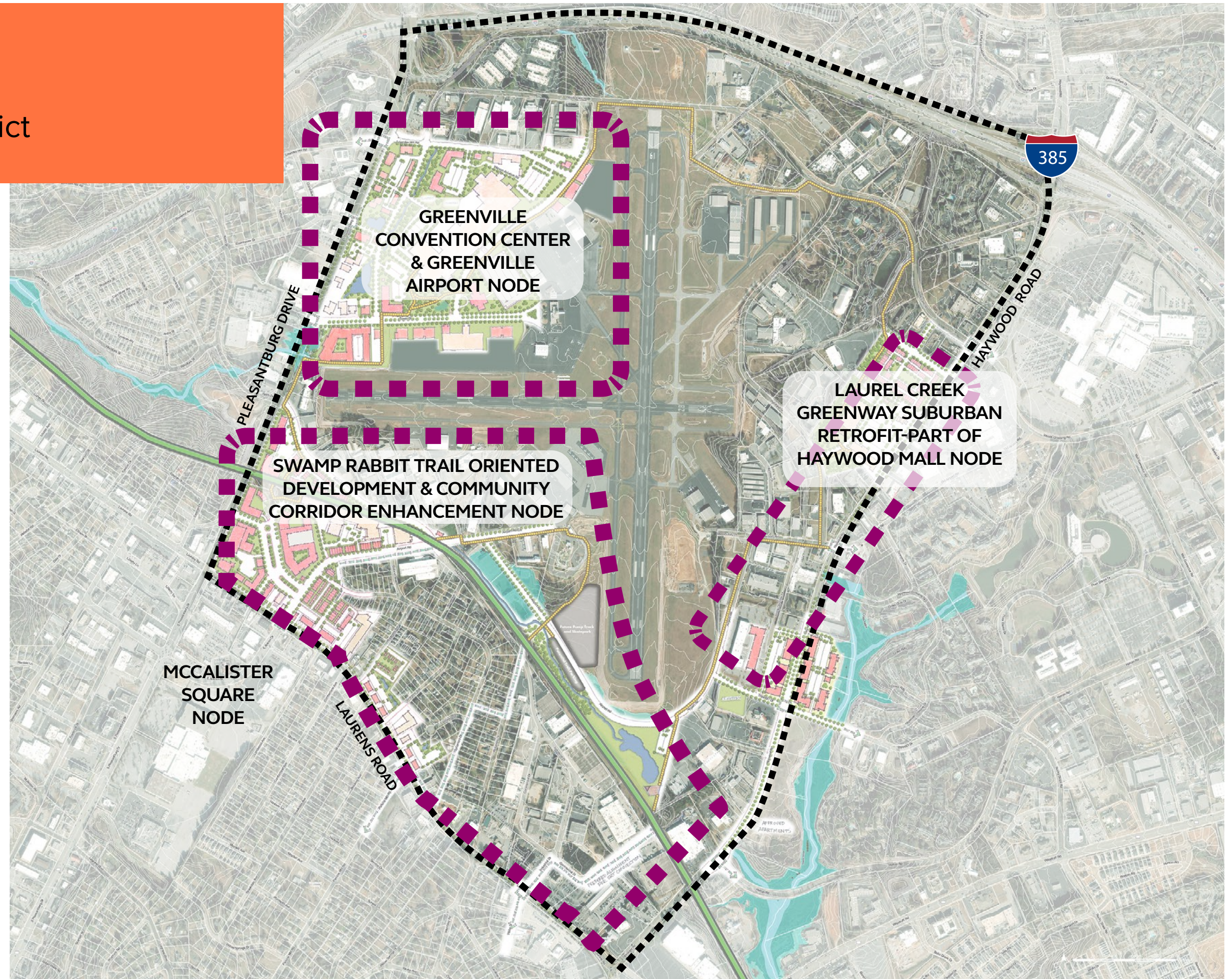
Conceptual Airport District Land Use Plan

-  Church or Cemetery
-  East Lynne Neighborhood
-  Mixed Use Node
-  Flex/Light Industrial
-  Airport



CATALYST SITE IDENTIFICATION

Greenville Airport District



CONVENTION CENTER

Conceptual Master Plan

Key Public Strategies for City & Airport

- Reconfigure Exposition Drive to provide an **at-grade entry** to the Convention Center Expo.
- Increase everyday outdoor experiences with a **public park space** on Convention Center property and the Runway Loop Trail through the area.
- Expand on-field **aeronautical offerings** along Tower Drive and the new alignment of Exposition Drive.
- Build a **shared parking deck** with the Airport, the Convention Center, and a new hotel as potential partners. Utilize the rooftop of the deck for unique community programming.



EXISTING CONDITIONS

Exposition Drive at Greenville
Convention Center





CONCEPTUAL IDEA

Align Exposition Drive to At-Grade Entry with Conceptual Parking Deck

LAURENS ROAD & SRT

Conceptual Master Plan

Key Public Strategies for City & Airport

- Reconfigure Airport Road to Align with Antrim Drive to eliminate dangerous intersection of Pleasantburg, Laurens, and Airport Roads and to create a **meaningful entry and arrival sequence to the Community Corridor.**
- Increase SRT connectivity with **Runway Loop Trail.**
- Enhance **neighborhood route/trail crossing improvements** at Waite Avenue, Parkins Mill Road, and conceptual Antrim/Airport alignment.
- Provide an **airplane viewing platform** along the SRT at the southern end of the runway.
- **Expand recreation offerings** related to the Airport's Community Corridor (skate park, pump track, trail parking, etc.).



EXISTING CONDITIONS

Future Swamp Rabbit Trail at
Runway South



CONCEPTUAL IDEA

Swamp Rabbit Trail at Runway South-
Airplane Viewing Platform

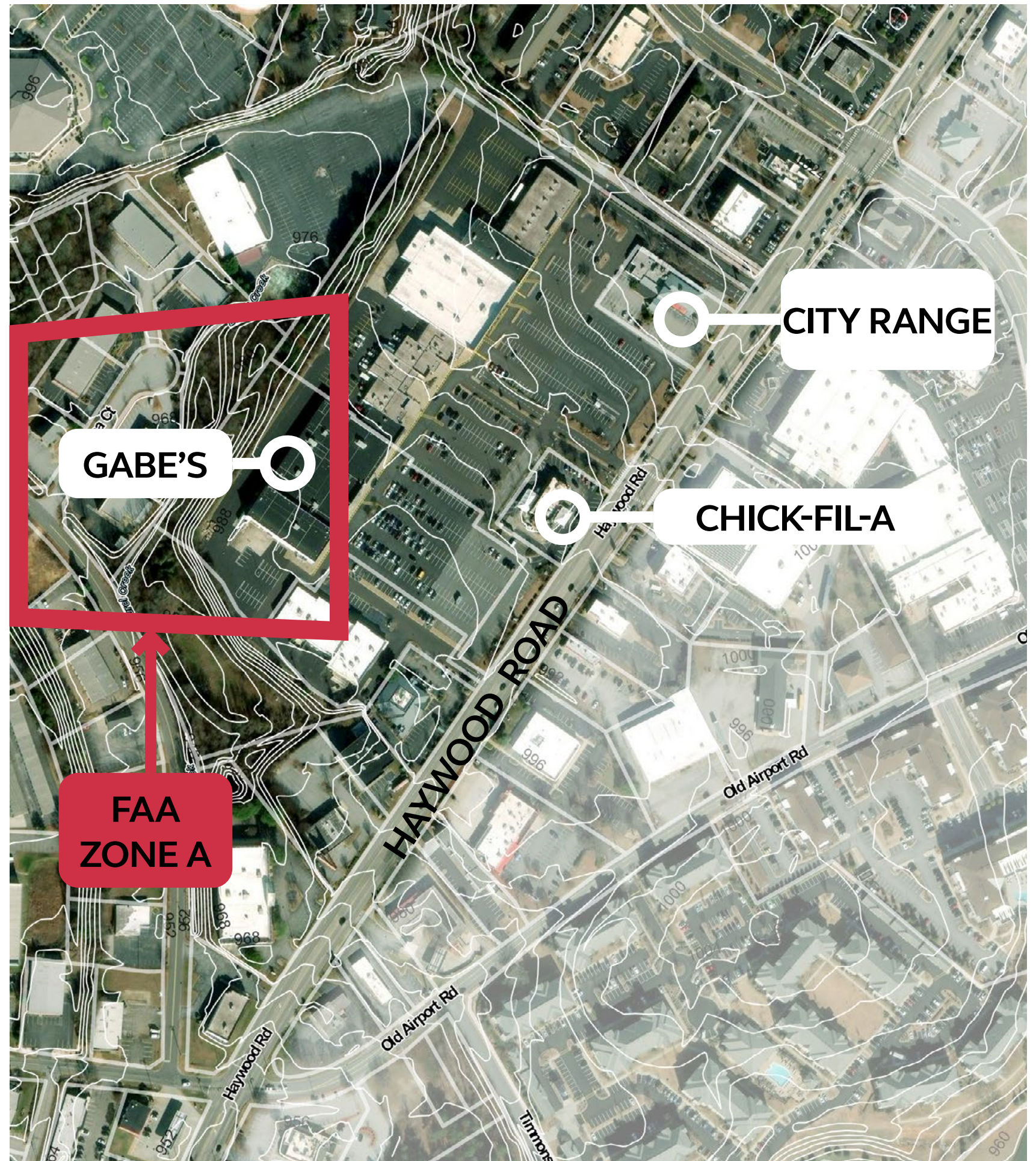


HAYWOOD ROAD

Existing Conditions



View Looking North on Haywood Road



HAYWOOD ROAD

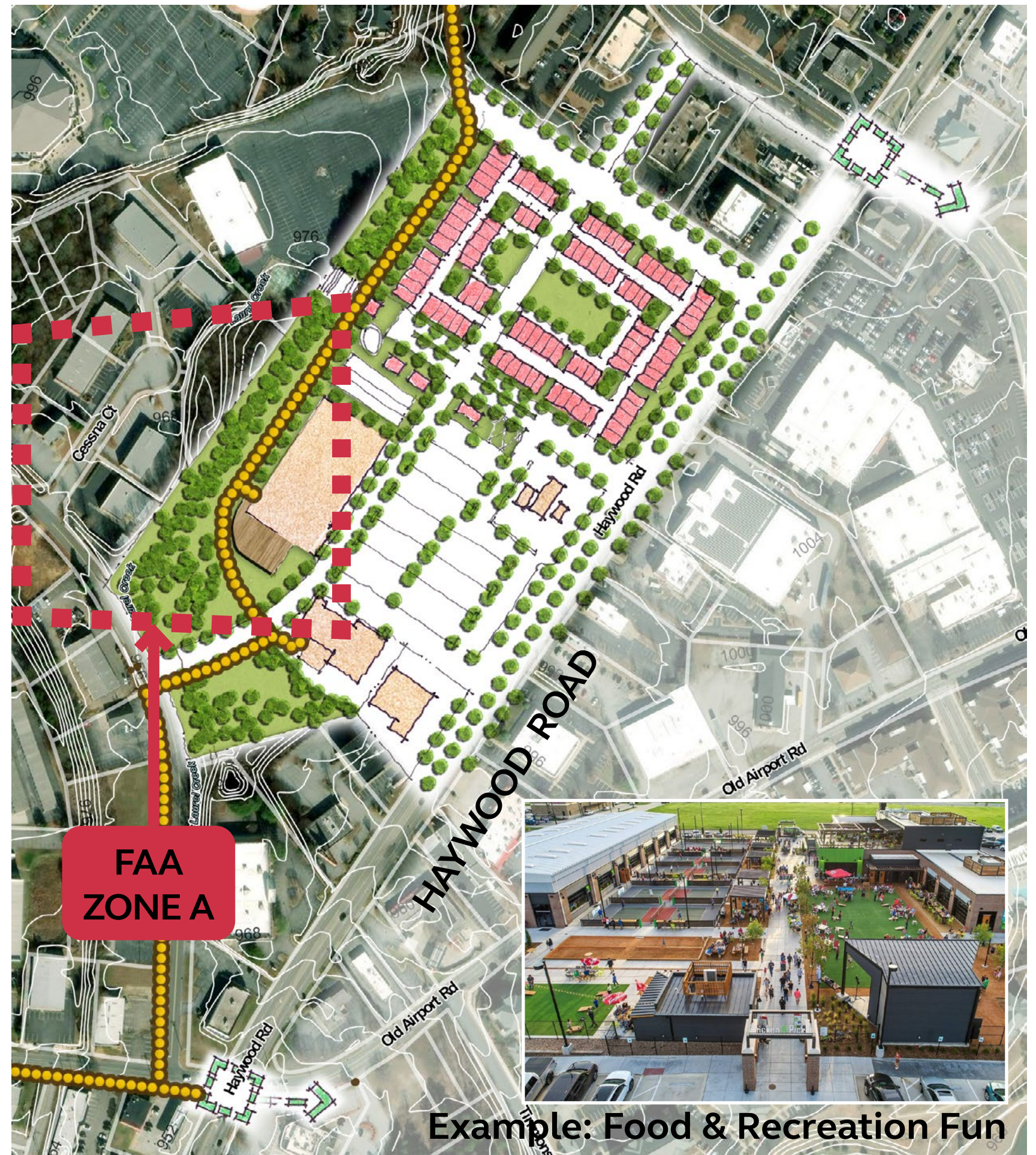
Conceptual Master Plan

Key Public Strategies for City & Airport

- Plant medians on Haywood Road for **access management and consider retrofitting** the roadway elements to accommodate bike/pedestrian facilities.
- Increase SRT connectivity with **Runway Loop Trail**.
- Enhance local street connectivity and **cross parcel connectivity** as development/redevelopment occurs.

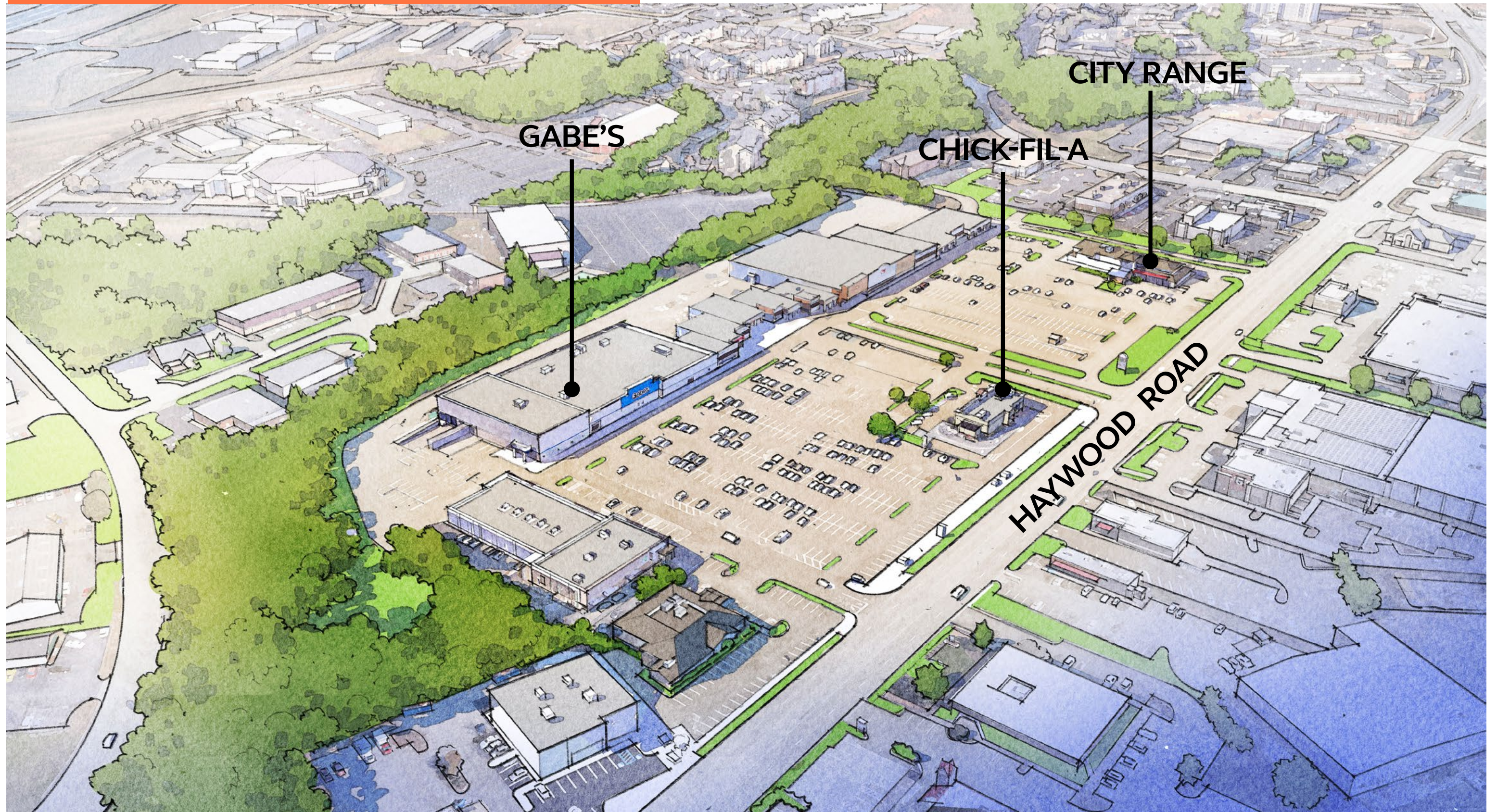
Private Development Opportunities

- Re-imagine auto-oriented development as **trail-oriented opportunities** arise. Keep low-scale footprints in the critical flight path, but capitalize on the trail alignment with more food, beverage, and recreation/fun offerings including a trail-facing outdoor dining deck.



HAYWOOD ROAD

Existing Conditions



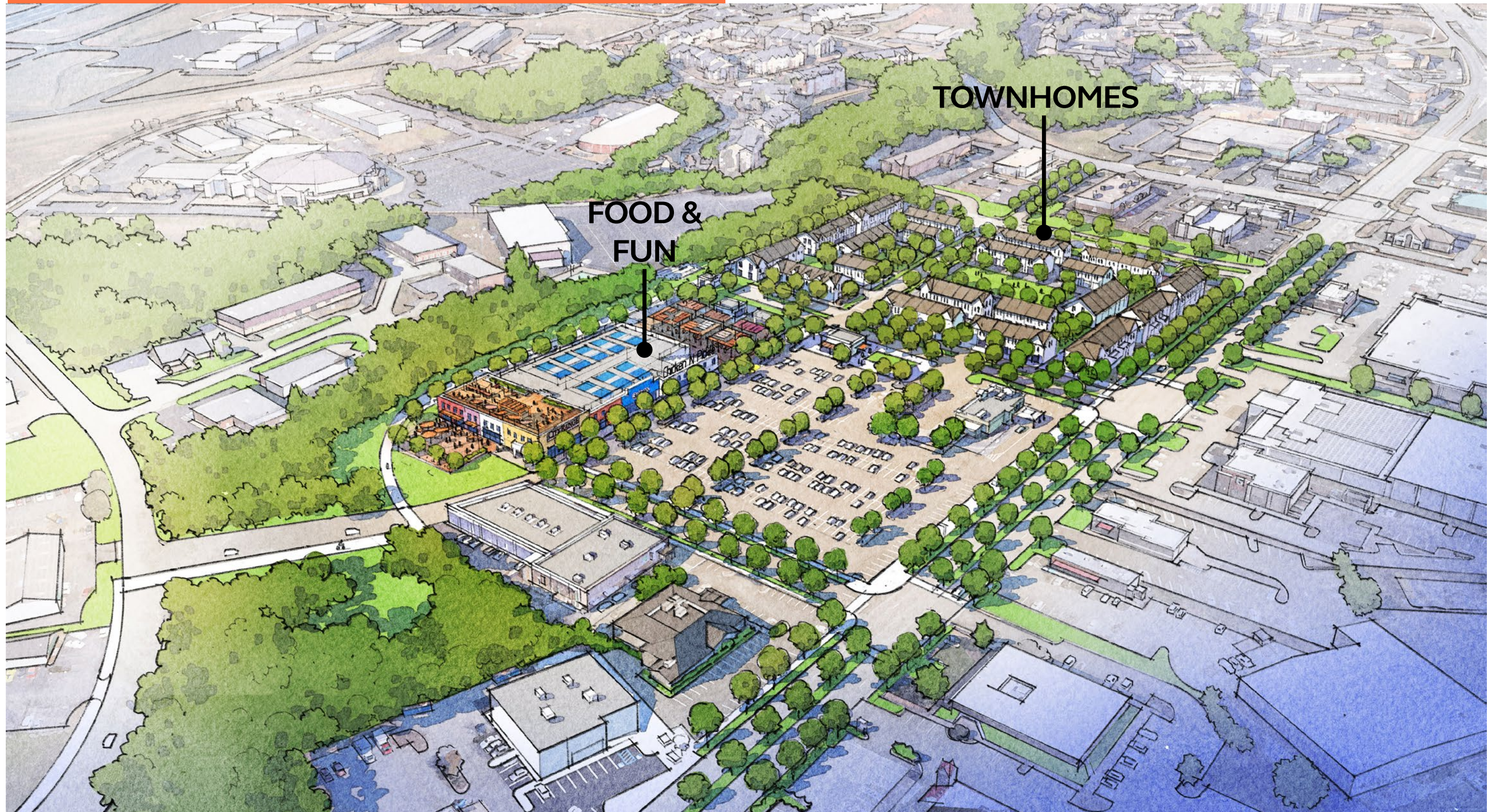
HAYWOOD ROAD

Conceptual Public Investment



HAYWOOD ROAD

Conceptual Private Investment



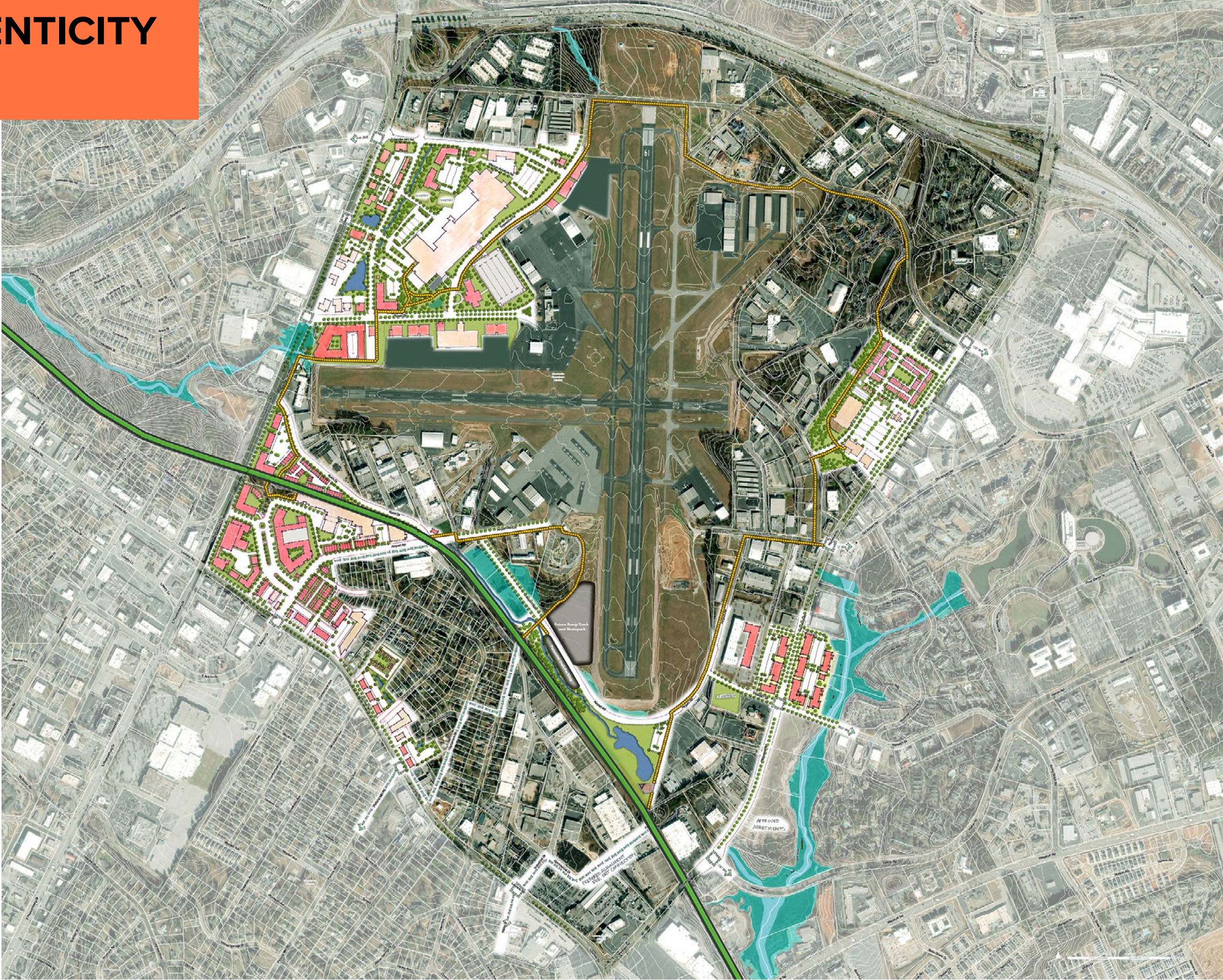
EMBRACE AUTHENTICITY

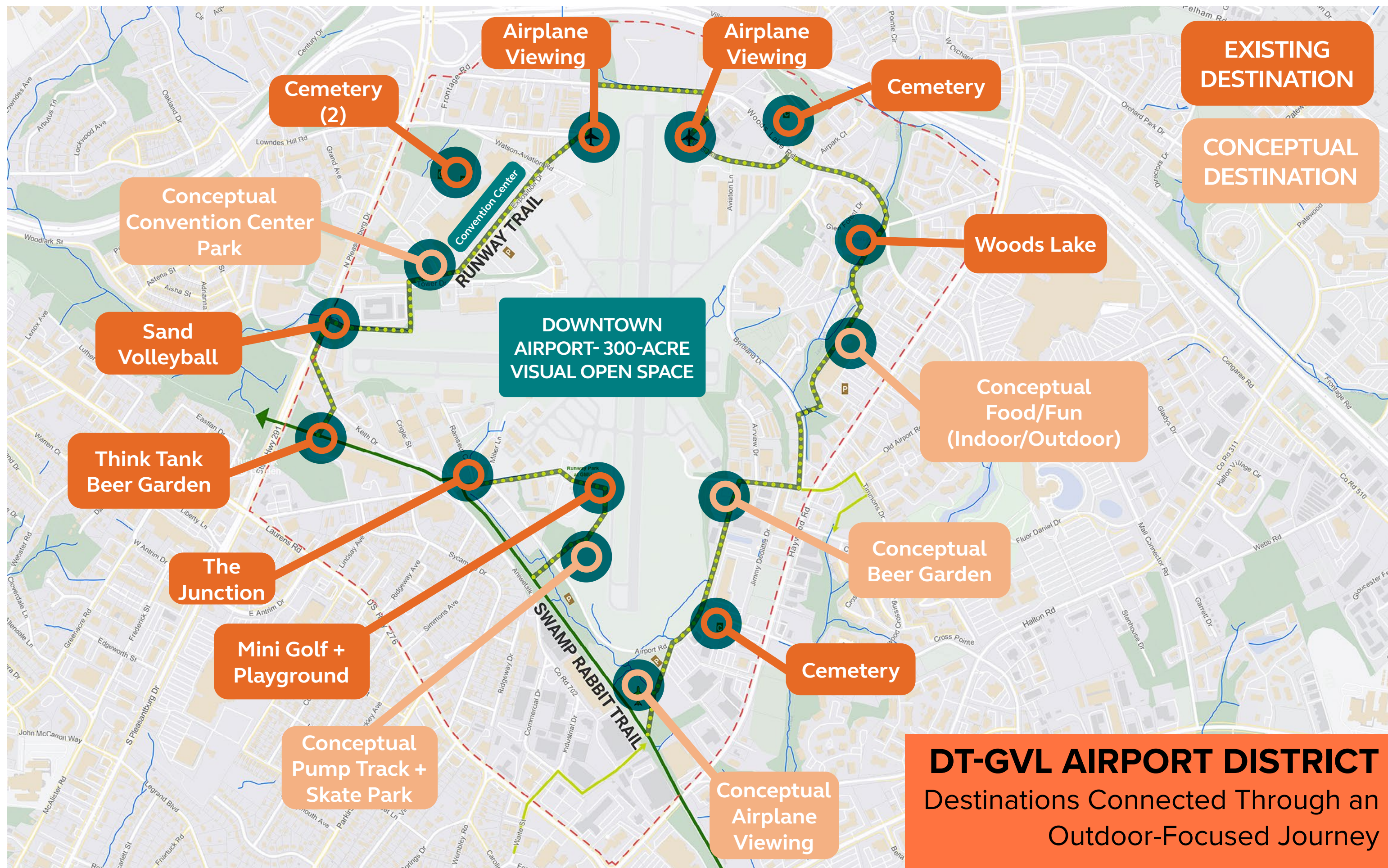
DT-GVL Airport District

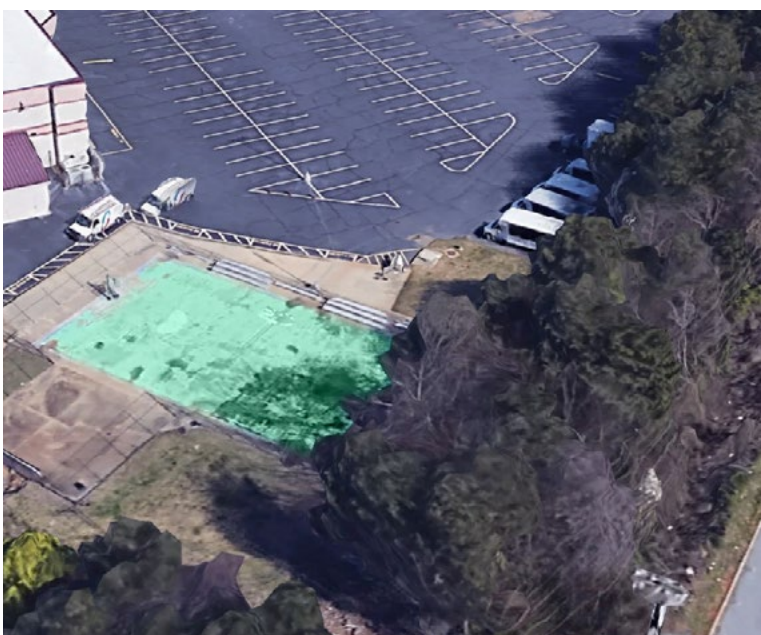
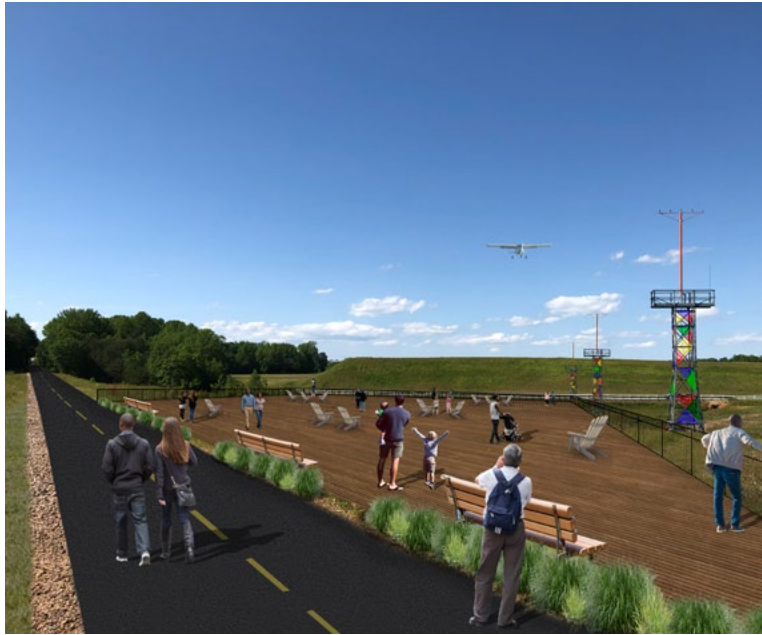
THIS IS JUST A QUICK
IDEA. A BRANDING
TEAM WOULD NEED
TO DEVELOP A
CONCEPT FOR PUBLIC
INPUT.



DT-GVL
AIRPORT DISTRICT
HEAD IN THE CLOUDS







DT-GVL AIRPORT DISTRICT Public Priority Projects

1
Pleasantburg Drive Improvements

2
Laurens Road Improvements

3
Haywood Road Improvements



4
District Brand/ Identity + Wayfinding/ Signage

5
Runway Loop Trail

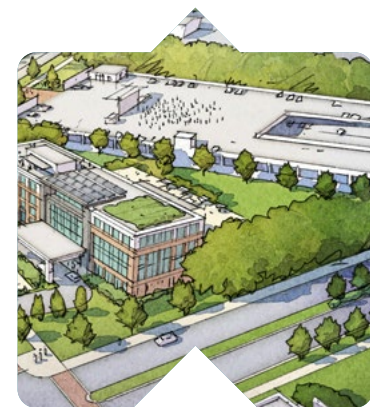
6
Eisenhower & Exposition Drive Realignment



7
Airport Road Realignment

8
Community Park at Convention Center

9
Shared Parking Deck at Convention Center



10
Airplane Viewing Platform along SRT

11
Recreation Offerings to include Skatepark/ Pump Track

12
Neighborhood Routes to SRT



DT-GVL AIRPORT DISTRICT Public Priority Projects Implementation Matrix

Top Public Priorities	Guiding Principles			Project Goals				Investment Level			Priority			Grant or 3P Eligible	Study/Policy
	Create a place that is a well-connected district	Create a place that is a vibrant destination	Create a place that is a walkable community hub	Balance district mobility for all users	Capitalize on the district's unique assets	Leverage connectivity to create a community identity and market value	Reconfigure district infrastructure to highlight community destinations	Low Investment	Medium Investment	High Investment	Low Priority	Medium Priority	High Priority		The project warrants additional City-sponsored study, including but not limited to feasibility analysis, preliminary engineering, or design packages.
Laurens Road improvements	✓	✓	✓	✓	✓	✓	✓			✓		✓		✓	✓
Pleasantburg Drive improvements	✓	✓	✓	✓	✓	✓	✓			✓		✓		✓	✓
Haywood Road improvements	✓	✓	✓	✓	✓	✓	✓			✓		✓		✓	✓
District brand/identity + wayfinding/signage	✓	✓	✓	✓	✓	✓	✓	✓					✓		✓
Runway Loop Trail	✓	✓	✓	✓	✓	✓	✓		✓				✓	✓	✓
Safe neighborhood connectivity to SRT & district amenities	✓	✓	✓	✓	✓	✓	✓	✓					✓	✓	✓
Community Park at Convention Center	✓	✓	✓		✓	✓	✓		✓			✓		✓	✓
Recreation offerings to include skate park/pump track	✓	✓	✓	✓	✓	✓	✓		✓				✓	✓	✓
Airplane viewing platform along SRT	✓	✓	✓	✓	✓	✓	✓	✓				✓		✓	✓
Airport Road realignment	✓	✓	✓	✓	✓	✓	✓			✓		✓		✓	✓
Eisenhower and Exposition Drive realignments	✓	✓	✓	✓	✓	✓	✓			✓	✓			✓	✓
Shared Parking Deck at Convention Center	✓	✓	✓	✓	✓	✓	✓			✓	✓			✓	✓

Note: The public projects are listed in the ranked order received from the public survey.

DT-GVL AIRPORT DISTRICT Funding Mechanisms



PANEL Q/A

The background of the slide is a solid orange color. In the lower half, there are several overlapping, wavy lines that create a sense of motion. These lines are in two colors: a dark blue-grey and a lighter, semi-transparent orange. The lines flow from the left side towards the right, with some peaking and dipping, resembling stylized waves or a signal waveform.

THANK YOU!

