

Vision 2020 Land Use Map

CHARACTER AREAS

URBAN MIXED USE

The Urban Mixed Use designation has a dual purpose. It reflects the historic urban core of the City. It also reflects a new urban mixed use character area that is proposed to be a portion of the Riverwalk development. The development patterns that are envisioned here reflect the mix of uses, highly walkable and pedestrian-friendly environments, and visual character found in Rock Hill's existing downtown areas. Two critical redevelopment corridors are within this area: the Textile Corridor and the Saluda Street Corridor.

SUBURBAN NEIGHBORHOODS

The historic downtown core of Rock Hill is surrounded by suburban-type residential areas to the north, west, and south. The Vision 2020 Land Use Plan defines these areas as Existing Suburban, Emerging Suburban, Edge Management, and Existing Suburban Employment Centers. Growth Management strategies will vary in each of these areas.

Existing Suburban Neighborhoods

Suburban neighborhoods represent the largest geographic area on the Vision 2020 Land Use Plan Map, and reflect the dominant form of development for the last several decades. The plan calls for their enhancement by applying principles that expand and reinforce neighborhood cohesiveness and design. The first category is designed to designate areas that have already been developed to a significant degree.

Emerging Suburban Neighborhoods

These areas are currently developing and present opportunities for purposeful growth management. Basic infrastructure (water, sewer, roads) is being extended into these areas and growth patterns to date have reflected the conventional suburban residential form.

Edge Management

Development around the edges of Rock Hill's Planning Area needs close attention and careful management. Intergovernmental cooperation is critical because this area is mostly outside the City's jurisdiction. Development forms and related utility extensions should be carefully considered as to consistency with the goals of the Plan.

Existing Suburban Employment Centers

These two locations are located in suburban residential areas, but include existing business parks and industrial centers. Additional non-residential development in these two locations is encouraged, and should be designed through a master planning process and encouraged to locate in the existing business parks versus stand-alone individual development sites.

SUBURBAN MIXED USE CENTERS

Within the Suburban Neighborhoods character area, there are several geographic locations identified as mixed use centers at differing scales. These centers are located and designed to promote the clustering of compatible mixtures of land uses, gradually moving away from a land use pattern of stripped and fragmented commercial centers occurring in freestanding "pods". In doing so, the concept of neighborhood, which includes an orientation around centers, is promoted.

Neighborhood Centers

Neighborhood Centers should be small, low impact, limited use centers that provide goods and services to proximate area neighborhoods. They should encourage uses that are compatible with neighborhood uses.

Community Centers

Community Centers should accommodate large scale commercial uses and serve several neighborhoods; however they should not include large scale "big box" retail. Community Centers should typically be anchored by a grocery store, with supporting commercial such as drug and hardware stores, medical offices, restaurants, offices, day care, attached housing, and similar uses.

Regional Center

The Regional Center is intended to accommodate large scale commercial uses that serve the regional area. It includes a mix of commercial, employment, and multi-family uses integrated into a mutually supportive regional destination.

INTERSTATE CORRIDOR

Interstate 77 presents a significant opportunity for Rock Hill, and offers unique circumstances that can attract desirable employment centers and other land uses that can take advantage of the proximity of interchanges.

Existing Retail/Employment

This area has seen significant development already, and many of the land use patterns are already established. A mix of uses are blended together here, and consideration needs to focus on redevelopment options along with development opportunities for several large tracts of land.

Emerging Employment

Properties in this area are largely undeveloped, but road, water, and sewer extensions make future development imminent. There is significant opportunity here for major new employment centers.

Future Interstate Influence

These properties are, for the most part, not currently served with water and sewer lines and land is mostly undeveloped. There is a timing issue here. Proximity to an interstate interchange presents a significant development opportunity. A key consideration is preserving development opportunities that can result in significant employment centers, until such time that adequate infrastructure can be made available.

REDEVELOPMENT CORRIDORS

Redevelopment Corridors are overlay character areas. Due to the unique issues within each identified corridor, a focused set of principles or guidelines are superimposed upon part of an underlying character area or areas to guide redevelopment and infill efforts.

Textile Corridor

The Textile Corridor forms the key link between Winthrop University and Downtown, and provides a unique opportunity to develop higher density mixed-use development to support both of these areas. Shaped primarily by textile mills, the area's land use patterns reflect the impact of the textile economy and its decline. The former Bleachery site is the centerpiece of a revitalization master plan for this area.

Cherry Road Corridor

The Vision 2020 Land Use Plan provides a vision for redevelopment of the Cherry Road Corridor into a series of focused activity centers or "nodes" around planned Bus Rapid Transit (BRT) stations, visually improving the northern entrance into the City and its connections to the City's historic core. Changing the current strip commercial land use pattern to an activity center model will first be realized through catalyst projects like the College Town Initiative undertaken by the City and Winthrop University.

Saluda Street Corridor

Saluda Street is a major southern arterial leading into the urban mixed use core. Along its length are a mix of commercial, retail, and residential uses, often from different eras of development, as well as vacant buildings. Adjacent neighborhoods can support a pedestrian friendly environment. Infill, redevelopment, and renovation are the objectives of an existing master plan for this corridor. More emphasis on economic investment is a top priority for this area.

DAVE LYLE CORRIDOR EAST

This area provides major economic engine for the long-term. A vision is set out that promotes a comprehensive and collaborative approach to capitalize on a full range of economic and community development opportunities for many generations in the future.