Chapter 2
Population

Greenville County has experienced over 100 years of sustained, steady population growth, which the Mauldin Area has mirrored. The rural crossroads once known as Butler's Crossing or Poplar Springs, and now named for the president of the Charleston and Western Carolina Railroad, has become South Carolina's 17th largest city, and among the state's most prosperous and fastest growing places.

Table 2-1

Population Trends for the 25 Largest SC Cities, 2000 to 2012

Ranked by Pecent Change in Population, 2000 to 2012

City or Town	Rank (2012 Population)	July 1, 2000	Census 2010	July 1, 2012 Estimate	% Change 2000-2012
Lexington town	22	10,647	17,870	19,141	79.8%
Summerville town	7	28,948	43,392	44,719	54.5%
Mauldin city	**17**	**15,658**	**22,889**	**23,808**	**52.1%**
Greer city	16	17,741	25,515	26,645	50.2%
Hanahan city	21	12,946	17,997	19,157	48.0%
Mount Pleasant town	4	48,900	67,843	71,875	47.0%
Conway city	24	12,722	17,103	18,688	46.9%
Rock Hill city	5	50,685	66,154	68,094	34.3%
Simpsonville city	23	14,765	18,238	19,056	29.1%
Charleston city	2	97,794	120,083	125,583	28.4%
North Charleston city	3	81,400	97,471	101,989	25.3%
Goose Creek city	9	31,005	35,938	38,579	24.4%
North Augusta city	19	17,786	21,348	21,873	23.0%
Florence city	11	30,930	37,056	37,498	21.2%
Myrtle Beach city	14	23,820	27,109	28,292	18.8%
West Columbia city	25	13,322	14,988	15,631	17.3%
Aiken city	13	26,114	29,524	29,884	14.4%
Hilton Head Island town	10	33,971	37,099	38,366	12.9%
Easley city	20	18,100	19,993	20,098	11.0%
Columbia city	1	119,697	129,272	131,686	10.0%
Greenville city	6	56,804	58,409	60,709	6.9%
Greenwood city	18	22,371	23,222	23,324	4.3%
Anderson city	15	26,003	26,686	26,708	2.7%
Sumter city	8	40,722	40,524	40,836	0.3%
Spartanburg city	12	39,809	37,013	37,401	-6.0%

Sources: SC Office of Research and Statistics, Census 2000, Census 2010, and Census Bureau Annual Population Estimates

Mauldin's population grew by 50 percent between 2000 and 2010.   Among the state's 25 largest cities, only the Town of Lexington and the Town of Mount Pleasant grew at a faster rate between 2000 and 2012, as presented in Table 2-1. Few people in Greenville County or in South Carolina realize or believe that Mauldin's population growth tops Simpsonville, Greer, and Greenville, all of which have enjoyed more high-visibility commercial growth in the form of new big-box retail sprawl and active downtown revitalization projects.

Long-range population forecasts suggest Mauldin's growth will continue on about the current pace through 2040, as shown in Table 2-2 and Graph 2-1. This rapid growth will drive demand for additional investment in parks and schools in the area, and require additional resources in the City's core services: fire, police, and public works.

Table 2-2
Population Trends and Forecast for
Mauldin Planning Area and the City of Mauldin

|	1980	1990	2000	2010	2020	2030	2040
Mauldin Planning Area	12,574	19,503	25,554	36,384	42,874	50,622	55,771
City of Mauldin	8,245	11,587	15,224	22,889	26,379	31,135	35,892
Percent in the City	65.6%	59.4%	59.6%	62.9%	61.5%	61.5%	64.4%

Sources: U.S. Census Bureau, 1980 - 2010 Decennial Census
        City of Mauldin regression forecast

Graph 2-1
Mauldin Population Trends and Forecast
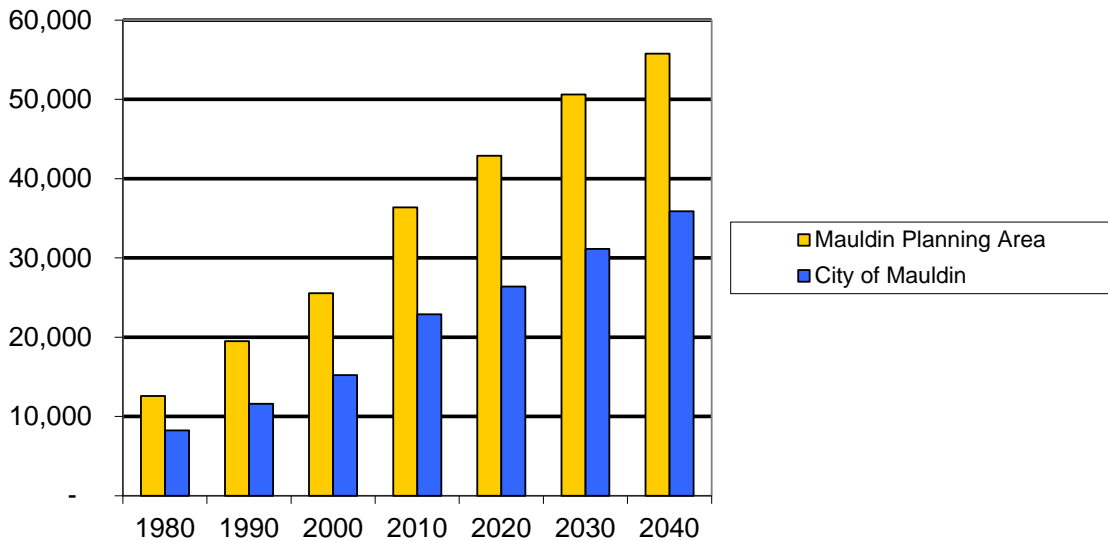
A 2006 Greenville County Planning Department analysis of developable land for suggests limits to Mauldin's future growth. If the City continues growing in current low-density patterns, Mauldin and the surrounding area will be nearly "built-out" and growth and development will slow dramatically by about 2040. A keystone of the 2009 plan was the need for the City to begin growing in a slightly denser pattern to accommodate a population that increasingly lives in one- or two- person households and generally desires a more urban, more walkable, lower-maintenance lifestyle. If, as this plan suggests, new residential and commercial development shifts toward more compact forms, Mauldin may sustain a higher growth rate into the second half of the 21st century.

Graph 2-2 illustrates that the largest increases in population in Mauldin, as is true nationwide, are occurring in the oldest age groups. This is a result of the aging of the baby boomers and people simply living longer. Racial diversity is increasing as well, as shown in Graph 2-3, with Asian and black population growing at above average rates. Simultaneously, the most rapid growth is in persons of two or more races, as is true nationwide.


Graph 2-2
City of Mauldin Age Distribution, 1990 to 2010
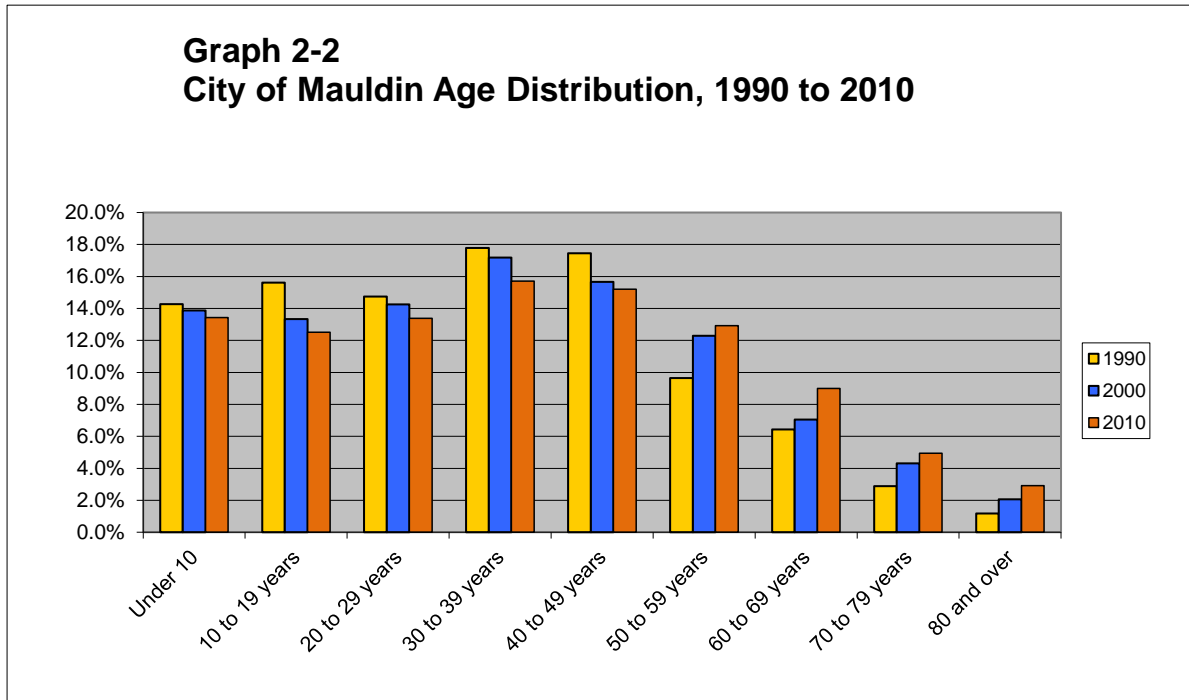
Source: US Census Bureau

The aging of the "baby boomers" continues to loom as a major issue for planners and policy makers at all levels and functions of government. Housing needs will shift from large lot single family homes to smaller homes with lower maintenance, health care demands will increase, and demand for some services such as public transportation will be greater.

Table 2-3
City of Mauldin Race, 1990 to 2010

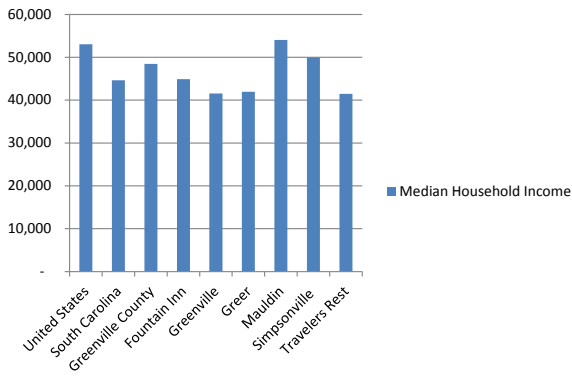|	Persons 1990	Persons 2000	Persons 2010	Pct Change 2000 to 2010	Percent 2010
White	9,772	11,304	15,731	39%	68.7%
Black or African American	1,676	3,169	5,152	63%	22.5%
American Indian and Alaska Native	18	45	62	38%	0.3%
Asian or Pacific Islander	108	358	826	131%	3.6%
Other race or two or more races	13	348	1,118	221%	4.9%
Total	11,587	15,224	22,889	50%	100.0%

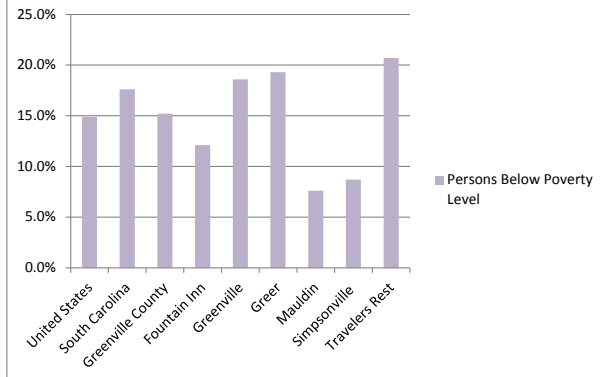**Graph 2-3**
City of Mauldin Race, 1990 to 2010
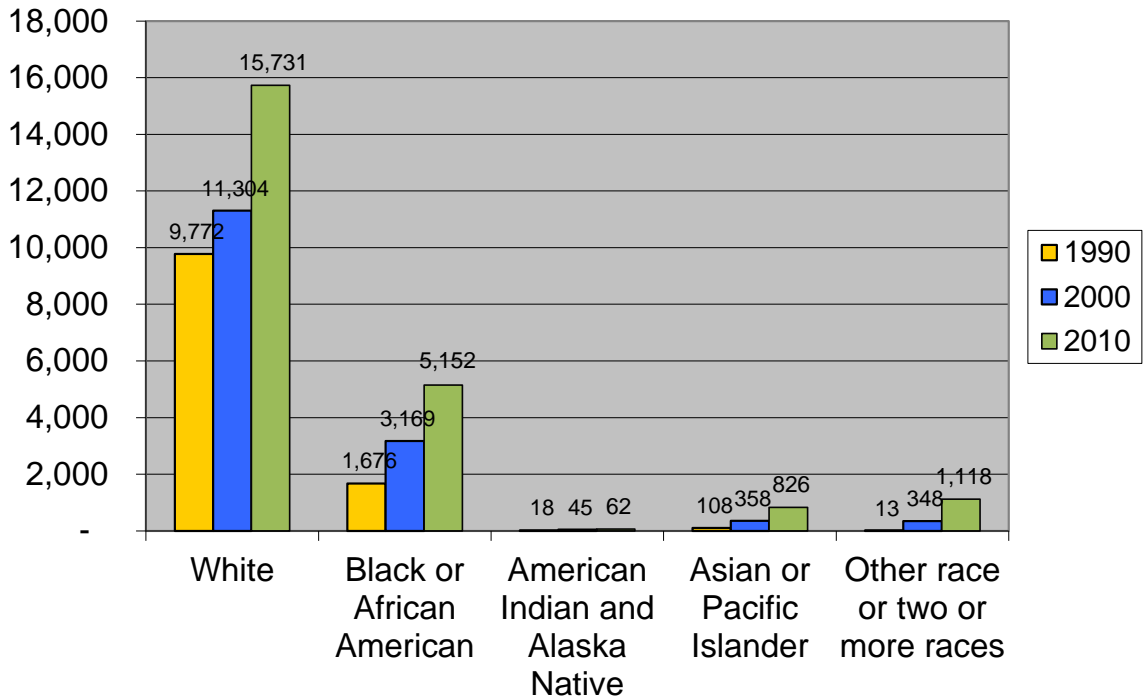
Source: US Census, 1990, 2000, 2010.

Mauldin continues to exceed the county, state and national averages in median household income and educational attainment, while maintaining a lower poverty rate. Compared with Greenville County overall and with the other five cities in Greenville County, Mauldin has the strongest economic vitality indicators, as illustrated in Graphs 2-4 through 2-6.
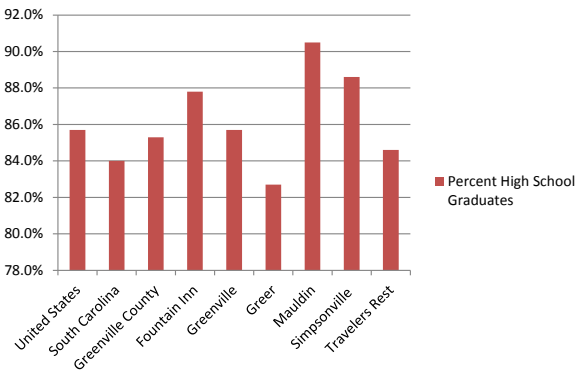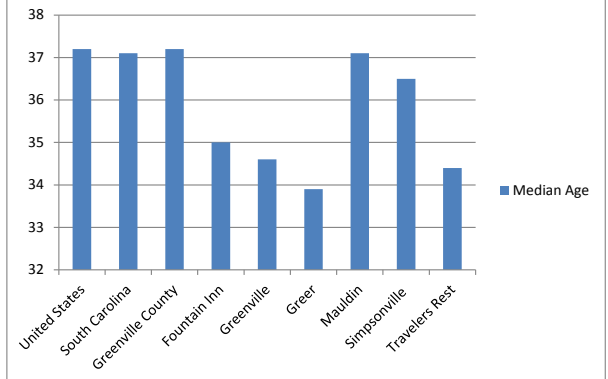
Median Household Income

A bar chart titled "Median Household Income" showing values for United States, South Carolina, Greenville County, Fountain Inn, Greenville, Greer, Mauldin, Simpsonville, and Travelers Rest. Values range from approximately 41,000 to 54,000. Legend: Median Household Income.

Persons Below Poverty Level

A bar chart titled "Persons Below Poverty Level" showing percentages for United States, South Carolina, Greenville County, Fountain Inn, Greenville, Greer, Mauldin, Simpsonville, and Travelers Rest. Values range from approximately 7.5% to 20.7%. Legend: Persons Below Poverty Level.

Percent High School Graduates

A bar chart titled "Percent High School Graduates" showing percentages for United States, South Carolina, Greenville County, Fountain Inn, Greenville, Greer, Mauldin, Simpsonville, and Travelers Rest. Values range from approximately 82.7% to 90.5%. Legend: Percent High School Graduates.

Median Age

A bar chart titled "Median Age" showing values for United States, South Carolina, Greenville County, Fountain Inn, Greenville, Greer, Mauldin, Simpsonville, and Travelers Rest. Values range from approximately 33.9 to 37.2. Legend: Median Age.

Source: 2010 Census

Status of Population Goals and Objectives

Goal 1: Ensure that Mauldin remains among the most desirable cities in the Upstate in which to live

Objective 1.1: Fund and construct new community amenities -- including parks, greenway trails, sidewalks, bicycle paths, and cultural facilities – that continue to improve the quality of life for Mauldin residents.

Implementation Strategies -- *and Current Status*:

a. Identify a stable and dedicated revenue stream to fund quality-of-life-related community improvements – *Hospitality and accommodations taxes are currently the only dedicated source of funds for QOL projects (parks, cultural and tourism related facilities)*

b. Identify and apply for state, federal, and private grants--*SCDOT funding obtained for sidewalks on West Butler and South Main; also for multi-use path to be built on Fowler Circle from Library to Sunset Park*

c. Collaborate with state and local governmental bodies and private entities in the region to develop and fund community amenities – *SCDOT funds completed US 276 streetscape, SCPRT funds for park improvements, private funds for accessible playground at Sunset Park.*

Objective 1.2: Maintain and improve the quality, condition, and appearance of residential neighborhoods and commercial development in the City

Implementation Strategies:

a. Enforce city codes to ensure properties are well maintained. – *Code enforcement moved to police department*

b. Pursue funding for housing rehabilitation activities where available and appropriate – *GCRA has funded improvements at Mauldin Gardens and provided loans to Homes of Hope for new duplexes on Miller Road*

c. Develop incentives to encourage commercial property owners to invest in façade and landscaping improvements – *major renovations require properties to comply with landscape*

ordinance; several owners have obtained $5,000 grants from GCRA for façade improvements

    d. Adopt overlay zoning districts in commercial corridors that ensure new development and redevelopment is attractively designed and built with quality materials -- *general recommendations were provided in the Downtown Master Plan, and formal proposals are being obtained now from consultants to assist with developing design guidelines*

Goal 2: Guide and manage Mauldin's continued population growth to preserve and enhance quality of life and economic vitality

Objective 2.1: Encourage voluntary annexation of residential areas adjacent to the existing city limits when consistent with the City's annexation strategy.

Implementation Strategies:

a: City staff will continue to meet with individual property owners and homeowners associations to explain the benefits and costs of annexation – *several small residential annexations have been completed, one large annexation still developing (Meadowbrook subdivision), others declined (Cardinal Creek Townes, Woodruff Crossing).*

b: Develop improved information tools and brochures about the benefits of annexation to distribute to neighborhoods considering annexation – *brochure developed*

Objective 2.2: Encourage residential infill development within the existing city boundaries – *staff has identified properties, owners and/or agents for numerous target properties; financing for new development has been limited for the past 4 years; income-qualified infill housing proposals have not been approved by City Council; "medium-density" zoning district is needed still.*

Implementation Strategies:

a: Adopt more flexible zoning and development regulations to allow for mixed-use development in the Main Street corridor and other appropriate neighborhood center locations; encourage live-work units, loft apartments, and accessory dwelling units in appropriate areas.

b: Develop a medium-density residential zoning category that allows new infill developments to include a mix of housing types – including small-lot single family houses, patio homes, and townhouses -- that are more compatible with adjacent single-family neighborhoods than are traditional multi-family developments.

Objective 2.3: Use sewer infrastructure and service as an annexation tool

<u>Implementation Strategies:</u>

a: Identify areas where expansion of City sewer lines will ensure that future development will require Mauldin sewer services – *several areas identified, no development action has been taken by developers to date; some areas limited by need to obtain sewer easements on private property (e.g. Smith Hines Road).*

b. Continue to require new Mauldin sewer customers to annex or to sign an annexation covenant – *continuing*

Objective 2.4: Support legislation to allow cities to annex adjacent urbanized areas more easily.

<u>Implementation Strategies:</u>

a: Coordinate legislative efforts with the Municipal Association of South Carolina and develop improved public education materials on the benefits of city services for residential and commercial properties -- *ongoing.*

Goal 3: Maintain a high quality of life for older residents.

Objective 3.1: Maintain high quality programs, activities and events at the senior center – *growth in senior programs and continued support*

Objective 3.2: Suport the programs of agencies serving older residents, including Appalachian Council of Governments, Senior Action, and Greenville County Redevelopment Authority -- *ongoing*