



**Planning Staff Report to
Greenville Planning Commission
October 15, 2021**
for the October 21, 2021 Public Hearing

Docket Number: Z-31-2021
Applicant: City of Greenville
Proposal: Application by the City of Greenville for adoption of the **West End Small Area Plan**.
Staff Recommendation: **Recommend Approval of Plan**

Applicable Sections of the City of Greenville Code of Ordinances and State Code:

Sec. 2-372 Function, Powers, and Duties of the Planning Commission
S.C. Code Sec. 6-29-340. Functions, powers, and duties of local planning commissions
S.C. Code Sec. 6-29-520. Advisory committees; notice of meetings; recommendations by resolution; transmittal of recommended plan
S.C. Code Sec. 6-29-530. Adoption of plan or elements; public hearing

Staff Analysis:

In February 2021, the City of Greenville and Urban Design Associates launched a small area planning process to take a closer look at land use and design opportunities within the West End Neighborhood. The area is bounded roughly by the Reedy River and S. Academy Street/Highway 123 to the north and west, Pendleton Street and Vardry Street to the south, and Augusta Street and S. Main Street to the east. While the West End serves as one of Greenville's oldest neighborhoods with an eclectic history between textiles, health, rail, other industries, and residential, most recently it has experienced growth as an expansion of downtown including retail, restaurants, entertainment, and large multi-family projects. The plan identifies opportunities to mold this growth to preserve and protect the historic built environment and existing neighborhoods in the area while also addressing the needs for public investment into parks, open spaces, roads, and pedestrian and bike facilities.

This Planning Process included significant public engagement from March to June 2021, both in person and virtually. During this time, the City and UDA held three virtual public meetings and one in-person meeting at Fluor Field. Also helping to provide input and feedback was our Community Representative Group. The group was made of ten West End stakeholders including residents, business owners, and institutional leaders. Lastly, questionnaires were provided to all area residents and business owners to gather further feedback. Through these public meetings and feedback processes, the plan's parameters, elements, objectives were identified. Following the posting of the draft plan, a final public input opportunity for the plan was held in September of 2021 with a feedback survey to the public draft. There was significant public involvement and input throughout the process which helped guide its development.

Staff notes that per the Land Management Ordinance and Design Review Board (DRB) by-laws, the DRB may use adopted master plans when reviewing projects before the Board. As roughly half the study area is under the purview of the DRB, this will allow the City to guide development upon adoption.

Staff believes this plan is compatible with and supports the goals and ideals of the adopted GVL2040 Comprehensive Plan and, therefore, staff **recommends approval of the West End Small Area Plan to Planning Commission with the amendments as presented or amendments that Planning Commission would like to include within the plan vote.**

Amendments from Initial Public Draft Plan:

In response to comments received from the initial posted public draft in September, the City and UDA has amended that draft plan for this public hearing.

The highlights of these recently included amendments are as follows:

- Located on page 5 of the plan document, mixed-use buildings are specifically referenced on the map with a different color;
- Located on page 21 of the plan document, loft district buildings are to step-back 10 ft after the third floor and a further 10' after the sixth floor. The required setback from the right-of-way is 15 ft;
- Located on page 28 of the plan document, Building Types C (Medium-Scale Residential) and D (Small Urban Building) are removed as building type options for Arlington Street;
- Located on pages 33 and 39 of the plan document, Building Type F (Large Urban Building) is a building type option added for blocks WE-40, 41, and 51, and removed as building type option for block 52; and
- Located on pages 54 and 55 of the plan document, the Medium Urban Building maximum story height is increased from four to six stories.