



**Planning Staff Report to  
Greenville Planning Commission  
December 30, 2020**

*for the January 12, 2021 Special Called Public Hearing*

---

**Docket Number:** Z-1-2021 (Planning Resolution No. 2021-1)  
**Applicant:** City of Greenville  
**Proposal:** Application by the City of Greenville for adoption of the **GVL2040 Comprehensive Plan**  
**Staff Recommendation:** **Recommend Adoption to City Council**  
**Applicable Sections of the City of Greenville Code of Ordinances:**  
*Sec. 2-372 Function, Powers, and Duties of the Planning Commission*

**Application Request:**

The State of South Carolina requires any municipality, with zoning and development regulations (rules and standards that apply to building height, density, setbacks, land use, and other characteristics of new development), to create and then maintain a comprehensive plan that provides the basis to regulate and guide the development and redevelopment of its area of jurisdiction. Once adopted, a comprehensive plan is required to be updated or replaced at least once every 10 years with periodic updates throughout that timeframe.

The City of Greenville's last comprehensive plan was adopted in 2009 (Plan-It Greenville); therefore, the City of Greenville requests, under this application, to adopt an updated comprehensive plan (GVL2040).

**Project Background:**

**Process Strategy and Design**

In April 2019, the City of Greenville contracted with czb, LLC to launch an extensive public engagement process to update the City of Greenville's comprehensive plan. The updated plan was selected to be called 'GVL2040' as the successor to 'Plan-It Greenville,' the City's 2009 comprehensive plan.

The process strategy to update the comprehensive plan was based on an approach to achieve as much clarity as possible on the community's values, priorities, and willingness to consider tradeoffs and how to make choices on future development proposals. The consultant team proposed an 18 to 20-month planning process in order to adequately address these topics in a streamlined and sequential order. The process was implemented in six distinct phases, with each phase built upon the work completed in the previous phase. Each of the six phases were centered on a specific theme or topic that related to the creation of fundamental building blocks for subsequent phases, which has culminated with the final GVL2040 plan proposal.



Importantly, each phase featured a consistent, methodical and intentional process to gather information, input and feedback, designed to establish and confirm the content and proposals within the plan, from our citizenry and stakeholders through inquiries designed to repeat and overlap each other as follows:

- **The Built Environment:** What goes where, what does it look like, and how does it contribute to our quality of life?
- **The Natural Environment:** What is left undeveloped and how does it contribute to our quality of life?
- **The Economic Environment:** What is our capacity to compete and how does this affect our quality of life?
- **Quality of Life:** What is important about life in Greenville that we must protect and enhance?

**Steering Committee**

A key component to the comprehensive plan update process was the establishment of a Steering Committee comprised of Greenville residents. A total of 41 individuals were selected from a pool of 226 applicants in order to form the ‘Steering Committee’ and provide a representative cross-section of the Greenville community to inform and guide the development of the GVL2040 plan.

The GVL2040 Steering Committee actively participated in 20 committee meetings over the course of the update process. The committee engaged in various exercises, critical-thinking discussions, public outreach and community education events.



The Steering Committee continues to work closely with the consultant team and City staff throughout the adoption process and is committed to remain engaged with implementation processes as we move forward with an approved plan.

**Public Engagement**

Each phase of the process included a variety of valuable community outreach and interactivity forums, which included, but was not limited to, surveys (online and physical form), small group meetings, open houses and formal work sessions with the Steering Committee, Planning Commission and City Council.



Formal public engagement involvement, utilized throughout the process, included a total of 4 open houses, with approximately 255 participants; 3 surveys, with approximately 6,606 participants; 8 Planning Commission Workshops; and 4 City Council Public Work Sessions. Additional community presentations and discussions occurred organically and were led by individual members of the Steering Committee.

### **Technical Staff**

The City of Greenville staff, from every department, provided technical assistance and feedback for the duration of the project. Staff members were closely involved and worked routinely with the consultant team, Steering Committee, Planning Commission, City Council and the community at-large.

### **Proposed Plan:**

The proposed GVL2040 Comprehensive Plan proposes a framework to shape Greenville’s future and decision-making tools designed to reflect consistency with the identified community’s core values and principles, priorities and desired outcomes, a new way to grow, and planned resiliency over the next two decades.

GVL2040 identifies the following Core Values and Principles for the Greenville community:

#### **Core Values**

- **Enterprising:** A willingness to engage risks to improve our community.
- **Resourceful:** Using everything at our disposal.
- **Inclusive:** Relying upon and valuing diverse perspectives.
- **Courageous:** Taking bold action, even when difficult.

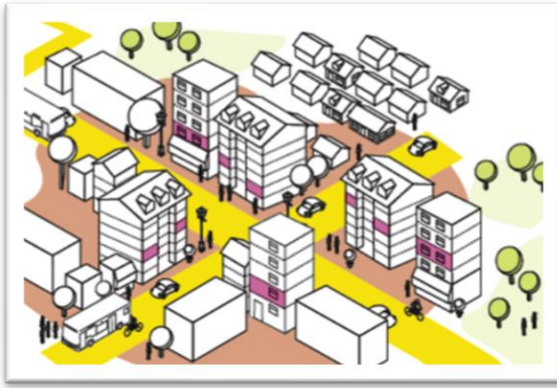
#### **Principles**

- **Listen to historically absent or ignored voices.**
- **Do no harm to our assets without committed mitigation.**
- **Apply the “Triple Bottom Line.”**
- **Set standards we can be proud of decades from now.**

Greenville’s community expressed the desire to continue growth in a new way that promotes quality of life for all. GVL2040 outlines community priorities and outcomes, as they relate to the overarching promotion of quality of life and economic synergy, to grow Greenville as a more vibrant, sustainable, equitable and accessible city as follows:

- **Open Space and the Environment:** Preserve as much as 35% of remaining vacant land.
- **Housing:** Ensure that at least 10% of all new housing units are affordable.
- **Transportation:** Make a range of appealing and safe mobility options possible.

Greenville’s growth, as it relates to physical form, will need to occur in a new and different way from current trends. GVL2040 outlines a growth pattern shift towards a node/corridor development framework, or rather, a pattern similar to ‘urban villages’. These ‘urban village’ areas provide a concentrated mix of uses and development forms that combine housing, employment opportunities, retail, restaurants, neighborhood conveniences, transportation options, and community outdoor spaces in an accessible and walkable environment.



In summary, the goals, objectives, priorities and visions set-forth in GVL2040 form an integrated, wholistic community vision, of which, the individual parts may not be isolated from one another or act as independent categories. All elements are interconnected in fundamental ways with each other and with Greenville's overall physical built environment. Implementation of GVL2040 requires a commitment to grow in a new manner and to regard each element as essential in its contribution to realize the community's proposed vision.

**Staff Recommendation:**

**Staff recommends approval to City Council for adoption of the GVL2040 Comprehensive Plan.**



## APPLICATION FOR COMPREHENSIVE PLAN AMENDMENT

Contact Planning & Development (864) 467-4476

<b>Office Use Only:</b>	
Application#Z-1-2021 (Planning Resolution No. 2021-1)	
Date Received _____	Accepted By _____
Date Complete _____	App Deny Conditions _____

### APPLICANT/OWNER INFORMATION

\*Indicates Required Field

#### APPLICANT

#### PROPERTY OWNER

*Name:	City of Greenville, John McDonough	N/A
*Title:	City Manager	
*Address:	206 S Main Street, Greenville	
*State:	South Carolina	
*Zip:	29601	
*Phone:		
*Email:		

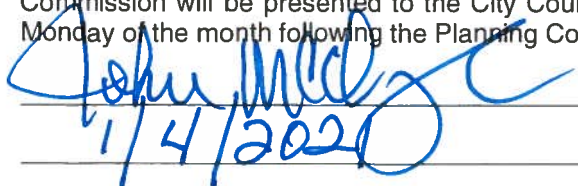
### INSTRUCTIONS

- The applicant is encouraged to schedule a preapplication conference at least one (1) month prior to the scheduled submission deadline. At this time, the applicant may also be encouraged to schedule a sufficiency review one (1) to two (2) weeks prior to the scheduled submission deadline to allow staff review of the application. Call (864) 467-4476 to schedule an appointment.

PREAPPLICATION MEETING DATE \_\_Public Process began in Spring 2019\_\_

- All applications for designation as a Comprehensive Plan Amendment must be received by the planning and development office no later than 2:00 pm of the date reflected on the attached schedule.
- Staff will review the application for "sufficiency" pursuant to Section 19-2.2.6, Determination of Sufficiency. If the application is deemed insufficient, staff will notify the applicant and request that the application be revised and resubmitted to address insufficiency comments. In this event, the item will be postponed to a subsequent regularly scheduled planning commission meeting.
- Please submit one (1) paper copy and one (1) electronic version of the application submittal package.**
- Please read carefully:** The applicant affirms that all information submitted with this application; including any/all supplemental information is true and correct to the best of their knowledge and they have provided full disclosure of the relevant facts.

Furthermore, my signature (applicant) indicates that I understand and consent that this matter will appear before the Planning Commission for consideration and that any recommendation, for approval or denial, by the Planning Commission will be presented to the City Council at their next regularly scheduled meeting to be held on the fourth Monday of the month following the Planning Commission meeting in which the matter was heard.

  
 \_\_\_\_\_  
 1/4/2021

\*APPLICANT SIGNATURE

DATE

**COMPREHENSIVE PLAN AMENDMENT REQUEST**

\*CURRENT PLAN TO BE AMENDED (NAME) Plan-It Greenville Comprehensive Plan

\*PROPOSED PLAN AMENDMENT (NAME) GVL2040 Comprehensive Plan

SECTIONS TO BE AMENDED Complete plan update

\*COMPREHENSIVE PLAN AMENDMENT REQUEST NARRATIVE/PROPOSED REVISION(S)

Application by City of Greenville for adoption of the GVL2040 City of Greenville Comprehensive Plan. The City of Greenville and consultant team (czb, LLC and Ingalls Planning & Design) in conjunction with the Steering Committee and community at-large, has developed this update to the City's Comprehensive Plan to shape Greenville's growth and evolution over the next two decades. The plan provides a city-wide vision, priorities, and planning framework centered around key elements, as outlined in the document. These documents can be accessed online at [WWW.GVL2040.COM](http://WWW.GVL2040.COM).

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

A RESOLUTION

TO RECOMMEND APPROVAL TO CITY COUNCIL OF “GVL2040”, THE COMPREHENSIVE PLAN AND RECOGNIZE IT AS ADOPTION OF THE CURRENT COMPREHENSIVE PLAN (Z-1-2021)

WHEREAS, the City of Greenville developed an open process to update the City’s Comprehensive Plan commencing in 2019; and

WHEREAS, the City of Greenville contracted with czb, LLC, in April 2019, to provide planning services leadership, and to work with City, regional inter-agency working groups, and stakeholders to develop, and then to prepare a proposed long-range comprehensive plan for the City of Greenville, required by state law, in a comprehensive plan known as “GVL2040” (the “Plan”); and

WHEREAS, 41 individuals were selected to provide a representative cross-section of the Greenville community from 226 applicants to form the committee that guided the development of the Plan known as the Steering Committee; and

WHEREAS, the Steering Committee participated in 20 committee meetings throughout the process to provide input and guidance on the development of the Plan; and

WHEREAS, approximately 255 people participated in 4 public open house events to provide input and guidance on the development of the Plan; and

WHEREAS, approximately 6,606 people participated in surveys to provide input and guidance on the development of the Plan; and

WHEREAS, Planning Commission participated in 8 public workshops to discuss and provide input and guidance on the development of the Plan; and

WHEREAS, City Council participated in 4 public work sessions to discuss and provide input and guidance on the development of the Plan; and

WHEREAS, the Plan consists of 2 parts and 4 chapters; and

WHEREAS, the ‘How We Will Make Decisions’ chapter is defined by the Greenville Community’s identified core values and planning principles; and

WHEREAS, the ‘What We Know’ chapter is identified through the analysis of critical trends and conditions; and

WHEREAS, the ‘Our Priorities and the Outcomes We Seek’ chapter is defined by the Greenville Community’s identified issues that matter most and what progress will look like in the coming years; and

WHEREAS, the ‘Our Path Forward’ chapter is identified by a strategic framework for

implementation and continuous Plan refinement; and

WHEREAS, the statutory elements and Future Land Use Map are further detailed and illustrated within the Plan.

NOW, THEREFORE, BE IT RESOLVED BY THE PLANNING COMMISSION OF THE CITY OF GREENVILLE, SOUTH CAROLINA the Plan , as prepared by City of Greenville citizens, staff members and consultant team, is recommended for adoption to City Council, in compliance with the South Carolina Planning Enabling Act requirements. The City Manager, in cooperation with City Council and stakeholders in the community, shall use the Plan as a guide to achieve the community vision and goals outlined therein. The endorsement of this resolution is in principle and does not preclude variations or exceptions.

RESOLVED THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2021.

\_\_\_\_\_  
PLANNING COMMISSION CHAIR

Attest:

\_\_\_\_\_  
PLANNING & DEVELOPMENT  
SERVICES DIRECTOR