



**Planning Staff Report to
Greenville Planning Commission
April 15, 2022**
for the April 21, 2022 Public Hearing

Docket Number: Z-5-2022
Applicant: City of Greenville
Proposal: **TEXT AMENDMENT** to Section 19-2.3.13 of the Land Management Ordinance, establishing Section 19-2.3.13(E) *Development naming*.

Staff Recommendation: **Recommend Approval**

Applicable Sections of the City of Greenville Code of Ordinances:

Sec. 2-372 Function, Powers, and Duties of Planning Commission.
Sec. 19-2.3.13(E) Development Naming.

Background

Planning and Development staff submits this text amendment to add a provision within the Land Management Ordinance for review of development names. Specifically, the text amendment will create a process similar to street naming for development names, requiring development projects reviewed by the Planning Commission to also have the development name or name change approved by the Planning Commission.

Staff Analysis:

The proposed amendment creates a process that assigns Planning Commission the authority to review and approve development names as part of a public hearing process. The intent of this text amendment is to ensure that names assigned to developments in the City of Greenville consider the values, history, and character, of the community and its neighborhoods, while providing the public with a forum to express their support or potential concerns about a proposed development name.

The GVL 2040 Comprehensive Plan emphasizes the importance of fostering an inclusive community, with future decisions made with the viewpoints and perspectives of all residents being weighed and considered. The proposed text amendment outlines a process that will be followed in conjunction with standard development review process before Planning Commission, and will factor into decisions made by the appointed body.

Criteria for the naming of future development agreements will include approval from Greenville County E911 Services and other authoritative bodies overseeing public utilities. All applicants will need to follow existing procedures for correspondence with outside jurisdictions pertaining to the naming of developments.

With the adoption of this text amendment, development names must be included on the project application moving forward. A separate public hearing is not required for the development name. Rather, as with new road names presented on a preliminary plat, the development name is considered as part of the overall project. Unless otherwise specified, approval of the development by the Planning Commission also constitutes approval of the development name. Any changes to the originally approved name shall require application and a new public hearing before the Planning Commission.

As general practice, names that duplicate or approximate an existing project name in Greenville County or the City of Greenville are not permitted, consistent with Greenville County E-911 requirements. Under the new proposed

process, if staff is notified of concerns about a proposed project name, staff may recommend denial of the name and the developer must submit a new name for their project. If concerns are raised during the public hearing, the Planning Commission may deny the development name but approve other parts of the application, in which case the applicant must likewise submit a new name for their project.

STAFF RECOMMENDATION:

APPROVE, with staff comments

1. Sub-part (2) of the proposed amendment language contains a scrivener's error and shall be corrected as follows:

(2) *Applicability.* This section applies to the initial naming ~~of~~ or change in name of any development (public and private) subject to review by the Planning Commission within the city. The process of street naming or street name changing is not included in this provision and is subject to subsection 19-2.3.13(C).



Application # _____	Fees Paid _____
Date Received: _____	Accepted by _____
Date deemed complete _____	App Deny Conditions _____

**APPLICATION FOR ORDINANCE TEXT AMENDMENT
CITY OF GREENVILLE, SOUTH CAROLINA**

APPLICANT INFORMATION

City of Greenville NAME	(864) 467-4510 FAX
206 S Main Street ADDRESS	planning@greenvillesc.gov EMAIL
Greenville, SC 29601	<i>John McDonough</i> SIGNED (City Manager)
(864) 467-4476 PHONE	4/6/2022 DATE

REQUEST

PERTINENT CODE SECTION(S):

Text Amendment to ADD to Section 19-2.3.13

NARRATIVE DESCRIPTION/PROPOSED REVISION(S):

The proposed amendment creates a process that vests Planning Commission with the authority to review and approved development names as the public hearing process is conducted. The intent of this text amendment is to ensure that the naming of approved developments considers the values, character and collective outlook of neighboring communities while establishing a fair and just process that is conducted in a thorough, appropriate process. It has been brought to staff's attention that the recent naming of proposed developments has been considered unfavorable and controversial amongst existing Greenville residents and communities. Such issues may continue exacerbate tension and rifts between communities and applicants rather than fostering partnerships and alliances that the City envisions for the future of its neighborhoods.

INSTRUCTIONS

1. THE APPLICATION AND FEE, **MADE PAYABLE TO THE CITY OF GREENVILLE**, MUST BE RECEIVED BY THE PLANNING AND DEVELOPMENT OFFICE NO LATER THAN 5:00 PM OF THE DATE REFLECTED ON THE ATTACHED SCHEDULE.
2. THE APPLICANT MUST RESPOND TO THE "STANDARDS" QUESTIONS ON PAGE 2 OF THIS APPLICATION (YOU MUST ANSWER "WHY" YOU BELIEVE THE APPLICATION MEETS THE TESTS FOR GRANTING A TEXT AMENDMENT). SEE ALSO **SECTION 19-2.3.2, AMENDMENTS TO TEXT AND ZONING DISTRICT MAP**, FOR ADDITIONAL INFORMATION. YOU MAY ATTACH A SEPARATE SHEET ADDRESSING THESE QUESTIONS.
3. YOU MUST ATTACH THE REQUIRED APPLICATION FEE: \$ 100.00.
4. THE ADMINISTRATOR WILL REVIEW THE APPLICATION FOR "SUFFICIENCY" PURSUANT TO **SECTION 19-2.2.6, DETERMINATION OF SUFFICIENCY**, PRIOR TO PLACING THE APPLICATION ON THE PLANNING COMMISSION AGENDA. IF THE APPLICATION IS DETERMINED TO BE "INSUFFICIENT", THE ADMINISTRATOR WILL CONTACT THE APPLICANT TO REQUEST THAT THE APPLICANT RESOLVE THE DEFICIENCIES. **YOU ARE ENCOURAGED TO SCHEDULE AN APPLICATION CONFERENCE WITH A PLANNER, WHO WILL REVIEW YOUR APPLICATION FOR "SUFFICIENCY" AT THE TIME IT IS SUBMITTED. CALL (864) 467-4476 TO SCHEDULE AN APPOINTMENT.**

**APPLICANT RESPONSE TO SECTION 19-2.3.2(E)(1), AMENDMENTS TO TEXT
(YOU MAY ATTACH A SEPARATE SHEET)**

1. DESCRIBE THE WAYS IN WHICH THE PROPOSED AMENDMENT IS CONSISTENT WITH THE COMPREHENSIVE PLAN.

The GVL 2040 Comprehensive plan emphasizes the importance of fostering an inclusive community. The decisions made by city officials will include the wide-ranging perspectives shared by the residents of

Greenville. In addition to ensuring that the naming of development agreements is conducted in an appropriate fashion, the text amendment will consider the values, feelings, and outlooks of neighboring communities in the determination of development agreement names.

2. DESCRIBE THE WAYS IN WHICH THE PROPOSAL IS CONSISTENT WITH THE PROVISIONS OF THE ORDINANCE AND RELATED CITY REGULATIONS.

This amendment will create a process that mirrors the orderly and logical fashion in the naming of rights-of-way mandated in Sec. 19-2.13(C). This will create another standard that applicants will be required to meet in order to obtain development approval.

3. DESCRIBE THE CONDITIONS THAT HAVE CHANGED FROM THE CONDITIONS PREVAILING AT THE TIME THAT THE ORIGINAL TEXT WAS ADOPTED.

It has been brought to staff's attention that the recent naming of proposed developments has been unfavorable to existing Greenville residents. This will ensure a harmonious process that includes the perspectives and standpoints of both applicants and impact residents.

4. DESCRIBE THE WAYS IN WHICH THE PROPOSAL ADDRESSES A DEMONSTRATED COMMUNITY NEED.

This process will eliminate the possibility of any development agreement naming that could be deemed insensitive and/or inappropriate from a social, cultural or economic standpoint. City officials and appointed board members will be tasked with determining the appropriateness with the naming of development agreement; such consideration will be added to the criterion for development agreement approval.

5. DESCRIBE THE WAYS IN WHICH THE PROPOSAL IS CONSISTENT WITH THE PURPOSE AND INTENT OF THE ZONING DISTRICTS IN THE ORDINANCE, WILL PROMOTE COMPATIBILITY AMONG USES, AND WILL PROMOTE EFFICIENT AND RESPONSIBLE DEVELOPMENT WITHIN THE CITY.

An ordinance that facilitates the naming of development agreements in an orderly fashion will ensure that all new developments are compatible with the existing surroundings while establishing a trend of appropriately named development agreements.

6. DESCRIBE THE WAYS IN WHICH THE PROPOSAL PROMOTES A LOGICAL AND ORDERLY DEVELOPMENT PATTERN.

The newly proposed amendment will ensure that development agreements are named in an appropriate fashion utilizing specific administrative standards and procedures.

7. DESCRIBE THE WAYS IN WHICH THE PROPOSED AMENDMENT WILL RESULT IN BENEFICIAL IMPACTS ON THE NATURAL ENVIRONMENT AND ITS ECOLOGY, INCLUDING BUT NOT LIMITED TO: WATER; AIR; NOISE; STORMWATER MANAGEMENT; WILDLIFE; VEGETATION; AND, WETLANDS.

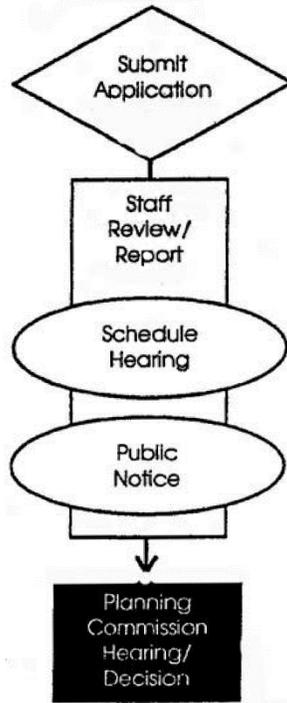
This amendment will not have any negative/detrimental impact on the natural environment as the proposed text amendment will only affect the naming of future development agreements.

8. DESCRIBE THE WAYS IN WHICH THE PROPOSED AMENDMENT WILL RESULT IN DEVELOPMENT THAT IS ADEQUATELY SERVED BY PUBLIC FACILITIES AND SERVICES (ROADS, POTABLE WATER, SEWERAGE, SCHOOLS, PARKS, POLICE, FIRE, AND EMERGENCY FACILITIES).

Criteria for the naming of future development agreements will include the input and approval of E911. All applicants will need to follow existing procedures for correspondence with outside jurisdictions pertaining to the naming of development agreements (and the naming of future internal streets?).

Sec. 19-2.3.13(E)

(E) *Development naming*



- (1) *Purpose.* The purpose of this subsection is to provide a procedure to ensure that developments are given names and that development naming occurs in an orderly and logical fashion.
- (2) *Applicability.* This section applies to the initial naming of change in name of any development (public and private) subject to review by the Planning Commission within the city. The process of street naming or street name changing is not included in this provision and is subject to subsection 19-2.3.13(C).
- (3) *Initiation.* An application for authorization for a development name shall be initiated pursuant to subsection 19-2.2.1, authority to file applications. An application for authorization for a development name may be undertaken simultaneously with and as part of an application for subdivision approval (subsection 19-2.3.13(A)).
- (4) *Procedure.*
 - (a) *Application review, notification, and scheduling hearing.* The procedures and requirements for submission and review of the application, public notification, and scheduling the public hearing are established in section 19-2.2, common procedures.
 - (b) *Review and action by planning commission.* The planning commission shall conduct a public hearing on the application pursuant to subsection 19-2.2.18, public hearing procedures. At the public hearing, the planning commission shall consider the application, the relevant support materials, the staff report, and the evidence presented at the public hearing. After the close of the public hearing, the planning commission shall approve or disapprove the application based on the standards in subsection 19-2.3.13(C)(5), standards.

- (5) **Standards.** Development names shall not be duplicated within the city and shall be in conformance with the requirements of the design and specifications manual.
- (6) **Recordation.** Upon approval of a final plat for subdivision, the applicant shall file a request for recordation with the country register of deeds pursuant to the provisions of subsection 19-2.3.13(A)(5)(e)6, which plat shall reflect the approved development names.
- (7) **Amendment.** An amendment to a development name may be made only pursuant to the procedures and standards established for its original approval.