



REQUEST FOR COUNCIL ACTION

City of Greenville, South Carolina

TO: Honorable Mayor and Members of City Council
FROM: John F. McDonough, City Manager

Agenda Item No.

11e

Ordinance/First Reading
 Ordinance/Second & Final Reading
 Resolution/First & Final Reading
 Information Only

AGENDA DATE REQUESTED: May 23, 2022

ORDINANCE/RESOLUTION CAPTION:

ORDINANCE TO AMEND SECTION 19-2.3.13 LAND DEVELOPMENT BY ESTABLISHING SUBSECTION (E) DEVELOPMENT NAMING WITH PROCEDURES FOR NAMING OF DEVELOPMENTS REVIEWED BY THE PLANNING COMMISSION (Z-5-2022)

SUMMARY BACKGROUND:

Staff submits this text amendment to amend Section 19-2.3.13, Land Development, of the Code of Ordinances of the City of Greenville to create subsection (E), development naming, to require the names of new developments to be reviewed and approved by the City's Planning Commission

The amendment is intended to ensure proposed development names or changes to development names receive review and approval by Planning Commission. The intent is to ensure development names are not insensitive and/or in appropriate from a social, cultural, or economic standpoint and to increase public safety.

The City Planning Commission, pursuant to public notice, held a public hearing on April 21, 2022, to consider the proposed text amendment. The application was recommended for approval by a vote of 4-2.

Planning Staff Recommendation: Approve

Planning Commission Recommendation: Approval by a vote of 4-2

IMPACT IF DENIED:

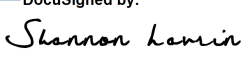
The text amendment will not be approved, and the approval of development names by Planning Commission will not be required.

FINANCIAL IMPACT:

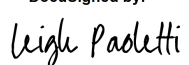
None

REQUIRED SIGNATURES

Department Director

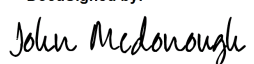
DocuSigned by:

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City Attorney

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OMB Director

City Manager

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A N O R D I N A N C E

TO AMEND SECTION 19-2.3.13, LAND DEVELOPMENT, OF THE CODE OF ORDINANCES OF THE CITY OF GREENVILLE BY ESTABLISHING SUBSECTION (E), DEVELOPMENT NAMING WITH PROCEDURES FOR NAMING OF DEVELOPMENTS REVIEWED BY THE PLANNING COMMISSION (Z-5-2022)

WHEREAS, developments such as multifamily apartments and subdivisions are assigned names for marketing and branding purposes, navigational assistance, and to help identify the location for first responders in the event of an emergency; and

WHEREAS, the Greenville County E-911 office currently reviews proposed road and development names to ensure they do not duplicate or closely approximate an existing road or development name in Greenville County, and City Planning Staff, as part of its application review process, receives confirmation that Greenville County E-911 has reviewed and approved the project names; and

WHEREAS, in accordance with state law and Section 19-2.3.13 (C) of the Land Management Ordinance, a public hearing and subsequent approval by the City Planning Commission is required for new road names and changes in road names, but these provisions do not currently apply to the initial naming or changing of development names; and

WHEREAS, this process will provide an additional public safety measure to reduce potential confusion; and

WHEREAS, the proposed names of several recent developments have caused concern for Greenville residents and neighborhoods, as the selected names were inattentive to Greenville's history and the identity of its unique and diverse neighborhoods; and

WHEREAS, to preserve the character and identity of its neighborhoods, the city of Greenville desires to ensure that the naming of developments is conducted in an appropriate fashion and considers the values, sentiment, and history of the community; and

WHEREAS, this process will reduce the possibility of a development name being approved that is insensitive and/or inappropriate from a social, cultural, or economic standpoint, as City Officials and the Planning Commission will be tasked with determining of the appropriateness of development names in the future; and

WHEREAS, this new procedure, which requires the publication of the proposed development name with the application materials at the time of public notice, applies only to developments that are subject to Planning Commission review, including subdivisions, multifamily projects, and Planned Developments; and

WHEREAS, the City Planning Commission, pursuant to public notice, held a public hearing on April 21, 2022, to consider the proposed text amendment, and

WHEREAS, the Planning Commission voted four (4) to two (2) to recommend approval of the proposed text amendment to Section 19-2.3.13; and

WHEREAS, City Council finds the text amendment to be compatible with the City's Comprehensive Development Plan;

NOW, THEREFORE, BE IT ORDAINED BY THE MAYOR AND COUNCIL OF THE CITY OF GREENVILLE, SOUTH CAROLINA, that Section 19-2.3.13, Land Development, of the Code of Ordinances of the City of Greenville is amended as set forth in Exhibit A, which is attached hereto and incorporated herein by reference. This Ordinance shall be effective upon second and final reading.

DONE, RATIFIED AND PASSED THIS THE _____ DAY OF _____, 2022.

MAYOR

ATTEST:

CITY CLERK

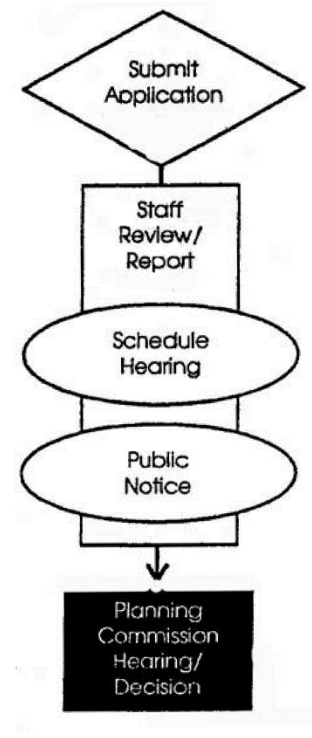
APPROVED AS TO FORM:

CITY ATTORNEY

REVIEWED:

CITY MANAGER

EXHIBIT A

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 or change in name of any development 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 agreement name shall be initiated pursuant to subsection 19-2.2.1, authority to file applications. An application for authorization for a development agreement 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 agreement 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 county register of deeds pursuant to the provisions of subsection 19-2.3.13(A)(5)(e)6, which plat shall reflect the approved development agreement names.
- (7) Amendment. An amendment to a development agreement name may be made only pursuant to the procedures and standards established for its original approval.