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Table of Contents

Executive Summary 4

1.0 Introduction and Overview

  1.1 History of the Neighborhood 8
  1.2 Community Inventory 13
  1.3 Charrette Process 21
  1.4 General Analysis of Area 26
  1.5 Preliminary Neighborhood Assessment 29

2.0 The Master Plan

  2.1 Neighborhood Identity and Character 31
  2.2 Historic Preservation 32
  2.3 Infrastructure 33
    2.3.1 Church Street Boulevard 34
    2.3.2 University Ridge Boulevard 38
    2.3.3 Haynie/Pearl Connection 40
    2.3.4 General Street & Subsurface Conditions 42
    2.3.5 Springer Street Tunnel 46
    2.3.6 Stream and Stormwater Conditions 48
    2.3.7 Aerial Utilities 50
    2.3.8 Street Lighting 51
    2.3.9 Transit Improvements 52
  2.4 Development Projects
    2.4.1 Development/Redevelopment Overview 53
    2.4.2 Church & Haynie Neighborhood Center 60
    2.4.3 Sirrine Neighborhood Center 66
    2.4.4 600 Block Church Street 70
    2.4.5 Biltmore Park 72
    2.4.6 Ellie Mae Logan Park 76
    2.4.7 Springer Street-West 78
    2.4.8 County Square 80
    2.4.9 Scattered Site
      Redevelopment/Rehabilitation 82

3.0 Implementation

  3.1 Neighborhood Code 84
  3.2 Affordable Housing 86
    3.2.1 Current Strategies 88
    3.2.2 Next Steps: New Program to Investigate 92
    3.2.3 Next Steps: New Policies & Directions 99
  3.3 Project Financing 100
  3.4 Implementation Task Force 103

Appendix A: Transportation Supplement
Appendix B: Neighborhood Code
Executive Summary

Haynie-Sirrine Master Plan

Beginning on August 22, 2001, the City of Greenville, in partnership with a joint venture of interested property owners, real estate agents, and developers commissioned a public design workshop, or charrette, to create a master plan for the redevelopment of the neighborhood. The ideas of residents, property owners, merchants, government agencies, and interested investors were collected during the five-day process. Designers met daily with participants and used their input to create the master plan.

Based on this plan, the primary focus of the neighborhood will be a new “Neighborhood Center” located at the intersection of Church Street and Haynie Street/Pearl Avenue. A series of three and four story mixed-use buildings are envisioned in this area, creating an 18-hour environment where residents can live, work, and shop. A critical component of the plan is the improvement of Church Street to a tree-lined, median divided boulevard with wide sidewalks along each side. This new pedestrian-friendly environment will help to stimulate reinvestment along its frontage as well as within the neighborhood.

In addition, over 20 different redevelopment opportunities are depicted in the plan. These include a new park...
and related residential development in memory of Miss Ellie Mae Logan, a parkway along a resurrected creek adjacent to Biltmore Avenue, and live-work or other similarly scaled mixed-use buildings across from the 8 O’Clock superette. In addition, prime office and/or residential buildings with perhaps the best views of the City at the corner of University Ridge and Church Street, and the development of various housing types for a diverse population, are proposed.

A central component of the Plan is the preservation of affordable housing in the area. A number of different strategies will need to be employed to ensure long-term affordability, including public investment, land trusts, and non-profit housing agency involvement. The renovation of existing homes is an important part of this strategy as the architectural features of these homes sets the standard for the construction of new housing units.

Though implementation of the Plan will primarily be market-driven, the City will need to develop programs and incentives to ensure that there is a long-term affordable housing component and work with other agencies to make the necessary public improvements. Such program should build on the backbone of current City programs including the Emergency Repair Program for long-time homeowners and the Rental Rehabilitation Program that assists property owners in maintaining affordability while rehabilitating rental units.

The estimated private investment opportunity of nearly $90 million is leveraged against a total public investment of approximately $10 million. Even if the full improvements to Church Street are not completed, there still exists $50 million in viable, private investment.

The final Master Plan includes a new zoning overlay code with standards for the design of buildings, streets, and open spaces keyed specifically to the Master Plan.
Principles of Inner City Development
(Source: Congress for the New Urbanism Inner City Task Force)

Citizen and Community Involvement: Engage residents, neighbors, civic leaders, politicians, bureaucrats, developers, and local institutions throughout the process of designing change for neighborhoods.

Economic Opportunity: The design of neighborhood development should accommodate management techniques and scales of construction that can be contracted to local and minority businesses.

Diversity: Provide a broad range of housing types and price levels to bring people of diverse ages, races, and incomes into daily interaction — strengthening the personal civic bonds essential to an authentic community.

Neighborhoods: Neighborhoods are compact, pedestrian-friendly, and mixed-use with many activities of daily life available within walking distance. New development should help repair existing neighborhoods or create new ones and should not take the form of an isolated “project”.

Infill Development: Reclaim and repair blighted and abandoned areas within existing neighborhoods by using infill development strategically to conserve economic investment and social fabric.

Mixed Use: Promote the creation of mixed use neighborhoods that support the functions of daily life: employment, recreation, retail, and civic and educational institutions.

City-wide and Regional Connections: Neighborhoods should be connected to regional patterns of transportation and land use, to open space, and to natural systems.

Streets: The primary task of all urban architecture and landscape design is the physical definition of streets and public spaces as places of shared use. Neighborhoods should have an interconnected network of streets and public open space.

Public Open Space: The interconnected network of streets and public open space should provide opportunities for recreation and appropriate settings for civic buildings.

Safety and Civic Engagement: The relationship of buildings and streets should enable neighbors to create a safe and stable neighborhood by providing “eyes on the street” and should encourage interaction and community identity. Provide a clear definition of public and private realms through block and street design that responds to local traditions.

Dwelling as Mirror of Self: Recognize the dwelling as the basic element of a neighborhood and as the key to self-esteem and community pride. This includes the clear definition of outdoor space for each dwelling.

Accessibility: Buildings should be designed to be accessible and visitable while respecting the traditional urban fabric.

Local Architectural Character: The image and character of new development should respond to the best traditions of residential and mixed-use architecture in the area.

Design Codes: The economic health and harmonious evolution of neighborhoods can be improved through graphic urban design codes that serve as predictable guides for change.
Key Recommendations

- Upgrade Church Street to a four-lane, median-divided boulevard with street trees and wide sidewalks;

- Encourage the construction of a wide variety of housing throughout the neighborhood;

- Concentrate the intensity of use in the neighborhood center at Church Street and Haynie Street/Pearl Avenue to create a vibrant environment for living, working, and shopping;

- Ensure long-term affordable housing using a variety of strategies including public investment, land-trust, and non-profit involvement;

- Leverage public funding with key infrastructure investments including street improvements and parking facilities;

- Use natural features including the historical springs and streams as amenities for the entire neighborhood to enjoy;

- Create public spaces including parks, greenways, and plazas that are well-used and safe.
In the late 1800s, Furman University was located on the present site of County Square. To the south lay the estates of two prominent Greenville citizens, Mrs. Eliza Earle, wife of the deceased Dr. Robinson Earle, and Thomas B. Thruston. Together, Mrs. Earle and the Mr. Thruston once owned most, if not all, of the land that became part of today's Haynie-Sirrine neighborhood.

Prior to 1896, the area included Hayne, McKay, Brier, Lanneau and McHan Streets. Only the first three of these street names remain today. Around 1910, Hayne was changed to Haynie. This was probably not an intentional change; the name only became spelled as it always had been pronounced. Later, Lanneau Street became known as Pearl Street; and McHan Street was changed to Palmetto Street, and then to Urban Street.

The history of today's Haynie-Sirrine neighborhood includes one of the first black communities within the City of Greenville, with its beginnings located on University Ridge, then called Choice Avenue, and on the two sides of Brier Street. In 1887, a businessman named T. C. Gower bought 1.5 acres on Choice Street for $149. The lots were purchased from Margaret M.
1930 map of Greenville

Carson and, originally, had been part of the Thruston Estate. Over the next eight years, this property was subdivided and sold to four black individuals for a total of $280: Thomas Brier, a blacksmith who owned a shop on West Washington Street; Elias B. Holloway, a postal carrier; Jeremiah W. Seawright, a horseshoer; and James A. Brier, a teacher. Until his death in 1895, Mr. Gower provided other land-owning opportunities to black individuals, by purchasing other portions of Mrs. Carson’s land, subdivided, and reselling.

Around 1891, George H. Chapin, from Massachusetts, became interested in the mineral springs of the area. He purchased two springs and the land between the two springs where a third spring flowed. An analysis of the water by the State Assayer for the State of Massachusetts showed that it contained in parts per 100,000: 1.824 parts Sodium Carbonate and 1.200 parts Carbonate of Lime along with smaller amounts of Silica, Iron and Aluminum Oxide, Magnesium Carbonate, Sodium Chloride, and Potassium Chloride. The Assayer indicated that it was "first-class spring water in every respect and would be found beneficial to those who are troubled with dyspepsia, indigestion or disarrangement of the digestive organs. It [also would be] beneficial in weakness or disease of the urinary organ; and when the
blood is impure from zymotic diseases, improper habits of living, etc." Referencing the success of a mineral bottling company out of Maine, the assayer suggested that the springs had the possibility of yielding "an immense fortune to its proprietors."

Seizing his opportunity for fortune, Mr. Chapin bought six adjacent tracts of land totaling about 24 acres for $5715. On this tract, he developed a park with roads, gardens and paths, and erected a two-story wooden pavilion. He bottled his water on the lower floor of the pavilion, and used the open upper floor for picnics and dancing. He advertised his springs in the local paper and a magazine that he produced and published in Boston, called "Health Resorts of the South."

Some local people say that Mr. Chapin's most famous spring, the Crescent Mineral Spring, was located near what is now the northwest corner of Crescent Avenue and Capers Street. While Mr. Chapin did own a spring in that area, deeds and plats of his land suggest that the main mineral spring was located north of Haynie Street. Mr. Chapin said that his spring was "a few rods [or 3 times 16.5 feet] south of the forest-covered grounds of Furman University." Today, the Crescent Mineral Spring, sometimes referred to as the Greenville Medical Spring,
is located under Church Street. It is joined by the Crescent Ridge Spring and several other spring-fed streams, flows under Pearl Avenue, and enters a large culvert directly under the playing field of Sirrine Football Stadium.

In 1893, Mr. Chapin met with competition. The Verner Springs Bottling Company opened for business on the northwest side of town, where it remained in business for over 50 years, using mineral water to produce "soft" drinks - grape, cherry, and orange flavored. By 1907, Chapin's business was failing, so he sold 27 acres of his park land for $1200 to the newly chartered Chapin Springs Land Company. The new owners immediately surveyed the property, subdivided it into small lots, and sold them for black residences. While some of the properties were purchased for homeownership, a large number of lots were sold for rental property.

Between 1896 and 1910, Haynie grew at a steady rate, gaining 14 residents. As late as 1931, portions of the Thruston/Carson tract were being bought by real estate developers, subdivided into small lots and resold to various individuals. Over the years, the farms of two prominent landowners were transformed into a neighborhood, home to domestics, blacksmithe, hostlers, foundry work-
Introduction and Overview

Unfortunately, in the past years, the neighborhood suffered a decline, characterized predominately by substandard housing, vacant parcels and crime. Yet, many residents continued to make significant contributions, not just within their neighborhood, but also within the Greenville community. These individuals provide the foundation for the resurgence of the Haynie-Sirrine Neighborhood.

*Historical information provided by Anne K. McCuen*
1.2 COMMUNITY INVENTORY

COMMUNITY PATTERNS

**Crossroads, Corridors, and Connections**

Church Street at Haynie and Pearl: This intersection is the physical center of the Haynie-Sirrine Neighborhood. However, from a community point of view, it is not much of a center at all. Church Street presents a hostile barrier to the pedestrian here, with its extreme width and high-speed traffic, creating a no man's land instead of a community center. Even crossing this intersection in a car poses some danger. In spite of this location's high visibility to commuters, the Ramada Inn remains the only commercial development at this key intersection.

Church Street Corridor: This wide thoroughfare effectively splits the neighborhood in half, connecting north and south destinations, but discouraging any stops or turns along the way. Although it is the most direct connection to nearby downtown, this route is intimidating to pedestrians and bicycle riders.

University Ridge at Cleveland Street: This intersection enjoys a more pedestrian scale, with neighborhood retail activity at the Eight O’Clock Superette, The Savory Corner, and other small shops. Close proximity to Reedy River Park could be capitalized upon, but is well disguised at this time.
University Ridge Corridor: This corridor, like Church Street, currently discourages pedestrian activity, forming a barrier and a boundary to the neighborhood.

Springer Street Tunnel: This dark, narrow tunnel under Church Street connects the Haynie side with the Sirrine side of the neighborhood. A narrow set of stairs leads from the tunnel to Church Street. There is potential here for offering a safe pedestrian connection, avoiding the Church Street traffic. However, it does not feel safe at this time because there is hardly enough room for one car in each lane, much less room for a car and a pedestrian. Additionally, there are very few homes along Springer Street, giving a feeling of isolation and not enough “eyes on the street” for a feeling of comfort and safety.

Typical Neighborhood Streets: Streets in the Haynie-Sirrine neighborhood are very narrow and most are lined with beautiful, mature oak trees. Many neighbors complain about the narrow streets; however, the placement of the trees limit the street width in many places. These trees help the neighborhood stay cool, even during the hottest days of August. The ecological advantage augments the aesthetic effect of these enormous specimens. The street width itself also serves as a positive design element, creating a village feeling and contributing to the front porch character of the neighborhood. The narrow width also serves as an effective traffic-calming measure.

Dunbar & West Greenville, West End, and Reedy River Park: Connections to these important Greenville destinations are accessible, but not clear or inviting to a visitor in this neighborhood.

Proximity to Downtown: Within one mile of the intersection of Haynie/Pearl and Church Street are a number of very stable neighborhoods, the vibrant downtown core, the beautiful Reedy River and its greenway parks, and the emerging West End. The western boundary of the neighborhood is formed by Augusta Street, a successful, yet congested, commercial corridor that serves as the primary shopping district for the downtown area. The eastern boundary shares its edge with the McDaniel Avenue neighborhood, one of the most affluent neighborhoods in the city. In truth, it is the proximity of this neighborhood to these areas and amenities that has once again placed it in focus. The rediscovery of the benefits of in-town, urban neighborhood living is reinvigorating many inner-city neighborhoods nationwide. Haynie-Sirrine has the potential for regeneration in the heart of an amenity-rich city.
1.0 Introduction and Overview

A diagram of pedestrian accessibility from the intersection of Haynie/Pearl Street & Church Street to the Downtown area - Each ring represents 1/4 mile or a five-minute walk from the center. (The center of neighborhood is approximately 1 mile from Piazza Bergamo)
Building Forms and Configurations

**Front Porch Community:** Most of the homes in this neighborhood are placed close together and close to the street. During this summer study period, many neighbors spent time on their porches, creating a warm and welcome feeling of community. The positive effect of this high density and short setback should be considered during redevelopment.

**The Shotgun House:** This is a predominant housing type in the Haynie neighborhood. The shotgun house is one room wide and, most commonly, three rooms deep. These frame homes have front porches. Some of the porches are screened for privacy. Although this housing type is considered a dinosaur by many, its long narrow configuration allows excellent cross ventilation for the local hot, humid summers. This form of energy-efficiency should not be underestimated when planning affordable housing for this climate. The narrow width of these homes also allows a higher density, increasing affordability and contributing to a feeling of community. Age and disrepair will require that most of these homes be replaced. Care should be taken to incorporate the advantages of this vernacular type into new affordable housing designs.

**The Bungalow Cottage:** This is a predominant housing type in the Sirrine neighborhood. Although these homes are wider and more substantially built than the Shotgun, many fit into the affordable range. Most are one-story, frame homes with low-slung rooflines, front-facing gables, and wide front porches. Again, the relatively narrow width allows a higher density appropriate for an urban village.

**The Brick Duplex:** A row of brick duplexes dominates Biltmore Drive and a part of Watts Avenue. This housing type is out of character with the rest of the neighborhood. The building footprint is wide, setbacks are deep, and the porches are not covered. The uncovered patios contrast sharply with the protected, cozy feeling offered by the covered porch. Gables face the side and the brick ranch style does not blend well with the neighboring homes.

**Community Centers**

**Community Churches:** There are two small white frame churches in the neighborhood, one on Dixon and the other on East Wakefield. These churches are very small in scale, traditional in shape with wood frame steeples, and nestled into the neighborhood block. Aside from providing a neighborhood focus, these churches add character and help the neighborhood feel like a small village.
1.0 Introduction and Overview

The Front Porch

A typical Bungalow

Brick Duplexes

Shotgun Houses on Dixon Street

Community Church
Church Street Retail: Fast food, gas and laundry services are located on Church Street near University Ridge. The building pattern is suburban; simple sheds, large plastic signs, and wide surface parking lots separating the retail from the street. Families with small children can be seen scurrying across Church Street to reach the Burger King. Scale, configuration, and pedestrian access are not in character with the rest of the neighborhood.

Sirrine Stadium: In spite of the large scale necessary to support a stadium, this structure blends nicely into the neighborhood. Renovation plans are underway to upgrade the facility. Parking and crowds can create problems for neighborhood residents during events. Solutions should be found to these challenges so the neighbors will welcome more community events at this site.

Cleveland Street Retail: Grocery, café, and specialty shops are located between Sirrine and the adjacent affluent neighborhood. The building pattern is residential in scale and character, with modest surface parking separating the buildings from the street. The setting would be more appealing if the shops actually lined the street, but the modest proportions and friendly character of the buildings help to offset that deficiency. The surface parking for the Sirrine Stadium occupies prime property for extending this potential community center.

COMMUNITY CULTURE

Special Places and People

Ellie Mae Logan’s Home and Park: Ellie Mae Logan was a beloved member of the community who was killed by an intruder in her home. Her home is on the corner of Urban and Haynie; and the city park named in her honor is across the street on the corner of Haynie and Howe.

Herron Briggs’ Whirlygig Yard: Mr. Briggs is a well-known local craftsman whose folkart is displayed in his backyard, clearly visible from Church Street. Church Street commuters have enjoyed Briggs’ whirlygig art for years. This landmark deserves an honored spot when redevelopment occurs, preferably within site of commuters.

Jesse Jackson’s House: Jesse Jackson, a noted civil rights leader, lived on Haynie Street for a short time during his childhood. His house was owned by the Clinkscales and bears a decorative C on the awning.

Lily Thompson: Ms. Thompson celebrated her 103rd birthday this summer. She is a longtime resident of the community, raised her family here in the fifties and sixties, and continues to take pride in the upkeep of her home and gardens on Dixon Street.

E.B. Holloway’s House on Haynie Street: Mr. Holloway has a long and illustrious service history in the City of
Greenville. Shortly after becoming a teacher in 1888, he was appointed as the principal of the West End School (later known as Union School). Following his tenure there, he became a letter carrier, a position he held for over 42 years. Additionally, he was appointed as the Secretary of the Civil Service Examining Board and conducted the first Civil Service Exam in Greenville. He was a prolific writer with over 700 published articles to his credit.

Reverend Mims: Principal of Sterling High School, the local African-American High School that burned years ago. His home is thought to be on Chicora Avenue.

Neighborhood Leaders
Many energetic residents are taking a vital interest in the revitalization of their neighborhood. Three dedicated individuals became actively involved in the charrette process. Page constraints do not allow for the opportunity to highlight all the immeasurable talent and resources within the Neighborhood, though this planning process identified a number of additional individuals who can contribute to the overall revitalization efforts. They are listed alphabetically as follows:

Felsie Harris has lived in the Haynie-Sirrine neighborhood since she was a little girl. She remembers when the
neighborhood felt like a family. Her memories of the proud, close-knit community of the fifties are a great inspiration for the revitalization efforts. She has watched the young people leave the neighborhood, only to be replaced by transients who often don’t share the pride and work ethic of her childhood community. Felsie is a valuable source of knowledge about neighborhood history and patterns of the fifties and sixties. Her most valuable talent, though, lies in her ability to listen carefully to her neighbors, lawmakers, and landlords, to understand each diverse perspective, and then to firmly articulate a fair and responsible analysis. These leadership skills could become a valuable asset to this community as the revitalization evolves.

David Stone is not a resident, but inherited a large percentage of the land and rental property in the Haynie-Sirrine neighborhood. As a teenager, he helped his father maintain much of the property he now owns. This community is a part of his life. He knows and understands its people, culture, strengths, and weaknesses. David’s generous commitment to the proud, hard-working residents of this neighborhood will hold the key to creating a culturally rich and economically diverse community.

Andrea Young is another champion for the children of Haynie-Sirrine. Knowing that the children are the future, her goal is to provide opportunities for day care, after school activities, parks, and playgrounds within the neighborhood redevelopment. She expects organized programs that place a strong emphasis on personal and intellectual growth. Her profession as a health care provider, combined with her strong sense of determination, makes her particularly well suited to making this dream a reality.
1.3 Charrette Process

The Master Plan was developed largely during a charrette process, Wednesday - Monday, August 22-27, 2001. A temporary design studio was established at the Ramada Inn in the heart of the neighborhood. This central location enabled a large number of neighborhood residents and other interested persons to participate throughout the week.

The charrette began with a walking tour of the neighborhood. Over 25 design team members, Advisory Committee members, interested developers, city staff, residents, and community police officers walked every street in the study area, photographing key elements, measuring streets, and talking to neighbors. That evening, an opening presentation was made to a standing room-only crowd.

Throughout the week, numerous interviews were held with interest groups including transportation planners & engineers, developers, public safety officials, stormwater engineers, housing groups, and residents. Meetings were held throughout the day as well as in the evening to give everyone an opportunity to join in the public discussion. To encourage maximum participation, a special public meeting for area residents was held on Saturday morning. Each evening before dinner, participants were invited to join the charrette team in a pin-up of the day's work.

---

### Haynie-Sirrine Master Plan Workshop Schedule

**Ramada Inn, 1001 S. Church Street, August 22-27, 2001**

<table>
<thead>
<tr>
<th>Time</th>
<th>Wednesday-22nd</th>
<th>Thursday-23rd</th>
<th>Friday-24th</th>
<th>Saturday-25th</th>
<th>Sunday-26th</th>
<th>Monday-27th</th>
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<tbody>
<tr>
<td>8:30</td>
<td>Breakfast</td>
<td>Breakfast</td>
<td>Breakfast</td>
<td>9:00 Residents and Neighbors</td>
<td>Breakfast</td>
<td>Design</td>
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<td>Noon</td>
<td>Lunch</td>
<td>Lunch</td>
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<td>1:00</td>
<td>1:00 Tour of Area and Project Overview</td>
<td>1:00 Elected Officials</td>
<td>1:00 Design</td>
<td>1:00 Design</td>
<td>Design</td>
<td>Close up Design Studio and Prepare Final Presentation</td>
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<td></td>
<td>1:00 Public Safety</td>
<td>2:30 Public Safety</td>
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<td></td>
<td>3:00 Major Property Owners</td>
<td>3:00 Engineering &amp; Fire Marshall (Streets)</td>
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<tr>
<td>5:00</td>
<td>Dinner with the Advisory Committee</td>
<td>5:30 Pin-up Session and Project Update</td>
<td>5:30 Pin-up Session and Project Update</td>
<td>5:30 Pin-up Session and Project Update</td>
<td>Dinner with the Advisory Committee</td>
<td></td>
</tr>
<tr>
<td>7:00</td>
<td>Opening Presentation by The Lawrence Group</td>
<td>7:00 Residents and Neighbors</td>
<td>Design</td>
<td></td>
<td>Design</td>
<td>Closing Presentation by The Lawrence Group</td>
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</tbody>
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1.0 Introduction and Overview
Introduction and Overview

There are four guiding principles for a charrette that are essential to the success of the process:

**Involve Everyone from the Start:** Anyone who might have an opinion or be affected by the plan should be involved from the very beginning. By making people roll up their sleeves and work with the design team, the process gains mutual authorship and a shared vision.

**Work Concurrently and Cross-Functionally:** Our design team has many different specialties, but during the charrette, we all become generalists, assimilating everyone’s expertise and reflecting the wisdom of each ability.

**Work in Short Feedback Loops:** As mentioned earlier, we believe that this is essential to public credibility. The public needs to be able to propose an idea and see it designed for review in a short period of time. During our process, we hold pin-up sessions every evening to garner input on the preferred direction based upon what we heard earlier in the day.

**Work in Detail:** Too few planners understand that the "devil is in the details". Only through designing to a level of detail that includes both the details of building types, blocks, and public spaces as well as the big picture of circulation, transportation, land use, and major public amenities can fatal flaws be reduced or eliminated.

work to evaluate ideas, and provide direction for the next day.

Because of the outstanding publicity efforts most residents were aware of the charrette and frequently spoke with designers both at the hotel and around the neighborhood. On Sunday morning, a local church-goer even took the time to show the team the parking needs for her church, a pattern repeated time and again as interested residents took the time to articulate their needs and their vision for the redevelopment of the neighborhood.

Over 350 people participated in the charrette with nearly 200 people in attendance for the closing reception and presentation on Monday evening. It was this overwhelming participation from interested citizens, public officials, and staff that was the foundation for the highly successful charrette.

In addition, two post-charrette meetings were held to give residents, property owners, and interested citizens the opportunity to learn more about the plans and the proposed Code for the area.
A child’s vision for the future of Rose Avenue completed during the charrette. Note the traffic calming measures and the public park.

Developers help city fund project; public invited to participate beginning Aug. 22

BY GARY FINKMAN
CONTRIBUTING WRITER

The city of Greenville is partnering with a group of real estate developers to sponsor an innovative planning process that it hopes will transform one of the community’s most disowned neighborhoods.

An urban planning team from The Lawrence Group of Davidson, N.C., will be on site at the Church Street Ratio Park for six days, beginning Aug. 22 to oversee a master plan for revitalizing the Haynie-Sirrine neighborhood.

Post-charrette coverage included both print and television formats with the goal of encouraging city-wide participation.
Photos taken during six day charrette.
1.4 Previous Planning Efforts - “Division and Fragmentation”

Planning:
The most recent plan addressing this area is the Southwest Sector Master Plan (shown above) for Downtown Greenville, adopted in 1998. Encompassing the northern half of the Haynie-Sirrine neighborhood, the plan called for the complete redevelopment of the area north of Haynie Street. Key elements included:

- Provide stronger linkages between the Haynie Street sub-sector and the surrounding neighborhoods;
- Orient commercial infill development to University Ridge and Church Street;
- Provide for ultimate mixed-use development that would provide for higher-density residential and commercial/office redevelopment;
- Maintain existing housing along Pearl Avenue and provide infill housing on vacant lots;
- Provide parking for Sirrine Stadium;
- Create a front door presence for the stadium on Church Street;
- Provide flexibility for new multi-family housing on steeper portions of the site;
Introduction and Overview

- Widen University Ridge between Church Street and Cleveland Street;
- Create a new east multi-lane connection between Dunbar and Cleveland Street north of the existing Haynie Street that ties into Pearl Street and Church Street;
- Create a north-south connection between University Ridge and the proposed Dunbar extension.

While some of the concepts outlined in this effort are sound, this plan continued the view of this neighborhood as pieces that are drawn away from its center by surrounding corridors and neighborhoods. In general, it removed the northern half of the neighborhood and relegated it as extensions to the commercial activity of University Ridge.

Zoning:
The current zoning for this neighborhood reflects a similar bias against a coherent neighborhood structure. The zoning on the west side of Church Street is predominately Office/Institutional, further perpetuating the commercial creep from both University Ridge and Augusta Road. While this zoning allows for some flexibility in use that may be appropriate for the area, the

Map showing the myriad of different zoning classifications present in the neighborhood. Note that the entire west side of Church Street is zoned Office/Institutional.
current regulations encourage the creation of larger box building in a superblock condition. This neighborhood erosion is most evident along Wakefield Street where single family homes face large expanses of surface parking and dumpsters directly across the street.

The east side of the neighborhood is a patchwork of higher-density residential classifications, extending from Church Street to Cleveland Street/Jones Avenue. The zoning boundaries end at streets rather than at mid-block. The resultant redevelopment pattern is one in which different uses and building types can and do face each other, creating a dichotomy of styles along the street. This condition occurs along Pearl Avenue and Watts Avenue, as well as along Houston Street.

In addition, there is some highway commercial classification near the intersection of University Ridge and Church Street which has resulted in the development of some fast-food restaurants and gas stations directly across the street from County Square.

While the intent is to feather the density away from the University Ridge corridor into the stable neighborhoods to the east and south, it is done so in a manner that does not consider the current or historic neighborhood structure.
1.5 Preliminary Neighborhood Assessment

Using a combination of market value analysis, owner-occupant/rental housing locations, and vacant land maps, the charrette team developed an overall assessment of each parcel of property in the neighborhood, ranging from requiring minimal assistance to requiring complete redevelopment. This diagram, which was continuously refined during the course of the charrette, formed the basis for all development proposals put forth in the Master Plan.

The assessment categories are as follows:

**Major Redevelopment:**
Vacant land, multiple properties under common ownership, and areas of excessive housing blight, and/or severe infrastructure degradation where the reconfiguration of the existing blocks is encouraged to accommodate a new urban pattern

**Moderate Redevelopment:**
Multiple rental properties under common ownership, scattered-site owner-occupied housing, and areas of moderate infrastructure degradation where
infill development could occur using the existing block structure

**Minimal Redevelopment:**
Areas of predominately owner-occupied housing or well-maintained rental housing where only minor repairs are needed to the housing and/or infrastructure

A large number of properties were identified as requiring major redevelopment. Yet, complete blocks of solid, stable housing that require only minor building repairs or infrastructure improvement were also identified. These areas include Rose Avenue, the east side of Biltmore Drive, and the north side of Pearl Avenue, and provide anchors for the final Master Plan.
2.1 Neighborhood Identity and Character

- A coordinated campaign should be undertaken, perhaps as a continuation of this Master Planning effort, to establish this neighborhood as a place worthy of identification and reinvestment.

An essential ingredient to the successful regeneration of the neighborhood is the “rebranding” of the area. Throughout our interviews and conversations with City officials, neighbors, and residents, there was a great deal of confusion about the actual name of the neighborhood.

The charrette began under the auspices of completing a neighborhood plan for “Sirrine-Haynie”. This term was politely accepted by the participants, simply because this area lacked a true identity. Many long time residents referred to it as “Haynie” or “the Church Street area”. “Sirrine,” taken from nearby Sirrine Stadium, was never adopted by the residents because much of the neighborhood does not attend Greenville High School (the owner of Sirrine Stadium), even though it is within 1/2 mile of most of the neighborhood. This school districting policy further fragments the neighborhood and should be amended.

- This neighborhood should be treated as one neighborhood so that all its children attend school together.

Through consensus with the Advisory Committee, it was finally determined that with the rebirth of this neighborhood, it should be identified as “Haynie-Sirrine”, recognizing both the historic place name and the most important civic structure.

This character of the neighborhood is one that needs to change to reflect this establishment of “place”. This neighborhood is no longer a location of blight and crime, rather it will become a diverse, in-town neighborhood where many different people are afforded the opportunity to enjoy its location and (future) amenities.

Example of neighborhood branding techniques include:

- Banners hung on decorative lighting with the neighborhood’s moniker flying high for all to see as they drive through on the improved Church Street Boulevard.

- The use of whirligigs crafted by Herron Brigs incorporated into a neighborhood public art theme.

- Neighborhood entrance features placed at the primary gateways, further reinforcing the fact that Haynie-Sirrine it not simply a wide spot on the highway; it is a neighborhood that is shared with all who traverse its streets.
2.0 The Master Plan

2.2 Historic Preservation

- Recognize and/or protect the landmarks in the neighborhood.

The Haynie-Sirrine neighborhood is home to a number of key landmarks that should be recognized either through National Register Landmark status or other type of local cultural designation. Many of these are discussed in detail in Section 1.0 on pp. 16-18. The following landmarks should be recognized:

- 20 Haynie Street: Childhood home of Jesse Jackson, commonly referred as the Clinkscales House
- 110 Haynie Street: Homeplace of Miss Ellie Mae Logan
- 313 Haynie Street: Home of Mr. E.B. Holloway
- Chicora Avenue (exact address unknown): Home of Reverend Mims

- New housing should reflect the architectural vernacular of the Greenville area.

A number of significant styles are present in the area including the shotgun house and the bungalow, both of which can serve as a good model for affordable and market-rate housing. Porches should be a predominate motif on the front facades.
2.3 Infrastructure

- Make key infrastructure investments to bring the neighborhood up to City standards and encourage new investment.

An essential ingredient to a successful neighborhood is the quality of its infrastructure. In this case, the Haynie-Sirrine Neighborhood has a number of infrastructure needs to manage the existing population and a number of capital improvements to manage and encourage growth and redevelopment.

The Master Plan proposes infrastructure investments totalling approximately $10 million (see Table 6) including improvements to Church Street, 2 parking structures, street extensions and connections, basic street improvements, and stream restoration. Of these improvements, approximately $500,000 should be spent regardless of any redevelopment to bring the basic infrastructure up to City standards.

As is shown further, these investments have the potential to leverage nearly $90 million in development projects that are viable under general market conditions in the neighborhood over the next twenty years.
The Master Plan

2.0

2.3.1 Church Street Boulevard

Existing Conditions:

At the very core of this Plan is the improvement of Church Street. When the road was completed in the 1950s, it was heralded by highway engineers as a “Superhighway,” ushering in the future of the automobile, and opposed by residents as “eating like a cancer into the surrounding residential areas.” What remains of Haynie-Sirrine is a fragmented series of blocks with a dangerous and divisive barrier to access from one side to the other.

To accomplish this regeneration, Church Street must be transformed from a barrier into a seam. As a seam Church Street can then reconnect both sides of the neighborhood and reinvigorate the area with pedestrian activity. The study area from Augusta Road to University Ridge is the only segment that maintains a six-lane section with through movement. To the south, Mills Avenue and Augusta Road approach Church Street with four lane sections. The receiving lanes on the north side of University Ridge drop to four lanes on the elevated section north of the Reedy River crossing.

There is an extensive network of overhead wiring in the corridor, though apparently none of it is a main...
transmission line. The major transmission lines are located in the Augusta Road corridor.

**Infrastructure Improvements:**

Improvements to Church Street should include:

- A planted median in the center two lanes with median access and protected turn lanes at key locations;
- Improvement to the pedestrian environment with wide sidewalks separated from the curb by a generous planting strip and ordered street tree plantings;
- Lighting in the median for the automobiles and along sidewalks for pedestrians;
- Buried and relocated overhead wiring within the vicinity of the Neighborhood Center. The wiring in the remainder of the corridor should first be consolidated to one side and placed on decorative poles in an orderly manner, or if finances allow, buried underground in duct banks and conduits. All new lateral utility services should be underground.

Recognizing the importance of Church Street to the urban fabric of the study area, the design team requested a capacity analysis for the study corridor between Augusta Street and University Ridge. Note
that this preliminary evaluation is not a substitute for a comprehensive traffic operations study of the subject corridor.

Preliminary analysis implies the feasibility of reducing the Church Street corridor from 6-lanes to a 4-lane divided section, while maintaining Church Street as a radial arterial to accommodate the ingress and egress of peak hour commuter traffic. The proposed modification of Church Street is a proactive reparation consistent with current federal environmental justice policies that protect neighborhoods, particularly minority neighborhoods, against intrusions by larger traffic projects.

Most importantly, the proposed Church Street changes are necessary to promote and retain the implementation of the Neighborhood Master Plan which will have other benefits: a mix of land uses, walkable urban environment, and increased residential density within close proximity to downtown Greenville. These factors, when combined, support other transportation initiatives through reduced vehicular trips, and the enhancement of alternate modes including pedestrians, bicycles, and transit opportunities.

Given the vast amount of right-of-way and excess capacity, all proposed modifications to the Church Street corridor should be accomplished within the existing transportation corridor. In fact, the typical section shown on pp. 34-35 could be implemented within the existing curb line, offering a significant cost savings. As shown in Table 1, the estimated costs are approximately $3 million.

The reduction in through-lanes, lane widths, and the addition of street trees, lighting, and buildings located close to the street, will effectively tame the roadway, increasing the comfort of all modes within the corridor without severely effecting operations.

Finally, this public investment of $3 million has the potential to directly leverage $40 million in private development (See Table 2 & Table 3).

Note: A copy of the complete Transportation Supplement is included in Appendix A.
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**Total:** $2,282,527

**Engineering Cost:** 10%  
**Contingency:** 20%  
**Total:** $2,967,285

Note: This is not a certified engineer's estimate and is used solely for budget purposes using a schematic design. More accurate pricing should be completed following preliminary engineering and design.
2.3.2 University Ridge Boulevard

**Existing Conditions:**

University Ridge, named for its frontage along the former Furman University site (presently County Square) currently terminates at Augusta Road to the west and Cleveland Street to the east. The four-lane section has minimal pedestrian amenities. The County is currently studying the feasibility of connecting this corridor to Vardry Street to improve regional east-west movements.

Because of the capacity requirements at nearby Sirrine Stadium, some overflow parking occurs at County Square on Friday evenings for the Greenville High School football games.

**Infrastructure Improvements:**

Like Church Street, the Master Plan suggests a number of improvements to the current cross-section, primarily to the pedestrian realm but also enhances the overall streetscape with street trees and a planted median.

The current laneage is proposed to remain in place with most improvements occurring on the sides within the right-of-way.
Proposed improvements include:

- A major pedestrian pathway with sidewalks 8-12 feet in width on the north side of the street, providing a promenade for students and other attendees of events at Sirrine Stadium. This condition should extend across Church Street and terminate in front of Sirrine Stadium.

- Crosswalks at Church Street and Cleveland Street differentiated using pavement markings at a minimum, but preferably with changes in texture or color. Given the volume of truck travel through the intersection at Church Street brick or concrete pavers should not be used, as they are typically not durable enough for such traffic.

- Decorative lighting with banner arms to provide a direct visual connection to the High School, creating a thematic corridor program that would directly tie the Stadium to Greenville High School and to other events in the area.

- Where existing conditions have parking lots adjacent to the right-of-way, a second row of trees planted between the sidewalk and the parking lots along with shrubbery to screen the parked cars from the pedestrian. Trees should be staggered on both sides of the sidewalk to create an allee.

2.0 The Master Plan
The Master Plan

2.0

2.3.3 Haynie-Pearl Connection

Existing Conditions:
Presently, Haynie Street and Pearl Avenue serve as neighborhood collectors terminating to the west at Augusta Street and to the east at the Cleveland Street/Jones Avenue intersection. Sidewalks are present along at least one side of both streets, though they are adjacent to the curb. Lighting is poorly located and is generally placed at the intersections only. Any canopy trees in this corridor are on private property.

At their intersection with Church Street, the lack of any substantial natural gaps in the traffic flow and the excessive average automobile speed preclude safe travel from one side to the other, either on foot or in a car. The team observed a number of cars approaching the intersection along Pearl Avenue and turning right onto Church Street, then making a U-turn at the next median opening with a subsequent turn onto Haynie Street in order to maximize their perceived safety.

Infrastructure Improvements:
Because of the logical placement of a new Neighborhood Center at the Haynie/Pearl/Church intersection, the role of this east-west movement is
Modifying Haynie Street to align with Dunbar Street, thereby creating a consistent neighborhood-to-neighborhood connection, giving local traffic an alternative to the University Ridge corridor.

Redesign the cross-section to permit parallel parking along one side of the street throughout the corridor. In the Neighborhood Center, parking should be provided on both sides of the street.

Place sidewalks on both sides of the street separated from the curb with a planting strip and canopy trees.

Lighting should be decorative and pedestrian-scaled.

Place existing aerial utilities underground when financially feasible. Otherwise, such overhead wiring should be placed on decorative poles and consolidated on one side of the street. All new services should be placed underground.

2.0 The Master Plan
2.3.4 General Street and Subsurface Utility Improvements

Existing Conditions:

The existing infrastructure in this study area is in moderate to poor condition. Most roads show signs of excessive deterioration. Curbing and sidewalks are broken or vertically lifted in excess of standard tolerances. The storm sewer network is largely a patchwork of undersized culverts and overgrown drainage basins. In addition, City utility crews have suggested that the sanitary sewer collection system is undersized and is constructed of functionally obsolete clay pipe. The only street in the entire study area that has been resurfaced recently is Chicora Avenue. Unfortunately, much of the drainage for that street remains in open ditches that are compromised by frequent driveway crossings and tree root overgrowth.

Wastewater treatment is provided by Western Carolina at their Mauldin Road plant. Outfall capacity is unknown for this area and should be further investigated for collection and treatment capacity.
Proposed Improvements:

STREETS

- A comprehensive inventory of the pavement conditions for the area should be conducted immediately and prioritized using a standard engineering evaluation.
- Systematic resurfacing in this area should be accompanied by complete streetscape restoration and/or improvement.
- At a minimum, public improvements should include the complete reconstruction of the right-of-way to include standard pavement width and depth, curbs, landscaping, and sidewalks. Specifically, improvements to the following streets should be made as part of any public or non-profit investment in new housing:
  - Chicora Avenue - 1,100 linear feet
  - Dixon Street - 550 linear feet
  - Unnamed Street (Dixon to Chicora) - 200 linear feet
  - Urban Street - 475 linear feet
  - Springer Street - 1,125 linear feet

*Total Basic Street Needs - 3,450 linear feet*
The following street connections or realignments should be considered:

- Haynie Street realignment - 500 linear feet
- Quincy Street extension - 400 linear feet
- New E-W connection (Augusta to Urban) - 1,000 linear feet

Total New Streets: 1,900 linear feet

All other street improvements in the neighborhood are expected to be completed by private development as it occurs along its frontage.

TRAFFIC CALMING

- Physical traffic calming measures should be employed only after streets have been improved to include appropriate sidewalks, curbs, street trees, and pavement conditions.

Speed humps are popular because of their low cost of installation, but other techniques include marked on-street parking, mid-block lane narrowing (with supplement street tree planting), traffic circles, and street narrowing. When determining the appropriate technique, care should be expressed in maintaining an open and accessible street network.
WATER & SEWER

- A pipe conditions inventory for the sanitary sewer network in the neighborhood should be conducted using televideo equipment and added as a GIS layer. This layer can then be integrated with the pavement condition survey to identify target areas where subsurface work can be coordinated to avoid the "trenching after the street was resurfaced" pattern.

- Hydrants in the area should continue to be flow tested on a regular basis to ensure adequate pressure for fire protection. Those hydrants that are found to provide unacceptably low water pressure should be repaired immediately.
2.3.5 Springer Street Tunnel

Existing Conditions:

The only below-grade crossing of Church Street occurs at Springer Street. This tunnel is designed as a two way automobile passage with a full-height concrete wall separating the two lanes. The net effect of this design is the perception of two long, dark tunnels that are unsafe and hazardous to pedestrians whom we assume are the predominant users of the facility.

There is little lighting at either entrance and none exists within the tunnel itself, either through omission or vandalism.
Proposed Improvements:
The key to the tunnel’s improvement involves a number of strategic design elements that are intended to minimize cost and maximize usage.

- Improve pedestrian and bicycle access through the tunnel by converting it to one-way (yield) traffic and dedicate the other for exclusive pedestrian and bicycle use. With so little automobile traffic through the tunnel and good visibility, such a change should have little impact on safety.

- Install and maintain new lighting to improve safety around the opening and inside the tunnel. Open a light well from the median in Church Street to permit natural light to enter the tunnel.

- Widen and improve the stairway up to Church Street to encourage more use and create a more monumental entry. Install a similar stairwell access on the other side of the tunnel to permit pedestrian access to the west side of Church Street.
2.3.6 Stream and Stormwater Improvements

Existing Conditions:
The early history of this area is derived largely from its connection to the natural environment, specifically the preponderance of springs located throughout the entire neighborhood. It is suspected that the largest of these springs, known as the Crescent Spring, was located underneath the current alignment of Church Street in the proximity of the Ramada Inn.

The few stream corridors that exist in this area have been dramatically altered by past development encroachments and overgrowth by kudzu. In addition, the water quality has been degraded by excessive trash and debris found along its banks and in its channel. An existing creek has been piped in the proximity of Biltmore Drive and through the site of Sirrine Stadium. This creek is daylighted on the north side of University Ridge. These creeks are part of the watershed that directly feeds the Reedy River just north of the study area.

The City of Greenville maintains a stormwater program that is designed for efficient conveyance of stormwater from public rights-of-way. This program
is generally restricted to water quantity issues and does not address water quality. Additionally, the stormwater structures, specifically, the catch basin inlets are barriers to pedestrian usage with some violation of the Americans with Disabilities Act because they preclude the installation of a curb ramp.

**Proposed Improvements:**

- Institute a formal creek maintenance program to improve the overall condition of the streams in the neighborhood. Such a program will likely be part of the City’s required implementation of Phase II of the Federal Clear Water Act NPDES Permit so its commencement for this area is appropriate.

- Commit to a public policy of daylighting streams whenever practical. Such a practice would improve the overall water quality for the area and will increase the capacity of the stream corridor through greater groundwater infiltration.

- Use open channel design as a sustainable, environmentally-friendly alternative for existing unmanaged streams.

- Investigate the stream that is encased in a pipe along Biltmore Drive for potential daylighting.
Unfortunately, it is highly impractical to unearth this stream as it travels through the stadium, yet it remains a laudable goal. The re-creation of this natural corridor would serve as a centerpiece to a greenway park along Biltmore Drive.

- Clear the other primary creek present in this area, Springer Creek of the kudzu and overgrowth and repaire to a more natural condition. The restoration of this creek will not only improve its water quality, but it also will open up the area for improved safety and general cleanliness. The probable springhead for this area, located near the bend in Springer Street, could serve as a Community Garden or other recreation area.

### 2.3.7 Aerial Utilities

**Existing Conditions:**

There are currently three predominant utility companies that provide service above ground. Duke Power has main transmission lines on Augusta Street, Jones Avenue, Church Street, University Ridge, and Thruston Street. BellSouth routes their primary fiber cable on Augusta Road. Charter Communications, the local cable television provider, has a hybrid fiber/coaxial system in the area, most of which is located on the existing poles, though some underground service is available.

**Proposed Improvements:**

To bury these utilities, while preferred for its aesthetic impact, is frequently financially impractical. Therefore, the following are proposed:

- Given financial constraints, establish a priority for the placement of utilities in a duct bank within the Haynie-Pearl Neighborhood Center, where the investment of development warrants a higher streetscape treatment.

- Replace existing utility poles that are crooked, warped, or otherwise substandard.

- Consolidate poles to one side of the street only and, if practical, placed along the rear of property lines or in rear lanes.

- Underground utility services to all new development.
2.3.8 Street Lighting

Existing Conditions:
While provided as a base service by the City of Greenville, the City maintains no formal policy for the provision of street lighting. The general rule is to place cobra-head lighting at most intersections and in darker areas where safety and security warrant their placement.

Many dark places and poorly lit streets exist in the neighborhood. This lack of proper lights adds to both the perception of unsafe areas as well as the reality of increased crime occurring in the shadows.

Proposed Improvements:

- Establish a clear and coherent street lighting policy to guide future lighting decisions in Haynie-Sirrine. Use more frequent light fixture spacing. Use decorative, pedestrian-scaled lighting when financially feasible. If standard cobra-head lighting are used, place the fixtures such that they light both the street and the sidewalk. Spacing for fixtures should be a minimum of 250-300 feet on-center with at least three fixtures within a typical 400-foot block (one at each end and one illuminating the mid-block).

- Use more frequent spacing of lower-wattage bulbs as it provides an improved overall illumination level and leads to fewer shadows and dark areas. Fixture heads should be full-cutoff with 100% of the light cast from the bulb directed downwards. Bulbs emitting white light such as Metal Halide fixtures are preferred to yellow or blue hued lights as they provide for a truer light for the pedestrian.

- When selecting fixtures and locations, accommodate eventual growth of street trees so as not to encourage future insensitive tree pruning and to reduce the potential for shadows through the limb and leaf structures.
2.3.9 Transit Improvements:

**Existing Conditions:**

Transit service is currently only provided on the western edge of this neighborhood. The closest bus route by Greenville Transit Authority (GTA) servicing this neighborhood is along the Augusta Street corridor. County Square is highlighted as a key destination on the GTA System Map, though there is no service provided to the building.

**Proposed Improvements:**

- Expand a system route into the middle of the neighborhood spurring from this existing route and running along the Haynie-Pearl corridor. A number of alternatives are possible:
  - Augusta-Haynie-Church (N)-University Ridge-Augusta
  - Augusta-Haynie-Pearl-Cleveland
  - Augusta-Haynie-Pearl-Church (S) to Augusta/Mills

- Explore other routing permutations to provide the transit-dependent population an opportunity to have transit stops located within close proximity to their homes.

- Consider a transit shuttle or similarly-scaled circulator during event times along University Ridge to access the parking lots at Greenville High School, County Square, and the other County office buildings located on the south side of the street. Similar to vintage trolleys operating in other cities, these buses could be branded to the University Ridge corridor or tie into a potential Reedy River Greenway-West End-Downtown circulator running up Augusta Street and Main Street. With high frequency during lunch times and evening hours, such a service could be very similar to the 28th Street Mall in downtown Denver, further encouraging off-site park-and-ride lots such as at County Square to relieve the need for additional parking structures in the downtown area.
2.4 Development Projects

2.4.1 Development/Redevelopment Overview

The excitement posed by the regeneration of this neighborhood can be measured not only by the improvement of long-neglected infrastructure, but by the unusually high potential for private investment.

This Master Plan presents 19 separate and distinct development projects, representing nearly $90 million in increased value.

While most of these projects are dependent upon the improvement of Church Street, a number of them, including some that are highlighted in this section, could be completed independent of this project. In the event Church Street is not improved, redevelopment is still possible. Over $40 million in investment, however, will not be practical without this important infrastructure improvement.
Potential Development Projects

Project A
44 Multi-Family
36 Live-Work
13,200 Retail

Project B-1
58 Multi-Family
73,200 Office
24,000 Retail

Project B-2
8 Duplex Units
10 Multi-Family

Project P
5,000 Retail

Project C
1 Single Family
32 Duplex Units
4 Multi-Family

Project D
32 Duplex Units

Project E
46 Multi-Family
21,000 Retail

Project R
7,200 Retail

Project I
9,200 Other

Project G
7 Multi-Family
7 Live-Work
37,500 Office
12,500 Retail
Expanded Hotel

Project F
35 Townhomes
Development Pro-Forma

Table 2 shows the potential investment value of nearly $90 million for projects identified throughout the neighborhood. This investment is contingent on a number of public investments as outlined in Table 6, the most important of which is Church Street. Other public investments shown in Table 6 include parking facilities, street, storm sewer, sanitary sewer, and water improvements.
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<thead>
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<th>Development Project</th>
<th>Single Family Units</th>
<th>Duplex Units</th>
<th>Multi Family Units</th>
<th>Live/Work Units</th>
<th>Office (sf)</th>
<th>Retail (sf)</th>
<th>Other (sf)</th>
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Table 2. Pro-Forma Statement of Potential Development Value and Parking Infrastructure Costs
Development Pro-Forma

In the event that the improvements to Church Street are not completed, the level of investment potential would be severely impacted. Table 3 shows the loss of over $40 million in potential investment value. It is also likely that, in the absence of such a significant catalyzing infrastructure project, the other remaining potential projects in the neighborhood would be delayed. In other words, the improvements to Church Street are seen as both a “kickstart” to development as well as a long-term commitment by the public sector to ensure compliance with the Plan.

A number of projects are still possible without the improvements to Church Street. Those that are completely embedded within the neighborhood (Ellie Mae Logan Park) or that are on the periphery (i.e. Sirrine Stadium) are more likely to achieve successful development/redevelopment opportunities than those along an unimproved Church Street.

Projects that either front directly on Church Street or require access from it are not likely to be initiated under the current highway configuration. The only exception is a portion of Project B that is at the intersection of University Ridge and Church Street and would not be directly affected by any public improvements to Church Street.
<table>
<thead>
<tr>
<th>Development Project</th>
<th>Single Family Units</th>
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**Construction Value**

- $100,000
- $160,000
- $70,000
- $200,000
- $110
- $90

**Total Value**

- $5,000,000
- $12,800,000
- $13,930,000
- $9,000,000
- $7,040,000
- $2,268,000

**Total Post-Development Valuation**

- $50,038,000

**Structured Deck A**

- $1,620,000

**Total Structured Parking**

- $1,620,000
2.4.2 Church & Haynie Neighborhood Center

Located in the direct center of the neighborhood and at the primary intersection of Church Street, Pearl Avenue and Haynie Street, this area is logical to serve as the center of the neighborhood.

The Master Plan proposes a number of different buildings located in all four quadrants of the intersection. The primary frontage of all of the buildings is along Church Street, with a secondary frontage within one block along Haynie Street and Pearl Avenue. These buildings should be multi-story mixed-use buildings, though most would not exceed 3 stories due to parking requirements.

Because of the odd block configurations created by the construction of Church Street in a northeast-southwest manner, it is very difficult to create typical building pads for such intense development as is usually found in the Neighborhood Center. As a result, the buildings placed in this area will have a need for a centralized parking facility to achieve their potential building densities. On-site parking will only accommodate up to 75% of the total need of the area, so there is an expectation of shared parking maximizing the peak and off-peak hour
2.0
The Master Plan

Rendering of proposed development looking south on Church Street “Boulevard”

Existing conditions on Church Street
requirements of the various complimentary uses.

The northeast corner of the intersection could accommodate 2-3 story buildings. Most on-site parking (about 90%) could be provided for office or residential uses. Overflow parking and additional parking for retail or restaurant uses would need to be provided in the parking garage behind the Hotel.

A similarly condition of 2-3 story, mixed-use buildings are also shown in the northwest corner of the intersection. Care must be taken to preserve the current tree canopy that is present along the north side of Haynie Street and the 60+ year old Willow Oak trees. New buildings should be set back from the street in a manner that is most conducive towards the protection of the trees’ root system.

As shown in the illustrations by Justice Design Studio on pp 64-65, the Ramada Inn site could be expanded and developed into an urban, mixed-use block. The Hotel would undergo interior renovations as well as a sizeable expansion towards Church Street. This expansion could include additional restaurants, conference spaces, and/or fitness facilities.

A new multi-story, mixed-use building is shown at the intersection of Church Street and Pearl Avenue. To accommodate the 12-16 foot change in grade
2.0 The Master Plan

Section of Haynie Street showing the preservation of the Willow Oak trees on the north side with additional frontage setbacks and upper story recesses.
2.0 The Master Plan

from Church Street to the current parking lot, this building could have a basement level that opens into the formal entry into the hotel. The second story of the building would be at street-level. A 400 space, 5 level parking facility is proposed to the rear of the current hotel. Buildings, most likely residential units such as townhomes, would line the structure to provide a visual screen and an active street edge along its public perimeter.
Detail plan of the Ramada Inn site showing the expansion to the hotel facility (1); a new multi-story mixed use building at the corner of Pearl Avenue and Church Street (2); a “park once and walk” parking garage; and residential or mixed-use liner buildings that screen the public view of the garage (3 & 4)

2.0
The Master Plan

1st Floor Plan for Ramada Inn showing interior renovations, expansion towards Church Street and new entry

2nd Floor Plan for Ramada Inn showing secondary entry and formal landscaped garden along Rose Avenue
2.4.3 Sirrine Neighborhood Center

The area around the 8 O’Clock Superette is characterized by a pedestrian scale due to the intimacy of the streetscape along Cleveland Street with a mature tree canopy, sidewalks, and a relatively narrow pavement width, as well as the fine-grained retail that thrives in the adjacent center.

What is lacking are buildings that are close enough to the sidewalk to engage the pedestrian on all four corners. Just beyond the wonderful tree canopy on the pedestrian side of the street are several parking lots. Specifically, the parking lot in front of the Sirrine Stadium is largely unused except during Friday evening high school football games. During this time, every parking opportunity is maximized including both public streets and private lots within walking distance.

In order to achieve the parking objectives for the uses at Sirrine Stadium, as well as to provide additional development opportunities to complete the urban design of this neighborhood center, the Master Plan proposes development along the existing edge of the lot. Using two or three story buildings in either a live-work or shop-work configuration, this area can provide not only significant
2.0
The Master Plan

Rendering of proposed development at Sirrine neighborhood center looking north on Cleveland Street includes neighborhood commercial on the 1st floor and residential units above

Existing conditions at Sirrine Stadium
The Master Plan

income through the sale of the land, but also serve to screen the parking lot from the pedestrian realm. For ease of marketing, these buildings could be sold in a manner similar to townhomes, and pre-sales could help to establish their overall viability. Given the demographics of the surrounding neighborhoods, there may be an underserved market for small boutique retail/office opportunities as well as urban residential units.

Revenues from such a venture can be put towards the construction of a trayed parking structure to provide additional on-site parking for Sirrine Stadium events. This deck could be constructed using the existing topographic conditions of the site, providing access to both levels of the deck without the use of expensive ramps. The deck construction is estimated at $1.6 million.

The additional parking on-site, when combined with more easily accessible parking off-site, should help to relieve the neighborhood during football games and permit additional activities to occur at the Stadium without further impact.
The Master Plan

Cross section of development from University Ridge through Sirrine Stadium illustrates the transformation of a parking lot into a neighborhood center.
2.4.4 600 Block Church Street

This site, located at the southeast corner of University Ridge and Church Street, is perhaps the most visible site in the entire neighborhood. Not only is it located at the major intersection, but its prominence on the ridge gives it an outstanding view of both the downtown skyline as well as the Reedy River greenway. This site also forms the gateway, both from a pedestrian and vehicular standpoint, to Sirrine Stadium and the neighborhood center. In addition to the obvious potential for development, the land is held nearly all in single ownership, permitting a relatively easy redevelopment of the existing sites comprised of some small retail shops and mostly vacant housing. Of prime importance to the redevelopment of this block is its relationship to the surrounding blocks.

To take maximum advantage of this location, the Master Plan proposes a mid-rise block (4-5 stories in height) including up to 73,200 square feet of office and/or residential condominiums that are built generally to the street frontage. In addition, these mixed-use buildings could accommodate up to 24,000 square feet of ground-level retail. Parking would need to be provided in a 460 stall, 2-level, trayed parking structure to the rear of the
The Master Plan

Rendering of proposed development looking north at the intersection of University Ridge and Church Street

In order for ground-level office or retail to be successful, improvements to both Church Street and University Ridge will be necessary to reinforce the pedestrian environment. Sidewalks 12-16 feet in width should be provided. This dimension will serve as both a setback from the traffic at the intersection as well as suitable area for the planting of sizeable trees in wells.

Care must be taken to ensure that an appropriate transition is made in the area of the Church Street on East Wakefield Avenue as well as around the stadium. The Master Plan calls for generally residential buildings along both Carson Street and Springer Street.

Existing conditions at University Ridge and Church St
2.4.5 Biltmore Park

As with the previous project, the redevelopment of the brick duplexes along Biltmore Avenue and Pearl Avenue is not contingent on the improvement of Church Street. Also, it is located immediately across the street from a economically stable section of the neighborhood, and has direct access to Sirrine Stadium and the thriving neighborhood center at University Ridge and Cleveland Street.

The proposed project involves the removal of the 11 existing duplexes (22 total units) and redevelop the site with up to 35 townhomes. Using the topography of the site, construct the buildings at the grade of Rose Street with a bonus room built on the lower level at the fronting lane in lieu of a retaining wall. (See section drawing on pg 74-75. A front porch and staircase should be installed at the frontage to provide primary access to the main level with the lower level having a simple door. A similar condition is found throughout Savannah where the lower level was often a rental unit and the primary entrance was provided by stairs from the street.

An alternative is simply to provide the fronting entrance into the bonus room with an internal stair (which would be present in either scheme). This
2.0
The Master Plan

Rendering of proposed development at Biltmore Park looking south from Pearl Avenue down Biltmore Avenue

Existing conditions at Biltmore Park
room would then become a living room, though a home-office would be perfectly appropriate as well.

Re-establish the spring-fed creek that meanders through the neighborhood, crosses under Sirrine Stadium, and becomes open to daylight on the north side of University Ridge as a natural channel. By removing the creek from the pipe, a linear park can be created, thereby enhancing the values of the properties in this corridor. The creek and related natural area would become a wonderful amenity, creating a park-like setting for the frontage of the townhomes. Additionally, this park could be a public amenity for the neighborhood to share as a central open space.

Parking would be provided via a rear lane with direct access from Rose Lane. Visitor and emergency access can be provided along the frontage of the units with a one-way access lane 20 feet in width, permitting occasional on-street parking along one side.

Because of the nature of the improvement necessary to restore the creek, a public-private partnership should be explored to share resources. Clearly there is a private benefit to the redevelopment of the site to assist in its restoration, but the expected
costs for such a project will require additional assistance to make it feasible. The public benefits of the restoration of a natural stream channel include greater groundwater infiltration improving both capacity as well as water quality and the creation of a wonderful public space that builds on the success of nearby Cleveland Park.
2.4.6 Ellie Mae Logan Park

The Plan recommends creating an important public space to honor the memory of Miss Ellie Mae Logan who was murdered in her home on Haynie Street. The current park at the northwest corner of Haynie Street and Howe Street is not suggestive of this honor with its minimal landscaping and amenities.

The Plan recommends the relocation of the park to the southeast corner and the replacement of the existing park with new housing fronting on this space on both Howe Street and Springer Street. This location not only would facilitate additional development, but also be directly across the street from Miss Logan’s former home, creating a strong visual connection between the park and her house.

The units are proposed as townhomes with parking to the rear accessed by an alley. They should be designed as traditional two story units with build-to lines that encourage public interaction with the street and fronting park. On the Howe Street side they front on the public street. On the east side, the units front on the park and are provided access by a wide pedestrian pathway. Springer Street would provide the alley access, with adequate emergency
The Master Plan

Rendering of proposed development at Ellie Mae Logan Park looking north across Haynie Street

access provided by Haynie Street to the south and Francis Street to the north.

Porches shown on the illustrations are intended to create a semi-public space where residents can lounge and enjoy the beautiful piedmont weather, while providing “eyes on the park” to assure for the safety of its users and surrounding residents. This architectural element is consistent in the surrounding blocks and should form the predominant stylistic element with new construction in this area.

Given its proximity to Scott Towers Senior Housing as well as the availability of land owned by the City to facilitate development, this is a good site for an affordable infill development.

Existing conditions at Ellie Mae Logan Park
2.0 The Master Plan

2.4.7 Springer Street-West

With all master planning efforts a small nook or leftover parcel of land always surfaces that could be utilized for an innovative infill project. There exists just such a piece of property along Springer Street on the west side of the tunnel. The lots on the north side of the street have their primary frontage on Wakefield Street and they are unusually deep.

If these lots were to be subdivided, the Master Plan suggests that townhomes or small-lot residential development could be built on the Springer Street side of the lots.

To improve the view of these lots and add an additional amenity to the neighborhood, the creek on the south side of Springer Street should be cleared of underbrush and debris and have its channel stabilized.

Because of the minimal lot depth of the proposed dwellings, parking should be provided on-street, though some parking could occur between buildings. If detached homes were built, a single driveway could be constructed in the side yard of each unit. If this is the case, use a “Carolina” driveway where the expanse of the driveway is broken up by a single grass strip down the middle. This technique
is effective at minimizing the impact of frequent driveways on the pedestrian realm in small lot development as well as increase pervious surface for the infiltration of stormwater.

Because of the minimal land costs involved with the residual land, this could be a good opportunity for affordable housing.

2.0 The Master Plan

Section through Springer Street and Wakefield Street. The proposed development is shown under the rainbow.
In accordance with the Southwest Sector Plan completed by LDR in 1998, the Master Plan suggests that there exists significant redevelopment potential of underutilized sites along University Ridge. Included in this redevelopment area is the significant parking in front of County Square. The Master Plan shows the development of the first layer of parking, for possible sale for office or mixed-use development. The typical floorplate and parking requirements for such development would most likely consume only half of the current front yard parking lot. If the large amount of additional overflow parking is indeed necessary, the sale of the property for redevelopment could offset some or all of the costs of structured parking to the side or rear of the County Square building.

Given the preliminary analysis of this study, the plan recommends that the County complete a feasibility study to evaluate the current building and future office needs as compared to the potential public and private redevelopment of the site.
2.0
The Master Plan

Proposed development at County Square
2.4.9 Scattered Site Redevelopment/Rehabilitation

There are presently 275 single-family and duplex units in the study area. In addition, there are 195 units in the Scott Towers senior living residence and 79 units in Garden Apartments. Of the 275 housing units present, only 68 are owner-occupied. The remainder of these units are either available for rent or vacant. The Master Plan proposes the removal of 145 units and the addition of approximately 533 new residential units scattered throughout the neighborhood, including lofts, townhomes, small lot single-family homes and medium lot single-family homes. See Table 4 for a pre- and post-development housing comparison.

The Plan recommends the replacement or extensive rehabilitation of a majority of the housing stock on south Chicora Street and Dixon Street with one or two family detached homes.

The design guidelines in Appendix B should be applied to this development as the infill of an inappropriate structure can ruin further rehabilitation efforts within an entire block. Basic architectural themes such as the predominant use of porches and simple rooflines, as well as even and consistent build-to lines, will maintain the continuity of the neighborhood vernacular while permitting some variety and diversity.
3.0 Implementation

3.1 Neighborhood Code

Because the Master Plan is a realistic build-out study rather than a firm development proposal, it is necessary to enact a new Code specific to the tenets of the plan. The City is in the process of preparing a new Unified Development Ordinance. Yet, this project is not expected to introduce design elements that are specific to this Master Plan.

This Neighborhood Code has been established with the intent of providing for the development as shown in the Master Plan, but has the inherent flexibility to adapt to future market conditions and more site-specific studies. Also, the Code is intended to provide predictability and assurance to potential investors that any future development will be consistent with the Master Plan.

To that end, the Code uses a matrix of Building Types with discrete design requirements and Neighborhood Zones. The design of these buildings should build upon the

Uses permitted are identified, but are secondary to the type of buildings in which they will operate. In addition, this Code includes specific regulations for Open Space, Streets, Parking, Lighting, Signage, and Landscaping.

The Code is proposed to be implemented and a new Zoning District entitled “Haynie-Sirrine Neighborhood”
with four sub-zones that regulate the form and intensity of development referred to as the Neighborhood Edge, the Neighborhood General, the Neighborhood Center, and the University Ridge Village Center. The City should also investigate amending the subdivision process to place development proposals consistent with this Master Plan on the “top of the stack” as a further development incentive. This Code is included as Appendix B.
3.0 Implementation

3.2 Affordable Housing

The primary concern of the existing residents expressed during the entire planning process was the issue of housing affordability and displacement. People indicated concerns that they would be removed from the very neighborhood in which they grew up in favor of newer, more "upscale" development. This is not the intent of the proposed master plan.

While some demolition and redevelopment will occur it is the strong intent of this Plan that affordable housing remain a primary component of the neighborhood with the following caveats.

First, quality design should not be sacrificed for affordability. Our dwellings are a mirror of ourselves and are therefore linked to our individual self-esteem and community pride. We can build less expensively, but not at the cost of quality architecture and craftsmanship. If housing is poorly designed it will always remain affordable because it will never increase in value. Such is the case with the sub-standard housing present in the neighborhood today. Affordable housing should be spread throughout the neighborhood and should be indistinguishable from the market-rate housing.

Second, long-term affordability is only assured through direct intervention in the marketplace. The community
Implementation

Table 5. 2002 Low/Moderate Income Table

<table>
<thead>
<tr>
<th>Greenville County</th>
<th>1 person</th>
<th>2 persons</th>
<th>3 persons</th>
<th>4 persons</th>
<th>5 persons</th>
<th>6 persons</th>
<th>7 persons</th>
<th>8 persons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Family Income: $50,400</td>
<td>30%</td>
<td>10,660</td>
<td>12,100</td>
<td>13,600</td>
<td>15,100</td>
<td>16,600</td>
<td>18,100</td>
<td>19,600</td>
</tr>
<tr>
<td></td>
<td>50%</td>
<td>17,650</td>
<td>20,150</td>
<td>22,650</td>
<td>25,150</td>
<td>27,650</td>
<td>30,150</td>
<td>32,650</td>
</tr>
<tr>
<td></td>
<td>80%</td>
<td>28,200</td>
<td>32,250</td>
<td>36,300</td>
<td>40,350</td>
<td>43,500</td>
<td>46,750</td>
<td>50,000</td>
</tr>
</tbody>
</table>

Source: SC State Housing Finance and Development Authority
Implementation must make a commitment to not only build housing efficiently, but actively participate in maintaining long-term affordability to assure that the City’s service workers, teachers, police officers, and senior citizens have the opportunity to live in the neighborhoods in which they serve.

Lastly, in these days of scarce resources, community’s must look to more non-traditional partnerships that include non-profit housing agencies, churches, and private developers. Using a variety of techniques, including tax credits, housing vouchers, and land trusts, new moderately priced home can be made affordable. In addition, communities can leverage existing federal and state funds to provide the infrastructure, the streets, utilities, trees, and sidewalks, to reduce the direct cost of the home.

In summary, affordable housing is an issue that must transcend quality and style. Simply to build homes cheaply is a short-term, short-sighted approach. Maintaining affordability in a growing region with vibrant neighborhoods is hard work, but work worth doing; and we must use our creative energies to make it happen.

3.2.1 Current Strategies

Community Development Block Grant (CDBG):

The City of Greenville, as an Entitlement Community, receives an annual allocation from the U.S. Department of Housing and Urban Development (HUD). Entitlement Communities develop their own programs and funding priorities. However, grantees must give maximum feasible priority to activities which benefit low- and moderate-income persons. Grantee must meet at least one of three national objectives: Benefit low to moderate income persons; Eliminate slum and blight; or Meet an urgent need such as natural disaster. CDBG funds may not be used for activities which do not meet these broad national objectives. CDBG funds may be used for activities which include, but are not limited to:

- acquisition of real property;
- relocation and demolition;
- rehabilitation of residential and non-residential structures;
- construction of public facilities and improvements, such as water and sewer facilities, streets, neighborhood centers, and the conversion of school buildings for eligible purposes;
- public services, within certain limits;
- activities relating to energy conservation and renewable energy resources; and
- provision of assistance to profit-motivated businesses to carry out economic development and job creation/retention activities.

The City of Greenville is currently targeting their CDBG funding on certain neighborhoods, rather than scattered-site projects, to maximize the impact of the redevelopment activity and ensure its long-term success in a comprehensive manner. The current targeted neighborhoods include Green Avenue, Southernside, West Greenville, Viola Street, Pleasant Valley, and Greenline/Spartanburg Street.

HOME:

The City of Greenville, as a Participating Jurisdiction (PJ), receives an annual allocation from HUD. HOME funds are available to public, non-profit, and private housing development organizations, and may be leveraged for use with other funding sources including CDBG, Low Income Housing Tax Credits, South Carolina Housing Trust Fund, and the Federal Home Loan Bank.
Some special conditions apply to the use of HOME funds. PJs must match every dollar of HOME funds used (except for administrative costs) with 25 cents from nonfederal sources, which may include donated materials or labor, the value of donated property, proceeds from bond financing, and other resources. In addition, PJs must reserve at least 15 percent of their allocations to fund housing to be owned, developed, or sponsored by experienced, community-driven nonprofit groups designated as Community Housing Development Organizations (CHDOs). PJs must ensure that HOME-funded housing units remain affordable in the long term (20 years for new construction of rental housing; 5-15 years for construction of homeownership housing and housing rehabilitation, depending on the amount of HOME subsidy).

These funds may be used for various activities including the following:
- Acquire property;
- Construct new housing for rent or homeownership;
- Rehabilitate rental or owner-occupied housing;
- Improve sites for HOME-assisted development or demolish dilapidated housing on such sites;
- Pay relocation costs for households displaced by HOME activities;
- Provide financing assistance to low-income homeowners and new homebuyers for home purchase or rehabilitation;
- Provide tenant-based rental assistance or help with security deposits to low-income renters;
- Meet HOME program planning and administration expenses.

City of Greenville:
The City of Greenville Department of Community Development maintains three active programs that are focused specifically on the maintenance and provision of affordable housing. They include the Homeownership Program, Community Improvement Program (CIP), and Emergency Repair Program. The City is also revising its rental rehabilitation program to assist property owners in maintaining rental units.

The City also works in partnership with World Changers, the mission arm of the Southern Baptist Convention to provide the materials and youth volunteers to complete minor repairs (roof replacement, painting, handicap ramps, etc.) on the homes of low to moderate income citizens.

In support of the City's efforts to revitalize neighborhoods in a comprehensive manner, Community Development is focusing funding on the primary causes of poverty which were identified by residents through a needs assessment process. The top four priority needs were: Housing Counseling, Jobs Training Placement, Education for Youth, and Fair Housing. Various organizations were asked to develop comprehensive programs to address these priorities as follows:

**Comprehensive Housing Counseling:** The Human Relations Commission and the United Way have established the Task Force that will create the Housing Counseling Program. The Task Force is will begin offering classes in June, 2002.

**Job Training, Improvement & Placement:** SHARE, in partnership with 24 agencies and organizations, has developed the LADDER program to address barriers that prevent residents from accessing viable employment providing hard and soft skills to support residents in becoming successfully employed. Recruitment of the first 35 participants will begin in mid-March, 2002.
After-School Tutorial: The City of Greenville’s Community Centers Bureau offers an after school program in the David Hellams, Juanita Butler, West Greenville and Nicholtown Community Centers. Currently, 204 children are enrolled in the after school program.

Fair Housing: The Human Relations Commission works to minimize discriminatory practices through fair housing education on the South Carolina Landlord/Tenant Act and the South Carolina Fair Housing Law. In addition, the Human Relations Commission receives and researches housing related complaints and requests for services.

Additional information about these programs can be found the City’s web site at http://www.greater-greenville.com/neighborhoods/comm_projects.htm.

Habitat for Humanity:

Using a layered approach of volunteer labor, no-interest financing, and homeowner sweat equity, Habitat for Humanity builds decent and inexpensive housing on scattered sites throughout the Greenville area. Habitat’s success also creates the following benefits:

- It gives homeowners a sense of satisfaction and accomplishment through involvement in the construction of their house;
- It helps to build community and camaraderie among the workers, volunteers, and homeowner family; and
- It fosters a sense of belonging and inter-connection among many residents.

This model would be of benefit to the Haynie-Sirrine Neighborhood, particularly in blocks where gaps exist between moderately stable housing.
Information for the Habitat for Humanity of Greenville County can be obtained at:
http://www.hfhgreenville.org

Greenville Housing Futures:
Greenville Housing Futures is the City's Community Housing Development Organization (CHDO). As a CHDO, Greenville Housing Futures has additional access to state and federal funding programs. CHDOs are special types of nonprofit housing developers which:

* are organized under state or local laws;
* are not controlled by, or under the direction of, individuals or entities seeking to derive profit or gain from the organization;
* have no part of their net earnings to benefit any member, founder, individual, or contributor;
* have a tax exemption ruling from the IRS under section 501c(3) or (4);
* are not a public body;
* have standards of Financial Accountability that conform to federal regulations;
* have among their purposes the provision of decent housing that is affordable to moderate and low income households;
* maintain accountability to low income community residents;
* have a demonstrated capacity for carrying out activities assisted with HOME funds; and,
* have a history of serving the community where HOME funds may be potentially used.
Greenville Housing Futures has developed both affordable rental and owner-occupied housing including Genesis Court, Washington Pointe, Landwood Ridge, and Lach Street.

**Homeowner Education and Pre-Purchase Counseling:**

The City of Greenville now offers Homebuyer Education that focuses on preparing people for homeownership. In addition, Habitat for Humanity utilizes Habitat Homeowners in Process that is specifically geared to homeownership in their programs.

### 3.2.2 Next Steps: New Programs to Investigate

**Community Land Trusts (CLT):**

Program Purpose/Description: A land trust is a mechanism for balancing community equity and individual equity in homeownership through the separation of the cost of land from the resale value of a privately-owned home. A separate entity, typically a non-profit housing organization, owns title to the land underneath a house, similar to a condominium arrangement. The land is not included in the original sale or resale cost of the home, thereby reducing the overall housing costs by 20-25%.

Community land trusts help communities to:

- Gain control over local land use and reduce absentee ownership;
- Provide affordable housing for lower income community residents;
- Promote resident ownership and control of housing;
- Keep housing affordable for future residents;
- Capture the value of public investment for long-term community benefit; and
- Build a strong base for community action.

The CLT’s distinctive approach to ownership involves permanent CLT ownership of land. It is usually leased to low- and moderate-income households. The land may also be used for affordable rental housing and other purposes.

**Acquiring Land for the Community.** CLTs can acquire vacant land and develop housing or other structures on it. At other times, CLTs acquire land and buildings together. In both cases, CLTs treat land and buildings differently. The land is held permanently by the land trust so that it will benefit the community. Buildings (known as improvements) can be owned by those who use them.

**Homeownership on Community Land.** Buildings on CLT land may serve different needs, but, when possible, CLTs help people to own their own homes on this land. When a CLT sells homes, it leases the underlying land to the homeowners through a long-term (usually 99-year), renewable lease, which gives the residents and their descendants the right to use the land for as long as they wish to live there.

**Still Affordable for the Next Homeowners.** When CLT homeowners decide to move out of their homes, they can sell them. However, the land lease requires that the home be sold either back to the CLT or to another low-income household for an affordable price.
The CLT is a balanced vehicle for local residents who want to gain greater control over local land use and development.

Source Information:
Policy Link: Beyond Gentrification Toolbox  http://www.policylink.org/content/tools/39/8-1.asp
Institute for Community Economics  http://www.iceclt.org/

Federal Home Loan Bank of Atlanta:

Program Purpose/Description: The Federal Home Loan Bank of Atlanta is the regional arm of the Federal Home Loan Bank. They have a variety of Community Investment programs offering incentives for the development of affordable housing for rent and for purchase.

Available Activities/Funding:

First-time Homebuyer Program
The First-time Homebuyer Program (FHP) provides direct subsidy matching funds for the downpayment and closing costs of first-time homebuyer programs developed by member financial institutions. FHP offers open participation to all interested members on a first-come, first-served, homebuyer-by-homebuyer basis during an annual calendar year offering. The maximum FHP award per household is $5,000. Eligible homebuyers must:

- Have income at or below 80 percent of area median or be income-eligible at the time of entering a member approved homebuyer counseling program;
- Complete a homebuyer counseling program approved by the member financial institution;
- Contribute a minimum of $500 of their own funds;
- Be bound by a five-year monitoring requirement to be secured by a retention recapture agreement; and
- Access funds through a member financial institution which must originate the first mortgage.

Predevelopment Fund
This program is designed to provide loan funding for certain predevelopment expenses associated with affordable housing and real estate-based community economic development projects. The maximum loan amount is $100,000 per project, not to exceed 75 percent of the total eligible predevelopment expenses. Upon completion of the project, the loan is repaid.

Affordable Housing Program
The selection of worthwhile projects to receive Affordable Housing Program (AHP) funding occurs through a competitive process. Federal Home Loan Bank of Atlanta (FHLBA) members submit applications for funding submission deadlines of March 15 or September 15 typically. AHP is frequently used in conjunction with other funding sources, including conventional loans, government subsidized financing, tax credit equity, foundation grants and bond financing.

AHP awards subsidized loans and grant money for worthwhile homeownership or rental initiatives. Funds are directed to FHLBA member institutions working in partnership with affordable housing providers. In addition to homeownership and rental housing, AHP addresses special-needs housing such as single-room occupancy units for the homeless, transitional housing, supportive housing and units specially equipped for the disabled and elderly. In order to be considered:
AHP subsidies may be used only for the purchase, construction or rehabilitation of owner-occupied or rental properties;

- AHP subsidized units must serve households earning 80 percent or below the area median income. Rental projects are required to insure that 20 percent of the total units are for very low-income families;

- The project sponsor must have the qualifications necessary to complete the project;

- AHP projects must comply with fair housing and affirmative marketing requirements;

- Owner-occupied properties must remain affordable for 5 years.

- Rental properties must remain affordable for 15 years; and

- The full AHP subsidy must be used within 24 months of project approval.

Eligible uses of an AHP subsidy include acquisition, new construction or rehabilitation financing, permanent financing, principal reduction, and downpayment and closing cost assistance.

AHP assistance is available in the form of direct subsidies, grants, or subsidized advances. There is a maximum direct subsidy limitation of $500,000 per project per competitive round.

Source Information:

**Downpayment Assistance Programs:**

Program Purpose/Description: There is a variety of programs to assist first-time homebuyers. These programs vary from those targeted at lower income homebuyers to programs that are open to any family purchasing in a participating development. Some examples include the First Time Homebuyers Program of the Federal Home Loan Bank and the United Way Individual Development Account.

IDAs are dedicated savings accounts that can only be used for purchasing a home, paying for education or job training expenses, or capitalizing a small business. These accounts, which are generally managed by community organizations, are held at local financial institutions in the name of the individual participant. Contributions are made by individual participants over a pre-established time period and are matched using both private and public sources.

Qualified Activities: The use of CDBG funds for IDAs is not an eligible activity in and of itself. However, the purposes for which the funds in an IDA are to be used - to buy a home, start a business, or pay for education/job training - are eligible activities under the CDBG program. Therefore, CDBG may be used as required match for IDAs as discussed below when the family or household of the individual for whom the IDA is established is determined to be low- or moderate-income prior to assistance being provided:

» To purchase a home: homeownership assistance meeting the housing national objective.

» To pay education or job training expenses: public service under the limited clientele national objective.

» To capitalize a small business (i.e., 5 or fewer employees including the owner/developer): microenterprise assistance under the limited clientele national objective based on the owner/developer’s family size/income.
The IDA program is one of the components of the housing counseling program in the City’s Special Emphasis Neighborhoods. Working with Human Relations Commission and the United Way, the City will develop and implement a housing counseling program for residents of the Haynie-Sirrine neighborhood.

Source Information:

South Carolina State Housing Finance and Development Authority (SCSHFDA)

The SCSHFDA was created in 1971 to promote and provide safe, decent and affordable housing for the citizens of South Carolina. The SCSHFDA administers several programs including the Low Income Housing Tax Credit Program, the Housing Trust Fund, the HOME Program, the Mortgage Revenue Bond Program (MRB) and the Community Homeownership Opportunity Program some of which are described in more detail as follows:

Low Income Housing Tax Credit Program

Program Purpose/Description: The Low Income Housing Tax Credit Program (LIHTC) is designed to provide an incentive to owners developing multifamily rental housing. Developments that may qualify for credits include new construction, acquisition with rehabilitation, rehabilitation and adaptive reuse. Tax credit projects can include mixed-use and mixed-income projects, but units assisted by tax credits must be maintained as rental units during the period of affordability. Owners of and investors in qualifying developments can use the credit as a dollar-for-dollar reduction of federal income tax liability. Allocations of credits are used to leverage public, private and other funds in order to keep rents to tenants affordable, saving as much as 20-30% of the base development cost. The basic requirements are as follows:

- Eligible applicants must submit proposals to be ranked in accordance with the Qualified Allocation Plan (QAP). Authority staff will evaluate all applications for LIHTCs to determine if the proposed development meets the State's housing need priorities;
- To be eligible, a development must have at least 20% of its units occupied by households earning at or below 50% of the area median income, or 40% of its units occupied by households earning at or below 60% of the area median income. Income limits are adjusted for household size;
- Maximum rents are set for each unit size based upon 30% of the area’s maximum allowable income for specified household sizes. Tenant paid utilities are counted as part of the maximum rent;
- Owners must participate in the Authority's Compliance Monitoring Program. Monitoring includes actual physical inspections of housing units as well as a review of tenant records and certifications. The compliance period is 15 years with an agreement to keep the development low-income for an additional 15 years;
- Maximum rents are set for each unit size based upon 30% of the area’s maximum allowable income for specified household sizes. Tenant paid utilities are counted as part of the maximum rent; and
- Developers must participate in the Authority's Compliance Monitoring Program. The compliance period is 15 years with an agreement to keep the project low-income for an additional 15 years.
Program Purpose/Description: The South Carolina Housing Trust Fund provides financial assistance for the development of safe, decent, sanitary and affordable housing for lower income and very low income households. The Fund strives to maximize the utilization of federal, state and/or other housing assistance programs and to leverage all other public and private resources. It seeks to establish a spirit of partnership between government, qualified non-profit sponsors, for-profit sponsors, and those in need of affordable housing. Sponsor/Developers must comply with the South Carolina Fair Housing Law. Mobile homes or manufactured housing units are not eligible for a Trust Fund award.

Available Funding:

Emergency Repair Program

For owner-occupied emergency repairs, the Housing Trust Fund may award up to $6,000.00. All applications which receive an award must be for the emergency repair of housing units for use by members of very low income (50% and below the area median) households, as defined in the Funding Agreement. Eligible applicants must be elderly, handicapped, or disabled. A match of funds is not required for owner-occupied emergency repairs.

Recipients (i.e., a Sponsor who receives approval) may pay only costs incurred for the emergency repair of a residential structure, and other eligible costs associated with the development from Trust Fund awards. Recipients cannot pay any administrative costs with Trust Fund awards. Trust Fund awards cannot be used for relocation expenses of residents, costs associated with record keeping, storage, tools and equipment, and other such related items. The allowable non-profit developer fee is 10% of the development cost. However, if the developer fee plus the development cost exceeds $6,000, then the developer fee will be reduced so that the total Housing Trust Fund award does not exceed $6,000.

Group Homes

Housing Trust Fund awards may be used to undertake the rehabilitation, acquisition or construction of a building, which is to be occupied by disabled persons, on a specific, identified site. The Housing Trust Fund may award the lesser of fifty percent (50%) of the total development cost or $75,000.00. All applications that receive an award must be for acquisition/rehabilitation or new construction of housing units for use by either members of lower income (below 80% but above 50% of the area median) or very low-income (50% and below the area median) household, as defined in the Funding Agreement.

Recipients (i.e., a Sponsor who receives Board approval) may pay only costs incurred for the acquisition of the site, with or without structures, actual construction or rehabilitation of a residential structure, on-site infrastructure, and other eligible costs associated with the development from Trust Fund awards. Recipients cannot pay any administrative costs with Trust Fund awards. Trust Fund awards cannot be used for relocation expenses of residents, costs associated with record keeping, storage, tools and equipment, and other such related items.
Homeownership

For homeownership activities, the Housing Trust Fund may award the lesser of fifty percent (50%) of the total development cost or $10,000, and in some cases, up to $20,000. All applications which receive an award must be for acquisition/rehabilitation or new construction of housing units for use by either members of lower income (below 80% but above 50% of the area median) or very low income (50% and below the area median) households, as defined in the Funding Agreement. Housing Trust Fund awards may be used to undertake the acquisition and rehabilitation or construction of a single family dwelling, which is occupied by the owner, on a specific, identified site.

Recipients (i.e., a Sponsor who receives Board approval) may pay only costs incurred for the acquisition of the site, with or without structures, actual construction or rehabilitation of a residential structure, infrastructure, and other eligible costs associated with the development from Trust Fund awards. Housing Trust Funds can not be used to pay down payment and closing costs for the low-income beneficiaries. Recipients cannot pay any administrative costs with Trust Fund awards. Trust Fund awards cannot be used for relocation expenses of residents, costs associated with record keeping, storage, tools and equipment, and other such related items.

The allowable non-profit developer fee is $1,500. This fee is not included in the Housing Trust Fund award amount. However, if the developer fee plus the Housing Trust Fund award exceeds $20,000, then the developer fee will be reduced so that the total Housing Trust Fund award does not exceed $20,000. The developer fee does not require a match and should therefore not be included when calculating the amount of match needed to fund a project.

Owner Occupied Rehabilitation

For owner-occupied rehabilitation, the Housing Trust Fund may award the lesser of fifty percent (50%) of the total development cost or $20,000.00. All applications which receive an award must be for rehabilitation of housing units for use by either members of lower income (below 80% but above 50% of the area median) or very low income (50% and below the area median) household, as defined in the Funding Agreement. Sponsor/Developers must comply with the South Carolina Fair Housing Law.

Recipients (i.e., a Sponsor who receives Board approval) may pay only costs incurred for the acquisition of the site, with or without structures, actual construction or rehabilitation of a residential structure, infrastructure, and other eligible costs associated with the development from Trust Fund awards. Recipients cannot pay any administrative costs with Trust Fund awards. Trust Fund awards cannot be used for relocation expenses of residents, costs associated with record keeping, storage, tools and equipment, and other such related items.

The allowable non-profit developer fee allowed is $1,500 and is not included in the Housing Trust Fund award amount. However, if the developer fee plus the Housing Trust Fund award exceeds $20,000, then the developer fee will be reduced so that the total Housing Trust Fund award does not exceed $20,000. The developer fee does not require a match and should therefore not be included when calculating the total match needed for the project.

Multi-Family Rental Housing

Recipients of a Housing Trust Fund award for multifamily rental may pay only costs incurred for the acquisition of the site, with or without structures, actual con-
struction or rehabilitation of a residential structure, and on-site infrastructure associated with the development from Trust Fund award proceeds. Recipients cannot pay any administrative costs with Housing Trust Fund award proceeds. Housing Trust Fund award proceeds cannot be used for relocation expenses of residents, costs associated with record keeping, storage, tools and equipment, and other such related items.

The maximum Housing Trust Fund award allowed is $300,000. At a minimum, 50% of the Total Development Costs (TDC) must be obtained from other funding sources. Housing Trust Fund loans are below market 2% rate loans, unless the Trust Fund award is to be combined with State HOME funds. The combined funding of State HOME funds and Housing Trust Funds cannot exceed 80% of the Total Development Cost (TDC).

Shelter or Transitional Housing

Housing Trust Funds may be used to convert non-residential buildings into shelters and transitional housing facilities. The Housing Trust Fund may award the lesser of fifty percent (50%) of the total development cost or $100,000. All applications which receive an award must be for rehabilitation of housing units for use by either members of lower income (below 80% but above 50% of the area median) or very low income (50% and below the area median) households, as defined in the Funding Agreement.

Recipients (i.e., a Sponsor who receives Board approval) may pay only costs incurred for the acquisition of the site, with or without structures, actual construction or rehabilitation of a shelter or transitional housing structure, infrastructure, and other eligible costs associated with the development from Trust Fund awards. Recipients cannot pay any administrative costs with Trust Fund awards. Trust Fund awards cannot be used for relocation expenses of residents, costs associated with record keeping, storage, tools and equipment, and other such related items.

Mortgage Revenue Bond Program

The Mortgage Revenue Bond Program provides first mortgage financing to qualified buyers at an interest rate of 6.15% to make the dream of homeownership a reality.

Qualifications:
- Loans needing mortgage insurance (MIP) must be insured by FHA-Section 203(b), 203(k), 205(v), or Conventional-TRIAD, GE, MGIC, Radian, UGI, RMIC, or PMI. Loans must meet all program requirements.
- Minimum 3% down payment
- Costs include: 1% origination fee, prepaid items and usual and customary closing costs
- Loan Term-15, 20, 25, or 30
- Loans are subject to Federal Recapture

Community Homeownership Opportunity Partnership (CHOP)

This program offers first mortgage financing to qualified buyers at 4% or 5.5%, depending on income and family size. For Greenville County, the price of the house must not exceed $90,000.

Qualifications
- Downpayment as required by FHA
3.2.3 Next Steps: New Policies and Directions

Support and Expand Greenville Housing Futures
As a private non-profit, Greenville Housing Futures can play a lead role in the provision of affordable housing in the Haynie-Sirrine area. By incorporating many of the strategies previously listed including land trusts, homebuyer education, tax credit development, and grant financing, this organization can take advantage of many grant and financing programs that are readily available to similar organizations. Because it is not be a public housing agency, they are more flexible to assist the open marketplace with the provision of affordable housing on an incremental basis.

Coordinated Housing Strategy
Through our interviews, it became apparent that the many providers of affordable housing in the Greenville area worked independently of one another. All the organizations whose primary mission is to provide affordable housing for the City including, but not limited to, the City of Greenville, Greenville Housing Authority, Habitat for Humanity, Greenville Housing Futures, United Way, Urban League, area churches, and for-profit developers should develop a coordinated strategy. This coordination will encourage the formation of partnerships, which are a key element in successful grant applications. In addition, a coordinated strategy would avoid duplication of services and allow for each group to concentrate on their strengths.

Preserve Homeownership for Rapidly Appreciating Properties
One of the main concerns of homeowners on fixed incomes is the potential for redeveloping areas to rapidly increase in tax value and outpace the ability of the owners to keep up with escalating property tax bills. Until recently, Charleston County offered a program for homeowners that capped rapidly increasing tax bills. Because the program created a special privilege for owner-occupants not conferred to other residential property, this was ruled in violation of state law and unconstitutional. In lieu of such a program, reverse mortgages or similar techniques should be investigated as tools that can assist homeowners on fixed incomes in retaining ownership of their home indefinitely, while providing a revenue stream that can be used for the operational costs of the home.

- FHA must insure loans
- Loan Term - 15, 20, 25, or 30 years

Source Information:
http://www.sha.state.sc.us/Programs/Other/Trust_Fund/trust_fund.html
3.3 Project Financing

In order to implement this Master Plan, a number of strategic public investments will need to be made to improve and expand the infrastructure for the neighborhood. These public investments, as shown in Table 6, include:

- **Basic Street Infrastructure Improvements** (Section 2.4.4)
  
  Regardless of any other improvement to the neighborhood, the City must repair and upgrade the existing infrastructure to a level that is consistent with the surrounding neighborhoods. The typical streetscape should include asphalt of appropriate width and depth, curb, streetscaping, and sidewalks.

- **Church Street Improvements** (Section 2.4.1)
  
  Approximately 43% of the redevelopment for this neighborhood is dependent upon the improvement of this thoroughfare. Not only does this improvement directly impact the neighborhood, but its prominence as a gateway to the Central Business District makes this a highly visible aesthetic improvement for the entire City.

- **Haynie Street and Pearl Avenue Streetscape Improvements** (Section 2.4.3)
  
  After the improvements have been completed for Church, a similar streetscaping treatment should be applied to Haynie Street and Pearl Avenue.

- **Parking Structure in Neighborhood Center** (Section 2.5.2)
  
  This public facility is integral to the potential urban center illustrated in this Plan, just as the parking garages are in the Central Business District. It will permit the full buildout of the Ramada Inn site as well as provide a “park once and walk” destination for other retail and restaurant opportunities in the area. The development/redevelopment of this area is contingent upon the previous three projects.

- **Biltmore Creek Restoration** (Section 2.4.6)
  
  The completion of this project will spur the redevelopment of the parcels that share its frontage. Because of the location of the stream corridor, it not only will redevelop a blighted section of Biltmore, but Pearl Avenue as well.

- **Parking Structure at Sirrine Stadium** (Section 2.5.3)
  
  The construction of a deck to serve both the Sirrine Stadium as well as the proposed liner buildings is essential to the success of either. If development is not considered for the site, additional off-site parking can be achieved in other locations by enhancing the pedestrian environment and transit services. Because the Master Plan proposes to develop the perimeter of the existing parking lot, a preliminary site-specific study should begin to study the adequate phasing of all necessary construction. It is expected that the sale of the land for this development should be sufficient to subsidize some, but not all of the costs of the deck. Ideally, construction on the deck should coincide with construction of the perimeter buildings.

- **New Street Connections and Extensions** (Section 2.4.4)
  
  In general, the construction of new street connection is only essential if development/redevelopment is pending for the particular area. The connection of Haynie Street to Dunbar Street should be preceded by general street improvements to Haynie Street and Pearl Avenue.
### Table 6. Proposed Public Investments

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Church Street Improvements (2.4.1 &amp; Table 1)</td>
<td>$2,967,285</td>
</tr>
<tr>
<td>Sirrine Stadium Parking Structure (2.5.3)</td>
<td>$1,620,000</td>
</tr>
<tr>
<td>Neighborhood Center Parking Structure (2.5.2)</td>
<td>$4,000,000</td>
</tr>
<tr>
<td>Haynie Street/Pearl Avenue Improvements (2.4.3)</td>
<td>$273,000</td>
</tr>
<tr>
<td>Basic Street Infrastructure Improvements (from 2.4.4)</td>
<td>$552,000</td>
</tr>
<tr>
<td>New Street Construction (2.4.4)</td>
<td>$418,000</td>
</tr>
<tr>
<td>Biltmore Park Stream Restoration (2.5.5)</td>
<td>$170,000</td>
</tr>
</tbody>
</table>

**TOTAL PUBLIC INVESTMENTS** $10,000,285

### TIF District

The most likely funding source for improvements to this neighborhood should be the use of a Tax Increment Financing (TIF) District, where future incremental revenue is used to pay for capital improvements. The TIF District has been used very successfully in other locations in Greenville, including the Central Business District and West End.

The regeneration of this neighborhood will depend heavily on the amount of private investment that is made. Preliminary estimates (shown in Table 7) indicate the capacity for as much as $1,414,815 annually available for reinvestment in the neighborhood.

Table 8 illustrates this incremental revenue phased over a 20 year period. Recent amendments to the enabling legislation for Tax Increment Financing Districts permit a taxing authority to “opt-out” of participation in the TIF. Therefore, it will require cooperation of all the entities to truly affect change in this area.

### Municipal or Business Improvement District (MID or BID)

A MID or BID levies an additional tax on all property within the district. Revenues from MID/BIDs
may generally be used for both operational expenses as well as capital improvements.

In practice, Business Improvement Districts are successfully used where there is a large amount of commercial space that can be taxed to generate a reasonable amount of revenue. Downtown business districts and commercial corridor, because of their size and total square footage, can generate sufficient revenue with a relatively small tax increase to support activities such as streetscape improvements, events coordination, and marketing.

Municipal Improvement Districts have been used in residential areas where a neighborhood decides it wants to improve its infrastructure to a level that exceeds current community standards. Decorative street lighting and landscaping is often installed using this mechanism. In some communities, parks have been constructed using special park district funds.

Because so much of the Haynie-Sirrine neighborhood needs improvement to bring it up to current City standards, this tool is likely to be a long-term revenue source for future improvements and marketing efforts, and should not be used to fund basic infrastructure upgrades.

### Table 7. Estimate of Annual Proceeds from TIF District

<table>
<thead>
<tr>
<th>Type</th>
<th>Value</th>
<th>Assessment</th>
<th>Assessed Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial (Retail/Office)</td>
<td>$40,736,000</td>
<td>6%</td>
<td>$2,444,160</td>
</tr>
<tr>
<td>Residential (Rental)</td>
<td>$35,510,000</td>
<td>6%</td>
<td>$2,130,600</td>
</tr>
<tr>
<td>Residential (Owner)</td>
<td>$13,000,000</td>
<td>4%</td>
<td>$520,000</td>
</tr>
<tr>
<td><strong>Total Assessed Value</strong></td>
<td><strong>$5,094,760</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>City Millage</td>
<td>90.9</td>
<td></td>
<td>$463,114</td>
</tr>
<tr>
<td>County Millage</td>
<td>49.9</td>
<td></td>
<td>$254,229</td>
</tr>
<tr>
<td>School Millage</td>
<td>138.9</td>
<td></td>
<td>$707,662</td>
</tr>
<tr>
<td>Other Millage</td>
<td>15.1</td>
<td></td>
<td>$76,931</td>
</tr>
<tr>
<td><strong>Total Annual Increment Available at Build-Out</strong></td>
<td><strong>$1,501,935</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Note: All figures are in 2002 dollars.*
Other Funding Sources

Other funding sources that may be leveraged for infrastructure improvements include:

- Greenville County C-Funds for General Road Funding
- GRATS (Greenville Regional Authority for Transportation Solutions) for TEA-21 Enhancement Fund
- City of Greenville CBDG Funds
- Annual City CIP funding

3.4 Implementation Task Force

As a formal effort to move from the planning phase into implementation, the Steering Committee should be converted into a Task Force charged with overseeing the work items identified in this Report.

Given the successful working relationships that have developed amongst the current Steering Committee members over the past nine months, the individuals on this committee should remain the same. This will ensure the consistency of leadership necessary to champion the tenets of the master plan.
NOTICE

The following report was prepared for The Lawrence Group and its designated agents, using information collected by Kubilins Transportation Group and/or provided by The Lawrence Group, the Greenville Department of Transportation, and the South Carolina Department of Transportation.

The methodology used to complete the evaluation is believed to be consistent with current traffic engineering practice. The recommendations presented herein are based on a preliminary review and analysis of the available data, direct observations, and the application of engineering judgment.

As stated within, this preliminary evaluation is intended as a supplement to the Sirrine-Haynie Neighborhood Master Plan, therefore review of the Master Plan is recommended and considered an integral component of this evaluation. A copy of the Master Plan can be obtained from the City of Greenville Economic Development Department.

Comments and questions about this study should be addressed to:

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Greensboro, NC  27407
Tel (336) 294-8510  Fax (336) 294-8511

Attn: D.W. Spence, P.E., P.L.S.
dspence@kubilins.com

or

Stephen M. Stansbery, AICP
sstansbery@kubilins.com
INTRODUCTION

Kubilins Transportation Group, Inc. acting as a sub-consultant to The Lawrence Group, Inc. has evaluated travel patterns, capacity, and traffic distribution as an element of the Sirrine-Haynie Neighborhood Urban Design Project. This summary report reveals the findings regarding specific transportation issues. Recognizing the importance of Church Street to the urban fabric of the study area, the design team requested capacity analysis for the study corridor between Augusta Street and University Ridge. The intent of this evaluation is to determine if preliminary evidence exists to support a potential lane reduction from six to four travel lanes within the study area. It is important to note that this preliminary evaluation is not a substitute for a comprehensive traffic operations study of the subject corridor; however, it does provide evidence that such a study is warranted in order to fulfill the goals and objectives of the neighborhood master plan.

EXISTING CONDITIONS

Greenville is located in the Piedmont region of South Carolina in the foothills of the Blue Ridge Mountains. The area, commonly referred to as the Upstate, includes Greenville, Spartanburg, Anderson, Pickens and Cherokee counties and the cities of Anderson, Clemson, Greenville, Simpsonville, Greer and Spartanburg.

For the purpose of this project the study area included the section of Church Street between University Ridge and Augusta Street and is referred to as the “study area” throughout this report.

Church Street, a major arterial, currently exists as a six-lane section within the study area and includes three travel lanes in each direction varying in width between 11.5 and 12 feet, with a 4-foot monolithic concrete island in the center. This provides a total pavement width of 73 feet from lip of gutter to lip of gutter. A 1.5-foot curb and gutter is present along both sides of Church Street. In addition, sidewalks 4.5 feet in width line both sides of Church Street. The sidewalk is separated from the travel lanes by a 4-foot grass strip. The posted speed limit is 40 mph throughout the study corridor.

Augusta Street currently exists as a 4-lane section with two 11-foot travel lanes in each direction with a 10 foot left turn lane at the intersection of Church Street. A 4.5-foot wide sidewalk lines both sides of
Church Street as well as a 1.5-foot curb and gutter. The posted speed limit is 30 mph throughout Augusta Street. In addition, Church Street terminates to the south, in alignment with Mills Avenue. Mills Avenue exists as a tree lined 4-lane undivided roadway with ultimate connections to I-185.

University Ridge currently exists as a multi-lane facility west of Church Street and includes a dedicated left turn lane at the confluence of the two roadways. East of Church Street, University Ridge exists as a two-lane roadway with dedicated turn lanes at the intersection with Church Street. A 1.5-foot curb and gutter is present along both sides of University Ridge and the posted speed limit is 30 mph along the corridor.

**COLLECTED DATA**

In order to conduct a thorough evaluation of the travel patterns along the study corridor, the following data was collected as a part of this project:

Morning and afternoon peak hour turning movement counts were obtained from the City of Greenville at the following intersections:

- Church Street at Augusta/Mills Avenue (signalized)
- Church Street at University Ridge (signalized)

24-Hour Directional Counts, ADT's (Average Daily Traffic), were conducted along Church Street. The locations are listed below.

- Church Street north of University Ridge
- Church Street north of Augusta/Mills Avenue

A summary of all traffic count data has been included in the Technical Appendix of this report.

Inventories of existing conditions were also performed during the field investigation and site review. Collected data includes existing intersection configurations, lane widths, speed limits, and current traffic control measures (signing, marking, signals, etc.). General observations of intersection operations were made during this time.
TRAFFIC ANALYSIS

METHODOLOGY

The intersections identified within the area of influence were analyzed to identify the probable traffic impacts associated with the reconfiguration of Church Street. In order to determine the potential impact, the intersections were analyzed under existing and future-year 2011 conditions. These analyses are based on the Level of Service (LOS) at the identified intersections, and include a scenario that assumes a reconfiguration of Church Street within the study area.

Intersection capacity can be a complex concept. Simplified, the Transportation Research Board’s *Highway Capacity Manual* \(^1\) (HCM) defines it as the flow rate of traffic through an intersection during a specified period. This flow rate is influenced by many factors, such as roadway geometry, signal configuration and timing, prevailing traffic conditions, and weather.

While capacity is a significant consideration and should not be overlooked, the evaluation of intersection operations is more appropriately based on Level of Service (LOS), which is a qualitative indicator of traffic operations. For signalized and unsignalized intersections, LOS is a measurement of delay time. The HCM defines six levels of service for intersections with LOS A representing the best operating condition and LOS F the worst. Table 9-1 of the HCM provides the criteria for signalized intersections, and Table 10-3 indicates the criteria for unsignalized intersections.

<table>
<thead>
<tr>
<th>LEVEL OF SERVICE</th>
<th>STOPPED DELAY PER VEHICLE (SEC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>≤ 10.0</td>
</tr>
<tr>
<td>B</td>
<td>&gt; 10.0 and ≤ 20.0</td>
</tr>
<tr>
<td>C</td>
<td>&gt; 20.0 and ≤ 35.0</td>
</tr>
<tr>
<td>D</td>
<td>&gt; 35.0 and ≤ 55.0</td>
</tr>
<tr>
<td>E</td>
<td>&gt; 55.0 and ≤ 80.0</td>
</tr>
<tr>
<td>F</td>
<td>&gt; 80.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LEVEL OF SERVICE</th>
<th>AVERAGE TOTAL DELAY (SEC/VEH)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>≤ 10</td>
</tr>
<tr>
<td>B</td>
<td>&gt; 10 and ≤ 15</td>
</tr>
<tr>
<td>C</td>
<td>&gt; 15 and ≤ 25</td>
</tr>
<tr>
<td>D</td>
<td>&gt; 25 and ≤ 35</td>
</tr>
<tr>
<td>E</td>
<td>&gt; 35 and ≤ 50</td>
</tr>
<tr>
<td>F</td>
<td>&gt; 50</td>
</tr>
</tbody>
</table>

Synchro, Version 5.0, software was used for determining the capacity, average delay, and corresponding level of service at each intersection. The results of scenario analyses for each intersection are presented in tables throughout this document. Synchro summary reports from the analyses are provided in the Appendix.

Peak-hour turning moving counts were conducted the week of November 13, 2001 by the City of Greenville for use in this study. In addition, ADT’s were collected along Church Street. The count data can be found in the Appendix.

Current AM and PM peak hour conditions were analyzed for the signalized intersections along Church Street from Augusta Street to University Ridge. Table 1 below depicts the operational characteristics of the intersections under existing conditions.

### TABLE 1: LEVEL OF SERVICE - EXISTING CONDITIONS

<table>
<thead>
<tr>
<th>Intersection</th>
<th>AM Peak Hour</th>
<th></th>
<th></th>
<th>PM Peak Hour</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Delay (sec/veh)</td>
<td>Capacity (v/c)</td>
<td>Level of Service</td>
<td>Delay (sec/veh)</td>
<td>Capacity (v/c)</td>
<td>Level of Service</td>
</tr>
<tr>
<td>2001 Existing Conditions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Church Street and Augusta/Mills Street</td>
<td>39.1</td>
<td>0.95</td>
<td>D</td>
<td></td>
<td>50.9</td>
<td>*</td>
</tr>
<tr>
<td>(signalized)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Church Street and University Ridge</td>
<td>15.9</td>
<td>0.55</td>
<td>B</td>
<td></td>
<td>35.4</td>
<td>0.99</td>
</tr>
<tr>
<td>(signalized)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Delay calculations are not meaningful when v/c exceeds 1.2 or when delay value exceeds 180 seconds.

For unsignalized intersections, delay, v/c (Flow Rate/Movement Capacity), and LOS corresponds to most critical movement

The analysis of existing conditions indicates that the Church Street corridor currently operates within acceptable levels of service during both the morning and afternoon peak hours in 2001.

### ADDITIONAL ANALYSIS

In an effort to understand the potential impact of the streetscape modifications to Church Street, analyses of the study intersections were conducted for the proposed streetscape modifications. The projected background traffic volumes used in this and subsequent analyses were derived by applying a 3% annual growth rate to the 2001 peak hour values.

Considering existing traffic volumes, the Church Street corridor could be characterized “under” capacity due to excess laneage. While the six-lane section does provide the ability to move large volumes of traffic, this six-lane capacity is only present between the signalized intersections of University Ridge and Augusta/Mills Avenue. Presently, the signalized intersections within the study area provide only two through lanes, except for the southbound approach of
University Ridge. Given the reduced capacity north and south of the study area, the operational benefits associated with the 6-lane capacity is not fully realized.

While the surplus capacity exhibits insignificant gains in traffic operations, its mere presence has other negative impacts on the surrounding community. Specifically, the current laneage configuration creates a pedestrian barrier due to the added expanse that a pedestrian must traverse. A reduced typical section that includes two through lanes in each direction supported by an auxiliary left turn lanes at cross street intersections is expected to adequately accommodate predicted future year volumes which simultaneously increase the aesthetic and walkability characteristics of the corridor. For this reason, a recommended typical section was also evaluated. This section would include two through lanes with a landscaped median and left turn lanes at the cross street intersections. This modified typical section was modeled using predicted 2011 traffic volumes to determine the capacity and LOS for the critical intersections for this segment of Church Street. It is important to note that the through lane links between intersections is reduced from 6-lanes to four; however, the existing laneage at the signalized intersections is retained in order to maintain adequate traffic operations. The only minor change accounted for is the conversion of the outside, southbound thru-right at University Ridge to a dedicated right-turn lane. Table 2, below, depicts the results of this analysis.

### TABLE 2: LEVEL OF SERVICE – 2011 HORIZON YEAR

<table>
<thead>
<tr>
<th>Intersection</th>
<th>AM Peak Hour</th>
<th></th>
<th></th>
<th>PM Peak Hour</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Delay (sec/veh)</td>
<td>Capacity (v/c)</td>
<td>Level of Service</td>
<td>Delay (sec/veh)</td>
<td>Capacity (v/c)</td>
<td>Level of Service</td>
</tr>
<tr>
<td>Church St. and Augusta/Mills Ave.</td>
<td>49.7</td>
<td>0.99</td>
<td>D</td>
<td>69.7</td>
<td>1.13</td>
<td>E</td>
</tr>
<tr>
<td>(signalized)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Church St. and University Ridge</td>
<td>28.2</td>
<td>0.66</td>
<td>C</td>
<td>53.5</td>
<td>1.09</td>
<td>D</td>
</tr>
<tr>
<td>(signalized)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>2011 Revised Laneage – With Improvements</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Church St. and Augusta/Mills Ave.</td>
<td>49.5</td>
<td>0.99</td>
<td>D</td>
<td>54.0</td>
<td>1.18</td>
<td>D</td>
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<tr>
<td>(signalized)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Church St. and University Ridge</td>
<td>28.8</td>
<td>0.77</td>
<td>C</td>
<td>52.0</td>
<td>1.09</td>
<td>D</td>
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<tr>
<td>(signalized)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Delay calculations are not meaningful when v/c exceeds 1.2 or when delay value exceeds 180 seconds. For unsignalized intersections, delay, v/c (Flow Rate/Movement Capacity), and LOS corresponds to most critical movement

Given the average performance of the study intersections under existing conditions, it was not surprising to find that all of the intersections operate at an acceptable level of service in 2011. While overall intersection Level of Service is LOS “D”, some movements experience greater delay then others. However, this
increased delay is not a result of reducing capacity on Church Street, rather it is a result of increased traffic volumes at the intersections. While there is a decrease in capacity and an increase in delay at the intersections, this is to be expected considering the overall growth in traffic over 10 years. To achieve an acceptable level of service for the intersection of Church St and Augusta / Mills Avenue, a southbound right-turn lane was added. This movement experiences a significant volume that may necessitate the laneage addition in the future years. In addition to the right turn lane, the Church Street corridor was analyzed as a coordinated signal system. This will allow for better progression between signals thereby improving intersection capacity and reducing delay as compared to an uncoordinated system. Given the overall acceptable intersection level of service, this analysis demonstrates that the proposed modifications to Church Street will not have a profound effect on capacity or the ability to process traffic at the intersections.

Because the laneage remains constant at both of the intersections, an analysis of the connecting links was performed. This additional analysis calculates the operations (LOS) of the roadway link segments in addition to the intersections performance. Using the Highway Capacity Manual, Chapter 21, it was determined that the multilane arterial would operate at LOS “A” in both the northbound and southbound directions during the AM peak hour and LOS “B” during the PM peak hour for the north and southbound directions in 2001. In 2011, the northbound lane operates at LOS “B” during the am peak hour and LOS “C” during the PM peak hour under the modified laneage scenario. The southbound lanes will operate at LOS “C” during the AM Peak hour and LOS “D” during the PM peak hour under the modified laneage scenario. Given this information and the Level of Service analysis at the intersections, it can be demonstrated that the modifications may not severely impact the overall operations of the corridor.

While the aforementioned analysis represents a typical weekday, it is likely that holiday, weekend, and summer month traffic volumes may increase slightly above the recorded volumes. Furthermore, the traditional peak hours for the commuter traffic tends to be different from that of the visitor and tourist. The typical travel times for visitors and tourist is expected to be during the non-critical off-peak hours. Therefore, it is expected that the roadway would be able to accommodate the possible increase in traffic volumes.
HAYNIE / PEARL INTERSECTION

As the neighborhood master plan is implemented, the focus on the Haynie Street / Pearl Avenue corridor as a critical east-west connector will become evident. These streets in association with the building type and scale proposed in the master plan combine to enhance both the pedestrian and vehicular linkage between Augusta Street and Cleveland Street. Furthermore, the intensity of development associated with the buildout of the neighborhood master plan relies heavily on the mobility afforded by this east/west connection. As redevelopment occurs, the distribution and traffic volumes on these roadways are expected to significantly increase. Therefore, it is likely that the Haynie/Pearl intersection with Church Street will meet required signal warrants in the future. Fortunately, the geographic location of this intersection lends itself to strong coordination between the signalized intersections to the north and south given its optimum 1,000+ foot spacing from either intersection. Any future modification to the Church Street corridor should plan to accommodate the future signalization of this intersection and efforts should be made to coordinate signal timings and progression for increased peak hour corridor operations.

RECOMMENDATIONS

There are clearly many considerations in the design of roadway modifications, including cost, capacity, land uses, and the use of appropriate design criteria. It is essential that in the design of a facility, the primary focus should remain to provide safe and efficient transportation for all modes. The application of the design standards and the design compromises that occur must always stay within the confines of maintaining safety and enhancing the operational efficiency of the roadway.

The following steps are recommended:

- Conduct a comprehensive corridor operations study for the entire Church Street corridor (include the trips associated with the buildout of the proposed Haynie–Sirrine Neighborhood Master Plan and potential signalization of the Haynie-Pear intersection). Other consideration may include Travel Demand Management techniques for the downtown vicinity.
- A functional design / feasibility study should be prepared based on the corridor operations study and the Neighborhood Master Plan.
- Study the feasibility of coordinating signals throughout the entire corridor.
- Investigate the expansion of existing transit service to include future stops along the Church Street corridor.
CONCLUSIONS

While the information contained herein implies the feasibility of reducing the Church Street corridor from 6-lanes to a 4-lane divided section, we also understand the importance of Church Street as a radial arterial whose function must accommodate the ingress and egress of peak hour commuter traffic. However, it is clear that that current configuration between Augusta and University Ridge provides little benefit to this cause and the cost of maintaining this excess capacity includes both a financial and social burden. Like many urban renewal projects, the priority of vehicular mobility overshadowed the impact to surrounding (typically minority) neighborhoods. The proposed modification of Church Street would be a proactive reparation consistent with federal Environmental Justice policies. Most importantly, the proposed Church Street changes are necessary to promoted and retain the implementation of the Neighborhood Master Plan which will have other transportation benefits: a mix of land uses, walkable urban environment, and increased residential density within close proximity to downtown Greenville. These factors when combined support other transportation initiatives through reduced vehicular trips, and the enhancement of alternate modes including pedestrians, bicycles, and transit opportunities.

Given the vast amount of right-of-way and excess capacity, all proposed modifications to the Church Street corridor should be able to be accomplished within the existing transportation corridor. In fact, the typical section developed during the design charrette could be implemented within the existing curb. The possibility of retaining the curb has a significant cost savings to the possible implementation of the plan. Finally, the reduction in through lanes, lane widths, and the addition, of street trees, lighting, and buildings located close to the street, will effectively tame the roadway increasing the comfort of all modes within the corridor without severely effecting operations.

As the Greenville Department of Transportation and South Carolina Department of Transportation continues to investigate ways to reduce congestion and delays along the Church Street corridor, communication with developers and property owners will play a critical role in implementation of the master plan. Until such time that finalized corridor plans are approved, local governments must communicate potential and desired improvements possible for the corridor. Site specific analysis of limited segments of the corridor (such as the analysis contained herein) can only demonstrate limited options without regard to their overall feasibility given the limited scope and area of influence. Expanded corridor analysis will provide information regarding possible long-term solutions for the preservation and enhancement of overall corridor performance.
1.0 PURPOSE:
This code was specifically designed to implement the Haynie-Sirrine Neighborhood Master Plan. To that end, the City of Greenville has found that it is necessary to enact a new Code that addresses specific urban design issues that are not present in the current development regulations.

Properties located in this area have been assigned a new “Zone” which regulates the form and use of all existing and new development. These regulations have been designed to permit a greater variety of uses in close proximity to one another than was previously permitted. In order to manage this flexibility a specific set of design guidelines has been established to regulate the buildings and their relationship to the public realm of the street and formal open spaces.

1.1 APPLICABILITY:

1. The regulations found herein shall be considered applicable to the area encompassed by the Haynie-Sirrine Neighborhood Master Plan with all appropriate zones indicated on the Plan.

2. Existing uses or approved plans that are non-conforming under the provisions of this Code may continue and expand subject to the design provisions found herein.

3. This Code shall become a new Zoning District with related sub-districts known as the Haynie-Sirrine Neighborhood (HSN) and shall replace the current zoning categories present in this area. The classification of property in this area is as follows:

   HSN-Neighborhood Edge (NE)
   HSN-Neighborhood General (NG)
   HSN-Neighborhood Center (NC)
   HSN-University Ridge Village Center (URVC)

4. The Zoning Administrator shall be responsible for the administration of this District and the issuance of all related zoning permits, except:

   • Where exceptions are noted in these requirements; and
   • The subdivision or re-subdivision of land which shall be processed in accordance with normal procedures outlined in the Subdivision Ordinance.

1.2 GENERAL NEIGHBORHOOD PRINCIPLES:

The Inner City Task Force of the Congress for the New Urbanism has developed a set of design principles that have proven effective in inner city neighborhoods. These principles have been tested in several HOPE VI projects. They are proposed as a set of working principles to be further tested and refined through use.

- **Citizen and Community Involvement:** Engage residents, neighbors, civic leaders, politicians, bureaucrats, developers, and local institutions throughout the process of designing change for neighborhoods.
- **Economic Opportunity:** The design of neighborhood development should accommodate management techniques and scales of construction that can be contracted to local and minority businesses.
- **Diversity:** Provide a broad range of housing types and price levels to bring people of diverse ages, races, and incomes into daily interaction – strengthening the personal civic bonds essential to an authentic community.
- **Neighborhoods:** Neighborhoods are compact, pedestrian-friendly, and mixed use with many activities of daily life available within walking distance. New development should help repair existing neighborhoods or create new ones and should not take the form of an isolated “project”.
- **Infill Development:** Reclaim and repair blighted and abandoned areas within existing neighborhoods by using infill development strategically to conserve economic investment and social fabric.
- **Mixed Use:** Promote the creation of mixed use neighborhoods that support the functions of daily life: employment, recreation, retail, and civic and educational institutions.
- **City-wide and Regional Connections:** Neighborhoods should be connected to regional patterns of transportation and land use, to open space, and to natural systems.
- **Streets:** The primary task of all urban architecture and landscape design is the physical definition of streets and public spaces as places of shared use. Neighborhoods should have an interconnected network of streets and public open space.
- **Public Open Space:** The interconnected network of streets and public open space should provide opportunities for recreation and appropriate settings for civic buildings.
- **Safety and Civic Engagement:** The relationship of buildings and streets should enable neighbors to create a safe and stable neighborhood by providing “eyes on the street” and should encourage interaction and community identity. Provide a clear definition of public and private realm through block and street design that responds to local traditions.
- **Dwelling as Mirror of Self:** Recognize the dwelling as the basic element of a neighborhood and as the key to self-esteem and community pride. This includes the clear definition of outdoor space for each dwelling.
- **Accessibility:** Buildings should be designed to be accessible and visitable while respecting the traditional urban fabric.
- **Local Architectural Character:** The image and character of new development should respond to the best traditions of residential and mixed use architecture in the area.
- **Design Codes:** The economic health and harmonious evolution of neighborhoods can be improved through graphic urban design codes that serve as predictable guides for change.
## 2.0 DISTRICT STANDARDS

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<thead>
<tr>
<th>NEIGHBORHOOD EDGE (NE)</th>
<th>NEIGHBORHOOD GENERAL (NG)</th>
<th>NEIGHBORHOOD CORE (NC)</th>
<th>UNIVERSITY RIDGE VILLAGE CENTER (URVC)</th>
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### 2.1 TRANSECT DIAGRAM - HAYNIE-SIRRINE NEIGHBORHOOD

### 2.2 DESCRIPTION

- **Neighborhood Edge** zone is the least dense, most purely residential zone of the neighborhood generally accommodating single and two-family uses.

- **Neighborhood General** zone is mixed in function, but principally residential in character. It is the largest area of the neighborhood.

- **Neighborhood Center** zone is the dense multifunctional social condenser of the neighborhood at a central location within walking distance of the surrounding, primarily residential, areas. The primary focus is at the intersection of Haynie Street/Pearl Avenue and Church Street with secondary locations along Church Street and at the intersection of University Ridge and Cleveland Street.

- **University Ridge Village Center** is the most dense business, service, and institutional center as it is shared by many neighborhoods in the southwest sector of the Downtown area. This specific Village Center serves as a primary employment center accommodating larger floorplate office buildings in close proximity to surrounding thoroughfares and the County Square Government Center.
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<th>NEIGHBORHOOD EDGE (NE)</th>
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<td><strong>2.3 MIXED USE PROVISIONS</strong></td>
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<td><strong>2.8 USE PROVISIONS</strong></td>
<td>Restricted Residential: The number of dwellings is restricted to one within a principal building and one within an accessory building, and by the requirement of 1.5 assigned parking spaces for each. Both dwellings should be under single ownership. <strong>Permitted Uses:</strong> Single Family homes and Duplexes.</td>
<td>Limited Residential: The number of dwellings is limited by the requirement of 1.5 assigned parking spaces for each dwelling, a ratio that may be reduced according to the shared parking standard (Section 7.4). <strong>Permitted Uses:</strong> Single Family homes, Duplexes, and Multi-Family dwellings.</td>
<td>Open Residential: The number of dwellings is limited by the requirement of 1.5 assigned parking spaces for each dwelling, a ratio that may be reduced according to the shared parking standard (Section 7.4). <strong>Permitted Uses:</strong> Single Family homes, Duplexes, and Multi-Family dwellings.</td>
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<tr>
<td><strong>Lodging</strong></td>
<td>Restricted Lodging: The number of bedrooms available for lodging is restricted to one within an accessory building, and by the requirement of one assigned parking space for each leasable bedroom in addition to the requirements of the principal dwelling. <strong>Permitted Uses:</strong> Rental Cottages (in outbuildings).</td>
<td>Limited Lodging: The number of bedrooms available for lodging is limited by the requirement of one assigned parking space for each bedroom, in addition to the parking requirement for each dwelling. Food service may only be provided in the morning. <strong>Permitted Uses:</strong> Rental Cottages and Bed and Breakfast Inns.</td>
<td>Open Lodging: The number of bedrooms available for lodging is limited by the requirement of one assigned parking space for each bedroom, in addition to the parking requirement for each dwelling. Food service may be provided at all times. <strong>Permitted Uses:</strong> Hotels and Inns, Rental Cottages.</td>
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<td><strong>Office</strong></td>
<td>Restricted Office: Customary home occupation uses are permitted only provided the office use is restricted to the first floor or accessory building and by the requirement of 3 assigned parking spaces for each 1000 sq ft, in addition to the parking requirement for each dwelling. <strong>Permitted Uses:</strong> Home Occupations.</td>
<td>Restricted Office: The area available for office use is limited by the requirement of 3 assigned parking spaces for each 1000 sq ft, a ratio that may be reduced according to the shared parking standards (Section 7.4). <strong>Permitted Uses:</strong> Office Uses, Live-Work Units.</td>
<td>Open Office: The area available for office use is limited by the requirement of 3 assigned parking spaces for each 1000 sq ft, a ratio that may be reduced according to the shared parking standards (Section 7.4). <strong>Permitted Uses:</strong> Office Uses, Live-Work Units.</td>
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<tr>
<td><strong>Retail</strong></td>
<td>Restricted Retail: Retail use is not permitted within residential buildings, with the exception of child care nurseries in residential structures. <strong>Permitted Uses:</strong> Child Care Nursery.</td>
<td>Restricted Retail: Retail use is not permitted within residential buildings, with the exception that one neighborhood storefront (in the first story of a corner location) shall be permitted by conditional use. <strong>Permitted Uses:</strong> Neighborhood Store (on corner lots only) and Child Care Center.</td>
<td>Open Retail: The area available for retail use is limited by the requirement of one assigned parking space for each 250 sq ft of gross retail space, a ratio that may be reduced according to the shared parking standards (Section 7.4). <strong>Permitted Uses:</strong> Retail Uses, Restaurants, Entertainment Uses, Day Care Centers, Convenience Stores, Drive-Through Facilities (subject to the issuance of a Conditional Use Permit).</td>
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<td><strong>Manufacturing</strong></td>
<td>Restricted Manufacturing: Manufacturing uses are not permitted.</td>
<td>Restricted Manufacturing: Manufacturing uses are not permitted.</td>
<td>Restricted Manufacturing: Manufacturing uses are not permitted.</td>
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<tr>
<td><strong>Civic</strong></td>
<td>Open Civic: Civic uses shall be permitted, except those uses that exceed 25,000 square feet shall be subject to the issuance of Final Development Plan approval by the Planning Commission.</td>
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### 3.1 APPLICABILITY AND IMPLEMENTATION:

1. All development shall be subject to these provisions.
2. RESERVED
3. Open Space Types may be combined (i.e. a playground in a park)

### 3.2 GENERAL PROVISIONS:

1. Open space is defined as all areas not covered by building or parking lots, dry detention structures, streets, and required setbacks. The intent of these requirements is to allow for the usage of centrally located unencumbered land as neighborhood open spaces and not to permit the use of leftover or otherwise unusable land to fulfill the requirements of this Section.
2. Open space shall be planned and improved, accessible and usable by persons living nearby. Improved shall mean cleared of underbrush and debris and shall contain one or more of the following improvements: landscaping, walls, fences, walks, statues, fountains, ball fields, and/or playground equipment.
3. Significant stands of trees, streambed areas, and other valuable topographic features shall be preserved within the required open space areas where practical. Areas noted on the Master Plan as open space should be preserved and dedicated where practical and feasible and may be left unimproved in accordance with the Plan.
4. Playground equipment, statues, and fountains should be located toward the interior of squares and parks.
5. Open space should be fronted by streets and buildings to encourage their use and patrol their safety.
6. Required open space shall be separately deeded to either a homeowner’s association, a non-profit land trust or conservancy, Greenville County, the City of Greenville, or otherwise permanently protected through deed restriction.

### 3.3 PERMITTED TYPES:

#### Greenway:
A corridor encompassing a trail for bicycles or pedestrians. The trajectory of a greenway should lead through rural as well as urban areas, connecting the countryside to urban parks. The landscaping pattern should be appropriate to the location: naturalistic within the countryside, and formal within the neighborhoods.

#### Meadow:
An area available for unstructured recreation outside of a neighborhood. A meadow is naturalistic, consisting of native plants, growing unchecked, and requiring minimal maintenance.

#### Park:
A large open area available for recreation, usually located at the neighborhood edge, and fronted by buildings. Its landscape comprises paved paths and trails, some open lawn, trees and open shelters, all naturally disposed and requiring minimal maintenance.

#### Sportsfield/Stadiums:
An open area or facility and its related ancillary buildings specifically designed and equipped for large-scale structured recreation. Such fields should be confined to the edges of neighborhoods as their size is disruptive to the fine-grained network which is required for pedestrian travel.

#### Green:
A medium-sized public space available for unstructured recreation, circumscribed by building facades, its landscape consisting of grassy areas and trees, naturally disposed and requiring only limited maintenance.

#### Square:
A public space, seldom larger than a block, at the intersection of important streets. A square is circumscribed spatially by frontages; its streetscape consists of paved walks, lawns, trees, and civic building all formally disposed and requiring substantial maintenance.

#### Plaza:
A public space at the intersection of important streets set aside for civic purposes and commercial activities. A plaza is circumscribed by frontages; its landscape consists of durable pavement for parking and trees requiring little maintenance. All parking lots on frontages should be designed as plazas with the paving not marked or detailed as parking lots.

#### Community Gardens:
A grouping of garden plots available for small-scale cultivation, generally to residents of apartments or other dwelling types without private gardens. Community gardens should accommodate individual storage sheds. Community gardens are valuable for their recreational and communal role, similar to that of a club.

#### Close:
A small green area surrounded by a drive way providing vehicular access to several buildings, performing the same function as a cul-de-sac but creating a socially useful space. The width of the close must correspond to the standard turning radius requirement. A close may be built to economical driveway standards unless it is accessed regularly by utility vehicles.

#### Playground:
A small open area specifically designed and equipped for the play of small children. A playground is usually fenced and may include an open shelter. Playgrounds should be interspersed within residential areas, a short walking distance from dwellings.
4.1 DETACHED HOUSE – TYPE A (STREET LOT)

Description: The detached house is the predominant building type in the City of Greenville. It is flexible in use (where permitted), accommodating single family uses, multi-family uses up to four units, home occupations, professional offices, and limited retail use. When other building types are integrated with Detached Houses, the scale of the Detached House shall control (exception: Civic Buildings).

Applicability: The street lot is a medium or large sized lot that provides primary vehicular access from the street. The use permitted within the building is determined by the Zone in which it is located.

1. LOT REQUIREMENTS

   Front Build-To Line: 15 ft
   Sides: The total of both side setbacks shall equal 20% of the lot width at the front line, but shall not be less than 6 feet, except in new developments, where the entire setback may be allocated to one side.

   Rear: 15 ft

   Minimum Lot Width: 50 Ft
   Maximum Height: 2 ½ Stories (as measured from the fronting street)

   Encroachments: Balconies, stoops, stairs, chimneys, open porches, bay windows, and raised doorways are permitted to encroach into the front setback a maximum of 12 ft.

   Building Lot Coverage (Maximum): 50%

   Accessory Structures:
   Side/Rear Setback: 3 ft
   Maximum Footprint: 650 sq ft
   Maximum Number of Structures: 1
   Maximum Height: 2 Stories

2. ARCHITECTURAL REQUIREMENTS

   A. General Requirements

   1. Useable porches and stoops should form a predominant motif of the building design and be located on the front and/or side of the home. Useable front porches are at least 6 feet deep and extend more than 50% of the facade.
   2. Garages with front loading bays shall be recessed from the front facade of the house and visually designed to form a secondary building volume. All garages with more than two bays shall be turned such that the bays are not visible from the street. At no time shall the width of an attached garage exceed 40% of the total building facade.
   3. Fences or walls shall be no greater than 8 feet in height behind the front building line. Fences shall be no greater than 4 feet in height and walls no greater than 3 feet in height in the front yard setback.
   4. Garage doors are not permitted on the front elevation of any detached house on a lot less than 50 feet wide.
   5. All front entrances shall be raised from the finished grade (at the curb or sidewalk) a minimum of 1½ feet. (Exceptions may be granted by the Planning Commission to accommodate accessibility for the elderly/disabled on a site by site basis.)

   B. Materials

   1. Residential building walls shall be wood clapboard, wood shingle, wood drop siding, primed board, wood board and batten, brick, stone, stucco, vinyl, or similar material. Accessory buildings with a floor area greater than 150 square feet shall be clad in materials similar in appearance to the principal structure.
   2. Garden walls may be of brick, stone or stucco matching the principal building. From yard fences shall be wood picket or wrought iron only. Side and rear yard fences may be chain link, wood, wrought iron, or similar material. All side and rear yard fences over 4 ft in height shall be wood or similar material unless landscaped from view by adjacent properties using trees, hedges, ivy or similar plant material.
   3. Residential roofs shall be clad in wood or asphalt shingles, clay tile, or standing seam metal (copper, zinc, or steel) or materials similar in appearance and durability.

   C. Configurations

   1. Main roofs on residential buildings shall be symmetrical gables or hips with a pitch between 4:12 and 12:12. Monopitch (shed) roofs are allowed only if they are attached to the wall of the main building. No monopitch roof shall be less than 4:12.
   2. Two wall materials may be combined horizontally on one facade. The heavier material should be below.
   3. Exterior chimneys visible from public streets shall be finished in brick or stucco.
   4. The crawlspace of buildings shall be enclosed.

   D. Techniques

   1. Overhanging eaves may expose rafters.
   2. Flush eaves shall be finished by profiled molding or gutters.
   3. All rooftop equipment shall be enclosed in building material that matches the structure or is visually compatible with the structure.
4.2 DETACHED HOUSE – TYPE B (ALLEY LOT)

**Description:** The detached house is the predominant building type in the City of Greenville. It is flexible in use (where permitted), accommodating single family uses, multi-family uses up to four units, home occupations, professional offices, and limited retail use. When other building types are integrated with Detached Houses, the scale of the Detached House shall control (exception: Civic Buildings).

**Applicability:** The alley lot is a lot with an average width not exceeding 50 feet. Primary vehicular access is provided using a rear lane or alley only. No curb cuts or driveways are permitted along the frontage except on previously platced lots or where the condition currently exists. The use permitted within the building is determined by the Zone in which it is located.

### 1. LOT REQUIREMENTS

**Setbacks:** Front yard and side yard setbacks for structures on infill lots shall generally be equal to the average setbacks for all principal structures within 300 ft or one block length (whichever is greater). Where no frontage condition currently exists, the build-to line and/or setbacks shall be as follows:

- **Front Build-To Line:** 15 ft
- **Side:** 6 ft each side, however the total of both side yards may be allocated to one side in new development.
- **Rear:** 15 ft from centerline of alley

**Minimum Lot Width:** 24 ft

**Maximum Height:** 2 ½ Stories (as measured from the fronting street)

**Encroachments:** Balconies, stoops, stairs, chimneys, open porches, bay windows, and raised doorways are permitted to encroach into the front setback a maximum of 12 ft.

**Building Lot Coverage (Maximum):** 50%

**Accessory Structures:**
- **Side/Rear Setback:** 3 ft
- **Maximum Footprint:** 650 sq ft
- **Maximum Number of Structures:** 1
- **Maximum Height:** 2 Stories

### 2. ARCHITECTURAL REQUIREMENTS

#### A. General Requirements

1. Useable porches and stoops should form a predominate motif of the building design and be located on the front and/or side of the home. Useable front porches are at least 6 feet deep and extend more than 50% of the facade.

2. Fences or walls shall be no greater than 8 feet in height behind the front building line. Fences shall be no greater than 4 feet in height and walls no greater than 3 feet in height in the front yard setback.

3. All front entrances shall be raised from the finished grade (at the curb or sidewalks) a minimum of 1½ feet. (Exceptions may be granted by the Planning Commission to accommodate accessibility for the elderly/disabled on a site by site basis.)

#### B. Materials

1. Residential building walls shall be wood clapboard, wood shingle, wood drop siding, primed board, wood board and batten, brick, stone, stucco, vinyl, or similar material. Accessory buildings with a floor area greater than 150 square feet shall be clad in materials similar in appearance to the principal structure.

2. Garden walls may be of brick, stone or stucco matching the principal building. From yard fences shall be wood picket or wrought iron only. Side and rear yard fences may be chain link, wood, wrought iron, or similar material. All side and rear yard fences over 4 ft in height shall be wood or similar material unless landscaped from view by adjacent properties using trees, hedges, ivy, or similar plant material.

3. Residential roofs shall be clad in wood or asphalt shingles, clay tile, or standing seam metal (copper, zinc, or similar) or materials similar in appearance and durability.

#### C. Configurations

1. Main roofs on residential buildings shall be symmetrical gables or hips with a pitch between 4:12 and 12:12. Monopitch (shed) roofs are allowed only if they are attached to the wall of the main building. No monopitch roof shall be less than 4:12.

2. Two wall materials may be combined horizontally on one facade. The heavier material should be below.

3. Exterior chimneys visible from public streets shall be finished in brick or stucco.

4. The crawlspace of buildings shall be enclosed.

#### D. Techniques

1. Overhanging eaves may expose rafters.

2. Flush eaves shall be finished by profiled molding or gutters.

3. All rooftop equipment shall be enclosed in building material that matches the structure or is visually compatible with the structure.
### 4.3 TOWNHOUSE

**Description:** The townhouse is a building with two or more residential units that are located side-by-side. When an entrance is provided at grade, the townhouse may be used as a live-work unit.

**Applicability:** The use permitted within the building is determined by the Zone in which it is located.

### 1. LOT REQUIREMENTS

- **Setbacks:**
  - Front (Maximum): 0-15 ft
  - Sides: 0 ft (Corner-6 ft)
  - Rear: 15 ft from centerline of alley

- **Parking and Vehicular Access:** Primary vehicular access is provided using a rear lane or alley only. Off-street parking shall be located in the rear yard only. No curb cuts or driveways are permitted along the frontage.

- **Building Lot Coverage (Maximum):** 50%

<table>
<thead>
<tr>
<th>Minimum Lot Width: 16 Ft</th>
<th>Maximum Height: 3 Stories</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encroachments: Balconies, stoops, stairs, chimneys, open porches, bay windows, and raised doorways are permitted to encroach into the front setback.</td>
<td></td>
</tr>
</tbody>
</table>

### 2. ARCHITECTURAL REQUIREMENTS

#### A. General Requirements

1. Usable porches and stoops should form a predominate motif of the building design and be located on the front and/or side of the building. Usable front porches are at least 6 feet deep and extend more than 50% of the facade.
2. Garage doors are not permitted on the front elevation of any townhouse.
3. Fences or walls shall be no greater than 8 feet in height behind the front building line. Fences shall be no greater than 4 feet in height and walls no greater than 3 feet in height in the front yard setback.
4. All building elevations visible from the street shall provide doors, porches, balconies, and/or windows. A minimum of 60% of front elevations, and a minimum of 50% of side and rear building elevations, as applicable, shall meet this standard. “Percent of elevation” is measured as the horizontal plane (linear feet) containing doors, porches, balconies, terraces and/or windows. This standard applies to each full and partial building story.
5. All front entrances shall be raised from the finished grade (at the curb or sidewalk) a minimum of 1½ feet.
6. All townhouses shall provide detailed design along all elevations. Detailed design shall be provided by using at least three (3) of the following architectural features on all elevations as appropriate for the proposed building type and style (may vary features on rear/side/front elevations):
   - Dormers
   - Gables
   - Recessed or covered porch entries
   - Cupolas or towers
   - Pillars or posts
   - Eaves (minimum 6 inch projection)
   - Off-set in building face or roof (minimum 16 inches) Window trim (minimum 4 inches wide)
   - Bay windows
   - Decorative patterns on exterior finish (e.g. scales/shingles, wainscoting, ornamentation, and similar features)
   - Decorative cornices and roof lines (for flat roofs)

#### B. Materials

1. Residential building walls shall be wood clapboard, wood shingle, wood drop siding, brick, stone, stucco, approved vinyl, or similar material. Accessory buildings with a floor area greater than 150 square feet shall be clad in materials similar in appearance to the principal structure.
2. Garden walls may be of brick, stone or stucco matching the principal building. Front yard fences shall be wood picket or wrought iron only. Side and rear yard fences may be chain link, wood, wrought iron, or similar material. All side and rear yard fences over 4 ft in height shall be wood or similar material.
3. Residential roofs shall be clad in wood or asphalt shingles, clay tile, or standing seam metal (copper, zinc, or terne) or materials similar in appearance and durability.

#### C. Configurations

1. Main roofs on residential buildings shall be symmetrical gables or hips with a pitch between 4:12 and 12:12. Monopitch (shed) roofs are allowed only if they are attached to the wall of the main building. No monopitch roof shall be less than 4:12.
2. Two wall materials may be combined horizontally on one facade. The heavier material shall be below.
3. Exterior chimneys visible from public streets shall be finished in brick or stucco.
4. The crawlspace of buildings shall be enclosed.

#### D. Techniques

1. Overhanging eaves may expose rafters.
2. Flashing shall be finished by profiled molding or gutters.
3. All rooftop equipment shall be enclosed in building materials that match the structure or is visually compatible with the structure.
### 4.4 APARTMENT BUILDING

**Description:** A multiple-unit building with apartments vertically arranged and with parking located below or behind the building. Units may be for rental or for sale in condominium ownership or may be designed as assisted living/continuing care facilities. The ground floor may be available for commercial use.

**Applicability:** The use permitted within the building is determined by the Zone in which it is located.

#### 1. LOT REQUIREMENTS

<table>
<thead>
<tr>
<th>Setbacks:</th>
<th>Maximum Height: Per Zone Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front (Maximum): 15 ft</td>
<td></td>
</tr>
<tr>
<td>Sides: 0 ft (Corner-4 ft)</td>
<td></td>
</tr>
<tr>
<td>Rear: 15 ft from centerline of alley</td>
<td></td>
</tr>
</tbody>
</table>

**Parking and Vehicular Access:** Primary vehicular access is provided using a rear lane or alley only. Off-street parking shall be located in the rear yard only. No curb cuts or driveways are permitted along the frontage.

**Building Lot Coverage (Maximum):** 50%

#### 2. ARCHITECTURAL REQUIREMENTS

**A. General Requirements**

1. Useable porches and stoops should form a predominate motif of the building design and be located on the front and/or side of the building. Useable front porches are at least 6 feet deep and extend more than 50% of the facade.

2. Garage doors are not permitted on the front elevation of any apartment building.

3. Fences or walls shall be no greater than 8 feet in height behind the front building line. Fences shall be no greater than 4 feet in height and walls no greater than 3 feet in height in the front yard setback.

4. All building elevations visible from the street shall provide doors, porches, balconies, and/or windows. A minimum of 60% of front elevations, and a minimum of 30% of side and rear building elevations, as applicable, shall meet this standard. **Percent of elevation** is measured as the horizontal plane (lineal feet) containing doors, porches, balconies, terraces and/or windows. This standard applies to each full and partial building story.

5. All front entrances shall be raised from the finished grade (at the curb or sidewalk) a minimum of 1½ feet.

6. All multi-family and infill buildings shall provide detailed design along all elevations. Detailed design shall be provided by using at least three (3) of the following architectural features on all elevations as appropriate for the proposed building type and style (may vary features on rear/side/front elevations):

   a. **Dormers**
   b. **Gables**
   c. **Recessed or covered porch entries**
   d. **Cupolas or towers**
   e. **Pilars or posts**
   f. **Eaves (minimum 6 inch projection)**
   g. **Off-set in building face or roof (minimum 16 inches)**
   h. **Bay windows**
   i. **Balconies**
   j. **Decorative patterns on exterior finish (e.g. scales/shingles, wainscoting, ornamentation, and similar features)**
   k. **Decorative cornices and roof lines (for flat roofs)**

**B. Materials**

4. Residential building walls shall be wood clapboard, wood shingle, wood drop siding, primed board, wood board and batten, brick, stone, stucco, approved vinyl, or similar material. Accessory buildings with a floor area greater than 150 square feet shall be clad in materials similar in appearance to the principal structure.

5. Garden walls may be of brick, stone or stucco matching the principal building. Front yard fences shall be wood picket or wrought iron only. Side and rear yard fences may be chain link, wood, wrought iron, or similar material. All side and rear yard fences over 4 ft in height shall be wood or similar material.

6. Residential roofs shall be clad in wood or asphalt shingles, clay tile, or standing seam metal (copper, zinc, or terne) or materials similar in appearance and durability.

**C. Configurations**

5. Main roofs on residential buildings shall be symmetrical gables or hips with a pitch between 4:12 and 12:12. Monopitch (shed) roofs are allowed only if they are attached to the wall of the main building. No monopitch roof shall be less then 4:12.

6. Two wall materials may be combined horizontally on one facade. The heavier material should be below.

7. Exterior chimneys shall be finished in brick or other material approved by the Planning Department.

8. The crawlspace of buildings shall be enclosed.

**D. Techniques**

4. Overhanging eaves may expose rafters.

5. Flash eaves shall be finished by profiled molding or gutters.

6. All rooftop equipment shall be enclosed in building material that matches the structure or is visually compatible with the structure.
4.5 SHOPFRONT BUILDING

Description: A small scale structure which can accommodate a variety of uses. A group of shopfront buildings can be combined to form a mixed-use neighborhood center. Individual shopfront buildings can be used to provide some commercial service, such as a neighborhood store, in close proximity to homes. Office buildings, hotels and inns can be placed in shopfront buildings.

Applicability: The use permitted within the building is determined by the Zone in which it is located.

1. LOT REQUIREMENTS

- Minimum Height: 26 ft
- Maximum Height: Per Zone Requirements
- Setbacks:
  - Front (Maximum): 0 ft
  - Sides: 0 ft
  - Rear: 20 ft
- Frontage Buildout (Min.): 70%

Parking and Vehicular Access: Primary vehicular access is provided using a rear lane or alley only. Off-street parking shall be located in the rear yard only. No curb cuts or driveways are permitted along the frontage.

Accessory Structures:
- Side/Rear Setback: 0 ft

2. ARCHITECTURAL REQUIREMENTS

A. General Requirements

1. At least 70% of the width of street level frontages shall be in windows or doorways. Street level windows shall be visually permeable. Mirrorized glass is not permitted in any location. Faux or display casements are not permitted in lieu of exterior window treatments for the frontage elevation.
2. No frontage wall shall remain unpierced by a window or functional general access doorway for more than 16 feet.
3. The principal, functional doorway for public or direct-entry access into a building shall be form the fronting street. Corner entrances shall be provided on corner lot buildings.
4. Decorative cornices shall be provided for buildings with a flat roof. Alternatively, eaves shall be provided with a pitched roof.
5. A building canopy, awning, or similar weather protection may be provided and should project 3-5 feet from the façade. Encroachments into the right-of-way shall be permitted by the City.

B. Materials

1. Commercial building walls shall be brick, stucco, stone, marble, or other materials similar in appearance and durability. Regular or decorative concrete block may be used on building walls not visible from a public street or as an accent material only. All accessory buildings shall be clad in materials similar in appearance to the principal structure.
2. Pitched roofs shall be clad in wood or asphalt shingles, clay tile, or standing seam metal (copper, zinc, or terne) or materials similar in appearance and durability.
3. Signs on the inside of glazed openings may be neon.

C. Configurations

1. All visibly exposed facades shall have a recognizable base course, which shall align with the sill level of the first story consisting of, but not limited to, thicker walls, ledges or sills, integrally textured materials such as stone or other masonry; integrally colored and patterned materials such as smooth finished stone or tile; lighter or darker colored materials, marlions, or panels; and/or planters.
2. All visibly exposed facades shall have a recognizable top consisting of, but not limited to, cornice treatments, other than just colored stripes or bands, with integrally textured materials such as stone or other masonry or differently colored materials; sloping roof with overhangs and brackets; stepped parapets; and/or a cornice which shall terminate or cap the top of a building wall.
3. Two wall materials may be combined horizontally on one facade. The heavier material should be below.
4. Skylights shall be flat (non-bubble).

D. Techniques

1. Windows shall be set to the inside of the building face wall.
2. All rooftop equipment shall be enclosed in building material that matches the structure or is visually compatible with the structure.
4.6 WORKPLACE BUILDING

**Description:** A fixed commercial building type with commercial use throughout. Office buildings are among the largest urban types as they must accommodate large floorplates.

**Applicability:** The use permitted within the building is determined by the Zone in which it is located.

### 1. LOT REQUIREMENTS

**Setbacks:**
- Front: 0-25 ft
- Side: varies
- Rear: 30 ft
- Parking Setback: 10 ft

**Minimum Lot Width:** 100 Ft  
**Maximum Height:** 6 Stories

### 2. ARCHITECTURAL REQUIREMENTS

#### A. General Requirements

1. At least 50% of the width of street level frontages shall be in windows or doorways. Street level windows shall be visually permeable. Mirrored glass is not permitted in any location. Faux or display casements are not permitted in lieu of exterior window treatments for the frontage elevation.
2. No frontage wall shall remain unpierced by a window or functional general access doorway for more than 16 feet.
3. The principal, functional doorway for public or direct-entry access into a building shall be from the fronting street. Corner entrances shall be provided on corner lot buildings.
4. Decorative cornices shall be provided for buildings with a flat roof. Alternatively, eaves shall be provided with a pitched roof.
5. A building canopy, awning, or similar weather protection may be provided and should project 3-5 feet from the façade. Encroachments into the right-of-way shall be permitted by the City.

#### B. Materials

1. Commercial building walls shall be brick, stucco, stone, marble, or other materials similar in appearance and durability. Regular or decorative concrete block may be used on building walls not visible from a public street or as an accent material only. All accessory buildings shall be clad in materials similar in appearance to the principal structure.
2. Pitched roofs shall be clad in wood or asphalt shingles, clay tile, or standing seam metal (copper, zinc, or terne) or materials similar in appearance and durability.
3. Signs on the inside of glazed openings may be neon.
4. Skylights shall be flat (non-bubble).

#### C. Configurations

1. All visibly exposed facades shall have a recognizable base course, which shall align with the sill level of the first story consisting of, but not limited to: thicker walls, ledges or sills, integrally textured materials such as stone or other masonry; integrally colored and patterned materials such as smooth finished stone or tile; lighter or darker colored materials, moldings, or panels; and/or planters.
2. All visibly exposed facades shall have a recognizable top consisting of, but not limited to: cornice treatments, other than just colored stripes or bands, with integrally textured materials such as stone or other masonry or different colored materials; sloping roof with overhangs and brackets; stepped parapets; and/or a cornice which shall terminate or cap the top of a building wall.
3. Two wall materials may be combined horizontally on one facade. The heavier material should be below.
4. Sky-lights shall be flat (non-bubble).
4.7 CIVIC BUILDING

Description: Specialized buildings intended to serve as public gathering places. Such uses include governmental offices, churches or other places of worship, schools, hospitals, post offices, and non-profit or charitable clubs and organizations.

Applicability: The use permitted within the building is determined by the Zone in which it is located.

1. LOT REQUIREMENTS

<table>
<thead>
<tr>
<th>Seckbacks:</th>
<th>Minimum Lot Width: 70 ft</th>
<th>Maximum Height: 3 Stories (Taller buildings may be permitted in the URVC subject to the issuance of a Final Development Plan by the Planning Commission)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front: 10 ft</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sides: 15 ft</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rear: 30 ft</td>
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<td></td>
</tr>
<tr>
<td>Accessory Structure Side/Rear Setback: 5 ft</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Encroachments: Balconies, stoops, stairs, open porches, bay windows, and raised doorways are permitted to encroach into the front setback a maximum of 10 ft.

2. ARCHITECTURAL REQUIREMENTS

A. General Requirements

1. Schools, churches, and government buildings should be built so that they terminate a street vista whenever possible, and shall be of sufficient design to create visual anchors for the community.
2. Off-street parking shall be provided in the side or rear yards only.

B. Materials

1. Civic building walls shall be clad in clapboard, stone, stucco, brick, or marble. Decorative cast concrete and wood or vinyl siding may be used as a minority element on facades facing public streets.
2. Civic roofs shall be clad in slate, sheet metal, corrugated metal, or diamond tab asphalt shingles, or other material similar in appearance and durability.
3. Gutters and down spouts shall be made of copper or galvanized painted metal.
4. The orders, if provided, shall be made of wood, marble, or cast concrete.
5. Stained glass or other decorative window treatments are encouraged.

C. Configurations

1. Two wall materials may be combined horizontally on one facade. The heavier material should be below.
2. Flat roofs are allowed, but principal civic buildings adjacent to residential structures are encouraged to have pitched roofs or similar architectural features to ensure compatibility.

D. Techniques

1. Windows shall be set to the inside of the building face wall.
2. All rooftop equipment shall be enclosed in building material that matches the structure or is visually compatible with the structure.
5.0 GENERAL BUILDING DESIGN PRINCIPLES

5.1. GENERAL BUILDING DESIGN PRINCIPLES

1. All buildings shall share a frontage line with a street or square.
2. All buildings, except accessory structures, shall have their main entrance opening onto a street or public open space.
3. New buildings should strive for a contextual approach to design and should respect the architectural vernacular of the City of Greenville.
4. Adjacent buildings should be similar in scale, height, and configuration. Similar building types should face each other. Transitions to dissimilar building types (i.e. Detached House to Office Building) should generally occur at the rear lane/ally or rear property line.

5.2. ARCHITECTURAL STYLE

1. Design regulations are not intended to promote the replication of the existing built form of Greenville, but to allow imaginative design that is respectful of its neighborhood. The regulations are meant to help achieve good design, not a certain stylistic result. They will also establish a consistent framework for submitting and assessing proposed development.
2. Spatial elements like massing, proportions, scale, setbacks and build-to lines, spaces between buildings, and their relative positions should be used to integrate new development into existing neighborhoods.
3. Buildings that are stylized in an attempt to use the building itself as advertising shall be discouraged, particularly where the proposed architecture is the result of a “corporate” or franchise style. New construction should provide variety and diversity and express its own uniqueness of structure, location or tenant.
4. Height can lend a building dignity and grace. Conversely, it can contribute to unacceptable bulk and dominance. It is the height in combination with other features, including setbacks and the location and amount of parking that results in a positive or negative outcome. The height and scale of each building shall take into consideration its site and existing (or anticipated) neighboring buildings which includes those on properties behind a proposed building and beyond the immediately adjacent neighbors.
5. Windows, doors, columns, eaves, parapets, and other building components shall be proportional to the overall scale of the building.
6. Changes of plane should have clearly delineated material transitions.

5.3. STREET RHYTHM

1. Facades along primary streets shall be individually interesting, yet fit well into the streetscape.
2. Important street vistas should terminate in a focal point, such as a building or other architectural or natural feature.

5.4. ROOF FORM AND PITCH

1. Rooflines shall accommodate simple lines such as hip, flat, shed, gable to front, or gable to side, and avoid excessive articulation.
2. Mansard roofs shall have functional dormers which project out from the roof. Dormers shall have a symmetrical gable or hip roof.

5.5. FACADE ARTICULATION AND DETAILING

1. Architectural elements like openings, sill details, bulkheads, posts, and other architectural features shall be used to establish human scale at the street level.
2. Buildings shall avoid long, monotonous, uninterrupted walls or roof planes on their visible facades. Building wall offsets, including projections, recesses, and changes in floor level shall be used in order to: add architectural interest and variety; relieve the visual effect of a single, long wall; and subdivide the wall into human size proportions. Similarly, roofline offsets shall be provided to lend architectural interest and variety to the massing of a building and to relieve the effect of a single, long roof. For larger scale developments, the building façade shall create repetitive bays, or the façades shall be divided into a balanced, yet asymmetrical, composition.
3. All sides of the building shall use materials consistent with those on the front if visible from public streets or neighboring properties, and should be carefully designed with similar detailing, and be comparable in quality and materials.
4. All visibly exposed facades should have a base, a middle, and a top with:
   a) a recognizable base course consisting of, but not limited to:
      • thicker walls, ledges or slits;
      • integrally textured materials such as stone or other masonry;
      • integrally colored and patterned materials such as smooth finished stone or tile;
      • lighter or darker colored materials, mullions, or panels; and
      • planters.
   b) a recognizable top consisting of, but not limited to:
      • cornice treatments, other than just colored stripes or bands, with integrally textured materials such as stone or other masonry or differently colored materials;
      • sloping roof with overhangs and brackets;
      • stepped parapets; and
      • a cornice capping the top of a building wall.
5. Taller building shall be constructed by repeating the middle elements.

5.6. WINDOW AND DOOR PROPORTIONS AND DESIGN

1. Fenestration shall be architecturally related to the style, materials, colors, and details of the building.
2. Windows shall be vertically proportioned. Exceptions include storefront windows on the ground level (which are generally square or rectangular) and certain window configurations that are stylistically accurate with recognized architectural styles (international or modern). Also, to the extent possible, upper story windows shall be vertically aligned with the location of windows and doors on the ground level, including storefront or display windows.

5.7. BUILDING MATERIALS

1. The color of roof stacks, flashing, vents, power exhaust fans, and metal chimney caps shall blend with the roof colors.
2. Building materials shall be similar to the materials already being used in the neighborhood, or if dissimilar materials are being proposed, other characteristics such as scale and proportion, form, architectural detailing or color and texture, shall be used to ensure that enough similarity exists for the building to relate to the rest of the neighborhood.
3. Materials shall be selected for suitability to the type of building and design for which they are used.
4. Material or color changes at outside corners of structures, which give the impression of “thinness” and artificiality, are prohibited. Piecemeal embellishment and frequent changes in material should be avoided.
5. Metal buildings shall be prohibited.

5.8. MECHANICAL SCREENING

1. Project elements like mechanical equipment, utility meters, storage areas, trash enclosures, transformers, generators and similar features or other utility hardware on roof, ground, or buildings shall be screened from public view with materials similar to the structure or they shall be so located as not to be visible from any public view or from potential buildings nearby.
2. Rooftop mechanical equipment shall not be visible from the street.
3. Unused equipment should be removed.
6.0  STREET TYPES AND STANDARDS

<table>
<thead>
<tr>
<th>Church Street Boulevard</th>
<th>University Ridge Boulevard</th>
<th>Haynie-Pearl in NC</th>
</tr>
</thead>
</table>

The boulevard serves as a long-distance, medium-speed vehicular corridor that traverses an urbanized area. It is usually lined by wide sidewalks or side medians planted with trees. Center medians may be continuously planted or have trees in individual planting areas. Buildings uniformly line the edges.

Design Speed: 25 mph
On-Street Parking: Marked
6.0 STREET TYPES AND STANDARDS

**Street**

The Street serves as a small-scale, low-speed connector. Local streets provide frontage for medium-to-low-density residential buildings such as detached homes and duplexes. A Street is urban in character, with raised or rolled curbs, closed drainage, sidewalks, occasional parallel parking on one side, trees in continuous planting areas, and buildings aligned on medium setbacks.

Design Speed: 15-25 mph

On-Street Parking: Occasional

**Parkside Drive**

The Parkside Drive defines the natural edge between an urban and a natural condition, usually along a waterfront, a park, or a greenbelt. One side of the drive has the urban character of a main street with sidewalk, parallel parking, and buildings, while the other has the natural qualities of a rural road with naturalistic plantings and rural detailing.

Design Speed: 15-25 mph

On-Street Parking: Occasional

**Lane**

The Lane is a small-scale, low-speed connector. It serves low-density residential buildings that accommodate all parking on-site. A Lane tends to be more rural in character with rolled curbs, open or closed drainage, narrow sidewalks, continuous plantings, and buildings set way back. On-street parking is not permitted.

Design Speed: 20 mph

**Rear Lane**

The Rear Lane is a narrow access route behind neighborhood streets. Lanes generally have a narrow strip of paving in the center and serve as areas for underground utilities.
6.0 STREET TYPES AND STANDARDS

6.1 GENERAL PRINCIPLES:

1. Streets shall interconnect within a development and with adjoining development every 500 feet (400 ft is preferable) where feasible. Cul-de-sacs are permitted only where topographic conditions and/or exterior lot line configurations offer no practical alternatives for connection or through traffic. Street stubs should be provided with development adjacent to open land to provide for future connections. Streets shall be planned with due regard to the designated corridors shown on Master Plan.

2. Streets shall be designed as the main public space of the City and shall be scaled to the pedestrian.

3. Streets shall be bordered by sidewalks on both sides, though variations may be granted by the Planning Commission on streets and lanes based on existing conditions.

4. Streets shall be designed with street trees planted in a manner appropriate to their function. Commercial streets shall have trees which complement the face of the buildings and which shade the sidewalk. Residential streets shall provide for an appropriate canopy, which shades both the street and sidewalk, and serves as a visual buffer between the street and the home.

5. Wherever possible, street locations should account for difficult topographical conditions, paralleling contours to avoid excessive cuts and fills and the destruction of significant trees and vegetation outside of street-rights-of-way on adjacent lands.

6. All streets shall be constructed in accordance with the design and construction standards in this code and shall be maintained for public access whether by easement or by public dedication. Closed or gated streets are strictly prohibited. Rear Lanes and alleys shall be privately maintained.

7. All on-street parking provided shall be parallel. On-street parking should only be marked in front of townhouse, apartment, shopfront, and office building types. Curb or angle parking is permitted upon approval of the City of Greenville.

8. The use of traffic calming devices such as raised intersections, lateral shifts, and traffic circles are encouraged as alternatives to conventional traffic control measures.

9. Variations to AASHTO and SCDOT Standards are made in accordance with the ITE Traditional Neighborhood Development Street Design Guidelines manual (1997) and are herein incorporated by reference.

6.2 DESIGN STANDARDS:

Street designs shall permit the comfortable use of the street by cars, bicyclists, and pedestrians. Pavement widths, design speeds, and the number of vehicle lanes should be minimized without compromising safety. The specific design of any given street must consider the building types which front on the street and the relationship of the street to the City’s street network. New development with frontages on existing publicly maintained streets shall be required to upgrade all their frontages to meet the standards of this Section. The following specifications shall apply to street design:

1. Sidewalks

   Sidewalks shall be constructed along both sides of all streets except alleys and lanes. Cul-de-sacs and closes shall be reviewed on a site-by-site basis for this requirement. Residential sidewalks shall be a minimum of 5 ft in width. Sidewalks serving mixed use and commercial areas shall be a minimum of 8 ft in width (10-12 ft is preferable in front of shopfronts). All sidewalks shall be constructed in brick pavers, concrete, or a similar material. Concrete sidewalks shall be a minimum of 4” in depth.

2. Street Trees & Planting Strips

   Canopy trees shall be planted in the planting strip or in tree wells (in NC or URVC) spaced 40 ft on-center. The minimum width of all planting strips, if required, shall be 6 feet or as approved by the City Arborist.

3. Cul-De-Sacs

   Where practical, a close should be used in place of a cul-de-sac. Cul-de-sacs, if permitted, shall not exceed 250 ft in length from the nearest intersection with a street providing through access (not a cul-de-sac). Cul-de-sacs shall be offset from the street centerline and shall form a square.

4. Curb Return Radii

   Curb radii shall be designed to reduce pedestrian crossing times along all streets requiring sidewalks. In general, curb radii should not exceed 20 ft.

5. Utility Location

   Underground utilities (except water and sewer) should be located in alleys and lanes. If no alley or lane is provided, then a 5-foot (minimum) utility easement shall be provided behind the sidewalk located within either the right-of-way or a public utility easement.

6. Curbs And Drainage

   Standard curbing is required along all streets with marked on-street parking and around all required landscaping areas and parking lots. Streets with a grade exceeding 2% shall use standard curbs. Drainage shall be provided using closed curb and gutter systems along all streets except along parkways that may use open swales upon approval of the City Engineer.

7. Centerline Radius

   Centerline radii may be varied for low-speed streets in accordance with the following table (see also ITE TND Standards p. 26):

<table>
<thead>
<tr>
<th>Design Speed</th>
<th>Min. Centerline Radius</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 mph</td>
<td>22 feet</td>
</tr>
<tr>
<td>15 mph</td>
<td>50 feet</td>
</tr>
<tr>
<td>20 mph</td>
<td>89 feet</td>
</tr>
<tr>
<td>25 mph</td>
<td>166 feet</td>
</tr>
</tbody>
</table>

   As a general rule, lighting should be provided with lower-intensity, full-spectrum bulbs mounted on poles 8-12 feet in height.
7.0 PARKING STANDARDS

7.1 GENERAL PRINCIPLES:
1. Parking lots should not dominate the frontage of pedestrian-oriented streets, interrupt pedestrian routes, or negatively impact surrounding neighborhoods. Lots should be located behind buildings or in the interior of a block whenever possible.
2. Parking areas shall not abut pedestrian-oriented street intersections or civic buildings, be adjacent to squares or parks, or occupy lots which terminate a vista.
3. No off-street parking area shall be located within any front yard except for single-family residential uses. All off-street parking spaces for multi-family buildings shall be in the rear yard only.
4. Parking lots shall not occupy more than 1/3 of the frontage of the adjacent building or no more than 75 feet, whichever is less.
5. All parking areas visible from the right-of-way shall be screened from view. Parking structures shall be wrapped by buildings along the primary façade.
6. Off-street parking areas shall be designed to facilitate adequate movement and access by sanitation, emergency, and other public service vehicles without posing a danger to pedestrians or impeding the function of the parking area.
7. Off-street parking areas shall be designed so that parked vehicles do not encroach upon or extend onto public rights-of-way, sidewalks or strike against or damage any wall, vegetation, utility, or other structure.
8. Large surface parking lots should be visually and functionally segmented into several smaller lots. Alternative parking area designs incorporating planting islands and trees shall create separate and distinct outdoor rooms for no more than 36 cars per room. The size of any single surface parking lot shall be limited to three acres, unless divided by a street or building.
9. All parking areas shall be curbed using a standard curb with a minimum width of 1’6”. Landscape islands shall be similarly curbed.

7.2 PARKING SPACE DIMENSIONS
1. Parking space dimensions (other than those designed for the disabled) shall be a minimum of 18 feet long and 9 feet wide. Parking spaces shall be dimensioned in relation to curbs or aisles, so long as their configuration, area, and dimensions satisfy the requirements of this Section.
2. Parallel parking space dimensions shall be a minimum of 20 feet by 8 feet. Parallel parking spaces along higher traffic streets should be at least 22 feet long.
3. Aisle widths and angle space dimensions shall be in accordance with the Manual of Architectural Graphic Standards, 10th edition.

7.3 MINIMUM PARKING RATIOS
All square footage is in leasable square feet. Parking requirements may be satisfied using on-street parking in front of buildings or public lots with 300 ft of primary building entrances.

<table>
<thead>
<tr>
<th>Use</th>
<th>Minimum Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Family Home</td>
<td>See Section 2.8</td>
</tr>
<tr>
<td>Multi-family Home</td>
<td>1 per bedroom (up to 2 required)</td>
</tr>
<tr>
<td>Office Uses</td>
<td>3 per 1000 sq ft</td>
</tr>
<tr>
<td>Retail Uses</td>
<td>1 per 250 sq ft</td>
</tr>
<tr>
<td>Restaurants</td>
<td>1 per 4 seats</td>
</tr>
<tr>
<td>Light Industrial</td>
<td>20 per 1000 sq ft or non-office space</td>
</tr>
<tr>
<td>Bed &amp; Breakfast Inns &amp; Hotels</td>
<td>1 per bedroom</td>
</tr>
<tr>
<td>Civic Uses</td>
<td>No minimum</td>
</tr>
</tbody>
</table>

7.4 shared PARKING STANDARDS
1. The joint use of shared off-street parking between two uses may be made by contract between two or more adjacent property owners. Adjacent lots shall be interconnected where practical.
2. Developments that operate at different times may jointly use or share the same parking spaces with a maximum of one-half (½) of the parking spaces credited to both uses if one use is a church, theater, assembly hall or other use whose peak hours of attendance will be at night or on Sundays, and the other use or uses are ones that will be closed at night or on Sundays or upon the normal hours of operation.
8.0 LIGHTING STANDARDS

8.1 PURPOSE AND GENERAL PROVISIONS

The purpose of this Section is to provide direction in controlling light spillage and glare so as not to adversely affect motorists, pedestrians, and land uses of adjacent properties. Lighting intensities should be controlled to assure that excessive light spillage and glare are not directed at adjacent properties, neighboring areas, and motorists.

Exterior lighting should be architecturally integrated with the architectural character of the building. Downcast or cutoff type lighting fixtures should be generally used to illuminate pedestrian or traffic circulation corridors. Bollard or decorative cutoff-type lighting fixtures are generally suited for pedestrian applications such as for pedestrian circulation or transitional areas.

Determination of light fixtures and level of illumination to achieve a certain function or desired effect should also reduce or eliminate the hazardous aspects and nuisance of glare and light spill over. All exterior lighting, with the exception of street lighting, that is used in and around buildings, recreation areas, parking lots, and signs, shall be designed to protect against the spill-over of light to adjacent properties.

Lighting may be characterized by the kind of fixtures to be installed (such as incandescent, fluorescent, etc.); by use or activity being served, (i.e. sports activities, utility lighting, lot lighting, or security lighting); or by desired effect, (i.e. spot lighting). Lighting design, location, and fixture selection should be planned to serve the primary lighting objective.

8.2 STREET LIGHTING STANDARDS

No street light shall be more than 250 feet from another street light. In addition, lighting shall be placed at every intersection.

A Lighting Plan shall be submitted with all Apartment, Shopfront, and Office Building developments.

8.3 OUTDOOR LIGHTING STANDARDS:

All outdoor lighting shall conform to the following standards:

1. Outdoor lighting shall be designed, located and mounted at heights no greater than twelve (12) feet above grade for pedestrian lights, or thirty five (35) feet above grade for street lighting; and located at least 10 feet from property lines defining rear and side yards or required perimeter landscaped areas required by this Code.

2. All outdoor lighting shall be designed and located such that the maximum illumination measured in foot candles at the property line shall not exceed .3 for non cut-off lights and 1.5 for cut-off lights. The average intensity illumination for outdoor lighting shall not exceed 6-foot candles in intensity as measured at grade. Fixtures should be placed to provide uniform distribution of light and to avoid intense lighting that produces excessive glare.

3. Lighting fixtures in scale with pedestrian activities shall provide for uniform distribution of lighting to produce minimal shadows.

4. Because of their unique requirements for nighttime visibility and limited hours of operation, the lighting of active recreation areas, such as for ball fields and tennis courts are not considered in this Section. Lighting conditions for such uses shall be approved by the Zoning Administrator in accordance with approved standards and specifications.

5. No flickering or flashing lights shall be permitted. Light sources should not be located within any perimeter-landscaped areas except on pedestrian walkways.

Lighting levels are to be measured in foot-candles with a direct-reading, portable light meter. The meter sensor shall be mounted not more than six (6) inches above ground level in a horizontal position. The Zoning Administrator takes readings only after the cell has been exposed long enough to provide a constant reading. Measurements are made after dark with the light source in question on, then with the same source off. The difference between the two readings shall be compared to the maximum permitted illumination and at the property line at ground level.
9.0 SIGNS

9.1 DEFINITIONS:

**Arm Sign**
A sign whose face is suspended from a support arm at a right angle from a ground-mounted pier, pillar, column, or pole.

**Canopy or Awning Sign**
A sign that is mounted, painted, or attached to an awning or canopy that is otherwise permitted by Ordinance.

**Monument Sign**
Any sign not attached to a building in which the entire bottom of the sign is in contact with or is flush or close to the ground, the vertical dimension is greater than the horizontal dimension and is independent of any other structure.

**Projecting Sign**
Any sign other than a wall, awning, or canopy sign, which is affixed to a building and is supported only by the wall on which the sign is mounted.

**Sandwich Board Sign**
A portable a-frame sign constructed with two faces that rest at an angle less than 45 degrees to each other. Neither face shall exceed 3 feet in width or 12 square feet in area.

**Wall Sign**
Any sign directly attached to an exterior wall of a building or dependent upon a building for its support with its exposed face parallel or approximately parallel to the plane of the building or structure on which it is placed. Signs directly painted on walls shall be considered wall signs.

9.2 GENERAL PROVISIONS:

1. Monument Signs are permitted only for Detached House, Office Buildings, and Civic Buildings.
2. Non-residential uses in the Neighborhood General District are permitted to use arm signs.
3. The scale of the signs should be appropriate for the building on which they are placed.
4. Signs should not obscure architectural features and should be integrated with the design of the building.
5. Buildings should provide signage that is pedestrian-oriented.
6. All buildings may provide wall-mounted incidental signage such as tenant directories, historical makers, or bulletin boards on any wall face provided they do not exceed 6 square feet in area.
7. Sandwich board signs may be placed on sidewalks in the Neighborhood Center and Village Center District only.
8. Projecting Signs may be used in lieu of wall signs.
9. Canopy Signs may be used in lieu of wall signs, but may be combined with a Projecting Sign.
10. Only Monument Signs may be internally illuminated.

9.3 FREESTANDING SIGN STANDARDS:

**Monument Sign**:
- Maximum Height: 6 feet
- Maximum Area: 36 square feet

**Arm Sign**:
- Maximum Height: 6 feet
- Maximum Area: 6 square feet

9.4 STOREFRONT SIGN STANDARDS:

**Projecting Sign Standards**:  
- Maximum Height: 8 feet*  
- Maximum Area: 1 square foot for each linear foot of storefront  
- Maximum Projection from Wall: 3 feet  
*Sign may not extend beyond the top of the parapet or the eaves (on a pitched roof)

**Canopy Sign Standards**:  
- Maximum Area: 50% of Canopy area (Drip Flap area shall be unlimited)

**Under-Canopy Sign Standards**:  
- Maximum Dimensions:  
  - Height: 16"  
  - Width: 36"  
- Sign Clearance: 7 1/2 feet

**Wall Sign Standards**:  
- Maximum Area: 2 square feet for each linear foot of wall facing a public street  
- Location: Between first floor window and window sill of second floor, or on sign fixture area of building if original to building (Exception: Building identification which is an integral part of the building’s design and architectural character shall not be considered a sign for the purposes of this Standard.)  
- Maximum Area (Walls not facing a public street): 5% of wall area.

**Murals or Wall Art**: Murals or similar wall art located on secondary building walls (not primary frontages) are permitted, provided the total area of commercial copy does not exceed 5% of the total wall area.
### 10.0 ENVIRONMENTAL PROTECTION

#### 10.1 STREAM AND WETLAND BUFFERS:

The purpose of a stream buffer network is to filter pollutants, store floodwaters, provide habitat, and contribute to the “green infrastructure” of the City of Greenville and lands within its jurisdiction. Stream systems are comprised of each stream and its respective drainage basin. Streams have the primary natural functions of conveying storm and ground water, storing floodwater, and supporting aquatic life. Vegetated lands adjacent to the stream channel in the drainage basin serve as “buffers” to protect the stream’s ability to fulfill its natural functions. Buffers have the primary natural functions of protecting water quality by filtering sediments; pollutants such as nitrogen, phosphorus, trace metals, and hydrocarbons; providing intermittent storage for floodwaters, allowing channels to meander naturally, and providing suitable habitat for wildlife. All new development shall comply with the buffer requirements of this Section, however uses and structures previously approved and constructed in a buffer may remain.

#### 10.2 BUFFER DELINEATION

The following buffer delineations are required:

1. Buffer boundaries including all buffer zones must be clearly delineated on all Plans for approval by the City of Greenville, on all Construction Documents, including grading and clearing plans, erosion and sediment control plans, and site plans.

2. Buffer boundaries including all buffer zones must be clearly delineated on-site prior to any land disturbing activities. Where existing trees are to be preserved in a buffer zone, limits of grading shall maintain a minimum 20’ separation from the base of each tree on the upland side of the buffer.

3. Buffer boundaries including all buffer zones as well as all buffer requirements must be specified on the record plat, on individual deeds, and in property association documents for lands held in common.

#### 10.3 MINIMUM BUFFER REQUIREMENTS

1. At a minimum no land disturbing activity is permitted within the flood plain except as otherwise permitted as a Permitted Buffer Impact. The regulatory flood plain elevation is delineated per the latest revision of the Flood Insurance Rate Map, Flood Boundary Floodway Maps, and Flood Insurance Study for the City of Greenville and/or Greenville County. No such stream buffer shall be less than 50 ft.

2. Buffer widths for drainage basins are measured horizontally on a line perpendicular to the surface water, landward from the top of the bank on each side of the stream.

3. In lieu of providing an undisturbed stream buffer along the existing channel corridor, development in drainage basins less than 50 acres may choose compliance with a permitted option below.
   a. In any zone natural channel design may be used in compliance with all applicable state regulations (i.e. vegetative lining with limited use of stone, meandering alignment and spot stabilization of erosion).
   b. In the NC and URVC Zones traditional channel design may be used in compliance with all applicable state regulations (i.e. structural stabilization with stone or concrete lining, uniform geometry, and straightening alignment, including closed pipe systems)

4. When reforestation of disturbed buffers is required, tree planting shall be as specified by the City.

5. Diffuse Flow Requirement. Diffuse flow of runoff shall be maintained in the buffer by dispersing concentrated flow and reestablishing vegetation.
   a. Concentrated runoff from ditches or other manmade conveyances shall be diverted to diffuse flow before the runoff enters the buffer.
   b. Periodic corrective action to restore diffuse flow shall be taken by the property owner as necessary to impede the formation of erosion gullies.

#### 10.4 PERMITTED BUFFER IMPACTS

The following buffer impacts are permitted, however, design and construction shall stabilize disturbed areas to minimize negative effects on the quality of surface waters.

1. Road crossings for connectivity or transportation links where the City of Greenville has granted site plan approval.

2. Parallel water and sewer utility installation as approved by the City Engineer.

3. Approved public or common area open space paths and trails parallel to the creek outside the Stream Side Zone and near perpendicular stream crossings. Pathways must use existing and proposed utility alignments or previously cleared areas and minimize tree cutting to the maximum extent practicable.

4. Incidental drainage improvements/repairs for maintenance.

5. Individual pedestrian paths connecting homeowners to the stream in the form of narrow, pervious footpaths with minimal tree disturbance.

6. Ponds which intersect the stream channel shall have the same buffers as the original stream. Buffer requirements do not apply to wet ponds used as structural BMPs.

7. Mitigation approved by a state or federal agency acting pursuant to Sections 401 or 404 of the Federal Clean Water Act.
11.0 LANDSCAPING

The three types of landscaping are defined as follows, and shall meet the following performance requirements. All new development, changes in principal use, and building expansions shall comply with these provisions.

10.5 TYPES OF LANDSCAPING

A. TYPE A (Opaque Screen/Buffer)

LOCATION & REQUIRED USAGE:
• Rear and/or side transition yards between URVC and non-URVC lots (Minimum width: 30 ft) and the transition yard between NC non-residential and multi-family uses and adjacent single family uses (Minimum width 10 ft to 30 ft.)

This type functions as an opaque screen from the ground to a height of at least eight (8) feet. This type excludes visual contact between uses and creates a strong impression of spatial separation. Composition of the Type A landscaping may include a wall, wood fence, landscaped earthen berm, planted vegetation, existing vegetation, or any appropriate combination of these elements. Intermittent planting of deciduous and evergreen trees shall obtain a height at maturitry of no less than 20 feet and have no unobstructed openings wider than ten (10) feet between tree canopies upon maturity. Shrub plantings shall have a minimum height of three (3) feet at installation and have no unobstructed openings wider than four (4) feet. At least 50% of the required trees, and at least 75% of the required shrubs, shall be evergreen species locally adapted to the area. The use of existing vegetation to satisfy this requirement is encouraged. Supplemental planting may be required in addition to native materials.

B. TYPE B (Semi-Opaque Screen)

LOCATION & REQUIRED USAGE:
• Perimeter Yard of all multi-family, mixed-use, and non-residential parking areas visible from the street (Minimum width: 10 ft)

This type functions as a semi-opaque screen from the ground to at least a height of four (4) feet for screening of car lights and glare. Composition of the Type B landscaping may include a wall, fence, planted vegetation, existing vegetation, or any appropriate combination of the elements. Intermittent planting of deciduous and evergreen trees shall obtain a height at maturity of no less than 20 feet and have no unobstructed openings wider than 20 feet between canopies upon maturity. Shrub plantings shall have no unobstructed openings wider than four (4) feet. At least 75% of the required shrubs shall be evergreen species locally adapted to the area.

All side yard parking areas in the NC or URVC districts shall be screened from the sidewalk by low walls, fences or constructed as a continuation of the building wall a minimum of three (3) feet in height. Landscaping may be used in combination with walls or fences but shall not exceed 50% of the total required width. The use of existing vegetation to satisfy this requirement is encouraged. Supplemental plantings may be required in addition to native materials. The minimum height upon installation for effectively screening storage areas is 6 feet. This type of planting should be opaque to screen the off-site view of parking areas from neighboring properties and streets.

C. TYPE C (Interior Plantings)

LOCATION & REQUIRED USAGE:
• Interiors of all parking areas with more than 16 parking spaces (not applicable to structured parking facilities)

This type functions as a tree ceiling over a parking area providing shelter from sun and rain. Large maturing canopy trees shall be planted in a manner that provides shade for the entire parking area at maturity. To this end, no parking space shall be less than 60 ft from the base of a canopy tree. The use of differing species around the parking area is encouraged to promote diversity in the overall urban tree canopy. The use of existing vegetation to satisfy this requirement is encouraged. Supplemental plantings may be required in addition to native materials.
### 2.0 MISCELLANEOUS DEFINITIONS

All terms shall be as defined in the Greenville Zoning Ordinance unless otherwise noted in this section.

<table>
<thead>
<tr>
<th>Accessory Building</th>
<th>Entertainment Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>A structure subordinate or incidental to the principal structure on a lot in square footage and primary use. Ancillary structures and uses include detached garages (with or without rental cottages), storage buildings, pool houses, and material storage areas.</td>
<td>Any establishment that provides active recreational opportunities such as miniature golf, batting cages, arcades, carnival games, go-cart or other motorized vehicle tracks, waterslides, or passive recreation such as movie theaters.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Automobiles/Boat/Heavy Equipment/Manufactured Home Sales and Service</th>
<th>Manufacturing Plants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any building, premises, and land, in which or upon the primary use of land is a business which involves the maintenance, servicing or sale of new or used automobiles, boats, heavy equipment and/or manufactured homes generally but may include light trucks or vans, trailers, or recreation vehicles and including any vehicle leasing, rental, parking-service, preparation or repair work conducted as an accessory use. This definition includes but is not limited to auto dealerships, auto body shops, auto service stations, boat repair or sales, car washes, convenience stores, gas stations, heavy equipment leasing, sales, or service, manufactured home sales or service, and oil/lube servicing. This does not include the sale of parts or related products (i.e. auto parts stores).</td>
<td>The assembly, fabrication, production or processing of goods and materials using processes that ordinarily have greater than average impacts on the environment, or that ordinarily have significant impacts on the use and enjoyment of other properties in terms of noise, smoke, fumes, glare, or health or safety hazards, or that otherwise do not constitute “light manufacturing,” or any use where the area occupied by outdoor storage of goods and materials used in the assembly, fabrication, production or processing exceeds 25 percent of the floor area of all buildings on the lot. “Heavy manufacturing” shall include, but not be limited to, the following: enameling, lacquering, or the plating or galvanizing of metals; foundries or mills producing iron and steel products; industrial chemical manufacture; meat packing plants; mixing plants for concrete or paving materials, and manufacture of concrete products; oxygen manufacture and/or storage; pottery, porcelain, and vitreous china manufacture; poultry dressing for wholesale; pressure treating of wood; stonecutting; tire recapping and retreading; tobacco products manufacture; tobacco stemming and redying plants. This shall include resource extraction and recycling and salvage operations.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Convenience Store</th>
<th>Multi-Family</th>
</tr>
</thead>
<tbody>
<tr>
<td>A use where certain retail goods and vehicular fuels are sold at the retail level. Such a use may permit car washes as an accessory use but shall not allow the installation of such automotive items such as lubricants, tires, batteries, or minor automobile repair and maintenance work.</td>
<td>Three or more dwelling units located on a single lot of record. (Exception: Rental Cottages in accessory buildings)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Development</th>
<th>Office Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>The carrying out of any building activity, the making of any material change in the use or appearance of any structure or land, or the subdividing of land into two or more parcels. The following activities or uses shall be considered development:</td>
<td>Professional, service, and governmental occupations within a building or buildings which do not generally involve the on-site sale of goods to customers.</td>
</tr>
</tbody>
</table>

1. The reconstruction, alteration of the size, or material change in the external appearance of a structure on land or water;  
2. A change in the intensity of use of land, such as an increase in the number of dwelling units in a structure or on land or a material increase in the number of businesses, manufacturing establishments, offices, or dwelling units in a structure on or land;  
3. Commencement of drilling (except to obtain soil samples), mining, or excavation on a parcel of land;  
4. Clearing of land, including clearing or removal of vegetation and including any significant disturbance of vegetation or soil manipulation; or  
5. The carrying out of any building activity, the making of any material change in the use or appearance of any structure or land, or the subdividing of land into two or more parcels. The following activities or uses shall be considered development: |

<table>
<thead>
<tr>
<th>Utility Use</th>
<th>Single Family Residence</th>
</tr>
</thead>
<tbody>
<tr>
<td>A building, property, or activity the principal use or purpose of which is the sale of goods, products, or merchandise directly to the consumer.</td>
<td>See Dwelling – Single Family Detached</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Live Work Unit</th>
<th>See Dwelling – Two Family</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small commercial enterprises with the ground floor occupied by commercial uses and a residential unit above. Commercial space may be a home-based business or may be leased independently.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Retail Use</th>
<th>See Dwelling – Two Family</th>
</tr>
</thead>
<tbody>
<tr>
<td>A building, property, or activity the principal use or purpose of which is the sale of goods, products, or merchandise directly to the consumer.</td>
<td></td>
</tr>
</tbody>
</table>