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The Community Development Division of the City of Greenville gratefully acknowledges the residents and stakeholders who were an active part of the planning process for the West Greenville Master Plan.

**Note**: The Pendleton Area and certain development projects were added to the West Greenville Master Plan as a direct result of Market Study for Dunbar Street, Academy Street, and West Greenville; therefore, maps and renderings do not reflect this area. This does not, however, diminish their importance to the success of the West Greenville Master Plan, nor should their later inclusion create the perception that they are less important developments.
A. Project Goals
The West Greenville neighborhood has the potential to be one the City of Greenville’s most desirable places to live. The area can become an inviting, supportive, and safe place in which Greenvillians want to live and raise their children. Moreover, improving the neighborhood can become a catalyst for adjoining neighborhoods on the western side of the City of Greenville.

The West Greenville Master Plan was developed through a comprehensive and inclusionary planning process through the City of Greenville’s Community Development Division during the year-long period of October 2001 and October 2002. The purpose of this Master Plan is to achieve the redevelopment of the neighborhood as a mixed-income community of renters, home owners, community and recreational interests as well as neighborhood-based businesses that will enable West Greenville to become a more desirable place to live and raise a family.

Enabling West Greenville to fulfill this role—of a sustainable and sustaining community—is the foremost goal of the West Greenville Master Plan.

B. Planning Context
West Greenville is a 230-acre neighborhood is best conceptualized as five separate and distinct, but related subdistricts with mixed land uses. Each subdistrict provides a basis for detailed planning and recommendations.

C. Design Principles
The implementation of the West Greenville Master Plan will occur over many years. During this time, there are a number of basic planning and urban design principles that should guide future project-specific planning, design and implementation decision-making.

1. Reinforce neighborhood commercial along Pendleton Street.
2. Increase density in the areas of the neighborhood closest to the West Greenville Business District.
3. Increase the rate of homeownership from the current 23 percent to a minimum of 50 percent.
4. Add to and upgrade the existing amenities of the neighborhood.
5. Create potential private, non-profit and public-private partnership development opportunities throughout the neighborhood.
6. Link the neighborhood to the West End, Downtown, and the Reedy River Corridor.
7. Improve the quality of life for residents through targeted social service programs.
D. West Greenville Master Plan

The West Greenville Master Plan is fundamentally based upon the idea of improving the quality of life in West Greenville and increasing housing density and homeownership to support future and existing neighborhood commercial areas while maintaining distinct identities in each of the subdistricts. Recommended improvements for each subdistrict include:

**Joe Louis**

The Joe Louis Subdistrict is the part of West Greenville needing the most immediate action due to high crime, a large number of deteriorated housing units, a lack of infrastructure, and a very low quality of life. By extending Endel Street to Hanover Street, extending Joe Louis Street to Queen Street, making Chester Street into a cul-de-sac, by creating a pocket park on Endel Street, and by removing and replacing substandard units with affordable renter and owner-occupied housing this subdistrict becomes an
open and accessible micro-community with a strong sense of place.

This master plan recommends a large component of the development be new single-family, owner-occupied housing units, including along Endel and Chester Streets. New multi-family and single-family units should be constructed on Queen, Joe Louis and the southern side of Endel Street. This new housing will drastically change the face of the neighborhood from the blighted and disadvantaged area of today to new, family-oriented residential area. Additionally, a number of house rehabilitations and infill houses are also recommended throughout the Joe Louis Subdistrict.

Julian-Doe
The Julian-Doe subdistrict is ideally located to develop as a relatively dense residential area. With close proximity to four Greenville Transit Authority bus lines, the West Greenville Business District, and other businesses on Pendleton Street, Julian-Doe has the potential to become a transit-oriented, urban community by applying the maximum allowable density and a premium of commercial and neighborhood services.

This plan develops the Julian-Doe area as a mixed-income residential community, weaving various types of higher-density housing styles in with the existing single and multi-family units, including four distinct projects that will anchor the subdistrict. The Place @ Perry and Branwood Townhomes both add row house and high-density courtyard housing to the area while Queen Commons I bring owner-occupied single-family attached housing and Queen Commons II adds multi-family quadraplexes. These developments are coupled with both large and small scale infill development and housing rehabilitation. The plan also recommends increasing the walkability of the area and linkages between this subdistrict and the business district and the West Greenville Community Center.

Firehouse
With a large amount of vacant parcels and its close proximity to downtown Greenville, this stretch of residential units and community facilities along Academy Street should be upgraded to a mixed-income community of market rate and just below market rate single-family and multi-family housing with well-maintained open space linkages to the Reedy River and downtown Greenville.

The West Greenville Master Plan recommends the creation of a cul-de-sac single-family, owner-occupied development on the (to-be-developed) Union Court and the development of a pocket park and high-density multi-family housing at Alvins Alley. These two developments will have the character, location and marketability to achieve average and above average rents and sales prices. Other small-scale infill developments and housing...
rehabilitations will also add to the character of this subdistrict.

**Harlem Square**

The master plan recommends that the Harlem Square area develop as a special-use subdistrict with unique development types. Among these is a village-style setting for active seniors, an adaptive reuse of the Gower Street School, an infill development of single-family homes for young families, and high-density urban row houses. A key element for this subdistrict is the expansion of the West Greenville Park and the creation of a new park/open space area near Gower Street School.

With a large number of long-time residents now entering their “golden years,” the development of supportive housing for independent seniors
should be developed at Harlem Square, with a wider continuum of care being offered for seniors at the rehabilitated and preserved Gower Street School. The old playing field at the Gower School serves as an excellent site for new single-family detached housing for young homeowners. Adjacent to the Reedy River Corridor, the higher-density development of Birnie Pointe will create space for urbanites that want to live in a community while still remaining close to downtown and the active lifestyle the Corridor will someday achieve.

**Pendleton**

As the subdistrict that includes the West Greenville Business District and the other businesses along Pendleton Street, the West Greenville Master Plan recommends the maximum allowable residential densities and above to create a transit and commercially oriented mixed-use community. As outlined in the City Council approved Market Study for Dunbar, Academy and Pendleton Streets, to support the existing retail establishments and recruit new neighborhood commercial retail to the area, the densities must be substantially increased.

A large-scale beautification project should be undertaken to create a tree-lined downtown atmosphere for Pendleton Street, while adding a strong residential (row house and townhouse) character with a lot of street appeal. Lesser streetscaping should be undertaken on Burdette and Traction Streets while the clear street edge and higher density is maintained along these streets. The West Greenville Business District should be enhanced and protected to create both neighborhood commercial and niche businesses to service the community and act as an employment center.

**E. Implementation**

Implementation of the West Greenville Master Plan will be a complex, long-term process requiring extraordinary cooperation among the private and public sectors, local institutions, stakeholders, and many others. The two primary elements of the Master Plan’s implementation strategy are:

**Public and Private Sector Adoption of the Master Plan**

The West Greenville Master Plan should be supported by the City of Greenville by adopting it as an element of the current comprehensive plan, or perhaps as a district plan. Additionally, the City of Greenville should adopt a new zoning overlay district that would be subject to specific zoning requirements and design review guidelines that encourage the intended type, density and quality of development and improvements with in the West Greenville neighborhood.

**Implementation and Funding**

The implementation strategy calls for a coordinated approach to develop-
ment in the West Greenville neighborhood, including land acquisition of key parcels to assemble sites for development, a wide variety of parkland and infrastructure improvements, and a comprehensive funding program for recommended improvements throughout the West Greenville neighborhood.
The need for a master plan for the West Greenville Area was conceived as a way to establish the community-based guidelines for growth and redevelopment in the area. As part of the planning process, a number of meetings were held with residents, community leaders, business owners, city employees, and other stakeholders to establish goals, objectives, and subsequent plan implementation. The following planning and development goals and objectives resulted from this process:

- The West Greenville Master Plan should reclaim and enhance the image of West Greenville as a positive place to live, work, conduct business, and play.
- The West Greenville Master Plan should contribute to and improve the business and retail community in the area while increasing the number of neighborhood retail commercial stores, businesses, and jobs in the community.
- The West Greenville area should contain well-kept homes with a variety of affordable housing options.
- The West Greenville area should have a high rate of homeownership.
- The neighborhood should be safe to walk in at any time of day, with good roads, good lighting, streetscaping, sidewalks, and minimal drug and crime problems.
- The current residents are a special part of this community and should be allowed to remain in the neighborhood.

In addition, the West Greenville Master Plan should:

- Provide a framework for planning, investment and development in the West Greenville neighborhood.
- Suggest specific improvements and projects within the neighborhood that will act as catalysts for other developments within the West Greenville Area.
- Identify specific developments within the West Greenville neighborhood that will contribute to and reinforce the revitalization of the western side of the City of Greenville.
- Recommend improvements to the existing public open space and infrastructure.
- Improve the quality of life for all residents of the West Greenville neighborhood.
- Cultivate and foster a sense of collective ownership and responsibility for the neighborhood through increased homeownership, use and promotion of business district and additional community

**SECTION II: PROJECT GOALS**

The need for a master plan for the West Greenville Area was conceived as a way to establish the community-based guidelines for growth and redevelopment in the area. As part of the planning process, a number of meetings were held with residents, community leaders, business owners, city employees, and other stakeholders to establish goals, objectives, and subsequent plan implementation. The following planning and development goals and objectives resulted from this process:

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- Recommend improvements to the existing public open space and infrastructure.
- Improve the quality of life for all residents of the West Greenville neighborhood.
- Cultivate and foster a sense of collective ownership and responsibility for the neighborhood through increased homeownership, use and promotion of business district and additional community
amenities.

These goals and objectives provide the framework for the West Greenville Master Plan and will serve as evaluation criteria for measuring the success of future plan implementation.
Site Context

The West Greenville Area is an older, predominantly residential neighborhood bounded by the Norfolk-Southern Railroad tracks on the northeast and northwest sides; Lois Avenue, Traction Street and Arlington Avenue (along the City limits) on the southwest side; and Calhoun, Academy and Markley Streets on the southeast side. The area lies less than one mile west of the Greenville Central Business District; and contains a mixture of residential, public, semi-public, retail, commercial, office commercial, and service/industrial uses. The West Greenville Area covers approximately 233 net acres (less streets, alleys, and rights-of-way).

Of the 232.8 acres in the West Greenville Area, 86.8 percent (202.19 acres) is developed with 30.61 acres remaining vacant. Most vacant land is capable of development; however, some of the vacant land contains streams, steep slopes, and flood plains. Vacant areas are evenly dispersed throughout the West Greenville Area.

More than 60 percent of the land in the West Greenville Area is zoned for residential use. The two West Greenville residential districts are multi-family in two classification types: Multi-Family Residential (RM-1) with 110.2 acres, or 47.3 percent of the total acreage, and Multi-Family Residential (RM-2) with 32.9 acres, or 14.1 percent of the total acreage. The other zoning districts found in the West Greenville Area are Service District (28.0 acres, 12 percent of the total acreage), Neighborhood Commercial (14.4 acres, 6 percent), General Commercial (43.5 acres, 19 percent), Office District (4.2 acres, 1.8 percent of the total acreage).

The future vision of the West Greenville neighborhood should be a mixed-use, mixed-income community that includes multiple residential types, from single-family home ownership opportunities to denser row house units, recreational and community-related spaces, and neighborhood commercial and employment opportunities.

Subdistrict A: Joe Louis

The Joe Louis area is located in the northeastern section of the West Greenville Area and abuts both the Norfolk-Southern Railroad tracks and the Reynolds Company. It comprises 17.47 acres and includes 114 buildings and 105 parcels on Endel, Fulton, Chester, Rear Gower, Gower, Goings, Queen, Joe Louis Gates, Birnie, and Hanover Streets; Queens Alley; and Sizemore Court.
This area has a very poor orientation to the neighborhood, partially because it is located behind two substantial tracts of land—the S. O. Walker Park and Pool and the Bethel Bible Missionary Church—but also because there is a lack of connectivity in the area due to the numerous dead end streets (particularly Joe Louis Street), darkened courts and narrow alleys. The Joe Louis Area has a negative image because of the high volume of criminal activity in the area and the disjointed collection of low-quality housing. Empty lots are covered with kudzu and vacated buildings are lapsing past dilapidation. Sidewalks, streetlights, roads, and curbs and gutters are lacking or in disrepair. There is no cohesion in the Joe Louis Area, nor are there any plantings or landscaping to add to the aesthetic quality of the area. Though not of the highest quality, the parcels in this area do have a high fair market value (in many cases due to the large number of houses on each parcel), which has blocked many past attempts at substantial redevelopment—in addition to this is the associated West Greenville Master Plan.
high cost building demolition and relocation. The City of Greenville currently owns 10 parcels of land in this area which are included in the recommended redevelopment plan.

**Subdistrict B: Julian-Doe**

The Julian-Doe area is located in the central western part of the West Greenville Area and abuts the West Greenville School to the west and Brook Haven (public housing project) to the east. It comprises 22.06 acres and includes 114 buildings and 128 parcels on Queen, Doe, Julian, Bob, Endel, and Pack Streets and Perry Avenue.

Currently this area consists mostly of substandard housing, most of which were originally built for very low-income African-Americans renters who worked as day laborers. Most of these parcels are very shallow which is an impediment to individual lot infill development. Other houses—like those found on parts of Perry Avenue—have a unique architectural character and offer opportunities for rehabilitation and preservation. As a residential community, the Julian-Doe Area offers a significant opportunity to create a stable, medium-to-high-density residential community which would benefit from and support the West Greenville Business District and the abundant pedestrian and transit-oriented options and services in this part of the community. The City of Greenville owns approximately 1.47 acres of land in the Julian-Doe Area, which are included in the recommendations.

**Subdistrict C: Firehouse**

The Firehouse Area is located in the south-central part of the West Greenville Area along the eastern edge and contains the West End Fire Station. It comprises 10.02 acres and includes 44 residential buildings and 51 parcels on North Leach, Douthit, Lawton, Gower, Ware, Academy, and North Calhoun Streets, and Douthit Alley.

Several large, vacant, and formerly residential vacant parcels exist in the Firehouse Area. This area offers significant opportunities for the development of new housing. The Firehouse Area has a good concentration of stable, good and fair condition owner-occupied housing stock that is slowly being deteriorated by the encroaching decline in the surrounding neighborhood. However, because of its proximity to a major arterial road, the downtown, the West End, and St. Francis Hospital, it is reasonable that if an affordable and desirable housing typology bifitting the existing context of the neighborhood were developed, a substantial base of moderate-income, market-rate housing could be developed. This would
also be predicated by the use of some additional incentive programs for development.

**Subdistrict D: Harlem Square**

The Harlem Square area is located in the northeastern part of the West Greenville Area and abuts the former Greenville County Retardation Center and Insulation Services Inc. to the north, St. Anthony of Padua Catholic Church and School and the West Greenville Community Center and park to the south. It comprises 24.49 acres and includes 137 buildings and 96 parcels on Birnie, Gower, North Leach, Howard, Douthit, Lindberg, Groce, and Rochester Streets, and Harlem Square.

Like the Julian-Doe Area, the Harlem Square Area currently consists of mostly substandard rental housing, most of which was originally built for
very low income African-Americans renters who worked as day laborers. At the heart of this area is the near-vacated Gower Street School, as well as several large tracts of vacant land. Few houses have a unique character, but many offer opportunities for rehabilitation. The Harlem Square Area also has two streams that flow through it. Although these create challenges to development, they can also add an amenity value for the developments contained in this housing strategy. Five units on Douthit Street back up to the main stream in the neighborhood, which begins at the West Greenville Community Center—adding to this park's acreage will also add amenity value to the neighborhood. The Harlem Square Area is also adjacent to “Cleveland Park West”—the site of possible future regional park for the City of Greenville. Opportunities for access, and brilliant vistas overlooking the Reedy River and this potential parkland abound in this section of the West Greenville Area. Several sites in the Harlem Square Area should be left undeveloped—or substandard units will be demolished and be left undeveloped—for future use in connection with this new park and the growth brought on by Reedy River Corridor development.

Subdistrict E: Pendleton

The Pendleton area is located along Pendleton Street from Academy Street to Perry Avenue and includes the area south of Pendleton to Traction Street and the City Limits. This area includes the West Greenville Business District, churches, human service organizations, vacant and abandoned parcels and low-density housing. It comprises property along Pendelton, Traction, Textile, Branwood, Mason, Aiken, Irvine, and Burdette Streets.

The housing in the Pendleton Area currently consists of mostly substandard low-density rental housing, most of which was originally built for very low income African-Americans renters and white mill employees.

At the heart of this area is the near-vacated West Greenville Business District, which also has a great potential as a catalyst for redevelopment of the community at large. Supporting the business district and other neighborhood businesses requires much higher densities than currently exist in the Pendleton area. The vision for this area sees a full and total redevelopment, including three-storey walk-ups to increase density levels.
Section IV: VISION PLAN DESIGN PRINCIPLES

A. Planning and Design Principles

The West Greenville neighborhood can become one of the most vibrant communities in Greenville. Its existing mix of commercial, residential and open space are unique and varied. In order to make this area a strong and viable family-oriented community, steps must be taken to enhance and build upon its existing strengths.

Because the master plan for this area could take many years to accomplish, the process should be guided by several basic principles. These principles should continue to steer decision-making as the plan unfolds and becomes realized.

1. **Reinforce neighborhood commercial along Pendleton Street.**
   As a highway, Pendleton Street has lost the quaint neighborhood feel it had in its heyday. Future development calls for higher a town center redevelopment approach with the West Greenville Business District as the hub of this renaissance.

2. **Increase density in the areas of the neighborhood closest to the West Greenville Business District.**
   In order to support existing businesses and attract the types of businesses residents want (grocery, drug and discount stores) the number of households must be increased. Area with the highest housing density should be those surrounding the business district and rippling outward from there.

3. **Increase the rate of homeownership from the current 23 percent to a minimum of 50 percent.**
   Without a strong owner-occupant component to the neighborhood, it cannot thrive or even maintain its stability. An ideal mix is 60 percent owner-occupants; however, with a higher-densities projected for the neighborhood, the number of rental units should increase, but not dominate the number owner-occupied units.

4. **Add to and upgrade the existing amenities of the neighborhood.**
   Extend recreational and cultural opportunities in the neighborhood by extending park boundaries into the neighborhood and planting street trees, enhancing sidewalks, and developing a consistent housing typology for future developments.

5. **Create potential private, non-profit and public-private partner-
ship development opportunities throughout the neighborhood. Extend opportunities for involvement from community and civic groups outside the neighborhood, while promoting the development opportunities recommended in this master plan among the private and non-profit sectors.

6. **Link the neighborhood to the West End, Downtown, and the Reedy River Corridor.**
Create continuous public walkways and pathways throughout the neighborhood and into other neighborhoods with walking trails, paved sidewalks and streetscaping.

7. **Improve the quality of life for residents through targeted social service programs.**
Utilize the existing City-funded Ladder and Key programs in conjunction with other programs to maximize benefits for the neighborhood.

**B. Elements of the West Greenville Master Plan**

By developing a livable neighborhood of choice, one in which residential, commercial and recreational space combine to create not just a neighborhood, but also a community, the West Greenville Area can become a valuable asset for the City and for the surrounding Greenville area. This is achieved by including a number of residential types, numerous open spaces, multiple opportunities for neighborhood commercial retail and employment center.

The West Greenville Master Plan multiplies the assets of West Greenville, by extending the park system, strengthening the business district, and diversifying the housing stock while upgrading and improving the homeownership rate. The master plan also seeks to maintain the distinct communal and cultural identities that exist in the neighborhood, recommending developments that are responsive to and fit into that existing context. The total estimated cost for the recommended developments, including infrastructure, parks, housing construction and rehabilitation, land acquisition and technical assistance within the West Greenville neighborhood is $43.5 million.
1. Joe Louis

Vision
The Joe Louis Subdistrict is the part of West Greenville needing the most immediate action, due to high crime, a large number of deteriorated housing units, a lack of infrastructure, and low quality of life. By extending Endel Street to Hanover Street, extending Joe Louis Street to Queen Street, making Chester Street into a cul-de-sac, by creating a pocket park on Endel Street, and by removing and replacing substandard units with affordable renter and owner-occupied housing this subdistrict becomes an open and accessible micro-community with a strong sense of place.

This master plan recommends a strong component of new single-family, owner-occupied housing units along Endel and Chester Streets. New multi-family and single-family (attached) units should be constructed on
Queen, Joe Louis and the southern side of Endel Street. This new housing will drastically change the face of the neighborhood from the blighted and disadvantaged area of today to new, family-oriented residential area. Additionally, a number of house rehabilitations and infill houses are also recommended throughout the Joe Louis Subdistrict.

**Recommendations**

- Upgrade and extend Joe Louis Street east to Queen Street with square curbs and gutters with sidewalk on the south side of the street. Resurface Joe Louis Street west, to Endel Street.
- Abandon Rear Gower Alley, Sizemore Court, Fulton Street, and part of Gower Street to create a new edge to the street to align the houses into a more traditional style.
- Extend Endel Street northeast to meet Hanover Street below the termination of Hanover at Birnie Street with square curbs and gutters with sidewalk continued on the southeastern side.
- Abandon Sizemore Court, Fulton Street, and the portion of Gower Street east of Endel Street according to established ordinances.
- Upgrade Chester Street into a cul-de-sac with square curbs and gutters with open space and landscaping on open space in the cul-de-sac.
- Create landscaped pocket park in the triangle formed by the intersection of Hanover and Gower Streets, with Endel Street. Add neighborhood signage.
- Rehabilitation and construction as directed under the following section.

**Recommended Development Projects**

**Endel Homes**

- 39 neo-traditional craftsman single-family, six multi-family duplexes and one triplex (on Endel Street, Joe Louis Street, Gower Street, Chester Court, and Birnie Street)
- 100 percent homeownership with restrictive covenants for single-family units.
- Average lot size: 6,269 square feet
- Minimum house size: 1,250 square feet
- Design recommendations: Emphasize the community characteristics and a strong orientation to the street—build to line of less than 12 feet from the right of way. The narrow axis of the houses should front the street. Housing design should include usable front porches that project outward from the house. The principle entry should be off the main street in front of the houses and make use of shared driveways whenever possible. Houses should have fenced rear yards.
- Landscape buffer between new houses and the Queen Court apartments, S. O. Walker Park and Pool, and Bethel Bible Missionary Church.
- Construct wall and place vegetative buffer between new houses and Norfolk-Southern Railroad tracks.

**Walker Place II**
- Six contemporary suburban ranch style multi-family houses (401, 403, 405, 407, 409, and 501 Queen Street)
- Average lot size: 5,501 square feet
- Minimum house size: 1,050 square feet
- Design recommendations: Emphasize a contemporary approach to suburban development matching the character and orientation to the street of facing houses in Walker Place. The wide axis of the houses should front the street. Housing design should include usable front
porches that project outward from the house. The principle entry should be off Queen Street in front of the houses, with parking to the rear.

Infill Housing
- Single-family residential development at the following locations:
  - 1, 2, 3, 5, 11 Joe Louis Street
  - 100, 107 Gates Street
  - 401, 408 Gower Street
  - 2 Queen Alley
  - 55 Endel Street
  - 602, 701 Birnie Street
  - Triplex residential development at 6 Queen Alley
• Neo-traditional craftsman style with design recommendations similar to those for the Endel Homes development

Rehabilitation
• Single-family house repair at the following locations based on need:
  • 2, 3, 5, 102, 103, 105, 106, 109, 111 Gates Street
  • 103, 105 Joe Louis Street
  • 454, 500, 502, 504, 700, 706 Birnie Street
  • 407 Gower Street
2. Julian-Doe

Vision
The Julian-Doe subdistrict is ideally located to develop as a relatively dense residential area. With proximity to four Greenville Transit Authority bus lines, the West Greenville Business District, and the other businesses on Pendleton Street, Julian-Doe has the potential to become a transit-oriented, urban community with maximum allowable density and a premium of commercial and neighborhood services.

This plan develops this area as a mixed-income residential community, weaving various types of higher-density housing styles in with the existing single and multi-family units, including four distinct projects that will anchor
the subdistrict. The Place @ Perry and Branwood Townhomes both add row house and high-density courtyard housing to the area while Queen Commons I bring owner-occupied single-family attached Housing and Queen Commons II adds multi-family quadruplexes. These developments are coupled with both large and small scale infill development and housing rehabilitation. The plan also recommends increasing the walkability of the area and linkages between this subdistrict and the business district and the West Greenville Community Center.

**Recommendations**

- Construct Bethel and Antioch Streets as boulevards from Doe Street north to Julian Street with square curbs and gutter with no sidewalk on the interior side of the street.
- Install asphalt-stamped pavers and streetscaping to Perry Avenue at Textile/Queen Street
- Enhance streetscape on Textile and Perry Avenue
- Upgrade Doe, Julian and Bob Streets, including square curb and gutter with sidewalks on one side of the street.
- Rehabilitation and construction as directed under the following section.

**Recommended Development Projects**

**The Place @ Perry**
- Neo-traditional two-story multi-family garden apartments (for rental) designed to look like row houses with elements of the prairie style (40 units).
- Average unit size: 1,050 square feet.
- Design recommendations: Emphasize the community characteristics and a strong orientation to the street—build to line of less than 5 feet from the edge of the sidewalk. Row house design should include large usable front stoops/porches that project outward from the house. The principle entry should be off Perry Avenue and Queen Street with head-in parking to the rear of the row houses. Development should have a fenced and landscaped rear courtyard/service area.

**Branwood Townhomes**
- Neo-traditional two-story multi-family town houses for rental (14 units) with elements of the prairie style.
- Average unit size: 1,250 square feet.
- Design recommendations: Emphasize the community characteristics and a strong orientation to the street—build to line of less than 5 feet
from the edge of the sidewalk. Town house design should include usable front porches that project outward from the house. The principle entries should be off Perry Avenue and Doe Street with head-in parking between the sidewalk and the street—in front of the row houses. Development should have a fenced and landscaped interior courtyard/service area.

**Queen Commons I**
- Neo-traditional craftsman-style two-story single-family town houses for homeownership (42 units).
- Average unit size: 1,200 square feet
- Design recommendations: Emphasize the community characteristics and a strong orientation to the street—build to line of less than 5 feet
from the edge of the sidewalk. Town house design should include usable front porches that project outward from the house. The principle entries should be off Queen, Bob, Bethel, and Antioch Street with head-in parking in pocket parking lots behind buildings. Parallel spaces should be provided on Bethel and Antioch Streets. Each town house should have a fenced interior courtyard.

**Queen Commons II**
- Neo-traditional L-shaped, two-story quadraplex buildings for rental (Nine buildings or 36 units) with elements of the prairie style.
• Average unit size: 1,250 square feet.
• Average rent: $450-$600.
• Design recommendations: Emphasize the community characteristics and a strong orientation to the street—build to line of less than 15 feet from the edge of the sidewalk. Building design should include usable porches that project toward the street from the house. The principle entries should be off Doe Street with head-in parking in pockets to the side of each building. Each building should have fenced and landscaped interior courtyard.

**Infill Housing**

• Single-family residential development at the following locations:
  • 13, 15 Pack Street
  • 2, 6, 8 Julian Street
  • 22, 24, 34, 57 Endel Street
  • 1, 3, 5, 7, 9, 11, 13, 19 Bob Street
  • 21, 23 Doe Street
  • 500, 501, 502, 503, 513, 513.5, 530, 532, 534, 536 Perry Avenue
  • Mix of neo-traditional craftsman and prairie style single-family houses for sale with design recommendations similar to Endel Homes Development

**Rehabilitation**

• Single-family and multi-family house repair at the following locations based on need:
  • 10, 12, 32 Endel Street (32 Endel is a duplex)
  • 9, 11, 101, 103, 105 Pack Street (9 and 11 Pack Street are duplexes)
  • 514, 520, 540 Perry Avenue (514 Perry is a triplex)
  • 4, 22 Julian Street
  • Repair of historic home at 511 Perry Avenue.
3. Firehouse

**Vision**
With a large amount of vacant parcels and its close proximity to downtown Greenville, this stretch of residential units and community facilities along Academy Street should be upgraded to a mixed income community of market rate and just below market rate single-family and multi-family housing with a well-maintained open space linkages to the Reedy River and downtown Greenville.

The West Greenville Master Plan recommends the creation of a cul-de-sac single-family, owner-occupied development on the (to-be-developed) Union Court and the development of a pocket park and high-density multi-family housing at Alvins Alley. These two developments will have the character, location and marketability to achieve average and above average
A 1920s craftsman design single-family house is similar to those proposed for the Union Court development.

Recommendations

- Create a landscape buffer and open space with neighborhood signage between along Academy Street at Lawton Avenue.
- Abandon lower section of Douthit Circle and improve remaining section into cul-de-sac for Union Court.
- Creation of open/park space at 9 and 11 Douthit Street along Academy Street.
- Create open space/park along creek at Alvins Alley.
- Upgrade sidewalks and lighting on Calhoun, Birnie, Markley and McCall Streets.
- Rehabilitation and construction as directed under the following section.

Recommended Development Projects

Union Court

- 16 neo-traditional craftsman single-family houses for sale
- 100 percent homeownership—fee simple ownership
- Average lot size: 6,224.82 square feet.
- Minimum house size: 1,750 square feet.
- Design recommendations: Emphasize a strong orientation to the street with 10-15 foot setbacks from the street. The short axis of the houses should front the street to allow the best usage of the deep lots. Housing design should include usable front porches to create a front porch community and encourage interaction between residents of the Mews. The principle entry should include shared driveways off Union Street in front of the houses. Garages or carports should not face the street. Houses should have fenced rear yards.
- One neo-traditional craftsman multi-family building at 4 Douthit Street for rental (3 units)

Alvins Alley

- Neo-traditional two-story multi-family garden apartments (for rental) designed with elements of the craftsman style (90 units).
- Average unit size: 1,000 square feet.
- Design recommendations: Emphasize the community characteristics and a strong orientation to the street—build to line of less than 5 feet from the edge of the sidewalk. Apartment design should include large usable front stoops/porches/covered balconies that project outward from the house. The principle entries should be off Calhoun and Birnie Streets with head-in parking on interior courtyards. Development should have a fenced and landscaped rear courtyard/service area.
Markley Manor
- Neo-traditional two-story multi-family town houses for rental (15 units) with elements of the prairie style.
- Average unit size: 1,250 square feet.
- Design recommendations: Emphasize the community characteristics and a strong orientation to the street—build to line of less than 5 feet from the edge of the sidewalk. Town house design should include usable front porches that project outward from the house. The principle entries should be off Calhoun Street with head-in parking to the rear of the row houses with access from Markley Street. Development should have a fenced and landscaped interior courtyard/service area.

Infill Housing
- Single-family residential development at the following locations:
Alvins Allery and Markley Manor are located east of section above

- 203 Douthit Street, 14, 12 Lawton Avenue, 212 McCall Street
- Average lot size: 6,500 square feet.
- Minimum house size: 1,400 square feet
- Design recommendations: Emphasize a strong orientation to the street with 10-15 foot setbacks from the street. The short axis of the houses should front the street to allow the best usage of the deep lots. Housing design should include usable front porches to create a front porch community and encourage interaction between the porch and the sidewalk.

Rehabilitation
- Single-family house repair at the following locations based on need:
  - 112 Douthit Street, 24, 11, and 17 Lawton Avenue, 105, 107 Gower Street
  - Repair of historic homes at 9 and 18 Lawton Avenue.
4. Harlem Square

Vision
The master plan recommends that the Harlem Square area develop as a special-use subdistrict with unique development types. Among these is a village-style setting for active seniors, an adaptive reuse of the Gower Street School, an infill development of single-family homes for young families, and high-density urban row houses. A key element for this subdistrict is the expansion of the West Greenville Park and the creation of a new park/open space area near Gower Street School.

With a large number of long-time residents now entering their “golden years,” a supportive development of housing for independent seniors should be developed at Harlem Square, with a wider continuum of care.
being offered for seniors at the rehabilitated and preserved Gower Street School. The old playing filed at the Gower serves as an excellent site for new single-family detached housing for young homeowners. Adjacent to the Reedy River Corridor, the higher-density development of Birnie Pointe will create space for urbanites that want to live in a recreation filled urban neighborhood.

**Recommendations**
- Upgrade and extend Harlem Square with square curbs and gutter and with a sidewalk on each side of the street and a cul-de-sac.
- Create an open space park along the stream that runs from the Community Center in the block from Gower Street to Birnie Street.
- Upgrade and extend the unnamed alley into School Street with square curbs and gutter and with a sidewalk on the west side of the street.
- Construct Gower Grove Court with square curbs and gutter and with a sidewalk on the south side of the street.
- Construct a community park around the natural spring.
- Expand the West Greenville Community Center Park.

**Recommended Development Projects**

**Harlem Square**
- Neo-traditional shotgun multi-family cottages in a cluster design for affordable senior housing (A total of 28 buildings or 51 units).
- Average unit size: 850 square feet.
- Design recommendations: Emphasize the vest-pocket community clustered feeling with traditional neighborhood characteristics and a strong orientation to the street—build to line of less than 10 feet from the edge of the sidewalk. Building design should include porches that project toward the street from the house. All houses should be fully handicap accessible. The principle entries should be off Harlem Square with parallel parking on one side of the street and a parking pocket on-site. The community should be fenced and landscaped.

**Gower Grove**
- Neo-traditional craftsman single-family houses for sale (A total of 14 houses).
- Average unit size: 1,700 square feet.
- 100 percent homeownership with restrictive covenants.
- Design recommendations: Create a community using traditional neighborhood design characteristics and a strong orientation to the street—build to line of less than 15 feet from the edge of the sidewalk. Building design should include large porches that project toward the street from the house. The narrow axis of the house should be off the main street in front of the house and make use of shared driveways.
whenever possible. Houses should have fenced yards. The edges of the development should be well landscaped.

Gower Street School
(Pending further discussions with the Azah Temple Shriners)

Birnie Pointe
• Neo-traditional two-story multi-family row houses with elements of the prairie style (10 units).
• Average unit size: 1,050 square feet.
• Design recommendations: Emphasize the community characteristics and a strong orientation to the street—build to line of less than 5 feet from the edge of the sidewalk. Row house design should include large usable front stoops/porches that project outward from the house. The principle entry should be off Birnie Street with head-in parking in front
Harlme Square as a completed senior community (with club house in the center)

of the row houses.

Infill Housing

• Infill single-family residential development at:
• 108, 112, 206, 310, 346 Gower Street
• 10 Howard Street
• 401, 403 Birnie Street
• 305, 310 North Leach Street
• 14, 18 Lindbergh Street
• 320, 322 Douthit Street
• 9, 11 Groce Street
Rehabilitation
Single and multi-family house repair at the following locations based on need:

- 1, 2, 3, 4, 5 Harlem Square
- 344, 350 Gower Street
- 405, 407, 411, 413, 415 Birnie Street
- 7, 8 Howard Street
- 8, 10, 12, 104, 308 Gower Street
- 306, 318 Douthit Street
- 10, 12, 16 Lindbergh Street
- 301 North Leach Street
5. Pendleton

Note: The Pendleton Area was added to the West Greenville Master Plan as a direct result of Market Study for Dunbar Street, Academy Street, and West Greenville; therefore, maps and renderings do not reflect this area. This does not, however, diminish its importance to the success of the West Greenville Master Plan, nor is it a less important area.

Vision

As the subdistrict that includes the West Greenville Business District and the other businesses along Pendleton Street, the West Greenville Master Plan recommends the maximum allowable residential densities to create a transit and commercially oriented mixed-use community. As outlined in the City Council approved Market Study for Dunbar, Academy and Pendleton Streets, to support the existing retail establishments and recruit new neighborhood commercial retail to the area, the densities must be substantially increased.

A large-scale beautification project should be undertaken to create a tree-lined downtown atmosphere for Pendleton Street, while adding a strong row house and townhouse character with a strong street appeal. Lesser streetscaping should be undertaken on Burdette and Traction Streets while the strong street edge and higher density is maintained along these streets. The West Greenville Business District should be enhanced and protected to create both neighborhood commercial and niche businesses to serve the community and act as an employment center.

Recommendations

- Upgrade Aiken, Mason, Irvine, Branwood, and Burdette Streets with square curbs and gutters with sidewalks on one side of the street.
- Repair damaged sidewalk on Pendleton, Perry, Burdette and Branwood Streets.
- Create a landscaped pocket park in the West Greenville Business District.
- Make façade improvements to the businesses in the West Greenville Business District.
- Rehabilitation and construction as directed under the following section.

Recommended Development Projects

Mason Court

- Neo-traditional two-story multi-family garden apartments (for rental) designed with elements of the craftsman style (90 units) including stu-
dio apartments.
- Average unit size: 1,000 square feet.
- Design recommendations: Emphasize the community characteristics and a strong orientation to the street—build to line of less than 5 feet from the edge of the sidewalk. Building design should include large usable front stoops/porches that project outward from the building. The principle entries should be off Burdette, Pendleton and Mason Streets with parking on the interior courtyard with entrance on Burdette Street. Development should have a fenced and landscaped interior courtyard/service area. Building should wrap around corners to form a strong edge.

Aiken Village
- Modern, craftsman two-story multi-family town houses for rental (30 units) with elements of the prairie style.
- Average unit size: 1,250 square feet.
- Design recommendations: Emphasize the community characteristics and a strong orientation to the street—build to line of less than 5 feet from the edge of the sidewalk. Town house design should include usable front porches that project outward from the house. The principle entries should be off Burdette Street with head-in parking to the rear of the row houses. Development should have a fenced and landscaped rear courtyard/service area.

Pendleton Heights
- Italianate-craftsman three-story multi-family walkups/brownstones (90 units).
- Average unit size: 1,050 square feet.
- Design recommendations: Emphasize the community characteristics and a strong orientation to the street—build to line of less than 5 feet from the edge of the sidewalk. Brownstone design should include large usable front stoops/porches that project outward from the buildings. The principle entry should be off Pendleton Street with head-in parking to the rear of the brownstones.

Burdette Place
- Neo-traditional two-story multi-family town houses for rental (35 units) with elements of the prairie style.
- Average unit size: 1,250 square feet.
- Design recommendations: Emphasize the community characteristics and a strong orientation to the street—build to line of less than 5 feet from the edge of the sidewalk. Town house design should include usable front porches that project outward from the house. The principle entry should be off Burdette Street with head-in parking to the rear of the town houses. Development should have a fenced and
A vision for the West Greenville downtown area

Textile Square
- Neo-traditional three-story multi-family garden apartments (for rental) designed with elements of the craftsman style (90 units).
- Average unit size: 1,000 square feet.
- Design recommendations: Emphasize the community characteristics and a strong orientation to the street—build to line of less than 5 feet from the edge of the sidewalk. Building design should include large usable front stoops/porches that project outward from the building. The principle entries should be off Burdette, Pendleton and Textile Streets with parking on the interior courtyard with entrance on Burdette Street. Development should have a fenced and landscaped interior courtyard/service area. Building should wrap around corners to form a strong edge.
Irvine Oaks
- Modern split-level multi-family row houses with elements of the prairie style (30 units).
- Average unit size: 1,250 square feet.
- Design recommendations: Emphasize the community characteristics and a strong orientation to the street—build to line of less than 5 feet from the edge of the sidewalk. Row house design should include large usable front stoops/porches that project outward from the house with balconies above. The principle entry should be off Branwood Street with parking to the rear of the row houses on Perry Avenue.

Four-story walk-ups like this one serve as the model for higher-densities in the Pendleton Area.

Potential townhouses at Textile Square.
Irvine Oaks
- Modern split-level multi-family row houses with elements of the prairie style (30 units).
- Average unit size: 1,250 square feet.
- Design recommendations: Emphasize the community characteristics and a strong orientation to the street—build to line of less than 5 feet from the edge of the sidewalk. Row house design should include large usable front stoops/porches that project outward from the house with balconies above. The principle entry should be off Branwood Street with parking to the rear of the row houses on Perry Avenue.

Four-story walk-ups like this one serve as the model for higher-densities in the Pendleton Area.

Potential townhouses at Textile Square.
Implementing the West Greenville Master Plan is a complex, long-term process that will require substantial cooperation between the private sector, local, county and state governments, cultural and environmental organizations, and public-spirited institutions in Greenville. There are several near-term planning steps recommended to gain official approval of the Master Plan and to champion positive neighborhood development in the West Greenville neighborhood to create an urban, publicly prized, mixed-use community.

Implementation of the West Greenville Master Plan will be a complex, long-term process requiring extraordinary cooperation among the private and public sectors, local institutions, stakeholders, and many others. The two primary elements of the Master Plan’s implementation strategy are:

**Public and Private Sector Adoption of the Master Plan**

A prerequisite for successful implementation of the West Greenville Master Plan is strong support from the City of Greenville. Public sector support can best be demonstrated by adopting it as an element of the current comprehensive plan, or perhaps as a district plan. Additionally, the City of Greenville should adopt a new zoning overlay district that would be subject to specific zoning requirements and design review guidelines that encourage the intended type, density and quality of development and improvements with in the West Greenville neighborhood.

Creating this new zoning district identifies the West Greenville neighborhood as a location for certain types of new residential, open space, and mixed-use commercial development. This strategy also reinforces broader planning and development initiatives of the City as identified in ongoing City planning efforts (Dunbar and West Greenville Market Study 2002).

The West Greenville neighborhood design standards should address physical development considerations such as allowable land uses, development densities (floor-to-area ratios), building heights, parking requirements, set backs, and streetscape and landscape standards. These types of design guidelines will establish and appropriate neighborhood-wide design character that can be achieved over the West Greenville Master Plan’s long-term implementation.

In addition to the City’s adoption of the master plan, it is important that residents, private sector leaders, non-profits, among others continue to be in-