

1 - Work Session Agenda

Documents:

[1 - WORK SESSION AGENDA.PDF](#)

2 - Greenville Development Code

Documents:

[2 - GREENVILLE DEVELOPMENT CODE.PDF](#)

3 - Business License Ordinance

Documents:

[3 - BUSINESS LICENSE ORDINANCE UPDATE.PDF](#)



CITY COUNCIL OF THE CITY OF GREENVILLE WORK SESSION MEETING

Monday, September 13, 2021 - 3:30 p.m.

Meeting Location:
Greenville Convention Center, 1 Exposition Drive

The city of Greenville seeks input from citizens while adhering to public health and safety guidelines. All attendees at the location may be subject to a temperature screening. Masks are currently required in all city buildings and at city meetings, regardless of vaccination status.

Citizens may access the meeting at the following web address:
<https://www.greenvillesc.gov/1694/Online-Meetings>

CITY COUNCIL: Mayor Knox White; Councilmember Wil Brasington; Councilmember John DeWorken, Councilmember Dorothy Dowe, Councilmember Lillian Flemming; Councilmember Ken Gibson; Councilmember Russell Stall

CITY STAFF: City Manager John McDonough; City Attorney Michael S. Pitts; City Clerk Camilla G. Pitman

AGENDA

- | | | |
|-----------|--|------------------|
| 1. | Call to Order | 3:30 p.m. |
| 2. | Greenville Development Code (Code of Ordinances, Chapter 19)
<i>(Presented by Assistant City Manager Shannon Lavrin and
czb/Code Studio)</i> | 3:30 p.m. |
| 3. | Business License Ordinance Update
<i>(Presented by Office of Management and Budget Director Matt Efird)</i> | 4:30 p.m. |
| 4. | Adjourn | 5:15 p.m. |

City Council Work Session
September 13, 2021

NEW DEVELOPMENT CODE

for the City of Greenville, SC



czbLLC



Ingalls
Planning &
Design

CODE STUDIO

Code Studio



Weston
Consulting, Inc.

MRB | group

MRB Group

Agenda

- Introduction
- Preliminary Insights
- Next Steps
- Discussion

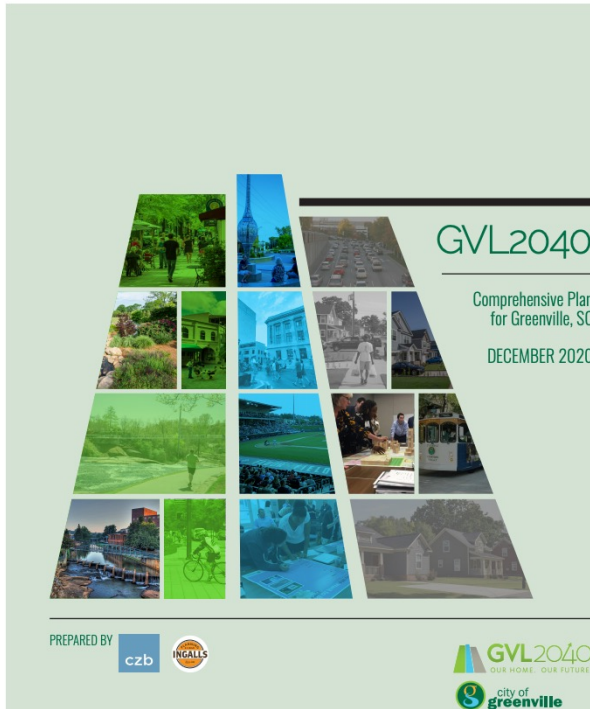
Implementing GVL2040



**Commitment to
grow in a new way**

Recap of Early August Discussions

- Council fully supportive of GVL2040
- Council fully supportive of a new development code
- Use new code to facilitate change where it makes sense
- Use new code to maintain some places as the *best versions of themselves*



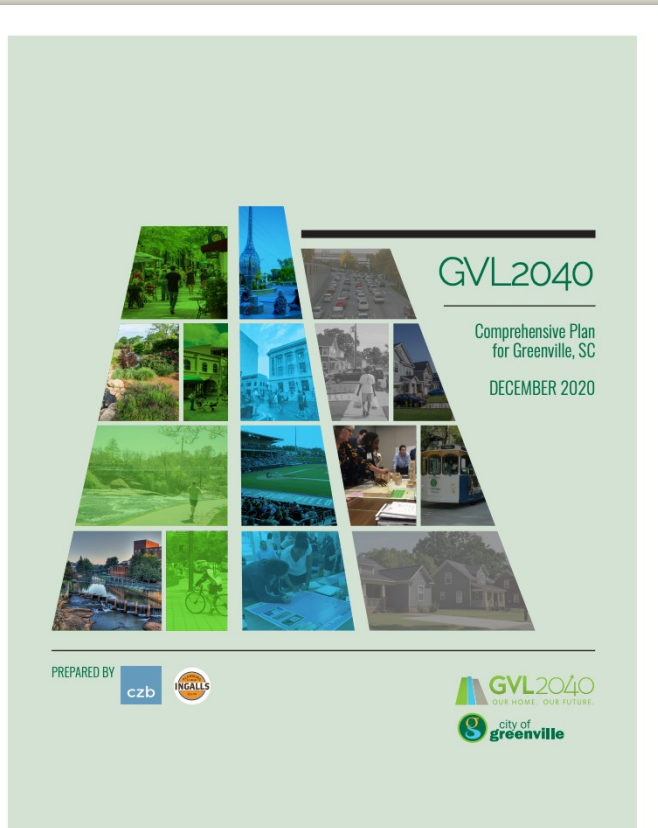
Implementing GVL2040



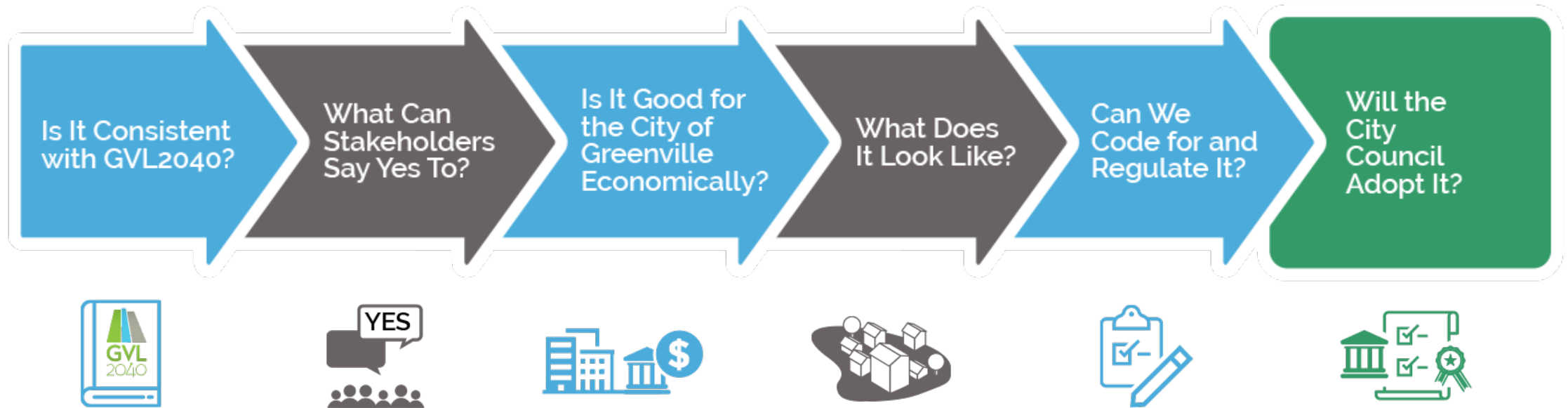
**Commitment to
grow in a new way**

What will this require of the community?

- **Replace Land Management Ordinance, Engineering Design and Specifications Manual, and all related administrative approvals processes**
- **Accept higher densities in specific locations to absorb growth**
- **Strengthen existing residential neighborhoods; preserving when possible**



QUESTIONS TO GUIDE A SUCCESSFUL NEW CODE



What we're aiming for



By the end of this project



Current rules and reviews will be substantially altered.



The new code will establish what the community says YES to.

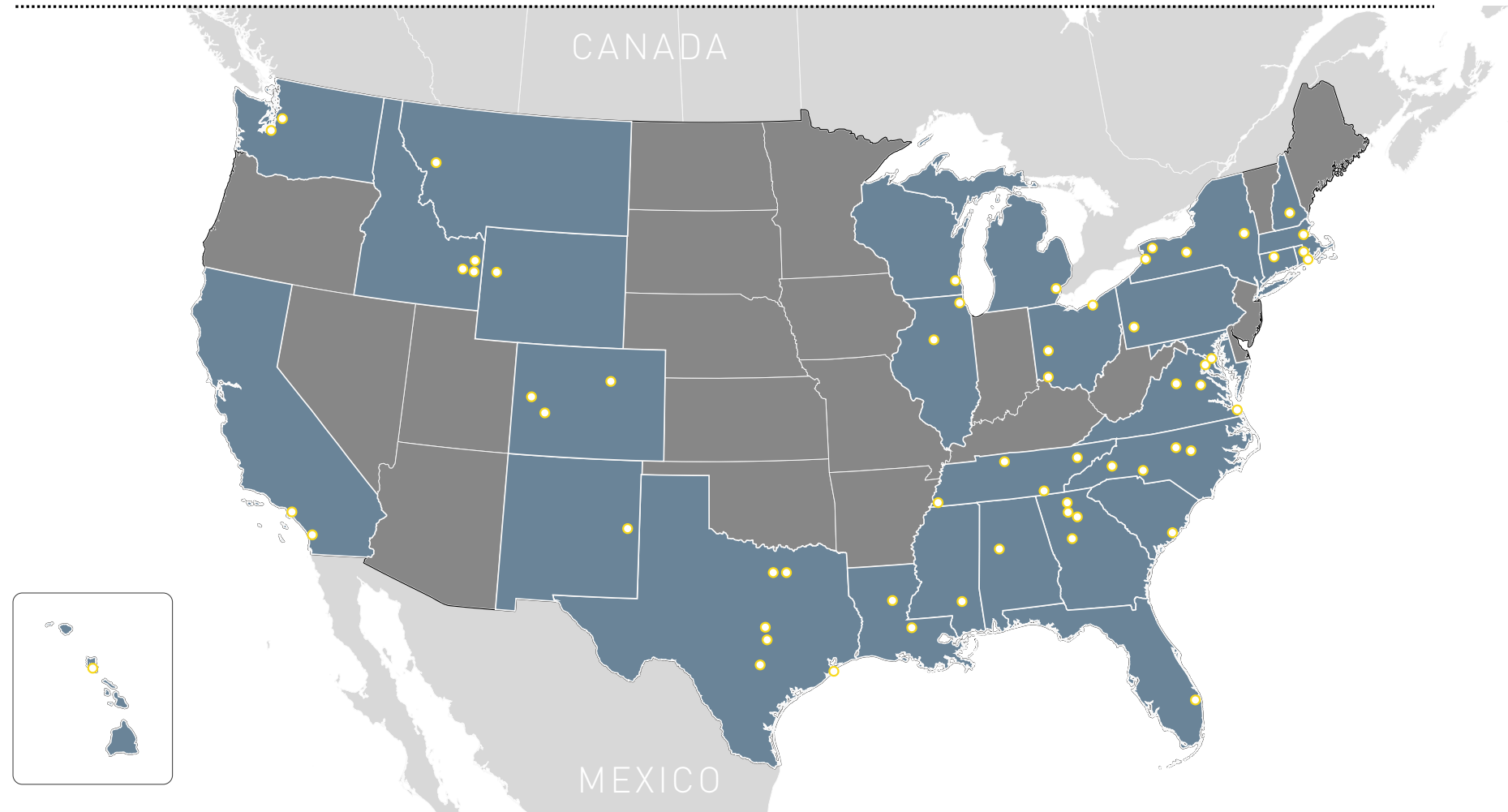


Predictability and transparency will be the norm.

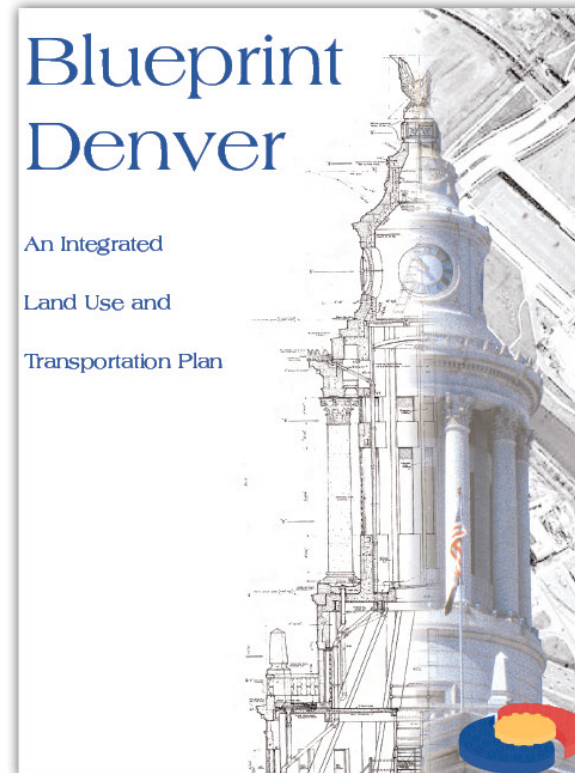
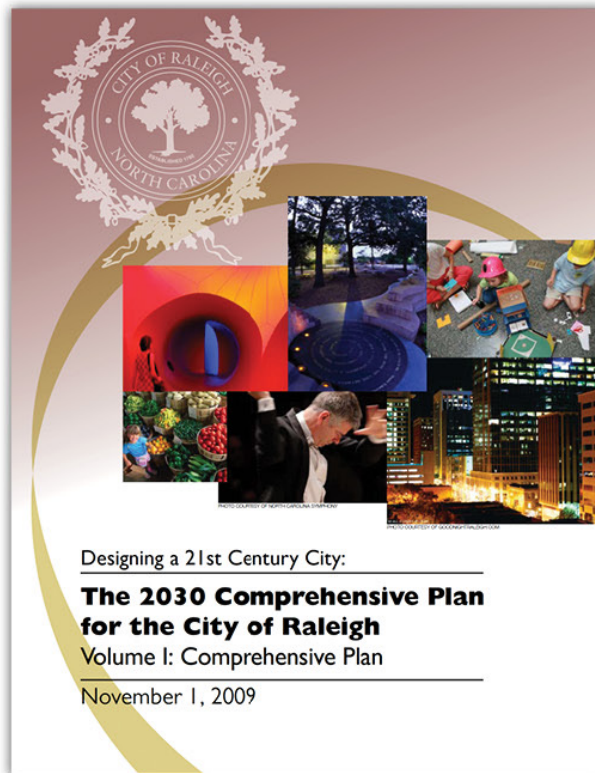




Christy
Dodson



Implementing Visionary Plans



User Friendly Documents

DISTRICTS | Sec. 2.3 Mixed Use Districts (MX-3, -4, -5)

Sec. 2.3. Mixed Use Districts (MX-3, -4, -5)
The MX- Districts are intended to accommodate a mix of compatible commercial, employment and higher-density residential in a pedestrian-friendly and walkable environment.




A. Permitted Building Types

- Mixed Use Building
- Shopfront Building
- General Building
- Civic Building
- Apartment
- Apartment Court
- Stacked Flat
- Townhouse
- Garden Apartment
- Cottage Court
- Cowshed House

B. Permitted Building Heights

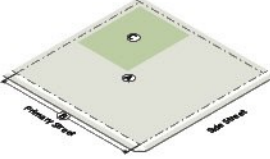
MX-3: 3 stories / 45 feet
MX-4: 4 stories / 55 feet
MX-5: 5 stories / 67 feet

4 | DRAFT Form-Based Code Midtown Hallisburg | October 09, 2012

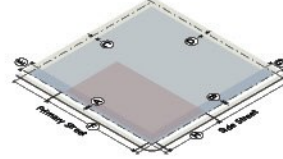
BUILDING TYPES | Sec. 3.3 Mixed Use Building

Sec. 3.3. Mixed Use Building

1. Lot



2. Placement



Lot Dimensions

Ⓐ Lot area (min)	5,000 SF
Ⓑ Lot width (min)	50'

Lot Parameters

Ⓒ % of outdoor amenity space (min)	20%
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Building Setbacks

Ⓐ Primary street (min)	0'
Ⓑ Side street (min)	0'
Ⓒ Side interior (min)	0' or 5'
Ⓓ Side interior, abutting protected district, RA-3 or RD-2 (min)	10'
Ⓔ Rear (min)	0' or 5'
Ⓕ Rear, abutting protected district, RA-3 or RD-2 (min)	20'
Ⓖ Rear, alley (min)	5'

Build-to Zone (BTZ)

Ⓔ Primary street (min/max)	0' to 10'
Ⓗ Building in primary street BTZ (min % of lot width)	70%
Ⓖ Side street (min/max)	0' to 10'
Ⓖ Building in side street BTZ (min % of lot width)	35%

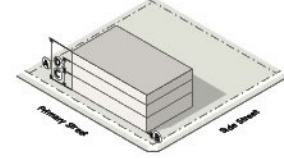
Parking Location

Ⓐ On-site parking not allowed between the building & the street

12 | DRAFT Form-Based Code Midtown Hallisburg | October 09, 2012

Sec. 3.3 Mixed Use Building | BUILDING TYPES

3. Height



4. Activation



Building Height

Ⓐ Building height (max)	
MX-3	3 stories / 45'
MX-4	4 stories / 55'
MX-5	5 stories / 67'

Reduced height may be required when abutting a protected district (see Sec. 3.16.C)

Building height (min)	2 stories
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Story Height

Ⓑ Ground floor elevation	0'
Ⓒ Ground story height, floor to ceiling (min)	13'
Ⓓ Upper story height, floor to ceiling (min)	9'

Transparency

Ⓐ Ground story (min)	60%
Ⓑ Upper story (min)	20%
Ⓒ Blank wall area (max)	30%

Pedestrian Access

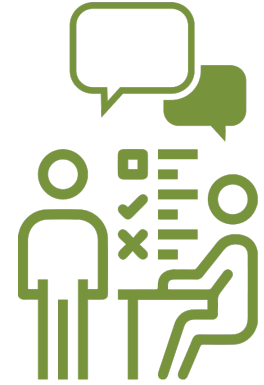
Ⓐ Entrance facing primary street	Required
Ⓓ Entrance spacing along primary street (max)	75'

Permitted Building Elements

Porch	No
Stoop	No
Balcony	Yes
Gallery	Yes
Awning/Canopy	Yes
Forecourt	Yes

October 09, 2012 | Form-Based Code Midtown Hallisburg DRAFT | 13





Preliminary Findings

Initial Review of Code and Processes *(not yet final)*

Staff Discussions

Stakeholder Discussions





Preliminary Findings

What's Working





Preliminary Findings

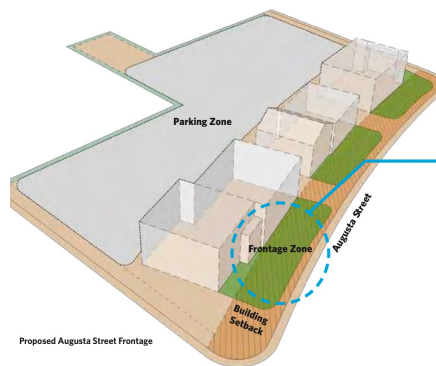
What's Working





Preliminary Findings

What's Working



Active Uses Along Augusta With a larger setback from Augusta Street, the space in front of buildings can become an active pedestrian space for many kinds of building uses.



Preliminary Findings

What Could Improve



Approvals take too long



Little predictability in process or outcome



Development code is outdated and no longer the right tool for the job



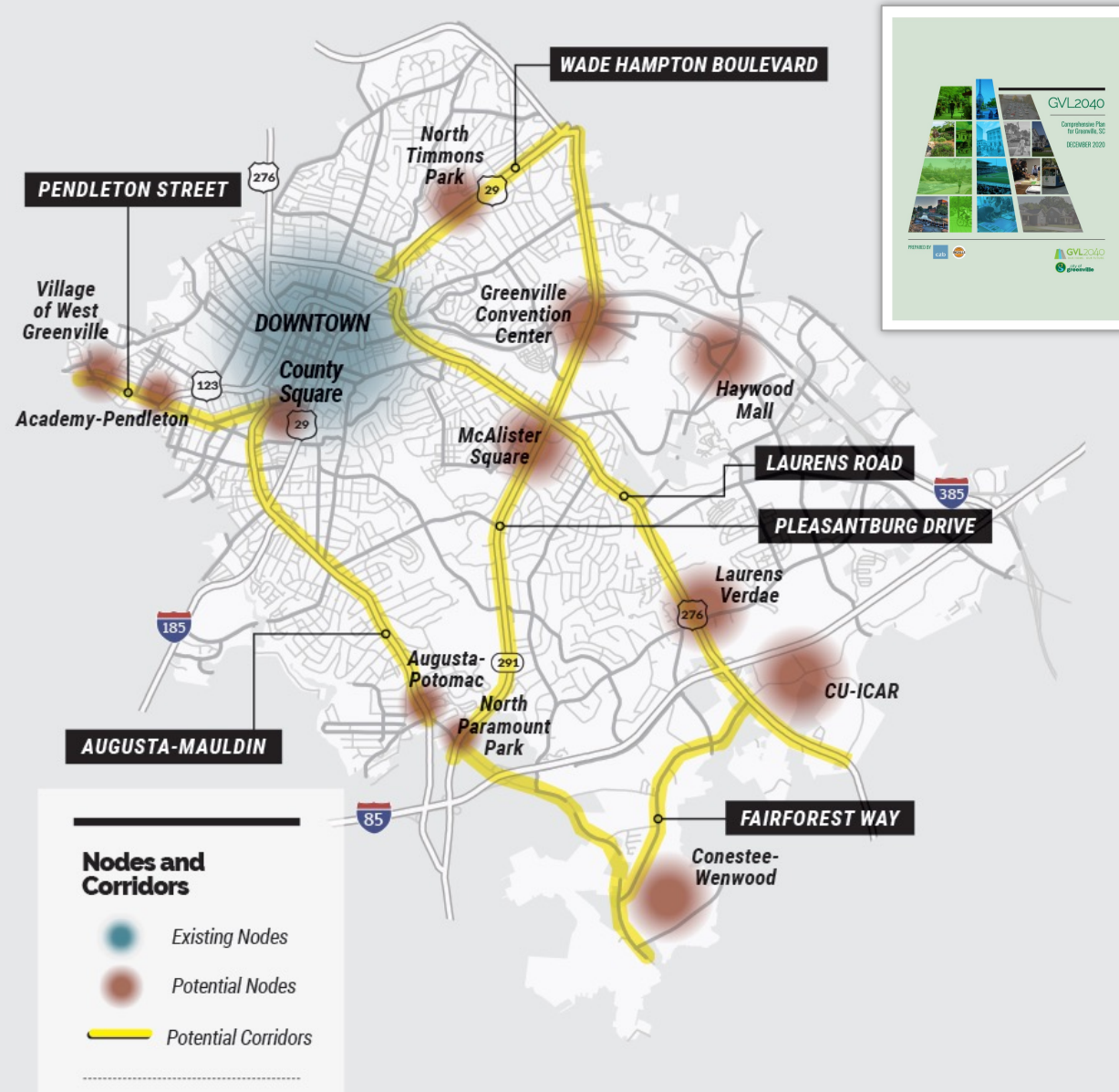
Lack of clarity, subjective interpretation, or both, make it difficult to know what is allowed



Next Steps

- Continued outreach to developers, residents, other stakeholders
- Preliminary determination of approach to new code
- Initial recommendations for small area plan candidates
- **November 8 Council Meeting**
 - Confirmation of Direction on Proposed Approach
 - Proposal for Small Area Planning





Considerations for Area Planning



Strongest market activity or interest



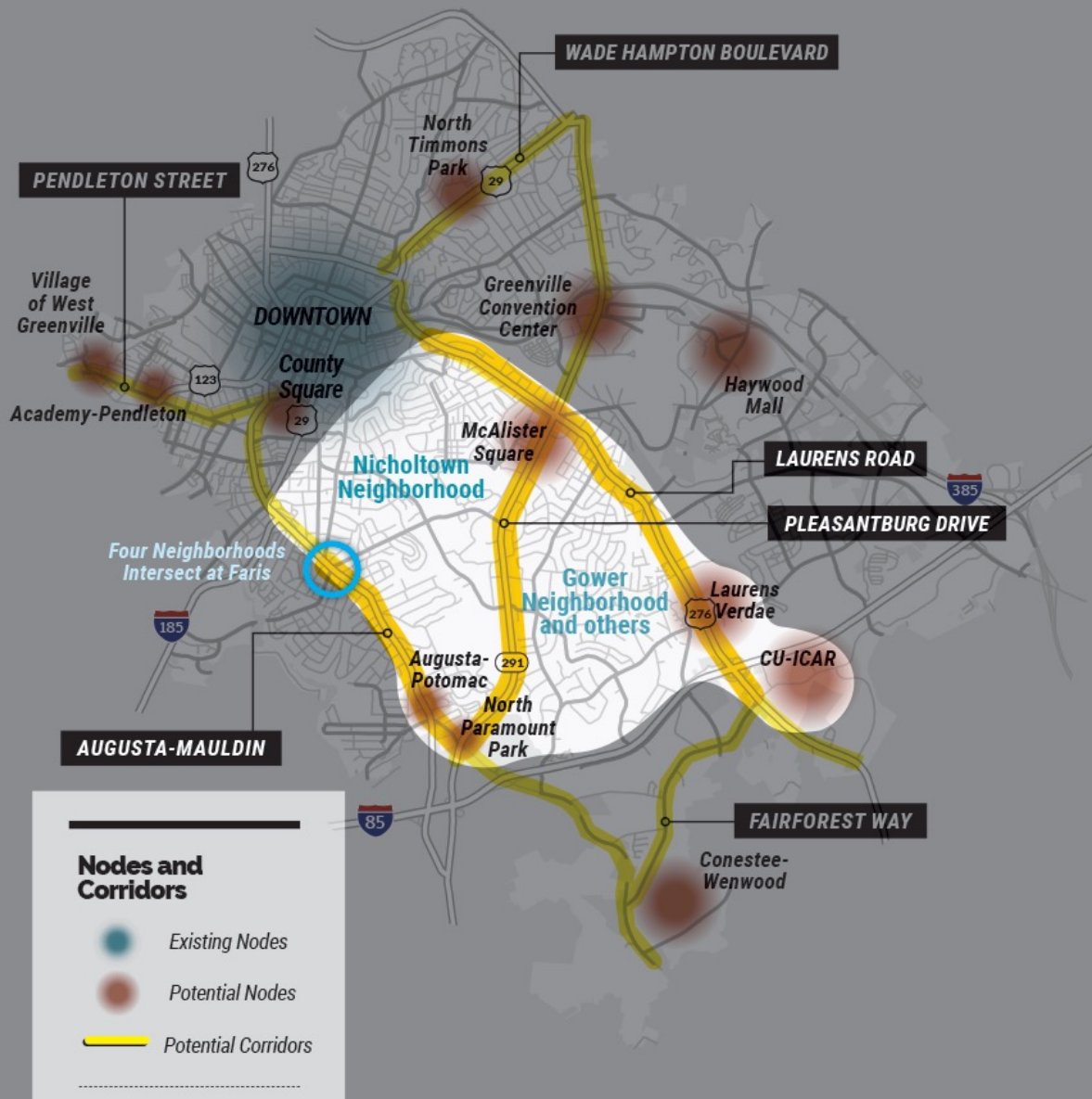
Gentrification pressures



Diversity of residential and commercial areas



Most representative of character and issues across entirety of city



For Example.....

- Nicholtown
- McAlister Square
- Laurens Corridor
- Pleasantburg Corridor
- Augusta Corridor
- Changing neighborhoods
- Aging strip centers

Discussion



CODE STUDIO



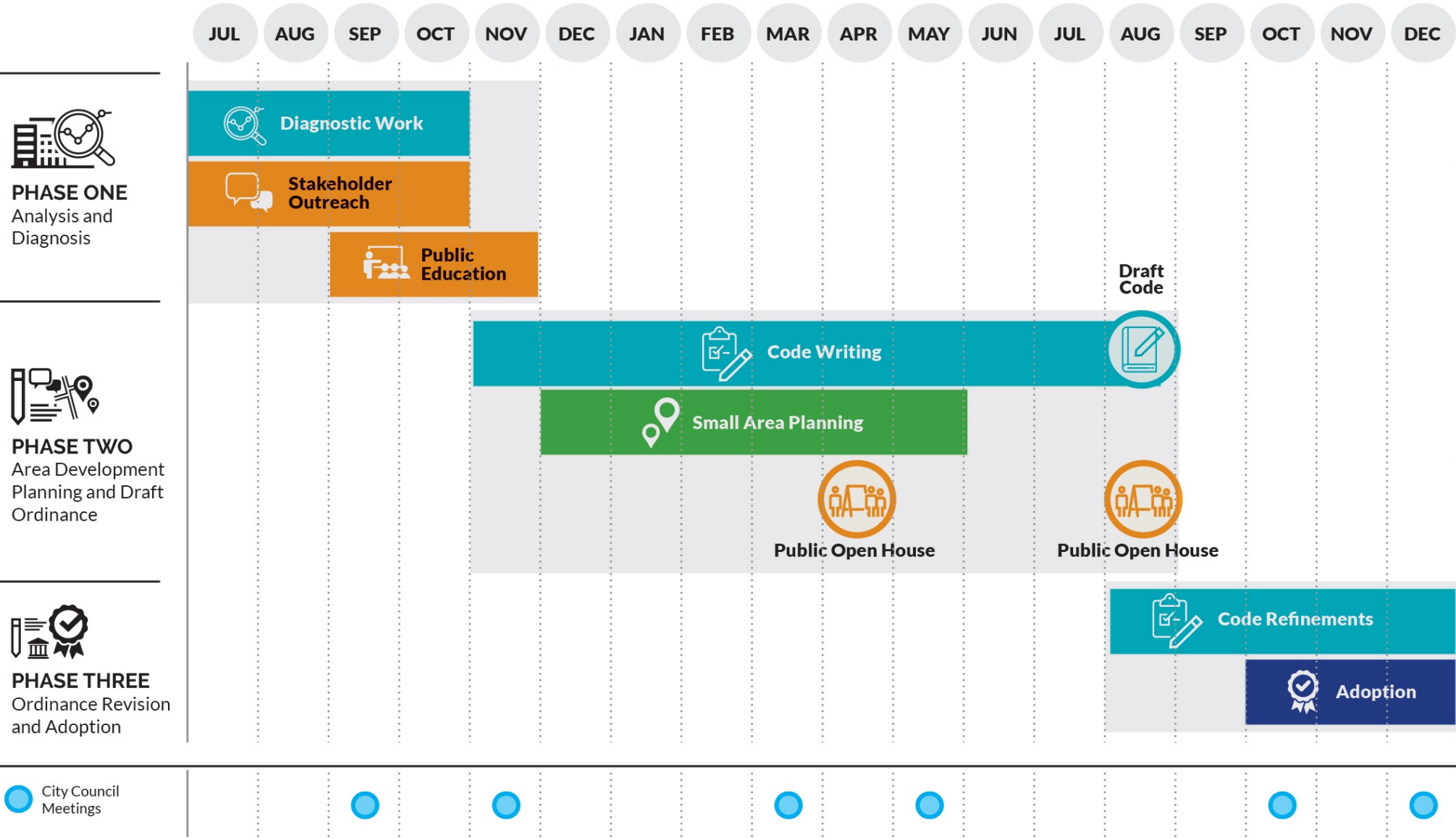
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City Council Work Session, September 2021



Process and Timing





Business License Ordinance Update

September 2021



BUSINESS LICENSE ORDINANCE UPDATE



- Business License FAQ
- What is Changing and Why
- How do we Comply?
- Existing Classes and Rates
- Proposed Classes and Rates
- Impact to City Businesses
- Economic Development Incentives
- Timeline and Next Steps

BUSINESS LICENSE FAQ

- **What is a Business License?**
 - It's an excise tax levied on the privilege of doing business within a City or County. Revenues make up about one quarter of the General Fund budget over the last 10 years.
- **Why is there a Business License Tax?**
 - It's a method for businesses to contribute funding for City services that benefit them but cannot be billed on an individual basis. (For example: Police, Fire, Public Works)
- **Why is the Business License Tax important to the City?**
 - Without a business license, the City's would need to increase property tax rates by 34.6 mills (over 40% increase) or reduce operating costs by 17%.
- **Who else charges a Business License Tax?**
 - Most South Carolina Cities and 20% of South Carolina Counties

WHAT IS CHANGING AND WHY?

- SC General Assembly passed the Business License Standardization Act in 2020
- Significant changes are:
 1. Statewide renewal date of April 30th (Greenville's has been in February)
 2. Standard definition of Gross Income
 3. Standardized Application (City previously accepted MASC application as well as our own)
 4. Standardized business classes based on Federal system (NAICS)
 5. Establishes State-run Online Renewal Portal (City can continue to use ours as well but must allow businesses to use the State portal)
 6. Standardized Appeals Process

WHAT DOES THE CITY NEED TO DO TO COMPLY?

- Repeal / Replace existing Business License Ordinance (Chapter 8, Article II) with MASC model ordinance
- Reclassify all businesses by NAICS Code and 2021 Standard Class Schedule
- “Rebalance” rate structure to prevent windfall or loss relative to 2020 revenue
- Notify businesses of new Business License class, rate and timeline changes
- Must be completed by December 31, 2021

Bottom Line: A new rate structure needs to be established to keep revenue at or below 2020 level while completely changing the nature of how Greenville has established rates in the past.

EXISTING CLASSES AND RATES

General Classifications - 15

1. Retail
2. Wholesale
3. Service
4. Hotels & Amusements
5. Professional
6. Restaurants & Bars
7. Finance Company
8. Contractor
9. Media
10. Railroad
11. Exhibitions
12. Commercial Property
13. High Technology Growth
14. Aircraft Distribution
15. Office Maintained

- Resident businesses differ from non-resident businesses (generally double)
- Fee charged on base amount (first \$2,000 revenue) then incremental charges per \$1,000 in additional revenue
- Current rate schedule has caps on certain categories

PROPOSED CLASSES AND RATES

General Classifications – 9

- 1-7 based on NAICS Codes
- 08 is for businesses that have specific mandatory exemptions or special treatment (contractors, railroads, amusements/arcades)
- 09 is for businesses that do not fit neatly in categories 1-7 or that have unique circumstances
- Resident businesses differ from non-resident businesses (generally double)
- Fee charged on base amount (first \$2,000 revenue) then incremental charges per \$1,000 in additional revenue
- Proposed rate schedule has declining scale based on high-grossing businesses

PROPOSED CLASSES AND RATES

Class	Base Fee (First \$2,000 gross revenue)	Rate per \$1,000 additional gross revenue)
1	\$40	\$1.60
2	\$45	\$1.65
3	\$50	\$1.70
4	\$55	\$1.75
5	\$60	\$1.80
6	\$65	\$1.85
7	\$70	\$1.90
8.10 Resident Contractor	\$60	\$1.40
8.20* Railroad	\$2,000	\$ -
8.51* Amusements	\$ -	\$12.00
9.30 Auto Dealers	\$200	\$0.95
9.71 Drinking Place	\$100	\$2.50
9.72 Restaurant (serving alcohol)	\$75	\$1.80
9.73 Late Night Restaurant	\$85	\$2.35
9.80 Manufacturers	\$150	\$0.75
9.91 Property Managers **	\$75	\$1.80

* Legislative Carve-Out

** Base is on first \$10k gross

Declining Scale:

\$0 - \$10m – 100%

\$10m - \$25m – 75%

\$25m - \$100m – 50%

\$100m+ – 25%

IMPACT TO CITY BUSINESSES

- Number of Businesses with Reduced fees: **8,100**
 - 85% of the licensed business in the City
 - Average decrease of \$205 per business (Median decrease is \$95)
 - 60% of these businesses will pay at least \$100 less than they do now
- Number of Businesses with Increased Fees: **1,400**
 - 15% of licensed businesses in the City.
 - Average increase of \$1,270 per business (Median increase is \$60)
 - About half will see an increase of less than \$50
 - Vast majority will see an increase of 10% or less

IMPACT TO CITY BUSINESSES (\$100k Gross Revenue)

BUSINESS TYPE	OLD FEE	NEW FEE	CHANGE	SHARE OF BUSINESSES WITH DECREASED FEES
Retailer	\$244	\$197	- \$47	99.8%
Professional (Attorney, Accountant)	\$331	\$236	- \$95	94.0%
Restaurant	\$307	\$197	- \$110	77.8%
Manufacturer	\$258	\$224	- \$34	51.5%
Auto Dealer	\$272	\$293	\$21	25.6%

ECONOMIC DEVELOPMENT INCENTIVES PROPOSAL

Targeted Business License and Building Permit rebate grant program

- Why is it needed?
 - The standardized model ordinance does not include some of the special provisions the City has established in the past to attract and retain businesses
 - Having a standalone ED ordinance allows for greater flexibility and provides a new tool for ED staff to promote
 - Allows Council/Staff to address specific Economic Development needs
 - Allows greater control of incentive payments and tie-in to ensure investment and job creation targets are achieved

ECONOMIC DEVELOPMENT INCENTIVES PROPOSAL

Targeted Business License and Building Permit rebate grant program

- Which businesses are we focused on?
 - New Businesses – 5-year 100% Business License Rebate
 - Artists (CBD, West End, Village of West Greenville)
 - Retail (CBD, West End)
 - Manufacturing
 - Corporate Headquarters
 - Any Commercial Annexation
 - Existing Businesses – 50% rebate for next 5 years
 - Artists, Retailers, Manufacturers & Corporate Headquarters as described above

ECONOMIC DEVELOPMENT INCENTIVES PROPOSAL

Incentives for new job creation and capital investment (at or above County’s median per capita wage*)

NEW JOBS	CAPITAL INVESTMENTS	BUSINESS LICENSE REBATE	PERMIT FEE REBATE
10	\$500,000	100% (1 year)	25%
25	\$750,000	100% (2 years)	50%
50+	\$1,000,000	100% (3 years)	100%

Targeted Priority Investment Areas: Wade Hampton, Laurens, Pendleton, Pleasantburg, Haywood, Stone

NEW JOBS	CAPITAL INVESTMENTS	BUSINESS LICENSE REBATE	PERMIT FEE REBATE
5	\$250,000	100% (1 year)	25%
10	\$500,000	100% (2 years)	50%
15	\$750,,000	100% (3 years)	100%

TIMELINE AND NEXT STEPS

- Rewrite of Business License Ordinance to meet Act 176 requirements (in progress)
 - If desired, write companion Economic Development Ordinance to offer Business License incentives as part of overall ED strategy
- Target adoption of new ordinances by October 2021
- Allows for 30-60 days of public notice and communications before normal renewal deadline in January