

1 - Work Session Agenda

Documents:

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

2 - Greenville Development Code Preview

Documents:

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

3 - Open Space Presentation

Documents:

[3 - OPEN SPACE PRESENTATION \(REVISED 7-11-2022\).PDF](#)

4 - Sustainability Update

Documents:

[4 - SUSTAINABILITY UPDATE.PDF](#)



CITY COUNCIL OF THE CITY OF GREENVILLE WORK SESSION MEETING

Monday, July 11, 2022 – 4:00 p.m.

Greenville City Hall, Council Chambers, 206 S. Main Street

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 Leigh Paoletti; City Clerk Camilla G. Pitman

AGENDA

1. **Call to Order** **4:00 p.m.**
2. **Greenville Development Code Preview** **4:00 p.m.**
(Presented by Assistant City Manager Shannon Lavrin)
3. **Open Space Presentation** **4:30 p.m.**
(Presented by Assistant City Manager Shannon Lavrin and Principal Landscape Architect Edward Kinney)
4. **Sustainability Update** **4:45 p.m.**
(Presented by Assistant City Manager Shannon Lavrin and Principal Development Planner Michael Frixen)
5. **Executive Session:** **5:00 p.m.**
NOTE: City Council will leave the Work Session to conduct an Executive Session which is not open to the public. The Work Session meeting will adjourn following the completion of the Executive Session. No action will be taken prior to adjourning the meeting.
 - a. **Economic Development / Legal Briefing**
 1. **Acquisition/Disposition of City Property**
(Office of Management and Budget Director Matt Efird)
 2. **Land Acquisition Matter off Augusta Road**
(Presented by City Attorney Leigh Paoletti)
6. **Adjourn** **5:25 p.m.**

July 2022

Overview of Development Code Preview



czbLLC



Ingalls Planning & Design

CODE STUDIO

Code Studio



Weston Consulting, Inc.



MRB Group



Document Structure

Part 1: GVL2040: A New Vision

- *Comprehensive plan guidance for the code*

Part 2: Key Concepts

- *Important ideas and tools in the code*

Part 3: Applying Key Concepts

- *Illustration of how ideas and tools apply in different types of places*

Part 4: Next Steps

- *Project timeline*
- *Other required actions*

PART 1

GVL2040: A New Vision for Growth and Development



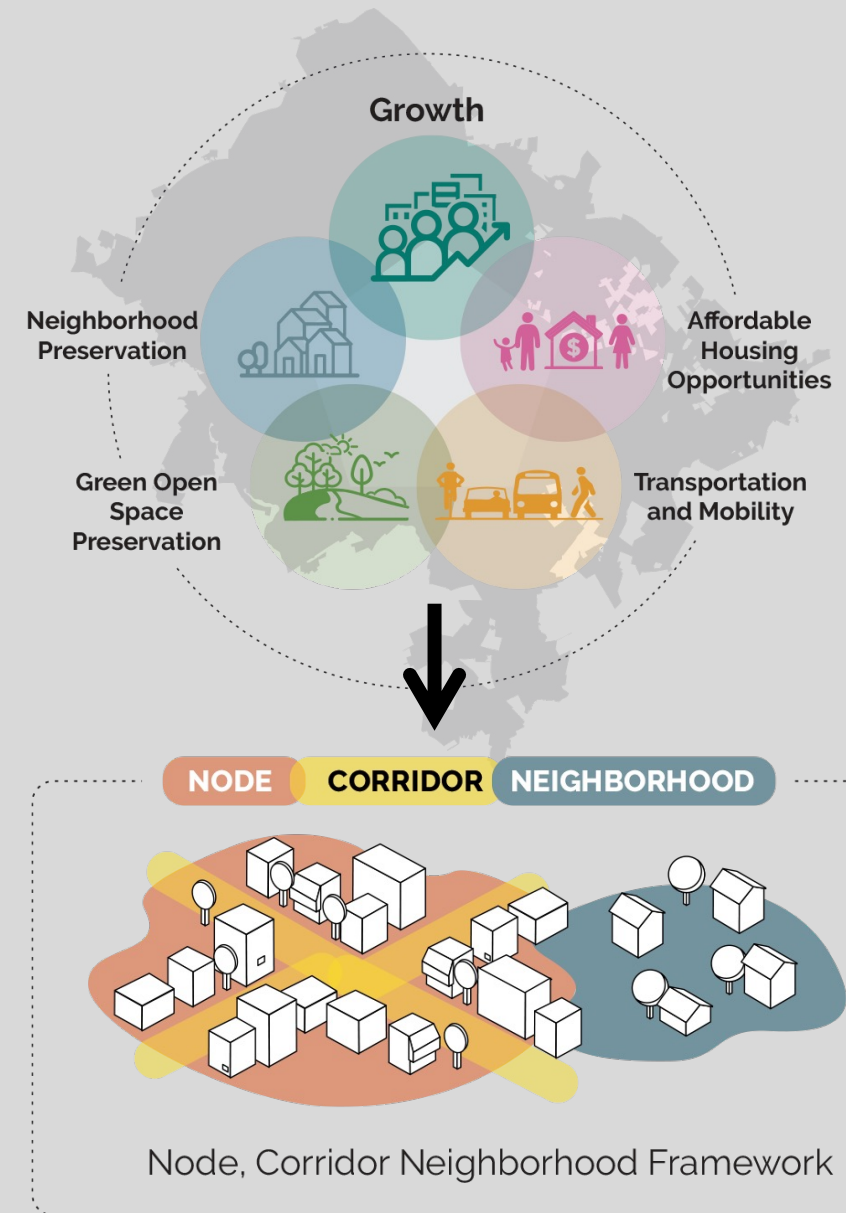
Community Priorities Drive Future Land Use Decisions

Community Vision

- Significant growth and development.
- Significant preserved open space.
- Little or no change in existing neighborhoods.

Development Framework

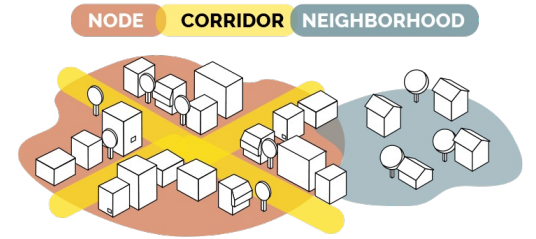
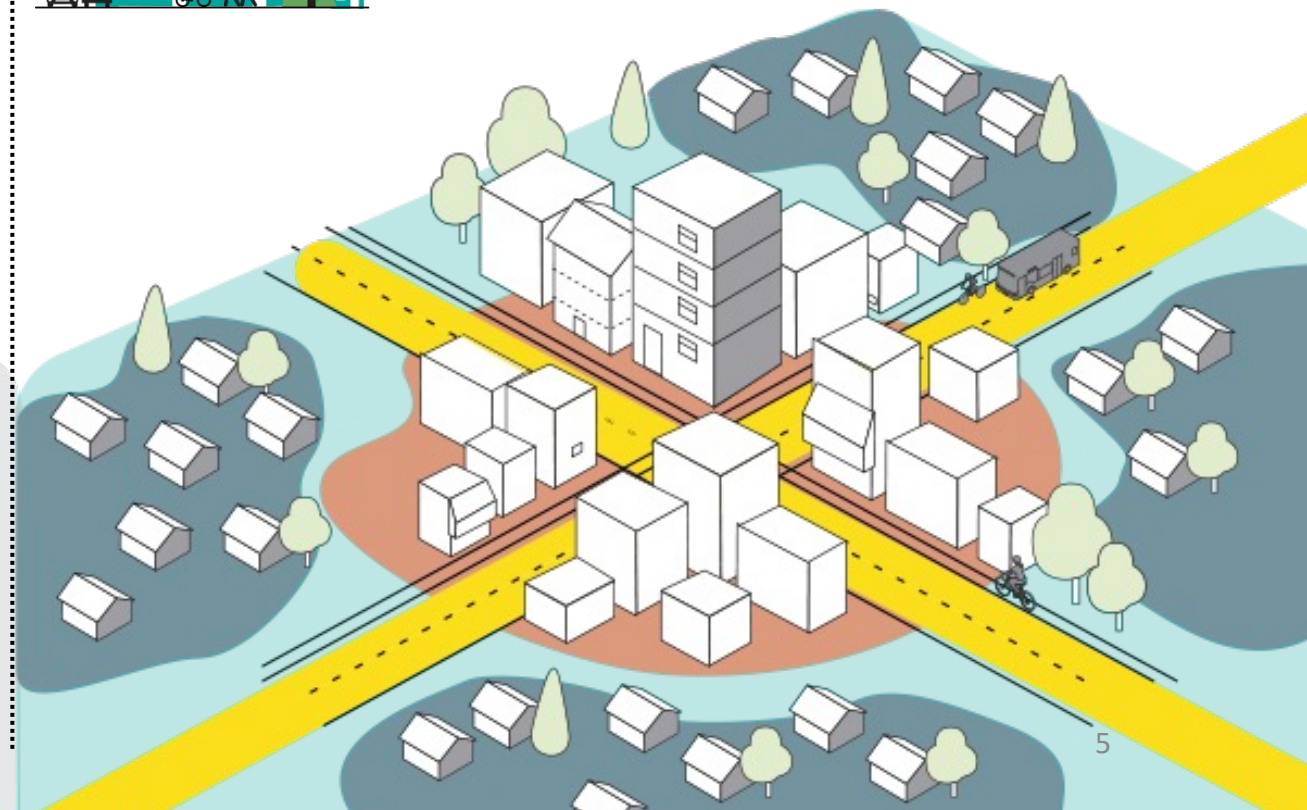
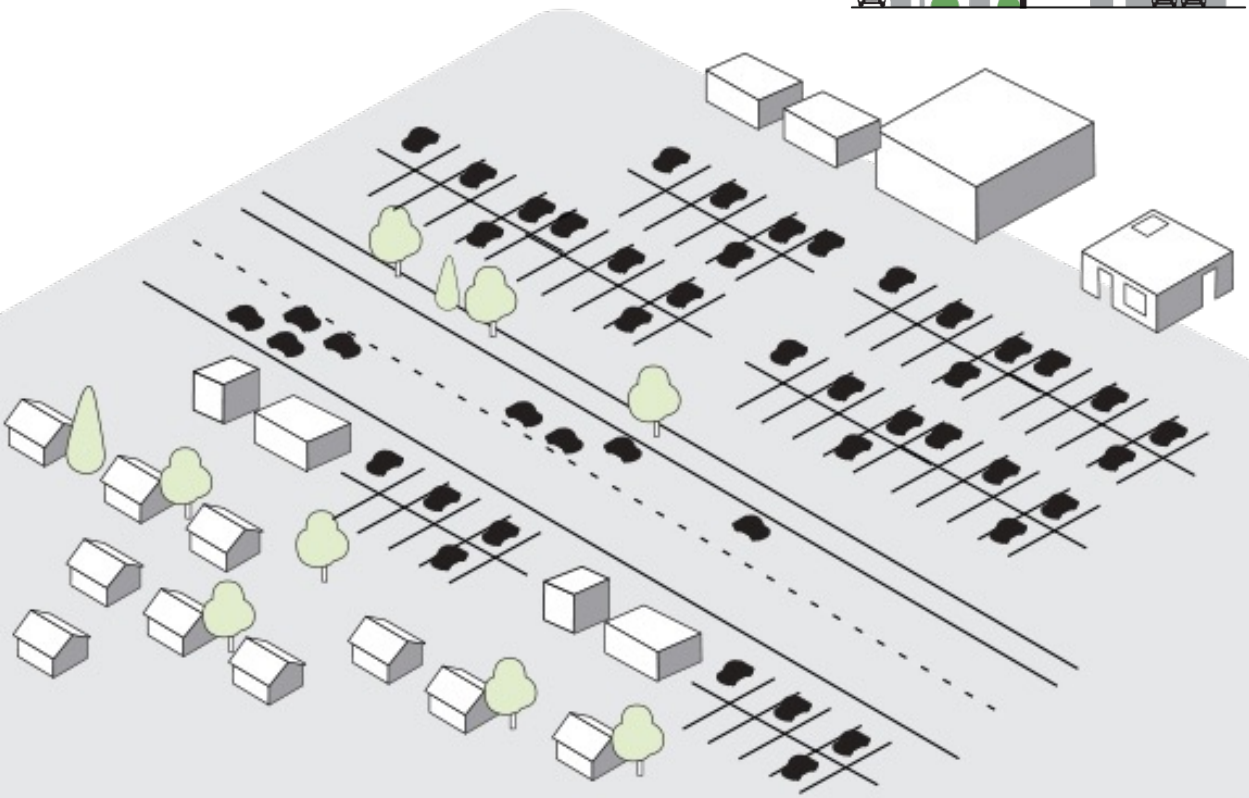
- How do we best address development?
 - Nodes
 - Corridors
 - Neighborhoods to be preserved.



Shifting from Suburban to Urban

How Greenville grew before GVL2040

20th Century development took advantage of open land and prioritized convenience for motorists.



How Greenville grows after GVL2040

Limiting redevelopment across most of the city means pushing all new development into nodes and corridors, and changing the character of those areas.

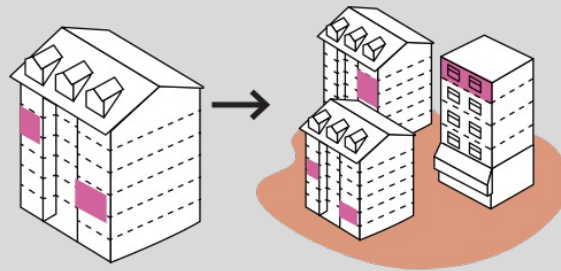
How an urban development pattern helps meet community goals



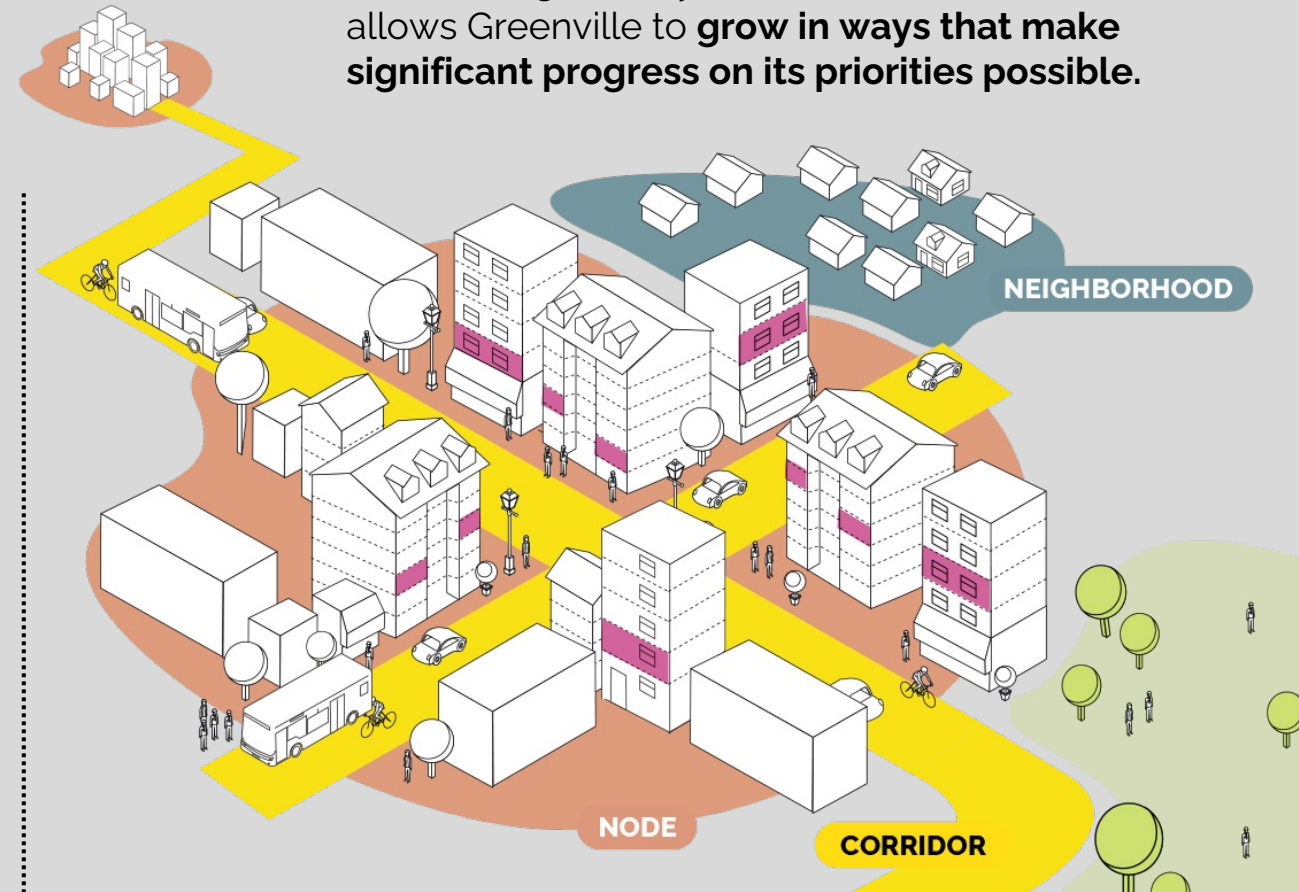
Land supply is constrained and growth steered to **nodes and corridors**.

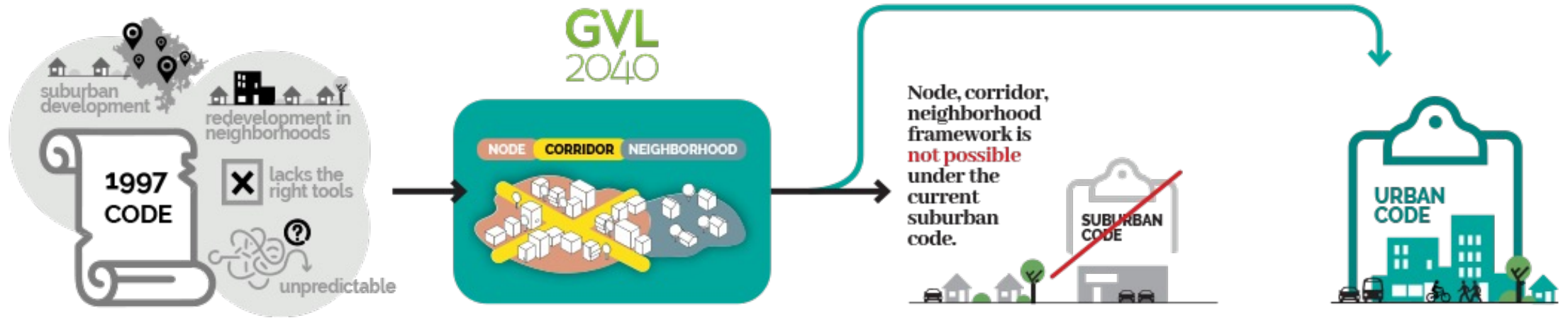


Greater densities required in buildable locations drive profitability to help **subsidize affordable housing and open space** purchases.



A well-integrated system of **nodes and corridors** allows Greenville to **grow in ways that make significant progress on its priorities possible**.





Need for a New Code

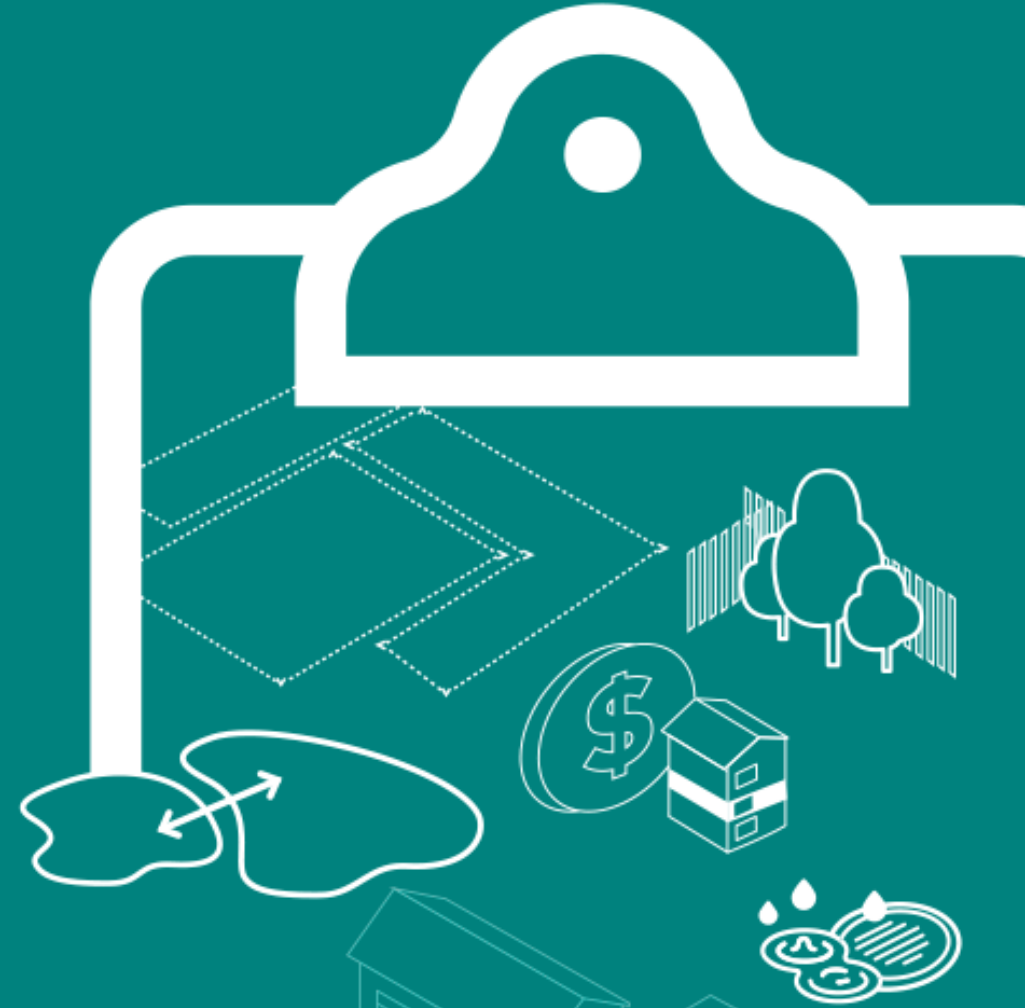
Greenville's vision for the future isn't possible with the existing development code.

Future code must:

- Drive development to nodes and corridors.
- Better preserve existing neighborhood character.
- Facilitate the right project at the right location.
- Incentivize more of what Greenville wants.
- Be a proactive, not reactive tool.
- Get the underlying rules and standards right.
- Limit demands for rezonings or planned development approaches.
- Allow the right project in the right location by right to streamline approvals processes.

PART 2

Key Concepts in the New Development Code

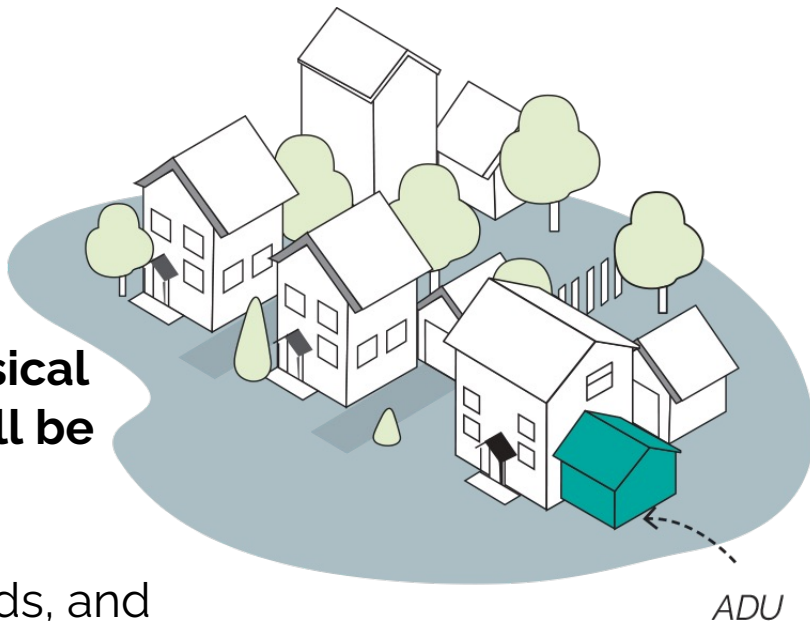




Key Concepts in the New Development Code

1

Existing physical character will be preserved in residential neighborhoods, and accessory dwelling units (ADUs) are allowed where appropriate.



2

Corridors will be allowed to develop at greater heights and scale to accommodate the demand for new development. **Multistory mixed-use properties and multi-unit residential properties** will be the norm.



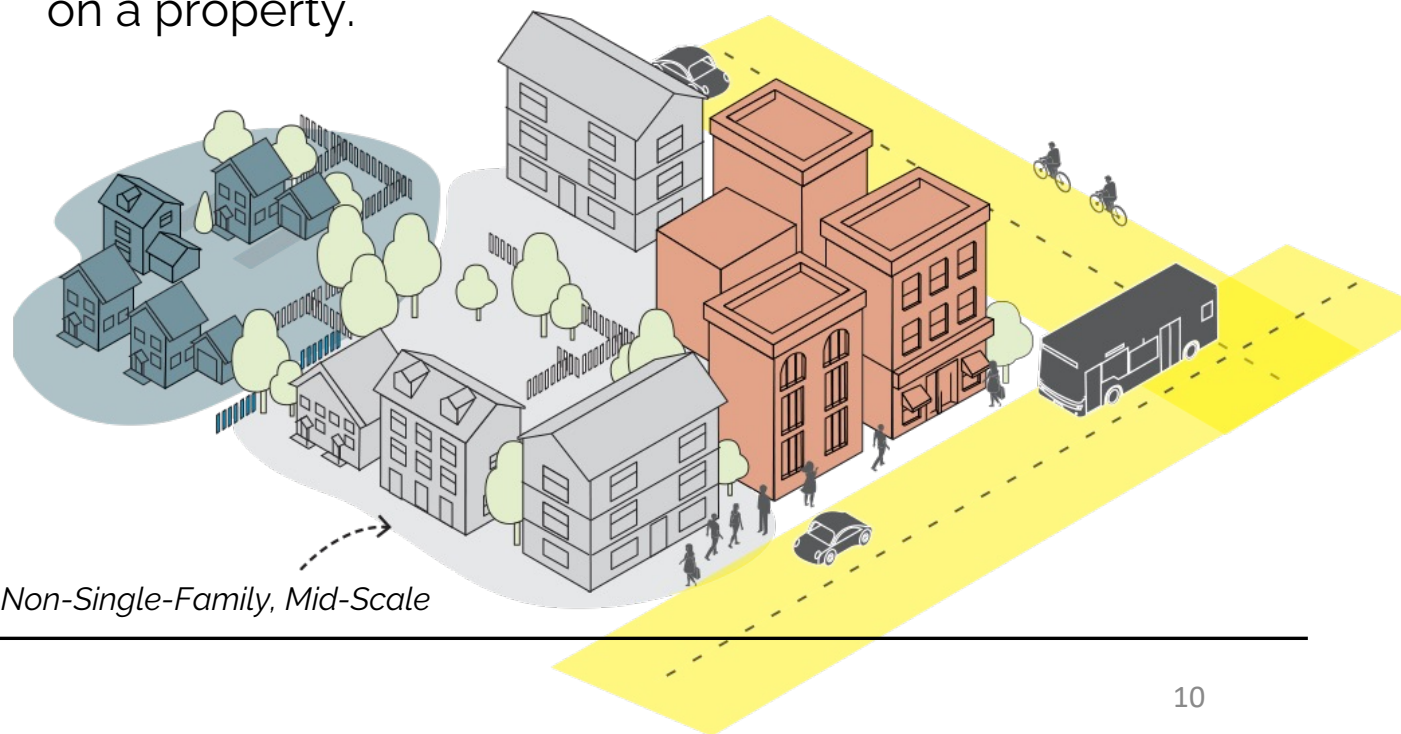


Key Concepts in the New Development Code

- 3 Nodes will be allowed to **develop at even greater heights and scale** than corridors.



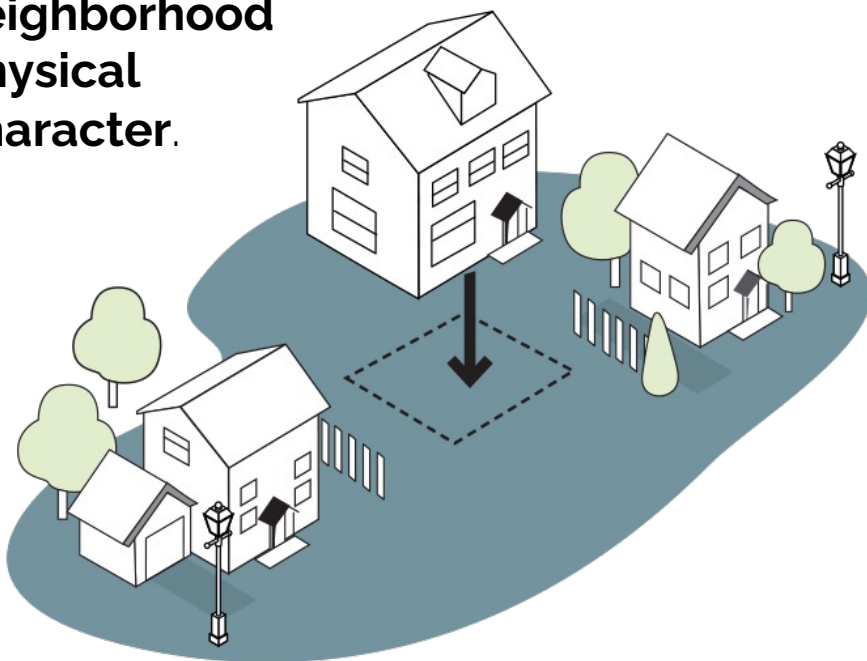
- 4 Transitions and buffers between residential neighborhoods and more intense commercial and mixed-use areas will be managed intentionally. Where possible, these transitions may be achieved with residential uses that allow between 2 and 12 units on a property.



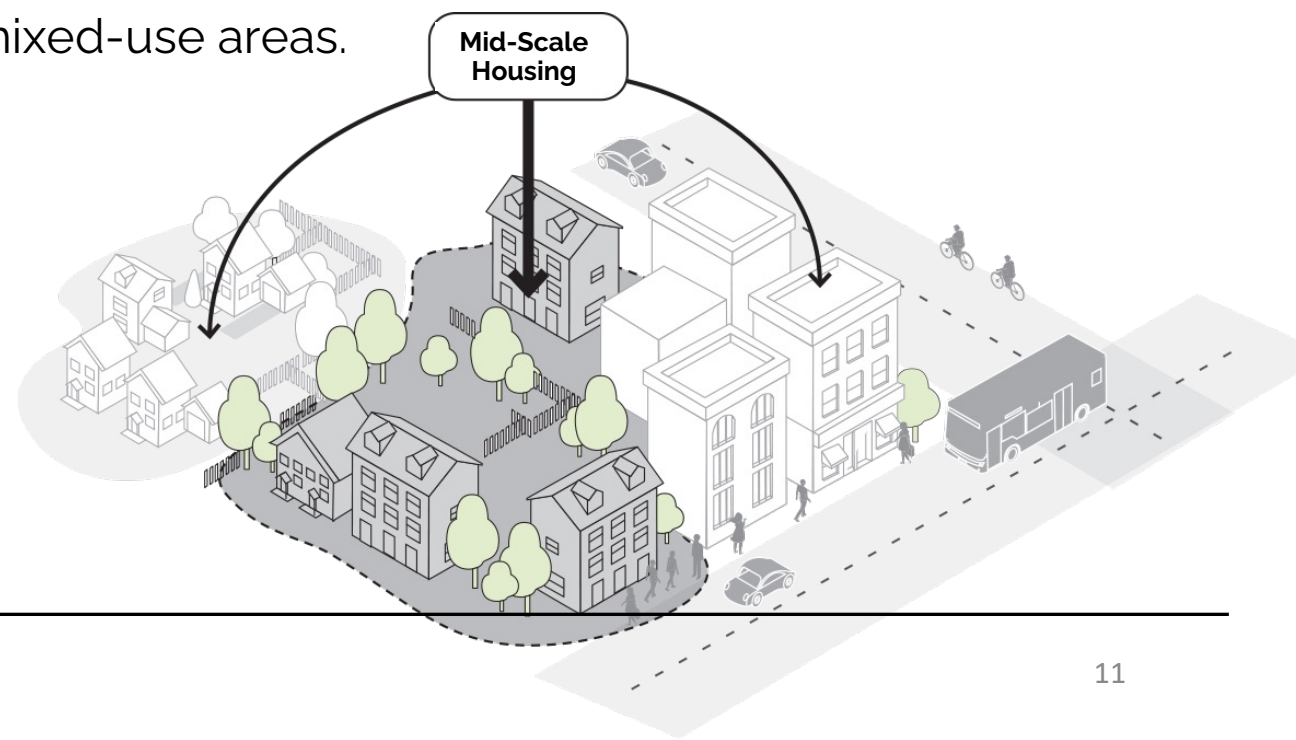


Key Concepts in the New Development Code

- 5 New market-rate housing is possible within existing residential neighborhoods, but it will have to **match the existing neighborhood physical character.**



- 6 Where appropriate, **somewhat taller and mid-scale housing types** like duplexes, triplexes, townhouses, and small apartment buildings will be allowed near the **edges of existing neighborhoods** both to increase housing diversity and to create more gradual transition areas between residential areas and commercial or mixed-use areas.





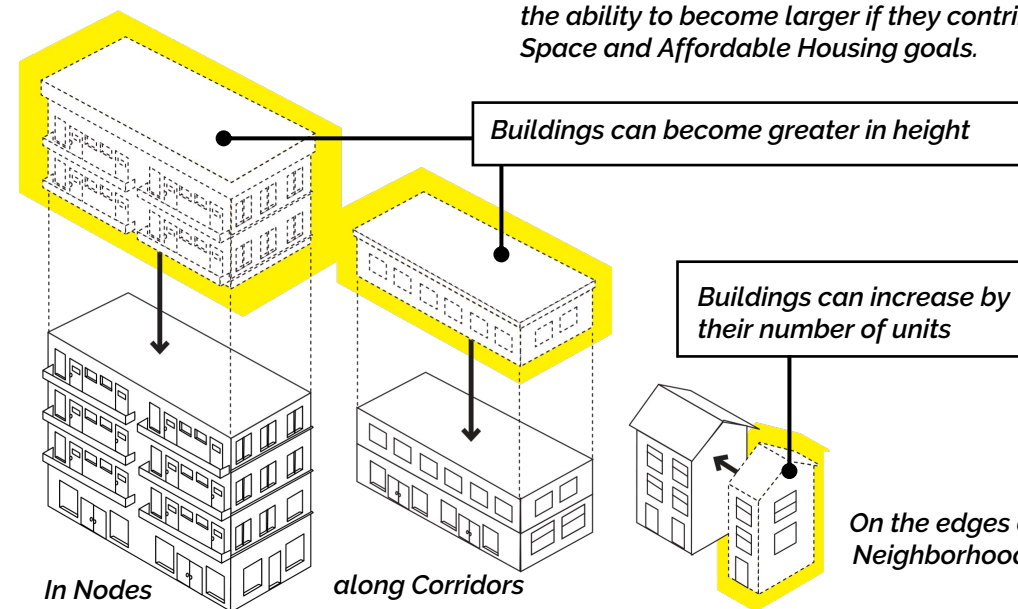
Key Concepts in the New Development Code

- 7** Affordable housing is more likely to be **distributed across the community**, and affordable housing opportunities will be possible everywhere in the city as long as they are appropriate to their context.



- 8** **Development bonuses** will be available in the form of additional square footage in some locations to developers who help meet Affordable Housing and/or Open Space goals.

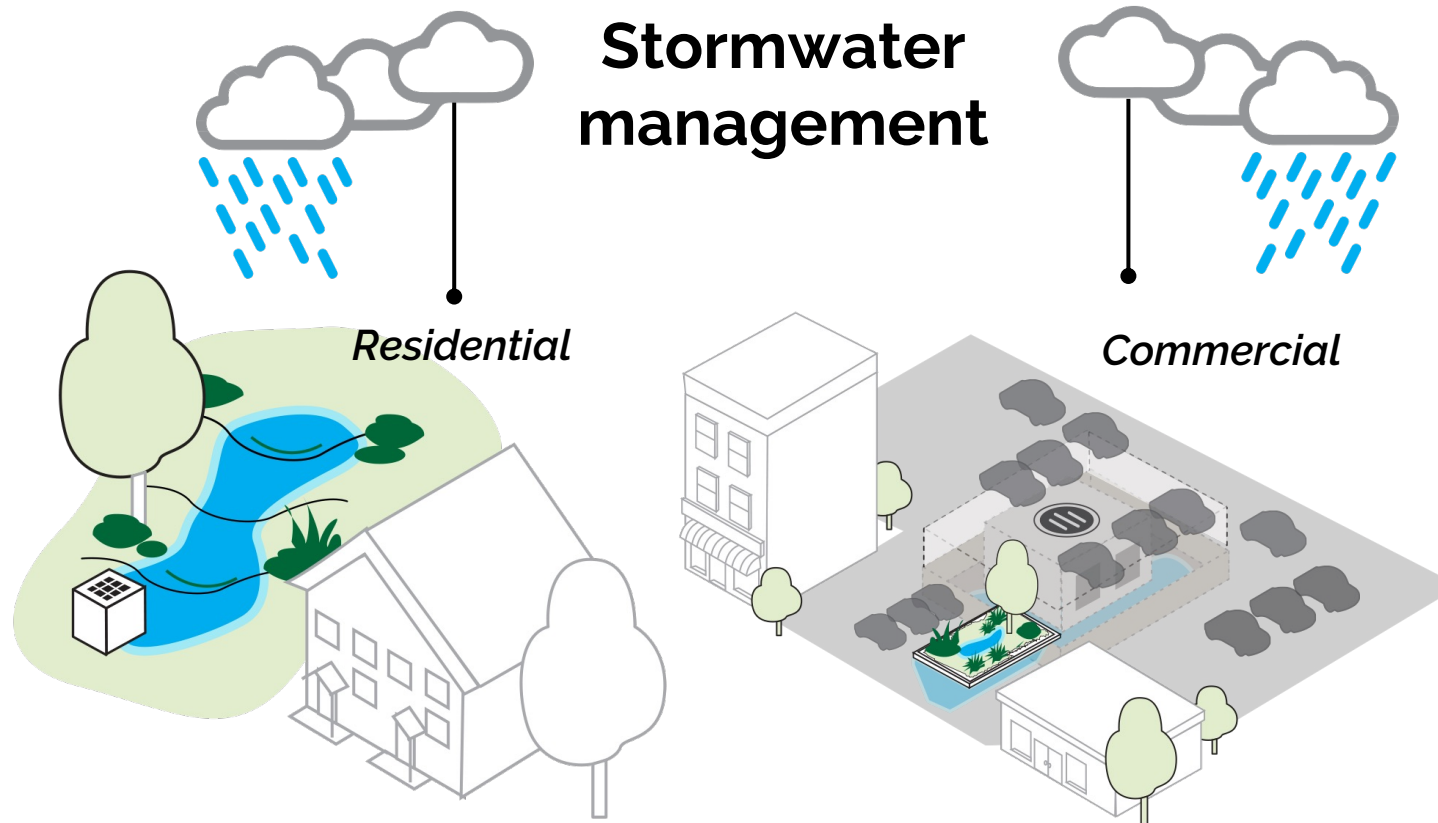
Under the new Development Code, buildings would have the ability to become larger if they contributing to Open Space and Affordable Housing goals.





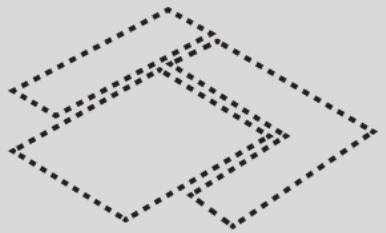
Key Concepts in the New Development Code

- 9 New development **will not be allowed to simply send its stormwater runoff onto adjacent properties** because they happen to be downhill. Mass grading of sites will not be permitted and tree preservation will be required. Net increases of runoff from new projects will have to be **managed on the property** that is creating the runoff.



Putting concepts into action

Tools to shape Greenville's physical form and function



Districts



Transitions



Buffers



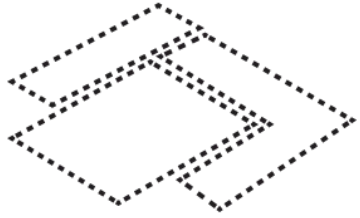
Stormwater



**Affordable
Housing**



Open Space



Putting Key Concepts into Action

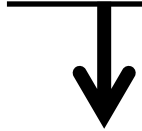
Focus on Districts

Selected
examples of
district types

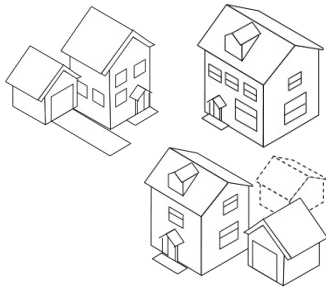
RH

RN

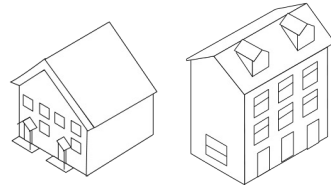
RC, MX, MXS, MXD



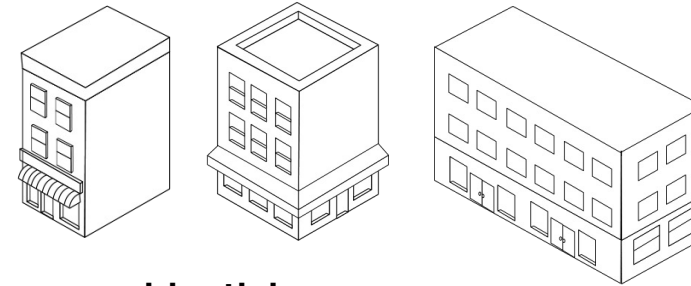
Types of
forms they
produce



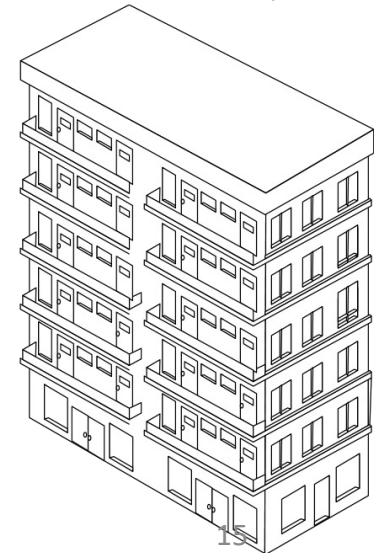
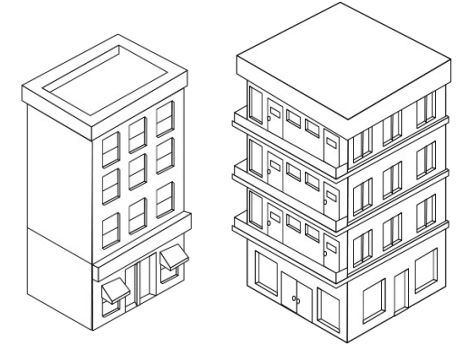
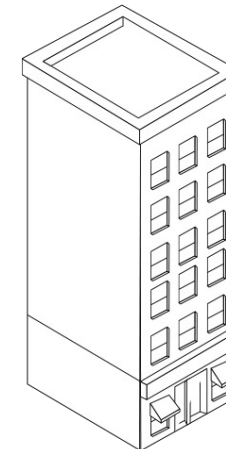
**Single-unit
housing in
residential
neighborhoods**



**Small to mid-scale
multi-unit housing,
from duplexes up
to small apartment
buildings at the
edges of
residential
neighborhoods**



**Larger residential,
office, and mixed-
use buildings,
three stories and
higher, for nodes
and corridors,
including
downtown**



PART 3

How to Apply the Key Concepts



Applying New Code Tools in Neighborhoods



Districts



RH: Res. House Scale
RN: Res. Neighborhood

Transitions



- A** Neighborhood to Node
- B** Neighborhood to Corridor

Buffers



Stormwater



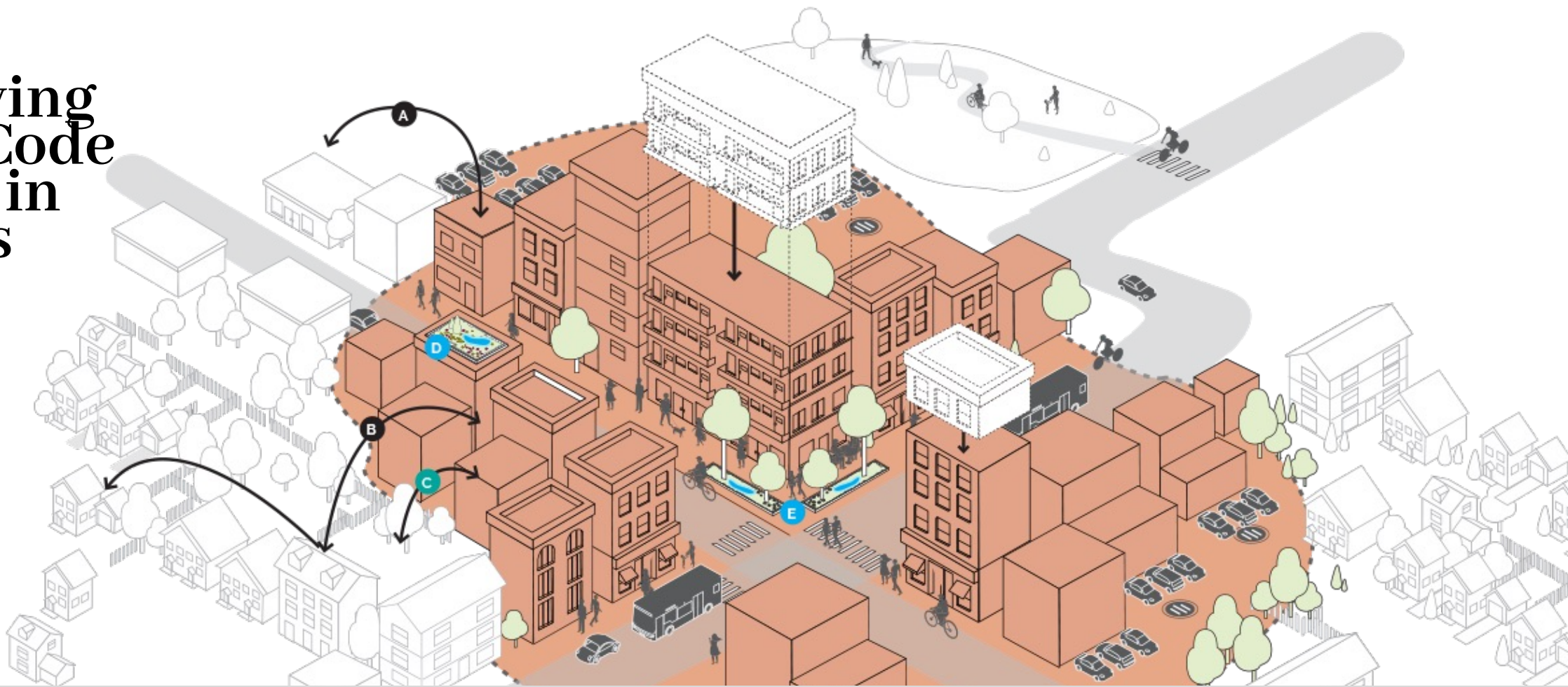
- D** Dry well
- E** Rain Garden

Aff. Housing and Open Space



Incentives

Applying New Code Tools in Nodes



Districts



MX: Mixed-Use

Transitions



- A** Node to Corridor
- B** Node to Neighborhood

Buffers



Stormwater



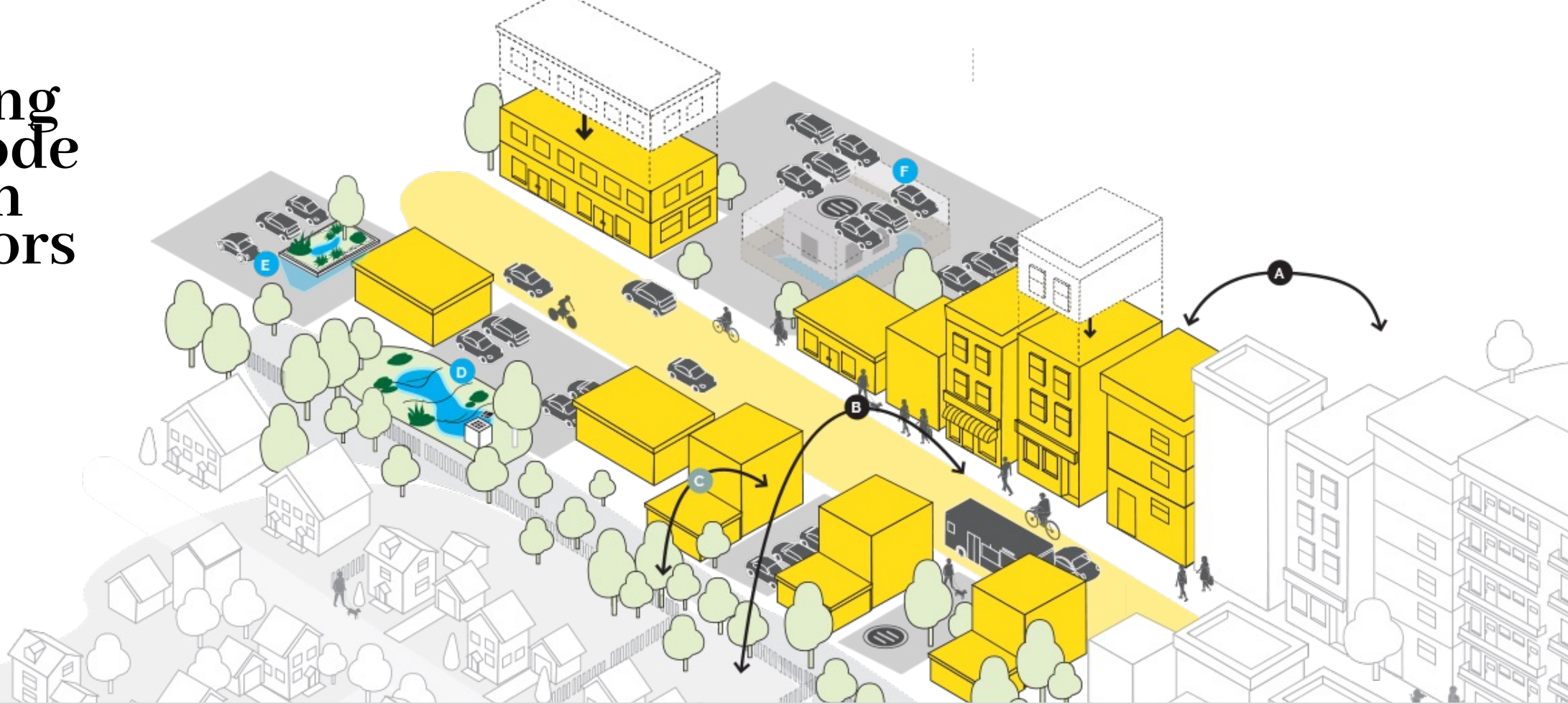
- D** Green roof
- E** Small Area Tree Infiltrator

Aff. Housing and Open Space



Incentives

Applying New Code Tools in Corridors



Districts



RC: Res. Community
MX: Mixed-Use
MXS: Mixed-Use Shopfront

Transitions



- A** Corridor to Node
- B** Corridor to Neighborhood

Buffers



Stormwater



- D** Dry Detention Area
- E** Bioswales
- F** Underground Storage Tank

Aff. Housing and Open Space



Incentives

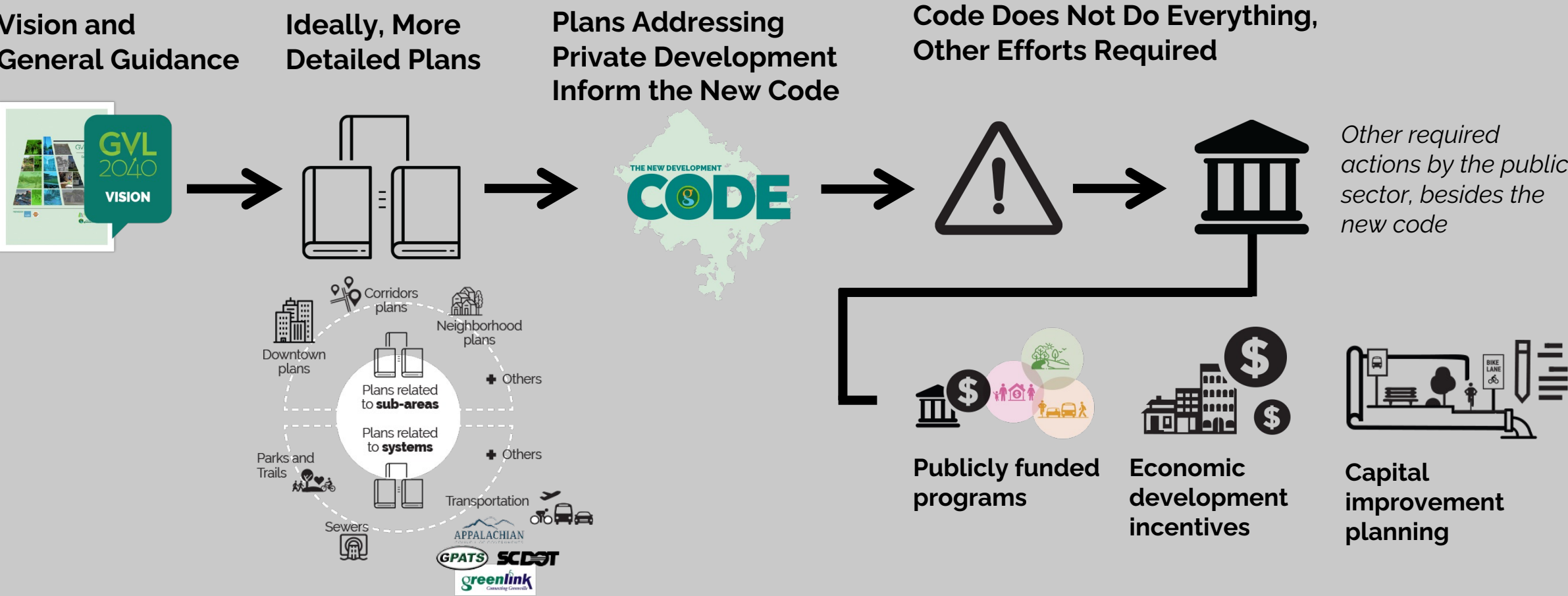
PART 4

Next Steps

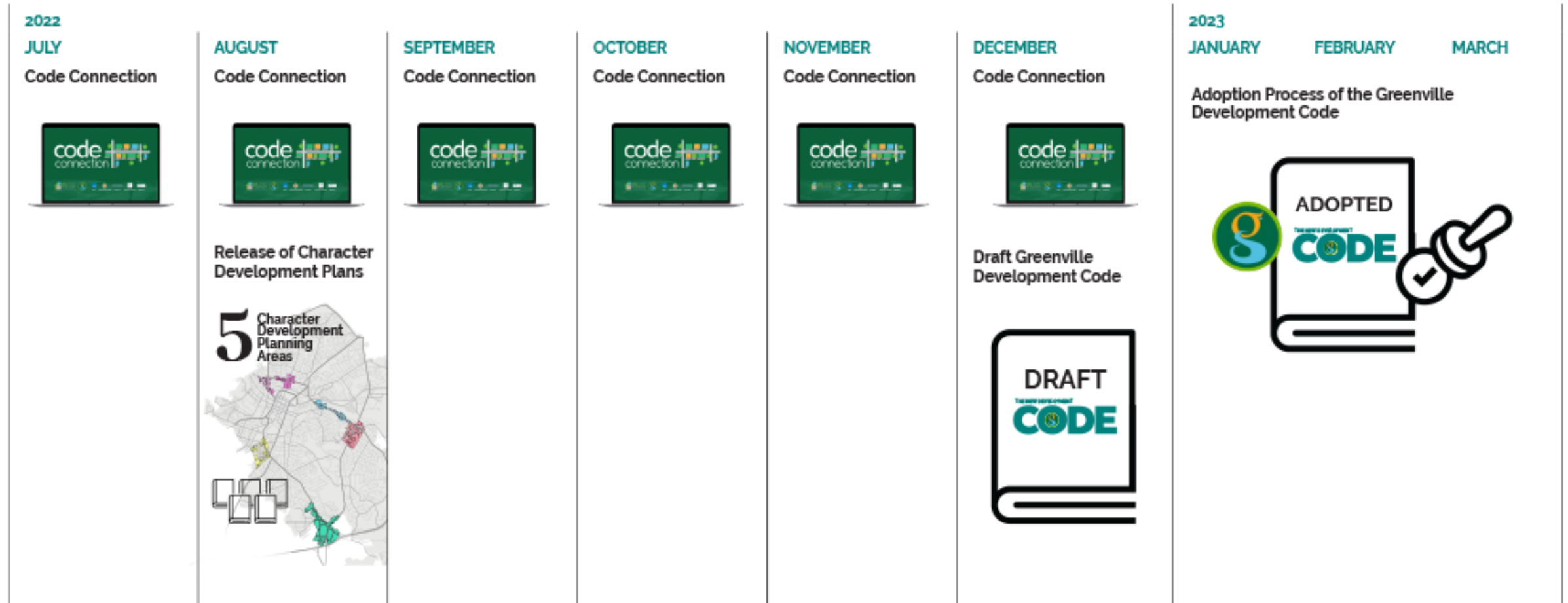
THE NEW DEVELOPMENT

CODE

How much will a new code accomplish and what other jobs do we have to do?



Remaining Project Timeline

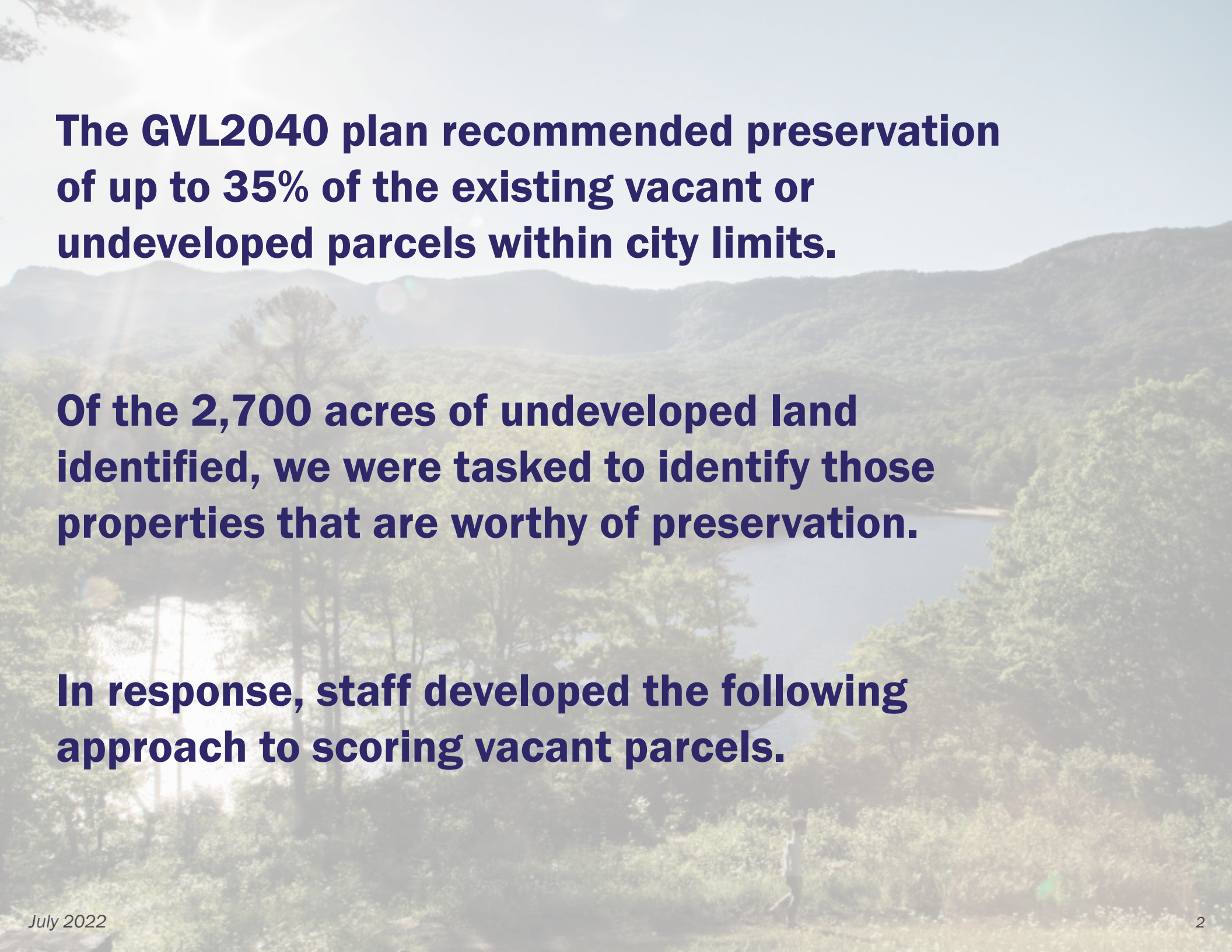




city of
greenville

VACANT LAND PRESERVATION STUDY

July 2022



The GVL2040 plan recommended preservation of up to 35% of the existing vacant or undeveloped parcels within city limits.

Of the 2,700 acres of undeveloped land identified, we were tasked to identify those properties that are worthy of preservation.

In response, staff developed the following approach to scoring vacant parcels.

BACKGROUND & PURPOSE



Top Priorities:

Open Space and the Environment

- “Proactively preserve as much as 35% of Greenville’s remaining vacant land as open space or parkland in order to bolster quality of life and protect environmental assets.”

Affordable Housing Opportunities

- “Make at least 10% of all new housing in Greenville income-restricted to preserve access to high-quality affordable housing — an increase from 8.5% of all current housing.”

Transportation and Mobility

- “Make a range of appealing and safe mobility options possible along Greenville’s major corridors to reduce car dependence.”

BACKGROUND & PURPOSE



Regarding Vacant Land:

Open Space and the Environment

- Preserve vacant land for active or passive park use or environmental preservation

Affordable Housing Opportunities

- Reserve vacant land for affordable housing opportunities

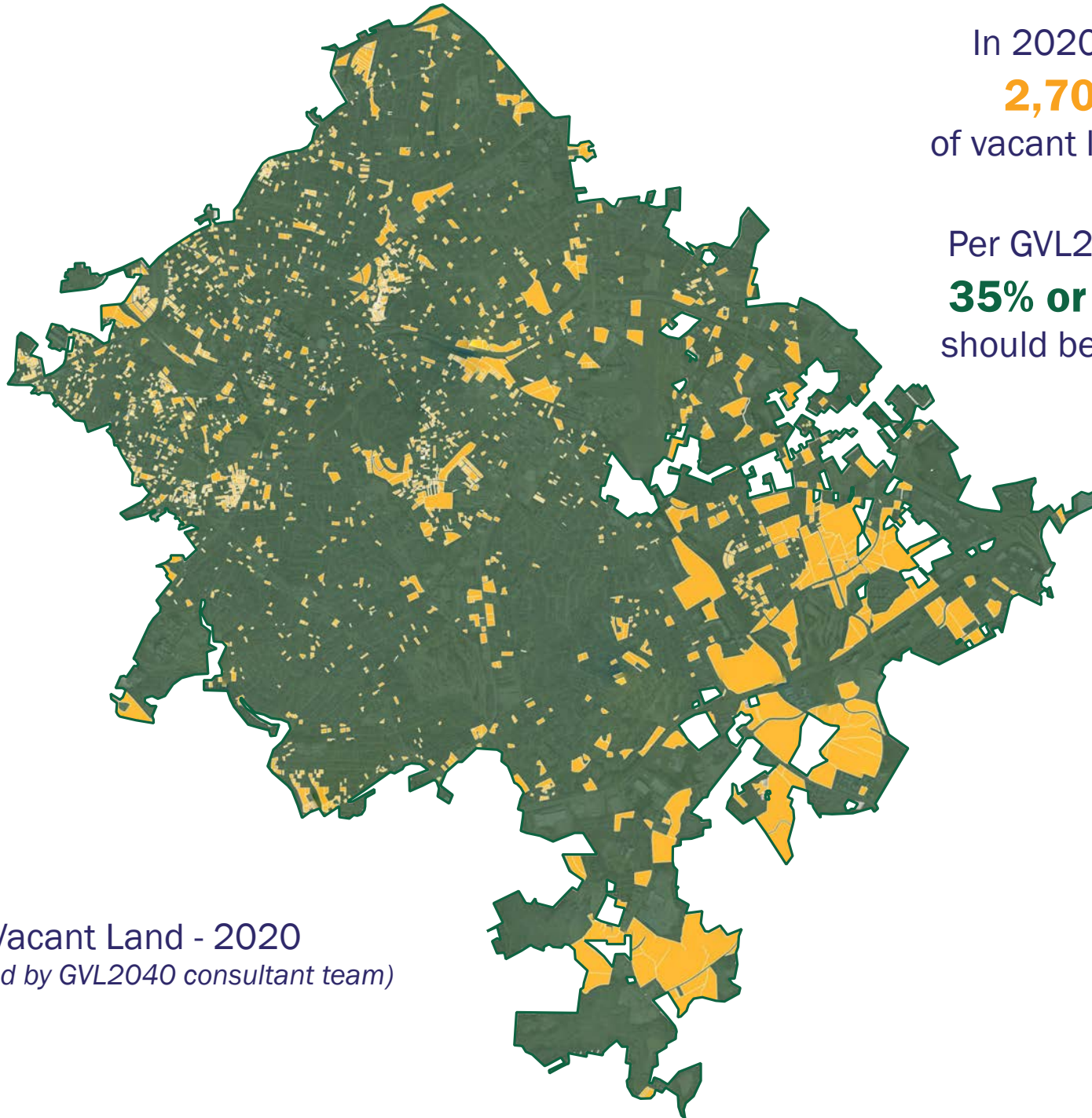
Transportation and Mobility

- Create opportunities for future multi-use transit connections

VACANT LAND IN GREENVILLE

In 2020, approx.
2,700 AC.
of vacant land existed

Per GVL2040, up to
35% or 945 AC.
should be preserved



 Existing Vacant Land - 2020
(as identified by GVL2040 consultant team)

VACANT LAND IDENTIFICATION



Scoring

- Environmental, social, and economic scoring criteria
- Weighted scores assigned based on GVL2040 priorities
- Highest scores identify priority parcels

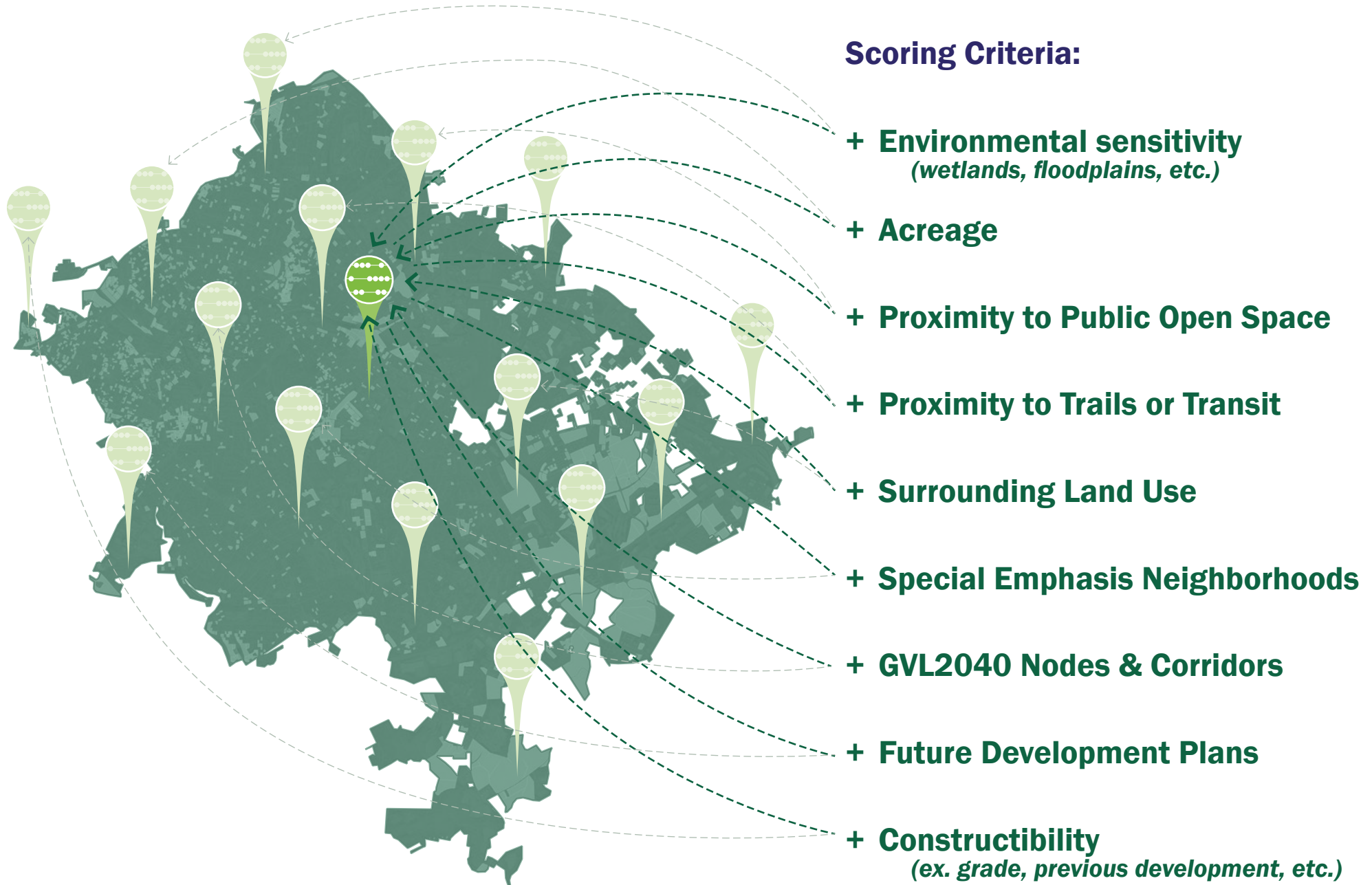


Functional GIS Layer

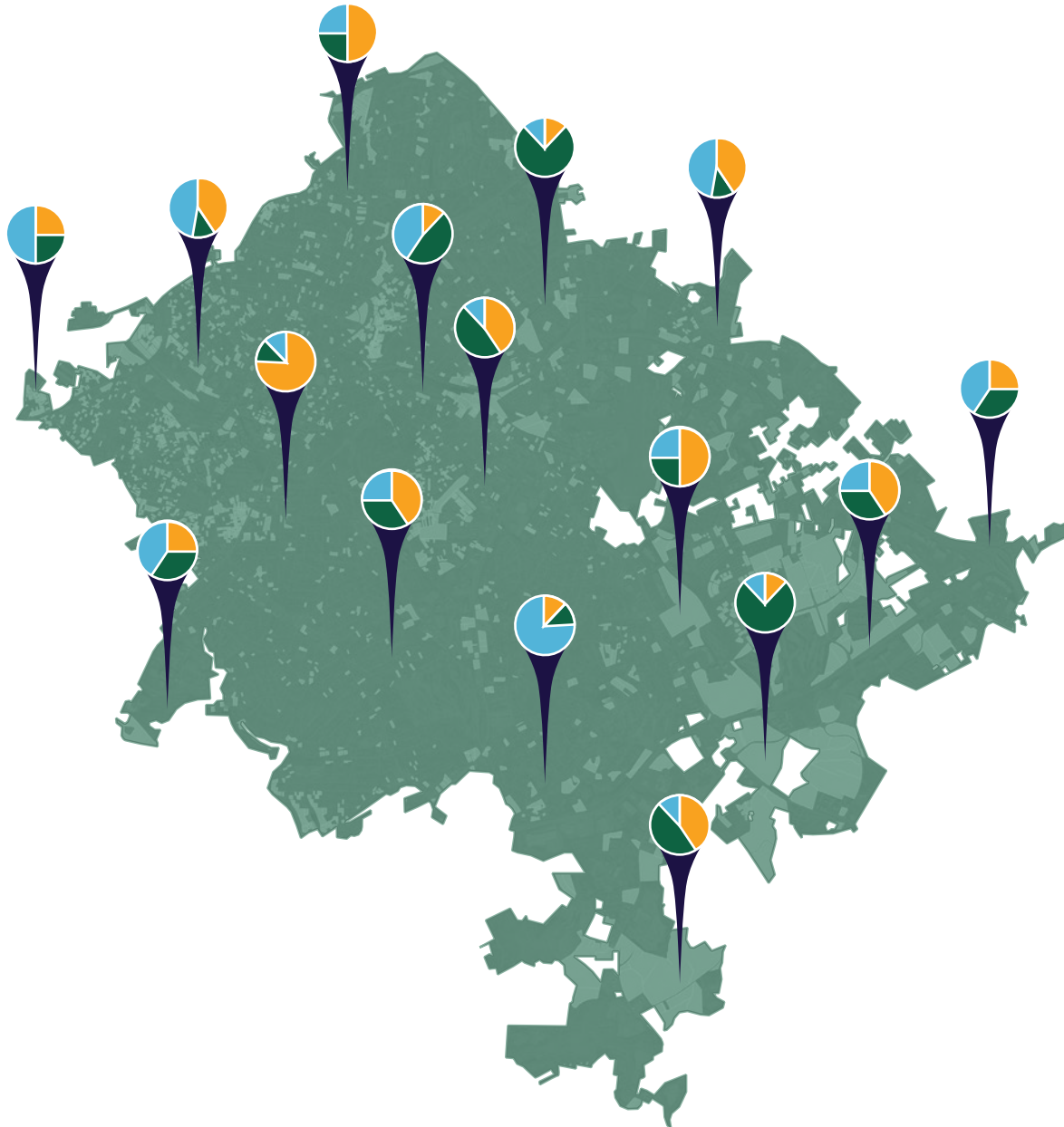
- Mapping tool created to easily locate vacant land and priority parcels



VACANT LAND IDENTIFICATION



VACANT LAND IDENTIFICATION



Each parcel is assigned a weighted score for each priority:

open space

affordable housing

mobility

Some parcels may score high for open space preservation, while others may score higher for housing or mobility.

Scoring based on these priorities enables us to easily identify key parcels for further evaluation.

VACANT LAND IDENTIFICATION



Scoring criteria has taken into account feedback from multiple city departments.

These scores can also inform decisions made across all departments in regards to future growth and investment.

Environmental Engineering & Preservation

Parks & Open Space Planning

Community & Economic Development

Trails & Mobility Coordination

Infrastructure Planning



Once priority parcels are identified, there are many avenues for acquisition or preservation.

VACANT LAND ACQUISITION & PRESERVATION



Land Acquisition Options

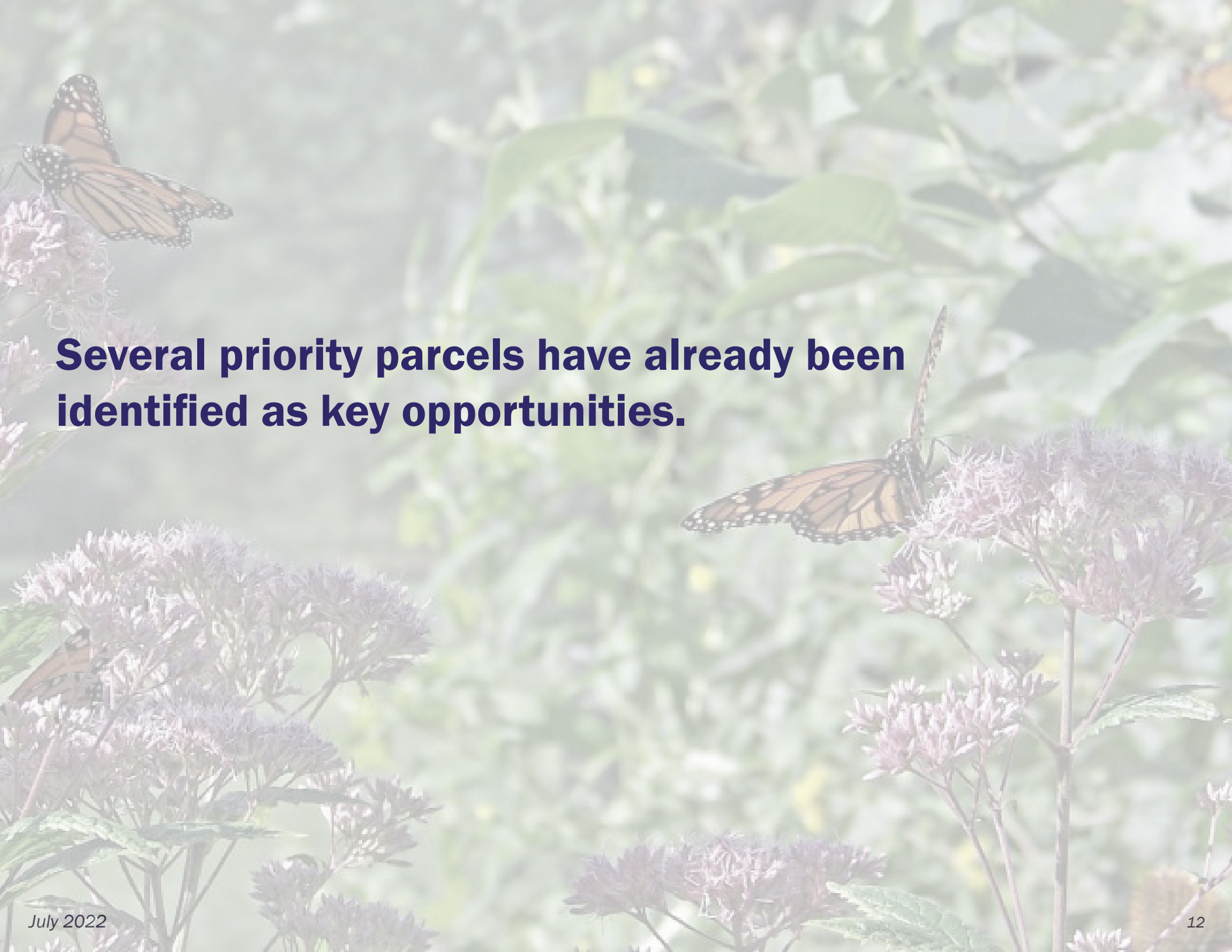
- Direct purchase of property using various available funding sources
- Internal collaboration with other city-led initiatives (*i.e. flood buyout*)
- Partnership with local organizations for cost sharing



Public-Private Partnerships

- Creation of incentives for open space preservation beyond LMO requirements
- Dedication of open space within private developments as public property



A background image showing several monarch butterflies with orange and black wings perched on clusters of small purple flowers. The background is a soft-focus green foliage.

Several priority parcels have already been identified as key opportunities.

NEXT STEPS



QUESTIONS

HOW IT WORKS

Vacant Lands Acquisition Priorities					
Parcel ID	Owner	Environmental Value			
		Classification	[Open Space Score]	[Housing Score]	[Mobility Score]
00000000000000	EXAMPLE, INC.	General Open Space	10	15	10
		General Open Space	10	15	10
		General Open Space	10	15	10
		General Open Space	10	15	10

Parcel & Ownership Information

Drop-down menu:

General Open Space

Previously Developed

Sensitive Environment

HOW IT WORKS

		Acreage				Proximity to Public Open Space			
[Housing Score]	[Mobility Score]	Area	[Open Space Score]	[Housing Score]	[Mobility Score]	Distance	[Open Space Score]	[Housing Score]	[Mobility Score]
15	10	1.01	3.03	3.03	15	.25-.5 miles	6	10	10
15	10		0	0	15	.25-.5 miles	6	10	10
15	10		0	0	15	.25-.5 miles	6	10	10
15	10		0	0	15	.25-.5 miles	6	10	10

GIS Acreage with multipliers

Drop-down menu:

0-.25 miles

.25-.5 miles

.5-1.0 miles

1.0-1.5 miles

>1.5 miles

HOW IT WORKS

[Mobility Score]	Proximity to Trails or Transit				Primary Surrounding Land Use				
	Distance	[Open Space Score]	[Housing Score]	[Mobility Score]	Classification	[Open Space Score]	[Housing Score]	[Mobility Score]	
10	>.25 miles	5	0	0	Residential	25	25	10	
10		#N/A	#N/A	#N/A	Residential	25	25	10	
10		#N/A	#N/A	#N/A	Residential	25	25	10	
10		#N/A	#N/A	#N/A	Residential	25	25	10	

Drop-down menu:

Direct Connection
0-.1 miles
.1-.25 miles
>.25 miles

Drop-down menu:

Industrial
Parks & Open Space
Institutional
Commercial/RDV/Office
Residential

HOW IT WORKS

Other				Overall Score		
Notes	[Open Space Score]	[Housing Score]	[Mobility Score]	[Open Space]	[Afford. Housing]	[Mobility]
Within Arcadia Hills Neighborhood, Potential Pocket Park	35	15	20	84.03	68.03	65
				101.87	105.87	175
				366.91	357.91	48
				#N/A	#N/A	#N/A

Tabulates all additional factors for consideration that are not included in previous categories

Shows scores specific to each priority to indicate the parcel's suitability.

If a parcel scores higher than 75, the relative priority is highlighted and the parcel row turns green.

Parcels scoring higher than 150 are highlighted with bolder colors, indicating a high priority.

Sustainability Update

City Council Work Session

Monday, July 11, 2022



Greenville Commitment to Sustainability

- Open Space and the Environment a priority in GVL2040 Comprehensive Plan.
- Environmental sustainability included in City Council priorities resolution.
- Sustainability has long been integral to operations and practices of city departments.
- Designation of Sustainability Coordinator in 2020 and subsequent incorporation of Sustainability into Planning & Development Services in 2022.
- Support of Swamp Rabbit Trail and mobility projects.
- Enhanced tree protection standards and launched tree-planting campaign.
- Curbside recycling programs.

Implementation Guidance



Open Space and the Environment

In addition to providing recreational opportunities, open space and parks can significantly improve air and water quality, protect wildlife habitats, create viewsheds, improve groundwater retention, and help prevent flooding. Communities that value open space and parks recognize the trade-offs necessary to ensure the acquisition and preservation of these undeveloped spaces. These trade-offs include the allowance of higher densities in areas designated for development as well as proactive land preservation efforts that must:

- Protect from development land that is currently vacant and located in neighborhoods with little to no green space
- Be co-created with input from neighborhood residents, design professionals, and the City's Parks & Recreation Department
- Integrate newly preserved open space and parks into the City's existing parks and trails network

By carrying out these recommended actions, the City of Greenville will be in a position to meet the open space goals outlined in GVL2040.

PHASE I 2021-2022

Development of a methodology to identify vacant land to preserve and a process to acquire the land or its development rights will be the first steps to pursue. Different approaches to land preservation will be needed based on whether land is within or beyond designated nodes.

Areas outside of identified nodes for future development:

Develop a detailed framework that outlines the initial criteria for prioritizing vacant land acquisition in areas outside of identified nodes. These initial criteria may include:

- **Location** – the vacant property is located in a neighborhood or district that is currently underserved by parkland
- **Availability** – the property must be for sale or property owner open to working with the City land trust or conservation easement
- **Connectivity** – the property should exhibit relatively straightforward prospects to connect to the City's existing parks, trails, and open space areas
- **Economic Viability** – the property has the market and at a market price respective of appraised value
- **Integral** – the property is essential to the City's overall goal of trail connectivity, park expansion, or similar

Create and engage a task force made up of residents who live in neighborhoods with unequal distribution of and access to green spaces, landscape architects, and Parks & Recreation personnel.

Empower this task force to refine, but not redefine, the recommended criteria and prioritized mapping for Planning Commission and City Council review and approval.

Areas within identified nodes for future development:

As part of the land management regulatory updates that occur during Phase I, mixed-use and/or form-based codes should be established for nodes and corridors that require a minimum percentage of open space or park area for all proposed developments.

68 GVL 2040 Comprehensive Plan for Greenville, SC | czbLLC December 2020

Recent Highlights

- **Unity Park** – environmental cleanup, river restoration, wetland protection, open space preservation.
- Restoration and **streambank stabilization** at five locations along Reedy River.
- **EV chargers**– 14 new chargers added to city parking facilities in 2021. Total of 35 free for the public.
- City participated in **Electric Vehicle Stakeholder Task Force** facilitated by the South Carolina Energy Office.
- **Water conservation** – working with Greenville Water to reduce water usage at city parks and fountains.
- Greenville designated as a **SolSmart community** (bronze level) for its efforts to streamline the permitting process for solar panels.



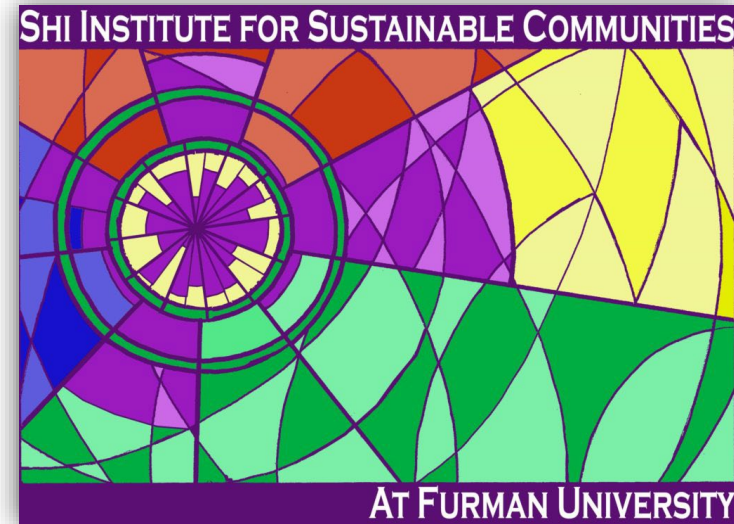
Challenges and Opportunities

- Limited federal action on climate change. Recent Supreme Court ruling in *West Virginia v. EPA* (2022) further restricted federal agencies' ability to regulate greenhouse gases. Returned authority to Congress.
- Recycling, once a revenue generator, now costs money. Fewer materials accepted. High contamination rates.
- Greenville is in a regulated energy market. Opportunities for large-scale renewable energy projects are limited.
- Trend towards corporate sustainability. Demanded by customers and shareholders resulting in increased brand value.
- Opportunities for local governments to lead on environmental sustainability and climate change.



Sustainable GVL

- Sustainability plan completed during July 2021 – June 2022.
- Shi Institute for Sustainable Communities at Furman University assisted with research, analysis, and plan development.
- Public input survey in September 2021 with 343 participants.
- Drop-in open house at Roper Mountain Science Center on September 9, 2021.
- Coordination with city departments on goals and potential projects within the plan.
- Draft plan published and available for public comment in March 2022.
- Updates and draft plan reviewed by Green Ribbon Advisory Committee, which endorsed the plan at its June 28, 2022, meeting.

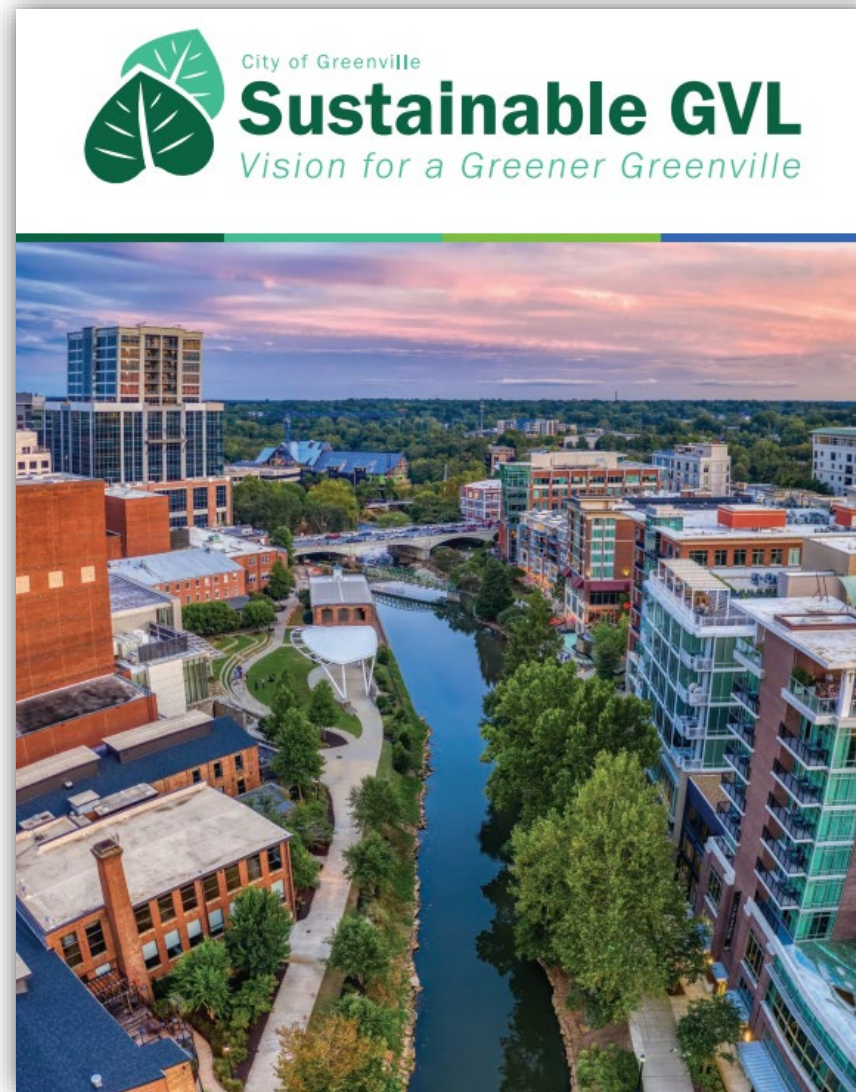


Sustainable GVL

Focus Areas:

-  Built Environment
-  Climate & Energy
-  Air & Water
-  Transportation & Mobility
-  Goods & Services
-  Community Engagement

<https://greenvillesc.gov/SustainableGVL>



Sustainable GVL – Key Recommendations

- Public education on sustainability topics such as recycling, invasive species, home energy savings, and alternative transportation.
- Work with a consultant to prepare a detailed climate action plan.
- Develop resources to support businesses interested in becoming more sustainable.
- Add a dedicated position with expertise in energy and sustainability.
- Establish an interdepartmental working group to coordinate on sustainability projects and initiatives.
- Install solar panels at more city facilities.
- Add more electric vehicles to the city's vehicle fleet.
- Incorporate sustainability elements in the new development code.



Next Steps

- Establish an interdepartmental working group to coordinate on sustainability projects and initiatives.
- Fill vacant planner position with someone with expertise in energy/sustainability.
- Build out city sustainability website with sustainability information, educational materials, and local resources.
- Develop a year-round calendar for sustainability programming.
- Partner with sustainability organizations on educational programming, volunteer events, and community initiatives.
- Apply for grants to support energy efficiency projects.
- Consider hiring a consultant to prepare a detailed climate action plan.

Questions & Discussion

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