

City Council Work Session

Documents:

- 1 - WORK SESSION AGENDA.PDF
- 3 - UNITED HOUSING CONNECTIONS.PDF
- 4 - ANNUAL DEVELOPMENT CODE UPDATE.PDF
- 5 - VGSC FY24 PERFORMANCE.PDF



CITY COUNCIL OF THE CITY OF GREENVILLE WORK SESSION MEETING

Monday, August 26, 2024 - 3:00 p.m.

Greenville City Hall, 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; Councilmembers John DeWorken, Lillian Flemming, Ken Gibson, Wil Brasington, Dorothy Dowe, Russell Stall

CITY STAFF: City Manager Shannon Lavrin, City Attorney Leigh B. Paoletti; City Clerk Camilla G. Pitman

AGENDA

- | | | |
|-----------|--|------------------|
| 1. | Call to Order | 3:00 p.m. |
| 2. | Executive Session (S.C. Code §30-4-70):
<i>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.</i> | 3:00 p.m. |
| | a. Economic Development / Legal Briefing | |
| | b. Boards and Commissions / Personnel Update | |
| 3. | United Housing Connections | 4:15 p.m. |
| 4. | Annual Development Code Update | 4:35 p.m. |
| 5. | VisitGreenvilleSC and Tourism Update | 4:55 p.m. |
| 6. | Adjourn | 5:15 p.m. |



UNITED HOUSING CONNECTIONS

Candace Timmerman, CEO

Stephanie Cole, CPO

Thomas Wood, Lead Outreach &
Veterans Programs





MISSION: To connect people at-risk for or currently experiencing homelessness with safe, sustainable and affordable homes.

VISION: We envision an Upstate SC where all people have the opportunity to live in a safe, sustainable and affordable home.





Four Divisions

CONTINUUM
OF CARE



AFFORDABLE
HOUSING



SUPPORTIVE
HOUSING PROGRAMS



STREET
OUTREACH



Our Vision is to create a System that Makes Homelessness

BRIEF

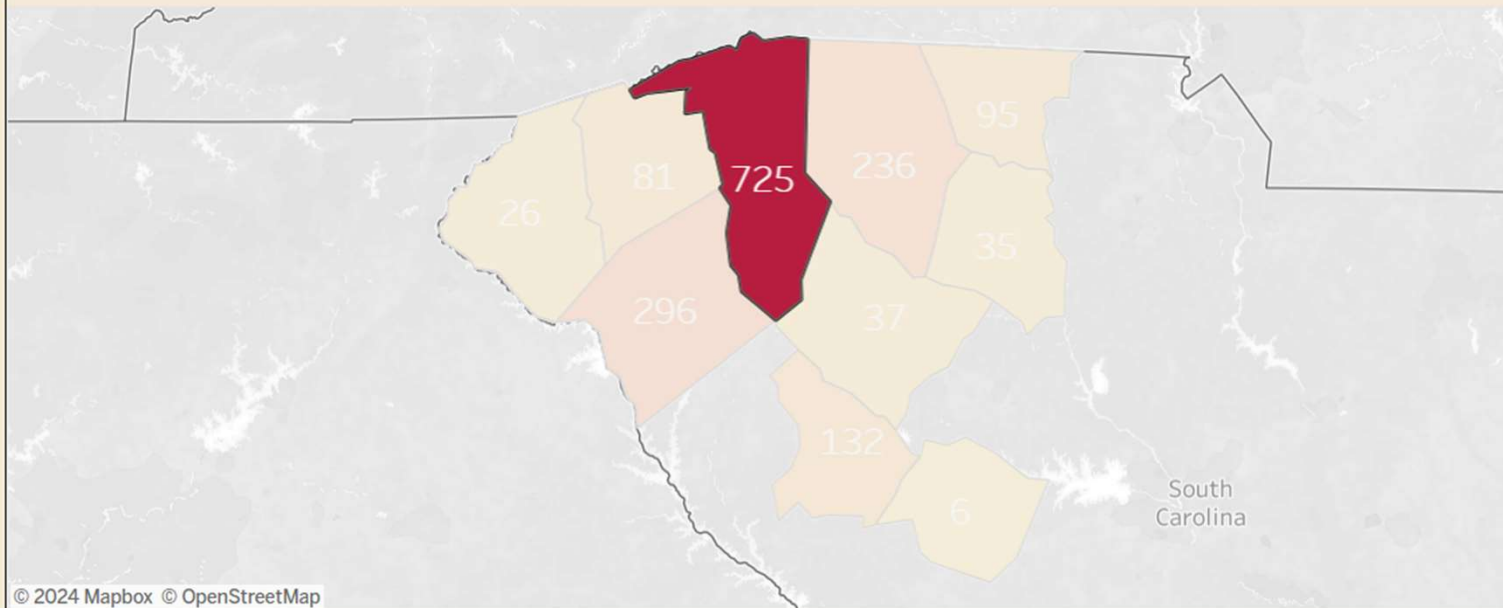
RARE

NON-
RECURRING



2024 Upstate CoC PIT Count Dashboard

Click County to View Specific Data



Total Persons

725

Chronically Homeless

169

Disabling Condition

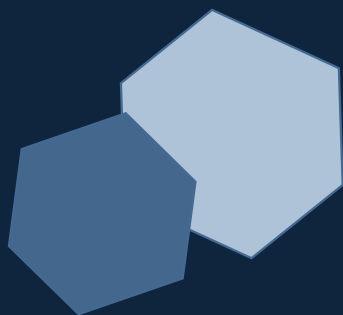
333

Veterans

66

Survivors of Domestic Violence

130



Bed Type Totals

Safe Haven	12
Emergency Shelter	556
Transitional Housing	94
Rapid Rehousing	110
Permanent Supportive Housing	96

Bed Target Populations

	General Population	Survivors of Domestic Violence	Veterans	Youths (18-24)	Persons living with HIV/AIDS
Safe Haven	12				
Emergency Shelter	514	25		11	6
Transitional Housing	14	33	37	10	
Rapid Rehousing	61	42	3	4	
Permanent Supportive Housing	68				28

SC Upstate Continuum of Care

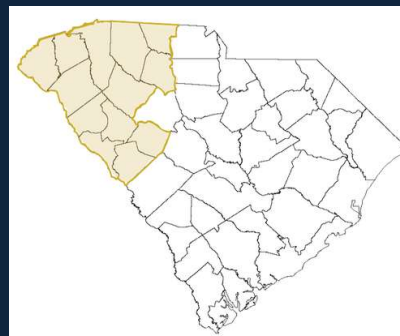
What is it?



Established by Federal Regulation CFR 24-578 in 2012 by the Dept of HUD, CoC's were created to build a community system to address homelessness by:

- Coordinating a network of agencies and services addressing homelessness
- Provide a strategic plan to streamline services and fill service gaps
- Manage and distribute Federal Funds to address homelessness

- Greenville/Laurens Chapter
- Tri-County Chapter (Pickens, Oconee, Anderson)
- CUS Chapter (Cherokee, Union, Spartanburg)
- GAMES Chapter
(Greenwood, Abbeville, McCormick, Edgefield, Saluda)





Continuum of Care Lead Agency

United Housing Connections serves as the collaborative applicant for the HUD CoC Program Grant application process and as the Homeless Management Information System (HMIS) Administrator for the region.

Street Outreach

The Purpose

To enhance and grow current services that engage, support and serve those living on the streets of Greenville, to provide personalized care to move a vulnerable person towards stable, healthy living, housing and sustained quality of life.



Street Outreach

The primary goal of Outreach is to connect and form a trusting relationship with people living on the streets. It can often take 5 -7 interactions just to build up enough trust to have an open conversation.



Outreach Impact

Time period	Men	Women	Veterans	Services Provided
Q1	53	11	17	166
Q2	39	5	16	186
YTD	92	16	33	352

Outreach Services

With continued funding, Outreach can continue to provide the following services:

Transportation
Services (medical
appointments, DMV,
Mental Health, etc..)

Information on
Housing Options
and Jobs

Assistance Obtaining
Official Documents

Referrals to Mental
Health, Detox
Programs, VA
Assistance, and
Shelters

Case Management
Services for those on
the streets and in
encampments



Veteran Functional Zero



Functional zero for chronic Veteran homeless means that fewer veterans are experiencing homelessness than are becoming homeless.

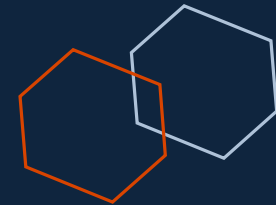
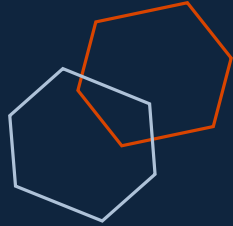
Veteran Functional Zero

- Community has identified all veterans experiencing chronic homelessness
- Community provides shelter quickly to any veteran experiencing unsheltered homelessness who wants it
- Community provides service – intensive transitional housing only in limited instances
- Community has capacity to assist chronically homeless veterans swiftly to move into permanent housing
- Community has resources, plans, partnerships and system capacity in place should any veteran become homeless or be at risk of homelessness in the future

UHC Affordable Housing



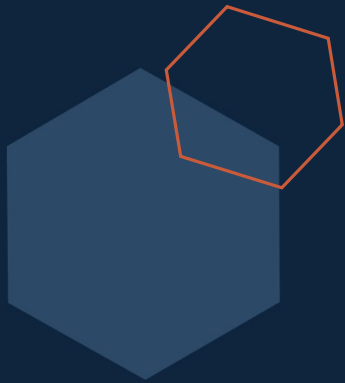
Liberty Square



Sunset Village

Church Street Place

36 Studio Units
Supportive
Services
provided by
Community
Partners



Supportive Housing Programs



RAVE

- 50 Permanent Supportive Housing Units
- Serves those who are chronically homeless with a mental or physical disability

Shelter + Care

- Serves 33 households and 45 persons.
- Serves those who are chronically homeless with mental illness

Sunset Village

- 18 total units
- 10 units are permanent supportive housing
- Located in Fountain Inn

Home Again

- Serves families with Children enrolled in Greenville County Schools
- Provides rent subsidy assistance.
- Funding through Greenville Housing Fund, GCRA and other Foundations.

Reedy Place

- The only Safe Haven in SC
- 15 units
- Property manager and security on site around the clock

Questions?



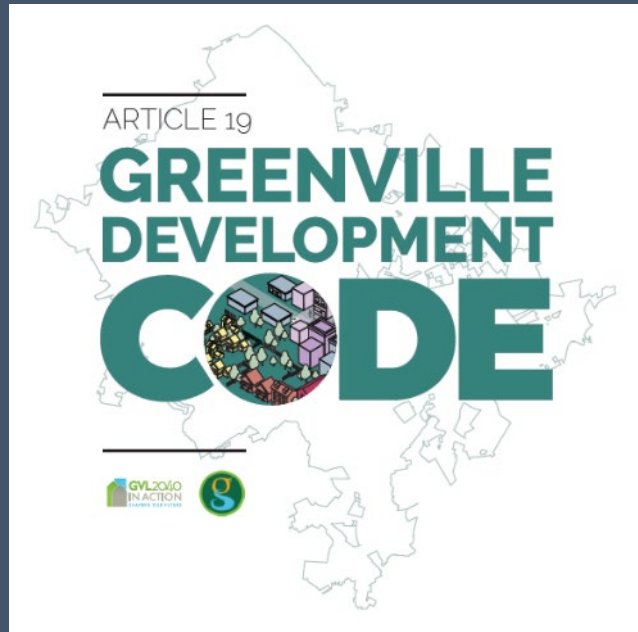


Thank you

Candace Timmerman

ctimmerman@uhcsc.org

www.unitedhousingconnections.org



Greenville Development Code 12-Month Review

City Council Work Session

August 26, 2024

Background and Review Process

- Greenville Development Code adopted June 12, 2023, and became effective on July 15, 2023
- First round of amendments adopted March 11, 2024
- *At six (6) months after the effective date, the Administrator shall conduct a thorough review of the Greenville Development Code and Official Zoning Map to address any technical issues or concerns, with recommendations submitted to the Planning Commission and City Council as may be appropriate. The purpose of this review is to ensure the Code and Map remain operational for Greenville, is responsive to development as it occurs throughout the City, and delivers on the goals and priorities of the Comprehensive Plan.*

Timeline

Development Code Amendments

- July 15, 2023 – Code goes into effect
- March 11, 2024 – First round of amendments adopted
- August 6, 2024 – 30-day public notice for September 5, 2024, PC meeting
- August 22, 2024 – Coffee with the Code at Unity Park
- **August 27, 2024– Project Preview Meeting for code amendments**
- August 30, 2024 – Agenda posting for September 5 PC meeting
- September 5, 2024 – Planning Commission public hearing
- September 9 or 23, 2024 – City Council first reading

Zoning Map Amendments

- July 15, 2023 – Map goes into effect
- April 8 – First round of map amendments adopted
- **No map amendments proposed for 12-month review**

Individual property owners may apply for a zoning map amendment at any time.

Public Engagement

- **August 6** - 30-day public notice and online publication
- **August 19** – Website and social media promotions
- **August 22** – Coffee with the Code (2 sessions – am & pm)
- **August 26** – City Council Workshop
- **August 27** – Amendments shared at Project Preview Meeting
- **September 5** – Planning Commission Public Hearing



Coffee with the Code – August 22, 2024

12-Month Update: Overview

- Overall, the code continues to be working as intended. Commercial and residential projects are working to meet the code.
- The one-year grace period for single-family permits ended July 15th. All residential projects submitted after this date must comply with GDC.
- Due to site constraints and existing property conditions, it is difficult for every project to comply 100% with the code. Staff has worked extensively with developers to balance code requirements and make projects feasible.
- Staff has granted administrative relief when possible and guided one project through the variance process.
- Working through real-world scenarios has identified code sections where additional flexibility is needed. This 12-month update builds on the initial round of changes from the 6-month review to right-size the code for Greenville.
- Staff is currently researching tiered development standards based on project scope and level of investment. This system will further help businesses trying to open in the city. Staff intends to introduce these change prior to the next annual update.

Development Bonus Update

- In exchange for additional height or density, a residential project must provide 15% of units at 80% AMI or 10% of units at 60% AMI.
- No fee-in-lieu option; must actually provide affordable units.
- In addition, must pay \$2.50 open space mitigation fee per SF of bonus area.
- Although permits have not been issued yet, there are several projects in the pipeline that intend to utilize the development bonus.

Amendments Under Consideration



Reducing Development Burdens

- Updated project activity tables to modify development standards for various types of projects.
- Overall goal of reducing development burdens while still protecting neighborhoods and improving mobility.

Sec. 19-2.1.1. Applicability

DISTRICT REGULATIONS		PROJECT ACTIVITY						
		New Construction	Addition	Site Modification	Facade Modification	Change of Use	Interior Renovation	Maintenance and Repair
Lot Size	Sec. 2.11.2.	●	○	○	○	○	○	○
Density	Sec. 2.11.3.	●	●	○	○	●	○	○
Coverage	Sec. 2.11.4.	●	●	●	○	●	○	○
Building Setbacks	Sec. 2.11.5.	●	●	○	○	○	○	○
Transitions and Screening	Sec. 2.11.6.	●	●	●	○	●	○	○
Build-To	Sec. 2.11.7.	●	●	○	○	○	○	○
Parking Setbacks	Sec. 2.11.8.	●	●	●	○	○	○	○
Fences and Walls	Sec. 2.11.9.	●	●	●	○	○	○	○
Height	Sec. 2.11.10.	●	●	○	○	○	○	○
Massing	Sec. 2.11.11.	●	●	○	○	○	○	○
Ground Story	Sec. 2.11.12.	●	●	○	○	○	○	○
Transparency	Sec. 2.11.13.	●	●	○	●	○	○	○
Entrances	Sec. 2.11.14.	●	●	○	●	○	○	○

KEY: ● = Standards generally apply ○ = Standards do not apply

Div. 19-4.1. Applicability

STANDARDS		PROJECT ACTIVITY						
		New Construction	Addition	Site Modification	Facade Modification	Change of Use	Interior Renovation	Maintenance and Repair
Development Bonuses	Div. 19-4.2.	●	●	○	○	●	○	○
Blocks and Lots	Div. 19-4.3.	●	○	○	○	○	○	○
Streets	Div. 19-4.4.	●	●	●	○	●	○	○
Multi-Modal Access and Parking	Div. 19-4.5.							
Pedestrian Access		●	●	●	○	●	○	○
Bicycle Parking		●	●	●	○	●	○	○
Vehicle Access and Parking	Div. 19-4.6.							
Vehicle Access		●	●	●	○	●	○	○
Vehicle Parking		●	●	●	○	●	○	○
Parking Design		●	●	●	○	●	○	○
Other Vehicle Use Areas		●	●	●	○	●	○	○
Garage Design		●	●	●	○	○	○	○
Transitions and Screening	Div. 19-4.8.							
Transitions		●	○	○	○	○	○	○
Screening		●	●	●	○	●	○	○
Fences and Walls	Div. 19-4.9.	●	○	●	○	○	○	○
Landscape Standards	Div. 19-4.10.	●	●	●	○	○	○	○
Signs	Div. 19-4.11.	●	○	○	●	●	○	○
Lighting	Div. 19-4.12.	●	●	●	●	○	○	○
Materials ²	Div. 19-4.13.	●	●	●	○	○	○	○

KEY: ● = Standards generally apply ○ = Standards do not apply

Reducing Development Burdens

- A “**Change of Use**” (i.e. a bookstore going into a former bakery) will no longer trigger the “**Street**” standards which include sidewalks, curb lawn, and street trees.
- Changed “Interior Renovation” to “**Minor Renovation**” to allow some exterior work without triggering standards (up to 50% FMV).
- **Site lighting fixtures** (e.g. parking lot lights) are exempt from upgrade requirements for building additions and façade modifications.
- Resealing or restriping of **parking lots** is no longer considered a site modification.
- Removed “**Materials**” standards from many project types.
- Updated **sign regulations** to streamline permitting requirements.

Permitted Use Table

Use Category Specific Use	RH-A	RH-B	RH-C	RH-D	RN-A	RN-B	RNX-B	RN-C	RNX-C	RC-2	RC-3	RC-5	MX-2	MX-3	MX-5	MX-D	MXS-2	MXS-3	MXS-5	MXS-D	BG	BH	IX	IG	CV	CM	PK	
COMMERCIAL USES																												
Entertainment and Recreation																												
General indoor entertainment and recreation (6,000+ SF)	-	-	-	-	-	-	-	-	-	-	-	-	-	P*	P*	P*	-	-	P*	P*	P*	P*	P*	S	P*	P*	-	

Office																												
General Office (6,000+ SF)	-	-	-	-	-	-	-	-	P	-	-	P	P	P	P	P	P	P	P	P	P	S	P	P	P	P	-	
Parking																												
Remote Parking	-	-	-	-	-	-	P*	-	P*	P*	P*	P*	P*	P*	P*	P*	-	-	-	-	P*	P*	P*	P*	P*	P*	-	
Retail																												
Smoke or Vape Shops	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	P*	-	P*	-	-	-	Sec. 3.4.4.I.

ACCESSORY USES																												
Outdoor video screen	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	P*	-	-	-	-	-	-	P*	-	-	-	-	

Smoke or vape shops are not permitted within 1,500 feet of another smoke or vape shop, school, daycare, community center, religious assembly, park, or recreational trail.

Residential Side Yard Setbacks

EXISTING SIDE SETBACK	PROPOSED SIDE SETBACK
RH-A (Minimum 18,000 SF and 80' lot width)	
All widths → 15' setback	0-100' wide → 10' setback
	Over 100' → 15' setback
RH-B (Minimum 9,000 SF and 60' lot width)	
0-80' → 7' setback	0-70' → 5' setback
81-100' → 10' setback	71-100' → 7' setback
Over 100' → 12' setback	Over 100' → 10' setback
RH-C (Minimum 6,000 SF and 40' lot width)	
0-60' → 5' setback	0-60' → 5' setback
61-80' → 7' setback	61-100' → 7' setback
80-100' → 10' setback	Over 100' → 10' setback
Over 100' → 12' setback	

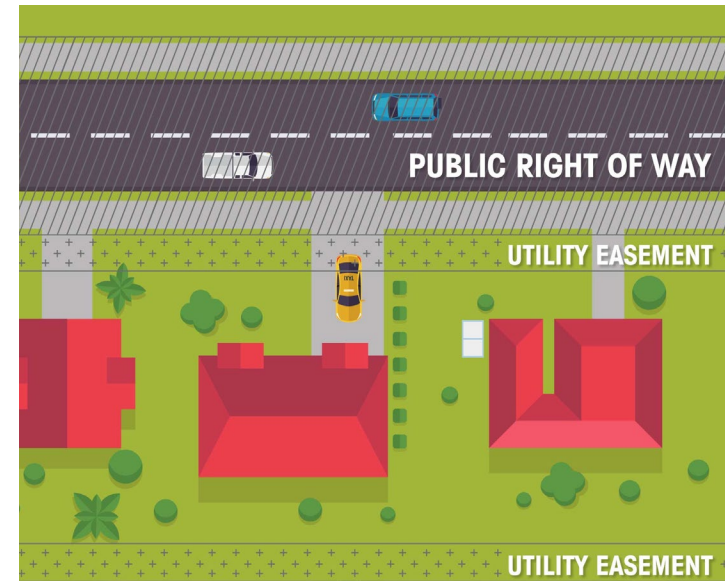


Front Setback Relief

- The 6-month update added relief for the build-to zone of a lot if there were development challenges associated with the property.
- 12-month update extends similar relief to the front setback

Sec. 19-2.11.5.F.

Administrator may approve a larger front setback for site development constraints, topographic issues, or irregular lot configurations.



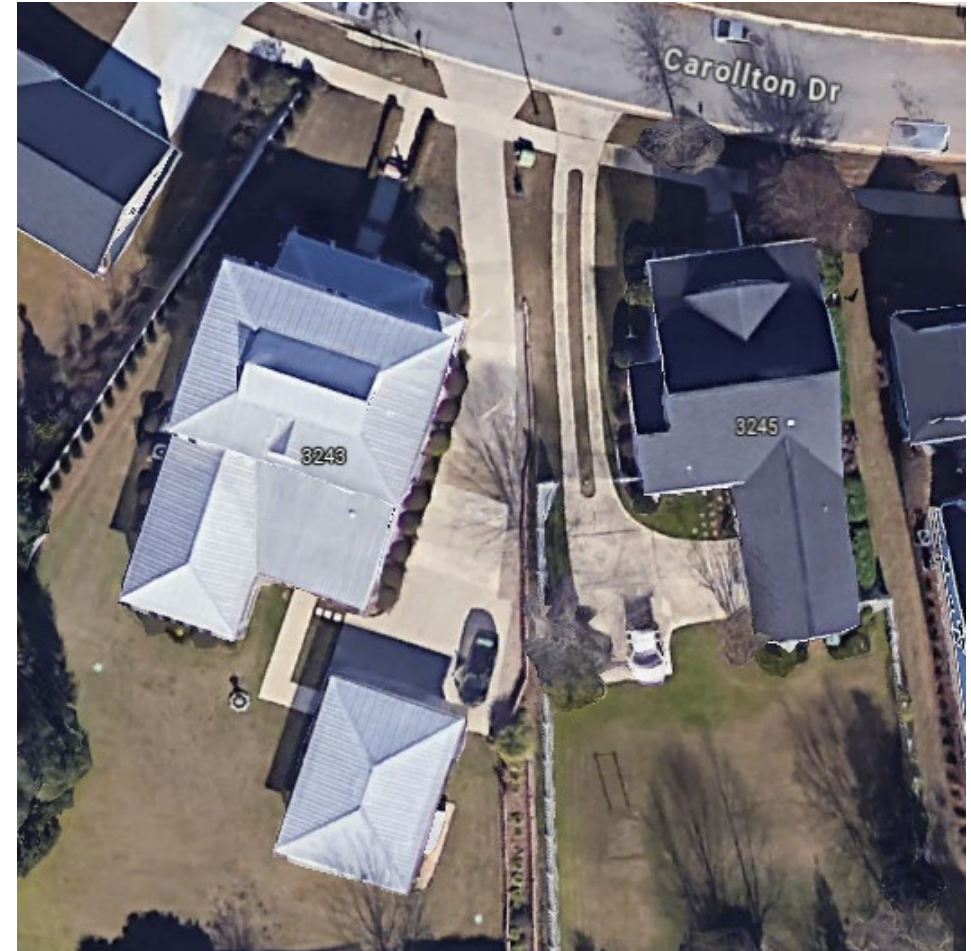
Rear & Walk-Out Basements

- Propose change to Sec. 19-2.11.10. Height would allow for a basement located on the side or rear of a home without counting as a story.
- Exposed basement cannot exceed 50% of the building perimeter. Max 6' reveal everywhere else.
- Will help on properties with significant grade.



Additional Changes

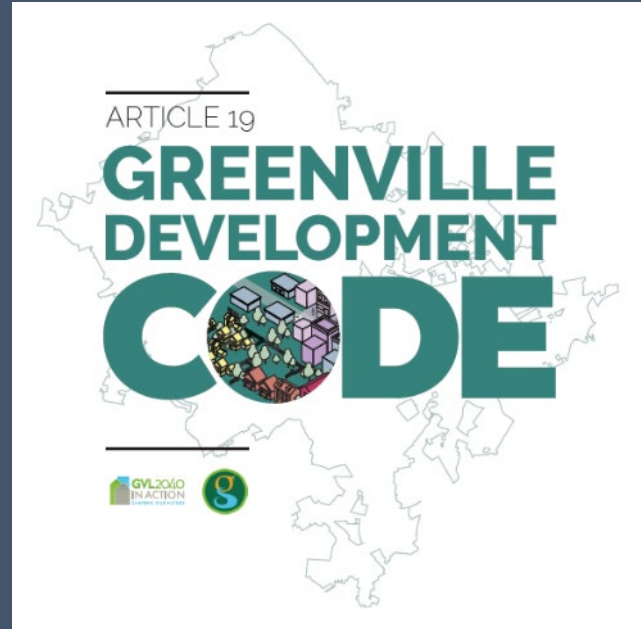
- Clarify that carports must meet the same setbacks as a garage.
- In residential districts, accessory buildings must be located in the side or rear yard behind the main house.
- Increased maximum residential driveway width from 10 feet to 12 feet.
- Clarifications for driveway taper and parking setbacks.



Additional Changes

- City may require a master plan in a CM-Campus District to be presented at a community meeting or Project Preview Meeting for public review prior to issuing permits.
- Numerous revisions to sign standards including district allowances, letter size requirements, sight distances, and signage during election campaigns.
- Aligned street naming requirements to match state law.
- Clarified review processes for staff-reviewed minor subdivisions.

Questions & Discussion





VISIT
GREENVILLE
SC

VISITGREENVILLE SC **FY24 PERFORMANCE**

8/26/24

OUR VISION

To be one of the most visited and
talked about travel destinations
in the Southeast.



VISIT
GREENVILLE
SC

OUR MISSION

Maximize Greenville's Visitor Economy by developing and promoting exceptional visitor experiences to elevate the quality of life and prosperity for our community.





INVESTMENT

CITY INVESTMENT

VGSC FY24 Total Revenue: \$13.3M

City of Greenville Investment: \$3.9M

0.7% Local A-Tax \$1,479,034

30% State A-Tax \$1,148,092

State A-Tax Grant \$1,363,500





FY24 PERFORMANCE

WEBSITE VISITATION

57% YOY Growth

4.7M Web Sessions



Source: Google Analytics

AD EFFECTIVENESS & ROI

\$939 Million in Ad Influenced Travel Spending

15% YOY Growth

	CY 2019	FY23	FY24
Ad Influenced Households	332K	367K	502K
Avg Trip Spend	\$1,830	\$2,221	\$1,869
Ad Influenced Travel Spending	\$609M	\$816M	\$939M
Media Spending	\$3.4M	\$3.7M	\$3.8M
ROI	\$179	\$217	\$245

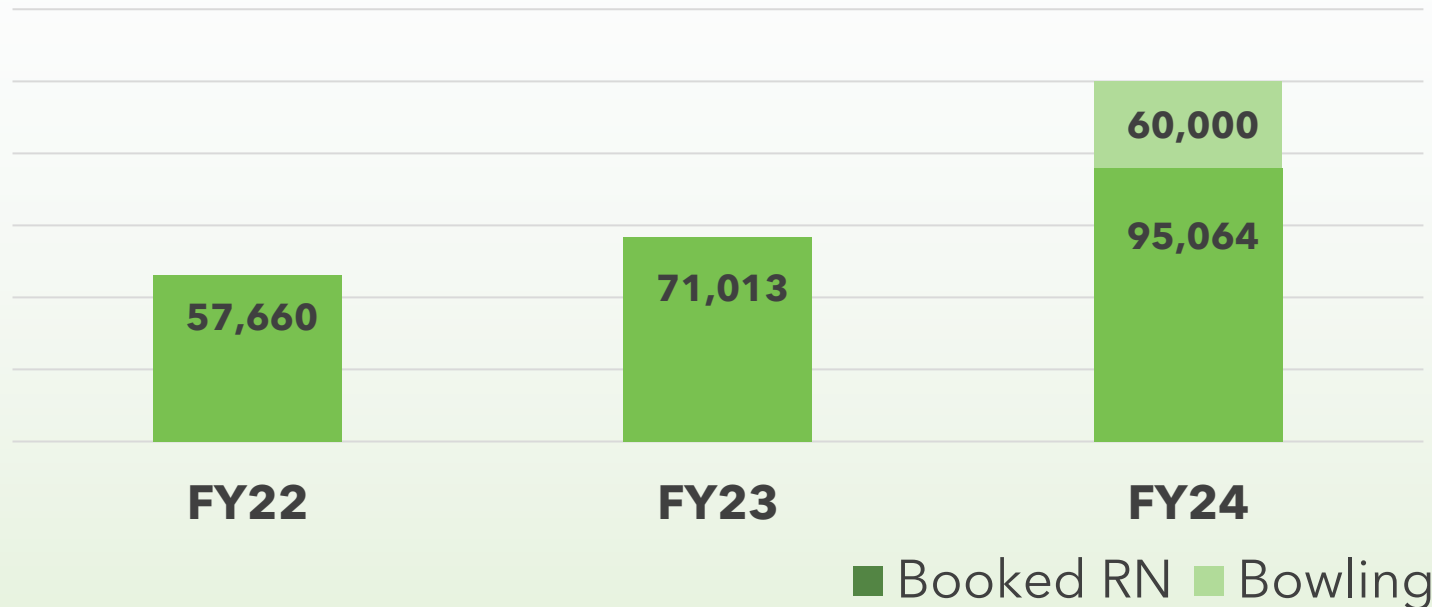
Source: SMARInsights Ad Effectiveness Study 23-24

MEETINGS & EVENTS BOOKINGS

Up 117% YOY, with USBC

Up 33% YOY, without USBC

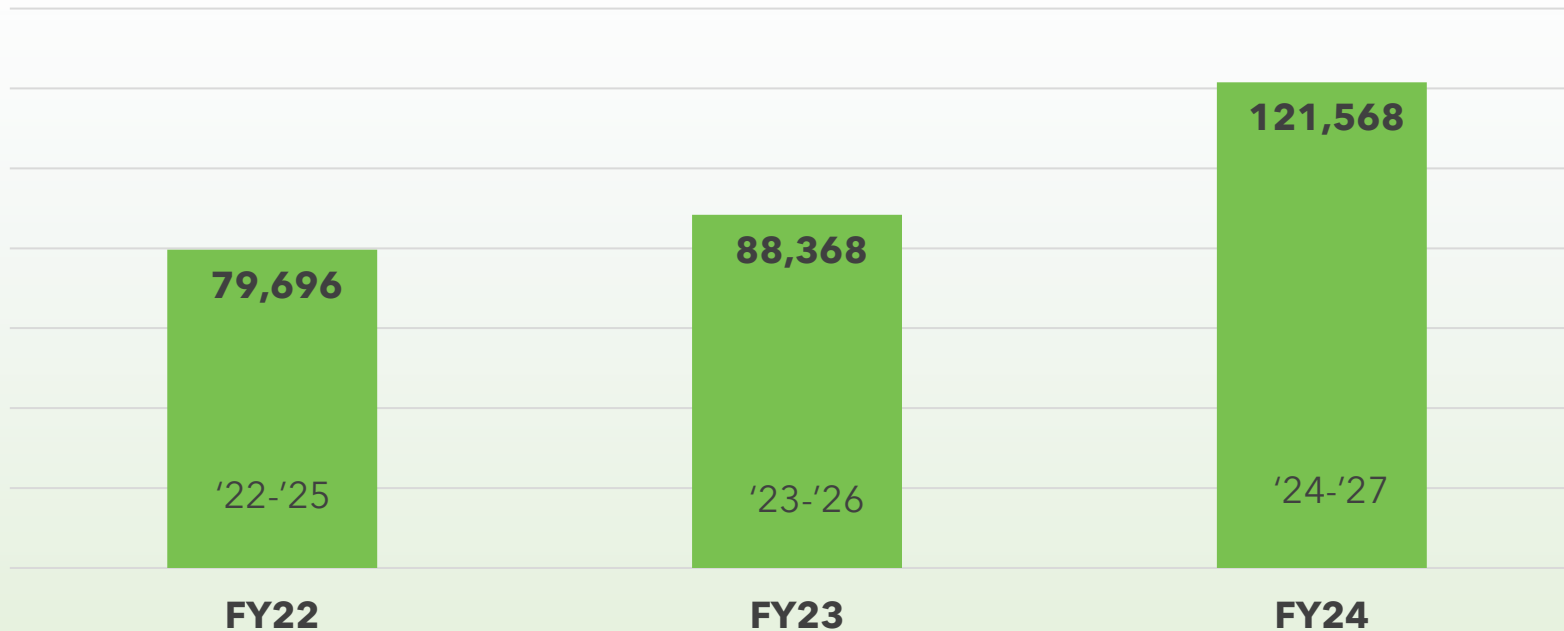
Booking Room Night History



4 YR FUTURE GROUP PACE

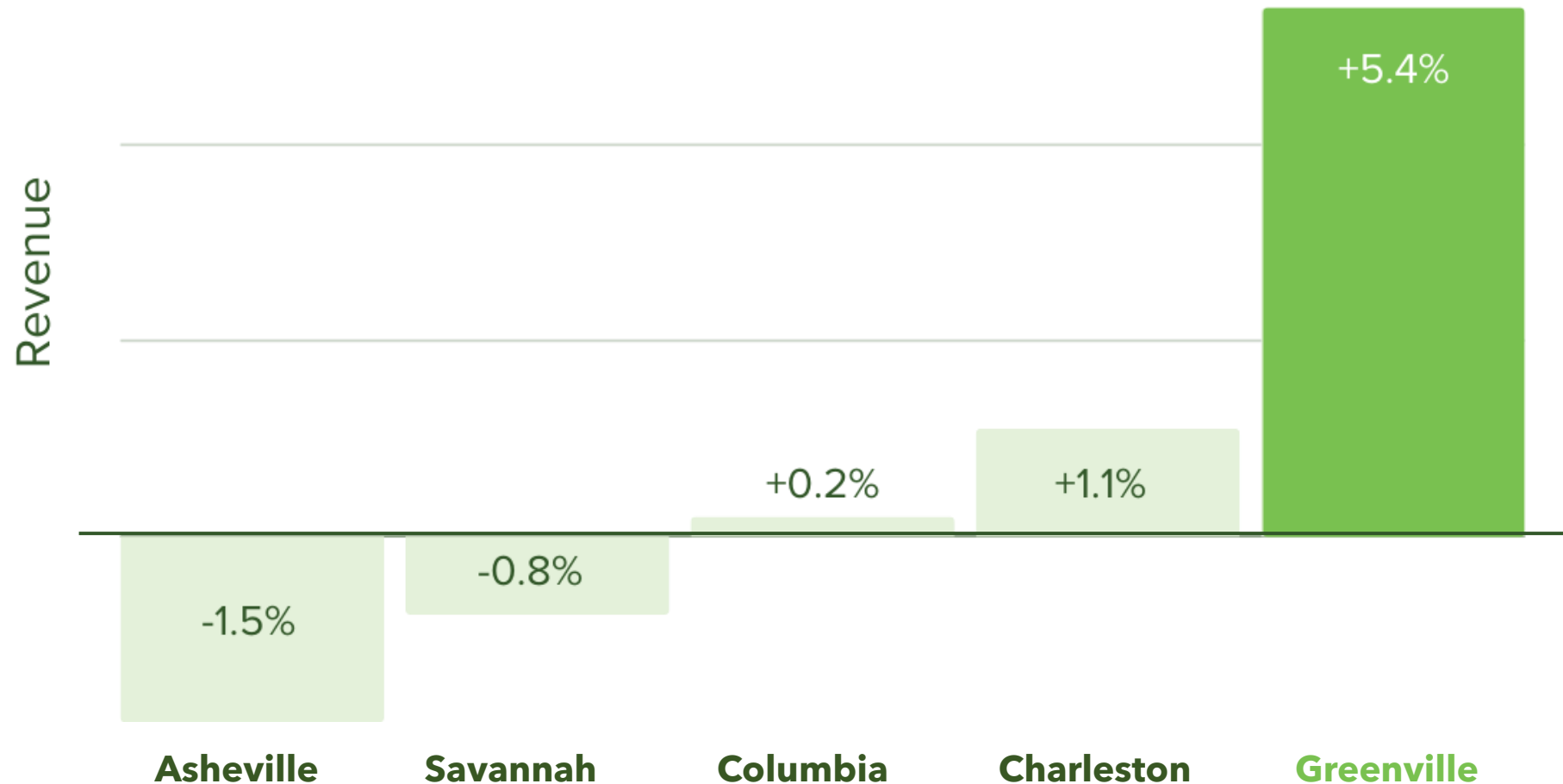
Up 37% YOY (2024-2027)

Booking PACE History



HOTEL REVENUE GROWTH

5.4% YOY Growth, #1 in Comp Set



A white outline of the state of South Carolina is centered on a solid green background. The word "IMPACT" is written in large, white, sans-serif capital letters across the middle of the state's outline.

IMPACT

TOURISM TAX GENERATED

Local visitor expenditures have resulted in \$45.4 million of tax revenues from both the accommodations and hospitality sectors. This revenue comes directly from overnight hotel stays, dining, and activities enjoyed by guests.

\$45.4M GENERATED IN VISITOR
TAX REVENUE

\$30.2M

Hospitality Tax Revenue

\$15.2M

Accommodations Tax Revenue



TOURISM IMPACT ON JOBS

56,000 JOBS SUPPORTED

Leisure & Hospitality Industries

That's almost
1 of 9 jobs and
up **11% YOY.**



Source: U. S. Bureau of Labor Statistics





AIR SERVICE EXPANSION

Breeze

avelo 

Southwest 

VISIT
GREENVILLE
SC

ADVERTISING HALO EFFECT

LEISURE AD IMPACT ON GREENVILLE PERCEPTION

+28%

Greenville is a Good Place to:
Start a Career

+28%

Start/Expand a Business

+25%

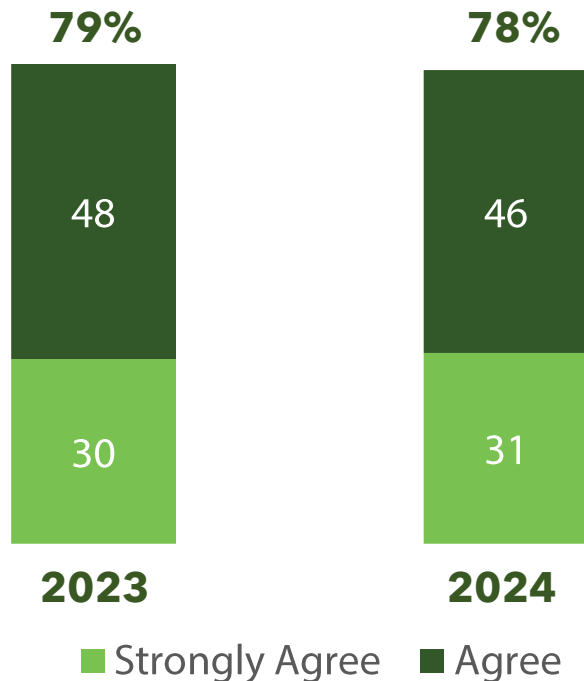
Attend College

+22%

Raise a Family

RESIDENT SENTIMENT

78% of residents agree that
'Tourism is good for the community.'



Source: SMARInsights Ad Effectiveness Study 23-24



The background is a dark green, semi-transparent overlay on a photograph of a suspension bridge spanning a river. The bridge has a wooden deck and metal truss supports. In the background, there are city buildings, including one with a 'Bank of America' sign. The text 'VISIT GREENVILLE SC' is centered over a white map of South Carolina.

— VISIT —
GREENVILLE
— SC —