



CITY COUNCIL OF THE CITY OF GREENVILLE WORK SESSION MEETING

Monday, August 10, 2026 – 3:30 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, and Tina Belge

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

AGENDA

- | | | |
|-----------|--|------------------|
| 1. | Call to Order | 3:30 p.m. |
| 2. | Upstate Alliance Update | 3:30 p.m. |
| 3. | 36-Month Greenville Development Code Update | 3:45 p.m. |
| 4. | 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> | 4:15 p.m. |
| | a. Economic Development / Legal Briefing | |
| | b. Boards and Commissions / Personnel Update | |
| 5. | Adjourn | 5:25 p.m. |



WORK SESSION MEETING

MONDAY, AUGUST 10, 2026

WORK SESSION

- **UPSTATE ALLIANCE UPDATE**
- **36-MONTH DEVELOPMENT CODE UPDATE**



UPSTATE SC

Business moves here. *Yours can, too.*



UpstateSCAlliance

OVER
\$18.8 BILLION
IN CAPITAL INVESTMENT &
28,659 NEW JOBS
LAST 5 YEARS



DC BLOX



GE VERNOVA



OSHKOSH



BORGWARNER



163 COMPANIES

ANNOUNCED NEW LOCATIONS
2021-2025

40%

OF JOBS
INTERNATIONAL
COMPANIES

57%

OF JOBS FROM
NEW COMPANIES

43%

OF JOBS FROM
EXISTING COMPANIES

2025 UPSTATE ANNOUNCEMENTS



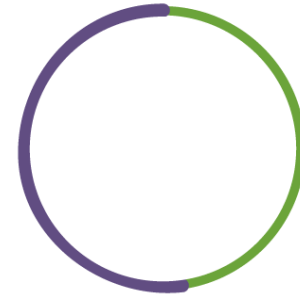
\$7.6B

in new capital
investment



4,978

new jobs
announced



21

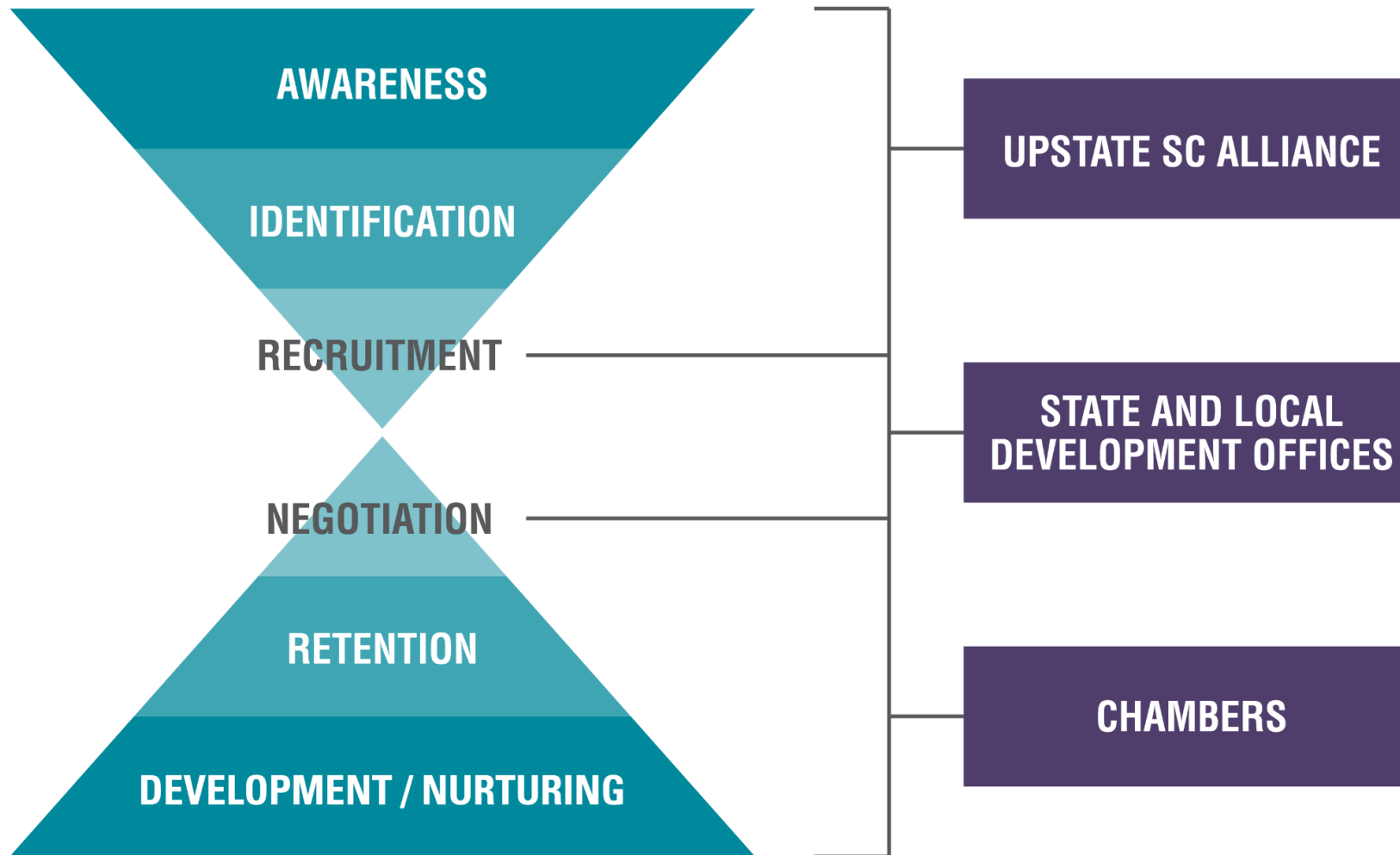
new
companies

32

existing
companies

53 TOTAL ANNOUNCEMENTS

OUR ROLE



MISSION

To establish Upstate South Carolina as a unified and innovative economic region; **market the Upstate for global business investment and talent attraction**; foster public-private collaboration and regional relationships; and move ideas into action.

VISION

A 10-county Upstate SC region **where business thrives**, and **people can prosper** through access to a diverse array of career opportunities.

UPSTATE SC ALLIANCE

PROSPECT RECRUITMENT

Missions & Tradeshows
International Target Markets
Site Selection Support
Supporting Company Visits

INFLUENCING INFLUENCERS

Site Consultant Engagement
International Relationship Building
Inbound Events

RESEARCH

Proprietary Data Sources
Lightcast Subscription
Request for Information "RFI" Support



MARKETING + STORYTELLING

Website + Data Center
Digital Marketing
Collateral Materials

TALENT: MOVE UP

Connecting Upstate Employers + Talent
Marketing Upskilling Opportunities

"TEAM UPSTATE" REGIONALISM

Networking Opportunities
Informational Programs
Business Advocacy Support

PUBLIC/PRIVATE SUPPORT

230+ INVESTORS

17 PUBLIC
sector investors

215+ PRIVATE
sector investors



PUBLIC PARTNERSHIPS

17 PUBLIC



sector investors

Municipal Board Members:

- City of Anderson
- City of Clinton
- City of Greenville
- City of Greer
- City of Mauldin

Municipal Members:

- City of Fountain Inn
- City of Simpsonville



TARGETED PROSPECT RECRUITMENT



LEVERAGE ALLIES

SC Aerospace
SC Automotive Council
SCbio
SC Department of Commerce



TRADESHOWS

Aerospace
Automotive
Life Sciences
Engineered Materials



OUTBOUND MISSIONS

Brazil
Canada
Europe
Illinois



MARKETING

Digital Ads
Website



INBOUND EVENTS

Business Delegations
Site Consultants
International Consular Representatives

HOSTING BUSINESS VISITORS



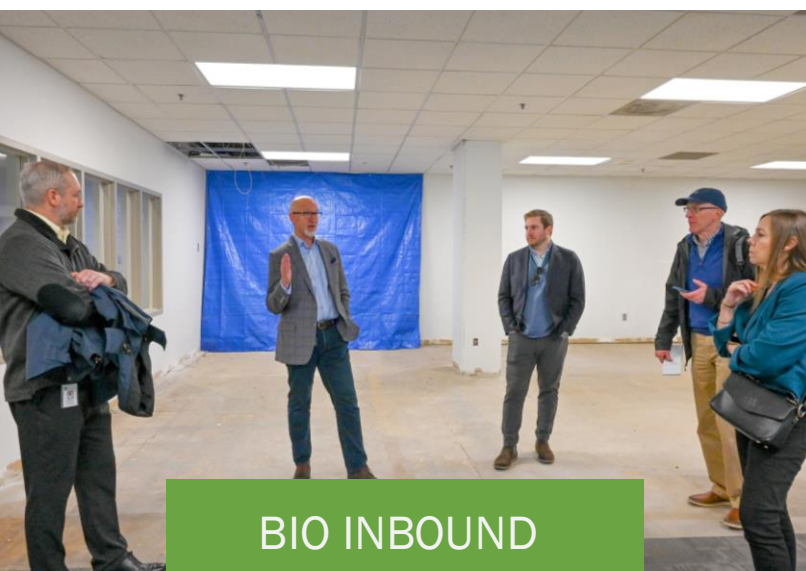
IAMC CONFERENCE



COMMERCE PROJECT MANAGERS



CONSULTANT INBOUND



BIO INBOUND



INTERNATIONAL INBOUND



SEUS CANADA

LANDING PAD SUPPORT



UPSTATE
SOUTH CAROLINA

**LAND HERE
LAUNCH HERE**



NORTH CAROLINA

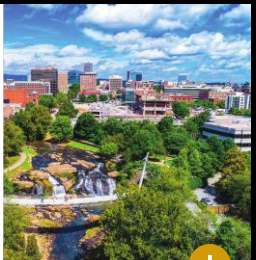
SOUTH CAROLINA

GREENVILLE SPARTANBURG ANDERSON CHARLOTTE

UPSTATE SOUTH CAROLINA

by the numbers

505 international companies from 38 different countries	1.4M Upstate population	30 people each day move to the Upstate
3 major airports within 2.5 hours drive	1800+ manufacturers	47+ lakes & waterfalls
GSP (Greenville-Spartanburg) offers 100+ total daily flights to 19 destinations	81 software companies	221 days of sunshine per year
	201 robotic, process, automation related firms	#3 among America's Friendliest Cities
	#7 Best Cities to Launch a Startup	4% lower cost of housing than national average
	Industrial engineering concentration 2.8x national average (Upstate SC)	30+ colleges & universities



“

The area is a great cultural center with a large diversity of local talent. We look forward to supporting our customers and working with the local talent to grow and expand our organization.”

MICHAEL BOURANIS
President & CEO
valantic

The Germany-based software developer and supplier management consultant for the automotive industry recently announced Upstate operations and creation of at least 15 jobs.

2025 COLLEGE + UNIVERSITY IMMERSION TOUR

It's back, and better than ever.



Move Up UPSTATE SC



Count it
UP



35

colleges



38

participants



6

states



“

We chose this community because we believe in it, and our commitment to Greenville will grow as we grow. Greenville surprised us.

When we began evaluating locations, we were looking for a city with the scientific infrastructure to support what we’re building — and we found something richer than that.

Partners like the Greenville City EDC made that commitment tangible. Their direct support coupled with SCBIO and SCRA was a meaningful signal that the city doesn’t just welcome strategic investments, it actively champions it.”

REHAN HUDA
Founder & Ceo, GNQ Insilico

RESEARCH TOOLS



BUILDING THE PIPELINE 2025



429

presentations
about Upstate SC



78

requests for
information



102

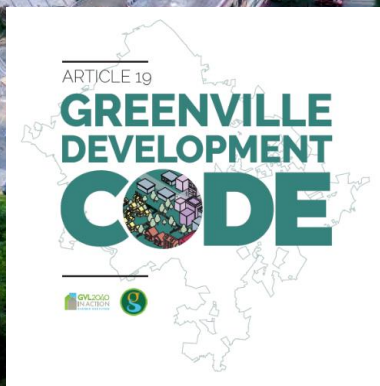
inbound visits
Companies + COIs

UPSTATE SC

Business moves here. *Yours can, too.*



UpstateSCAlliance



36-MONTH UPDATE

TARGET TIMELINE

August

3rd - 30-day Public Notice

10th - City Council Workshop

14th - Planning Commission Workshop

18th - Coffee with the Code

25th - PPM

September

3rd - Planning Commission

28th - City Council 1st Reading





PROPOSED AMENDMENTS

ARTICLE 19

GREENVILLE
DEVELOPMENT
CODE



TATTOO STUDIOS IN MXS-2

- Update use table to allow Tattoo Studios in MXS-2 (includes use standards)
- Primarily within Village of West Greenville



INFILL LOT WIDTH

Average Lot Width Calculation for Infill Subdivisions

- Proposed for RH-A, RH-B, and RH-C Zoning districts
- New infill width must be equal to or greater than 66% of the average width of the surrounding parcels, not less than the narrowest, and not less than the Zoning District Minimum.
- “Surrounding parcels” - the two parcels on either side, the parcel across the street, and the two parcels on either side of that parcel

“SURROUNDING PARCELS”



ENTRY SPACING REQUIREMENT FLEXIBILITY

Applies to MX-2, BG, and BH Districts

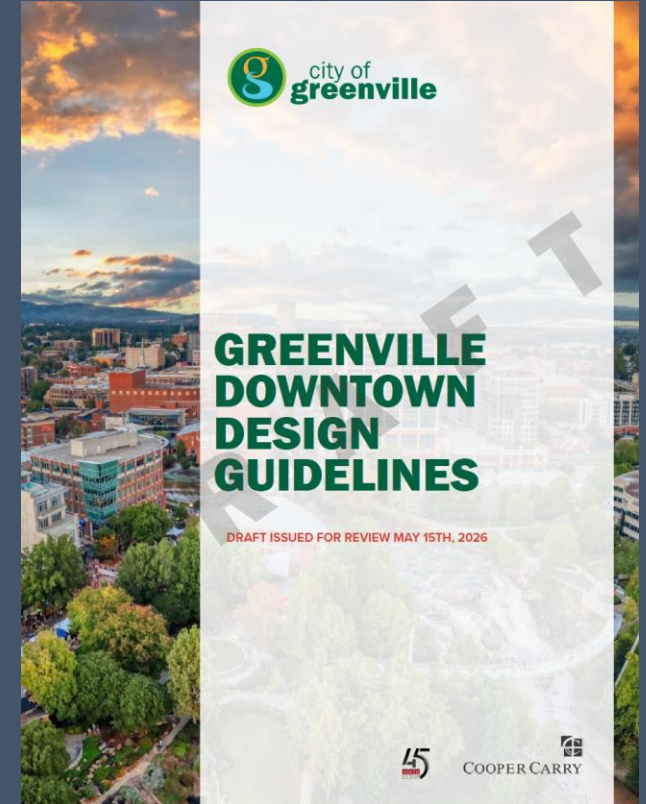
- Total entrances required may be combined into one primary entrance with the following equation:
 - Combined Entry Feature Width = Total Number of Entrances Required x 6'
- “Individual entrances satisfying the entry spacing requirement (not utilizing the provision above) may not be located less than 20 feet apart...”

DOWNTOWN DEVELOPMENT FLEXIBILITY

Staff is proposing an amendment that would allow limited flexibility for qualifying projects in the Downtown Design Overlay.

- Buildings with uses that are uniquely suited to downtown and located within the Downtown Overlay may have form and function requirements that don't conform to the general architectural standards which are appropriate throughout the rest of the city.
- Buildings with historical design elements often have challenges meeting all GDC standards.
- Historic buildings traditionally have smaller windows, especially on upper floors, that would not meet the transparency requirements of the code. (i.e. the Courthouse building, Chamber building, and Poinsett Hotel are all non-conforming)
- Limited lot sizes on large buildings force garage decks to occupy the entirety of upper floors (i.e., Canvas/250 Church), which conflicts with active depth requirements and parking setback requirements.
- Civic uses such as amphitheaters and arenas require blank wall widths that extend beyond the allowed blank wall minimums set by the code.
- Civic uses may require ground floor heights that extend beyond the maximum floor height allowed by the code.

Any deviations from standard GDC requirements must be consistent with the Downtown Design Guidelines, recommended by staff, and approved by the Design Review Board.



SIGN ORDINANCE CHANGES

- Include IX and Downtown Design/Historic Overlays in Alternative Sign Allowance; require minor CA
- Allow illuminated wall signs in RNX-, unless facing RH/RN districts
- Create Fueling Station Canopy section
- Clarify cabinet signage
- Remove prohibition on string lights



LONG-TERM BICYCLE STORAGE IN GENERAL LODGING

Reduction in required minimum

- A 100-room hotel would need 25 long-term spaces
- Reduce long-term spaces required to “None” to align with market realities
- Does not remove the requirement for exterior bike racks and other mobility infrastructure

USES	MINIMUM SPACES REQUIRED	
	Short-Term Spaces	Long-Term Spaces
Residential		
Multi-Unit living ⁵	1 / 10 dwelling unit, 2 min	1 / 4 dwelling unit, 2 min
General Group Living ⁵	1 / 6 beds, 2 min	1 / 3 beds, 2 min
Public, Civic, and Institutional		
All uses ⁵	1 / 5,000 SF of gross floor area, 2 min	None
Commercial		
General Lodging ⁵	1 / 5,000 SF of gross floor area, 2 min	1 / 4 guestroom, 2 min

MECHANICAL EQUIPMENT ENCROACHMENTS

1.5' Encroachment Allowance

- Allow more flexibility in building design with consideration for mechanical equipment, namely pool pumps, gas meters, etc.
- Consistent with encroachment allowances under the previous LMO

	ALLOWED ENCROACHMENT		
	Primary St. / Side St. Setback	Side / Rear Setback	Alley Setback
Mechanical/Electrical Equipment <i>Examples: gas meters, electrical meters, water heaters, HVAC equipment, generators, cisterns, wind turbines and solar panels⁴</i>			
Encroachment (max)	not allowed	0' <u>1.5'</u>	0'
Distance from lot line (min)	same as district	1.5'	same as district

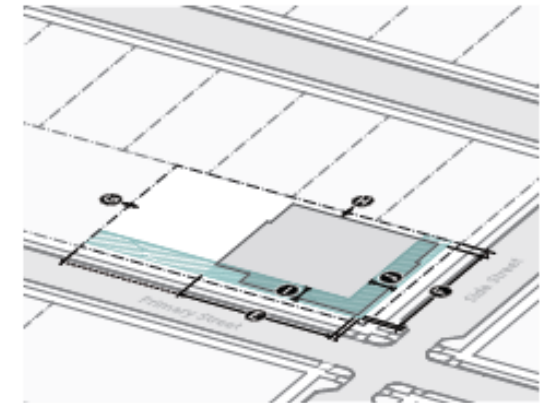
BG Zoning Changes

BG Zoning Changes

- Re-write the intent of BG: “Business general (BG) is intended for auto-oriented places with larger lots and larger buildings, and accommodates light and medium commercial activities, such as retail, entertainment, and personal service, mixed with residential and office.”
- Primary st. setback range: 5’-30’
- Side st. setback range: min 5’
- Active depth: 10’ on Primary, 0’ on Secondary

19-2.7.2. BG BUSINESS GENERAL

A. SITE



1. LOT SIZE	Sec. 2.11.2.
A Area (min)	None
B Width (min)	
Front access	40'
Side/rear access	15'
2. COVERAGE	Sec. 2.11.4.
C Building coverage (max)	80%
D Outdoor amenity space (min)	10%

3. BUILDING SETBACKS	Sec. 2.11.5.
E Primary street lot line (min/max)	5' / 20'
F Side street lot line (min/max)	5' / 20'
G Side lot line (min)	0'
H Rear lot line (min)	0'
Alley lot line (min)	5'
4. TRANSITIONS	Sec. 2.11.6.
Transition type	Type A, B

5. BUILD-TO	Sec. 2.11.7.
Build-to width (min)	
I Primary street	50%
J Side street	40%
6. PARKING SETBACKS	Sec. 2.11.8.
Primary street (min)	20'
Side street (min)	5'
7. FENCES AND WALLS	Sec. 2.11.9.
Front yard height (max)	Type B 3'
Side street yard height (max)	Type C 6'
Side/rear yard height (max)	Type F 8'

EXPAND AUTO REPAIR AND SERVICE INTO IX DISTRICT

Allowed in IX through Conditional Use requirement with standards

K. Vehicles Sales and Service

1. Vehicle Repair or Service

- c. Property shall conform to all applicable standards within Div. 19-4.6.3 Parking Design.
- d. All noises emitting from the use must be directed or muffled so as to minimize impacts to any adjacent residential properties and must comply with the City's noise ordinance. A sound attenuation study may be required by the Administrator if deemed necessary.
- e. When located within the IX Zoning District, the bay doors shall not open towards any RH or RN zoned properties.

Use Category Specific Use	HOUSE-SCALE				NEIGHBORHOOD-SCALE				COMMUNITY-SCALE			MIXED USE				BI/OFFFRONT MIXED USE				BUSINESS		INDUSTRIAL		SPECIAL			Intensity	Use Standards	
	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
Vehicle Sale and Service																													
Vehicle repair or service (up to 10,000 pounds)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	P*	IC*	P*	-	-	-	H	Sec. 344K
Vehicle repair or service (over 10,000 pounds) ⁴	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	P*	IC*	P*	P*	-	-	H	Sec. 344K

Issue: Certain appeals processes are not clearly outlined in the current Code.

- | | | REVIEW AND APPROVAL AUTHORITY | | | | | | | PUBLIC NOTICE | | |
|---|--------------|-------------------------------|---------------------|-----------------------|-------------------------|---------------------|--------------|--------|---------------|--------|--|
| | | Administrator | Design Review Board | Historic Review Board | Board of Zoning Appeals | Planning Commission | City Council | Mailed | Published | Posted | |
| APPROVAL PROCESS | | | | | | | | | | | |
| Major Urban Design Certificate of Appropriateness | Sec. 6.2.9. | R | D-PM | | | | | | | Y | |
| Permit Review | | | | | | | | | | | |
| Minor Site Plan | Sec. 6.2.10. | D | | | | | | | | | |
| Major Site Plan | Sec. 6.2.11. | D | | | | | | | | | |
| Sign Permit | Sec. 6.2.12. | D | | | | | | | | | |
| Temporary Use Permit | Sec. 6.2.13. | D | | | | | | | | | |
| Administrative Relief | Sec. 6.2.14. | D | | | | | | | | | |
| Conditional Use Permit | Sec. 6.2.18. | D | | | | | | | | | |
| Quasi-Judicial Review | | | | | | | | | | | |
| Variance | | R | | | D-PH | | | Y | Y | Y | |
| Special Exception Permit | | R | | | D-PH | | | Y | Y | Y | |
- KEY:** R = Review/Recommend D = Final Decision -PH = Public Hearing -PM = Public Meeting Y = Required



			REVIEW AND APPROVAL AUTHORITY					PUBLIC NOTICE		
			Administrator	Review Design Board	Review Historic Board	Board of Zoning Appeals	Planning Commission	City Council	Mailed	Published
APPROVAL PROCESS										
--- Quasi-Judicial Review ---										
Special Permit	Exception	---								
<u>Appeals</u>	<u>of</u>	<u>Sec. 6.2.19.A</u>	R		<u>D-PH</u>			Y	Y	
<u>Administrative Decision</u>		<u>Sec. 6.2.19.B</u>	R		<u>D-PH</u>			Y	Y	
		<u>Sec. 6.2.19.C</u>	R		<u>D-PH</u>			Y	Y	
		<u>Sec. 6.2.19.D</u>	R			<u>D-PH</u>				

QUESTIONS AND DISCUSSION

