

1 - Work Session Agenda

Documents:

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

3 - Cleveland Park Master Plan Update

Documents:

[3 - CLEVELAND PARK MASTER PLAN.PDF](#)

4 - GVL2040 Comprehensive Plan Update

Documents:

[4 - GVL2040 COMPREHENSIVE PLAN UPDATE.PDF](#)



CITY COUNCIL OF THE CITY OF GREENVILLE WORK SESSION MEETING

Monday, June 8, 2020 - 3:00 p.m.

*Greenville City Hall is currently closed to the public.
Please use the following methods to participate in the Virtual Meeting.*

Virtual Meeting Viewing

<https://www.greenvillesc.gov/meeting>

Telephone: 1-415-655-0002

Event Number: 716 692 688

Event Password: meetnow

Remote Viewing Location:

Greenville Convention Center, 1 Exposition Drive – Room 102

The city of Greenville seeks input from citizens while adhering to public health and safety guidelines. All attendees at the remote viewing location will be subject to a temperature screening with a touch-less forehead thermometer. Anyone with a temperature reading above 100 degrees Fahrenheit will not be admitted. Attendees will be required to wear a covering over their mouth and nose, unless it violates a religious tenant or belief or causes difficulty breathing.

AGENDA

ATTENDEES:

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

1. **Call to Order** 3:00 p.m.
2. **Use of Force Policy Update** 3:00 p.m.
(Interim Police Chief J.H. Thompson)
3. **Cleveland Park Master Plan Update** 3:30 p.m.
(Parks and Recreation Director Marlie Creasey-Smith)
4. **GVL2040 Comprehensive Plan Update** 4:10 p.m.
(Senior Development Planner Courtney Powell)
5. **Executive Session:** 4:40 p.m.
 - a. **West End Parking** 4:40 p.m.
(Real Estate Development Manager Mary Douglas Hirsch)
 - b. **Boards and Commissions** 5:00 p.m.
(City Clerk Camilla Pitman)
 1. Design Review Board (Neighborhood and Urban)
 2. Springwood Cemetery Advisory Committee
6. **Adjourn** 5:15 p.m.

CLEVELAND PARK MASTER PLAN

GREENVILLE, SOUTH CAROLINA

CITY COUNCIL UPDATE

JUNE 8, 2020

MKSK



PLANNING PROCESS

Guiding Principles



PLANNING PROCESS

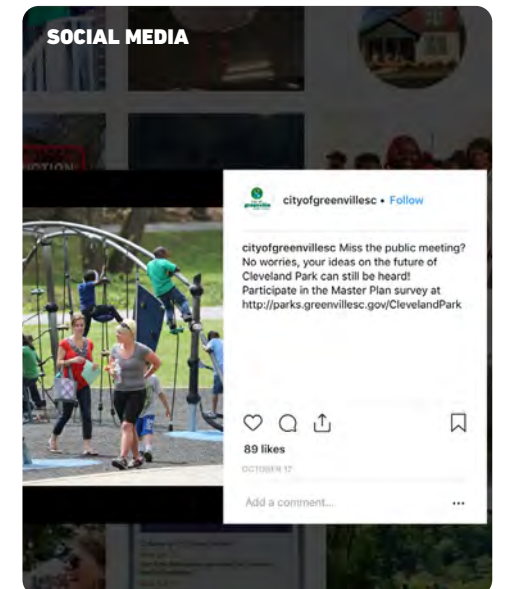
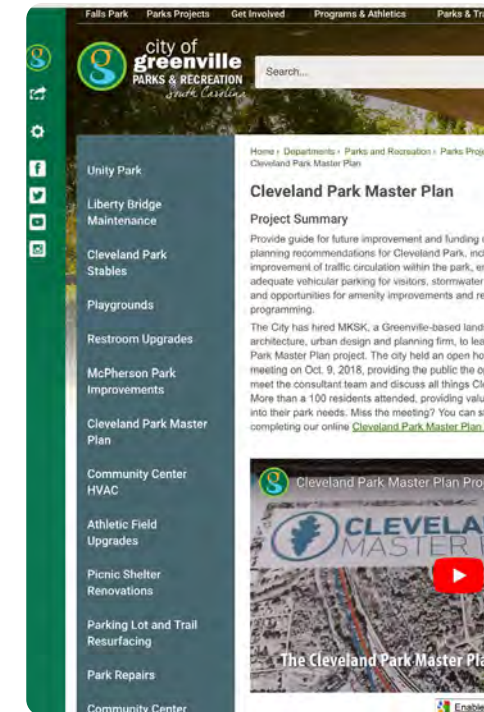
Community Engagement



Community Engagement

**TOTAL # OF N.A.
MEETINGS & PUBLIC
WORKSHOPS**

200+
PUBLIC WORKSHOP
ATTENDEES



75+
**N.A. MEETING
ATTENDEES**



50+
**PARTICIPANTS OF THE
ONLINE SURVEY**

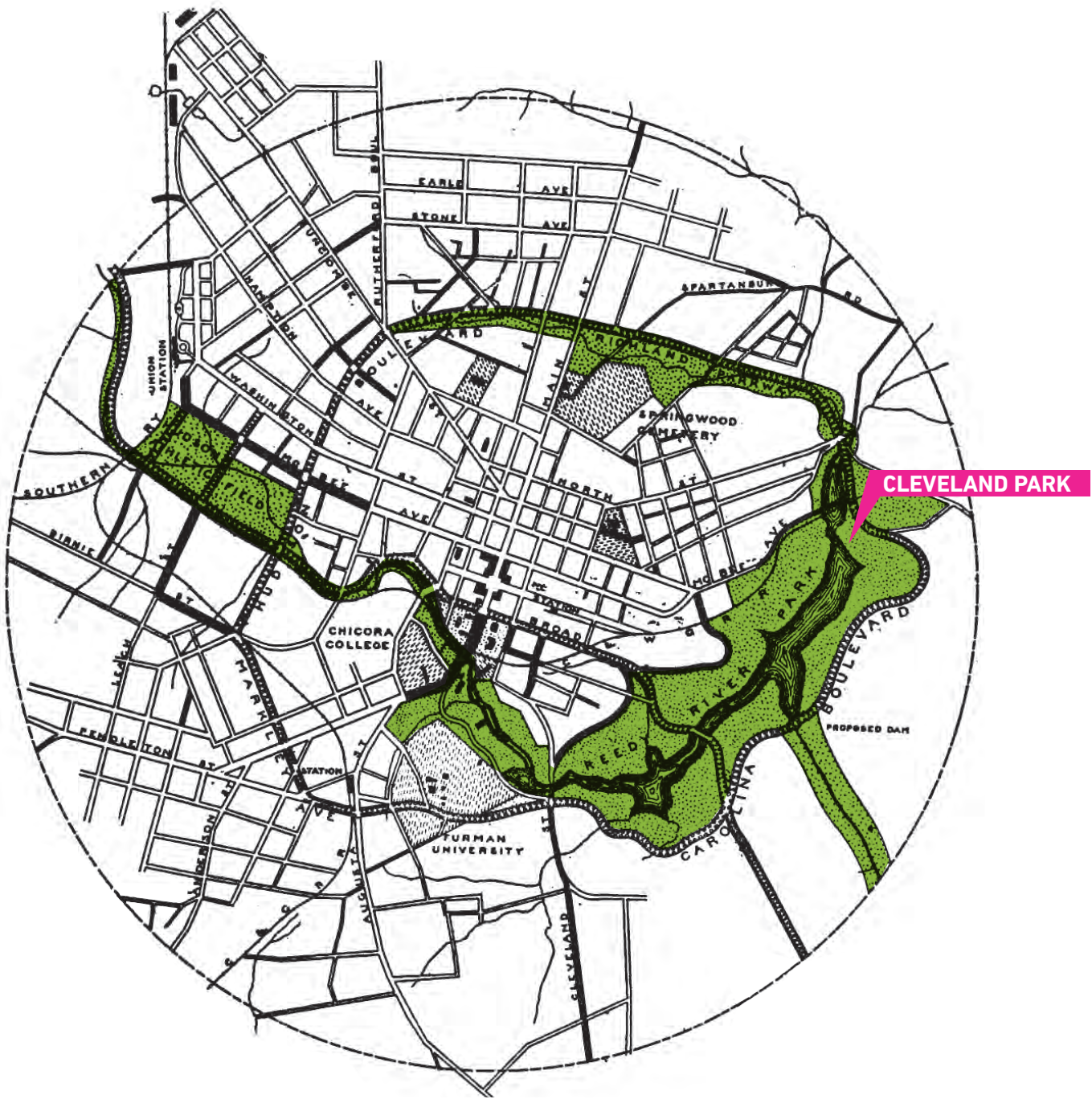


450
**WRITTEN COMMENTS
RECEIVED TO DATE**



PLANNING PROCESS

Park History



PLANNING PROCESS

Connectivity and Traffic Study



PLANNING PROCESS

Connectivity and Traffic Study



PLANNING PROCESS

Ongoing River and Floodplain Restoration Projects



CONSENSUS PLAN

A Shared Vision for the Future of Cleveland Park

THE SHARED VISION

Cleveland Park Consensus Plan



BUILD ON STRENGTHS

Focus on the Natural Areas of Cleveland Park

BUILD ON STRENGTHS

Stream Stabilization And Riparian Corridor Improvements



Typical Existing Conditions



Minimal Intervention - Live Staking



Intermediate Intervention - Eased Slope



Substantial Intervention - River Benching

BUILD ON STRENGTHS

Forested Area Rehabilitation



1 - Typical Existing Conditions



2- Invasive Species Removal And Restored Understory



3 - Improved Trail Section



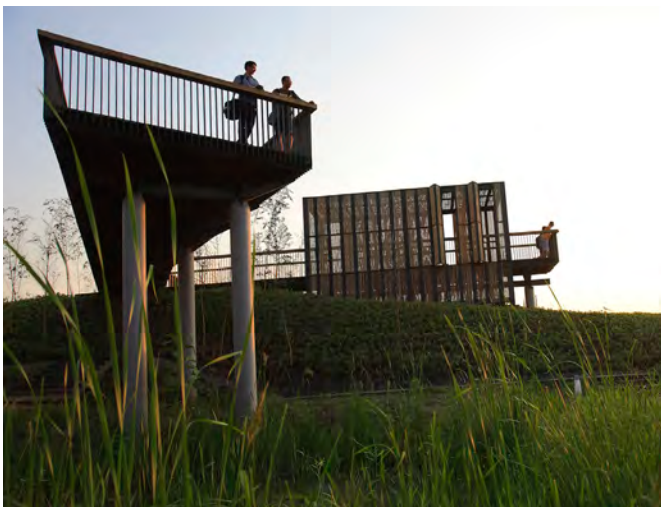
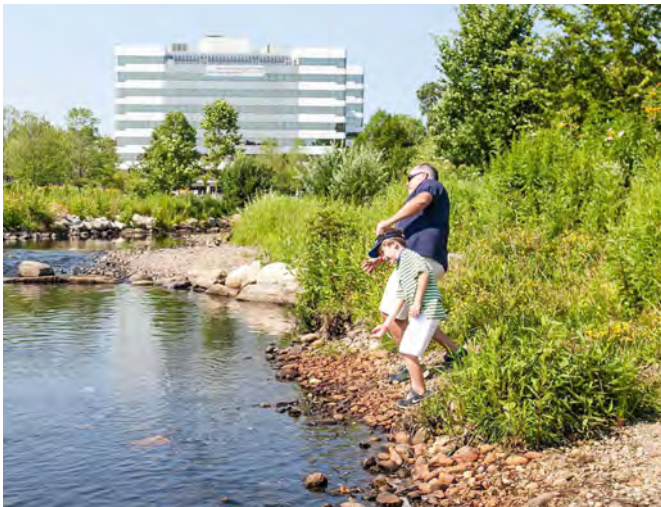
3 Alt. - Canopy Walk

CREATE A HEART

Develop a New Signature Gathering Space at the Confluence of the Reedy River & the Richland Creek

CREATE A HEART

The Confluence & Zoo Commons



CREATE A HEART

The Confluence

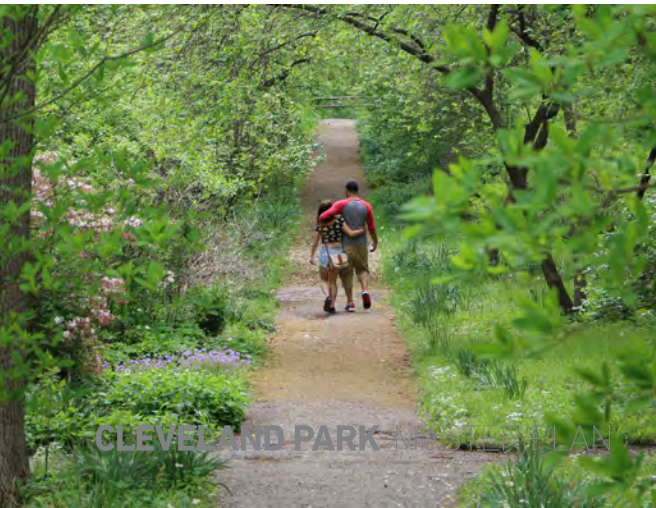
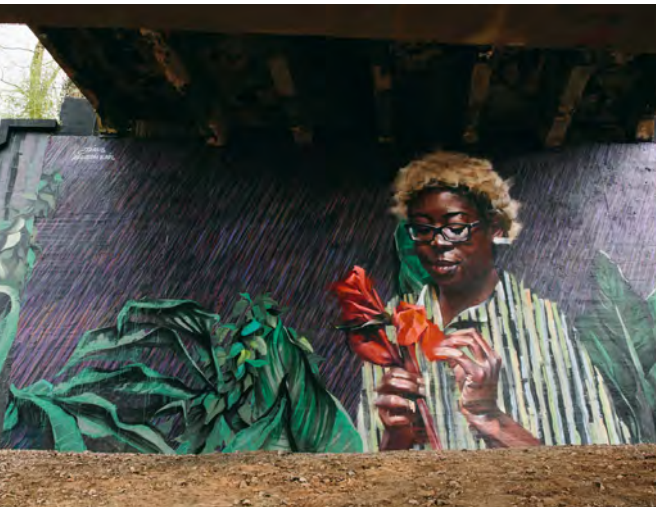


CONNECT COMMUNITY

Enhance Physical Connections & Build Community

CONNECT COMMUNITY

Richland Creek Gateway



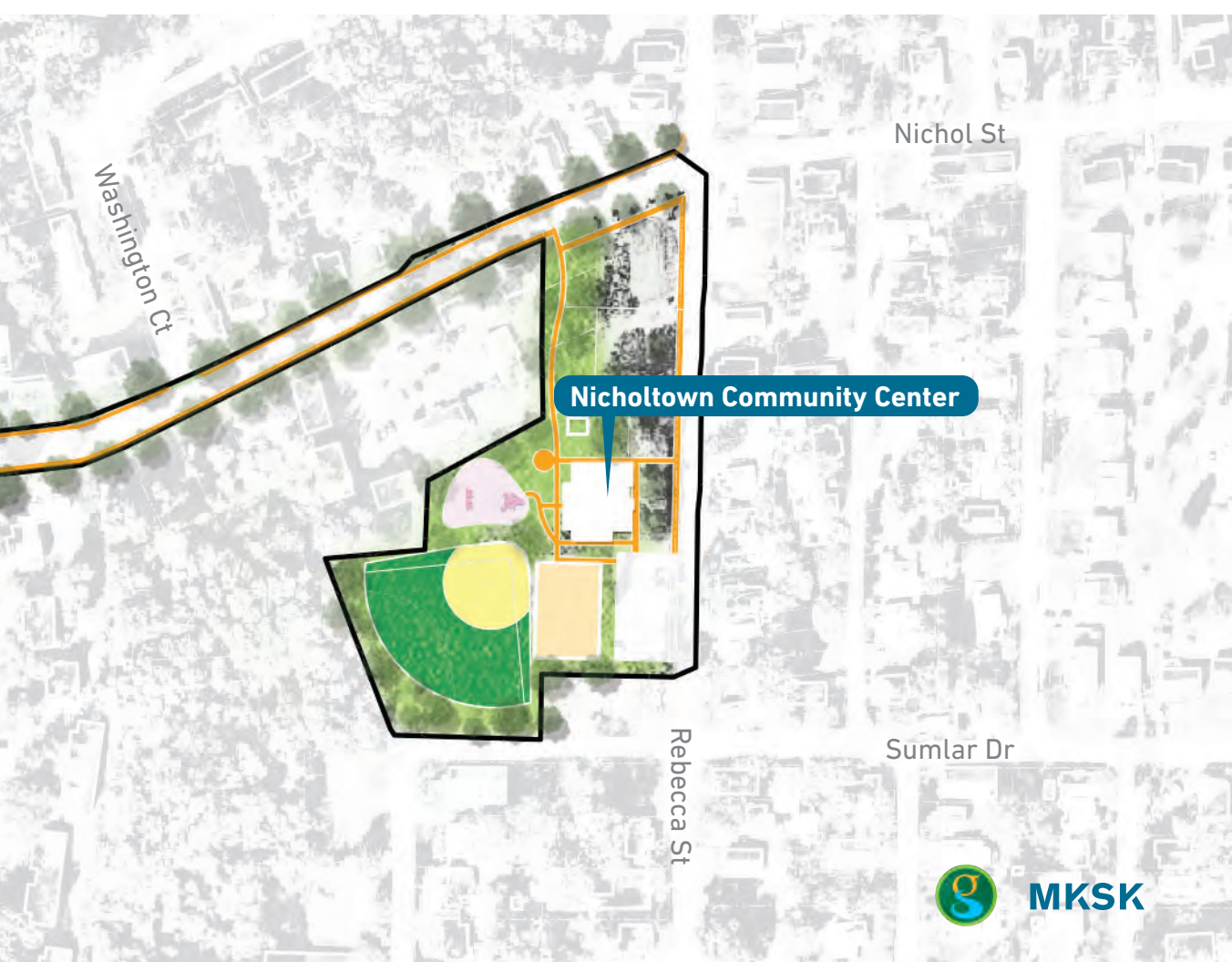
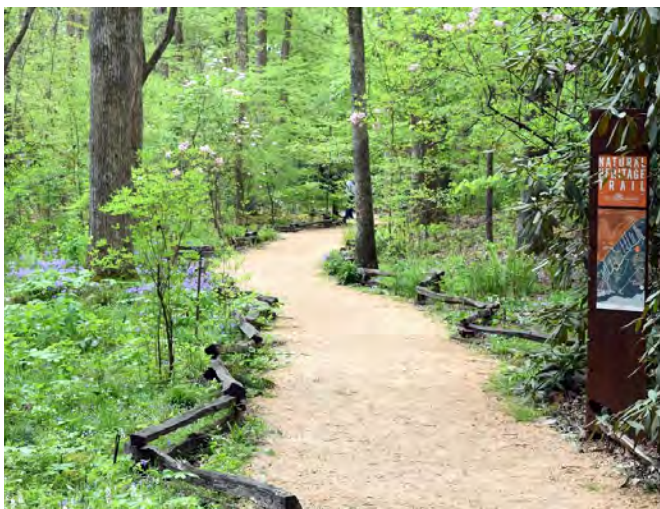
CONNECT COMMUNITY

Richland Creek Gateway



CONNECT COMMUNITY

Nichol Street Connector



CONNECT COMMUNITY

Nichol Street Connector



IMPLEMENTATION

KEY PROJECTS



CLEVELAND PARK MASTER PLAN

GREENVILLE, SOUTH CAROLINA

CITY COUNCIL UPDATE

JUNE 8, 2020

MKSK





Project Update to the Greenville City Council

June 8, 2020

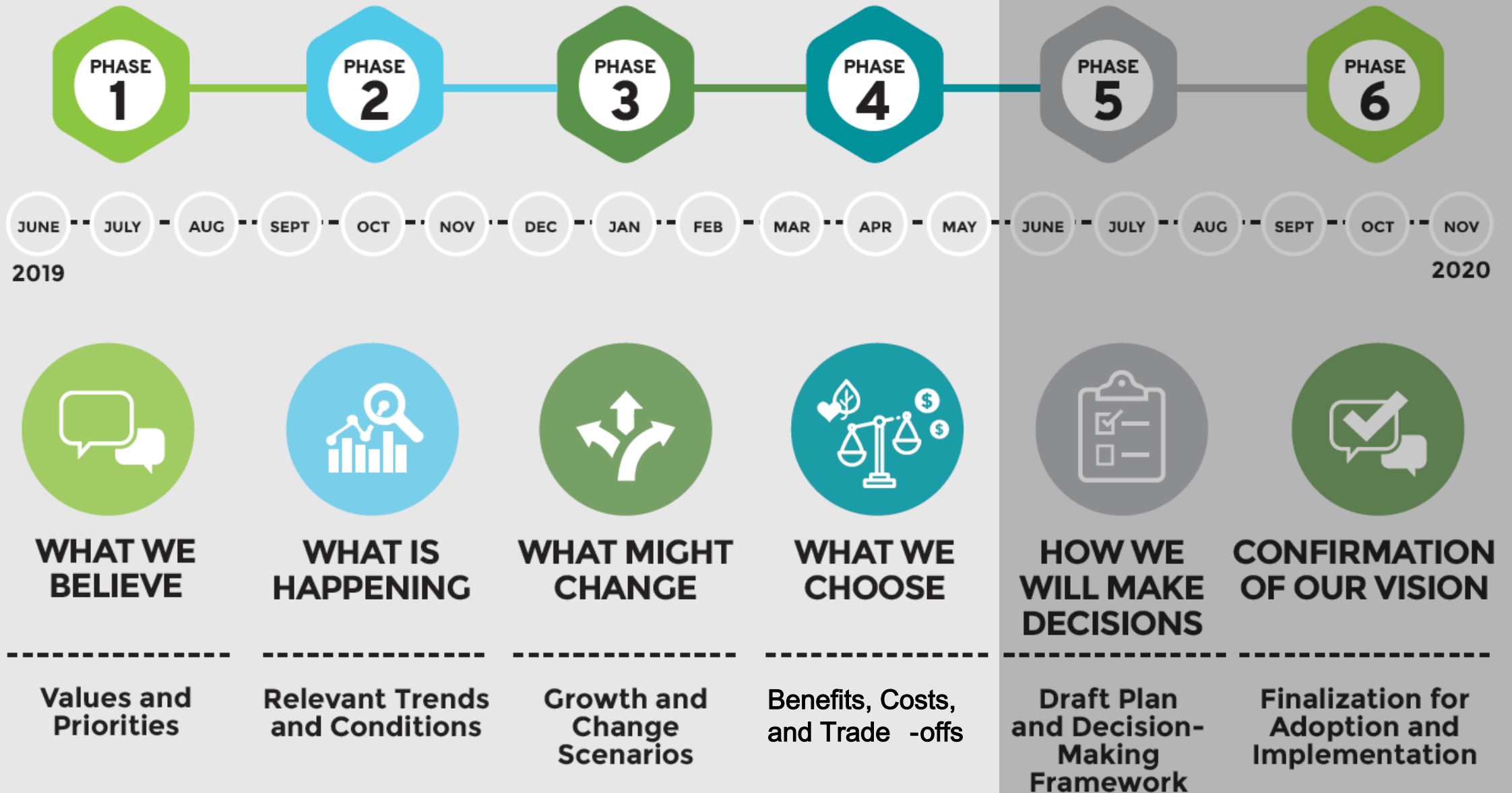
czb



Agenda

- 1. Review of six -phase project timeline**
- 2. Quick recap of foundational elements**
 - Core values, planning principles, priorities
- 3. Choices made by the steering committee and public since February (Phases 3 and 4)**
- 4. Preview of Phase 5 and the work ahead**

Project Timeline Review



Recap of Foundational Elements

Generated from...

- **Eight steering committee meetings to date**
- **Three open house events to date in Special Emphasis Neighborhoods**
 - August, November, and February
- **Three public surveys to date**
 - July, November/December, and current
 - Participation total: 6,400

Core Values

We are
committed to...



being an
Enterprising Community

being a
Resourceful Community

being an
Inclusive Community

being a
Courageous Community

Core Values

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Planning Principles



Listen to historically
absent or ignored voices



Do no harm to our
assets without
committed mitigation



Apply the
'Triple Bottom Line'



Set a standard we can be
proud of decades from now

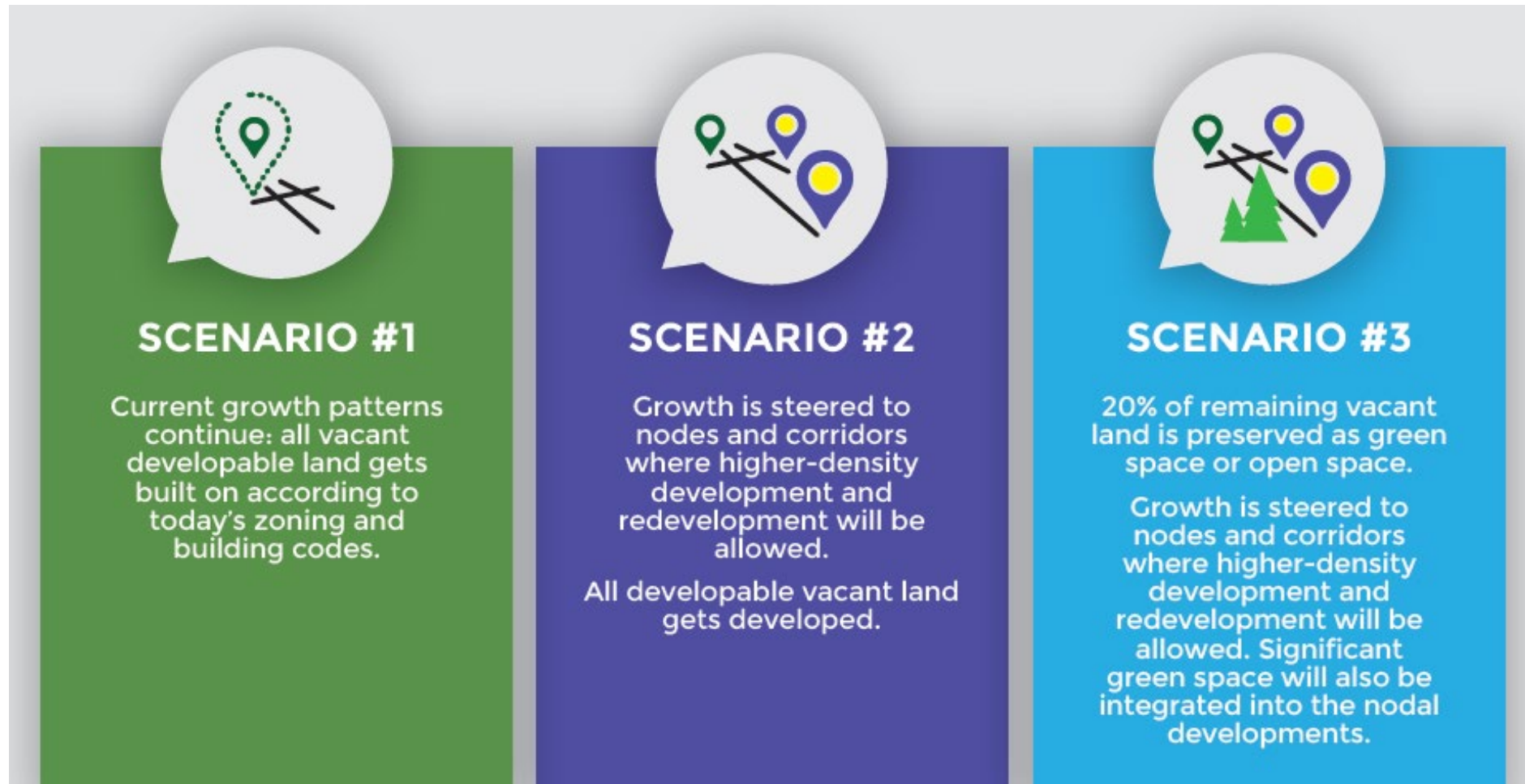




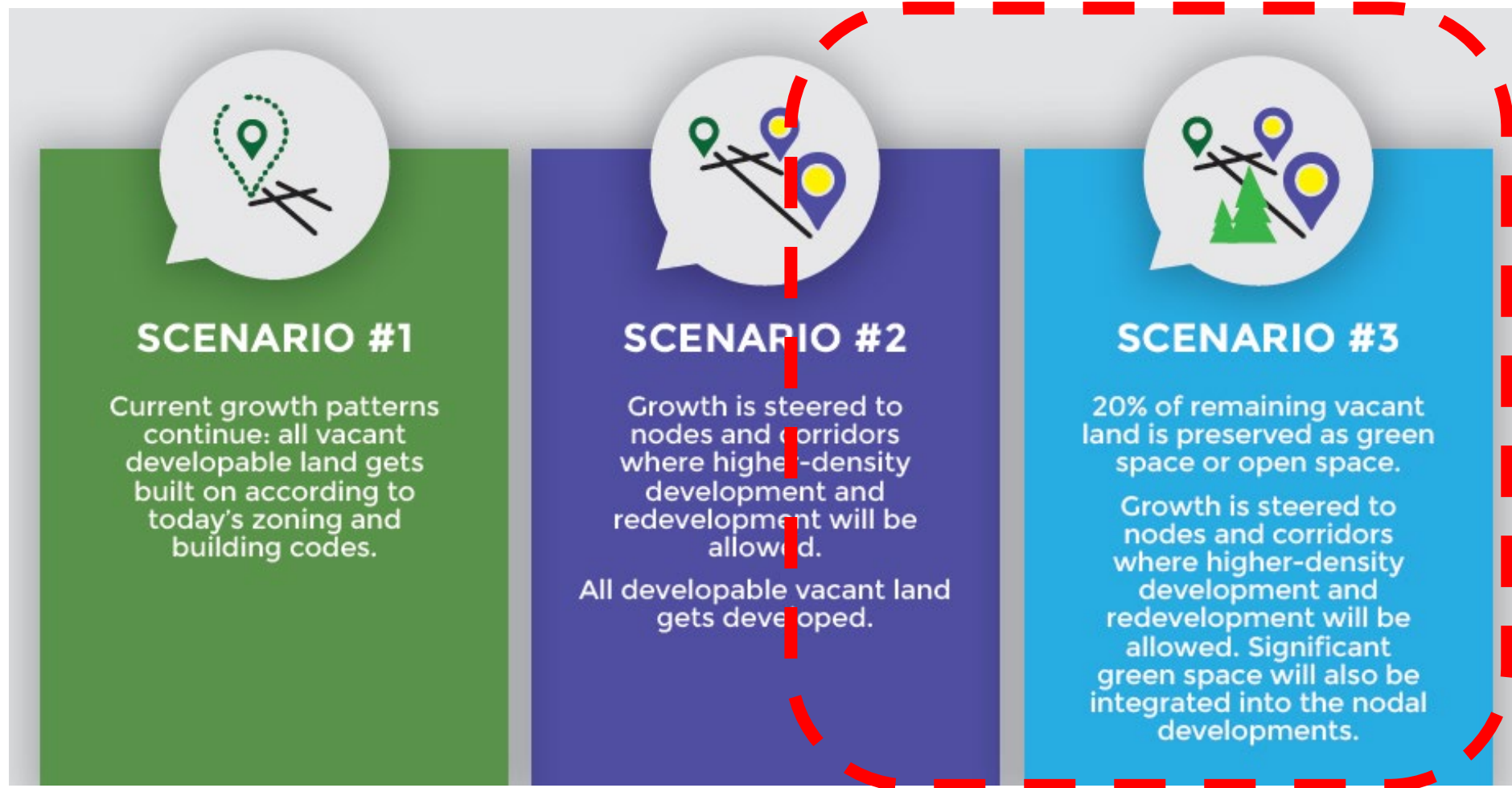
***Greenville's
future vitality,
economic
competitiveness,
and quality of
life are all tied
to getting these
'Big Things'
right.***

Choices Made By the Steering Committee and Public Since February

Three Scenarios Presented in February



Three Scenarios Presented in February

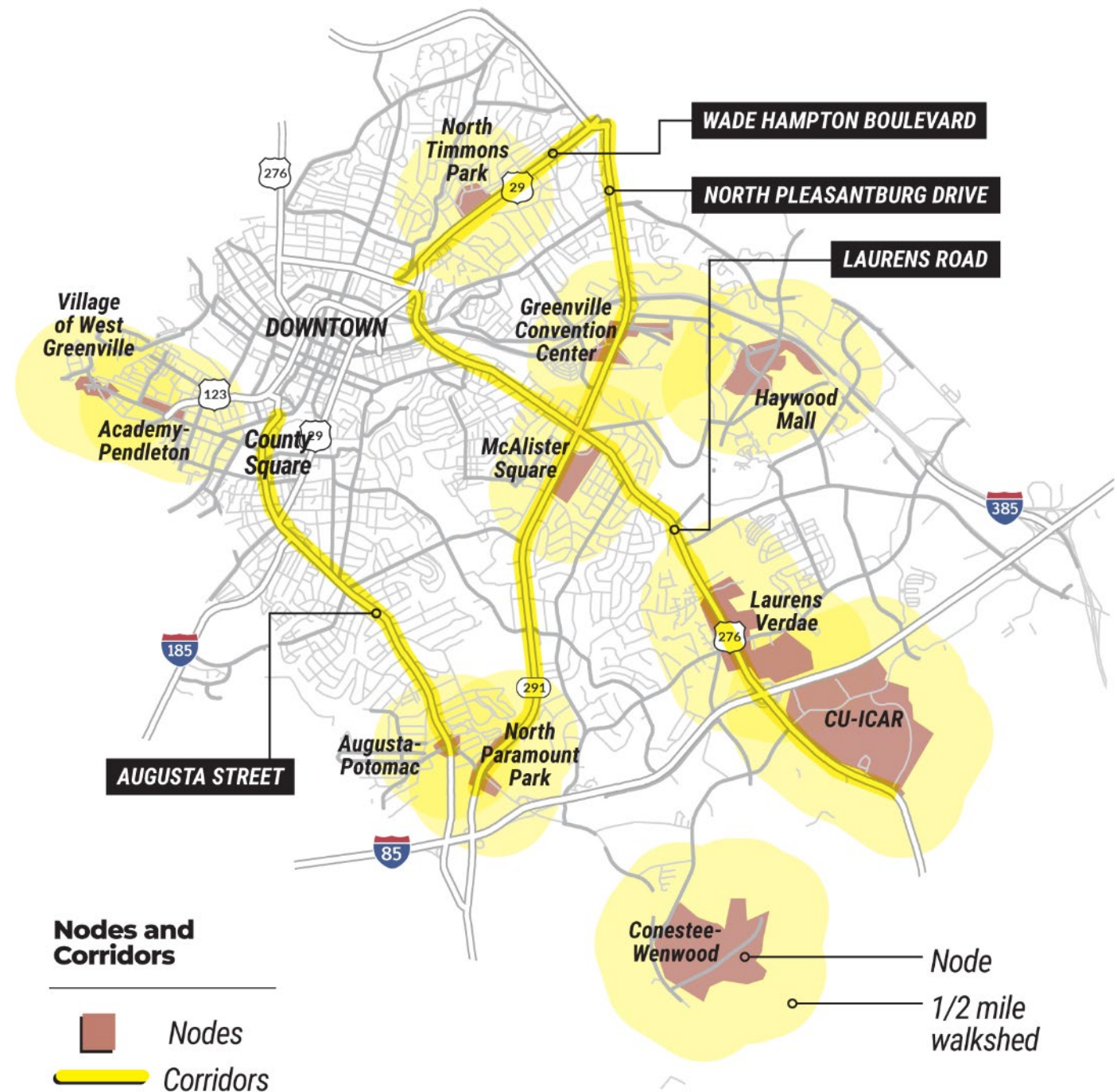


Scenario Feedback – Key Takeaways

1. **‘Yes’ to growing**
2. **‘Yes’ to directing growth** into higher density nodes and corridors
3. **‘Yes’ to making affordable housing** an important component of future nodal development
4. **‘Maybe’** to preserving some vacant land as **open space** (not if it negates affordable housing goals)
5. **‘Yes’ to having improved mobility options** (including transit service) between emerging nodes

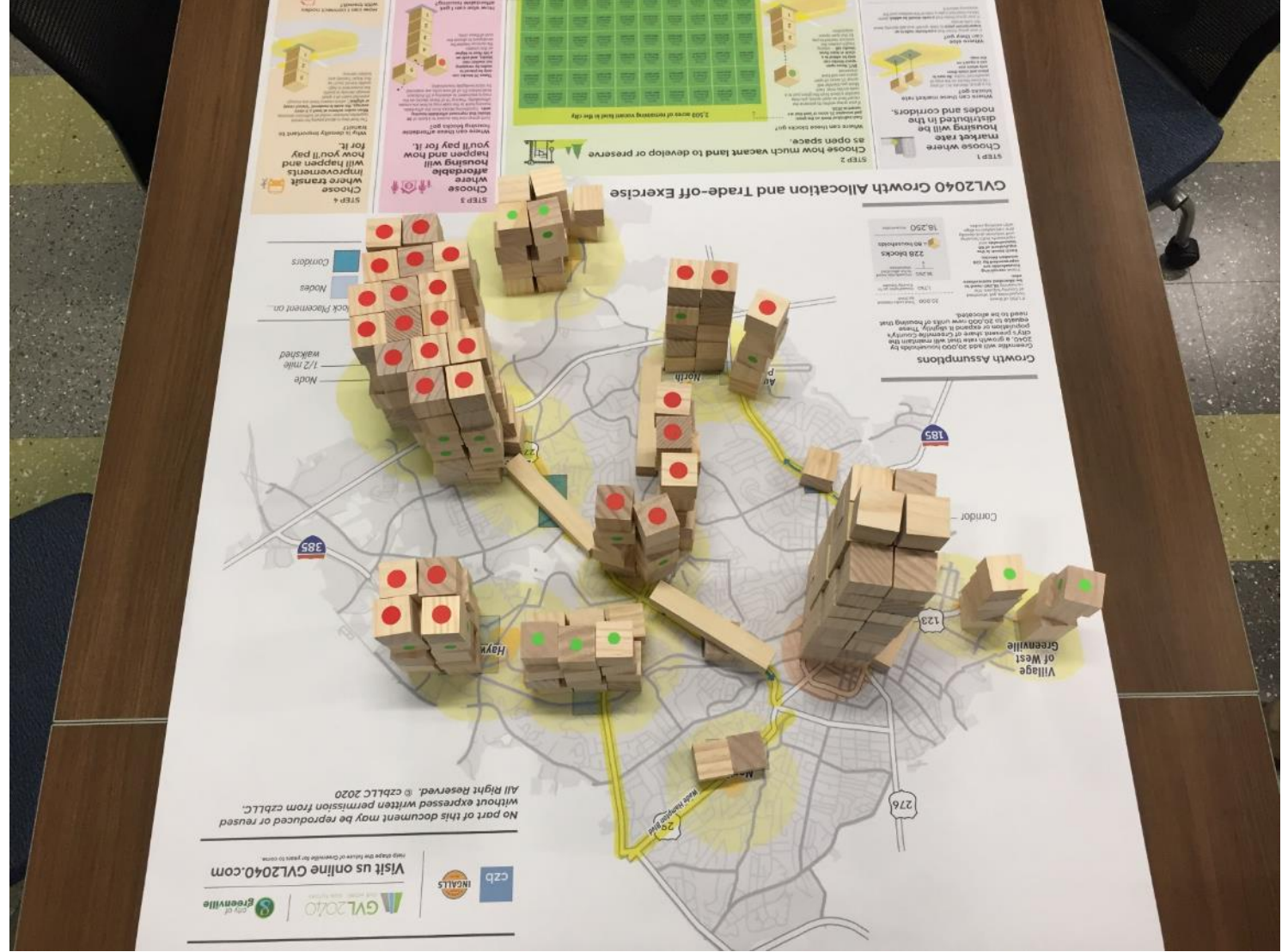
Preliminary Node/Corridor Growth Framework

Public survey open from May 7th through June 5th to seek feedback on this node/corridor growth framework and reactions to the potential nodes presented on this map



March 10th

Growth Allocation and Trade-off Exercise



Choices Made by Steering Committee in March

1. Denser urban form in nodes/corridors is acceptable if it contributes to the realization of community goals
2. Affordable housing commitments should be substantial, integrated within nodes, and paid for with profits enabled by higher densities (Goal Range: 12–15% of all new units)
3. Density should be traded for open space preservation (Goal Range: 28% -78% of remaining vacant acreage)
4. Nodes should be connected by corridors that offer real mobility options, including higher-capacity transit

Questions Guiding April -May Analysis



Urban Form

What is the optimal urban form and density for nodes and corridors – positioning them to absorb growth and **contribute to the realization of community goals?**



Affordable Housing

What costs are likely to be incurred by Greenville to attain its goal of a 12% or higher inclusion rate for all new housing?



Open Space

What costs are likely to be incurred for Greenville to preserve substantial amounts of open space, and how might the benefits circle back to pay for the costs?

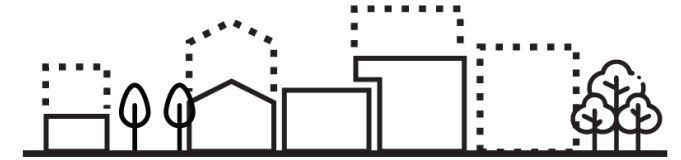


Transportation

What costs are likely to be incurred for Greenville to expand mobility options along key corridors connecting nodes and neighborhoods?



What urban form should be adopted to achieve community goals?



-
1. Must look, feel, and function like a traditional urban space
 2. Must be realistic for developers when accounting for land prices, construction costs, and achievable market rents
 3. Must have sufficient unit volume to help pay for affordable units
 4. Must generate enough value to contribute to land preservation aims
 5. Must contribute enough users for improved mobility options within and between nodes

Greenville's sweet spot



In nodes and along corridors where growth would be primarily directed (roughly 800 acres total)

- No less than 30 residential units per acre
- Typical height range of 4, 5, and 6 stories

Outside nodes and corridors

- Maintain traditional neighborhood densities
- Reduce entitlements

Choices Made by Steering Committee in May



Urban Form

30 units per acre at an average of 4, 5, and 6 stories is an acceptable level of density and contributes to the realization of community goals



Affordable Housing

Goal: Make 12% of all new housing units affordable to households making ~\$25,000



Open Space

Goal: Preserve 35-40% of remaining vacant land as open space



Transportation

Goal: Invest in mobility improvements along key internodal corridors

Denser urban form, public revenue from nodal development, and constraining the supply of vacant land would create realistic conditions for achieving these goals collectively

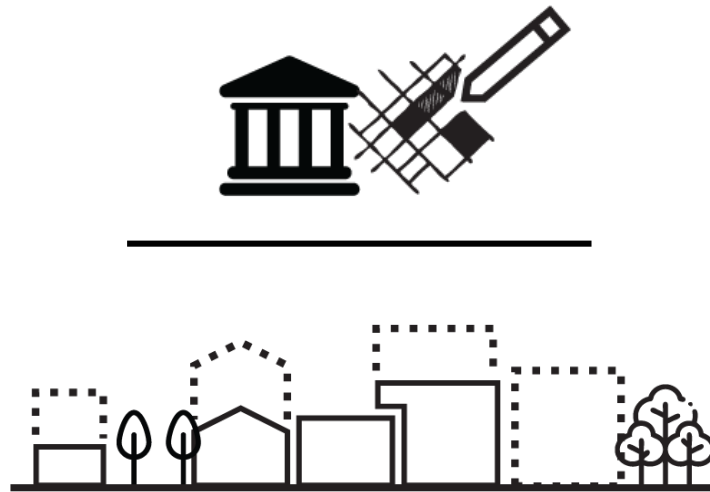
Sequence of Choices Being Achieved

Setting affordable housing, open space preservation, and transportation as **priorities** within a nodal/corridor growth framework in GVL2040



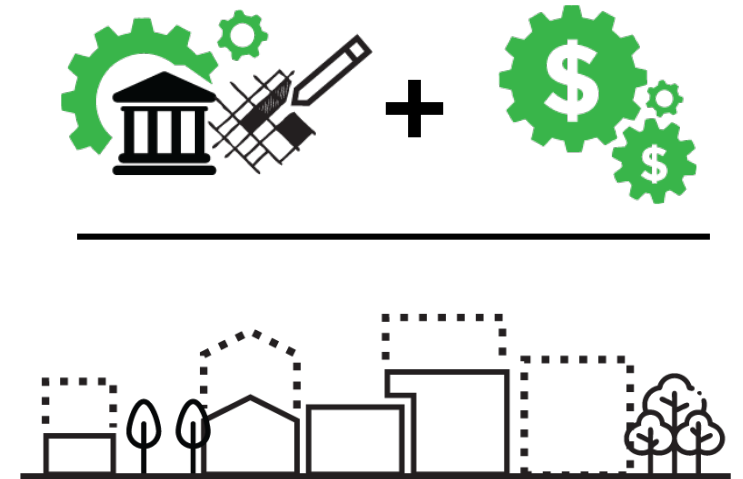
Adoption of GVL2040

Revising the City's zoning and development code to put in place the **specifications** for higher density development in nodes/corridors



Adoption of corresponding development code

Putting the new zoning and development code into force every day; committing **resources** to covering cost gaps that density alone cannot fill



Incorporation of GVL2040 priorities into City's budget

Next Steps

- Begin Phase 5 by drafting a responsive action planning framework for review, vetting, and refinement throughout the summer
- Develop first draft of GVL2040 that draws all elements from the process together
- Work with Steering Committee on community outreach