



November 2021



**WEST END
SMALL AREA PLAN**

Greenville, South Carolina

WEST END SMALL AREA PLAN

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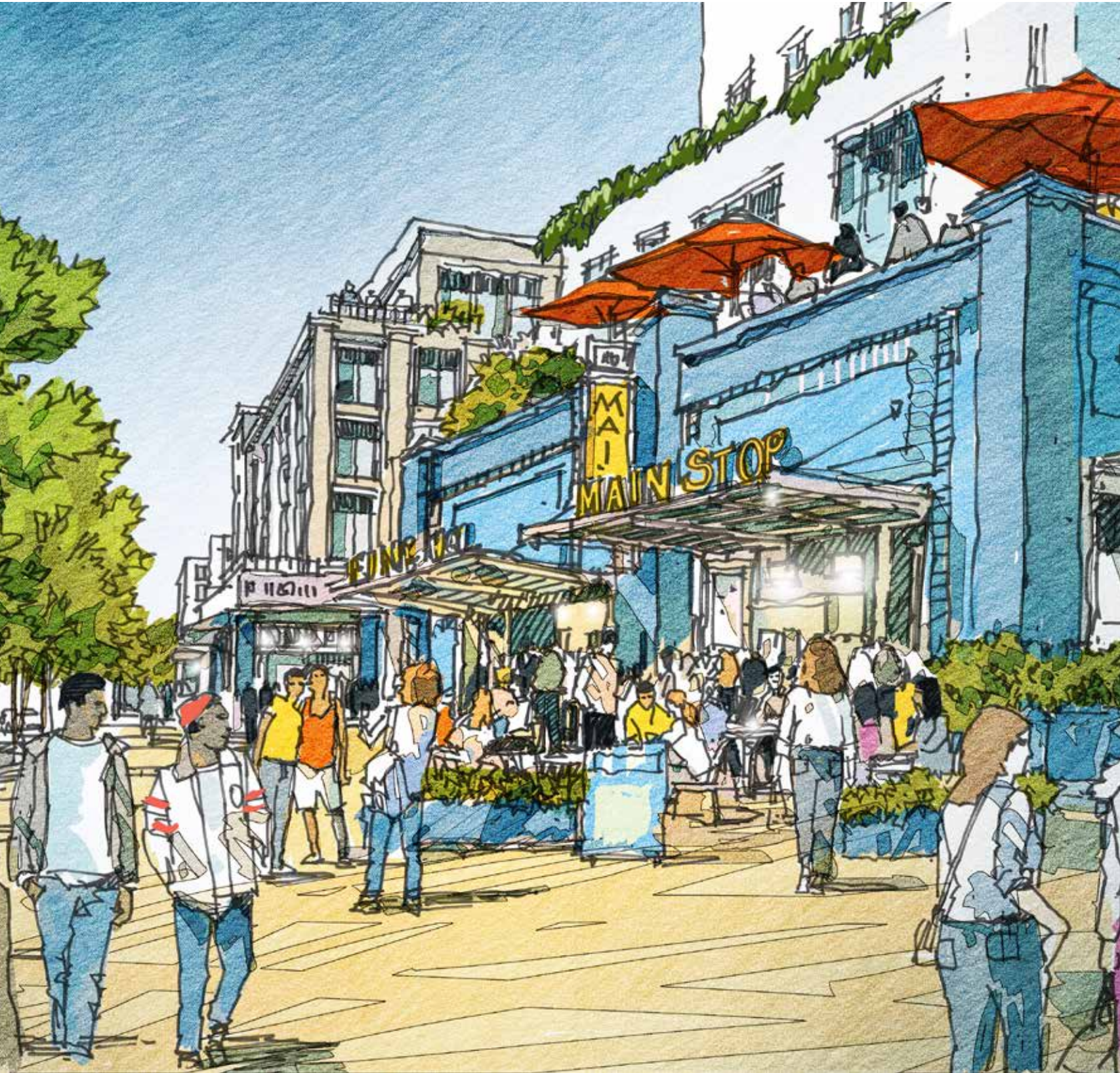
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TABLE OF CONTENTS

OVERVIEW	D
Objectives of the Plan	E
GVL2040	
Priorities	E
SAP Objectives	E
West End Today and Tomorrow	1
TRANSFORMATION	2
Changing Context	4
Inherited Frameworks	5
Community Feedback	8
SMALL AREA PLAN ELEMENTS	10
Small Area Plan	12
Infrastructure Projects	13
Street Frontages	17
Character Precincts	24
BUILDING TYPES & FRONTAGES	44
NEXT STEPS	62



OVERVIEW

The West End is evolving as a series of distinct precincts, each with its own unique character.

A FOCUSED VISION FOR THE WEST END

The West End is a neighborhood immediately adjacent to Greenville’s Downtown and South Downtown. Like many areas of Greenville, the West End is undergoing rapid growth and is poised for more. GVL2040, the comprehensive plan and overarching vision for Greenville in 2040, identifies Small Area Plans (SAP) as a critical component for implementing the framework and goals for the future. The SAP for the West End provides a targeted vision for growth focused on the character of places within the district. This vision provides a clear frame of reference for policy initiatives needed to implement plan objectives. This document outlines a strategy for coordinating many redevelopment efforts on individual parcels to create and enhance patterns that reinforce the sense of place envisioned by the citizens, merchants, and City administration for the West End.

THE EVOLVING DISTRICT

As development continues to occur throughout the West End on undeveloped and under-developed sites, it is important to define a common vision around neighborhood character, sense of place, and supportive infrastructure, both social and physical, to develop the appropriate tools to ensure effective implementation.

The West End Small Area Plan outlines recommendations for creating coherent block patterns with requirements for street frontages, appropriate building types within specific areas identified as character precincts, and improving mobility and pedestrian connectivity.



Artist rendering of new park and development along Augusta Street across from Fluor Field.



View looking west along Perry Ave illustrating potential of new housing overlooking a neighborhood park.



Aerial illustration looking north over Fluor Field showing potential redevelopment along South Main Street and Augusta Street.

Objectives of the Plan

ALIGNING PRIORITIES AND OBJECTIVES

The plan for West End of tomorrow has three key objectives:

- 1. Integrate new development and infrastructure into the inherited neighborhood patterns to produce cohesive places with shared addresses.
- 2. Focus on neighborhood access and circulation patterns to keep streets safe, link neighborhoods together, and enhance the quality of life for residents and businesses.
- 3. Identify opportunities to create neighborhood parks, trails, and improved bike and pedestrian connections to surrounding parks and adjacent neighborhoods.

These objectives were developed through a community engagement process, that included a series of public meetings and stakeholder groups with neighborhood residents, property owners, public officials, city leadership, and community stakeholders to help refine the vision going forward.

The goals of GVL2040 - affordable housing opportunities, open space and the environment, transportation, and mobility - are in close alignment with the SAP objectives. Objective one allows for new housing opportunities, including affordable housing opportunities, by integrating new development patterns with inherited ones. Objective two focuses on access, circulation and connection, critical to improving transportation and mobility. Objective three focuses on opportunities for neighborhood parks and trails to create and enhance meaningful open space in the neighborhoods.

The area plan illustrated in this document sets criteria for new development policies and prioritizes infrastructure improvements going forward. The key elements include:

- Creation of Character Precincts
- Identification of Street Improvements
- Opportunities to Create Neighborhood Trails, Neighborhood Parks, and Bike Lanes
- Define Building Frontages along streets
- Create a menu of Building Types and general Building Uses by precinct and block

GVL2040 Priorities



SAP Objectives

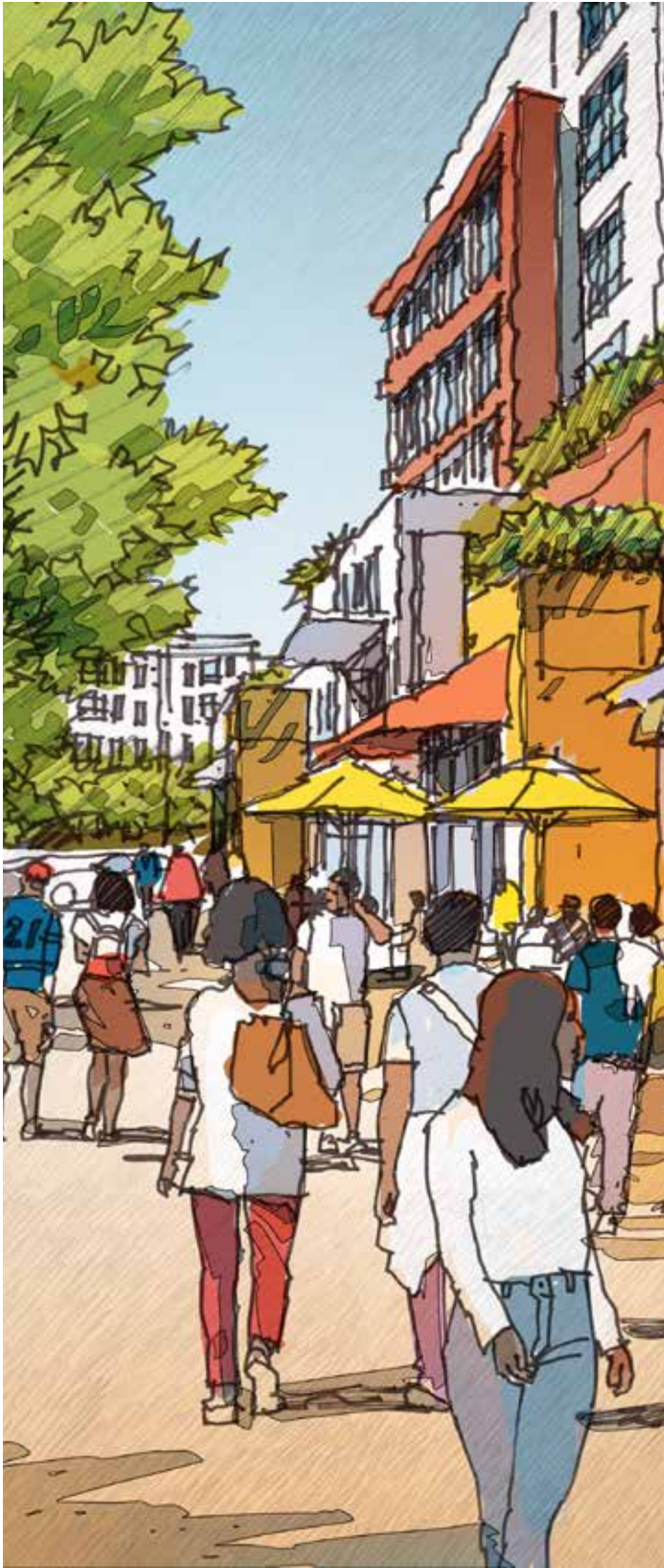
IDENTIFY OPPORTUNITIES TO CREATE NEIGHBORHOOD PARKS, TRAILS, AND IMPROVED BIKE AND PEDESTRIAN CONNECTIONS TO SURROUNDING PARKS AND ADJACENT NEIGHBORHOODS.

INTEGRATE NEW DEVELOPMENT AND INFRASTRUCTURE INTO THE INHERITED NEIGHBORHOOD PATTERNS TO PRODUCE COHESIVE PLACES WITH SHARED ADDRESSES.

FOCUS ON NEIGHBORHOOD ACCESS AND CIRCULATION PATTERNS TO KEEP STREETS SAFE, LINK NEIGHBORHOODS TOGETHER, AND ENHANCE THE QUALITY OF LIFE FOR RESIDENTS AND BUSINESSES.



View looking north on Pendleton Street depicting redevelopment and incorporation on new bicycle and pedestrian infrastructure.



View looking west towards Field Street along an improved Augusta Street showing new infill development.

West End Today and Tomorrow

SUMMARY & RECOMMENDATIONS

The West End of tomorrow requires a series of coordinated initiatives to ensure that what gets built is of high quality, complementary to the existing fabric, and contributes to the goal of creating a more cohesive urban neighborhood.

The City recognizes how important it is to use urbanized land efficiently in ways that offer opportunities to broaden the economic base, create social equity, support appropriate opportunities for affordable housing, and build in a way that establishes the distinct sense of place in the West End. We must invest in development that is appropriate for Greenville and sustainable for the long term. Small Area Plans are a critical component of implementation as identified by GVL2040. Other components include Corridor Plans, Parks and Recreation Planning, and Zoning and Development Code Updates, all which align with the key initiatives to implement this SAP.

KEY INITIATIVES

Street and Infrastructure Development

The SAP identifies priorities for improvements of existing streets, pedestrian crossings, and intersections to be coordinated throughout the district. These include: Pendleton Street improvements with a conversion from a four-lane street to two lanes of moving

traffic with on-street parking, pedestrian safety improvements at key intersections (South Main/Pendleton, Vardry/Augusta, and Academy with Pendleton, Perry, Calhoun, Markley, and Wardlaw). Residents prioritized district-wide public infrastructure improvements to create a cohesive network of street lighting, improved sidewalks, landscaping, and additional public parking resources to accommodate destination uses such as restaurants and Fluor Field.

Neighborhood Parks and Trail Development

The plan identifies opportunities to make improvements to the pedestrian realm, including: a multi-use path adjacent to Fluor Field between Augusta and South Main Streets; widening the existing sidewalk into a multi-use pathway adjacent to South Academy between Markley Street and the Swamp Rabbit Trail; and the creation of a series of neighborhood parks and public plazas on Perry Avenue, South Main Street, and Augusta Street that would require public/private partnerships.

Update Zoning and Design Guidelines

The SAP recommends modifications to existing land management standards to fully implement the SAP recommendations. The plan proposes a framework of building types, suggests street frontage requirements, proposes building-to-building transitions, and proposes character goals by precinct. These are intended to establish clear objectives for revisions to the current development standards including signage and updating zoning regulations.



View of proposed public plaza at the corner of South Main and the rail crossing adjacent to Fluor Field



View of proposed park on Augusta Street adjacent to the intersection with Field Street



TRANSFORMATION

The West End of Greenville, established as a historic district in 1993, has a long history as Greenville’s second “downtown.”

HISTORIC EVOLUTION

The West End of Greenville began to develop as early as the 1850s when Furman University and the Greenville and Columbia Railroad were established in the area. The Greenville and Columbia Railroad terminated on Augusta Street, near present-day Greenville High School, and was catalytic to the initial development in the West End around the intersections of Main, Pendleton, and Augusta Street. When cotton became an important crop in Greenville County after the Civil War, the West End was further established by its significant cotton mills – Camperdown, Huguenot, and Vardry Mills – all in or near the West End. New businesses were created o along Augusta, Pendleton, and River Streets.

Church congregations began to form, including Second Presbyterian in 1893 at Rhett and River Streets, St. Andrew’s Episcopal in 1900 at N. Markley and S. Main Streets, St. Paul’s Methodist in 1897 at the triangle of S. Main, Augusta, and Vardry Streets, and Allen Temple A.M.E Church in 1881 at the triangle of Green Ave., S. Markley, and Vardry Streets.

The wider area boasted several large textile mills, including the Brandon, Judson, and Woodside Mills. In the 1920s and 1930s, cotton began to significantly decline as a viable crop for Greenville. As new, larger mills were constructed outside of the city, the mills in the city declined. The neighborhood had limited growth between the 1930s and 1980s, but the limited change resulted in adaptive reuse

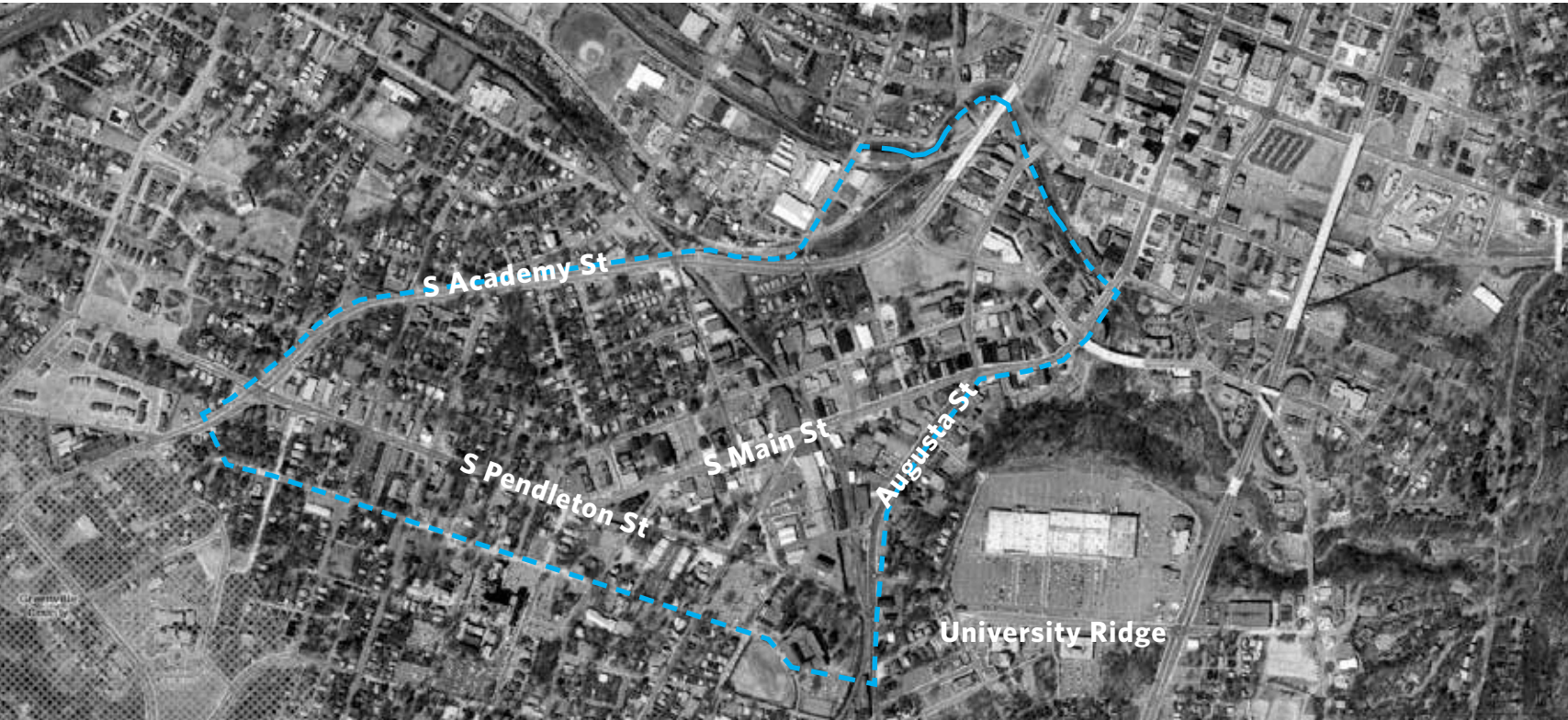
of the city’s oldest collection of turn-of-the-century buildings (between 1880 and 1920). The architectural significance of the area, among other qualities, fueled the designation of the West End Commercial Historic District in 1993. The growth of Greenville General Hospital at the intersections of S. Memminger, Arlington Ave., and Mallard Streets drove redevelopment during the 1960s and 1970s. Many single-family residences were replaced with medical office buildings and hospital service facilities between Pendleton and Arlington

In the early 2000s, the new Falls Park and the Liberty Bridge cemented a shifting attitude in the area. Ideas of creating an arts district began with the Pendleton Street Arts District. This was followed by initiatives such as the adaptive reuse of Brandon Mill into the creative arts center, the redevelopment of the West End Village, and more recently the development of Fluor Field and the relocation of the South Carolina Children’s Theatre to Augusta Street. The evolution of the West End Village into a distinctive local commercial destination on Pendleton Street have added to the sense of place. Pendleton Street once extended to River Street, but the section between the current Pendleton Street and River Street was renamed to an extension of South Main Street in 2004.

The West End has continued to grow with new development, particularly multi-family developments, and adaptive reuse of many of the historic mills that shaped the West End.



Neighborhood patterns in 1955 showing the patterns of neighborhoods and key corridors prior to the construction of major highways.



Neighborhood patterns in 1979 showing Academy Street and emerging patterns of commercial development.



As we now plan for the future of the West End of Greenville, we must assess how to best reconnect neighborhoods to one another, conserve historic assets, integrate new buildings, and coordinate the scale of new development to create a sense of place for new residents and businesses in the heart of Greenville's West End. We must also celebrate the character and scale of the existing single-family residential uses, while also promoting opportunities for new development throughout the neighborhood.

EXISTING CONTEXT

Today, the West End of Greenville is a thriving urban neighborhood immediately adjacent to downtown. The neighborhood contains several unique character areas that together form a city-wide destination for history, art, and entertainment. The West End is bookended by strong architectural and historical context, with the West End Historic Commercial District on one end, and the Village of West Greenville just beyond the study area on the Pendleton Street corridor. The Greenville and Columbia Railroad heavily shaped the area, ending near where Greenville High School sits today. The historic churches of St. Andrews Episcopal, St. Paul's Methodist Church, and Allen Temple A.M.E sit on unique, triangular sites at the intersections of important streets. Near the Reedy River, the Swamp Rabbit Trail runs in front of buildings and pedestrian spaces with strong, engaging connections to the water, reinforcing a network of active open spaces and connecting into significant spaces such as Falls Park. As commercial uses expand along Pendleton and Academy Streets and residential uses continue to increase within the neighborhood core, there are concerns about the character and scale of new development.



Parks and Open Space Relatively few neighborhood parks exist in the current West End context.



Warehouse Character Much of the local architectural character of the West End was shaped by the textile mills that surrounded it. The architectural style is dominated by strong proportions and paired with charming touches in the brickwork, making the style highly desirable for reuse.



Historic Landmarks The West End is home to a number of historic churches that are important to community life and community character.



Academy Street Academy Street presents a barrier to comfortable, safe pedestrian connectivity in the West End.



Local Businesses The West End is home to neighborhood businesses and some of the city's best known local shops and restaurants.



Historic Architecture The West End includes charming residential architecture that contributes to the character of the neighborhood.

Changing Context

The West End continues to establish itself as a place for arts and entertainment in Greenville.

CHARACTER AND CONNECTIONS

The West End is a neighborhood characterized by its proximity to downtown, specifically its historical context as a hub of business, the textile industry; a growing arts community; and a residential neighborhood. This varied character means that no two locations in the West End are exactly the same. As the West End continues to strengthen its connection to entertainment and the arts, it is important for the neighborhood to understand itself as a destination and a brand; not as one single place but as a series of unique character precincts linked by a cohesive network of streets and public spaces

Developing a Small Area Plan creates a more specific vision of how buildings and public infrastructure can evolve and change in ways that are complementary to inherited patterns and that draws people to the West End.



New apartment construction on Rhett and Wardlaw Streets reflects changing character and scale.



Gather is an example of new commercial redevelopment focused on creating a unique, local experience.



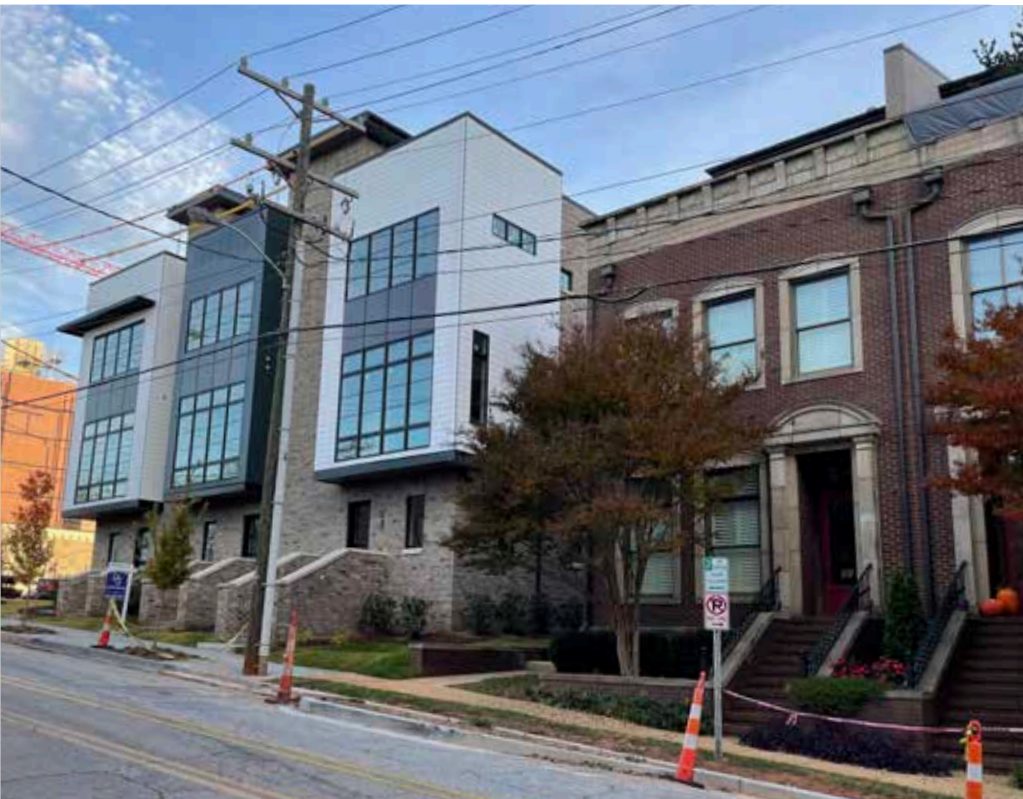
A rendering of the proposed District 356, a re-imagined Field Street.



New multi-family housing on South Main Street.

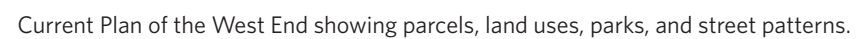


New development on Pendleton Street.



New residential development at Oneal and Rhett Streets.

The larger footprints of new buildings developed on consolidated land parcels can often create uncomfortable adjacencies and a fundamental change in character. One of the goals of the SAP is to establish a toolkit to create appropriate transitions between buildings of significantly different scales. Another important focus is the creation of coherent street addresses throughout the West End that can have a strong, cohesive identity even with a diverse mix of uses and building types.



ZONING

- RDV
- C-2
- C-3
- C-4
- DD
- PD
- R-6
- RM-1
- RM-2
- SITE BOUNDARY

FIGURE GROUND

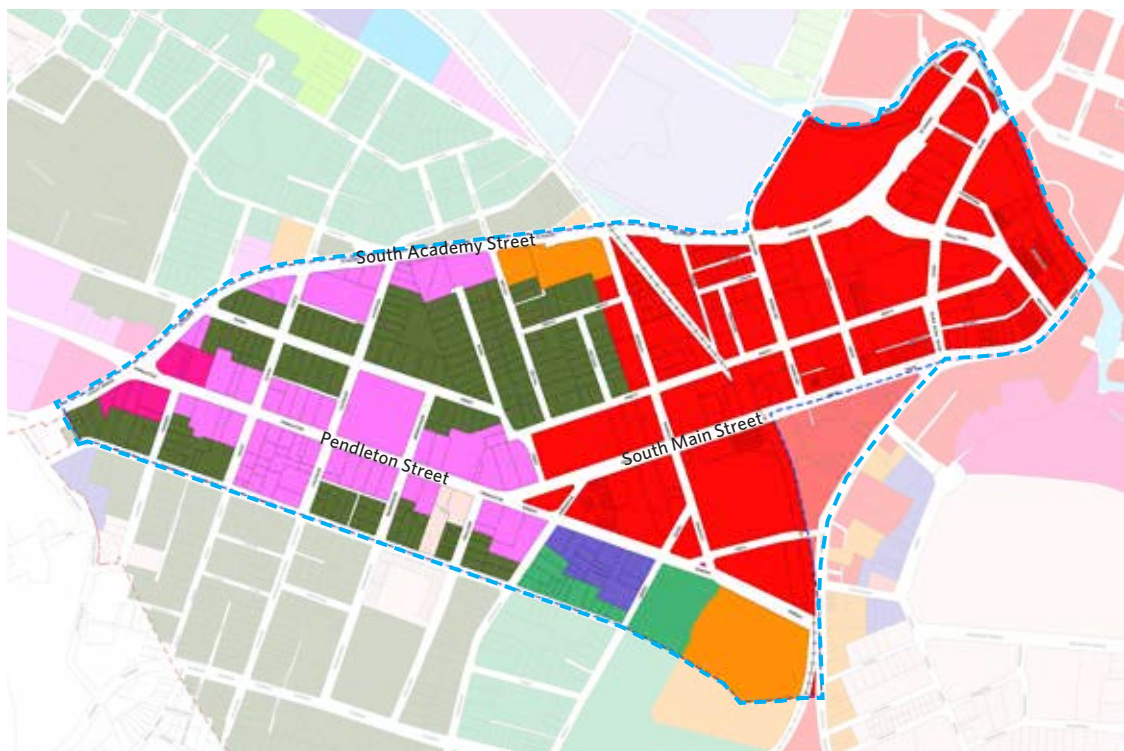
- BUILDING FOOTPRINTS
- SITE BOUNDARY

GVL2040 LAND USE

- URBAN RESIDENTIAL
- NEIGHBORHOOD MIXED-USE
- CORRIDOR MIXED-USE
- CENTER CITY
- PARKS - GREEN SPACE
- URBAN NODE MIXED-USE
- SITE BOUNDARY

RESIDENTIAL PATTERNS

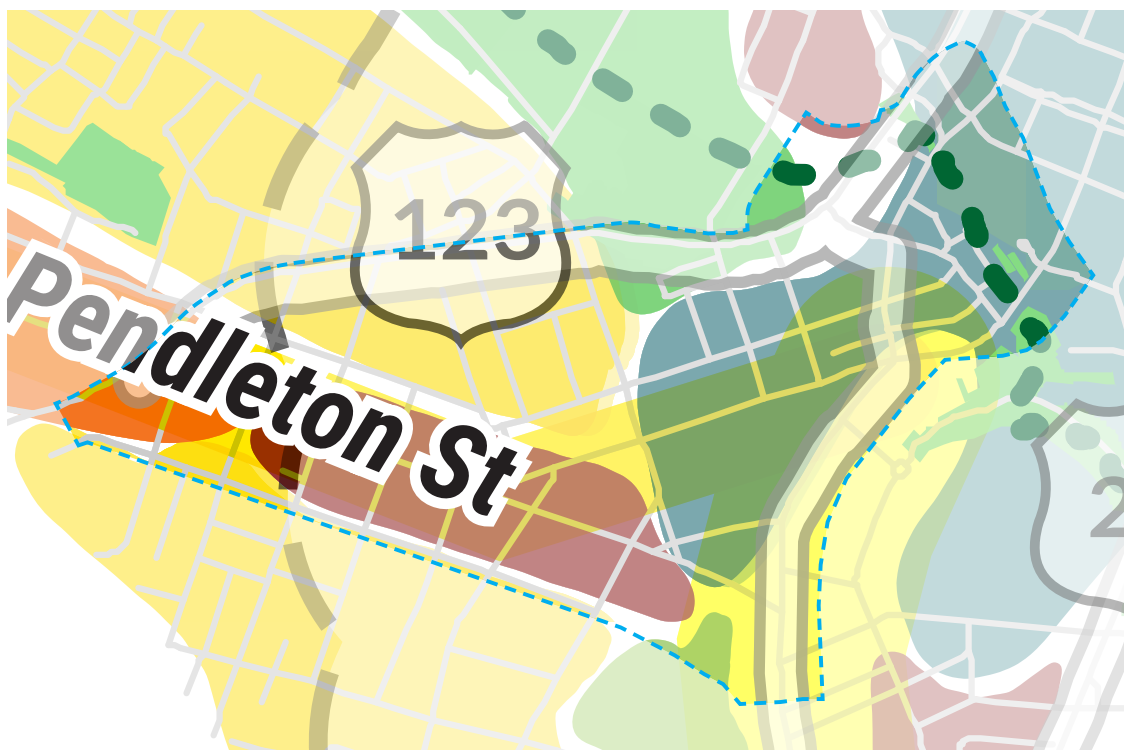
- SINGLE-FAMILY
- MULTI-FAMILY
- PARKING
- RESIDENTIAL LAND
- SITE BOUNDARY



Zoning The majority of the West End of Greenville is zoned under C-4 Central Business District. Pendleton Street is zoned as an RDV Redevelopment District, with the intent to promote development that is appropriate and beneficial in depressed or underdeveloped areas.



Figure Ground The figure ground view of Greenville's West End indicates the distribution of smaller scale residential and commercial building on the west side and larger commercial, and mixed-use buildings uses on the east side.



GVL2040 Land Use Map The GVL2040 Land Use Map shows the general vision for Greenville's land use in the future. The West End neighborhood is bounded by identified corridors and has Urban Residential, Neighborhood Mixed-Use, and Center land uses.



Residential Patterns This map shows the existing residential patterns in and adjacent to the West End study area. The pattern reflects the strength of the single-family residence fabric in the Cottage and Sterling Precincts. The presence of multi-family on the east end of the study area suggests a residential fabric to match the scale of the C-4 Central Business District development.

STREETS

- HIGHWAYS
- ARTERIALS
- STREETS

■ SITE BOUNDARY

INSTITUTIONS, PARKS & OPEN SPACE

- INSTITUTIONAL BUILDINGS
- PARKS & OPEN SPACE
- INSTITUTIONAL LAND

■ SITE BOUNDARY

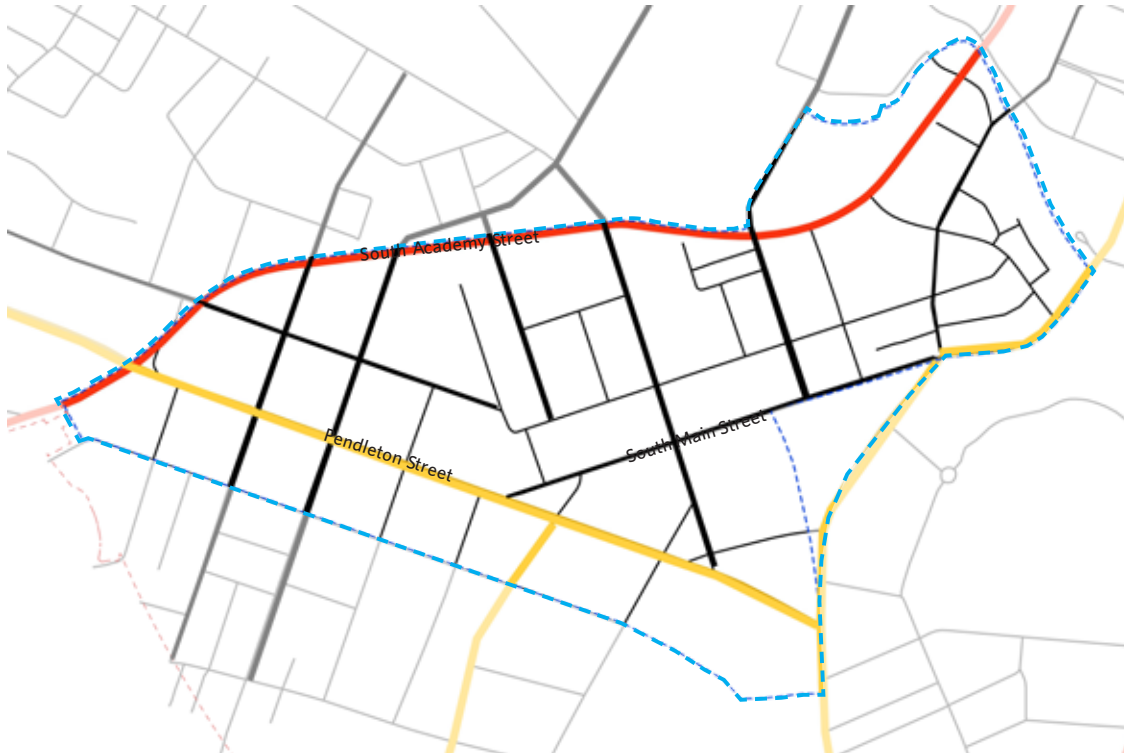
BUS & TROLLEY ROUTES

- 502 WHITE HORSE
- 506 WOODSIDE
- 902 SOUTH MAIN ROUTE
- 903 WEST END (SEASONAL)
- 504 ANDERSON
- 507 AUGUSTA
- SOUTH MAIN TROLLEY ROUTE
- BUS STOP
- ▲ TROLLEY STOP
- SITE BOUNDARY

BLOCKS

- EXISTING BLOCKS
- PROPOSED BLOCKS

■ SITE BOUNDARY



Streets The inherited street patterns in the West End study area reflect a loss of connectivity over time as arterial streets like Academy created separation and much different frontage conditions not conducive to the scale of the earlier neighborhood development.



Institutions, Parks & Open Space There is very little public open space in the West End. Most open space belongs to private institutions with limited access, such as Greenville High School, Fluor Field, and the area's historic churches.



Bus & Trolley Routes The Greenlink system provides connection along the major corridors of South Main, River and Rhett, including bus and trolley service. The trolley service in particular provides a key loop on Rhett and South Main to Markley Street. More limited access to transit can be found on Pendleton and South Academy Streets.



Blocks While the majority of the block structure in the West End will remain the same as it is today, there are a few opportunities for better connectivity with new streets and alleys as property redevelops.

Community Feedback

A PUBLIC PROCESS

The recommendations included in the Greenville West End Small Area Plan come from listening to many voices in the community. The planning team worked with community members in virtual meetings and an in-person Open House at Fluor Field to respond to concerns around the many different aspects of redevelopment within the West End of Greenville. The process included several meetings with residents, stakeholders, community representatives, and City staff members to determine how specific standards could be developed and adopted.

In addition to several virtual meetings, residents and stakeholders were encouraged

to leave their feedback on the project website — www.EngageTheTeam.com/GVLWestEnd — where an interactive map and multiple idea walls served as opportunities for individuals to leave specific comments on needed and proposed street improvements and traffic circulation in the neighborhood; the evolution of character and frontages along major corridors and internal streets; park access and pedestrian walkways; appropriate scale and character for new development; and affordable housing themes.

Common themes and discussion points are reflected in the adjacent feedback documentation table.



West End Ideas Wall



West End Interactive Map

SUMMARIZING FEEDBACK



STRENGTHS & PREFERENCES

- Attractive commercial buildings that work with the scale of the neighborhood
- Fluor Field
- Adaptive reuse
- Local/small businesses
- GVL Gather
- Greenville Senior High School
- Single-family homes



TOP IMPORTANT THINGS & BIG TAKEAWAYS

- Walkability/connectivity
- Consider appropriate scale
- More green space
- Preserve character
- Prioritize local businesses
- Revise land management tools



WEAKNESSES & CONCERNS

- Poor areas for pedestrians and cyclists
- Dangerous intersections
- Empty parking lots
- Large multi-family developments
- Trees being cut down
- Infrastructure not supportive for development



OPPORTUNITIES & WHAT'S MISSING?

- Neighborhood parks
- Complete streets
- Parking deck
- More small businesses
- Arts district/public art
- Walking paths
- Bury the power lines
- Safe crossings for pedestrians
- Slow traffic



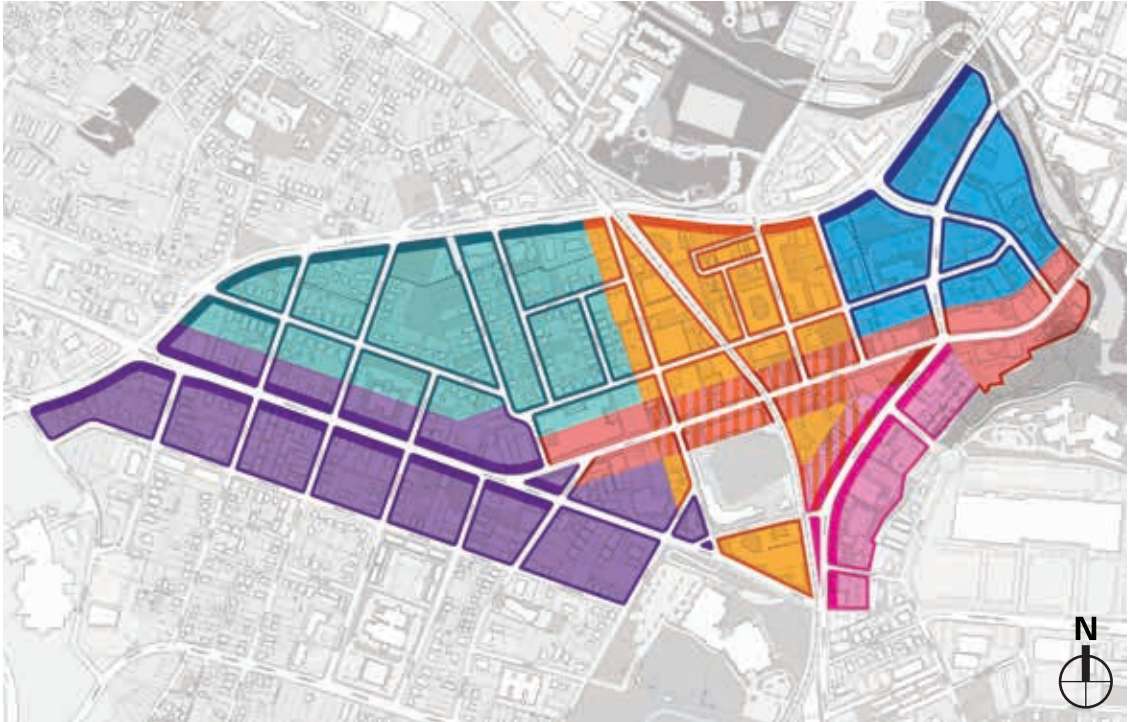
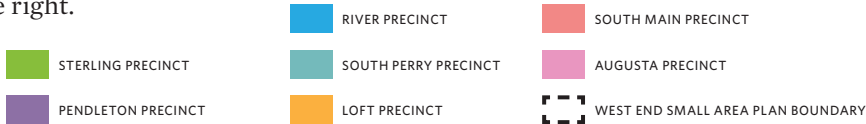
FAVORITE MODEL PLACES & COMMON THEMES

- Great walkability/connectivity
- Paid attention to scale
- Local character
- Local businesses

CHARACTER PRECINCT AREA FEEDBACK

In addition, residents and stakeholders were asked to leave specific comments about design interventions in the West End of Greenville as a whole. Individuals were encouraged to comment on the qualities and characteristics they would like to see in each of the Character Precincts within the West End. The first round of feedback involved questions regarding specific streets, while the second round of feedback looked at those streets within the greater context of their Character Precinct. A high level summary of that feedback is to the right.

The goal of the Character Precinct feedback was to listen to the community's ideas about neighborhood-specific potential streetscape improvements, needed frontage enhancements along the major corridors, areas to draw character inspiration, opportunities for appropriately scaled and character-relevant infill development, and desirable sites for affordable housing.



West End Character Precinct Map



SOUTH MAIN STREET PRECINCT

Scale

- Small-scale shopping

Local Character

- Extend the main street feel
- Preserve existing building scale and character and incorporate more art-centric uses

Open Space

- Provide more open space and places for people to gather

Walkability/Connectivity

- Keep pedestrians engaged
- Enhance pedestrian and bike connections



AUGUSTA STREET PRECINCT

Walkability/Connectivity

- Strong pedestrian realm
- Enhance pedestrian and bike connections

Local Businesses

- Neighborhood serving uses

Art

- Emphasize the theaters and encourage development that integrates the local art community

Scale

- Keep it human-scaled, uniquely acknowledging its roots, while developing

Character

- Preserve existing building scale and character and incorporate more art-centric uses

Open Space

- Provide more open space/places for people to gather



COTTAGE PRECINCT

Character

- Keep the family neighborhood feel

Green Space

- Introduce pocket and neighborhood parks wherever possible

Land Management

- Adopt tools to maintain the atmosphere and scale of the neighborhood

Walkability/Connectivity

- Improve connectivity and pedestrian crossings at major intersections
- Extend street lighting

Scale

- Small scale development to match existing scale and character



PENDLETON STREET PRECINCT

Walkability/Connectivity

- Better sidewalks
- Consider bike lanes
- Strong preference for separate car, bike, and pedestrian zones along Pendleton

Scale

- Move from highway orientation to neighborhood serving street

Local Businesses

- Small offices, local restaurants, etc.

Grocery Store

- Smaller community grocery store

Traffic

- Two-lane street, safer crossings, and less curb cuts



RIVER PRECINCT

Character

- Preserve existing scale and character

Open Space

- Introduce additional plazas and parks

Parking

- Keep parking away from street frontage

Walkability/Connectivity

- Extend pedestrian connections



LOFT PRECINCT

Scale

- Consider appropriate scale along the pedestrian edge and set back taller buildings

Open Space

- Preserve and add green space

Connectivity

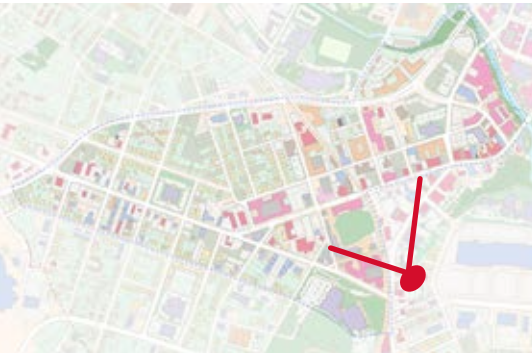
- Improve pedestrian and bike connections

SMALL AREA PLAN ELEMENTS

The SAP for the West End establishes criteria for incremental redevelopment. The public elements such as streets, bike lanes, and parks set the framework for private sector infill development. This section provides a summary of recommendations for how new building patterns can create shared addresses appropriate to location and intended character as the district evolves over time.

The plan identifies a series of character precincts based on inherited built scale, architectural character, location, adjacent buildings, and a range of appropriate land uses. Each block within a precinct will have criteria for appropriate building types, frontage setbacks, and maximum building heights.

The SAP also identifies a series of infrastructure investments including street improvements, bike infrastructure, and intersection improvements to increase pedestrian safety. A series of potential new neighborhood park spaces and trail connections are illustrated as opportunities concurrent with redevelopment as public/private partnerships.



Key Plan



Aerial view Illustrating redevelopment patterns looking north from Augusta Street.

SUMMARY
RECOMMENDATIONS

- An infrastructure improvement strategy to provide greater connectivity and safety for vehicles, pedestrians, and bikes.
- Specific character vision for the evolving West End neighborhoods to inspire complementary new development.
- Building-to-building and building-to-street criteria to create livable streets and sympathetic development patterns.
- Modify the existing Land Management Ordinance to support the goals of the Small Area Plan character precincts and GVL2040.
- Revise signage guidelines to reflect the unique local businesses within the West End.
- Modify the existing downtown design guidelines to align with recommendations of context-oriented development in the West End.
- A park and open space strategy to improve access to public open space within the West End and support the open space goals of GVL2040. Integrating pocket parks into redevelopment initiatives that are accessible to the general public is a priority for new development.



Illustrations showing proposed character in specific locations within each precinct.



Aerial view Illustrating redevelopment patterns looking east along Pendleton Street near Leach Street.

Key Plan

Small Area Plan

CREATING APPROPRIATE PATTERNS

The West End has a limited number of undeveloped as well as potential redevelopment sites within the district. This makes it critical to provide more specificity to the vision for individual areas within the West End. Revisions to land management tools will be key in order to reinforce preferred development patterns calibrated for specific locations.

Frontage Patterns

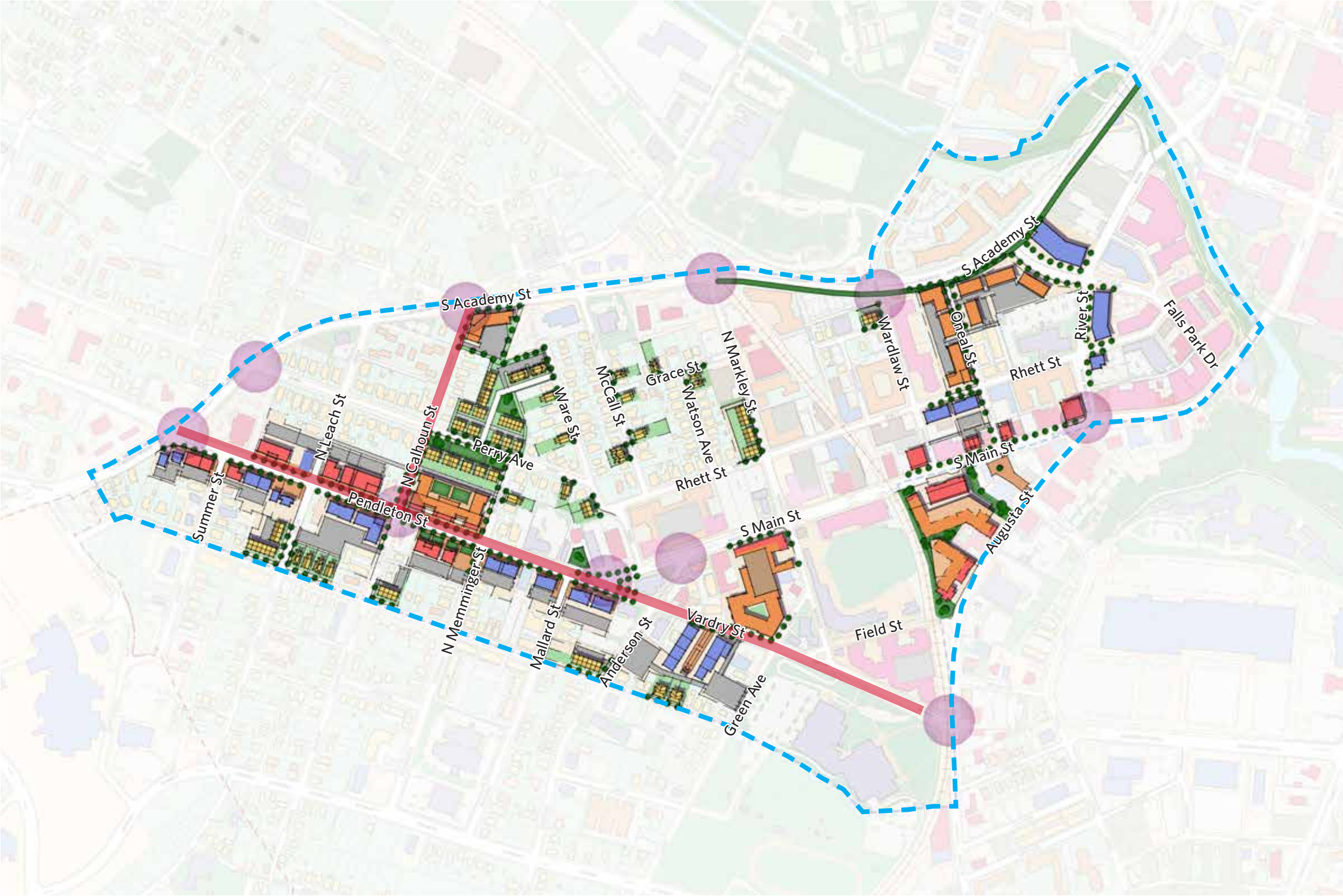
Creating building frontage criteria along streets within the West End helps to define the sense of character intended for that specific location. **Recommendations include establishing a clear pedestrian zone, bike infrastructure, a range of building types, architectural character, scale and height on Pendleton Street, and reinforcing the historic frontage patterns and building character that define South Main and Augusta Streets.**

Green Space Patterns

The West End has a limited amount of neighborhood green space. **The plan encourages redevelopment criteria include new pocket parks, green trail connections, and plazas that provide additional pedestrian connectivity, gathering spaces and neighborhood amenities.**

Residential Infill

The West End has pockets of legacy single-family and multi-family residences that have eroded over time due to changing markets and construction of high volume vehicular streets. **The Plan recommends criteria for continued residential infill in these areas that mediates the differences between the existing housing scale and character and new building types.**









Potential redevelopment of sites in the West End with neighborhood parks, pedestrian crossing and street improvements.

Infrastructure Projects

As the West End continues to grow and develop, improvements to the infrastructure will support the increased need for safe pedestrian and vehicular connections. Key infrastructure initiatives include the following recommendations:

- 1. Intersection improvements to increase pedestrian safety on:
 - South Academy Street intersections with Pendleton Street, Perry Avenue, North Markley Street, North Calhoun Street and Wardlaw Street
 - Pendleton Street and South Main Street
 - South Main Street and Anderson Street
 - Vardry Street and Augusta Street
- 2. Protected bike infrastructure on Pendleton Street
- 3. Strengthen pedestrian connectivity to the Swamp Rabbit Trail along South Academy Street from N. Markley Street
- 4. Pedestrian and bike connectivity improvements on Richardson/River Streets
- 5. Pedestrian and bike connectivity improvements on N. Calhoun Street
- 6. Pedestrian trail connection adjacent to the rail line between South Main and Augusta Streets
- 7. Potential new street and/or alley connections to respond to development potential throughout the district

-  PEDESTRIAN CROSSING IMPROVEMENTS
-  MULTI-USE TRAIL CONNECTIONS
-  EXISTING MINOR STREETS
-  EXISTING MAJOR STREETS
-  IMPROVED STREETS
-  POTENTIAL NEW STREET



Street Framework and Connectivity Improvements This map shows the irregular street pattern in the West End. South Academy, Pendleton, and Augusta Streets provide the primary city-wide connections for the West End study area. The plan recommends pedestrian and bike improvements along Pendleton to improve the quality of the street as a primary business address as well as proposing additional multi-use paths along Academy Street and adjacent to the stadium.



PARKS AND OPEN SPACES

Although the West End is bounded by the Swamp Rabbit Trail to its north, the district has very few neighborhood parks and open space. New open space destinations, like the transformation of Field Street to District 356, will continue to enhance open space connectivity within the West End. Enhanced open space and environmental stewardship is a major goal of GVL2040.

The Small Area Plan encourages the adoption of redevelopment criteria to designate a percentage of open space as neighborhood parks that are accessible to the general public. The plan envisions a new neighborhood park on Perry Avenue; an urban plaza linking Oneil Street and University Avenue; a linear

park and public plazas on the east side of the rail line between South Main and Augusta Streets; and enhanced pedestrian and bike connections to the Swamp Rabbit Trail along South Academy Street from Markley Street to the river.

Existing

- 1 KROC CENTER AND UNITY PARK
- 2 FALLS PARK
- 3 FLUOR FIELD
- 4 DISTRICT 356

Proposed

- 5 ONEIL PLAZA
- 6 STADIUM WALK LINEAR PARK
- 7 PERRY AVENUE PARKLET
- 8 ACADEMY STREET MULTI-USE PATH



Falls Park on the Reedy



Kroc Center Greenville



Open Space Diagram This map shows the existing public open spaces and parks in and around the South Downtown area.



Fluor Field



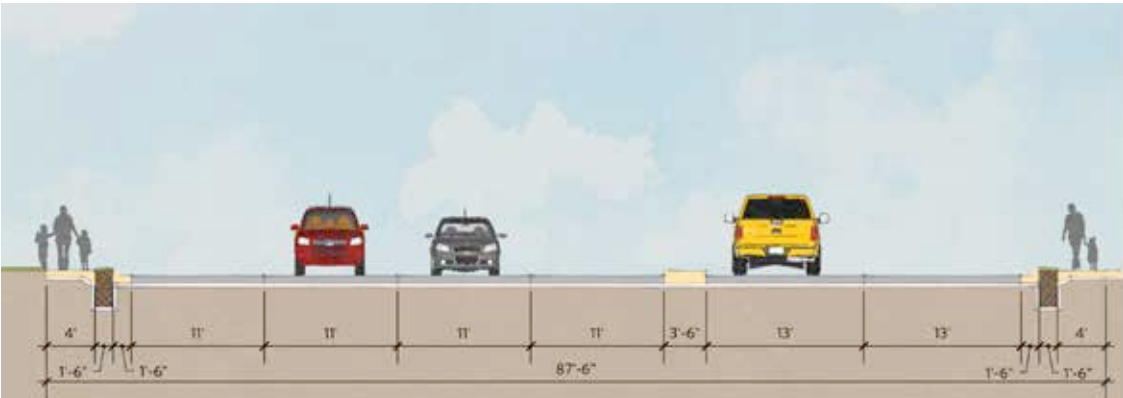
District 356 - Illustration of the re-imagined Field Street

Academy Street Multi-Use Path

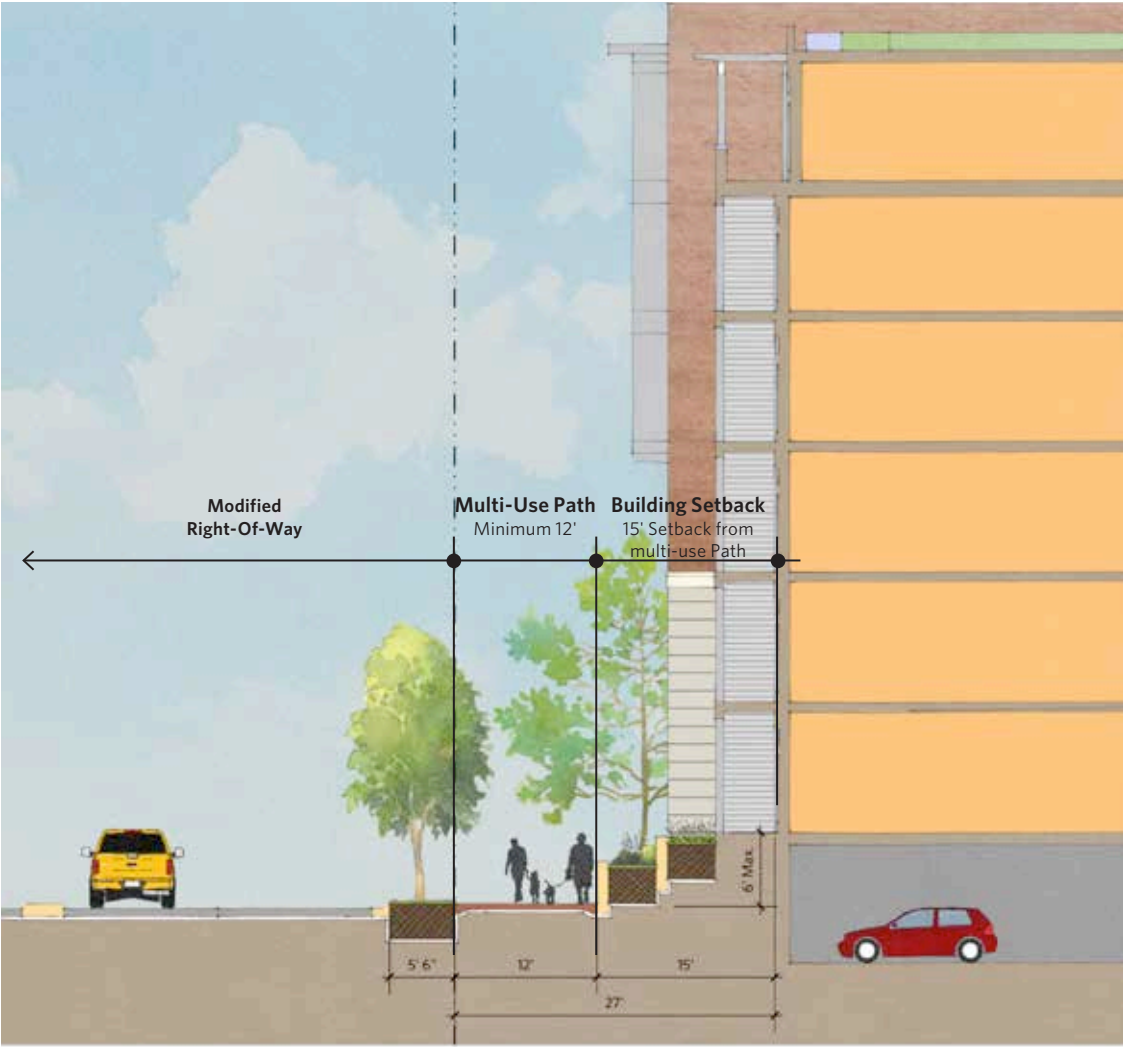
Academy Street is a primary corridor to the north of the West End neighborhood. The street improvements on Academy focus on enhancing the existing sidewalk with a wider walkway to encourage pedestrian connectivity. The existing sidewalk would be replaced with a pedestrian protection planting area, which would include trees and other plantings. There would be an additional setback called the Pedestrian Realm Easement to allow space for the pedestrian improvements. The setback would not be a fully passive yard, but would instead require landscape improvements and potential terracing to increase pedestrian engagement along the Academy Street frontage.



Section Key Plan



Existing Street Section (approximate)



Proposed Street Section

Modify existing planting strip and sidewalk into broader pedestrian zone with multi-use pathway



Existing Conditions



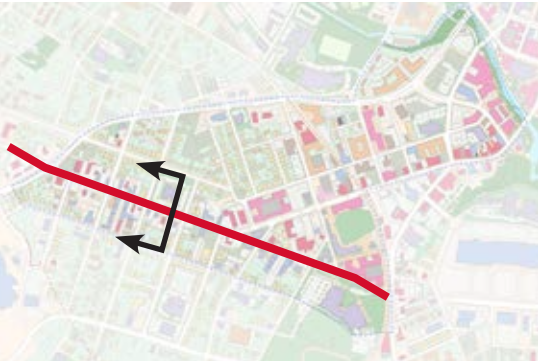
Proposed increased pedestrian protection planting area and the pedestrian realm easement.

Pendleton Street Improvements

Pendleton Street stretches from Vardry Street and Augusta north to the Village of West Greenville where the city has implemented street improvements including landscaping, lane reduction and on-street parking. This initiative provides a model for continued enhancements south to Vardry Street. Proposed improvements to Pendleton include replacing four lanes of moving traffic to two lanes with on-street parking, separated bike infrastructure and expanded pedestrian zones. The city as begun coordination with SCDOT on potential improvements.

Two options for consideration are presented in this plan. They include:

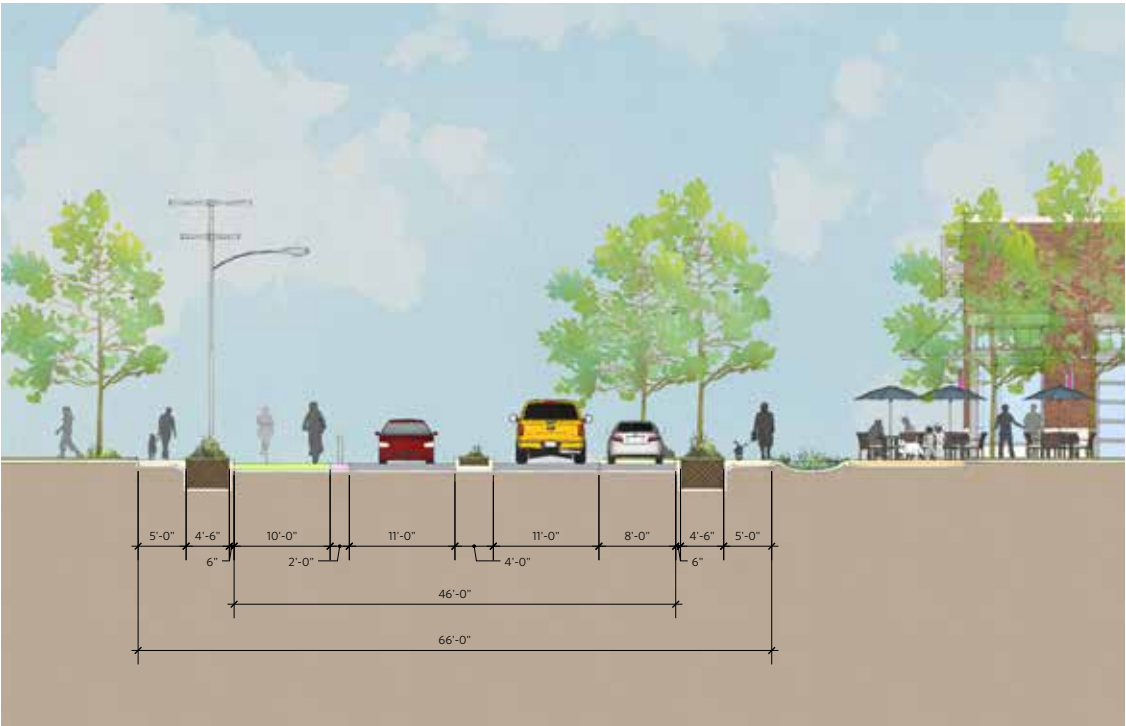
- **Single Cycle Track**
The single cycle track relegates two lanes of bike traffic to one side of the street.
- **Buffered Bike Lanes**
The buffered bike lanes option splits each direction of bicycle traffic to either side of the street, but still leaves a buffer for each lane to be protected.



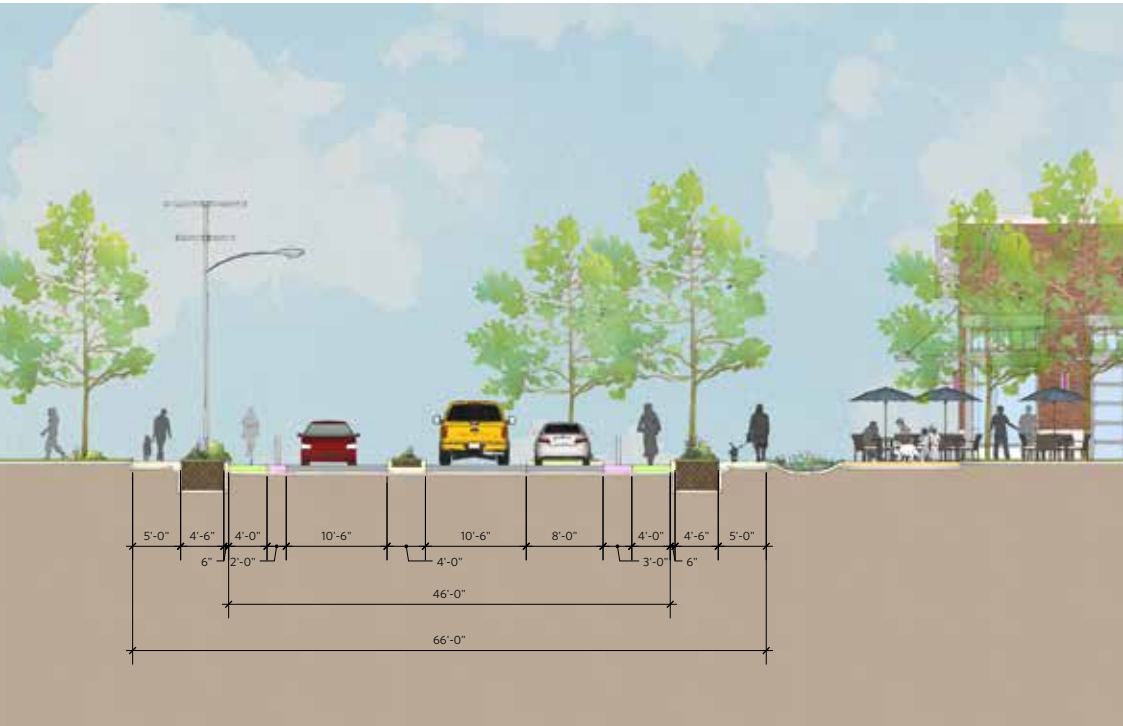
Key Plan



Existing Conditions



Proposed Street Section — Single Cycle Track Option



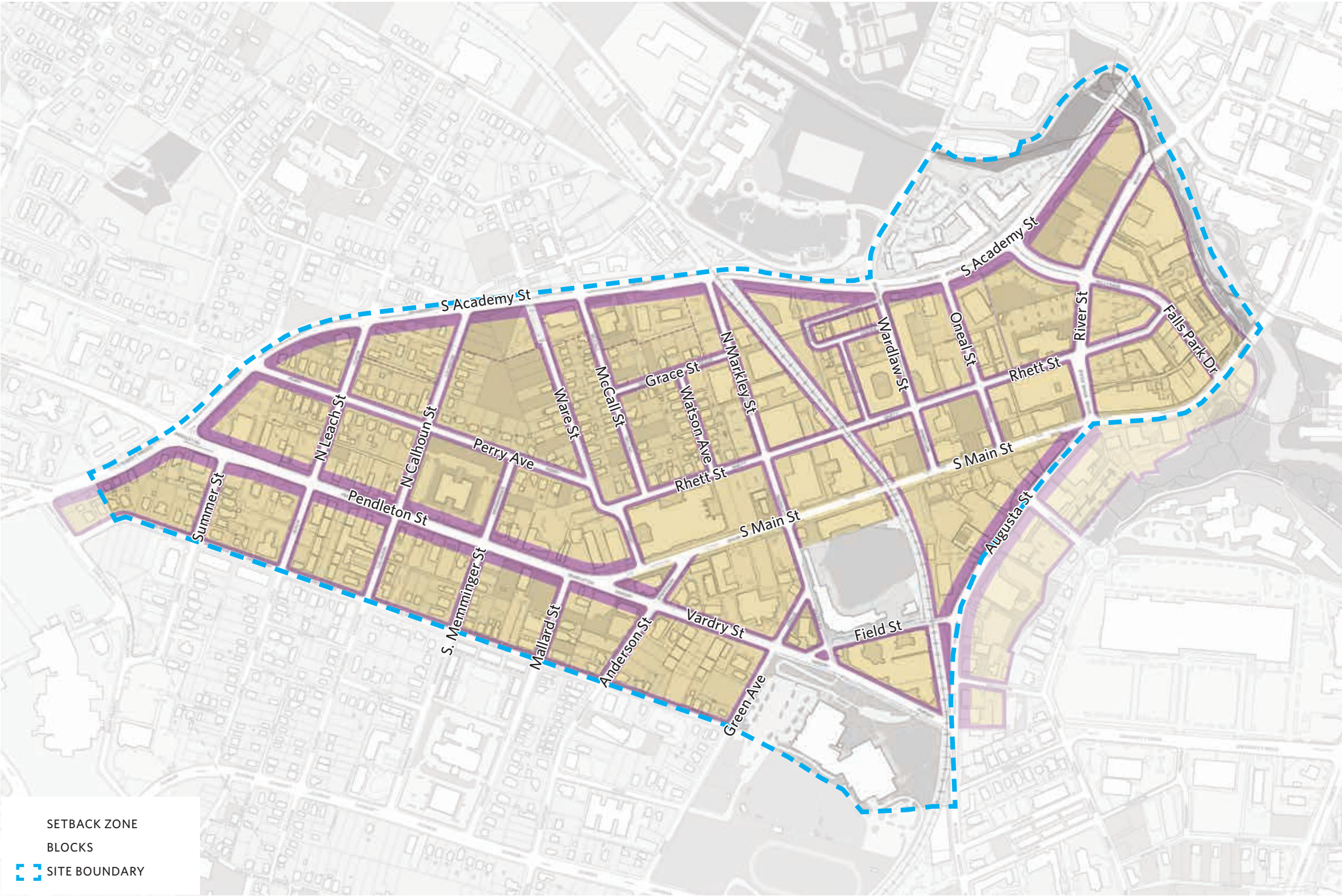
Proposed Street Section — Buffered Bike Lanes Option

Street Frontages

CREATING AN INFILL STRATEGY

The proposed frontage patterns in the West End are based on character areas and street frontage. Frontage zones allow for flexibility of building placement while creating or reinforcing a desired pattern of development. Some streets, like South Main, have inherited patterns of development that remain tight to the street in a zero lot line condition, while other streets, like Pendleton, have fragmented patterns of frontage.

The West End Small Area Plan encourages more gracious setbacks for building frontage along streets with narrow Rights-of-Way, planting areas, and sidewalks. Larger, busier streets such as Pendleton, Academy, and Augusta Streets, have deeper building setback zones with opportunity for additional landscape buffers or expanded pedestrian zones where local commercial uses are located.



Frontage Diagram of the West End



Building Placement Strategy

OVERVIEW

The placement of new buildings along streets within each of the precincts contributes to the sense of the shared public realm. Many of the public comments revolved around improvements to the public realm to create coherent places and improve the pedestrian-oriented aspects of streets and public spaces throughout the West End. The building-to-street relationships are key contributors to creating a cohesive and desirable character.

This section highlights recommendations for building placement strategies along key street addresses within the study area. These include: Augusta Street between South Main and Field Streets; Academy Street; Pendleton Street; Oneal Street; Perry Avenue and local streets within the Loft Precinct.



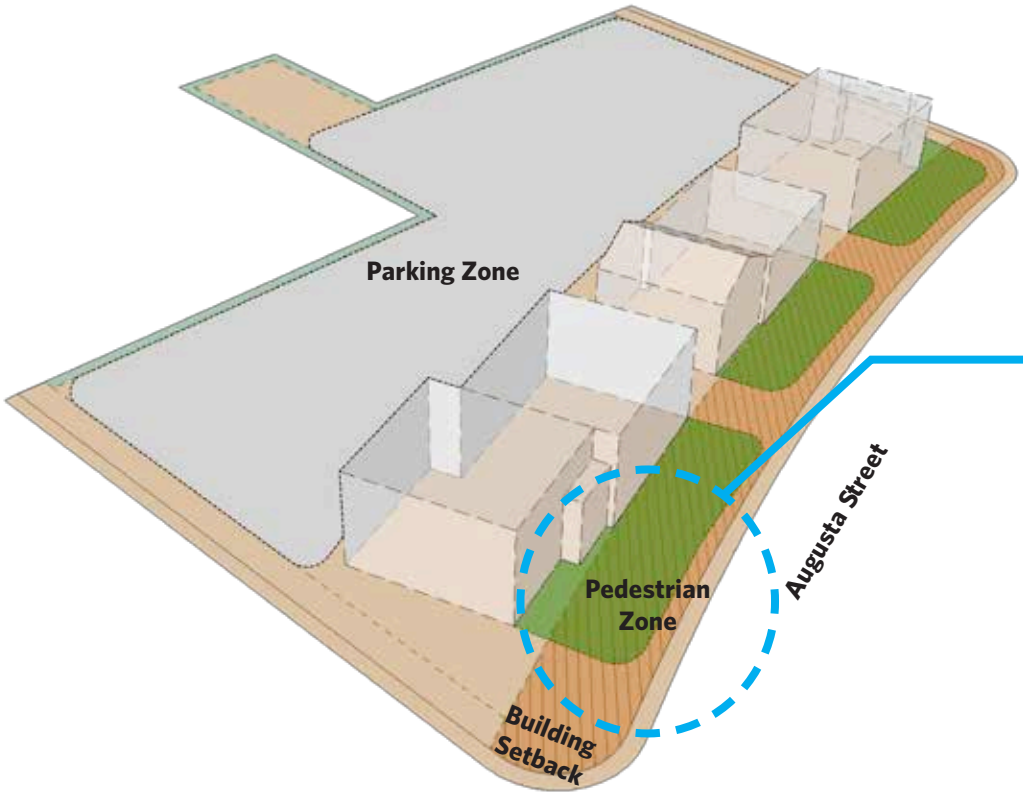
Key Plan



Small scale neighborhood retail frontage with expanded public realm is a model for Augusta Street.



Recent residential frontage example in Loft Precinct does not provide enough setback for residential units at the ground level to create a good transition to the public walkway and street.



Proposed Augusta Street setbacks and expanded pedestrian zone

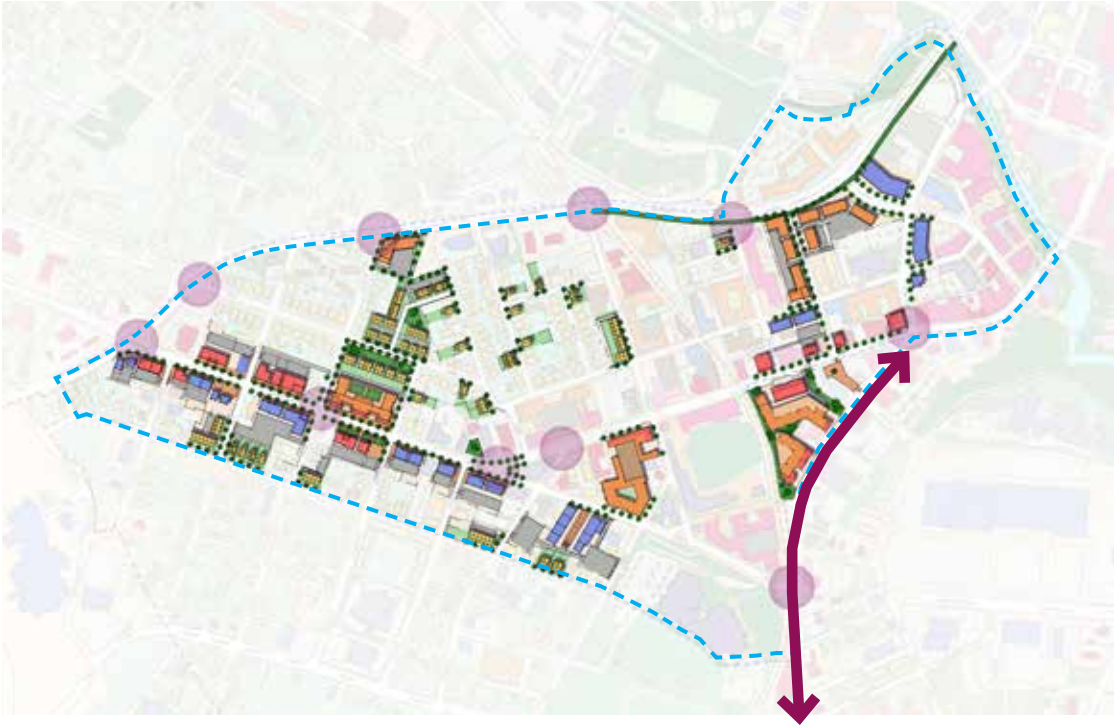


Active Uses Along Augusta With a larger setback from Augusta Street, the space in front of buildings can become an active pedestrian space for many kinds of building uses.

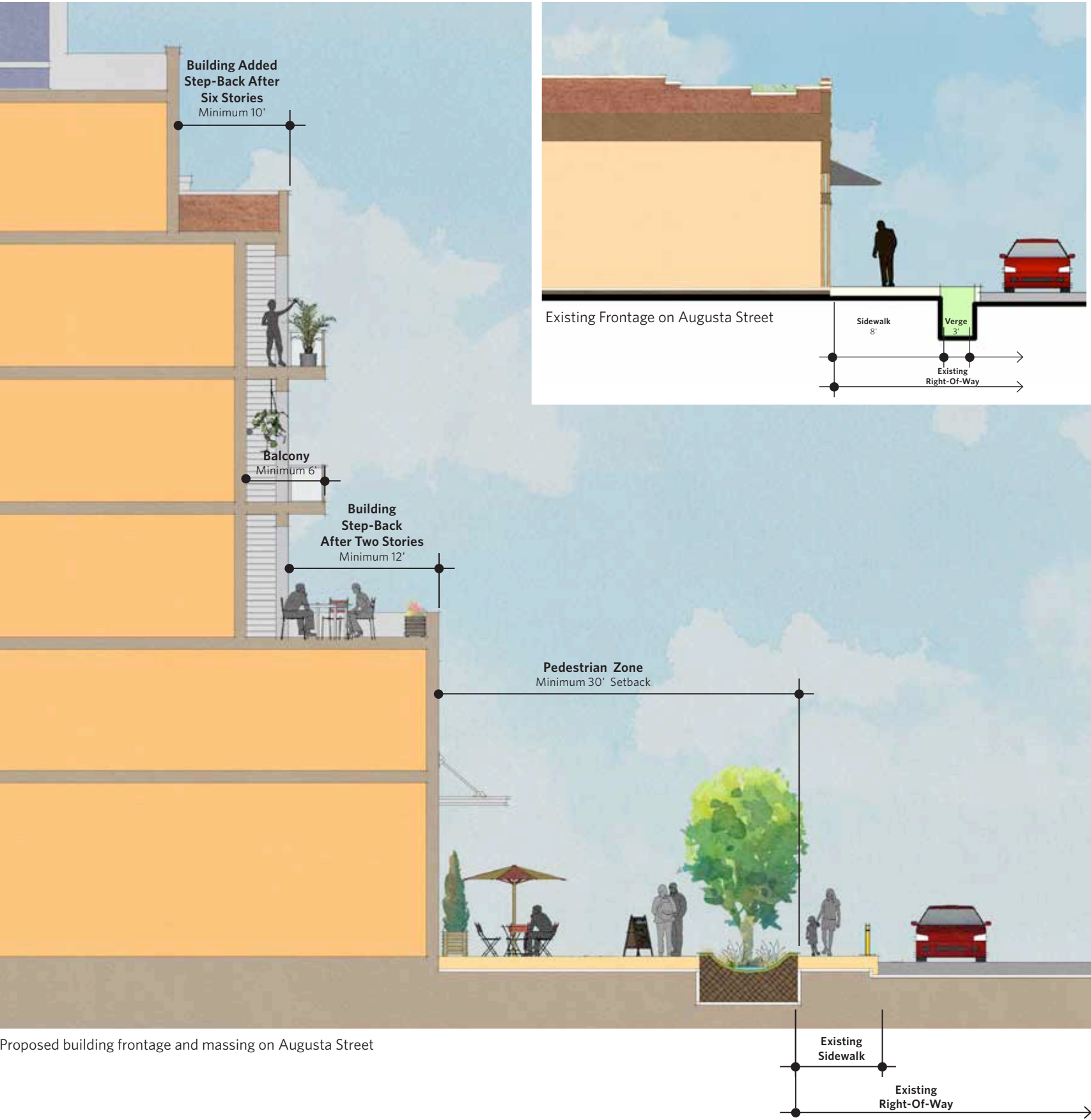
Augusta Street Building Frontage

The plan proposes expanded building frontage setbacks on the north side of Augusta Street to provide enhanced pedestrian connectivity and safety as well as establishing the commercial character of Augusta Street between Vardry and South Main streets.. The recommendation is to establish a minimum setback of 25 feet. This will allow for enhanced pedestrian zone that can accommodate wider sidewalks, terraces, and landscape areas that can be activated for restaurants and businesses.

For buildings fronting Augusta Street, the maximum building height at the 25 foot setback line, would be two stories with a minimum step back of 12 feet for floors above the two stories. This follows the desire to align new development with the scale and character of inherited building patterns. Any floors above six stories would have to step back again a minimum of 10 feet, before reaching the maximum height allowed by building type.



Key Plan



Proposed building frontage and massing on Augusta Street

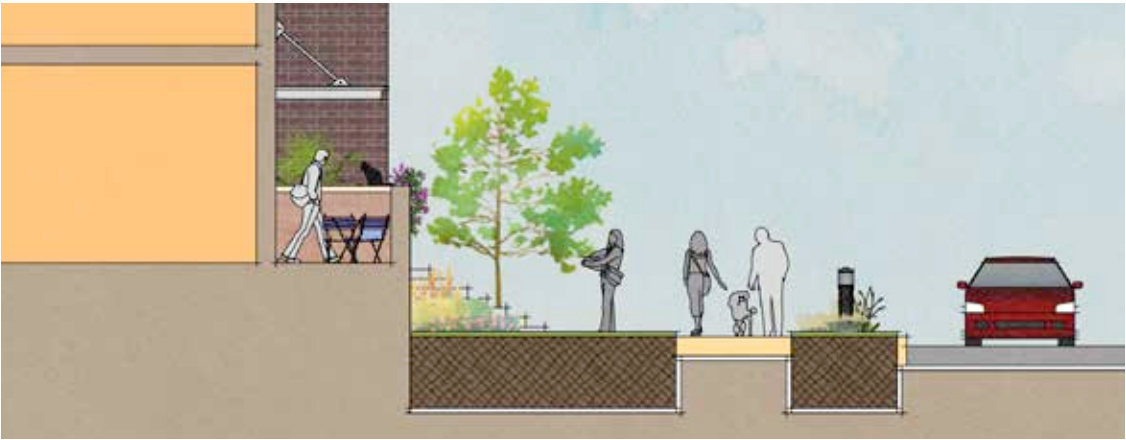
Academy Street Building Frontage

To enhance the pedestrian connectivity and create more livable frontage along this busy arterial street, the recommendation in the plan is to create an additional 6' easement adjacent to the existing R.O.W. west of Markley Street with a minimum building setback of 20 feet from the existing R.O.W. This provides space for wider sidewalks, enhanced plantings, and enough depth to create better transitions between the busy arterial street and ground floor residential units.

East of Markley, the additional easement would be converted to a 8' - 12' wide multi-use path linking the neighborhoods to the Swamp Rabbit Trail. Building setbacks in this area would be 15' from the edge of the multi-use path.



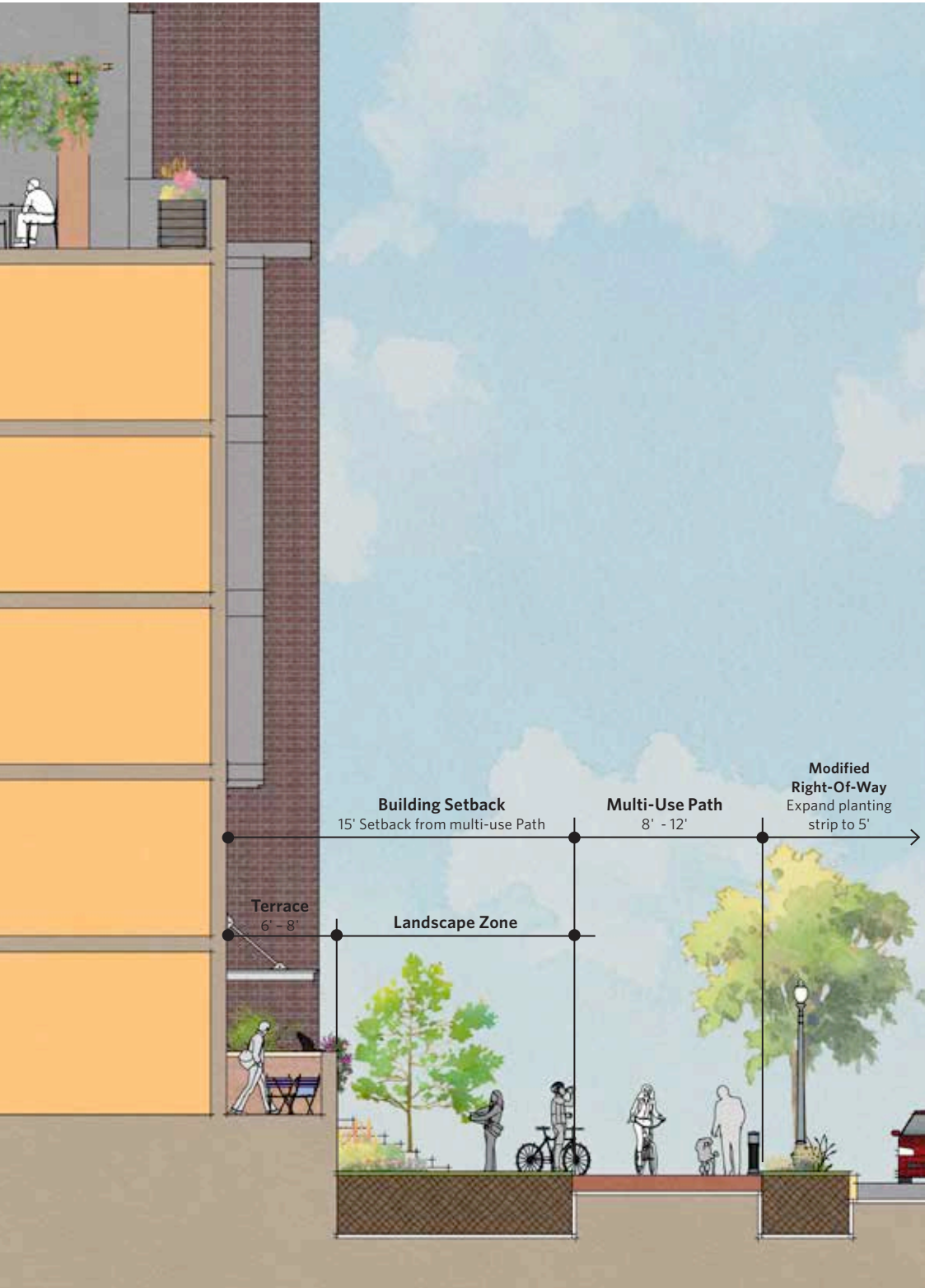
Key Plan



Option showing bollard and plantings in verge



S. Academy Street Building frontage west of Markley Street: Modify existing planting strip and sidewalk to create a deeper planting zone- Approx. 5.5 Feet

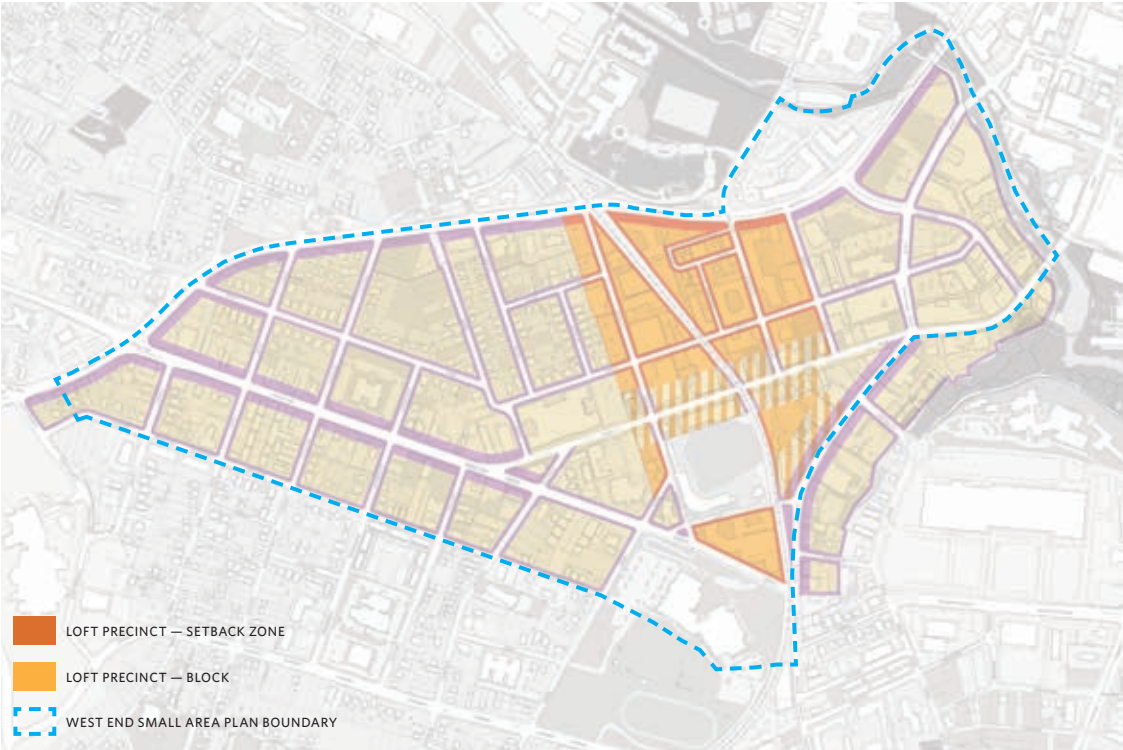


S. Academy Street Building frontage east of Markley Street: Modify existing planting strip and sidewalk into Multi-use path and wider planting area

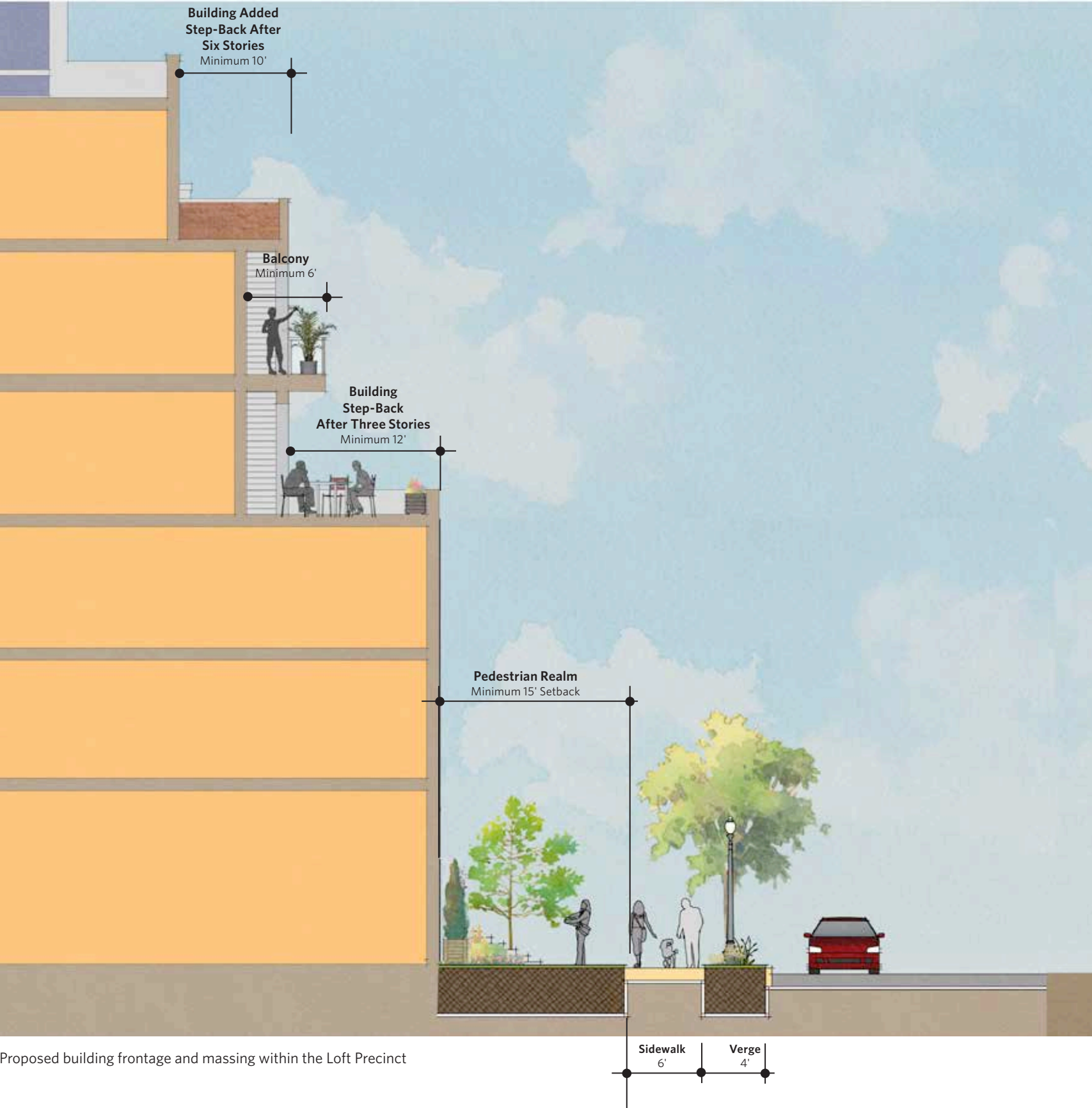
Loft Precinct Building Frontage

The inherited street rights-of-way and cartway dimensions within the West End are narrow. The building -to-street relationship is key to creating safe, desirable streets. Within the Loft Precinct, the SAP calls for a minimum building setback of 15 feet on the majority of street frontages which would allow for a much better pedestrian realm with wider sidewalks and enhanced landscape areas to accommodate larger building types.

Building massing for larger urban building types would present a maximum three-story facade at the street frontage with additional building face setbacks above three stories and an additional setback above six stories in blocks where permitted. In buildings where ground floor residential uses occur throughout the Loft Precinct, the minimum finished floor elevation should be at least 18 inches above the sidewalk. This height creates a sense of privacy and separation between residents in living units and activity on public sidewalks.



Key Plan

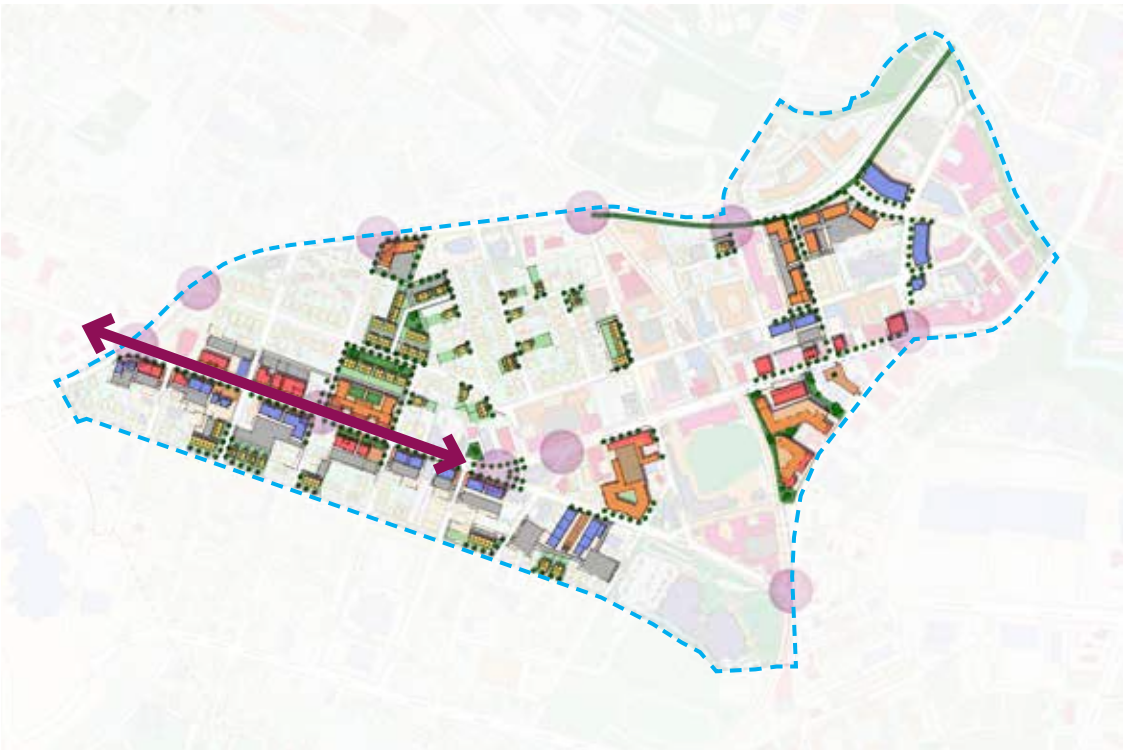


Proposed building frontage and massing within the Loft Precinct

Pendleton Street Building Frontage

New development along the Pendleton Street frontage should create a generous pedestrian and landscape zone on both sides of the street. The proposed minimum building setback is 30 feet from the existing R.O.W. This zone would not have parking but would be used for enhanced sidewalks, landscape elements, and pedestrian-oriented hardscape. Given the new

cycling infrastructure proposed for Pendleton Street in this SAP, care should be taken to minimize curb cuts along Pendleton Street and focus on ways to create a more generous landscaped frontage along this section of the corridor from Academy to Vardry Street.



Key Plan



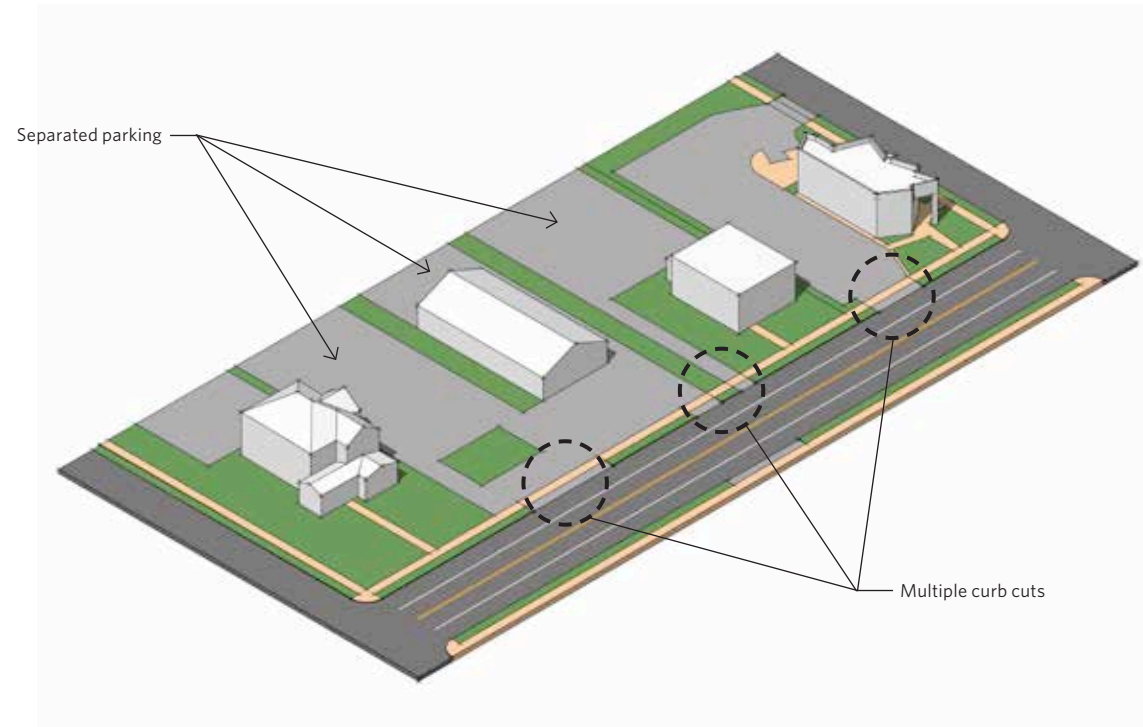
Proposed building frontage and landscape zone fronting Pendleton

Pendleton Street Building Frontage

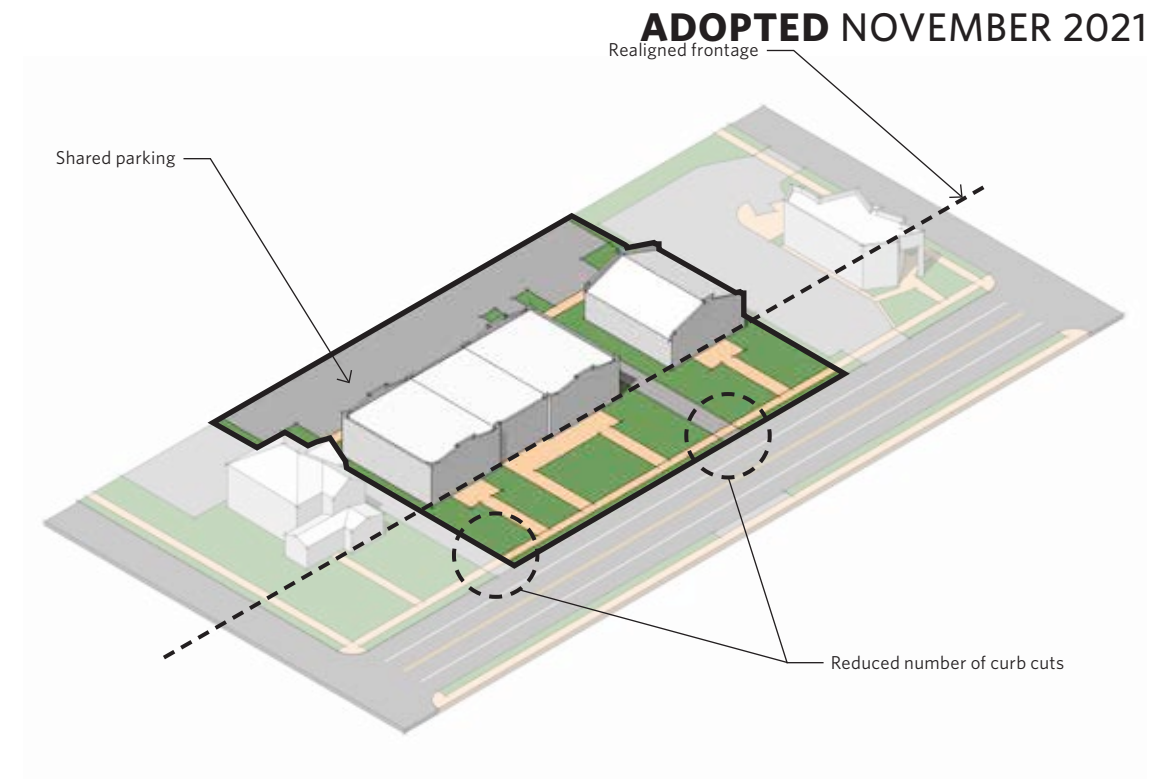
Along with minimizing the curb cuts along Pendleton to support bike infrastructure, shared parking at the rear of parcels can help new and existing development limit curb cuts and maximize parking while creating more consistent building frontage on Pendleton Street. New bike lanes and on-street parking will increase connectivity and support businesses with additional parking immediately in the front of their storefronts.

As Pendleton Street redevelops, each block may have some variation in building setbacks. In blocks where the larger historic residential structures remain, setbacks for adjacent buildings should reflect the historic setbacks. In general, 30 feet is the minimum setback from the Pendleton Street R.O.W. throughout the precinct. This provides a consistent pedestrian zone intended to be an enhanced area for landscape that links to the past but establishes a distinctive new address in the West End.

Key policy elements will require cross-property easements to connect parking areas behind buildings as existing curb cuts for individual properties along Pendleton are eliminated; this is intended to improve safety and enhance the pedestrian experience.



Pendleton Street: Existing



Pendleton Street: Proposed



Pendleton Street: Future

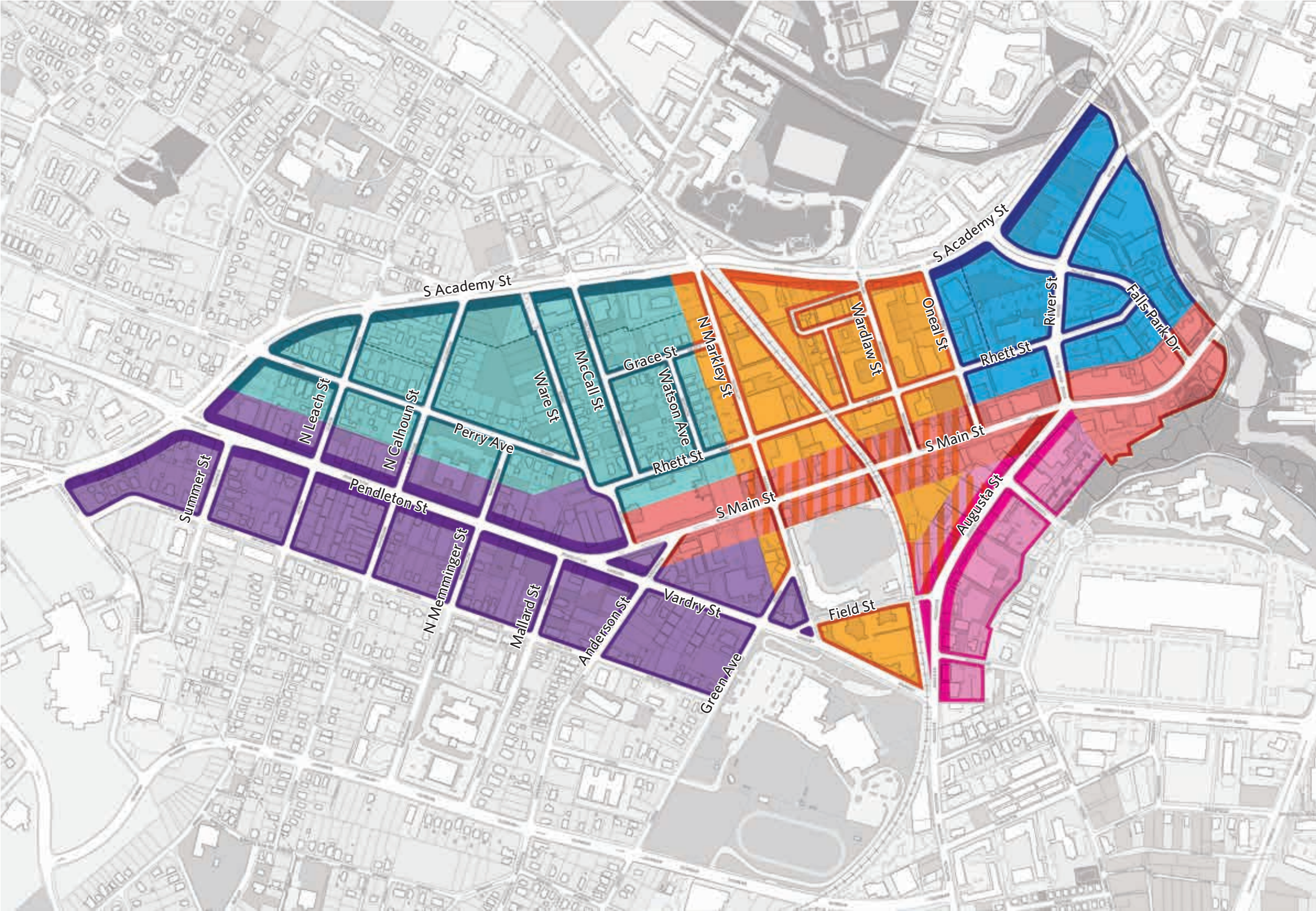
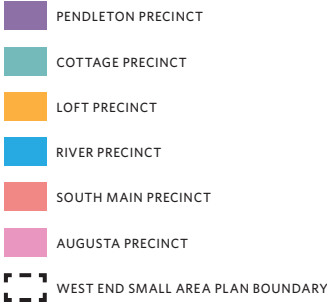
ADOPTED NOVEMBER 2021
Realigned frontage

Character Precincts

CREATING DISTINCT ADDRESSES

The West End Small Area plan identifies a series of development patterns that residents wish to maintain, enhance, or create. The character precincts quantify elements of neighborhood character to a specific menu of appropriate building types, frontage requirements along public streets, building heights, and general uses. This helps to clarify intention and to look at each area and development site with more nuance.

This section details recommendations for how best to organize uses, building types, and frontage requirements to produce neighborhood environments that are cohesive and distinctive, and that align with neighborhood feedback and market trends.





THE PENDLETON PRECINCT

The Pendleton Precinct is a corridor-based precinct that stretches from Academy Street to South Markley Street and includes Vardry Street. Pendleton Street is characterized by a collection of auto-oriented commercial uses, and a somewhat random patterns of older medical office buildings that were built in the 1960s and 70s. This pattern has spilled over into residential neighborhoods flanking Pendleton especially along Arlington Street to the south.

As Pendleton continues to evolve, the land uses should reinforce patterns of district-wide service and office uses. Residential uses should be oriented to side streets and discouraged as ground floor uses fronting Pendleton. To support these uses and increase connectivity on this major community corridor, curb cuts should be minimized to allow for a safer pedestrian zone and accommodate protected bike infrastructure. The proposed infrastructure improvements include on-street parking to support the service and office uses, and increased pedestrian scale lighting and landscape improvements.



Existing new construction on Pendleton Street provides minimal consideration to pedestrians.

URBAN DESIGN RECOMMENDATIONS

- Convert four lanes to two lanes with on-street parking
- Add bike infrastructure
- Create regulating building setbacks by block
- Add lighting and landscape improvements to improve the public realm
- Focus on district-wide service and office uses
- Create adequate transition zones with residential neighborhoods
- Implement curb cut reductions
- Create cross-easement access requirements



Residents indicated a strong preference for separate car, bike, and pedestrian zones along Pendleton Street. Protected bike lanes, wider sidewalks, and multi-use paths with clear signage, are ways to provide that connectivity.

STAKEHOLDER FEEDBACK

WALKABILITY/CONNECTIVITY

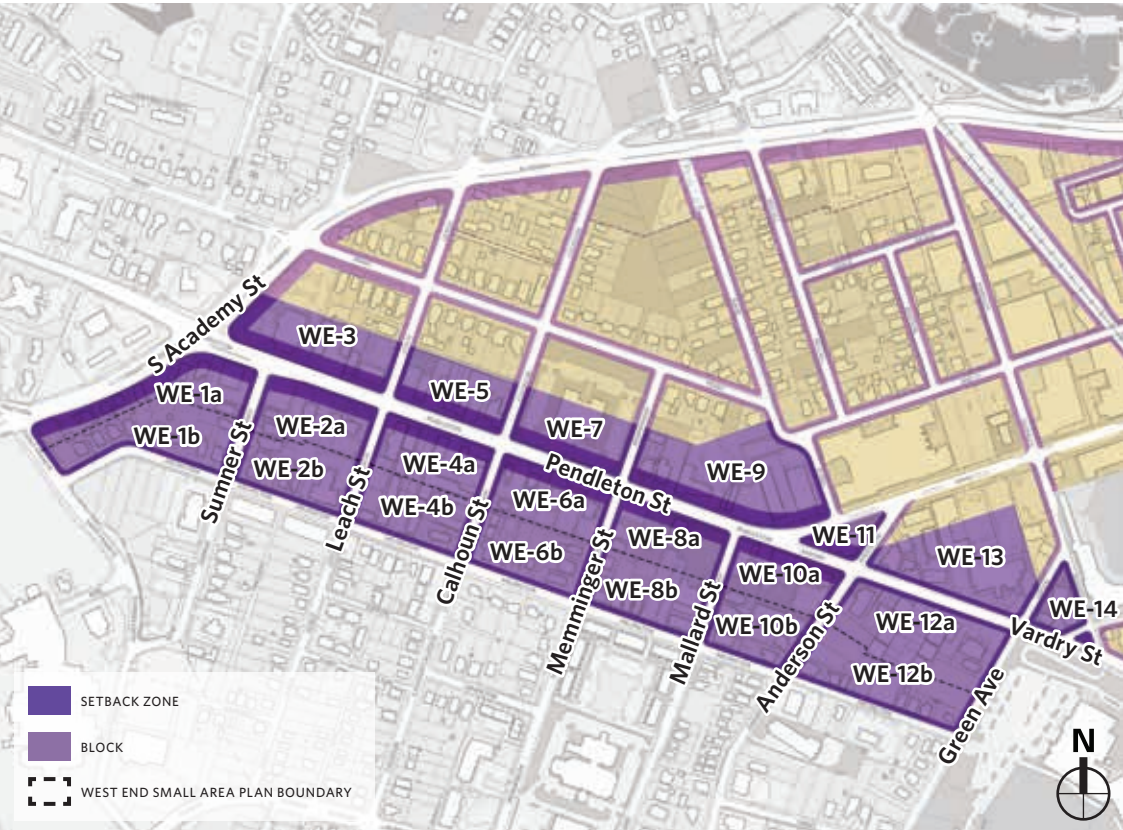
- Strong preference for separate car, bike and pedestrian zones along Pendleton

TRAFFIC

- Two-lane street, safer crossings, less curb cuts



Potential new development patterns along Pendleton Street



The Pendleton Precinct block regulating plan

THE PENDLETON PRECINCT

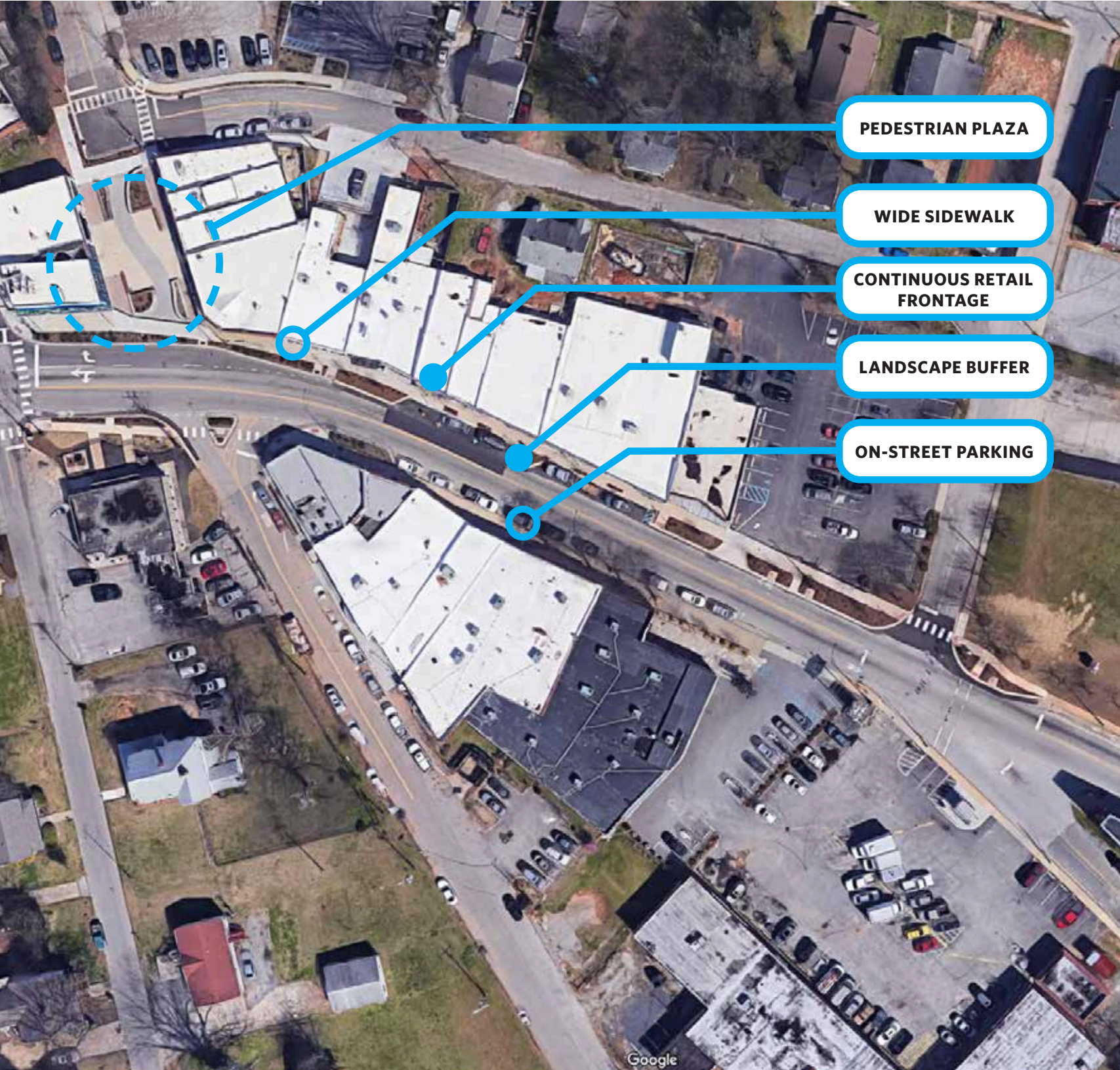
Further north on Pendleton Street, beyond the extents of the West End Small Area Plan study area, is the Village of West Greenville. The street section of Pendleton at this location is designed to:

- Support local businesses by allowing for on-street parking
- Create a more walkable destination for pedestrians by allowing for shorter crossing distances
- Provide locations for plantings that soften the streetscape, provide shade, and provide food and habitat for pollinators.

The character of Pendleton Street begins to change outside of the Village of West Greenville, transitioning from a primarily retail-based environment to a combination of retail, service, and office uses. Much of the pedestrian and business supporting street infrastructure is no longer consistent on Pendleton which transitions into Vardry Street before reaching Augusta Street. The plan recommendations to reinforce bike and pedestrian infrastructure and to create a consistent building wall will help extend successful patterns already present in the Village of West Greenville.



Improvements to Pendleton Street adjacent to The Village of West Greenville is an excellent example of how Pendleton could evolve south to Vardry



Learning from the Village of West Greenville

THE PENDLETON PRECINCT

To transition Pendleton Street to a more pedestrian, bicycle, and business friendly street, the plan recommends strengthening patterns of development that allow for on-street parking, buffered bike infrastructure, minimized curb cuts, and consistent pedestrian infrastructure such as sidewalks, pedestrian-scaled lighting, and landscaping.

Below are several alternatives that were studied for a Pendleton Street of the future. Collaboration with SCDOT to review potential scenarios began during this process. Active participation by the proposed **Street and Infrastructure** working group will be critical to to advance this effort and reach consensus on a preferred strategy.



Pendleton Street Existing Conditions — four lanes of moving traffic no on-street parking



Illustration - Aerial view showing potential transformation with new two-way bicycle infrastructure, on-street parking, and an expanded pedestrian zone



Pendleton Street Alternative A — This option includes a two-way buffered cycle track and new sidewalks on one side and on-street parking with expanded pedestrian zone on the other side



Pendleton Street Alternative B — This option features a Multi-use path along one side with on-street parking on both sides
*Community feedback indicated a preference for separate bike and pedestrian infrastructure










Pendleton Street Alternative C — this option illustrates protected bicycle lanes on both sides of the street with on-street parking on one side

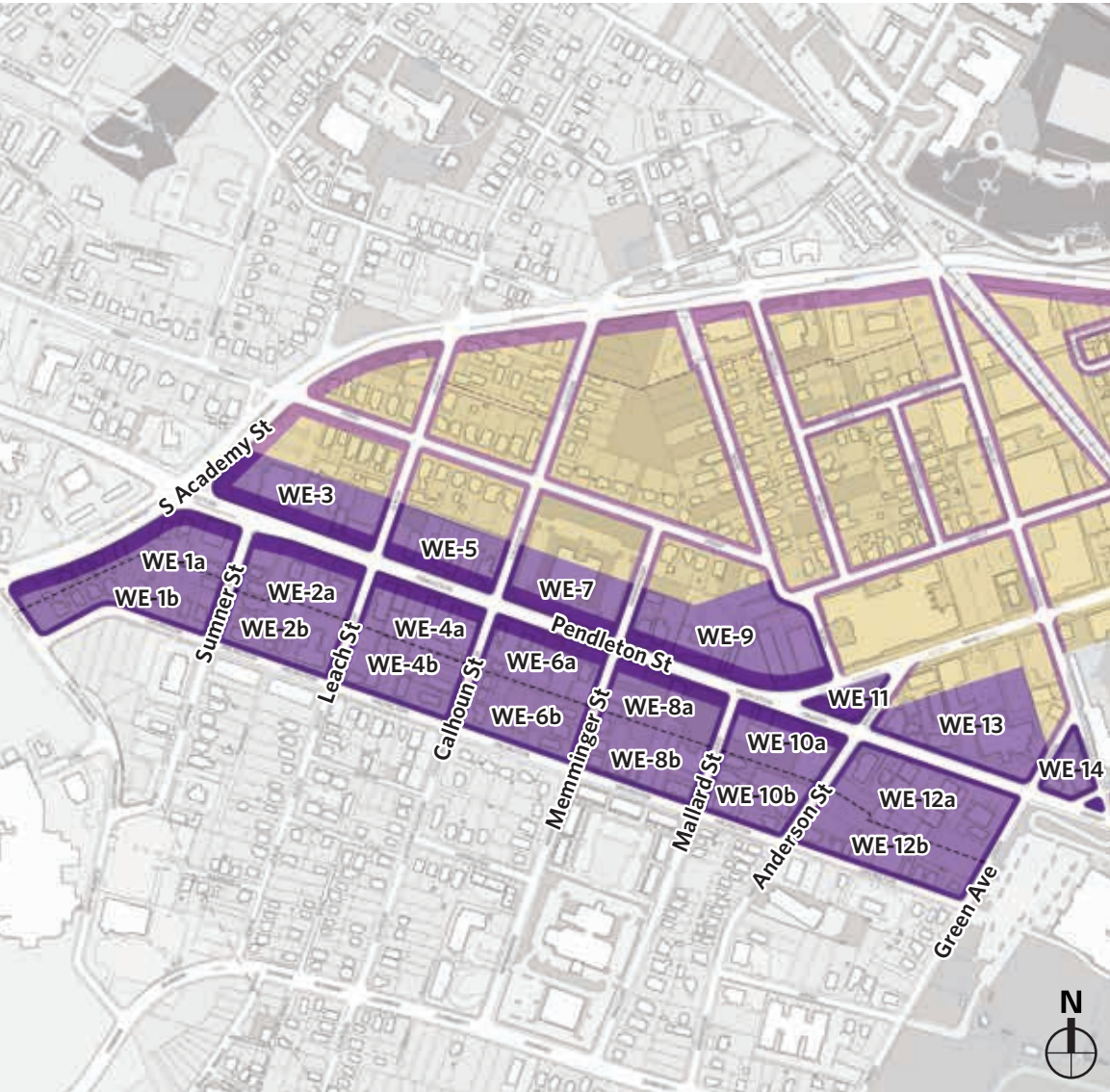
Table 3.1 Permitted Use & Dimensional Standards Table*

Pendleton Precinct																								
Blocks	Primary Frontage (Minimum Setback)										Building Types*							General Land Use						
	S Academy	Sumner	Arlington	Leach	Calhoun	Memminger	Mallard	Anderson	Green	S Pendleton	A+	B+	C+	D**	E	F	G	Residential**	Commercial	Office	Lodging	Recreation	Civic	Restaurant
WE-1 a	20'	10'	10'	—	—	—	—	—	—	30'				•				•	•	•	•	•	•	•
WE-1 b	20'	10'	10'	—	—	—	—	—	—	30'	•	•	•					•	•	•	•	•	•	•
WE-2a	—	10'	10'	10'	—	—	—	—	—	30'				•				•	•	•	•	•	•	•
WE-2b	—	10'	10'	10'	—	—	—	—	—	30'	•	•						•	•	•	•	•	•	•
WE-3	20'	—	—	10'	—	—	—	—	—	30'				•				•	•	•	•	•	•	•
WE-4a	—	—	10'	10'	10'	—	—	—	—	30'				•				•	•	•	•	•	•	•
WE-4b	—	—	10'	10'	10'	—	—	—	—	30'	•	•						•	•	•	•	•	•	•
WE-5	—	—	—	10'	10'	—	—	—	—	30'				•				•	•	•	•	•	•	•
WE-6a	—	—	—	—	10'	10'	—	—	—	30'				•				•	•	•	•	•	•	•
WE-6b	—	—	10'	—	10'	10'	—	—	—	—	•	•						•	•	•	•	•	•	•
WE-7	—	—	—	—	10'	10'	—	—	—	30'			•	•	•			•	•	•	•	•	•	•
WE-8a	—	—	—	—	—	10'	10'	—	—	30'			•	•				•	•	•	•	•	•	•
WE-8b	—	—	10'	—	—	10'	10'	—	—	—	•	•						•	•	•	•	•	•	•
WE-9	—	—	—	—	—	10'	—	—	—	30'	•	•	•	•	•			•	•	•	•	•	•	•
WE-10a	—	—	—	—	—	—	10'	10'	—	30'			•	•				•	•	•	•	•	•	•
WE-10b	—	—	—	—	—	—	10'	10'	—	30'	•	•	•					•	•	•	•	•	•	•
WE-11	—	—	—	—	—	—	—	10'	—	15'				•									•	
WE-12a	—	—	—	—	—	—	—	10'	10'	—				•				•	•	•	•	•	•	•
WE-12b	—	—	10'	—	—	—	—	10'	10'	—	•	•						•	•	•	•	•	•	•
WE-13	—	—	—	—	—	—	—	10'	10'	15'				•	•					•	•		•	•
WE-14	—	—	—	—	—	—	—	—	10'	15'				•									•	

+Permitted on Arlington Street or side street frontage only

**Residential permitted on upper floors of buildings fronting Pendleton,

BUILDING TYPES						
A	B	C	D	E	F	G
Small-Scale Residential	Carriage House	Medium-Scale Residential	Small Urban Building	Medium Urban Building	Large Urban Building (with or without integrated parking)	Urban Tower
						





THE COTTAGE PRECINCT

The Cottage Precinct is focused around the primarily detached single-family urban neighborhood bordered by S. Academy Street to the north, Pendleton Street to the west, and South Main Street to the south.

The neighborhood has faced increasing development pressure as downtown continues to grow and infill development becomes more intensive and larger scale. New development in the Cottage Precinct should seek to maintain and complement the scale and character of a single-family neighborhood. Where infill buildings are constructed within and adjacent to the Cottage Precinct, larger buildings over three stories in height, should step-down to address typical two-story house scale. Additional transition zone standards should be adopted to address impacts of different building uses and scale. Considerations include light and noise impacts; physical screening such as plantings, fences, and walls; parking location; and operations such as trash pick-up and deliveries.



The Cottage Precinct is home to a variety of single-family house styles constructed in various eras.

URBAN DESIGN
RECOMMENDATIONS

- Maintain scale and character of single-family neighborhood
- Modify land use regulations to define appropriate infill building types that complement inherited lotting patterns and one to two-story house scale
- Install pedestrian-scale street lighting throughout and replace sidewalks where needed
- Develop appropriate transition zone standards between single-family, commercial, and multi-family uses
- Provide publicly accessible neighborhood parks through redevelopment opportunities

STAKEHOLDER FEEDBACK

SCALE

- Small scale development to match existing scale and character

WALKABILITY/CONNECTIVITY

- Extend street lighting and improve pedestrian connections at major intersections

OPEN SPACE

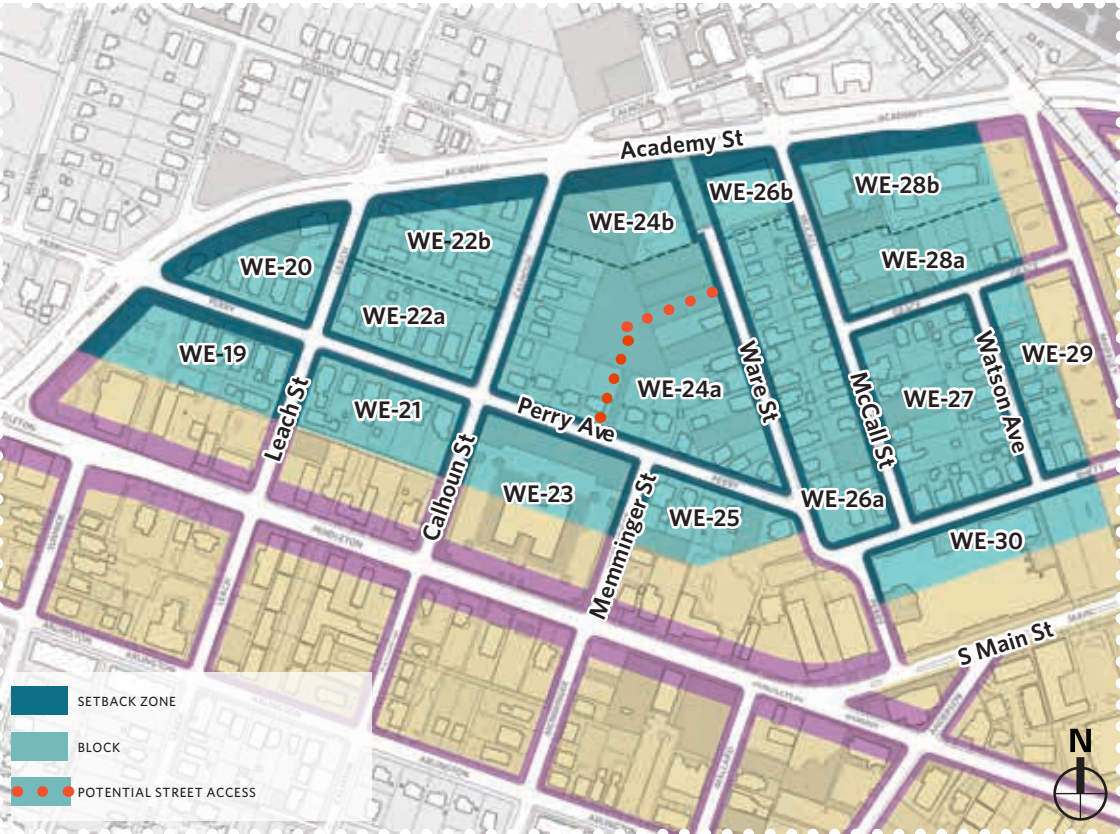
- Incorporate neighborhood park spaces where possible



Historic single-family homes exist alongside newer and sometimes larger-scaled construction in the Cottage Precinct.



Infill development potential along new access street connecting Ware to Perry Ave and vacant parcels fronting Academy Street.



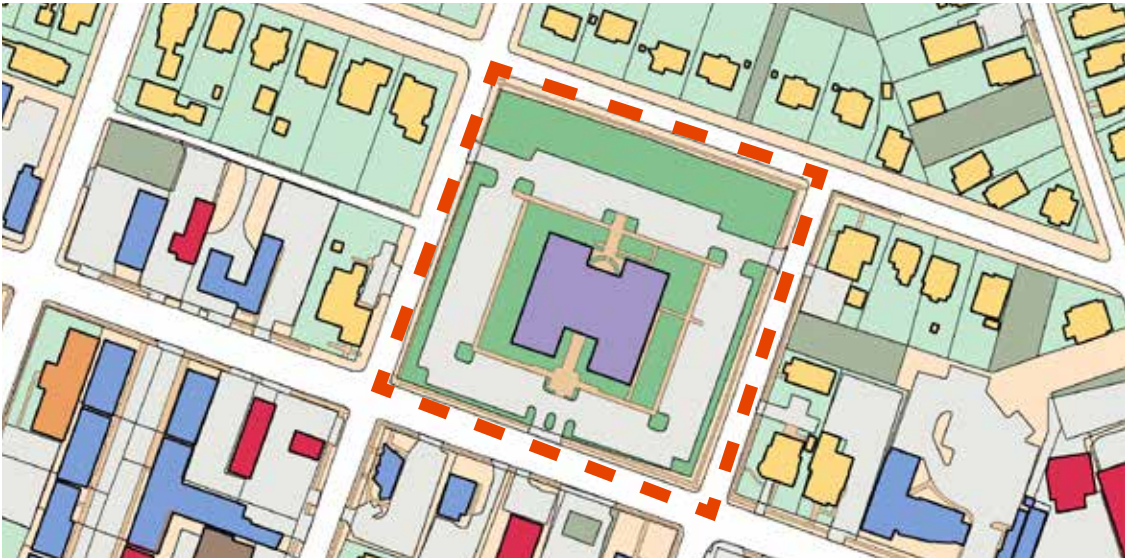
The Cottage Precinct

THE COTTAGE PRECINCT

There are a limited number of green spaces throughout the Cottage Precinct and West End neighborhood as a whole. The best opportunities for integrating new park spaces will be in redevelopment initiatives. Many of the larger sites are required to provide open space. This can be directed into public park spaces accessible to area residents.

This page illustrates an opportunity for a neighborhood park space on Perry Avenue through redevelopment of a single large parcel. The site could offer a transition between a larger, mixed-use building on Pendleton Street and smaller residential buildings on the Perry Avenue side. This strategy is applicable to other sites and is intended to provide an example of how development policy clarification regarding required open space can lead to the creation of neighborhood parks distributed throughout the West End precincts.

Pedestrian-scaled street lights, like those on South Main Street, could also enhance pedestrian connectivity between the homes and potential park.



Existing Conditions — Perry Avenue Opportunity Site



Proposed — Conceptual testing for the Perry Avenue Opportunity Site










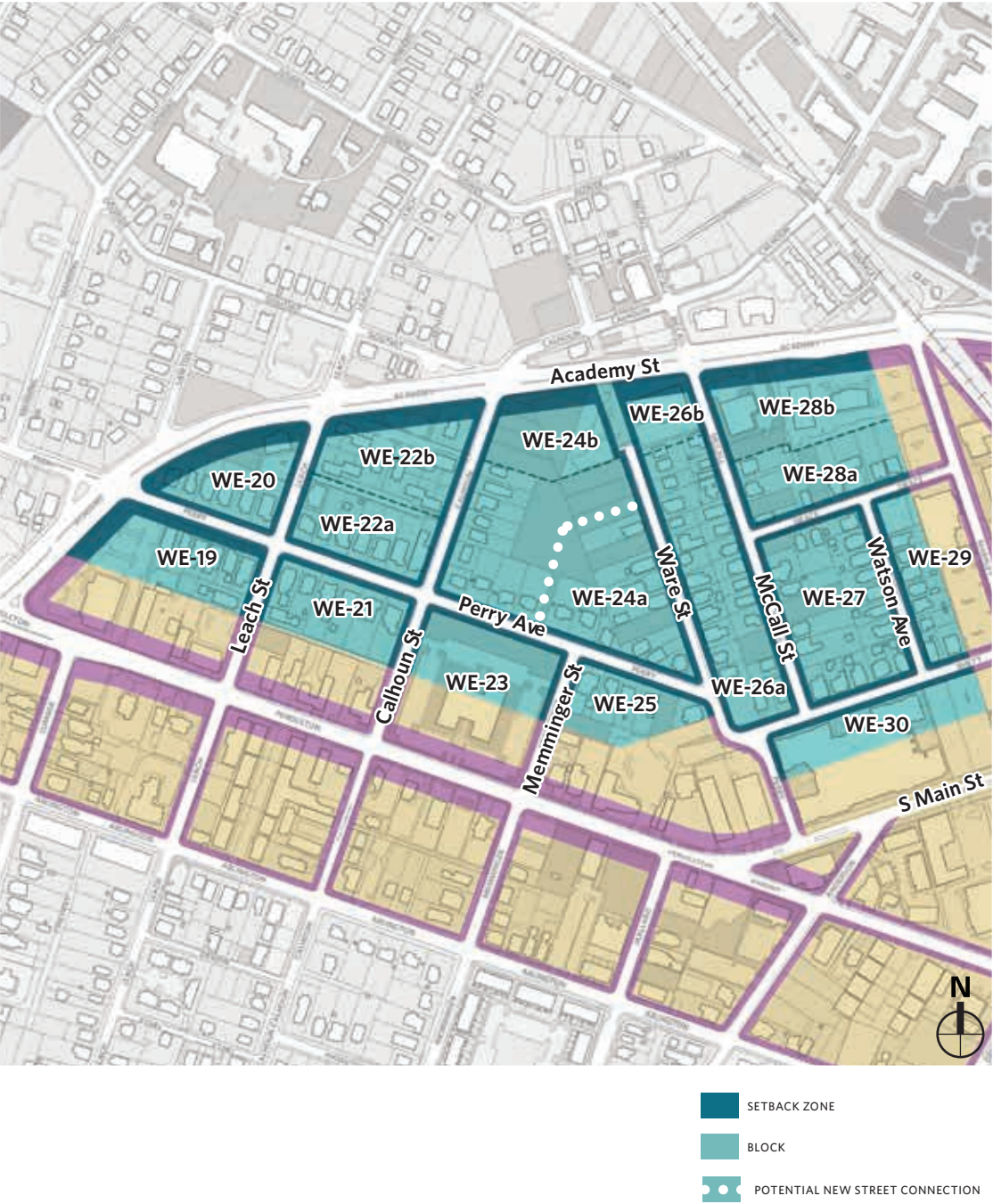
Proposed — Frontage overlooking a linear park along Perry Avenue

Table 3.3 Permitted Use & Dimensional Standards Table

Cottage Precinct																						
Blocks	Primary Frontage (Minimum Setback)								Building Types*							General Land Use						
	S Academy	Leach	Calhoun	Memminger	Perry	Ware	McCall	Watson	A	B	C	D	E	F	G	Residential	Commercial	Office	Lodging	Recreation	Civic	Restaurant
WE-19	20'	10'	—	—	20'	—	—	—	▪	▪						▪						
WE-20	20'	10'	20'	—	20'	—	—	—	▪	▪						▪					▪	
WE-21	—	10'	20'	—	20'	—	—	—	▪	▪						▪				▪		
WE-22a	—	10'	20'	—	20'	—	—	—	▪	▪						▪						
WE-22b	20'	10'	20'	—	20'	—	—	—	▪	▪	▪	▪	▪			▪	▪	▪	▪	▪	▪	▪
WE-23	—	—	20'	10'	20'	—	—	—	▪	▪						▪						
WE-24a	—	—	20'	—	20'	20'	—	—	▪	▪						▪						
WE-24b	20'	—	20'	—	—	20'	—	—	▪	▪	▪	▪	▪			▪	▪	▪	▪	▪	▪	▪
WE-25	—	—	—	10'	20'	20'	—	—	▪	▪						▪						
WE-26a	—	—	—	—	—	20'	20'	—	▪	▪						▪						
WE-26b	20'	—	—	—	—	20'	20'	—	▪	▪	▪	▪	▪			▪	▪	▪	▪	▪	▪	▪
WE-27	—	—	—	—	—	—	20'	20'	▪	▪						▪						
WE-28a	—	—	—	—	—	—	20'	—	▪	▪						▪						
WE-28b	20'	—	—	—	—	—	20'	—	▪	▪	▪	▪	▪			▪	▪	▪	▪	▪	▪	▪
WE-29	—	—	—	—	—	—	—	20'	▪	▪						▪						
WE-30	—	—	—	—	—	—	—	—	▪	▪	▪	▪				▪						

*Refer to each building type for building height requirements

BUILDING TYPES						
A	B	C	D	E	F	G
Small-Scale Residential	Carriage House	Medium-Scale Residential	Small Urban Building	Medium Urban Building	Large Urban Building (with or without integrated parking)	Urban Tower
						





THE LOFT PRECINCT

Located primarily between Markley and Oneal Street, the Loft Precinct is a combination of historic buildings that respond to the industrial past of the neighborhood. These include former warehouses, textile storage, and railroad support. As new buildings are developed in this area, it is important to build on this legacy and character of the surviving historic buildings to produce a place that echoes this unique quality.

The design of Fluor Field is a good example of a new building that takes inspiration from this heritage. The creation of Jackson Way as an anchor for the entertainment district event street sets the stage for the mixed-use loft buildings adjacent. Designing to reinforce this heritage throughout the Loft Precinct will create a distinctly West End sense of place.

The plan calls for larger buildings to step up from three stories at street edges to stay in scale with the smaller width streets found throughout the precinct. While building heights may vary, the quality of the public streets should benefit from the massing of buildings to create better access to sunlight and good transitions for ground floor residential uses.



Renderings of new development under construction at Vardry Street and Field Street.

URBAN DESIGN RECOMMENDATIONS

- Integrate additional public spaces and activated terraces where possible
- Provide expanded pedestrian connections along the rail line in between Augusta and South Main Streets
- Break down large building massing into smaller, distinct building forms
- Increase building setbacks fronting primary streets to create a more appropriate relationship to the small scale streets and sidewalks
- Architectural character for new buildings should respond to the unique industrial legacy

STAKEHOLDER FEEDBACK

SCALE

- Consider the appropriate scale along the street edge and set back any taller buildings

OPEN SPACE

- Preserve and add green space

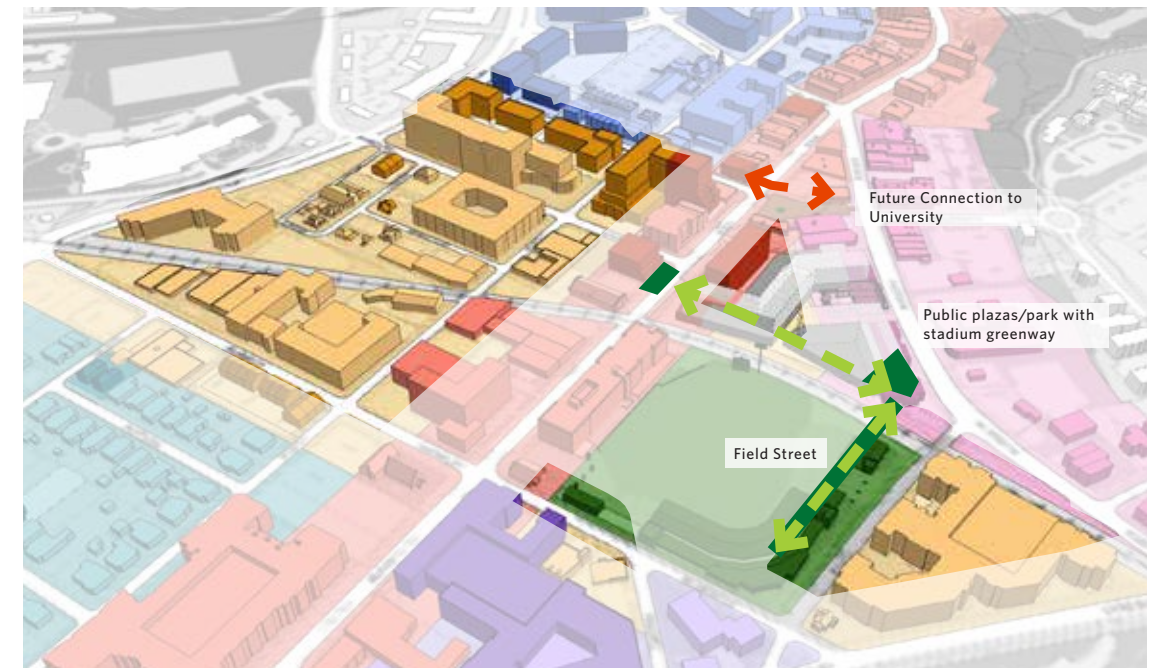
CONNECTIVITY

- Improve pedestrian and bike connections

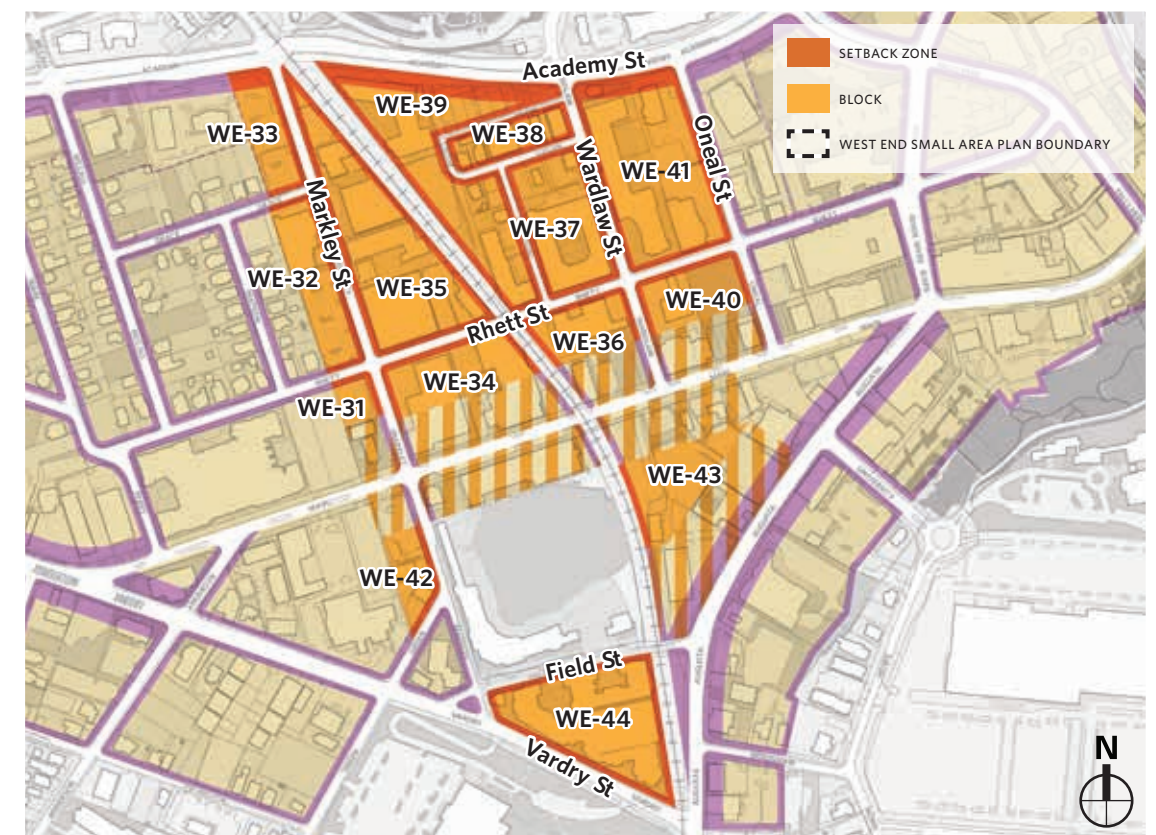


Historic warehouse and industrial buildings on South Main Street adjacent to the stadium.

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New Development Potential

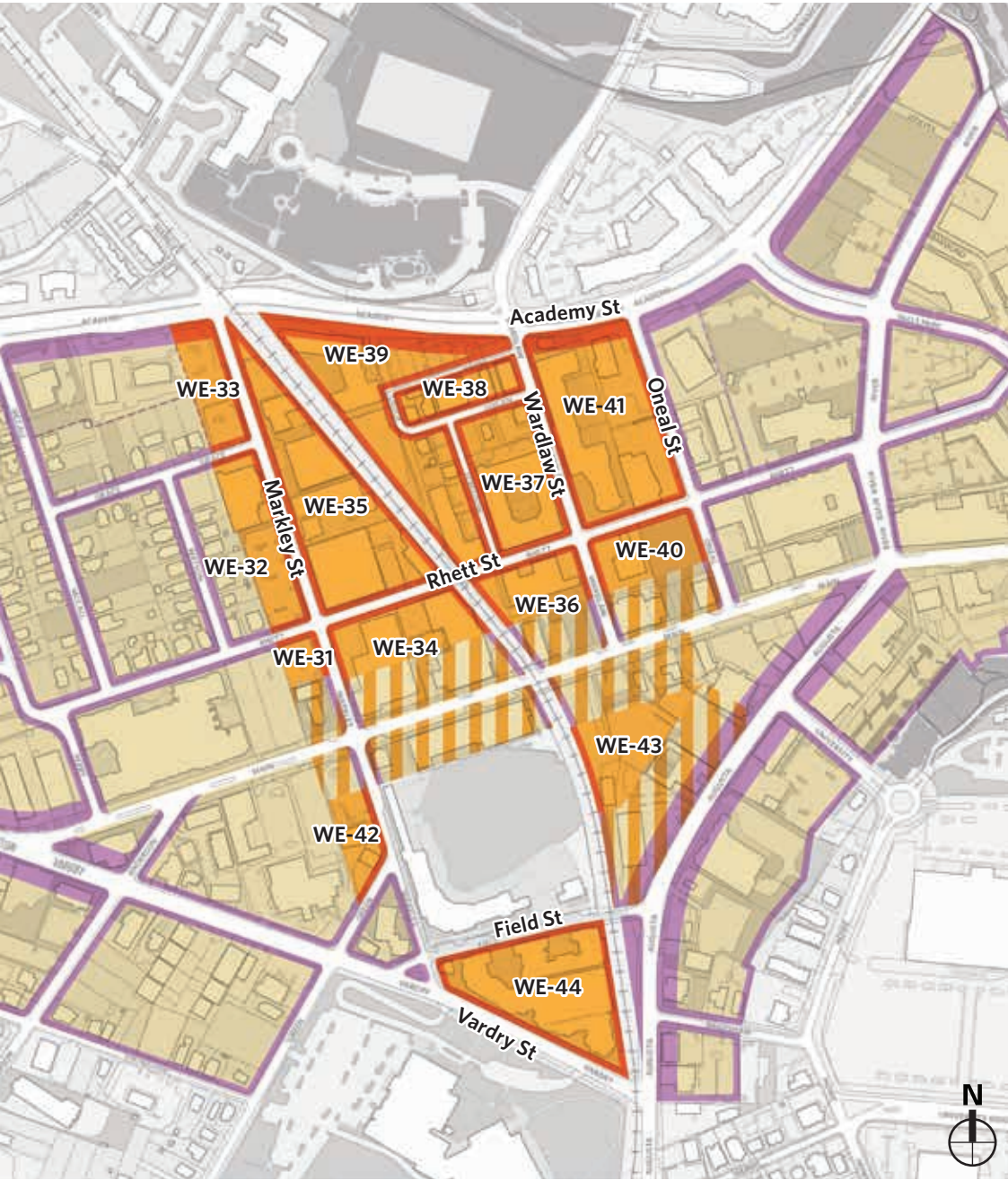


The Loft Precinct








Table 3.5 Permitted Use & Dimensional Standards Table

Loft Precinct																					
Blocks	Primary Frontage (Minimum Setback)							Building Types							General Land Use						
	Vardry	Field	Markley	Rhett	Wardlaw	Oneal	Academy	A	B	C	D	E	F	G	Residential	Commercial	Office	Lodging	Recreation	Civic	Restaurant
WE-31	—	—	10'	15'	—	—	20'	▪	▪	▪	▪				▪	▪	▪			▪	▪
WE-32	—	—	10'	15'	—	—	—	▪	▪	▪					▪	▪	▪	▪		▪	
WE-33	—	—	10'	—	—	—	—	▪	▪	▪					▪	▪	▪	▪		▪	▪
WE-34	—	—	10'	15'	—	—	—	▪		▪	▪	▪	▪		▪	▪	▪	▪	▪	▪	▪
WE-35	—	—	10'	15'	—	—	—	▪		▪	▪	▪	▪		▪	▪	▪	▪	▪	▪	▪
WE-36	—	—	—	15'	10'	—	—			▪	▪	▪			▪	▪	▪	▪	▪	▪	▪
WE-37	—	—	—	15'	10'	—	—			▪		▪			▪	▪	▪	▪	▪	▪	▪
WE-38	—	—	—	—	10'	—	—			▪	▪				▪	▪	▪	▪	▪	▪	▪
WE-39	—	—	—	15	10'	—	20'			▪					▪	▪	▪	▪	▪	▪	▪
WE-40	—	—	—	15	10'	15'	—			▪	▪	▪	▪		▪	▪	▪	▪	▪	▪	▪
WE-41	—	—	—	15	10'	15'	20'			▪	▪	▪	▪		▪	▪	▪	▪	▪	▪	▪
WE-42	—	—	10'	—	—	—	—			▪	▪				▪	▪	▪	▪	▪	▪	▪
WE-43	—	—	—	—	—	—	—				▪	▪	▪		▪	▪	▪	▪	▪	▪	▪
WE-44	10'	10'	10'	—	—	—	—				▪	▪	▪		▪	▪	▪	▪	▪	▪	▪

*Refer to each building type for building height requirements



URBAN DESIGN ASSOCIATES

BUILDING TYPES						
A	B	C	D	E	F	G
Small-Scale Residential	Carriage House	Medium-Scale Residential	Small Urban Building	Medium Urban Building	Large Urban Building (with or without integrated parking)	Urban Tower
						

- SETBACK ZONE
- BLOCK
- WEST END SMALL AREA PLAN BOUNDARY

THE STADIUM WALK

The area bounded by Augusta Street, South Main Street, and the rail line is a key future development site in the West End neighborhood. A key aspect for any future development of that site will be the creation of a pedestrian passage linking two new public spaces – one on South Main Street and one on Augusta Street adjacent to the railroad right-of-way along the eastern boundary of the stadium. Hedges, trees, and other plantings create a layering effect between the rail and the pedestrian passage to encourage a feeling of safety from the rail line while also allowing visitors to see the rail as part of the historical fabric and heritage of the West End. The green connection between Augusta and South Main is a critical piece of pedestrian connectivity in the West End.

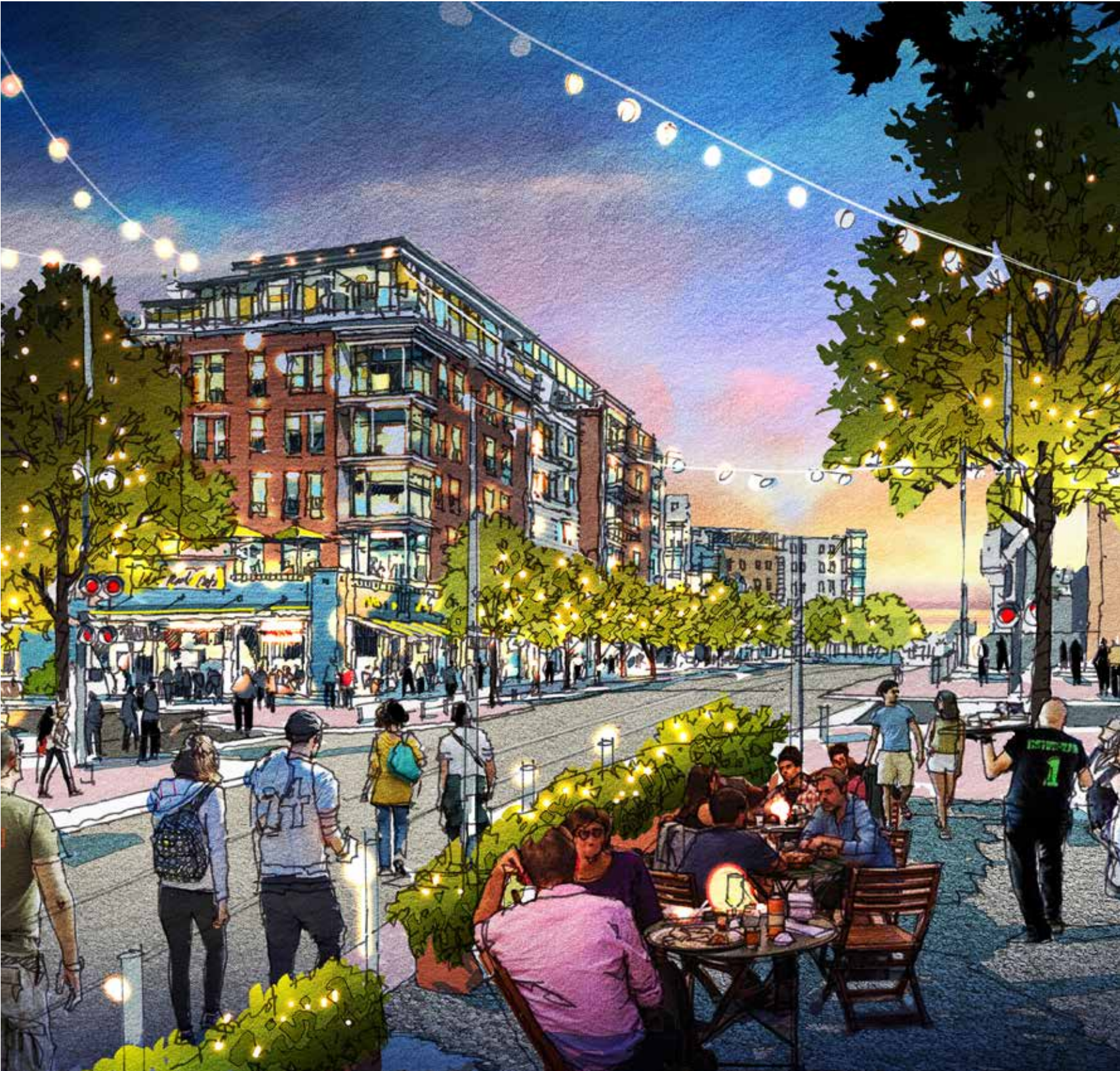


View of the proposed corner plaza on Augusta Street looking from Field Street northeast towards downtown.



An aerial view of the proposed Stadium Walk linear park between Fluor Field and future development of the Greenville Transit Authority site on Augusta Street.

An aerial view looking north along the proposed Stadium Walk linear park along the pathway between Augusta Street and South Main Street adjacent to the rail right-of-way.



Proposed — Potential new building infill and Stadium Walk adjacent to the rail line near the Fluor Field. This view is from South Main Street, adjacent to the rail line, looking south towards Augusta Street.



Existing Conditions — South Main at the Rail Crossing looking east.



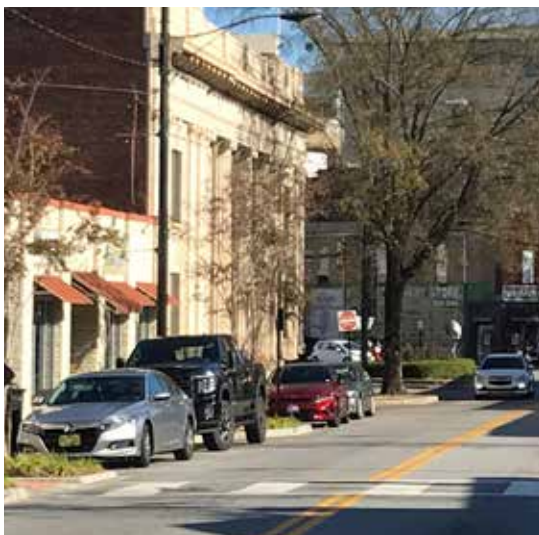
Proposed — New building infill near the Fluor Field Stadium, with added public plaza as a terminus to the Stadium Walk adjacent to the rail line.



SOUTH MAIN AND AUGUSTA PRECINCTS

The South Main and Augusta Precincts are connected precincts with unique historic character. The south side of Augusta Street is also a precinct in the South Downtown Small Area Plan, while the north side is included in the West End planning. Often referred to as Greenville's second downtown, the West End Commercial Historic District includes South Main Street from the Reedy River through the West End to Markley Street.

The South Main Precinct is characterized by minimal setbacks, low to mid-rise buildings with engaging retail and restaurants, and a strong pedestrian friendly streetscape. Augusta Street is rapidly emerging as a center for arts, culture, and entertainment, with staples like the South Carolina Children's Theater, the Children's Museum of the Upstate, and Gather GVL, a popular food and entertainment destination.



South Main Street has strong patterns of pedestrian character.

URBAN DESIGN RECOMMENDATIONS

- Build on the historic character of small scale shops and building frontages
- Provide more generous public walks and terraces along the north side of Augusta Street
- Maximum three-story height at building fronts with deeper setbacks for upper floors above on South Main & Augusta
- Integrate public art into building designs and public spaces — murals, signs, landscape, and hardscape areas



Eclectic landscaping creates unique pedestrian streetscapes in the West End.

STAKEHOLDER FEEDBACK

CHARACTER

- Preserve existing building scale and character and incorporate more art-centric uses

OPEN SPACE

- Provide more open space and places for people to gather

CONNECTIVITY

- Enhance the pedestrian and bike connections

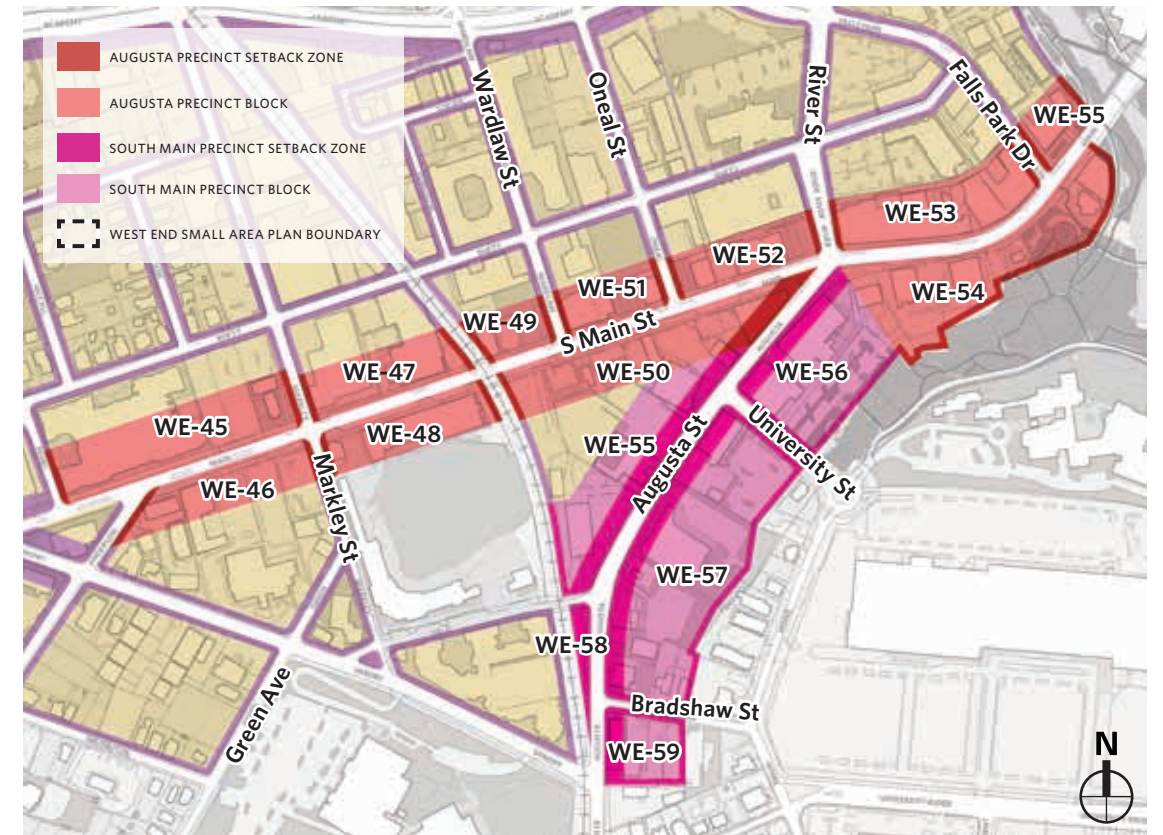


GatherGVL is a popular destination for food and entertainment in the Augusta Precinct.

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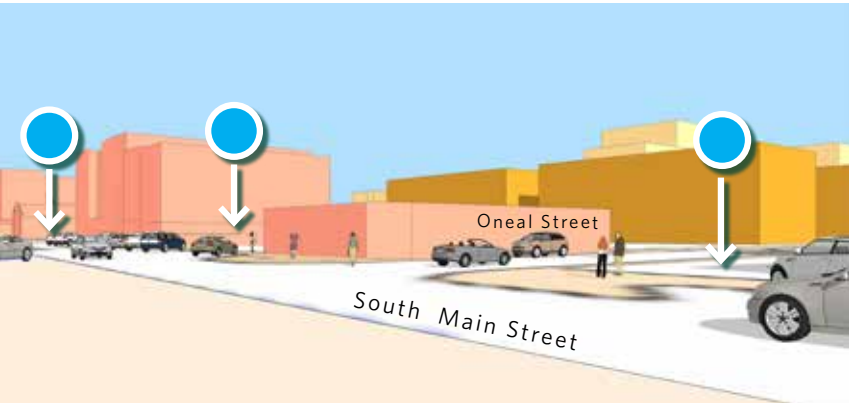
New infill development patterns with a greenway connection along the railroad which connects a new urban park on Augusta Street to a corner pocket park on South Main Street.



South Main and Augusta Precincts

BUILDING SCALE FOR SOUTH MAIN AND AUGUSTA PRECINCTS

As South Main and Augusta continue to develop, it is important to maintain the scale and character in the pedestrian realm. Historically, buildings within the precinct were typically two to three story attached buildings. To maintain that feel at the pedestrian level, the frontage along South Main Street would have a maximum height of three stories and two stories along Augusta Street. To achieve additional height permitted by the building type, buildings would have to step back, creating opportunities for rooftop decks and terraces which further activate the street.



Existing development opportunity sites along South Main Street near Oneal Street.



Plan recommendations to extend historic height requirements at building frontages.



Existing Conditions — South Main at Oneal Street looking west



Proposed — Rendering of the future of South Main Street at Oneal Street, showing opportunities for building on character and improving walkability.

SIGNAGE AND IDENTITY ALONG SOUTH MAIN AND AUGUSTA STREETS

Participants in the planning process emphasized the importance of maintaining a sense of the unique heritage as a defining quality for the West End commercial streets. A mix of local shops, cafés, and galleries help convey the creativity of a city's diverse culture in a way that is expressed at a grass roots level. It is a key recommendation of the SAP to amend the current signage design guidelines, which provide an excellent visual resource, to include more definitive standards and clarity on creating expressive identities for West End businesses. Doing so will restore a sense of artistry, individual personality, color and playfulness to the street front.



Public art and seasonal landscape elements reinforce the unique character Augusta and South Main Streets



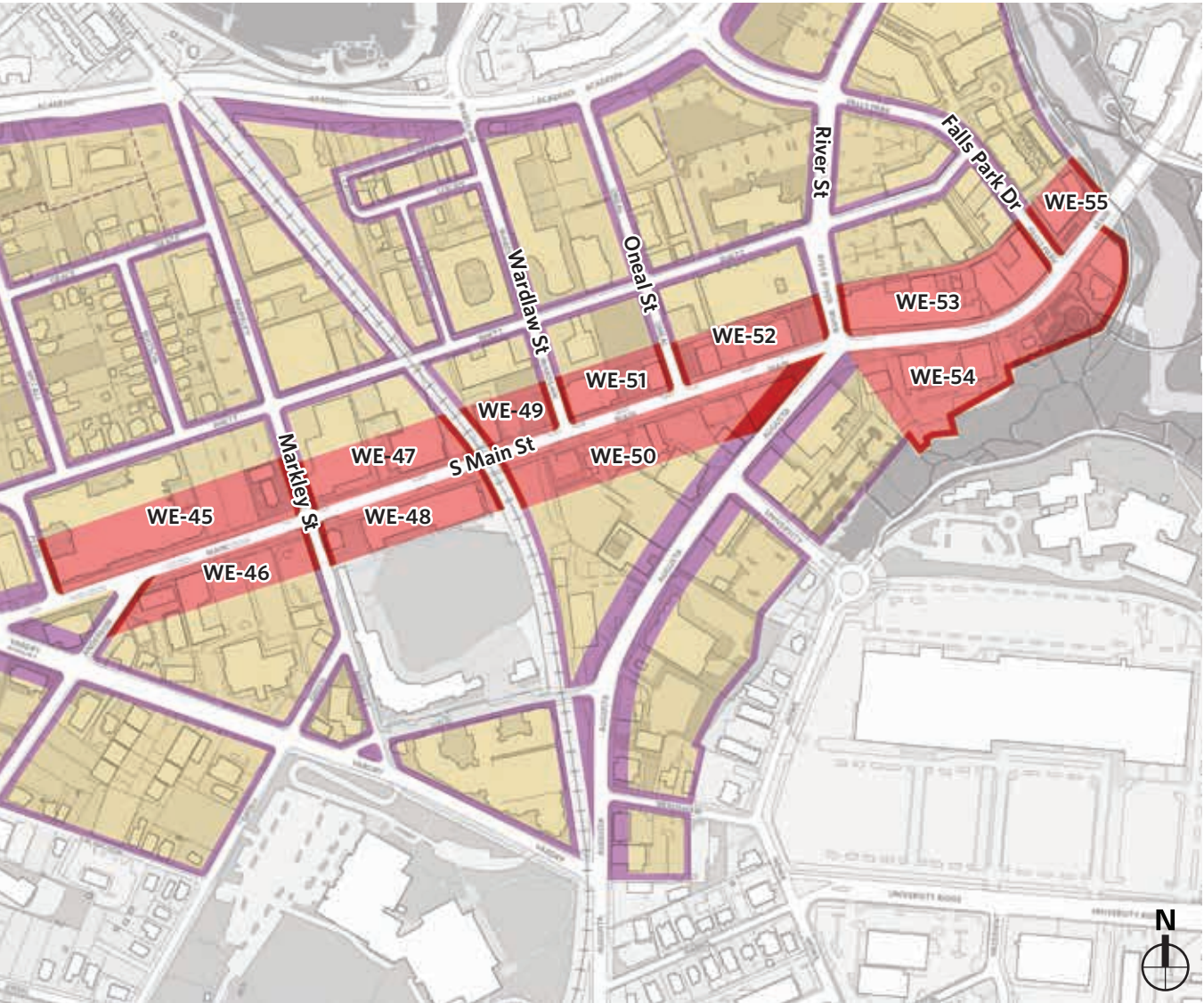
Local shops, entertainment venues and artisan-led galleries define the sense of an arts-based district



Table 3.6 Permitted Use & Dimensional Standards Table

South Main Precinct																					
Blocks	Primary Frontage (Minimum Setback)							Building Types*							General Land Use						
	Green	Markley	South Main	Wardlaw	Oneal	River	Falls Park	A	B	C	D	E	F	G	Residential	Commercial	Office	Lodging	Recreation	Civic	Restaurant
WE-45	—	10'	0'	—	—	—	—				▪	▪			▪	▪	▪	▪	▪	▪	▪
WE-46	10'	10'	0'	—	—	—	—			▪	▪	▪			▪	▪	▪	▪	▪	▪	▪
WE-47	—	10'	0'	—	—	—	—				▪	▪			▪	▪	▪	▪	▪	▪	▪
WE-48	—	10'	0'	—	—	—	—				▪	▪			▪	▪	▪	▪	▪	▪	▪
WE-49	—	—	0'	10'	—	—	—				▪	▪			▪	▪	▪	▪	▪	▪	▪
WE-50	—	—	0'	—	—	—	—				▪	▪	▪			▪	▪	▪	▪	▪	▪
WE-51	—	—	0'	10'	10'	—	—			▪	▪	▪	▪		▪	▪	▪	▪	▪	▪	▪
WE-52	—	—	0'	—	10'	10'	—				▪	▪			▪	▪	▪	▪	▪	▪	▪
WE-53	—	—	0'	—	—	10'	10'			▪	▪	▪			▪	▪	▪	▪	▪	▪	▪
WE-54	—	—	0'	—	—	—	—				▪	▪			▪	▪	▪	▪	▪	▪	▪
WE-55	—	—	0'	—	—	—	10'				▪	▪	▪		▪	▪	▪	▪	▪	▪	▪

*Refer to each building type for building height requirements



URBAN DESIGN ASSOCIATES

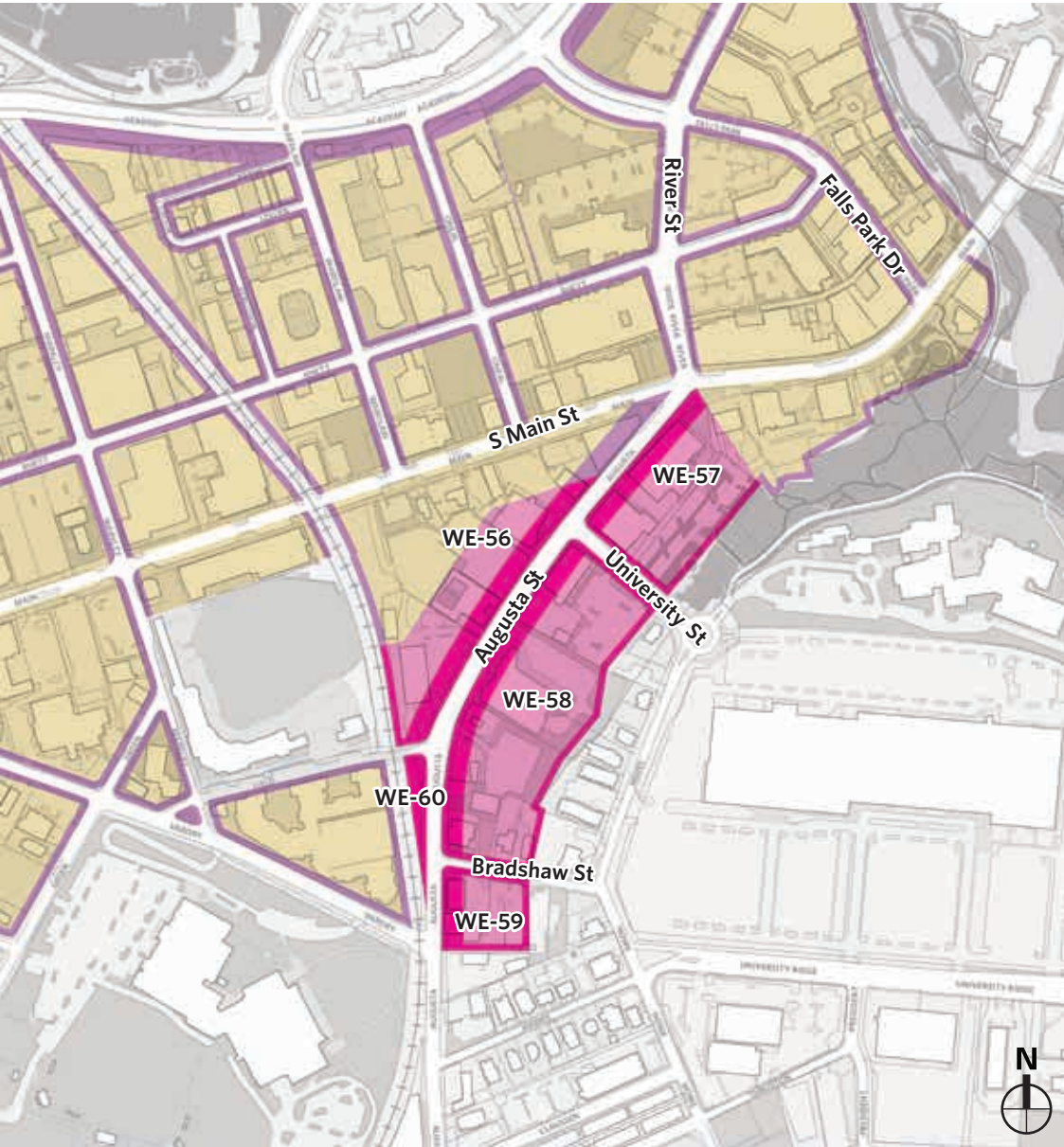
BUILDING TYPES						
A	B	C	D	E	F	G
Small-Scale Residential	Carriage House	Medium-Scale Residential	Small Urban Building	Medium Urban Building	Large Urban Building (with or without integrated parking)	Urban Tower

- SETBACK ZONE
- BLOCK
- WEST END SMALL AREA PLAN BOUNDARY

Table 3.8 Permitted Use & Dimensional Standards Table

Augusta Precinct																				
Blocks	Primary Frontage (Minimum Setback)						Building Types*							General Land Use						
	Bradshaw	Augusta	University	S Main	River	Falls Park	A	B	C	D	E	F	G	Residential	Commercial	Office	Lodging	Recreation	Civic	Restaurant
WE-56	—	25'	—	0'	—	—				▪	▪	▪		▪	▪	▪	▪	▪	▪	▪
WE-57	—	10'	10'	0'	—	—				▪	▪	▪		▪	▪	▪	▪	▪	▪	▪
WE-58	10'	10'	—	—	—	—				▪	▪			▪	▪	▪	▪	▪	▪	▪
WE-59	10'	10'	10'	—	—	—				▪	▪							▪		
WE-60	—	—	—	—	—	—								▪	▪	▪	▪	▪	▪	▪

*Refer to each building type for building height requirements



BUILDING TYPES						
A	B	C	D	E	F	G
Small-Scale Residential	Carriage House	Medium-Scale Residential	Small Urban Building	Medium Urban Building	Large Urban Building (with or without integrated parking)	Urban Tower

- SETBACK ZONE
- BLOCK
- WEST END SMALL AREA PLAN BOUNDARY

SOUTH MAIN AND AUGUSTA PRECINCTS

Augusta Street continues to develop as an arts hub that connects South Downtown and the West End neighborhoods, while also continuing to downtown Greenville. The relocation of the South Carolina Children’s Theater is a city-wide attraction complementing existing local theater and music venues along this stretch of Augusta Street. County Square will add a new mixed-use district adjacent to Augusta Street creating an expanded market for local businesses and the arts.



Plan recommends to maintain the existing character of Augusta Street by wrapping larger developments in a two-story architectural expression that wraps the corner to the stadium block.



Proposed view looking northeast along Augusta Street — New park plaza and building frontage showing two-story frontage with setback to taller building forms. Deeper setbacks to the street creates an expanded pedestrian realm.



Existing Conditions — Augusta and Field Street



THE RIVER PRECINCT

The River Precinct is immediately adjacent to the downtown core. Its proximity to downtown and the river make it an ideal location for the expansion of downtown, at core levels of density. With this increase in density comes a need for additional infrastructure to support increased activity along the frontages. Parking structures should be integrated into larger buildings, and more public parking facilities should be added.

Pedestrian connections should be expanded to guide residents and visitors to the riverfront along Academy Street. Public plazas should be added wherever possible to create gathering locations and different scales of public life.

As South Main Street runs along the southern edge of the River Precinct, the historic street scale and character should be respected.



Pedestrian connections to the river should be a guiding principle of development in the River Precinct.

URBAN DESIGN RECOMMENDATIONS

- Continue building at downtown density with active street frontages
- Integrate additional public parking facilities to serve the broader district
- Provide expanded pedestrian connections to the riverfront for the West End along Academy Street from North Markley to Riverplace
- Continue to integrate public plazas into the precinct where possible

STAKEHOLDER FEEDBACK

CHARACTER

- Preserve existing scale and character

OPEN SPACE

- Introduce additional plazas and parks

PARKING

- Keep parking away from the street frontage

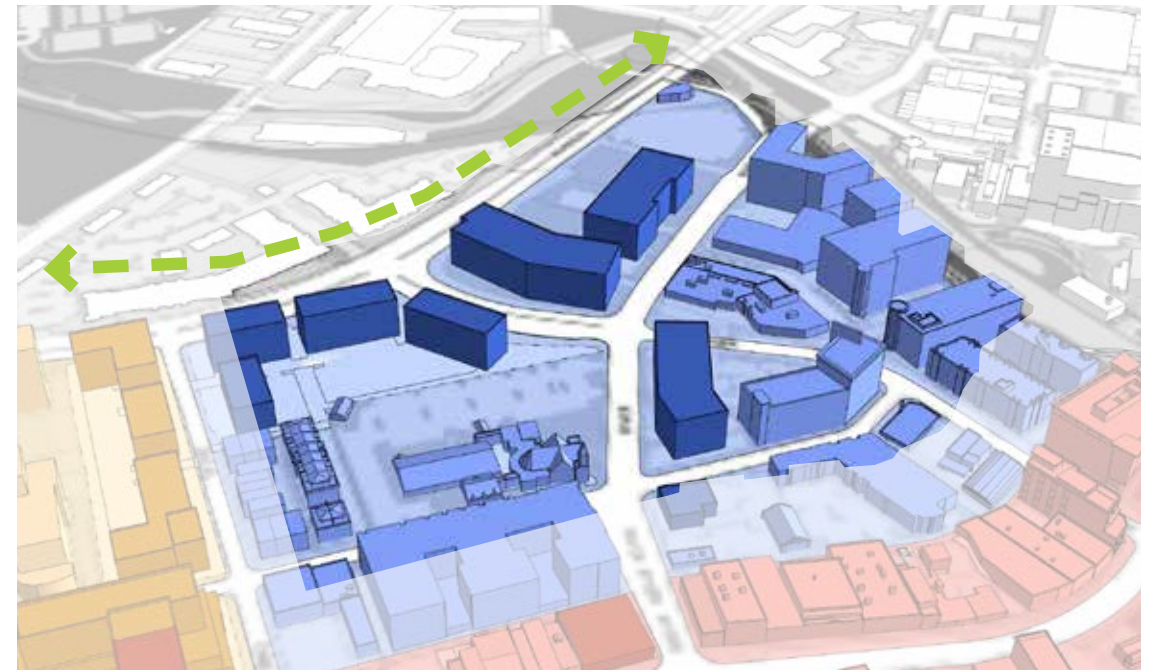
WALKABILITY/CONNECTIVITY

- Extend pedestrian connections

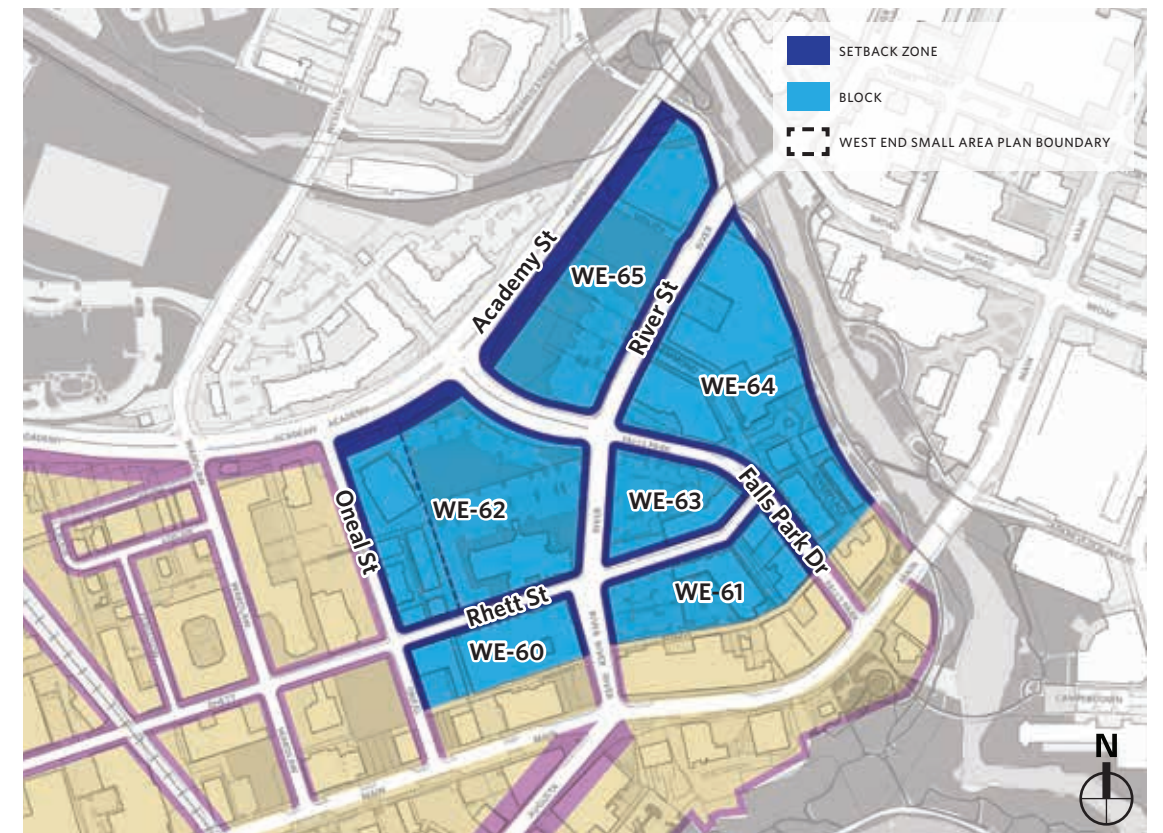


Open spaces in the River Precinct should focus on active plazas, rather than softer, smaller green spaces.

ADOPTED NOVEMBER 2021



Potential new frontages with a multi-use path connection along South Academy Street.

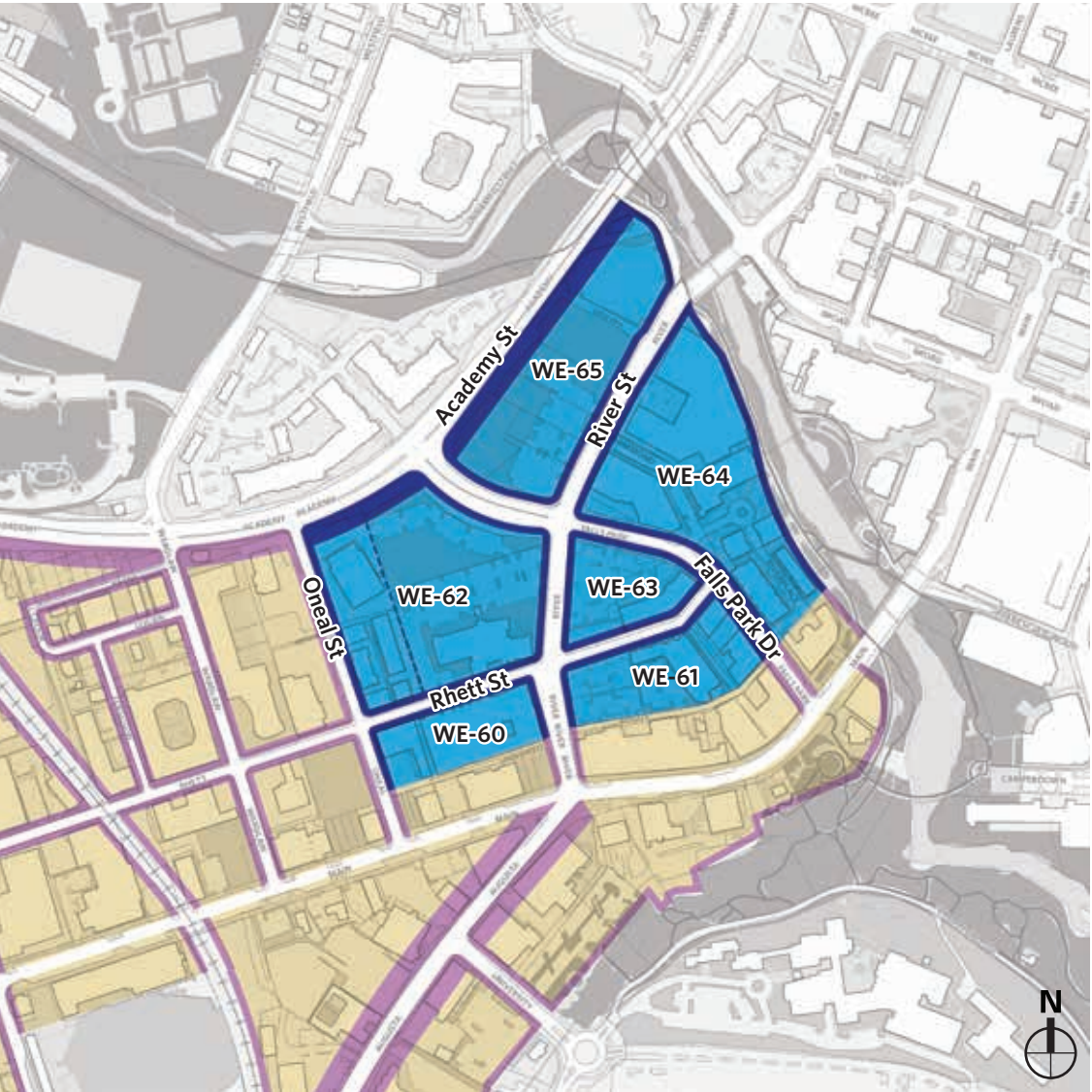


River Precinct








Table 3.10 Permitted Use & Dimensional Standards Table

River Precinct																	
Blocks	Primary Frontage (Minimum Setback)					Building Types*							General Land Use				
	Oneal	Rhett	Falls Park	River	Academy	A	B	C	D	E	F	G	Residential	Commercial	Office	Lodging	Restaurant
WE-60	10'	10'	—	10'	—				▪	▪			▪	▪	▪		▪
WE-61	—	10'	10'	10'	—				▪	▪	▪		▪	▪	▪	▪	▪
WE-62	10'	10'	10'	—	30'			▪	▪	▪	▪	▪	▪	▪	▪	▪	▪
WE-63	—	10'	10'	10'	—				▪	▪	▪	▪	▪	▪	▪	▪	▪
WE-64	—	—	10'	10'	—				▪	▪	▪	▪	▪	▪	▪	▪	▪
WE-65	—	—	10'	10'	30'				▪	▪	▪	▪	▪	▪	▪	▪	▪

*Refer to each building type for building height requirements



URBAN DESIGN ASSOCIATES

BUILDING TYPES						
A	B	C	D	E	F	G
Small-Scale Residential	Carriage House	Medium-Scale Residential	Small Urban Building	Medium Urban Building	Large Urban Building (with or without integrated parking)	Urban Tower
						

- SETBACK ZONE
- BLOCK
- WEST END SMALL AREA PLAN BOUNDARY

BUILDING TYPES & FRONTAGES

New building patterns in the West End should respond to the scale and character identified in each of the precinct plans.

BUILDING NEW OPPORTUNITIES

New development in the West End will contribute to the sense of place and distinct character of each precinct. It is imperative that the form of new buildings create a balance between different scale buildings. This will facilitate the transitions between primarily residential urban neighborhood precincts, like the Cottage Precinct, and precincts such as the Loft and River Precincts, which can accommodate larger buildings.



BUILDING TYPES

This approach links a menu of appropriate building types to each precinct in the West End. They range from detached and attached houses to small, medium, and large urban buildings. It is important to note that the building types focus on form, rather than use. While general land use categories by precinct are noted in the previous section of the SAP, building types can accommodate a large variety of uses within each type.

This menu incorporates the various types of "Missing Middle" housing such as attached single-family, smaller multiplex or courtyard building types as well as live-work townhouses. It expands beyond housing to include a range of urban building sizes that can accommodate mixed-use, commercial or office uses.



BUILDING CRITERIA	A		B	C	D	E	F	G
	Small-Scale Residential		Carriage House	Medium-Scale Residential	Small Urban Building	Medium Urban Building	Large Urban Building (with or without integrated parking)	Urban Tower
Main Body								
	Detached	Attached						
Main Body Width @ Primary Frontage (Feet)	40	62	40	100	70	220	400	-
Main Body Depth (Feet)	44	44	30	60	100	100	200	-
Main Body Height (Floors)	2.5	2.5	2.5	4	4	6	10	+10
Ground Floor Elevation above Finished Grade at Entry (Inches)	18	18	18	18	18*	18*	18*	18*
Massing and Composition								
Maximum Tower Footprint Above 6 Stories (Square Feet)	n/a		n/a	n/a	n/a	n/a	n/a	12,000
Maximum Tower Footprint Above 10 Stories (Square Feet)	n/a		n/a	n/a	n/a	n/a	n/a	12,000
Building Massing Setback Above 3 Stories - 12' Minimum	n/a		n/a	Loft Precinct; South Main Street Precinct	Loft Precinct; South Main Street Precinct	Loft Precinct; South Main Street Precinct	Loft Precinct; South Main Street Precinct	n/a
Building Massing Setback Above 2 Stories - 12' Minimum	n/a		n/a	Augusta Street Precinct	Augusta Street Precinct	Augusta Street Precinct	Augusta Street Precinct	n/a

*Only required for residential uses

Building-to-Building Relationships

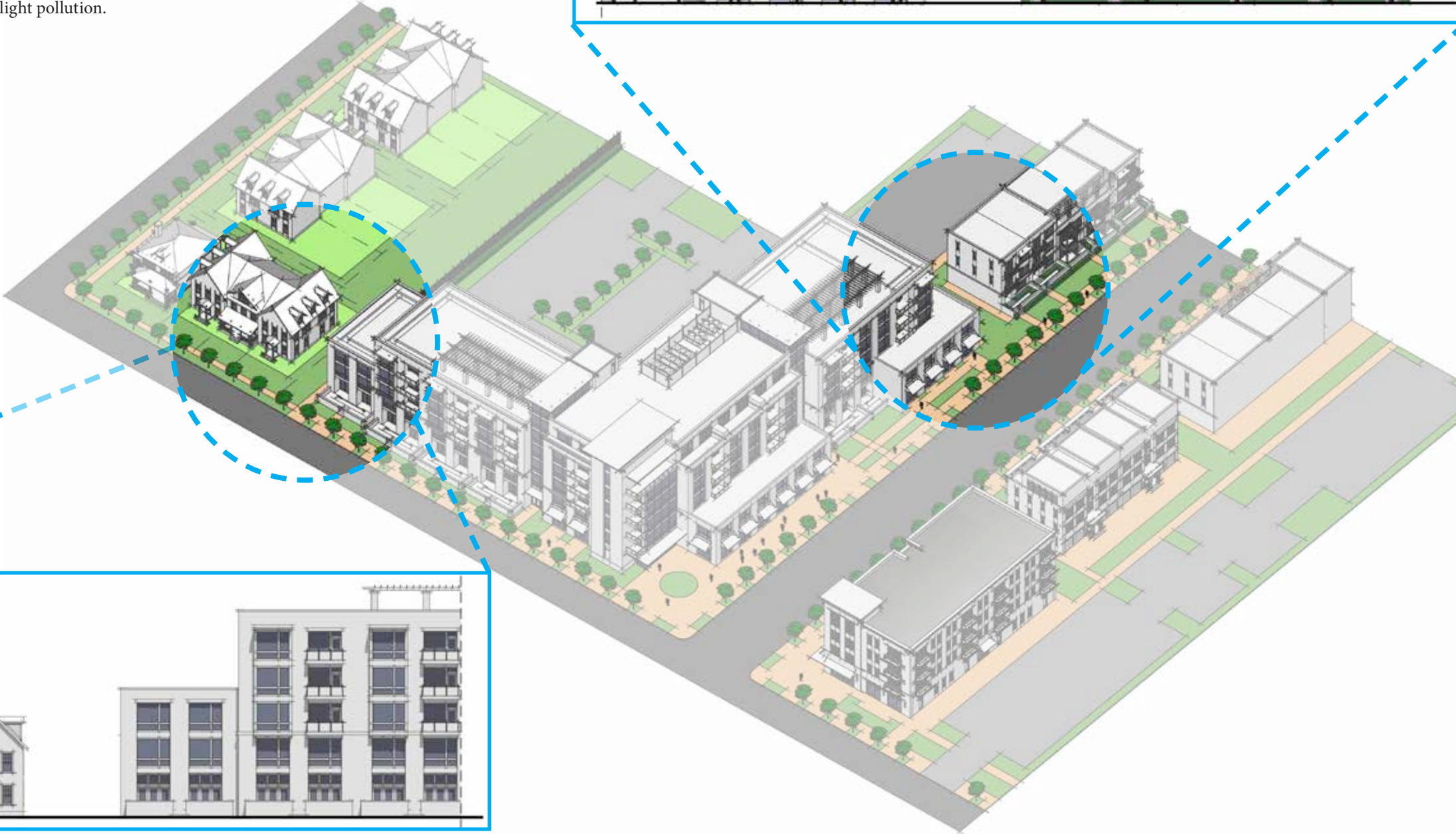
OVERVIEW

The SAP calls for more specific guidance through revised design guidelines for appropriate building-to-building relationships throughout the West End. While a broad mix of building types and a mix of uses have long been envisioned for the West End, the juxtaposition of larger buildings adjacent to smaller scale buildings has not been fully addressed in the current guidelines and design review process. It is important to delineate transitions that need to occur. Three types of common transitions are:

Building Design Transitions: When taller buildings are adjacent to properties of smaller scale, the buildings are required to use a “step down” in the height to within a story of the neighboring building. There should be a defined distance before it can step back up to its maximum height.

Physical Separation: (larger setbacks) In cases where there is sufficient site area, buildings of different scale may utilize increased setbacks between buildings and from building face to sidewalk to create better transitions.

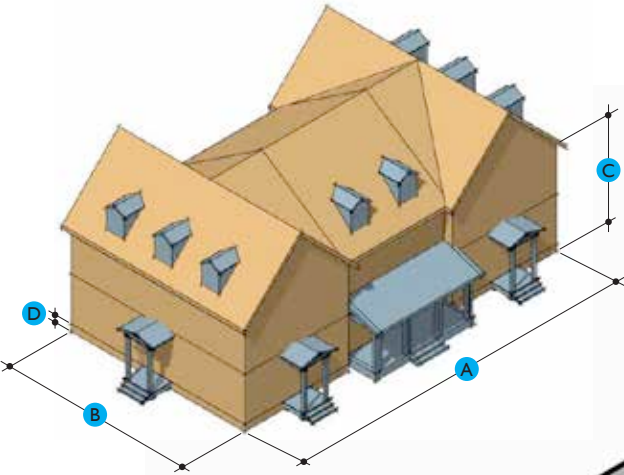
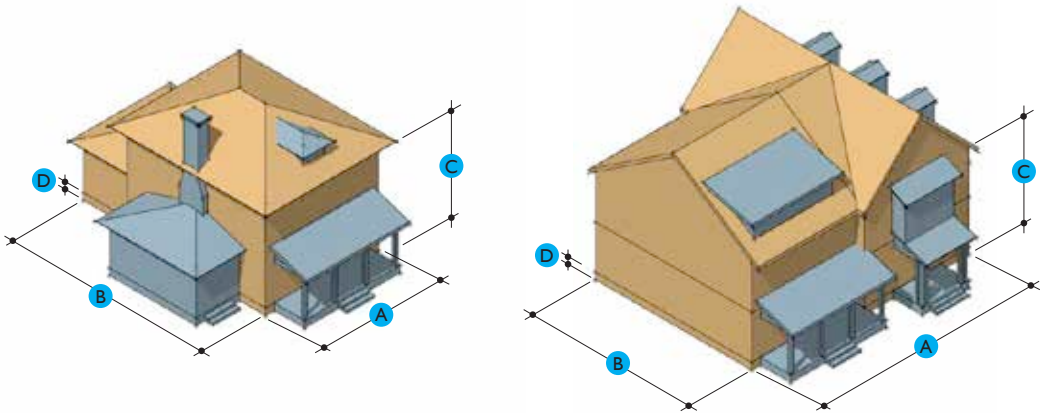
Sound and Light Transitions: Standards for site walls and landscape buffers between commercial or multi-family service areas and residential neighborhood lots should be defined. Dark sky lighting standards are essential in order to mitigate light pollution.



Small Scale Residential: Detached and Attached Single-family House Types

This building type has a maximum of two and a half stories and includes single-family detached houses, groupings of single-family detached houses, such as bungalow courts, as well as two and three unit attached houses, also called duplexes and triplexes. These should be designed to fit into existing neighborhoods following the established

patterns of setbacks and range of lot sizes. Accessory dwelling units, such as carriage houses, are encouraged in precincts that permit small scale residential buildings. Elements such as porches, dormers, and bay windows can help create engaging street spaces for neighborhood residents.



SMALL-SCALE RESIDENTIAL BUILDING REQUIREMENTS

	MAIN BODY	MAXIMUM (DETACHED)	MAXIMUM (ATTACHED)
A	Main Body Width at Primary Frontage (Feet)	40	72
B	Main Body Depth (Feet)	44	44
C	Main Body Height (Floors)	2.5	2.5
D	Ground Floor Elevation above Finished Grade at Entry (Inches)	18	18

STEP 1: MASSING/HEIGHT

Basic building mass should be One to two and a half stories. Half stories refer to dwelling space within the roof volume. The main body massing for detached units should be no more than 40 feet wide at frontage and no more than 72 feet wide for attached units.

STEP 2: VERTICAL ARCHITECTURAL FEATURES

If a main part of a building is more than 40 feet wide, it must be further subdivided with vertical bays reflecting the individual units for composing patterns of windows and doors. Divisions of two, three, and five bays are common. If attached buildings employ changing architectural character across the street-facing facades, each individual architectural treatment should read as a unique and cohesive element. When using multiple architectural treatments, each building segment can be distinguished by not less than four of the following changes:

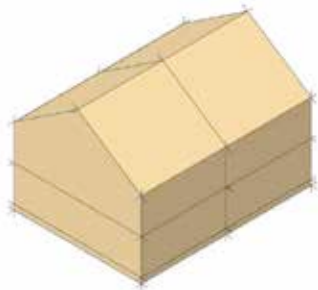
- Material color
- Change of plane in facade (minimum of 2.5 feet)
- Massing
- Height
- Roof configuration
- Window types
- Facade composition

STEP 3: HORIZONTAL ARCHITECTURAL FEATURES

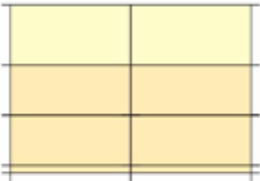
Horizontal architectural features are typically additive to the base building. Porches, dormers, and box or bay windows are common in this building type. Buildings can express a base at the ground floor level using material change if desired.

STEP 1
STEP 2
STEP 3

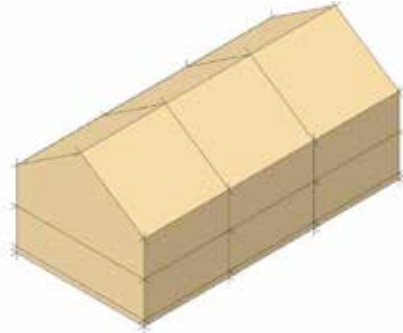
Duplex: Massing



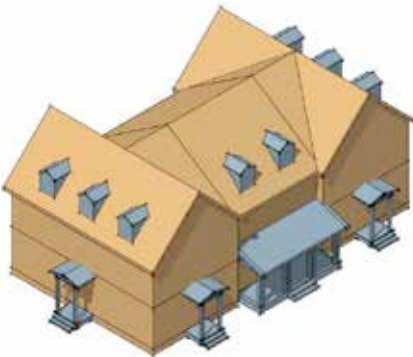
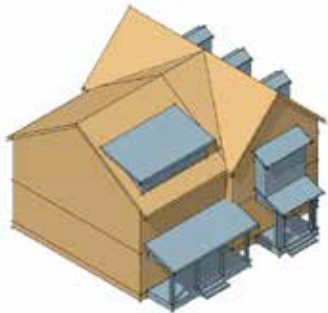
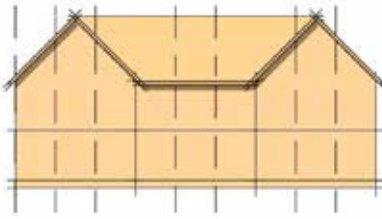
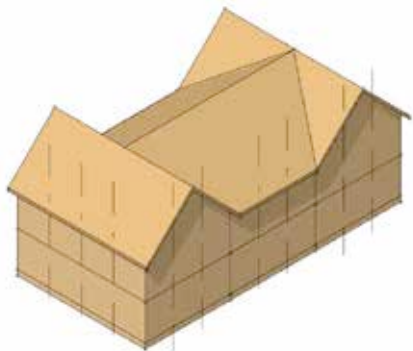
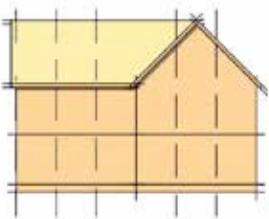
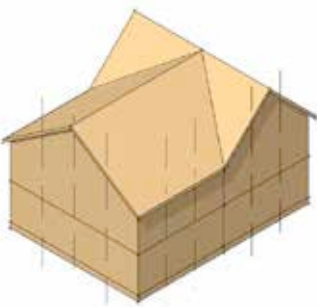
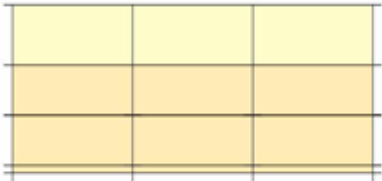
Duplex: Compositional Elements



Triplex: Massing

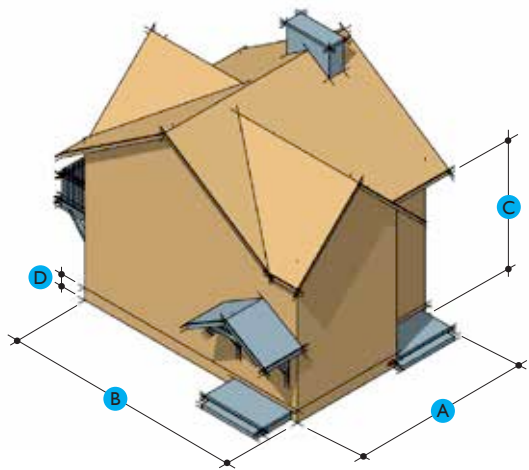


Triplex: Compositional Elements



Carriage House

Carriage houses are accessory structures, typically located at the rear of a lot. They can provide a variety of uses such as an extra dwelling unit, garage, workshop space, or home office. These can often serve as flexible, affordable housing types in neighborhoods.



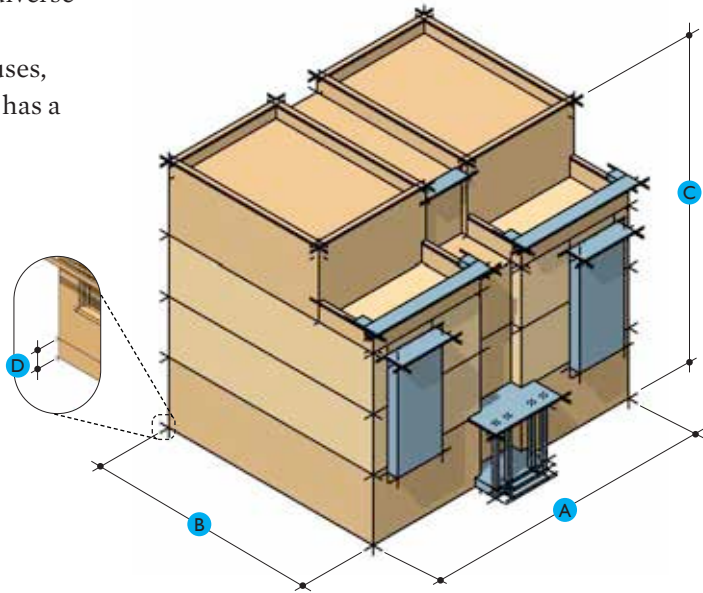
CARRIAGE HOUSE REQUIREMENTS

	MAIN BODY	MAXIMUM
A	Main Body Width at Primary Frontage (Feet)	40
B	Main Body Depth (Feet)	30
C	Main Body Height (Floors)	2
D	Ground Floor Elevation above Finished Grade at Entry (Inches)	18



Medium-Scale Residential Buildings: Multi-family and Townhouses

This building type represents the missing middle residential type that can fit into many urban contexts where single-family neighborhoods are evolving into more diverse building types close to downtown. The flexible building type includes townhouses, and multiplex housing types. This type has a maximum of four stories in height.



MEDIUM-SCALE RESIDENTIAL BUILDING REQUIREMENTS

	MAIN BODY	MAXIMUM
A	Main Body Width at Primary Street Frontages (Feet)	70
B	Main Body Depth (Feet)	100
C	Main Body Height (Floors)	4
D	Ground Floor Elevation above Finished Grade at Entry (Inches)	18



STEP 1: MASSING/HEIGHT

Basic building mass should be two to four stories. Vertical architectural features are required for each major part of a building at a maximum of 70 feet wide along a street front. The massing can reflect more human-scale elements and can be adjusted to create step backs above the second or third floors.

STEP 2: VERTICAL ARCHITECTURAL FEATURES

The base massing would then be subdivided into vertical bays for door and window compositions. Compositions of two, three, and 5 bays are common depending on bay widths. Bay treatment can be asymmetrical. If changing the architectural character, treat the building as having unique segments. Each building segment can be distinguished by not less than four of the following changes:

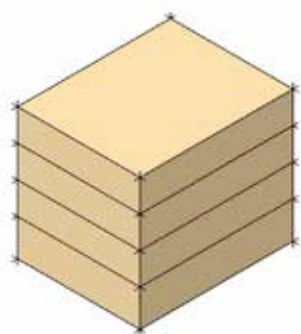
- Material color
- Change of plane in facade (minimum of 3 feet)
- Massing
- Height
- Roof configuration
- Window types
- Facade composition

STEP 3: HORIZONTAL ARCHITECTURAL FEATURES

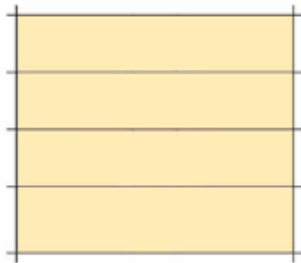
Horizontal architectural features should define a base, middle, and cap for each articulated facade element. On primary street-facing facades, ground floor residential units should be raised above grade a minimum of 18 inches to provide separation and additional privacy along the street for residents.

STEP 1

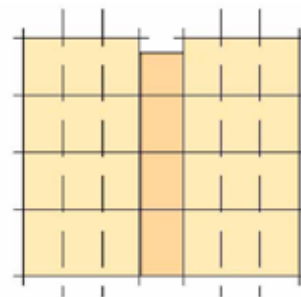
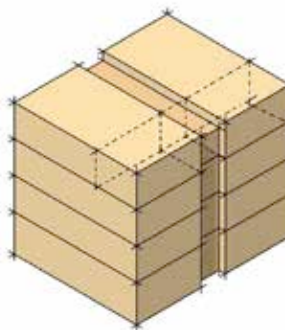
Multi-Family: Massing



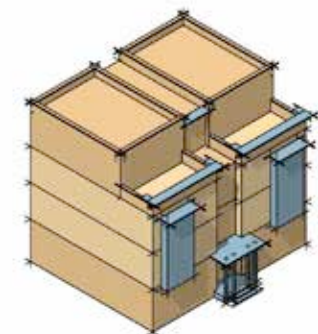
Multi-Family: Compositional Elements



STEP 2



STEP 3



Multi-Family: Detailed Massing Example



STEP 1: MASSING/HEIGHT

Basic building mass should be two to three stories. Residential units should be raised above grade a minimum of 18 inches to provide separation and additional privacy for residents. Typical individual townhouses are between 12 and 26 feet wide. Longer runs of townhouses should have no more than five units. Vertical architectural features are required for each major portion of a building.

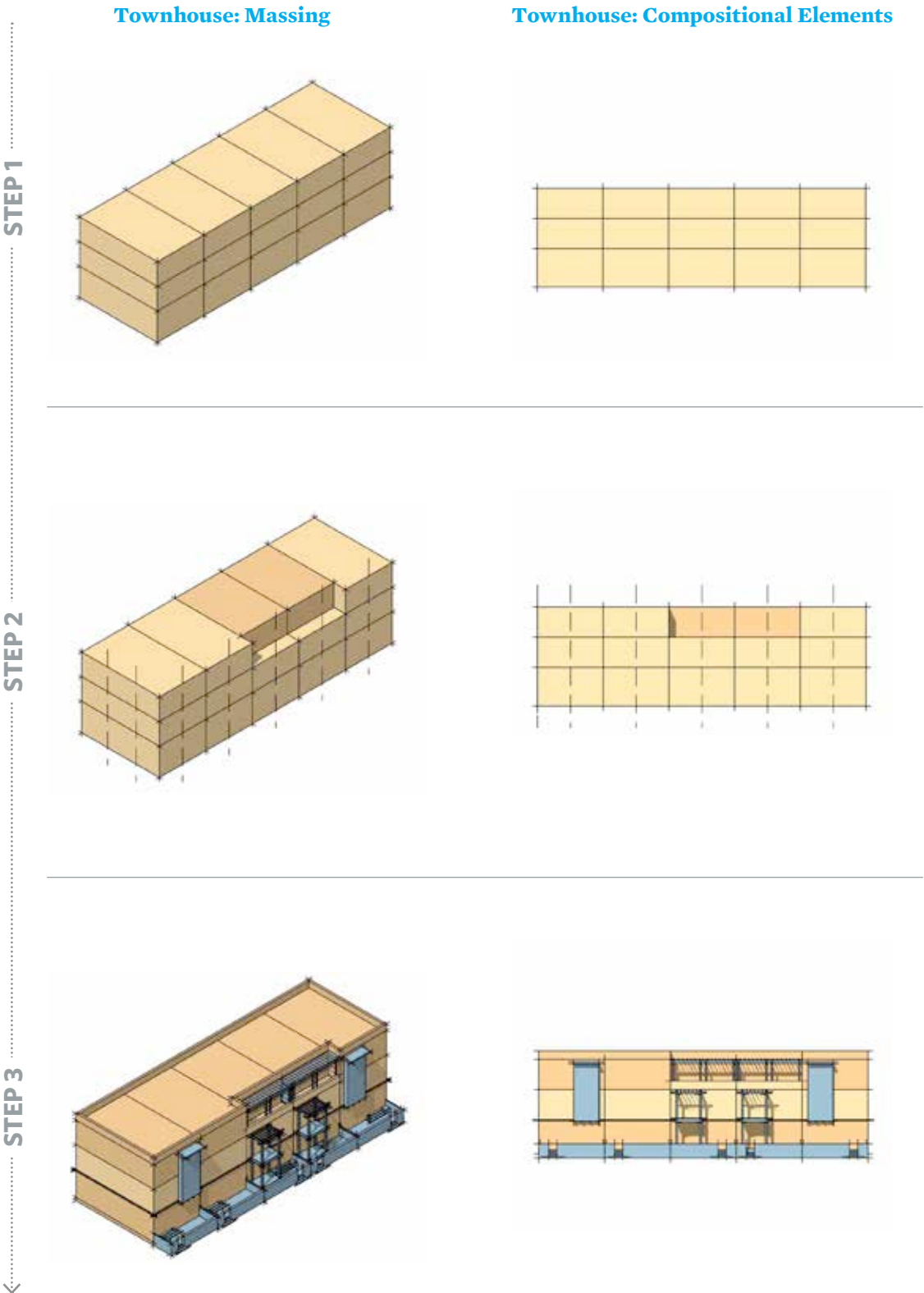
STEP 2: VERTICAL ARCHITECTURAL FEATURES

Townhouses are typically divided into two or three vertical bays for each unit as a composition strategy for aligning windows and doors. If using the same architectural vocabulary, each unit can have consistent compositional treatment if the width of the unit is constant. If creating diverse architectural character within an attached row, no element should exceed 40 feet. Each architectural expression can be distinguished by not less than four of the following changes:

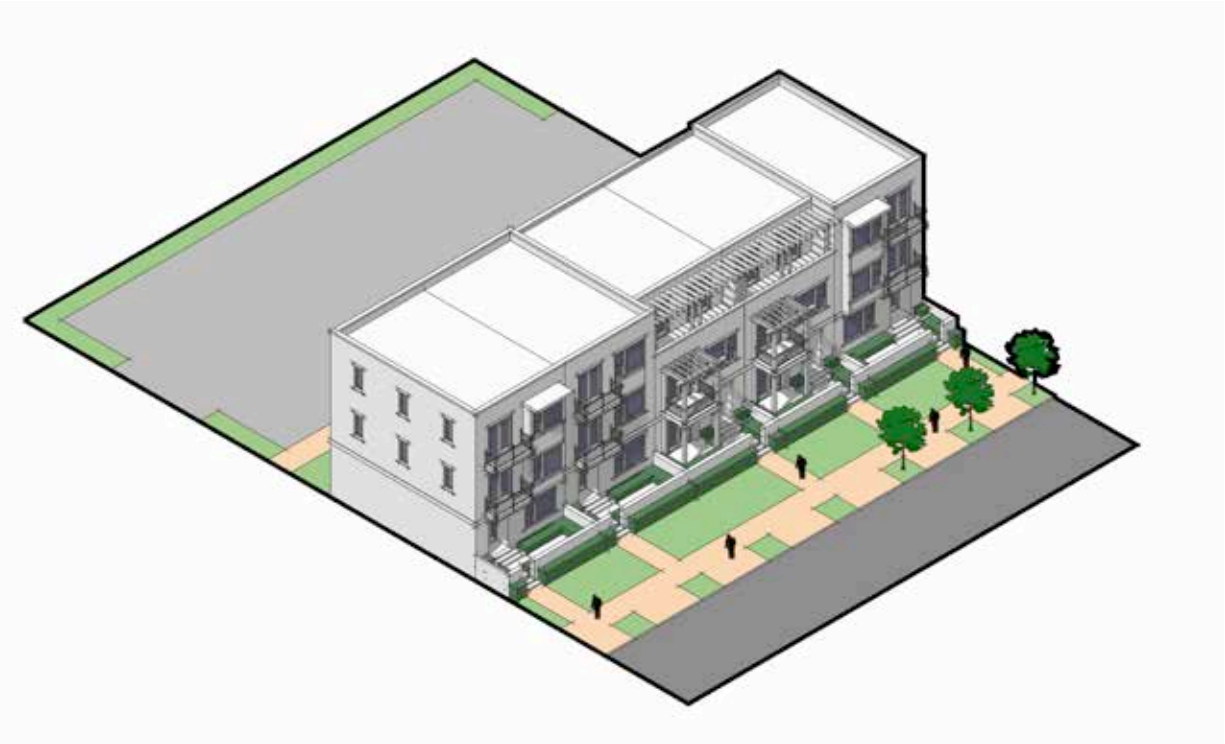
- Material color
- Change of plane in facade (minimum 3 feet)
- Massing
- Height
- Roof configuration
- Window types
- Facade composition

STEP 3: HORIZONTAL ARCHITECTURAL FEATURES

Horizontal architectural features should define a base, middle, and cap for each major part of the building face over three stories tall. This can be accomplished with window composition, additive elements such as bay windows and porches, and special features. Porches and/or residential terraces are encouraged.



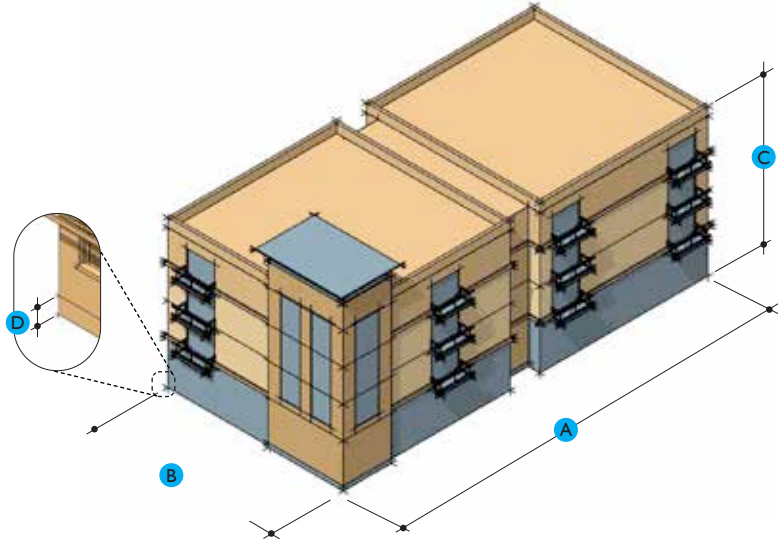
Townhouse: Detailed Massing Example



Small Urban Building

Small urban buildings can be residential, commercial, or mixed-use and can accommodate a wide variety of uses such as restaurants, neighborhood retail, creative office, live/work units, or stacked residential units, also called multiplex housing. This building type is permitted in most precincts and blocks within the West End because of its flexibility and ability to provide transition between larger and smaller building types.

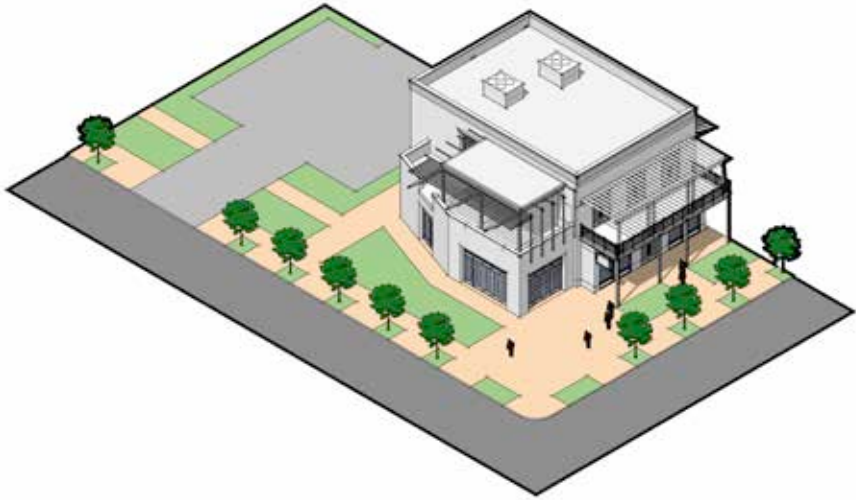
To further reinforce transitions, along key frontages and within proximity to smaller building types, small urban buildings should have required step downs in height to within a story of adjacent smaller buildings.



SMALL URBAN BUILDING REQUIREMENTS

	MAIN BODY	MAXIMUM
A	Main Body Width at Primary Street Frontage (Feet)	100
B	Main Body Depth (Feet)	100
C	Main Body Height (Floors)	4
D	Ground Floor Elevation above Finished Grade at Entry (Inches)	18*

*Only required for residential uses



Small Urban Buildings - Detailed Massing Example

STEP 1: MASSING/HEIGHT

Basic building mass should be two to four stories. For primary street-facing facades longer than 70 feet, the basic massing must contain additional facade breaks to create a more human-scaled articulation along the street. This can be accomplished by three dimensional changes of plane and architectural expression.

STEP 2: VERTICAL ARCHITECTURAL FEATURES

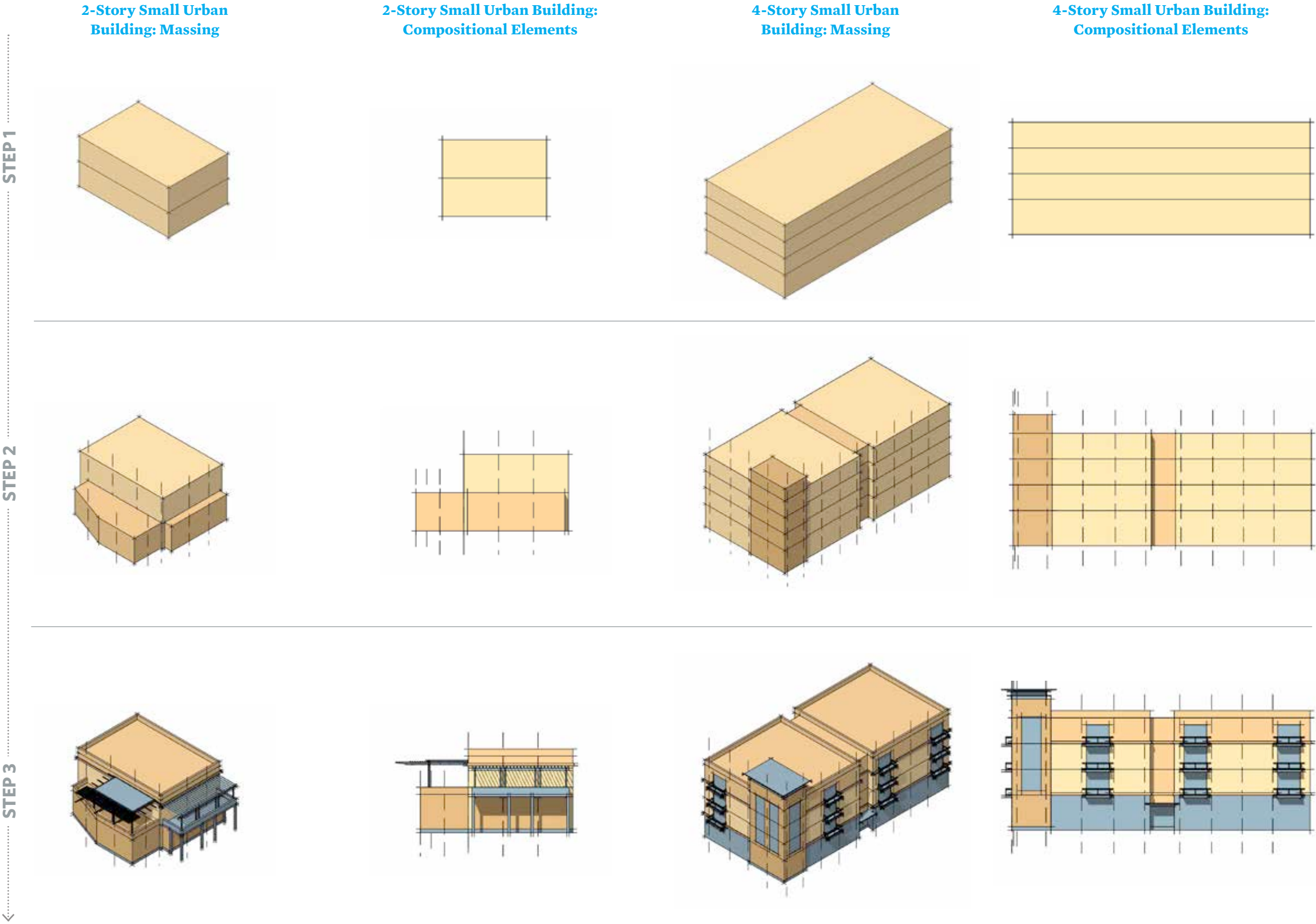
The base massing would be subdivided into vertical bays for door and window compositions.

In vertical bay expressions, the windows and doors are typically aligned. Compositions of two, three, and five bays are common depending on bay widths. If changing the architectural character, treat the building as having unique segments. Each building segment can be distinguished by not less than four of the following changes:

- Material color
- Change of plane in facade (minimum 3 feet)
- Massing
- Height
- Roof configuration
- Window types
- Storefronts or entry types

STEP 3: HORIZONTAL ARCHITECTURAL FEATURES

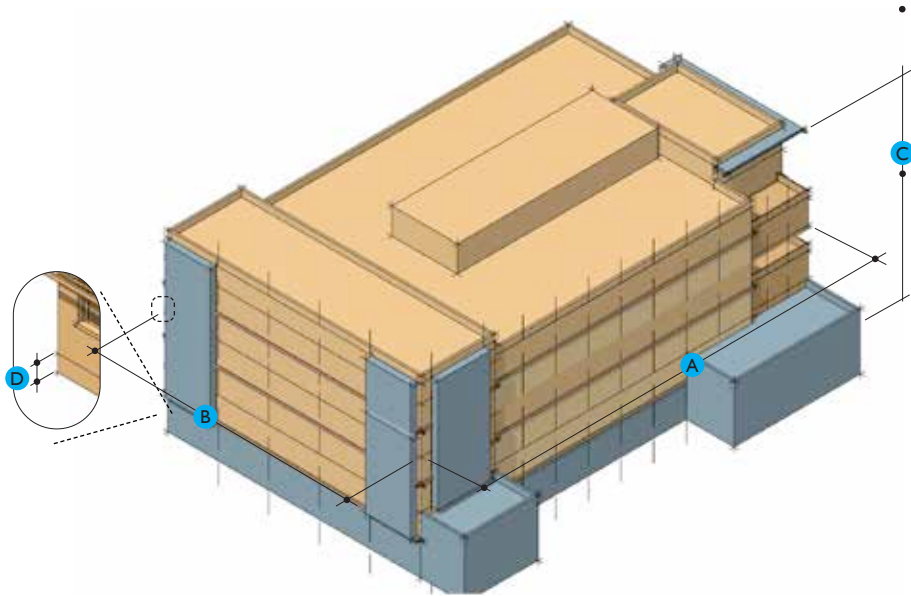
For buildings, horizontal architectural features should define a base, middle and cap for each articulated facade element. This can be accomplished with window composition, added porches, balconies, bay window ornament, and special features.



Medium Urban Building

Like small urban buildings, medium urban buildings can also be residential, commercial, or mixed-use and can fit a wide variety of uses such as restaurants, neighborhood retail, hospitality creative offices, live/work units, and stacked residential units, also called multiplex housing. This building type is permitted in most precincts and blocks in the West End

because of its flexibility and ability to fit in with and provide transition between a large variety of building types and scales. To further reinforce transitions, along key frontages and within proximity to smaller building types, medium urban buildings should have required step downs to within a story of adjacent smaller buildings in primarily residential precincts.



MEDIUM URBAN BUILDING REQUIREMENTS

	MAIN BODY	MAXIMUM
A	Main Body Width at Primary Frontage (Feet)	220
B	Main Body Depth (Feet)	100
C	Main Body Height (Floors)	6
D	Ground Floor Elevation above Finished Grade at Entry (Inches)	18*

*Only required for residential uses



STEP 1: MASSING/HEIGHT

Basic building mass should be no taller than six stories. For primary street-facing facades longer than 170 feet, the basic massing must contain additional facade breaks to create a more human-scaled articulation along the street. Building facades greater than 170 feet in length should be broken down into a series of distinct architectural facades. This can be accomplished by three dimensional changes of plane and changes in architectural expression.

STEP 2: VERTICAL ARCHITECTURAL FEATURES

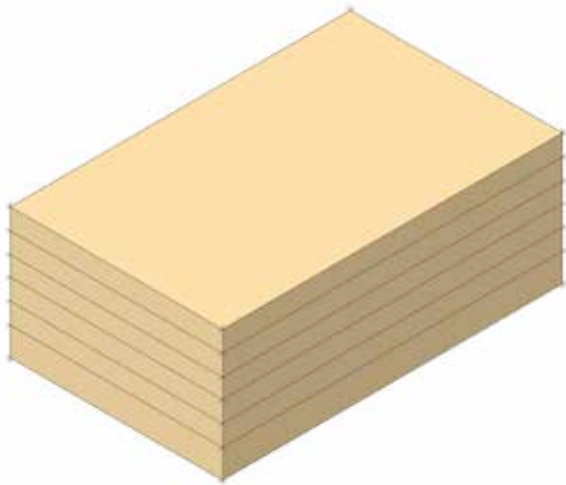
Medium urban buildings are typically divided into vertical bays as a composition strategy for aligning windows and doors. Individual facades greater than 170 feet in length should be distinguished by no less than four of the following elements in order to create the sense of smaller buildings joined together.

- Material color
- Change of plane in facade (minimum 3 feet)
- Massing
- Height variation - one story or greater
- Roof configuration
- Window types
- Storefront or entry type

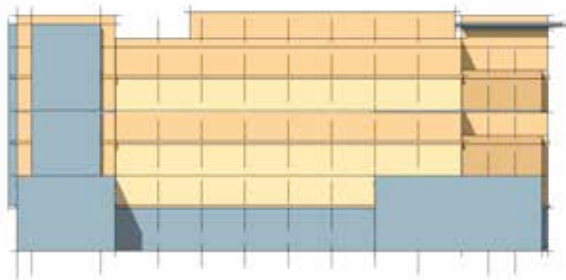
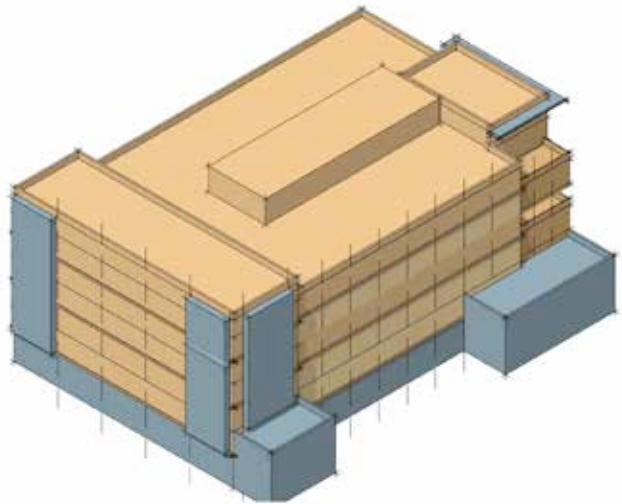
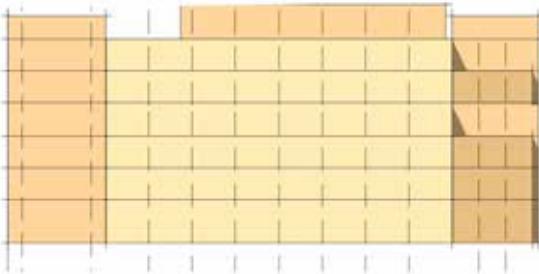
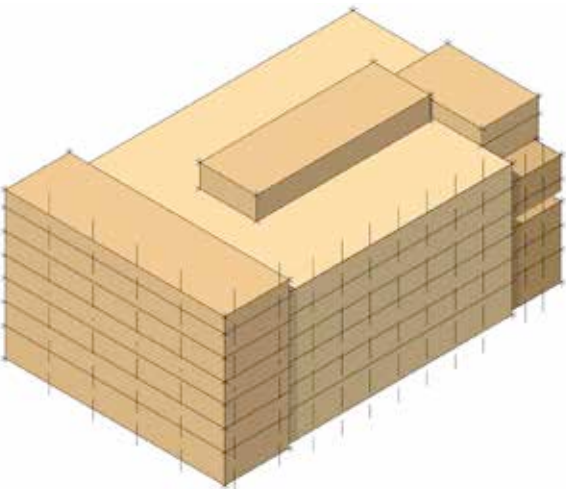
STEP 3: HORIZONTAL ARCHITECTURAL FEATURES

Horizontal architectural features should define a base, middle, and cap for each major part of a four to six story building face. This can be accomplished with window composition, ornament, and special features. Along key street frontages within proximity to lower scaled buildings, medium urban buildings are required to step down to within a story of adjacent buildings.

Medium Urban Building: Massing



Medium Urban Building: Compositional Elements

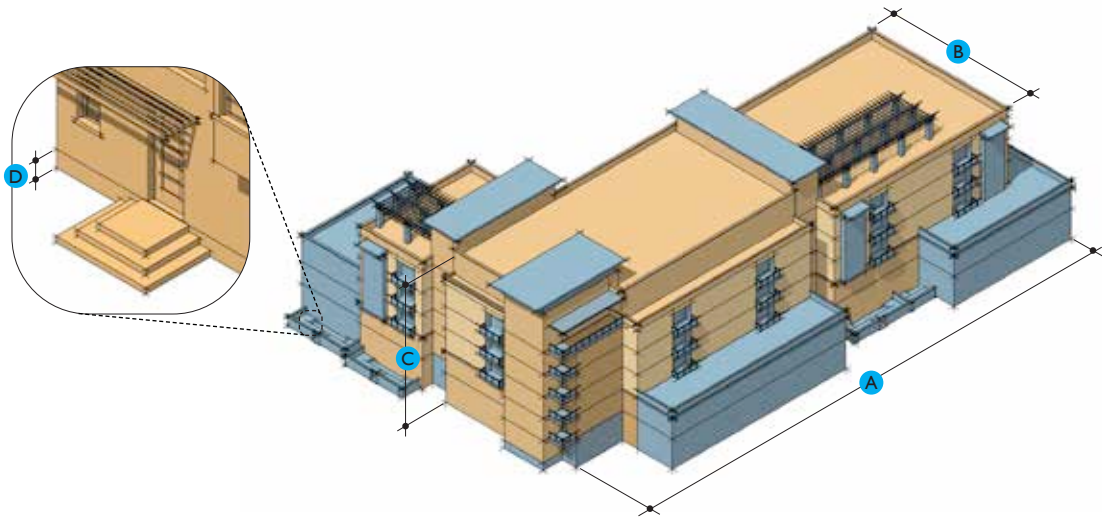


STEP 1
STEP 2
STEP 3

Large Urban Buildings

Large urban buildings can be residential, commercial, or mixed-use. Most large urban buildings in the West End would require some sort of structured parking either as a separate building, underground ,or above the ground floor level within the building envelope. Because of their size and scale within the West

End, large urban buildings along key frontages and within proximity to smaller building types, large urban buildings should have required step downs to within a story of adjacent smaller buildings in lower scaled precincts.



LARGE URBAN BUILDING REQUIREMENTS

	MAIN BODY	MAXIMUM
A	Main Body Width at Primary Frontage (Feet)	400
B	Main Body Depth (Feet)	200
C	Main Body Height (Floors)	10
D	Ground Floor Elevation above Finished Grade at Entry (Inches)	18*

*Only required for residential uses



STEP 1: MASSING/HEIGHT

Basic building mass is typically four to ten stories in height. For primary street-facing facades longer than 200 feet, the basic massing must contain additional facade breaks to create a more human-scaled articulation along the street. Building facades greater than 170 feet in length should be broken down into a series of distinct architectural facades. This can be accomplished by three dimensional changes of plane and changes in architectural expression.

STEP 2: VERTICAL ARCHITECTURAL FEATURES

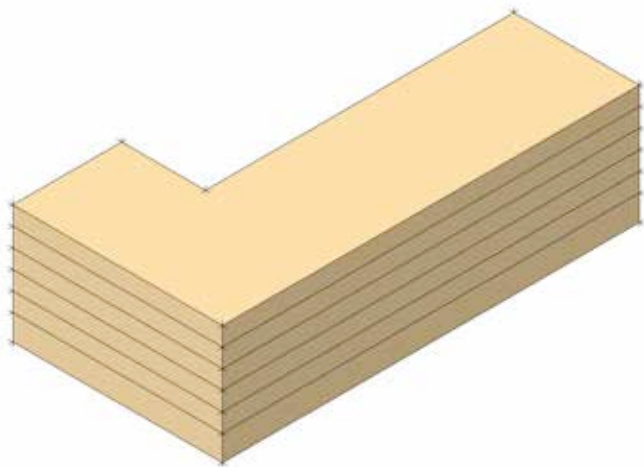
Large urban buildings are typically divided into vertical bays as a composition strategy for aligning windows and doors. The maximum length of a unified architectural facade is 200 feet. Building facades greater than 200 feet in length should be treated as distinct building facades, distinguished by no less than four of the following elements:

- Material
- Color
- Change of plane in facade (minimum 3 feet)
- Massing
- Height variation - one story or greater
- Window types
- Storefront or entry type

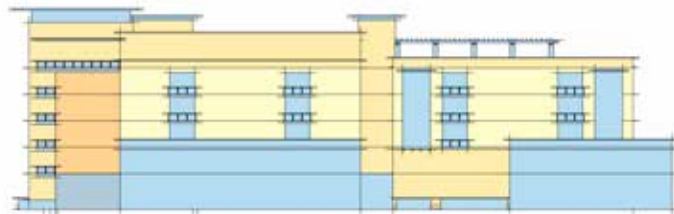
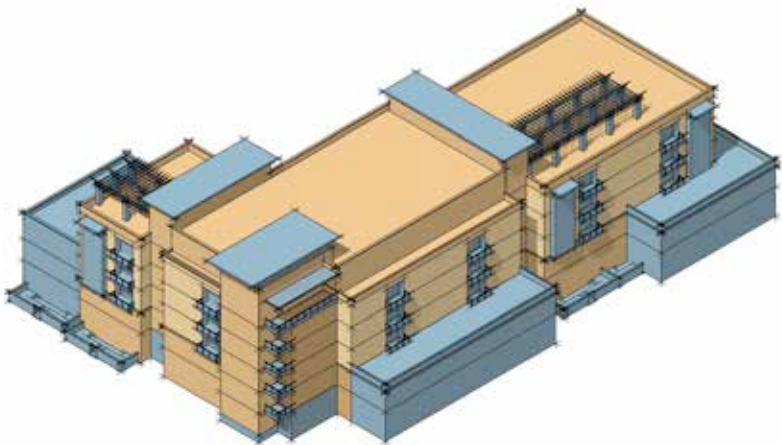
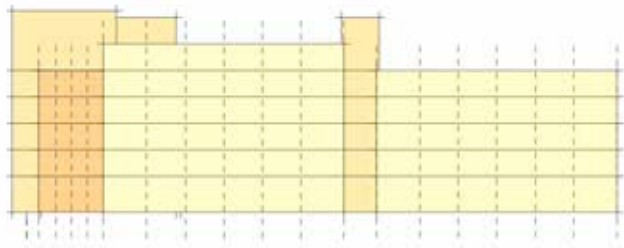
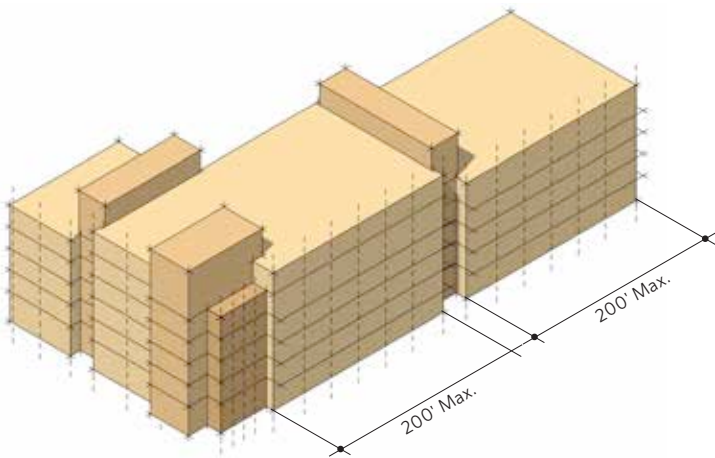
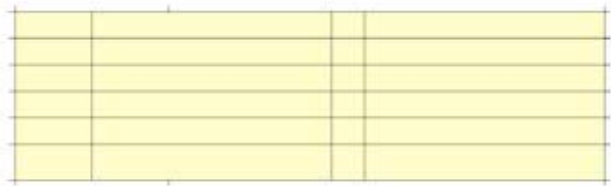
STEP 3: HORIZONTAL ARCHITECTURAL FEATURES

Horizontal architectural features should define a base, middle, and cap for major building face. This can be accomplished with window composition, ornament, and special features. Along key street frontages and within proximity to lower scaled buildings, large urban buildings are required to step down to within a story of adjacent buildings in lower scaled precincts.

Large Urban Building: Massing



Large Urban Building: Compositional Elements

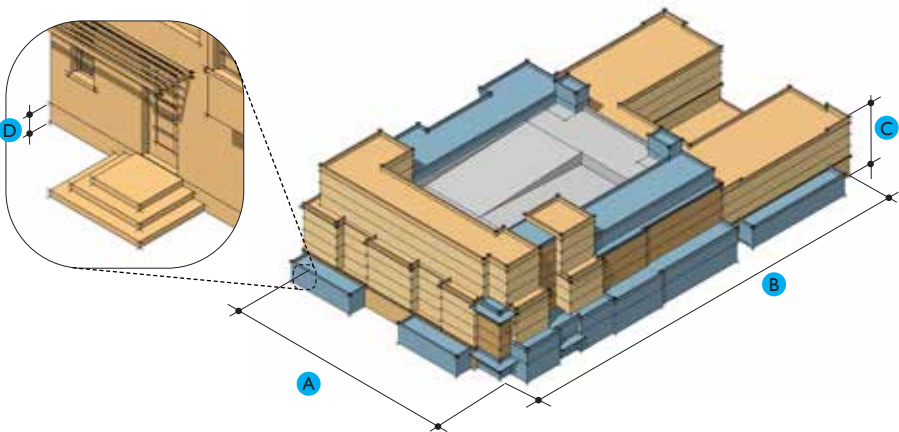


STEP 1
STEP 2
STEP 3

Large Urban Buildings with Integrated Parking

Some large urban buildings will have integrated parking garages. Buildings should have active ground floor uses - either office, commercial, or residential entries with porches or terraces along primary frontages and centralized pedestrian lobbies for entrance. Garage entrances shall be located within the standard bay width of the building to allow for vehicular access while preserving safe pedestrian access and active street frontages.

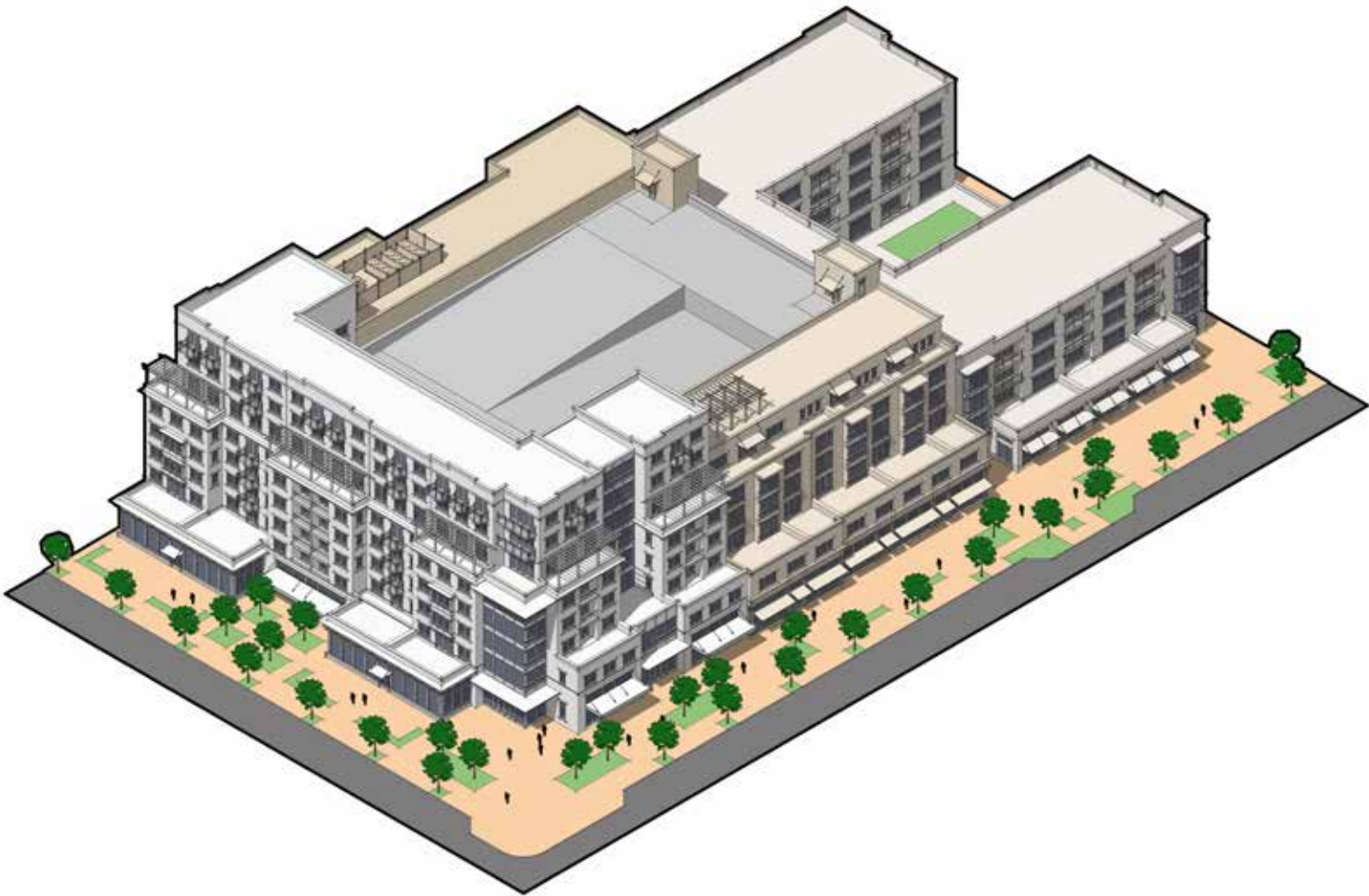
Articulation of building massing at the street level with three dimensional forms that read as one, two, or three story elements helps to break down the monumental scale of many buildings integrated into neighborhoods like the West End. Long, uniform facades can be broken down to read like a series of different buildings more appropriate to a neighborhood context outside of broad avenues and wide streets. Stepping back upper floors also helps to mitigate large volumes..



LARGE URBAN BUILDINGS WITH INTEGRATED PARKING REQUIREMENTS

	MAIN BODY	MAXIMUM
A	Main Body Width at Primary Frontage (Feet)	400
B	Main Body Depth (Feet)	200
C	Main Body Height (Floors)	10
D	Ground Floor Elevation above Finished Grade at Entry (Inches)	18*

*Only required for residential uses



STEP 1: MASSING/HEIGHT

Basic building mass is typically 4 to 10 stories. For primary street-facing facades longer than 200 feet, the basic massing must contain additional facade breaks to create a more human-scaled articulation along the street. These facades should be broken down into a series of distinct architectural facades. This can be accomplished by three dimensional changes of plane and changes in architectural expression as shown in step 2.

STEP 2: VERTICAL ARCHITECTURAL FEATURES

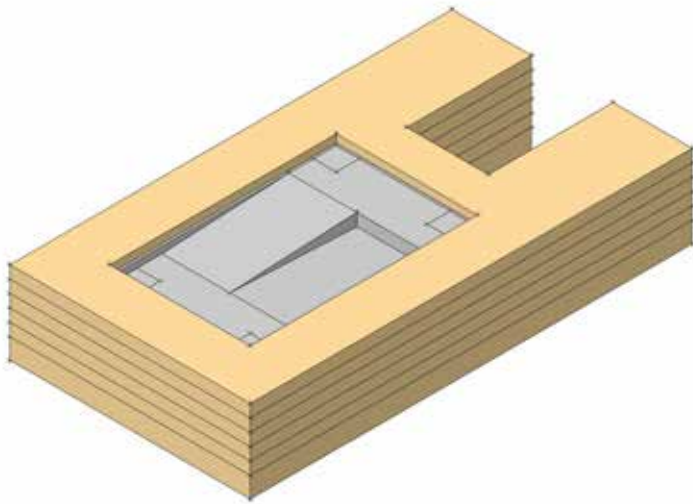
Large urban buildings are typically divided into vertical bays as a composition strategy for aligning windows and doors. The maximum length of a unified architectural facade is 200 feet. Building facades greater than 200 feet in length should be treated as distinct building facades, distinguished by no less than four of the following elements:

- Material
- Color
- Change of plane in facade (minimum 3 feet)
- Massing
- Height variation - one story or greater
- Window types
- Storefront or entry type

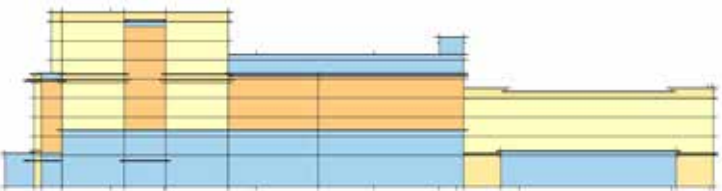
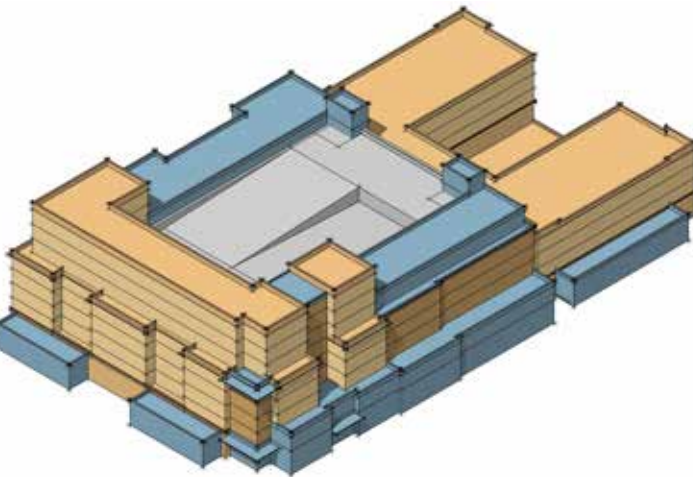
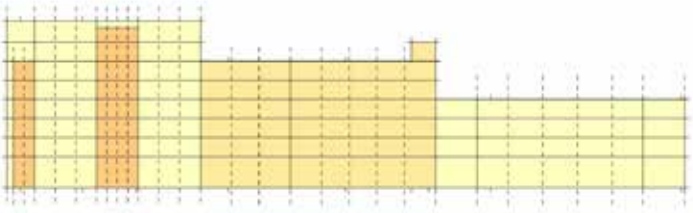
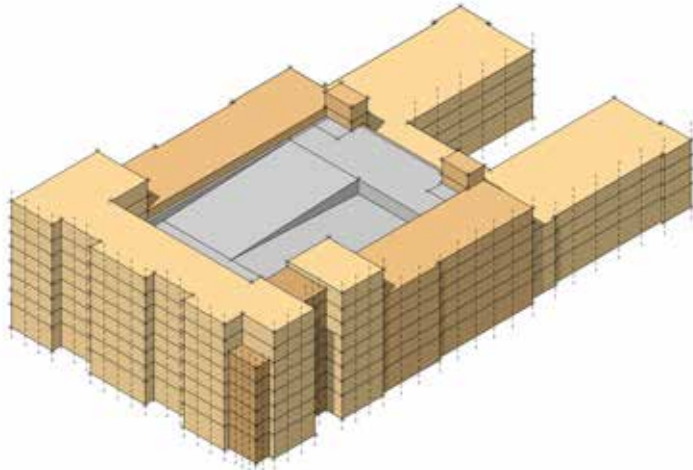
STEP 3: HORIZONTAL ARCHITECTURAL FEATURES

Horizontal architectural features should define a base, middle, and cap for each major part of a building face fronting public streets. Along key street frontages and within proximity to lower scaled buildings, large urban buildings are required to step down to within a story of adjacent buildings in lower scaled precincts.

Large Urban Building with Integrated Parking: Massing



Large Urban Building with Integrated Parking: Compositional Elements



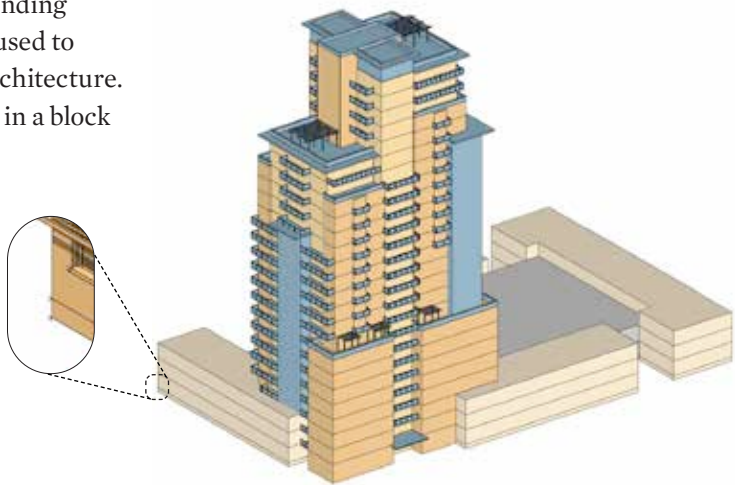
STEP 1

STEP 2

STEP 3

Urban Towers

The River Precinct in the West End neighborhood is immediately adjacent to downtown. As downtown Greenville continues to develop, urban towers are a building type that can allow for downtown levels of density, while still responding to the surrounding architecture. Urban towers can be used to create focal points and signature architecture. Urban towers are typically set back in a block atop a three to six story base.



MAIN BODY	MAXIMUM
Maximum Tower Footprint Above 8 Stories (Square Feet)	12,000
Maximum Tower Base Height at Street Frontage (Stories) - Up to 30% of Frontage Length on Any Street	8
Tower Height (Floors)	+10
Building Setback Above 3 Stories - 12 Feet Minimum	n/a
Maximum Street facing facade length (Feet)	400
Maximum Height for building base at street level	20% 4-6 stories; 80% 3 stories



STEP 1: MASSING/HEIGHT

Urban towers should sit atop podium bases that are between three and six stories in height. Towers should be set back a minimum of 12' from this three story building base. Towers themselves should be urban focal points with character and massing shifts that occur at least every nine stories above the base.

STEP 2: VERTICAL ARCHITECTURAL FEATURES

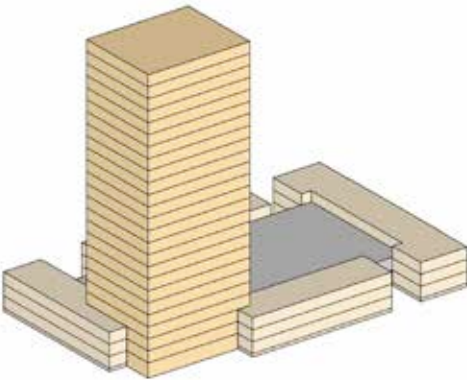
Urban towers are typically divided into vertical bays as a composition strategy for aligning windows and doors. As they rise out of their bases, the massing should begin to break down into smaller shafts that narrow and step up to create a series of thinner tower elements as you increase in height. At the base level the maximum length of a single expression for the facade is 60 feet. The facade must be further subdivided to create a series of smaller architectural expressions. Each expression must be expressed by not less than four of the following changes:

- Material
- Three-dimensional massing
- Color
- Height
- Windows ,curtain walls, and store fronts
- Facade composition

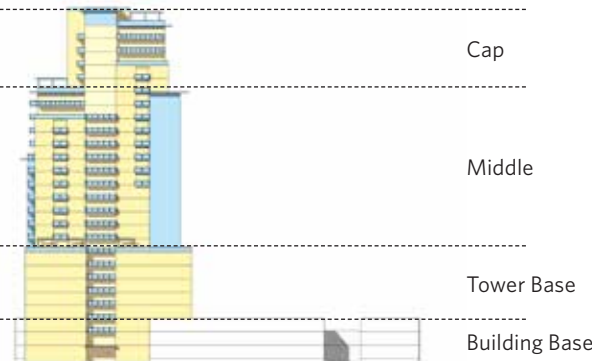
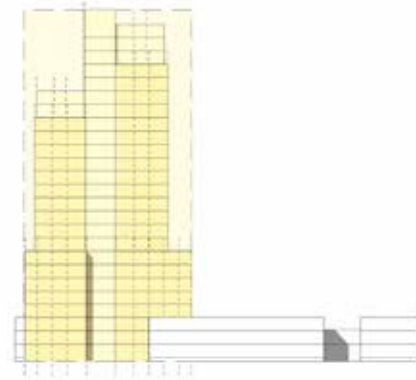
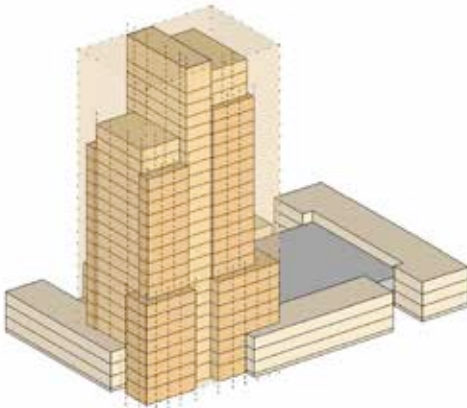
STEP 3: HORIZONTAL ARCHITECTURAL FEATURES

Horizontal architectural features should define a base, middle and cap for each major portion of the building face. The base of urban towers should respond to their context using a rhythm of bays and features such as arcades, bands, three-dimensional bays, and material shifts at the ground to help reinforce human scale and the patterns of surrounding buildings.

Urban Skyscraper: Massing



Urban Skyscraper: Compositional Elements



STEP 1
STEP 2
STEP 3

NEXT STEPS

Implementing the Plan

ACHIEVING A UNIQUE SENSE OF PLACE

The Small Area Plan for the West End sets the vision for accommodating new development in ways that respond to both the existing patterns and scale of the inherited West End neighborhoods while responding to the evolving urbanization of greater downtown and the priorities outlined in GVL2040. The diversity and mix of different uses and different zoning regulations creates challenges to maintaining a cohesive, walkable district that functions as both an urban neighborhood and a city-wide destination with entertainment and commercial attractions.

The Plan envisions the following initiatives moving forward:

Improving Walkability & Connectivity

- Creating continuous building frontages along local streets to create a welcoming, walkable environment
- Adding bike infrastructure onto Pendleton Avenue
- Expanding existing pedestrian walkways along Academy where possible to create safer conditions
- Improve pedestrian crossings at major streets such as Pendleton and Academy

Improve Building-to-Building Transitions:

- Modify land management tools to include building forms and setbacks that are based on neighborhood context

- Modulate allowable height based on location
- Address building lot transitions based on adjacent uses and frontages to mitigate noise, light pollution, and traffic impacts affecting existing uses.
- **Incorporate Additional Public Spaces**
 - Use open space requirements to create fully public plazas and neighborhood parks
 - Develop a pedestrian trail linking South Main to Augusta Street adjacent to Fluor Field
 - Modify required building setbacks along Pendleton and Augusta Streets to create enhanced pedestrian zones that support gathering places such as terraces and gardens

Conserve Neighborhood Character

- Expand the building massing and scale requirements in the Design Guidelines along South Main Street to Pendleton
- Develop new massing, scale, and character Design Guidelines for Augusta and Pendleton Streets
- Modify zoning and policy documents to reflect conservation of the character and scale of the single-family neighborhoods in the Cottage Precinct
- Amend Design Guidelines to address building transitions and massing
- Amend the current signage standards to better define materials, lighting, and character objectives for the West End
- Protect the character of existing historic churches via land management requirements

