



# Comprehensive Plan Committee Meeting



# Agenda

1. Welcome
2. Project Update
3. *How Will We Grow?* Workshop Debrief
4. What We're Preparing for January
  1. Citywide Land Use and Character Maps
  2. Area Plans
5. Discussion of Area Plans
6. Next Steps



# Horizons 2026

GREENVILLE'S COMMUNITY PLAN

Initiate

Analyze

Draft

Adopt

- How Will We Grow Workshops
- Future Land Use / Character Map
- Policy Framework
- Implementation Plan

[Horizons.Greenvillenc.gov](https://Horizons.Greenvillenc.gov)



# Workshop Debrief





# How Will We Grow? *Workshops*

- Night #1 (Nov. 4) – **Sharing Initial Ideas for...**
  - Citywide Growth Principles
  - Citywide Future Land Use and Character Framework



# How Will We Grow? *Workshops*

- **Day #2 (Nov. 5) – Learning from Community Stakeholders about Ideas for Focus Areas...**
  - Airport Area
  - Memorial Drive Area
  - Medical District Area
- **Night #2 (Nov. 5) – Commenting on Draft Concepts...**
  - Citywide Future Land Use and Character Framework
  - Focus Areas

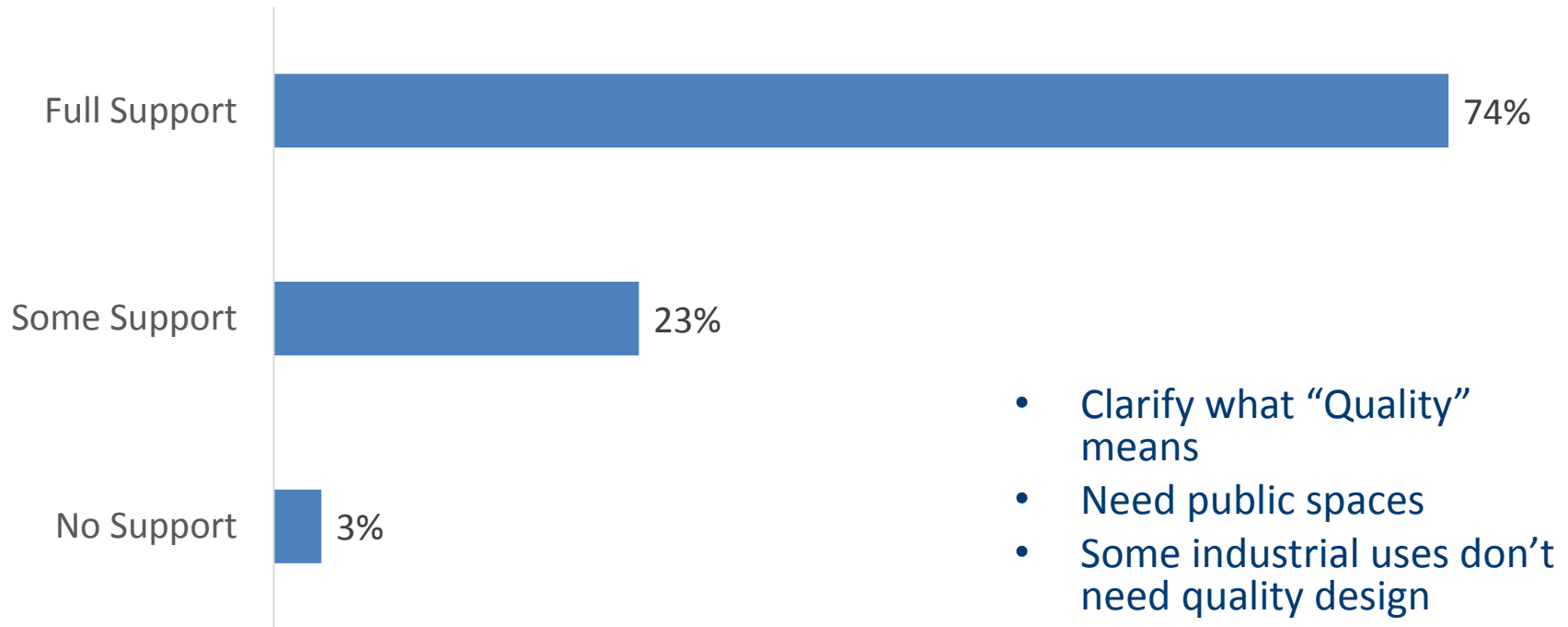
# Ideas for Improving Growth Principles

- Tested 8 principles
- Principles = statements of intent for how we should grow (develop) in the future
- Rating and comments provided
- The statements will be refined based on the input



## *In the future...*

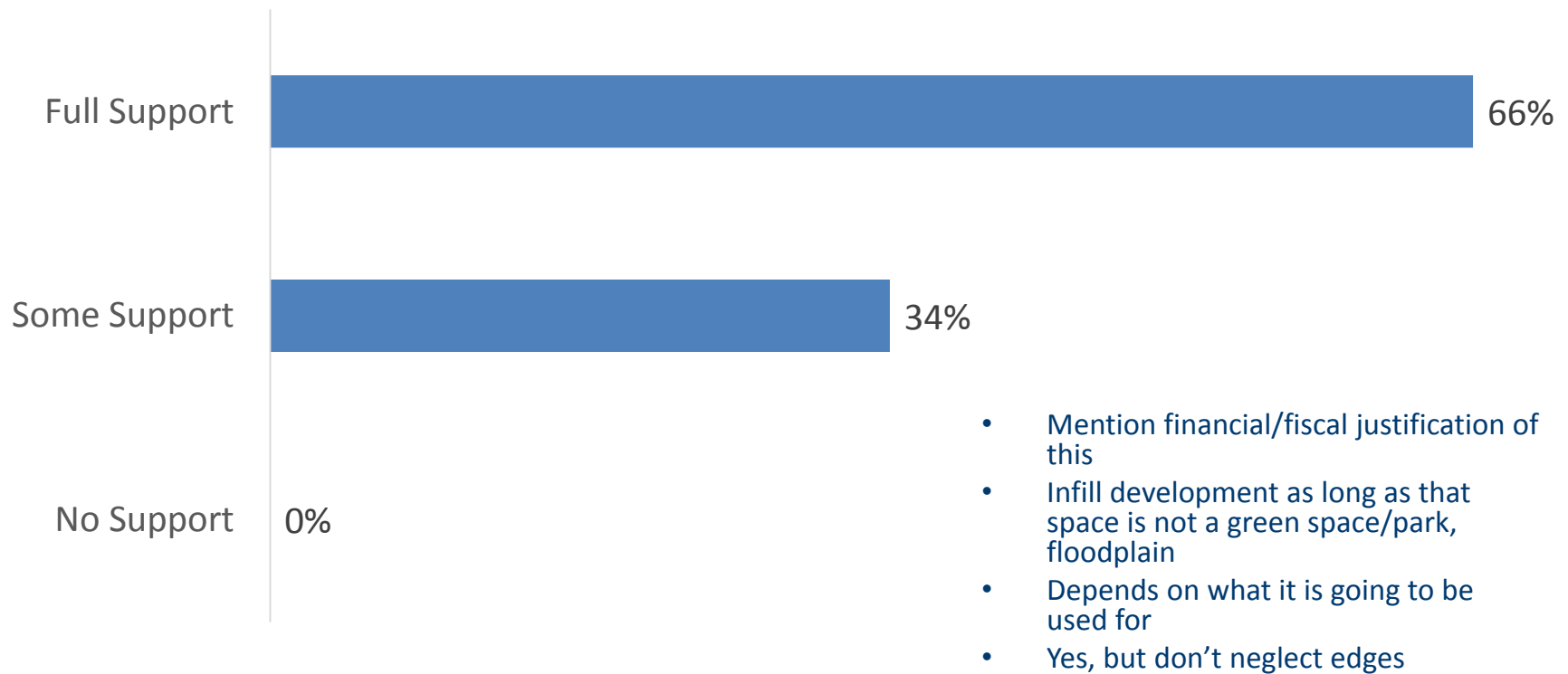
**1. Quality design is emphasized for all uses to create an attractive, distinctive public and private realm—architecture, streetscape, corridors, gateways and edges—that distinguishes the city.**





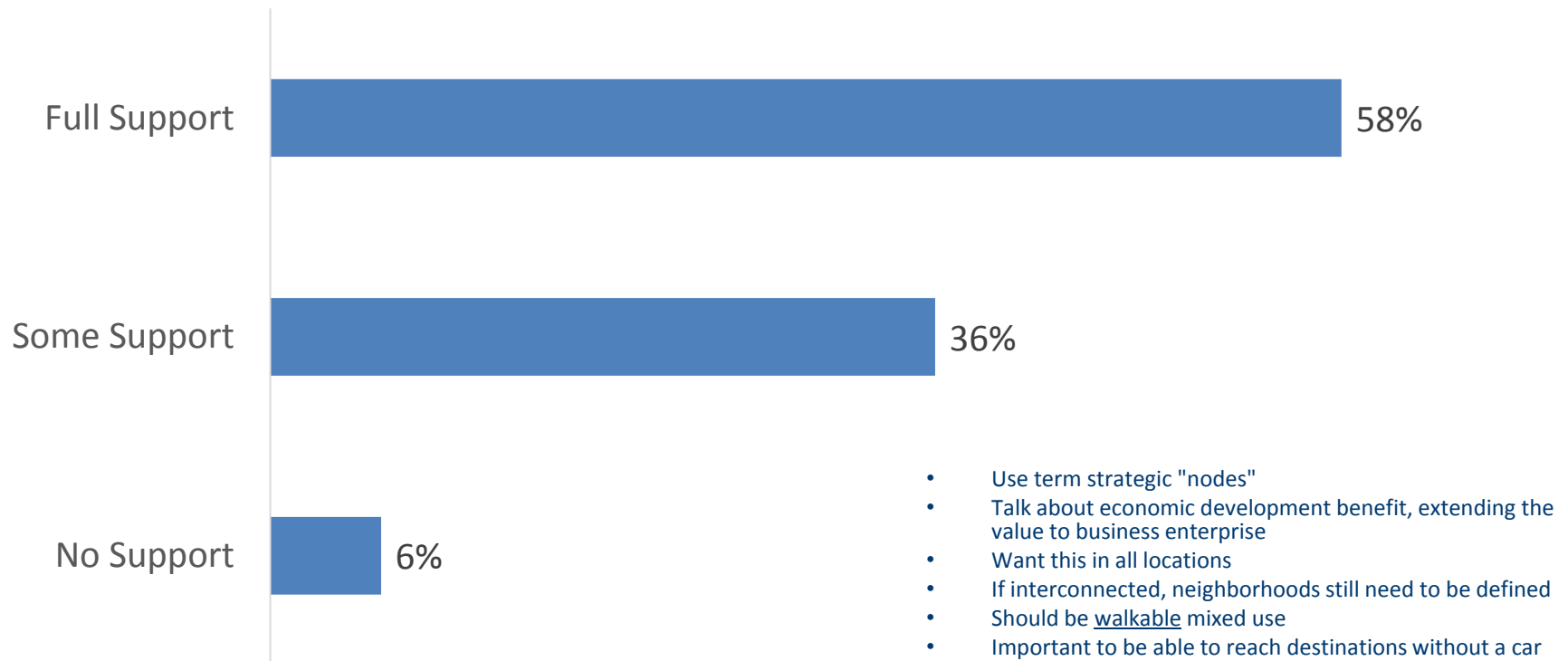
*In the future...*

## 2. Development of underutilized land within the city's existing urban footprint that is served by infrastructure is a priority over undeveloped land on the city's edge.



*In the future...*

**3. A greater intensity of development that integrates a mix of uses (residential, commercial, office, institutional, civic etc.) and connects with existing developed areas is encouraged in strategic locations.**



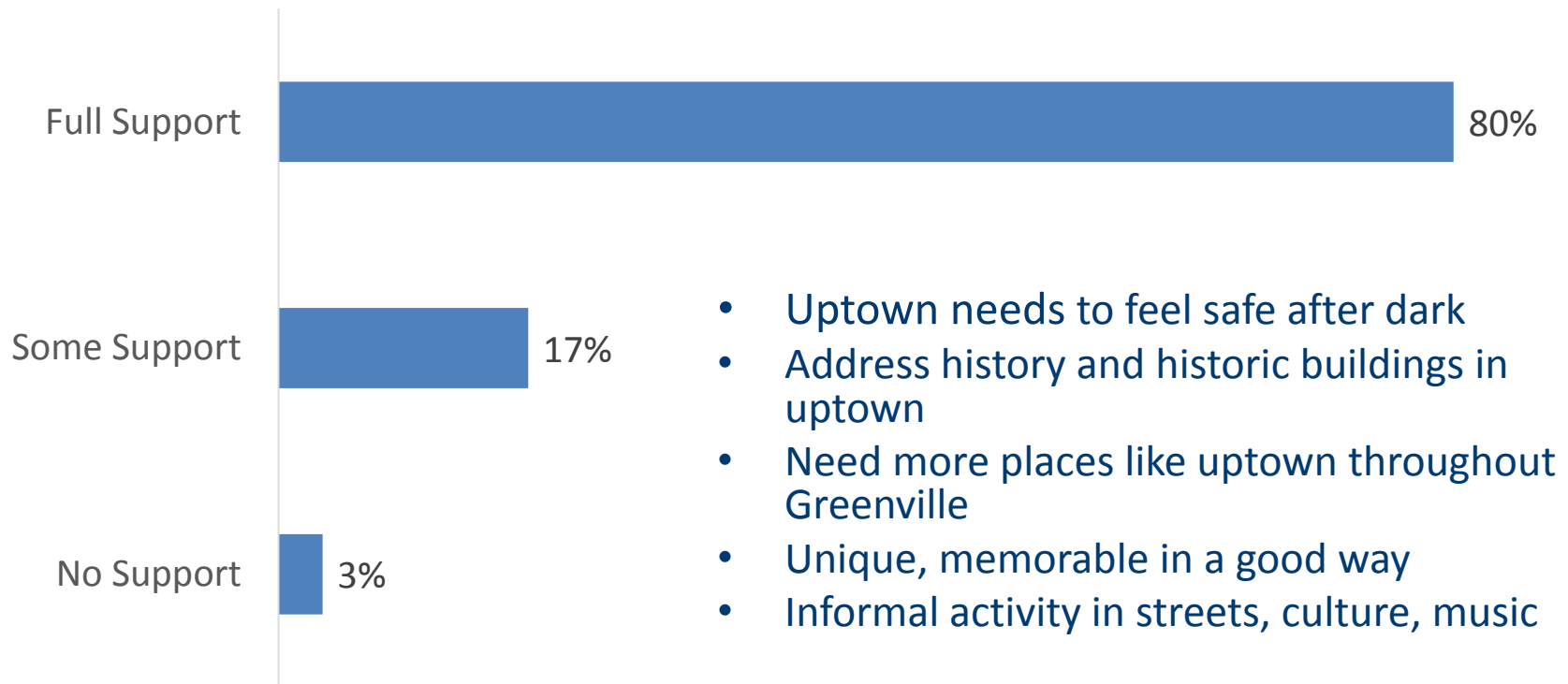
*In the future...*

## 4. Places throughout the city are well-connected and designed to balance the needs of pedestrians, automobiles, cyclists, and transit users.



*In the future...*

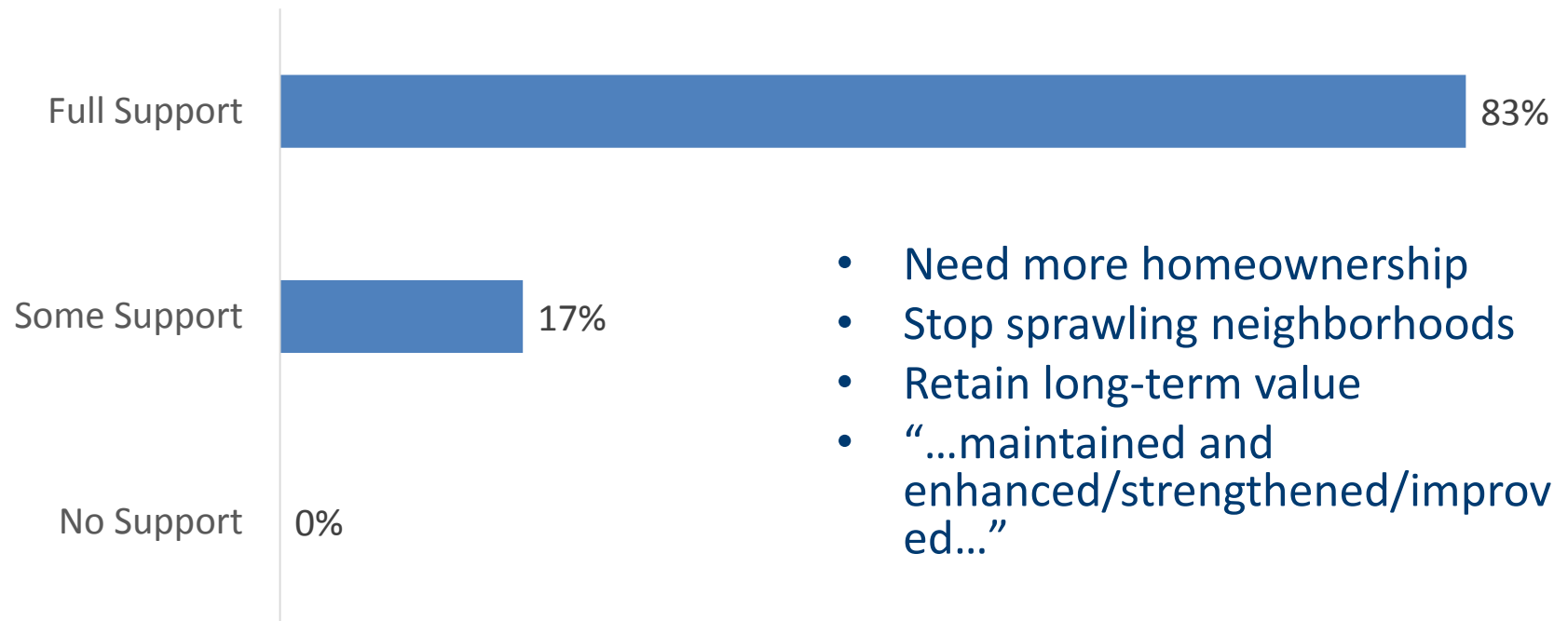
**5. Uptown features a vibrant mix of businesses, residences, education, recreation, entertainment, and civic uses, and a distinctive character that is appealing to residents, visitors and investors.**





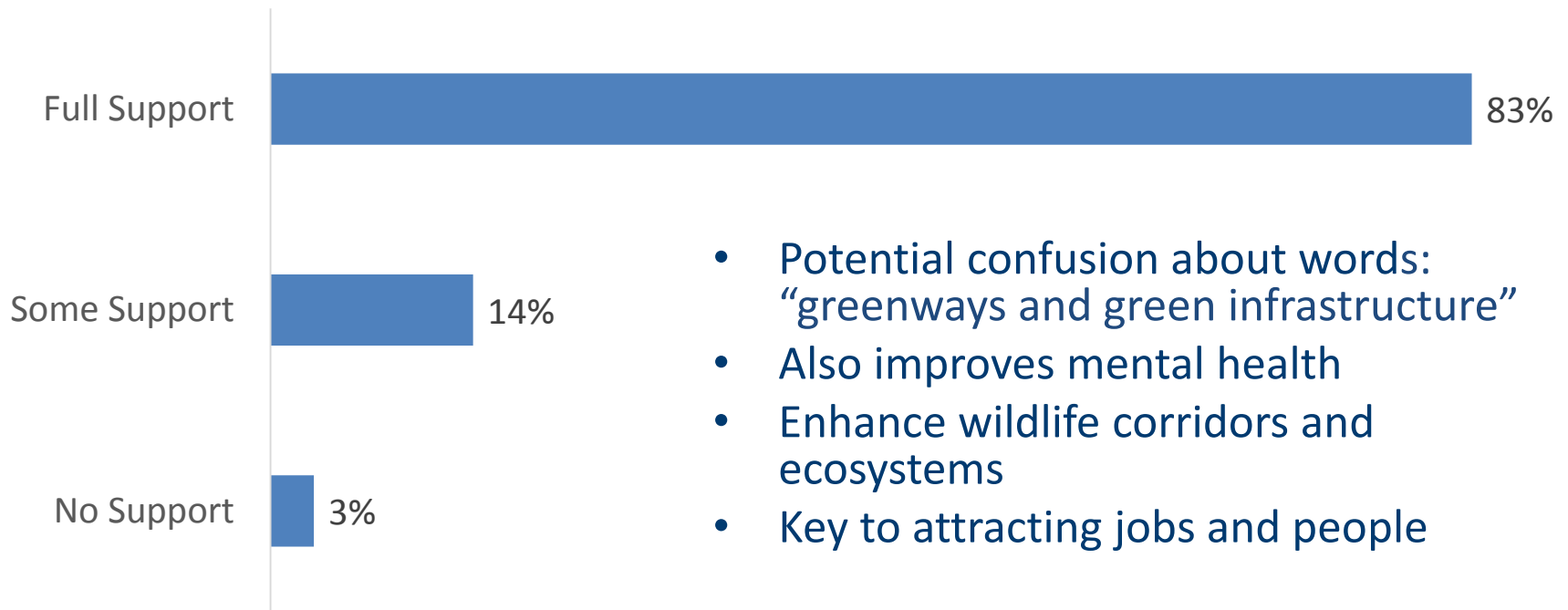
*In the future...*

**6. The city's established neighborhoods are maintained, while new residential areas have strong neighborhood qualities, including sidewalks, mixed housing types, parks, and easy access to basic retail needs.**



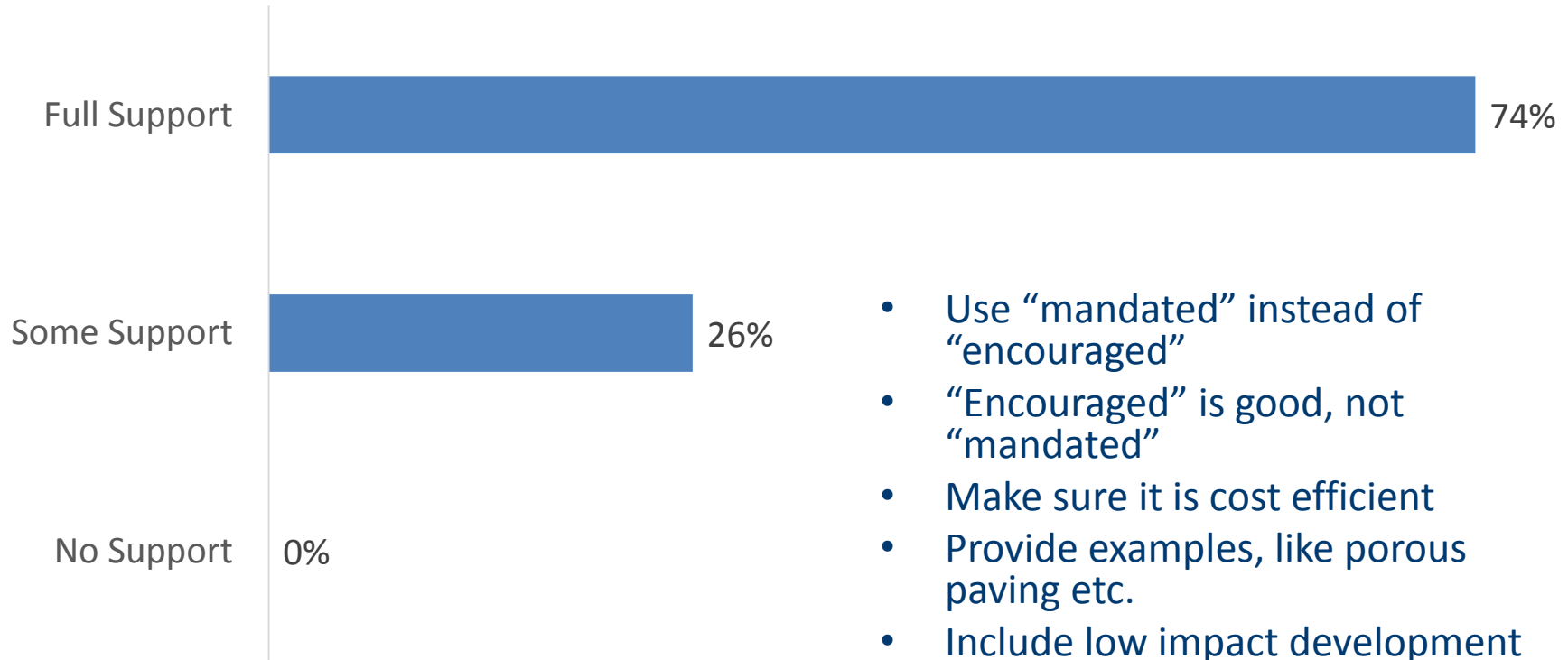
*In the future...*

## 7. A network of connected greenways and green infrastructure will protect wildlife habitat and sensitive natural areas and provide recreational opportunities.



*In the future...*

## 8. Environmentally sensitive and sustainable practices will be encouraged in future developments.



# Growth Principles: General Comments

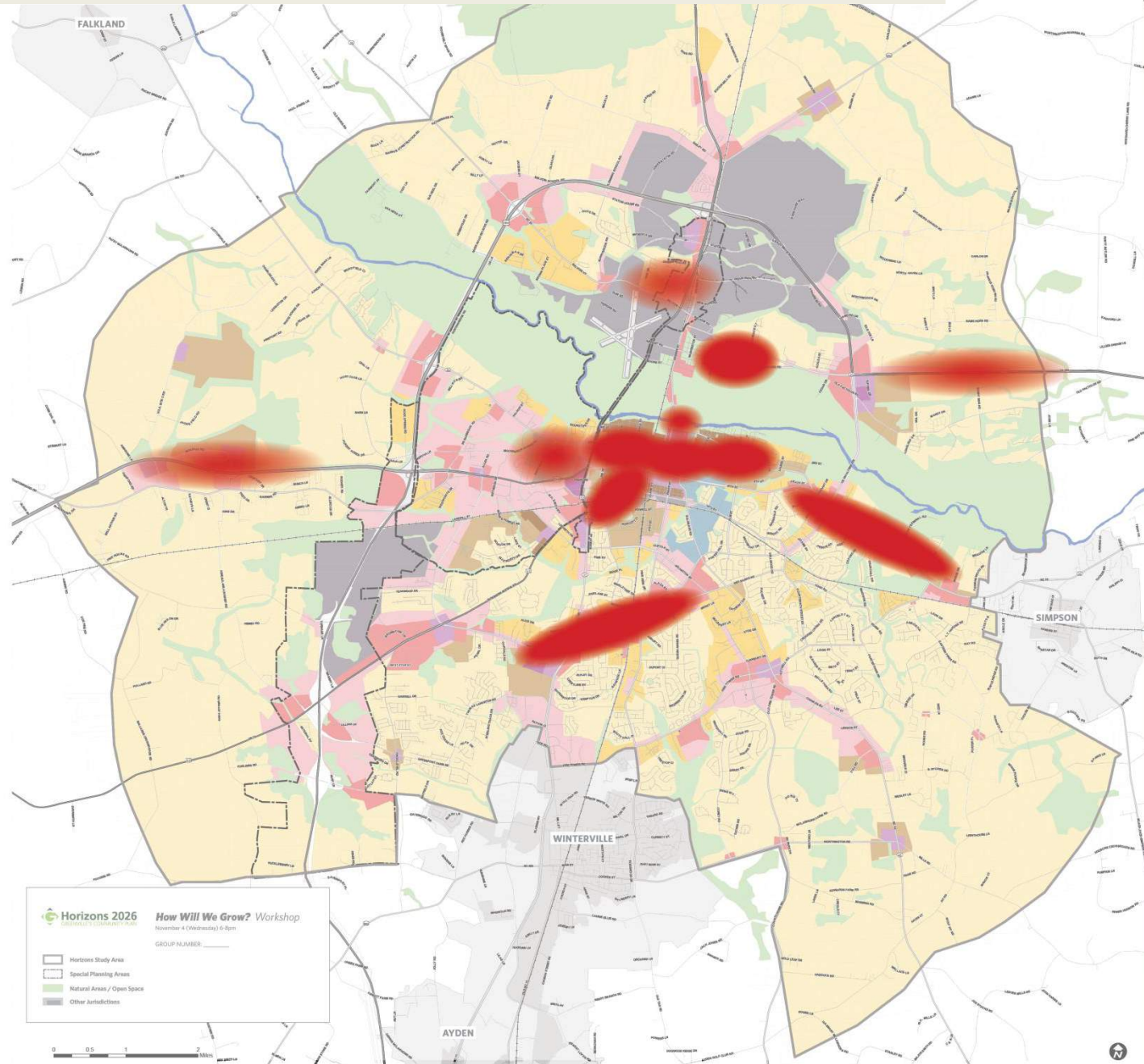
- Make more obvious that these are "should be" statements and not current/existing patterns
- Emotional attachment to place is missing
- Land use policies affect value
- Don't limit uptown-type development to uptown
- Growth management is key
- Sometimes statements are "is" and sometimes statements are "will be"
- Hazard mitigation needs to be addressed
- Mention that this needs to be inclusive



# Comments for Future Land Use / Character

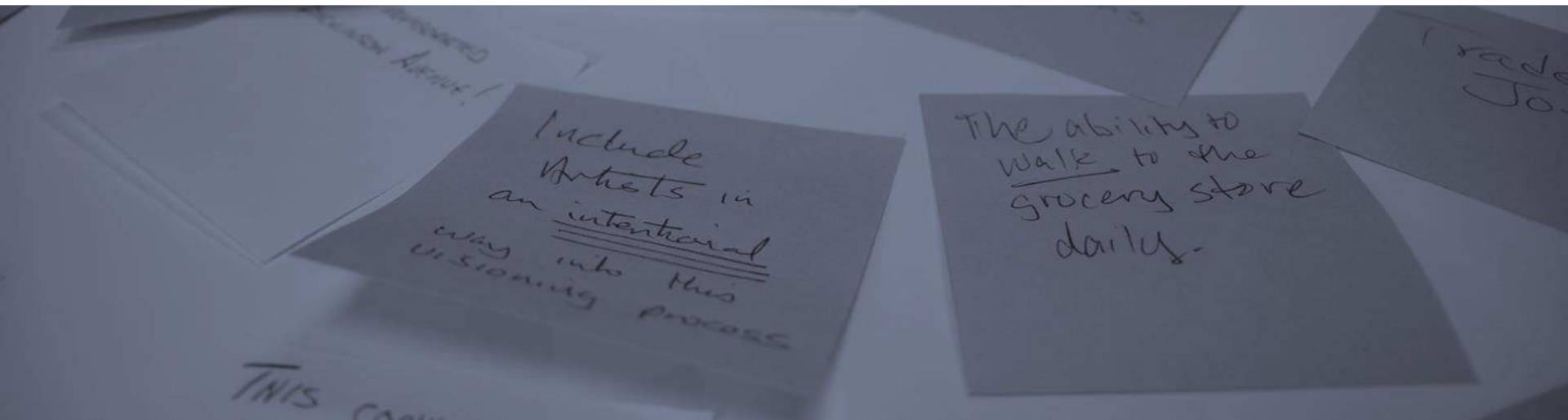
- Improve visual appeal of “strip” corridors
- More opportunities for mixed-use development
- Prefer redevelopment of declining areas as a priority over new development on the edges
- Need for focused investment in strategic areas
- Improve accessibility and safety for pedestrians and bicyclists
- Improve neighborhoods that are experiencing decline

# Location of Citywide Future Land Use / Character Comments



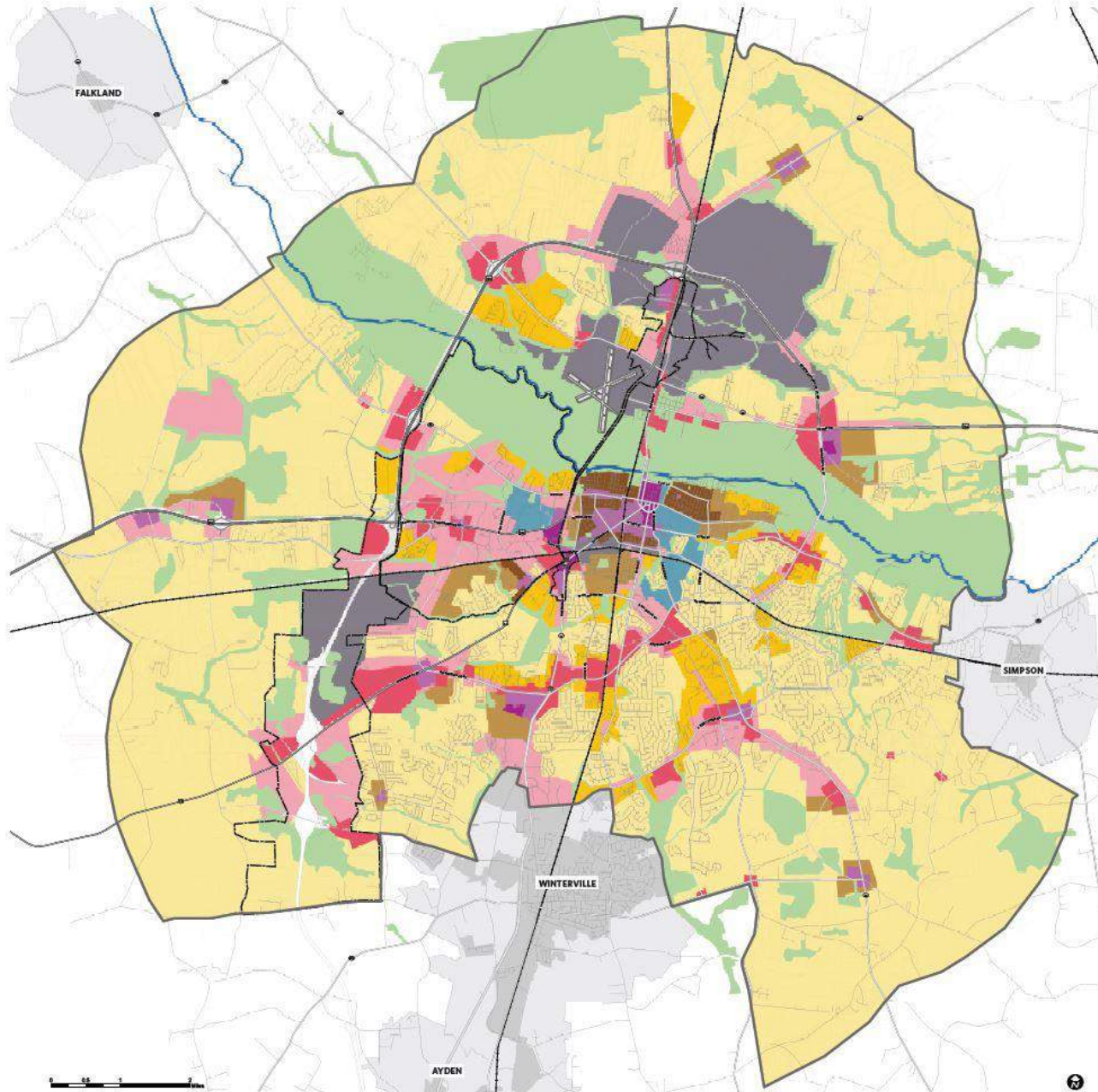


# What We're Preparing for January





# Draft Citywide Land Use



## CHARACTER TYPES

NAME / DESCRIPTION	EXAMPLE CHARACTER
<b>MIXED USE CENTER 1</b> <b>1950</b> Community, commercial, and residential uses are integrated in a dense, walkable environment. Buildings are multi-story and mixed-use. <b>NOTES</b> Buildings are located close together and near the street. Small blocks, well-connected street network, parking on-street or behind buildings.	
<b>MIXED USE CENTER 2</b> <b>1950</b> Small-scale commercial, office and residential mixed vertically and horizontally. Generally mixed-use at street level with residential or office above. <b>NOTES</b> 2-3 story buildings located close together and near the street. Small blocks, well-connected street network, parking on-street or behind buildings.	
<b>SUBURBAN CORRIDOR / CENTER 1</b> <b>1950</b> Community and regional-scale commercial development. Primarily uses include retail, food, and other (see also 1950). <b>NOTES</b> Typically located along major road corridors. One-story surface parking lots are common. Buildings are large and small, often with large windows.	
<b>SUBURBAN CORRIDOR / CENTER 2</b> <b>1950</b> Office, institutional, and neighborhood-scale commercial as well as multi-family residential. <b>NOTES</b> Generally smaller footprint buildings are set back from the street with ample surface parking that may be shared. Blocks are long with infrequent intersections.	
<b>INSTITUTIONAL CAMPUS</b> <b>1950</b> Office, research, medical, institutional and related uses. <b>NOTES</b> Buildings of varying sizes are typically arranged in a clustered pattern around a central institutional core. All the edges of the campus are supported by facilities and parking areas.	
<b>INDUSTRIAL / LOGISTICS</b> <b>1950</b> Light manufacturing operations, warehouse, research and development facilities, and related office uses. <b>NOTES</b> 1-2 story large footprint buildings that are usually set back a large distance from adjacent streets. Street intersections are infrequent creating large blocks.	
<b>COBE NEIGHBORHOOD</b> <b>1950</b> Medium-density residential and office uses. Some may be commercial, some may be office. <b>NOTES</b> 2-3 story buildings are set back from the street with ample surface parking. Small blocks, well-connected street network, parking on-street or behind buildings.	
<b>TRADITIONAL NEIGHBORHOOD</b> <b>1950</b> A mix of residential types. May include neighborhood-scale commercial. <b>NOTES</b> Small blocks, buildings located close together and near the street, parking on-street or behind buildings.	
<b>SUBURBAN RESIDENTIAL 1</b> <b>1950</b> Primarily multi-family or small-scale multi-family residential development. <b>NOTES</b> Building use and style varies but tends to be consistent within a development with limited connectivity between different building types and uses. Wide, curvilinear streets with few intersections.	
<b>SUBURBAN RESIDENTIAL 2</b> <b>1950</b> Primarily small and large-scale single-family residential. <b>NOTES</b> Building use and style varies but tends to be consistent within a development with limited connectivity between different building types and uses. Wide, curvilinear streets with few intersections.	



# Area Plans

The map displays the following labeled areas:

- Airport Area** (Blue square)
- Medical Area** (Green square)
- Arlington/Memorial Area** (Purple square)
- Southwest Bypass** (Orange square)

Other visible labels on the map include:

- Streets: NC 22, NC 58, NC 90, NC 101, NC 151, NC 152, NC 153, NC 154, NC 155, NC 156, NC 157, NC 158, NC 159, NC 160, NC 161, NC 162, NC 163, NC 164, NC 165, NC 166, NC 167, NC 168, NC 169, NC 170, NC 171, NC 172, NC 173, NC 174, NC 175, NC 176, NC 177, NC 178, NC 179, NC 180, NC 181, NC 182, NC 183, NC 184, NC 185, NC 186, NC 187, NC 188, NC 189, NC 190, NC 191, NC 192, NC 193, NC 194, NC 195, NC 196, NC 197, NC 198, NC 199, NC 200, NC 201, NC 202, NC 203, NC 204, NC 205, NC 206, NC 207, NC 208, NC 209, NC 210, NC 211, NC 212, NC 213, NC 214, NC 215, NC 216, NC 217, NC 218, NC 219, NC 220, NC 221, NC 222, NC 223, NC 224, NC 225, NC 226, NC 227, NC 228, NC 229, NC 230, NC 231, NC 232, NC 233, NC 234, NC 235, NC 236, NC 237, NC 238, NC 239, NC 240, NC 241, NC 242, NC 243, NC 244, NC 245, NC 246, NC 247, NC 248, NC 249, NC 250, NC 251, NC 252, NC 253, NC 254, NC 255, NC 256, NC 257, NC 258, NC 259, NC 260, NC 261, NC 262, NC 263, NC 264, NC 265, NC 266, NC 267, NC 268, NC 269, NC 270, 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NC 771, NC 772, NC 773, NC 774, NC 775, NC 776, NC 777, NC 778, NC 779, NC 780, NC 781, NC 782, NC 783, NC 784, NC 785, NC 786, NC 787



# Discussion of Area Plans





# Airport Area

***As a gateway to Uptown Greenville and the Medical Area, the plan for the Airport Area will focus on design improvements to promote positive first impressions of the city and development that supports nearby businesses and residents.***

1. Improve appearance of the streetscape of Memorial Drive from the airport south to the Tar River.
2. Preserve flood prone land from new development.
3. Encourage new development that serves nearby residents, employees, visitors, and supports the viability of the airport.

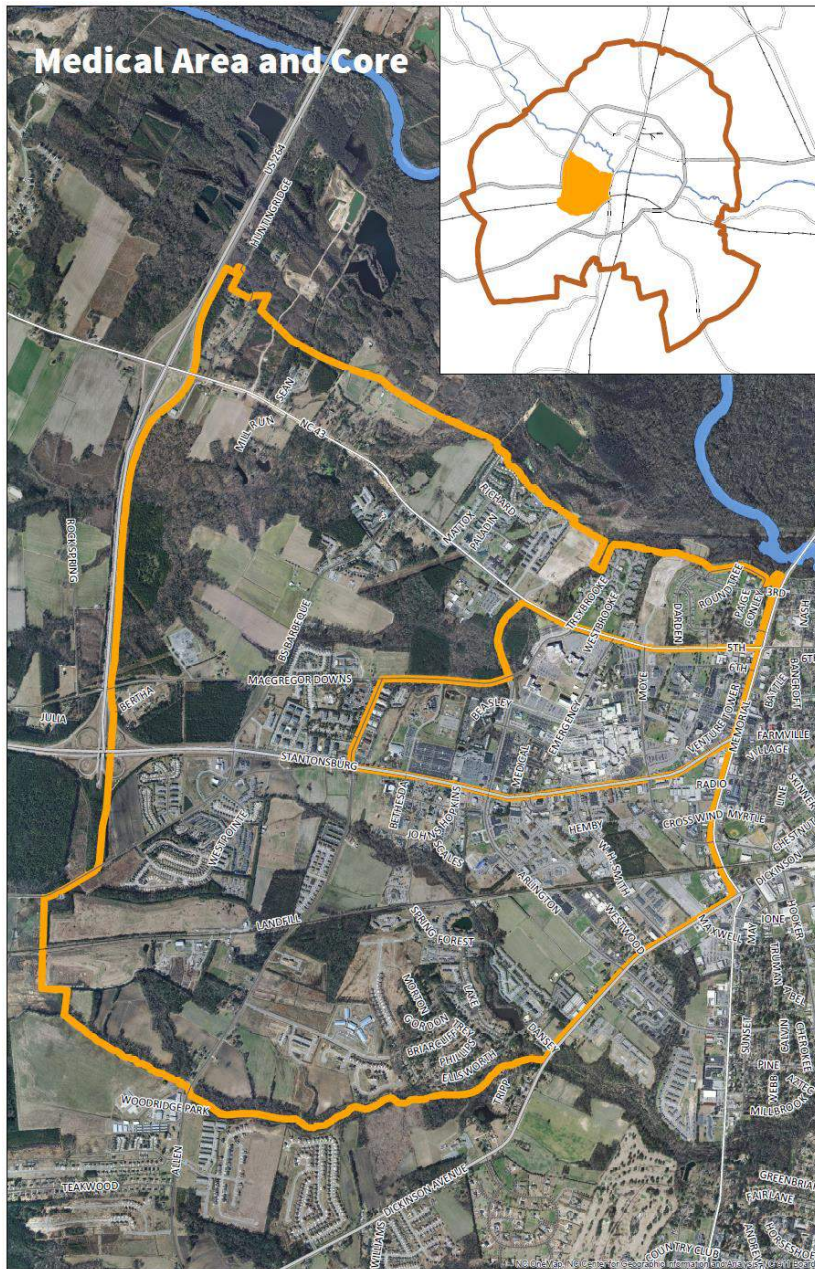


# Airport Area Considerations

- Condition of streetscape
- Need for local serving retail and other amenities
- Industrial context
- Airport growth and change



## Medical Area and Core



# Medical Area

*As a vital economic engine for the city, the plan for the Medical Area will reinforce the growth of medical uses while strengthening the area's overall competitiveness.*

1. Within the medical core: Maintain the primacy of medical uses while encouraging more efficient and intense development. The priority for medical uses should not preclude supporting uses should they serve to strengthen the core. New building and parking structures should be built more vertically than horizontally.
2. Proximate to the medical core: Provide additional and accessory amenities for visitors and employees such as locally-serving retail, restaurants and services that support medical core uses.
3. Improve connectivity for pedestrians, cyclists, and vehicles between employment, services, accommodation and residential uses.

# Medical Area Considerations

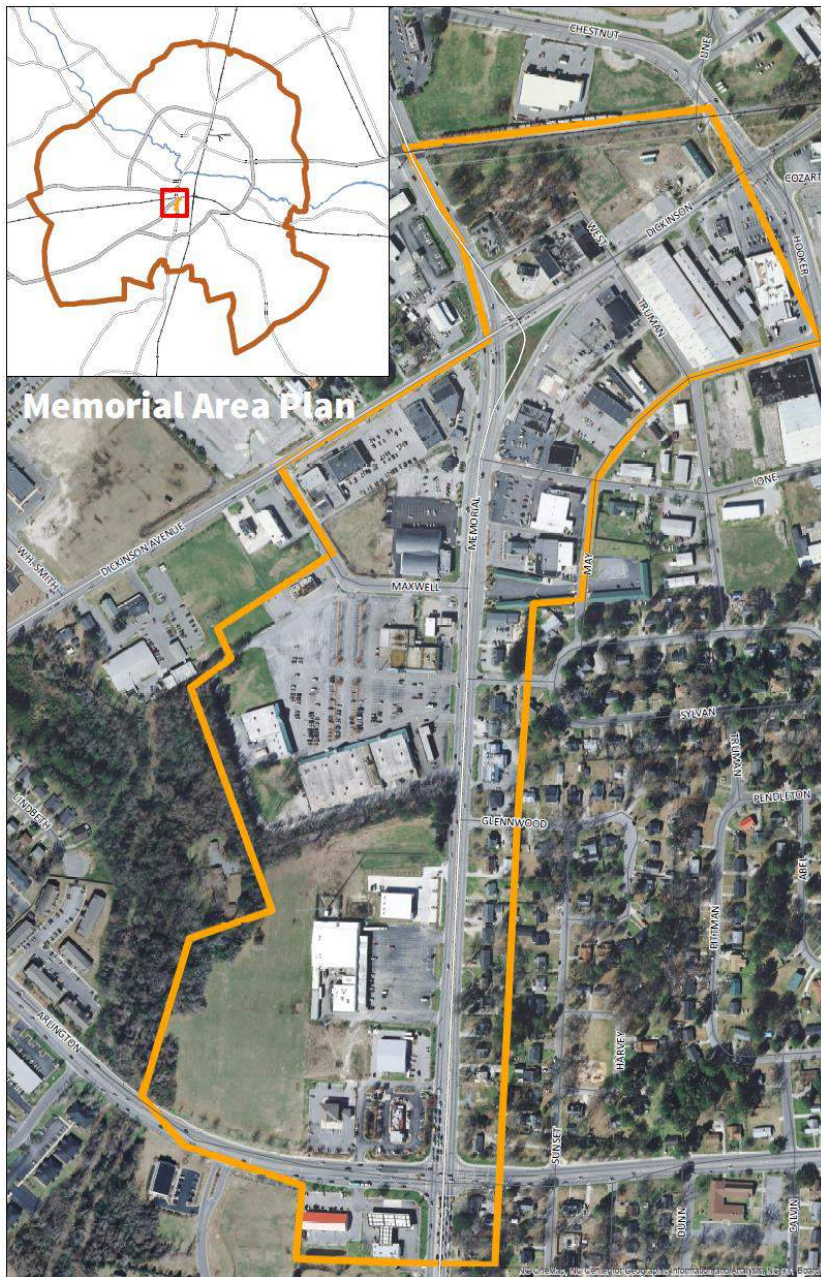
- Increasing traffic congestion
- Limitations of current development regulations
- Lack of amenities
- Local service focus
- Challenges of walking and biking
- ECU Master Plan



# Medical Area Opportunities







# Memorial/Arlington Area

*As a major crossroads linking the Medical Area with Uptown Greenville, the Memorial / Arlington area plan will envision more intense redevelopment with a mix of uses and serve as a demonstration of the potential for other similar areas of the city.*

1. Encourage mixed-use development at increased intensities.
2. Improve street safety for all users, especially pedestrians.
3. Improve the appearance of the streetscape (buildings, lighting, landscaping, signs).

# West Arlington / South Memorial Considerations

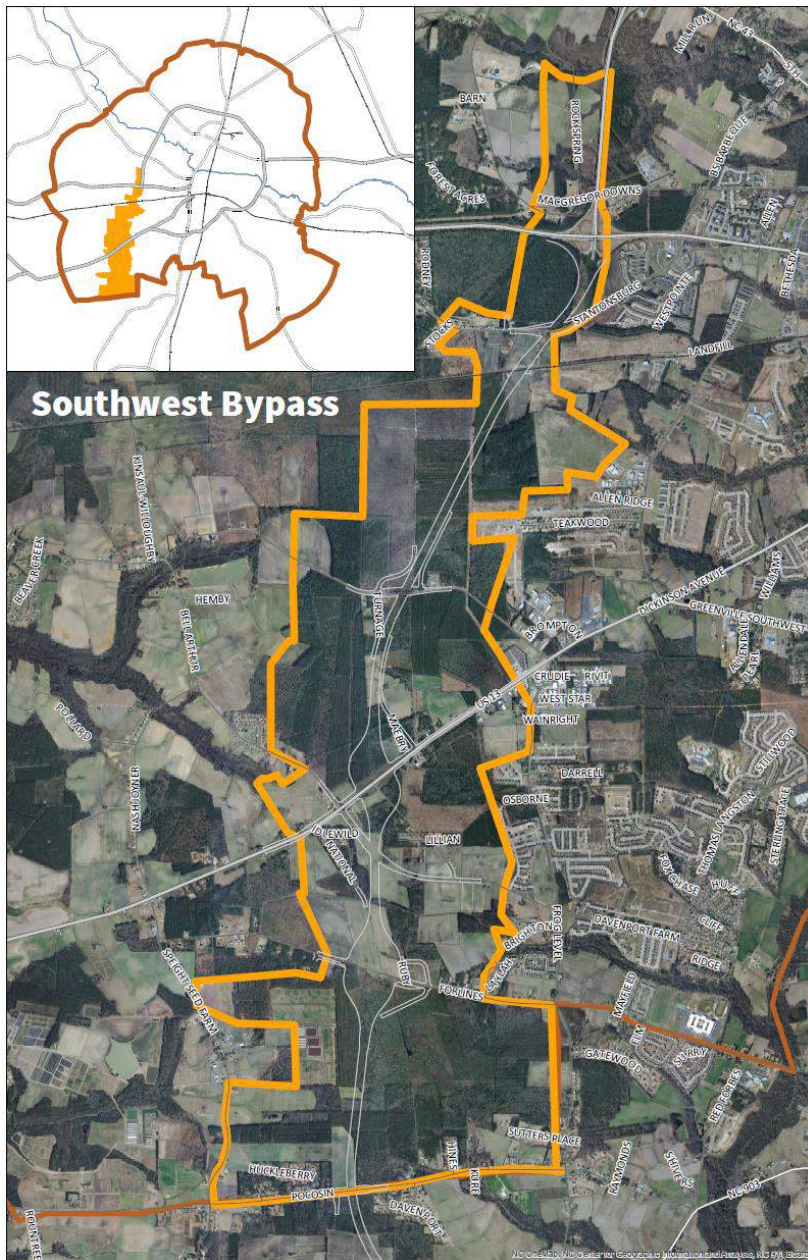
- Access management
- Lack of pedestrian infrastructure
- Lack of walkability and bikability
- Strategic location between Uptown and Medical Area



# Southwest Bypass Area

*Current focus on...*

- *Interjurisdictional discussions*
- *Understanding market context*



# Objective of January CPC Work Session

## **Review and comment on revised drafts of...**

- Future Land Use and Character Map / Designations (citywide)
- Focus Areas
  - Airport
  - Medical Area
  - Memorial Drive / Arlington Boulevard
- Update on Southwest Bypass discussions



# Next Steps





# Next Steps

- **December 10:** Project Update for Council
- **December-January:** Consultant drafting plan
- **January 25:** CPC Work Session
- **February 22 & March 28:** CPC reviews draft plan chapters
- **May:** host public open house unveiling draft plan
- **July 19:** Planning & Zoning Commission Public Hearing
- **August 11:** Council Public Hearing