



## Comprehensive Plan Committee

### AGENDA

Monday, January 25<sup>th</sup>, 2016, 5:30-7:00 PM  
Sheppard Memorial Library, Room A

530 Evans Street  
Greenville, NC 27858

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- |  |  |       |
|--|--|-------|
| 1. Project Update  | Leigh Anne King,<br>Clarion Associates | 5:30p |
| 2. Presentation and Discussion of Draft Future<br>Growth Framework Map | Jamie Greene,<br>PlanningNEXT          | 5:35p |
| 3. Overview and Discussion of Area Plan Direction                      | Jamie Greene,<br>PlanningNEXT          |       |
| a. Airport Area  |  |       |
| b. Medical Area  |  | 6:25p |
| c. Memorial/Arlington Area   |  |       |
| 4. Adjourn   |  | 7:00p |

#### Handouts

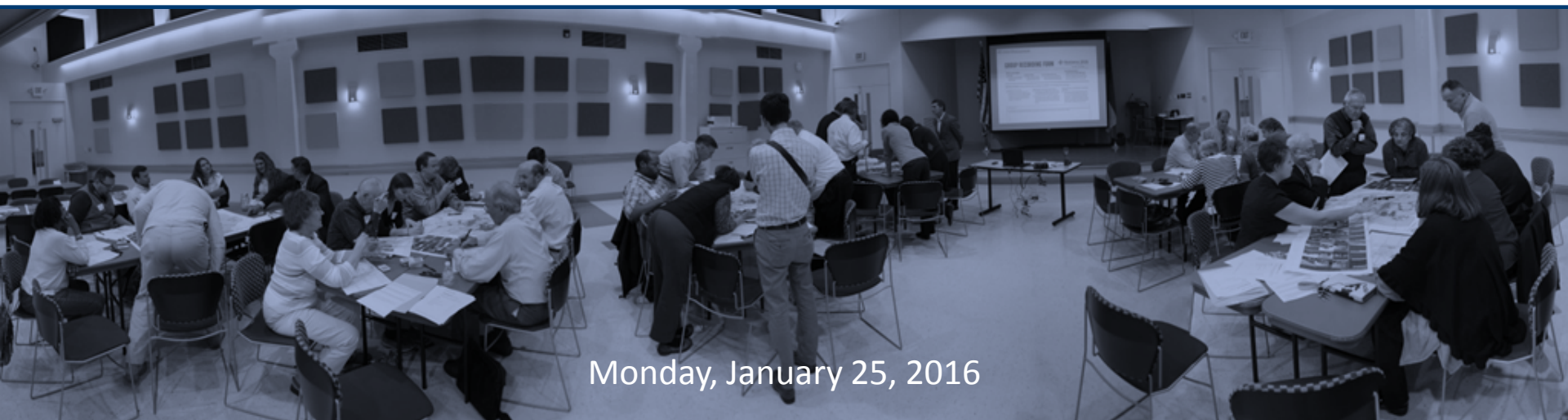
- Draft Future Growth Framework and Area Plan Maps

#### For Non-Committee Member Meeting Attendees

Members of the public are welcome to attend meetings of the Comprehensive Plan Committee as observers. Although these working committee meetings are not public meetings, they are not public hearings and as such, a public comment period is not included on the agenda. Comments from the public may be submitted to Thomas Weitnauer, AICP, Chief Planner at [twitnauer@greenvillenc.gov](mailto:twitnauer@greenvillenc.gov) for subsequent distribution to Committee members. There will be ample opportunity for public input and discussion at other meetings as the Comprehensive Plan is being prepared.



# Comprehensive Plan Committee Meeting #5



Monday, January 25, 2016

# Agenda

1. Welcome
2. Project Update
3. Land Use and Character  
Presentation and Discussion
4. Area Plan Overview and Discussion
5. Next Steps

# Welcome

# Project Update



# Horizons 2026

GREENVILLE'S COMMUNITY PLAN

Initiate

Analyze

Draft

Adopt

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

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

# Developing the Future Land Use & Character Map & Area Plans

1. Horizons 2010 Future Land Use Map as foundation ✓
2. Horizons 2026 public input ✓
3. *How Will We Grow?* Workshop (Nov. 2015) ✓
4. Community Development staff review (ongoing) ✓
5. CPC Review – Jan. 25
6. Further staff review
7. Feb. - March 28 CPC review of full chapter
8. May public open house of plan
9. July-August public hearings

# Land Use & Character (Citywide)



# Principles - Land Use Intent

1. Infill and redevelopment are priorities
2. Quality design
3. Greater intensity of development in some locations
4. Create well-connected places
5. A vibrant Uptown
6. Create neighborhoods, maintain established ones
7. Protect natural features/amenities
8. Sustainable development practices

# Similarities to past plan (many consistent ideas)

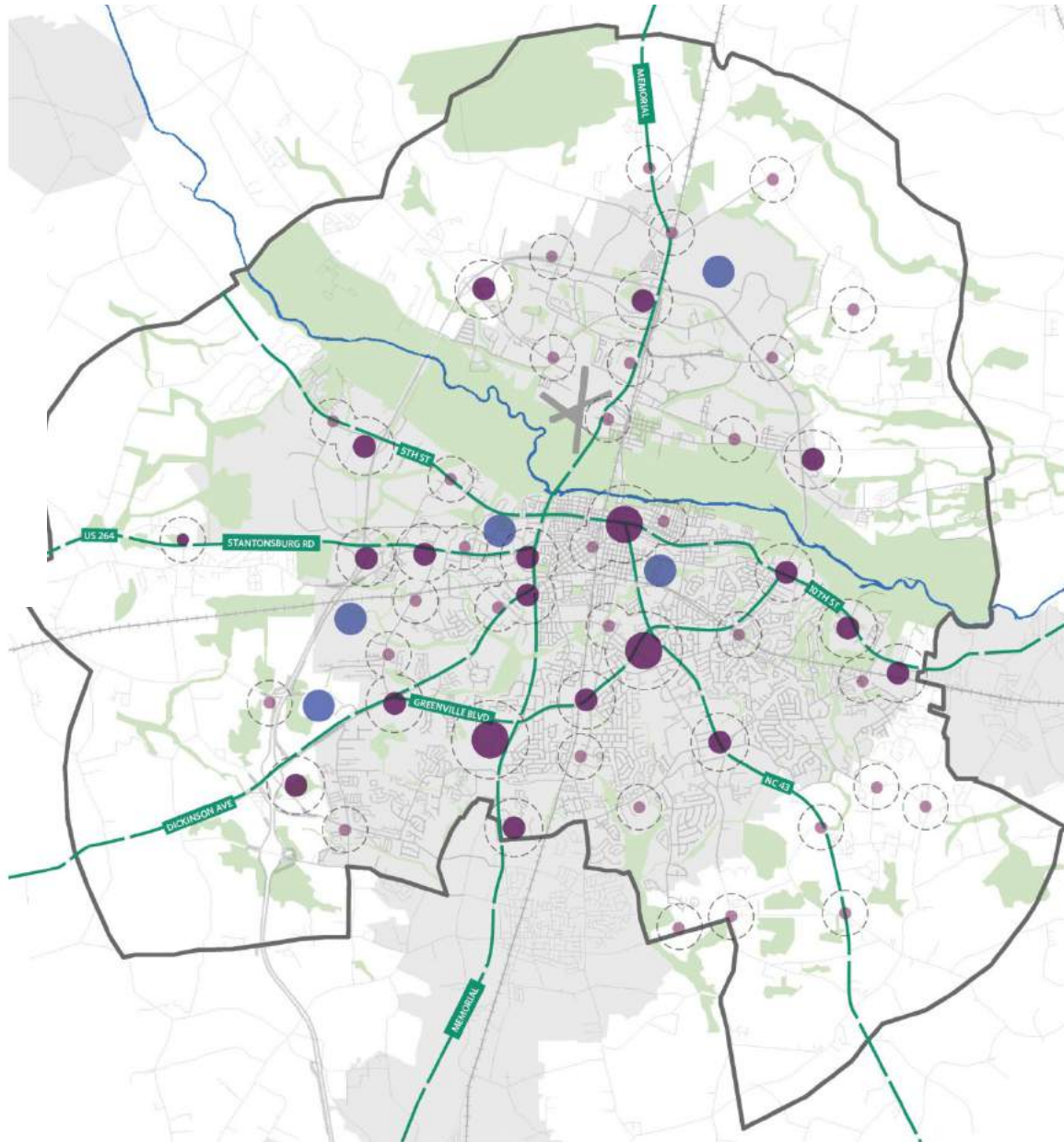
1. Reduce “Strip commercialization,” emphasize nodal development
2. Incorporate mixed uses
3. Promote interconnectivity of uses
4. Create walkable (human-scale) development

# **Difference from past plan?** (make those ideas stronger)

1. Improved link between principles and future land use map
2. Emphasis on form and character in addition to use

# The Big Picture

- Neighborhood Activity Center
- Community Activity Center
- Regional Activity Center
- Signature Corridor
- Natural Area
- ( ) Pedestrian Shed



# The Big Picture

## ● **Neighborhood Activity Center**

Commercial or mixed-use node generally providing 20,000-50,000 sf of commercial space and serving an area within one mile.

## ● **Community Activity Center**

Commercial or mixed-use node generally providing 50,000-250,000 sf of commercial space serving an area approximately three miles

## ● **Regional Activity Center**

Commercial or mixed-use node generally providing 250,000-500,000 sf of commercial space and serving an area approximately ten miles.

## ● **Employment Center**

A special employment district with a regional-scale concentration of non-retail jobs (institutional, office, industrial).

## — — **Signature Corridor**

Primary corridors through Greenville that should be the priority for improving the appearance of development and safety for all users.

## ( ) **Pedestrian shed**

Area within approximately one-quarter to one-half mile from an activity center that should be the priority for creating a walkable pattern of development. Residential uses in within a center's pedestrian shed should generally be more compact than in areas further from a center.

## ~ **Natural Area**

Preserved open space areas and significant natural features including wetlands, floodplain, or forest that should be preserved from development.

# The Details

## Past Plan

**11 land use types**  
(plus open space)

- Commercial
- Office / institutional
- Residential, low density
- Residential, high density
- etc

## This Plan

**15 character types**  
(plus open space)

- Uptown *Core*
- Mixed Use *Center*
- Commercial *Corridor*
- Uptown *Neighborhood*
- Traditional *Neighborhood*
- etc



# Character Types

## ACTIVITY CENTERS

- Uptown Core
- Uptown Edge
- Mixed Use Center, High Intensity
- Mixed Use Center
- Commercial Corridor
- Office / Institutional Corridor

## NEIGHBORHOODS

- Uptown Neighborhood
- Traditional Neighborhood, Medium-High Density
- Traditional Neighborhood, Low-Medium Density
- Residential, High Density
- Residential, Low-Medium Density

## SPECIAL DISTRICTS

- ECU Campus
- Medical Core
- Medical Transition
- Industrial / Logistics

## TRADITIONAL NEIGHBORHOOD, LOW-MEDIUM DENSITY

Residential area with a mix of housing types on small lots with a single-family neighborhood appearance. Traditional neighborhoods should have a walkable street network of small blocks, a defined center and edges, and connections to surrounding development.

### INTENT

- Provide streetscape features such as sidewalks, street trees, and lighting
- Introduce neighborhood-scale commercial centers at key intersections

EXAMPLE PATTERN



EXAMPLE CHARACTER



### PRIMARY USES

- Single family residential
- Two-family residential
- Attached residential (townhomes)

### SECONDARY USES

- Multi-family residential
- Neighborhood commercial
- Small-scale institutional (churches and schools)

### BUILDING BLOCKS

Building Height	2-3 stories
Building Setback (front)	10-30 feet (generally consistent within a block)
Lot Coverage	40-60%
Street pattern / connectivity	linear, grid-like / high
Block Length	250-400 feet
Parking Provision	on-street & private off-street

# Land Use and Character Map

## ACTIVITY CENTERS

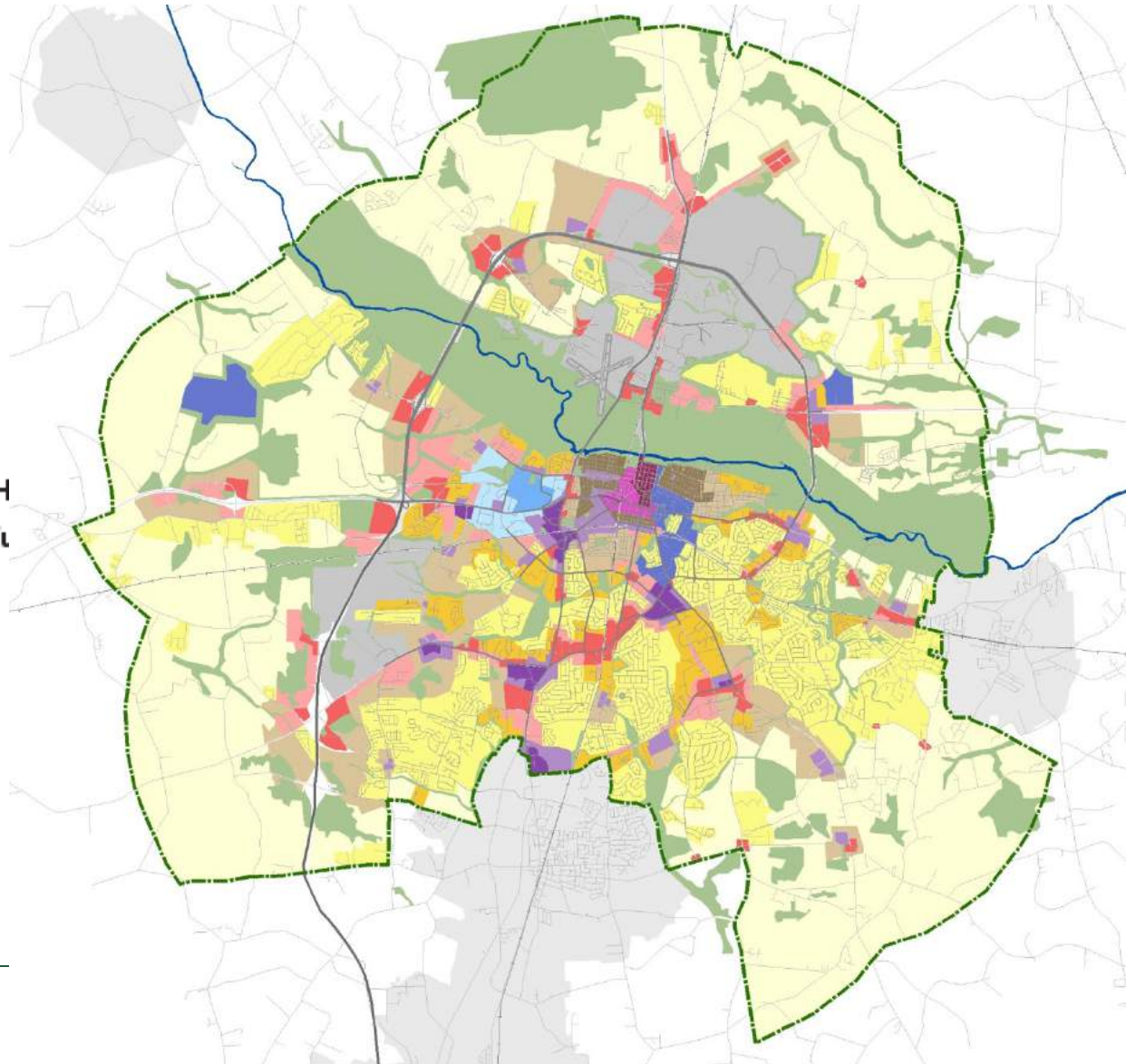
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# Identifying the differences

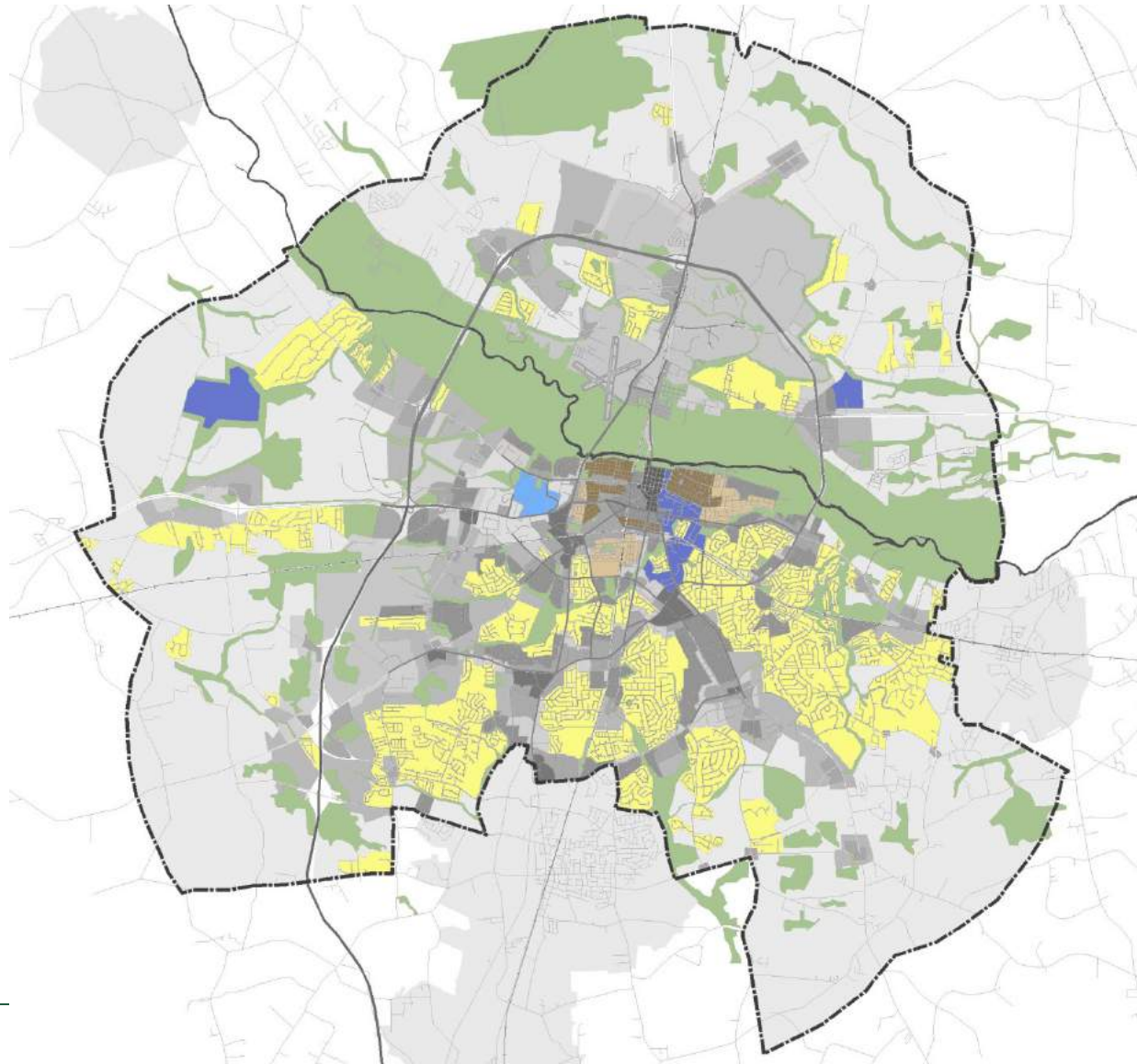
## Three levels of change

1. Preserve – respect and maintain
2. Evolve – similar use and intensity, but different form over time
3. Transform – New use, pattern and/or increased intensity

# Preserve.

Significant change is not expected in many areas. Form/Use is defined based on maintaining what is working in those areas.

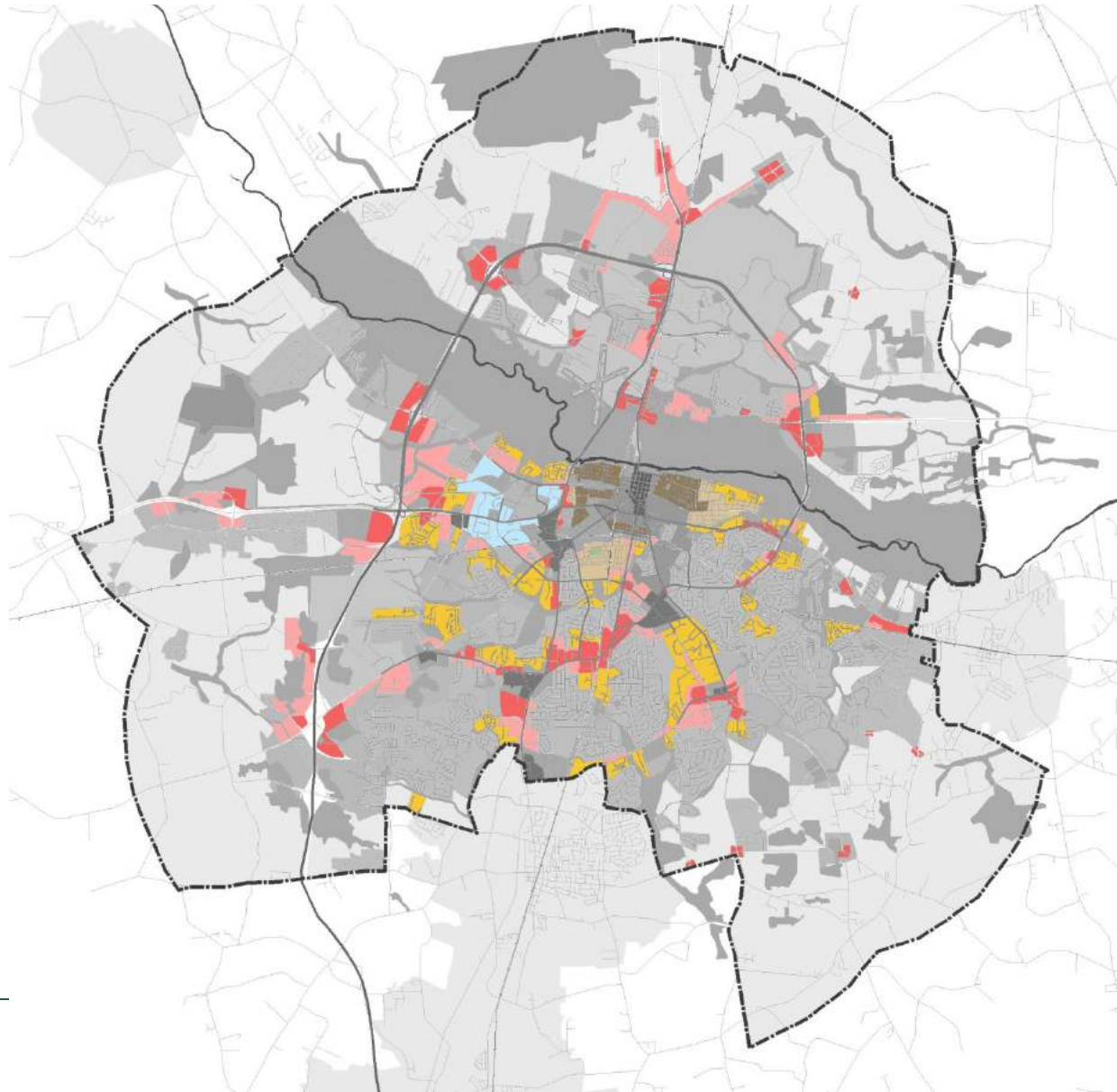
- Conservation areas (open space)
- Existing single family residential and neighborhoods
- Medical, ECU areas and industrial districts



# Evolve.

The general use and intensity should remain the same, but over time develop in a more walkable, connected pattern.

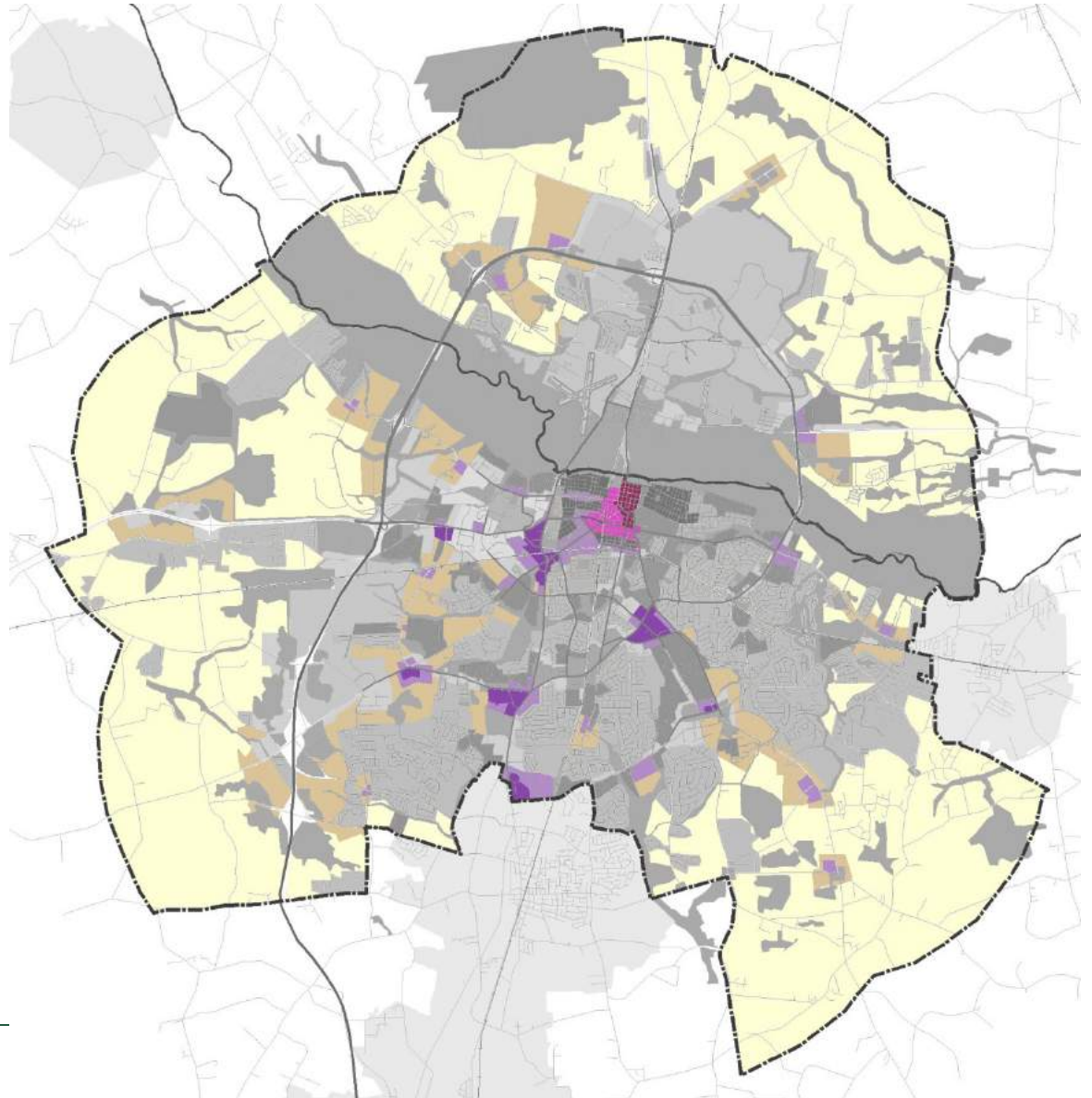
- Commercial, office and Institutional uses mainly along corridors
  - High density residential (multifamily)
  - Medical transition
- 



# Transform.

Opportunities for infill and redevelopment in new pattern.

- Uptown
- Mixed Use Centers (two scales)
- Traditional Neighborhoods (two scales)





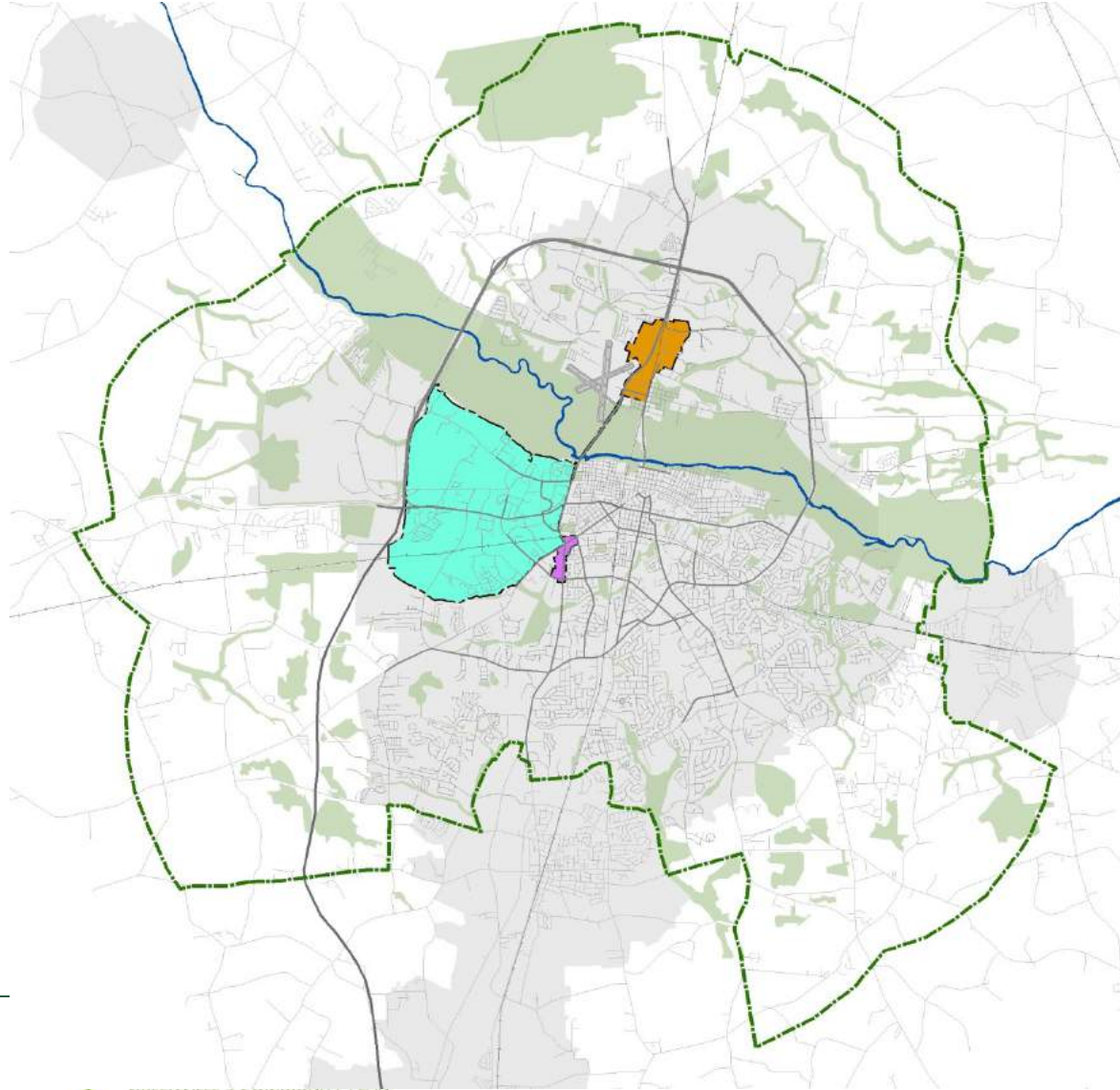
# Character Map Discussion

# Area Plans Overview

A closer look at areas of strategic importance to the city and offer recommendations that are consistent with the direction of the comprehensive plan. **The focus of the area plans is to provide additional guidance related to the desired land use and character.**

# Area Plans Context

1. Airport Corridor
2. Memorial/Arlington
3. Medical Area

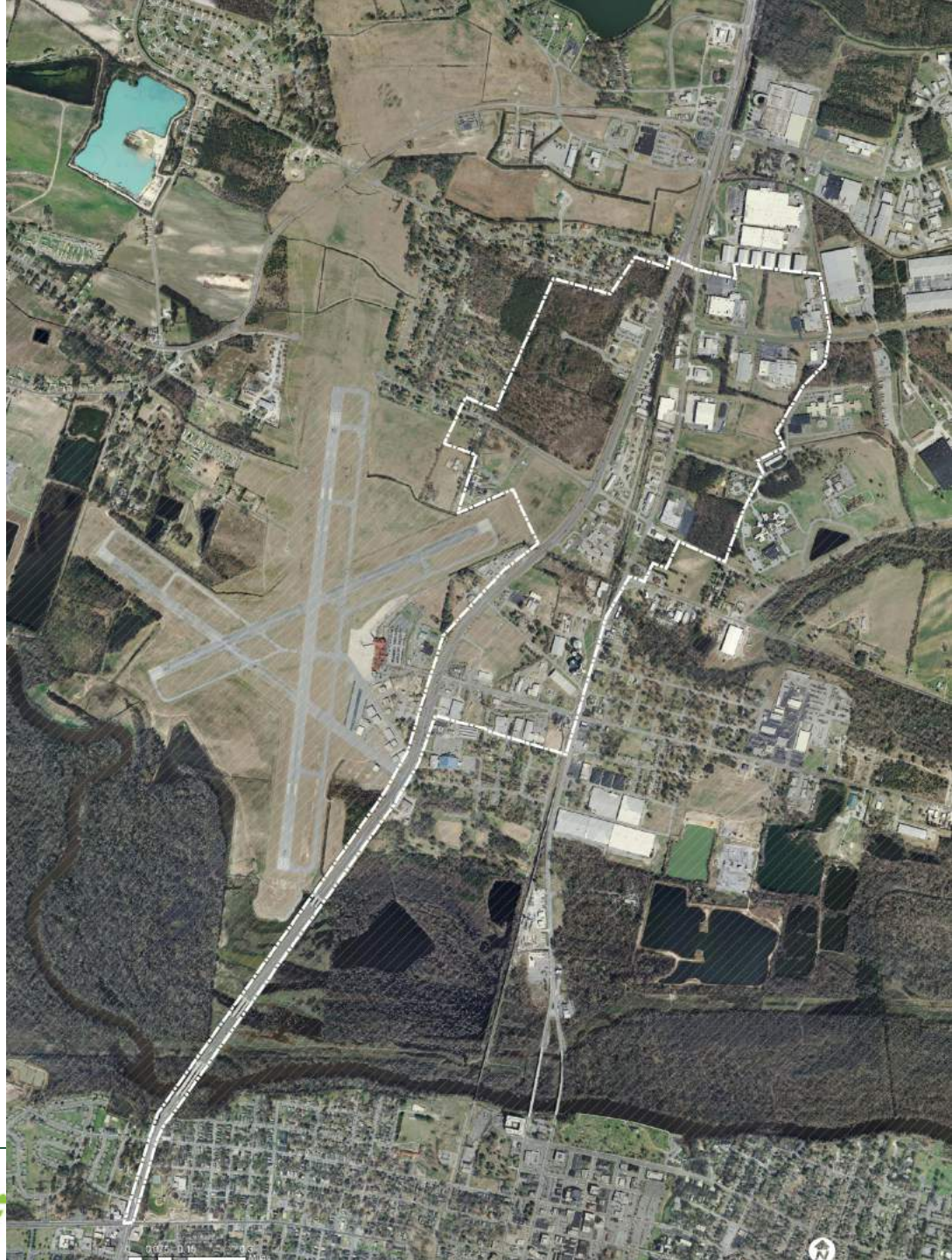




# Airport Corridor Area

## Considerations:

- Airport growth
- This is a gateway
- Industrial Context
- Floodplain concern
- Adjacent long-time residents
- Need for local serving retail and other amenities
- Bikeways / accessibility





# Airport Corridor Area



# Airport Corridor Area



# Airport Corridor Area

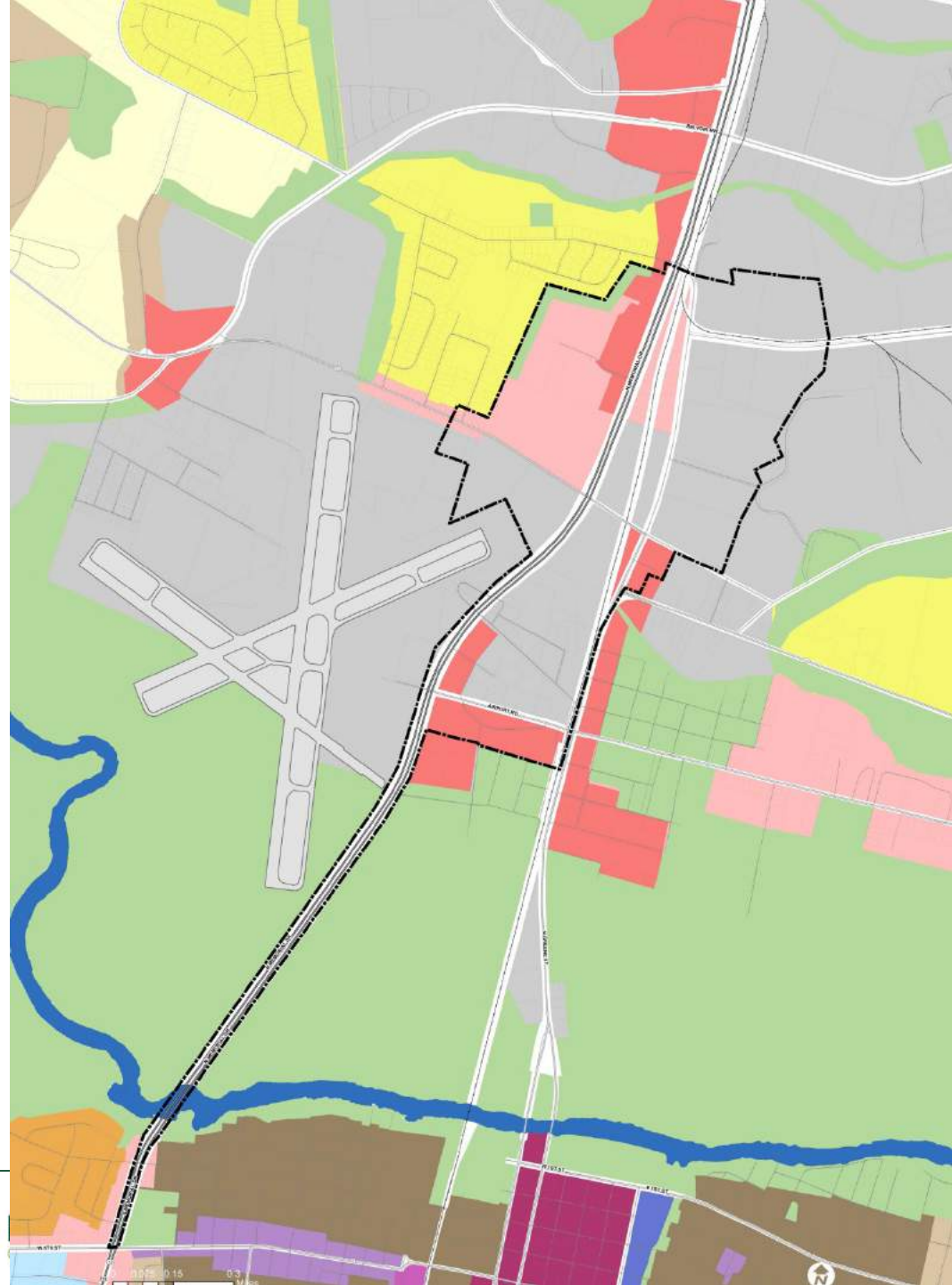
Intent:

*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.*



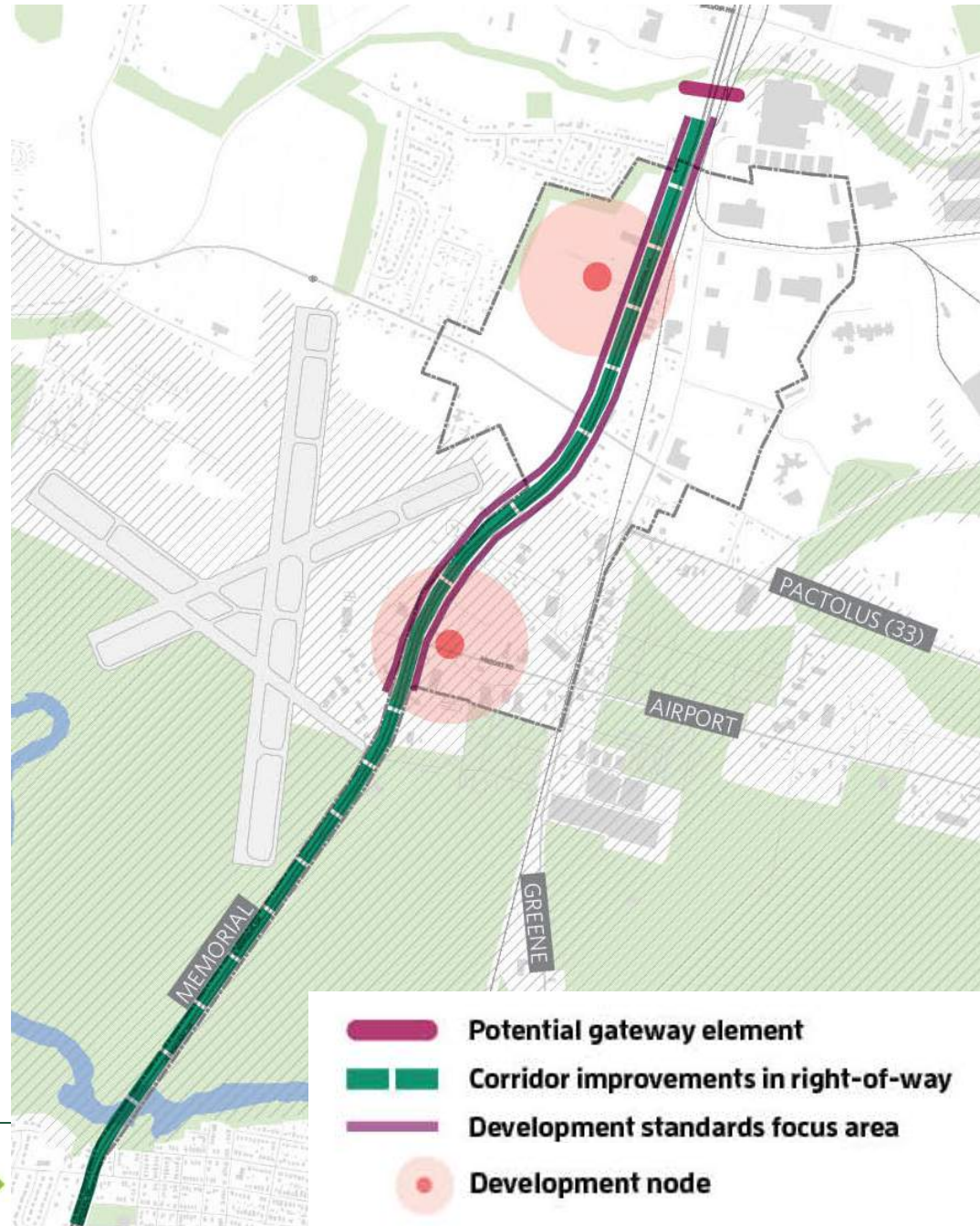
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# Airport Corridor Area

1. Improve the appearance of development along Memorial Drive
2. Install high-quality infrastructure features and landscaping within the right-of-way of Memorial Drive
3. Focus future development on two nodes that serve nearby residents, employees, visitors, and support the viability of the airport.



# Airport Corridor Area Discussion



# Memorial / Arlington Area

## Consideration:

- Crossroads, strategic location
- Heavily travelled corridor
- Large parcels for redevelopment
- Underutilized
- Unsafe
- Unattractive
- Make it walkable, accessibly for nearby residents
- Mixed use demonstration opportunity



# Memorial / Arlington Area





# Memorial / Arlington Area






Intent:

*As a major crossroads linking the Medical Area with Uptown Greenville, the Memorial / Arlington area plan envisions more intense redevelopment with a mix of uses in a more walkable environment and serves as a demonstration of the potential for other similar areas within the city.*

# Memorial/Arlington

1. Encourage mixed-use development at increased intensities.
2. Improve pedestrian and vehicular safety.
3. Increase connectivity for pedestrian, bicyclists and vehicular traffic.
4. Improve the appearance of the streetscape (buildings, lighting, landscaping, signage).

# Memorial / Arlington Area

-  Mixed Use Center, High Intensity
-  Mixed Use Center
-  Commercial Corridor
-  Office / Institutional Corridor
-  Traditional Neighborhood, Medium-High Density

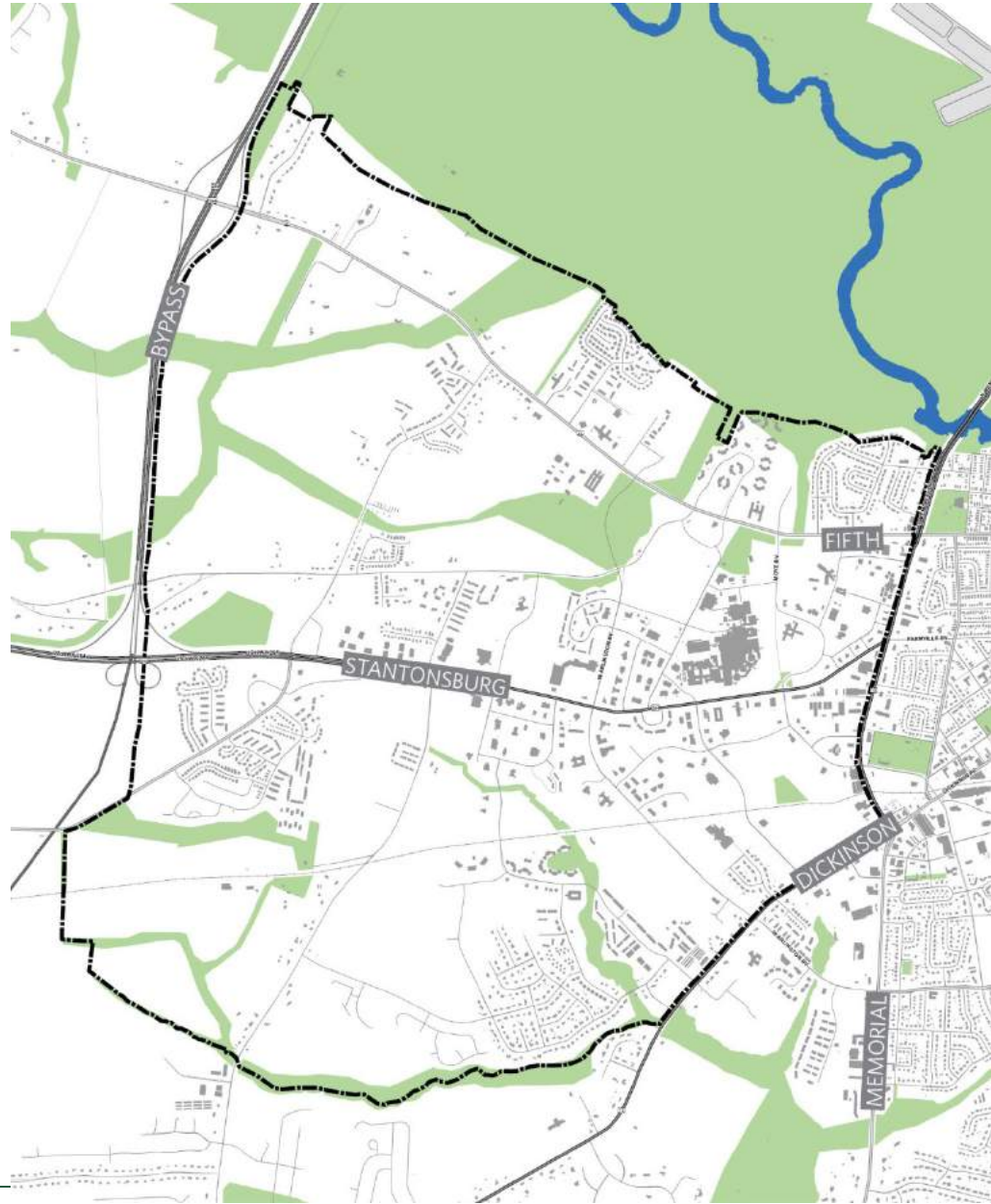


# Memorial/Arlington Area Discussion

# Medical Area

What we've heard:

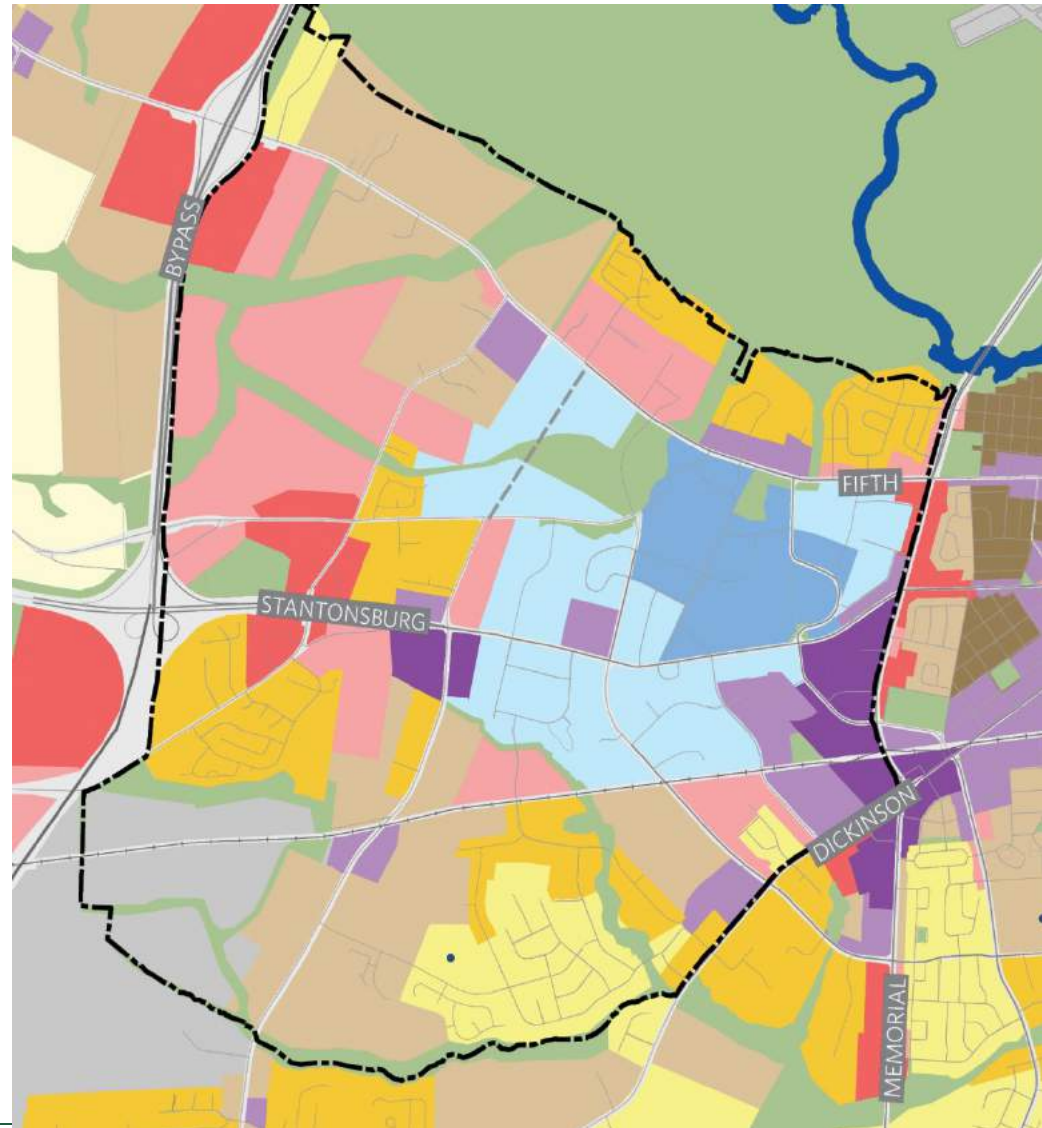
- A vast land area
- There is success
- It could be even better
- A gateway
- A regional asset / economic engine
- Inadequate pedestrian and bike infrastructure





# Medical Area

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# Medical Area



# Medical Area





# Medical Area



# Medical Area

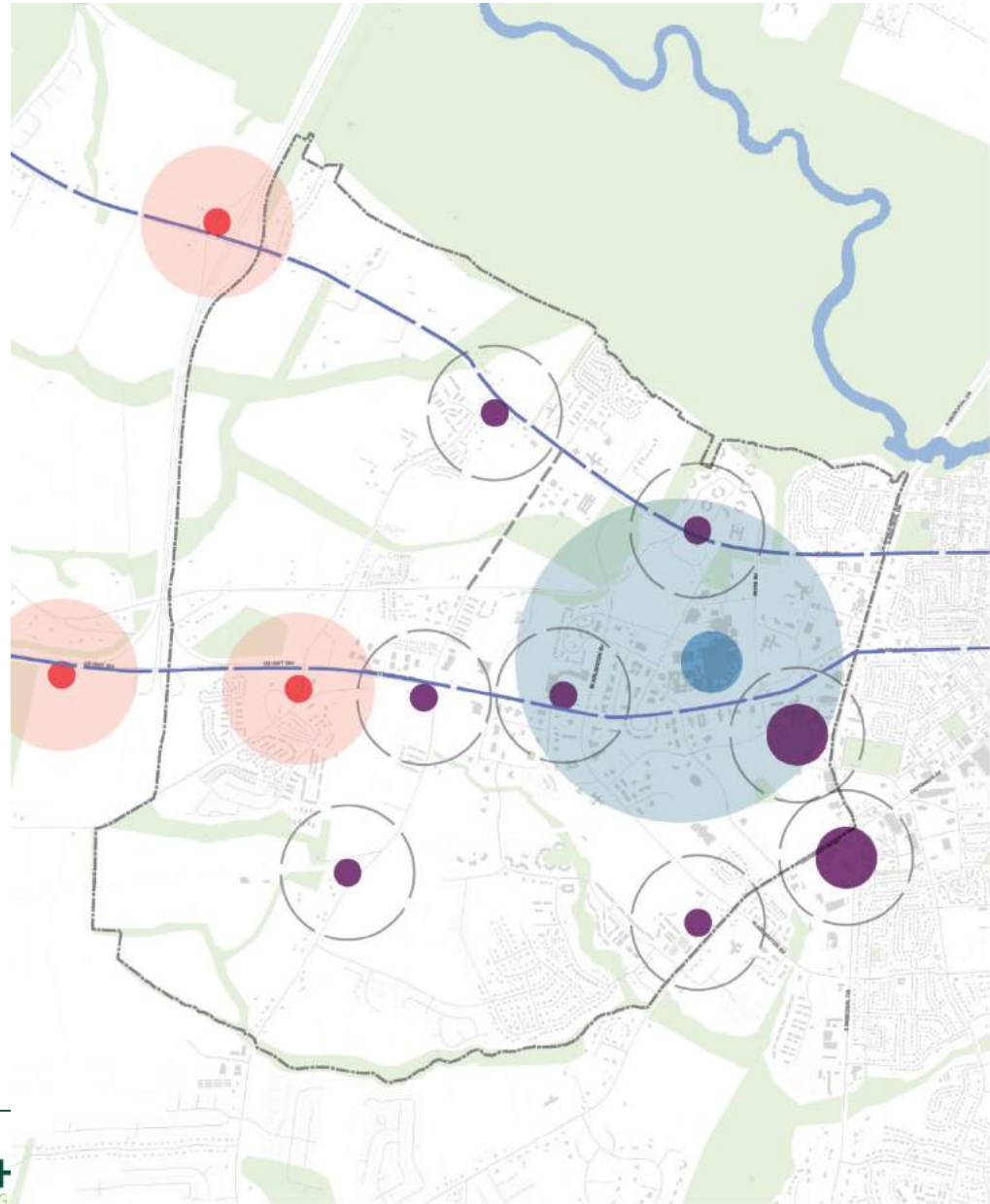
Intent:

*As a vital economic engine for the city, the plan for the Medical Area will reinforce the growth of medical and related institutional uses while strengthening the area's overall competitiveness by adapting to changing market conditions and strengthening the built environment.*

# Medical Area

1. Within the medical core: Maintain the primacy of medical uses while encouraging more efficient and intense development.
2. Proximate to the core: Provide additional amenities for visitors and employees such as locally-serving retail, accommodation, restaurants and services.
3. Encourage the development of mixed-use activity centers at nodes dispersed through the area.
4. Encourage development patterns that better balance the needs of pedestrians, bicyclists and vehicular traffic.

# Medical Area





# Medical Area Discussion



# Horizons 2026

GREENVILLE'S COMMUNITY PLAN

Initiate

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Erwin Terrace I  
Zesty Nail Spa  
Gumbo's  
Sin Plates  
Liquor & Wine  
SANDALL'S

SANDALL'S  
CAFE & CAFE

BLUE POINT YOGA

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