



Comprehensive Plan Committee

AGENDA

Monday, January 25th, 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,
Clarion Associates | 5:30p |
| 2. Presentation and Discussion of Draft Future
Growth Framework Map | Jamie Greene,
PlanningNEXT | 5:35p |
| 3. Overview and Discussion of Area Plan Direction | Jamie Greene,
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 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 January Meeting Summary

Monday, January 25, 2016, 5:30-7:00 PM
Sheppard Memorial Library, Room A

530 Evans Street
Greenville, NC 27858

1. Welcome

Merrill Flood introduced the two new members joining the CPC.

2. Project Update

The work program includes four phases in order to initiate the project (Phase I), analyze community conditions (Phase II), draft the plan framework (Phase III), and then finalize and adopt the plan (Phase IV). Leigh Anne King provided a project update, describing the progress on of Phase III.

3. Land Use and Character Presentation and Discussion

Jamie Greene described the foundational principles in the land use plan. This includes an added emphasis on form and character in addition to use. To assist in working through the changes, it can be easier to look at what portions of the map are preserved, which portions will evolve, and which will be transformed. Leigh Anne King, Jamie Greene, and Nate Baker led group discussions of the future land use and character map. They were accompanied by planning division staff.

4. Area Plan Overview and Discussion

Areas of Greenville are receiving additional attention through the creation of Area Plans. Jamie Greene presented on three in particular: (1) the Airport Corridor Area, (2) the Memorial/Arlington Area, and (3) the Medical Area.

5. Adjourn

6. Next Steps

The following dates include important upcoming meetings with City Council, the CPC, the Planning and Zoning Commission, and the public:

- **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

Appendix Items

- CPC January Meeting Presentation
- Map and Plan Comments



Comprehensive Plan Committee Meeting



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

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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)

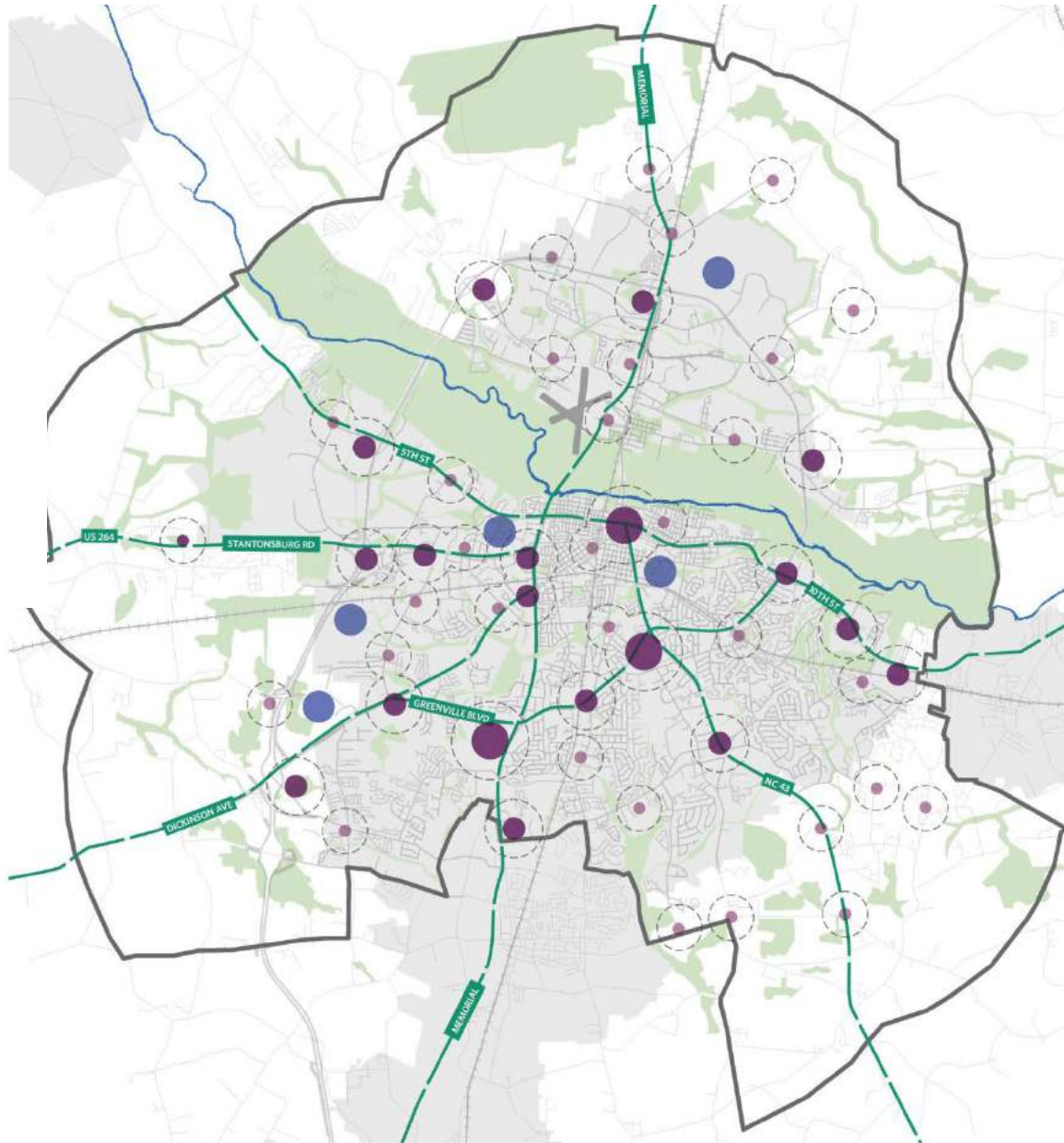
1. Reduce “Strip commercialization,” emphasize nodal development
2. Incorporate mixed uses
3. Promote interconnectivity of uses
4. Create walkable (human-scale) development

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

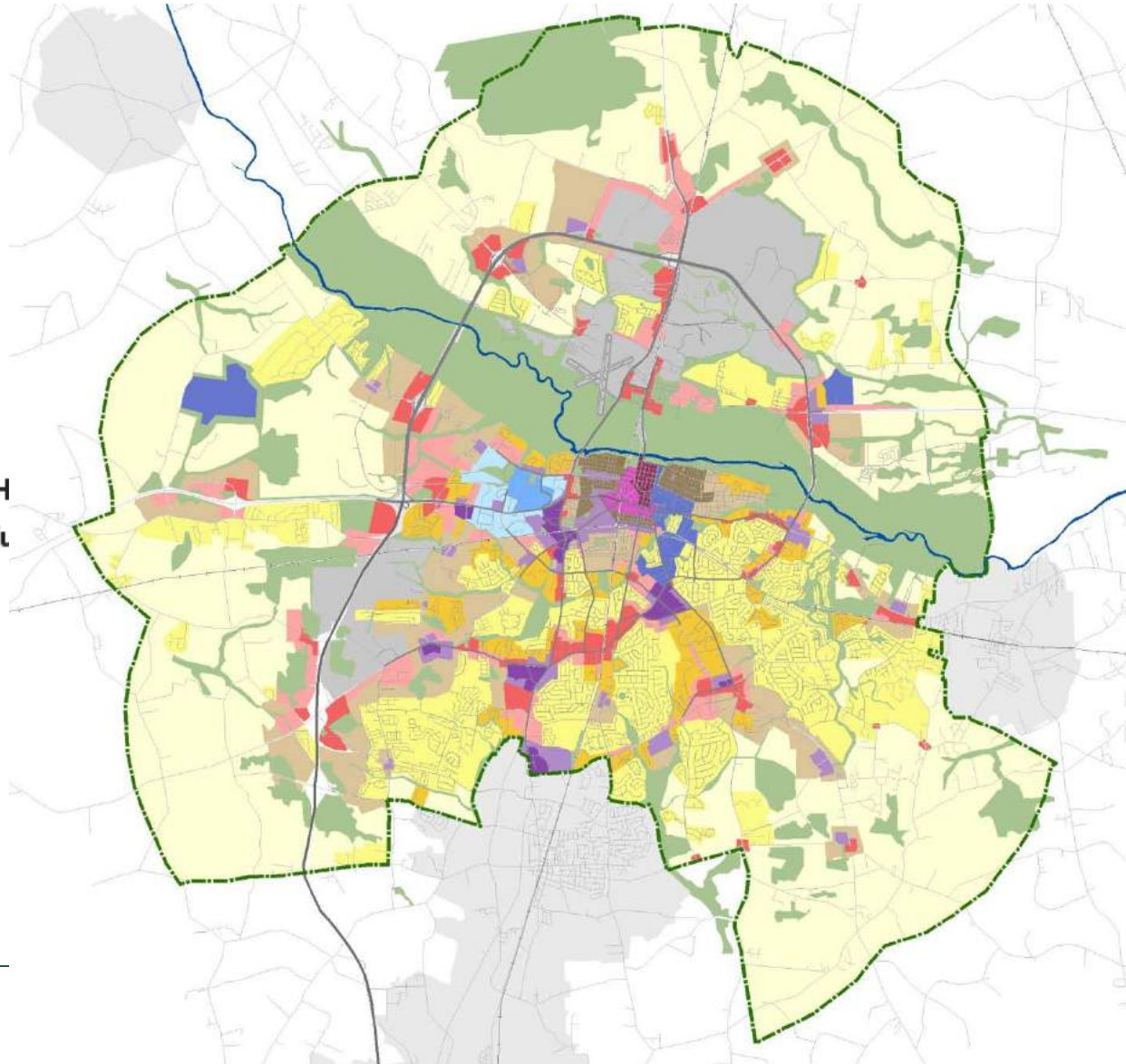
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NEIGHBORHOODS

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Identifying the differences

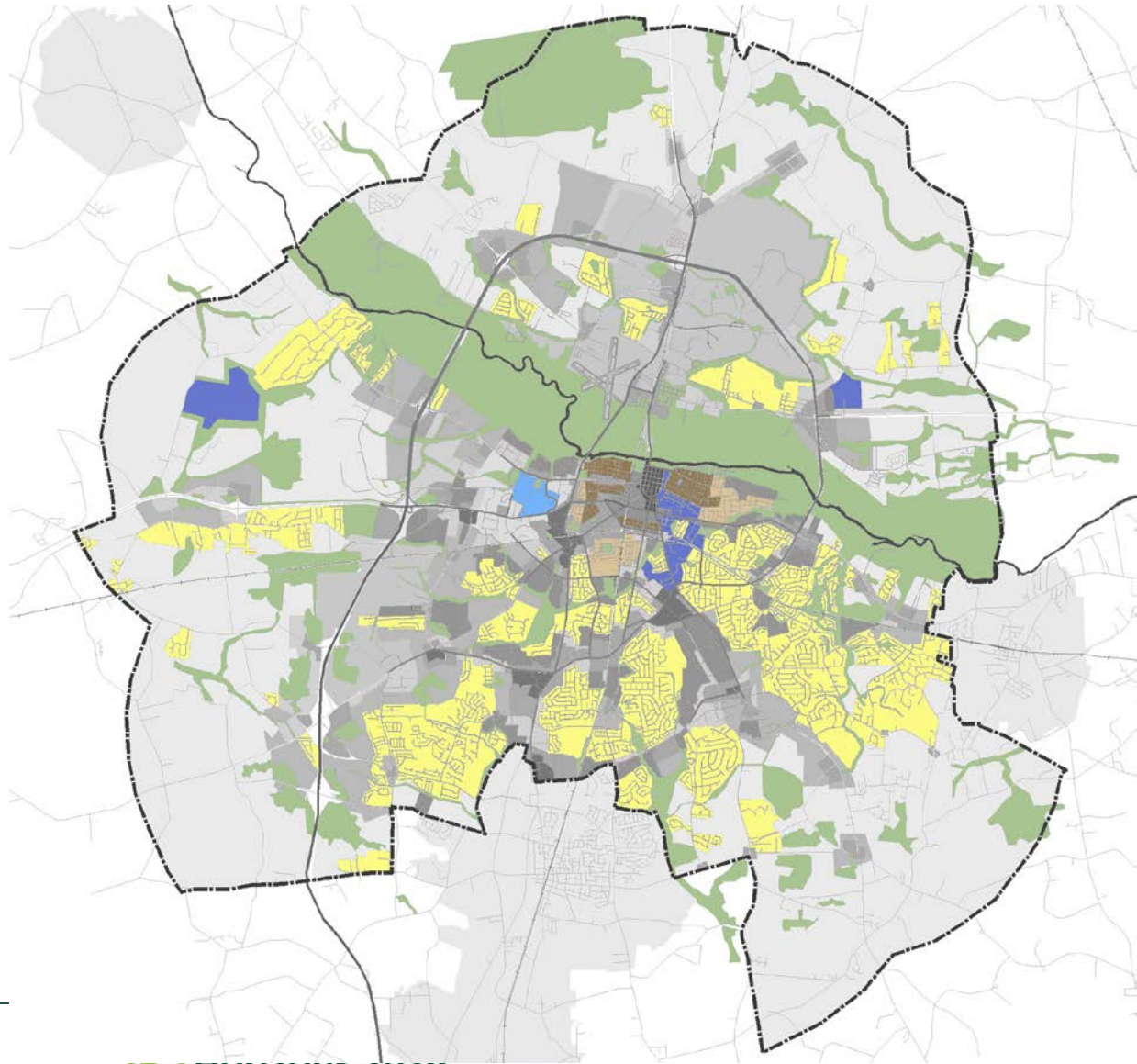
Three levels of change

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.

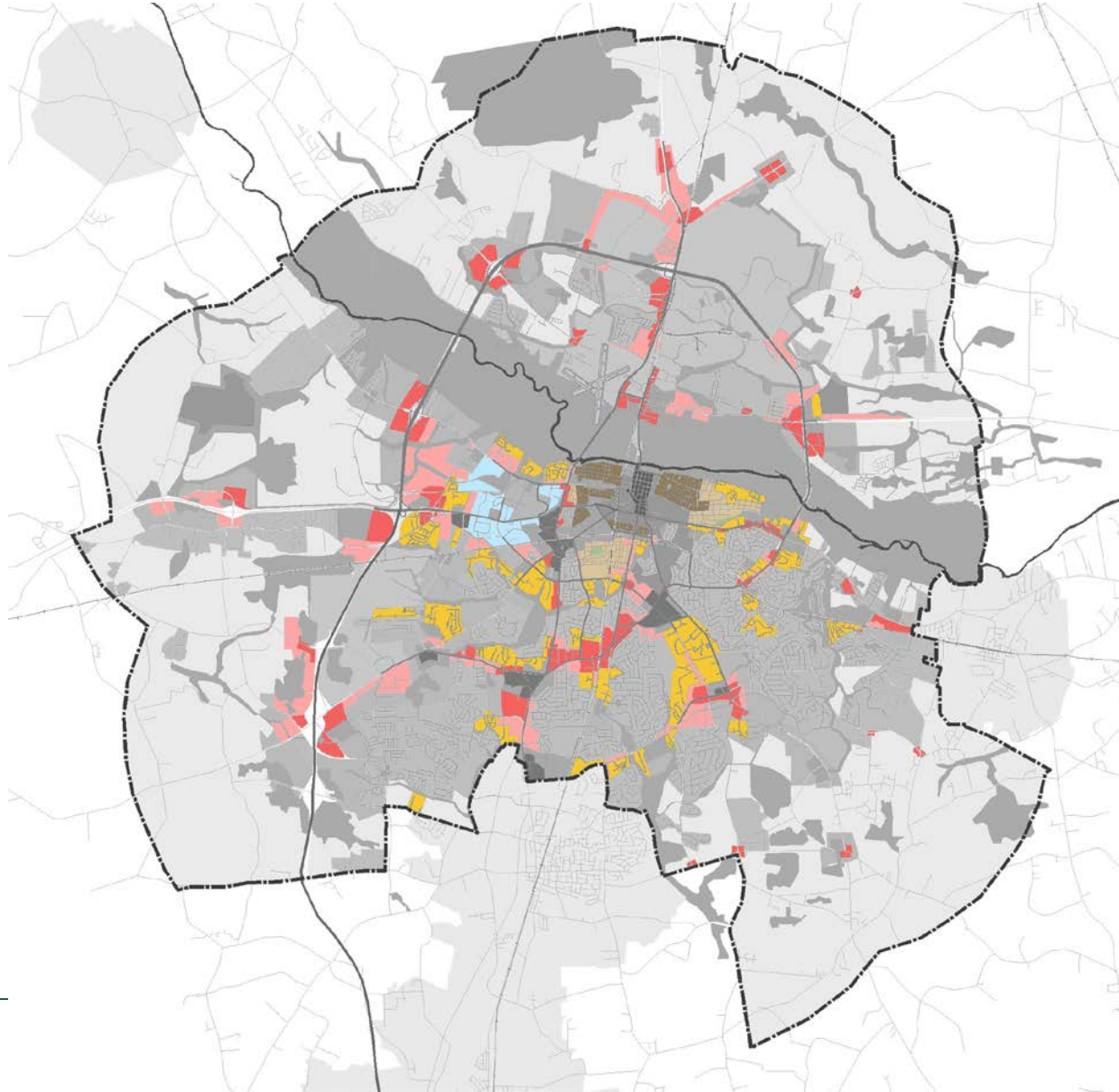
- Conservation areas (open space)
- Existing single family residential and neighborhoods
- Medical, ECU areas and industrial districts



Evolve.

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

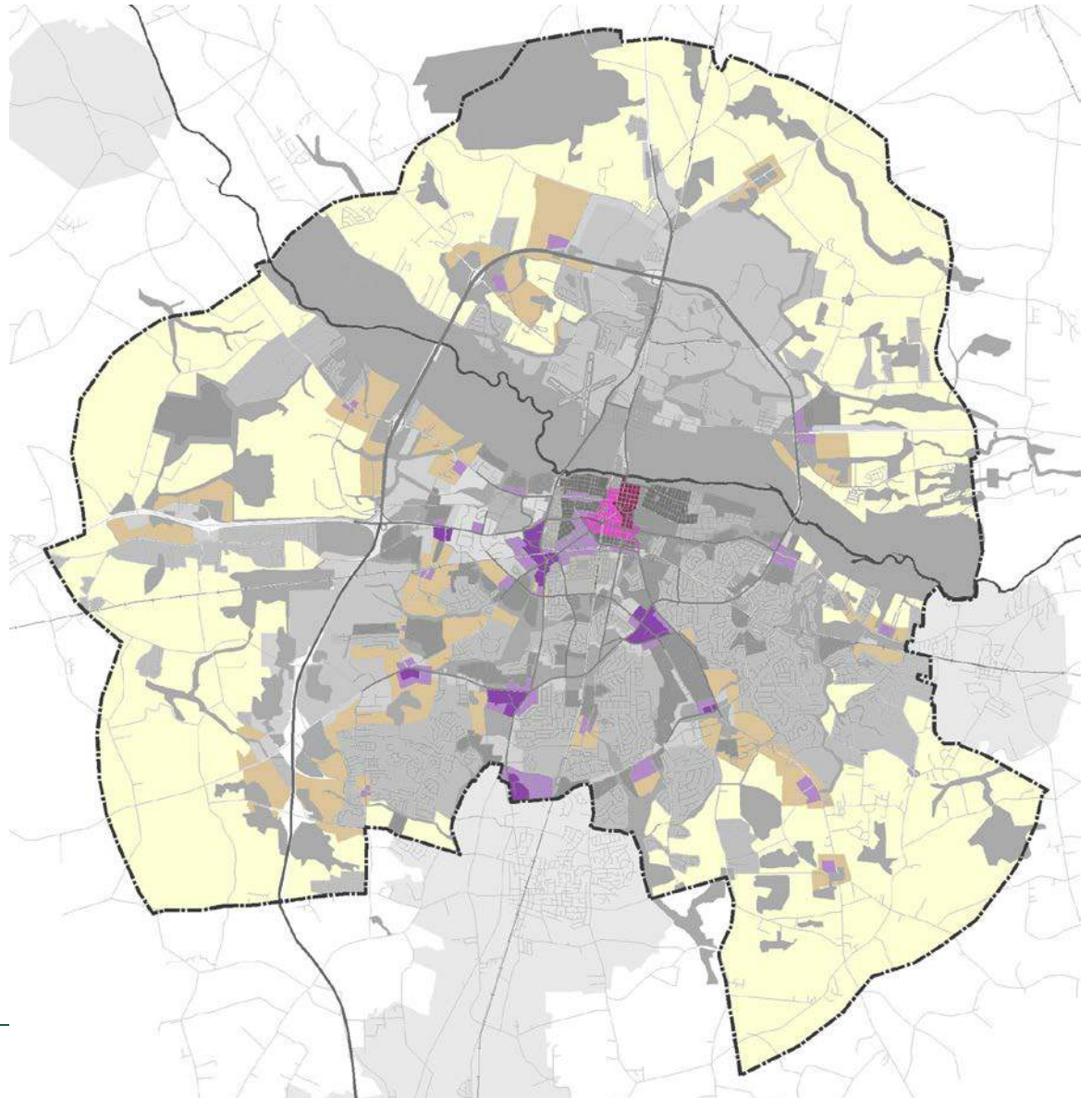
- Commercial, office and Institutional uses mainly along corridors
 - High density residential (multifamily)
 - Medical transition
-



Transform.

Opportunities for infill and redevelopment in new pattern.

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



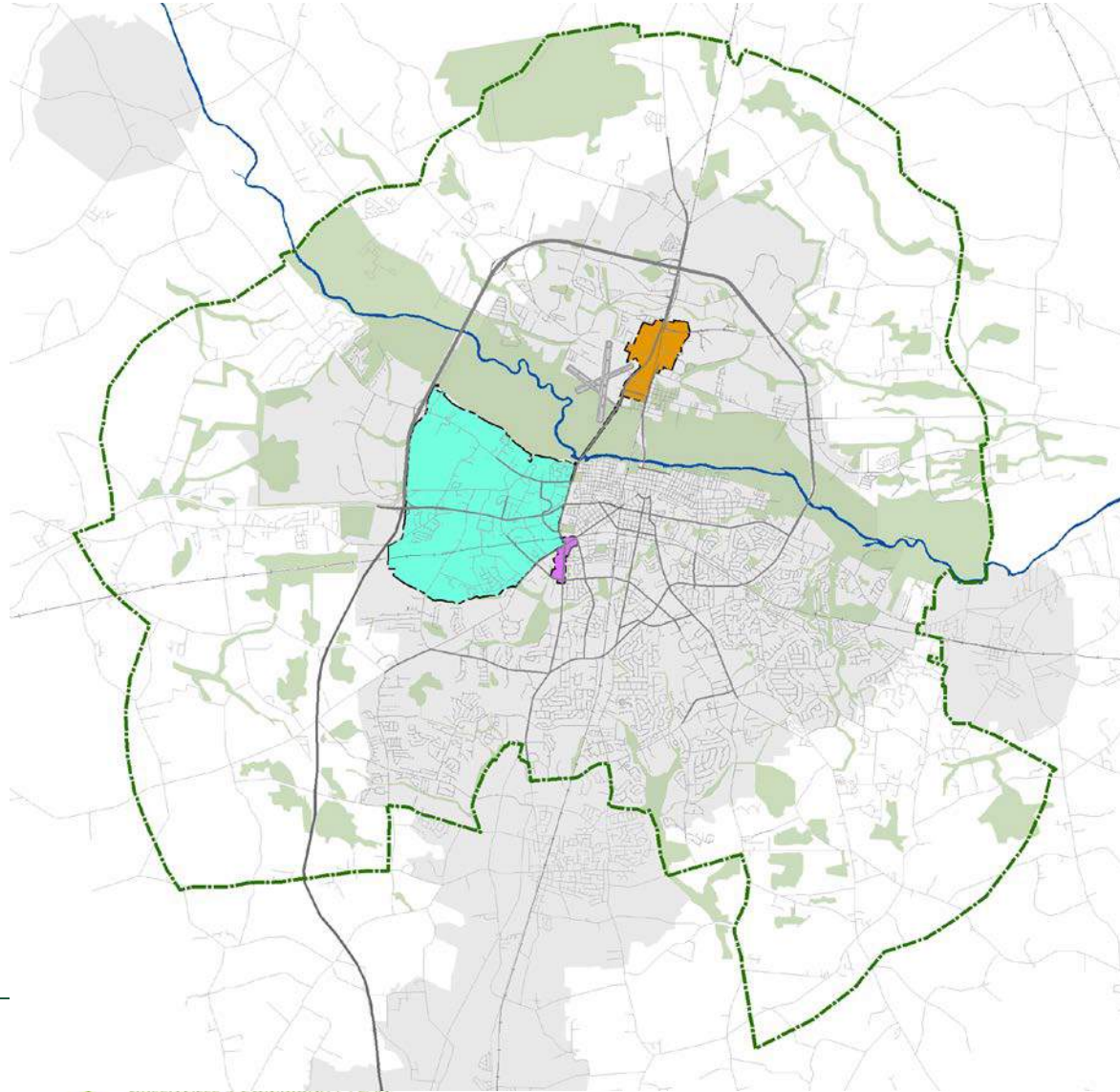
Character Map Discussion

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

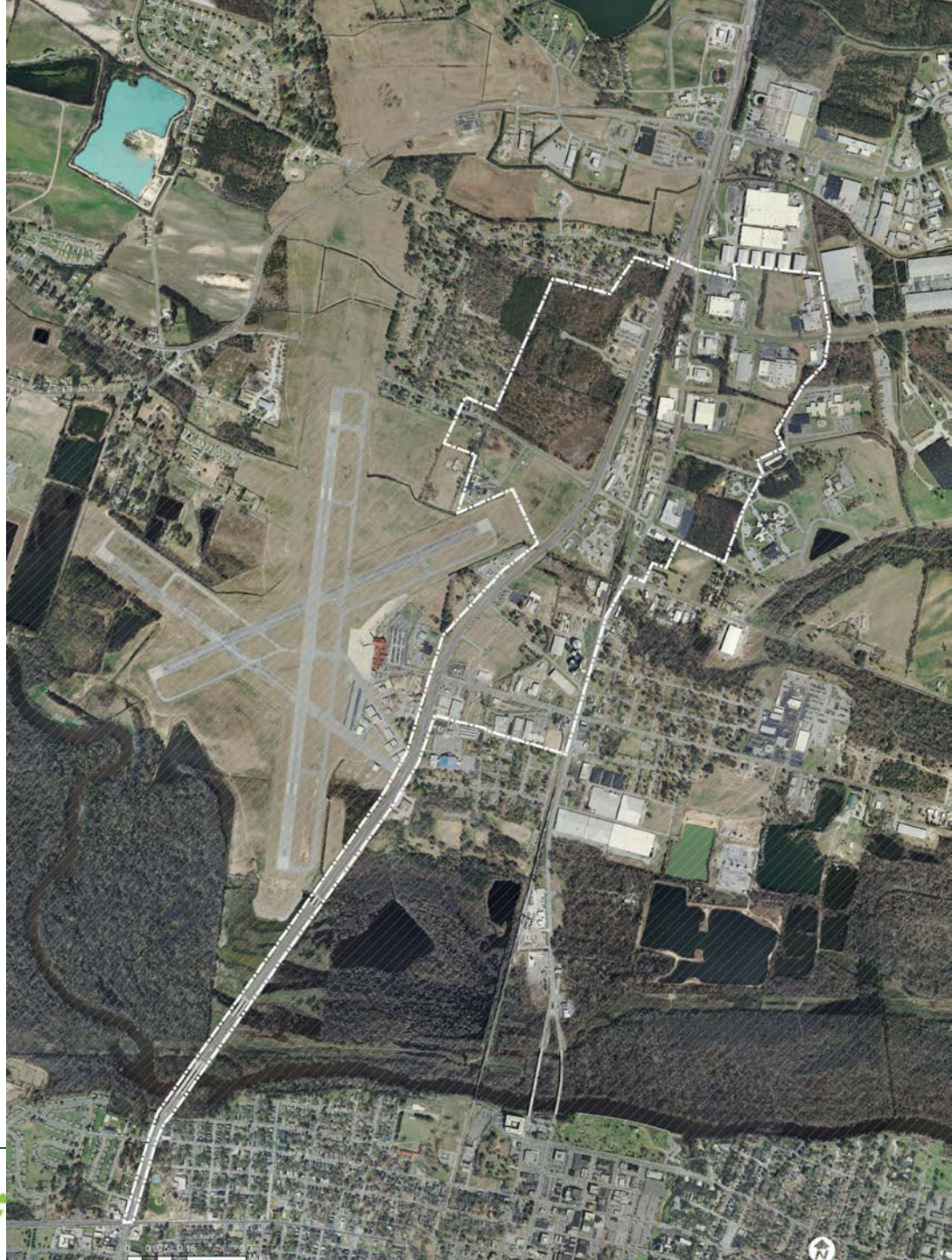
1. Airport Corridor
2. Memorial/Arlington
3. Medical Area



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



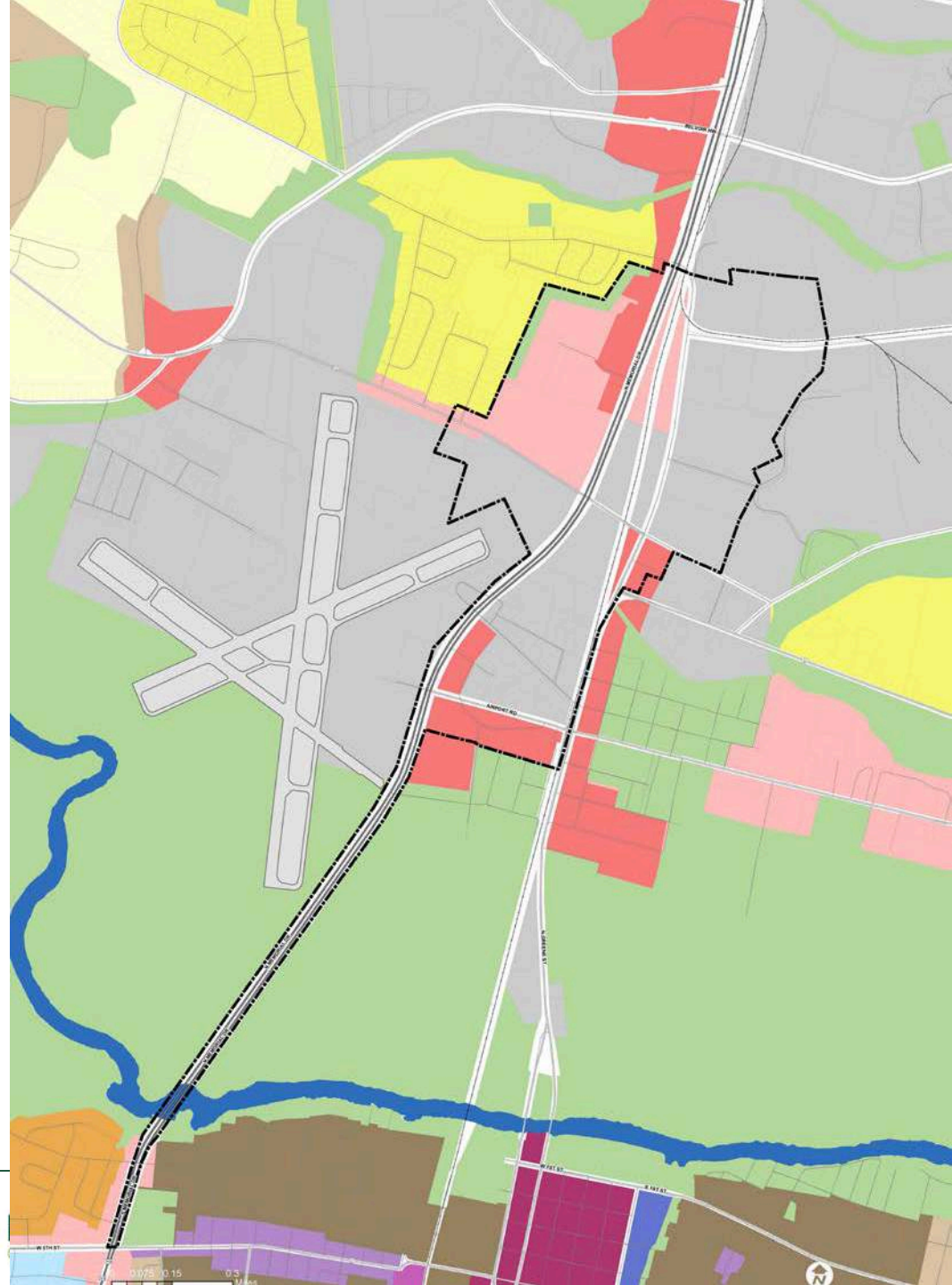
Airport Corridor Area

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.

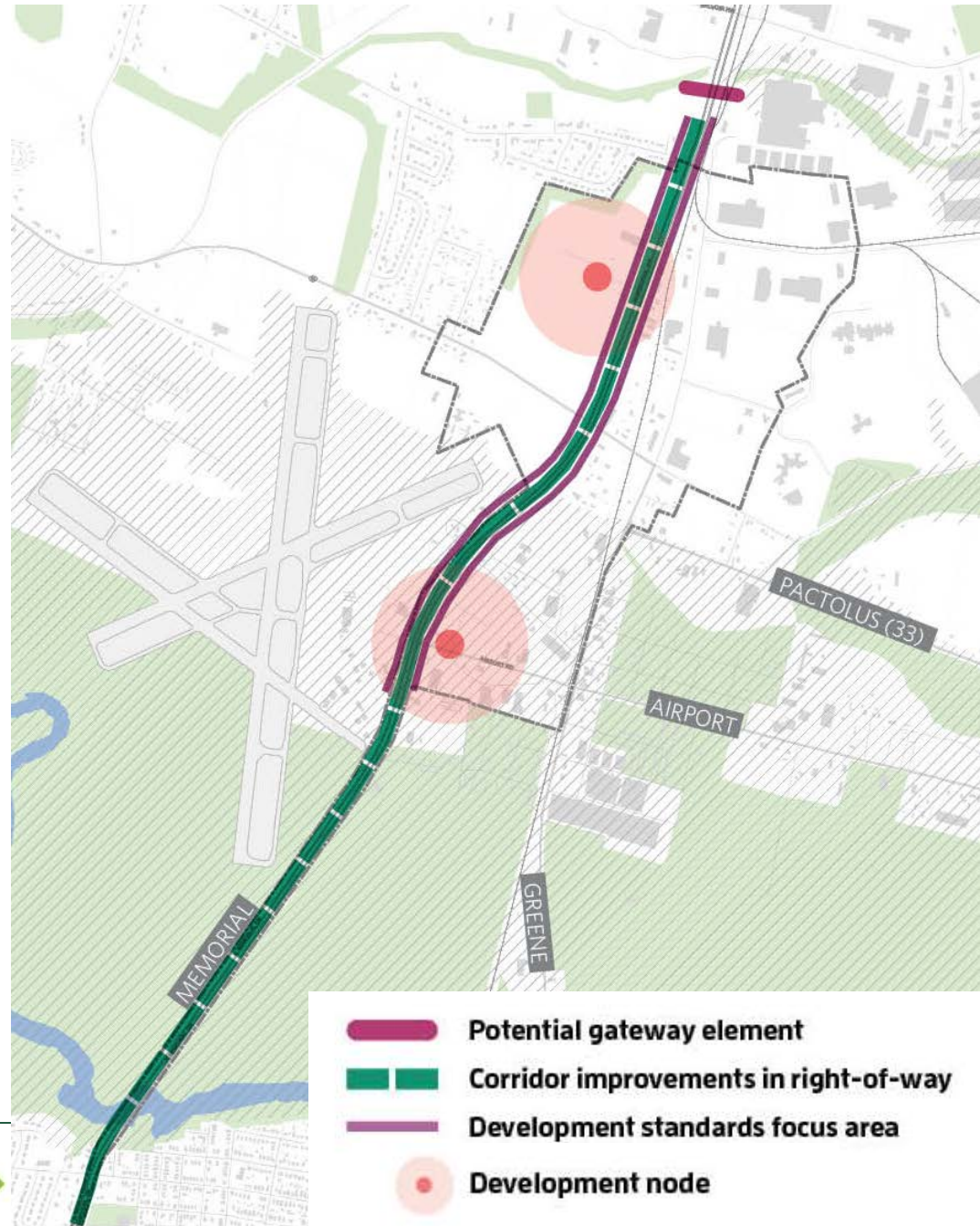
Airport Corridor Area

- Uptown Core
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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

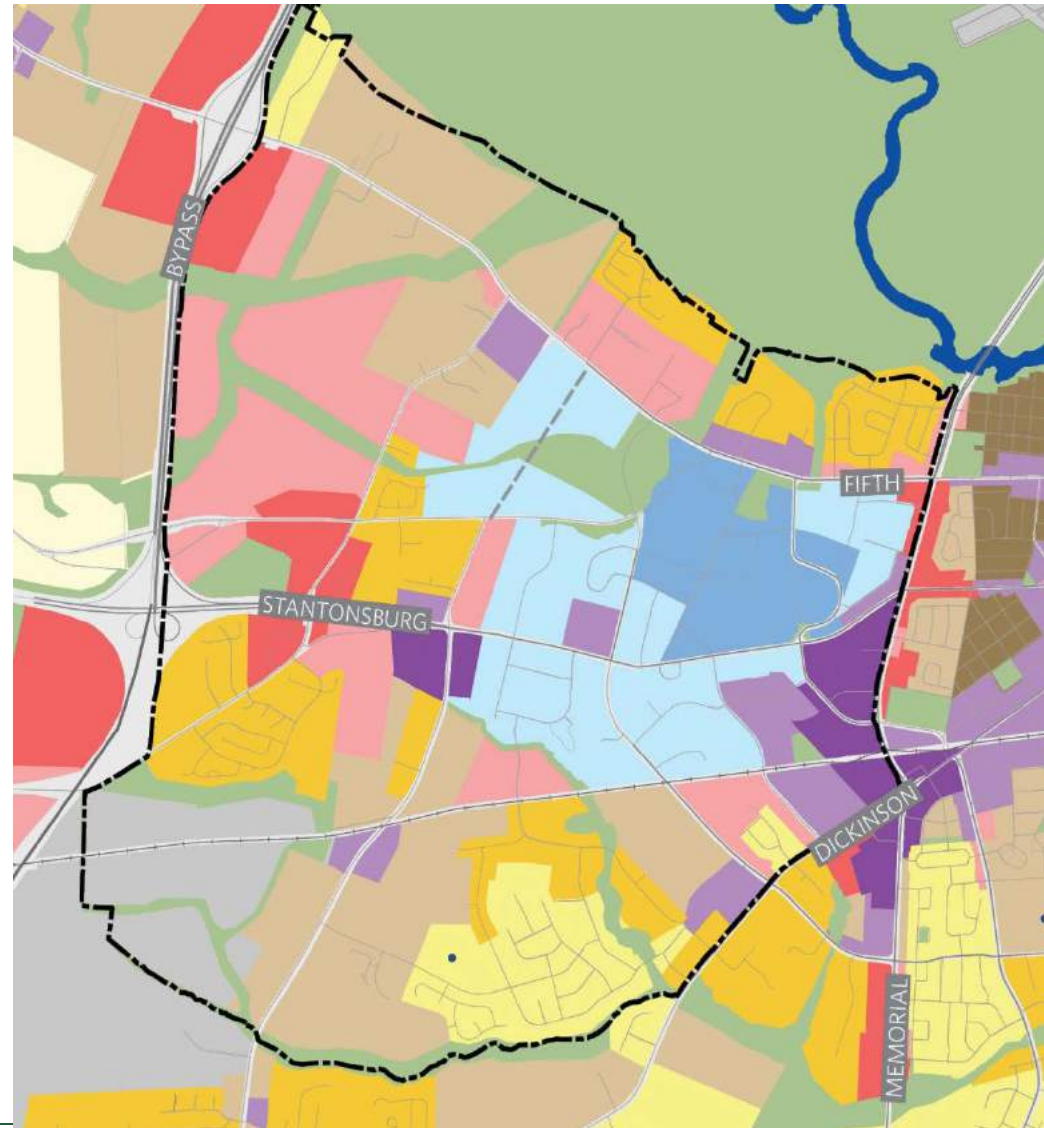
What we've heard:

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

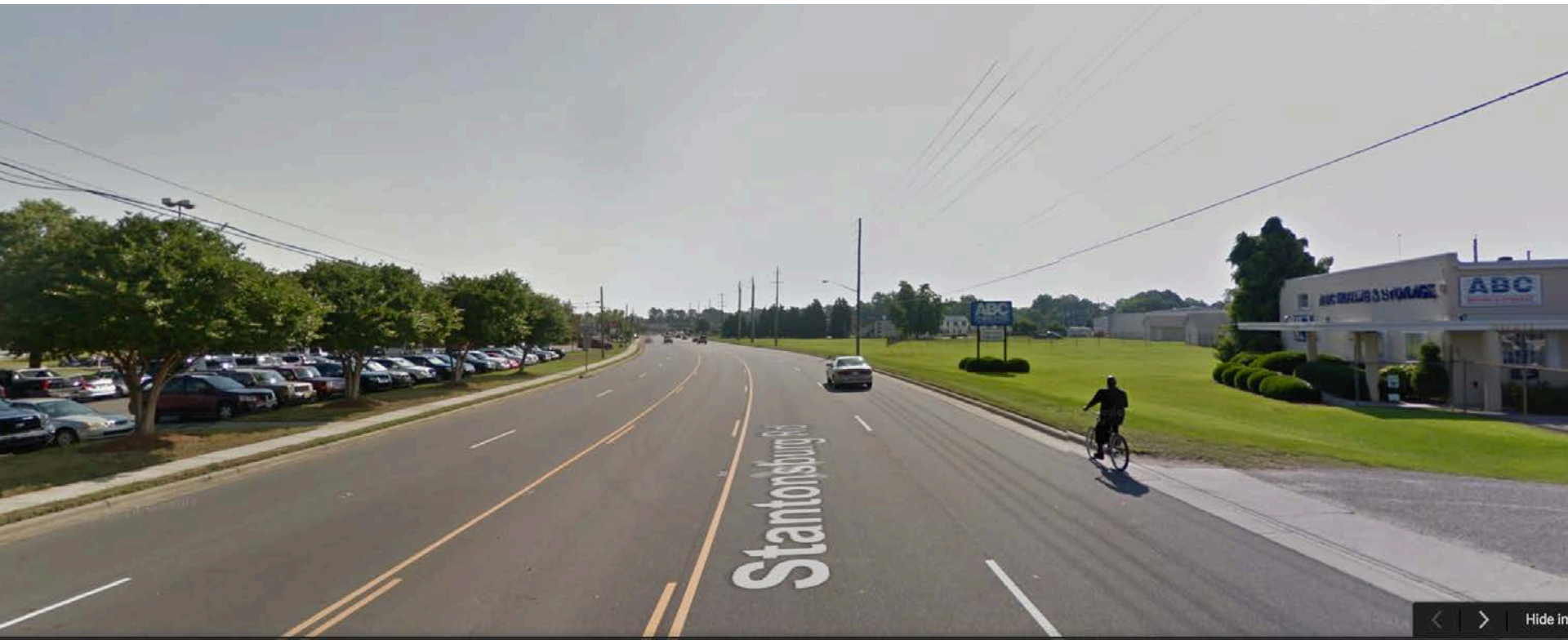


Medical Area

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Medical Area



Medical Area



Medical Area



Medical Area

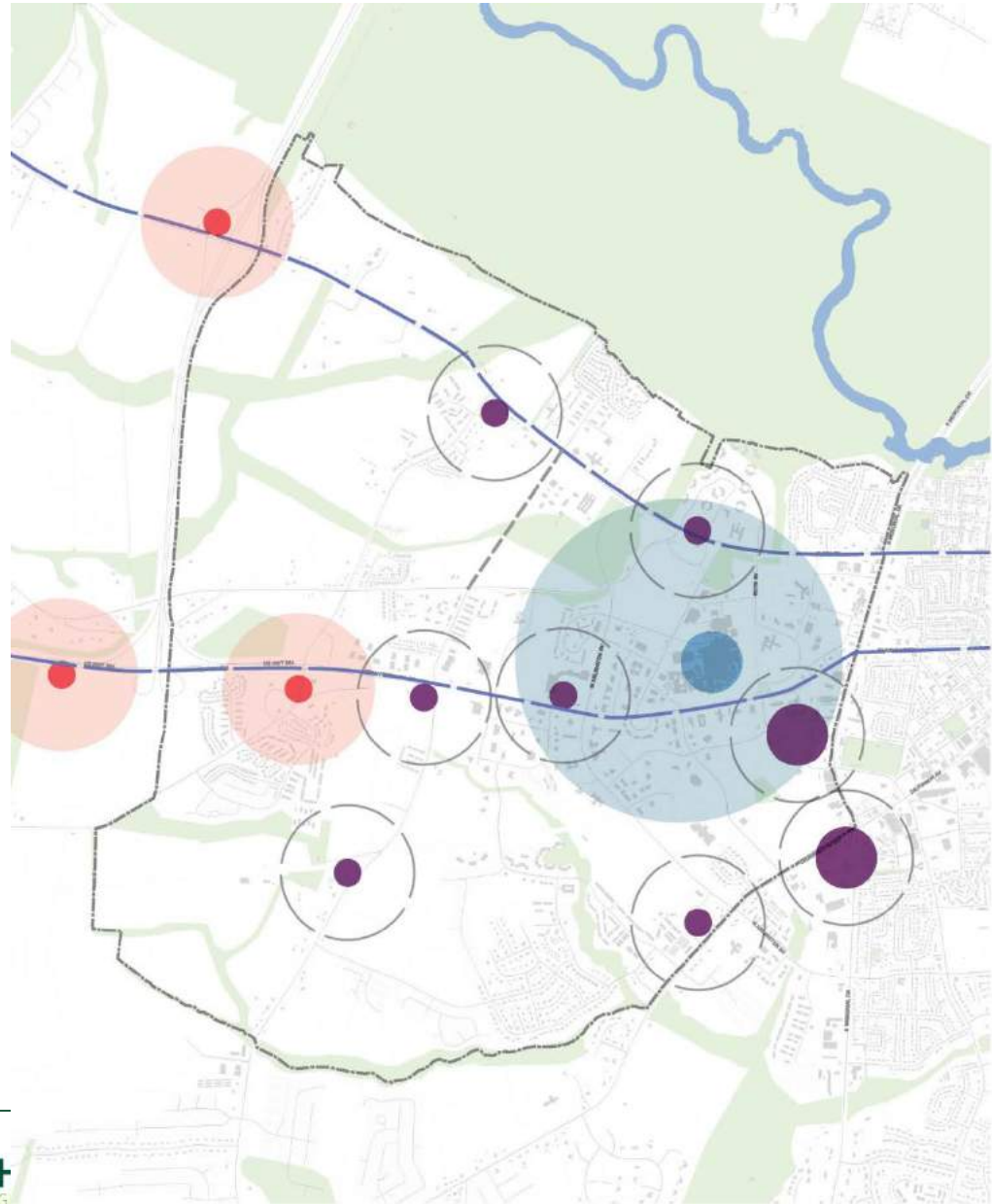
Intent:

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



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

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Mapping Exercise Group Notes

CPC January Meeting

GROUP A

Mapped Comments:

#1 on map: Map with historical local designated properties (tax advantages for preservation, 2 on 14th street – individual designation)

#7 on map: (up arrow) Wooded added... "encourage" not mandate
Question about neighborhoods: ACs –are they 1 mile apart?

#2 & #3 on map:

Conservation areas: meandering creeks and storm water ponds; uses in conservation areas; FIRM maps changed ("caution flag" intent of conservation areas in 2010 Horizons)

Industrial/logistics: Add institutional uses as secondary uses

Note in plan that existing uses be allowed

ECU properties in uptown edge institutional and MU and doesn't match with Dickinson Corridor Plan.

ECU Campus in uptown edge should be designated as ECU Campus (master plan guides development)

#4 on map: VA Hospital – bring north and change to blue

General Comments: ECU Millennial Campus Locations

Principle: don't make public spaces mandatory

Importance of gateway corridors (compare to current plan)

Where will the next 40,000 live – are we providing a live, work, play environment in edges of planning area

Google Doc idea for future comments

Concerns about MF on outskirts; how to manage?

(down arrow) occupancy rates

40,000 population – Where do they go? – How do we envision live, work, and play on outskirts?

GROUP B

- #1 on map: Zoned commercial
- #2 on map: Why not mixed use node? (3rd picture) walkable
- #3 on map: Opportunity for more commercial
- #4 on map: Walkable corridor
 - Consider NCDOT coordination
 - Corridors and transportation key
 - Promote local small business
- #5 on map: Key for small business growth
 - Market rate student housing compatibility
 - High value
- #6 on map: Higher intensity – mixed use
 - Coordinate with Winterville

GROUP C

Mapped Comments:

- #1 on map: Concern about residential pace in Uptown (students); “Can’t be all students” (what about shift out of existing student population)
- #2 on map: Dorm overlay
- #3 on map: Positive about nodes
- #4 on map: Should be other than SF? Better use, not apartments
- #5 on map: Interchanges should be better opportunities than what is shown. Need more industrial, need access
- #6 general: Need to define conservation (in plan)
- #7 on map: SW bypass; good opportunity for city/county cooperation

General Comments: Existing medical plan served the city well



Mapping Exercise Handwritten Responses

CPC January Meeting

Airport Area

Comments of Support

- (1) Main thoroughfare into Greenville is North Greene St. – need more amenities + attractive development on it
- (2) Definitely encourage retail for the northside community

Comments of Concern

- (1) Focus in transit/bike/ped connecting to the rest of the city

Memorial/Arlington Area

Comments of Support

- (1) Definitely in favor of parking behind buildings. Make sure modern stormwater management is mandated

Medical Area

Comments of Support

- (1) I agree that we've had a good plan for the medical district, limiting commercial development – we've pretty much stuck to it – let's not destroy this philosophy
- (2) Definitely in favor of more walkable/mixed use

Comments of Concern

- (1) Make it walkable + bikeable. Keep some green space – make it pleasant for patients + staff

- (2) Focus on connectivity to the rest of the city. Bike/Ped safety on Stantonsburg and Fifth should be a main concern

Citywide Land Use and Character

Comments of Support

- (1) Principles: #7 + 8 – Incorporate more attention to flood potential + stormwater. We’ve had very bad past experiences (Floyd, 1999). We can’t afford another experience like this.
- (2) NCDOT INVOLVEMENT?

Comments of Concern

- (1) Make sure these nodes are connected by genuinely bike/walk/transit – friendly connection

Other Ideas

- (1) Make sure we’re thinking seriously and explicitly about stormwater. Green Mill Run is already on the seriously impaired list due to too much asphalt in its watershed; we should be thinking about new guidelines for both parking and green areas.