



HAYNIE SIRRINE

NEIGHBORHOOD PLAN

2024



ADOPTED
September 23, 2024

ACKNOWLEDGMENTS

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Racquel Collier, *Greenville Housing Authority*

Anthony Gallo, *Brio Condominiums HOA*

Doug Garrett, *Watkins Garrett & Woods
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Felsie Harris, *Resident*

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EXECUTIVE SUMMARY

Haynie-Sirrine is a vibrant, historic community near the heart of downtown Greenville that is composed of a diverse mix of people, income levels, housing types, architecture, and businesses. The neighborhood features tremendous assets with its proximity to downtown, several important commercial corridors, and connections to local schools, parks, and nearby neighborhoods. With so many positive traits the community finds itself at a crossroads: large tracts of vacant land have been listed for development; a national housing shortage and booming local economy have led to record home sales and rental prices; and a major mixed-use development will effectively bring downtown Greenville to the neighborhood's doorstep over the next several years.

The City has worked on several planning efforts and studies with the neighborhood over the past two decades. The original Haynie-Sirrine Neighborhood Master Plan, completed in 2002, resulted in the neighborhood being assigned a Planned Development (PD) zoning classification, effectively locking in the development concepts recommended in the 2002 plan. While certain elements of that plan were implemented and several large developments were completed in the ensuing years, other parts of the neighborhood have not seen the same investment. The County Square redevelopment, currently underway, spurred several studies in the early 2020s to consider the impacts of this new mixed-use development on the neighborhood.

In 2023, the City adopted the Greenville Development Code (GDC), which provided new zoning rules and a new zoning map across the entire city; however, PDs were not rezoned due to their specific vested rights. During the public engagement process for the GDC, Haynie-Sirrine Neighborhood Association leadership met with planning staff and formally requested to explore replacing the PD with new zoning districts from the GDC. Before rezoning, the City and neighborhood agreed to work together on a formal neighborhood plan update to inform a new zoning framework for Haynie-Sirrine, among other objectives.

The planning process and public engagement for this Haynie-Sirrine Neighborhood Plan Update started in early 2024. A steering committee comprised of neighborhood residents, business owners, and property owners helped guide the project and provided feedback

on plan concepts. Input from City Council, the steering committee, and the community ultimately informed three primary elements of the plan:

- A **Priorities Map** that highlights major plan recommendations including utilizing the Springer Street tunnel for future regional trail connectivity, pedestrian safety improvements, and neighborhood connections to the community.
- A **Future Land Use Map** that provides recommendations for primary uses of properties, typified by mixed-use along major corridors and transitioning down to residential within the neighborhood interiors.
- A proposed **Height Map** that aligns with the zoning districts of the GDC. Importantly, the new zoning framework will unlock opportunities for affordable housing, missing middle housing, improved design standards, and open space within the neighborhood.

The draft plan was published for review on _____, 2024, and formally adopted by City Council on _____, 2024.



Chapter 1

INTRODUCTION AND OVERVIEW

1.1. Neighborhood History

Haynie-Sirrine has a rich history that has been well-documented through previous planning efforts and other historical accounts. This history is critical in understanding how the neighborhood has grown and changed and how those changes affected the people who have called it home.

As provided in the 2002 Haynie-Sirrine Neighborhood Master Plan, the *“History of the Neighborhood”* outlined the evolution of the Haynie-Sirrine neighborhood. Initially, in the late 1800s, the area was characterized by the presence of Furman University and the estates of Mrs. Eliza Earle and Thomas B. Thruston. As the neighborhood transitioned into the late 19th and early 20th centuries, it emerged as one of Greenville’s first Black communities, with pivotal streets such as Haynie, McKay, and Brier developing into residential zones inhabited by blacksmiths, teachers, and postal carriers. A significant contribution to this development came from businessman T.C. Gower, who actively purchased and subdivided land to facilitate black homeownership. In the early 1890s, George H. Chapin, a businessman from Massachusetts, capitalized on the local mineral springs by establishing a park and bottling the spring water for its supposed health benefits. Although he had some early success, Chapin’s business eventually failed, and the land was sold for residential development.

Throughout the early 20th century, the neighborhood experienced steady growth as properties were subdivided and sold to Black residents. However, by the mid-20th century, the neighborhood faced a significant decline, characterized by substandard housing conditions, rising crime rates, the relocation of Furman University, and the construction of Church Street, which bisected the community. Despite these adversities, numerous neighborhood residents continued to make notable contributions to the broader Greenville community, laying the foundations for the city we know and enjoy today. This historical narrative emphasizes the significance of prominent individuals and landmarks, such as Jesse Jackson’s childhood home and the Crescent Mineral Spring, which continue to enrich the cultural and historical fabric of the Haynie-Sirrine neighborhood.



Figure 1.1 - Haynie-Sirriner Neighborhood circa 1955

1.2. Plan Context

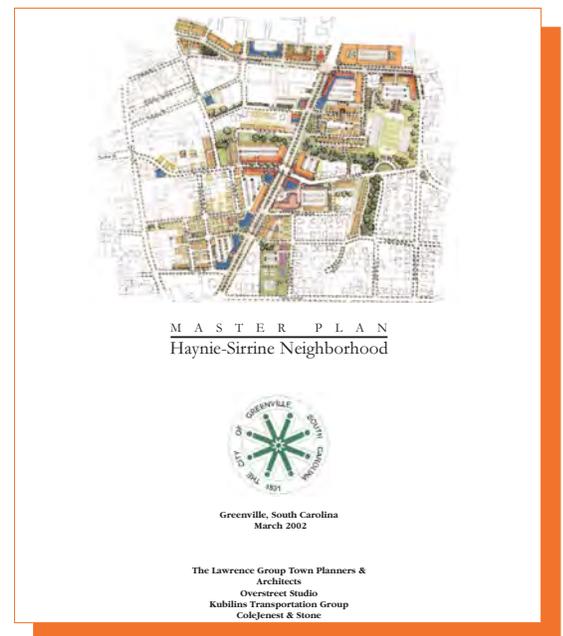
The neighborhood has experienced significant changes over the last several decades. This change is most evident in the decrease of existing housing units, many of which were affordable and the loss of which resulted in long-time residents moving away from the neighborhood. The resulting increase in vacant properties has generated ongoing discussion about the neighborhood’s future and the need to preserve community character. The renaissance of Greenville’s downtown and rising population growth in the Upstate has driven property values upward and increased development pressures on the city’s neighborhoods, especially those closest to downtown.

Various planning efforts have been conducted in the Haynie-Sirrine neighborhood since the early 2000s, which are highlighted in this section. These plans attempted to respond to increasing development pressures while providing a shared vision for the neighborhood’s future. This plan update follows in the footsteps of these previous planning efforts while considering several impactful projects that will alter the landscape of Haynie-Sirrine and the southern edge of downtown Greenville.

Haynie-Sirrine Neighborhood Master Plan (2002)

In 2002, the City of Greenville adopted the Haynie-Sirrine Neighborhood Master Plan. The plan was prepared by a project team consisting of The Lawrence Group Town Planners & Architects, Overstreet Studio, Kubilins Transportation Group, ColeJenest & Stone, and Upstate Forever. An advisory committee oversaw the planning process and included Felsie Harris, Andrea Young, Councilmember Lillian Flemming, John Fort, David Stone Sr., Nancy Whitworth, and Ginny Stroud.

The project team began work in August 2001 and final adoption of the plan was complete in March 2002. This plan has served as the basis for planning in the Haynie-Sirrine neighborhood for the past 22 years.

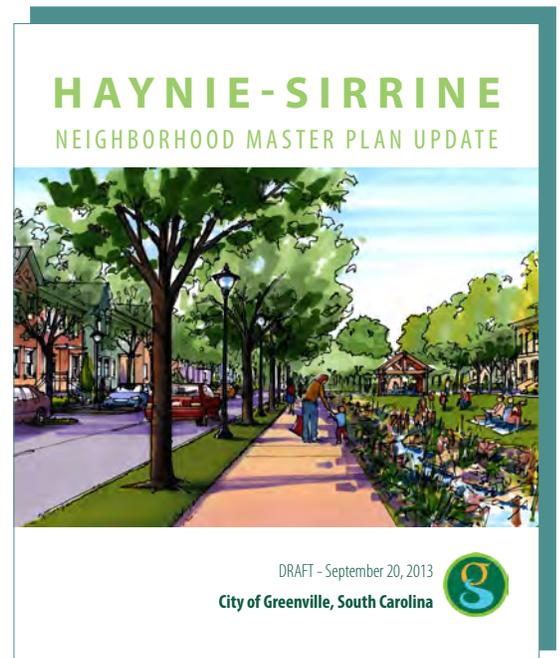


Key recommendations of the 2002 master plan included:

- *Creation of a new "Neighborhood Center" at the intersection of Church Street and Haynie Street/Pearl Avenue consisting of three and four-story mixed-use buildings.*
- *Improvement of Church Street to a tree-lined, median-divided boulevard with wide sidewalks on each side.*
- *Identification of approximately 20 redevelopment sites throughout the neighborhood, with specific recommendations for each.*
- *Development of office and various housing types for a diverse population.*
- *Preservation of affordable housing and preservation of existing housing stock, as the architectural features of existing homes are desired to set the standard for the construction of new housing units.*
- *Leveraging public funds and key infrastructure investments to spur private investment.*
- *Adoption of the zoning overlay and Haynie-Sirrine Neighborhood Code, which was applied as a Planned Development in 2003.*

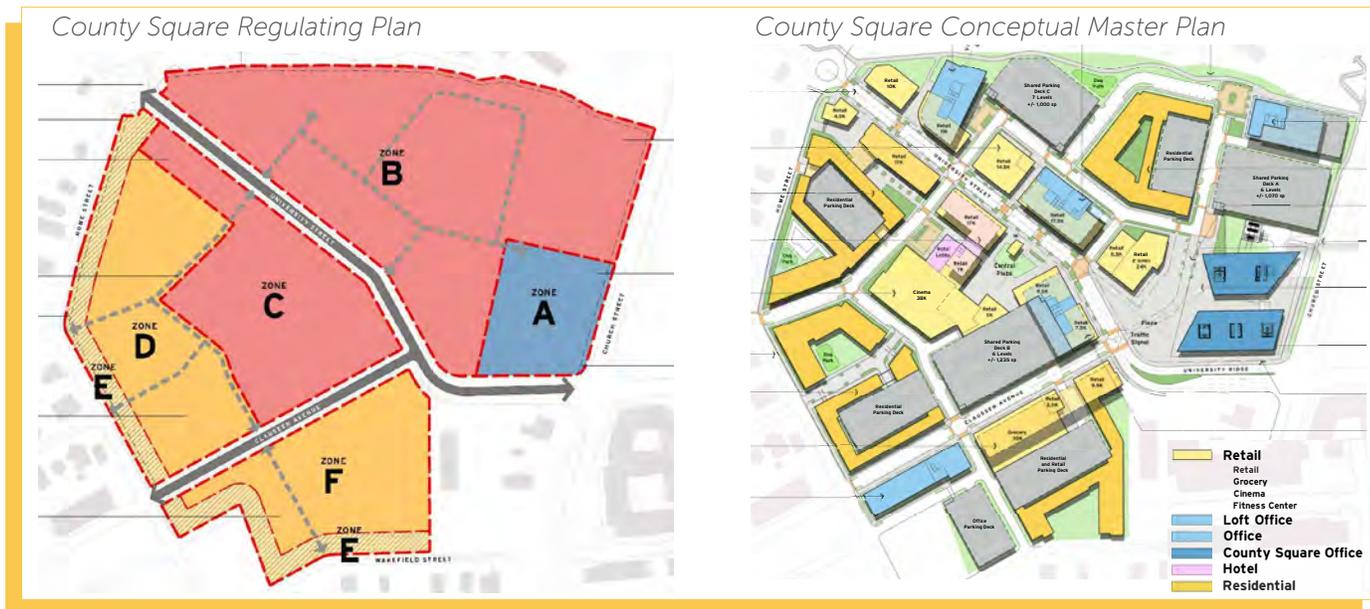
Haynie-Sirrine Neighborhood Master Plan Update (2013)

In 2013, the City prepared an update to the original Haynie-Sirrine Master Plan. A final draft of the plan was prepared, but it was not formally adopted. According to the executive summary, the update was prepared to address new market opportunities and pressures while retaining key elements of the 2002 plan. Of note, the 2013 plan called for the intersection of Church Street and University Ridge becoming the primary neighborhood center, with the previously recommended node at Church and Haynie becoming a smaller focal point. The 2013 plan also envisioned the full redevelopment of the County Square property along University Ridge. Ultimately, there was not support from the community and City Council to formally adopt the plan update.



Rezoning for County Square Redevelopment (2018-2020)

In 2018, Greenville County initiated a long-conceived project to relocate its administrative offices on University Ridge into a new, modern facility. The plan, which required zoning approval from the City, involved demolishing and redeveloping the county-owned properties along the northern edge of the Haynie-Sirrine neighborhood.



In 2020, after more than a year’s worth of review, Greenville City Council approved a major modification of the Haynie-Sirrine Planned Development (PD). The zoning change authorized redevelopment of 40 acres of county-owned property for a new administrative building and major mixed-use development with buildings up to 12 stories in height. The administrative building and new county parking garage are located on the northwest corner of Church Street and University Ridge and opened in summer 2023. As of the writing of this plan, the former county offices have been fully demolished and site work has commenced across the remainder of the property. The project includes a redesign of the road and block network throughout the County Square sub-district, realignment of University Ridge, and a new connection at Dunbar Street.

Note: This neighborhood plan update considers the impacts of the County Square development on the Haynie-Sirrine neighborhood but does not include additional analysis or policy recommendations for the County-Square Sub-District within the Haynie-Sirrine PD.

South Downtown Connectivity Study (2019) and South Downtown Small Area Plan (2020)

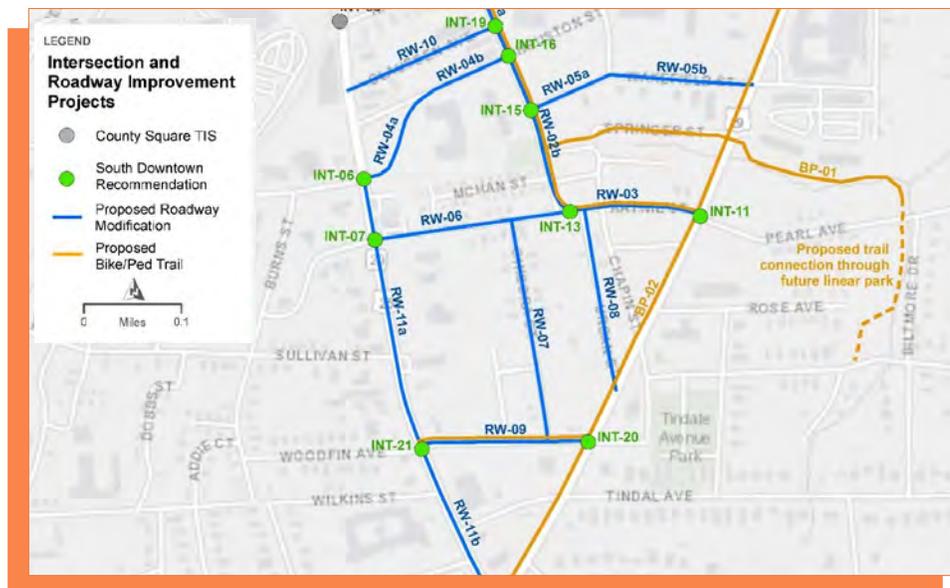
In response to community concerns about the impacts of the County Square redevelopment on surrounding neighborhoods, especially Haynie-Sirrine, the City initiated several planning studies to account for the County Square development.

During the rezoning process in 2019, the City hired Urban Design Associates (UDA) to conduct a connectivity study with recommendations to integrate the new County Square redevelopment into the rest of the neighborhood. This was followed by the South Downtown Small Area Plan in 2020, also prepared by UDA, which included recommendations for redevelopment and capital improvements in parts of the Haynie-Sirrine neighborhood. The Small Area Plan was not adopted by City Council, citing the need for additional study of the infrastructure throughout south downtown before further considering the plan.



Traffic Analysis and Infrastructure Assessment (2022)

In 2022, the City received the Traffic Analysis and Infrastructure Assessment from HDR, which was completed as a follow-up to the South Downtown Small Area Plan effort. The assessment provides a detailed analysis of sewer, water, stormwater, and roadway infrastructure limitations and recommended improvements, with specific projects to account for traffic generated by the County Square development and future projected growth in the area. Recommended roadway improvement projects from the study are summarized in the map below.



GVL 2040 Comprehensive Plan (2021)

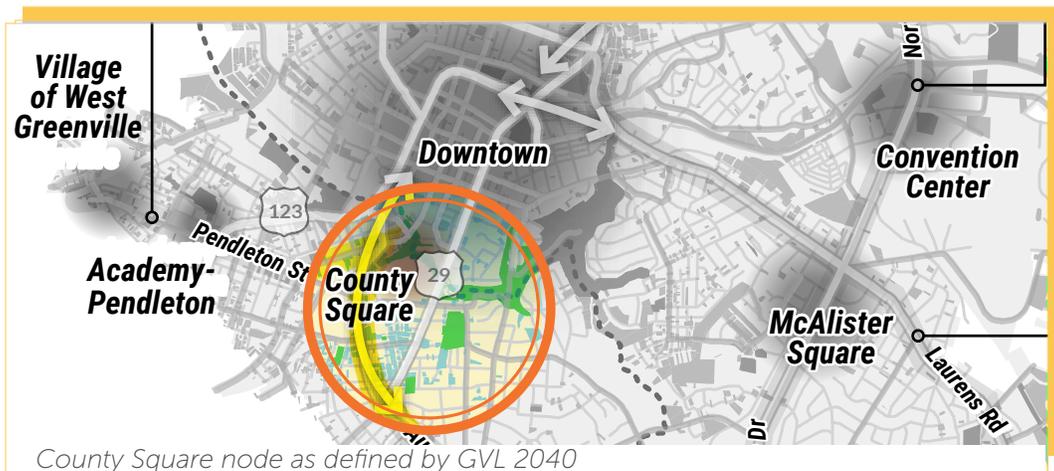
In 2021, following a two-year process that engaged thousands of citizens across Greenville, the City adopted its new Comprehensive Plan, GVL 2040. The comprehensive plan is a strategic planning document that provides long-range goals and priorities for the city as a whole. GVL 2040 prioritizes affordable housing, open space, and transportation and mobility; introduces a node-and-corridor development pattern; and emphasizes protecting existing neighborhoods from over development.

With the comprehensive plan serving as the high-level policy document, the City in recent years has updated its zoning and development code, aligned its annual budget priorities, and undertaken several strategic planning efforts — all of which serve to implement GVL 2040.

In terms of hierarchy, the comprehensive plan serves as an overarching goal and policy framework and provides a birdseye view for future development across the city. Subsequent plans for neighborhoods, corridors, and other defined areas align with the comprehensive plan and provide more ground-level goals and land use recommendations within their defined study areas. This new neighborhood plan update is the first to incorporate the goals and priorities of GVL 2040 into the Haynie-Sirrine neighborhood.

GVL 2040 GOALS

- Proactively preserve as much as 35% of Greenville's remaining vacant land as open space or parkland in order to bolster quality of life and protect environmental assets.
- Make a range of appealing and safe mobility options possible along Greenville's major corridors to reduce dependence on cars.
- Make at least 10% of all new housing in Greenville income-restricted to preserve access to high-quality affordable housing - an increase from 8.5% of all current housing.



The County Square development, which will be constructed over the next decade, is identified as a node within GVL 2040. According to the plan,

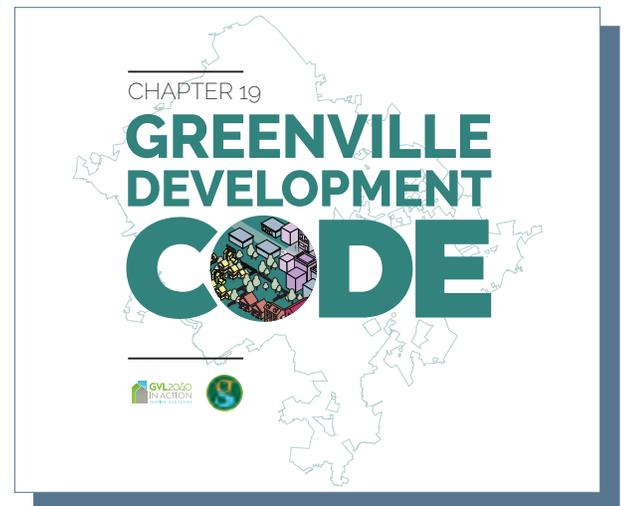
“Nodes evolve over the years to become traditional mixed-use community hubs that absorb much of Greenville’s population and job growth, provide significant opportunities for affordable housing, and provide employment and services to surrounding neighborhoods.”

- GVL 2040 Comprehensive Plan, pg. 57

Augusta Street is also highlighted as a corridor, which means it is considered a critical mixed-use transportation artery for the community. Corridors are served by transit and typically feature higher densities and more commercial activity than other local or neighborhood streets. Walkability, economic opportunity, and housing density are priorities within nodes and corridors.

Greenville Development Code (2023)

In July 2023, the Greenville Development Code (GDC) and zoning map for the City of Greenville officially went into effect. The new code replaced the city’s outdated Land Management Ordinance and was prepared specifically to implement many of the goals and policies of GVL 2040. Formulated over an 18-month process following the adoption of the comprehensive plan, the development code included all-new zoning districts that were applied throughout the city. However, existing Planned Developments (PDs) including the Haynie-Sirrine PD were not rezoned due to the vested rights and specific development agreements enshrined within each PD.



The GDC includes height and density incentives in certain zoning districts in exchange for providing affordable housing and open space. It is a form-based code that contains dimensional requirements for building height, mass, and site layout. In addition, the code introduces new neighborhood protections through transition requirements for commercial development near residential areas. The city has committed to monitoring and updating the code on an annual basis to ensure it is achieving the community’s desired outcomes and delivering on the goals of the comprehensive plan.

As discussed above, the citywide rezoning did not include existing PDs. Instead, the City offered to work with property owners within individual PDs to rezone their properties at the desired time. During the code review process, representatives from the Haynie-Sirrine neighborhood met with city staff to discuss the rezoning process. Staff indicated an updated neighborhood plan should be prepared first to obtain buy-in and support

for updating the neighborhood’s zoning. This planning effort therefore includes specific recommendations that lay the foundations for a new zoning map for the Haynie-Sirrine community.

1.3. Project Approach and Methodology

Staff-Led Effort

At the request of the neighborhood, this plan update was prepared by the City of Greenville’s professional staff. Instead of hiring a consultant, the neighborhood strongly desired to work with staff who had been present throughout the recent planning studies, who were intimately familiar with the formation of the development code, and who have strong relationships with the neighborhood. The Planning Department led the effort with significant assistance from the City Manager’s Office, Community Development, Engineering, Communications, and others.

Public Engagement

Critical to any planning project is an intentional commitment to involve the community. The City prepared a public engagement strategy early in the process that included a public input survey, dedicated project web pages, public input workshops, stakeholder interviews, and other meetings. These efforts helped inform the plan’s recommendations and are documented fully in Chapter 3 of this plan.

Steering Committee

This project has been overseen by a steering committee of 12 members representing Haynie-Sirrine residents, businesses, property owners, and other neighborhood interests. Members were recommended by neighborhood leadership and approved by City Council. The city project team met with the steering committee at regular intervals to provide updates, receive input, share draft work material, and obtain confirmation of direction at major decision points along the way.

Recent Planning Efforts

This neighborhood plan update is somewhat unique in that several other planning efforts have recently been completed for portions of the study area including the South Downtown Connectivity Study in 2019, South Downtown Small Area Plan (2020), and Traffic Analysis and Infrastructure Assessment in 2022. Recognizing their recency and relevance to the project, staff and the steering committee reviewed these previous documents as part of this plan update. The project team formulated some of its recommendations around major elements of these plans. However, significant additional analysis and discussion was required, especially given the goal of rezoning the neighborhood to the GDC.

Project Study Area

As identified in previous reports and by neighborhood residents, the study focuses on the neighborhood bound by Augusta Street to the west, portions of Tindal Avenue to the south (including Tindal Park), lots fronting Biltmore Drive to the southeast, Cleveland Street and Cancer Survivors Park to the northeast, and the County Square redevelopment to the north. Given the 2020 rezoning and ongoing redevelopment of County Square, this study specifically excludes that sub-district and focuses on the neighborhood and corridors outside of that project area.



Figure 1.2 - Project Study Area (see Appendix A)



Chapter 2

EXISTING CONDITIONS

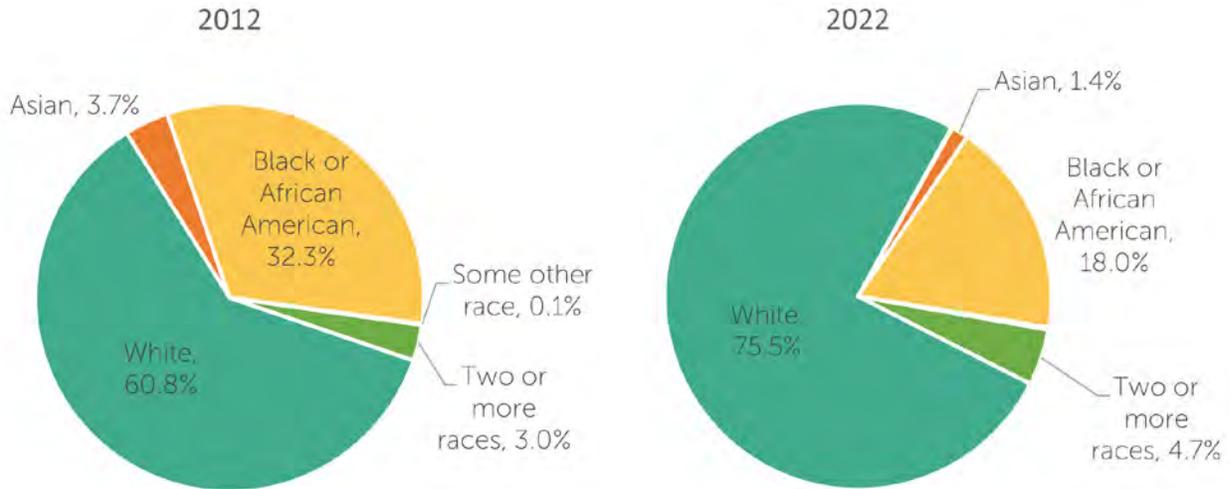
2.1. Population and Demographics

Haynie-Sirrine, mirroring the broader Greenville region, has experienced significant population change over the past two decades. While overall population growth has outpaced the city's, it has been accompanied by shifts in resident demographics across various metrics such as age, income, race/ethnicity, and educational attainment. These trends are no surprise to neighborhood residents who have witnessed these changes first-hand. The neighborhood makeup has become younger and incomes have risen. The white population has grown and the neighborhood has a smaller proportion of Black residents than in the previous decade. Studying these trends is crucial for understanding the evolving dynamics within the community and, more importantly, for informing future policy, investments, and resource allocation to best serve the neighborhood's needs.

What We Know

- **The neighborhood's population is growing.** Haynie-Sirrine's population grew from 990 in 2012 to 1,456 in 2022, a 47.1% increase.
- **The neighborhood is getting younger.** From 2012 to 2022, the median age decreased from 54.8 to 33.1. Prime working-age adults and families, considered ages 25 to 54, make up 55% of Haynie-Sirrine's population. The number of residents ages 25-39 more than doubled in the past decade.
- **Fewer households have children.** Data indicates that while the number of children increased from 2012-2022, persons ages 0-18 comprise a smaller proportion of the neighborhood's total population today than they did historically. Considered together with the demographic data above, young professionals without children make up a significant portion of Haynie-Sirrine. This trend may impact housing types and amenities people are looking for in the neighborhood.
- **The neighborhood has become less diverse.** In 2012, the Black population constituted 32% of the area's residents, closely mirroring the city's 31%. Meanwhile, the white

population comprised 61% of Haynie-Sirrine and 64% of the city’s population. By 2022, the Black population made up 18% of the neighborhood’s residents, while the white population increased to 76%. This demographic shift is largely attributed to an influx of white residents. Between 2012 and 2022, the Black or African American population declined by an estimated 58 residents (or 18%), while the white population grew by approximately 500 residents (or 83%). Haynie-Sirrine has historically had very small populations of other racial and ethnic groups, as illustrated in the graphs below.



Note: Please see Appendix B for additional population and demographic data.

2.2. Housing

According to census data, as of 2022, Haynie-Sirrine had approximately 890 housing units – a 23% increase since 2012. The vacancy rate of total housing units is estimated at 10%. Among occupied housing units, 52% are one-person households. In 2012, 27% of Haynie-Sirrine’s population lived in owner-occupied units, compared to 44% in 2022.

Reflecting broader city trends, the median value of owner-occupied units in Haynie-Sirrine has increased significantly since 2012, reaching approximately \$422,200. The neighborhood has also seen significant shifts in its rental market. In 2022, the median gross rent was \$309, which was 58% lower than the city’s median rent. By 2023, however, the median rent had increased by 357%, rising to \$1,413 and surpassing the city’s median rent.



There have been a handful of housing developments since the 2002 neighborhood plan was completed. Scott Towers, a 14-story building previously containing senior housing, was demolished in 2016. In 2020, the Greenville Housing Authority developed a 193-unit affordable senior housing complex on the former Scott Towers site. Additionally, South Ridge, a mixed-use development at the intersection of South Church Street and University Ridge, includes residential apartments.

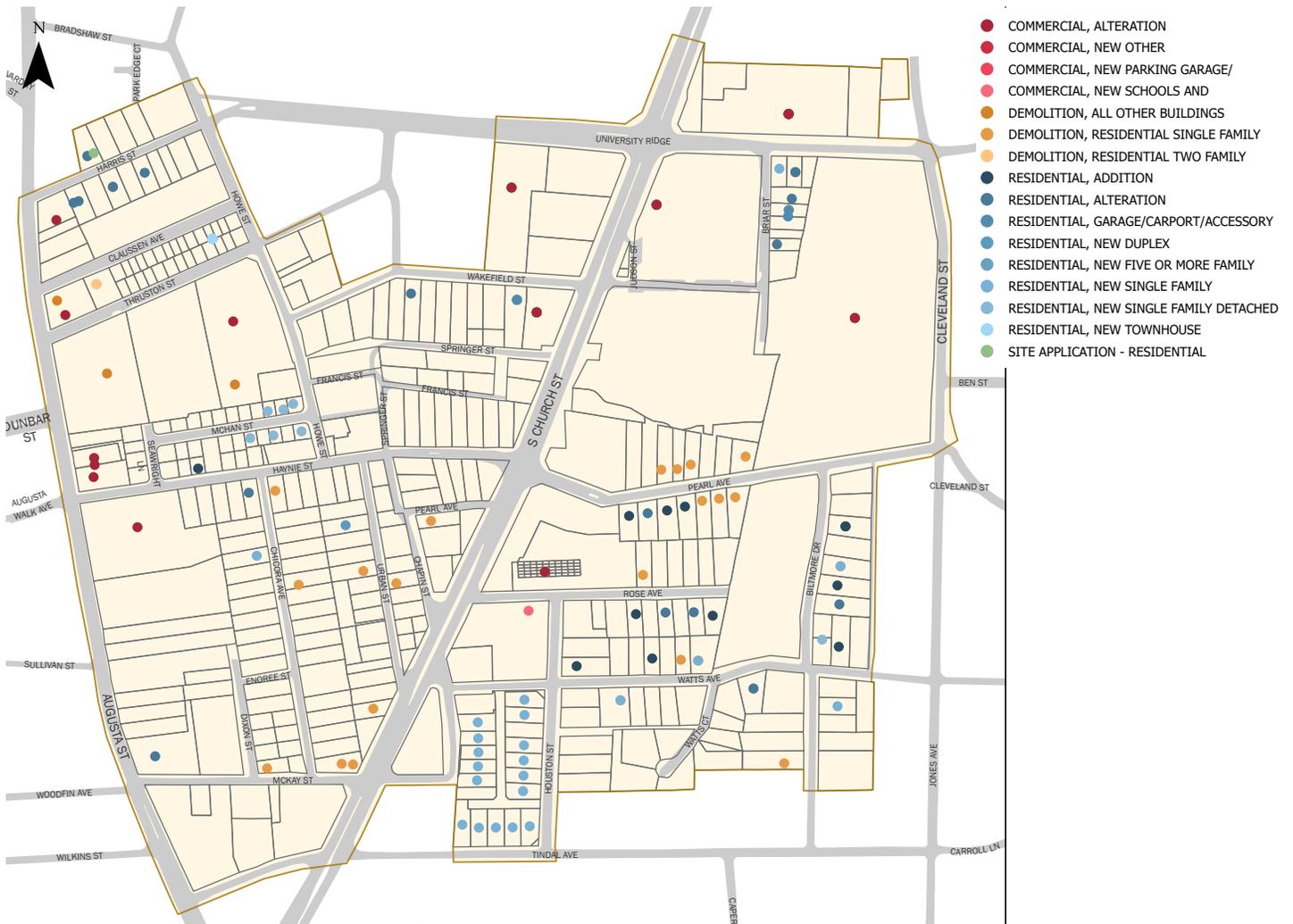


Figure 2.1 - Building Permits, 2012 - Nov. 2023 (see Appendix B)

2.3. Land Use and Zoning

Existing uses in the neighborhood include single- and multi-unit residential blocks, retail and commercial uses along the Augusta Street and Church Street corridors, and vacant sites. Thirty-five percent of the lots within the study area are vacant, comprising approximately one-third of the acreage in Haynie-Sirrine. The GVL2040 Future Land Use Map gives the Haynie-Sirrine neighborhood several future land use recommendations, including Neighborhood Mixed-Use, particularly between Augusta Street and Church Street, Sub-urban Residential east of Church Street, and Corridor Mixed-Use along Augusta Street.

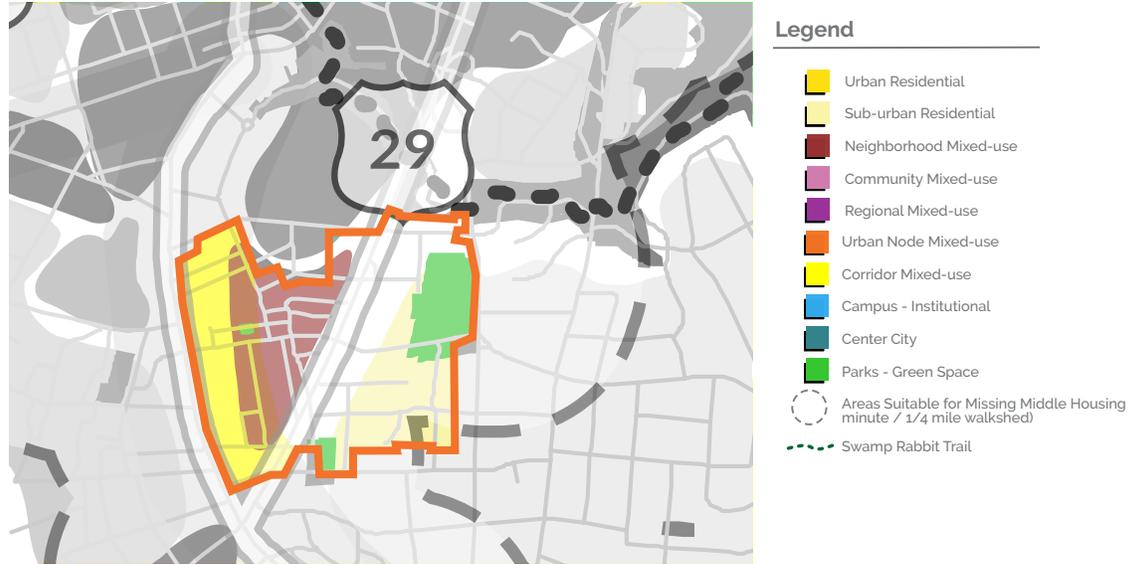


Figure 2.2 - GVL 2040 Future Land Use Map

Most of the study area is zoned under the Haynie-Sirrine PD, adopted by City Council in 2003. The PD includes a neighborhood code to regulate development within the PD. The PD has four “zones,” including Neighborhood Edge (NE), Neighborhood General (NG), Neighborhood Center (NC), and University Ridge Village Center (URVC). Portions of the study area, particularly along Augusta Street, are zoned MX-2 or MX-D, which is the downtown mixed-use designation.

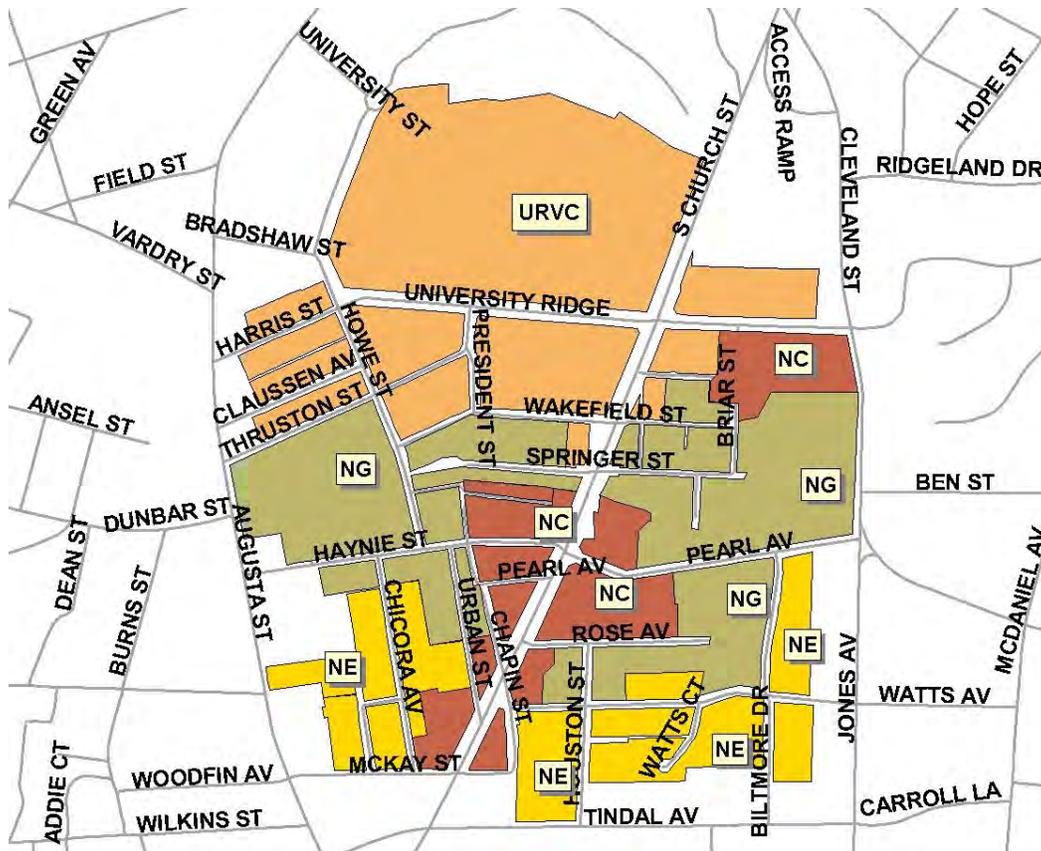
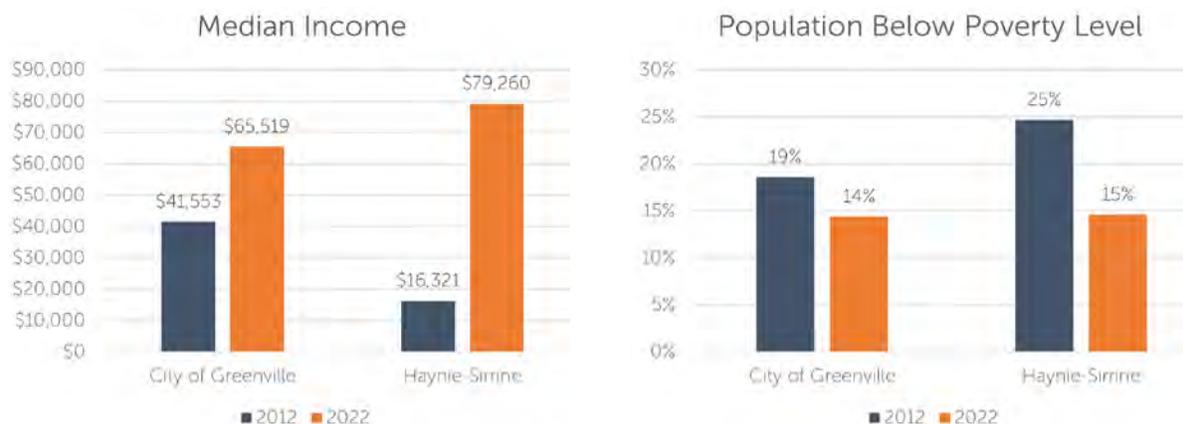


Figure 2.3 - Master Plan Zones

2.4. Economy and Income

According to census data, Haynie-Sirrine had an estimated 987 people in the civilian labor force as of 2022, representing 73% of the population aged 16 or older. The majority of workers were employed in health care and social assistance; professional, scientific, and technical services; administration and support; waste management and remediation; or manufacturing. Conversely, most jobs located within the study area were in the administration and support, waste management and remediation, or accommodation and food services industries.¹ Approximately 2.6% of people employed in Haynie-Sirrine also live in the census tract.²

The median income in Haynie-Sirrine increased by 386% from 2012 to 2022, reaching \$79,260 according to the most recent estimate, which is nearly \$14,000 above the city’s median income. Additionally, the poverty rate dropped from 18.6% in 2012 to 14.4% in 2022, closely mirroring the city’s poverty rate.



2.5. Community Facilities

Community facilities, designed to offer essential services, recreational opportunities, and social engagement spaces for residents, are crucial for enhancing the quality of life and supporting the well-being of community members. Located near the central business district, Haynie-Sirrine benefits from its strategic position, providing easy access to various community amenities.

Furthermore, several assisted living and elderly care facilities are within walking distance of the neighborhood, including Magnolia Manor, along with affordable housing options like the Preserve at Logan Park, developed by the Greenville Housing Authority. However, one area identified for improvement is the lack of childcare facilities within the vicinity.

¹ US Census Bureau categorizes industries by NAICS

² OnTheMap; US Census Bureau



Figure 2.4 - Parks & Open Space (see Appendix B)

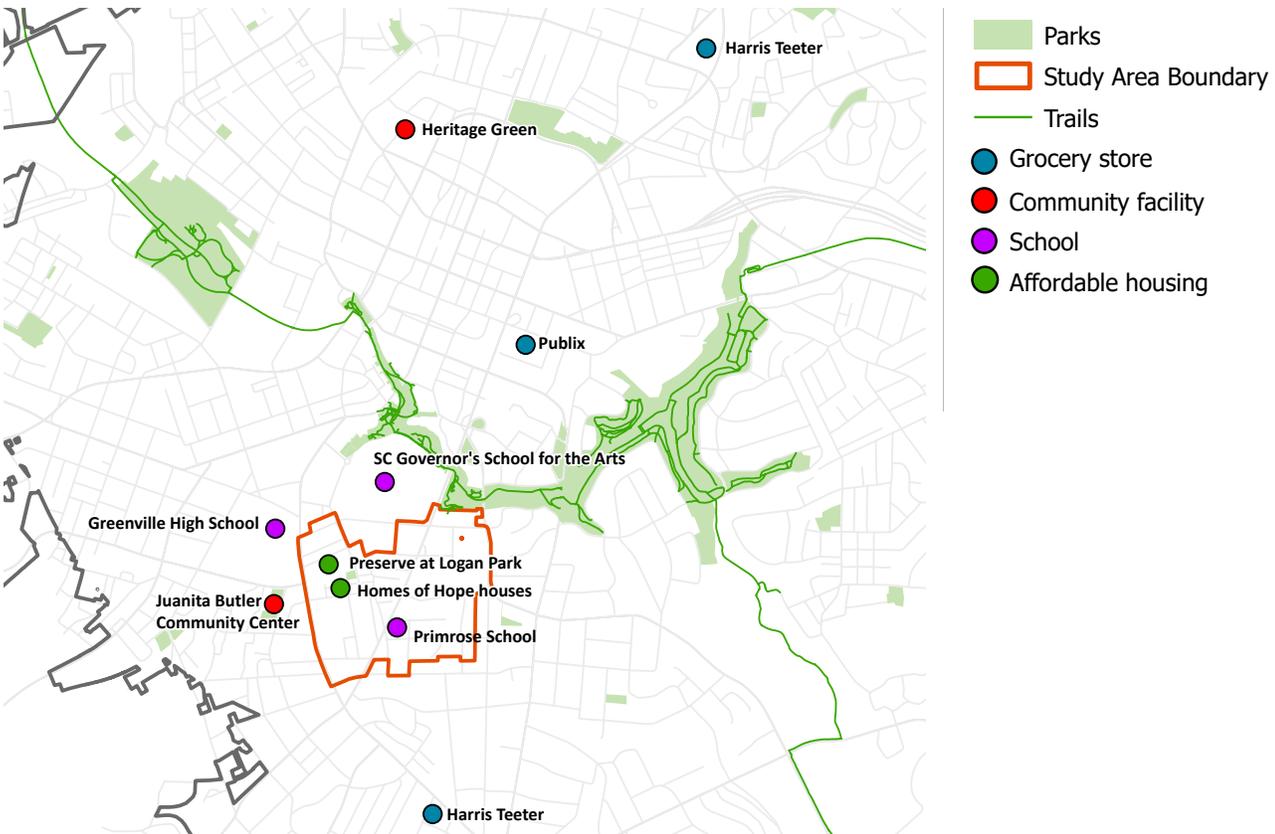


Figure 2.5 - Community Facilities (see Appendix B)

2.6. Natural Features

The project team examined natural features in Haynie-Sirrine, including rivers and streams/floodplains, topography, soils, and tree coverage. While the Haynie-Sirrine neighborhood does not contain any floodplains within the study area, it features a few streams, some of which are partially piped. One notable stream runs southward along Biltmore Drive and is fed by a natural spring, sometimes referred to as the Crescent Mineral Spring.

Topography impacts drainage systems, stormwater management, soil stability, erosion, and site developability. The neighborhood's steepest slopes are found in graded areas around streets and lots that have been developed with buildings and site infrastructure. Regionally, the highest points in the study area are along the Augusta Street corridor, with the terrain generally sloping downward toward the east. The neighborhood's highest point reaches an elevation of 994 feet. According to USDA's Web Soil Survey, the study area is comprised of Cecil-Urban land complex soils ranging from 2 to 25 percent slopes.



Figure 2.6 - Natural Features (see Appendix B)

Trees play a role in cooling urban areas, managing stormwater, and supporting overall health. Using the iTree Canopy survey tool, staff randomly generated 201 data points and classified each as either tree/shrub, grass/herbaceous, impervious buildings, impervious roads, impervious other, water, or soil/bare ground. The survey indicated that approximately 41 percent of the Haynie-Sirrine neighborhood is covered by tree canopy.³ Some of this tree canopy will decrease as development occurs, although the city’s development code does require new trees to be planted.



Figure 2.7 - Tree Canopy (see Appendix B)

³ Source: <https://canopy.itreetools.org/>



Chapter 3

PUBLIC INPUT AND NEIGHBORHOOD ENGAGEMENT

Intentional and proactive public engagement is critical to the planning process. For this neighborhood plan update, the planning team met with the community and obtained feedback throughout the project.

Haynie-Sirrine is a diverse neighborhood with residents of all income levels, races, and backgrounds. Some have recently moved to the neighborhood, while others have lived there most of their lives. To ensure all voices had an opportunity to be heard, the City embarked on a robust and multifaceted engagement plan to reach as many people as possible in Haynie-Sirrine. Staff also met with business owners within the neighborhood and even invited neighbors that live just outside the study area to participate in some of the meetings. The information provided by the community was used by the City and steering committee to form the recommendations for the plan update.

3.1. Steering Committee

As with previous plans conducted by the City, this project was led by a steering committee that included neighborhood leadership, landowners, business owners, and housing advocates. The committee was created to guide the neighborhood plan update, provide feedback and assistance to the project team, and build community interest in the plan. From January to July 2024, City staff and the committee met six times to discuss initial findings, encourage community participation, and develop recommendations for incorporation into the final plan.

Steering Committee Members:

Ken Beasley, *Beasley Funeral Home*
 Lauren Briles, *Primrose School*
 Racquel Collier, *Greenville Housing Authority*
 Anthony Gallo, *Brio Condominiums HOA*
 Doug Garrett, *Watkins Garrett & Woods
 Funeral Home*
 Felsie Harris, *Resident*
 Joe Hindman, *Modal*
 Sheila McCullough, *Fleet Feet Greenville*
 John Slipke, *Resident*
 David Stone, *Property Owner*
 Frances Stone, *Property Owner*
 Lauren Stone Hudson, *Property Owner*
 Becky Warth, *Resident*

**3.2. Project Website**

In January 2024, the City launched a dedicated webpage for the Haynie-Sirrine Neighborhood Plan Update. The page provided an overview of the neighborhood, outlined the planning process, and included a resource library for previous plans and studies conducted in the neighborhood. Project updates and public events related to the plan were also posted on this page. After the plan is adopted, the page will be updated to keep the community informed of implementation steps and action items related to the plan.

3.3. Online Survey Results

The City conducted an online survey in February 2024 to obtain broad community input on the plan. Survey questions gathered the community's impressions of the current built environment, transportation infrastructure, and desired building heights within the neighborhood and along the Augusta Street and Church Street corridors.

The survey was promoted through the City's digital communications channels. In addition, a QR code linking to the survey was included on the postcard invitation for the public input workshop that was mailed to all property owners and residents within the study area. For those without internet access, paper copies of the survey were provided at the first public input meeting.

The survey allowed the City and the steering committee to decipher the survey participants between those who were residents and non-residents. Of the 180 survey participants, 96 or 53% identified themselves as residents with the neighborhood study area. Reflecting the influx of the new residents into the community, 58% of the residents stated they have lived

in the neighborhood for five years or less with those who had lived in the neighborhood for 5 to 9 years at 27%. Lastly, long-term residents of 10+ years were 16% of those who responded.

Study Considerations

Both Haynie-Sirrine residents and all participants desired the Neighborhood Plan Update to address pedestrian connectivity and safety and traffic management as their top priorities. Likewise, the lowest priorities for both groups were the development of vacant parcels and affordable housing.

The survey results were reviewed with the steering committee, including discussion that affordable housing may have been ranked as a lower priority for residents who already have a home and now seek quality-of-life enhancements for their neighborhood. Affordable housing remains a barrier for new and former residents wishing to move to Haynie-Sirrine and remains a top priority of GVL 2040.

Neighborhood Identity

The survey participants were asked if Haynie-Sirrine has its own identity. Roughly one-third of respondents believed the neighborhood 'does,' 'does not,' or 'were not sure' of the identity of the neighborhood. In addition, participants were asked which aspects of the neighborhood they liked best. Overwhelmingly, participants found that Haynie-Sirrine's proximity to downtown Greenville to be the neighborhood's best attribute.

Those surveyed associate the neighborhood with its proximity and transition to downtown, diversity of residents, housing affordability, and available green spaces. Comments also expressed concern about issues surrounding gentrification, run-down and vacant properties, and over development of recent projects.

Transportation Usage

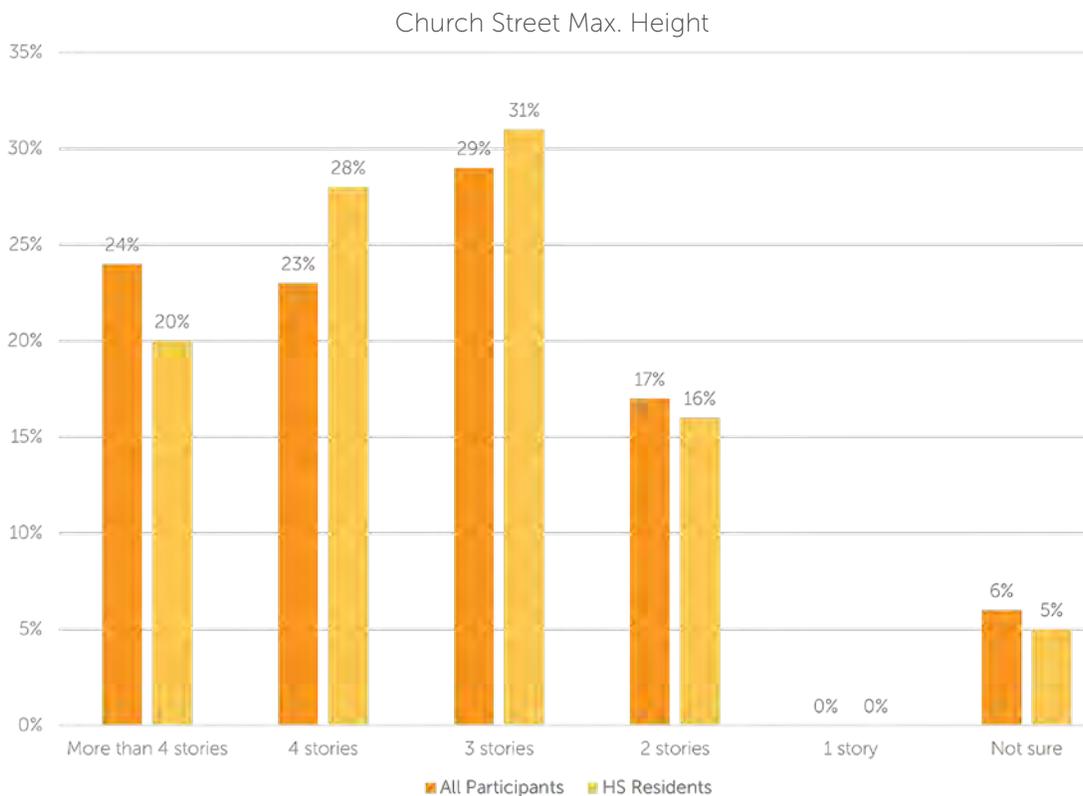
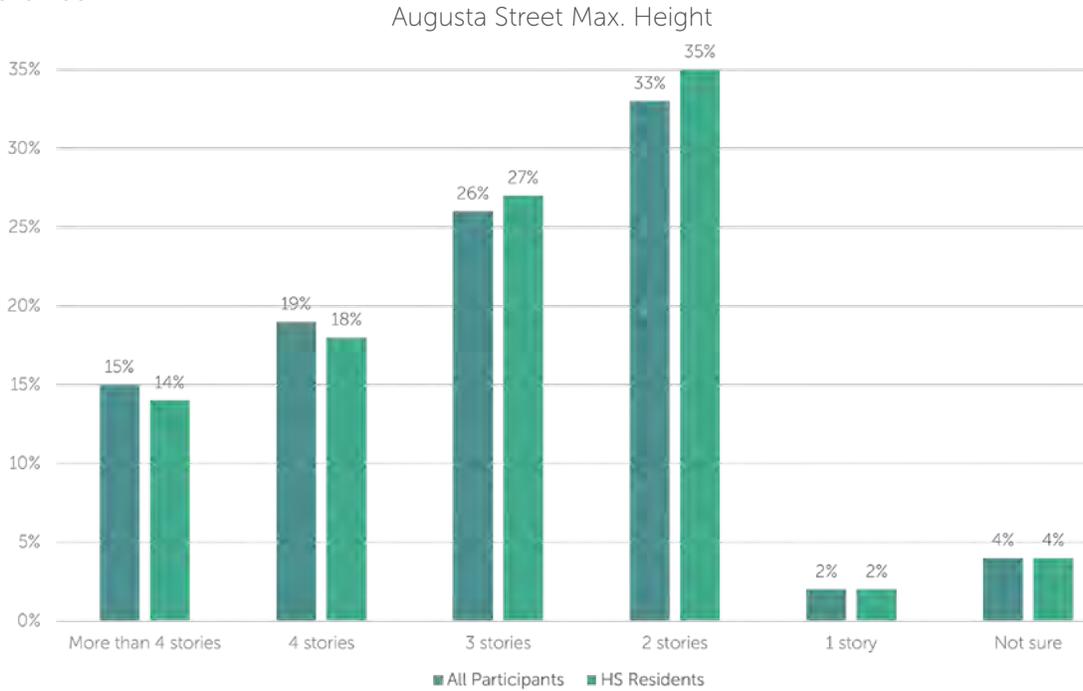
The survey showed that residents were more likely to regularly walk in the neighborhood compared to all participants.

Bicycle usage and bus ridership were low for all groups. The automobile appeared to be the primary form of transportation.

Seventy percent (70%) of those identified as Haynie-Sirrine residents surveyed said they would use sidewalks, bike lanes, and buses if improvements were made to the infrastructure within the neighborhood.

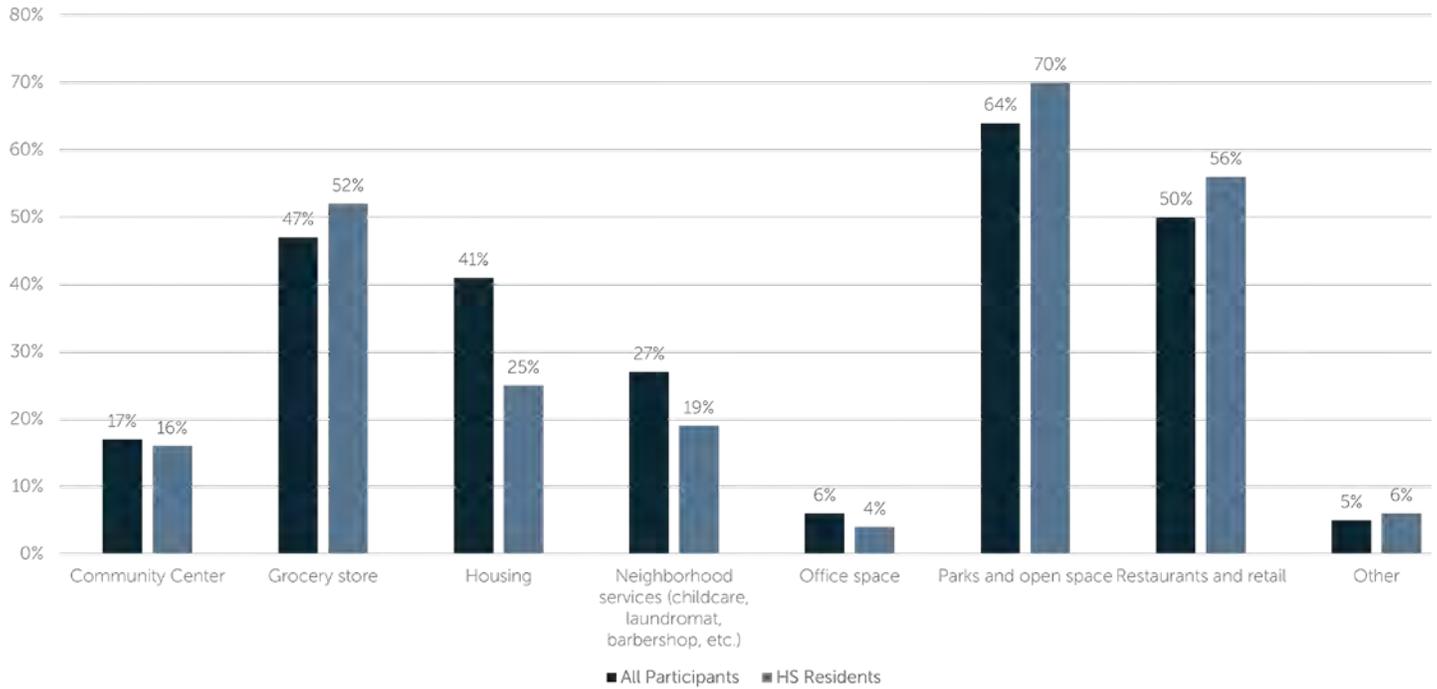
Building Heights Along Corridors

Survey respondents appeared to be more comfortable with taller heights for buildings on Church Street compared to Augusta Street. The top choices for Church Street were those for three (3) stories or more while those for Augusta Street were for two (2) to four (4) stories.



Desired Land Uses

Of the uses desired most, the top three choices were parks and open space, restaurants and retail, and a grocery store. Also, a notable choice for all participants was for further housing options, likely showing that housing demand to live in the neighborhood is high. Those that currently do not live in the neighborhood may aspire to do so in the future.



Physical Elements in need of attention

Streets and sidewalks, and vacant lots were the existing physical elements in the neighborhood that both groups believed should receive the most attention.

Long-Term Vision

Looking towards the future, those surveyed were asked what they hoped Haynie-Sirrine would be in 20 years. The responses express a desire for a walkable, vibrant, mixed-use community that is safe with plenty of green space.



Summary

The survey showed consistency in the vision of both Haynie-Sirrine residents and non-residents for the future of the neighborhood. Both groups emphasized the need to invest in new and improved infrastructure, including transportation, parks, and open space. Overall, those who responded support taller, mixed-use development along the corridors while preserving existing housing environment within the neighborhood.

3.4. Public Input Meetings

The city hosted a public input workshop on the evening of February 20, 2024, at the Preserve at Logan Park. The workshop featured multiple interactive stations that allowed participants to weigh in on the plan including an idea wall, visual preference survey, mobility mapping station, and children’s drawing table. Informational displays providing overviews of previous planning efforts and the Haynie-Sirrine PD zoning provided historical context for the evening’s interactive stations.

Neighborhood Idea Wall

Community members noted that the Haynie-Sirrine neighborhood needs **more green space, affordability, grocery options, stores, and walking and biking options.**

They also noted that the neighborhood needs **less speeding, noise, and traffic.**

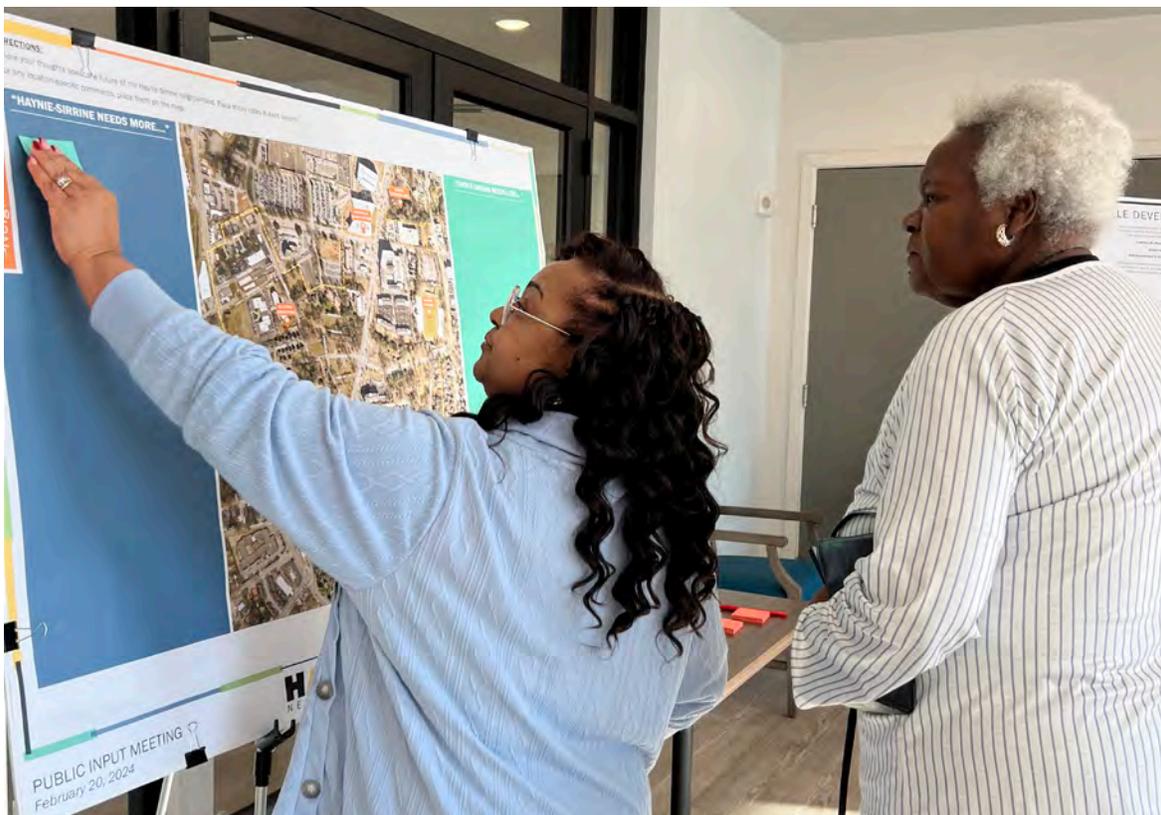


Figure 3.1 - Responses for the Neighborhood Idea Wall

Visual Preference Survey

Participants were given three dots each to vote for pictures of preferred development type examples for along Church Street, Augusta Street, and areas internal to the neighborhood.

For **Church Street**, preferred building types ranged in height from three (3) to five (5) stories. The images receiving the most responses also ranged in design from traditional to modern.

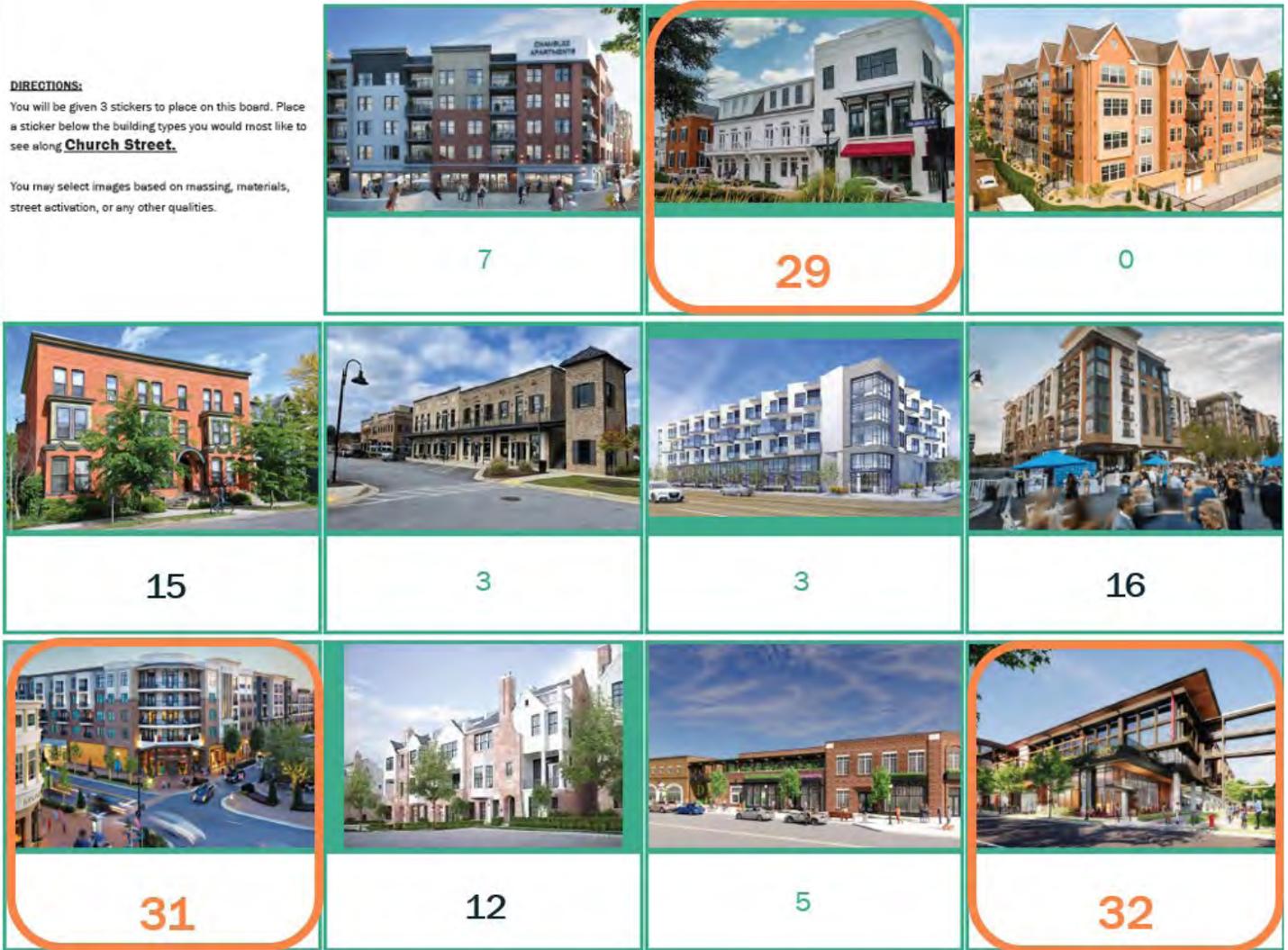


Figure 3.2 - Visual preference results for Church Street

For **Augusta Street**, participants preferred two (2) to four (4) story developments. The survey showed a preference for a focus on smaller mixed-use developments and residential townhomes. Traditional architecture appeared to be preferred on Augusta Street compared to modern architecture examples.

DIRECTIONS:

You will be given 3 stickers to place on this board. Place a sticker below the building types you would most like to see along **Augusta Street**.

You may select images based on massing, materials, street activation, or any other qualities.



Figure 3.3 - Visual preference results for Augusta Street

Within the Haynie-Sirrine residential areas, the public appeared to prefer single-family homes with traditional architecture historically seen in the neighborhood. The public also desired single-family sized duplexes and triplexes with traditional architecture as well.



Figure 3.4 - Visual preference results for residential areas

Transportation & Mobility

Public meeting participants were asked to draw the routes they travel for walking and biking and for driving. Both maps show that the common destination for trips within the neighborhood is to downtown Greenville. However, more walking and biking trips travel by neighborhood roads compared to automobile trips, which were more likely to be conducted on main roads like Church Street, Augusta Street, and Haynie Street.

Neighborhood **driving routes** and destinations were mapped as shown below:



Figure 3.5 - Mapped driving routes and destinations

Neighborhood **walking and biking routes** and destinations were also traced as shown below:



Figure 3.6 - Mapped walking and biking routes and destinations

Children's Table

Feedback was gathered from even the youngest participants, with a station for children in which they could draw or use stickers for what they envisioned for the neighborhood.



Figure 3.7 - Children's table drawings of the neighborhood

3.5. Stakeholder Interviews

The project team conducted interviews with various stakeholder groups to gain key insights into the neighborhood. The groups were organized around specific focus areas and allowed for free discussion on those topics. The key takeaways from each stakeholder group are presented below.

Affordable Housing

- Challenges to affordable housing include high land costs, construction costs, and financing hurdles.
- Need for home ownership to create family wealth.
- Social, environmental, and health benefits of planting trees in low- and moderate-income neighborhoods.
- Need for infrastructure improvements including an improved sidewalk system, access to bus stops, and connections to surrounding neighborhoods.

Property Owners and Developers

- Preserve existing community assets such as the Clear Spring, which had healing waters and attracted tourists in the past.
- Provide mixed-use development along the corridors, transitional zoning from County Square into the neighborhood, and preserve single-family areas.
- Incorporate commercial stores that provide everyday essentials such as groceries and household goods and services.
- Ensure truck deliveries and road traffic do not lower the standard of residents.
- Desire connections to the Swamp Rabbit Trail, public open spaces with vegetation, and road improvements.
- Need parking solutions for Serrine Stadium on gamedays to limit overflow into neighborhood.

Transportation and Public Safety

- Address road safety, speeding, and traffic along Augusta Street and Church Street.
- Improve connections to Swamp Rabbit Trail and future multi-use paths in County Square project.
- Create ADA-accessible paths to transit stops important to promote bus ridership.
- Provide clear access for fire trucks responding to emergencies.

Business Owners

- Address lack of parking in the area, with customers and patrons forced to use the neighborhood streets as overflow.
- Assess safety concerns along Augusta Street including speeding, lack of a school zone for Greenville High, and inadequate bicycle and pedestrian infrastructure.
- Research financial barriers to opening businesses including high costs of sidewalks, parking upgrades, and facade improvements.
- Request the creation of a small business liaison position that can help foster relationships with the local business community and assist owners through the permitting process for construction and special events.
- Anticipate positive results for County Square and other projects in the area, which will increase customer traffic.
- Supportive of zoning districts with higher density along commercial corridors.

Neighborhood Leadership

- Concern about vast amount of vacant land within the community. Neighborhood desires to have these sites built upon to improve neighborhood character and safety. Architecture should reflect existing neighborhood character, including front porches.
- Improve connections between the Haynie and Serrine sides of the neighborhood, which were divided when Church Street was constructed in the early 1960s.
- Improve the Springer Street tunnel with a welcoming and safe design.
- Preserve existing economic diversity of neighborhood and ensure a variety of housing types, which are threatened by rising land values and rent prices.
- For affordable housing, allowing higher residential density in appropriate areas may help. The City should continue to explore opportunities to purchase land for affordable housing.
- Need more publicly accessible parking to address safety issues on neighborhood streets.

3.6. Presentation of Initial Recommendations

On May 6, 2024, staff presented initial recommendations for the Haynie-Sirrine Neighborhood Plan Update, first at a workshop of Planning Commission and City Council, followed by an evening presentation to the neighborhood. The presentation included an overview of the existing conditions, public input, and preliminary recommendations for the plan. The meetings were publicly advertised, and the evening session included a mailed postcard invitation to all neighborhood property owners and residents.

The evening session included breakout stations for attendees to review the recommendations and provide feedback. Following the sessions, the materials were posted on the project webpage for additional community review. Through these sessions, the project team sought public comments specific to three foundational elements:



Draft Priorities Map showing planned or proposed infrastructure improvements including the Dunbar Connector, reconfiguration of the Haynie Street and Howe Street intersection, pedestrian connections to other nearby neighborhoods, a greenway connection from Augusta Street to Sirrine Stadium, prioritization of open space preservation, and adequate transitions from the County Square development.

Draft Future Land Use Map outlining proposed residential, mixed-use, open space, and transition zones for the study area. These recommendations will enable the review team to identify potential categories of zoning districts that may be appropriate throughout the neighborhood. Future rezonings should be consistent with the Future Land Use Map, once adopted as part of this plan.

Draft Height Map showing potential maximum building heights throughout the neighborhood. The proposed heights took into account the allowed heights under the current PD zoning, input obtained from the online public survey, and feedback received from steering committee and stakeholder meetings. Importantly, the maximum building heights also considered the bonuses available under the GDC in exchange for contributing to open space and affordable housing.

The draft documents presented during the May 6 meeting are available on the project webpage. The final documents, updated in response to community feedback, are included as appendices.

3.7. Plan Priorities

Prepared after discussions with the community and steering committee, and confirmed during the public meeting, the below map reflects critical issues to be addressed through the neighborhood plan update.

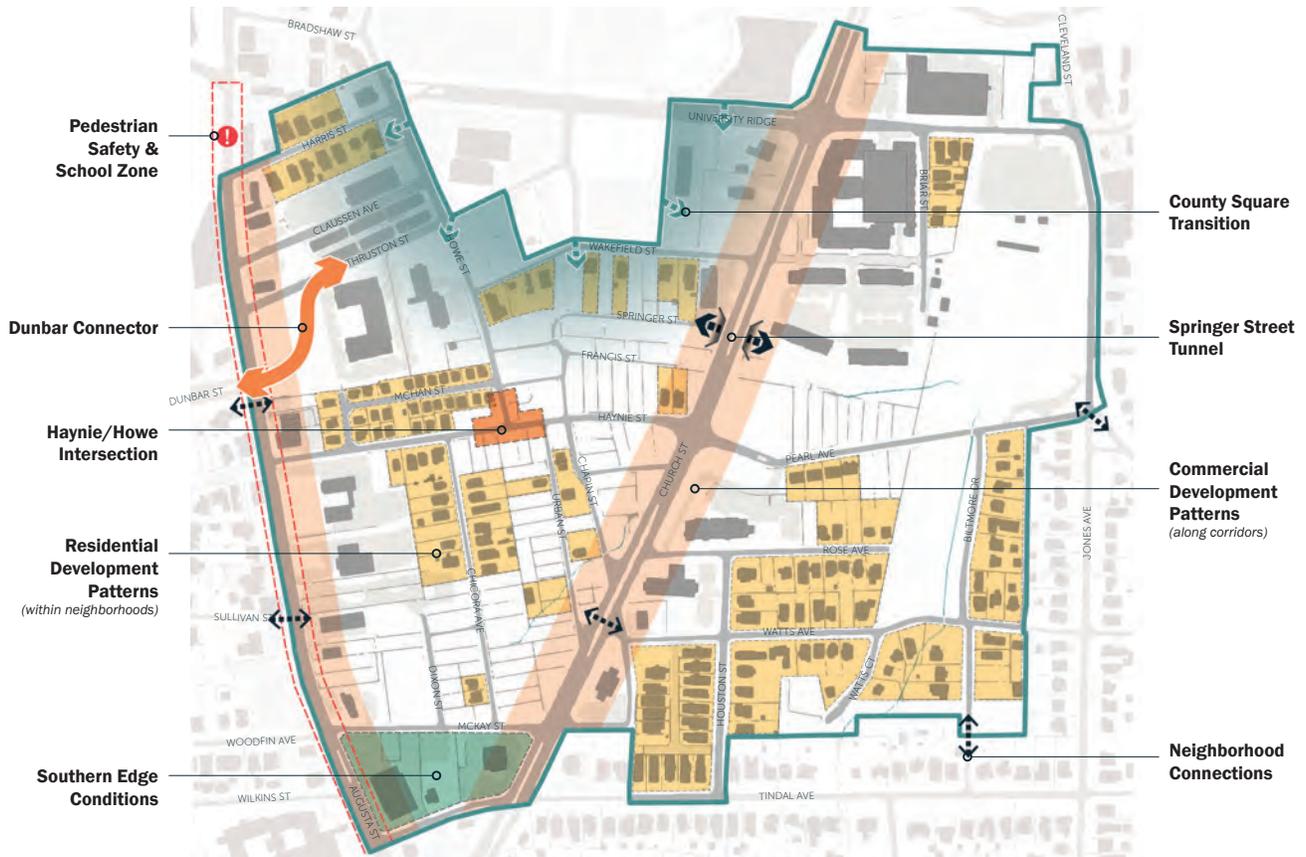


Figure 3.8 - Plan Priorities Map (see Appendix D)

3.8. Summary

The project team used extensive community outreach in the development of the Haynie-Sirrine Neighborhood Plan Update. While guided and buoyed by a diverse steering committee, the City received public input through a variety of outreach efforts to ensure the plan meets the vision and expectations of the neighborhood. This collective vision extends to the recommendations for future capital investments, infrastructure improvements, affordable housing, and future growth and development contained in this plan. It is essential these improvements move forward in a manner that preserves and respects the unique cultural heritage and history of the Haynie-Sirrine neighborhood.



Chapter 4

PLAN RECOMMENDATIONS

4.1. Vision

A simultaneous challenge and opportunity of this plan is the imperative to preserve the character and history of the Haynie-Sirrine neighborhood while capitalizing on the significant development potential of the area and its proximity to downtown Greenville. Throughout the information-gathering phase of the project, it was clear that finding the right balance between neighborhood protections and opportunities for new development would define the success of this plan. Residents are eager to adopt a vision that creates a walkable and vibrant community, preserves the neighborhood's natural resources, and leverages its proximity to downtown. Meanwhile, investors and developers are hopeful that the momentum created by the County Square redevelopment and other downtown projects will translate into new opportunities for commercial and mixed-use development in the area. While seemingly contradictory, these two ideals can be achieved through thoughtful planning and prescription of scale and land use.

4.2. Foundational Principles

Conversations about the future of the neighborhood yielded several guiding principles that are reinforced through the recommendations of this plan:

- *Protect the existing residential fabric of the neighborhood*
- *Create a recognizable identity that unites the neighborhood*
- *Increase pedestrian connectivity and safety across the neighborhood*
- *Account for future traffic and development pressures from County Square and create appropriate transitions along its boundary*
- *Enable appropriate mixed-use development along corridors and consider previous allowances under the PD*
- *Preserve and accentuate existing natural features including topography, water features, tree canopy, and greenway access*

4.3. Future Land Use

Based on public feedback and the principles established, a Future Land Use Map was created to illustrate general community consensus regarding acceptable intensity of uses and development patterns. The map also reflects key organizing principles for the future of the neighborhood including future roadway projects, a central trail network with safe pedestrian connections, open space preservation, and transition zones to buffer residential areas from nearby commercial development.

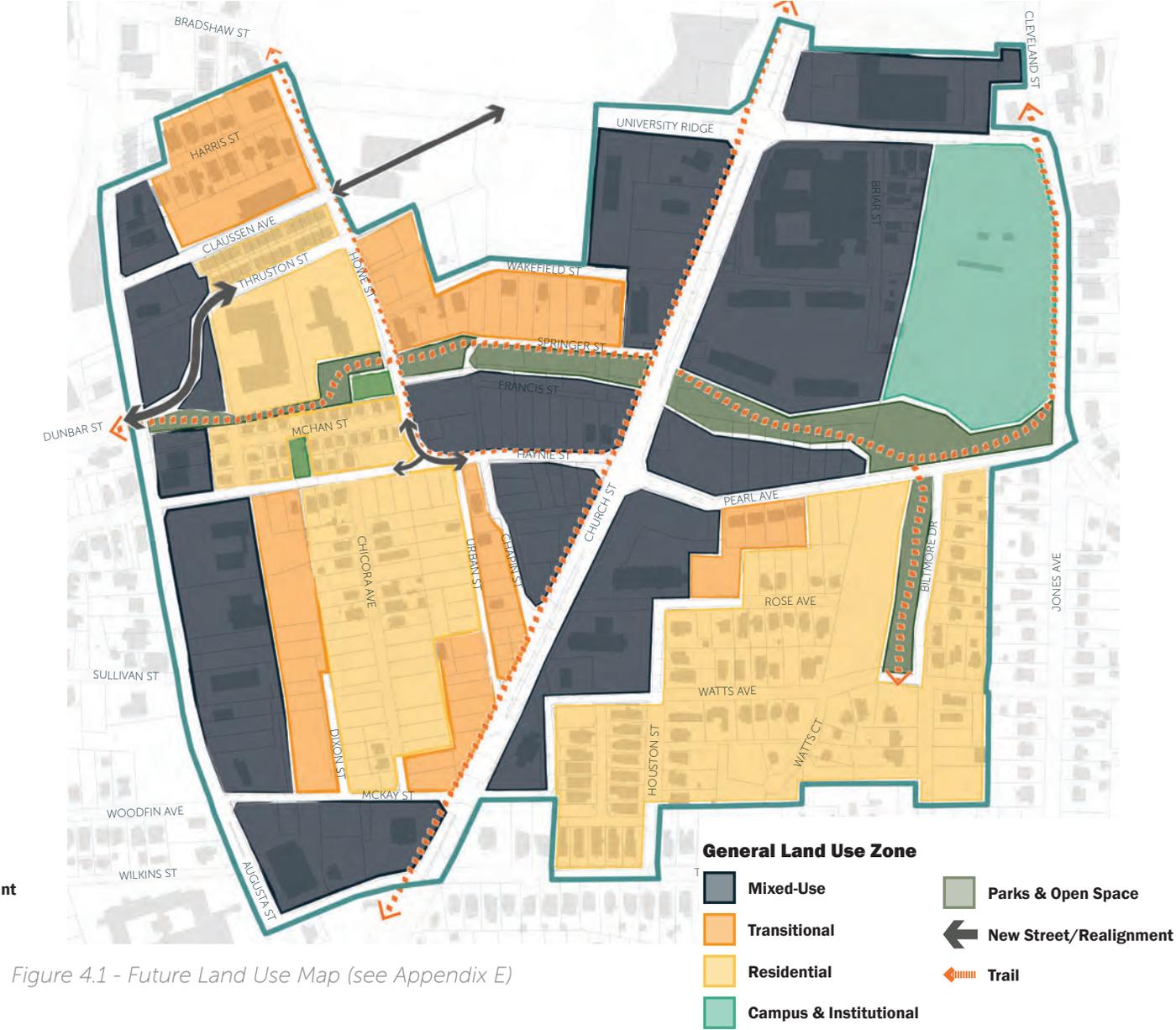


Figure 4.1 - Future Land Use Map (see Appendix E)

4.4. Key Focus Areas

Augusta Street Corridor

Generally regarded as a commercial corridor by residents and property owners, Augusta Street is four lanes along the western edge of the neighborhood and offers the opportunity for mixed-use development in the two to four story range, as supported by public input for this plan. Properties fronting Augusta Street between Haynie and McKay streets are generally much deeper than those in the immediate context. These lots are recommended to include a transition, stepping down in scale and use between commercial development and the residential core.

New development along this neighborhood frontage should not overwhelm the pedestrian realm, with active storefronts and building massing generally similar to those existing along Augusta Street between Main and Harris streets.



Church Street Corridor

With four to five lanes and offering broader connections to downtown Greenville, I-385, Mills Avenue, and I-185, Church Street is a heavily trafficked corridor most suited for more height and a wider range of uses compared to the rest of the neighborhood. Community input received was generally supportive of continuing the established development patterns along the corridor which include residential, office, and mixed-use buildings ranging from three to six stories that flank each side of the street.

Previous infrastructure planning studies recommend a multi-use path along the west side of Church Street that will leverage a new Swamp Rabbit Trail connection into Falls Park, which was recently completed as part of the County Square redevelopment. With a high volume of vehicular traffic, new developments should front the street but have a greater setback than that along Augusta Street and allow for safe and comfortable pedestrian access along this multi-use path. Larger scale buildings along the corridor will also create a visual and auditory buffer for residences interior to the neighborhood.



Haynie Street, Pearl Avenue, and Church Street Intersection

In previous studies and the current PD, this intersection has been identified as a prominent redevelopment opportunity and a gateway into the neighborhood on either side of Church Street. The original Haynie-Sirrine Master Plan envisioned a town-center style development here, providing a true anchor for the neighborhood, but the four corners of this intersection have remained mostly undeveloped for more than 20 years. Given its frontage along Church Street - a major entryway to downtown Greenville - the site lends itself to key vehicular and pedestrian connections and warrants more height and intense uses than other properties fronting Church Street. Its rear frontage along a proposed greenway along Springer Street also presents interesting trail-oriented development opportunities.

A mix of commercial and residential uses is envisioned this intersection with an urban form that addresses the street. Commercial uses should be activated at the ground level (in particular along Haynie Street and Pearl Avenue) with high-quality materials and signage, wide sidewalks, shopfronts, covered entrances, and outdoor dining or retail displays. Residential uses should activate the street by employing individual stoops or terraced entries to engage the public sidewalk while allowing for privacy.



Howe and Haynie Street Corner

As envisioned by the South Downtown Small Area Plan, this intersection will be reconfigured to prevent cut-through traffic between Church and Augusta streets. The resulting frontage creates a new neighborhood corner with the potential for neighborhood-scale residential with small-scale commercial use. Commercial uses should be confined to the northeast quadrant of the intersection, with residential uses establishing the edge of the residential core on the opposite corners.

In addition, emphasis should be placed on the pedestrian experience at this key intersection. A multi-use path or wide sidewalk and active ground floor uses are key to the development of this corner, and safe pedestrian connections to the broader neighborhood must be implemented. Particular attention should be paid to safe pedestrian crossings along Howe Street, with an emphasis on maintaining neighborhood connectivity and pedestrian circulation. The scale and form of buildings in this location must be comparable to that of the nearby housing along McHan and Haynie streets. This location should act as a transition from the more intense development along Church Street to the residential core of the neighborhood.



Wakefield Street

Wakefield Street is seen as a transition zone from County Square southward to the neighborhood, which could offer some limited mixed-use opportunities. Improvements to this street are also forthcoming with the County Square redevelopment, which may naturally facilitate new development patterns. Neighborhood residents voiced a strong desire to limit commercial uses along the edge of the County Square district in an effort to protect the residential character of Haynie-Sirrine.

The corridor is envisioned with three-story buildings which provide a transition in height to the neighborhood to the south and west. Parcels along Wakefield Street are typically long and narrow, and stretch to the Springer Street right-of-way to the south. Given the grade differential between Wakefield and Springer streets, special consideration should be given to the height of new buildings and how they are perceived from the lower elevations to the south. This southern edge is also the proposed location of the neighborhood trail connection and should provide an engaging pedestrian experience.

Development along Wakefield Street could take the form of an urban townhome or may include a mix of uses accommodating small-scale retail along the edges of the neighborhood.



Springer Street Tunnel

One of the neighborhood’s greatest unrealized assets, this existing tunnel offers uninterrupted pedestrian crossing under Church Street and is already used by residents for informal walking and biking access. The tunnel was cleaned in 2024 and new lighting was installed; however, broader trail or sidewalk connections have not been made throughout the neighborhood. Leveraging this infrastructure as an opportunity to create a formalized trail connection is a top priority that will improve mobility options for residents and to extend access from the Swamp Rabbit Trail to Haynie-Sirrine and nearby neighborhoods.

By formally dedicating the tunnel as protected pedestrian access and creating a trail network that utilizes the Springer Street right-of-way, development of the vacant parcels along Springer Street will provide opportunities for active and engaging uses along the trail and create an unprecedented development pattern in the City of Greenville.



Existing Residential Areas

Haynie Side of Neighborhood

Bounded by major corridors and undeveloped sites to the east and west, and County Square to the north, the residential core of the Haynie side of the neighborhood is often the subject of speculation for significant future development. Over the last 70 years, homes in the neighborhood have steadily been demolished, removing naturally occurring affordable housing from the area and establishing a trend of displacement. The remaining residential pattern is characterized by the existing homes on McHan Street, Haynie Street, and Chicora Avenue; however, the presence of vacant lots throughout the area poses a risk of degrading this existing pattern if proper guidelines and protections are not established.

A new zoning type within the GDC named the “Residential Neighborhood-Scale” was created specifically to facilitate the construction of missing middle housing types that are similar in scale and form to that of Greenville’s existing single-family districts. These neighborhood-scale districts leverage smaller lots to create walkable urban environs with diverse housing options. One district under this new district type, RN-A, is consistent with the typical lot and building sizes on the Haynie side of the neighborhood and enables the construction of single-family homes or small multi-unit residences up to four units while also preserving the existing neighborhood character.

The opportunity to introduce gentle density into the neighborhood through the GDC is an important part of the City’s affordable housing strategy.



Sirrine Side of Neighborhood

Compared to Haynie, the Sirrine side of the neighborhood has fewer vacant lots and features a generally well-established residential pattern. The most prominent development opportunity in the area sits at the corner of Biltmore Drive and Pearl Avenue. A project currently in development at this particular location is Biltmore Walk, which was originally conceived of in the original Haynie-Sirrine Master Plan. The project is anticipated to begin construction in 2024 and features townhomes and a new public park.

Average lot sizes within the Sirrine side of the neighborhood vary greatly - from 5,000 square feet in Tindal Park to 10,000 square feet along Watts Avenue and Biltmore Drive. The "Residential House-Scale" zoning category in the GDC provides four distinct districts with various lot and building sizes. Proper application of these districts within the Sirrine community would provide new standards and protect the neighborhood from inappropriate infill development.



Sirrine Stadium

Home of the Greenville Senior High School Red Raiders, Sirrine Stadium is an iconic landmark anchoring the eastern edge of the neighborhood. While long considered a community asset, events held at the stadium have frequently caused parking concerns for residents. Parking opportunities may be explored on-site or with the new County Square parking garages, along with safer pedestrian connections to the high school's main campus.

At 10.5 acres, the site warrants special consideration and flexibility for the Greenville County School District to plan for its continued use while sensitively employing neighborhood protections for parking, noise, and safety. Trail connections from the stadium to Dunbar Street and the high school are also reflected in the future land use map and could be used to address parking and pedestrian safety concerns, along with potential parking agreements at the County Square redevelopment site.



4.5. Height Recommendations

Building heights are a critical factor in establishing new zoning districts. Throughout the public engagement phase, building heights were discussed with regard to existing context, previous vested rights, transitions, corridors, and residential areas. The following map reflects recommended heights to strike a balance between neighborhood protections and realistic redevelopment schemes.

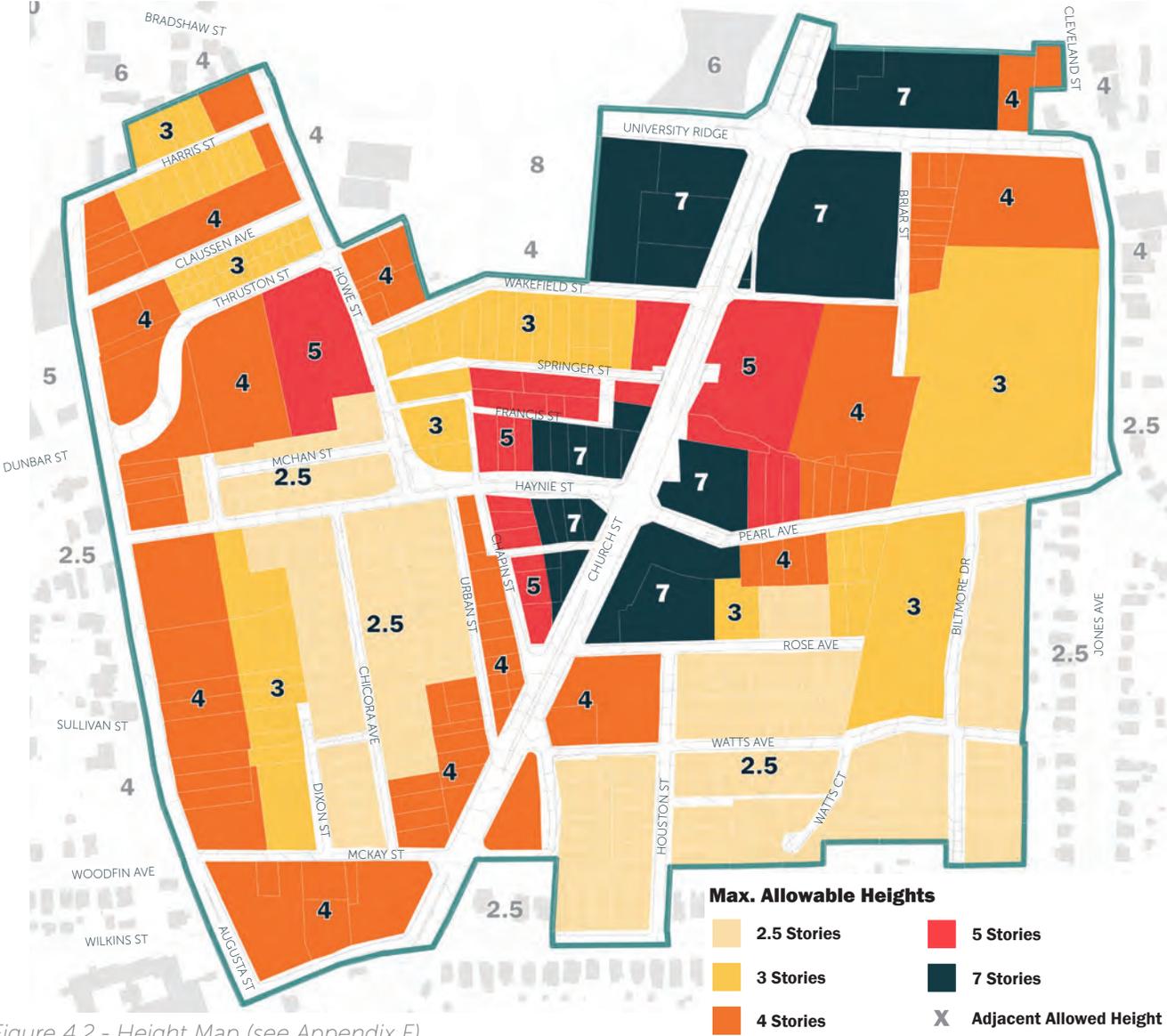


Figure 4.2 - Height Map (see Appendix F)

4.6. Zoning Recommendations

Many of the foundational principles established by the community closely align with those identified by the GVL2040 Comprehensive Plan and GDC. The conversion of the neighborhood from a PD into current zoning prescribed by the GDC complements the community's vision with a wide range of zoning districts, allowing for greater controls on form, scale, and uses to accomplish neighborhood-appropriate development patterns. City staff intends to present formal zoning recommendations immediately following the adoption of this plan based on the input and evaluations documented here.

It is important to note that heights within this plan were reviewed under the context of the base and bonus system established under the GDC, reflecting maximum allowable heights with applied bonuses. Staff conducted extensive discussions with the steering committee and the community regarding these affordability incentives. Offering height and density bonuses through the GDC is a key strategy to incentivize affordable housing within the neighborhood.

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Chapter 5

IMPLEMENTATION

5.1. Next Steps

New Zoning Map

Upon the adoption of this neighborhood plan, the City intends to release a draft zoning map for the Haynie-Sirrine and rezone the properties from the existing PD and under the GDC. This will complete the original request from the Haynie-Sirrine neighborhood, which started this planning process. The Future Land Use Map contained within this plan provides general use types, while the Height Map provides anticipated maximum building heights. These two maps will guide the district recommendations for the new zoning map.

This process will begin outreach and engagement with property owners and residents in Haynie-Sirrine, who will have an opportunity to provide feedback on the draft zoning map. Following this engagement, a proposed zoning map - including potential revisions requested by the neighborhood - will be presented at a monthly Project Preview Meeting, which is required by all proposed rezonings within the city. Following this public engagement, the City would then submit a formal rezoning application, which requires a public hearing at and formal recommendation from the Planning Commission. After the Planning Commission recommendation, the rezoning ordinance must be approved by two readings of City Council. The City welcomes community feedback during the entire process.

Infrastructure Improvements

The neighborhood's roads, water, sewer, and stormwater infrastructure were thoroughly studied and recommended for improvements with the 2022 Infrastructure Study. Several of these projects are currently underway and are necessary to support future development within the neighborhood.

Further evaluation of the planned infrastructure improvements may be warranted based on the new zoning and may result in supplemental recommendations to the South Downtown Traffic Analysis and Infrastructure Assessment. City planning and engineering staff will

continue to coordinate with community leaders to ensure safe and efficient traffic flow through the neighborhood, and to ensure construction activities follow city notification and noise ordinances.

5.2. Proposed Capital Improvement Projects and City Initiatives

In conjunction with updating the zoning for the neighborhood, several catalytic public initiatives have been identified which would support the goals of the community. The following projects are in alignment with the foundational principles identified in the previous chapter and can help facilitate physical improvements independently of private development. These projects warrant further study and public outreach to better gauge community impacts and support, and federal, state, and local funding sources must be explored further as these projects are evaluated for feasibility.

Recommended Projects:

- Allocation of funding for pedestrian safety interventions, facilitating pedestrian crossings at appropriate locations across Augusta Street and along the new Haynie and Howe Street realignment, to ensure safe pedestrian passage across the neighborhood's corridors.
- Engineering and implementation of a neighborhood trail network to create broader connectivity through both sides of the neighborhood via the Springer Street Tunnel, as shown in the Future Land Use map.
- Potential acquisition of open space in alignment with the GVL 2040 Comprehensive Plan goals for the sake of preserving natural features and facilitating the neighborhood trail network. This may also be achieved through the dedication of land from private developments for the purpose of open space requirements under the Greenville Development Code.
- Implementation of new paving, lighting, public art, landscaping, and wayfinding in and around the Springer Street tunnel for improved safety and as a means of placemaking.
- Development of vacant city-owned parcels created by Dunbar Connector for appropriate future uses, and which support the city's goals or provide essential neighborhood services.
- Assistance in expediting the Haynie and Howe Street realignment to protect the neighborhood ahead of the Church Street bridge rehabilitation and ongoing County Square redevelopment.
- Study of a comprehensive placemaking and wayfinding strategy which may include neighborhood entry signage, public art or educational panels, and branding that celebrates Haynie-Sirrine's character and history.

IMPLEMENTATION

- Small business support including Facade Improvement grants and other public-private partnership opportunities through the Greenville City Economic Development Corporation (GCEDC).
- Continued coordination with local housing partners to facilitate new affordable housing in the neighborhood. This may include property acquisition, financial resources, and encouraging developers to utilize the development bonus incentives of the GDC.

5.3. Future Use

This plan should be referenced for future capital project planning and prioritization within the Haynie-Sirrine neighborhood. As an adopted neighborhood plan, future rezoning requests should be consistent with the methodology, findings, and recommendations of this plan. If a major development project is presented that is inconsistent with this plan, the City may require an update of this plan and additional neighborhood engagement prior to future zoning map amendments.



APPENDICES

Appendix A. **Project Study Area**

HAYNIE SIRRINE

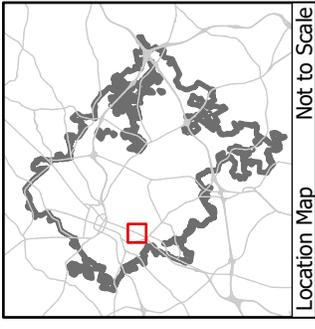
NEIGHBORHOOD PLAN

ADOPTED 9.23.2024



Project Boundary

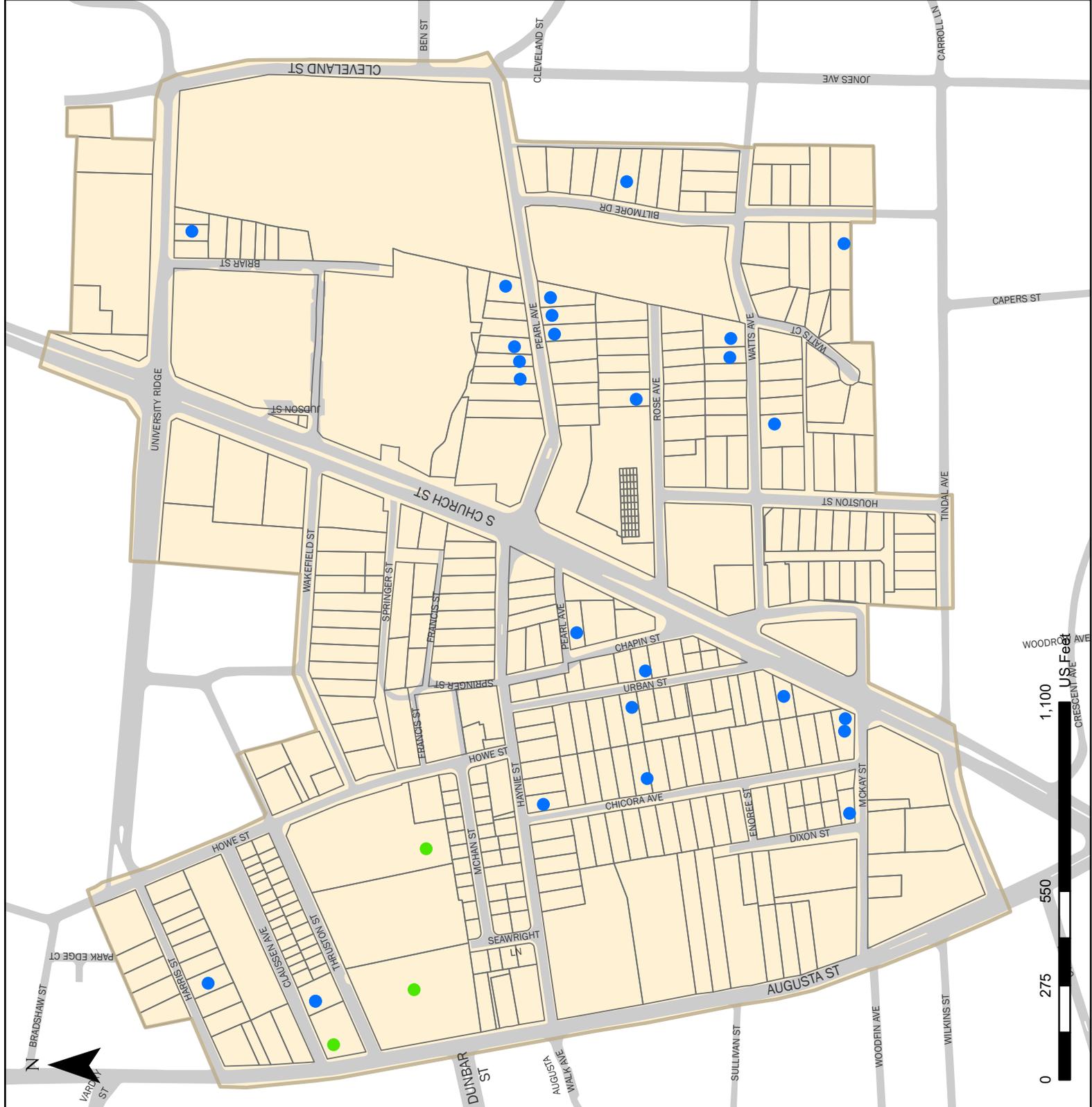
Appendix B. **Demographics & Existing Conditions Maps**

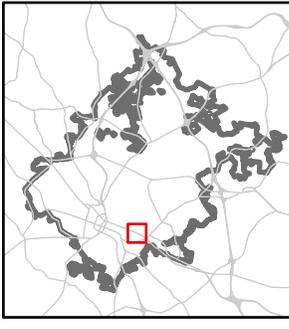


Demo Permits, 2012 - Nov 2023

- Demolition, Commercial
- Demolition, Residential

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Location Map Not to Scale

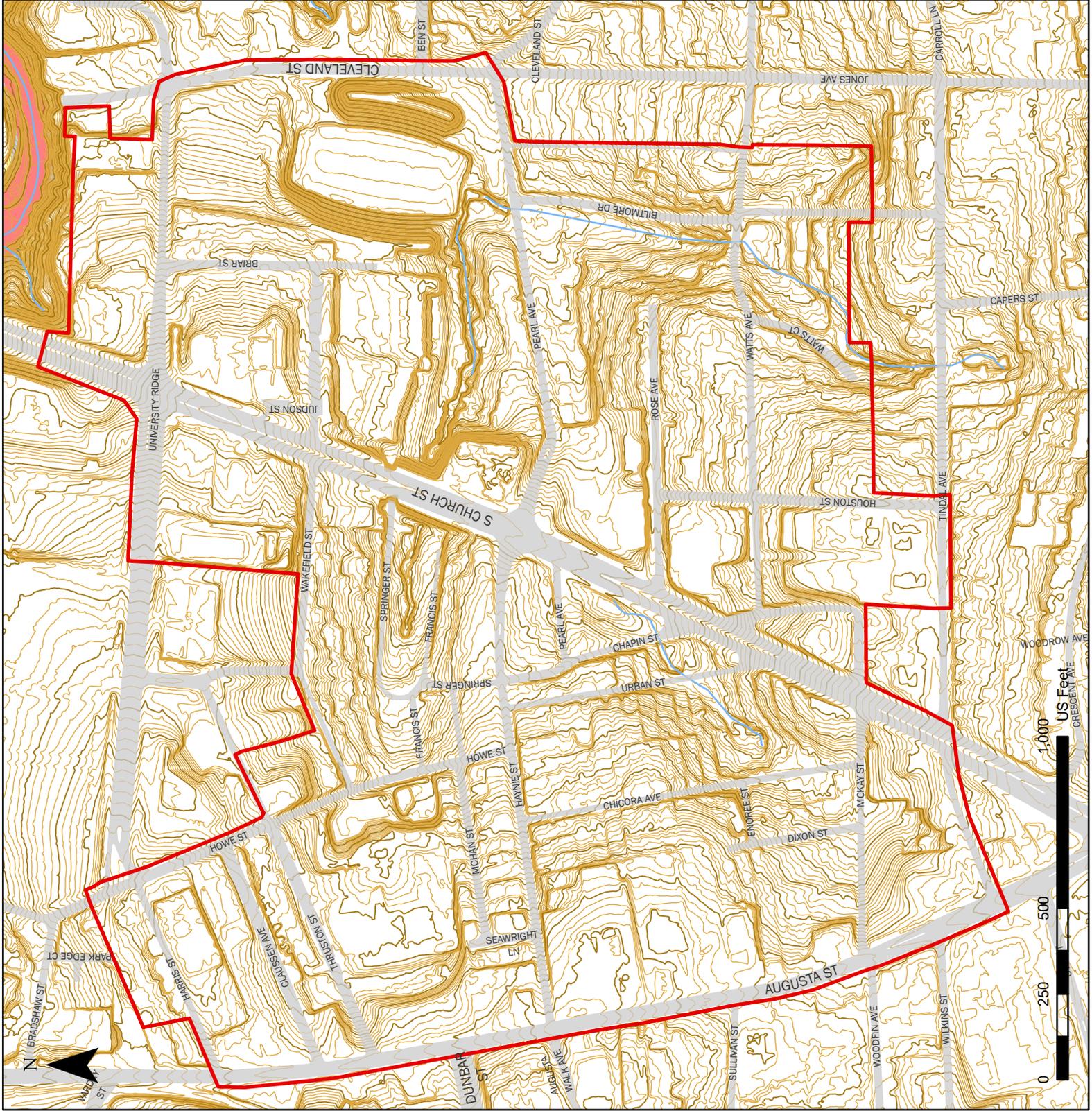
Geographic Features

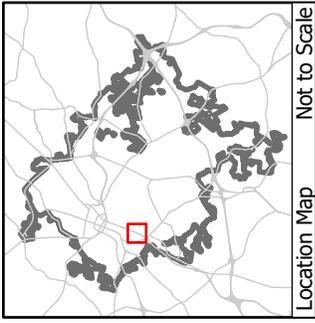
-  Rivers and Streams
-  Floodway
-  100 yr. Flood Zone
-  500 yr. Flood Zone

Topography

-  Intermediate
-  Index

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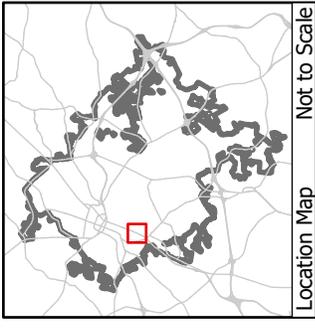


Land Use Analysis

- Improved Parcels
- Vacant Parcels

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Location Map Not to Scale

Natural Features

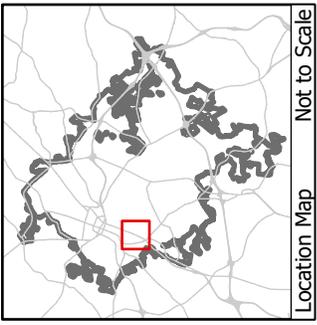
Streams

Elevation

- 865' - 888'
- 888' - 913'
- 913' - 940'
- 940' - 970'
- 970' - 994'

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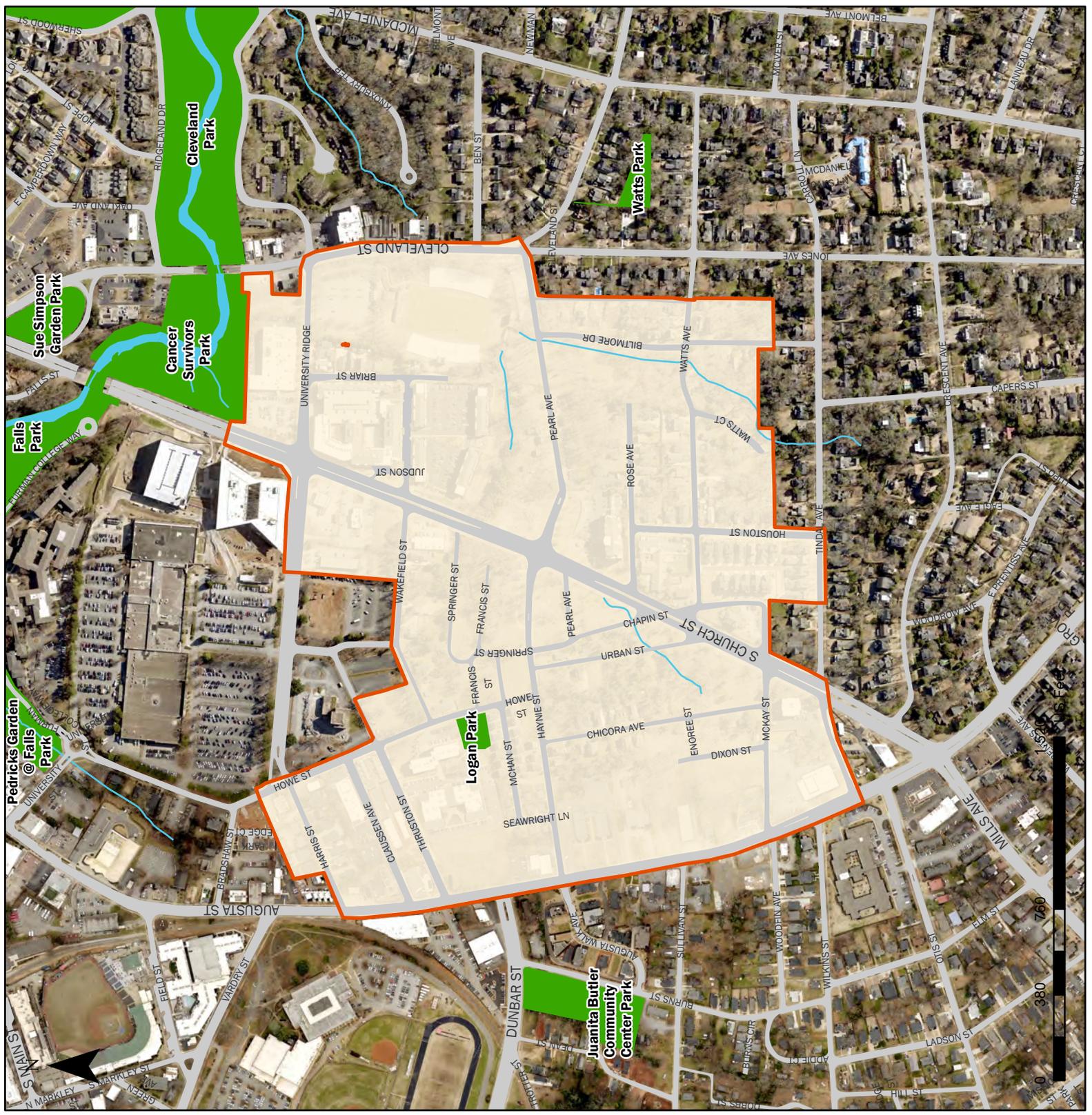




Parks, Open Space, and Recreation

- Parks
- Study Area
- Rivers and Streams

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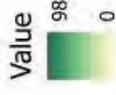




Location Map Not to Scale

Tree Canopy

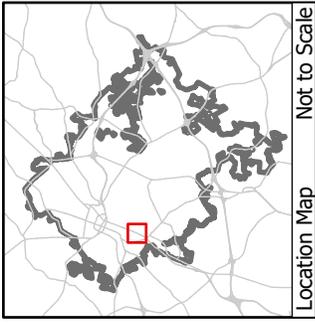
Tree Canopy Cover



Sources: LivingAtlas; USGS
National Land Cover
Database

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Location Map Not to Scale

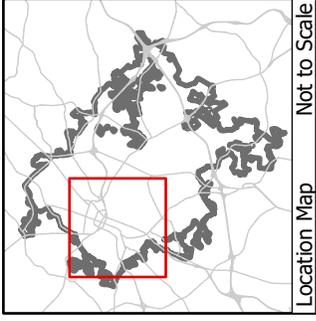
Existing Zoning in Haynie-Sirrine

Zoning

- MX-2
- MX-D
- PD
- Parcels
- Streets

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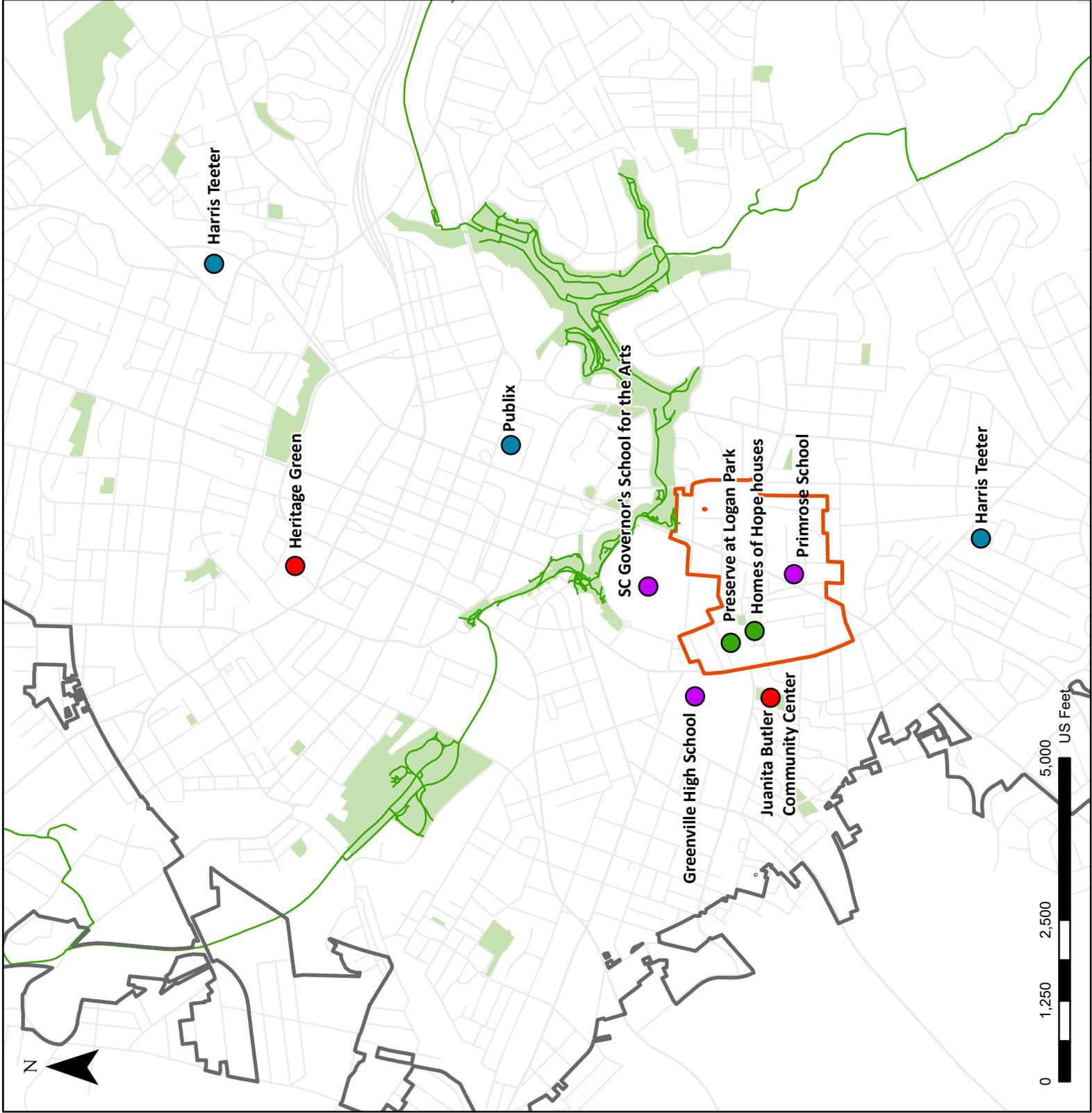




Community Resources

-  Parks
-  Study Area Boundary
-  Trails
-  Grocery store
-  Community facility
-  School
-  Affordable housing

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Appendix C. **Neighborhood Plan Priorities Map**



Pedestrian Safety & School Zone

Dunbar Connector

Haynie/Howe Intersection

Residential Development Patterns
(within neighborhoods)

Southern Edge Conditions

County Square Transition

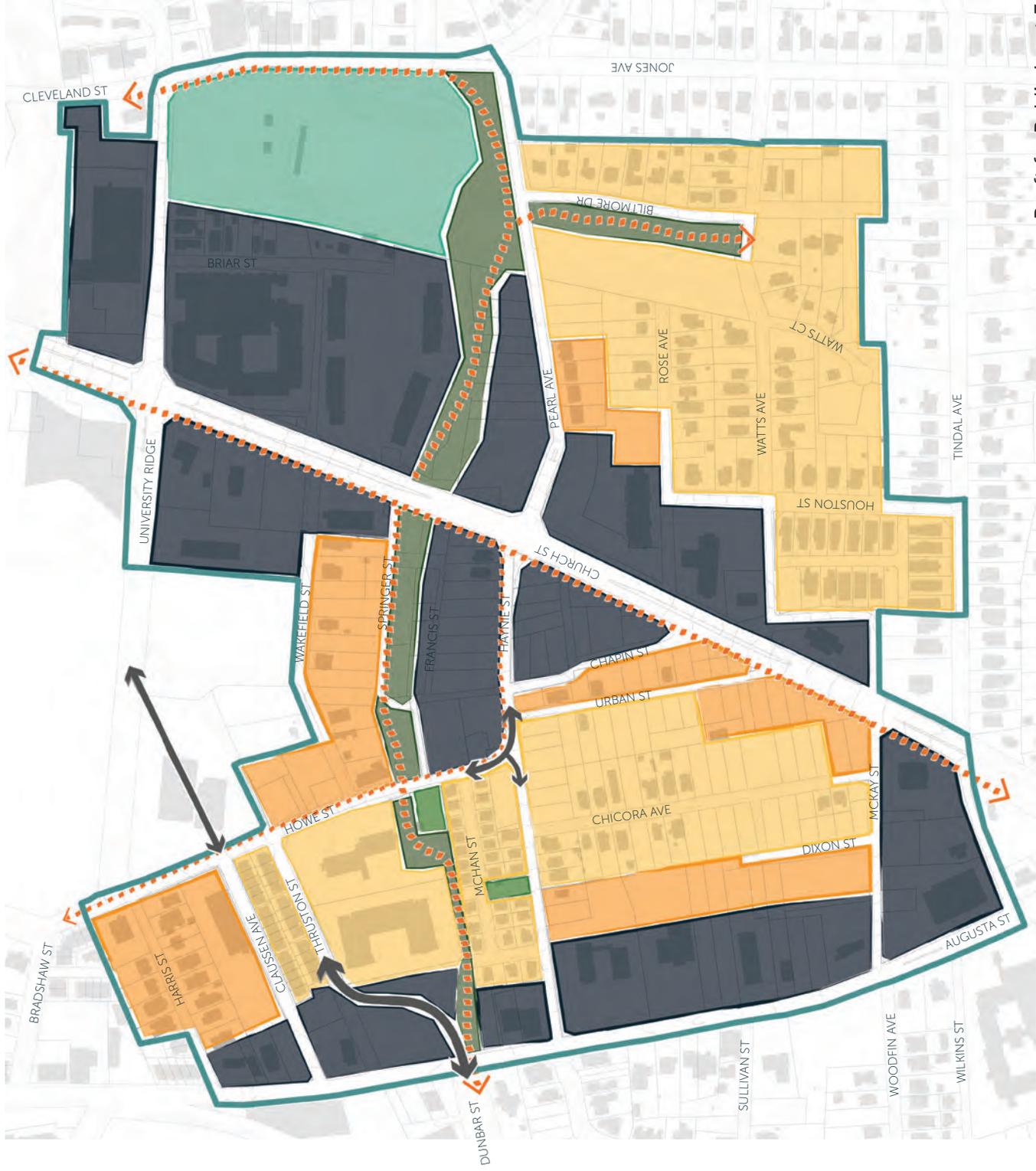
Springer Street Tunnel

Commercial Development Patterns
(along corridors)

Neighborhood Connections

Draft for Public Input 5.6.2024

Appendix D. **Future Land Use Map**



General Land Use Zone

- Mixed-Use
- Transitional
- Residential
- Campus & Institutional
- Parks & Open Space
- New Street/Realignment
- Trail

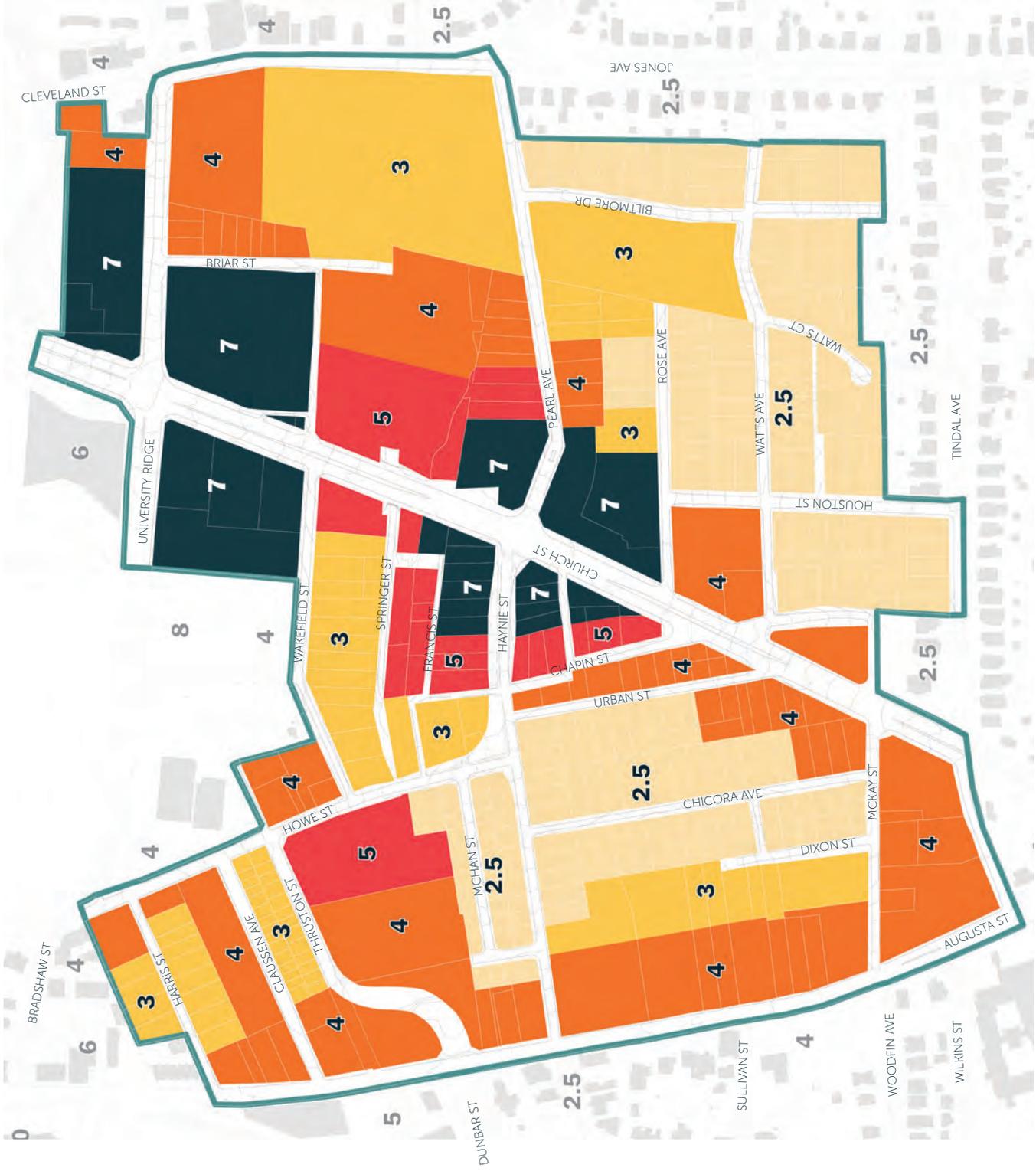
Draft for Public Input 5.6.2024

HAYNIE SIRRINE
NEIGHBORHOOD PLAN



Appendix E. **Height Map**

Proposed Height Map



- Max. Allowable Heights**
- 2.5 Stories
 - 3 Stories
 - 4 Stories
 - 5 Stories
 - 7 Stories
 - X Adjacent Allowed Height

HAYNIE SIRRINE

NEIGHBORHOOD PLAN



ADOPTED 9.23.2024



city of
greenville