



Gateway District
Greenville, SC

plusurbia.



plusurbia.

Community Planning and Land Design





Who are we? We are a boutique design studio

that specializes in value creation through community revitalization and design.

We believe that great places are created over time respecting their history, culture, and character — and are able to adapt to the needs of the community, building legacies for future generations.





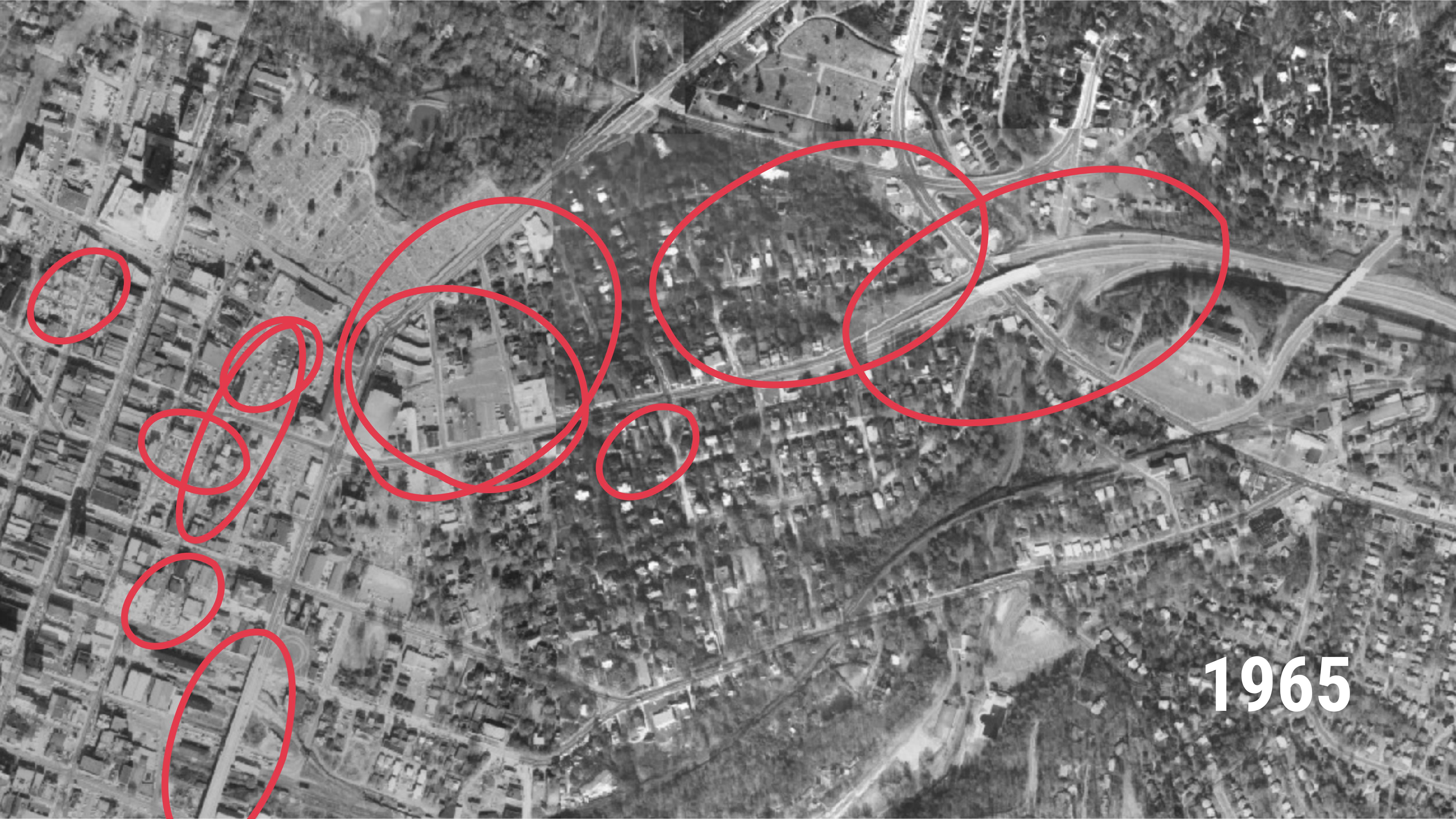
1970
Main Street Greenville, SC



2021
Main Street Greenville, SC



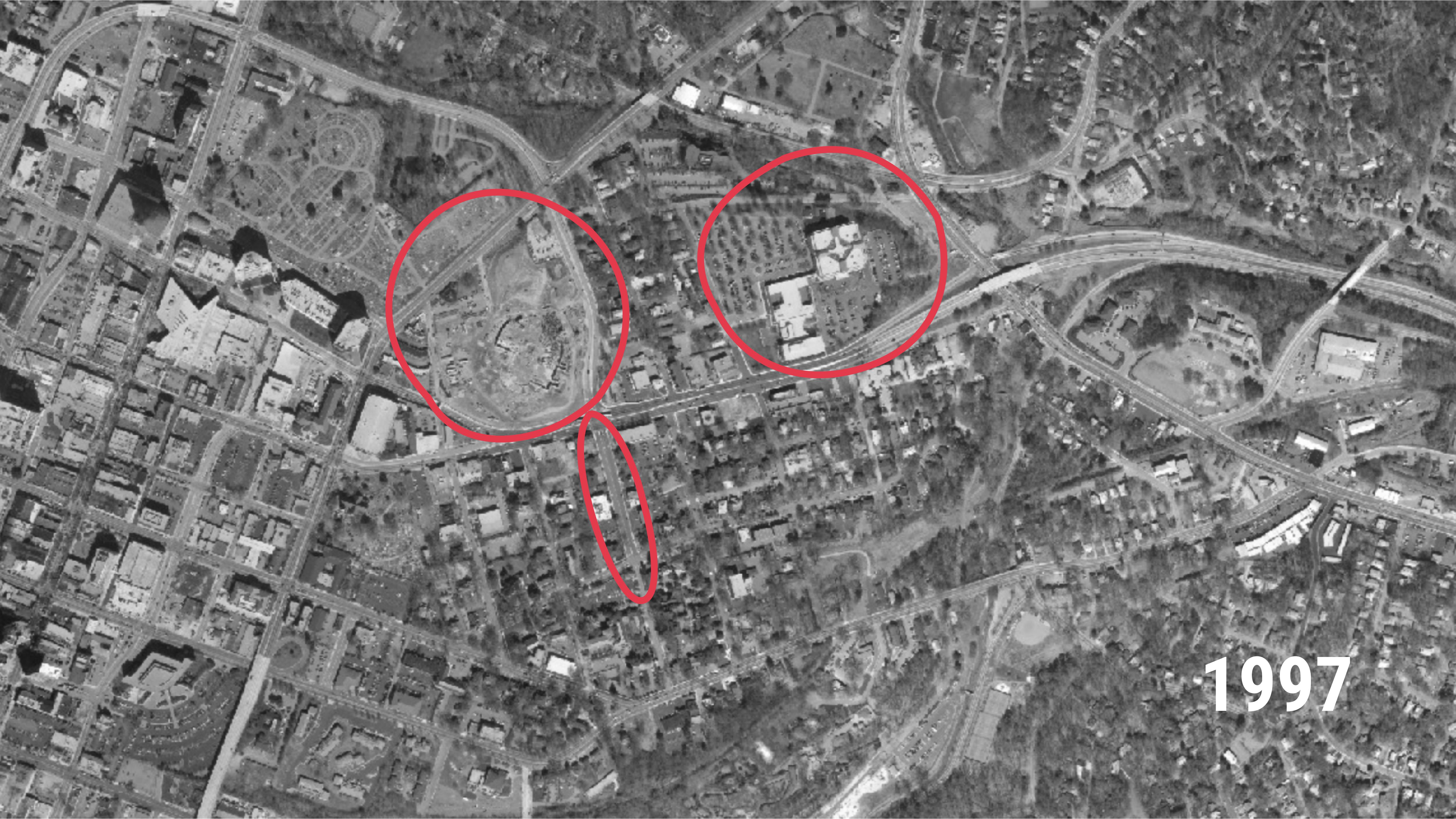
1955



1965

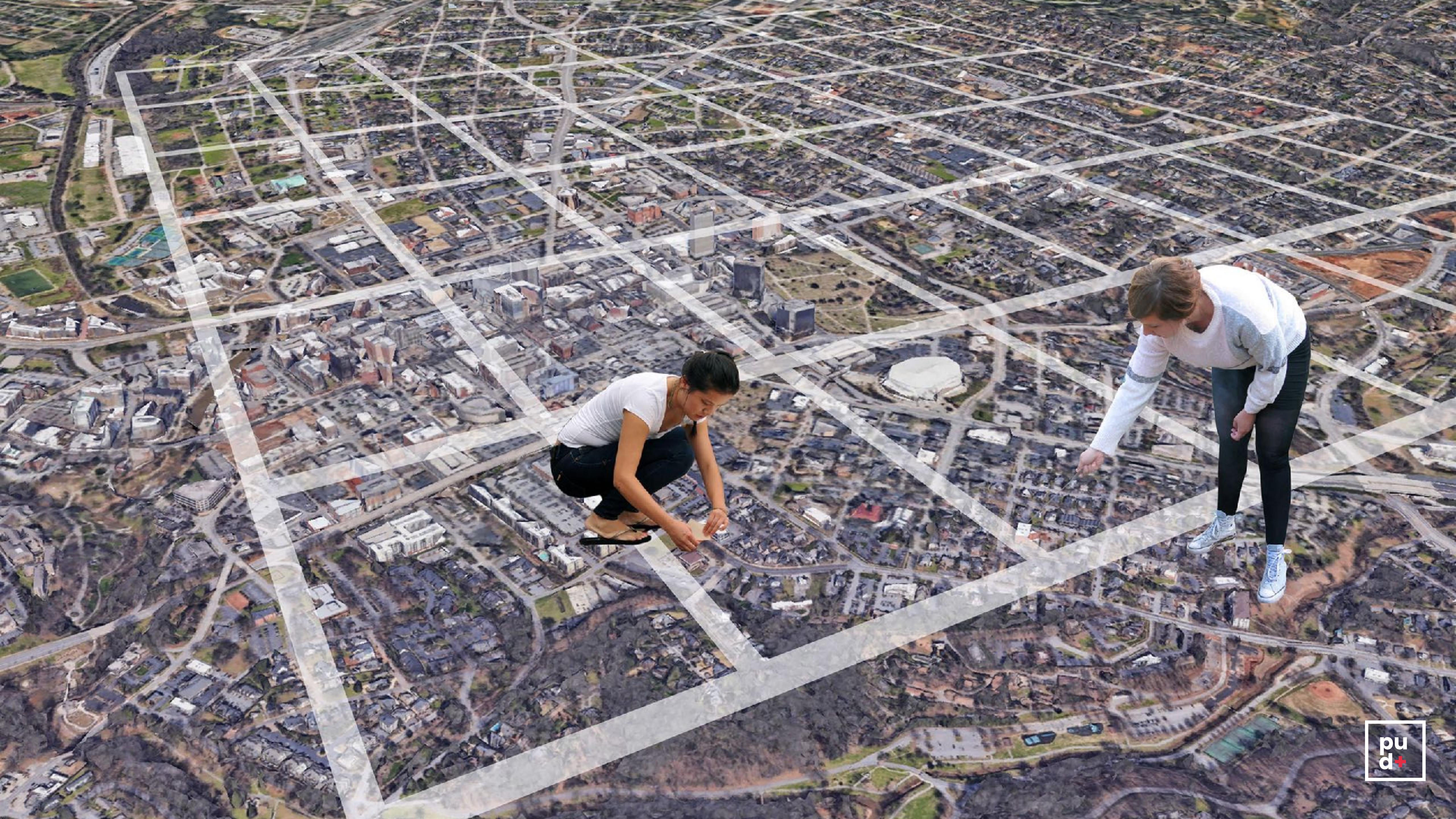


1979



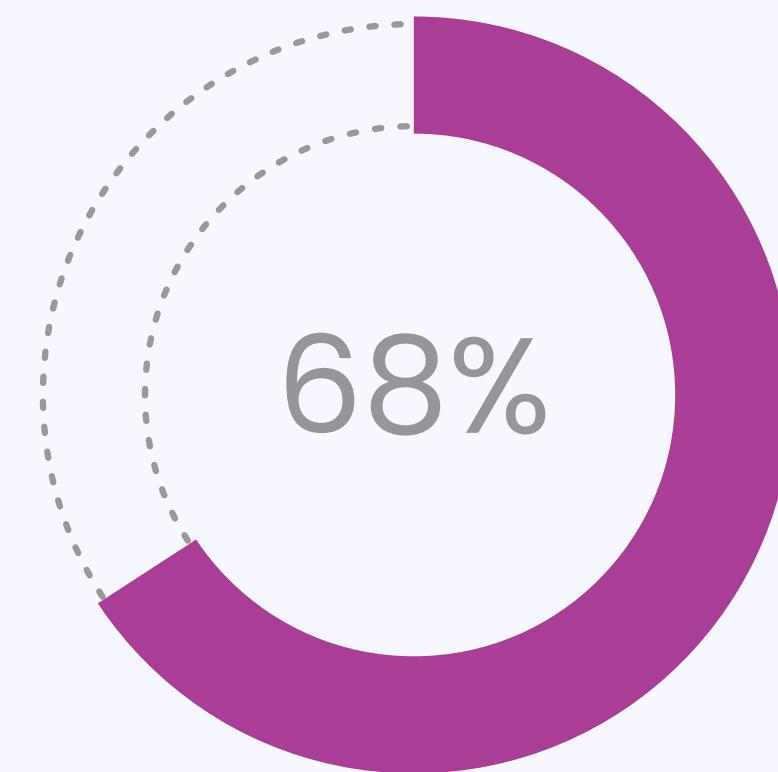
1997





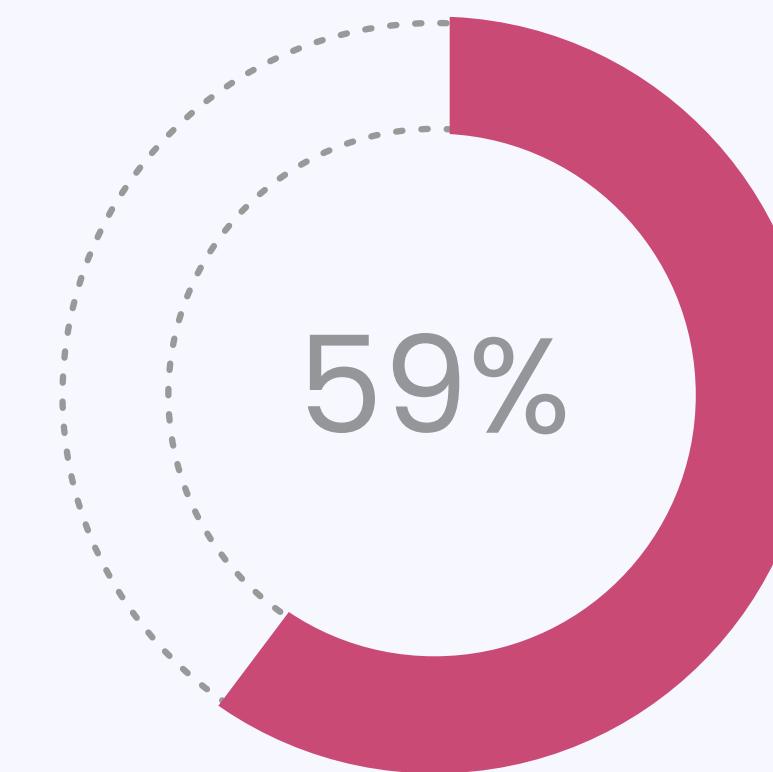
pu
d+

What we heard Over 400 survey respondents.



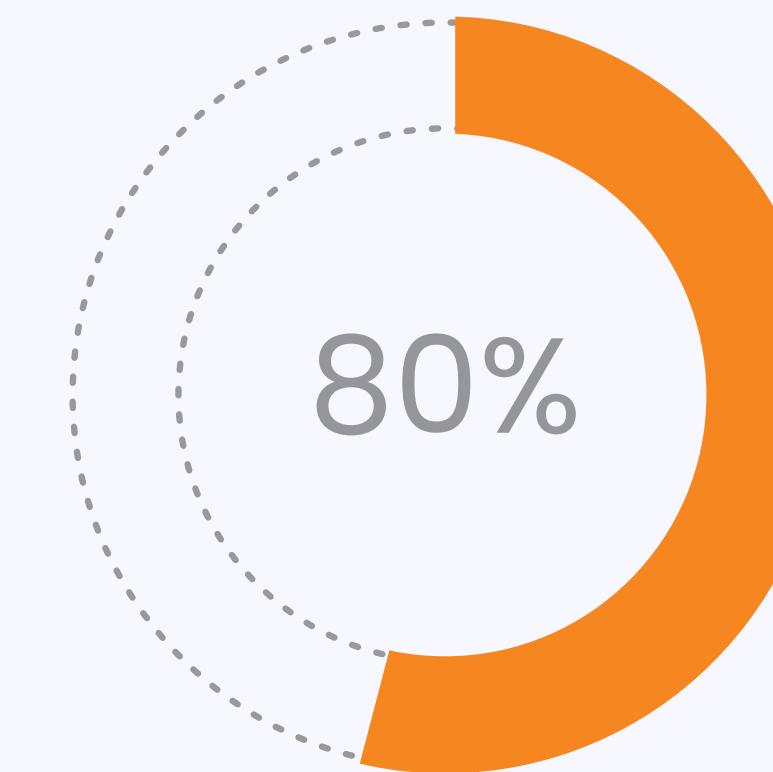
RESTAURANTS & CAFES

as the kind of places you would like to see more of in the neighborhood



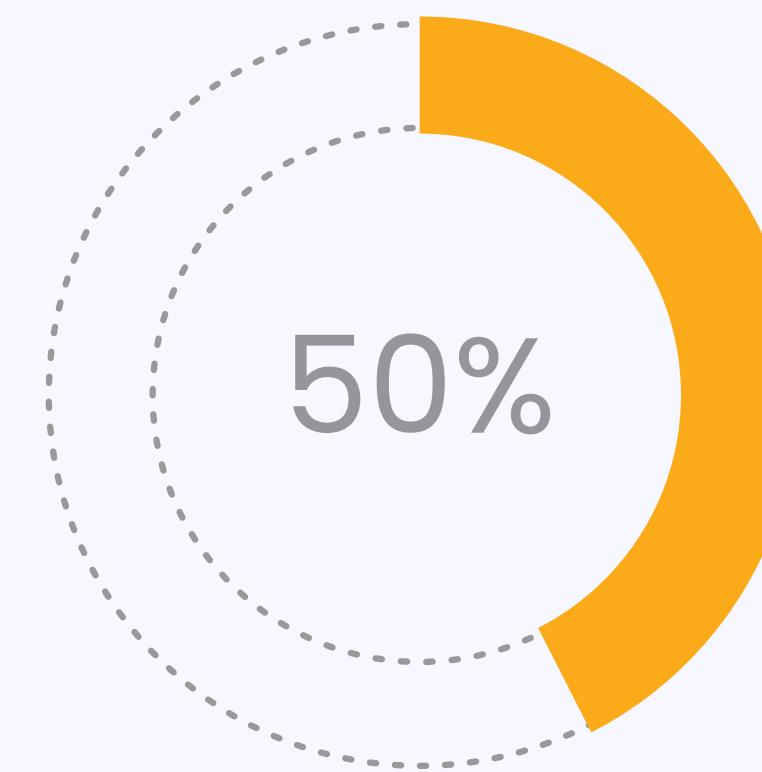
MIXED-USE MID-RISE

as the type of developments you would like your future neighborhood's streets to look like



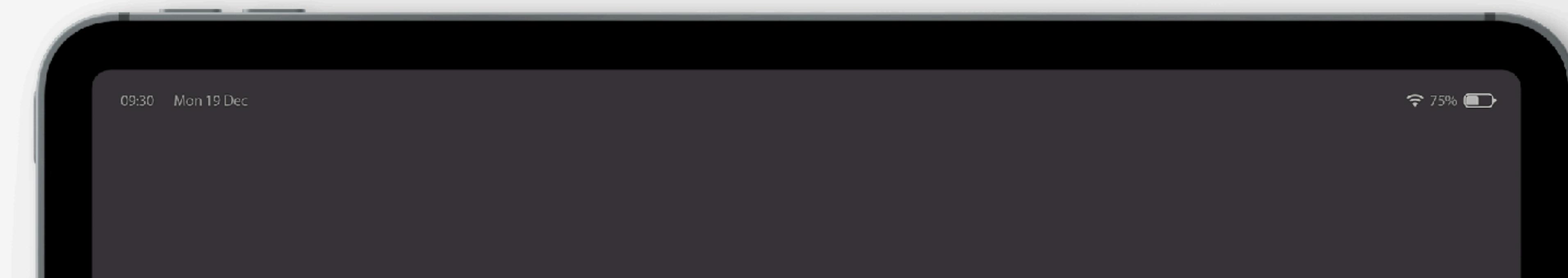
WALKING

as main mode of transportation to travel between the neighborhood and downtown



2-4 STORIES

as the preferred building height along E North Street.



09:30 Mon 19 Dec

75%





Key principles we heard



CONNECT



PROTECT



CALIBRATE



REINVEST



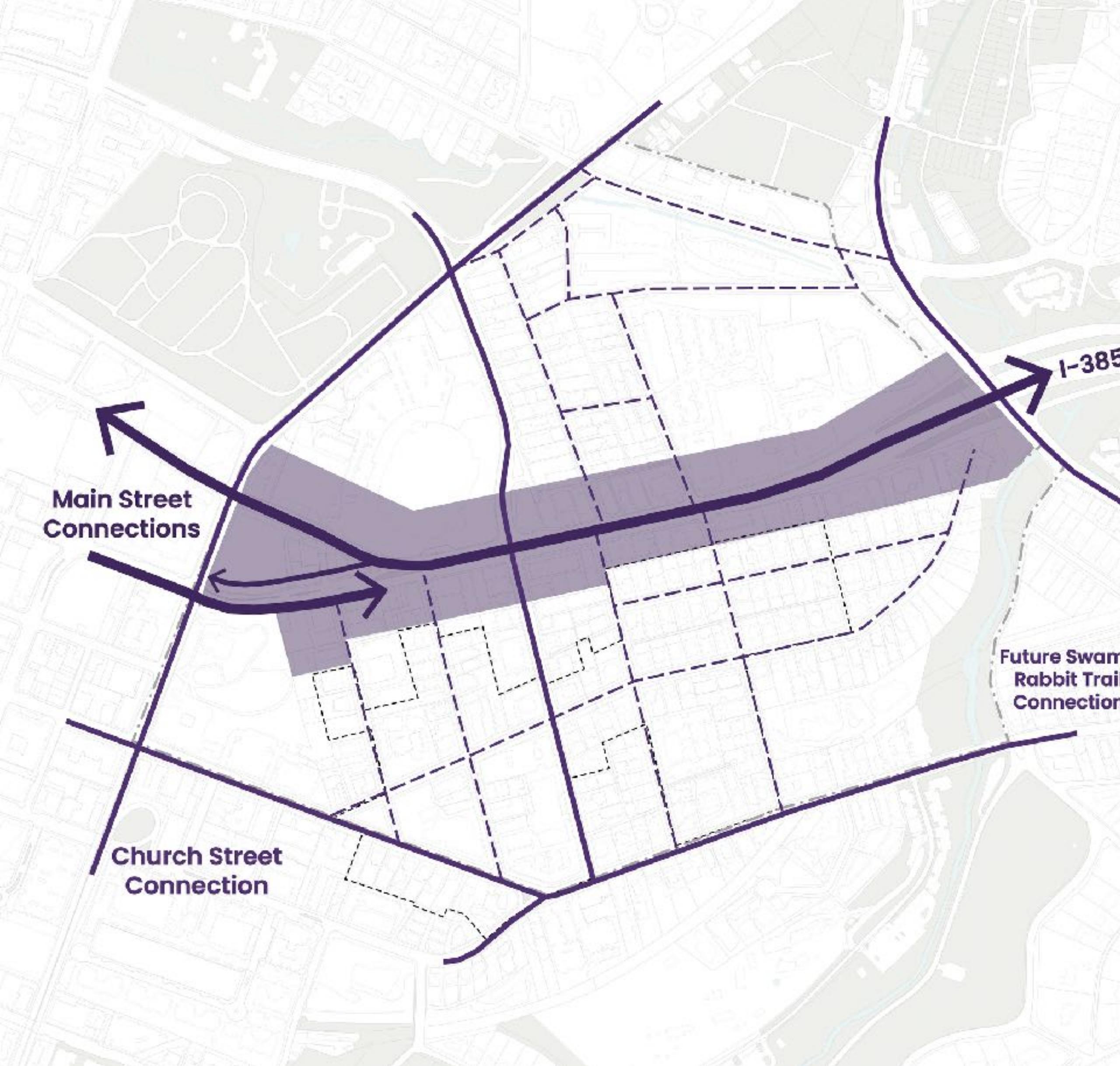
ENHANCE



COLLABORATE



east north street



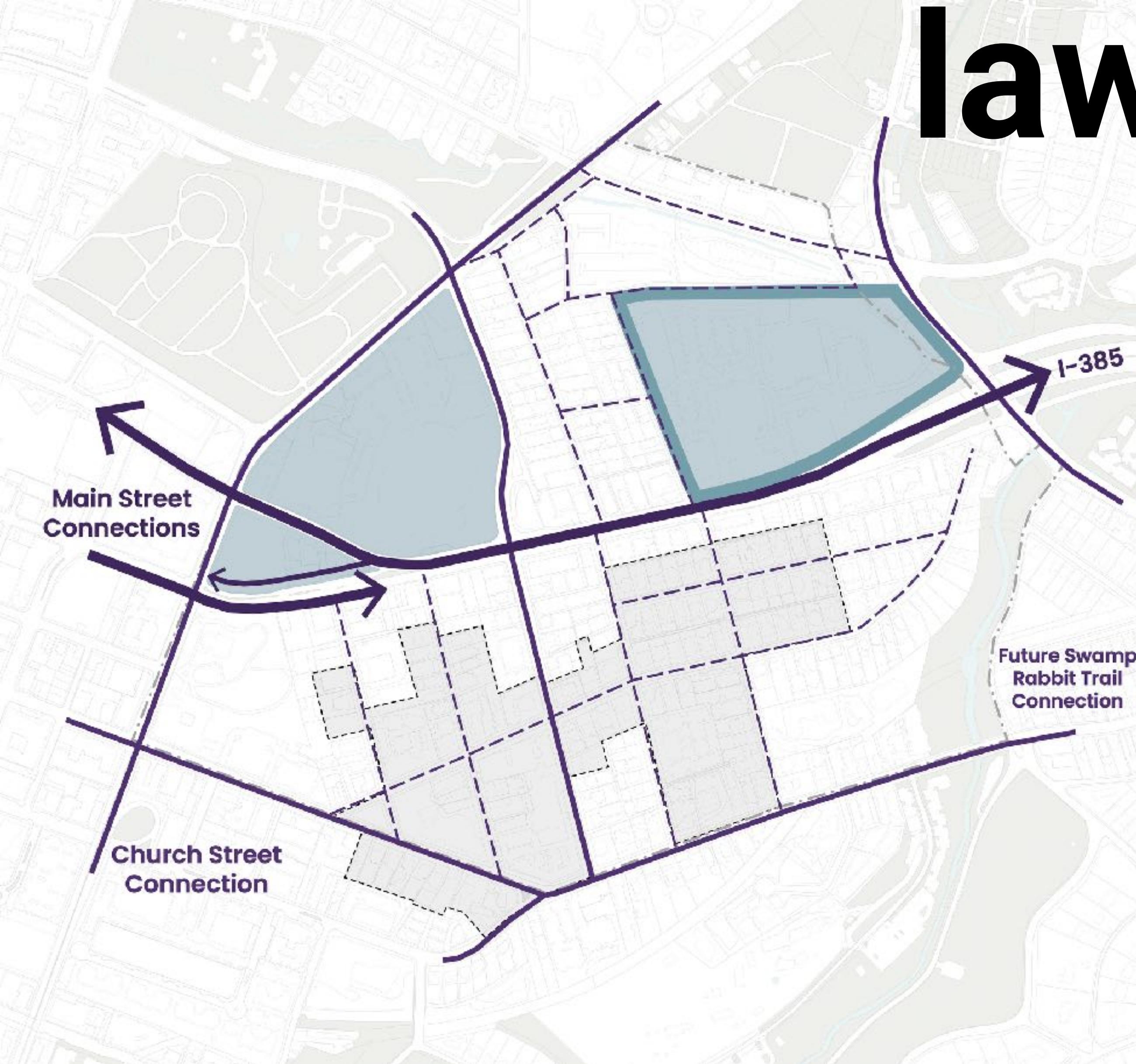
Boulevard Trees
Mixed-Use Crosswalks
Safety **Gateway** Activate
Opportunity Sidewalk
Impression Welcome
Landscaping

the arena sports and entertainment



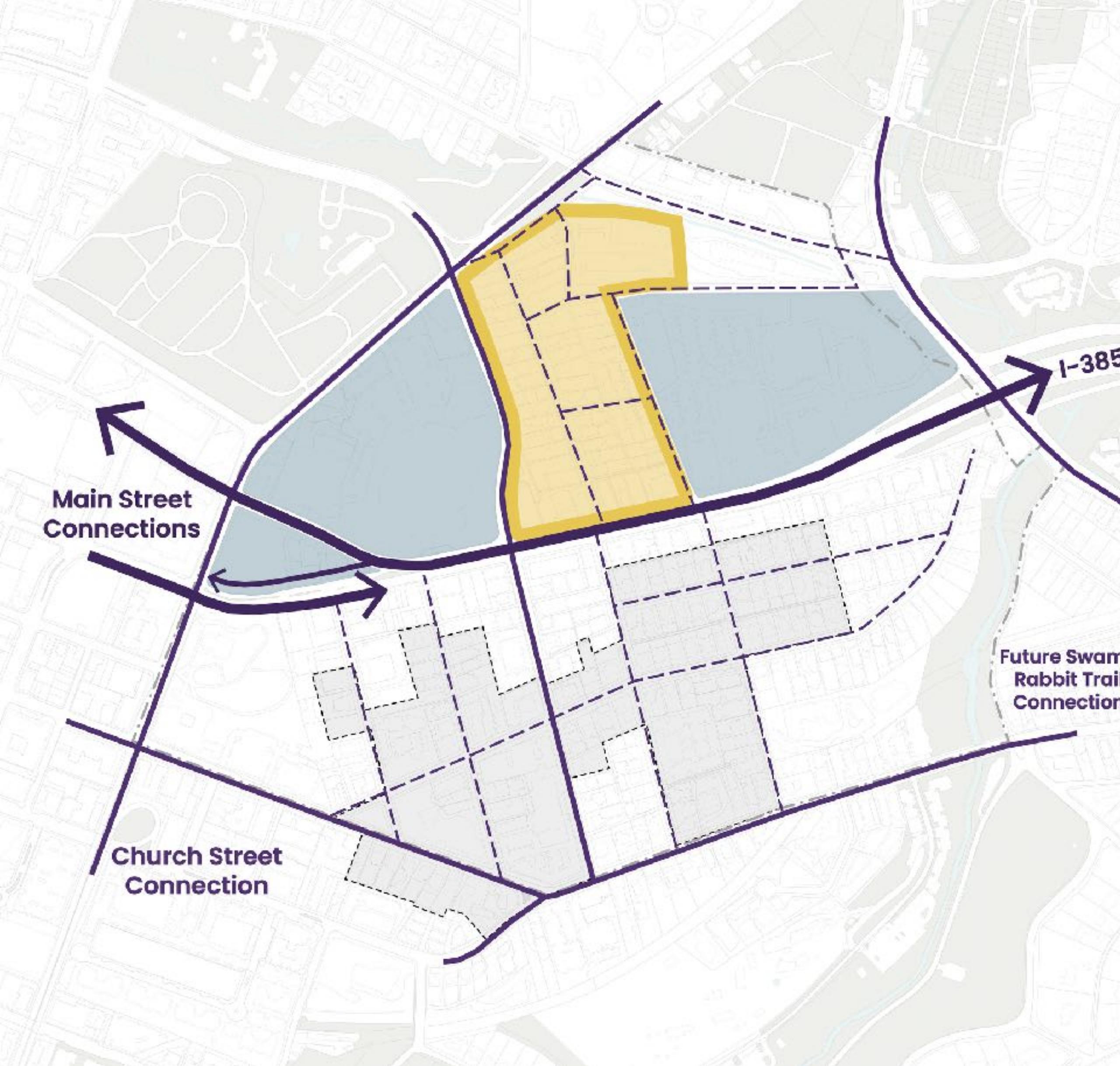
"The Battery"
Welcome
Eat Activate Sports
Entertainment
Mixed-Use Parking Attraction
Outdoor Venue Restaurants
Greenspace

law enforcement center



Entertainment Sports
Pedestrian "The Commons"
Mixed-Use signage
Affordable Housing Music
"Hampton Station"

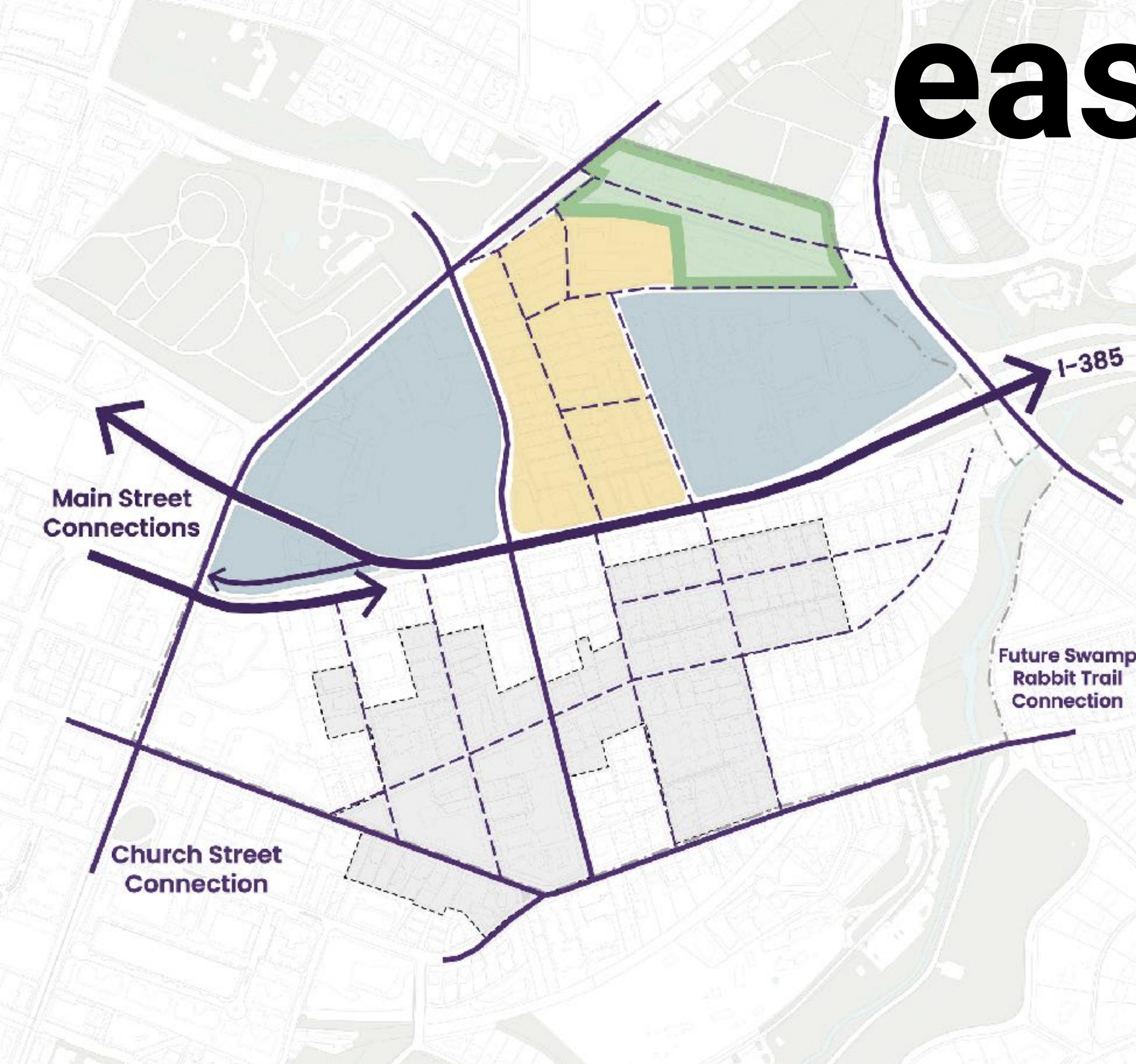
lavinia street



Repurpose **Brewery** **Activate**
Intersections
Opportunity
Sidewalk **Greenspace** **Traffic**
Mixed-Use **Entertainment**

east park avenue

civic space assets



Amenity Open Space
Multi-Family Residential
Greenspace
Senior Housing Mixed-Use
Sidewalk Affordable
Use Gym

pettigru neighborhood



Greenspace **Residential**
Lighting **Preserve** **Tree-Cover** **Infill**
More Neighbors
Pedestrian **Swamp Rabbit Trail**
Sidewalk **Less Parking**

"The Battery" Entertainment

Mixed-Use
Outdoor Venue Restaurants

Greenspace

Welcome

Eat Activate

Sports

Attraction

Parking

Restaurants

Greenspace

Activation

Entertainment

Boulevard Trees
Mixed-Use Crosswalks

Gateway Opportunity

Landscaping

Welcome

Impression

Opportunity

Landscaping

Activation

Landscaping

Church Street
Connection

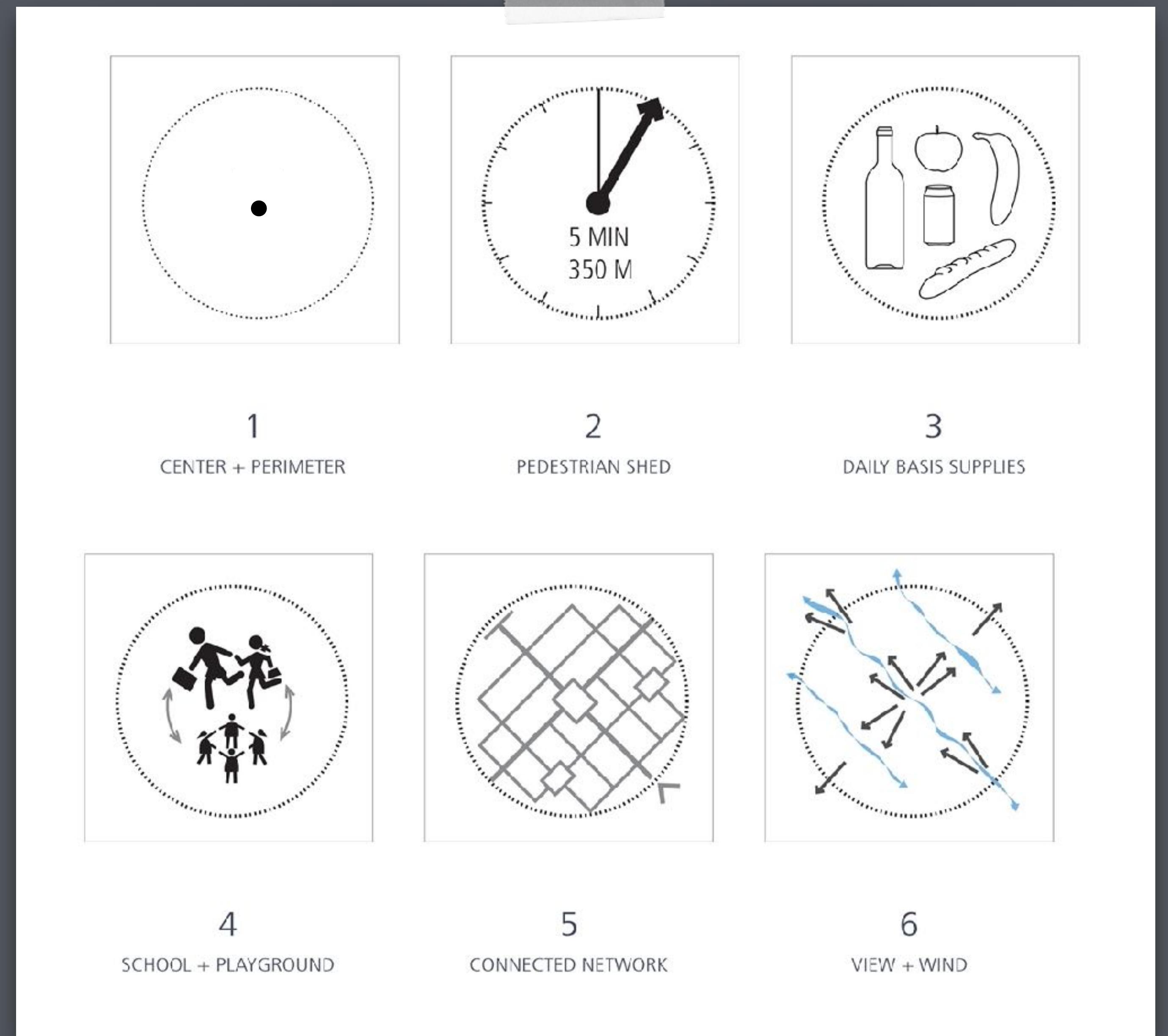
Repurpose
Brewery Intersections
Opportunity
Sidewalk Greenspace Traffic
Mixed-Use Entertainment

Greenspace Residential
Lighting Preserve Tree-Cover Infill
More Neighbors
Pedestrian Swamp Rabbit Trail
Sidewalk Less Parking

Amenity Open Space
Multi-Family Residential
Greenspace
Senior Housing Mixed-Use
Sidewalk Use Gym Affordable

Entertainment Sports
Pedestrian "The Commons"
385
Mixed-Use Signage
Affordable Housing Music
"Hampton Station"

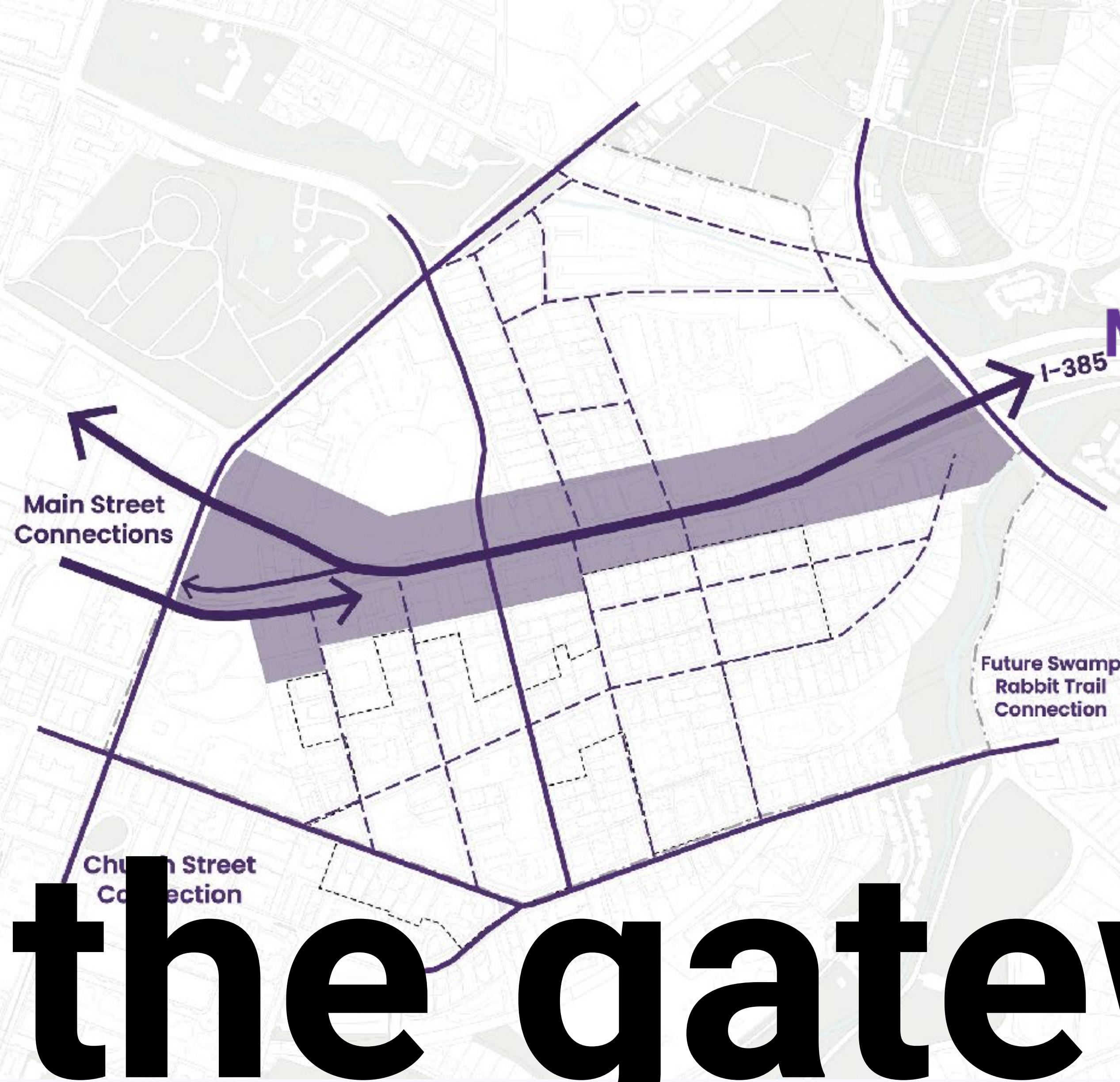
Future Swamp
Rabbit Trail
Connection



gateway district

Greenville, SC





the gateway East North Street

Boulevard Trees
Mixed-Use Crosswalks
Gateway
Safety Opportunity Welcome
Activate Sidewalk
Impression Landscaping

**FREEWAY
ENDS**



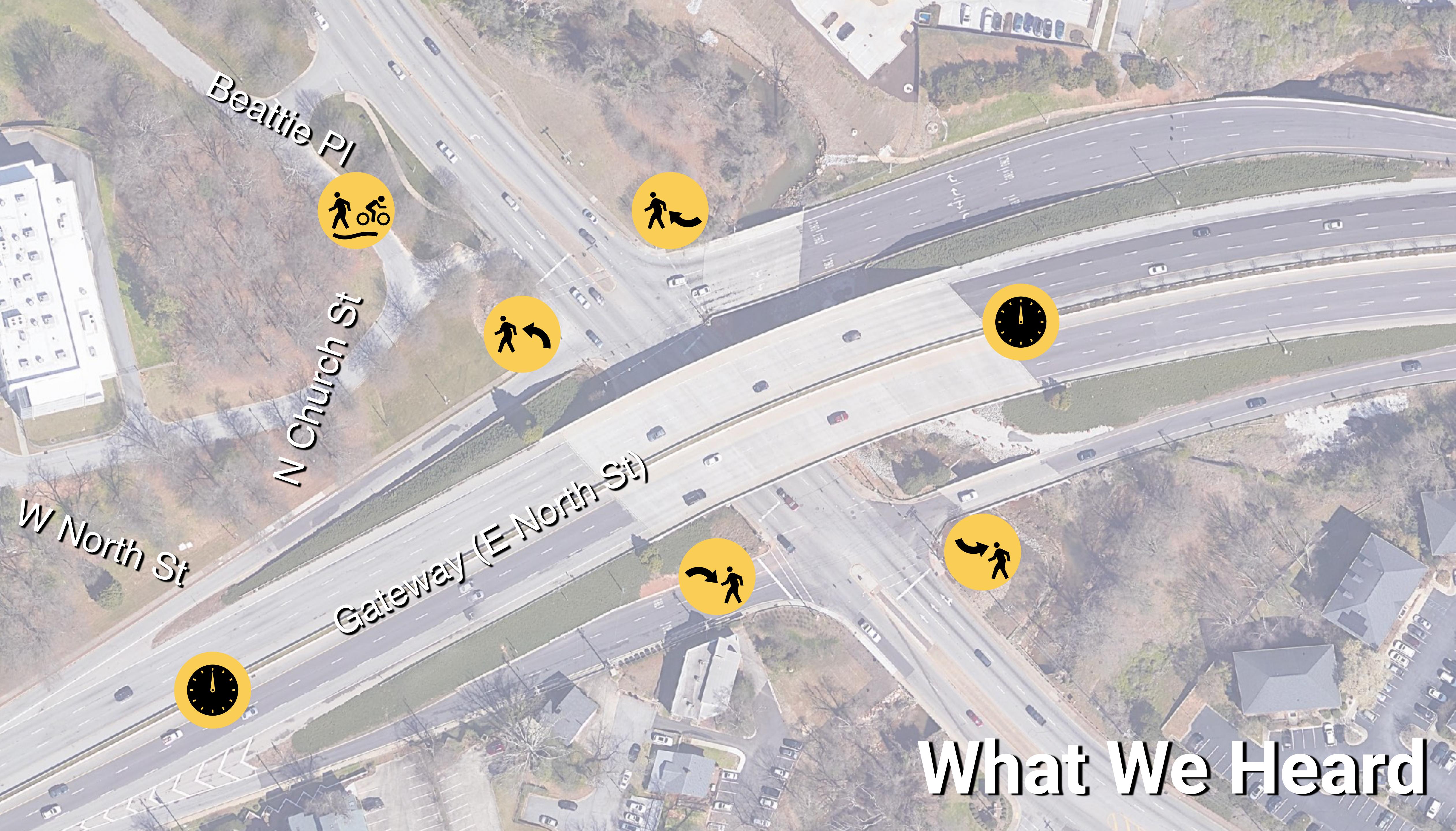


1

2

3

What We Heard



Speeding

Difficult
Crossing

Cut-Through
Traffic

Unsafe
Sidewalks

Difficult
Left Turns

Difficult
Crossing

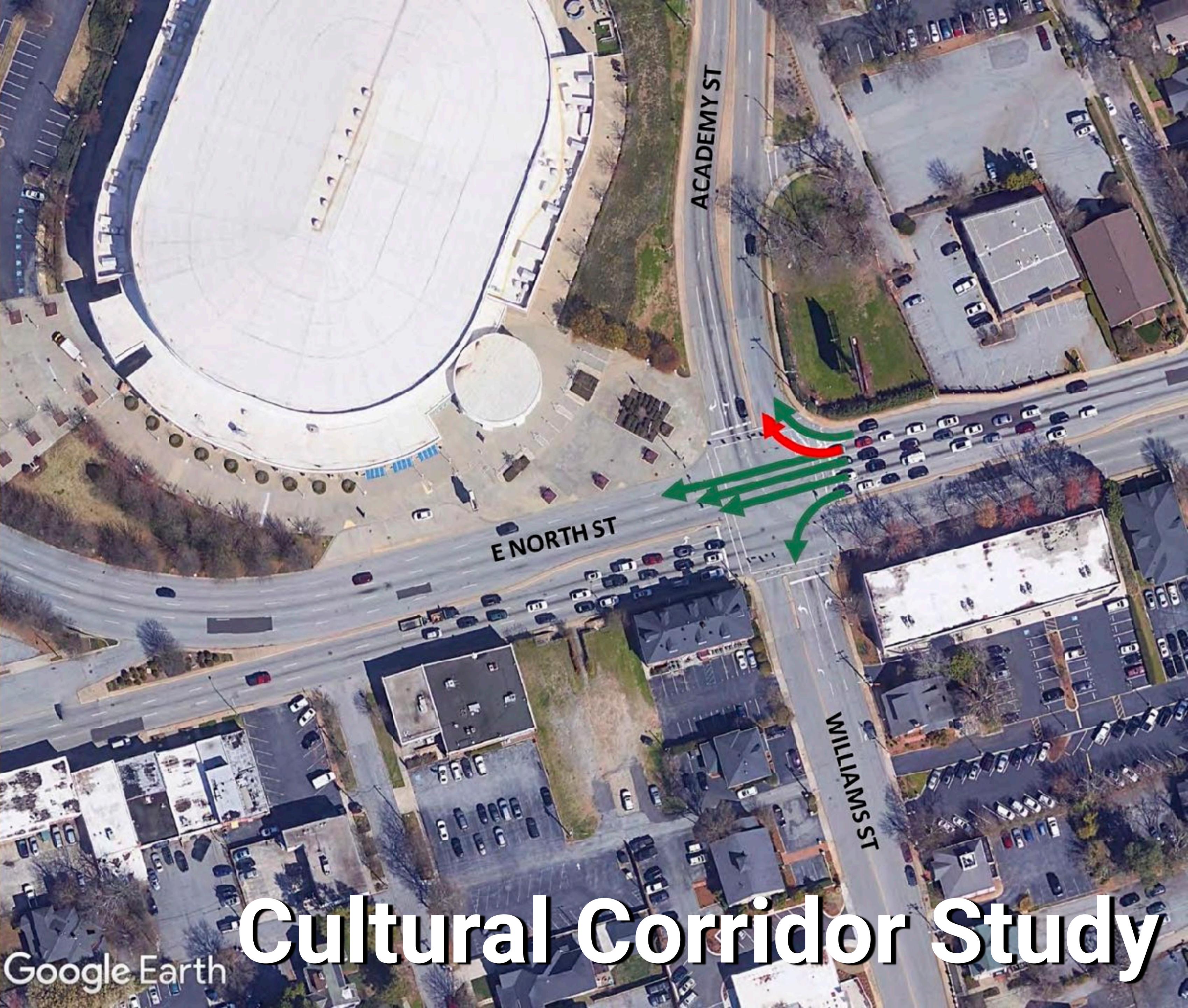
Speeding



What We Heard

One additional lane to turn Right onto Academy Street at East North Street

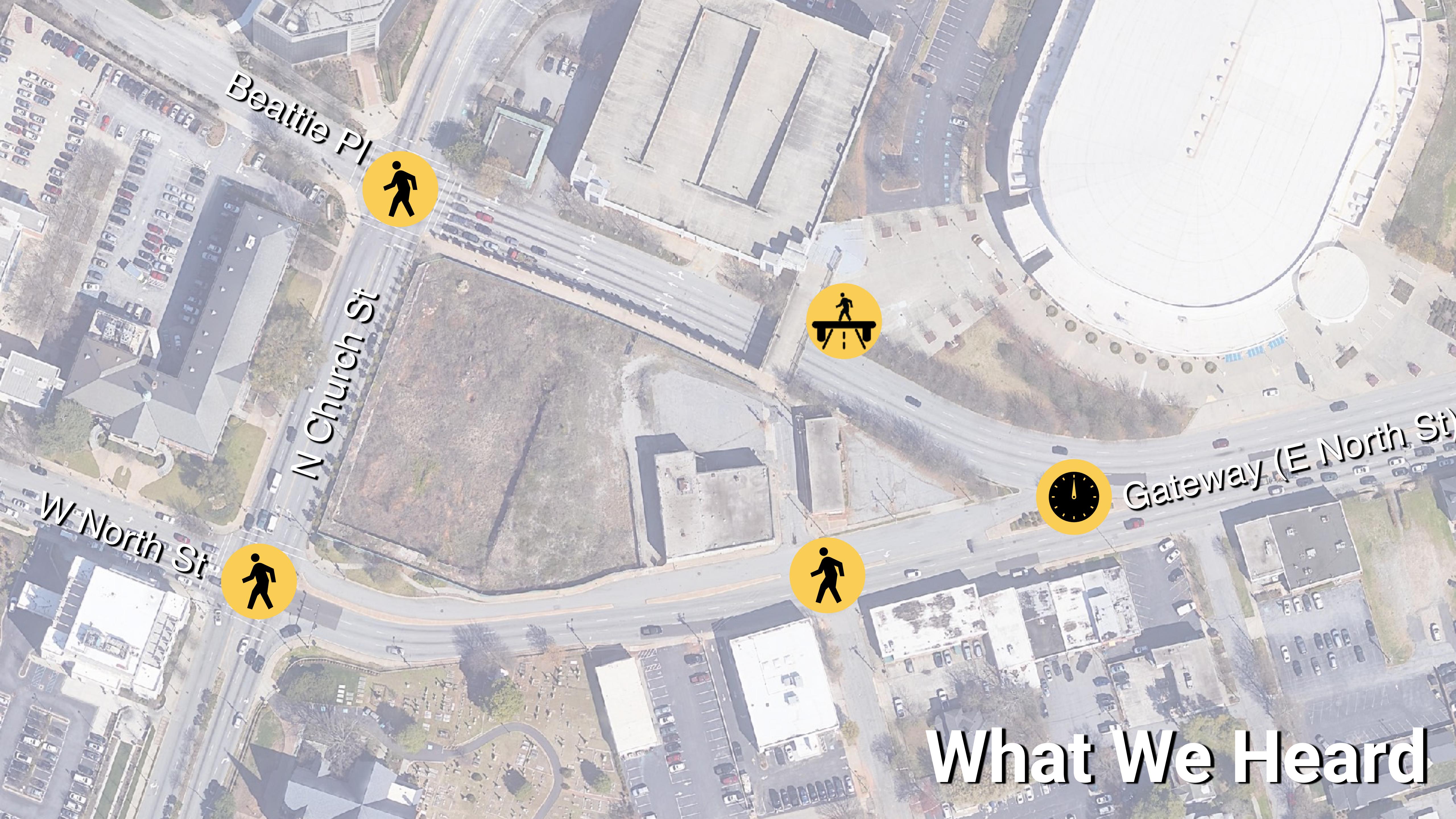
- Today, there is one short right turn lane for traffic from I-385 to use to turn onto Academy Street
- The proposed modification would allow for right turns to also be made from the right-hand through lane
- This would decrease the number of lane changes a driver has to make to turn right, and is intended to encourage more frequent use of Academy St for trips across the City



Google Earth

Cultural Corridor Study

What We Heard



E NORTH ST
TOY ST

WYATT INSURANCE
Real Estate
FOR EVERY MINUTE YOU ARE ANGRY
YOU LOSE 60 SECONDS OF HAPPIENESS!

ROUTE
SCHOOL



BonSecours Wellness Arena

FURMAN
INSURANCE

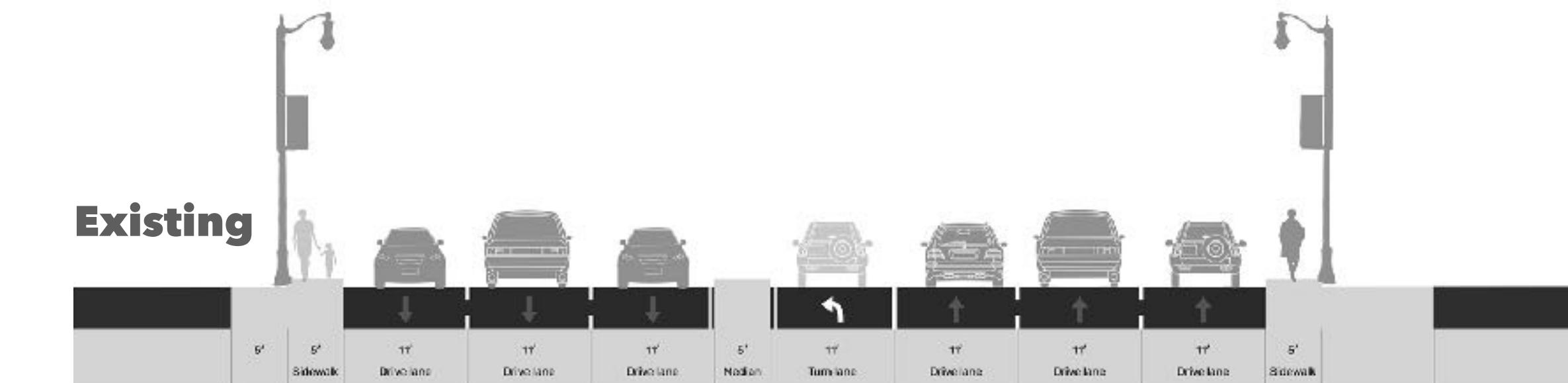
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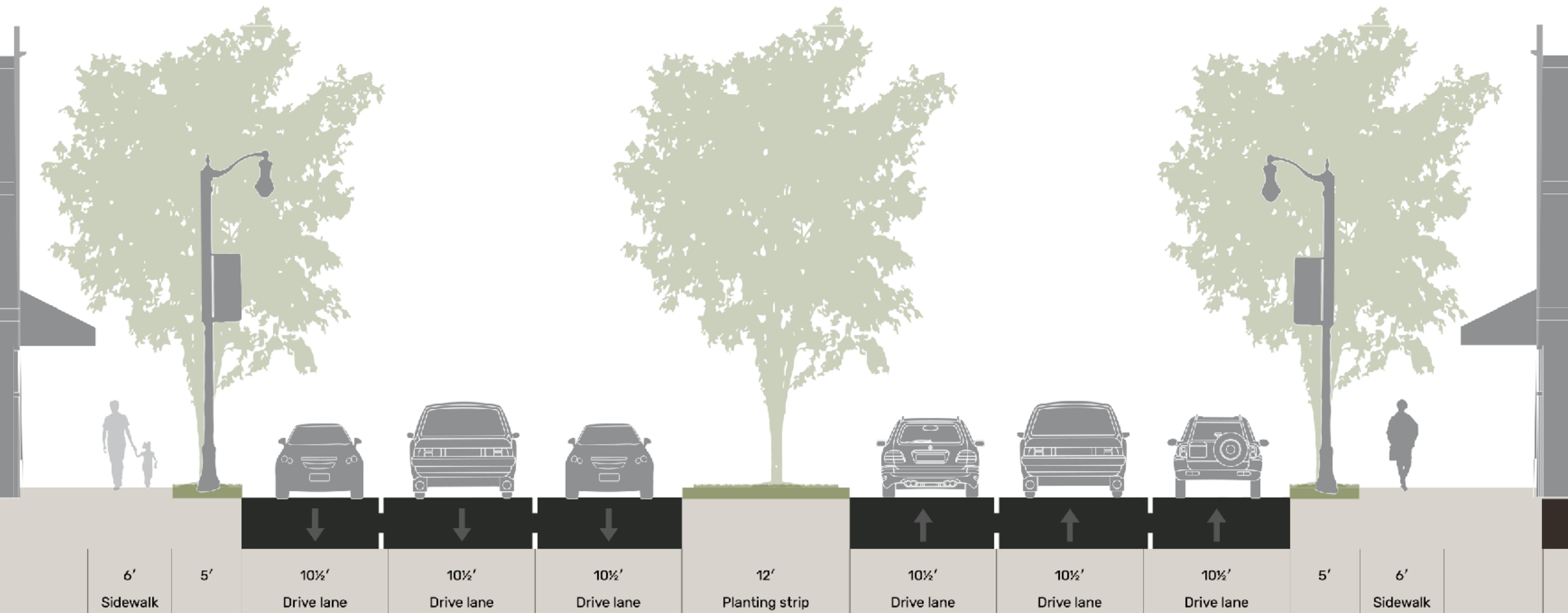


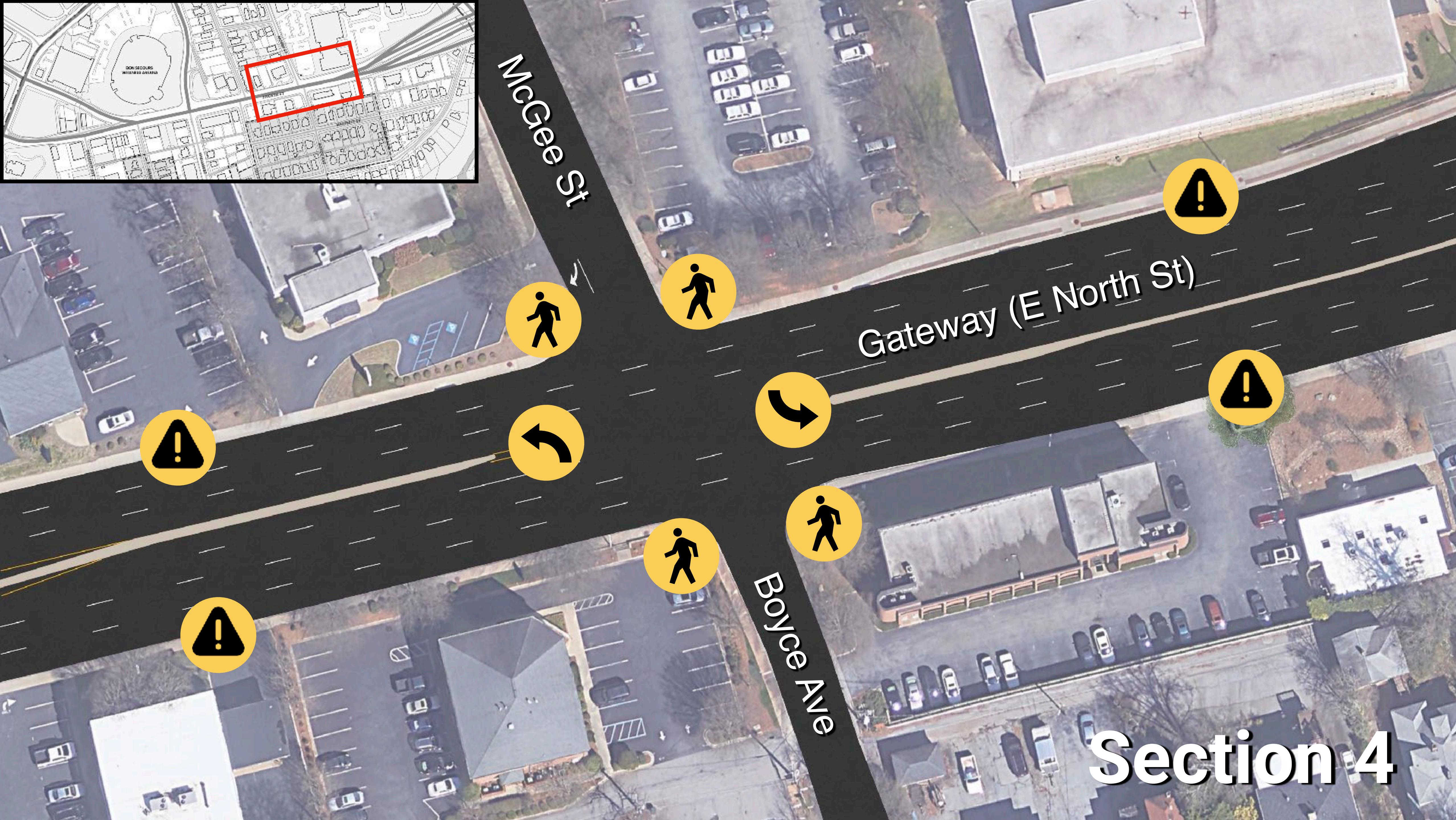


Gateway (E North St)

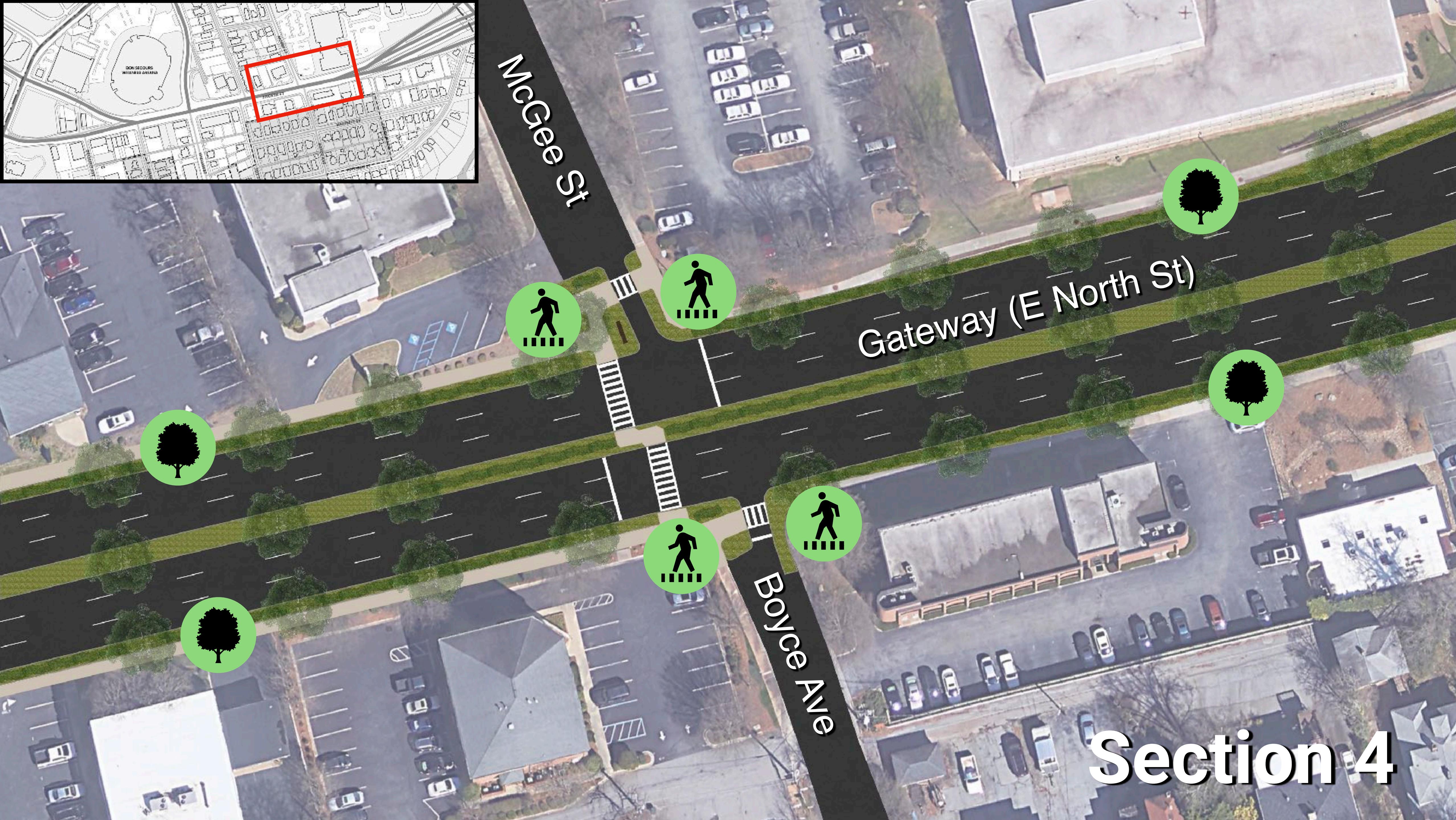


Proposed

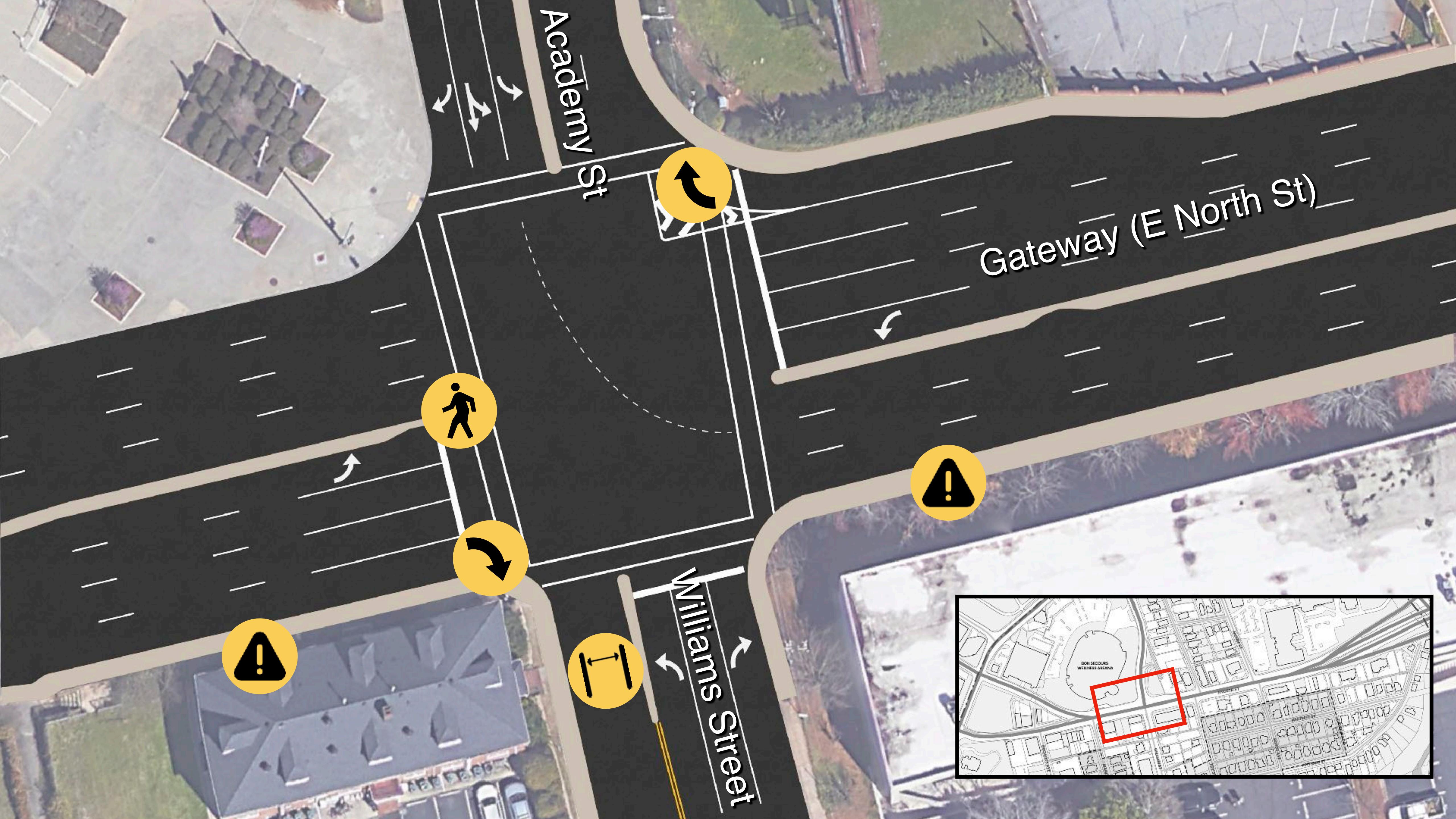


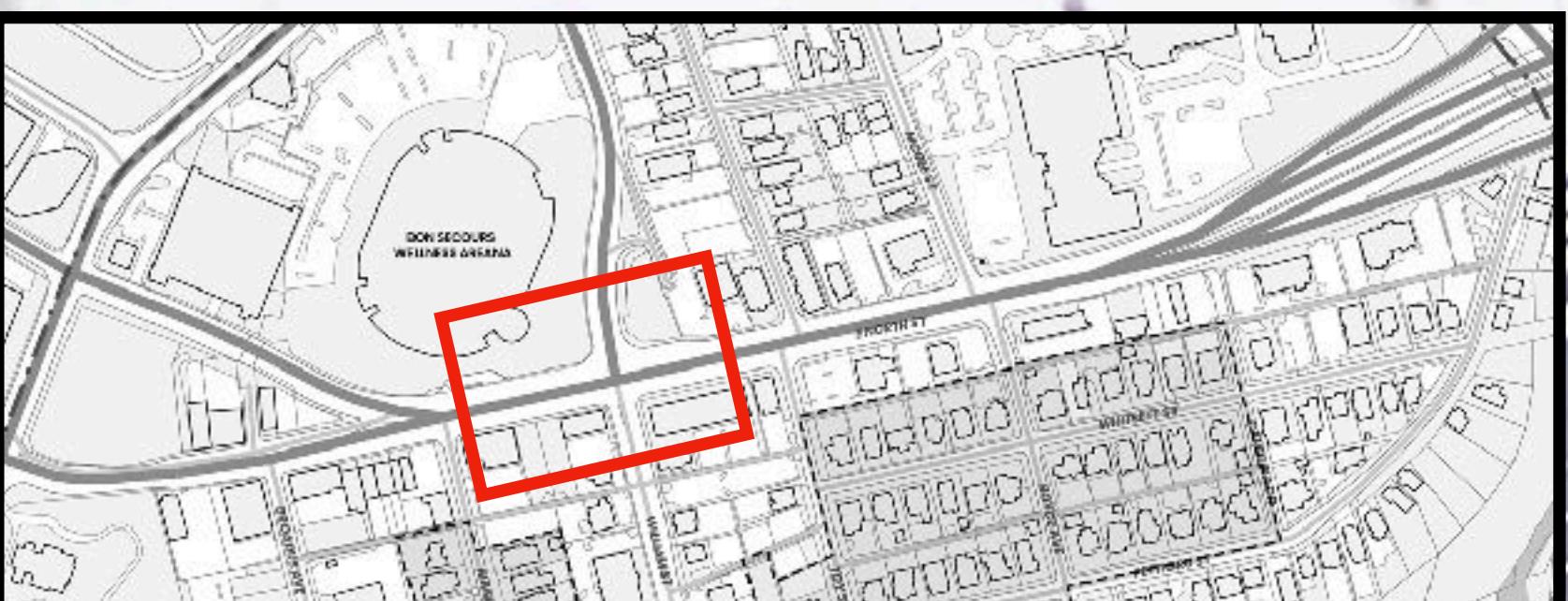


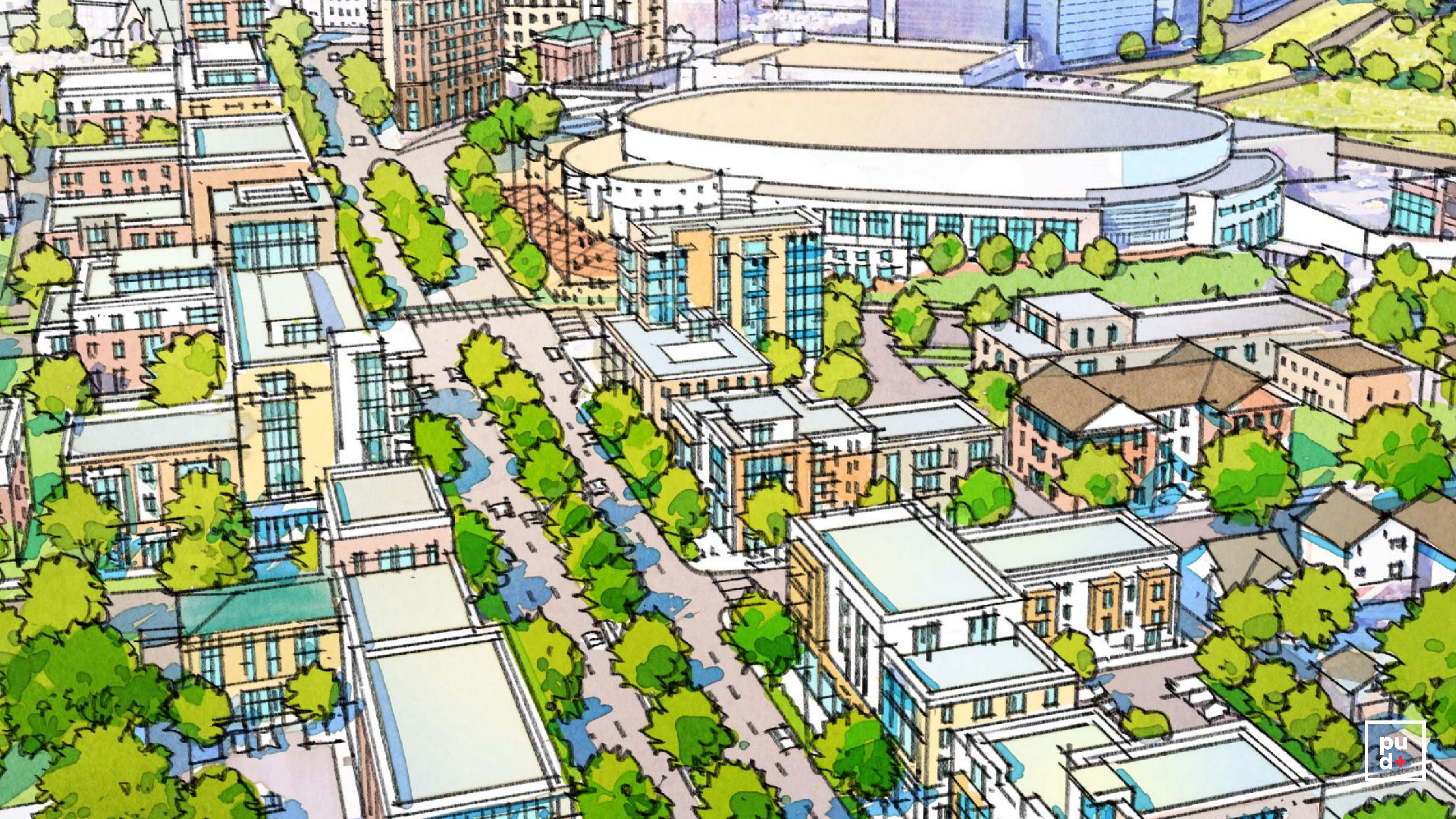
Section 4



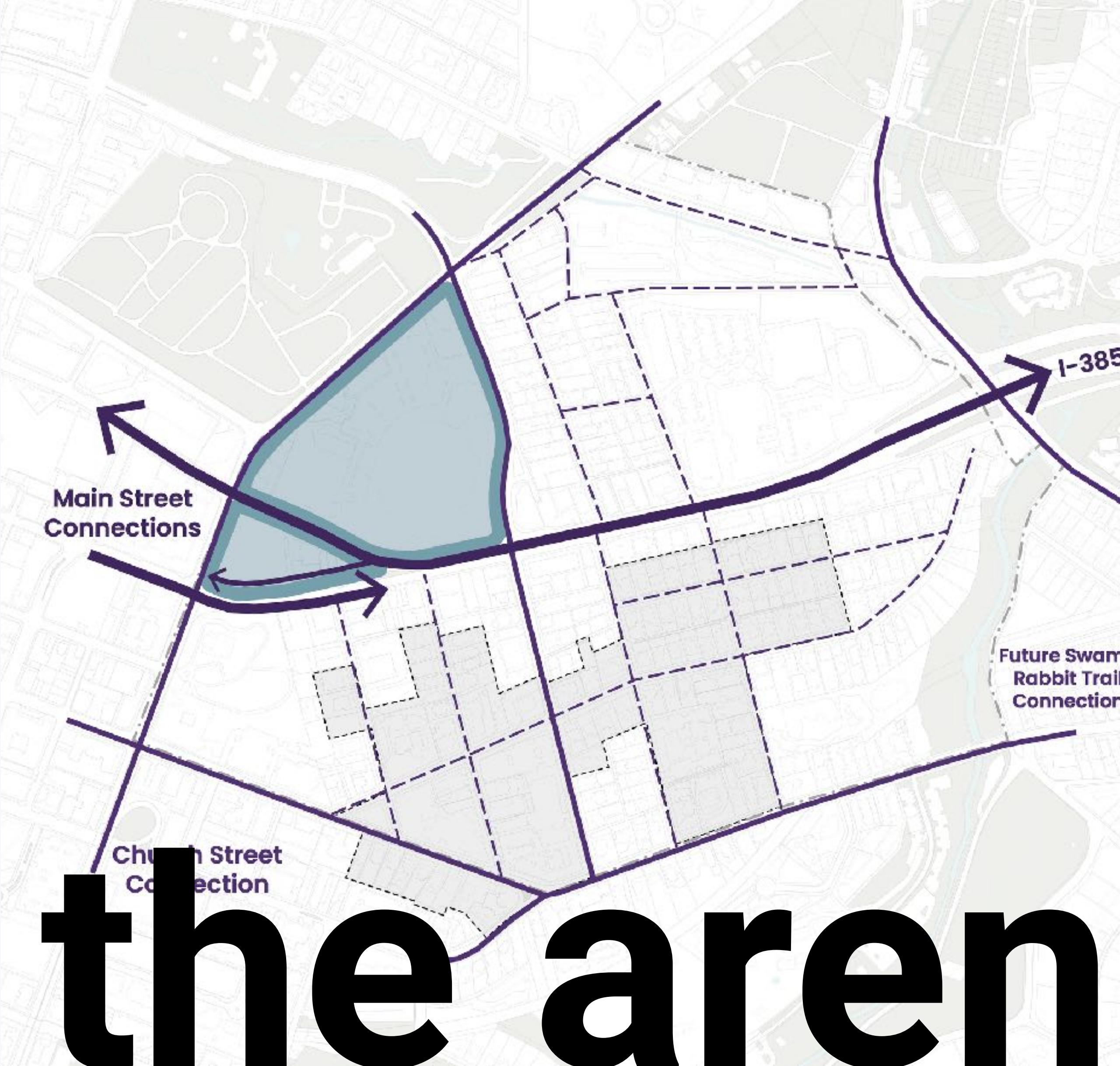
Section 4







the arena entertainment destination



“The Battery”
Welcome
Sports
Entertainment
Mixed-Use
Outdoor Venue Restaurants
Parking Attraction
Greenspace





Durham, NC



American Tobacco Campus

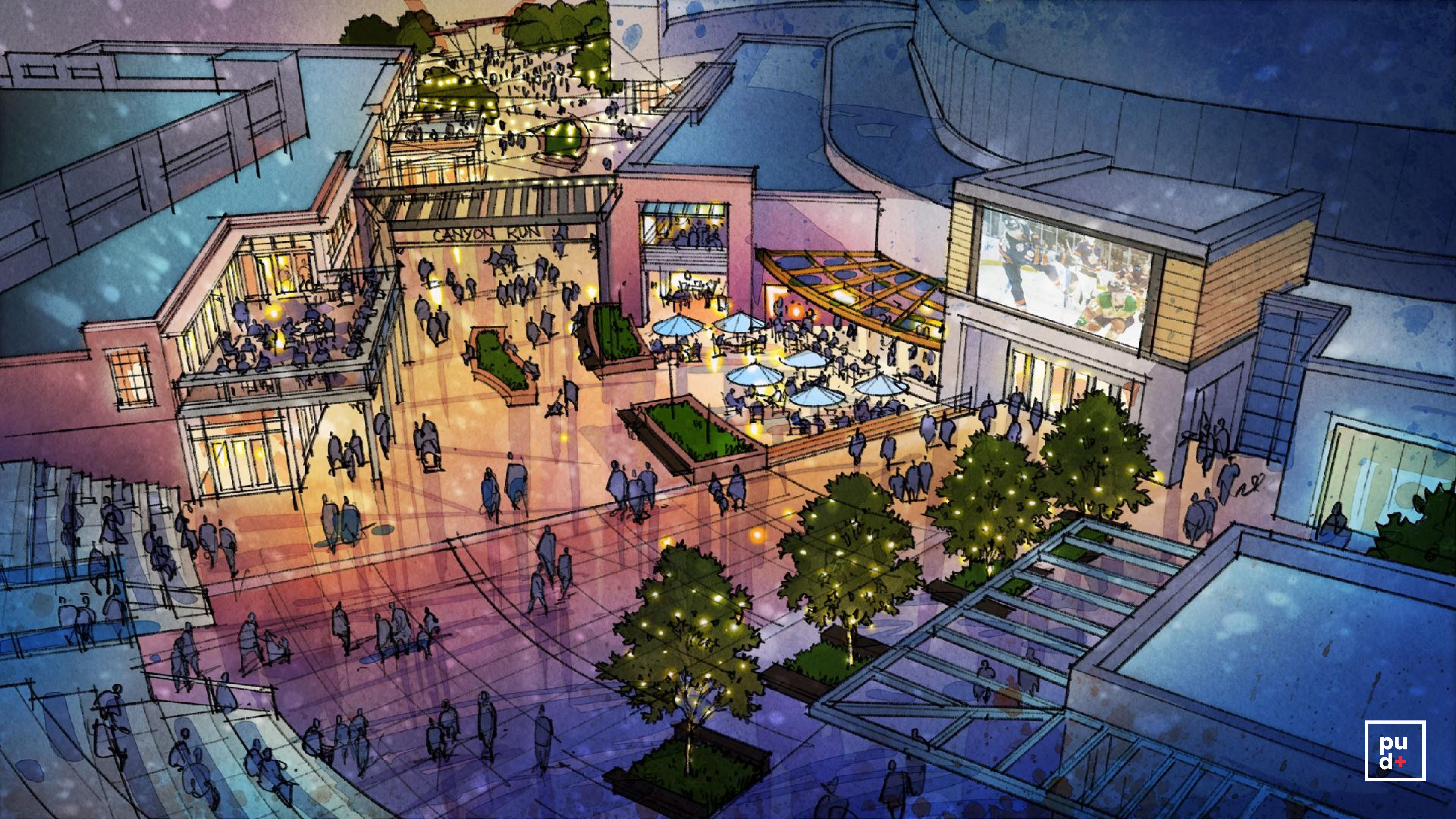
Atlanta, GA

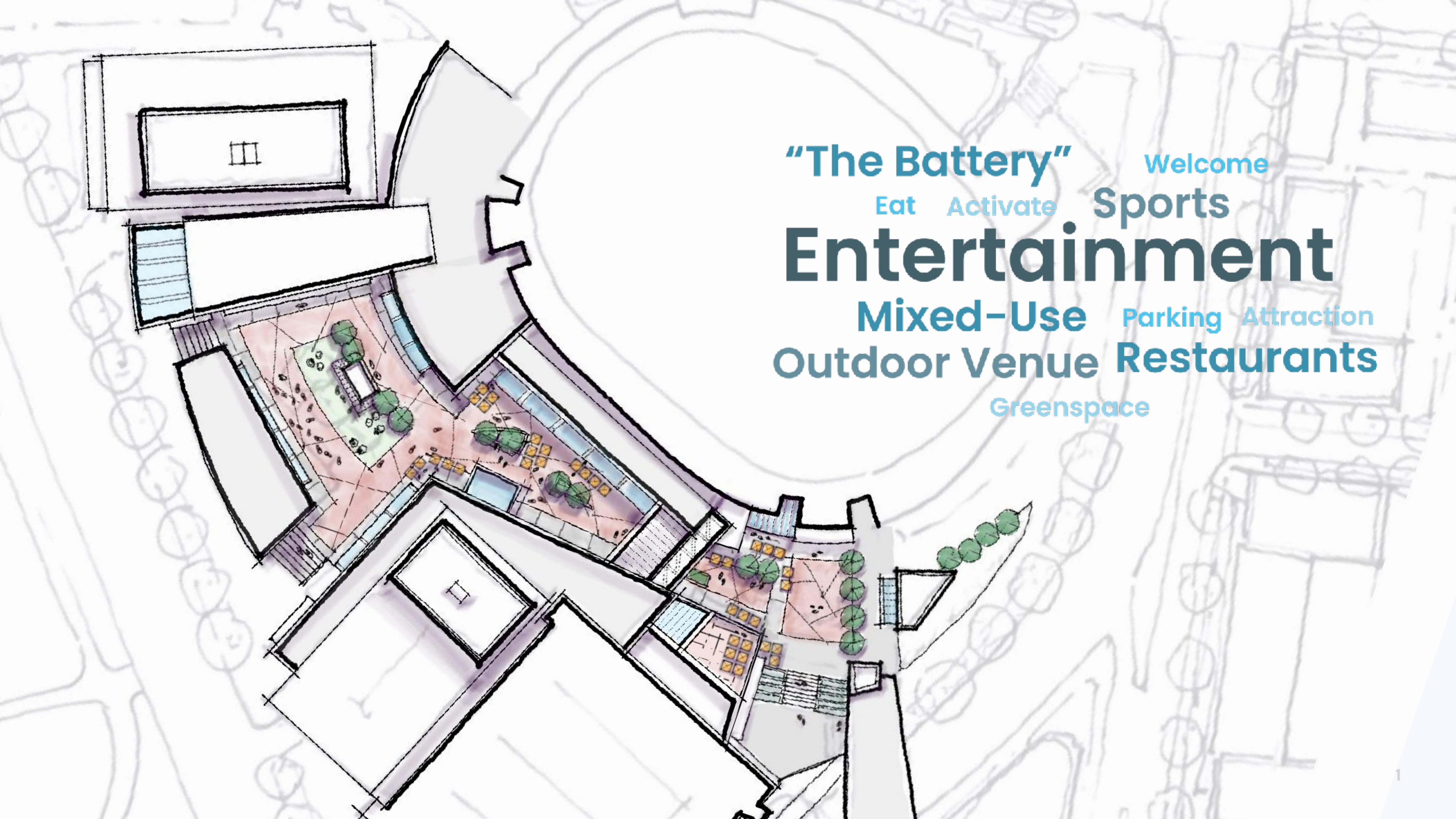


The Battery

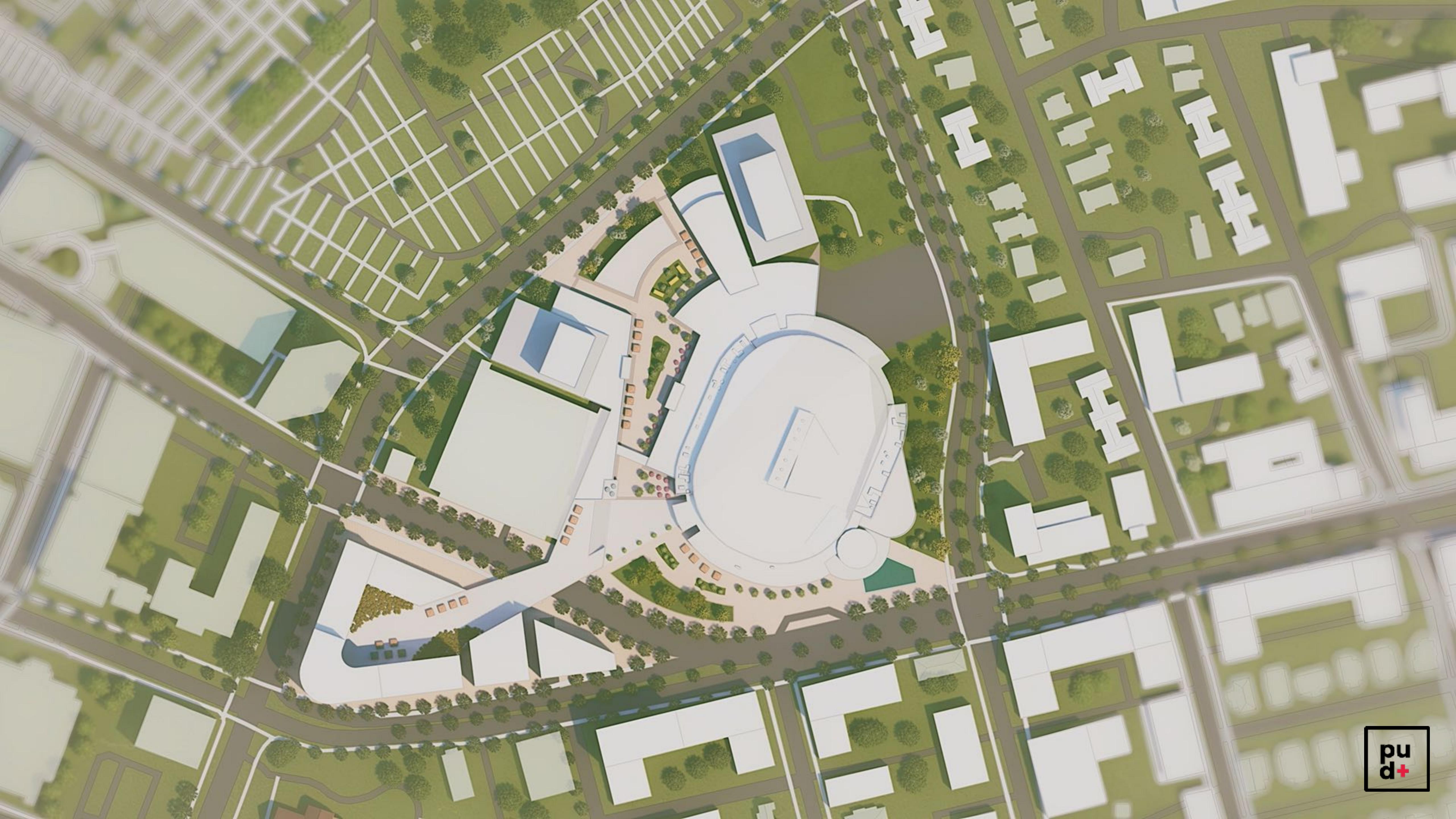


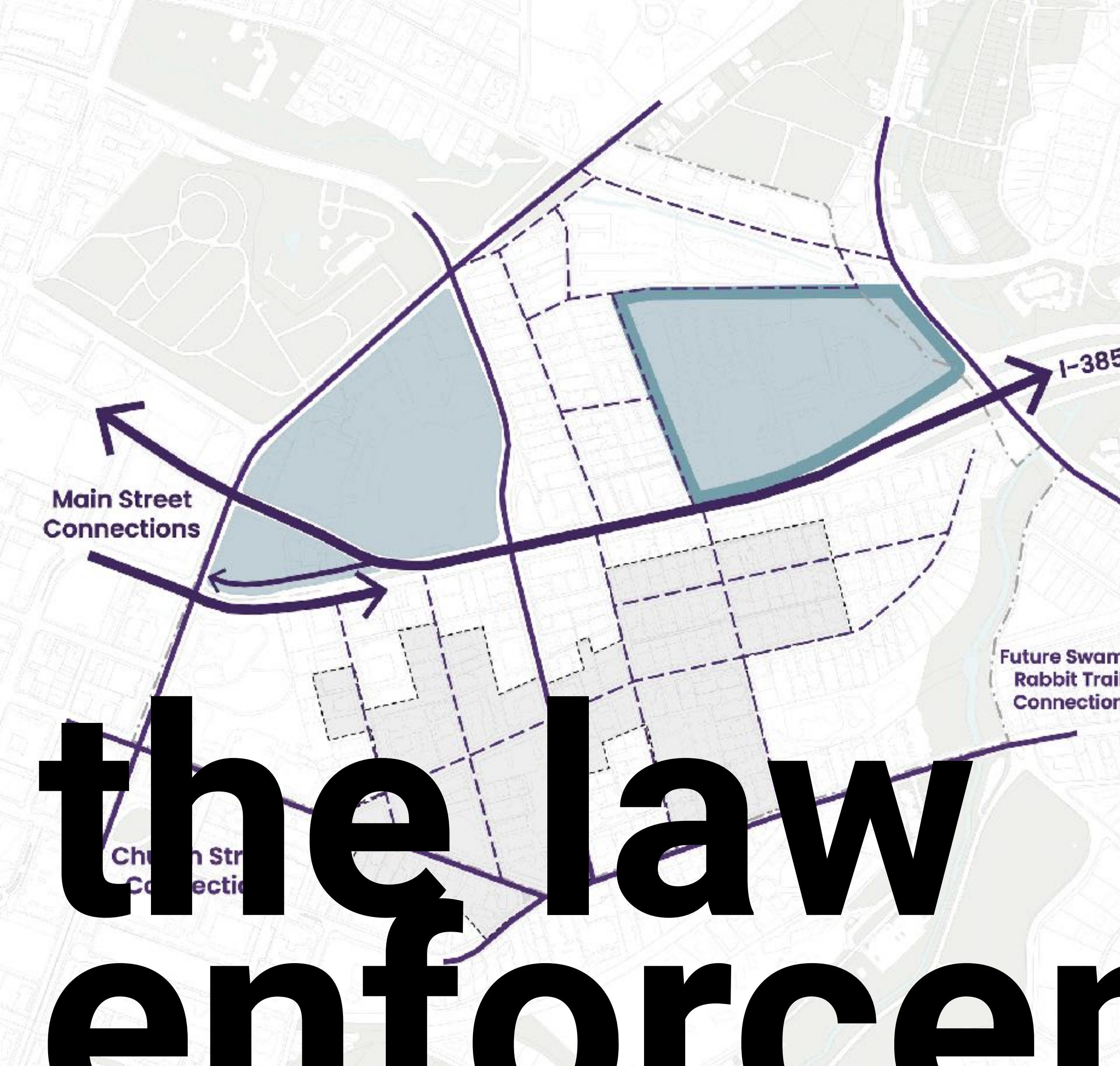
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"The Battery"
Welcome
Eat Activate Sports
Entertainment
Mixed-Use Parking Attraction
Outdoor Venue Restaurants
Greenspace

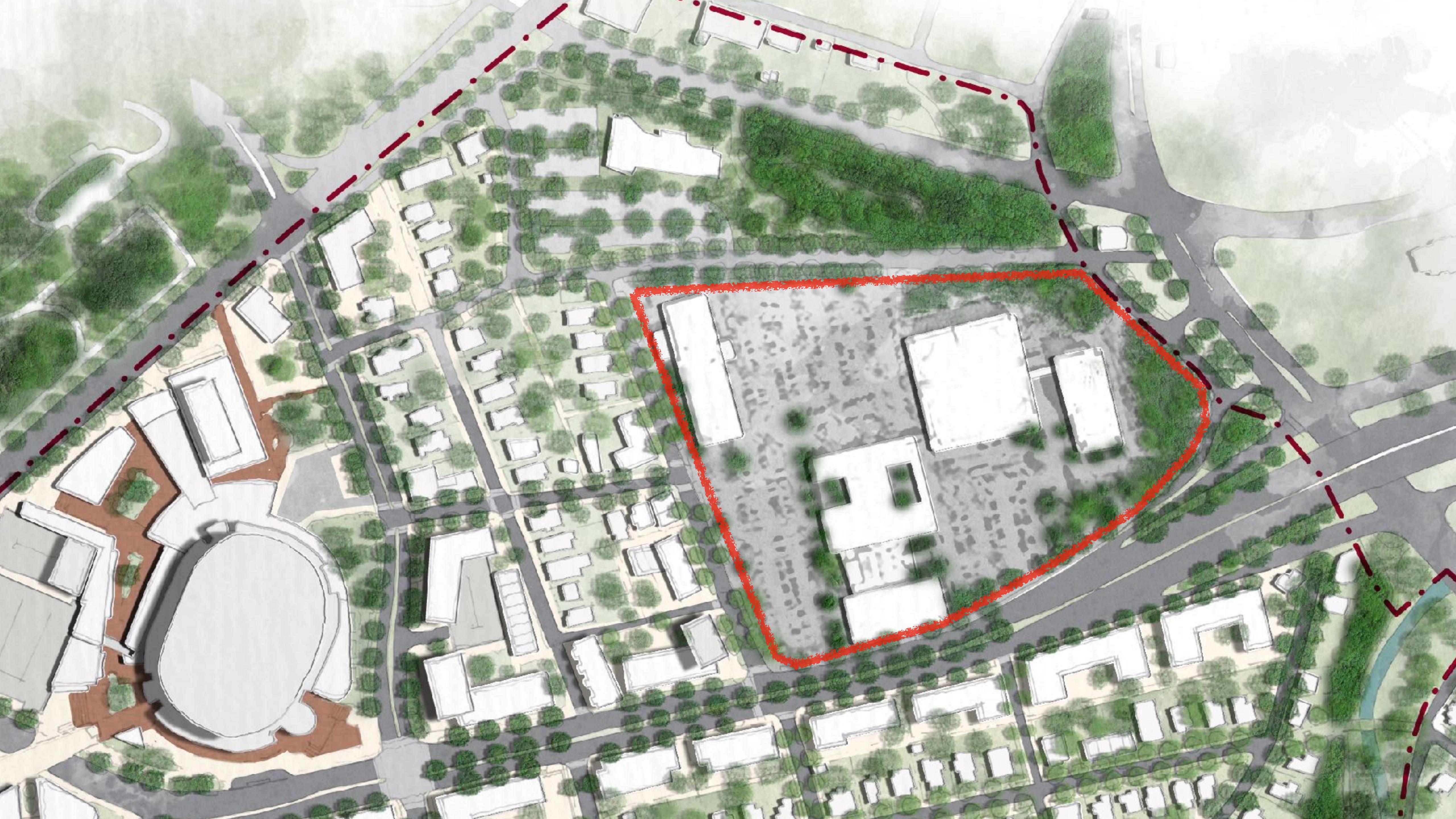


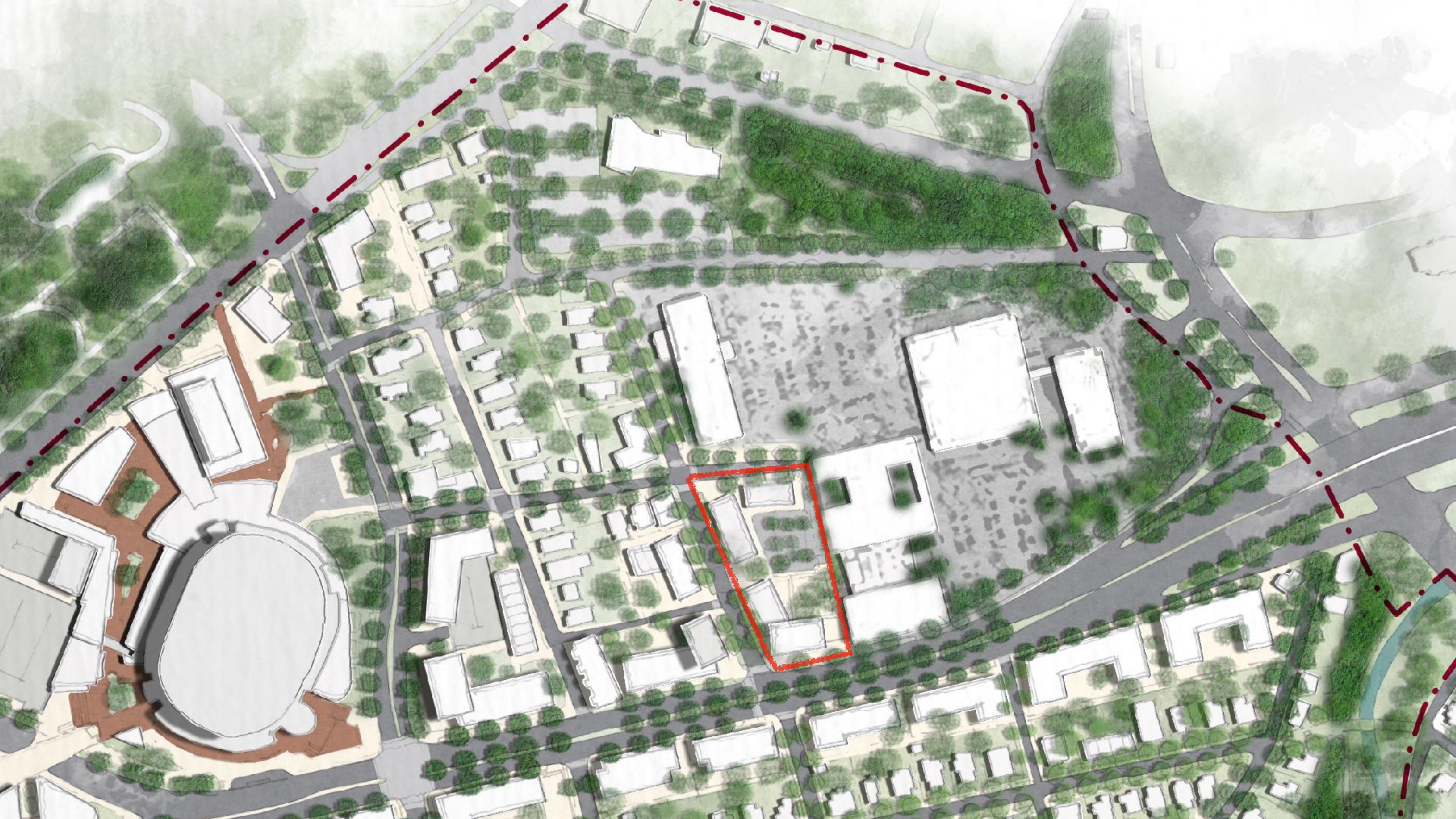


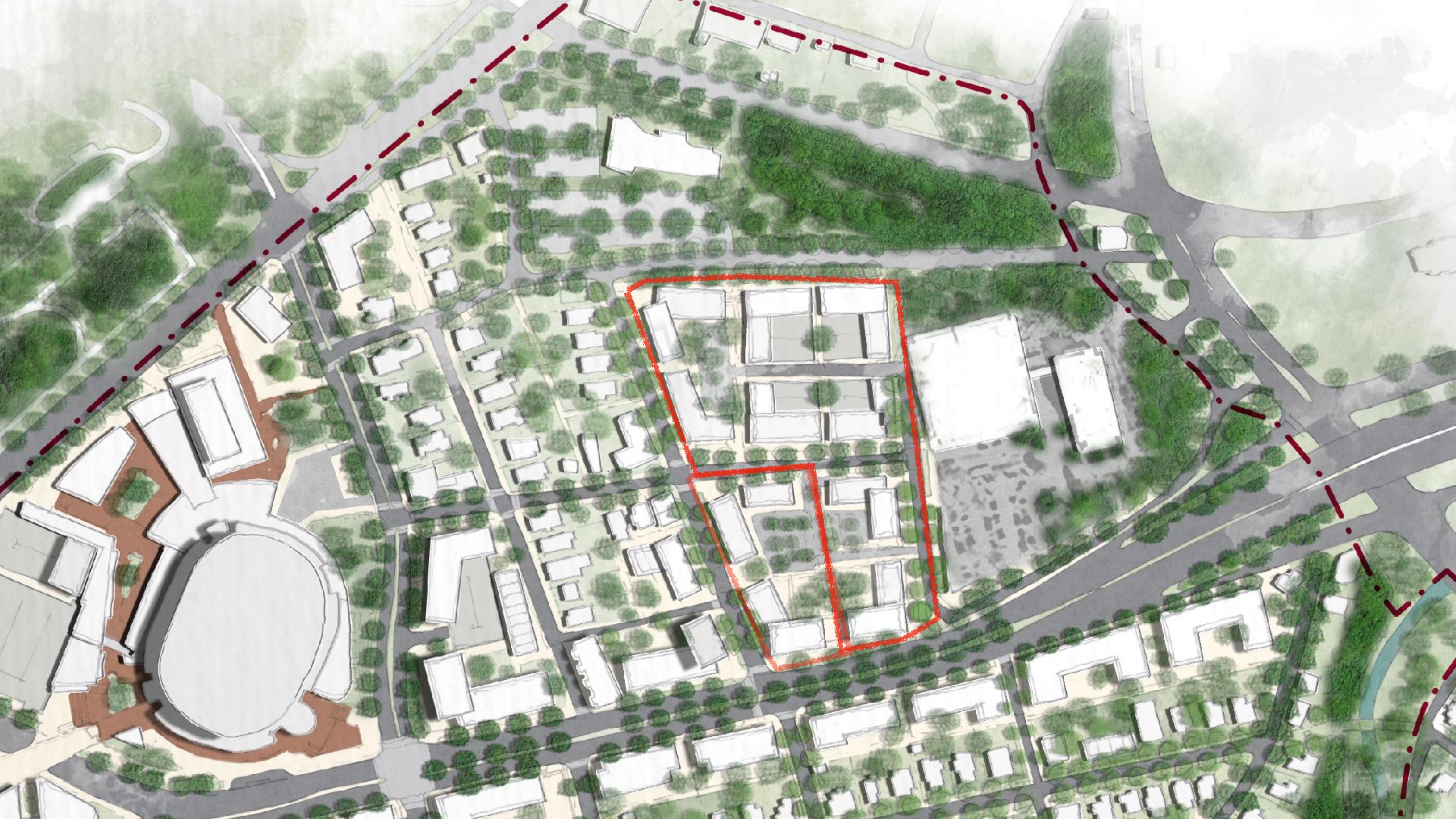
the law enforcement opportunity area

Entertainment Sports
Pedestrian "The Commons"
Mixed-Use Signage
Affordable Housing Music
"Hampton Station"









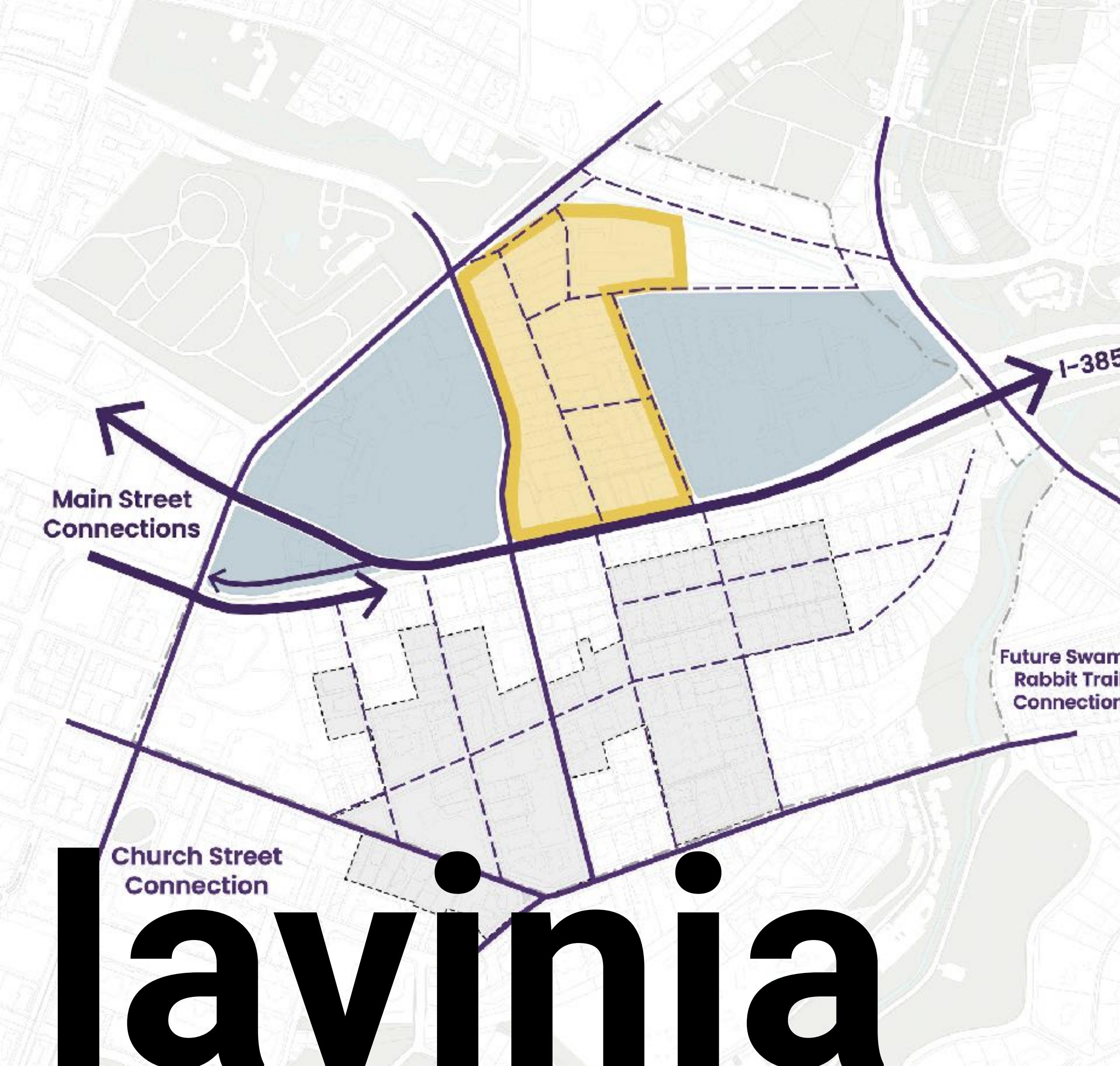


Entertainment Sports
Pedestrian "The Commons"
Mixed-Use
Affordable Housing
"Hampton Station"

Signage

Music

lavinia revitalization area



Repurpose Brewery **Activate**
Intersections
Opportunity
Sidewalk **Greenspace** Traffic
Mixed-Use **Entertainment**

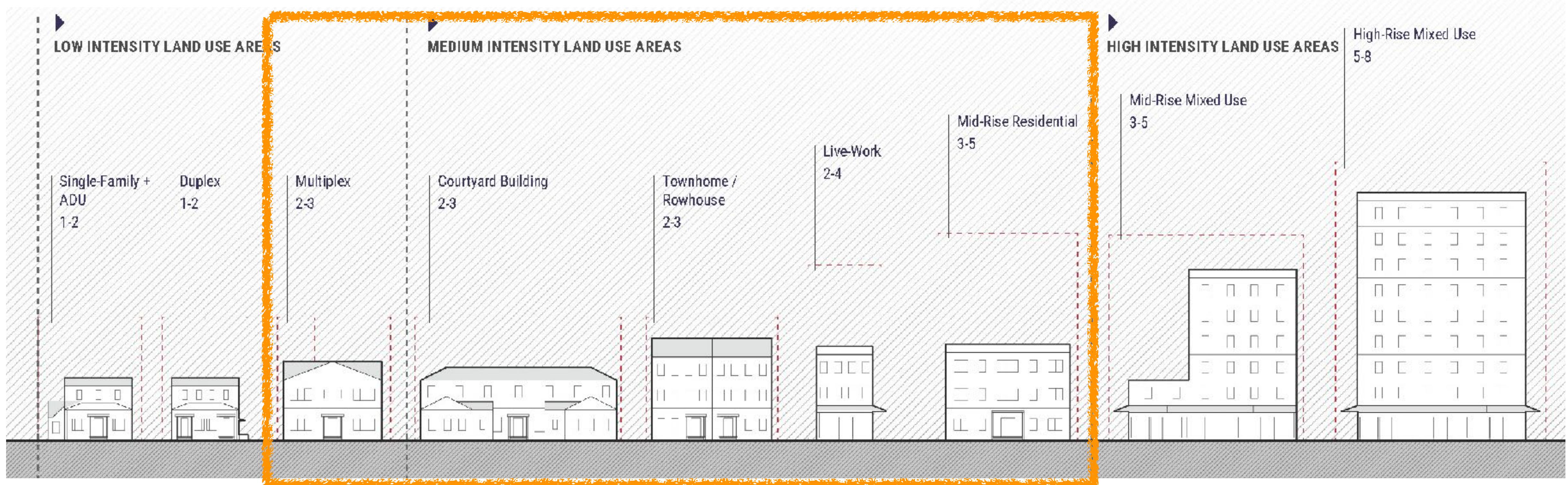




Goals of a variety of building types:

- Bring people to place
- Protect the character of existing neighborhoods
- Enhance and improve livability
- Ensure access to daily needs
- Make the neighborhood an equitable, inclusive, and sustainable community

Transition

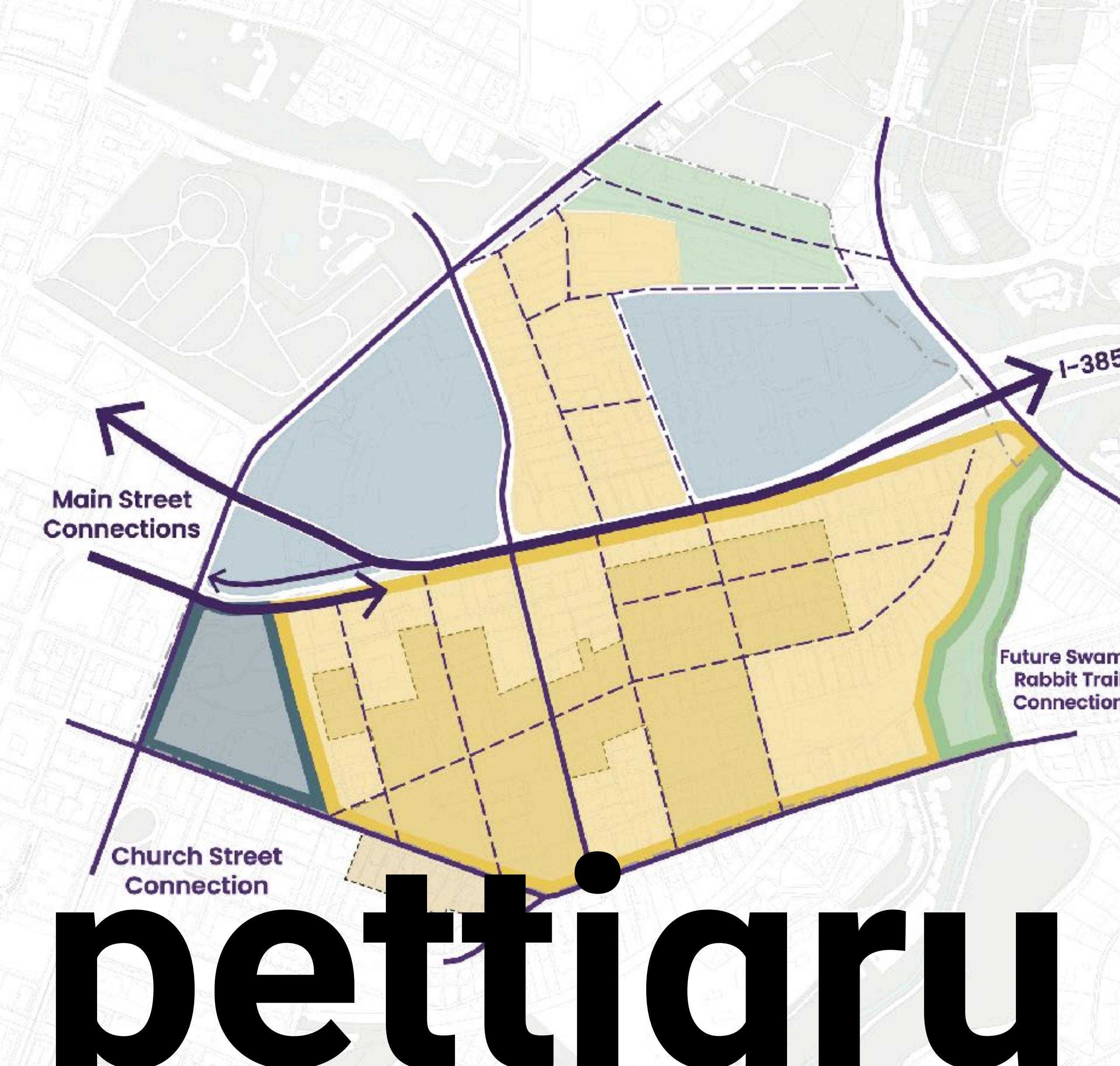




BON SECOURS WELLNESS ARENA



pettigru neighborhood



Greenspace Residential
Lighting Preserve **Tree-Cover** Infill
More Neighbors
Pedestrian Swamp Rabbit Trail
Sidewalk **Less Parking**

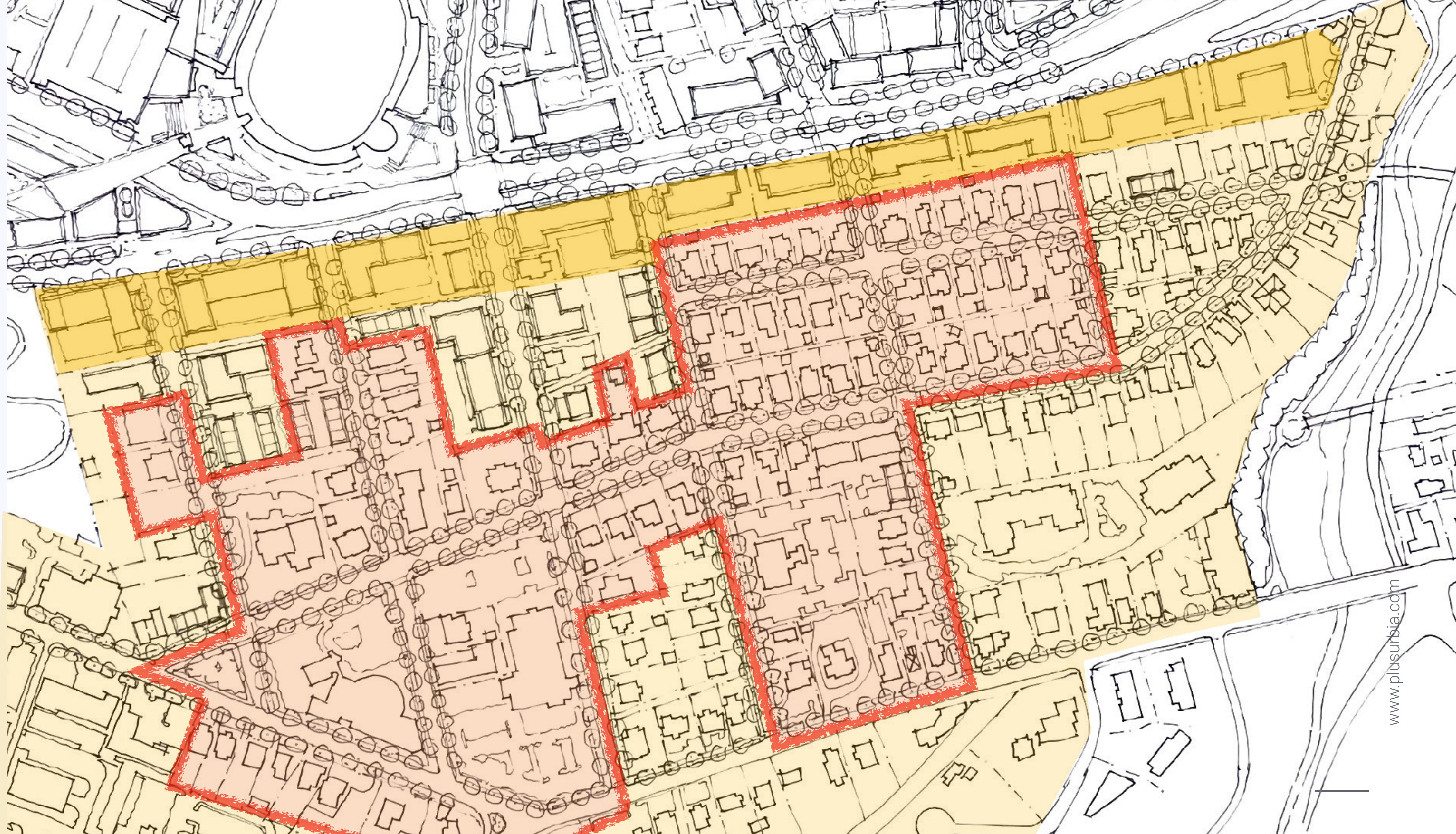
PETTIGRU
HISTORIC
DISTRICT















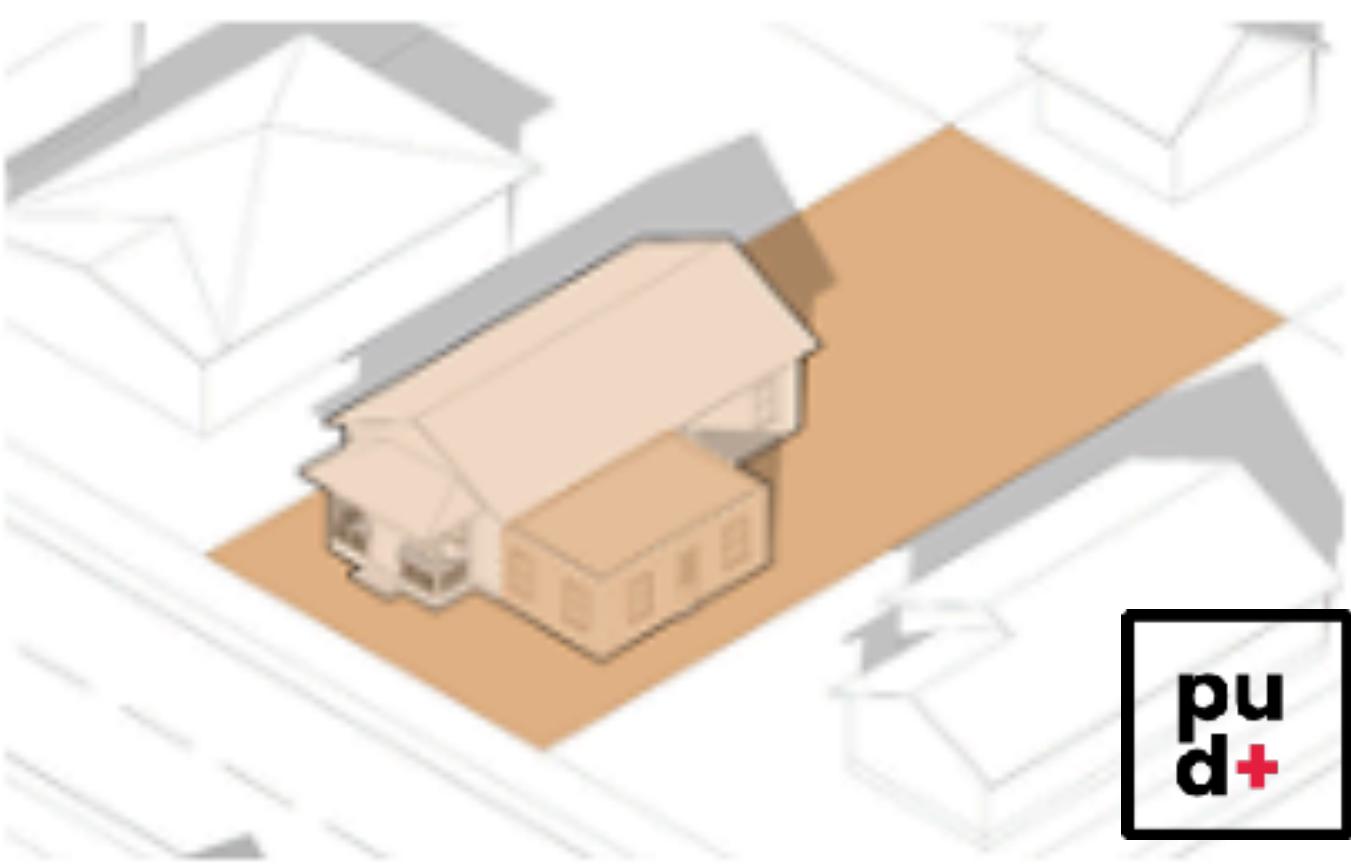
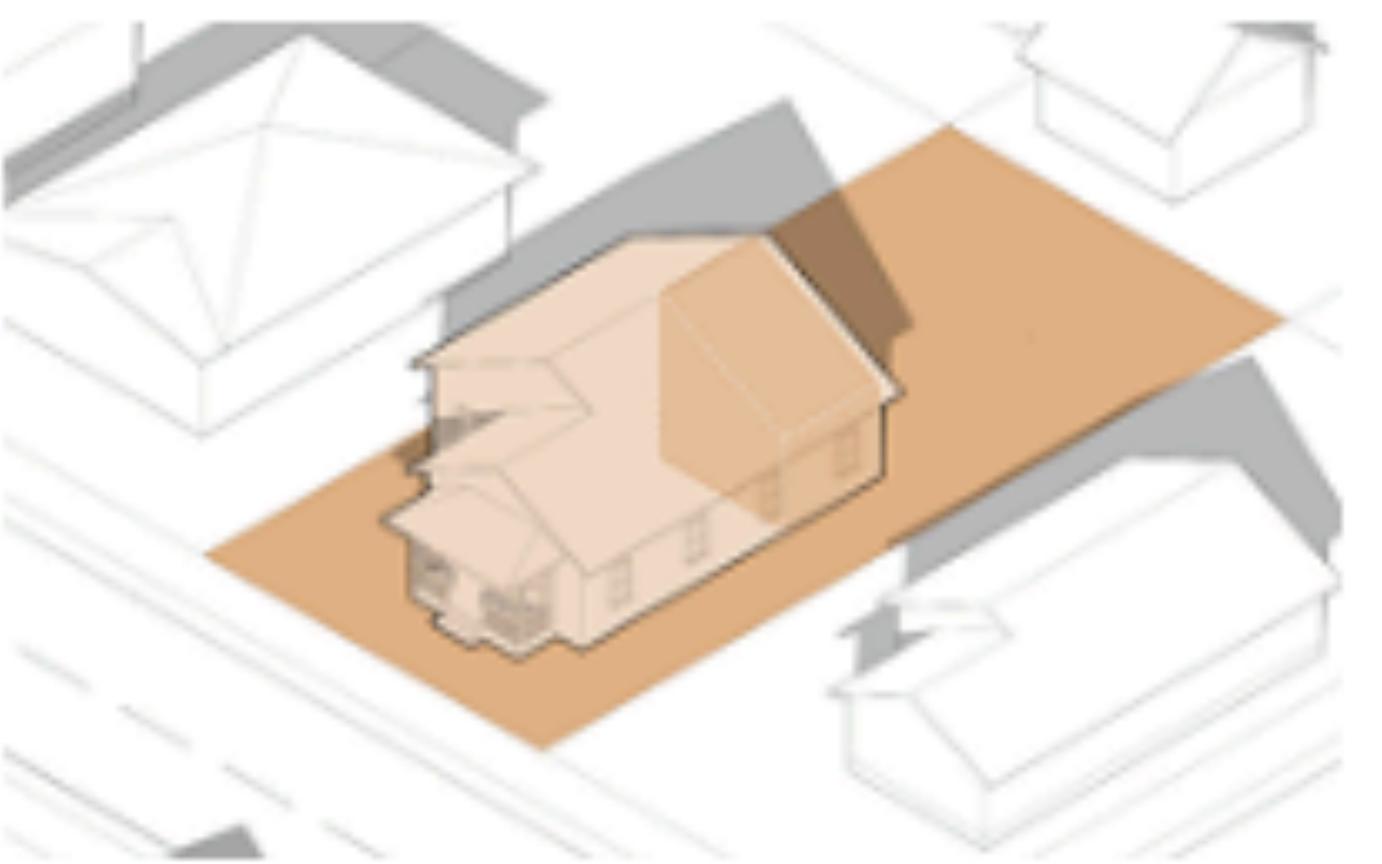
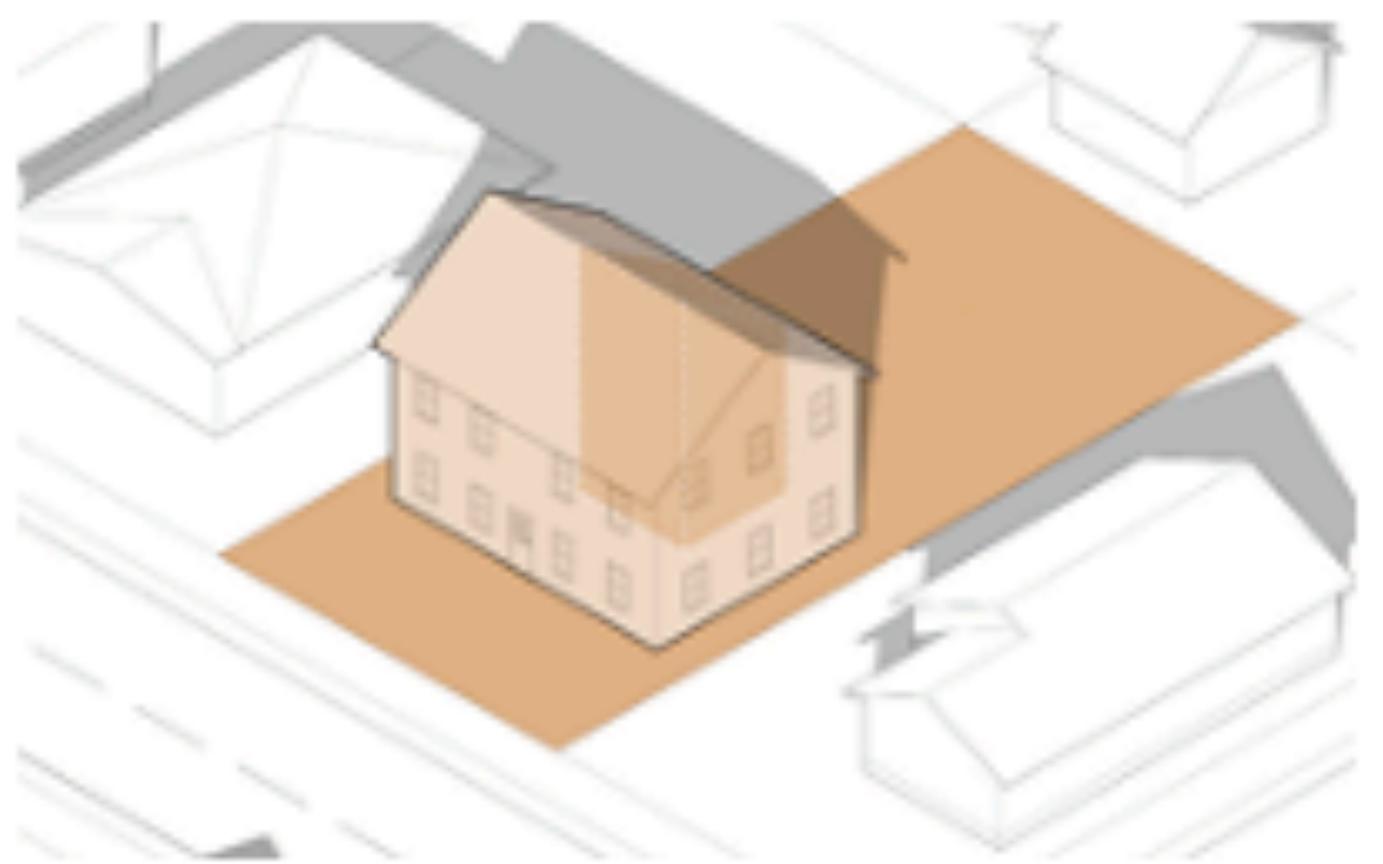
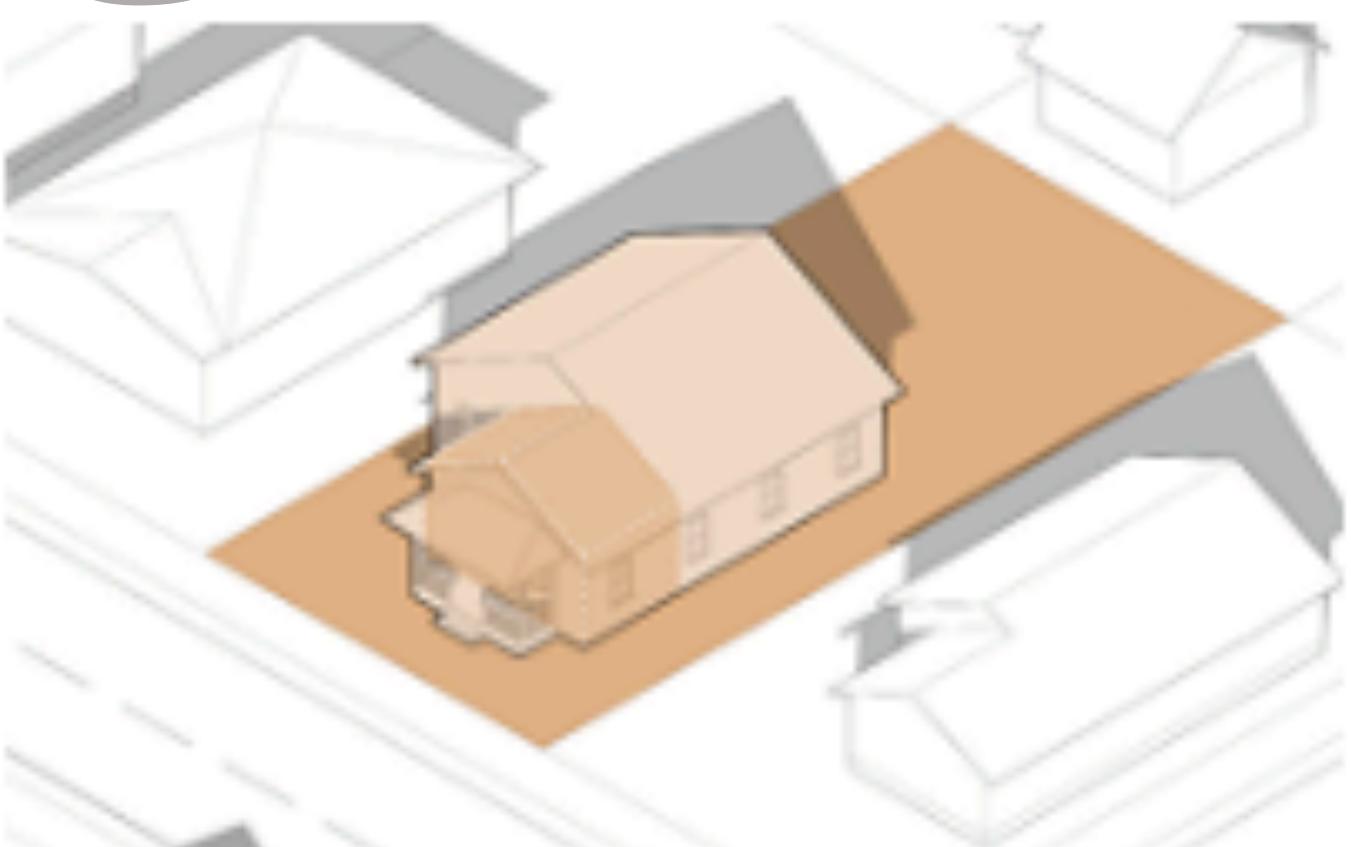
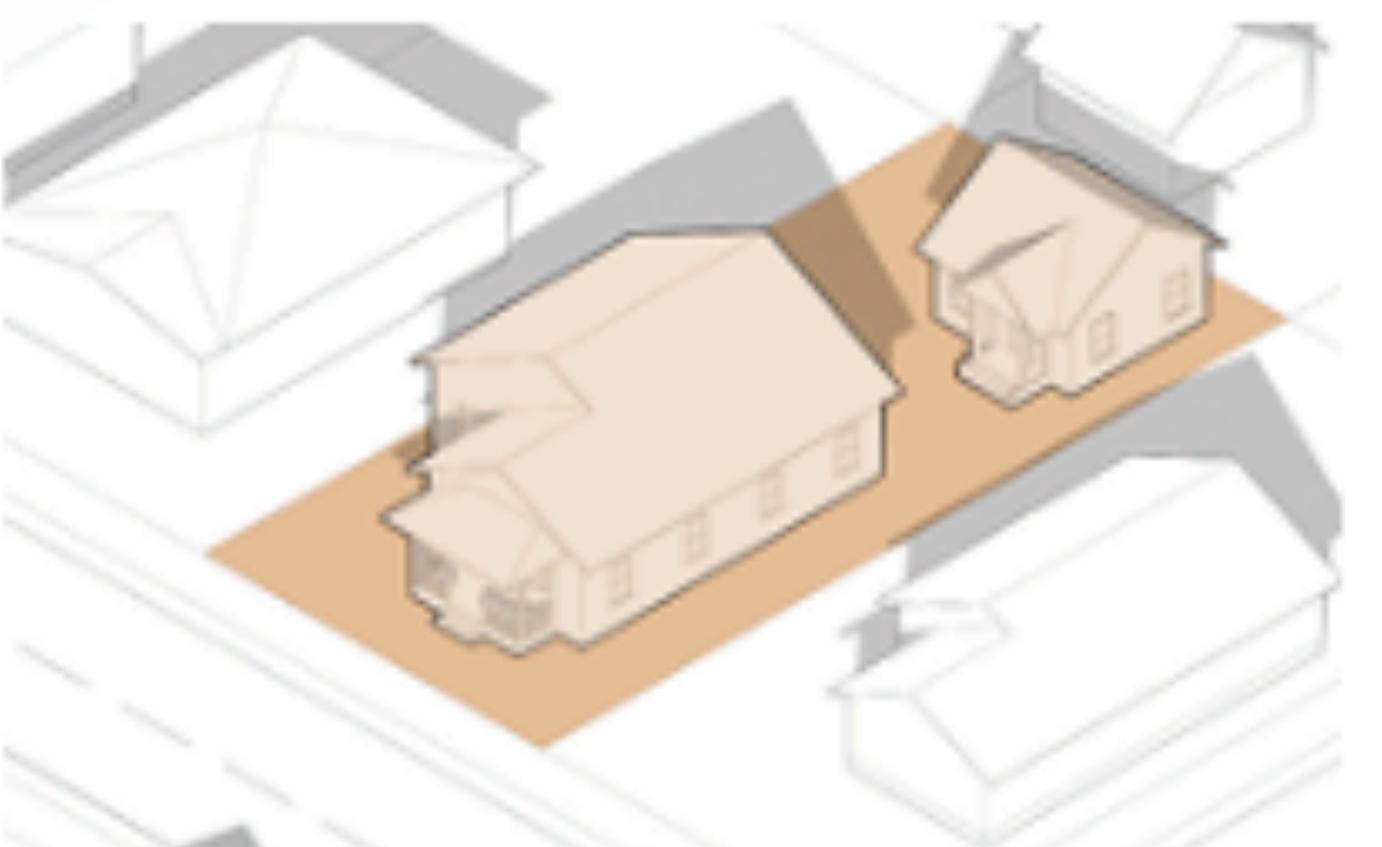


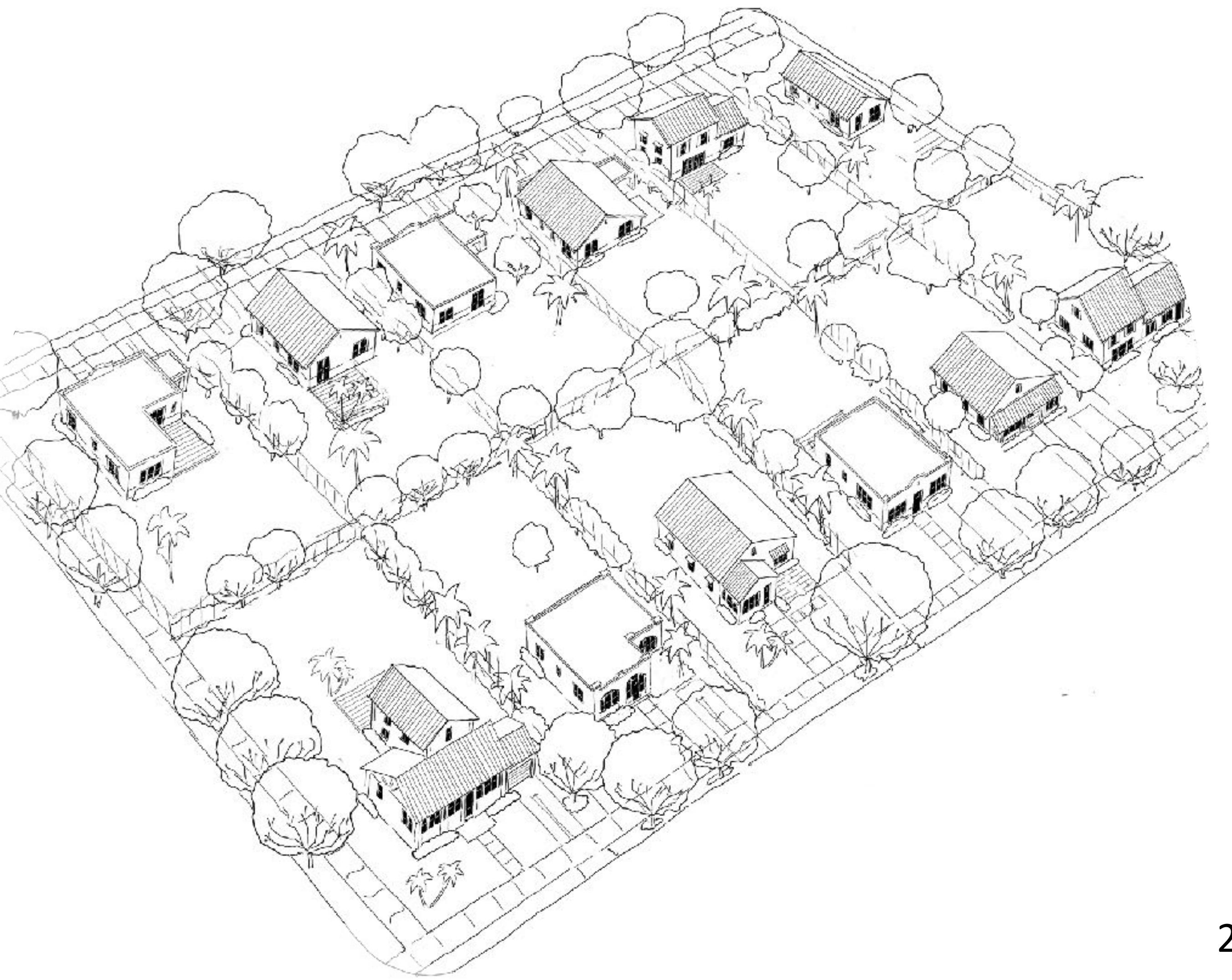




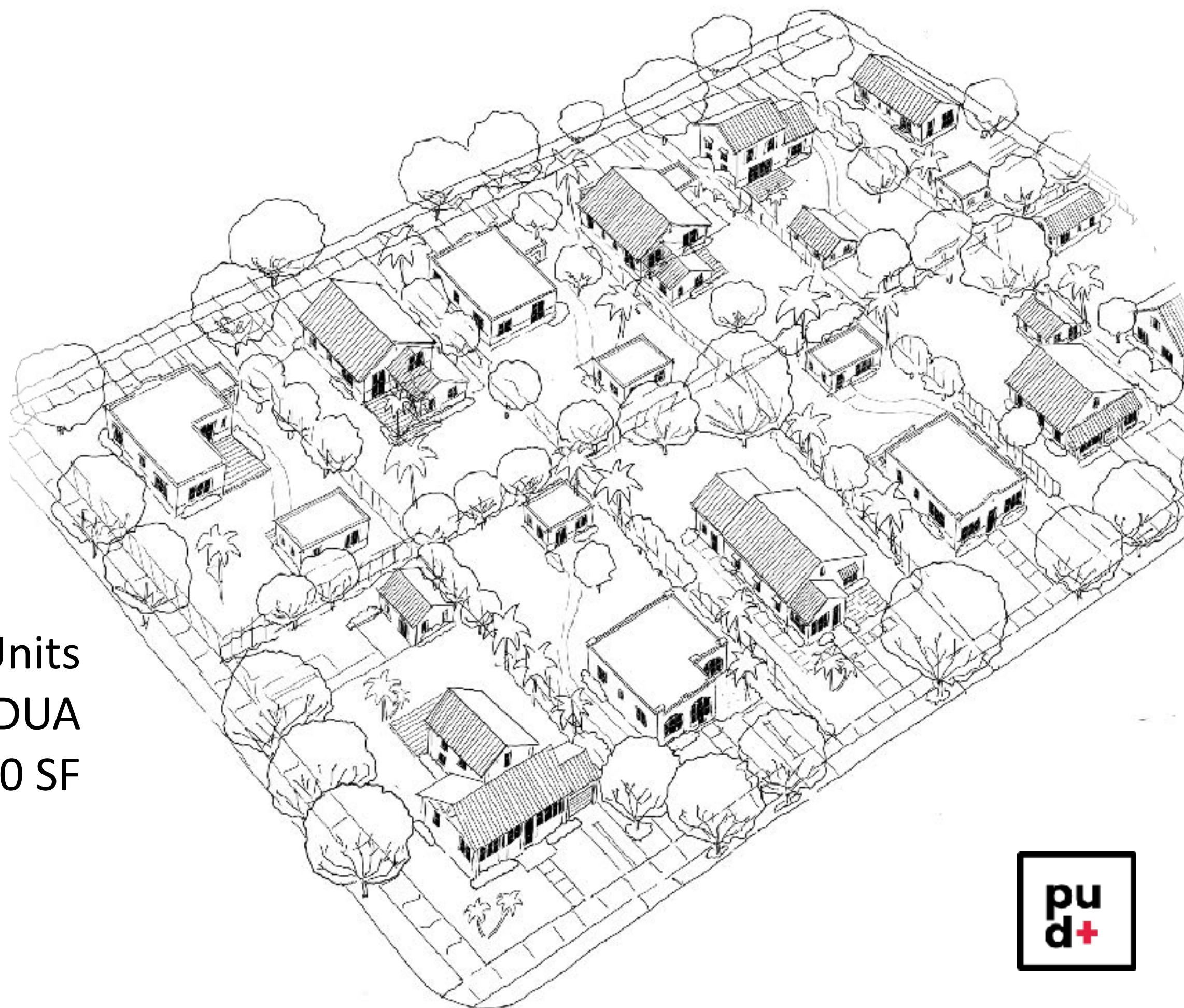
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Ancillary Dwelling Units

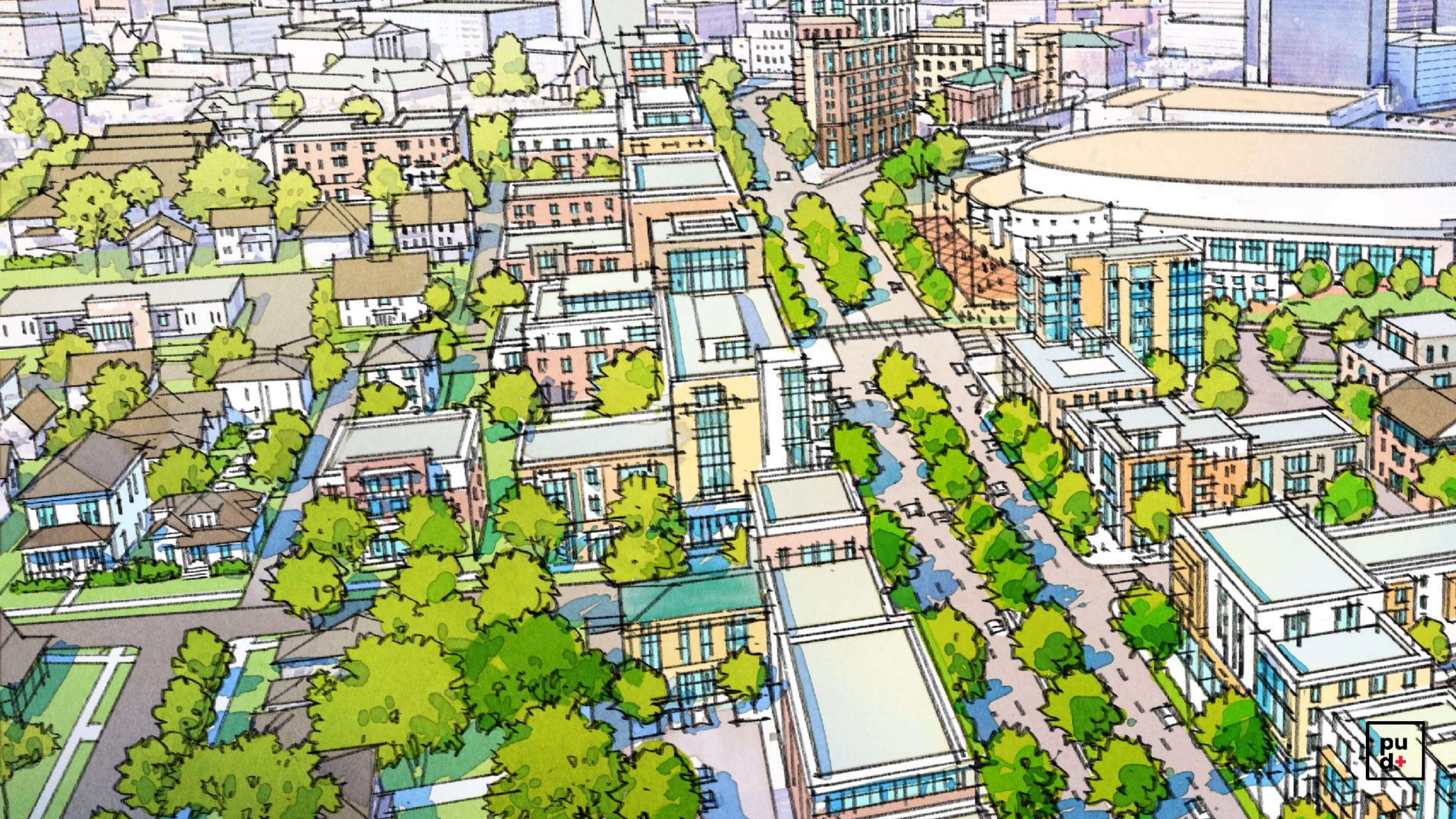




12 Units
16 DUA
Unit sizes 1,200 SF - 3,000 SF



24 Units
32 DUA
Unit sizes 400 SF - 3,000 SF



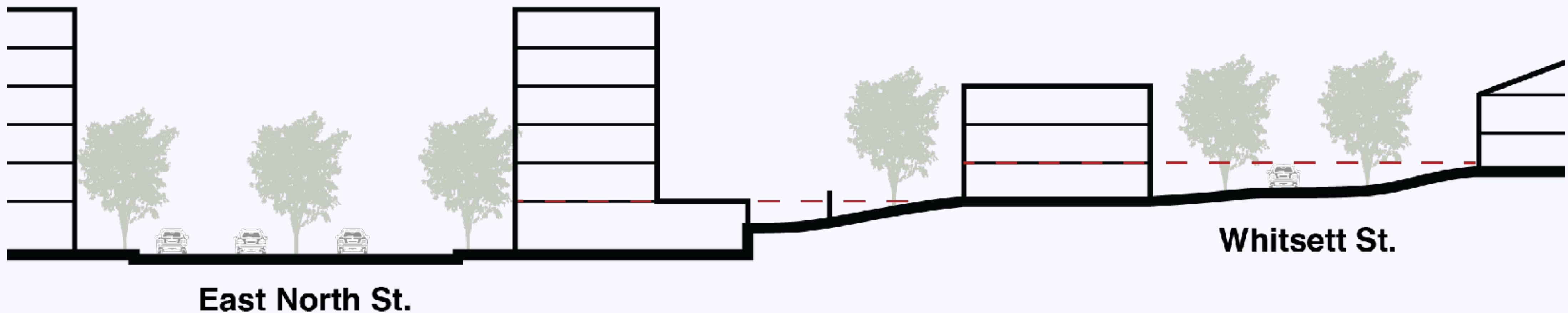
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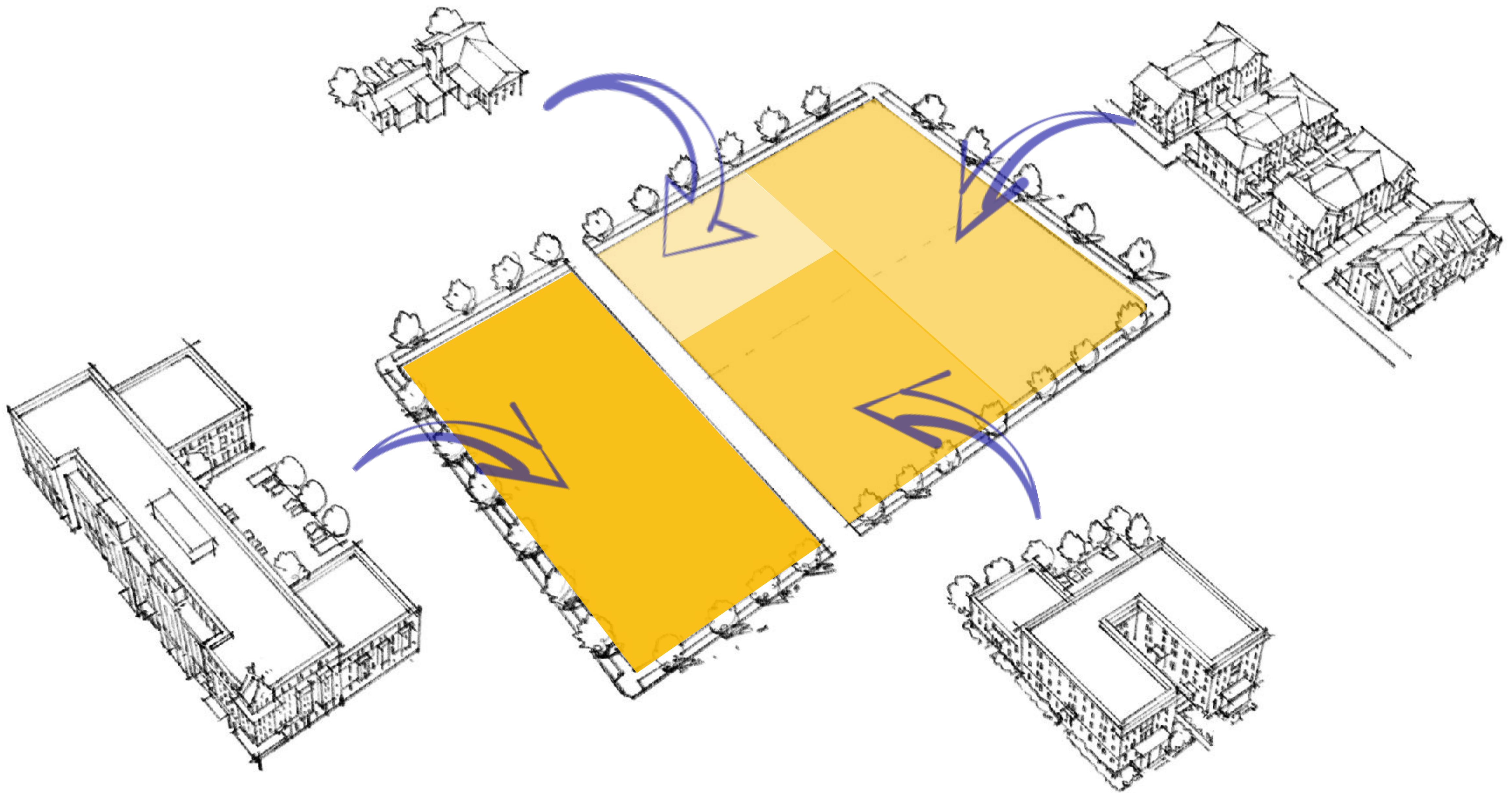


William St. - East North St.



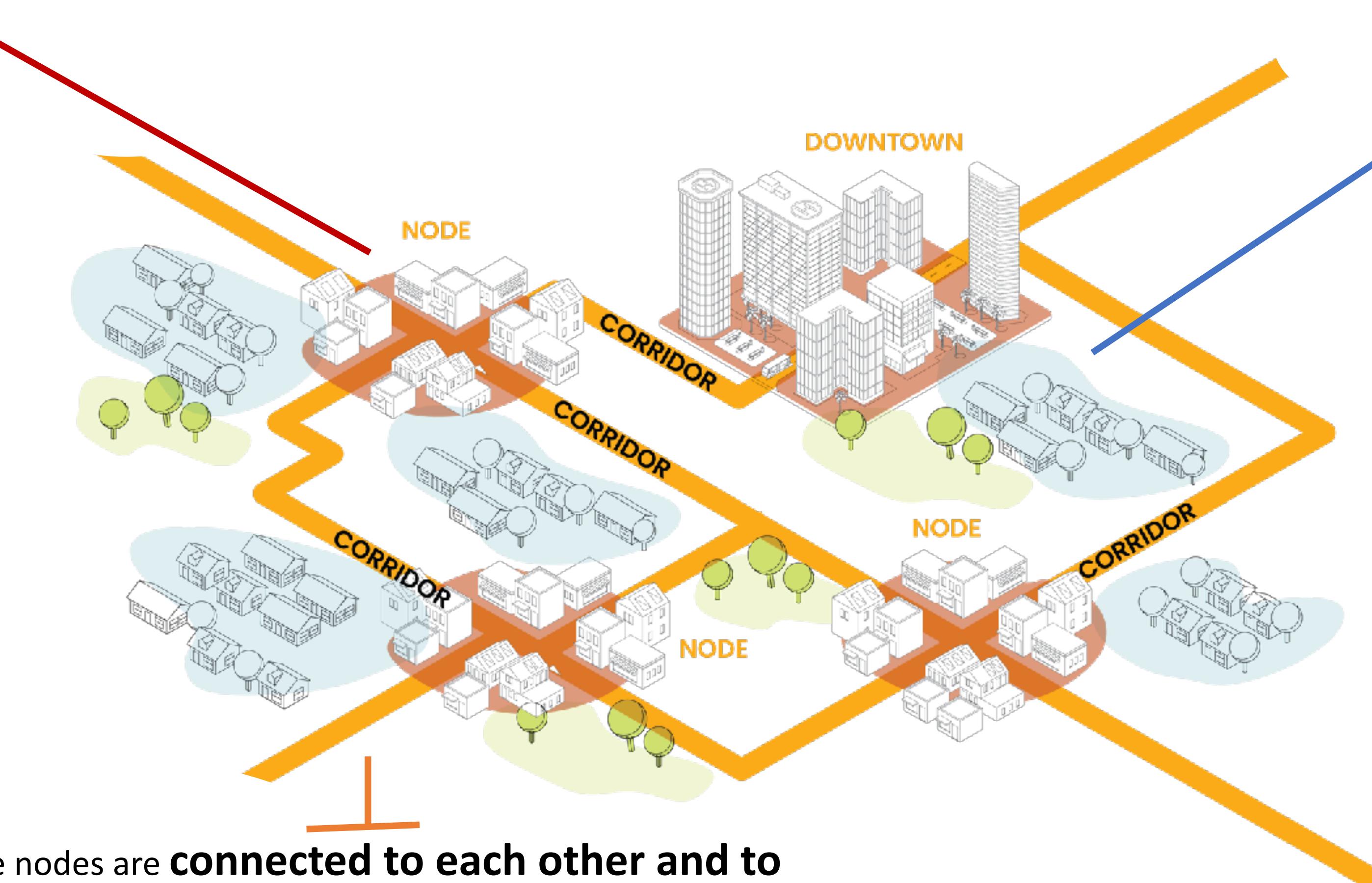
Manly St. - East North St.





“We grow in a manner that respects and builds from our assets while helping us achieve significant progress on our community’s priorities”

Population and economic growth have been directed to a series of **mixed-use, higher density nodes** throughout the city that offer a range of **housing options, employment opportunities, and services.**



These nodes are **connected to each other and to downtown**, the community's largest node **by corridors** that have mixed-uses and urban form similar to nodes and offer a range of appealing transportation options.

Adjacent to these nodes and corridors, our **traditional neighborhoods** have been preserved and strengthened. **Appropriate infill development** has added to the **diversity and affordability** of neighborhood housing **while retaining residential character.**

“Identify node locations with the best potential”

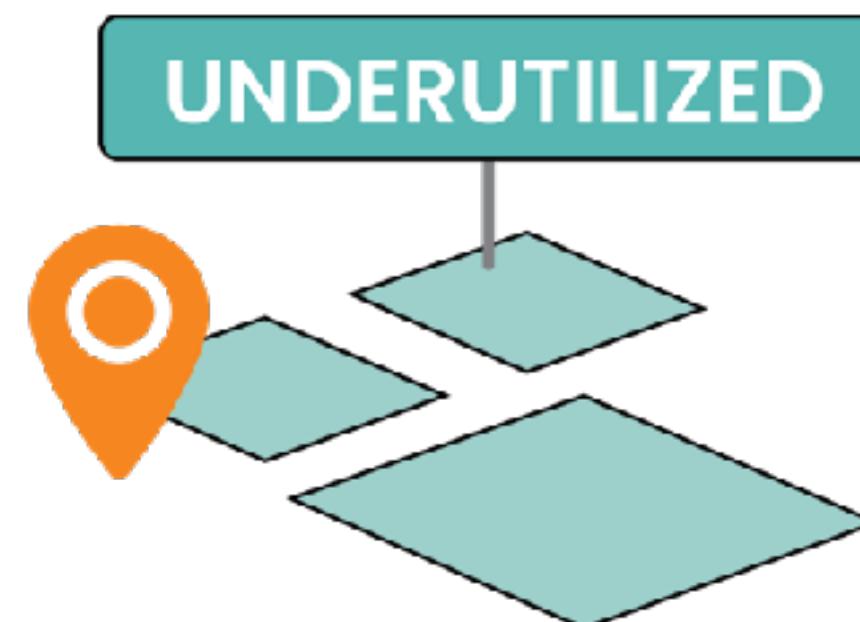
1. Given their **local context**, they have potential to **better serve adjacent neighborhoods** and outlying neighborhoods **if properly redesigned**.



3. Areas generally situated **along major transportation corridors** and in locations where **increased density does not negatively impact neighbors**.



4. Presence of **underutilized land** that can be developed to **serve the needs of nearby residents**.



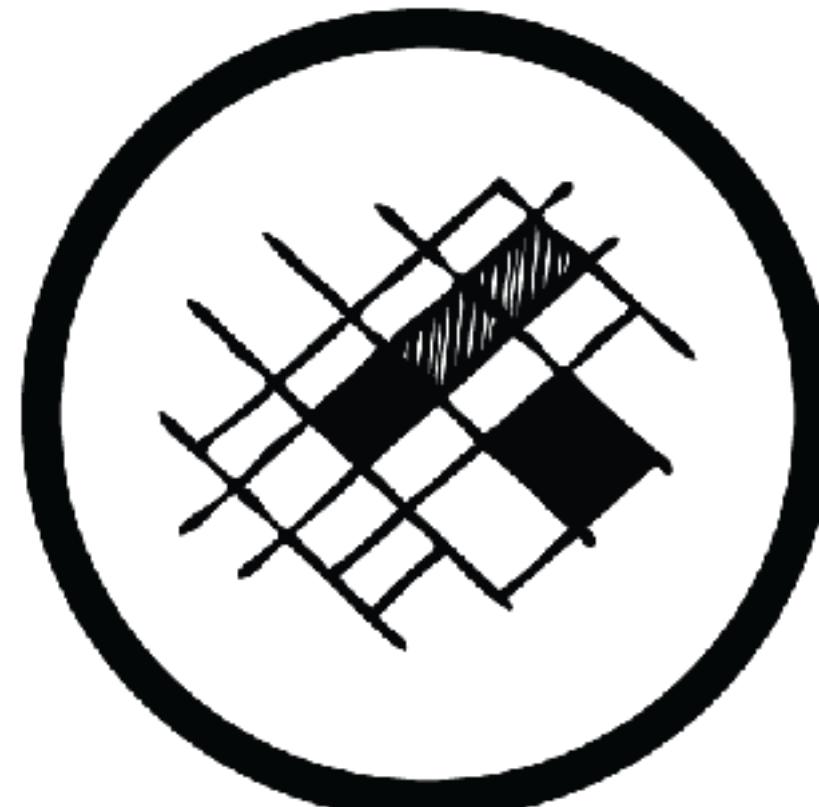
2. They exhibit a widespread geographic distribution and are **relatively accessible to all residents** no matter where they live in Greenville.



5. Presence of **vacant commercial buildings** that warrant **revitalization efforts**.



“GVL2040 serves as the framework and touchstone for all planning and policy-making that relates to development”



Zoning Code Updates



Economic Development Strategy



Housing Policy and Planning



Small Area Plans



Neighborhood
Plans



Corridor Plans



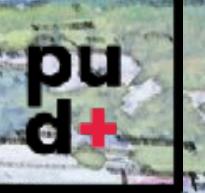
Parks and Recreation Planning

we thank you for your
time, input, and
welcome

We look forward to building upon the tremendous legacy and **fine example of city building that you have created by improving one of the most important districts of your city**

Greenville gateway





thank you!



www.greenvillegateway.com

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