

# DESIGN GUIDELINES SERVICES

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GREENVILLE, SOUTH CAROLINA



*A new mixed use project complies with the design guidelines. The mass is divided into modules that reflect the traditional character of the area.*



*A new bank is located in the outer ring of downtown. The design provides interest to pedestrians and helps to define the street edge.*



*The core area of downtown Greenville is oriented to pedestrians. The guidelines promote street level activities that animate the street.*

*Greenville, South Carolina received the Great American Main Street Award for its revitalized downtown on May 19, 2003.*

## Urban Design Guidelines for Downtown Greenville

The City of Greenville (population 57,300) has focused extensive improvements into the core of its downtown to maintain its viability. Streetscape design and parking systems are important components of its program to enhance economic redevelopment. Another key component is a design review system that covers buildings, landscapes and signs.

The core of the downtown area is pedestrian-oriented, with buildings constructed to the sidewalk edge and storefronts that provide interest to passersby. Surrounding this zone is an area that is more auto-oriented, with freestanding office buildings and parking lots. The City sought to provide guidance for development in both of these areas that would acknowledge the differences in their character while strengthening the pedestrian environment and linking them together.



*Investment in downtown Greenville has extended into the West End, which is designated as a historic district. A variety of restaurants, specialty shops and professional offices have located here. Building renovations comply with the new design guidelines.*



Winter & Company

[www.winterandcompany.net](http://www.winterandcompany.net)

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## GREENVILLE, SOUTH CAROLINA

Winter & Company worked with the City's Design and Preservation Commission to develop a system of design standards that would implement its urban design objectives. Property owners and downtown advocates participated in a series of public workshops to craft the basic guidelines framework and test their effectiveness. The design guidelines focus on basic issues that address mass, scale, form and materials for new construction.



*A before and after picture of a new mixed-use development includes retail at the street level, in compliance with the design guidelines.*

### SERVICES:

- » Character analysis
- » Visioning
- » Stakeholder workshops
- » Design guidelines
- » Public outreach and training

### CLIENT:

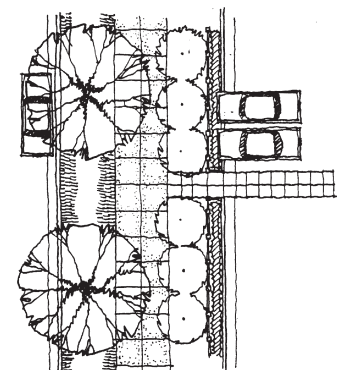
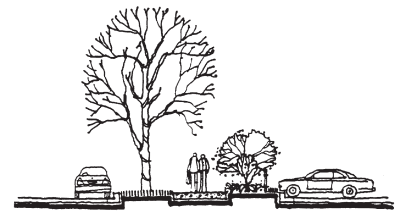
City of Greenville

### DATE:

2001



*Guidelines for older, traditional buildings are provided.*



*Landscape buffers are options for parking lots.*



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