

GREENVILLE JOURNAL

Wernick & Co. unveils Village of West Greenville micro-area plan

- Evan Peter Smith
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The new [micro-area plan](#) for the **Village of West Greenville** has been unveiled, offering a detailed guideline to “unlock the area’s potential” and create a “welcoming, diverse, vibrant, artistic community.”

The plan, created by [Wernick & Co.](#) after numerous input-gathering sessions with community members, business owners, commercial property owners and other stakeholders over the last year, focused on four guiding principles:

- **Maintaining** the Village’s authentic character.
- **Reinforcing** its unique identify.
- **Facilitating** a mix of uses and services.
- **Planning** for inclusive growth.

“The character of this area is very unique,” said Steve Wernick, land use attorney and managing partner at Wernick & Company. “It’s amazing to walk this core of the area and see how much potential it has.”

Despite the diversity of businesses in the Village, business owners were relatively uniform in what they see as the primary challenges to future growth: improper signage, poor connectivity and traffic congestion.

In general, respondents thought there should be more arts-related and cultural activities to further cement the area’s reputation as an arts district, while also pointing out a need for more retail offerings.



Photo by John Olson

“In crafting this Village action plan, we have taken cues from the Village itself to capture the spirit of this funky enclave that marches to the beat of its own drum,” the plan noted.

But the plan also highlighted the paradox of striving to maintain a unique character for an area whose unique character is the singular draw in rising property values, thus watering down the very aspect that made it appealing in the first place.

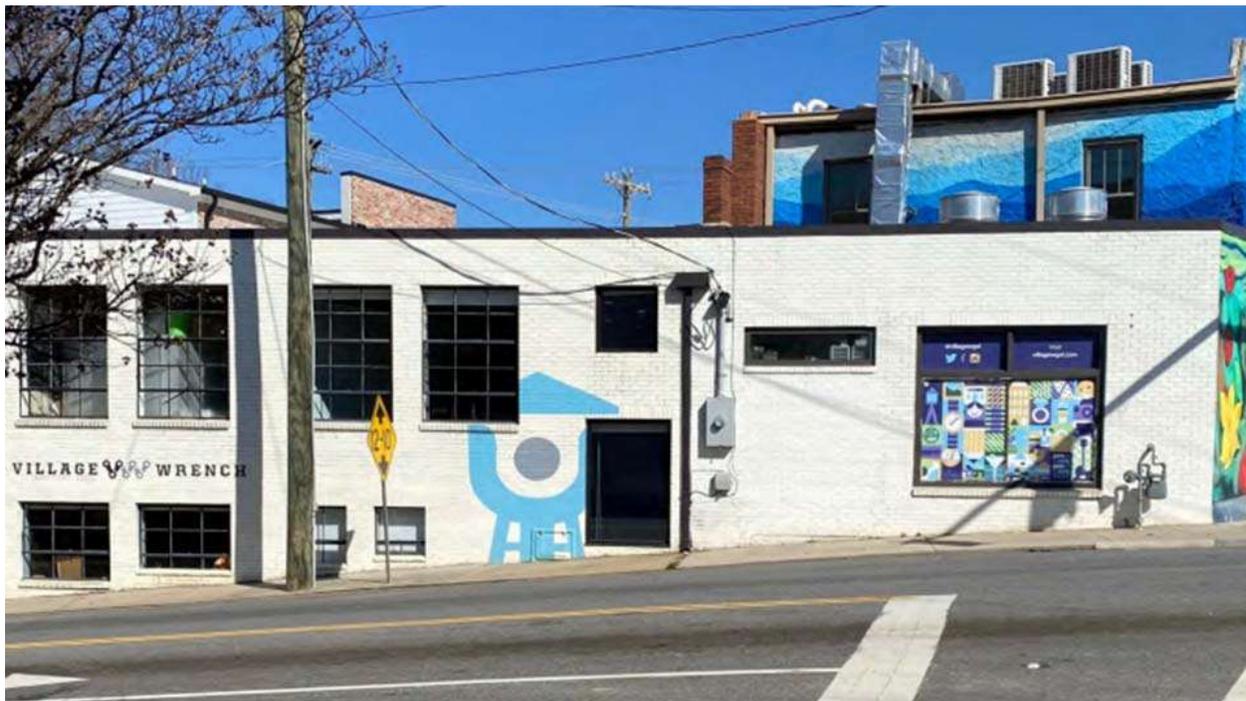
“Land values are rising; there is a heightened fear of displacement of existing residents, artists and tenants,” the plan stated.

To achieve the goal of strengthening the Village's character and potential while not alienating those who contributed to that character, the plan highlighted three action words: **connect**, **activate** and **regulate**.

Connect

The plan recommends new wayfinding and gateway signage in the Village of West Greenville, especially in ways that would improve safety, walkability and accessibility, while also unifying the signage to create a shared sense of space.

Specific streetscape improvements were recommended along Pendleton Street at Mason and Burdette streets and the addition of a protected bike lane along Pendleton Street. The plan also calls for a colorful crosswalk on Pendleton Street, a public parking garage and a **Unity Park** trail connector.



City of Greenville photo

Activate

The plan aims to strengthen the Village's character as an artistic hub through live music, pop-up markets and green space. This includes offering economic incentives for artists and event organizers and the creation of a temporary use pilot program for artists.

“Planners believe vacant or underutilized sites within the Village of West Greenville could become active destinations for residents and visitors to the neighborhood,” the city noted.

Regulate

A new zoning framework, the plan argues, would allow the Village to grow as a “vibrant hub and keep its authentic character.”

This includes a parking trust fund, signage regulations and the implementation of a Village action plan.

“A unique framework for the area would reinforce that identity and provide for a wide range of uses and services as well as unconventional, artistic neighborhood needs,” according to the city.

[Click here to read the full plan.](#)