

'Woven' could be the first major development in the Village of West Greenville

By: Evan Peter Smith | June 23, 2022



For the last two decades, master plans and comprehensive plans that have honed in on the **Village of West Greenville** have unanimously called for the same thing: more housing density.

From the **West Greenville Master Plan** in 2002 all the way up to the **Village of West Greenville Micro-Area Plan** released in 2021, the need for more housing within Greenville's sequestered arts and culture district has been evident, according to city leaders and urban planners.

But what does that density look like?



Woven is the first significant answer to that question, a proposed 251-unit mixed-use development that would sit along Pendleton Street between Saco and Traction streets. The project from Woodfield Development, which built The Greene in the West End and which is

currently building **408 Jackson** beside Fluor Field, aims to “weave” together the commercial corridor of Pendleton Street with **Brandon Mill** and the Brandon Community.

The project still faces several hurdles over the coming months, still requiring approval from the **City's Planning Commission**, **City Council** and the **Design Review Board Urban Panel**. But designs from the developer and architect **Seamon Whiteside** paint a detailed portrait of a project that straddles two distinct challenges: maintaining the unique character of the Village and meeting the need for more housing density.



The project at a glance

- 250 apartment units (10% of which are guaranteed to be affordable, with another 10% aimed to be affordable if the project is granted multicounty industrial business park status).
- Open plaza.
- Neighborhood pocket park.
- “Garage-wrap” design, with the garage in the center of the development, featuring 36 public parking spaces and 250 private parking spaces for residents.
- Glass-enclosed second-story village artist gallery and work space overlooking Pendleton.
- Restaurant space with a second-floor rooftop terrace.
- Five units of “representative retail” (more on that below).
- Preservation of four historic homes.
- Amenities such pool, fitness room, dog park.
- New sidewalks.
- Speed humps and raised public crosswalk.



The historic Morgan House, located near the intersection of Smith and Pendleton Streets, was once the home of the night superintendent of Brandon Mill. Photo by Evan Peter Smith

What's on the property now?

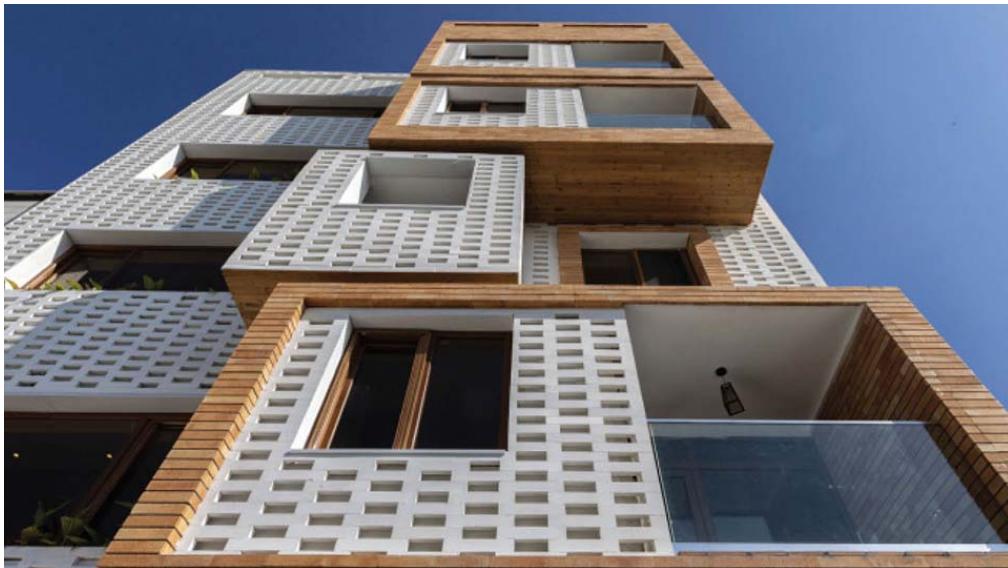
Six historic mill houses sit on the property today, including the Morgan House, easily identifiable for being the only white, two-story home in the Village. Formerly occupied by Ralph Morgan, the former night supervisor of Brandon Mill, the house will be moved a few blocks down Smith Street to serve as a buffer between Woven and the adjacent homes. The homes on the property will be preserved and moved elsewhere in the Village, with three planned to be placed adjacent to the Art Bomb art studios where they will serve as renovated affordable housing and art studios.



Blending in by standing out

The goal of the project's overall design is to blend in with the character of the Village by being as "cool and funky" as possible, according to developer Brian Schick.

"The input we received when presenting early designs was to make it cool and funky and colorful, instead of one boring, monolithic-looking project." Schick said.



To achieve that goal, designers plan for playful pops of different colors — greens and whites, beet reds and blues — with brick that pays homage to Brandon Mill and a facade that juts out at unique intervals. Bistro lights would be strung criss-cross over the plaza to activate the space, while the glass-enclosed village artist gallery would glow at night, a natural showroom of local art to the traffic and pedestrians passing by. Art will play a role in the building itself, with the very facade of the building serving as a canvas for murals or other artistic elements.

The development, which will rise up five stories along Pendleton, will be set back with two-story structures facing the street.



A 'catalyst' project

The Village of West Greenville Micro-Area Plan, released in 2021 by Wernick & Co., outlined three categories of focus for the Village: legacy (honoring the character of the Village), live-work (creating a balance of two) and catalyst (jumpstarting deliberate growth).

These are meant to be typologies that help to promote the right kind of inclusive future growth of the Village, balancing its different needs," said Wernick & Co. Managing Partner Steve Wernick.



With that in mind, Wernick sees the Woven project as fitting within the catalyst typology, given its mix of uses and frontage on Pendleton Street.

"I think what's important is, you're going to have redevelopment here," Wernick said, "and in order for the business district to be vibrant and continue to create opportunities for participation, you need to have a critical mass of people at different income levels, both home ownership and rental."



One key aspect of the project is the planned stretch of what Schick calls "representative retail" for up-start entrepreneurs and small business owners. These will be five commercial units lined up in a row, similar to the ArtWalk art studios along the Reedy River downtown. The units, which

will be rented below market rate, will feature roll-up garage-door facades as well, allowing business operators to open their storefronts up fully during nice weather and further activate the street.

All units will be rented out with no background checks required, and business owners simply write one check that covers rent, utilities and maintenance.

"These will be turn-key and help to uplift these folks who might not be able to find affordable space elsewhere," Schick said.

<https://greenvillenewspaper.com/community/woven-could-be-the-first-major-development-in-the-village-of-west-greenville-sc/>