

— VERDAE —

Legacy Square Working Group Session 4

Meeting Recap February 16, 2022

Following a series of meetings over four months, the Legacy Square Working Group finalized the draft vision and guiding principles for the Legacy Square Master Plan framework.

The Group—a diverse assembly of residents, business owners, and community leaders with a wide variety of skills and perspectives—worked with the Planning Team, led by Beyer Blinder Belle (architecture and planning), HR&A Advisors (economics), and Kimley-Horn (traffic and transportation) to envision and shape the future plan for Legacy Square. As a result of collaboration and dialogue in workshop-style meetings, the Group achieved broad consensus for Guiding Principles, Vision Statements, and Design Guidelines. These elements, along with illustrative graphics, will become part of the Master Plan for Legacy Square to be released this spring following additional community engagement in March and April.

The framework also identifies area for further definition as part of the ultimate Development Plan created for Legacy Square once a development team(s) has been selected to implement the project. The future Development Plan will build on the Master Plan and incorporate additional input from stakeholders and the City of Greenville.

“We’ve learned how much you love this community,” said Neil Kittredge, a partner with Beyer Blinder Belle. “Everything we do needs to live up to that standard.”

The following information summarizes the outcome from the LS Working Group’s input and direction:

Guiding Principles for Legacy Square

- **Legacy Park is the Anchor:** The Park is the “Crown Jewel,” drawing people to Legacy Square with great views, green space, programming and events, and enhanced wayfinding.
- **LS is A Destination and Neighborhood Center:** A curated retail experience for food and shopping as well as neighborhood services, with ease of access and parking, with a warm neighborly vibe
- **LS is Centrally Located but is also a Different World:** A sense of place to discover, with a continuing vision of good planning, attention to detail in architecture and open space, and connected to the Swamp Rabbit Trail
- **LS is A Place to Live, Work, and Play:** A mix of uses to support community, safety, and economic vibrancy for residents, employees, and visitors, with transitions to single-family homes
- **Branding will be Essential to Get the Word Out:** A strong, unified identity, with marketing to improve wayfinding, support businesses, and promote events in both Square and Park

Vision Themes

- Buildings & Architecture:
 - The Town Center is completed with mixed-use buildings of residential, office or hotel above ground-floor retail that reflects Rocky Slope as the center of activity.
 - Buildout varies with residential types and styles that transition the scale of buildings by stepping down from taller on Rocky Slope to shorter near existing residential neighborhoods.
 - Buildout protects single-family neighborhoods facing Legacy Square with new homes and landscaping creating two-sided streets and shielding views of back-of-house functions and parking.
- Program & Retail:
 - Retail works as an ensemble, creating an experience for visitors differentiated from other destinations, with family-oriented businesses that complement each-other and establish a strong brand for Legacy Square as a whole.
 - Public space complements retail offerings and builds a customer base with programs, events, and activation of plazas and open spaces, including of underutilized space in Legacy Park.
 - A vibrant and economically sustainable Legacy Square go hand in hand, with a mix of uses creating live/work/play activity and supporting businesses at different times of day and week.
 - A varied housing program with high-quality architecture meets the needs of residents at different life stages and allows seniors to stay in the community, for a stronger neighborhood.
- Access & Parking:
 - Expanded parking capacity supports existing businesses and new uses, with ease of wayfinding for visitors that avoids visual and traffic impacts to existing residential streets.
- Public Realm & Open Space:
 - A new Community Plaza becomes the central meeting place for Hollingsworth Park residents and visitors, complementing Legacy Park with a flexible space to accommodate community events.
 - A network of small public spaces and pedestrian paths support residents and businesses with outdoor dining and varied open space and greenery for Legacy Square.
 - Rocky Slope transforms into the “Main Street” of Legacy Square with a streetscape prioritizing pedestrians, parkside dining and retail, and the potential to be closed for larger events.
 - Legacy Square is linked to the SRT with a Legacy Connector trail and Legacy Park becomes a “gateway” to Legacy Square with design and programming.

Design Guidelines with Noted Areas for Further Definition during the Development Plan Process

- Mixed-Use Buildings on Rocky Slope:
 - Mixed-use with ground floor retail on Rocky Slope Road
 - Limit height of buildings to height of Keith Building tower
 - Shield back-of-house functions from view
 - Architectural design guidelines for setbacks, façade expression, and materials
 - Retail storefront design guidelines for transparency and signage
 - *Areas for Future Definition: Specific architectural and material guidelines*
- Step Down to Existing Neighborhoods:
 - Step down height progressively from Rocky Slope along Sedley and Chadsworth
 - Create active streetscapes with stoop entries, patios, and gardens
 - Architectural design guidelines for setbacks, façade expression, and materials
 - *Areas for Future Definition: Specific architectural and material guidelines*
- Single-Family Frontage:
 - Transition to existing single-family with height consistent with existing homes
 - Locate individual residences on single-family streets

- Create visual breaks and green spaces to vary views
- Front yard setback and porches to soften edges
- No driveways on street frontage/parking access from alley
- *Areas for Future Definition: Specific type of residences (single-family, high-end townhouse, etc.), final lot size and spacing, and arrangement of green spaces and gaps for visual relief*
- A Curated Retail Experience:
 - Overall management for all of Legacy Square’s ground-floor spaces, to curate the mix and recruit exceptional businesses
 - Emphasize a family-friendly mix of dining at varying price points as well as shops and neighborhood services
 - Maximize outdoor dining opportunities facing Legacy Park and new plazas and open spaces
 - Launch a branding and marketing effort to get the word out about Legacy Square
 - Improve wayfinding to guide visitors to Legacy Square from outside Verdae
 - *Areas for Future Definition: Selection of retail tenants*
- Public Space Activation:
 - Enhance planning, management, and operations capacity for public space programming
 - Coordinate with the City to plan activation of the Legacy Park “Gateway”
 - Envision and plan potential events for Legacy Square’s open spaces through partnerships with residents, businesses, and local cultural organizations
 - Work with arts groups to bring rotating or permanent public art to Legacy Square
 - *Areas for Future Definition: Planning for range and type of events and programs*
- Vibrant Mix of Uses:
 - Provide a mix of office and residential on upper floors to activate Legacy Square at different times of day and days of the week
 - Consider a boutique hotel if market conditions permit
 - Locate retail on ground floors facing Rocky Slope, and beyond if feasible
 - *Areas for Future Definition: Amount of office that is economically viable, and potential for hotel option depending on market conditions*
- Varied Residential Types:
 - Provide a variety of housing typologies and sizes to serve different household types from young families to empty nesters and retirees seeking to age in place
 - Include a mix of for sale and rental, but not all of one or the other
 - For sale units to be located adjacent to existing single-family neighborhoods
 - All housing of any type to have high-quality architecture to fit in with Hollingsworth Park
 - *Areas for Future Definition: Specific housing typologies, architecture, and unit mix, and flexibility to adjust over time for market viability*
- Access & Parking for Retail and Users:
 - All parking located mid-block screened by buildings and landscape
 - Structured parking embedded in hillside with architectural façades to screen visual impact
 - “Shared parking” to reduce spaces needed and distribute parking across phases
 - New mid-block alley for all parking access
 - Principal parking ingress/egress from Sedley and Chadsworth
 - No net new parking entries or exits on residential streets
 - Wayfinding signage and parking management for visitors to avoid congestion

- *Areas for Future Definition: Traffic studies to avoid impacts on existing neighborhoods, coordination with City parking policies to minimize traffic on residential streets, specific location and function of parking entries and exits, and architectural design and landscaping of parking structures*
 - Put the Square in Legacy Square:
 - New Community Plaza faces Rocky Slope Road and park view
 - Framed on three sides by mixed-use buildings with ground floor retail
 - Include trees, plantings, fountains, seating, outdoor dining, and public art
 - Balance fixed elements with flexible space and infrastructure for events
 - General Size, Shape, and Location
 - *Areas for Future Definition: Exact size and shape to meet community needs, materials and design, and technology/infrastructure requirements*
 - Intimate Plazas and Passageways:
 - Activate corners and retail nodes
 - Outdoor dining accommodation with shade and views
 - Intimately scaled for smaller gatherings of residents and visitors
 - Make connections through blocks and around buildings
 - *Areas for Future Definition: Specific size and locations, identify walking connections – “desire lines”, and coordinate with retail plan/locations*
 - Rocky Slope is the Main Street:
 - Redesign Rocky Slope from Darden to Chadsworth
 - Traffic calming with alternate paving materials, raised crosswalks, and landscaping
 - Wide setbacks with space for walking, gathering, sitting, dining, and meeting
 - On-street convenience parking and bike lanes
 - *Areas for Future Definition: Requirements for landscaping over Duke Energy duct bank, Coordination with City, traffic study & coordination with Salters Road improvements, feasibility of possible temporary closure for events*
 - The SRT Legacy Connector:
 - Coordinate with SRT Legacy Connector trail arrival point
 - Integrate bike and walking path routes through Legacy Square
 - Redesign the Legacy Park “Gateway” corner for public programming
 - *Areas for Future Definition: Route/entry point to Legacy Connector trail, program use options/designs for Legacy Park Gateway, and coordination with City on park design and programming*
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Looking Ahead

From here, the Planning Team will complete the update of Verdae’s dynamic planning document—the Master Plan—and move to additional 2022 pre-development activities, including broader public communication, coordination with the City, and early developer solicitation.

Ultimately the revised Master Plan and Design Guidelines will serve as a framework and roadmap for Developer(s) as they create a more specific Development Plan.

The Planning Team is deeply grateful for the participation and contribution from each member of the Legacy Square Working Group. We congratulate the Group on a job well done!



More Community Engagement Opportunities are Being Planned

During the months of March and April, the Planning Team will host two opportunities for broader community engagement. Dates and event details will be shared soon via [ImagineVerdae.com](https://www.imagineverdae.com).

- March (Date/Time/Location TBD): Braydon residents and other residents/owners of Hollingsworth Park and Legacy Square will be invited to participate in a Community Open House. This will be an in-person opportunity to meet members of the Planning Team, view the Legacy Square Master Plan concepts, ask questions, and share comments.
- April (Date/Time/Registration Details TBD): A Community-wide Zoom presentation, similar to the kick-off event held on September 29, 2021, will be hosted for Hollingsworth Park and Legacy Square property and business owners. This event will showcase the final Legacy Square Master Plan and detail next steps and the projected timeline for future development of Legacy Square.

The following images represent a conceptual layout (vision) for Legacy square and the sample Program Summary offers a draft scenario for general information purposes. A final Development Plan will differ from this preliminary illustrative vision but will be based on the Final Guiding Principles and Design Guidelines.

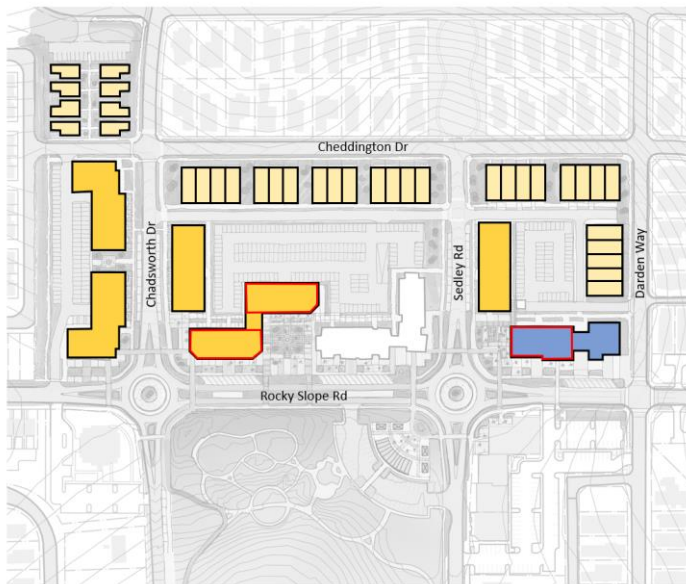




Master Plan Illustrative Vision (Draft)



Illustrative Program Summary (Draft)



Illustrative Site Plan Program

Program	Square Footage / Units
Existing Ground Floor Retail	29,500 SF
New Ground Floor Retail	23,000 SF
Existing Office	60,000 SF
New Office	40,000 SF
Residential – Single-family	30-35 units
Residential – For Sale & Rental	225-325 units

A boutique hotel would include 60-100 rooms.

The program is subject to further definition during the Development Plan

- Residential – Single-family
- Residential – For Sale & Rental
- Office
- New Ground Floor Retail