



## GREEN AVENUE NEIGHBORHOOD REVITALIZATION PLAN

City of Greenville | Greenville, South Carolina

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The once hub of African-American entrepreneurial and professional success lay in ruin. Boarded up homes, vacant lots, a deteriorating housing stock, and crime dogged the neighborhood. The neighborhood association played a significant role in initiating its resurgence. Prior to the revitalization strategy, the City of Greenville's Community Development Division completed 22 affordable homeowner units – Genesis Court. The 1996 subdivision was not enough to create a vibrant neighborhood. The city wanted to connect its neighborhoods to the Downtown through amenities, landscaping, an array of housing options, and trails and bike lanes. Green Avenue provided such an opportunity.

The strategy developed with implementation in phases. It provided a myriad of opportunities to address the physical, economic, and social rebirth. Borrowed were new urbanism themes to enhance a sense of community and connectivity to Downtown. Recommended were new housing types and design catered to varied household incomes. Architectural guidelines were developed to preserve the neighborhood character and ensure compatible designs. Green Avenue's revitalization strategy utilized strategies to reclaim vacant parcels, recycle blighted structures, and repair and develop infrastructure. Traffic calming approaches were instituted for Anderson and Lincoln Street and the Green Avenue intersection. Significant tree plantings and signage soften the urban fabric linking Green Avenue to Downtown.