Into this framework of physical form, space and character are fitted details of uses, architectural requirements, parking layout, environmental protection, signage and so forth. The fundamentally important point here is this: *Design-based zoning begins with urban form, not with use*.

The code thus begins by dividing the community into geographic areas, based on a simple typological gradient: Village Center (the most urban); Neighborhood Center; Neighborhood General; and Neighborhood Edge (least urban) (see Plate 50). These four urban typologies cover most circumstances, but others can be added to cover more rural situations or higher density urban conditions as necessary. Each typology is characterized by a particular scale of buildings, illustrated in the simple section drawings on page 238 in Appendix III. These drawings also identify the range of applicable uses, which are amplified in the columns of text on page 239 in Appendix III.

The next set of governing criteria comprises a range of Building Types, typically Detached House, Townhouse, Apartment Building, Shopfront Building, Workplace Building and Civic Building. Each building type is described and dimensioned on a single sheet with three-dimensional diagrams, photographs, and text (see pages 240–241 in Appendix III). Note that while the Shopfront type is based on the traditional model of main street stores, it also accommodates large-scale uses such as grocery stores with only minor amendments, and can be extended to cover 'big-box' stores as well, disciplining them into a more urban configuration. Uses are implied in the naming of the building type, but they are specified in detail on the main pages of the code illustrated by the diagrams and text on pages one and two.

The Open Space Types are defined and illustrated in a spectrum of urban to more rural conditions – Squares and Plazas to Greens, Parks and Playgrounds, to Meadows and Greenways. Street Types are illustrated in dimensioned section and plan drawings, supplemented by a page of notes providing design and engineering standards. Other sections of the code deal with parking placement and standards, and requirements for commercial signs, outdoor lighting, environmental protection and landscaping (see pages 242–243 in Appendix III).

The first two pages of the zoning ordinance extracts depicted in Appendix III can be printed together as one large poster sized wallchart that provides at-a-glance information of all key topics regarding zoning district, building type and building use. This poster is the companion piece to the zoning map or regulating plan, and these two pieces of paper contain the answers to most of the strategic questions concerning development opportunities in the community. More detail is provided on the pages describing the individual building types and the one page parking information sheet. The complete document, more evolved and detailed than its Mooresville equivalent outlined in Chapter 9, is still only 22 pages long. One point of note in the section diagrams of the permitted buildings is that ancillary accommodation over detached garages is allowed as a right, creating a potential supply of affordable rental apartments. This provision of small, cheap rental units makes a modest contribution to solving America's affordable housing crisis, while providing extra income to the homeowner. A flat in this location could also function as a separate home for an elderly relative to remain within the family circle while retaining a measure of independence.

CONCLUSIONS

This master plan was constructed around a series of 19 different redevelopment opportunities in the community, ranging from high-end market rate mixed-use development to affordable housing infill on scattered sites. We calculated that $10 million of public investment in infrastructure could leverage $90 million in private investment, about half of which was dependent on the upgrading of Church Street, with the other half spread around the neighborhood in a variety of projects. At the core was the creation of a lively mixed-use neighborhood center where people from within and outside the community could meet in the shops, offices and housing focused around that location.

A central component of the plan was the preservation of affordable housing in the area. A number of different strategies would need to be employed to ensure long-term affordability, including public investment, land trusts and non-profit housing agency involvement. Though implementation of the plan would primarily be market-driven, the city would need to develop programs and incentives to ensure long-term affordability. The final master plan also included a new zoning overlay code with standards for the design of buildings, streets and open spaces keyed specifically to the master plan.

CRITICAL EVALUATION OF CASE STUDY

This was one of our most successful charrettes, and also one of the least typologically driven of our master plans. With the exception of some fragmentary typologies of the perimeter block with buildings lining the streets and wrapping around parking, most redevelopment opportunities were based on detailed circumstantial responses to particular site conditions. In part, this reflects the great level of individual site appraisal that was possible on a project of this neighborhood scale and scope. In larger city or regional plans, greater reliance has to be placed on typological solutions that hold within themselves the seeds of subsequent detail development. This level of detail design was also a function of the longer time period, six days instead of our more usual four. In many ways, six days is ideal, but the extra expense usually militates against this arrangement. In this instance the city of Greenville had creatively tapped a number of sources in the public and private sectors to finance the longer period.

At the time of writing the book in the spring of 2003, the city had adopted the plan and was implementing the zoning code. While detailed discussions were still continuing on the Church Street improvements, the city's decision to proceed with the Springer Street tunnel improvements was a welcome pledge of commitment to the master plan and the Haynie-Sirrine neighborhood. City staff were also using the plan to convince the school board not to condemn land around the stadium for new high school playing fields. This would be a bad decision for the neighborhood and the city. It would take valuable land off the tax rolls, as the school board, a public body, does not pay property taxes, and it would seriously disturb the balance of the plan in its carefully constructed relationships of economic diversity. From conversations with city officials, it appeared at the time of writing that they were confident the plan would remain intact and that the wide consensus and commitment developed through the design process between the city, the neighborhood, and the private sponsors would endure.

The only disappointing note in the process and its aftermath was the withdrawal of the hotel developer. He dropped out as the market declined during the economic recession that followed the attacks of September 11. Despite this setback, the prognosis for the neighborhood is good, and local observers expect private developments to begin on site as the overall economy slowly improves.