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**FOR IMMEDIATE RELEASE**

**Laurens Leads South Carolina with First-Ever Housing Pattern Book**

**LAURENS, SC – September 16, 2025 –** The City of Laurens is once again setting the standard for smart growth in South Carolina. This week, City Council approved the state’s first housing pattern book, an innovative incentive that makes it easier, faster, and more affordable to build new homes—while protecting the small-town character that makes Laurens unique.

The Pattern Book provides builders and families with pre-approved home designs that already meet Laurens’ building standards. Choosing one of these plans will speed up approvals, reduce uncertainty, and save money—all while ensuring new homes fit seamlessly into the city’s existing neighborhoods.

“This is an incentive, not a mandate,” said Mayor Nathan Senn. “Builders and homeowners can still pursue their own designs, but the pattern book makes doing the right thing—building homes that feel at home in Laurens—easier and more affordable. It's just common sense to make it easier to do what our community has told us is a priority. This is a win-win-win. Builders gain efficiency, families gain affordability, and the city protects the character that makes Laurens special.”

The Pattern Book, unanimously recommended by the Planning Commission, follows the adoption of Laurens’ new zoning code earlier this year. Together, these updates reflect the city’s long-term commitment to revitalizing existing neighborhoods, encouraging infill, and maintaining Laurens’ architectural heritage. By encouraging construction on vacant lots within city limits, Laurens ensures growth that strengthens rather than fragments the community.

The idea is new for South Carolina, but it draws on a familiar history. A century ago, companies like Sears Roebuck sold house plans and prefabricated kits that helped define neighborhoods across America. Many of those early 20th-century homes still stand in Laurens today. The new pattern book carries that legacy forward, combining Laurens' familiar small-town style with modern layouts and conveniences. This approach, while new to South Carolina, has been adopted successfully in other cities and small towns across the country—from Senoia, Georgia, to Denton, Maryland—where pattern books have successfully helped encourage better, affordable housing, speedier permitting, and healthy neighborhood growth that strengthens rather than erodes community character.

Homes in the Pattern Book range from garage apartments and cottages to multi-family units—all designed to blend seamlessly into Laurens’ existing architecture. By helping smaller builders succeed while preserving neighborhood charm, Laurens is ensuring that growth strengthens the city’s brand rather than diluting it.

“Laurens is blessed that so much of our traditional architecture remains intact,” Senn added. “As our city grows, we’re committed to ensuring new homes are connected to the fabric of our existing neighborhoods rather than standing apart from them. Laurens is blessed to have preserved so much its history and character. This incentive helps us protect it for the future.”

For more information, visit [www.cityoflaurenssc.com](https://www.cityoflaurenssc.com/about-3). For media inquiries or additional information, contact Lisa Canada at lcanada@cityoflaurenssc.com or call 864-681-2395.

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