

#### How Will We Grow? Land Use Workshop

#### Summary

Part 1: Wed. November 4, 6-8PM Part 2: Thurs. November 5, 6-8PM Willis Building 300 E. 1<sup>st</sup> Street Greenville, NC 27858

Where will the next 40,000 Greenville citizens live, work, and play? That is one of the critical questions that citizens of Greenville answered during the *How Will We Grow?* Workshops. This two part workshop builds on previous public engagement and will result in the objectives that will guide our city's growth for the next decade.

#### 1. Purpose of How Will We Grow Workshops

- To share with the public the findings from the technical analysis and recent public engagement activities
- To test the draft Growth Principles being generated for the Comprehensive Plan with participants
- To present the Future Growth Framework Map to participants and have them share ideas about the vision for future land use city-wide and for the four area plans
- To share with the public the draft conceptual Future Growth Framework for review and comment
- To share the revised Growth Principles for review and comment

#### 2. Workshop and Stakeholder Meetings

On November 4, a public workshop was held to present key trends, conditions, and community concerns, and gather feedback on the community's vision for future growth and change. Presenters included Merrill Flood from the City of Greenville, Leigh Anne King from Clarion Associates, and Jamie Greene from Planning Next. Attendees were polled on growth principles, provided comments about desired changes, and gathered around maps of the city to mark key opportunities.



Image from night 1



On November 5, stakeholder meetings were held for the Airport Area, Memorial/Arlington Area, and Medical Area. Property owners and other stakeholders provided key information, opportunities, and their ideas for how each area should grow and evolve. In the evening, an open house public workshop was held. At this workshop attendees learned about findings from the previous night, provided additional feedback on the city's draft plan for growth, and offered ideas in small group settings for how and where the city should grow in the future. The input that was provided by the public will be used to revise and improve the vision framework, growth principles, Future Growth Framework Map, and policies within each of the area plans.

#### Appendix Items

- 11x17 Handout
- Group Form
- Principles Form
- Vision Statement Form
- Responses: Land Use / Character Area Ideas
- Responses: Individual Character Map Activity Sheet
- Responses: About Attendees
- Responses: Feedback on Principles
- Night 1 Presentation
- Night 2 Presentation



#### Tell us about yourself.

1. How did you hear about this workshop?

2. Why did you attend the workshop?

- 3. Did you feel comfortable working in today's small groups? \_\_\_\_\_
- 4. Where do you live?

	Within the City of Greenville
	Outside the City of Greenville, but within the planning area
	Somewhere else:

5. How long have you lived in the area?

0-4 years 5-9 years 10-20 years 20+ years

#### 6. What is your age?

0-15 years 15-24 years 25-34 years 35-44 years 45-54 years 55-64 years 65+

7. If you are employed outside of the home, where do you work?

Within the City of Greenville

Somewhere else:

8. If you own property in the area, where is it generally located?

Within the City of Greenville Outside the City of Greenville, but within the planning area Somewhere else:

9. If you own a business in the area, where is it generally located?

- Within the City of Greenville
- Outside the City of Greenville, but within the planning area
- Somewhere else:



### How Will We Grow? Workshop

November 4 (Wednesday) 6-8pm

Purpose: To share findings from the technical analysis and prior public engagement activities, test the draft vision statements, and present the Land Use Character Framework Concept Map for feedback about the four area plans and the future of land use city-wide.

#### **AGENDA**

1. Welcome
2. Report on what we have learned
3. Test Principles
4. Introduce the Land Use and Charact
5. Small Group Work
6. Next Steps / Adjourn

		•						•	•					•	•	•	•						•			 	6	:0	0	
																									•	 	6	:0	5	
																										 	6	:2	5	
ct	e	r	F	r	а	n	n	e	w	/0	10	rk	C												•	 	6	:4	5	
																										 	6	:5	5	
																										 	8	:0	0	



#### **Character Map Activity**

2. Circle your three areas and number them.

3. Write any specific thoughts or ideas you have about each area in the spaces below.

Area 1... Write your ideas here

Area 2... Write your ideas here

Area 3... Write your ideas here

(Wait for direction from the workshop facilitator before beginning.)

1. Identify three areas on the map where you care the most about the future character of the area.

# **GROUP RECORDING FORM**



November 4, 2015 Group:

#### **Before you begin**

at their table.

#### 1. Say hello.

Everyone should introduce [ themselves to the others

#### 2. Check supplies

Make sure that everyone in the group has an 11x17 map and a pencil or pen.

#### 3. Get oriented to the map.

Orient the group by identifying major roads, landmarks, and your current location on the large map.

#### TIPS FOR TABLE RECORDERS

- Record the work using participants' own words as much as possible. Write legibly.
- Make sure everyone can contribute. Try not to let a few people to dominate the activity.
- Let a staff member know if you need help.

#### **INSTRUCTIONS:** Please wait for the workshop facilitator to introduce this activity.

#### 1. Individual work (5 minutes)

□ Using their individual 11x17 maps, ask participants to circle three places or areas in the city they think are **most important** to address in terms of future character (could be places that they think should change – or should not).

#### 2. Mark places on the group map (5 minutes)

- Ask each person to identify their three areas on the large group map with a circle. Areas can be circled multiple times by different people.
- □ Look at large map and confirm the group's top three areas with the people at your table. Give each location a name and write it on the map next to each area on the map and in the spaces below.

### **3. Discuss future use and character of each place** (45 minutes)

☐ Starting with one area, ask the group to look at the character type assignments shown on the map within that area and the definitions in front of you. Is the future character depicted, appropriate – please offer your ideas on what you'd like to see different or whether there are specific characteristics that you would support or not support. Repeat for all three areas.

NAME OF AREA "A"
PLEASE NUMBER EACH COMMENT/IDEA. IDENTIFY LOCATION-SPECIFIC COMMENTS ON THE MAP WITH THE CORRESPONDING NUMBER.
A1.
A2.
A3.

#### NAME OF AREA "B"

PLEASE NUMBER EACH COMMENT/IDEA. IDENTIFY LOCATION-SPECIFIC COMMENTS ON THE MAP WITH THE CORRESPONDING NUMBER.

B1.

DZ.	
ВЗ.	

NAME	OF	AREA	"C"
------	----	------	-----

PLEASE NUMBER EACH COMMENT/IDEA. IDENTIFY LOCATION-SPECIFIC COMMENTS ON THE MAP WITH THE CORRESPONDING NUMBER.	
C1.	
C2.	
C3.	

ADDITIONAL OR GENERAL COMMENTS

# **PRINCIPLES RATING**



The Draft Principles below are statements of intent about where and how the City of Greenville should grow in the future.

Please circle how strongly you agree with each of the statements using a scale from 1-5 with 1 being "I do not support" and 5 being "I fully support." Use the comment area below each principle to suggest edits, clarifications, or other thoughts.

• Quality design is emphasized for all uses to create an attractive, distinctive public and private realm— architecture, streetscape, corridors, gateways and edges— that distinguishes the city.	NO SUPPORT 1	2	3	4	FULL SUPPORT 5
Comments:					
2 Development of underutilized land within the city's existing urban footprint that is served by infrastructure is a priority over undeveloped land on the city's edge.	NO SUPPORT <b>1</b>	2	3	4	FULL SUPPORT 5
Comments:					
3 A greater intensity of development that integrates a mix of uses (residential, commercial, office, institutional, civic etc.) and connects with existing developed areas is encouraged in strategic locations.	NO SUPPORT <b>1</b>	2	3	4	FULL SUPPORT 5
mix of uses (residential, commercial, office, institutional,	-	2	3	4	SUPPORT
mix of uses (residential, commercial, office, institutional, civic etc.) and connects with existing developed areas is encouraged in strategic locations.	-	2	3	4	SUPPORT

Uptown features a vibrant mix of businesses, residences, education, recreation, entertainment, and civic uses, and a distinctive character that is appealing to residents, visitors and investors. Comments:	NO SUPPORT 1	2	3	4	FULL SUPPORT 5
The city's established neighborhoods are maintained, while new residential areas have strong neighborhood qualities, including sidewalks, mixed housing types, parks, and easy access to basic retail needs.	NO SUPPORT 1	2	3	4	FULL SUPPORT 5
Comments:	÷				
• A notwork of composited group ways and group	NO				FULL
A network of connected greenways and green infrastructure will protect wildlife habitat and sensitive natural areas and provide recreational opportunities.	SUPPORT 1	2	3	4	SUPPORT 5
infrastructure will protect wildlife habitat and sensitive	SUPPORT	2	3	4	
infrastructure will protect wildlife habitat and sensitive natural areas and provide recreational opportunities.	SUPPORT	2	3	4	
infrastructure will protect wildlife habitat and sensitive natural areas and provide recreational opportunities.	SUPPORT	2	3	4	
infrastructure will protect wildlife habitat and sensitive natural areas and provide recreational opportunities. Comments: Benvironmentally sensitive and sustainable practices will	SUPPORT 1 C NO SUPPORT				5 FULL SUPPORT
infrastructure will protect wildlife habitat and sensitive natural areas and provide recreational opportunities. Comments: B Environmentally sensitive and sustainable practices will be encouraged in future developments.	SUPPORT 1 C NO SUPPORT				5 FULL SUPPORT

# **VISION STATEMENT RATING**



The Vision Framework below are the statements that shape the vision for the comprehensive plan. The plan will be divided into seven themes. These seven vision statements act as an introduction for and as the summary of each of the seven themes.

Please circle how strongly you agree with each of the statements using a scale from 1-5 with 1 being "I do not support" and 5 being "I fully support." Use the comment area below each principle to suggest edits, clarifications, or other thoughts.

**1** Building Great Places that Thrive. Greenville will be home to active, vibrant, and distinct places that are linked through a high quality, walkable, and beautiful built environment. These places, including mixed-use centers, neighborhoods, corridors, and employment districts, will build on Greenville's unique history to provide new pedestrian-oriented human-scale developments that enrich the distinct visual appearance of the city and foster a growing sense of pride, while conserving key natural areas and well-defined rural edges.

Comments:

Comments:



2 Enhancing Accessible Transportation Networks. Greenville's transportation corridors will provide accessibility to destinations throughout the city by complementing the built environment and offering well-connected, safe, and attractive travel networks for bicyclists, pedestrians, drivers, and users of public transportation. Compact development and multimodal street designs will reduce automobile collisions and improve travel safety throughout Greenville. The city will be regionally accessible with an airport established as the primary hub for air travel in eastern North Carolina, exceptional interstate roadways, a navigable and inspiring built environment for visitors, and future planning for regional rail service.



**3** Governing with Innovation and Fiscal Responsibility. Greenville will encompass a culture of creativity and openness in all aspects of city management. The city will foster business investments and collaboration through transparent governance and a business-friendly culture. Intergovernmental collaboration will strive to develop solutions to complex problems. Partnerships will help build collaborative spaces and increase access to cutting-edge technology that sparks new ideas and efficiencies in industry and education. Physical planning efforts will grow the city's tax base sustainably and ensure the long-term efficient delivery of Greenville's high quality services.

Comments:	NO SUPPORT				FULL SUPPORT
	1 ←	2	3	4	<b>5</b> →

Developing the Economic Hub of Eastern North Carolina. Greenville, a city that supports business development, entrepreneurialism, and labor force training, will have high quality employment opportunities for an increasingly diverse population. The regulatory environment, business incentives, and partnerships will help to grow and sustain local companies, create an adaptive and well-trained workforce, and foster a thriving public education system. New jobs will emerge in a variety of locations throughout the city, including existing industrial parks, new well-planned employment centers, and urban mixed-use hubs. The city's high quality of life will help retain an excellent and creative workforce.

Comments:	NO SUPPORT				FULL SUPPORT
	1 ←	2	3	4	5 →

**Making Greenville Green and Resilient.** Greenville will be North Carolina's greenest city. Greenville will grow safely by protecting the city's green infrastructure and managing development in hazardous areas. The city will be prepared for increasingly powerful storms, intensified by the local effects of global climate change and sea level rise. And it will grow sustainably by using design approaches that minimize impacts on the natural environment. Conservation efforts will maintain the health of the Tar-Pamlico River and Neuse River watersheds, manage stormwater flows, and ensure clean water for future generations. Energy conservation will be achieved by supporting renewable energy initiatives, clean transportation opportunities, and green building technologies. Greenville will be a green city by incorporating nature not just in parks, yards, and open spaces, but along streets, in open lots, and atop buildings.

Comments:



**6** Creating Complete Neighborhoods with Diverse Housing Options. Greenville will offer a variety of excellent living options for its growing and increasingly diverse population, while supporting established neighborhoods and their existing residents. Complete neighborhoods will offer a variety of housing types, an integrated network of walkable and bikeable streets, access to transit, public schools and civic space in prominent locations, and proximity to grocery stores and neighborhood-serving commercial services needed by residents on a regular basis. With an assortment of high quality housing options that support a variety of income levels, neighborhoods will support multiple generations of families and ensure that someone can grow up, raise a family, and retire in the same neighborhood.

#### Comments:



Producing a Healthy and Vibrant City. As the cultural and healthcare hub of eastern North Carolina, residents and visitors will benefit from Greenville's rich arts and entertainment opportunities, inspiring parks and civic spaces, excellent health services, and healthy local food options. Public art will become incorporated into projects throughout Greenville, making it a truly unique southern city. Residents will have access to community gardens, farmer's markets, and high quality grocery stores. Sidewalks, greenways, and bike lanes will promote active travel by connecting housing to jobs, recreation, healthy foods, and shopping.

Comments:	NO SUPPORT				FULL SUPPORT
	1 ←	2	3	4	5 →

#### Land Use / Character Area Ideas

#### Citywide

- Improve sidewalk and streetscape facilities to enhance accessibility and safety connections between neighborhoods and destinations, to improve visual appeal of "strip" corridors
- More opportunities for mixed-use development throughout the city

#### Town Common

- Critical to maintain the public open space and access to the park and the river
- Great opportunity to enhance the park and river area by framing the area with development and uses that can activate the area

#### Uptown Area

- Needs to be the focus for development in Greenville maximizing the heart of the community and utilizing existing infrastructure
- Area should be expanded to include housing for seniors and young professionals, not just students, and more amenities and commercial options are needed to support this development

#### East 10<sup>th</sup> Street

- Needs to enhance the "back door" and gateway to ECU and to Uptown area from points east
- As corridor redevelops, need better design standards to improve the look and feel of the corridor and need to consolidate driveways to better manage traffic and improve safety
- Need to consider retrofits to road to improve safety for walkers, bikers, and drivers (bike lanes, cross walks, methods for slowing traffic in high activity areas)

#### **Dickinson Avenue**

- Should not have industrial area within Dickinson Avenue corridor
- Good quality mixed use should mix commercial and residential
- Need streetscape improvements such as lighting and sidewalks to enhance this area and set stage for redevelopment

#### Greenville Boulevard / Memorial Boulevard

- Development allowed elsewhere will likely cause decay in this corridor and there is a need for focused investment and incentives for redevelopment
- Mixed use development needed at strategic locations to make the area more walkable and attractive
- Redevelopment of Carolina East Mall should be a priority

West Greenville and Tar River Neighborhoods

- Area experiencing decline need assistance to better manage rental properties and make improvements to neighborhood and greenway to encourage increased homeownership
- These traditional neighborhoods need amenities that can provide proximate access to daily shopping and service needs (drugstore, small grocery store)
- Increase walkability in these areas by improving / developing sidewalks and increasing access to the greenway

Mumford Road / Area North of River

- Area that can take advantage of River North Park
- Could be an opportunity for housing, shopping, recreation proximate to this amenity

#### Individual Character Map Activity Sheet Responses

Group #	General Area	Comments
	1 10th Street East	Has been zoned to become the next Greenville Boulevard; don't let this happen
	2 10th Street East	Limit future development and stop sprawl
		Fix this mess; provide opportunities for something besides driving, maybe a median with
	2 10th Street East	trees; bad impression for those coming from the east
		Increase crosswalks and decrease speed limits near campus, Greenville connectivity
	2 10th Street East	throughout the city
	6 10th Street East	Redesign/retrofit some of the strips to better landscape with fewer curb cuts and have lower speeds on this road
		What will happen here - ? Let's retain some of the rural character of this - not let it became
	6 264 East	another Greenville Boulevard
	8 264 West	Continue with more mixed use center 2 along Stantonsburg and Allen Road
	6 5th Street - West	High density neighborhood area - issue of violence, struction, old tobacco warehouse dilapidated
	1 Airport Area	Lights, sidewalks, integrated
	Arlington Boulevard	Plenty of room for open space
		Pedestrian improvements, to Charles Boulevard/NC43 South; pedestrian access to
	8 Charles Blvd/NC43	Wintergreen Schools
	2 Citywide	more sidewalks and pedestrian friendly (also specificallly on 4th Street)
	2 Citywide	Mixed use - more integration throughout
	1 Dickinson Avenue	Don't want industrial in Future Land Use but instead want MU Center2
	1 Dickinson Avenue	Good quality commercial integrated with residential
	1 Dickinson Avenue	Sidewalks, lights, integrated
	6 Dickinson Avenue	Imperial Warehouse Areas smart development of this area can really enhance the town
	Fire Tower Road	Plenty of room for open space
		Concerns about development along Green Mill Run that flows through center of Greenville,
	2 Green Mill Run	flooding in floodprone areas
		Will likely decay because the growth patterns are to sprawl outward and away; the same
	6 Greenville Boulevard	forces that caused decline in inner city
	8 Greenville Boulevard	Less strip mall development along Greenville Boulevard; more walkability
	8 Medical District	Increase commercial intensity of medical district
	6 Memorial Drive	Carolina East Mall ugliest area, desert, no greenspace, no character
	1 Mumford Road	Repurposes large warehouses into student housing, shops, grocery, recreation
	1 Mumford Road	Needs amenities to take advantage of River Park North
	8 North of Tar River	More recreational opportunities north of river
		has potential if some creative, imaginative character definition could be encouraged. This is
		a real challenge for planners and residents, mix of dirt poor and sand mining, and industrial.
	6 Old River Road	Yet there was once real character.
	6 Tar River Greenspace	A great resource for recreation, community activities

#### Individual Character Map Activity Sheet Responses

2 Tar River Neighborhood	(east/north of ECU) concerns about neighbrhood, loss of OO homes, safety, long-term property values/tax value
2 Tar River Neighborhood	Increase homeownership and develop guidelines for rental properties, attractive entrances to greenway, nice grocery store on Jarvis, nicer apartments for senior citizens
2 Town Common 6 Town Common	Make it more of a usable space and greenway and green space, maintain openness, do not develop it too much; people enjoy the freedom of the large green space where Tar River Estates used to be; River Edge west of Evans Street
8 Town Common	Activated Town Common commerce, residential, river/eco-access, entertainment
6 Unknown 8 Unknown	My immediate neighborhood, I am concerned, I love it now, but want it protected - let's value the character of all neighborhoods Support structured parking in mixed use areas
2 Uptown 2 Uptown	Look at city ordinances that force developers to look at the fringes of the city rather than to center city emphasize "urban residence" opportunities; place to bring out of town visitors
2 Uptown	(and surrounding neighborhoods) residences designed with quality designs to encourage older residents in uptown, live/work and 2nd story units, theater and venue for young professionals, much larger space for art museum
6 Uptown	Develop inner core - wherever there is intensive utilities, support and roads should be utilized. Before any exurbs are supported with road, transit and water/sewer. GUC could be a player, no extensios of sewer. the density to link the Uptown District to Convention Center District. Should be urban
8 Uptown	commercial/ or other to connect the amenities that both districts have. These two districts should be united using the Evans Street link.
2 West Greenville 2 West Greenville	emphasize "urban residence" opportunities; place to bring out of town visitors Need sidewalks, grocery store, drug store, more walkable, easy access to greenway with attractive markers and sidewalks to encourage walking
6 West Greenville	Nice older homes with small footprints, both west and east should be better mix of families, students, retirees, affordable housing, need to restrict vehicular traffic and housing, make it more walkable and appealing, keep lower density (3 unrelated rule is good!)

			Q3: Did you						
	Q1: How did you hear about this workshop?	Q2: Why did you attend the workshop?	feel comfortable working in today's small group?		Q5: How long have you lived in the area?	Q6: What is your age?	Q7: If you are employed outside of the home, where do you work?	located?	Q9: If you own a business in the area, where is it generally located?
Form #1	Email	Learn what's going on in Greenville	Yes	Within the City of Greenville	5-9 years	65+	N/A	Within the City of Greenville	N/A
Form #2	email	Concern and want to have my input in the		Within the City of Greenville			Blank	Within the City of Greenville	Blank
FOITH #2	elliali	growth and development	yes	Greenville	5-9 years	55-04	DIdIIK	of dreenvine	DIdIIK
Form #6	Newspaper	To fail to plan means you plan to fail interested in greenville's	yes	Within the City of Greenville Within the City Of	20+ years	65+	Within the City of Greenville	Within the City of Greenville Within the City	Blank
Form #7	newspaper	future	yes	Greenville	20+ years	65+	Blank	Of Greenville	Blank
Form #8	email	I know the unmet potential	yes	Within the City of Greenville	5-9 years	65+	Within the City of Greenville	Within the City of Greenville	N/A
Form #9	my spouse	concerned about future growth	yes	Within the City of Greenville	20+	65+	Within the City of Greenville	Within the City of Greenville	Within the City of Greenville
Form #10	Ann Maxwell	Want to improve my city very concerned about environmental impact of	yes	Within the City Of Greenville	10-20 years	25-34 years	Within the City Of Greenville	Blank	Blank
Form #11	email last	development	yes	within the city	20+	65+	N/A	within the city	Blank
Form #12	workshop and DR ad	I want to be proud to call G'ville my home	fine	Within the city	20+	65+	Blank	Within the city	Blank
Form #13	City	hope for a good outcome	yes	within the city	20+	65+	N/A	Within the city	Blank
Form #14		interested in the future of Greenville concerned about	yes	Within the city	20+	65+	Within the City	Within the City	N/A
Form #15	email Tom W	environment 25 years of vested	yes	within the city	20+	65+	Within the city	within the city	Blank
Form #16		interest in Greenville	yes	Within the city Somewhere else:	20+	35-44	Within the city	Within the city	Within the city
Form #17	Tom W	it matters	yes	Washington	0-4 years	35-44	Within the city	Within the city	Blank
	City planning			Outside the city of greenville, but within the planning				Outside the city of greenville, but within the	
Form #18		Blank I'd like to stay in Greenville but I won't	yes	area	20+ years	35-44 25-34	Within the city	planning area	N/A
Form #19	email		yes	Within the city	0-4 years 10-20	years	Within the city	Within the city	Blank
Form #20	email	Member of council	Blank	Within the city	years	45-54	Within the city Somewhere	Within the city	Blank
Form #21	A friend	Because I'm the lamest 24-year-old ever	yes!	Within the city	20+years	15-24 years	else: chocowinity	Blank	Blank

	Required to attend 3							
Planning	meetings throughout the				15-24			
Program	semester	yes	Within the city	0-4 years	years	Blank	Blank	Blank
Comprehens								
ive plan								
committee								
member	information/insight	very	within the city	20+	65+	within the city	within the city	within the city
Newspaper								
article in								
Daily					25-34			
Reflector	to learn	yes	within the city	5-9 years	years	within the city	within the city	Blank
	Planning Program Comprehens ive plan committee member Newspaper article in Daily	and RegionalRequired to attend 3Planningmeetings throughout theProgramsemesterComprehensive plancommitteeinformation/insightNewspaperarticle inDaily	and RegionalRequired to attend 3Planningmeetings throughout theProgramsemesteryesComprehensveryive planverycommitteeverymemberinformation/insightveryNewspaperveryarticle invery	and RegionalRequired to attend 3Planningmeetings throughout theProgramsemesteryesWithin the cityComprehensyesWithin the cityive planSemesteryesYescommitteeyesyesyesmemberinformation/insightverywithin the cityNewspaperyesyesyesarticle inyesyesyes	and Regional Required to attend 3 Planning meetings throughout the Program semester yes Within the city 0-4 years Comprehens ive plan	and Regional PlanningRequired to attend 315-24Planningmeetings throughout the15-24ProgramsemesteryesWithin the city0-4 yearsComprehensyesWithin the city0-4 yearsyearsive planFragmentyearsyearsyearscommitteeinformation/insightverywithin the city20+65+Newspaper article inJeanyearsyearsyearsDailyyearsyearsyearsyears	and Regional Required to attend 3 Planning meetings throughout the  Yorgram semester yes Within the city 0-4 years Blank Comprehens ive plan committee member information/insight very within the city 20+ 65+ within the city Newspaper article in Daily	and Regional Required to attend 3 Planning meetings throughout the  Yenogram semester yes Within the city 0-4 years Blank Blank Comprehens ive plan  Tommation/insight very within the city 20+ 65+ within the city within the city Newspaper article in Daily

I	Form #26	Publicity by city	I care about my neighborhood (Tar River) member of	yes	within the city	20+	65+	within the city	within the city	blank
I	Form #28	City Staff Had to ask	committee/interest	Blank	Within the city	20+	45-54	Within the city	Blank	Blank
I	Form <b>#2</b> 9	about it	Blank	Blank	Within the city	20+	65+	Within the city	Within the city	Blank
		Committee			Outside the city of greenville, but within the planning				Outside the city of greenville, but within the	
l	Form <b>#30</b>	member	Blank	yes	area	20+	45-54	Within the city	planning area	Blank
	Form #31	omail	to understand how the	100	Within the city	45-54	45-54	Blank	Within the city	Blank
I	Form #31	email	city will grow	yes	Within the city	45-54	45-54	ыапк	Within the city	валк
		emails from Tom W and councilwom an kandice	interested in how		within the city of			within the city	within the city of	within the city of
I	Form #32	smith	greenville grows	yes	greenville	20+	55-64	of greenville Somewhere else: self	greenville	greenville
						10-20	55-64	employed at		
I	Form #33	email	to improve greenville	yes	within the city	years	years	home in GVL	within the city	within the city
					outside the city, but within the	10-20	45-54		outside the city, but within the	
I	Form #34	staff my mother	staff	yes	planning area	years	years	Within the city	planning area	Blank
I		told me	I care about the future of my city	yes	within the city	20+	25-34 years	Within the city	Blank	Blank

#### Question Answer

1 Who is opposed to quality? Is this a leading question? "Quality design" is imprecise

Streets should be free of grass. Grass grows on both of the streets surrounding my home. The grass in

- 1 the street is about 5 to 6 inches high. Trash and debris is left and never picked up in the community
- 1 Reword "Quality design should be emphasized"
- 1 Why wouldn't you agree? Not a question
- 1 But how is quality defined? You know it when you see it? How is it achieved?
- 1 Doesn't need to be prescriptive but certainly need better guidance than experiencing today
- 1 Including iconic images
- 1 Fully support quality design
- I support the principle, but there are some uses in "back of house" parts of the city, like industrial
- 1 parks, where quality design is not important. So focus on the most visible areas for quality design
- 1 Streetscapes and gateways
- 1 Label or provide examples of corridors and growths
- This is one area that we are particularly weak. Previously had a very attractive charming city but have torn much of it down. And wehat replaced is w/out style or charm. The university is doing a better
- 1 job
- 1 Define "uses"

Important to keep in mind that there are many quirky or unusual establishments that makes life 1 interesting!

- 1 mileresting
- 1 Who determines what is quality? Apart from questions about implementation, I fully support this?
- 1 There is too little public spaces

Other than some historic industrial buildings and a few downtown, and ECU use of distinctive architecture, there is little to distinguish Greenville from other cities. The new City Hall did a good job

- 1 integrating art deco architecture into details in a new building
- 1 All of the themes seem to lead to the same ideas. Very redundant
- Quality will last longer--Europe has much better architecture, etc. We need better and more 1 attractive features
- 2 We defintely need additioanl density within our out infrastructure footprint
- Far too many blighted structures and vacant lots that have become trash dumps need to be
- 2 addressed by the city
- 2 "sprawl" emphasizing to the use of land closest to the urban core and discouraging sprawl. Even if infrastructure is not present within, we should develop within. Built it (infrastructure) and
- 2 they will come
- 2 As long as its not designated as greenspace now.
- 2 Conflicts w/ idea of 40,000 new residents but need to include the underutilized areas
- Depends on what it is going to be used for. Eg would like for housing but not necessarily large parts of 2 lakes etc. (Zoo)
- Support, yet I do not allow development in floodprone areas. AND reserve sufficient land for parks &
- 2 greenways
- 2 Don't overdevelop land, keep some trees
- We ran out to the edges to grab land for future taxation availability. Lumping large expanses of land
- 2 as RA-20 a holding zone. In these area we have allowed mixed + often incompatable uses.
- 2 Mostly--but not completely--must not totally neglect the edges
- 2 Very important
- Yes! Not only for environmental reasons, but also because doing so will improve quality of life + 2 attract young people.
- This area provides great opportunities in Greenville. <u>Too</u> much emphasis has been to sprawl -flee the 2 central urban core
- 2 Have already paid for infrastructure. Preserve green space, increase walkability

Infill is a good strategy. Not too familiar with Nathanial Village -5th st West Greenville - byt it

- 2 provided median affordable density
- 2 We need to incentivize buildings in and up instead of out and out.
- We need to do a much better job using space within the city and stop sprawling further and further 2 out into the country
- I would hope that green spaces, "wild" corridors will not automatically be considered "underutilized"
- 2 in all instances (or even most instances)
- 2 Tax base could be improved with better utilization
- 2 Yes infill development essential to avoid sprawl and maintain sustainability
- 3 Clearly "in strategic locations" is key
- I don't see a great development that integrates a mix of uses and connects with existing developed 3 areas
- Yes, but quality of life is needed. Do not rezone just to please a particular developer at the expense of
- 3 the whole community
- 3 "node"? Fashion?
- 3 It depends on how compatable commercial is with residential and civic
- 3 This extends the value of businesses enterprise that can serve multiple consumer groups
- 3 In "all locations"
- 3 Not sure I like everything interconnected (neighborhoods maybe nice to be well defined)
- 3 I support if the mixed use is truly mixed and not just all student housing with a small % of retail
- 3 Especially residential uses in core areas
- 3 Separate the various uses
- 3 (vs non strategic locations?)
- Extremely important to me. I'm thinking about 1) the amount of time I have to spend in a car. 2)
- 3 Safety. 3) Air quality
  - Mixed-use can become a catch-all when sometimes the intent can be achieved w/o vertical mixed
- 3 use. Certainly support better streetscapes+horizontal mixed use where appropriate
- 3 Speaker failed (or did not have time) to define strategic locations
- 3 Support developing neighborhoods that integrate office/commercial uses that enhance resident' lives Important to allow residents to get things they need within the city while not requiring them to have
- 3 a car-possibly allow them to use public transport
- 3 Would decrease transportation cost, very important. More walkable.
- 4 Aspirationally, yes. It just seems hard to imagine real comprehensive success
- 4 Better sidewalks free of trash, bottles and other debris
- 4 #3 above can help with this
- 4 Distinctivness? Unique
- 4 "Comlete streets" principle
- 4 complete streets program necessart road width is critical
- 4 This is critical
- 4 Fully support
- 4 Bike lanes -- stop light cameras
- 4 This is the most obvious problem Greenville has

- 4 Great idea but how to redo existing areas to this idea?
- 4 This would help citizens have a healthier environment
- 4 Places throughout the city should be
- 5 This is something I can actually imagine coming into being!
- 5 All of the investment seems to be in uptown.
- 5 Careful of "bars" or others that contribute to voilence
- 5 We want GVL to be memorable in a good way
- 5 Downtown needs to feel safe after dark get concept if this is accomplished
- 5 Fully support- But need more places like uptown in other areas of the city
- 5 Use of historic tax credit
- 5 No residences uptown
- 5 Need non-student housing!
- 5 I live in downtown and I'd love to have more of my needs met. Groceries, shops, etc.
- 5 I'd like to see a more diverse assortment of activities
- 5 Music in the streets/busking allowed and encouraged
- 5 Cultural enrichment, music
- 5 Currently the residents are students. We must have older people in residences.
- 6 This involves potentially risk development choices --businesses failing/degrading in a neighborhood The city's established neighborhoods are not well maintained. Walkability is limited by trash and
- 6 debris in the streets. Sidewalks don't exist

6 Will need to encourage home ownership rather than rental in established neighborhoods

- 6 So important not to sacrifice existing neighborhoods and needs to strenghen existing hoods
- 6 Connectivity is important
- 6 The corner shop, or local pub would be lovely. Grocery store
- 6 There is a need to create neighborhoods that are communities that retail long term value
- Our patterns here over a long period of time is to let established neighborhoods deterioriate, and 6 focus on large multifamily units
- "New" implies greenfield development but if this includes redevelopment I support it. No more street
- 6 facing garages. No more wide streets!
- 6 This is a no brainer. Equitable treatment demands that old and new neighborhood have quality.
- 6 We need to stop building sprawling neighborhoods
- 6 Very important to require sidewalks, bike paths, and green spaces in all new residential development
- 6 City's established neighborhoods are improved and maintain.
- 6 We need to set a quota for rental vs owner occupied homes
- 7 Need to leave space for later consideration
- The numerous amount of mosquitos and squirrels that create a problem in the community should be
- 7 addressed by the city
- 7 Yes, like park with porous pavement
- 7 Connect greenways to sidewalks, schools, parks
- 7 Fully support include in designing all aspects of growth

- 7 I can't stress enough how important my wife and I value greenway trails and we are not alone.
- 7 We have been trying to do this, but unfortunately we came late to the game
- 7 What about including and provide non motorized transportation opportunities
- 7 Key to attracting jobs and people!
- Absolutely need to preserve some natural ecosystems with the city. Reservoirs of wildlife and great
- 7 environment
- 7 Green infrastructure?
- 7 Creating beauty in these areas is important to the mental health of citizens
- 8 Certainly pragmatic issues--like stormwater. Too much overly aggress controls creates friction
- 8 Environmentally sensitive would be to add plants that repel mosquitos
- 8 See above

GC

- 8 ?example? Semipermeable paving
- 8 Affordable (Add this to [question] phrase.)
- 8 GVC needs to be restrained from creating sprawl
- 8 This is very vague but therefore hard to object to
- 8 Set aside natural areas with inter connectivity to other wildlife corridors
- 8 Our environmental health is critical for our long term well-being as a city.
- 8 Stronger regulations to limit impervious surfaces and to prevent building in flood prone areas.
- 8 Encouraged great, mandate not so much
- 8 Horizons plan must indicate where density being increased would cause flooding
- If these statements are put forward as the "values" of this group/proces, there could easily be blow-
- GC back accusations that this group is dreaming, out of touch, and impractical
- The GNC bills should not continue to grow in the neighborhoods near downtown. The difference inGCthe GNC bills for gas and electric compared to residents in the other neighborhoods is too great.The unit is a substant of the difference in the other neighborhoods is too great.
- The policies and statutes need to be aligned and support whatever is in the plan. I strongly supportedGCall these
- GC emotional attachment to place. land use policies affect value
  - Consider the location of schools and how they are better connected by greenways and biking and sidewalks. Office/institutional development can also be bettter connected to parks, greenways
- GC Pedestrian safety is very important to our ability to continue to attract students and elderly to GVL
- GC Focus on mixed use for future development. Walkable/bikable
- GC Housing design- ENC homeowners prefer brick vs frames
- GC How is the city going to exercise its land/acerage, to accommodate growth and community needs
- GC Really need a mixed use development to set an example of positive growth
- A new manufacturing area on the outskirts of town with an average pay of \$70,000 for thousands of GC residencts. A new entertainment area.
- GC Is a community w/ a 'heart' (Downtown/uptown--"everybody's neighborhood") a more desirable
- GC Kind of general to agree with most of these. What are the alternatives?
- GC Important that city regulations require companies w/in the city to make known to city any hazardous/dangerous materials that they store within their business.
- It is important that we begin an inclusive city and that ALL people are made a part of this growth and
- GC development. Everyone likes nice neighborhoods and housings and stores.
- GC Hazard mitigation needs to be addressed





# **HOW WILL WE GROW?**

and	intentional	The ability to walk to the grocery store daily.	Clar
TAILS	Wednesday, November 4	ŀ, 2015	
Contraction of the second seco			

# Agenda

- 1. Welcome / project update
- 2. Report on what we have learned
- 3. Test principles
- 4. Introduce the land use and character framework
- 5. Small group work
- 6. Next steps / adjourn







# **PROJECT UPDATE**

a supported and a supported an	Include Artiets in interthouse	The ability to walk to the grocery store daily.	Clear .
THIS	Wednesday, November 4,	2015	

# **Project Update**



- 2. Draft Future Land Use and Character Framework
- 3. Draft Policy Framework
- 4. Draft Implementation Strategies
- 5. Public Workshop to Present Draft Plan







# WHAT WE HAVE LEARNED

and the			rade Jo
	Include Artists in an intention	The ability to walk to the groceny sta daily.	e ve
	Modporday Novon		
INIS C	Wednesday, Noven	nber 4, 2015	

# What We Have Learned: Key Trends and Values





# What is great about Greenville...

- Economic hub of Eastern NC
- ECU Growth
- Healthcare
- Uptown Investment
- Sense of community pride
- Natural assets









# 1. Greenville's population is growing and diversifying.



Total Population: 35,740

Total Population: 84,554



# 2. But many young professionals are leaving.





# 3. Over a third of Greenville's land is non-taxable





# 4. Land conversion is outpacing population growth.





### How many new residents can we expect?





# Where will 40,000 new citizens live and work?



# 5. Development patterns have many impacts, including...





### ... Greenville's transportation options...





20-minute walk (Connectivity matters)



82 walk score Uptown Greenville (very walkable)





## ...costs to individual households...

### Housing



< 30% 📕 30%+

Households that are housing cost burdened

### ...because of transportation costs...

### Housing + Transportation


#### ...economic and fiscal opportunities.

Big Box Retail Store in Greenville		Two-Story Mixed-Use Building in Greenville	
Current Tax Value:	\$5,961,638	Current Tax Value:	\$1,176,888
Land Developed:	11.77 acres	Land Developed:	0.21 acres
Tax Value per Acre:	\$506,450	Tax Value per Acre:	\$5,572,369



#### ...access to opportunities...

Residential Properties in Greenville within Walking and Biking Distance to Schools



Quarter Mile Half Mile Greater than Half Mile



#### ...environmental stewardship and hazard safety...



**Environmentally Sensitive Areas** 

**Impervious Surfaces** 



### What We Have Learned: Key Trends and Values





# **Great Places, Weak Places**



### Making Great Places in Greenville: Neighborhoods Places People Would Like to See in Greenville

100% Liked

# Making Great Places in Greenville: Neighborhoods Places People Would Like to See in Greenville

100% Liked

### Making Great Places in Greenville: Corridors Places People Would Like to See in Greenville

A CARACTER

# Making Great Places in Greenville: Destinations Places People Would Like to See in Greenville

Ħ

T

T

T

H

T

100% Liked

#### Making Great Places in Greenville: Destinations Places People Would Like to See in Greenville

#### Making Great Places in Greenville:

### Places People Would Not Like to See in Greenville





# **Review of Key Trends**

# Greenville...

- ... is growing and diversifying
- ...but losing many young professionals
- ...is home to key economic drivers
- ...is missing the types of development that people desire
- ...may have current development patterns that could result in negative fiscal impacts long-term if continued
- ...is home to key environmental amenities and needs to continue stewardship to maintain resiliency



# Review of Key Community Values

# Greenville citizens value...

- Family
- Community
- Cost of Living

### And want to see...

- Safer streets and more transportation options
- Walkable development and attractive vibrant spaces
- High wage job creation
- Environmental protection / sustainability / green spaces
- Access to high quality foods
- Strong downtown core
- Hazard mitigation and flood prevention







# **TEST PRINCIPLES**

Include Artists in intertrained	The ability to walk to the grocery store douby.	100
Wednesday, Nove	ember 4, 2015	
THIS CAN		

# **Principles** Where and how should the city grow in the future?

- 1. Eight principle statements have been drafted
- 2. Want to test with you
- 3. How supportive are you?
- 4. What would you change?
- 5. Will refine based on your input



# **PRINCIPLES RATING**



The Draft Principles below are statements of intent about where and how the City of Greenville should grow in the future. As you follow along with the keypad voting, please write down your thoughts and comments about each principle.

• Quality design is emphasized for all uses to create an attractive, distinctive public and private realm—architecture, streetscape, corridors, gateways and edges—that distinguishes the city.

Comments:

2 Development of underutilized land within the city's existing urban footprint that is served by infrastructure is a priority over undeveloped land on the city's edge.

Comments:

A greater intensity of development that integrates a mix of uses (residential, commercial, office, institutional, civic etc.) and connects with existing developed areas is encouraged in strategic locations.



# **Keypad Rating**

- 1. Facilitator will read question
- 2. Decide your level of support on a scale from 1 to 5
- 3. Make your selection when prompted





# If you weren't planning for Greenville's future, you would be...





1. Quality design is emphasized for all uses to create an attractive, distinctive public and private realm architecture, streetscape, corridors, gateways and edges—that distinguishes the city.





2. Development of underutilized land within the city's existing urban footprint that is served by infrastructure is a priority over undeveloped land on the city's edge.





3. A greater intensity of development that integrates a mix of uses (residential, commercial, office, institutional, civic etc.) and connects with existing developed areas is encouraged in strategic locations.





4. Places throughout the city are well-connected and designed to balance the needs of pedestrians, automobiles, cyclists, and transit users.





5. Uptown features a vibrant mix of businesses, residences, education, recreation, entertainment, and civic uses, and a distinctive character that is appealing to residents, visitors and investors.





6. The city's established neighborhoods are maintained, while new residential areas have strong neighborhood qualities, including sidewalks, mixed housing types, parks, and easy access to basic retail needs.





7. A network of connected greenways and green infrastructure will protect wildlife habitat and sensitive natural areas and provide recreational opportunities.





# 8. Environmentally sensitive and sustainable practices will be encouraged in future developments.









### LAND USE AND CHARACTER FRAMEWORK

the second se	NAMES I		rad.
	Include	The ability to walk to she groceny sta	Jo.
	Anthets in	grocery sta daily.	re
	istening Process		
THIS CO.	Wednesday, Noven	nber 4, 2015	

# Future Land Use Map

- City Policy: Shows the preferred land uses throughout the city
- Update to adopted Future Land Use Map
- It is not zoning, not regulatory but it is related:
  - Serves as the basis for the zoning code
  - Provides justification to changes in zoning (either by the city or by a property owner)
  - Cities should update their zoning rules to reflect the desired outcomes shown on future land use map





# Approach to depicting land use

- Current map depicts strictly use
  - Commercial, Industrial, office, institutional
  - Residential low, medium and high density
  - Open space
- New map will depict **both use and character** 
  - Recognizes that development patterns vary
  - Provides a more clear guidance for developers, the public, and city decision-makers





# S. MARINE MARINE

I DE LA COMPANY

15

BELLEN ALL







# **SMALL GROUP WORK**

the second	New Contraction of the Contracti		Trad.
	Include Artiets in	The ability walk to grocery	to Jo.
	an intentional	Groceny daily	SADVE
	and process		
THIS	Wednesday, Nover	mber 4, 2015	

# Overview

- 5 min Introductions and map orientation
- 5 min Individual work
- 5 min Mark group map
- 45 min Discussion

# **GROUP RECORDING FORM**



#### Before you begin

#### 1. Say hello.

 Everyone should introduce themselves to the others at their table.

#### 2. Check supplies

 Make sure that everyone in the group has an 11x17 map and a pencil or pen.

#### 3. Get oriented to the map.

 Orient the group by identifying major roads, landmarks, and your current location on the large map.

#### TIPS FOR TABLE RECORDERS

- Record the work using participants' own words as much as possible. Write legibly.
- Make sure everyone can contribute. Try not to let a few people to dominate the activity.
- · Let a staff member know if you need help.

## 5 min Introductions and map orientation





# 5 min Individual Work




### 5 min Mark the group map





### 45 min Discussion

# **GROUP RECORDING FORM**



November 4, 2015 Group: \_\_\_\_\_

### Before you begin

### 1. Say hello.

- Everyone should introduce themselves to the others at their table.
- 2. Check supplies

Make sure that everyone in the group has an 11x17 map and a pencil or pen.

### 3. Get oriented to the map.

 Orient the group by identifying major roads, landmarks, and your current location on the large map.

#### TIPS FOR TABLE RECORDERS

- Record the work using participants' own words as much as possible. Write legibly.
- Make sure everyone can contribute. Try not to let a few people to dominate the activity.
- · Let a staff member know if you need help.

### INSTRUCTIONS: Please wait for the workshop facilitator to introduce this activity.

### 1. Individual work (5 minutes)

Using their individual 11x17 maps, ask participants to circle three places or areas in the city they think are most important to address in terms of future character (could be places that they think should change – or should not).

### 2. Mark places on the group map (5 minutes)

- Ask each person to identify their three areas on the large group map with a circle. Areas can be circled multiple times by different people.
- Look at large map and confirm the group's top three areas with the people at your table. Give each location a name and write it on the map next to each area on the map and in the spaces below.

### 3. Discuss future use and character of each place (45 minutes)

Starting with one area, ask the group to look at the character type assignments shown on the map within that area and the definitions in front of you. Is the future character depicted, appropriate – please offer your ideas on what you'd like to see different or whether there are specific characteristics that you would support or not support. Repeat for all three areas.

NAME OF AREA "A"		
PLEASE NUMBER EACH COMMENT/IDEA. IDENTIFY LOCATION-SPECIFIC COMMENTS ON THE MAP WITH THE CORRESPONDING NUMBER.		
A1.		
A2.		
A3.		









### **NEXT STEPS**









## **HOW WILL WE GROW?**

The second states of the second	9 7		rad.
	Include Artists in	The ability to walk to the grocery store	Jo.
in starting	an interthand	douily.	
	Second En		
THIS	Thursday, Novembe	er 5, 2015	







# How Will We Grow? Workshops

- Night #1 (Nov. 4) Sharing Initial Ideas for...
  - Citywide Growth Principles
  - Citywide Future Land Use and Character Framework





# How Will We Grow? Workshops

- Day #2 (Nov. 5) Learning from Community
  Stakeholders about Ideas for Focus Areas...
  - Airport Area
  - Memorial Drive Area
  - Medical District Area
- Night #2 (Nov. 5) **Commenting on Draft Concepts...** 
  - Citywide Future Land Use and Character Framework
  - Focus Areas



## Night #2 Agenda

- 1. What We Learned Last Night
  - a. Growth Principles
  - b. Future Land Use and Character Framework Map
- 2. What We Learned Today
  - a. Airport Area
  - b. Memorial Drive Area
  - c. Medical District Area
- 3. Reviewing Future Land Use and Character Concepts at Stations
- 4. Next steps / adjourn







### IDEAS FOR IMPROVING PRINCIPLES

and the second sec	Include Artiets in an intertional intertional	The ability to walk to the grocery store doubly.	Clar
THIS CON	Wednesday, Novembe	er 4, 2015	

# Introduction

- Tested 8 principles
- Principles = statements of intent for how we should grow (develop) in the future
- Rating and comments provided
- The statements will be refined based on the input



1. Quality design is emphasized for all uses to create an attractive, distinctive public and private realm architecture, streetscape, corridors, gateways and edges—that distinguishes the city.





1. Quality design is emphasized for all uses to create an attractive, distinctive public and private realm architecture, streetscape, corridors, gateways and edges—that distinguishes the city.

- Clarify what "Quality" means
- Need public spaces
- Some industrial uses don't need quality design



# 2. Development of underutilized land within the city's existing urban footprint that is served by infrastructure is a priority over undeveloped land on the city's edge.





2. Development of underutilized land within the city's existing urban footprint that is served by infrastructure is a priority over undeveloped land on the city's edge.

- Mention financial/fiscal justification of this
- Infill development as long as that space is not a green space/park, floodplain
- Depends on what it is going to be used for
- Yes, but don't neglect edges



3. A greater intensity of development that integrates a mix of uses (residential, commercial, office, institutional, civic etc.) and connects with existing developed areas is encouraged in strategic locations.





3. A greater intensity of development that integrates a mix of uses (residential, commercial, office, institutional, civic etc.) and connects with existing developed areas is encouraged in strategic locations.

- Use term strategic "nodes"
- Talk about economic development benefit, extending the value to business enterprise
- Want this in all locations
- If interconnected, neighborhoods still need to be defined
- Should be <u>walkable</u> mixed use
- Important to be able to reach destinations without a car



# 4. Places throughout the city are well-connected and designed to balance the needs of pedestrians, automobiles, cyclists, and transit users.





4. Places throughout the city are well-connected and designed to balance the needs of pedestrians, automobiles, cyclists, and transit users.

- Location of and connectivity to schools is key
- Office/industrial development can also be better connected to parks and greenways
- Pedestrian safety is important
- "Complete streets"
- Think about time spent in car, safety, air quality



5. Uptown features a vibrant mix of businesses, residences, education, recreation, entertainment, and civic uses, and a distinctive character that is appealing to residents, visitors and investors.





5. Uptown features a vibrant mix of businesses, residences, education, recreation, entertainment, and civic uses, and a distinctive character that is appealing to residents, visitors and investors.

- Uptown needs to feel safe after dark
- Address history and historic buildings in uptown
- Need more places like uptown throughout Greenville
- Unique, memorable in a good way
- Informal activity in streets, culture, music



6. The city's established neighborhoods are maintained, while new residential areas have strong neighborhood qualities, including sidewalks, mixed housing types, parks, and easy access to basic retail needs.





6. The city's established neighborhoods are maintained, while new residential areas have strong neighborhood qualities, including sidewalks, mixed housing types, parks, and easy access to basic retail needs.

- Need more homeownership
- Stop sprawling neighborhoods
- Retain long-term value
- "...maintained and enhanced/strengthened/improved..."



## 7. A network of connected greenways and green infrastructure will protect wildlife habitat and sensitive natural areas and provide recreational opportunities.





7. A network of connected greenways and green infrastructure will protect wildlife habitat and sensitive natural areas and provide recreational opportunities.

- Potential confusion about words: "greenways and green infrastructure"
- Also improves mental health
- Enhance wildlife corridors and ecosystems
- Key to attracting jobs and people



# *In the future...* 8. Environmentally sensitive and sustainable practices will be encouraged in future developments.





8. Environmentally sensitive and sustainable practices will be encouraged in future developments.

- Use "mandated" instead of "encouraged"
- "Encouraged" is good, not "mandated"
- Make sure it is cost efficient
- Provide examples, like porous paving etc.
- Include low impact development



# **General Comments**

- Make more obvious that these are "should be" statements and not current/existing patterns
- Emotional attachment to place is missing
- Land use policies affect value
- Don't limit uptown-type development to uptown
- Growth management is key
- Sometimes statements are "is" and sometimes statements are "will be"
- Hazard mitigation needs to be addressed
- Mention that this needs to be inclusive







### IDEAS FOR IMPROVING LAND USE & CHARACTER FRAMEWORK

	Card Excel		1 rade
	Include Artists 16	The ability walk to groceny	sto the
	an intentional	groceny daily	store
	conving Process		
TNIS	Wednesday, No	ovember 4, 2015	

# Themes for Future Land Use / Character

- Improve visual appeal of "strip" corridors
- More opportunities for mixed-use development
- Prefer redevelopment of declining areas as a priority over new development on the edges
- Need for focused investment in strategic areas
- Improve accessibility and safety for pedestrians and bicyclists
- Improve neighborhoods that are experiencing decline









## **FOCUS AREA PLANS**

1	The act that are a		rade
	Include Artists in	The ability to walk to the grocery store	Jo.
	an intention into	E daily.	
	and proved		
	Wednesday, N	November 4, 2015	

# Area Plans

- 1. Medical District
- 2. Airport
- 3. South Memorial/West Arlington





# Medical District Considerations

- Increasing Traffic Congestion
- Limitations of Current Development Regulations
- Lack of Amenities
- Local Service Focus
- Challenges of Walking and Biking



# **Airport Area Considerations**

- Condition of Streetscape
- Need for Local Serving Retail and other amenities
- Industrial context
- Airport growth and change



West Arlington / South Memorial Considerations

- Access Management
- Lack of pedestrian infrastructure
- Lack of walkability and bikability
- Strategic location between uptown and medical center



# For the rest of the Open House

- 4 stations: 1 for overall + 3 areas
  - Comments of Concerns
  - Comments of Support
  - Questions
- Vision statements comment form







# Horizons.Greenvillenc.gov



# For the rest of the Open House

- 4 stations: 1 for overall + 3 areas
  - Comments of Concerns
  - Comments of Support
  - Questions
- Vision statements comment form

## UPDATES: www.greenvillenc.gov

