



Comprehensive Plan Committee

A G E N D A

Monday, October 12, 2015, 5:30-7:00 PM
Sheppard Memorial Library, Room A

530 Evans Street
Greenville, NC 27858

1. Welcome	Merrill Flood, City of Greenville	5:30p
2. Project Update	Leigh Anne King, Clarion Associates	5:35p
3. Workshop for Our Future Debrief	Nate Baker, Clarion Associates	5:40p
4. Building the Vision Framework	Leigh Anne King, Clarion Associates	6:05p
5. Next Steps	Leigh Anne King, Clarion Associates	6:50p

Handouts

- Proposed Vision Framework

For Non-Committee Member Meeting Attendees

Members of the public are welcome to attend meetings of the Comprehensive Plan Committee as observers. These working meetings are not public hearings and as such, a public comment period is not included on the agenda. Comments from the public are welcome and can be submitted to Thomas Weitnauer, AICP, Chief Planner at tweitnauer@greenvillenc.gov for subsequent distribution to Committee members. There will be ample opportunity for public input and discussion at other meetings as the Comprehensive Plan is being prepared.



Comprehensive Plan Committee October Meeting Summary

Monday, October 12, 2015, 5:30-7:00 PM
Sheppard Memorial Library, Room A

530 Evans Street
Greenville, NC 27858

1. Welcome

A brief welcome was provided by Merrill Flood, Assistant City Manager, City of Greenville.

2. Project Update

The work program includes four phases in order to initiate the project (Phase I), analyze community conditions (Phase II), draft the plan framework (Phase III), and then finalize and adopt the plan (Phase IV). Leigh Anne King provided a project update, describing the completion of phase I and several tasks within phase II.

3. Workshop for Our Future Debrief

Nate Baker presented the results from public input provided during the Workshop for Our Future. These results can be found in the Workshop for Our Future report on the City of Greenville's website (<http://www.greenvillenc.gov/government/community-development/planning-division/horizons-update-project>) and in the attached powerpoint presentation.

4. Building the Vision Framework

Leigh Anne King presented the proposed Vision Framework and committee members used keypad polling to demonstrate their level of support for the statements and provided comments for improving the statements. The following is a list of comments received from committee members regarding the Vision Framework (full version of draft Vision Framework is included in the attached presentation):

1. Building Great Places That Thrive

- Be strategic and realistic about growth
- Acknowledge existing suburban pattern

2. Enhancing Accessible Transportation Networks

- Avoid congestion
- Be thoughtful about design
- “Compact development” needs to refer to good high quality design, not just high density
- Think more about safety, travel for persons with disabilities, travel for seniors and multiple age groups

3. Governing with Innovation and Fiscal Responsibility

- 1st sentence should use something other than “innovation”

4. Developing the Economic Hub of Eastern North Carolina

- Use education to connect the workforce with high wage jobs
- Good labor training already exists and should be better marketed

5. Making Greenville Green and Resilient

- Consider ongoing stormwater master plan
- Consider green infrastructure

6. Creating Complete Neighborhoods with Diverse Housing Options

- Stabilize and enhance existing neighborhoods as they age over time
- Consider appropriate scale and design for neighborhoods

7. Producing a Healthy and Vibrant City

- Emphasize cleanliness, aesthetics, and maintenance

5. Next Steps

The How Will We Grow? Land Use Workshops will be held on November 4 and 5. CPC members are encouraged to sign up to volunteer and participate. The next CPC meeting will be held on November 16 and will discuss findings from the workshop and the Horizons 2026 area plans.

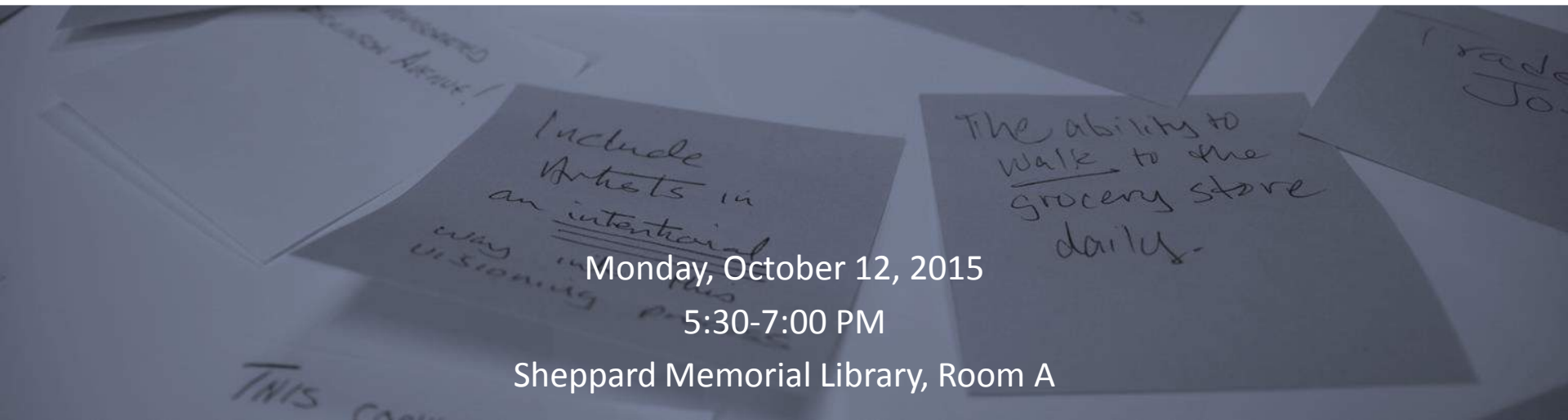
Appendix Items

- CPC November Meeting Presentation



COMPREHENSIVE PLAN COMMITTEE

October Meeting



Monday, October 12, 2015

5:30-7:00 PM

Sheppard Memorial Library, Room A

Welcome Back!

By 2026, I want Greenville to be...
full of parks




 Horizons 2026

Agenda

1. Welcome
2. Project Update
3. Debrief from Workshop for Our Future
4. Building a Vision Framework
5. Next Steps

Project Update



1. Develop analysis priorities 
2. Identify small area plan priorities 
3. Assess existing trends and conditions 
4. 2010 Horizons Plan implementation audit
5. **Draft community vision**

Horizons.GreenvilleNC.gov: New Items



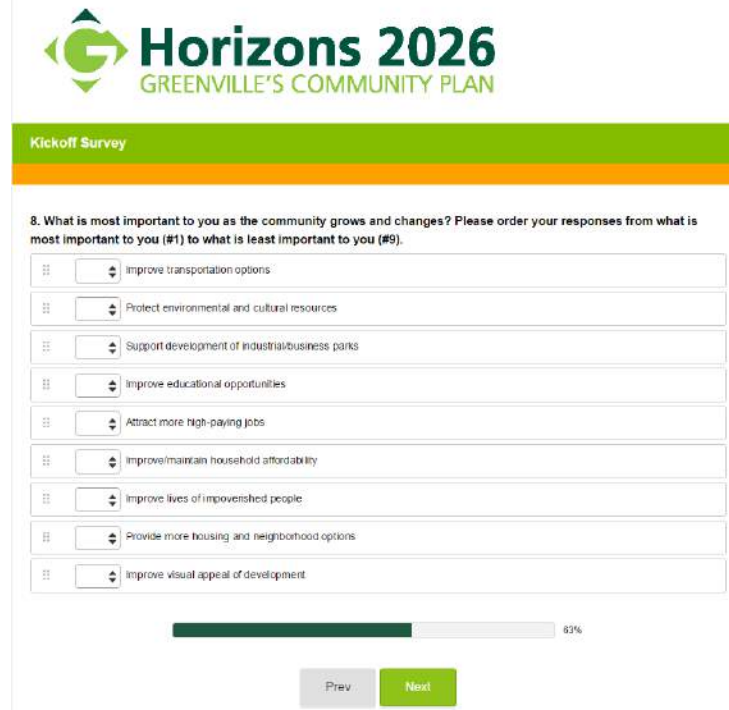
 **Horizons 2026** | **Workshop for Our Future**
GREENVILLE'S COMMUNITY PLAN | Report from September 14th, 2015 meeting



Horizons.GreenvilleNC.gov: New Items

Spread the word to people who did not attend the meeting:

1. Go to
Horizons.GreenvilleNC.gov
2. Click on “Public
Participation”
3. Take the Survey



The screenshot displays the 'Horizons 2026 GREENVILLE'S COMMUNITY PLAN' logo at the top. Below it is a green header bar with the text 'Kickoff Survey'. The main content area contains a survey question: '8. What is most important to you as the community grows and changes? Please order your responses from what is most important to you (#1) to what is least important to you (#9)'. There are nine items listed, each with a dropdown menu for ranking: 'Improve transportation options', 'Protect environmental and cultural resources', 'Support development of industrial/business parks', 'Improve educational opportunities', 'Attract more high-paying jobs', 'Improve/maintain household affordability', 'Improve lives of impoverished people', 'Provide more housing and neighborhood options', and 'Improve visual appeal of development'. At the bottom, there is a progress bar showing 63% completion and two buttons: 'Prev' and 'Next'.

Workshop for Our Future Debrief

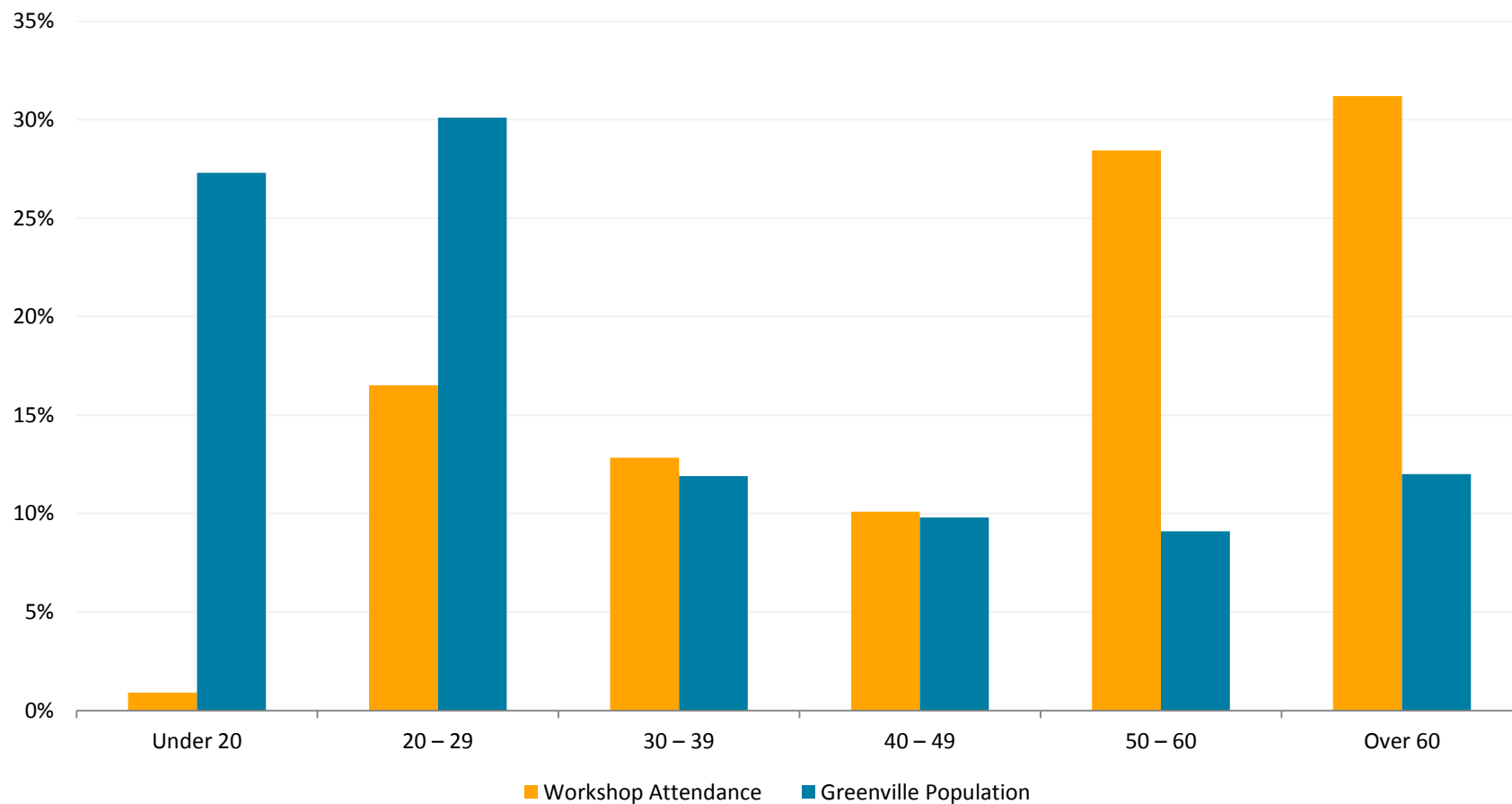
113 Attendees

60% Live and Work in Greenville
32% (live or work in Greenville) 8% (Neither live nor work in Greenville)

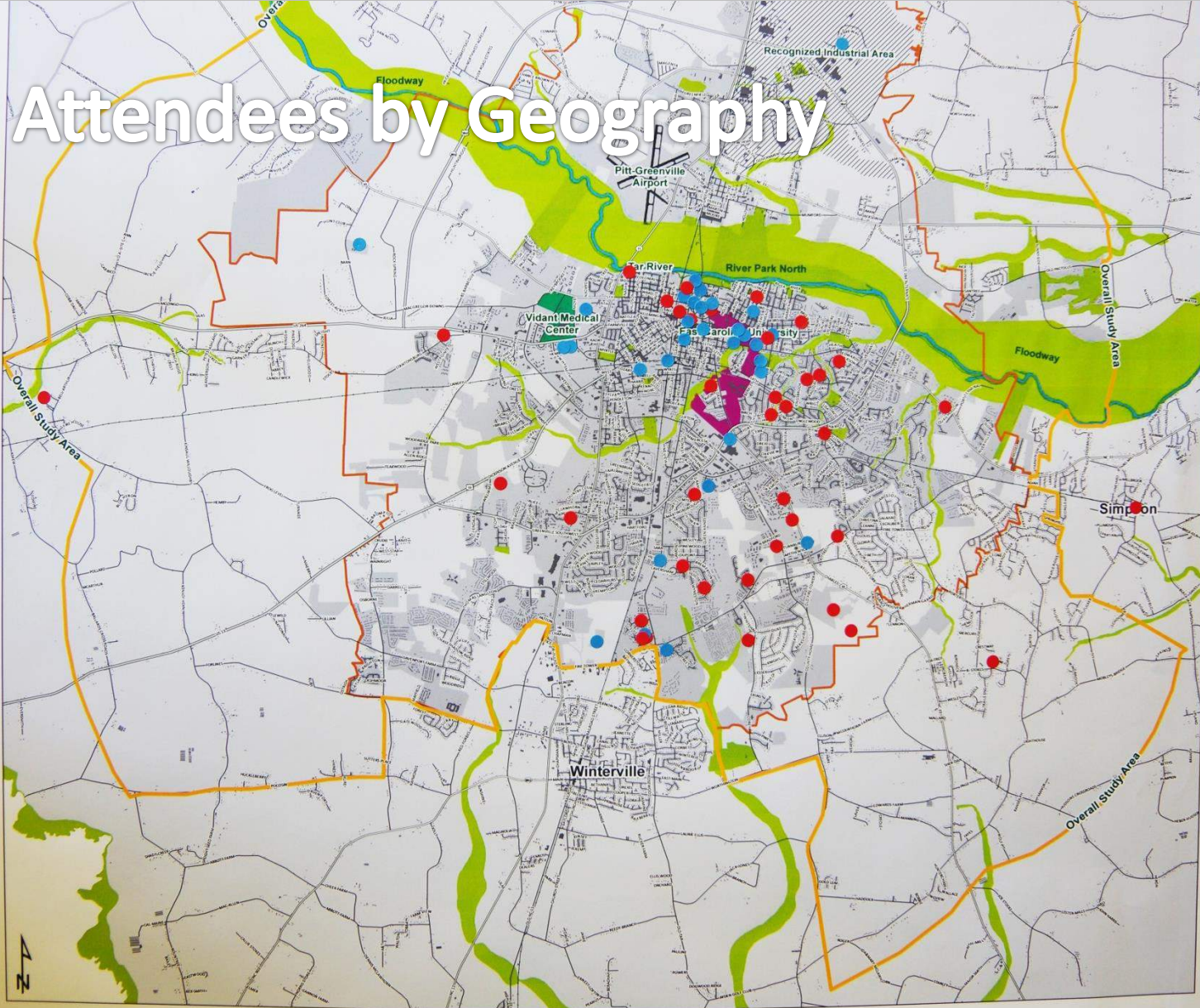
43% Have Lived Here for > 20 Years
54% (1-20 years) 4% (<1 year)

59% Over Age of 50

Workshop Age Representation



Attendees by Geography



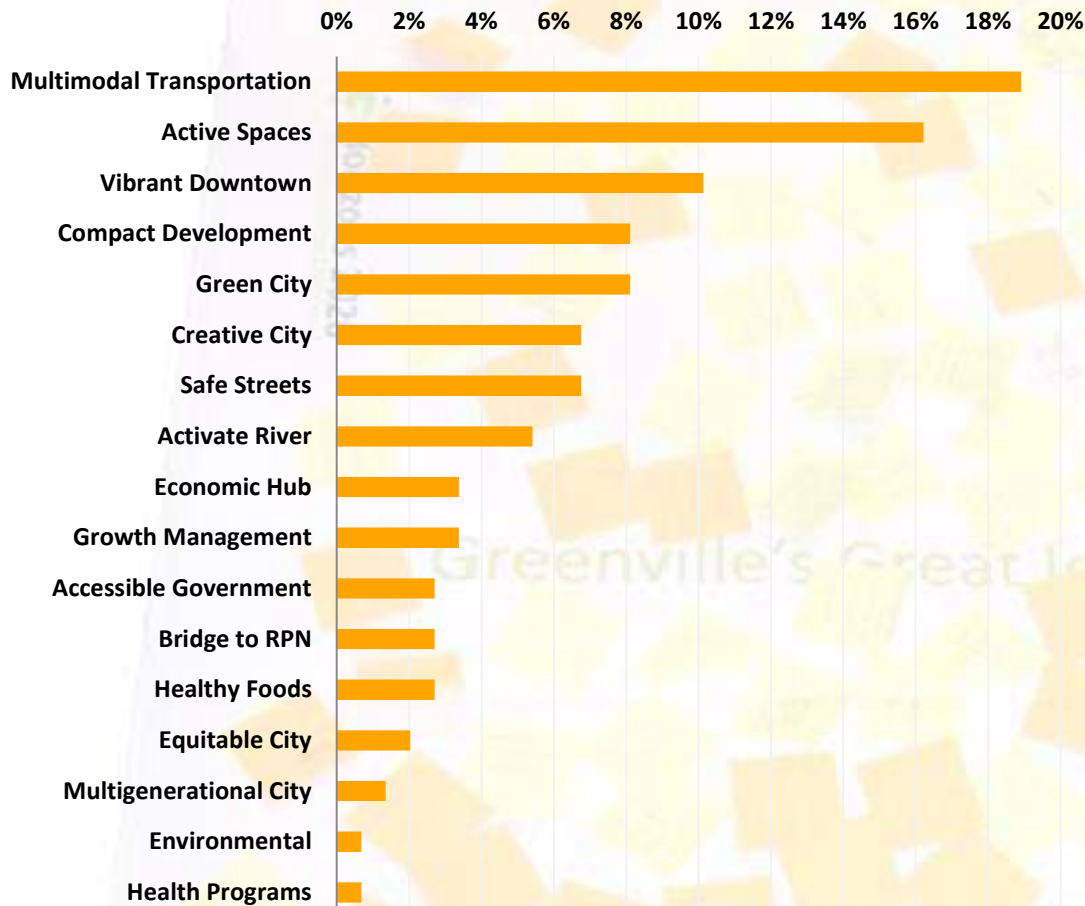
- Where You Live
- Where You Work

Place the red dot where you live and the blue dot where you work. If you live or work outside of the planning area place the dot on the edge of the map in the direction to which you travel.

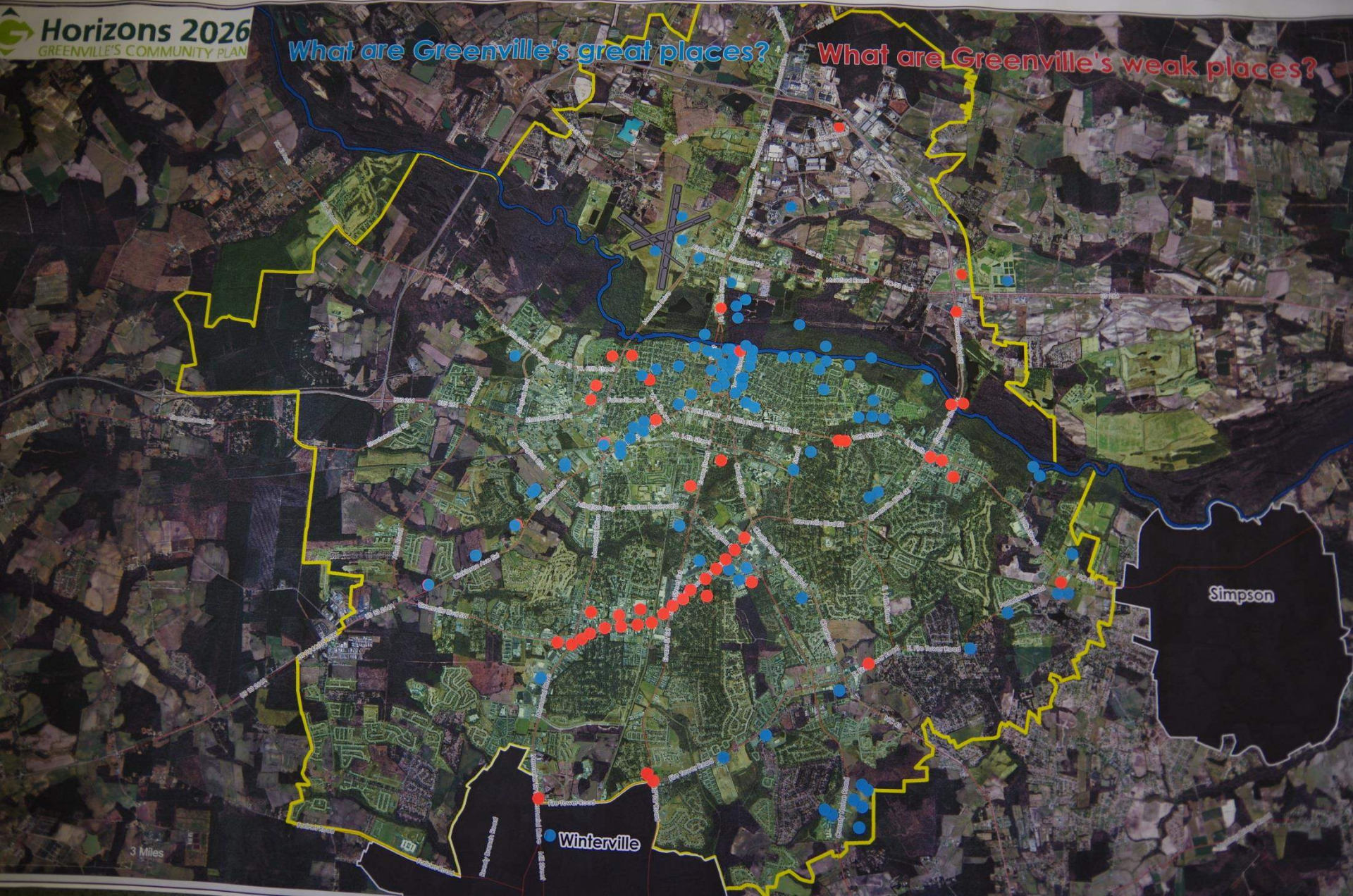
- ⊕ Greenville City Limits
- ⬭ Floodway
- City Park

Greenville's Great Ideas

Overarching Themes



Great Places, Weak Places


















Making Great Places in Greenville

Making Great Places in Greenville Station 6

Below are images of several different types of development. For each image, identify whether it is a development type that you would like to see in Greenville or a development type that you would not like to see in Greenville.

Place the sticker in the **GREEN** box to the right of images that you would **LIKE** to see in Greenville.
Place the sticker in the **GRAY** box to the right of images that you **DON'T LIKE** for Greenville.

Corridors	Destinations	Neighborhoods
		
		
		
		
		

Making Great Places in Greenville

Neighborhoods



Corridors



Destinations



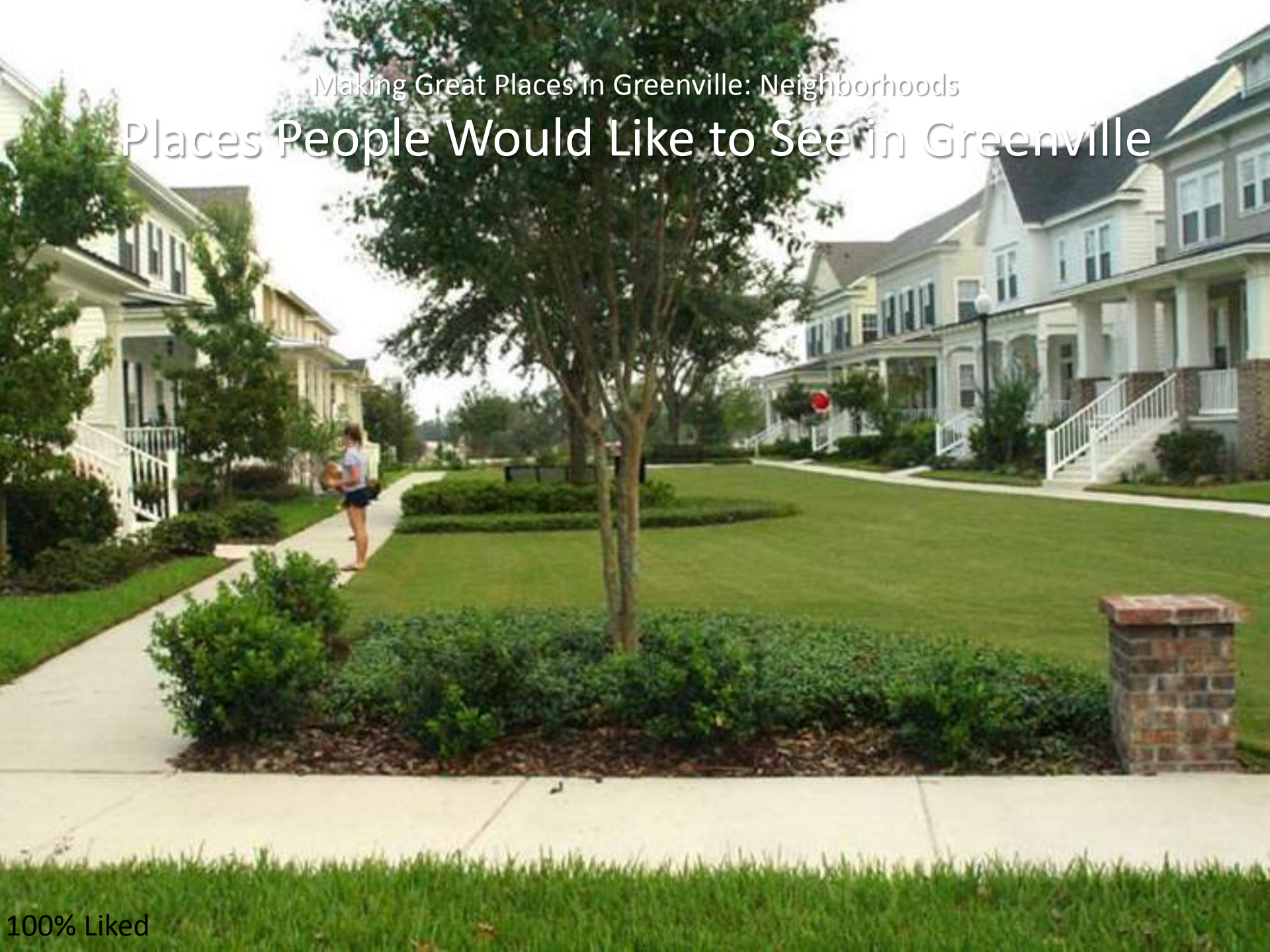
Making Great Places in Greenville: Neighborhoods Places People Would Like to See in Greenville



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



95% Liked

Making Great Places in Greenville: Corridors

Places People Would Like to See in Greenville



93% Liked

Making Great Places in Greenville: Destinations

Places People Would Like to See in Greenville



100% Liked

Making Great Places in Greenville: Destinations

Places People Would Like to See in Greenville

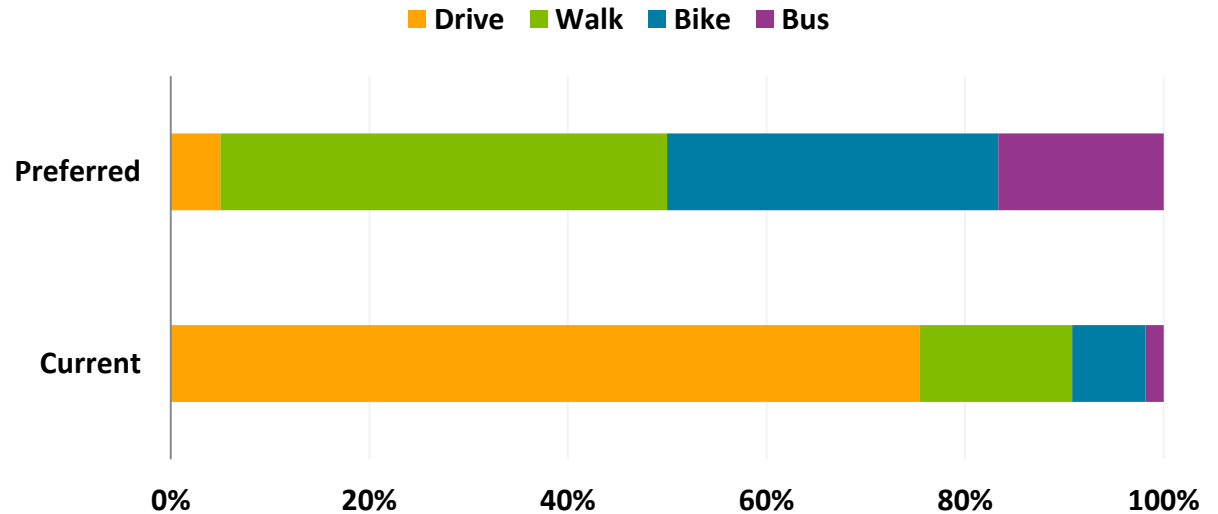


95% Liked

Making Great Places in Greenville: Places People Would Not Like to See in Greenville



Getting Around Greenville

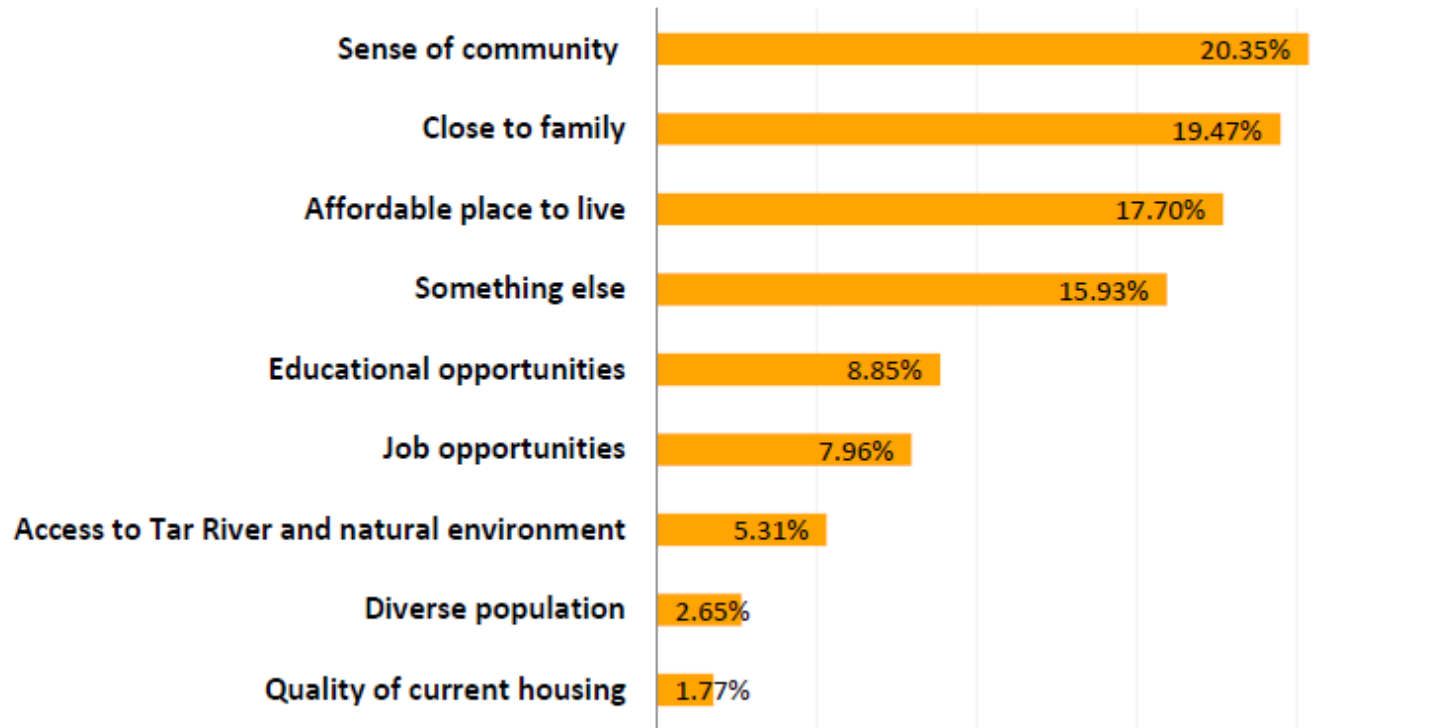


Aspirations for Greenville's Future



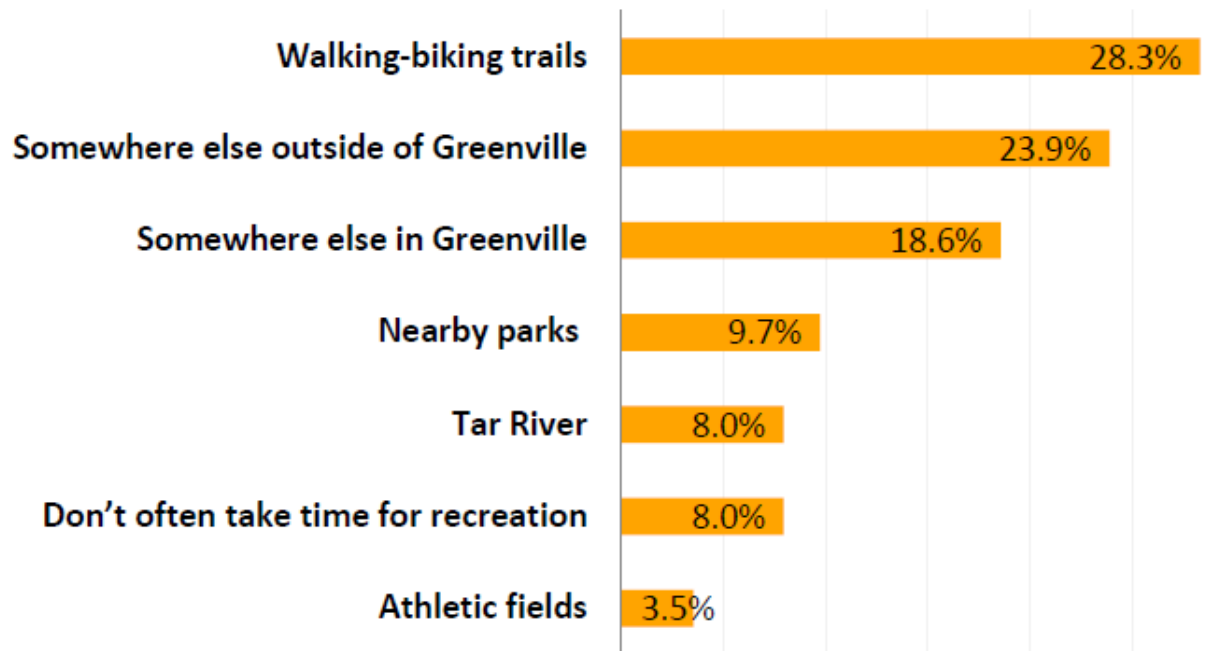
Community Polling Exercise

What do you value most about living/working in Greenville?



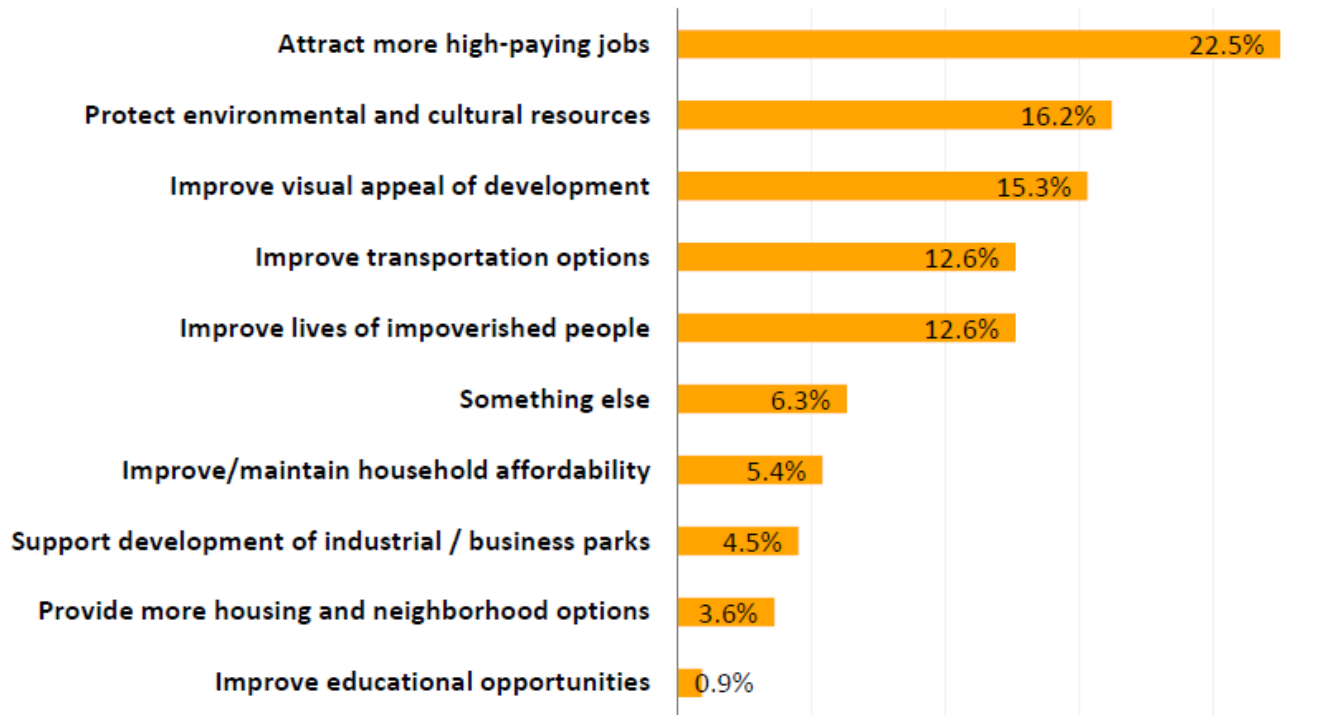
Community Polling Exercise

Where do you go for recreation?



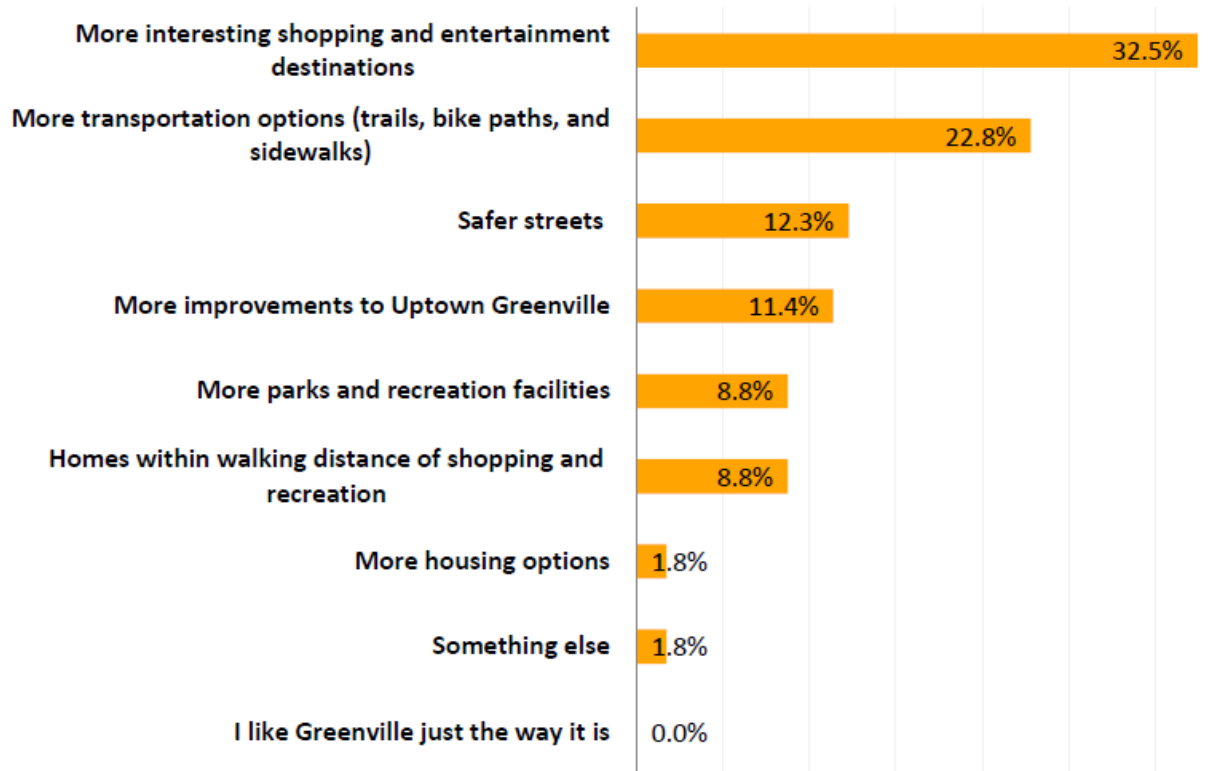
Community Polling Exercise

What is most important to you as the community grows and changes?



Community Polling Exercise

What change would you most like to see in Greenville?

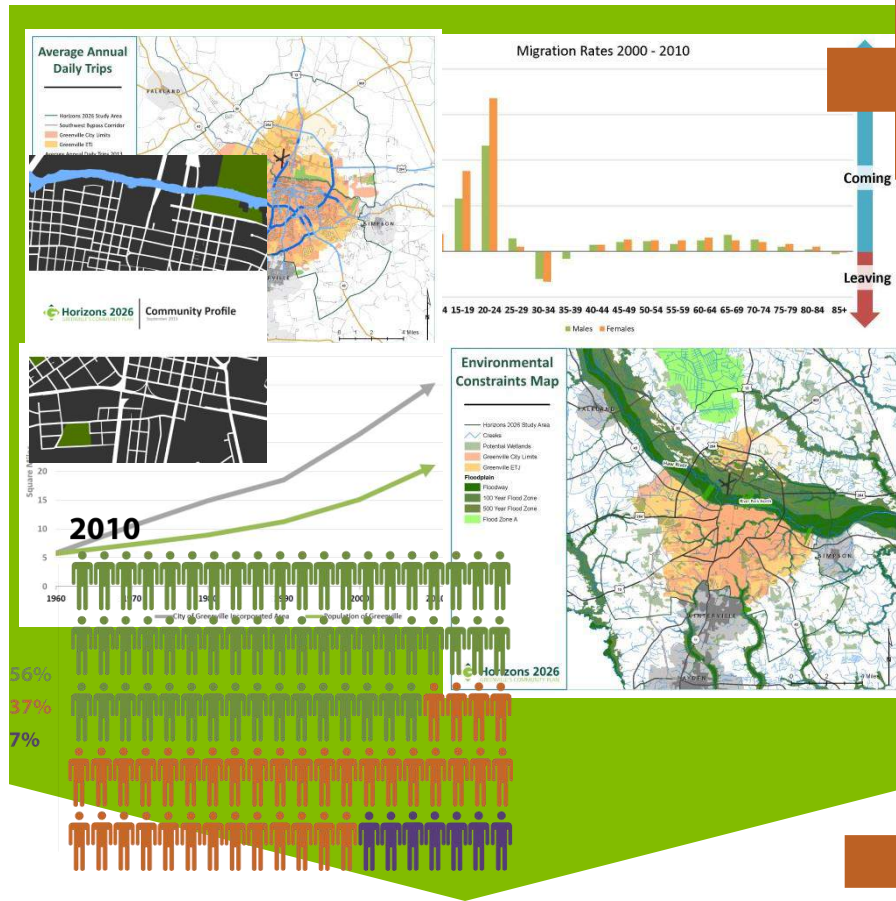




Building a Vision and Plan Framework

Objective Findings

Community Values



Vision Framework

Current Horizons Vision Statement

Maintain and improve the quality of life by celebrating Greenville's rich cultural heritage developed by past generations. Protect the natural environment, recognize that aesthetics and community appearance are important to creating a sense of place, and preserve both natural and cultural assets for future generations. Ensure that all residents have equal access to diverse cultural, recreational, and economic opportunities; that residents are able to participate in a variety of community activities; and that residents receive the delivery of efficient, cost-effective, and important governmental services.

Current Strategic Plan Vision Statement

The City of Greenville is a vibrant, innovative, and inclusive community with unique and sustainable neighborhoods; an abundance of first-class arts, cultural and recreational opportunities; well-maintained and cost-effective infrastructure; a diversity of transportation options; and a strong business climate supported by entrepreneurialism and top-quality educational institutions.

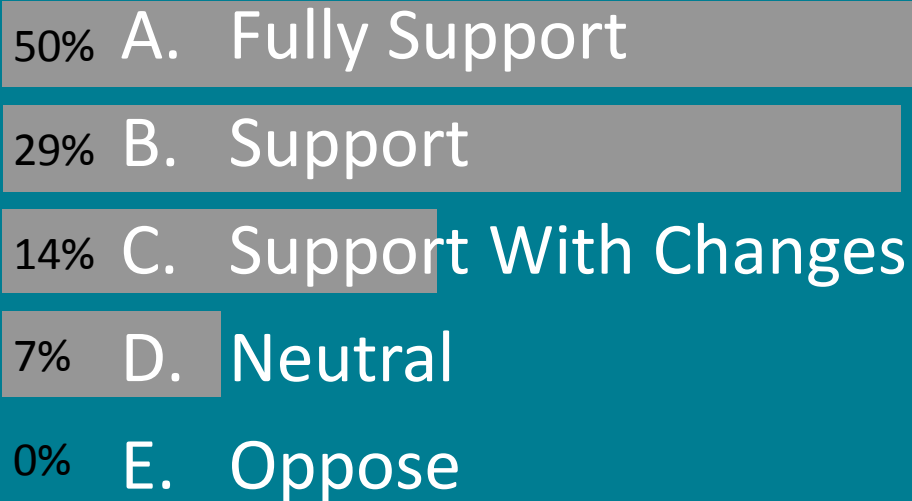
Proposed Vision Framework

- 1. Building Great Places that Thrive**
- 2. Enhancing Accessible Transportation Networks**
- 3. Governing with Innovation and Fiscal Responsibility**
- 4. Developing the Economic Hub of Eastern North Carolina**
- 5. Making Greenville Green and Resilient**
- 6. Creating Complete Neighborhoods with Diverse Housing Options**
- 7. Producing a Healthy and Vibrant City**

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 urban fabric. These places, including mixed-use centers, neighborhoods, corridors, and employment districts, will provide new pedestrian-oriented human-scale developments that enrich the visual appeal of the city and foster a growing sense of pride, while conserving key natural areas and well-defined rural edges.

Do you support this statement?



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.

Do you support this statement?

33% A. Fully Support

25% B. Support

33% C. Support With Changes

8% D. Neutral

0% E. Oppose

3. Governing with Innovation and Fiscal Responsibility

Greenville will encompass a culture of innovation 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.

Do you support this statement?

8% A. Fully Support

31% B. Support

38% C. Support With Changes

23% D. Neutral

0% E. Oppose

4. 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.

Do you support this statement?

18% A. Fully Support

73% B. Support

9% C. Support With Changes

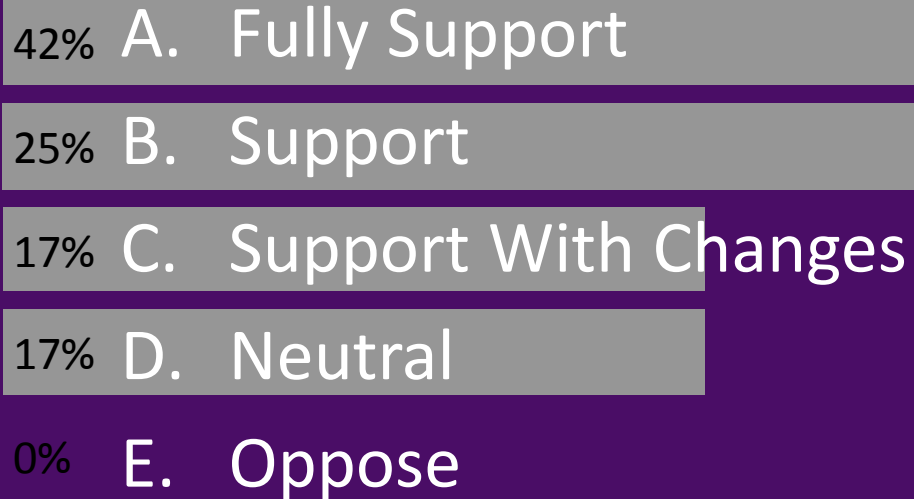
0% D. Neutral

0% E. Oppose

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.

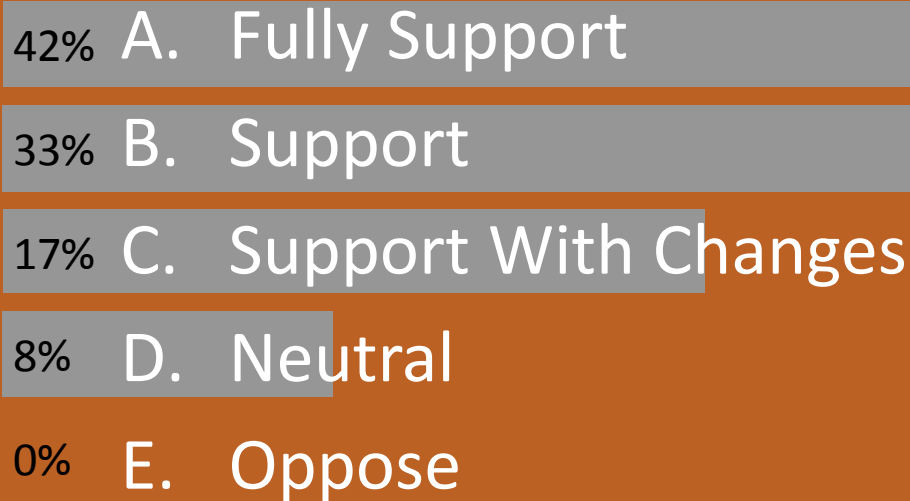
Do you support this statement?



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.

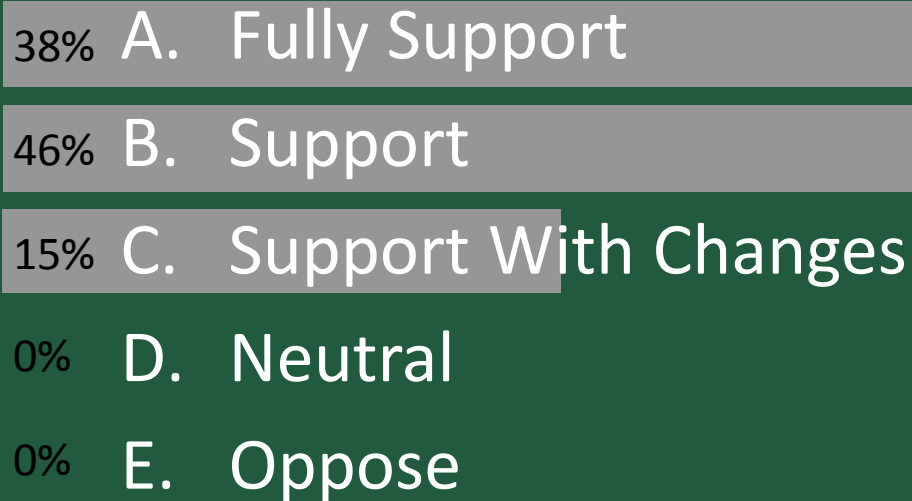
Do you support this statement?



7. 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.

Do you support this statement?



Next Steps

- ***How Will We Grow?*** Land Use Workshop (Nov. 4 & 5)
- Schedule of Meetings (Nov. 16)
 - Findings from Land Use Workshops
 - Horizons 2026 Draft Outline

How Will We Grow? Workshop

November 4 & 5, 6:00-8:00 PM

- Builds on **Workshop for Our Future**
- Objectives to guide city's long-term growth

Part 1: Confirm Community Values and Generate Growth Objectives

Participants engage in interactive group exercises to define the plan for Greenville's growth, including objectives for evolution of key areas.

Part 2: View Future Growth Concepts

Participants review development concepts created from Part 1 and provide opportunities for citizens to refine objectives for future city growth.

Wednesday, November 4

Thursday, November 5

Stakeholder Interviews (9am-4:30pm)

Workshop Part 1 (6-8:00pm)

Workshop Part 2 (6-8:00pm)

Four Area Plans

- Southwest Bypass
- South Memorial and Arlington
- Medical District
- Airport

Greenville's Community Plan

Legend

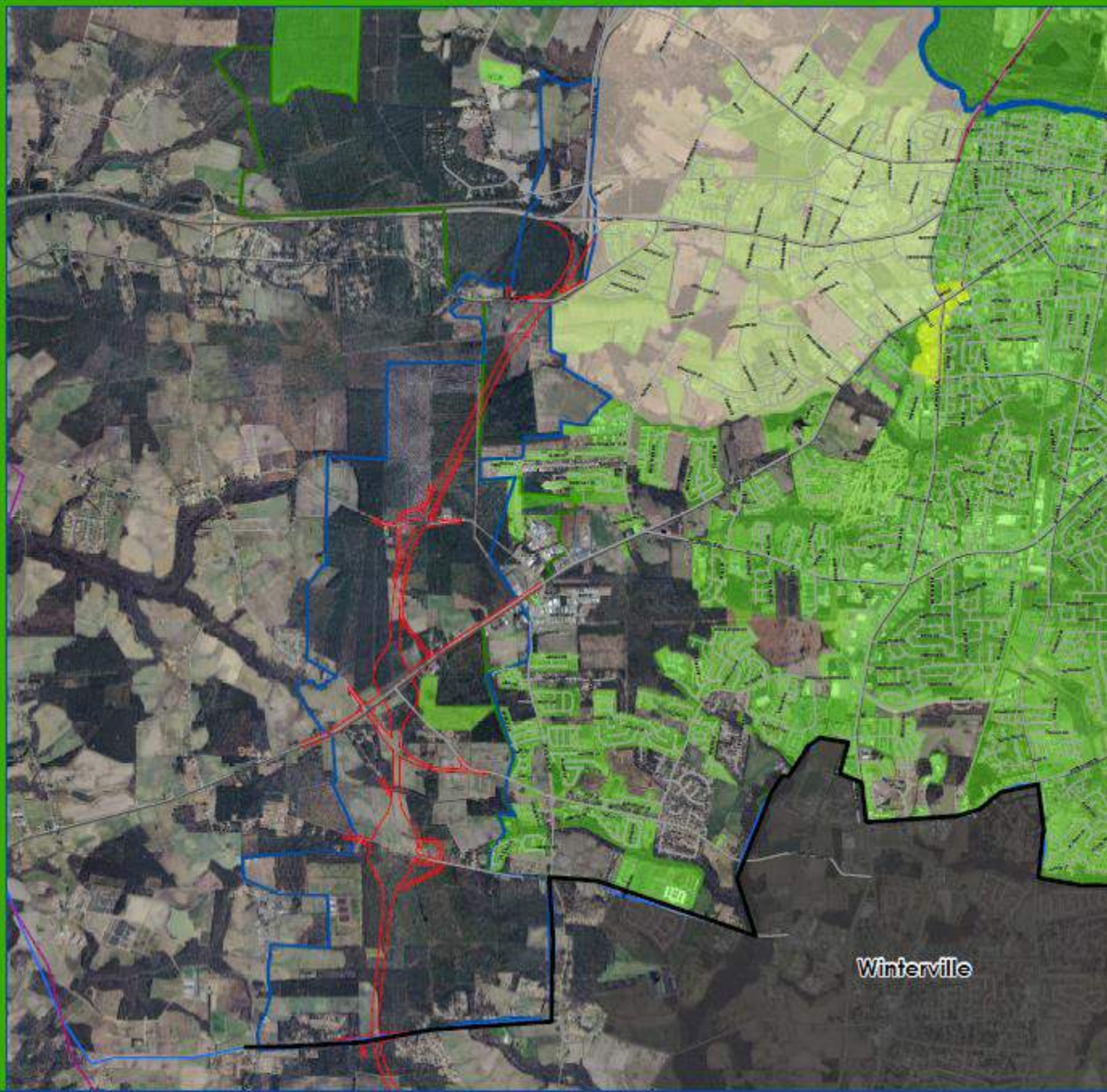
- Greenville City Limits
- Greenville ETJ
- Tar River
- WINTERVILLE
- Street Centerline
- Service and Annexation Agreement Line

Overall Study Area

- Highway's Pitt County
- SW Bypass Corridor
- Streetscape Improvements
- Overall Study Area
- 3 Mile Buffer
- SW Bypass Polygon's
- Medical District Plan Boundary
- Memorial Dr. Study Area



0 0.5 1 2 Miles



Horizons 2026

Greenville's Community Plan

South Memorial and Arlington Small Area Planning Boundary

Legend

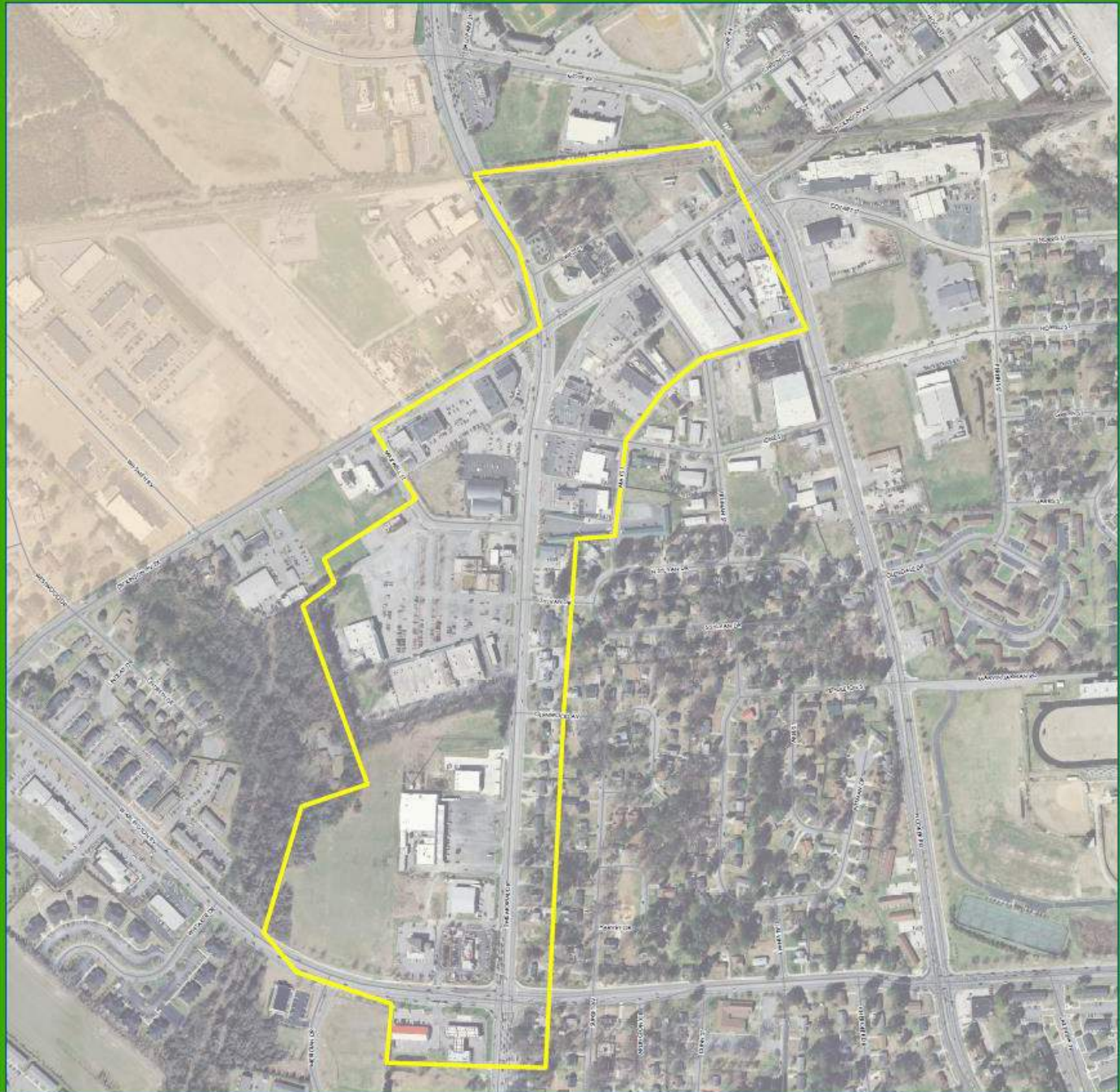
- Greenville City Limits
- Greenville ETJ
- Tar River
- Street Centerline

Overall Study Area

- Medical District Plan Boundary
- Memorial Dr. Study Area



0 305 610 1,220 Feet



Horizons 2026

Greenville's Community Plan

Medical District Small Area Planning Boundary

Legend

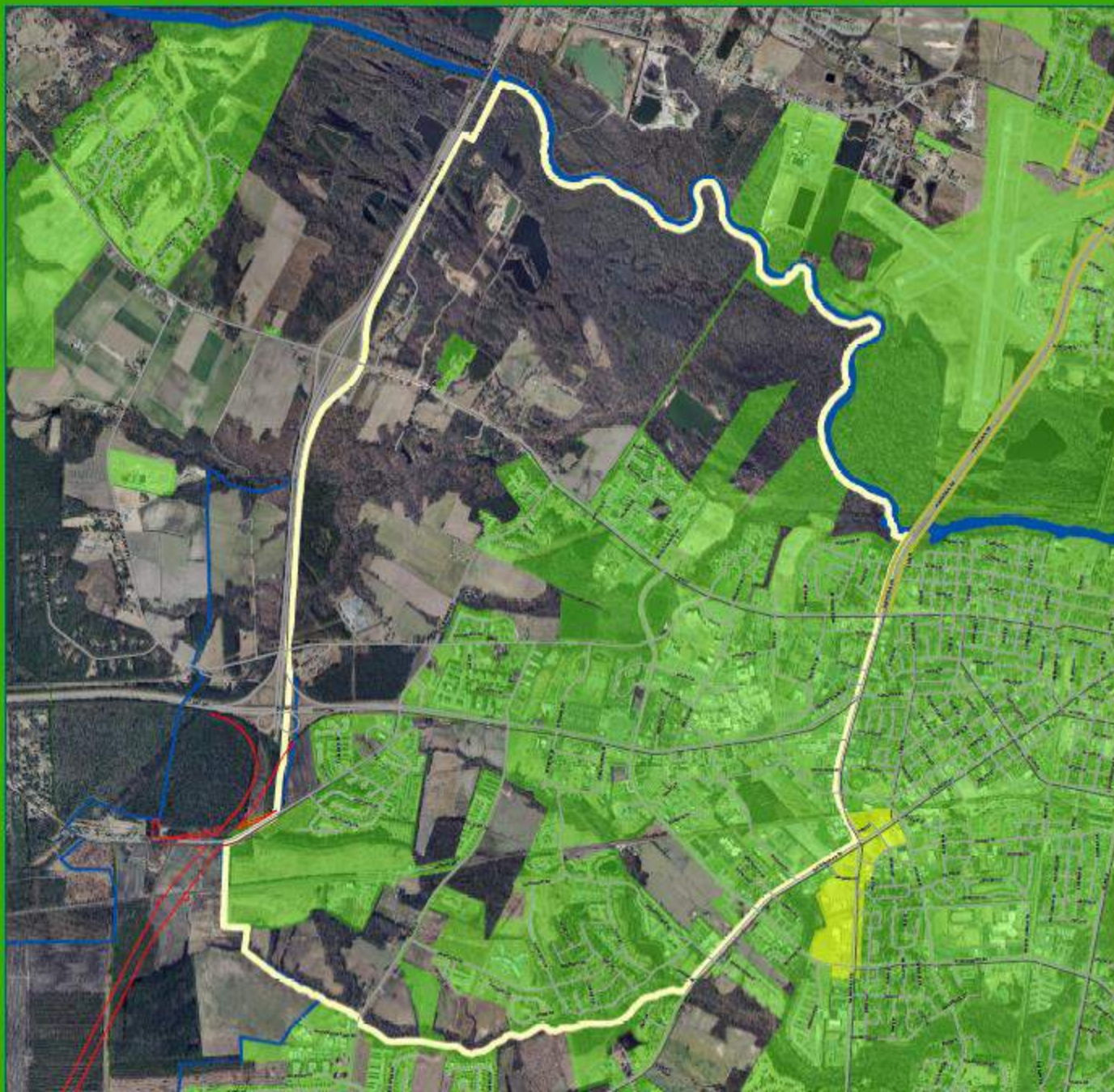
- Greenville City Limits
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Overall Study Area

- Highway's Pitt County
- SW Bypass Corridor
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- 3 Mile Buffer
- Airport Small Area Plan
- SW Bypass Polygon's
- Medical District Plan Boundary
- S. Memorial Dr. Study Area



0 0.3 0.6 1.2 Miles



Legend

- Greenville City Limits
- Greenville ETJ
- Tar River
- Street Centerline

Overall Study Area

- Highway's Pitt County
- Airport Small Area Plan
- Medical District Plan Boundary



0 0.225 0.45 0.9 Miles



Thank You!

By 2026, I want Greenville to be...

*encouraging
neighborhood
get-togethers*

 Horizons 2026
Long-Range Vision & Community Goals