



Find yourself in good company

Comprehensive Plan Committee Kick-off Meeting

A G E N D A

Monday, June 1, 2015, 5:30-7:00 PM
Sheppard Memorial Library, Room A

530 Evans Street
Greenville, NC 27858

-
- | | | |
|---|-------------------------------------|-------|
| 1. Welcome and introductions | Merrill Flood, City of Greenville | 5:30p |
| 2. Understanding the Comprehensive Plan | | |
| a. Purpose of the Comprehensive Plan | | |
| b. Difference between zoning ordinance and comprehensive plan | Merrill Flood, City of Greenville | 6:00p |
| c. Greenville's Comprehensive Plan | | |
| 3. Project Process and Roles | | |
| a. Phases of Work and Schedule | Leigh Anne King, Clarion Associates | 6:05p |
| b. Entities involved in the process | | |
| 4. CPC Exercise: | | |
| a. What is Greenville's biggest opportunity? | Leigh Anne King, Clarion Associates | 6:10p |
| b. What is Greenville's biggest challenge? | | |
| 5. Next Steps | Leigh Anne King, Clarion Associates | 6:55p |

Handouts

- Comprehensive Plan Committee Roster
- Roles and Responsibilities

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, Chief Planner at tweitnauer@greenvillenc.gov for subsequent distribution to Committee members. There will be ample other opportunity for public input and discussion at other meetings as the Comprehensive Plan is being prepared.



Comprehensive Plan Committee Kick-off Meeting Summary

Monday, June 1, 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, Director of Community Development for the City of Greenville.

2. Understanding the Comprehensive Plan

Merrill Flood described the role and importance of comprehensive plans in the community, the difference between the zoning ordinance and the comprehensive plan, and past comprehensive planning efforts in the City of Greenville. This presentation is attached at the end of this summary report.

3. Project Process and Roles

a. Phases of Work and Schedule

Leigh Anne King, from Clarion Associates, provided the committee with the project's scheduled 14-month work program. The work program includes four phases in order to initiate the project, analyze community conditions, draft the plan framework, and then finalize and adopt the plan. This presentation is attached at the end of this summary report.

b. Entities involved in the process

Leigh Anne King reviewed the roles and responsibilities of citizens, leaders, and other stakeholders. A handout setting out roles and responsibilities is attached at the end of this report.

4. CPC Exercise

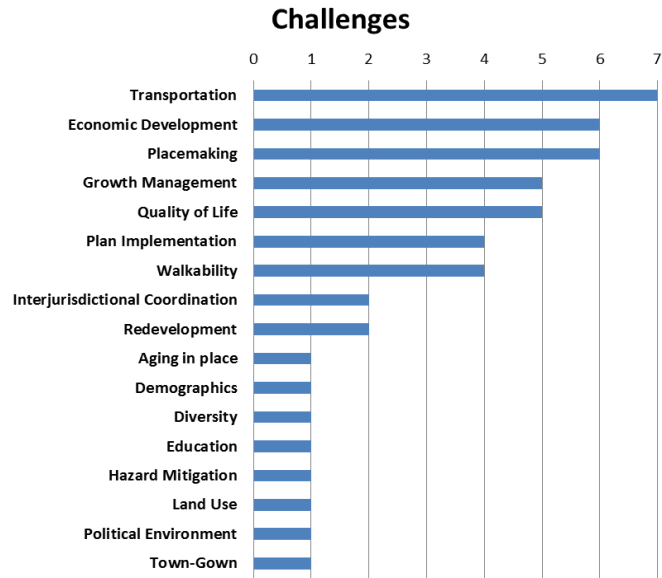
a. What is Greenville's biggest opportunity?

Committee members shared opinions with respect to opportunities in Greenville. The most common opportunities described by commission members included education and higher education institutions, opportunities to enact growth management policies, Greenville's regional context, the City's downtown, opportunities for infill development, and the Tar River.



b. What is Greenville's biggest challenge?

Comprehensive Plan Committee members discussed a range of challenges facing the City of Greenville in the coming decades. Comments provided by members were categorized to better understand overarching challenges. Among the greatest perceived challenges are transportation, economic development, placemaking, growth management, and quality of life. These challenges are not mutually exclusive and future policies may seek to find common ground on these issues.



5. Next Steps

A schedule of meetings will be developed and the next meeting is planned to take place in August 2015, where committee members will receive initial findings from interviews and analyses, and plans for the public kickoff meeting.

Appendix Items

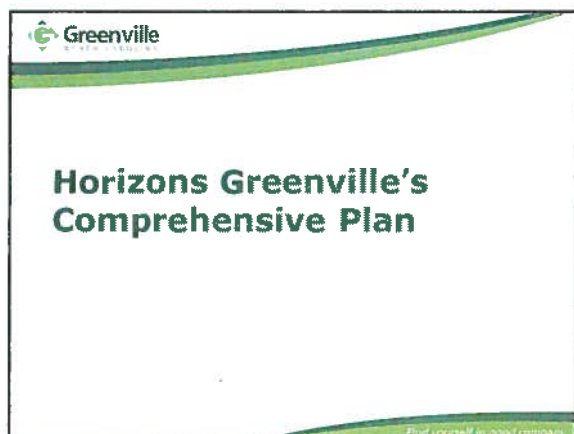
- Opportunities and Challenges
- Horizons Presentation
- Kickoff Meeting Presentation
- Roles and Responsibilities Handout

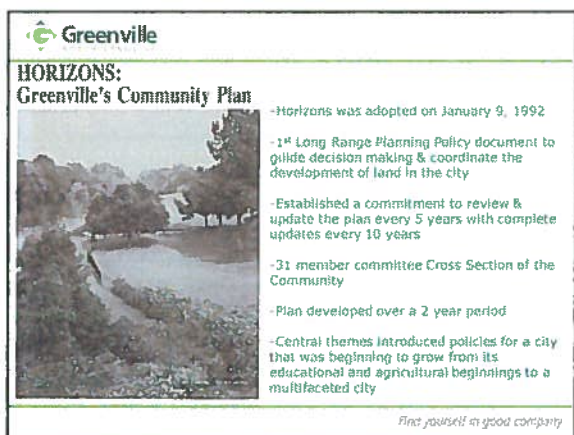
Opportunities Comment	Subject
Listening to citizens to find out what they believe would improve their quality of life	Public Involvement
Development within the city limits	Growth Management
Redevelopment of infill or existing sites located within close proximity to major employers or users such as ECU Campus	Infill Development
Development trade off of preservation of natural areas for higher density of commercial development i.e. preserve front landscaping for more commercial zoning	Growth Management
Location close to Raleigh	Regional Context
Intellectual Capital (ECU, PCC)	Education
Good Economy	Economy
Increasing Growth	Growth
If the land area sprawl of the city can be contained at its current extent, it will be possible to make the entire city easily accessible by bike or bus. As it stands, no two points in the city limits are more than 30 minutes apart by bike. We could avoid the mistakes other NC communities such as Charlotte and Raleigh have made in the past. If we do, we can avoid costly attempts to retrofit public transportation (as both of these cities have been forced to do) in the future.	Growth Management
To create a community with regional partners that allow our intellectual talent to want to remain and work in the community after they receive the education from ECU (draw new young talented professionals to the area as well)	Quality of life
Public Education Hub (ECU, PCC, K-12, etc.)	Education
Room to Grow	Regional Context
Diversity of Population	Diversity
Uptown investment happening	Downtown
Pharmaceutical Cluster	Industry
Urbanization of inner city	Infill Development
Growth of ECU	Education
Growth of Vidant	Hospital
Transportation improvements: 10th street connector and SW Bypass	Public Investment
To benefit all of Greenville's citizens in terms of health, economic status, and quality of life	Equity
To become a leader in the region, the state, and nation in appropriate planning for compact development, diverse transportation, and safe and healthy neighborhoods	Placemaking

To continue to make downtown and inner areas of the city viable and appealing destinations	Downtown
One of Greenville's biggest opportunities is our unique possibilities for land development (Tar River). Having a major water source is definitely an asset to our community for waterfront development	Tar River
Partnership with ECU, PCC, and other local place of higher education	Education
Public -Private partnerships and encouraging collaborations	Public Private Partnerships
Greenville has the opportunity to enhance its position as the hub of Eastern North Carolina. It is the medical center of the east, the educational center, and the commercial center. It needs to continue encouraging this growth as well as continue to gain an industrial base.	Regional Context
Greenville is the beacon in the east	Regional Context
Continue to build on our strong base of quality industry, Vidant Medical Center, ECU, and all of our small business	Economy
Biggest opportunity is the development of the Tar River and ecotourism - the Tar River Master Plan needs to be included in the comprehensive plan	Tar River
The continued development of center city, the Uptown District, by developing a strong, vibrant center city we can attract and retain young dynamic talent	Downtown
Public Private Partnerships	Public Private Partnerships
Quality of Life	Quality of life
Developing districts: Medical and Uptown	Placemaking
Parks and greenways	Parks and greenways
Opportunity for infill	Infill Development
River	Tar River
Police/fire	Public Investment
To understand flooding issues, flood plains, and to plan all development so that citizens will not be uprooted by hurricanes or other adverse weather that creates lots of rain.	Hazard Mitigation
To allow the expertise at ECU in the geology department to guide planning decisions	Education
To develop bike and pedestrian friendly streets everywhere	Walkability
Better public transportation	Public Transportation
Growing the ECU Millennial Campus	Education
Growing other multi-use buildings and zones	Placemaking

Challenges Comment	Subject
Preservation of natural resources that contribute to the beauty of our community	Environment
Coordination between NCDOT and city zoning/thoroughfare policies, landscaping	Interjurisdictional Coordination
Flexibility of the land use plan	Plan Implementation
Redevelopment of the Tar River Neighborhood	Redevelopment
Managing growth in the city so that we do not become another congested urban area stuck in gridlock, which seems to be happening	Growth Management
Variety in architecture; the look of the community is quite boring	Placemaking
Traffic Management (NCDOT, City of Greenville)	Transportation
Environmental geography (Flood zones specifically)	Hazard Mitigation
Appearance of Buildings (Low expectations for exterior appearance, building design)	Placemaking
Managing relationship between students and full-time citizens	Town Gown
Economic Opportunities	Economic Development
Low-density single-use development along with the general absence of a street grid	Growth Management
Daily life requires multiple trips in multiple directions by car	Transportation
Political will for significant change does not seem to be here, yet	Political Environment
Attracting partners to Greenville and retaining the population and talent for a vibrant community	Economic Development
Pitt County is the only growing county that is surrounded by counties with diminishing populations and industry	Demographics
Planning vs. Execution	Plan Implementation
Finding happy middle ground between smart growth and "growth for growth's sake"	Growth Management
Walkability and other Quality of Life Issues	Quality of Life
Barriers between Neighborhoods and Commercial	Land Use
Losing Young Professionals	Quality of Life
Connectivity	Transportation
Public Transportation	Transportation
Baseline expectations for development are low (new development triggers sidewalks, etc.)	Plan Implementation
Grow Tax Base Significantly	Economic Development

Keep skilled workforce in Greenville (young professionals)	Quality of Life
Political influence in legislature for funding of the two largest employers (health care and education)	Economic Development
To limit sprawl	Growth Management
To provide for adequate alternatives to motor vehicle transportation (ie internal combustion engines)	Walkability
To retain the valuable historic properties and heritage of Greenville	Placemaking
Collaboration with surrounding towns and their governing bodies	Interjurisdictional Coordination
Developing the city so that people want to stay	Quality of Life
Engaging people from all walks of life (age, gender, interests, etc.)	Diversity
Transportation system	Transportation
Better education	Education
Growing our city in the right way that makes Greenville a quality place to live	Quality of Life
Schizophrenic transportation: We continue to dwell on the car culture while neglecting other areas of transportation like sidewalks and greenways	Walkability
The seemingly inability for all parties and stakeholders to work together by combining vision with policy	Plan Implementation
Orderly growth through planning, zoning, infrastructure, implementation	Growth Management
Adaptability (older community & handicapped community)	Aging in place
Image: out of towners don't have a good view of Greenville	Placemaking
Red light cameras	Transportation
Road system connectivity	Transportation
Activating the edges of town	Placemaking
Lack of walkability	Walkability
Expanding non-taxable investments	Economic Development
Behind in historic preservation	Placemaking
Comprehensively fostering infrastructure improvements in all segments/districts of our city	Economic Development
To assist older neighborhoods with guidelines, covenants, etc to revitalize and become vibrant	Redevelopment
Making all areas walkable	Walkability

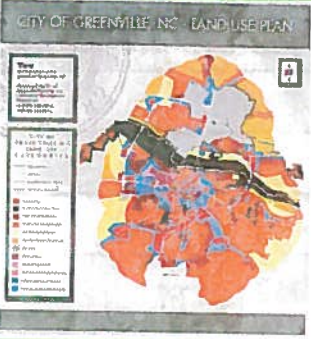






Greenville
SOUTH CAROLINA

CITY OF GREENVILLE, NC LAND USE PLAN

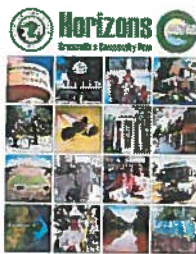


- Horizons 1997
- August 14, 1997 1st Update to the Plan
- adding a Recommended Land Use Plan Map
- just over 12 months of development time
- Central theme development of an official recommended land use plan map to guide development

Find yourself in good company

Greenville

Horizons
Greenville's Development Plan



- February 12, 2004
- Major Update
- 24 member Comprehensive Plan Committee
- 2 year process

Find yourself in good company

Greenville


Plan Elements

- Housing
- Economy
- Community Facilities
- Environmental Quality
- Urban Form and Land Use
- Mobility
- Recreation & Parks
- Utilities
- Community Character


-Community "changing times workshop" Major part of the effort

-Key points, Land Use Nodal concept, developing a sustainable community and work to redirect growth and reinvest growth in the core of the city

Find yourself in good company

 **Greenville**

Horizons: Greenville's Community Plan
2009 - 2010 Review: Preliminary Report




-June 15, 2010 review and update of the Plan

-Focus of the review of areas for Land Use Changes and in 8 areas of the city

-Recognition of growth agreements with Winterville (approved in 2008)

Community Development Department
Planning Division
June 15, 2010

Find yourself in good company

 **Greenville**

Summary of Horizons Updates


-January 9, 1992 Horizons Plan Adoption
First City Wide Comprehensive Plan for the City of Greenville

-August 14, 1997
Added the City Wide Recommended Land Use Map

-February 12, 2004
First Major Update of Horizons

-June 15, 2010
Recommended Land Use Map review and plan accomplishments

Find yourself in good company

 **Greenville**

2015 Effort


-Full plan review and update. Policy document to help shape Greenville's future

-Will not be a land use plan update centered plan

-This effort should produce additional guidance in the areas of:

- Livability & Sustainability
- Management city resources
- Enhancing economic development
- Continued reinvestment in the core of the city
- Additional intergovernmental cooperation

Find yourself in good company


 **Greenville**
SOUTH CAROLINA

2015 Effort

- Urban form and greater efficiencies in land development
- Environmental resource management
- Affordability of housing
- Community asset development
- Transportation and recreation
- Capital improvements, among others

-The plan will be a long range policy document, general in nature and providing a 10+ year vision to guide for the city's long range development

Find yourself in good company


 **Greenville**
SOUTH CAROLINA

TENTATIVE SCHEDULE TO PREPARE A NEW HORIZONS PLAN

NOTE: Only Main Milestones are Listed

- Dec. 22, 2014 - The Request for Qualifications (RFQ) was advertised
- Jan. 23, 2015 - Deadlines for Questions regarding the RFQ
- Jan. 30, 2015 - Deadline for RFQ Submittal
- Feb. 16, 2015 - The City will identify the most qualified firms
- End of February Presentations and interviews of short-listed firms
- Mid March, 2015 - City selects consultant and pursues execution of a contract
- April 9, 2015 - City Council awards contract, Comprehensive Plan Committee members are appointed/selected

Find yourself in good company

 **Greenville**
SOUTH CAROLINA

TENTATIVE SCHEDULE TO PREPARE A NEW HORIZONS PLAN

NOTE: Only Main Milestones are Listed

- April thru December 2015 - Consultant meets with the Comprehensive Plan Committee
- *January 2016 - Plan completion and submission for adoption

*The Planning and Zoning Commission will review the update first and then recommend approval to City Council in following month (s).

The reason for preparing and administering a comprehensive plan is to Create Livable places and not leave planning to chance.

Find yourself in good company



Find yourself in good company

COMPREHENSIVE PLAN COMMITTEE

Kickoff Meeting

Monday, June 1, 2015

5:30-7:00 PM

Sheppard Memorial Library, Room A

AGENDA

1. Welcome and Introductions
2. Understanding the Comprehensive Plan
3. Project Process and Roles
4. CPC Opportunities and Challenges Exercise
5. Next Steps

Welcome!



Find yourself in Greenville, North Carolina;
you'll find yourself in good company.

-Greenville, NC Strategic Plan

Understanding the Comprehensive Plan

- A blueprint for the City's future that is laid out in the form of goals and action strategies
- A compass that guides direction for local-decision making (capital improvements, rezonings, etc.)
- A marketing tool that articulates the community's vision and how the private sector can support that vision

Horizons: Greenville's Community Plan 2009 - 2010 Update: Final Report



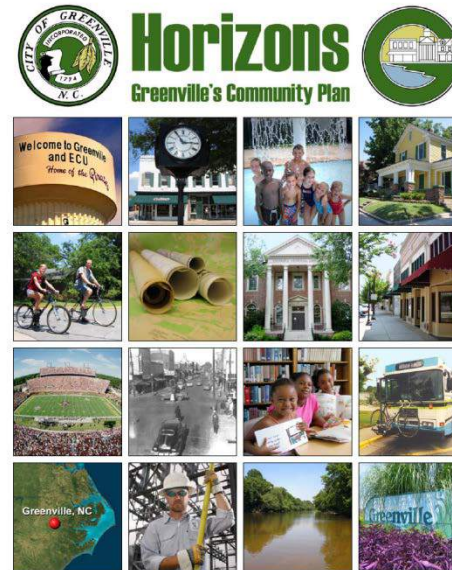
Community Development Department,
Planning Division
December 7, 2010

Horizons: Greenville's Community Plan

Horizons: Greenville's Community Plan 2009 - 2010 Update: Final Report



Community Development Department,
Planning Division
December 7, 2010



Comprehensive Plan Update
Adopted by Greenville City Council
February 12, 2004

<http://www.greenvillenc.gov/government/community-development/plans-maps-and-applications/-folder-55>

Difference Between Planning and Zoning

Comprehensive Plan

is the policy document that guides decisions related to:

- *land development*
- *capital improvements*
- *public programs*

Zoning

is the set of City laws that governs:

- *specific uses that are permitted on individual properties*
- *densities/intensities of development that can occur*
- *how development is designed*

Process and Timeline



Entities Involved in the Process



Find yourself in good company

Comprehensive Plan Process Roles & Responsibilities



CPC Exercise

- What are Greenville's biggest opportunities?
- What are Greenville's biggest challenges?

CPC Exercise Instructions

1. Each person thinks about answers and jots down on own card.
2. Round robin sharing of responses.
3. Identify common themes.

Next Steps

- Schedule of Meetings
- List of Planning Documents
- Project Branding and Website
- Next Meeting in July
 - present initial findings from interviews and analysis
 - present plan for public kickoff meeting
- Public Kickoff Meeting: August/September



Find yourself in good company

Comprehensive Plan Process Roles & Responsibilities

Greenville Citizens

Comprehensive Plan Committee

ROLE: Leads Development of Plans

RESPONSIBILITIES:

- Reviews Community Input and Data
- Works with Planning Team to Develop the Policy Framework, Maps for Plans, and Implementation Strategies Based on Community Consensus
- Oversees Development of Plans
- Serves as Ambassador to the Planning Processes

City Stakeholders & Jurisdictional Partners

ROLE: Provide a Broad Array of Perspectives and Information on Policy Topics of Interest

RESPONSIBILITIES:

- Provide Accurate, Up-To-Date Information to the Project Team
- Represent Interests of Affiliated Organizations and Agencies
- Encourage Others to Participate in Planning Process

Planning and Zoning Commission

ROLE: Endorses Plan for City Council Approval

RESPONSIBILITIES:

- Receives Updates on the Plan Process
- Reviews the Final Plan
- Makes Recommendations to Adjust the Draft Plan
- Recommends the Plan's Adoption by City Council

City Council

ROLE: Final Decision-Maker on Content of Plans

RESPONSIBILITIES:

- Supports Development of Plans
- Provides Policy Guidance at Key Points in Process
- Adopts Final Plans
- Oversees Implementation of Plans

Project Team: City Staff & Consultants

ROLE: Facilitator of Process and Technical Advisors

RESPONSIBILITIES:

- Facilitates Meetings
- Organizes Information and Data
- Conducts Analysis
- Works with Comprehensive Plan Committee to Develop Work Products
- Develops Project Materials
- Publicizes Events & Conducts Outreach

Consultant Team



Leigh Anne King, AICP, LEED[®] AP
*Project Manager and Principal
Principal, Clarion*



Roger Waldon, FAICP
*Project Advisor
Senior Consultant, Clarion*



Nate Baker, CNU
*Project Planner
Associate, Clarion*



**Jamie Greene, AIA,
AICP**
*Project Principal
Planning NEXT*



Michael Curtis, AICP
*Planner and Designer
Planning NEXT*



Greg Dale, FAICP
*Project Advisor
Principal, McBrideDale Clarion*

City Contact

Thomas Weitnauer, AICP
Chief Planner
Community Development Department
City of Greenville, NC
tweitnauer@greenvillenc.gov
www.greenvillenc.gov
252-329-4511



Find yourself in good company

COMPREHENSIVE PLAN Project Initiation



CLARION

planning
NEXT
moving communities forward.

Work Program

Phase 1

INITIATE

THE PLANING EFFORT

- Finalize public engagement strategy
- Reconnaissance and data collection
- Create project brand and communication strategy

Phase 2

ANALYZE

COMMUNITY CONDITIONS

- Develop analysis priorities
- 2010 Plan implementation audit
- Identify small area plan priorities
- Assess existing trends and future conditions
- Draft community vision

Phase 3

DRAFT

THE PLAN FRAMEWORK

- Develop plan framework
- Draft Land Use Plan and Small Area Plans
- Draft goals and implementation plan
- Test and revise plan

Phase 4

ADOPT

THE COMPREHENSIVE PLAN

- Finalize plan
- Public adoption
- Package and transmit final plan

1 2 3 4 5 6 7 8 9 10 11 12 13 14

Public Engagement

- Project kickoff meeting with staff / reconnaissance
- Steering Committee kickoff meeting
- City Council & Stakeholder interviews
- 1st public event (visioning)
- Steering Committee (Analysis & Key Findings Report)
- Steering Committee (Vision & Guiding Principles)
- City Council Update
- Staff-consultant land use framework workshop
- Steering Committee Meetings (plan organization and land use framework, review plan drafts)
- 2nd public event (test plan)
- Planning and Zoning Commission Public Hearing
- City Council Public Hearing

