



Comprehensive Plan Committee Meeting

A G E N D A

Monday, August 17, 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. Key Community Issues (Summary of Stakeholder Input)	Leigh Anne King, Clarion Associates	5:40p
4. Community Profile (Highlights from Analysis Findings)	Leigh Anne King & Nate Baker, Clarion Associates	6:00p
5. Horizons 2026: Workshop for Our Future a. Approach for Workshop b. Volunteer Roles for CPC Members	Leigh Anne King, Clarion Associates	6:40p
6. Next Steps	Leigh Anne King, Clarion Associates	6:55p

Handouts

- Horizons 2026: Summit for Our Future Volunteer Sign-Up Sheet

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 opportunities for public input and discussion at other meetings as the Comprehensive Plan is being prepared.



Comprehensive Plan Committee August Meeting Summary

Monday, August 17, 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. Project Update

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. Leigh Anne King provided a project update, describing the completion of phase I and several tasks within phase II of the comprehensive planning process.

3. Key Community Issues (Summary of Stakeholder Input)

In June, the first CPC meeting was held, along with interviews of leaders and stakeholders within the community. Leigh Anne King reviewed several of the key issues raised from those meetings and compared important opportunities and challenges raised by the CPC and stakeholders.

4. Community Profile (Highlights from Analysis Findings)

Leigh Anne King and Nate Baker presented highlights from the community profile analysis. The highlights included the planning boundaries for Horizons 2026, trends in demographics, housing, the local and regional economy, fiscal health, land use, character districts, land consumption, projections, water and wastewater capacity, and various ways that development patterns impact the city as a whole.

Committee members then discussed which findings and messages should be considered most critical in sharing and communicating with Greenville's citizens. The following is a list of messages that committee members found important to present at the meeting:

1. *What do young professionals want out of their city? Show and describe market studies with that information.*
2. *Compare information from the community profile that describes Greenville to other (a) comparable cities and (b) cities that Greenville can look to for examples.*
3. *It is important to show that young professionals in Greenville are leaving the city. Show the net migration.*
4. *It is very important to show the comparison of the housing burden to housing + transportation burden.*
5. *WalkScore is very important, but also show how this compares with other cities/neighborhoods.*
6. *Show the potential wastewater extension areas within Greenville.*
7. *Highlight impervious surfaces and show how that affects water quality. Why are impervious surfaces negative regarding hazards and environmental protection? How does it impact flooding? How does it impact zoning? In Greenville, many people have lived through past flooding and seen the impacts of natural disasters.*
8. *Highlight Greenville as an inclusionary city, including for less fortunate members of the population*

5. Horizons 2026: Workshop for Our Future

a. Approach for Workshop

The public workshop outline was presented and discussed by members in addition to discussion of general ideas for polling questions.

b. Volunteer Roles for CPC Members

Committee members received information and provided guidance for public meeting stations, which are intended to provide more specific information to the public and additional opportunities for feedback and discussion of the issues. Committee members signed up to volunteer at the stations.

6. Next Steps

The next CPC meetings will be held Oct. 12 and Nov. 16, and additional planning documents and information will be posted to the upcoming project website.

Appendix Items

- Committee Member Sign In Sheet
- Workshop for Our Future Sign Up Sheet
- CPC August Meeting Presentation



COMPREHENSIVE PLAN COMMITTEE

August Meeting

Monday, August 17, 2015

5:30-7:00 PM

Sheppard Memorial Library, Room A

Welcome Back!






Agenda

1. Welcome
2. Project Update
3. Key Community Issues
4. Findings from Community Profile
5. Workshop for Our Future
6. 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



What Issues do people care about?

Findings from stakeholder meetings

Key Issues Raised

Stakeholders and Leaders

OPPORTUNITIES

Downtown revitalization/historic preservation
Riverfront activity
Land development regulation changes
Millennial Campus designation/Education
Coordination with GUC and Pitt County

CHALLENGES

Transportation infrastructure/design
Tax exempt land, Property tax revenues
Workforce development
Infill development
Urban sprawl, efficiency/costs of service provision
Interjurisdictional coordination
Access to parkland and greenspace

Comprehensive Plan Committee

OPPORTUNITIES

Infill development and placemaking
Tar River, environmental assets
Strong economy
Partnerships
Implement growth management strategies

CHALLENGES

Transportation (walkability, safety, maintenance)
Expanding tax base
Recruiting industry
Placemaking
Growth management
Interjurisdictional coordination
Environment

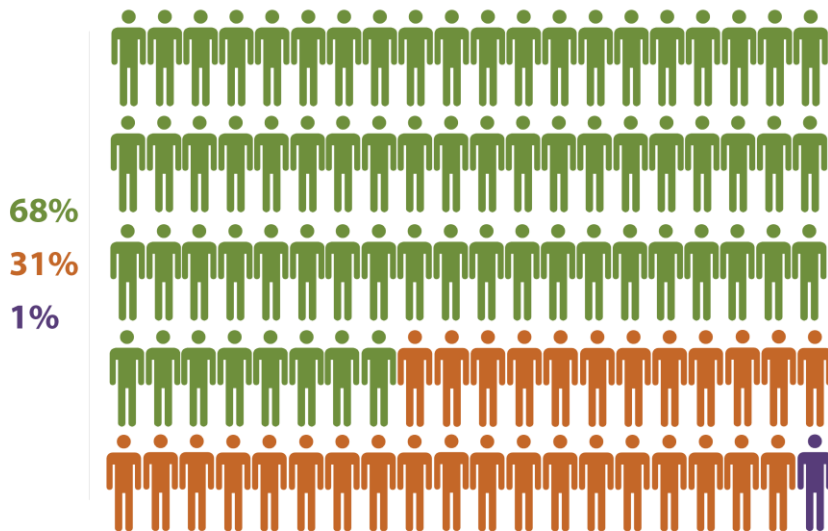


What is the Greenville of today?

Greenville's population is growing and diversifying.

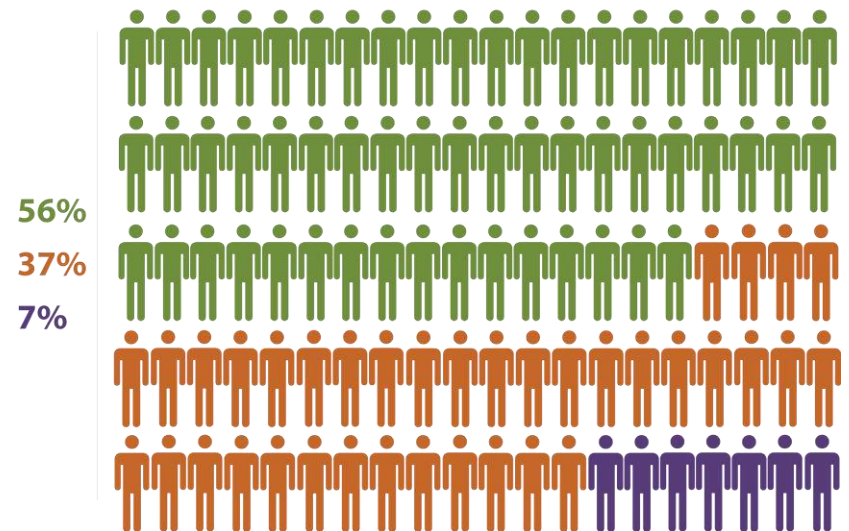


1980



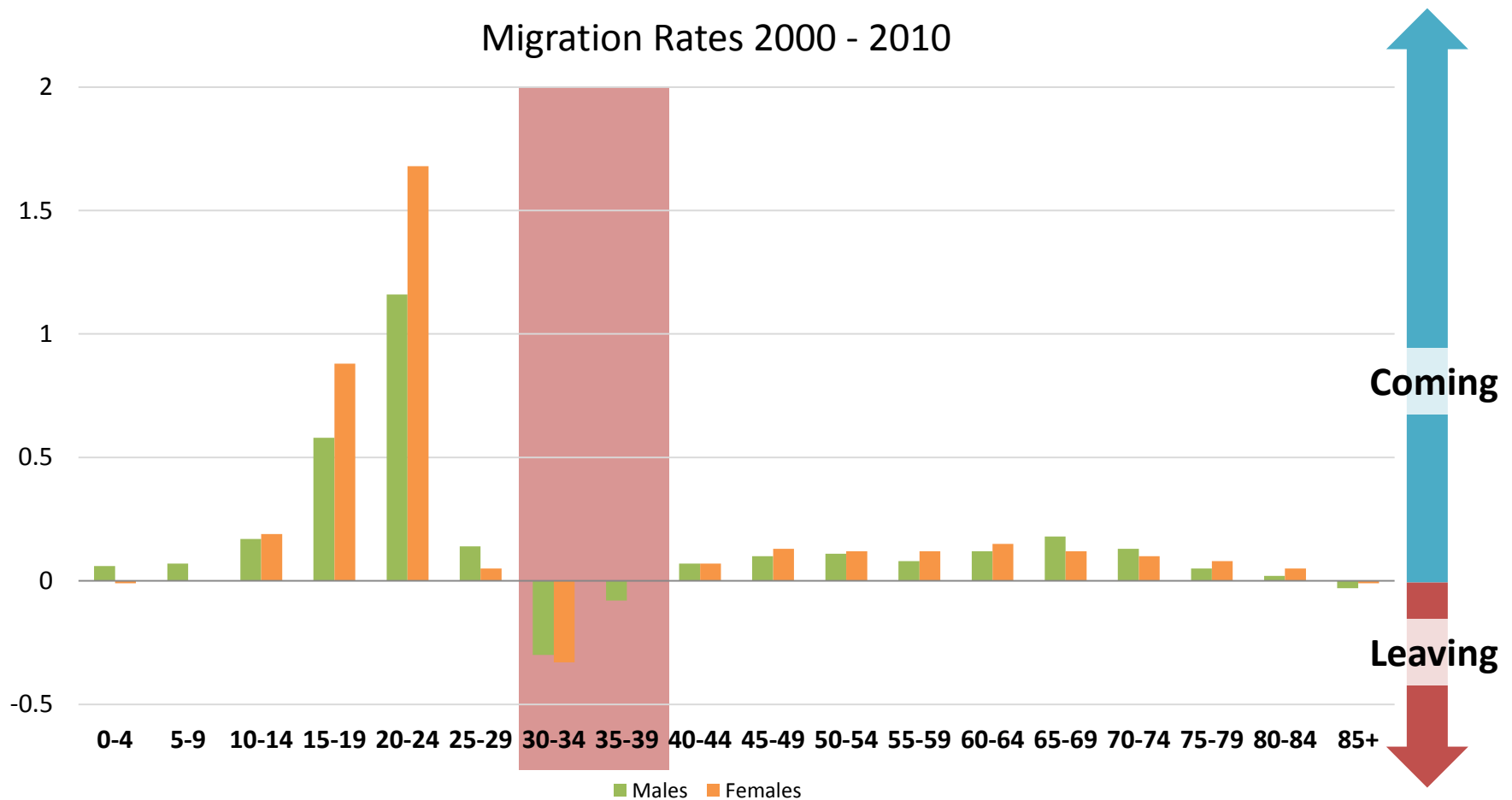
Total Population: **35,740**

2010

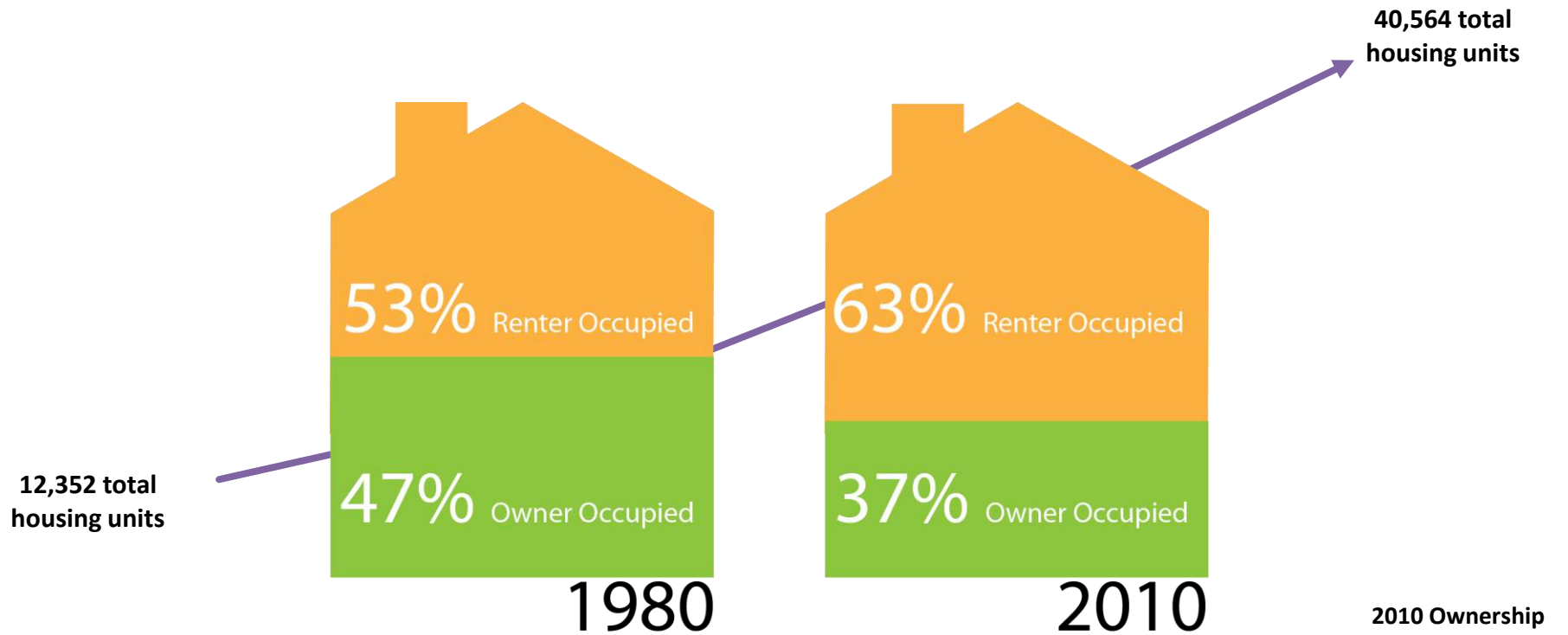


Total Population: **84,554**

But many young professionals are leaving.

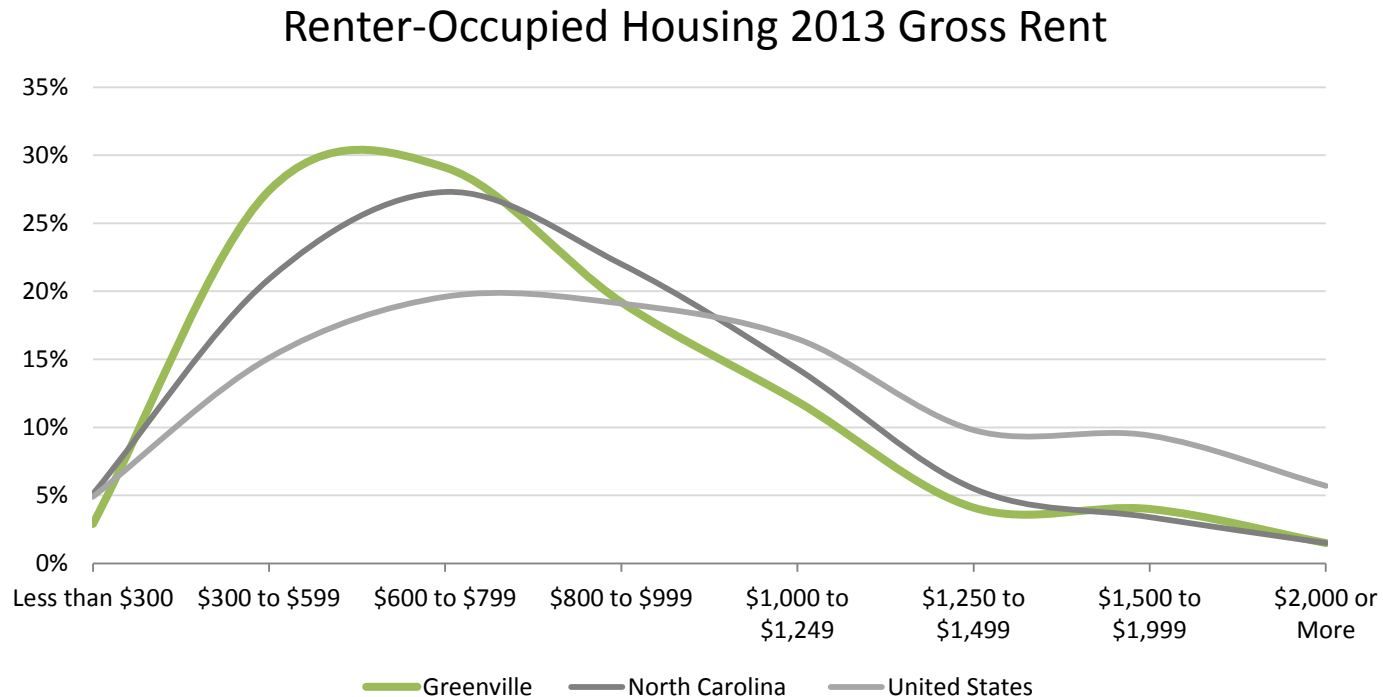


The number of owner occupied units is increasing,
but not as rapidly as renter occupied units.



2010 Ownership	
Greenville:	37%
NC:	67%
USA:	65%

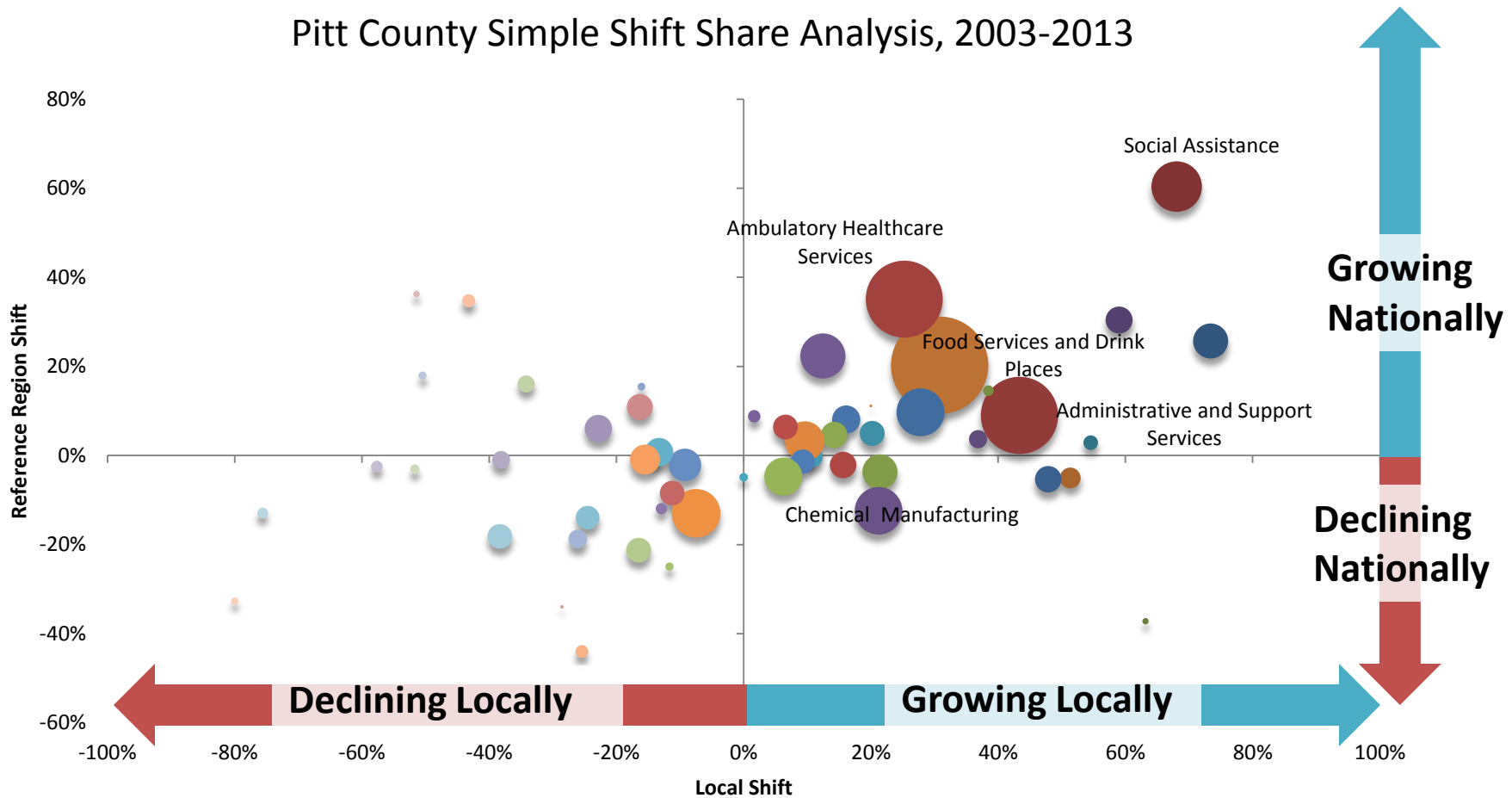
Housing continues to be more affordable compared to the state and U.S. for renters and homeowners



	Greenville	North Carolina	United States
Median House Value	\$ 149,600	\$ 153,600	\$ 176,700
Median Gross Rent	\$ 724	\$ 776	\$ 904

The economy is growing and diversifying...

Pitt County Simple Shift Share Analysis, 2003-2013



...and so are real wages.

Stable Employment Wages in Greenville, MSA

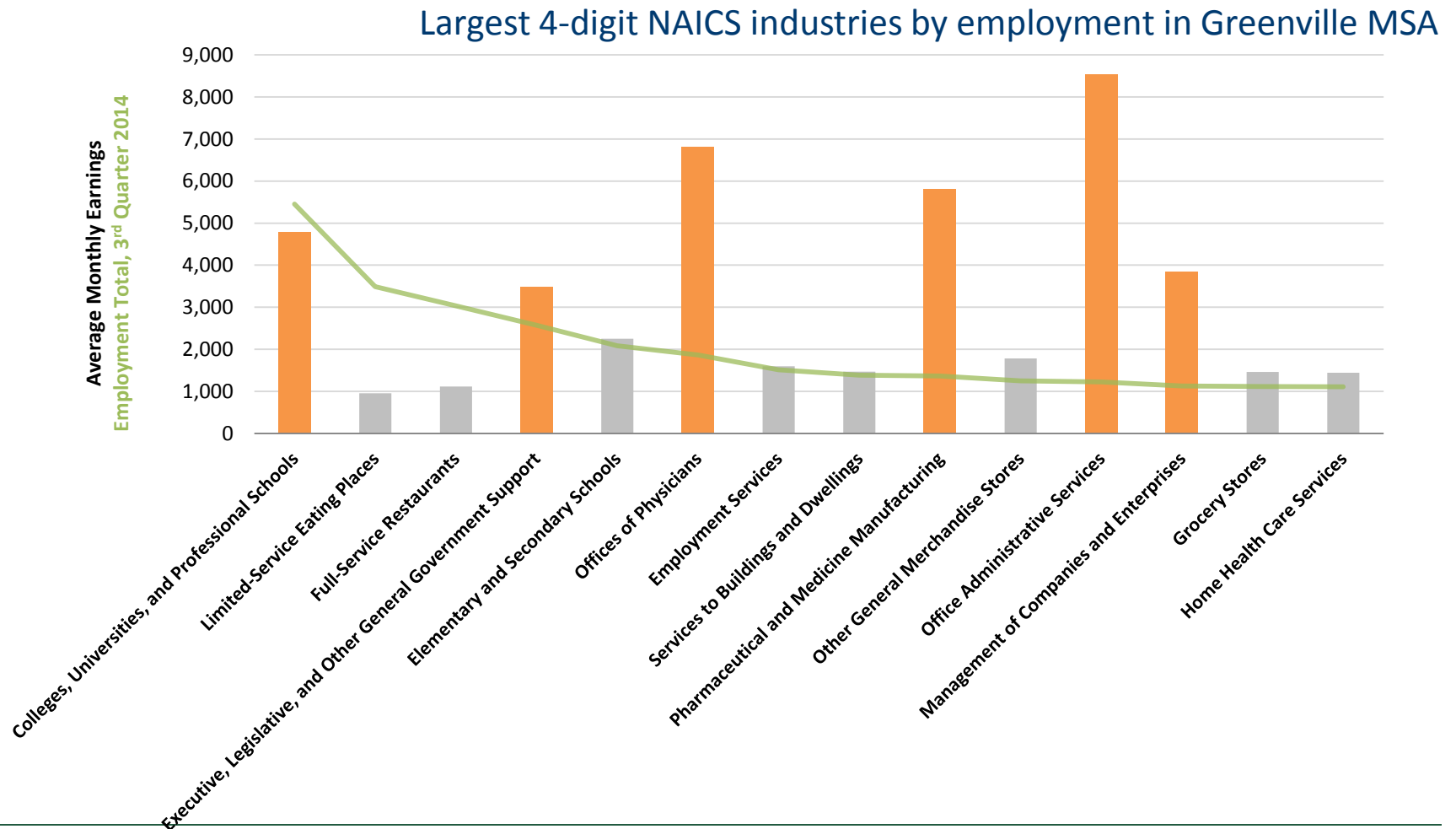


Greenville has key economic drivers

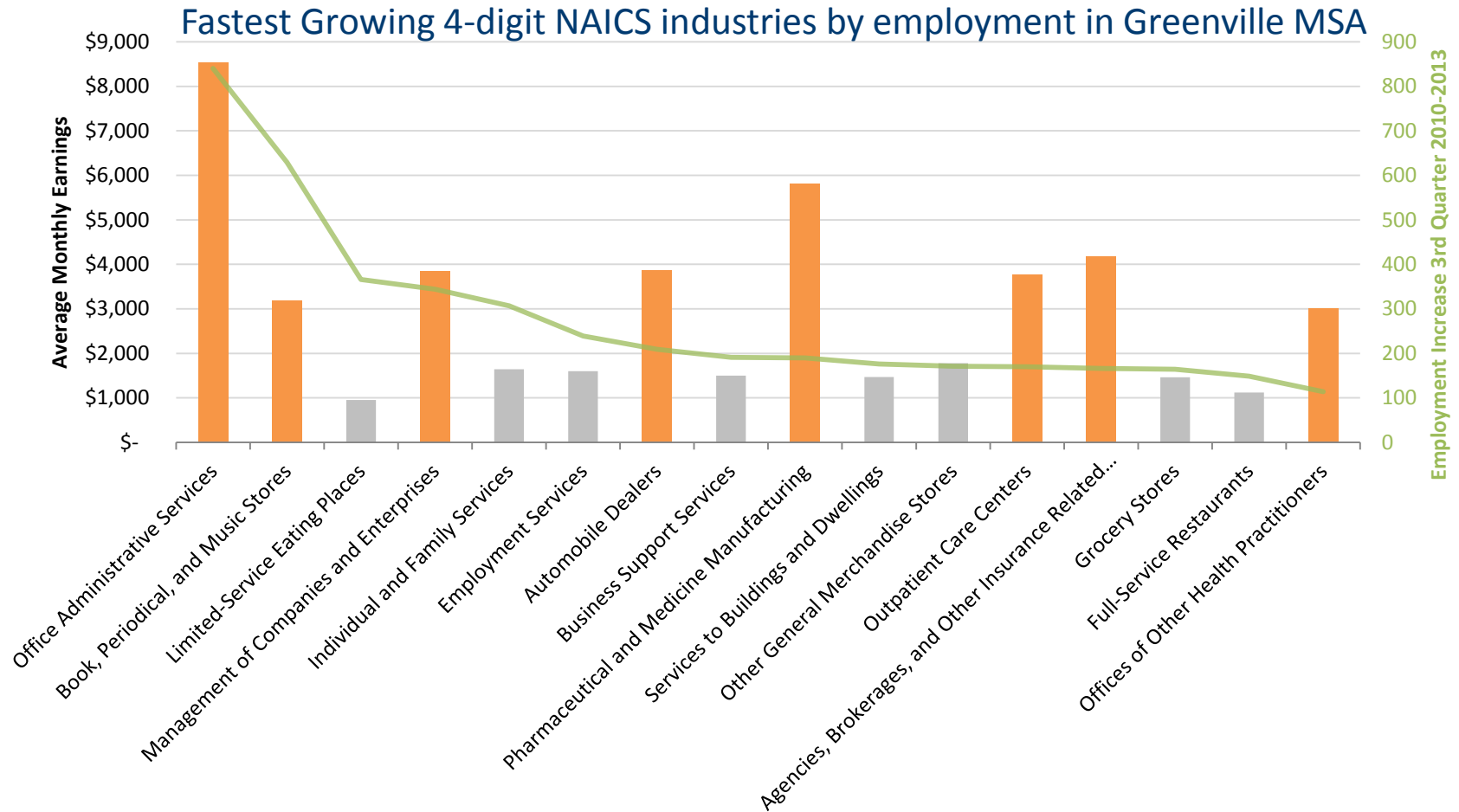
Rank	Company Name	Industry	Employment Range
1	Vidant Medical Center	Education & Health Services	1000+
2	East Carolina University	Education & Health Services	1000+
3	Pitt County Board Of Education	Education & Health Services	1000+
4	Wal-Mart Associates Inc	Trade, Transportation & Utilities	1000+
5	Pitt Community College	Education & Health Services	1000+
6	Nacco Materials Handling Group Inc	Manufacturing	1000+
7	Patheon Manufacturing Services LLC	Manufacturing	500-999
8	Pitt County	Public Administration	500-999
9	Alliance One International Inc	Manufacturing	500-999
10	City Of Greenville	Public Administration	500-999

Greenville has key economic drivers.

Some manufacturing industries continue to be important.

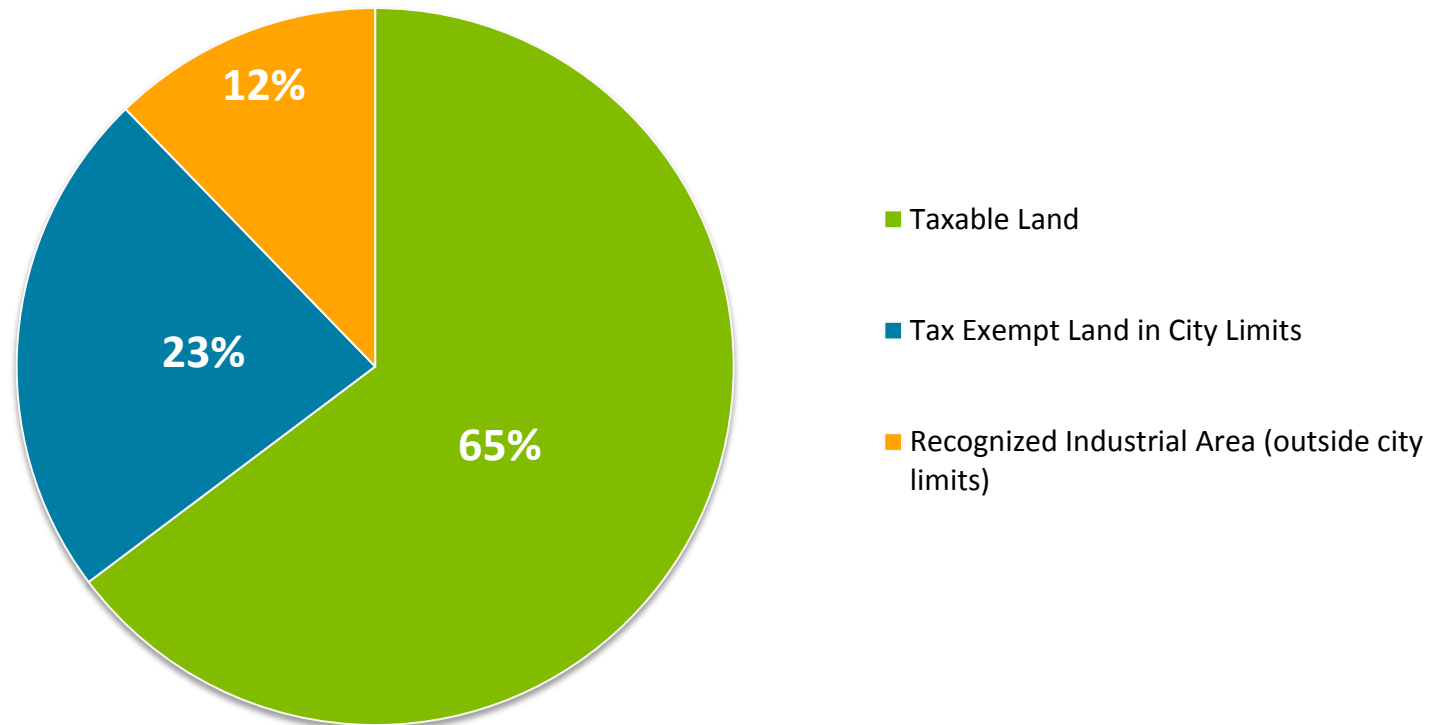


Half of Greenville's 16 fastest growing industries are high wage. 15 of the 16 are service industries.

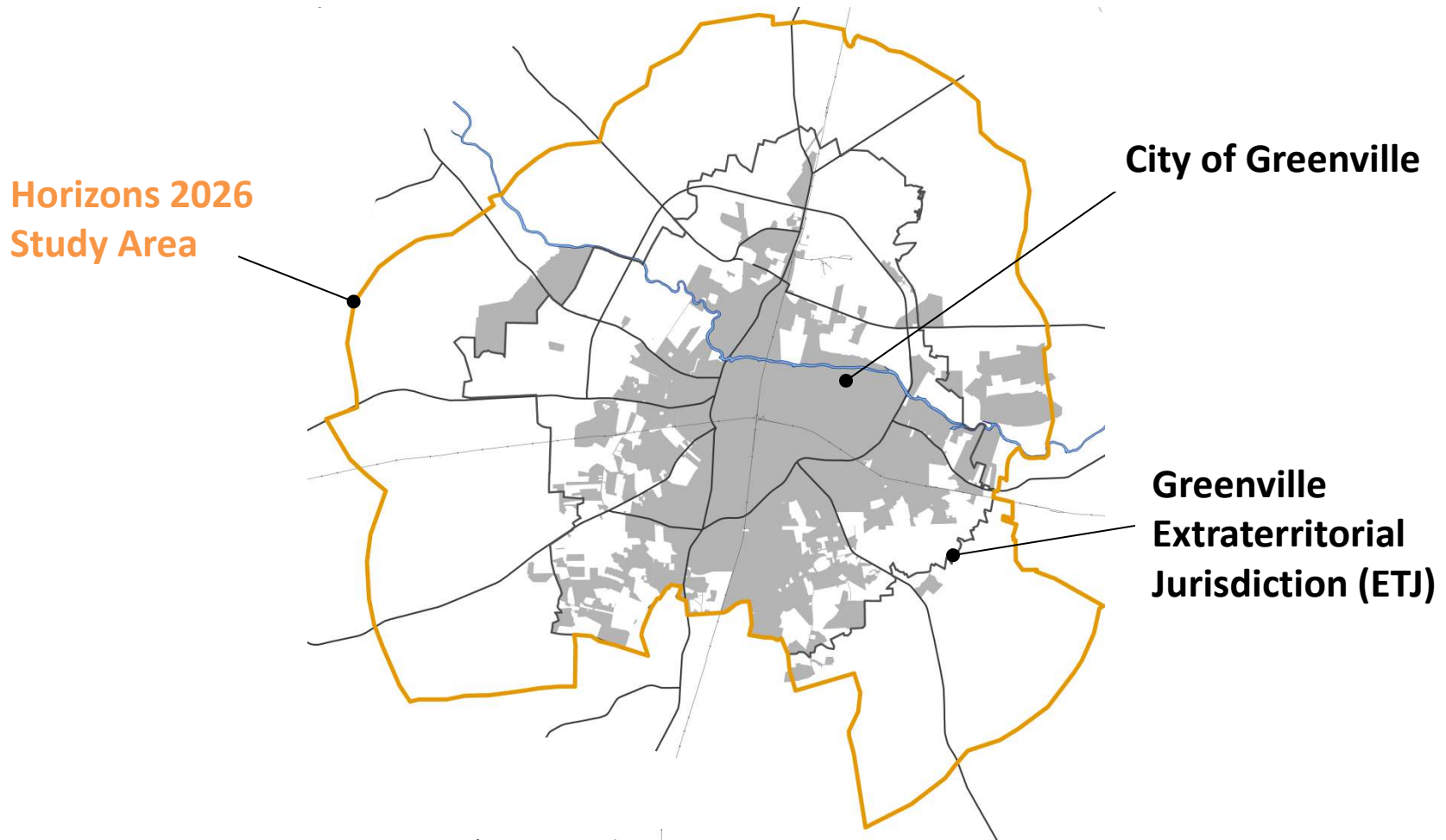


Over a third of Greenville's land is non-taxable

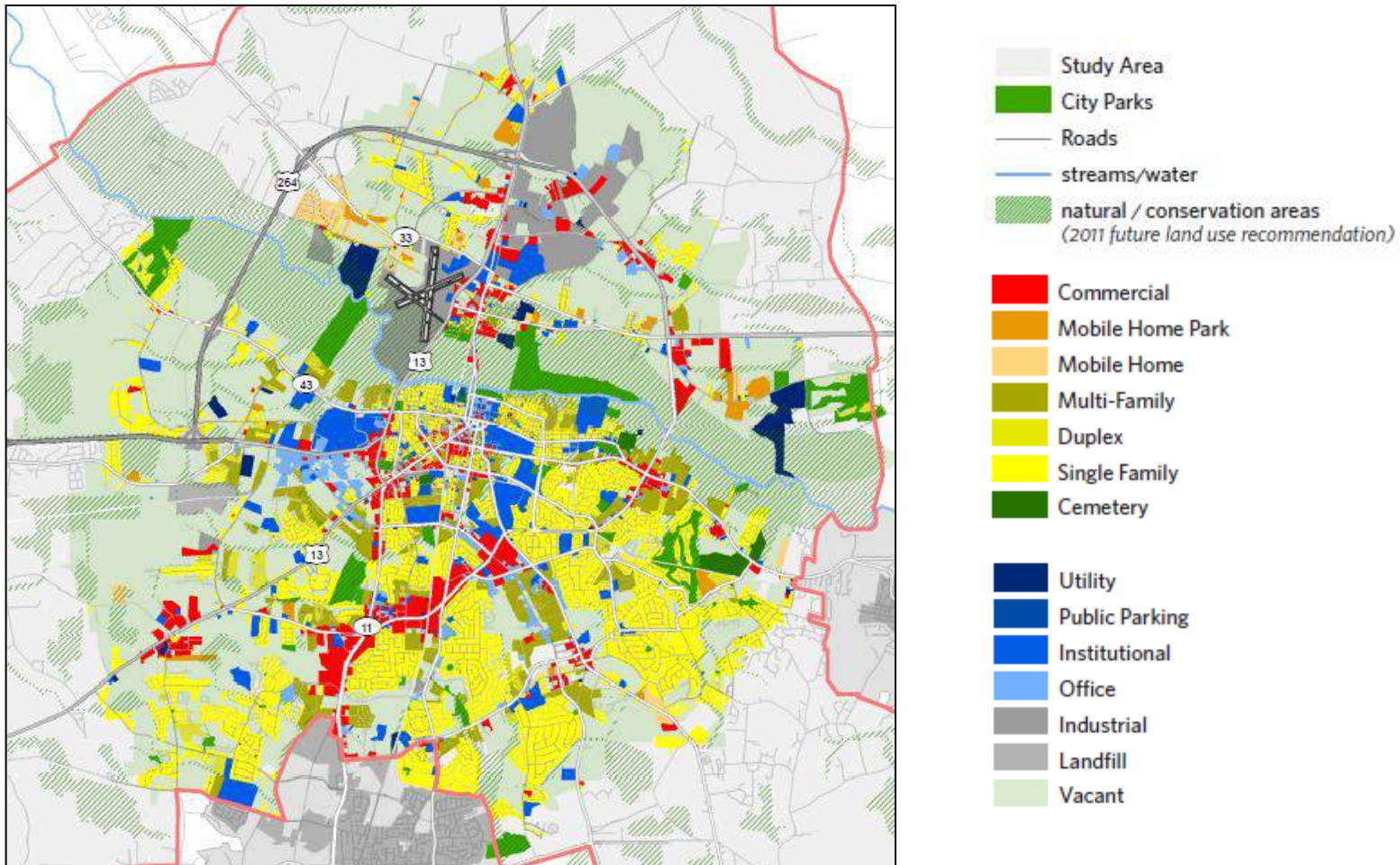
Tax Exempt Property in Greenville



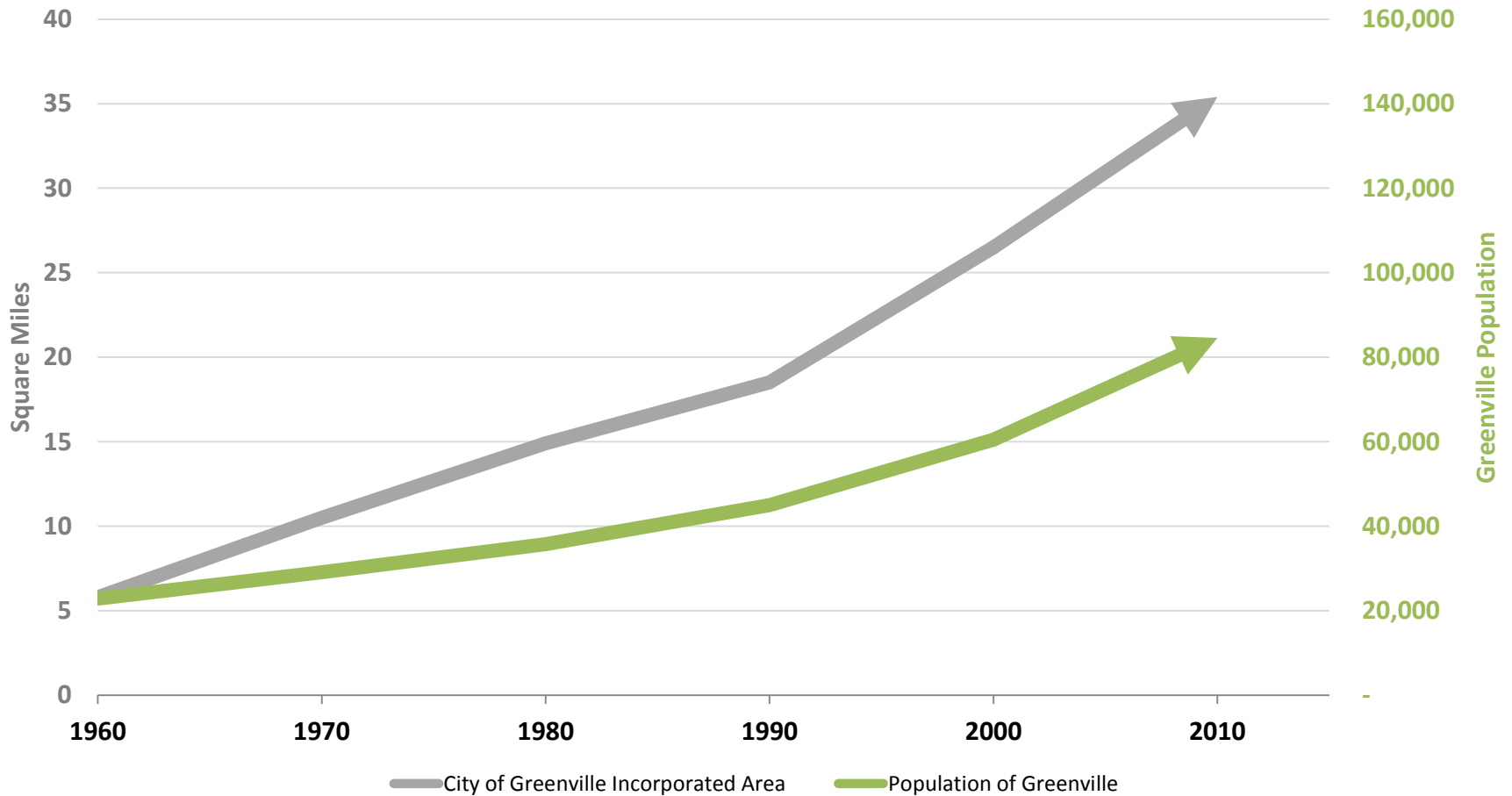
The Horizons 2026 Study Area: Accommodating future growth and planning for the city's future



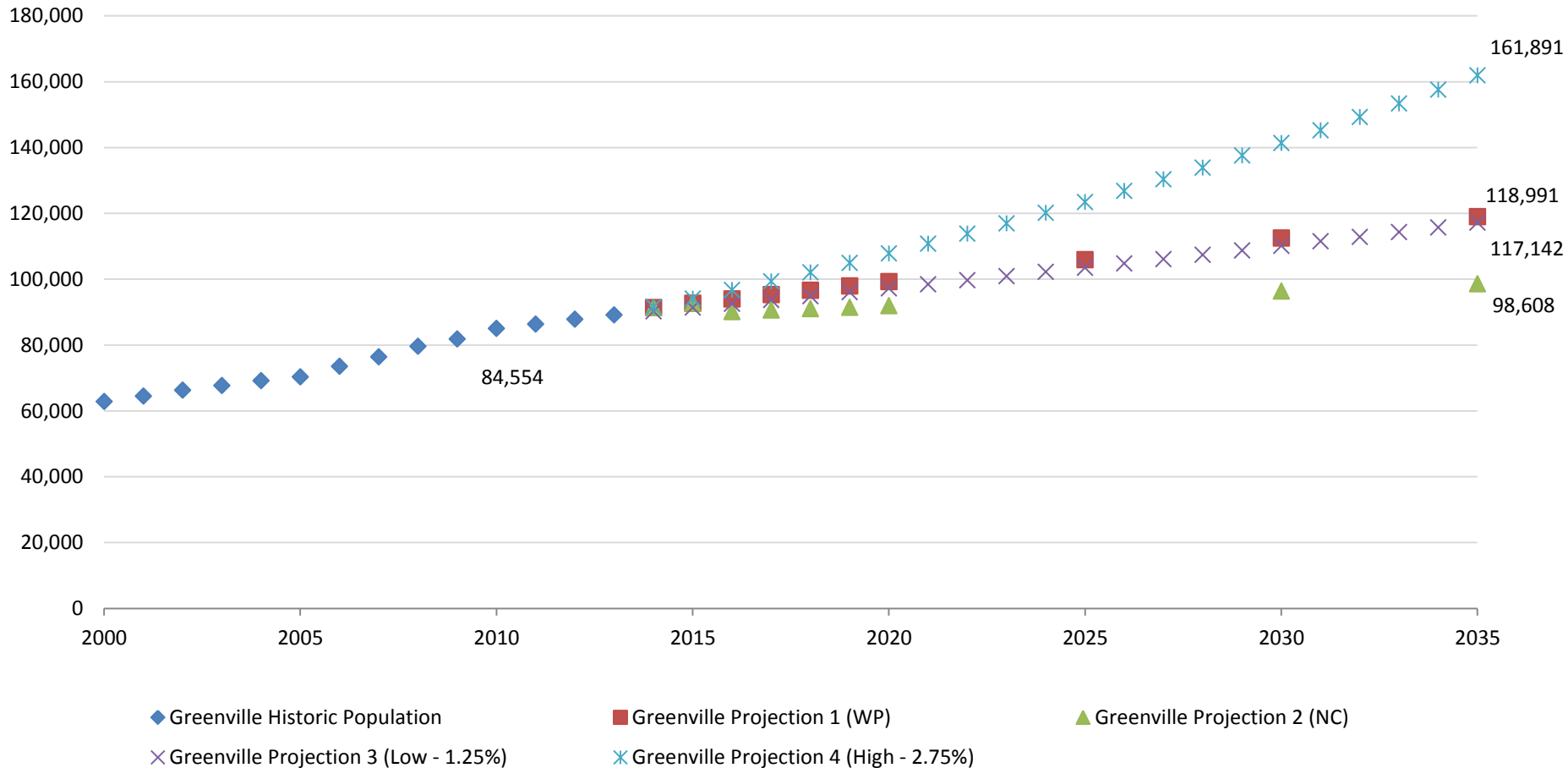
Over half the land area within the ETJ is undeveloped



Land consumption is outpacing population growth.



How many new residents can we expect?



The Horizons 2026 Study Area includes sufficient capacity for 20 more years of growth.

Developable land in study area:

36,800 acres

Estimated demand for development:

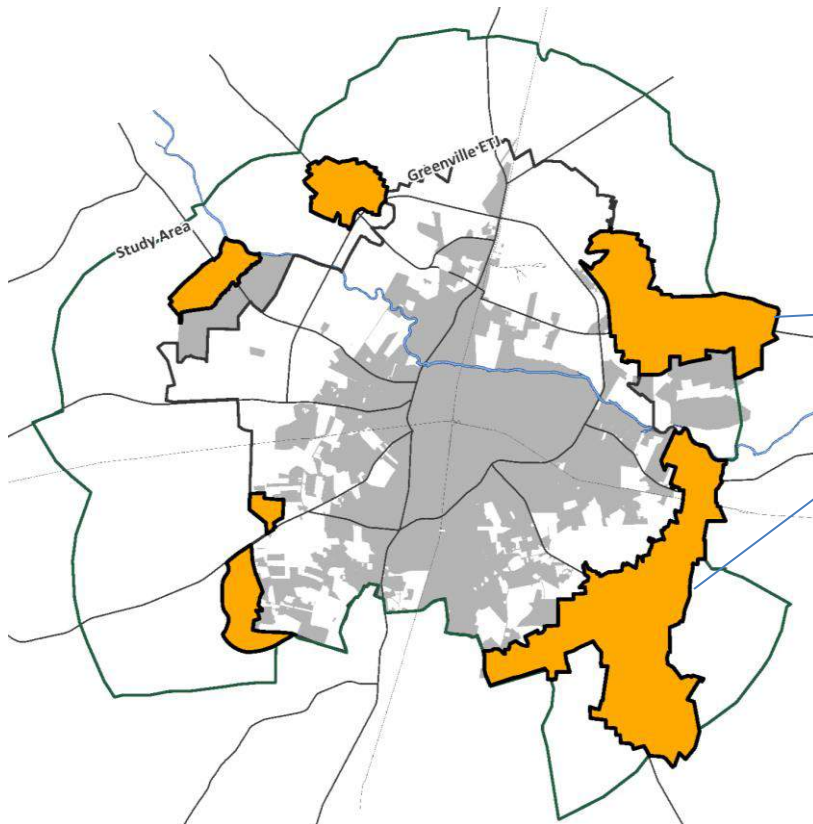
32,150 acres

Developable land includes undeveloped land within the study area minus environmental constraints. Estimated demand for development calculation assumes business-as-usual future growth based on past development patterns. A multiplication factor of two was applied to derive total estimated demand for development.

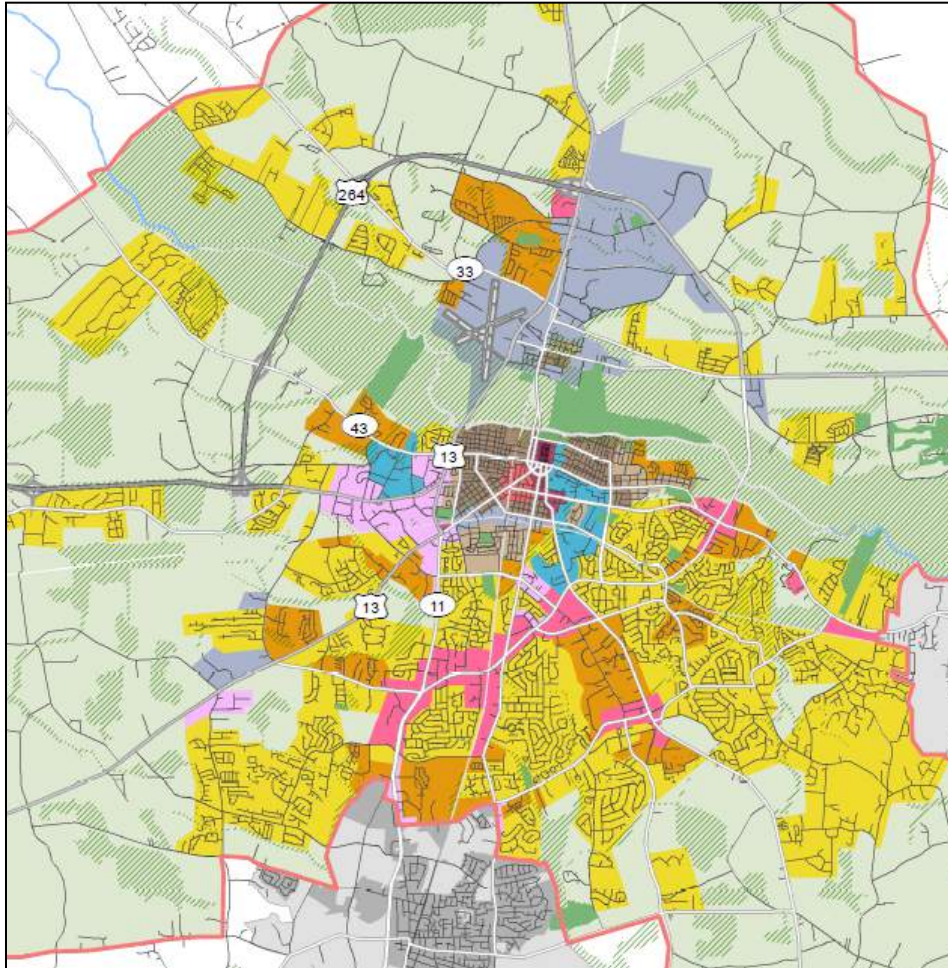
Is water/wastewater infrastructure adequate?

Demand as a percent of supply:

Water:	57%
Wastewater:	63.5%



Greenville has diverse and distinct urban character districts.



Twelve distinct districts
identified in analysis.



Uptown
Core



Suburban
Center/
Corridor



Urban
Center



Institutional
Campus



Urban
Neighborhood



Industrial/
Logistics



Suburban
Residential



Rural Edge



There are opportunities to rethink development patterns and design of places.



Image from the Dickinson Avenue Corridor Study

Development patterns have many impacts, including..



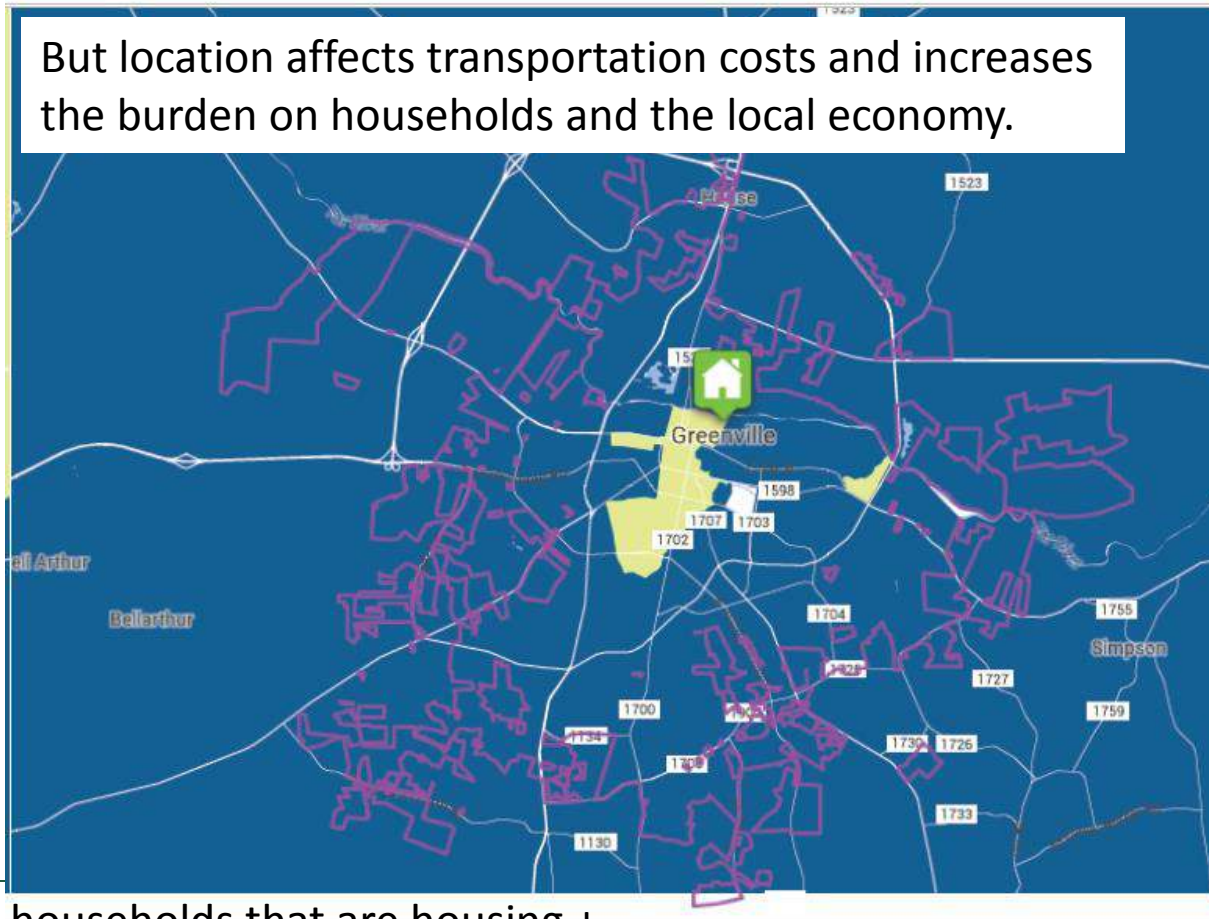
Housing



...because of invisible transportation costs...

Housing + Transportation

But location affects transportation costs and increases the burden on households and the local economy.



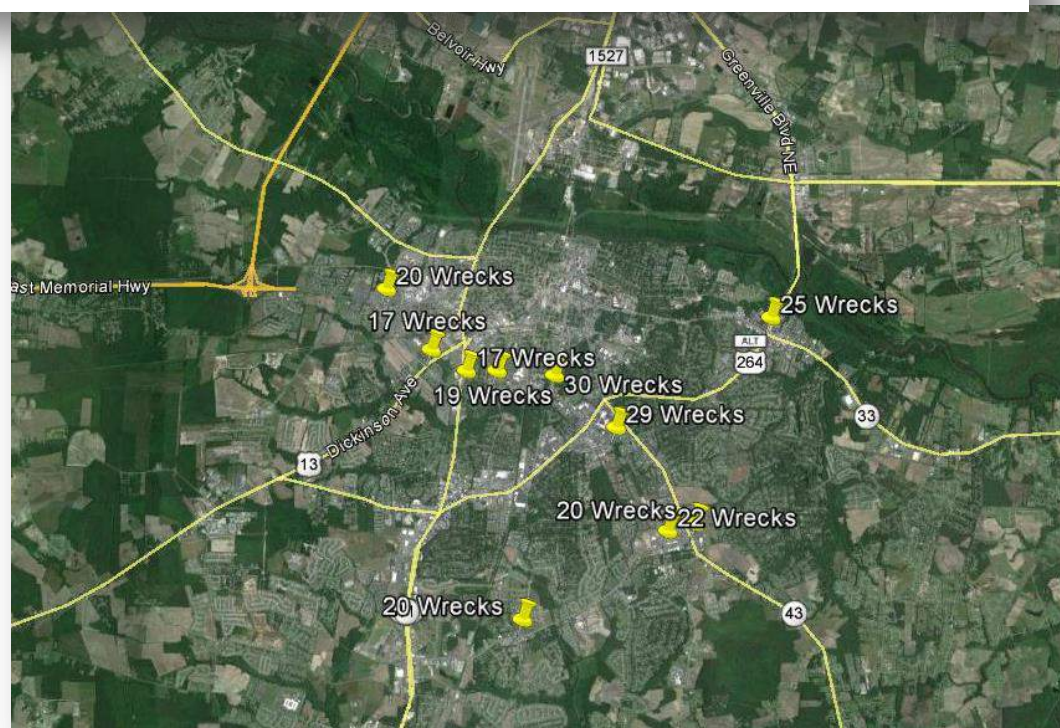
% of households that are housing +
transportation cost burdened

< 45% 45%+

...safety of our streets...

Pitt County Ranked Most Dangerous For Collisions Statewide

Updated: Thu 8:47 AM, Aug 08, 2013

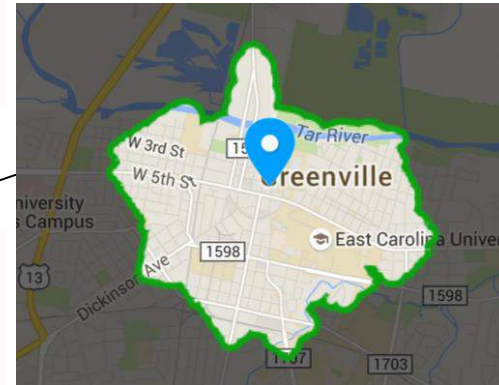
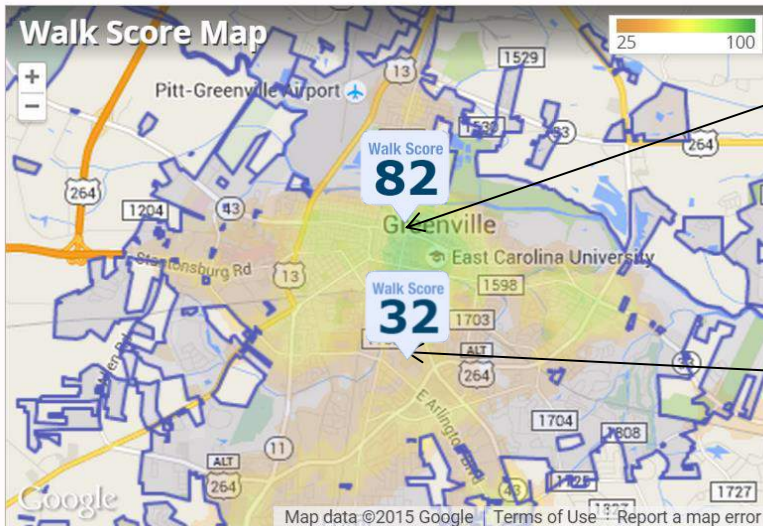


...our transportation options...

Walk Score
31

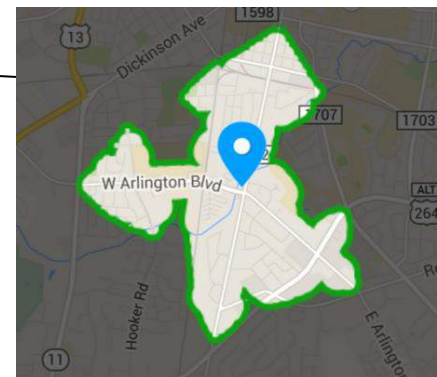
Greenville is a Car-Dependent city

Most errands require a car.



Uptown Greenville has a Walkscore of 82 out of 100, meaning it is very walkable

20-minute walk (Connectivity matters)

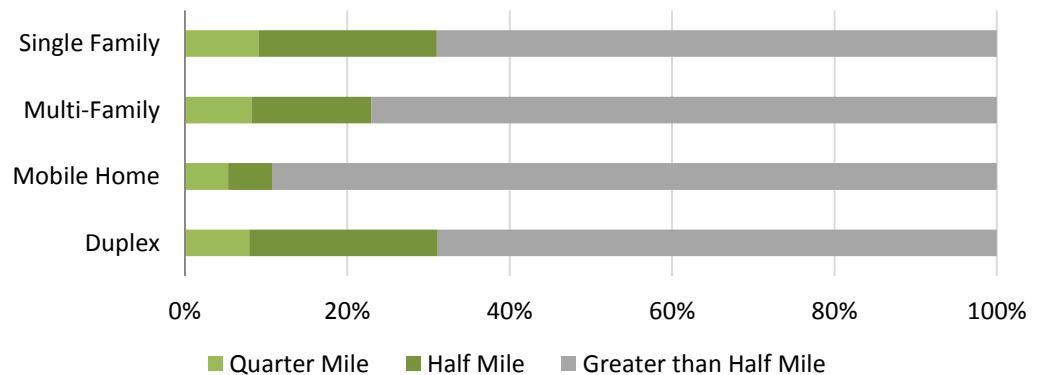


Most of Greenville has a low Walkscore, meaning it is difficult or impossible to travel without a car.

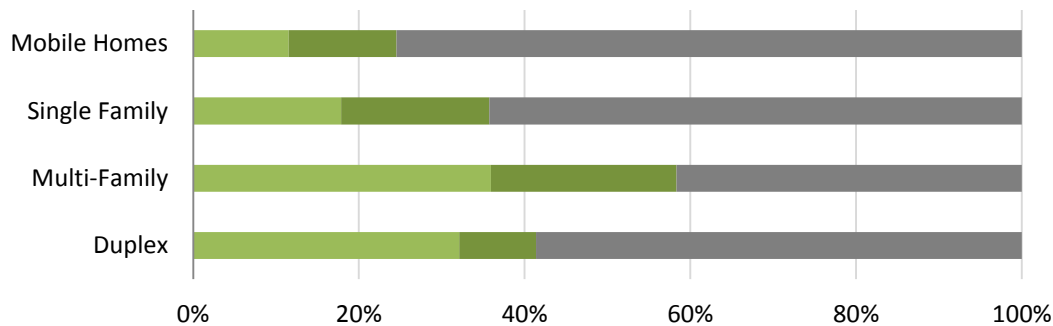
...access to opportunities...

Residential Property in City within Walking Distance of...

...Schools

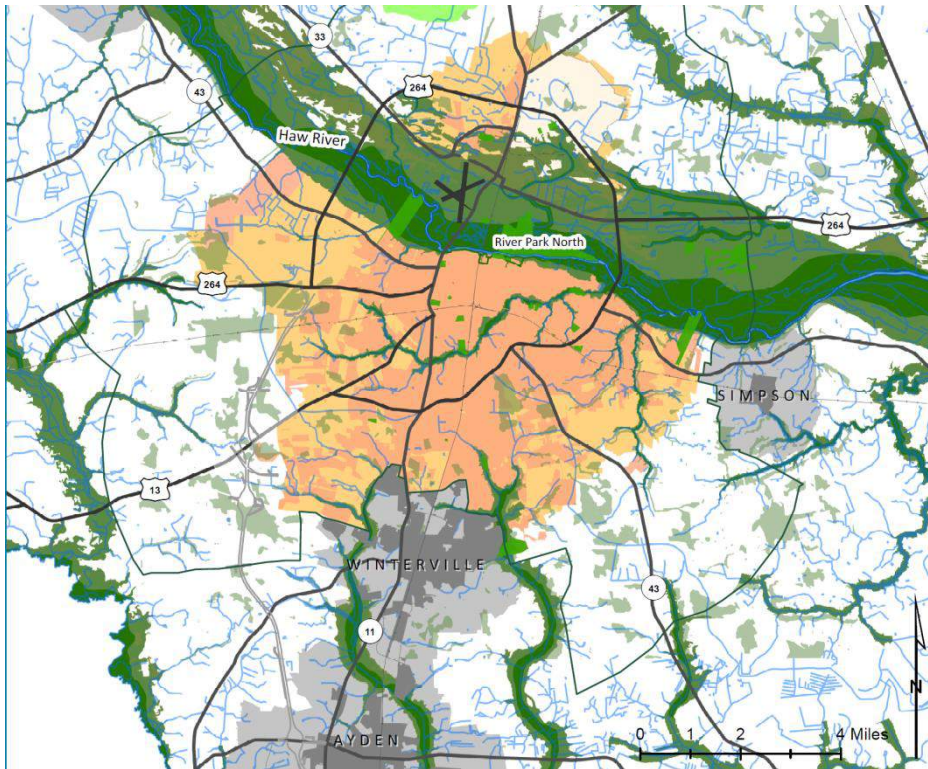


...Parks or Greenways

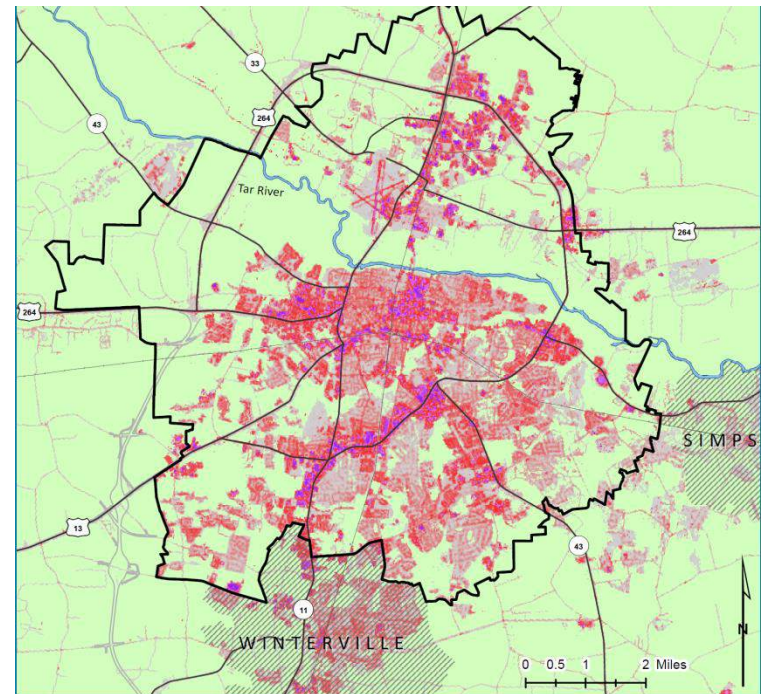


...environmental stewardship and hazard safety...

Greenville has wetlands and low-lying areas. The city has worked hard to prevent development in hazardous and environmentally-sensitive areas.



Impermeable surfaces, especially prevalent where there are wide roads and parking lots, negatively affect water quality.



...economic and fiscal opportunities...

Big Box Retail Store in Greenville

Current Tax Value: \$5,961,638

Land Developed: 11.77 acres

Tax Value per Acre: **\$506,450**



Two-Story Mixed-Use Building in Greenville

Current Tax Value: \$1,176,888

Land Developed: 0.21 acres

Tax Value per Acre: **\$5,572,369**



Which of these findings are the most critical to be sharing with Greenville's citizens?



What is the Greenville of tomorrow?

How can we...

Foster a vibrant economy...

- Promote economic development and fiscal health?
- Enhance job training and employment opportunities?
- Retain young professionals?

Improve the quality of the built environment...

- Build upon our strong urban fabric?
- Create attractive places and spaces?
- Increase accessibility and walkability?

Create a healthy community...

- Improve the health and wellness of our citizens?
 - Ensure safety from future hazards and improve resiliency?
 - Maintain affordability?
-



Horizons Public Kickoff Meeting

Purpose

- Educate the City's citizens about the project, its purpose, and role of the plan in policy decision-making
- Provide opportunities through facilitated exercises for participants to make their voice heard on the issues and problems they would like addressed by the plan

Workshop Approach

- 2 hour workshop
- Location TBD
- Inspirational Kickoff Presentation
- Keypad polling exercise – key policy issues
- Interactive stations (staff & CPC volunteers)

Stations & CPC Volunteers

1. **Where do you work? Where do you live?** (Map Exercise)
 2. **About Horizons 2026** (About the Planning Process)
 3. **Influences on Greenville's Future?** (Current Conditions)
 4. **Greenville's Great Ideas** (Ideas for Greenville's Vision)
 5. **Favorite Greenville Spots and Opportunities for Improvement** (Mapping Exercise)
 6. **Making Great Places in Greenville** (Ideas for New Development)
 7. **Getting Around in Greenville** (Transportation Ideas)
 8. **Attracting Younger Generations to Stay in Greenville** (Ideas for attracting younger generation workers/families)
 9. (Registration Table)
 10. (Greeters)
-

Ideas for Polling Questions

1. Age, location of residence/workplace, tenure in City, etc.
2. Identifying priority policy issues
 1. Managing growth
 2. Maintaining housing affordability
 3. Improving quality of built environment
 4. Fostering the City's fiscal health
 5. Improving quality of life and public health
 6. Fostering economic development
 7. Protecting the environment and becoming more resilient
3. Other?

Next Steps

- Schedule of Meetings (Oct. 12 & Nov. 16)
- List of Planning Documents
- Project Website
- Public Kickoff Meeting (Sept. 14)
 - Power of 10
- Next Meeting in October
 - Present initial findings from public workshop
 - Community vision exercise