



Workshop for Our Future

Slideshow from September 14th, 2015 meeting



Agenda

1. Introduction
2. Key Trends and Conditions
3. Development Possibilities
4. Polling Exercise
5. Community Visioning
6. Adjourn

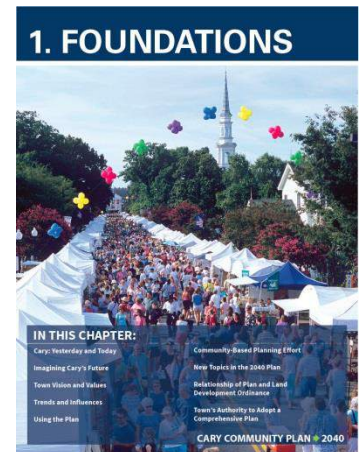
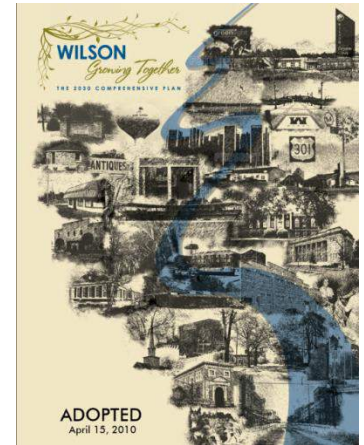
What is a Comprehensive Plan?

- A **blueprint** for the city's future that is laid out in the form of goals, policies, and action strategies
- A **compass** that guides direction for local-decision making
- A **marketing tool** that articulates the community's vision and how the private sector can fit into that vision



What is in the plan?

- Comprehensive array of policy topics (housing, transportation, economy, design, land use, parks, etc.)
- Policy Framework includes...
 - Conditions and Opportunities
 - Vision and Goals
 - Implementation plan
- Highly illustrative with maps, charts, graphics to illustrate policy concepts



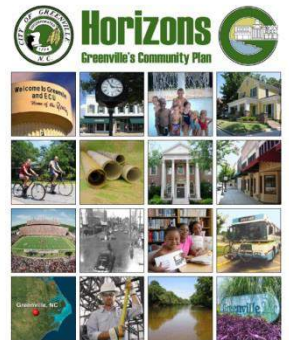
What is Horizons 2026?

- Update of previous plan
- Umbrella of multiple existing plans
- Updated community vision
- Review of nation's best practices
- Assess city's changing market
- Update goals, policies, & strategies

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



Find yourself in good company

Comprehensive Plan Process Roles & Responsibilities

Greenville Citizens

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

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

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

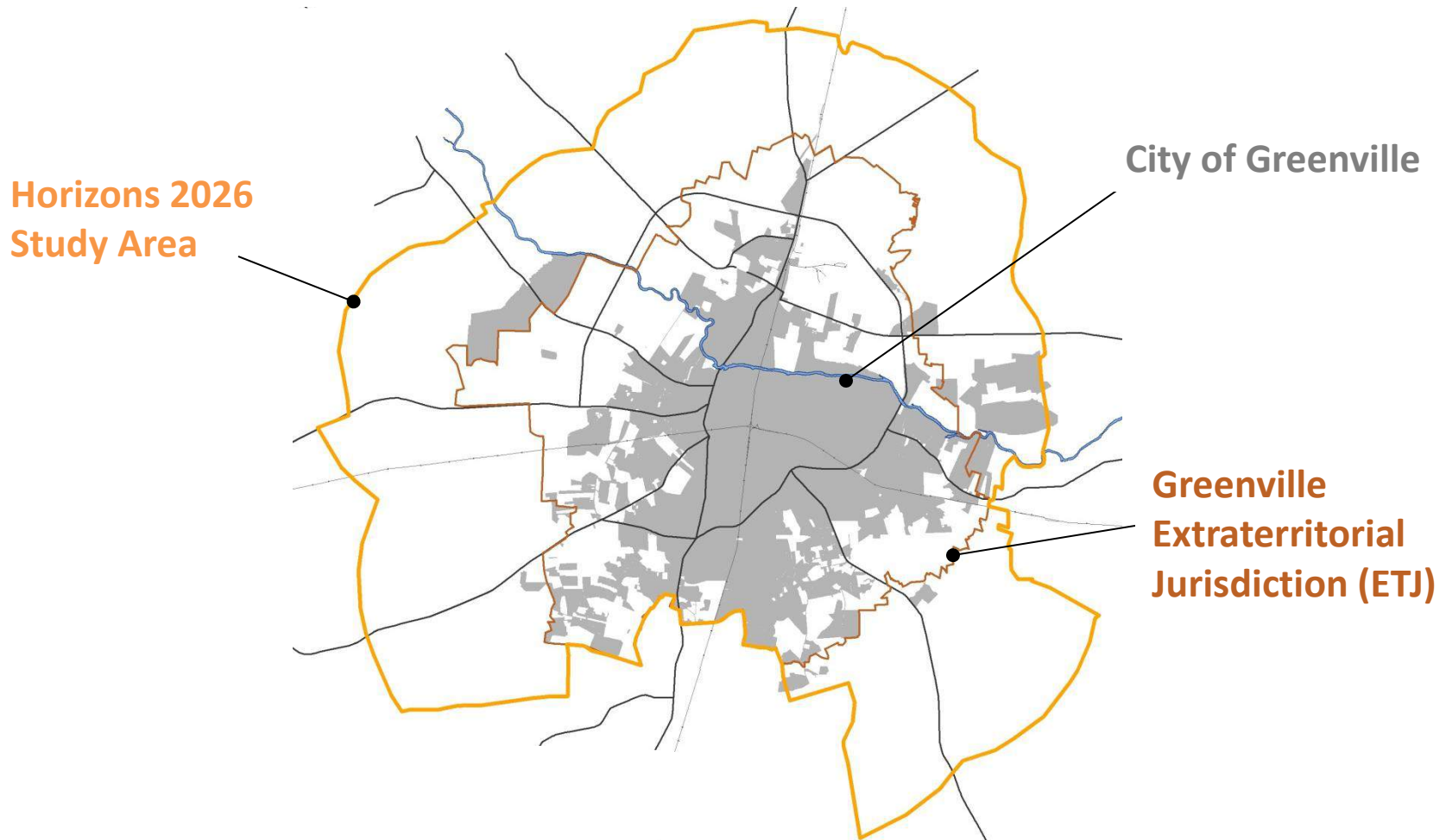
Project Team: City Staff & Consultants

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

The Horizons 2026 Study Area: Accommodating future growth





What are the trends and conditions that are affecting Greenville today?

What is great about Greenville...

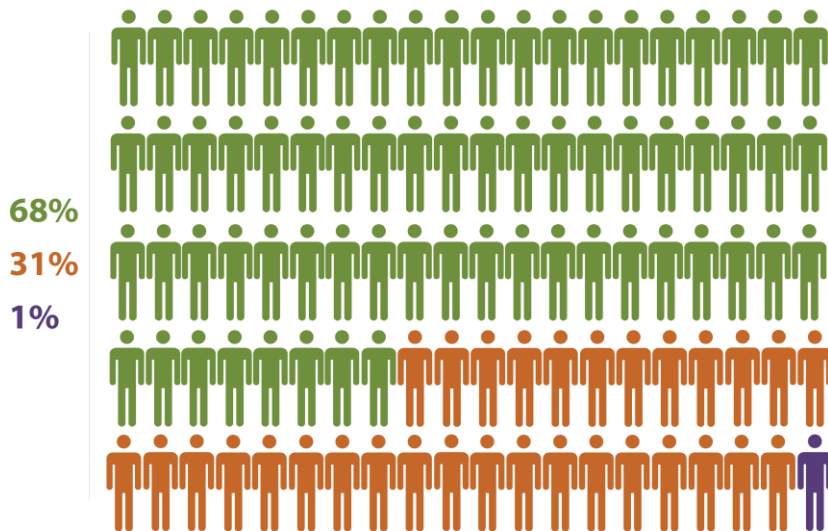
- Economic hub of Eastern NC
- ECU Growth
- Healthcare
- Uptown Investment
- Sense of community pride
- Natural assets



1. Greenville's population is growing and diversifying.

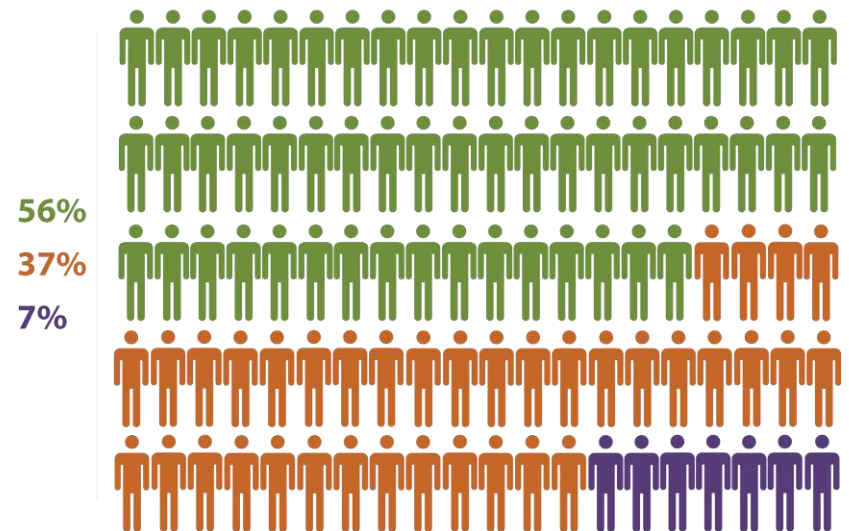


1980



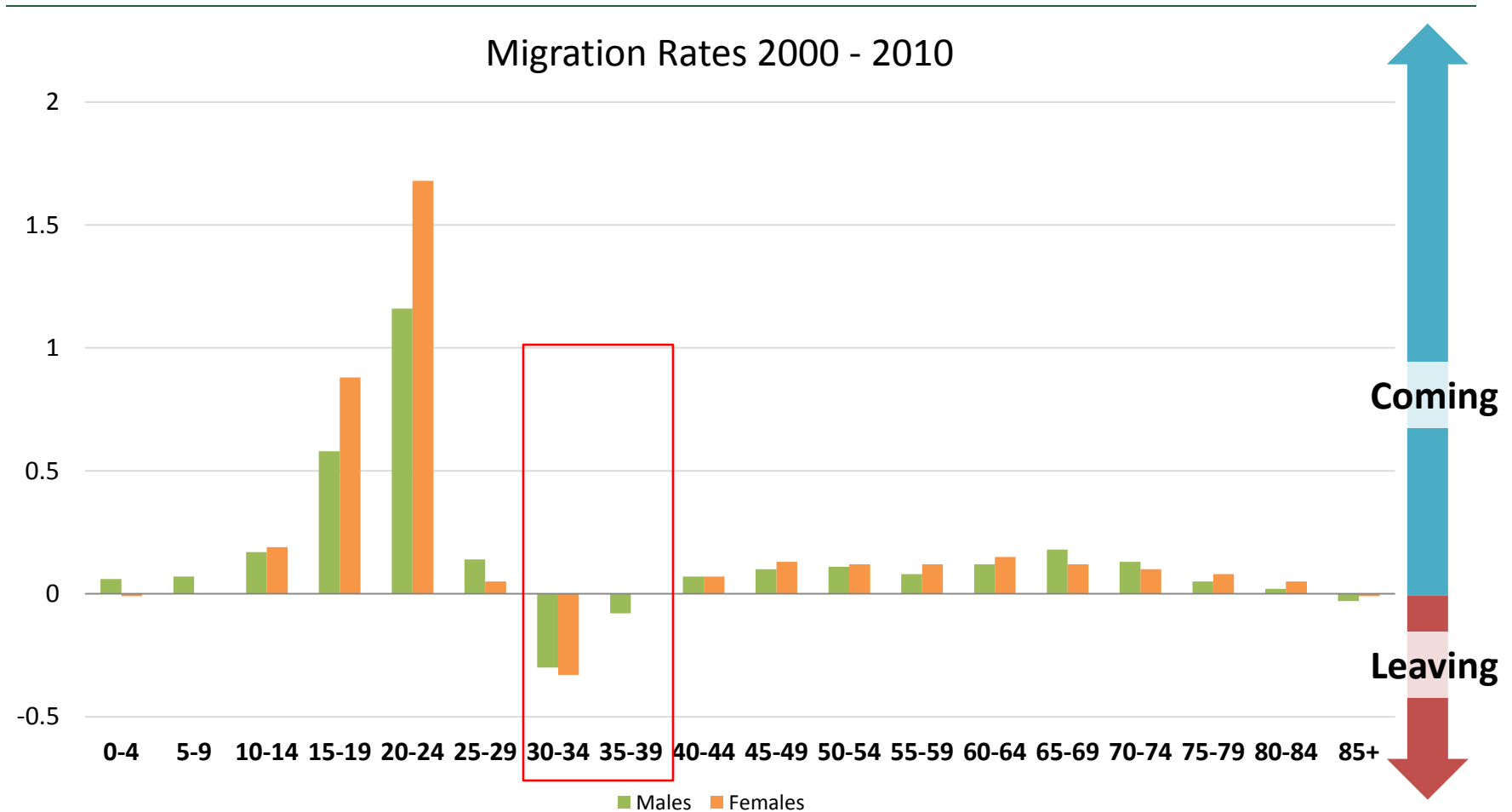
Total Population: **35,740**

2010

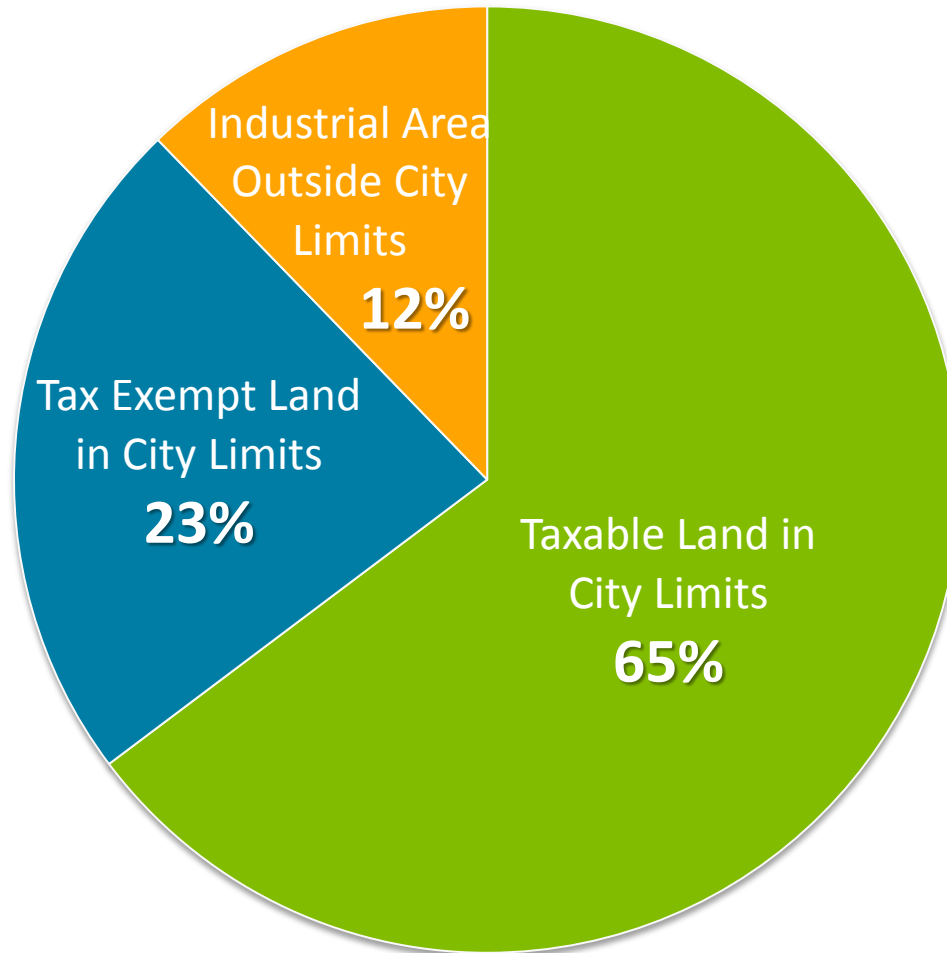


Total Population: **84,554**

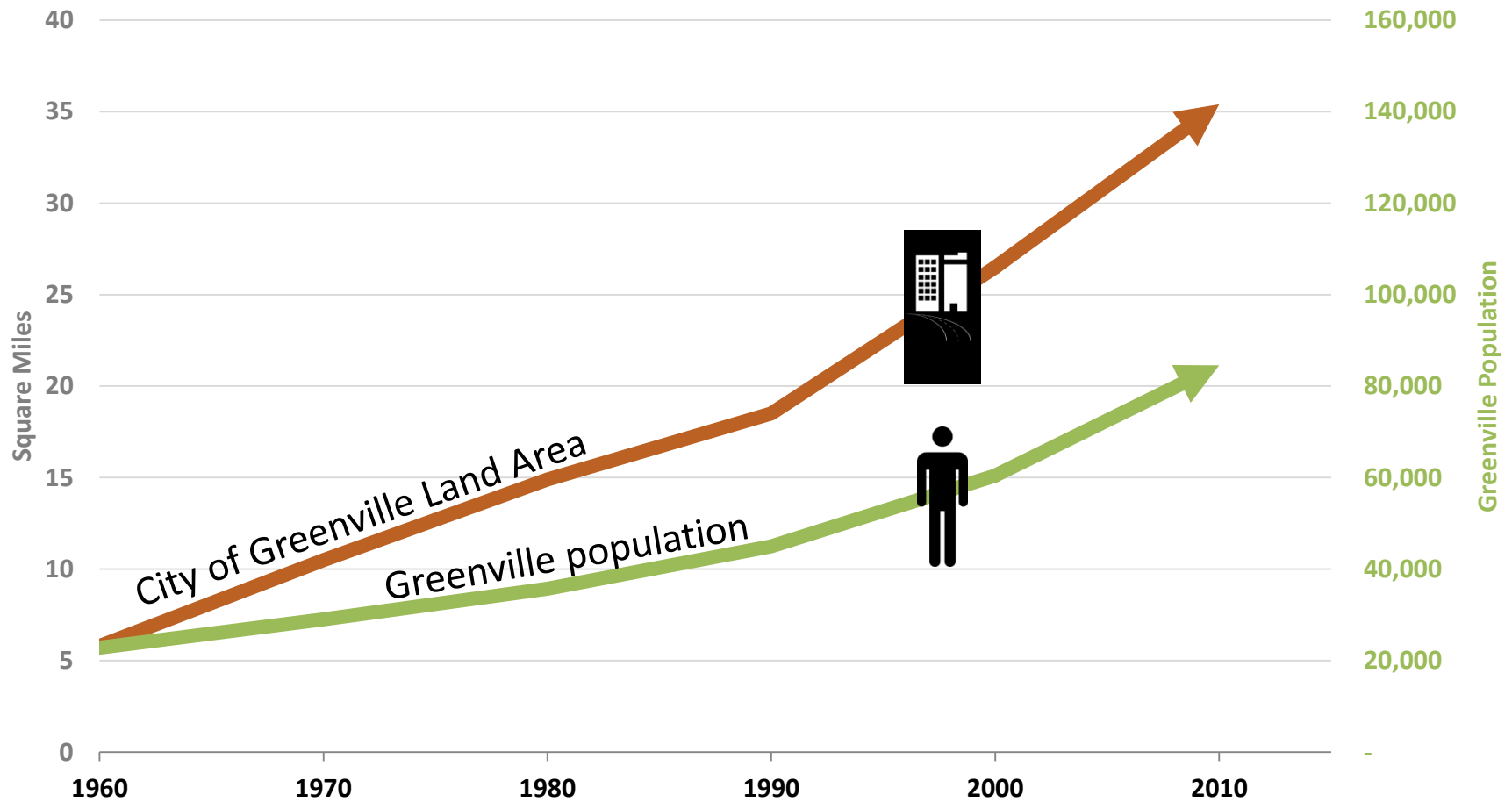
2. But many young professionals are leaving.



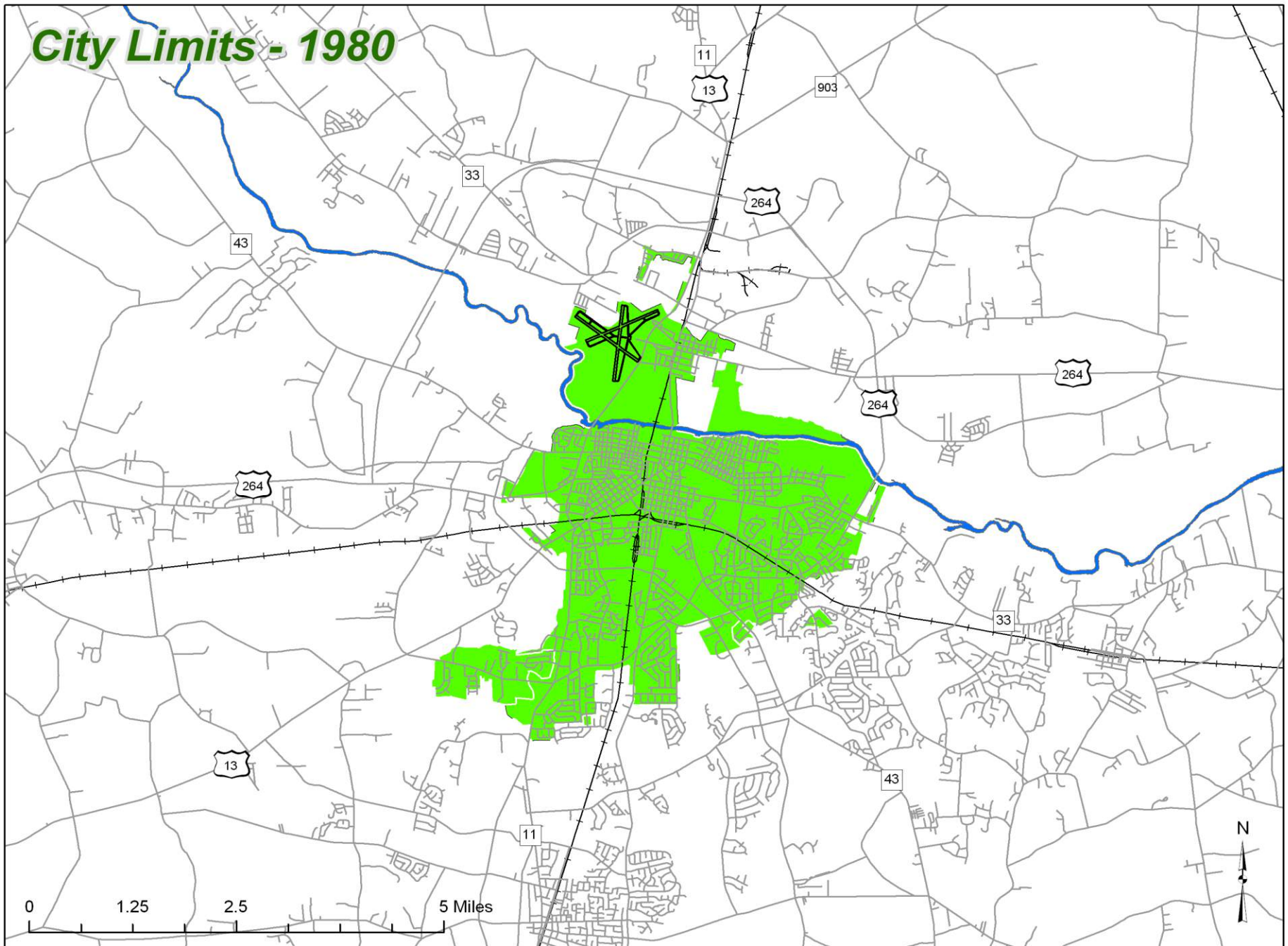
3. Over a third of Greenville's land is non-taxable



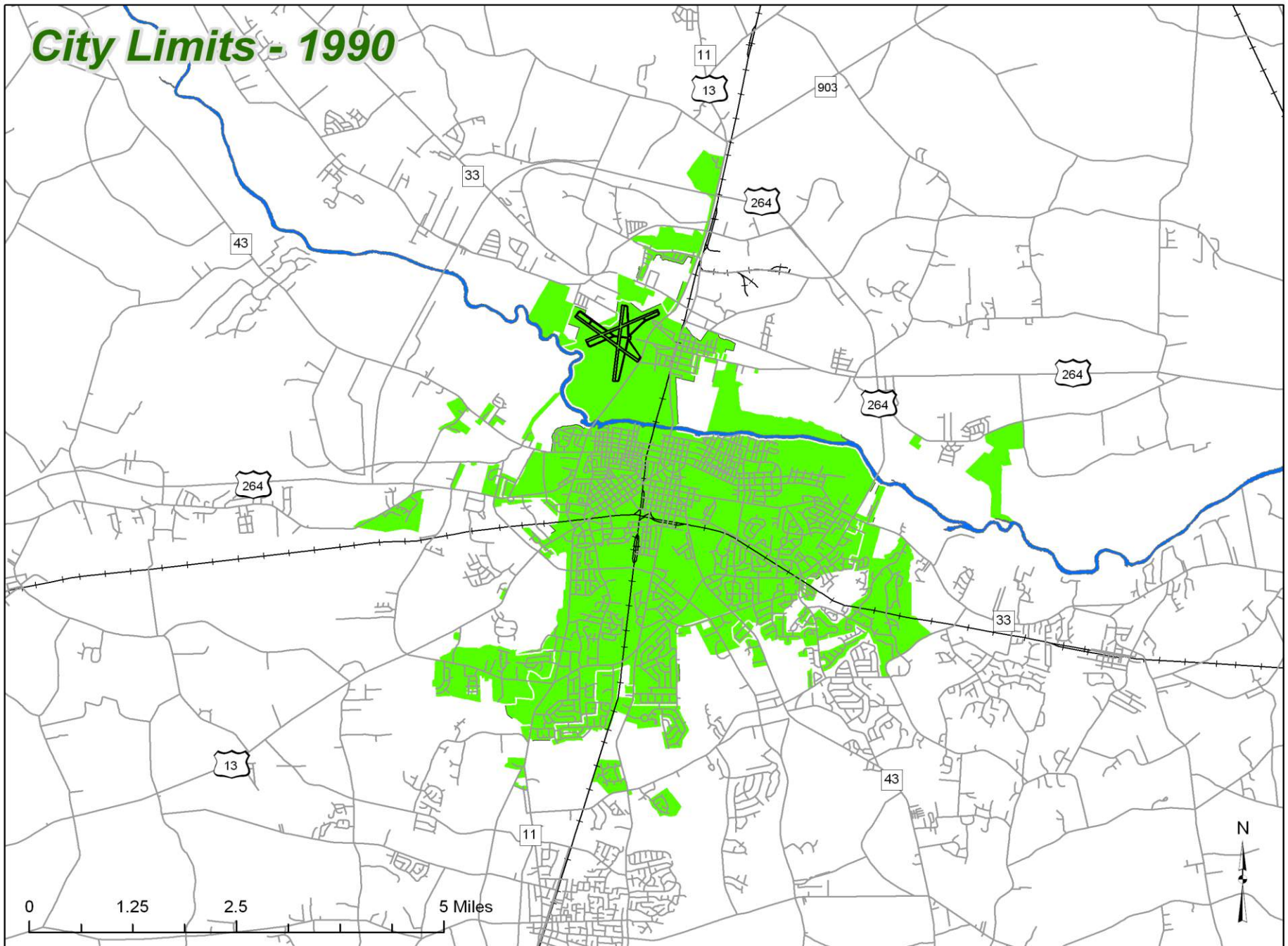
4. Land consumption is outpacing population growth.



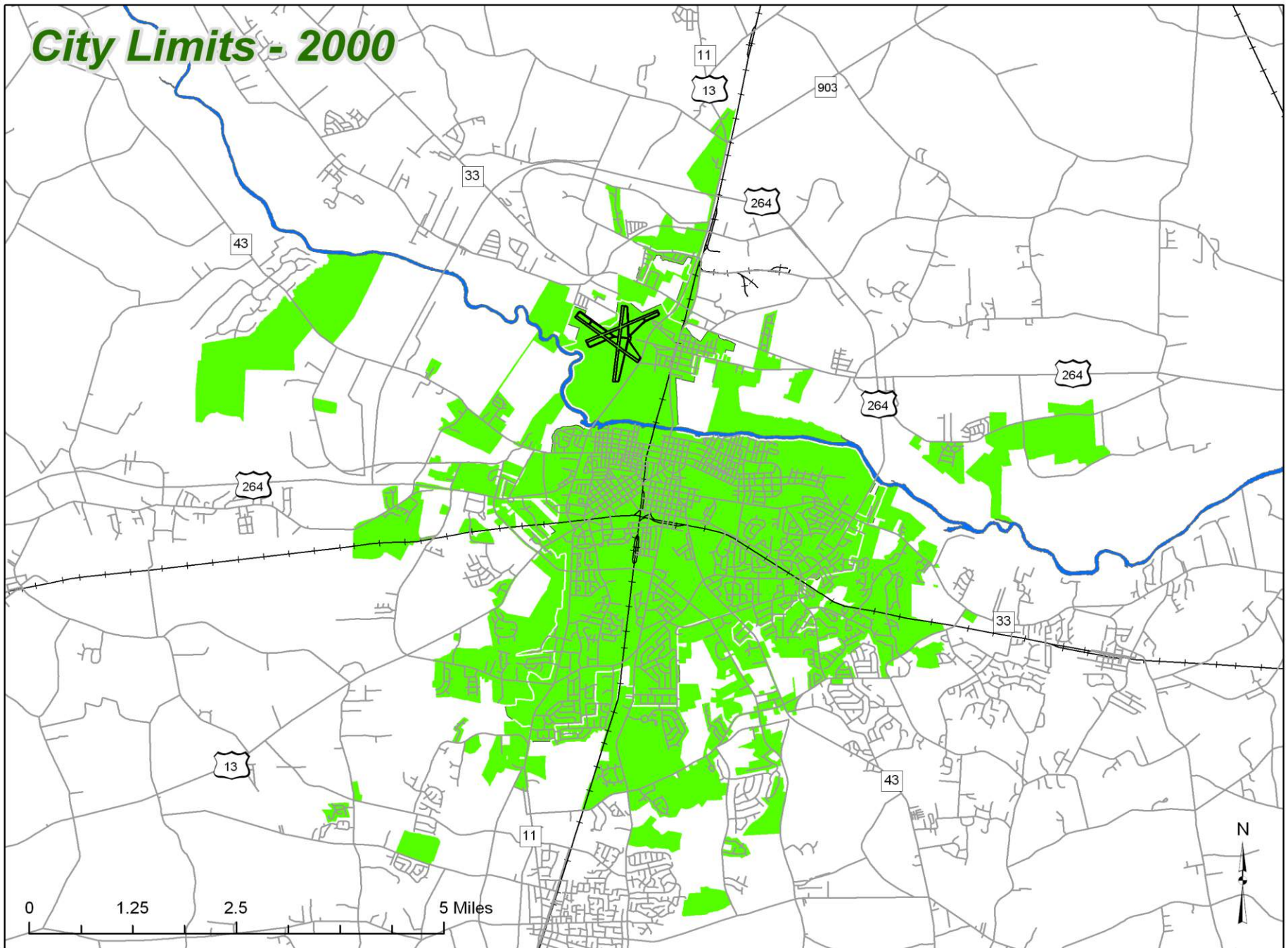
City Limits - 1980



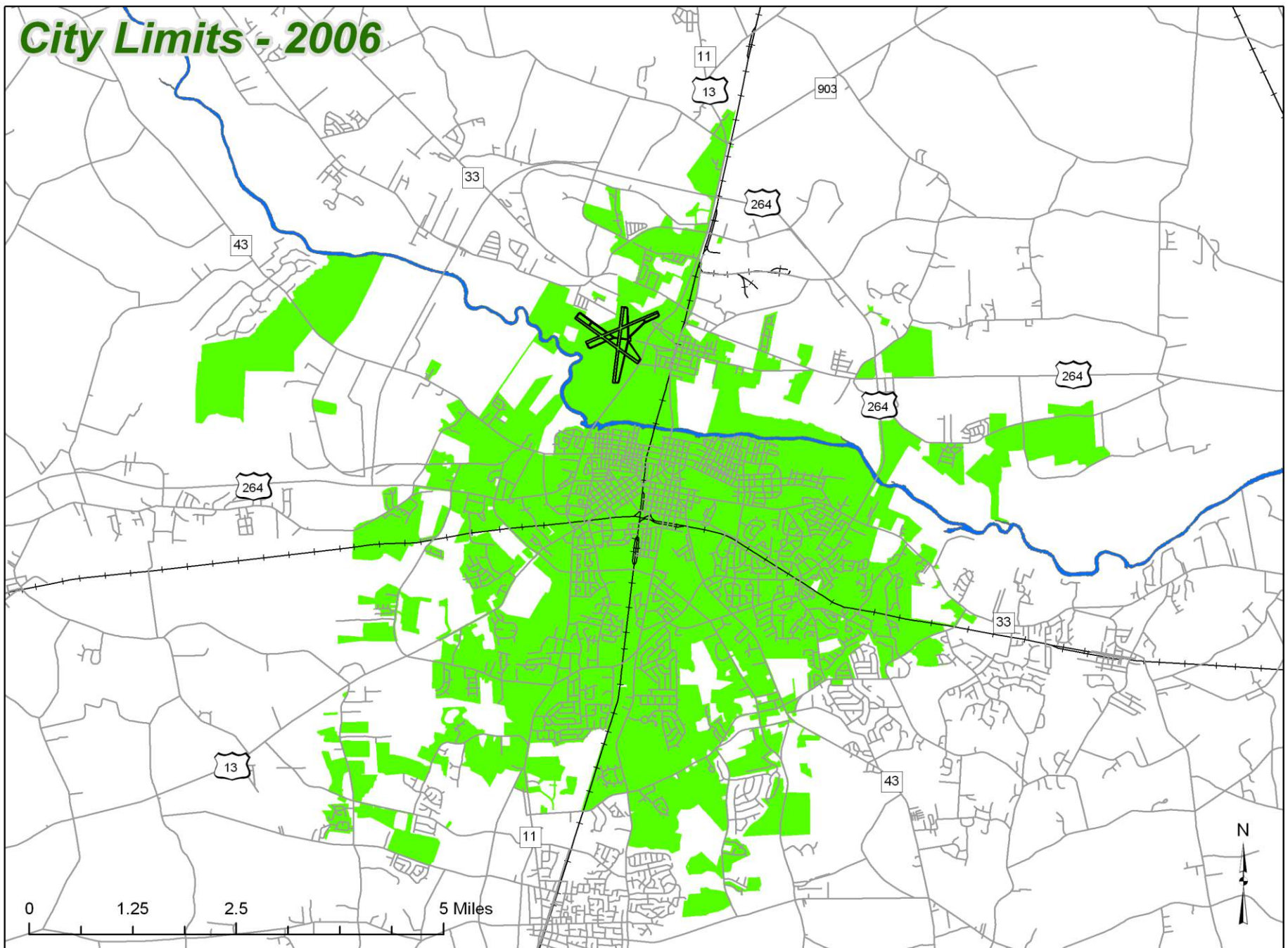
City Limits - 1990



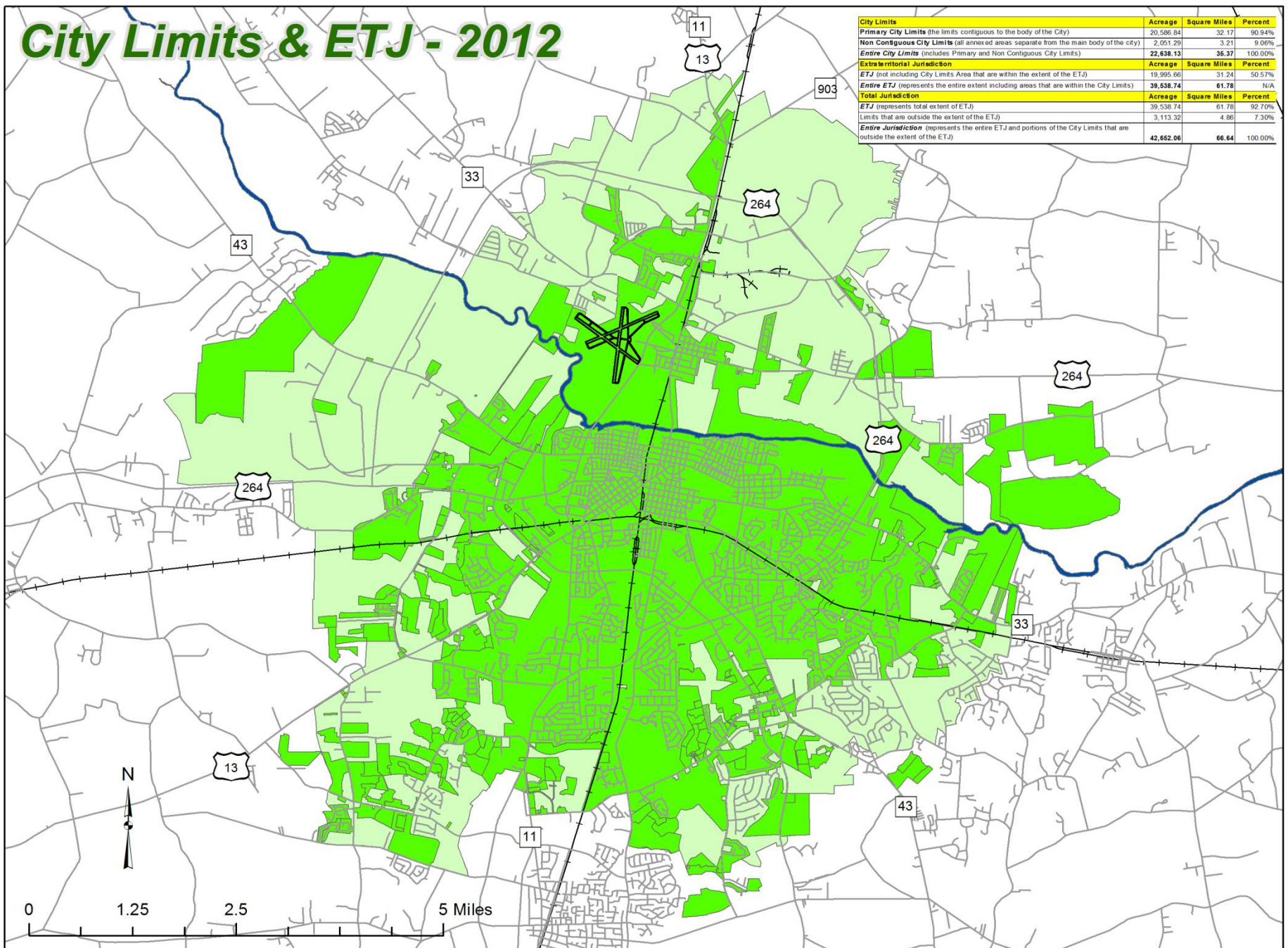
City Limits - 2000



City Limits - 2006

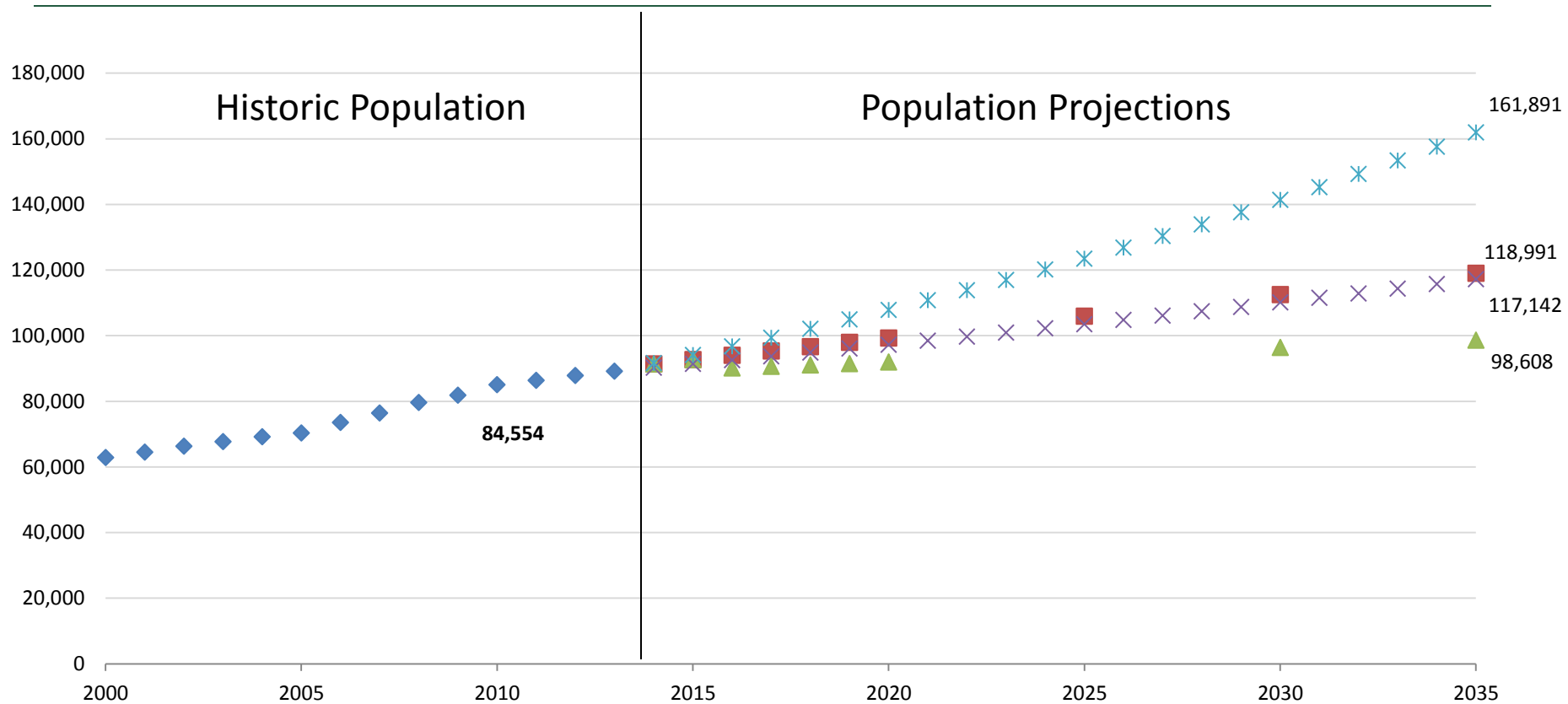


City Limits & ETJ - 2012



City Limits	Acreage	Square Miles	Percent
Primary City Limits (the limits contiguous to the body of the City)	20,586.84	32.17	90.94%
Non Contiguous City Limits (all annexed areas separate from the main body of the city)	2,051.29	3.21	9.06%
Entire City Limits (includes Primary and Non Contiguous City Limits)	22,638.13	35.37	100.00%
Extrajurisdictional Jurisdiction			
ETJ (not including City Limits Area that are within the extent of the ETJ)	19,995.66	31.24	50.57%
Entire ETJ (represents the entire extent including areas that are within the City Limits)	39,633.74	61.78	N/A
Total Jurisdiction			
ETJ (represents total extent of ETJ)	39,633.74	61.78	92.70%
Limits that are outside the extent of the ETJ)	3,113.32	4.86	7.30%
Entire Jurisdiction (represents the entire ETJ and portions of the City Limits that are outside the extent of the ETJ)	42,662.06	66.64	100.00%

How many new residents can we expect?





Where will 40,000 new citizens
live and work?

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

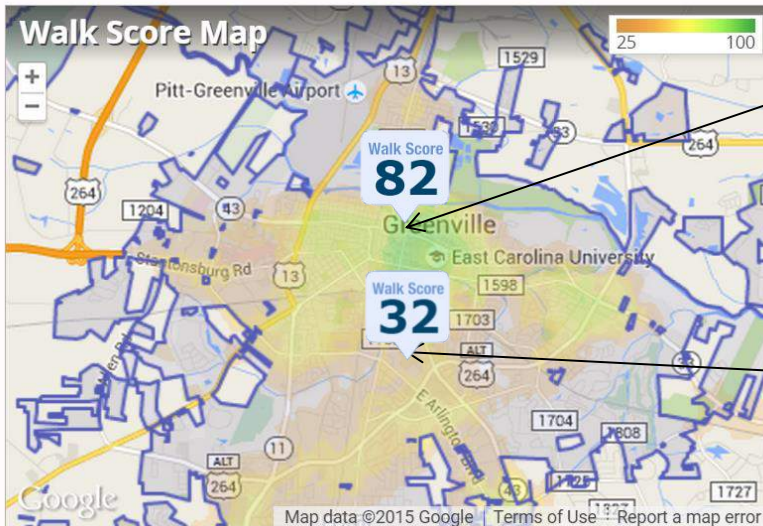


...Greenville's transportation options...

Walk Score
31

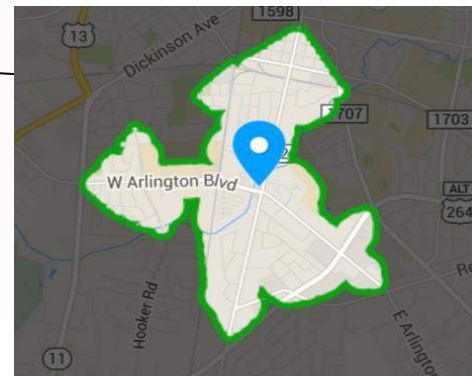
Greenville is a Car-Dependent city

Most errands require a car.



82 walk score
Uptown Greenville
(very walkable)

20-minute walk (Connectivity matters)

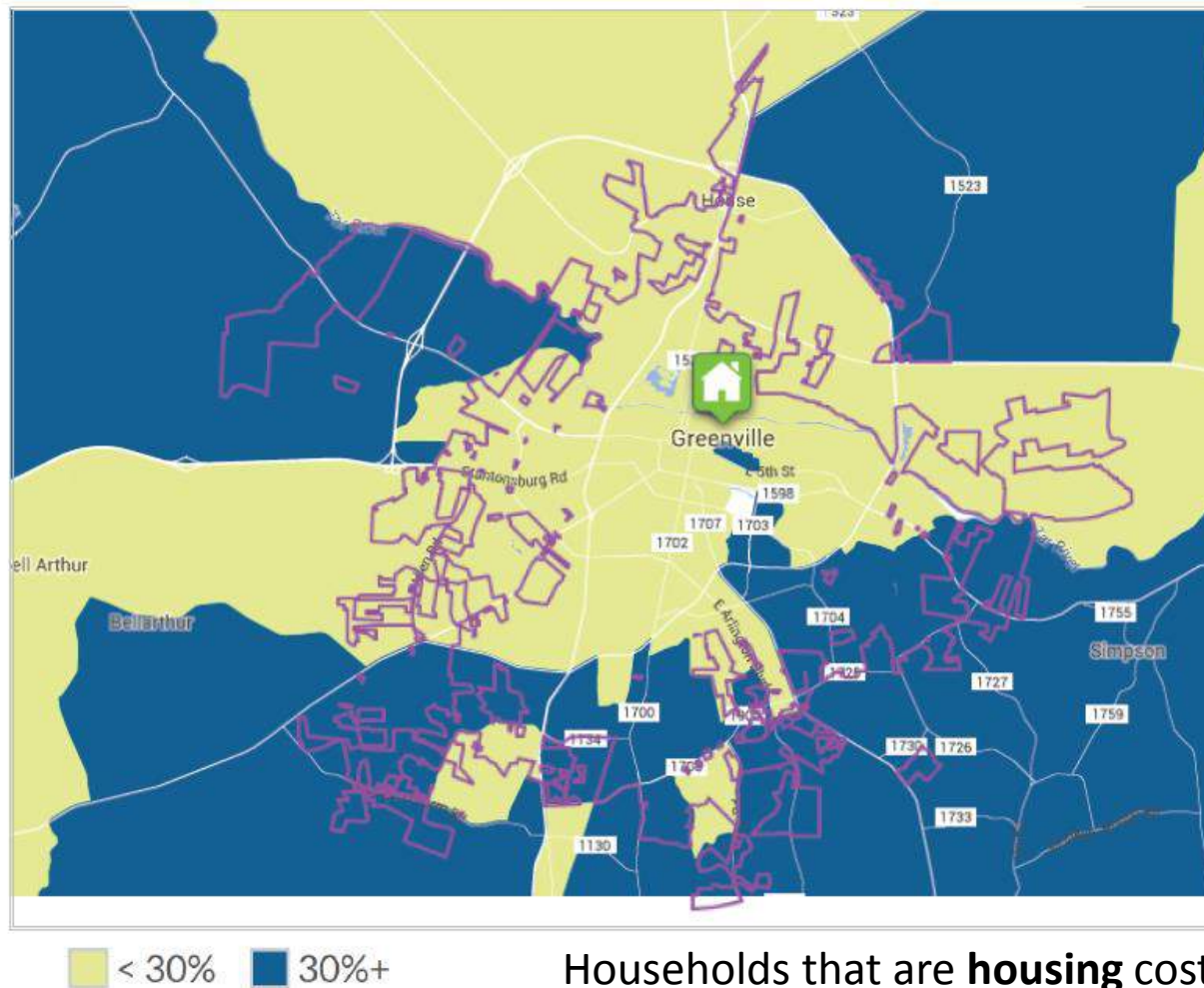


32 walk score
Commercial
Corridor
(not very walkable)

City	Population	Walk Score
Chattanooga, TN	173,366	27
Greenville, NC	89,130	31
Columbia, SC	133,358	35
Greenville, SC	61,397	41
Norfolk, VA	246,139	44
Manchester, NH	110,378	48
Portland, ME	66,318	57

...costs to individual households...

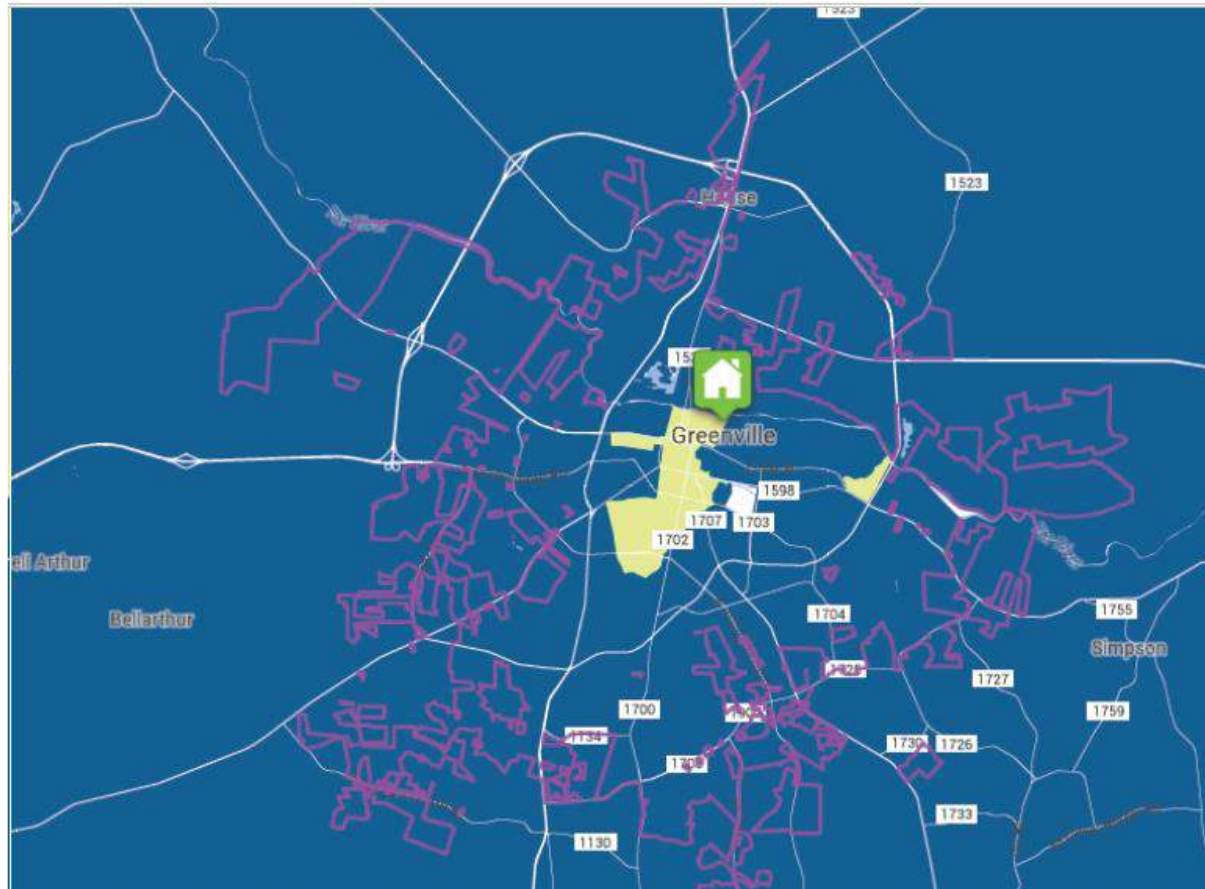
Housing



Households that are **housing** cost burdened

...because of transportation costs...

Housing + Transportation



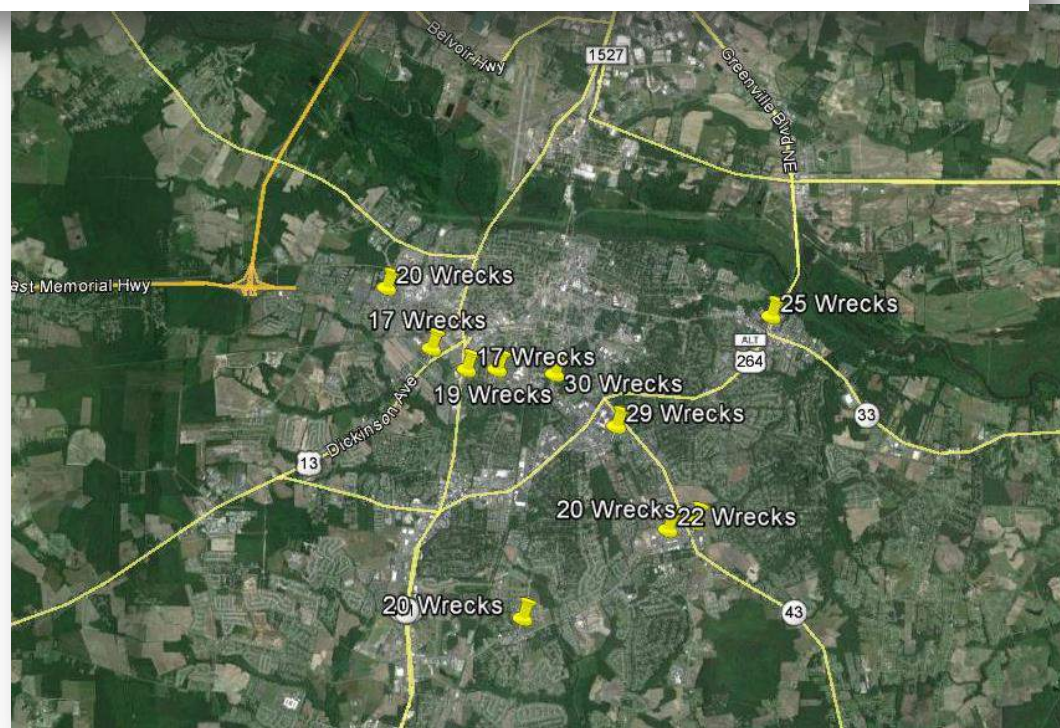
Households that are **housing + transportation** cost burdened

■ < 45% ■ 45%+

...safety of our streets...

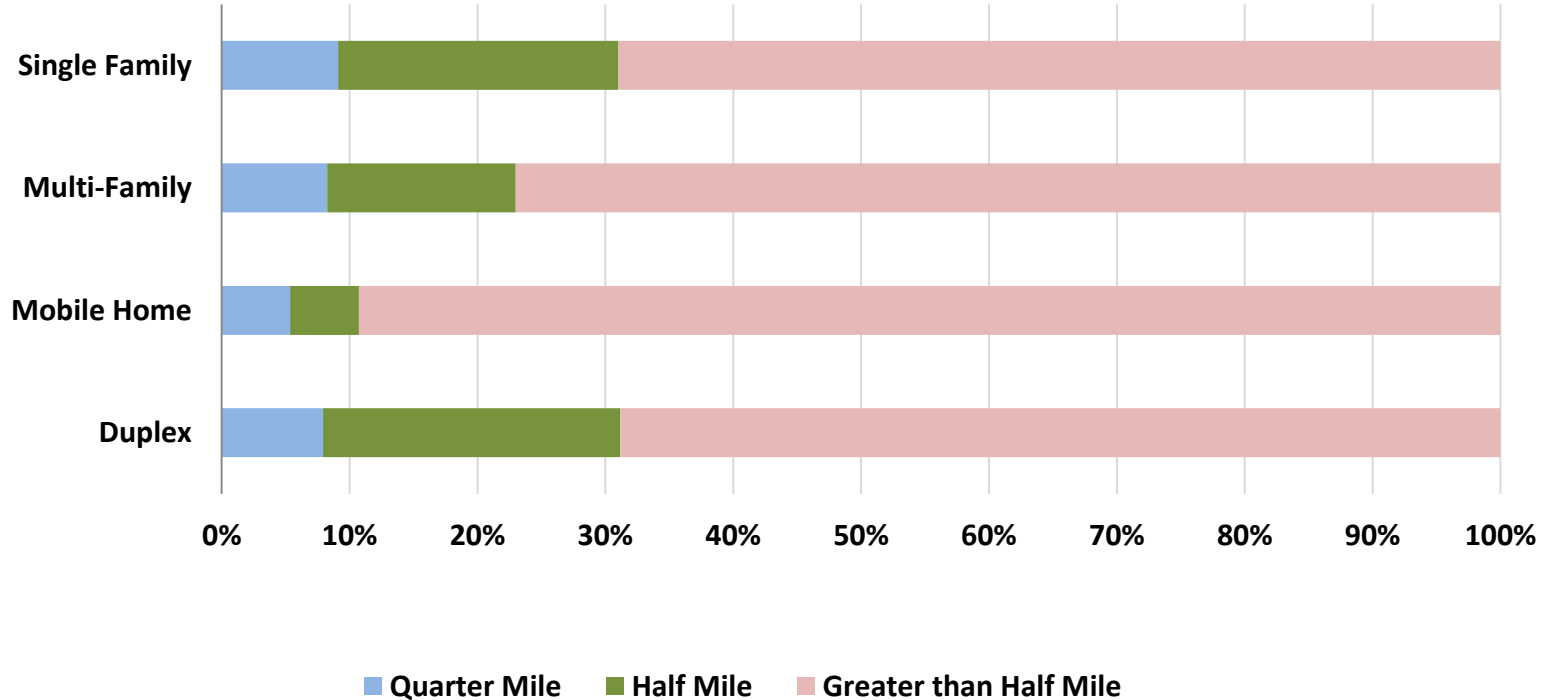
Pitt County Ranked Most Dangerous For Collisions Statewide

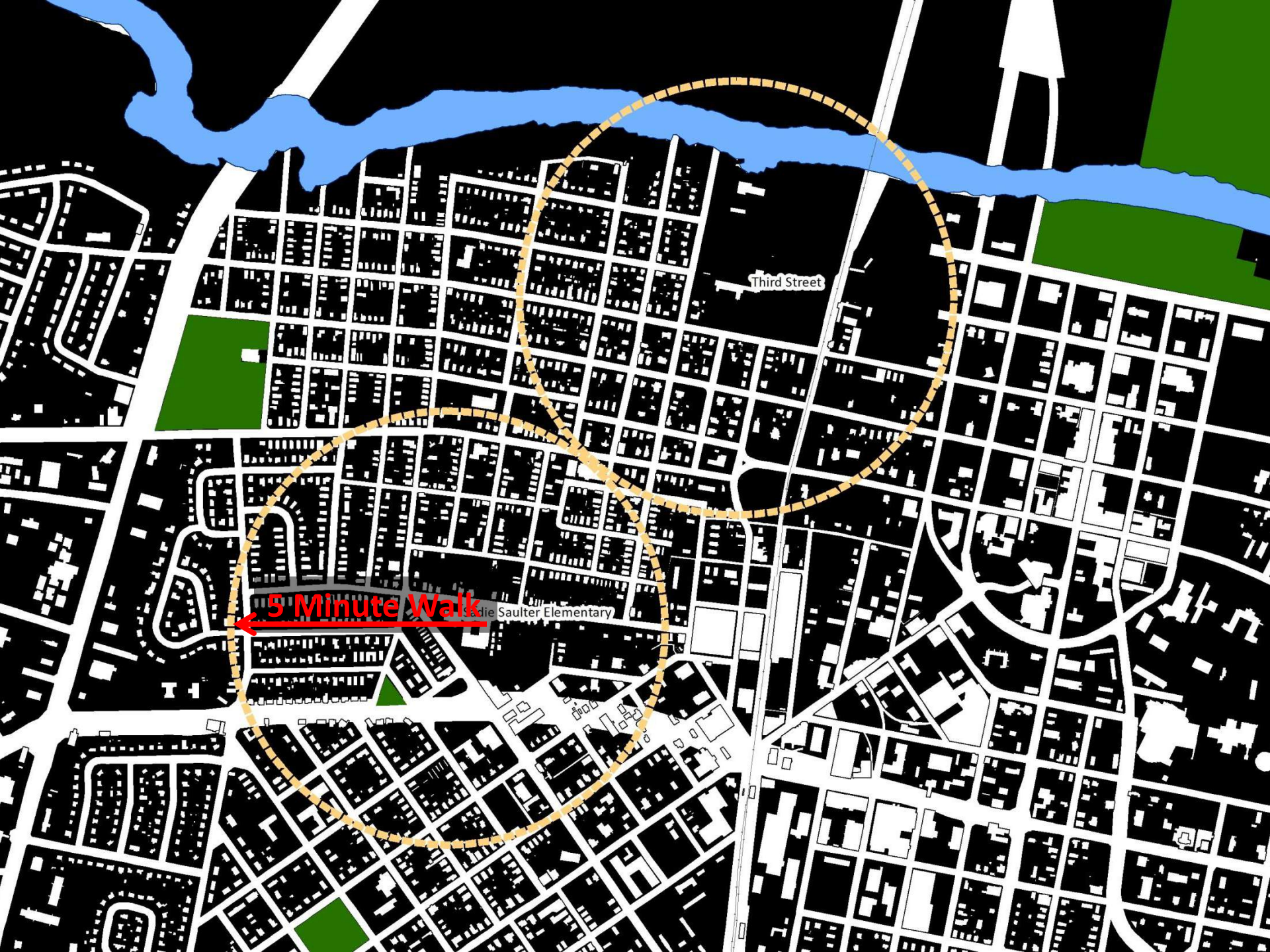
Updated: Thu 8:47 AM, Aug 08, 2013



...access to opportunities...

Residential Properties in Greenville within Walking and Biking Distance to Schools





Third Street

5 Minute Walk

Saulter Elementary

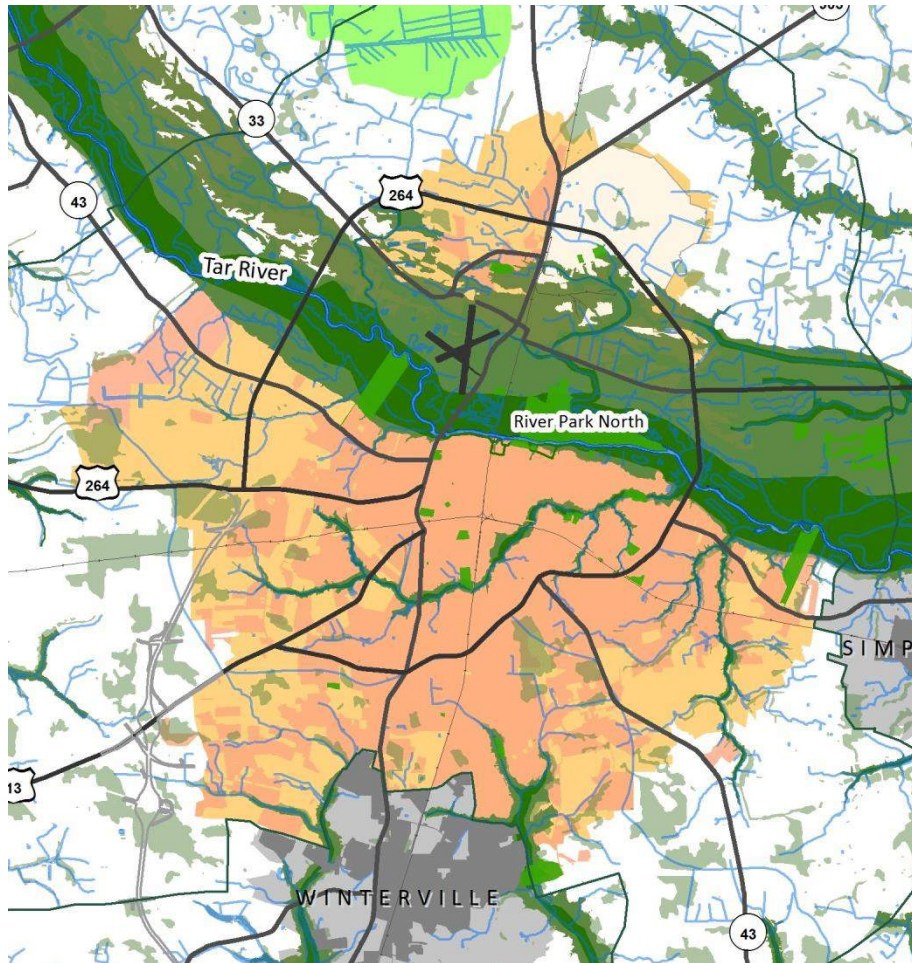


5 Minute Walk

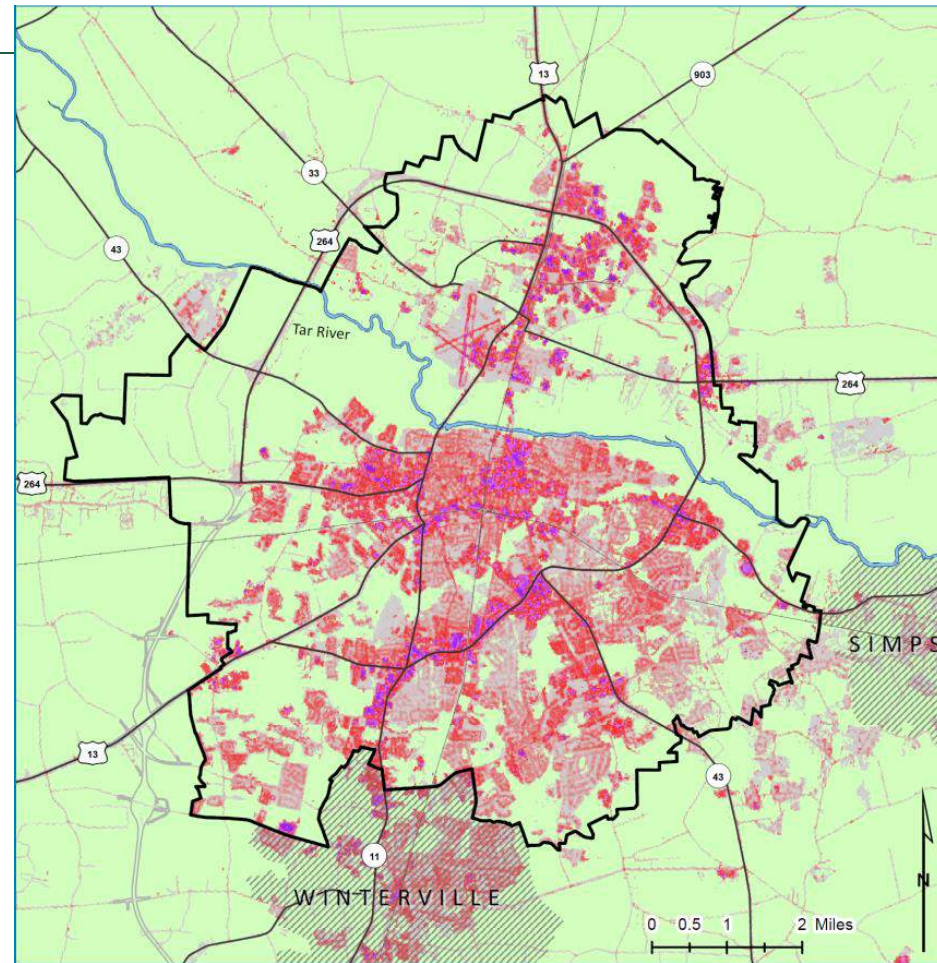
South Central High

Creekside Elementary

...environmental stewardship and hazard safety...



Environmentally Sensitive Areas



Impervious Surfaces

...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**



New Development Possibilities: A Look at Other NC Communities



Topics for Tonight

- Market Perspectives in Land Use Planning
- Key Illustration: Southern Village, Chapel Hill
- Other NC Examples

Market Shifts

- Single-family → Multi-family
- Single-use → Mixed-use
- Drivable → Walkable

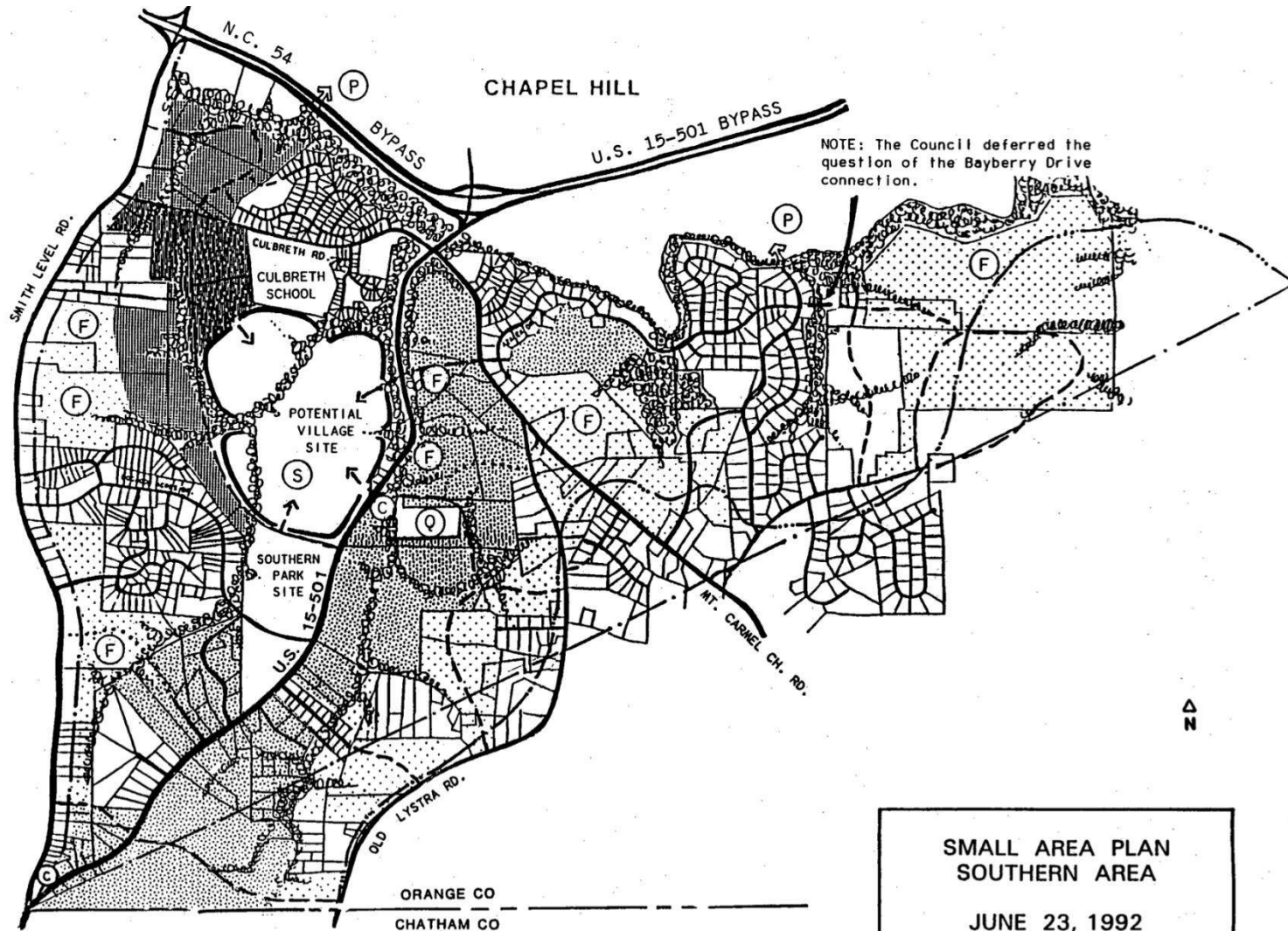


Today's Market Wants “Live-Work-Play” Environments

Case Study

- Southern Village: Chapel Hill, NC
 - 350 acres
 - **Mixed use** (residential, commercial, office, cinema, school, church)
 - **1,100 dwelling units** (single-family, townhomes, apartments)
 - **Village Center as the focus**

Southern Small Area Plan



Southern Village





CULBRETH
MIDDLE SCHOOL

HIGHGROVE

ARLEN
PARK

BROOKGREEN

GRAYLYN

MARKET
STREET

Multi-family
Housing

Single-family
Neighborhoods

Elementary
School & Day
Care Center

Village Center

Southern
Regional Park
and Park & Ride
Lot for UNC

Typical Southern Village Streetscapes





Southern Village Alleys



Condos & Townhouses



Neighborhood Park



Elementary School



Village Core at Southern Village



Village Green



Lessons From the Developer

- Compact, mixed-use design is not for everybody, but it works and it sells.
- Re-think your street standards, keep streets as narrow as possible.
- Flexibility is key.
- Marketing retail components is tricky.

Additional Examples

Birkdale Village, Huntersville

NC “Great Places” to Study:

- Goldsboro
- New Bern
- Belmont
- Apex
- Winston Salem

Birkdale Village



Birkdale Village



Birkdale Village



Birkdale Village



APA-NC Great Places 2015 – 2014 Winners

2015 Great Places



Goldsboro



New Bern



Belmont



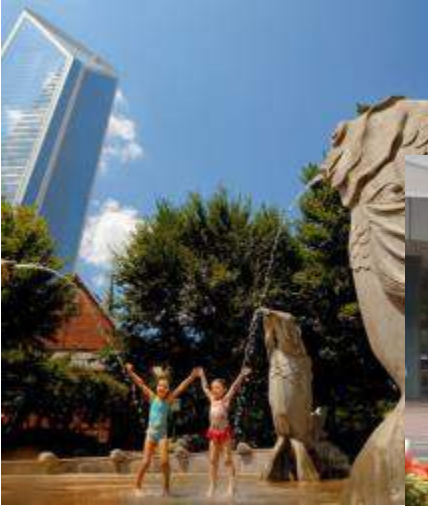
Apex



Winston-Salem



What Makes These Places Great



Destinations

What Makes These Places Great



Essential Services

What Makes These Places Great



Appearance

What Makes These Places Great



History

What Makes These Places Great



Vitality

How They Got That Way



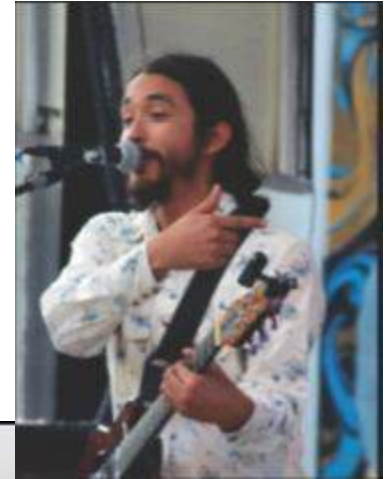
Partnerships

How They Got That Way



Planning

How They Got That Way



Programming

And these trends are playing out in Greenville too...



The Boundary

Uptown Greenville near Reade Circle



What do you think about Greenville's future?

1. Who do you root for?



2. How old are you?

1% 1. Under 20

17% 2. 20 – 29

13% 3. 30 – 39

10% 4. 40 – 49

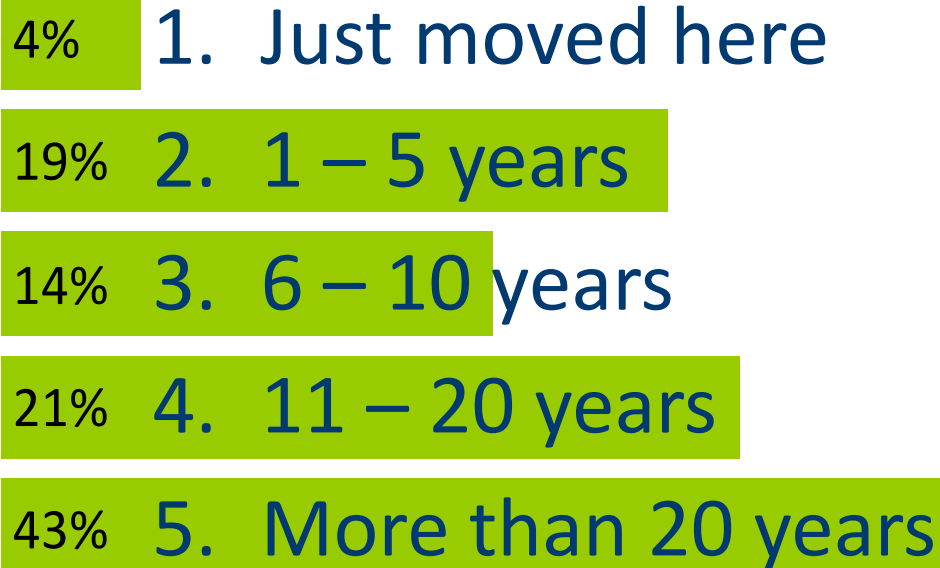
28% 5. 50 – 60

31% 6. Over 60

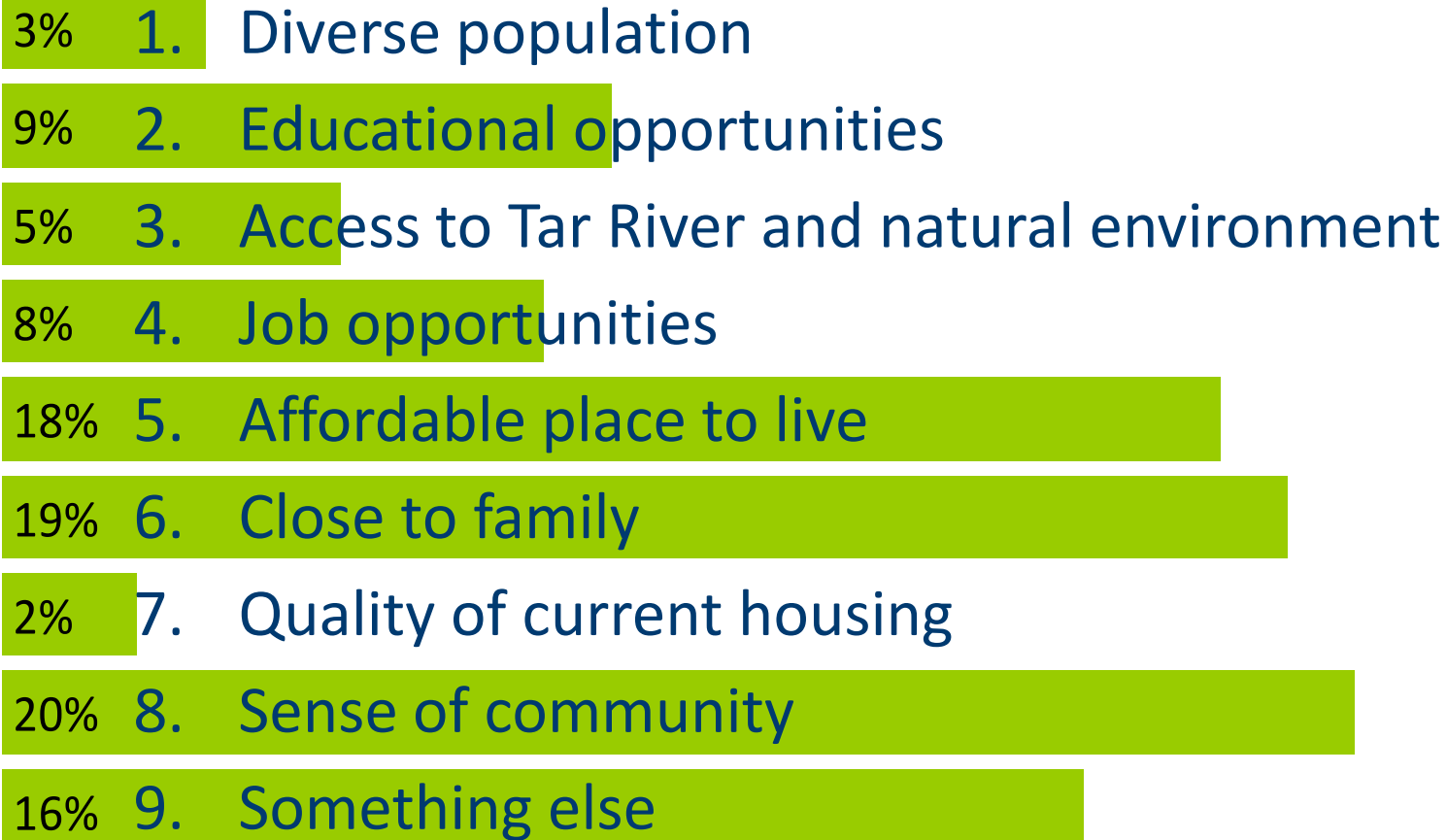
3. Do you live or work in Greenville?



4. How long have you lived in or around Greenville?



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



6. Where do you go for recreation?

10% 1. Nearby parks

28% 2. Walking-biking trails

8% 3. Tar River

4% 4. Athletic fields

19% 5. Somewhere else in Greenville

24% 6. Somewhere else outside of Greenville

8% 7. Don't often take time for recreation

7. Where do you prefer to shop and dine?

- 28% 1. Uptown area
- 19% 2. Shops near my neighborhood in Greenville
- 22% 3. Shops on Greenville Boulevard
- 9% 4. Somewhere else in Greenville
- 20% 5. Somewhere else outside of Greenville
- 3% 6. Don't often take time to shop and dine

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

- 13% 1. Improve transportation options
- 16% 2. Protect environmental and cultural resources
- 5% 3. Support development of industrial / business parks
- 1% 4. Improve educational opportunities
- 23% 5. Attract more high-paying jobs
- 5% 6. Improve/maintain household affordability
- 13% 7. Improve lives of impoverished people
- 4% 8. Provide more housing and neighborhood options
- 15% 9. Improve visual appeal of development
- 6% 10. Something else

9. What is your second most important issue as the community grows and changes?

- 0% 1. Improve transportation options
 - 0% 2. Protect environmental and cultural resources
 - 0% 3. Support development of industrial / business parks
 - 0% 4. Improve educational opportunities
 - 0% 5. Attract more high-paying jobs
 - 0% 6. Improve/maintain household affordability
 - 0% 7. Improve lives of impoverished people
 - 0% 8. Provide more housing and neighborhood options
 - 0% 9. Improve visual appeal of development
 - 0%** 10. Something else
-

10. What city do you wish Greenville was more like?



11. What change would you most like to see in Greenville?

- 9% 1. More parks and recreation facilities
- 9% 2. Homes within walking distance of shopping and recreation
- 23% 3. More transportation options (trails, bike paths, and sidewalks)
- 12% 4. Safer streets
- 32% 5. More interesting shopping and entertainment destinations
- 2% 6. More housing options
- 11% 7. More improvements to Uptown Greenville
- 0% 8. I like Greenville just the way it is
- 2% 9. Something else

12. What is the second most important change you would most like to see in Greenville?

- 15% 1. More parks and recreation facilities
- 18% 2. Homes within walking distance of shopping and recreation
- 16% 3. More transportation options (trails, bike paths, and sidewalks)
- 8% 4. Safer streets
- 27% 5. More interesting shopping and entertainment destinations
- 3% 6. More housing options
- 13% 7. More improvements to Uptown Greenville
- 0% 8. I like Greenville just the way it is
- 0% 9. Something else

13. Do you intend to remain in Greenville?

- 0% 1. Yes, forever
- 0% 2. Until I retire
- 0% 3. Until my children are grown
- 0% 4. Until I have children
- 0% 5. Until I graduate
- 0% 6. Leaving tomorrow
- 0% 7. Not sure

14. What do you think is the main reason that residents move away from Greenville?

- 4% 1. Have family elsewhere
- 60% 2. Have job prospects elsewhere
- 3% 3. Want better schools
- 3% 4. Want different neighborhood / housing options
- 18% 5. Want more entertainment / shopping amenities
- 4% 6. Want more recreational amenities
- 6% 7. Some other reason



Thank you!

Please see stations for ways to provide more ideas.

