

GREENVILLE WEST SIDE

COMPREHENSIVE PLAN

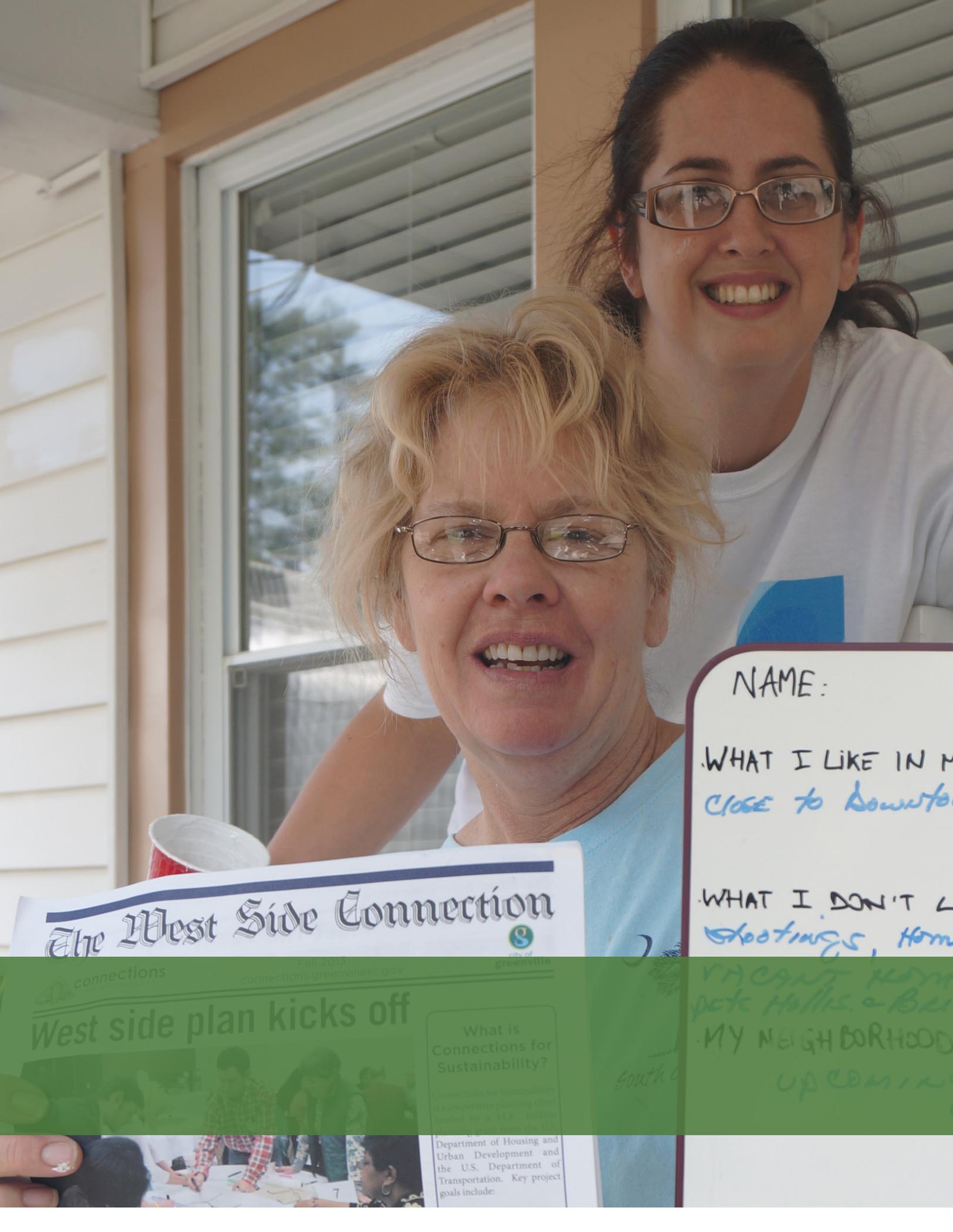


February 19, 2014

City of Greenville, South Carolina



Chapter 3: Engaging the Community



The West Side Connection



connections

Fall 2013
connections.greenville.gov

West side plan kicks off

What is Connections for Sustainability?

Connections for Sustainability is a cooperative planning effort funded by a \$1.8 million planning grant from the U.S. Department of Housing and Urban Development and the U.S. Department of Transportation. Key project goals include:

NAME:

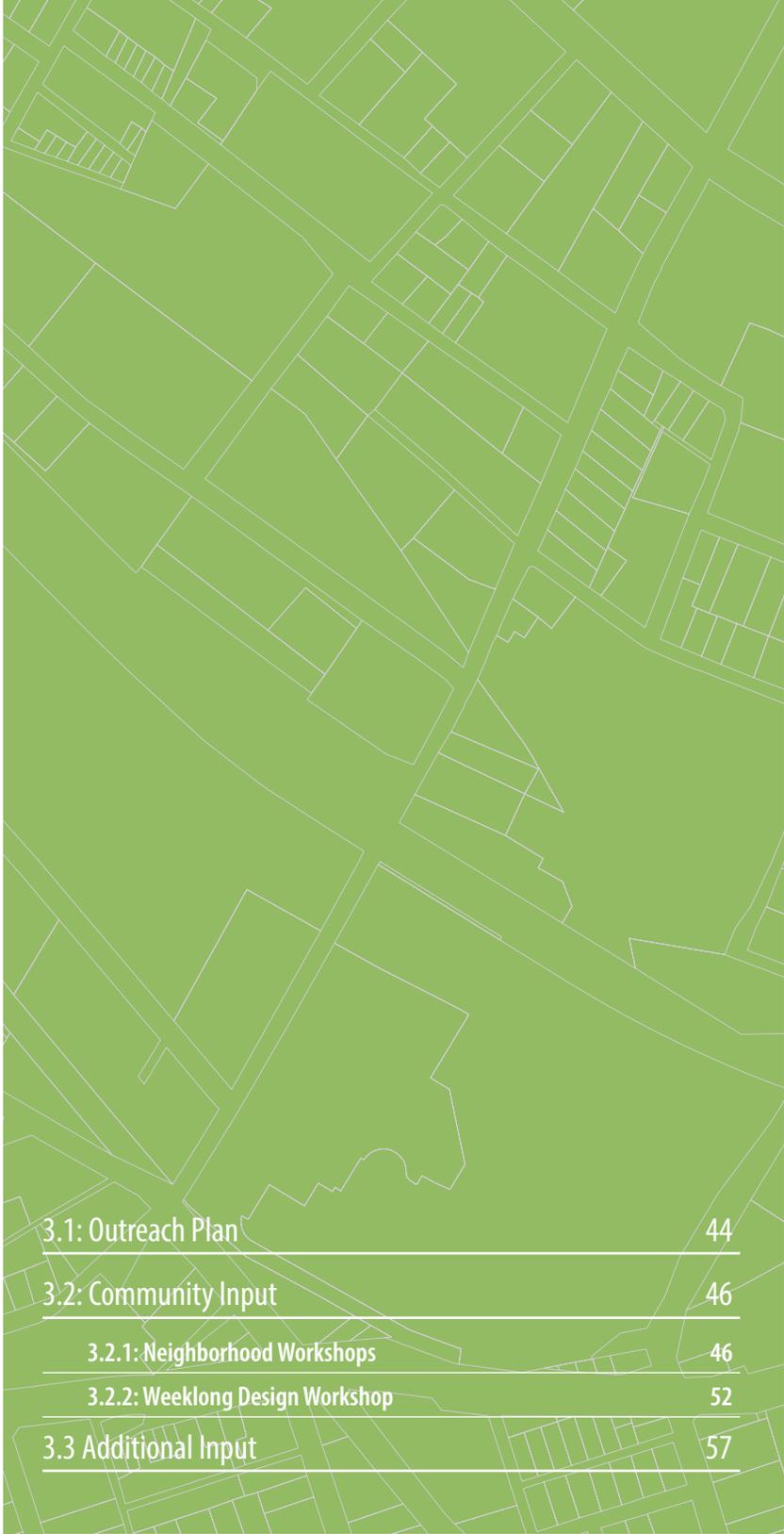
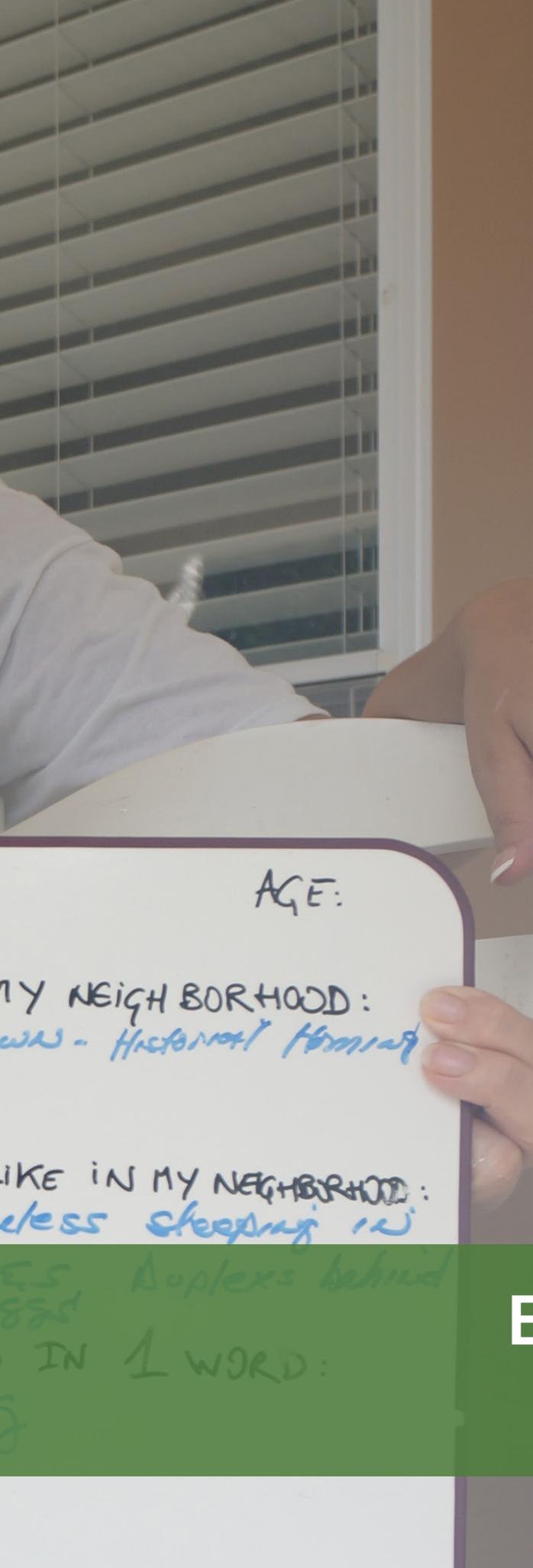
WHAT I LIKE IN MY NEIGHBORHOOD
CLOSE TO Downtown

WHAT I DON'T LIKE
shootings, Home

VACANT HOME
pete Hollis & Ben

MY NEIGHBORHOOD
UPCOMING





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Engaging the Community 3



THIS IS YOUR *neighborhood.* WHAT DO YOU SEE?

The west side of Greenville has been a part of many planning efforts. Now it is time to synthesize these efforts in a comprehensive plan for the area. We will be outlining strategies to address issues related to affordable housing options, transportation choices, parks and open space, and economic development.
Please join us in this week long design workshop!

PUBLIC PRESENTATIONS
Location: Kroc Center

Kickoff Presentation and Public Workshop
This event will showcase information gathered from previous neighborhood workshops and set the stage for the week. Please come to see what others have told us and add your own thoughts!
Monday, August 26 at 6:00 pm

Public Planning and Design Workshop Week
The design team will work on-site creating the plan and invite the community to offer continual input and monitor the work-in-progress. Members of the community and all those interested in the future of the West Side are invited to stop by the design studio throughout the week.
Open Studio Hours:
Tuesday, August 27 - Friday, August 30 9:00 am - 6:30 pm

Closing Presentation
The design team will present a set of preliminary recommendations for guiding growth, development and redevelopment, focusing on parks and open space, economic development, housing, transportation and a plan for how it can be implemented.
**Thursday, September 5
6:00 pm - 7:30 pm**



DESIGN WORKSHOP MEETING SCHEDULE
Below are meetings that will be held during the design charrette that examine specific topics. The public is invited to engage in these meetings.

Monday, August 26
6:00pm-7:30pm **Public Kickoff**

Tuesday, August 27
9:00 am Mixed-Use Corridors - Development & Business
10:30 am Economic Development Strategies
1:00 pm Housing Strategies
2:30 pm Churches, Schools, and Civic Buildings
5:30pm-6:30pm **Daily Pin-Up Session & Project Update**

Wednesday, August 28
9:00 am Utilities & Infrastructure
10:30 am Streets & Transit
1:00 pm Greenways, Pedestrians & Bicycles
2:30 pm Parks & Open Space
5:30pm-6:30pm **Daily Pin-Up Session & Project Update**

Thursday, August 29
9:00 am Community Support Services
10:30 am Healthy Food Systems
4:00 pm Policy & Regulations
5:30pm-6:30pm **Daily Pin-Up Session & Project Update**

Friday, August 30
9:00 am Branding & Neighborhood Identity
5:30pm-6:30pm **Daily Pin-Up Session & Project Update**

Thursday, September 5
6:00pm-7:30 pm **Reception & Closing Presentation**

Questions? Call Community Development at 467-4570 or visit connections.greenvillesc.gov



Design Workshop Flyers: hand delivered to businesses and churches in the West Side area

3.1: Outreach Plan

Engaging the community was a key component of the West Side Comprehensive Plan. It was critical that the planning process result in a community consensus on an achievable vision for the future of the West Side. It was also important that this be a community plan, with ownership for implementation by not only the civic entities and their nonprofit partners, but also the residents and businesses of the West side.

Due to a robust outreach approach and the efforts of many of the community partners, over 5,000 households and businesses were kept informed of the Connections for Sustainability Project and the West Side Comprehensive Plan. Over 375 people were directly engaged in the West Side Comprehensive Plan planning process and contributed to the plan's recommendations.

A multi-tiered approach was used to get the word out to the community. This included: mailings to local residents and businesses; postings on the Connections for Sustainability website and the City of Greenville's television channel; e-blasts; radio advertisements on 107.3 JAMZ and Chuck 97.7 FM; articles in local newspapers; fliers; direct phone calls; and working through local churches and neighborhood organizations.

An eight-page project newspaper, *The West Side Connection*, was created and distributed throughout the West Side community. The first edition of the paper included articles on: The Connections for Sustainability project and the work completed to date on other relevant plans; information on the upcoming West Side comprehensive planning process and schedule; an introduction to the planning team members; and information about other upcoming community events. A second edition of *The West Side Connection* was published and distributed after the community design workshop. Articles included updates on the planning process and some general recommendations that came out of the workshop.

“Share Your Dream” Meetings
What is your vision for the future of your neighborhood?

August 15 – Greenville Rescue Mission 6:00-7:30 PM (*Refreshments provided*)
August 17– West Greenville Community Center 10:00-11:30 AM (*Lunch to follow*)
August 24 – Walk/Bike Tour – Kroc Center 8:30-10:30 AM (*Breakfast provided*)

Workshop Week: Connecting the Vision
Work hand-in-hand with the project team

Kick Off Meeting – **August 26** – 6:00 PM @ Kroc Center
Open Studio – **August 27, 28, 29, 30** – 9:00 AM - 5:30 PM @ Kroc Center
Pin-Up Sessions – **August 27, 28, 29, 30** – 5:30 PM @ Kroc Center
Workshop Wrap-Up – **September 5** – 6:00 PM @ Kroc Center

For more information, call 467.4570 or visit connections.greenvillesc.gov




Postcards: mailed to residents in the project area

The West Side Connection



Fall 2013
connections.greenvillesc.gov



West side plan kicks off



Community involvement during the west side planning process

What's next for the City of Greenville's west side?

As nearby districts undergo rapid change, west side residents, businesses, churches, and other community members are preparing to create a shared vision for the future of the area.

Starting in late August, a team of neighborhood leaders, consultants, and City staff will work with the public to create a comprehensive plan for the City's west side, which includes the West Greenville, Southernside, and West End neighborhoods as well as the Pendleton Street, Washington Street, and Pete Hollis Boulevard corridors.

Southernside neighborhood association president Mary Duckett expects the west side plan will "address needs like affordable housing, minority businesses, and grocery stores. We also

need more lighting, sidewalks, and attention to storm drains."

"Other concerns," Duckett continued, "are that there are no recreational facilities in Southernside and no youth programming for kids, and that's a problem. We also have a growing senior population that needs attention. The bridge that divides the two neighborhoods also needs to be replaced and is a major concern of mine."

According to Wayne Leftwich, Community Planner for the City of Greenville, public participation is essential to the planning process. "Individuals in the west side community are the experts here. It's our job to tap into this local knowledge and make sure the plan is realistic, implementable, and balances current needs with future growth."

From August 26 to August 30, a consultant team led by the Lawrence

Group of Greenville will host a weeklong design workshop at the Salvation Army Kroc Center. A kickoff presentation will be held the evening of August 26, and throughout the rest of the week, the consultants will facilitate an evening pin-up session and project update in which public input will be welcomed. The public is also invited to join discussions on various topics throughout the day as presented in the design workshop schedule on Page 3.

On the evening of September 5, the consultants will present their work-to-date at the Kroc Center. Afterwards, the consultants will work with a project steering committee and the public to refine and finalize the plan. The project is expected to take five months to complete.

See the west side project area map on page 8.

Bring your ideas to design workshop

Mark your calendars for the week of August 26-30 to attend a design workshop hosted by the City of Greenville and a consultant team led by the Lawrence Group of Greenville.

A public kickoff meeting for the workshop will be on Monday, August 26 at 6 pm at the Salvation Army Kroc Center.

The workshop, also called a charrette, will provide an opportunity for community members to create the west side plan. Residents and those interested in the west side are invited to come out and work with the design team to provide input and ideas for the plan. This cooperative effort ensures that the final plan will accurately reflect the vision of the whole community.

Each day of the workshop will feature 1½ hour sessions on various topics, and the ideas that come out of these work sessions will be incorporated into the west side plan through the daily design process. The designs will be presented to the public in the pin-up sessions held at the end of each day.

CONTINUED, PAGE 4

What is Connections for Sustainability?

Connections for Sustainability is a cooperative planning effort funded by a \$1.8 million planning grant from the U.S. Department of Housing and Urban Development and the U.S. Department of Transportation. Key project goals include:

- Safe and affordable housing options for all ages, incomes and lifestyles;
- Reliable transportation choices to connect people to places to work, play, live, and shop;
- Access to parks, trails and open space to promote healthy living;
- Opportunities for economic development to support local businesses and jobs.

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The West Side Connection: 5,000 copies of the project newspaper were printed. More than 2,500 of these were mailed to businesses and residences within the West Side, and others were hand-delivered to local churches and community organizations.

3: Engaging the Community



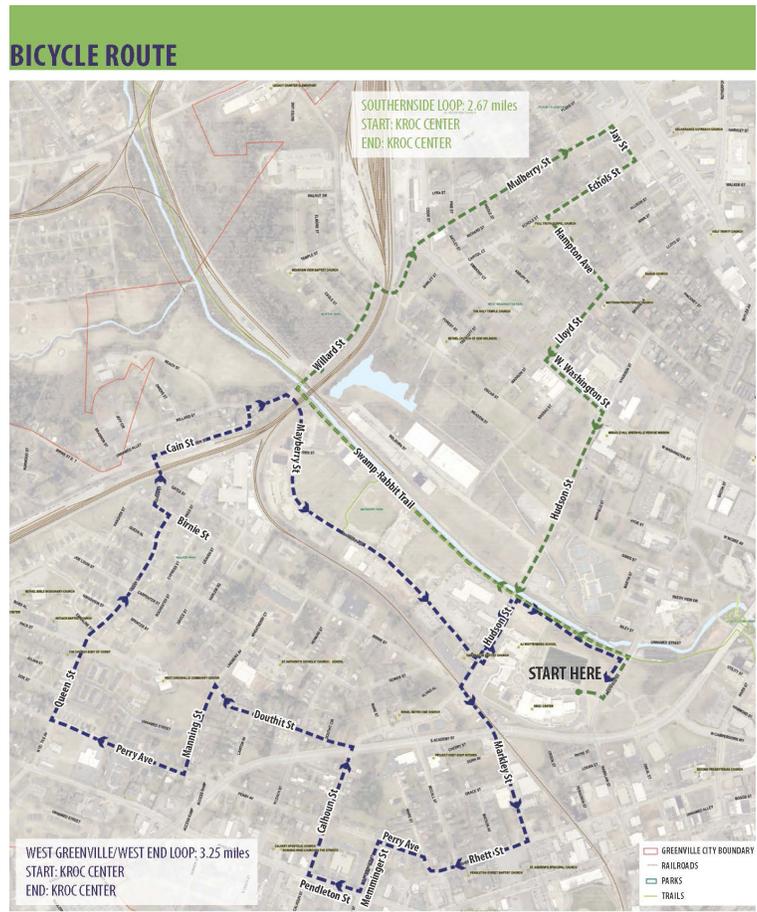
Community Participation: Participants gather around a table to look at maps, discuss and mark areas needed for improvement, as well as areas where they would like to see new things develop, such as grocery stores, community gardens, and new infill housing



Word Bubble Station: Residents look over others' comments and add their own



In 20 years, I want my neighborhood to be like _____ : Total responses from participants of workshops.



Envision possibilities in your neighborhood

**West Side
 Neighborhood
 Walking + Biking Tours**

Where?

Meet at the Kroc Center

When?

Saturday, Aug. 24th
 8:30 am-10:30 am

Who?

Anyone who cares about their neighborhood - all residents of the West Side encouraged to attend.

If you would like to bike,

B.Y.O.B. + H.

Bring Your Own Bike + Helmet
 or
 Borrow one of ours!

Breakfast will be provided!

Getting the Word Out: Over 40 people responded to the invitation to attend the walking and biking tours.

3: Engaging the Community



Pendleton Street: The group discusses new possibilities for storefronts



Observations: The group talks about observations and what they would like to see in the neighborhood

WALKING ROUTE 2 - WEST GREENVILLE LOOP



West Greenville Walking Tour Map

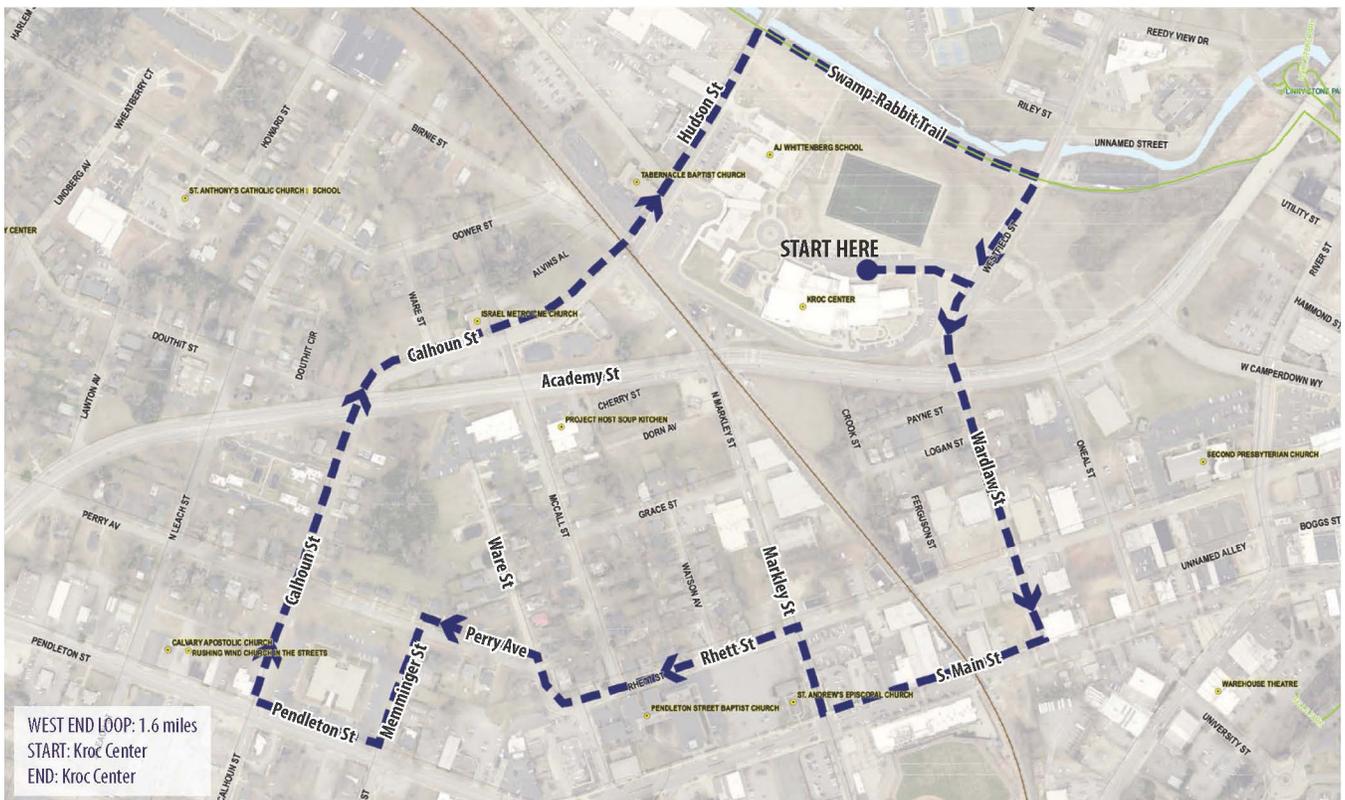


Debriefing: The cyclists stop to discuss their experience along the previous route



Debriefing: The walkers reflect on the streets they have seen on the tour

WALKING ROUTE 3 - WEST END LOOP



West End Walking Tour Map

3.2.2: Weeklong Design Workshop

On Monday, August 26, 2013, the design team set up a temporary studio in The Kroc Center and facilitated a public kickoff for a week-long design workshop. The kickoff included a brief presentation of the project and small group discussions of key issues and opportunities.

The Kroc Center served as the design team's "home base" for the week, with an open invitation for the community to offer continual input and monitor the work in progress. The temporary studio, complete with design tables, maps, pin-up boards and computer work stations, provided an open space in which both formal and informal meetings occurred, as well as room for

designers to craft the plan's details in response to the public's input.

Throughout the week, Tuesday, August 27th - Friday, August 30th, the design team facilitated a number of stakeholder interest group meetings. Topics included:

- Mixed-Use Corridors/Development & Business
- Economic Development Strategies
- Housing Strategies
- Churches, Schools & Civic Buildings
- Utilities & Infrastructure
- Streets & Transit
- Greenways, Pedestrians & Bicycles
- Parks & Open Space
- Community Support Services
- Healthy Food Systems
- Policy & Regulations
- Branding & Neighborhood Identity

At the end of each day, the design team presented an informal pinup for the public to review and critique the day's progress.



Stakeholder meetings were held to gather viewpoints



Students listen to discussions



Residents gather around drawings to talk about the ideas



I'm really good at _____ : West Side residents share talents they could offer to strengthen their neighborhood



Top and Above: Views from one of the evening public presentations. Each evening these meetings focused on sharing the day's work with the public and getting feedback about what was done.



Views from the Community Support Services stakeholder meeting



On Thursday, September 5, 2013, the design team made a closing presentation to a standing-room-only crowd, highlighting the previous week's results and the plan's preliminary recommendations.

Engaging the Next Generation

Recognizing that the revitalization of the West Side will span multiple generations, the project made special effort to engage the youth from the community in the planning process. In collaboration with the *Connections for Sustainability Project's* Livability Educator's programming and in partnership with local schools, a variety of opportunities were provided to encourage input from the youth of all ages.



Student activities: Students were asked to draw something they would like to have in their neighborhood.

Teen Pizza Party

As part of the design workshop kickoff meeting, a group of about 20 teenagers participated in their own planning exercise as part of a pizza party. The planning process began with an ice breaker where the teens shouted out responses to questions such as “What do you value about your neighborhood?” “What do you wish was in your neighborhood?” and “What do you think is unsafe about your neighborhood?” This brainstorming activity encouraged them to think about the various elements of planning. Then they created 3D models of their ideal neighborhood using recycled materials. The activity reused abstract materials from the Livability Curriculum component of *Connections for Sustainability*; and the youth were able to plan individualized streetscapes, urban areas, or neighborhoods.

Conversations indicated that the youth in the West Side of Greenville felt they lacked places to hang out. They also desired more transportation options to access places they value, such as the Kroc Center, YMCA, Swamp Rabbit Trail, Cleveland Park, Fluor Field, Wal-Mart, Haywood Mall, and gas stations. They also showed concern for the appearance of their neighborhoods, speed of traffic along Pendleton Street, and unsafe and criminal activity in the area.

Youth Workshops

On Wednesday morning of the design workshop week, four classes of second graders from A.J. Whittenberg Elementary School, for a total of over 80 students, visited the design studio for 30 minute interactive workshops. The students watched the design team at work, received a brief explanation of the planning process, and participated in their own planning activity where they drew what they wanted to see in their neighborhoods.

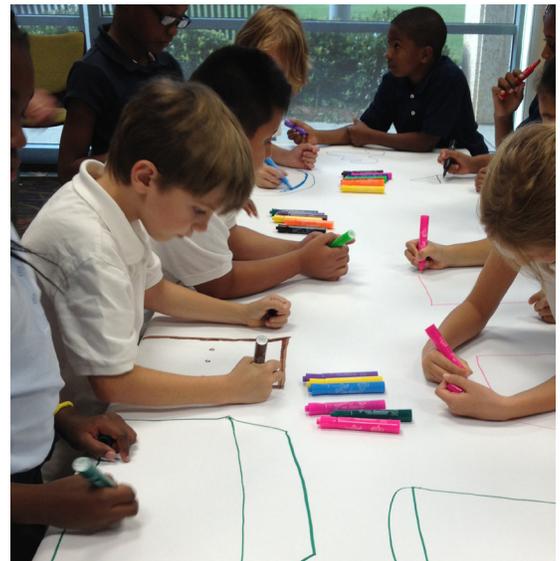
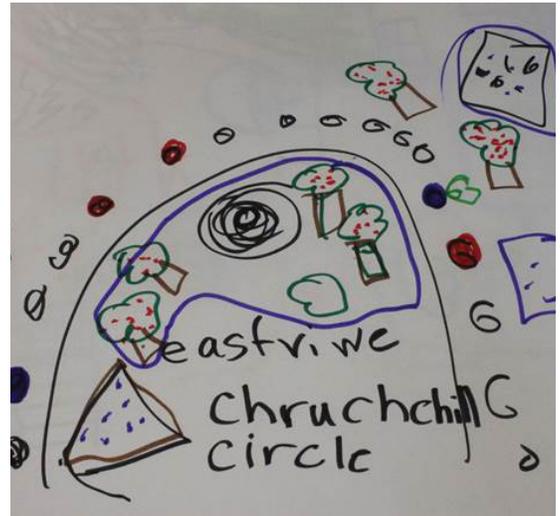


Teen Activities: Teens were asked to think about various elements of planning, then illustrate them in their own drawings/models.



Parks and Open Space Youth Focus Group

Nearly 20 students from Legacy Charter Middle and High Schools visited the design studio on Wednesday afternoon. The students brainstormed about what they would like to see in parks. Then they joined community leaders in a facilitated roundtable discussion. The students indicated the need for areas to hang out, places for performing art (such as graffiti walls) and music. They also were concerned about safety in parks.



Youth Tours: Groups of second graders came in to learn more about planning and draw their own visions

College Students

Students from Clemson University’s Master of City Regional Planning and Master of Real Estate Development programs participated in a Policy and Regulation roundtable discussion.

3.3: Additional Input

Over the next couple of months, a draft comprehensive plan for the West Side was developed based on a compilation of the previous plans discussed in Chapter 2, a study of the area, and, most importantly, input provided from the community. Draft recommendations were continuously vetted through the community engagement process through a variety of venues. These included: An exhibit at a neighborhood fair on Saturday, November 2, 2013; presentations to the West End, West Greenville and Southernside neighborhood associations at their November meetings; and a public drop-in at The Kroc Center on December 3, 2013.

Chapters 4 through 10 of this plan lay out the recommendations for improving the future of the West Side. This plan reflects the community’s vision for the West Side. In order to be successful, it will need the continued involvement of the community in its implementation.



Roundtable discussion: College students participate in a discussion about local policies and regulations

know my neighbors

get involved

maintain my property

attend meetings

help people get substance abuse treatment

adopt a street

make a program

speak up
be a good neighbor

set an example
invite people to church

To make a difference in my neighborhood, I can _____: Residents share ideas on how they can be part of the future plan