

# 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.

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### 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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# Meet The Team



## Wayne Leftwich

Wayne Leftwich is a Community Planner at the City and is responsible for the planning and reporting of community development activities and is managing the Connections for Sustainability project.



## Christa Jordan

Christa is the Grant Project Coordinator for the Connections project and has a master's degree in landscape architecture. She loves working with the community on projects that involve a lot of public participation.



## Wade Walker

Wade has degrees in engineering and transportation. His job will be to make sure west side residents are connected to the rest of the city with expanded transportation options.



## Julie Franklin

Julie earned her master's degree in city planning from Clemson University. She has worked for the City of Greenville and on numerous plans for the area. She is the project manager for the west side comp plan.



## Jaclin DuRant

Jaclin is the Livability Educator for the Connections project and has a master's degree in conservation ecology and sustainable development. She is a nature enthusiast and enjoys working with students of all ages.



## Bob Lewis

Bob has a master's degree in city planning with an emphasis on public finance. His role will be focused on economic growth in the west side area.



## John Cock

John has a master's degree in city planning, and has years of experience working on walking and bicycling plans in Greenville and across the Upstate.



## Ike Heard

Ike has a master's degree in both city planning and public administration. Throughout his career, he has worked with many communities throughout the southeast on economic development initiatives.

## Livability Educator connects with community



Jaclin DuRant reads to a group of community center students during a lesson about philanthropy and ways that even the youngest people can make a positive difference in their community.

Since 2011, Connections Livability Educator Jaclin DuRant has enjoyed teaching kids of all ages about sustainability in and outside of the classroom.

Jaclin has worked with students from AJ Whittenberg Elementary, Hughes Middle, the Boys and Girls Club, day camps, community centers, and afterschool programs. Jaclin's lessons range from lectures on green building to catching insects at the community center.

Jaclin's Urban Naturalist Program is designed to teach students about the natural environment in an urban setting, and her Community Quest Program provides information and activities on subjects such as sustainability, land use, water quality, planning, green space, transportation, and housing.

"I am fascinated by the connections between people and our environment, and I love to pass that fascination on. One of my favorite things to do with new students is to take them outside to catch insects in the city. Watching their faces as they discover the huge amount of life right in the school or community center lawn is always a wonderful moment," said Jaclin.

An example of Jaclin's work to include sustainability in education is the recycled bottle greenhouse and



## Scot Sibert

Scot has a master's degree in regional planning and has many years of experience in transportation planning, especially with corridors like Washington Street.

rainwater collection station at AJ Whittenberg Elementary. Funded by a grant from the South Carolina Department of Health and Environmental Control (SCDHEC), the greenhouse is a unique addition to the school. The project gave students hands on experience in green building, emphasized waste reduction at school and home, and will allow students to study the environment for years to come.

Jaclin's Livability Educator educational materials are available online at the Connections for Sustainability website. Jaclin's photo journal series, "Walk in the Woods," chronicles her nature walks and can also be found on the Connections website as well as a Sustainability Spotlight article series for tips on including sustainability in everyday life.

# West Side Comprehensive Plan

## 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 - 6:00 pm - 7:30 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, and transportation.

Thursday, September 5  
6:00 pm - 7:30 pm

## DESIGN WORKSHOP PUBLIC MEETING SCHEDULE

Below are meetings that will be held during the design charrette that examine specific topics. The public is invited to participate in these meetings at the Kroc Center.

### 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, & Civic Buildings  
5:30pm-6:30pm Project Update Session

### 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 Project Update Session

### Thursday, August 29

9:00 am Community Support Services  
10:30 am Healthy Food Systems  
4:00 pm Policy & Regulations  
5:30pm-6:30pm Project Update Session

### Friday, August 30

9:00 am Branding & Neighborhood Identity  
5:30pm-6:30pm Project Update Session

### Thursday, September 5

6:00pm-7:30pm Reception & Closing Presentation

## 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!**

## KEY CHARRETTE PRINCIPLES

**Involve everyone from the start:** Anyone who might have an opinion or be affected by the plan should be involved from the very beginning, creating a shared vision.

**Work together:** The design team should have many different specialties, but during the charrette, everyone becomes generalists and contributes something different.

**Give feedback:** The public needs to be able to propose an idea and see it designed for review in a short period of time. The pin-up critique sessions provide an opportunity to discuss what was learned that day.

**Work in detail:** Designing to a level of detail that includes building types, blocks, and public spaces as well as the big picture of circulation, transportation, land use, and major public amenities. Can any fatal flaws be reduced or eliminated?



# B-Cycle

Need a ride?

Need a ride to the design workshop? Greenville B-cycle will have a check-in station at the Kroc Center the week of August 26 to support any B-cycle members. Once the bikes are checked in at the Kroc Center, riders will not be charged for that time. A station will be available from 11am to 3pm each day.



# The West Side Connection

## Bring your ideas...

CONTINUED FROM PAGE 1

See the detailed charrette schedule on page 3 with each day's agenda. Find what interests you and bring your ideas about it to the workshop. Everyone is strongly encouraged to attend to make sure the west side plan reflects community's interests.

The charrette wraps up on Friday, August 30, but a reception will be held the following Thursday, September 5 at 6:00 pm at the Kroc Center to present week's results. This event will showcase the ideas collected from the community and design team at the workshop.

### Neighborhood Associations

Want to be more connected to your neighbors? Join your local neighborhood association! This is a great way to meet new neighbors and stay informed about your community. Please contact the neighborhood president for membership details, or go to a meeting listed below. More information is also available at <http://www.greenvillesc.gov/Living/Associations.aspx>.

#### Southernside

**President**

Mary Duckett

**Meeting Day**

2nd Thursday of Month

**Meeting Time**

7pm

**Meeting Place**

813 Hampton Ave

#### West End

**President**

Henry Harrison

**Meeting Day**

1st Tuesday of Month

**Meeting Time**

6:30pm

**Meeting Place**

Pendleton Street Baptist Church

#### West Greenville

**President**

Rev Vardrey Fleming

**Meeting Day**

2nd Tuesday of the month

**Meeting Time**

6:30pm

**Meeting Place**

West Greenville Community Center

## Bus rapid transit study plans for future corridor

In 2012, a study conducted by HDR Engineering, Inc. explored the feasibility of a Bus Rapid Transit (BRT) system in the City of Greenville linking Downtown Greenville with Clemson University's International Center for Automotive Research (CU-ICAR).

Ten BRT stations would be located along a nearly seven

mile-long corridor adjacent to various communities and neighborhoods, including Verdae, Nicholtown, Arcadia Hills, Downtown, and Southernside.

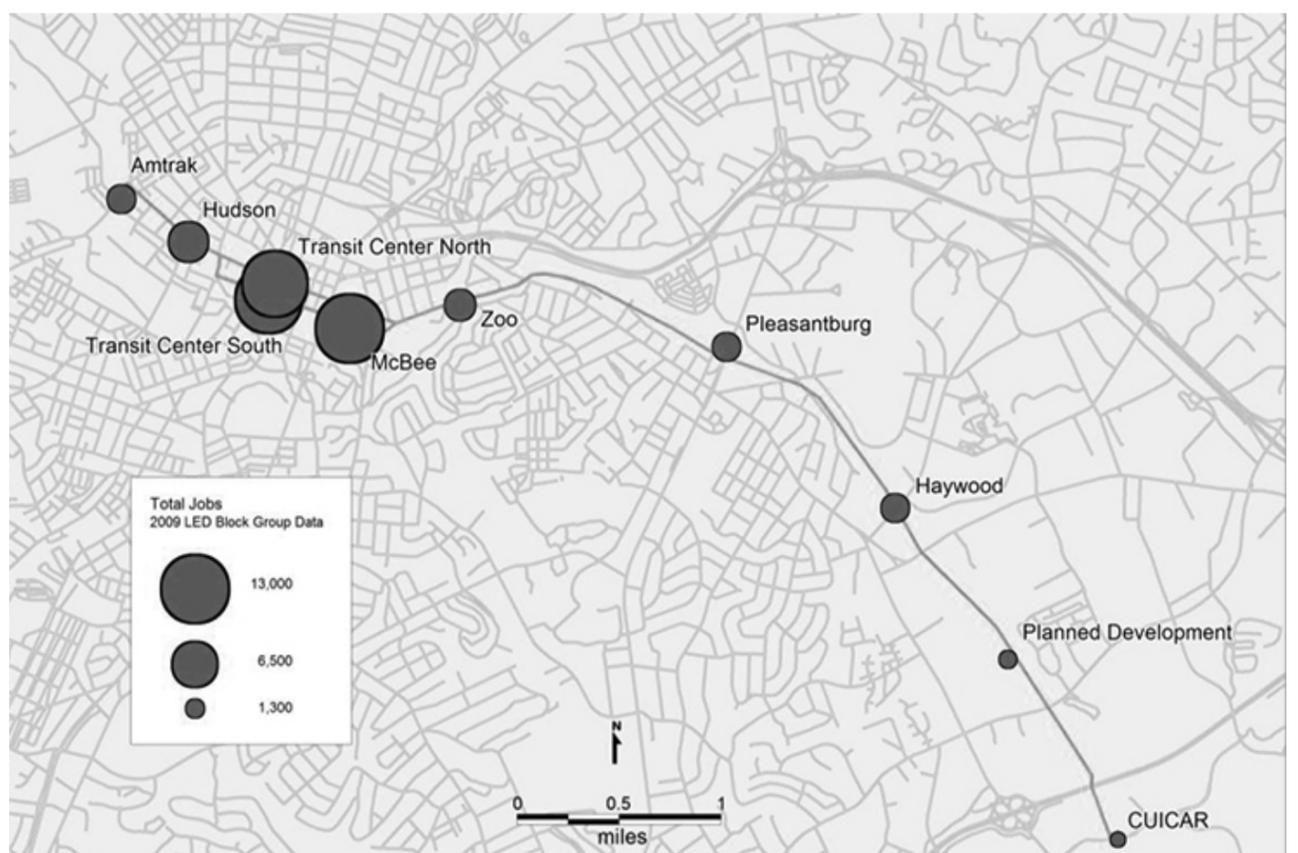
Bus rapid transit station areas would also serve as opportunities for transit-oriented economic development within a quarter-mile radius of the platforms and provide connections to

major destinations in the downtown core, Amtrak, CU-ICAR, as well as future commercial and residential developments.

Project funding would include Federal Transit Administration funding opportunities and local contributions through funding commitments from the City of Greenville, Greenville County, and private funding sources.



Small groups provided input on the proposed BRT route during a public meeting.



The proposed BRT route features ten stops beginning in the east side of the City at CU-ICAR and continuing through downtown before stopping at Amtrak. The route will intersect several significant corridors including Haywood Road and Pleasantburg Drive. The proposed BRT route features ten stops beginning in the east side of the City at CU-ICAR and continuing through downtown before stopping at Amtrak. The route will intersect several significant corridors including Haywood Road and Pleasantburg Drive.

# Potential park plan recommends recreational and community space for west side

A master plan for a potential park along the Reedy River is nearing completion, and is part of a larger effort to develop community-driven plans for additional parks and open space in the west side.

According to park plan consultant Bill Eubanks, “We strongly believe in the idea of public participation and we use the charrette process to reach out to the citizenry—the end users of our work. We feel the community is best served when design solutions are created from within the community, not imposed on it from the outside.”

The proposed park is located across from AJ Whittenberg Elementary and is bounded by Welborn, Hudson, and Mayberry Streets. The Swamp Rabbit Trail also runs through the middle of the park, which provides easy access to the many features for pedestrians and bicyclists.

Some key attractions of the potential park include a children’s playground and “sprayground” as well as a great lawn suitable for outdoor entertainment, sports fields, basketball courts, a community garden, an adult fitness area, and a visitor’s center.

The plan also recommends shifting the Swamp Rabbit Trail to the northern side of the Reedy River. For the riders and pedestrians enjoying a relaxing outing on the southern portion of the trail, an overlook is proposed for passersby to enjoy the view of the Reedy River and the open area on the other side of it. Two bridges would connect the two trail halves for easy access between the two sides of the park.

The sports fields are designed for baseball, softball, and soccer games, but will be flexible enough for all kinds of outdoor activities.

The community garden is large enough to support a garden for the surrounding

west side neighborhood and a demonstration garden for the entire City to learn how to grow their own food.

For adult and teen users, the park will offer adult fitness stations and a parkour course.

Although the park plan is not finalized, the plans for the space further the goals of the Connections for Sustainability project.



*The rendering above from Seamon Whiteside+Associates and DP3 shows what the park’s visitor’s center may look like. The plaza in front is useful as a public gathering spot or as a stage for smaller entertainment options.*



*This site plan draft shows that the proposed park will be located in the west side of Greenville in between the Southernside, West End, and West Greenville neighborhoods, across from AJ Whittenberg Elementary.*



*This rendering from Seamon Whiteside+Associates and DP3 shows the overlook on the southern side of the Reedy River. It will offer a view of both the Reedy River and the open space in the park on the other side of the river.*

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# Speaker and film series engage and inform

So ask yourself: when was the last time you drank a spinach-packed smoothie or played with a giant parachute? This spring, dozens of Greenville residents made delicious, healthful snacks and learned about the mental and physical health benefits of play for adults as part of the Sustainable Conversations series, which, along with the Sustainable Cinema series, is designed to educate and entertain on sustainability-related issues.

Sustainable Cinema is hosted the third Monday of every month at 6:00 pm at the Salvation Army Kroc Center. Come watch short films about sustainability and listen to local experts in the subject

share their stories. Healthy snacks, fresh popcorn, and cold drinks are served. It's free, fun, and family-friendly, so bring the kids and enjoy a night at the movies!

Next month's Sustainable Conversation will be held on Thursday, September 12 at noon at the Salvation Army Kroc Center. It will feature Professor Julian Reed from Furman University, who will talk about the role and impact of the Swamp Rabbit Trail on the Greenville community. Professor Reed is a nationally known expert on recreational trails and the author of a multiyear trail-use survey about the Swamp Rabbit Trail.



At the July Sustainable Conversation event led by Carly Summers of the U.S. Play Coalition, attendees took a break to have fun after they learned about the importance of sustaining play throughout life.

## Spring and fall fairs offer fun for neighborhood residents

One goal of the Connections for Sustainability is to bring the community together in exciting ways to learn about sustainability, and the spring and fall fairs are doing just that.

On April 27, the Connections Team hosted a Spring & Green Fair at the West Greenville Community Center to offer tips, tricks, and ideas to help green your life. AJ Whittenberg students, local non-profit organizations, neighborhood associations, and others convened at the West Greenville Community Center to explore ways to Live, Work, Play, and Grow Green for Spring!

The Spring & Green Fair featured family friendly activities, information and demonstrations on topics such as gardening, home energy efficiency, recycling, healthy living, and a barbecue lunch provided by the West Greenville Neighborhood Association.

On Saturday, November 2, the Connections Team will host a fall fair in the west side. The event will celebrate the history of the West Greenville, Southernside, and West End neighborhoods and will feature food as well as activities for children and adults.

One highlight of the fair will be the Tremendous Day in Greenville activities, which are funded by a TD Green Streets grant awarded to the City of Greenville.

During the fall fair, there will also be a chance to get an update on the progress of the west side master plan. Be sure to take this opportunity to see what the design team will have created since the design workshop week.

The time and location of the fall fair will be announced soon.

# PIZZA PLANNING PARTY

For all the teens interested in sharing their vision of their community, there will be a pizza party the evening of Monday, August 26 following the opening presentation at the Kroc Center. Come enjoy your own planning session with plenty of pizza and friends!

## Citywide housing strategy eyes future growth

In 2012, the City of Greenville and a consultant team led by Development Concepts, Inc. (DCI) completed a *Greenville Citywide Housing Strategy*. The purpose of the strategy is to guide housing policy and investment over the next ten to twenty years.

The strategy focuses on Greenville's need for growth, infill development, targeted resources, and investment for revitalization. Greenville is a thriving community with many assets contributing to quality of life. However, it is also a city with concentrations of poverty, low-income households, and distressed neighborhoods. To revitalize these areas, the City must find a way to grow while keeping the character and history of existing neighborhoods and communities.

According to the strategy, growth will have to be accommodated by infill development within existing city limits, as the City is mostly built out and has limited options for annexation. This type of growth can be costly and complex, but the City can organize resources and streamline the development review process to encourage development and improvements to properties.

The housing strategy suggests that targeting staffing and financial resources within justified, specific areas of the City could help lessen costs of infill development and encourage growth faster than if those same resources were spread throughout the City. A special redevelopment fund could be used to trigger neighborhood revitalization in these areas.



A member of A J Whittenberg Elementary school's 4th grade green team mans a booth about water quality and rain barrels at the Spring and Green Fair hosted by the Connections for Sustainability Project.

## Can you find these words?

D	E	T	C	E	N	N	O	C	B	A	G	S	T
L	I	F	A	O	T	R	U	O	S	V	R	O	W
T	R	A	N	S	P	O	R	T	A	T	I	O	N
R	H	O	U	A	F	E	G	R	F	W	R	A	Y
A	S	E	R	C	W	H	C	A	E	K	G	L	H
I	F	K	O	Q	P	E	B	I	A	N	R	P	O
M	A	A	B	E	U	A	W	L	Y	P	Q	A	U
Q	Y	E	M	A	W	L	O	S	P	A	R	T	S
U	C	O	N	I	N	T	D	E	L	M	C	O	I
A	N	L	N	P	L	H	T	W	A	L	L	A	N
L	M	O	L	T	E	Y	U	Q	Y	E	J	H	G
I	S	A	D	O	G	V	F	E	K	L	V	O	P
T	N	E	Y	T	I	N	U	M	M	O	C	I	L
Y	G	R	O	W	S	A	N	O	C	Y	K	A	L

Word List: Transportation, Housing, Community, Park, Trails, Family, Art, Safe, Healthy, Connected, Quality, Live, Play, Grow, Work, Plan

## Let's plan!

In order to create a useful plan, we need to start by knowing the things about a place that we like and want to keep or have more of and the things about a place that we don't like and want to change.

Write 3 words that come to mind when you think about the place where you live:

- 1)
- 2)
- 3)

Write 3 things about your neighborhood that you love and want to keep or have more of:

- 1)
- 2)
- 3)

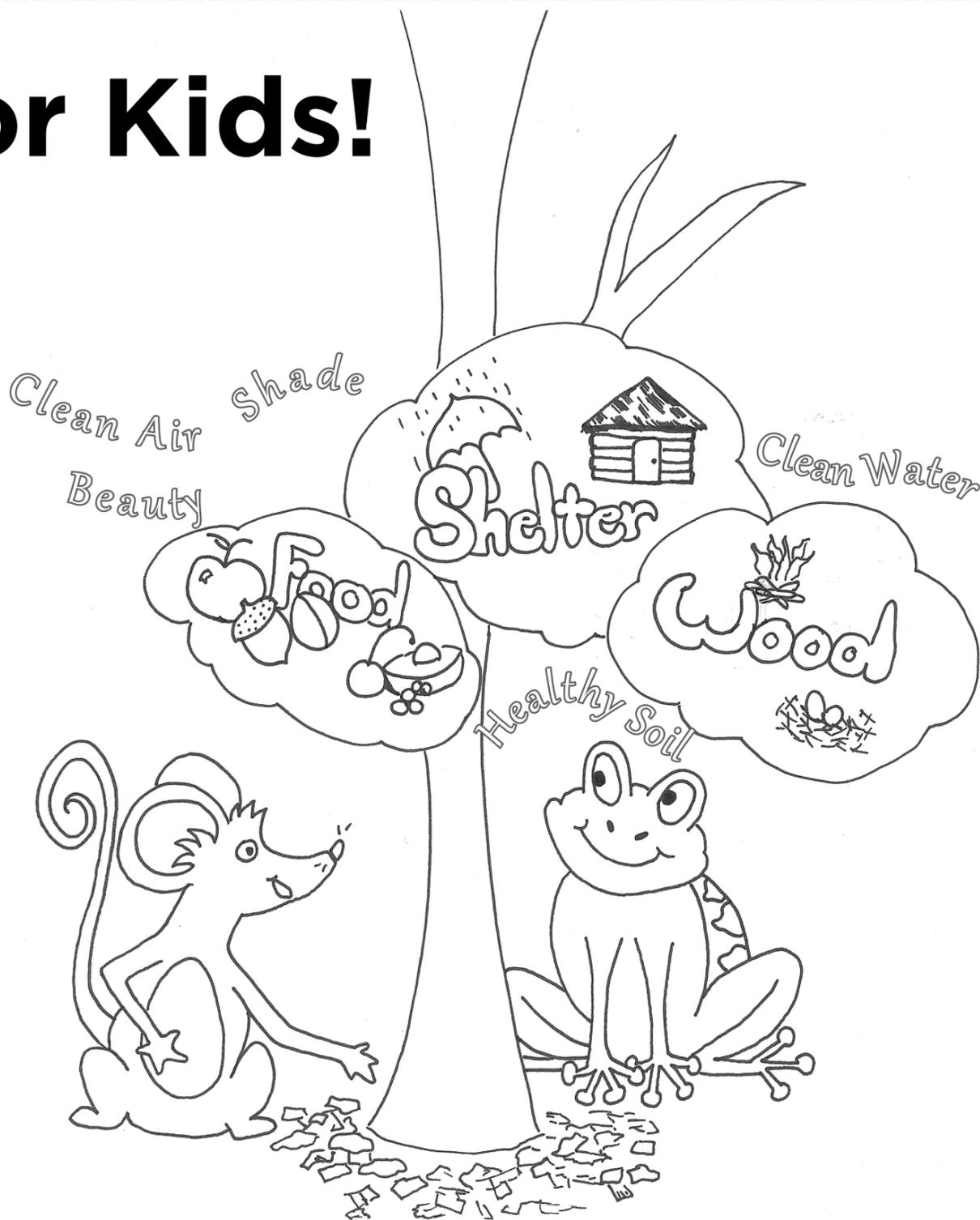
Write 3 things that you would like to change or add to your neighborhood.

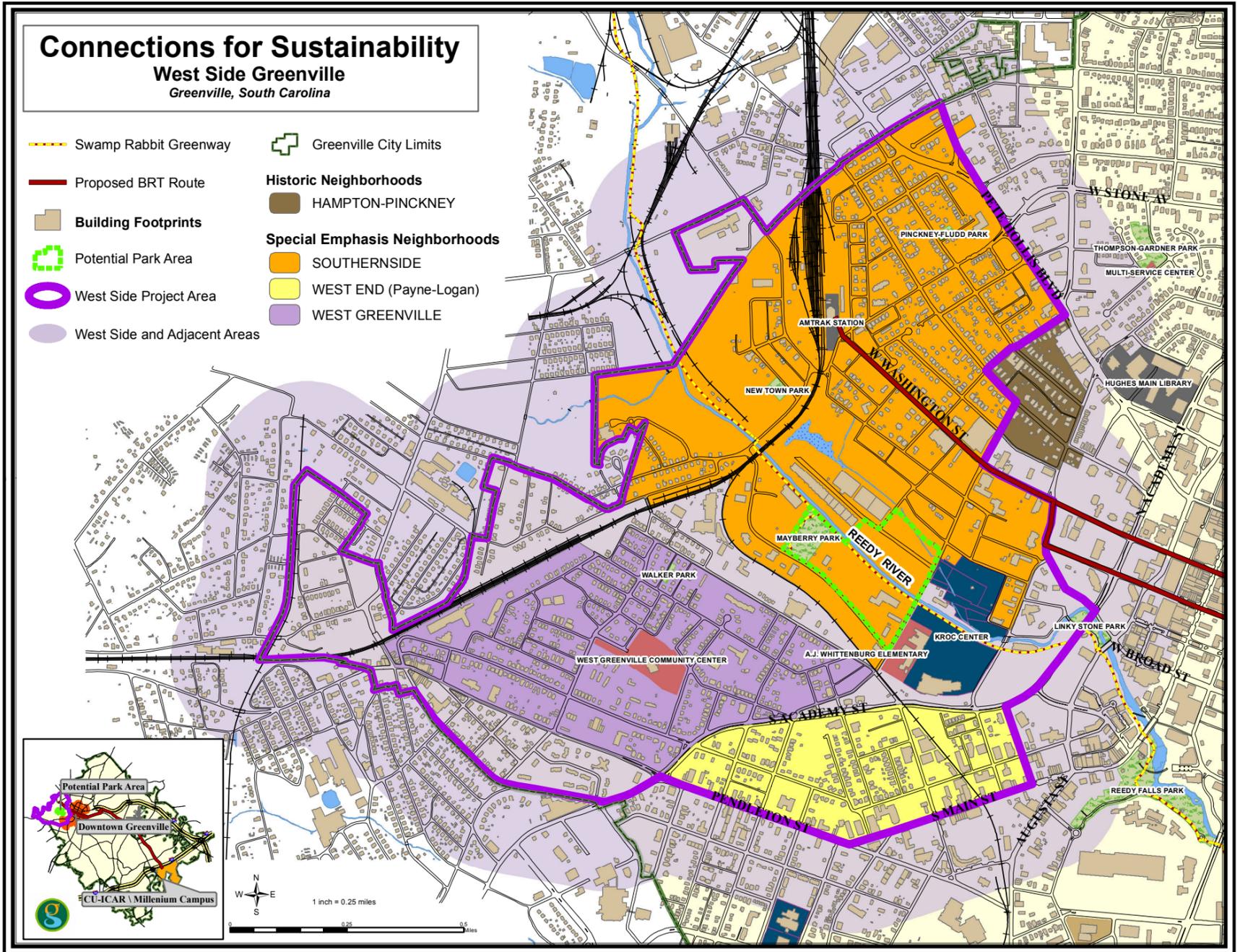
- 1)
- 2)
- 3)

**Fill out this section and bring it to the design workshop to help the consultants understand your neighborhood!**

# Just for Kids!

This page is an excerpt from the children's coloring book, "A Tree," written and illustrated by Jaclin DuRant as part of the Connections for Sustainability and Green Streets projects. In the book, three friends: William Mouse, Edmund Frog, and Robin the Robin work together to plant a tree and learn all about the many things that trees can do to help improve their quality of life.





The west side master plan study area, pictured above, will focus on the neighborhoods of Southernside, West End, and West Greenville. Also included in the area are the corridors of West Washington Street, Pete Hollis Boulevard, and West Pendleton Street. The master plan will bring these areas together with transportation, economic development, housing, parks, and open space.

Below is the extended schedule of events for the Connections for Sustainability project.  
 For more information on the project, please visit our website:  
[www.connections.greenvillesc.gov](http://www.connections.greenvillesc.gov)

# Extended Schedule of Events

Date	Day	Time	Location	Event
<b>August</b>				
8/24	Saturday	8:30 - 10:30 AM	Kroc Center	"Share Your Dream" Walk/Bike tour
8/26	Monday	6:00 PM	Kroc Center	Design Workshop Public Kickoff
8/27 - 8/30	Tuesday - Friday	9 AM - 6:30 PM	Kroc Center	Design Workshop Open Studio
<b>September</b>				
9/5	Thursday	6:00 PM	Kroc Center	Public Presentation - Charrette Closing Presentation
<b>November</b>				
11/2	Saturday	TBD	TBD	Neighborhood Fair/Public Comment Drop-In
<b>December</b>				
12/5	Thursday	6:00 PM	Kroc Center	Public Presentation - Final Draft Plan