

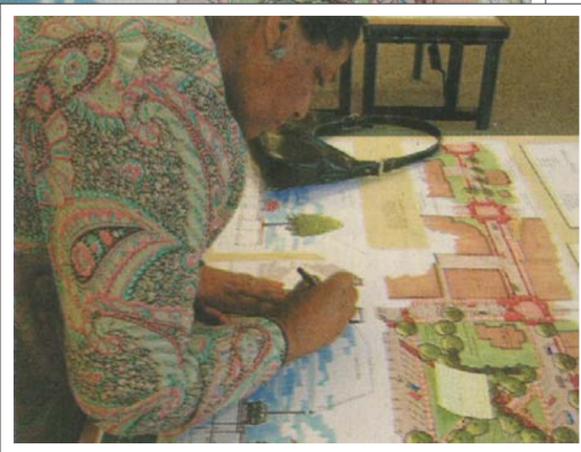


## Public Outreach Program

From the early beginnings of the planning process the involvement of the citizens of Greenville played heavily in the direction of the overall vision of the Master Plan. As recognition of this important ongoing process, the Project Team created a plan for the implementation of a Public Outreach program to better engage the citizens of Greenville and record their vision for what the streets of Greenville would become. Plans were evaluated throughout the course of the project. As the situation dictated, the Project Team modified its approach to better serve the citizens and increased their opportunity for meaningful involvement in the design process.

### Purpose

The implementation of this Streetscape Master Plan will impact the citizens and business owners within the Center City and West Greenville neighborhoods. The purpose of the public involvement was to promote and provide a variety of meaningful forums for citizens to learn about and comment on the project. Initially, a list of stakeholders and their interests was generated. This list grew in size as the project proceeded and the audience engaged grew. The outcome of this effort was that the citizens and other stakeholders had multiple meaningful opportunities in a variety of settings to provide feedback, both positive and negative. On several occasions comments generated by the citizens' review actually changed the course of the project design. This process allowed the citizens to take ownership in the project, thereby making the end result more meaningful to them. Thus the vision of the streetscape was a citizen-driven and approved design process.



*Photo Credit: The Daily Reflector*

### Objectives

- Disseminate information about the project to the general public and to directly affected communities.
- Identify and actively solicit input from stakeholder groups most affected and interested in possible streetscape improvements within the Center City and West Greenville neighborhoods.
- Provide a variety of opportunities for public participation and involvement throughout the planning process.

### Principles Guiding the Public Involvement

The Project Team recognized and embraced the important role of public involvement in the planning process. The Team members were guided by the following principles when dealing with the constituencies interested in and/or impacted by future streetscape projects:

- Those groups likely to be the ones most impacted received early notification and communication.
- Two-way and face-to-face communication were sought as more effective methods for citizens and Team members to build design consensus.
- Project information was communicated to all known stakeholders, and citizens were identified within the defined project corridors through a variety of media and meetings.
- All reasonable input from citizens was given consideration by the Project Team. All input was recorded and reviewed throughout the life of the project.
- All citizens' direct questions to the Project Team outside the public meetings were responded to within two business days.
- A series of public outreach actions, both formal and informal, were necessary. Team members were mindful of the use of technical language and the need for creating quick sketches to help citizens visualize their ideas during the meetings.
- Opportunities for multiple forms of input were used from the beginning of the process to allow people the opportunity to communicate their ideas in ways that they were the most comfortable.

## Techniques for Public Involvement

The following tools were used to disseminate information out to the public throughout the course of the project:

- Coordination with the local news media (through newspaper ads, press releases, and interviews with the new media staffs, both TV and newspaper).
- Coordination with local radio stations through announcements and on-line interviews with City Staff and the Project Team.
- City Website (regularly updated by City Staff).
- Personal mailers and newsletters were initially mailed to the property owners and businesses within the project areas. As the project moved forward, those who signed in at the public meetings were also added to the mailing list if they were not part of the original mailing list.
- Small group meetings, public meetings, and open houses were held.
- Compiled list of public comments. All comments were addressed and recorded as part of this Master Plan document. A record of the citizen comments and the Project Team's responses are provided in the Appendix of this document.

## Public Meetings

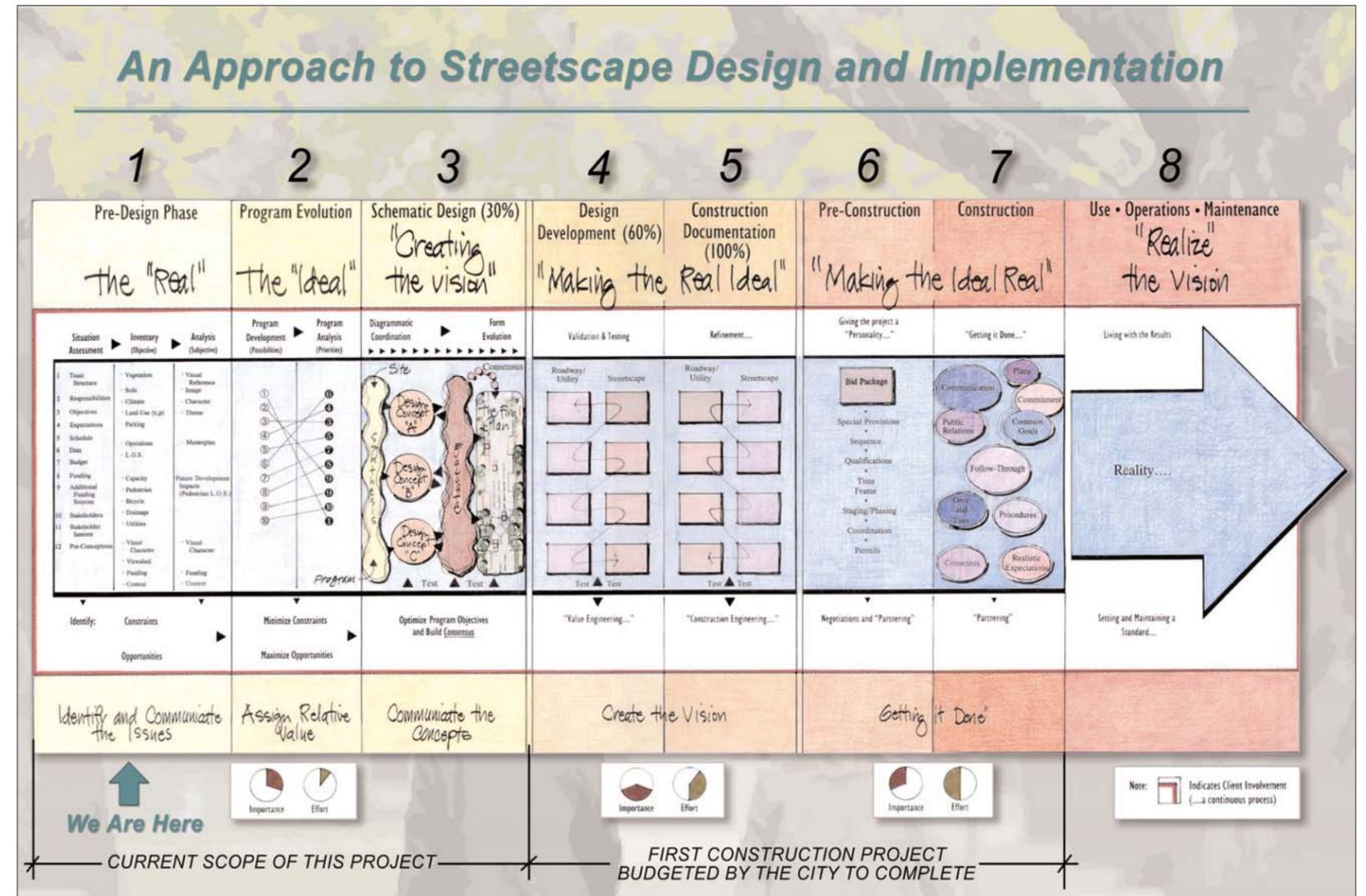
A variety of meetings were held during the course of the project:

- January 5, 2006

Two small group meetings were held for the business owners and residents of the Uptown Area as well as the owners and residents along MLK Drive in West Greenville. These meetings were held at the Eppes Center and Sheppard Memorial Library. The focus of these meetings was to convey "What is a Streetscape?" in order to determine the citizens' vision for the future, and to assign priorities to issues for the Project Team to address.

- February 23, 2006

A small group meeting was held with the Uptown Greenville Design Review Committee. The focus of this meeting was to get input from this specific organization on what issues it felt were important to the process. This committee is made up of various business owners, local design professionals, educators, and developers.





## The Visioning Process

As a part of the first round of public meetings, citizens were asked to participate in a visioning and prioritization process. This information was gathered from the citizens present via written comments (visioning) and a written survey form asking how they would spend \$100 to better improve the streets of Greenville (priorities). These comments were the genesis of the design process. The following comments were the results of these exercises:

### Overall Vision for Greenville's Future

A Community that is....

- Alive
- Safe
- Beautiful
- Well Lit
- Walkable

### Top Five Priorities for Uptown Greenville

- Street Trees
- Utility Improvements (Underground)
- Improved Street Lighting
- Site Furniture (Benches, etc...)
- Improved Pedestrian Safety

### Top Five Priorities for West Greenville

- Improved Street Lighting
- Improved Transit
- Improved Pedestrian Safety
- Street Trees
- Wider/Better sidewalks

There were other items that were also voted on to determine their importance to the citizens. However, the top five for both project areas received more votes than the balance of the list of streetscape elements.

## Greenville Center City Streetscape Master Plan Greenville, North Carolina

### MLK, Jr. Drive Streetscape Master Plan Meeting

January 5, 2006 7:00 pm to 9:00 pm

Eppes Recreation Center  
400 Nash Street, Greenville

If you had \$100.00 to spend on improving Uptown Greenville, how would you spend it on the following items. You can assign values to all, some, or one of the following elements:

Increased vehicular traffic capacity	_____
Pedestrian safety	5 <sup>w</sup>
Bike lanes	25 <sup>w</sup>
On-street parking	_____
Aesthetic Utility Improvements (underground, relocation, etc)	5 <sup>w</sup>
Street Lighting	25 <sup>w</sup>
Traffic Calming	5 <sup>w</sup>
Wider sidewalks	_____
Ornamental Paving	_____
Civic Art	5 <sup>w</sup>
Street Trees	10 <sup>w</sup>
Additional landscaping	1 <sup>w</sup>
Transit Improvements (bus shelters, etc.)	5 <sup>w</sup>
Site Furniture (benches, trash cans, etc.)	5 <sup>w</sup>



Greenville Center City Streetscape Master Plan

Open House  
March 9, 2006

Name	Business / Organization (if any)	Address	Email and Phone Number
Edna Atkinson			714-6810 Fancytarheelady@yahoo.com
Herb Carlton		1735 Beaumont Dr.	756-0271
LEx TURNER		114 Apartha.de Dr	lexturner03@yahoo.com
Elizabeth Blount	downtown home-owner Uptown Greenville member	603 S Elm St	egblount@earthlink.net
Ida Williams	* database *		
Herbert Williams	* database *		
Jamie Duncan	* database *		
Phizack Daniels		1708 Englewood Dr.	321-6058
NATHAN COUNCIL		410 MLK SRV	757-1037 council4@yahoo.com
Evette Parkis		Bethel, NC	210-416-0425