

DOWNTOWN REVITALIZATION WORKSHOP



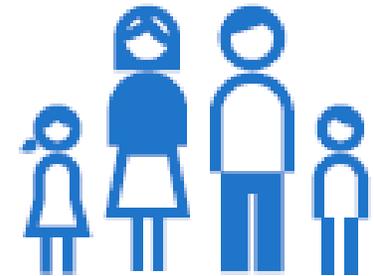
Asongayi Venard
Greenville City Planner

January 21, 2016

A VISION FOR DOWNTOWN

General Vision Areas from the April 29, 2015 Meeting

LIVE



PEOPLE WITH LOCAL PRIDE

Inviting and engaging socio-civic atmosphere where diverse residents, businesses and visitors interact, celebrate our culture, delight in public spaces, and enjoy our unique history.

THRIVING NEIGHBORHOODS

Safe, convenient and attractive neighborhoods with multiple options housing stock that is affordable to different demographics and income levels.

QUALITY OF LIFE

Safe and peaceful community of cheerful people with convenient access to nearby services, recreational facilities, welcoming public places, and institutions of learning with high quality education for all.

A VISION FOR DOWNTOWN

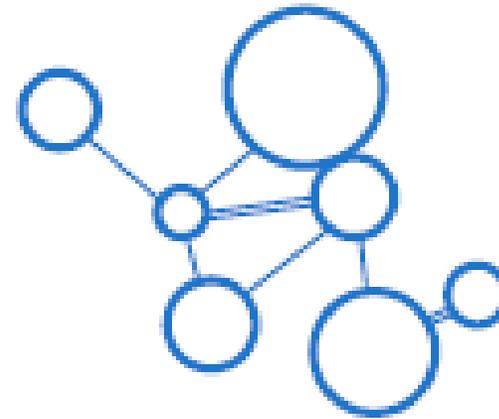
General Vision Areas from the April 29, 2015 Meeting

CONNECT



COMMUNITY ORIENTED GOVERNMENT

Timely and efficient services in a transparent and accountable manner to a public with shared values and high engagement in the functioning of a financially stable and peaceful Town.



INTERCONNECTED PLACES

Safe, accessible, economical and easy to use variety of transportation choices that link neighborhoods and showcase the natural beauty and historical significance of our community.

A VISION FOR DOWNTOWN

General Vision Areas from the April 29, 2015 Meeting

SUSTAIN



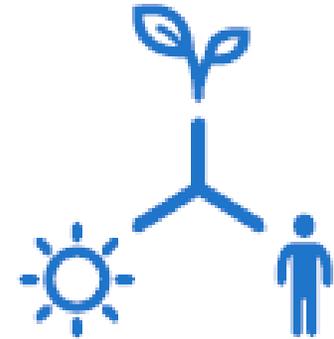
RESOURCE STEWARDSHIP

Balanced and systematic protection of our natural environment, preservation of our built history, and encouragement of new development structures that collectively create high quality and attractive places to behold.



ECONOMIC GROWTH

Vibrant economy with a talented workforce making livable wages, attracting and promoting business and services, and expanding production and consumer base with continuous focus on a good quality of personal and community life.



HEALTHY ENVIRONMENT

Multiple opportunities to enhance the health of all demographics in a clean hometown that provides safe, reliable and cost efficient utilities to meet the needs of today and tomorrow.

VISIONING

Live: People with Local Pride, Thriving neighborhoods, Quality of Life



VISIONING

CONNECT: Community oriented government and interconnected places

- County Annex
- Federal Court House
- Town Hall

- Grid system of streets as opposed to street stubs and cul-du-sacs



VISIONING

SUSTAIN: Resource stewardship, Economic Growth and Healthy Environment

- Historic architecture
- Businesses on Depot
- Big Spring



ELEMENTS OF VIBRANT DOWNTOWNS IN THE USA

Very Pedestrian Friendly

➤ King St: Charleston, SC



Main St: Greeneville, TN



- Wide, distinctive and smooth Sidewalks
- Two-way streets: Favor economic activity and property values

ELEMENTS OF VIBRANT DOWNTOWNS IN THE USA

Regularly Occurring Public Event

➤ Union Square Farmers Market: New York, NY



Main St: Greeneville, TN



- The same event at least once every month; every week better
- Showcasing downtown merchants, music, and food
- Constantly drives positive awareness of the community
- Exposes the unique assets of our community

ELEMENTS OF VIBRANT DOWNTOWNS IN THE USA

Awesome outdoor recreation area

➤ Imagination Playground, New York, NY



Lyrics on the Lawn, 2015: Greeneville, TN



- Intentionally created, designed, and designated
- **Kids** friendly and **family** friendly

ELEMENTS OF VIBRANT DOWNTOWNS IN THE USA

Branded Entertainment District

➤ Downtown Hilo, HI



Depot St: Greeneville, TN

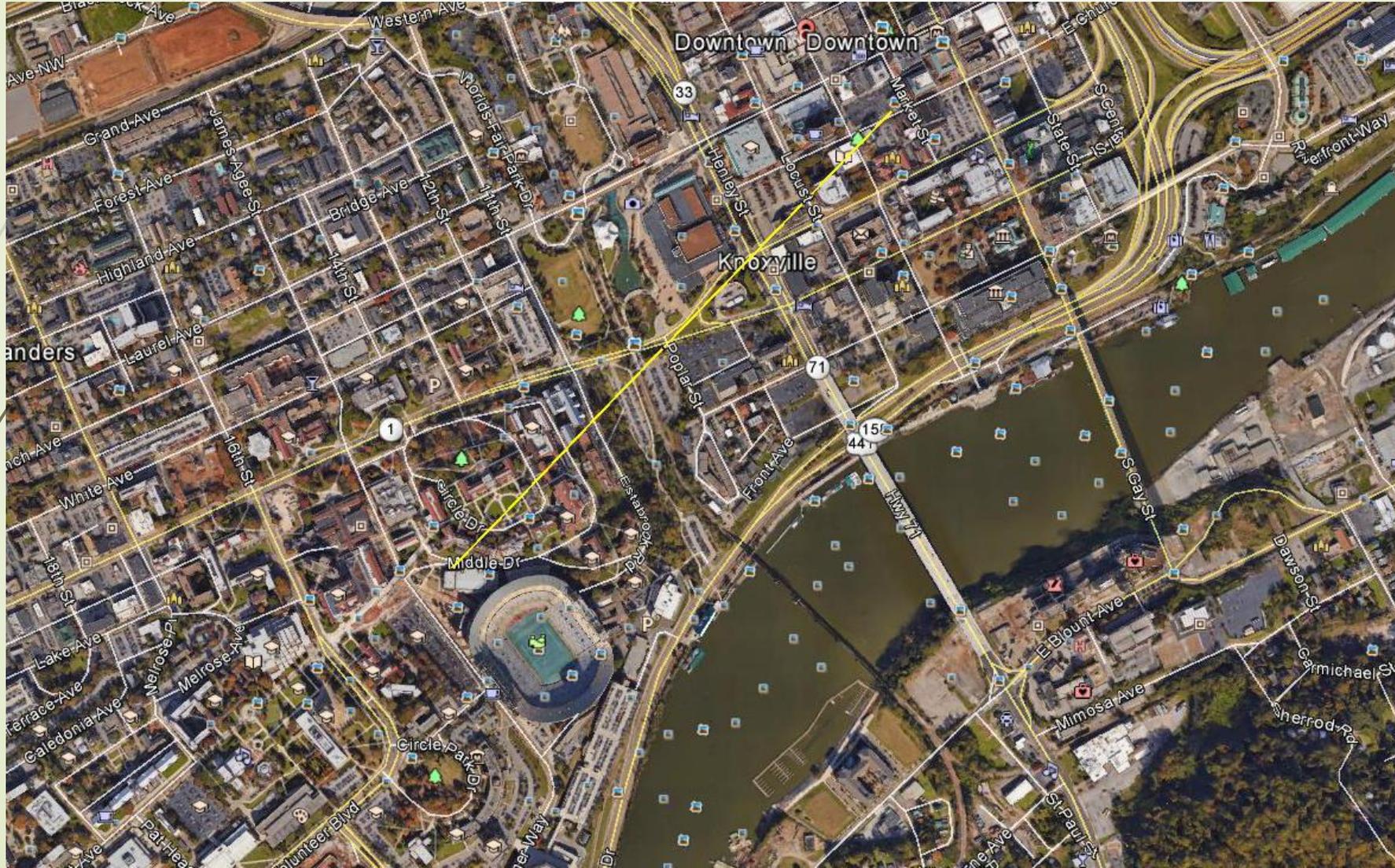


- Turns around the perception of Downtown
- Exciting District can be just a couple of blocks
- Mixed-Use is ALWAYS the way to go!!
- Outdoor dining, relaxation, drinking

ELEMENTS OF VIBRANT DOWNTOWNS IN THE USA

Downtown University or Satellite Campus

- ▶ Downtown Knoxville and University of Tennessee: Boost to the Diversity of Downtown



ELEMENTS OF VIBRANT DOWNTOWNS IN THE USA

Downtown University or Satellite Campus/ Pedestrian Mall

➔ Downtown Greeneville



Walter State Community College

Necessities for a Pedestrian Mall to Succeed:

- ❖ High resident or employee density within Downtown or near
- ❖ Large volumes of tourism or unique circumstance such as adjacent university
- ❖ Pavilion-like structure or open space or highly symbolic structure at end

ELEMENTS OF VIBRANT DOWNTOWNS IN THE USA

Permanent Public Market

- Pike Place Market: Seattle, WA



Greeneville, TN



- Permanent Public Farmers Market??

ELEMENTS OF VIBRANT DOWNTOWNS IN THE USA

Sufficient and Strategically Located Parking

- ▶ SF Park Variable Parking pilot:
San Francisco, CA



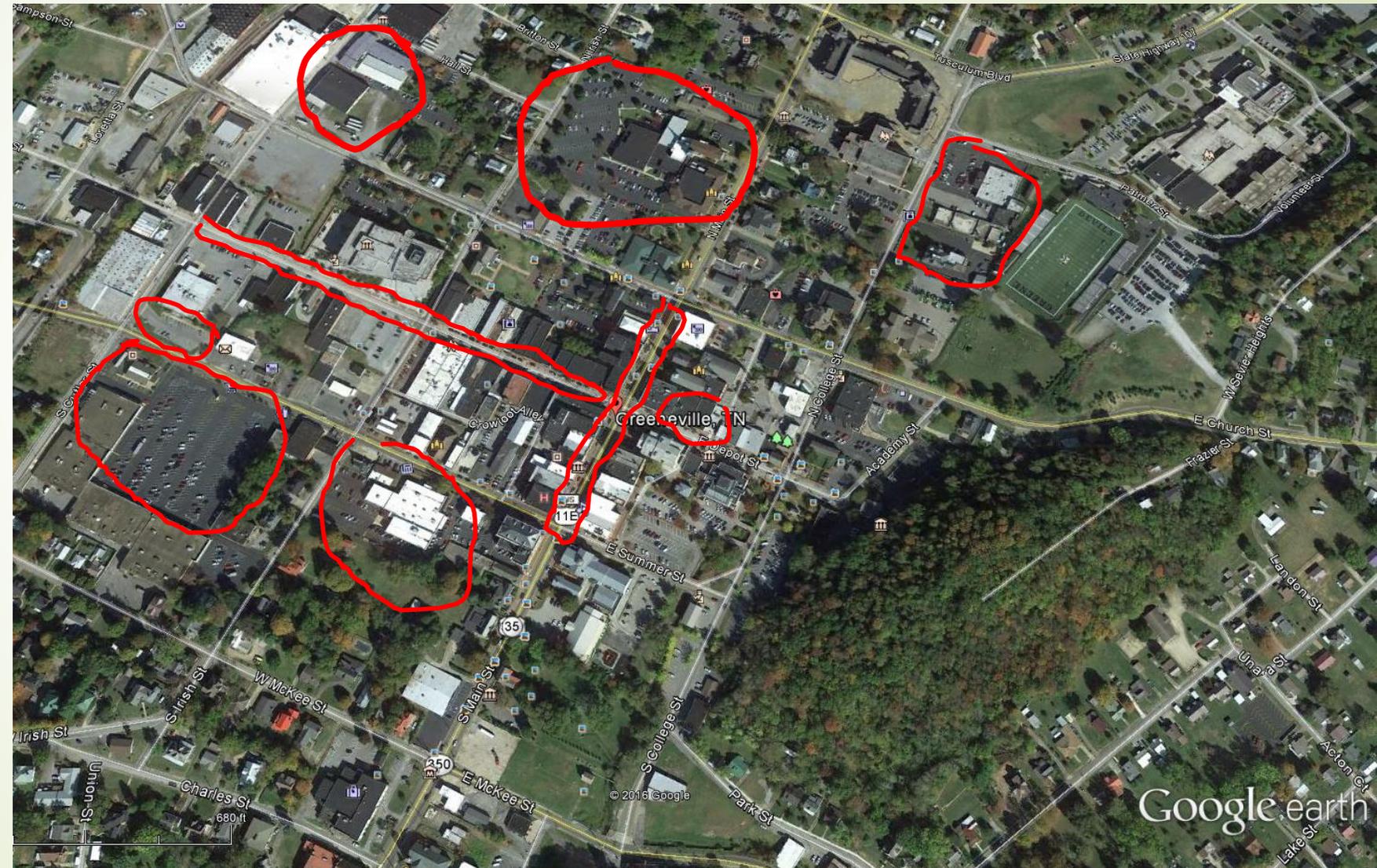
ELEMENTS OF VIBRANT DOWNTOWNS IN THE USA

Sufficient and Strategically Located Parking

➤ Parking in
Downtown

Greeneville,
TN

⬭ Parking area on
and off-street



ELEMENTS OF VIBRANT DOWNTOWNS IN THE USA

Adaptive Re-use of Underutilized Lands and Buildings



Seaholm Power Plant Redevelopment: Austin, TX

- ▶ Prime candidates for redevelopment by the private sector
- ▶ Relax use regulations within Downtown
- ▶ Focus more on form

ELEMENTS OF VIBRANT DOWNTOWNS IN THE USA

Alternative Transportation Moods



Portland Streetcar: Portland, OR

- ▶ The key is not so much the streetcar but a way to keep those who come to Downtown from leaving because of convenience of personal cars



Divvy Bikes bike share program: Chicago, IL

ELEMENTS OF VIBRANT DOWNTOWNS IN THE USA

Adopt a Regional Competitive Approach



Satellite campus of
Northeast TN
Community College

Outdoor dinning
permitted on
Main St

Open space
with fountain

New Permanent
Farmers Market

Twetsie Trail

Adaptive Re-Use: Micro
brewery and Old train
station turned into
Tubelo restaurants

Founders Park

Downtown Johnson City, TN

Tools for Funding Small Town Downtown

- Funding from the Municipality
- Municipality-owned Assets
- Timing of projects to tap annual budgets across years
- Grants from government agencies and private foundations
- Contributions from private sector firms: grants and gifts
- Civic groups and Individual donations (e.g public restroom in Waynesville)
- Profit/Fee-Generating Projects
- Tax Incentive Programs
- Historic preservation Tax Credits
- Crowd funding

Working Groups Tasks

- Task 1: What is your vision for Downtown Greeneville
- Task 2: Which **one** thing will make YOU come and spend time in Downtown Greeneville
- Task 3: What other things will you like to see in Downtown Greeneville?