

Project Kick-off Meeting



Greer Community Master Plan

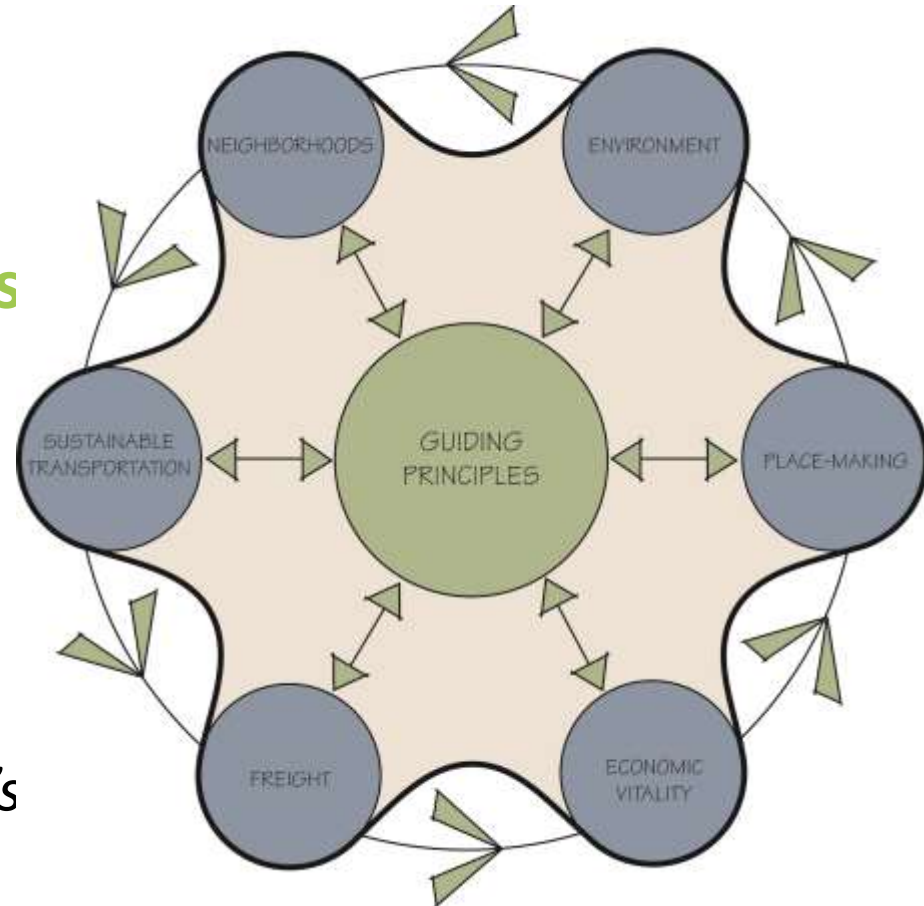
January 22, 2014

The Partnership for Tomorrow | Kimley-Horn and Associates, Inc.

Arnett Muldrow & Associates
Langley & Associates Architects
Craig, Gaulden & Davis

Project Philosophy

Aspirational (*what does Greer want to be?*) without losing sight of the necessary **actions** (*what steps will be required for Greer to be successful?*) OR the need for **accountability** (*how will we measure and what should we anticipate as a result of Greer's success?*).



Project Team Organization

Project Leadership

Stephen Stansbery & Jonathan Whitehurst | *Kimley-Horn*

Tripp Muldrow | *Arnett Muldrow*

Theme Committee Facilitators

- Economic Development | **Frank Warren & Jessica Rossi**
- Transportation and Mobility | **Jonathan Guy & Stephen Stansbery**
- Culture, Art, and Historic Resources | **David Langley & Ed Zeigler**
- Parks and Open Space | **Scott Mingonet & Hollie Colony**
- Central Business District | **Eric Bosman & Tripp Muldrow**

Planning Process Overview

Visioning

- Understanding of community desires as well as community assets, markets, external forces, and trends
- Elements
 - Existing Conditions
 - Existing Policy and Planning Context
 - Market Position Assessment
 - Performance Measures

Scenario Planning

- Assess tradeoffs associated with physical planning and policy decisions based on performance against goals and measures
- Elements
 - Community Type Palette
 - Scenario Model
 - Alternatives Development
 - Alternatives Evaluation

Planning Process Overview

Framework Plan

- Backbone for all system recommendations.
- Elements
 - Preferred Growth Strategy
 - Transportation Framework
 - Water & Sewer Framework
 - Parks & Open Space Framework

Detailed Concept Plans

- Demonstration of how public infrastructure can spur private investment.
- Five locations, including Greer Station
- Elements
 - Assessment of development potential (market & regulatory)
 - Illustrative site plans that show use, intensity, infrastructure, building form, and design

Planning Process Overview

Diagnostic Inventory and Action Plan

- Structured and prioritized inventory of ways to implement the plan.
- Elements
 - Initiatives, Policies, Programs, and Strategies
 - Capital Projects
 - Action Plan

Documentation

- History of the process and outcome tailored to the intended audience.
- Elements
 - Community Assessment White Paper
 - Scenario Evaluation White Paper
 - Workbook
 - Summary Poster/Brochure

Community Engagement

Elements of Outreach

- Project Oversight Committee
- Project Website
- Stakeholder Interviews
- Community Questionnaire
- Theme Committee Work Sessions
- Symposia (2)
- MetroQuest
- Public Rollout





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