



**Greenville
County**

**COMMUNITY PROJECT ACCOUNT
(Small, De Minimus Public Projects)**

APPLICATION

1) Name of Project: Poe Mill Gateway Mural Project

Check Project Type:

Nonrecurring community requests for infrastructure:

- Flooding
- Roads
- Lights
- Sewer and drainage
- Public buildings and grounds
- Infrastructure related studies

Contributions to local governments in Greenville County for community projects

2) Amount of Funds Requested: \$3,000

3) Project Sponsor

Organization: Recreation Department

Mailing Address: _____

4) Contact Person:

Name Gene Smith

Title Dir. Rec. Dept.

Telephone _____

Alt. Telephone No. _____

Email _____

Fax No. _____

5) Project Timeline ~ Beginning: 07/15/14
MONTH/DAY/YEAR

Ending: 08/31/14
MONTH/DAY/YEAR

6) Date Funds are Needed: June 2014

7) Location of Project: 1410 Buncombe Rd., Greenville, SC

8) Project Description: (Attach additional pages if necessary)

a. General Description: one wall mural with a human element on the façade of a convenience store located at the intersection of Shaw Street and Buncombe Road.

b. Benefit project will provide the Community:
This intersection serves as the front doo into the Poe Mill Subdivision. The Mural Project serves to impact the community by showcasing the neighborhood's history and culture to restore and reinforce community pride, deter criminal activity and create a better more vibrant "sense of place".

c. Additional Comments: _____

9) Project Budget:

- a. Total Project Budget including all sources of funds: \$ \$7,500
- b. Percent request equals of the total Project Budget? 40%

List below all funding sources for this project:

Funding Source	Amount
GCRA (confirmed)	\$4,000
United Way (confirmed)	\$ 500
Greenville County Council (pending)	\$3,000
TOTAL:	\$7,500

Vanessa S. Norris
Signed

May 15, 2014
Date

County Councilwoman, DISTRICT 23
Title

COMMUNITY PROJECT ACCOUNT APPLICATION

1. **NAME OF PROJECT:** POE MILL GATEWAY: MURAL PROJECT
CHECK PROJECT TYPE:
X Contributions to local governments in Greenville County for community projects.
2. **AMOUNT OF FUNDS REQUESTED:** \$3000
3. **PROJECT SPONSOR ORGANIZATION:** Recreation Department
4. **CONTACT PERSON:** Gene Smith, Director of Recreation Department
5. **PROJECT TIMELINE:** July 15, 2014 – August 31, 2014
6. **LOCATION OF PROJECT:** 1410 Buncombe Rd, Greenville, SC 29609 (BB# 0150001502000)
7. **PROJECT DESCRIPTION:**
 - a. This year, the Greenville County Redevelopment Authority was awarded a \$400,000 EPA Brownfield Clean-up Grant to make the former Poe Mill textile site ready for reuse as new skate park and recreational facility. In anticipation of this investment, the New Poe Mill Neighborhood Association in partnership with the Sheriff's Department has put forth the Poe Mill Gateway: Mural Project, a component of a larger community revitalization strategy, to improve the intersection of Buncombe Road and Shaw Street—a major gateway to Poe Mill and its proposed park. By implementing Crime Prevention Through Environmental Design Concepts and Strategies (CPTED), the Mural Project seeks to bolster the social, cultural and economic vibrancy of the Poe Mill Village and its gateway. Specifically, the project consists of the installation of one wall mural with a human element on the facade of a convenience store located at the intersection of Shaw Street and Buncombe Road. Wall murals with human elements are known to create the “feeling” and illusion of “more eyes on the street” thereby deterring criminal activity. Research has also shown that cultural resources in neighborhoods like murals contribute to “sustaining neighborhoods by stabilizing property values” and “lower levels of social stress in children.”
 - b. **BENEFIT PROJECT WILL PROVIDE THE COMMUNITY.**

The intersection of Shaw Street and Buncombe Road serves as the front door into the Poe Mill Subdivision. However, the uninviting aesthetic appeal and concentration of criminal activity at this corner creates an impediment for attracting new investments, families searching for affordable housing and future visitors as the community plans to become the home of a new skate park and recreational facility. In short, this corner intimidates and casts a poor perception of Poe Mill to its residents and the greater community at large. According to a community survey conducted in 2009 and numerous neighborhood public meetings in 2011, crime is the number one concern of Poe Mill residents. Additionally, the Shaw Street/Buncombe Road Gateway is often cited as a barrier to developing housing by many local nonprofit affordable housing developers since families are unwilling to buy or rent where there is an embedded perception of crime. According to the Greenville County Crime Incident Mapping System, there is a problem with open drug trafficking, loitering, and prostitution which is concentrated at the subject location. While crime statistics have decreased significantly in this area since 2007, actual crimes and the perception of crime infestation continues to break the social contract of trust in the neighborhood and deters new investment. The Mural Project serves to impact the community by showcasing the neighborhood's history and culture to restore and reinforce

community pride, deter criminal activity and create a better more vibrant "sense of place." The overall goal of the project is to improve morale amongst residents, reduce crime, increase hope regarding the future of the neighborhood and increase resident involvement in community improvement initiatives.

C. ADDITIONAL COMMENTS

See attached MOU between the New Poe Mill Neighborhood Association and the property owner granting permission to install a mural at the subject location. See attached muralist resume and cost estimate.

8. PROJECT BUDGET

- a. **TOTAL PROJECT BUDGET INCLUDING ALL SOURCES OF FUNDS \$7,500**
- b. **PERCENT REQUEST EQUALS OF THE TOTAL PROJECT BUDGET? \$40%**

List below all funding sources for this project:

GCRA - \$4,000 (CONFIRMED)

UNITED WAY - \$500 (CONFIRMED)

GREENVILLE COUNTY COUNCIL - \$3,000 (PENDING)

TOTAL - \$7,500