

COMMUNITY OUTREACH, COMMUNICATIONS & EVENTS

MEETING #1 MINUTES | JULY 17, 2017

Present: Rachel Rossman, Meredith Murray, Debbie Murray, Ellison Manley, Sarah Franco, Travers Scott, Mike McGirr, Joel Bishop, Kathy Hills, Dick Hills, Shanna Raines, Søren King, Mary McGowan, Jeanne Reinman, Jeff Prater, Kim Mahaffey
Jonathan Hanna, Greg Gordos, Miller Hyatt

I. Introduction

A. Designation of the scribe (Greg Gordos)

B. Introductions

1. New staff member: Greg Gordos

II. Presentation

A. Community Enrichment: Celebrating Local Culture

1. Celebrating local history

- History of Sans Souci (Governor's estate, Country Club, streetcar suburb, affordable post-War neighborhood, diverse working class neighborhood)
 - What aspects do we want to highlight?
 - How does it inform what you think about Sans Souci?
 - Does it have a tangible impact today? Should it?
 - History has an intrinsic value, regardless of whether or not it has direct relevance to the contemporary make-up of the neighborhood.
- Historical/cultural assets
 - *Definition: Cultural resources can be defined as physical evidence or place of past human activity: site, object, landscape, object, landscape, structure; or a site, structure, landscape, object or natural feature of significance to a group of people traditionally associated with it.*
 - Architecture, landmarks/locations: historic homes on Clarendon Ave, trolley stop on N Franklin Rd/Brockman Ave corner, site of the Perry Mansion (current day Head Start Center)
 - What makes something worth commemorating? Whatever positively contributes to community pride and identity.
- Historic registry
 - Potential tax incentives (<http://shpo.sc.gov/pubs/Documents/htln1112.pdf>)
 - No design guidelines desired
 - Department of Interior Standards for Rehabilitation (<https://www.nps.gov/tps/standards/rehabilitation/rehab/stand.htm>)
 - Single-boundary or multiple?
 - What do you hope to accomplish with a registered historic status (what are the community's goals)? To foster community pride (not marketing)
 - Will be explored in more detail in an upcoming Infrastructure, Economic Development, & Finance Committee meeting

2. Current cultural assets

- What are the existing features that make Sans Souci distinct?
 - People, churches, non-profits, schools, businesses, etc.
 - Sans Souci Church (formerly Sans Souci Baptist Church) and St. Mark United Methodist were highlighted as community partners.
 - “Love the garden concerts and the sense of community that is going on here.” (survey respondent)
 - How can we highlight (or otherwise support) these features?
 - There are a number of great artists and professionals who live in the neighborhood, but in practice are active elsewhere in the County
 - Aversion to community branding/marketing: don’t want to attract new outside residents, but focus on existing residents and infrastructure
 - Maintain affordable character, existing quality of life standards
- Beyond the physical assets . . .
 - When you reflect upon Sans Souci, what are the elements of its identity that you believe make it special? What are the qualities that, if Sans Souci lost them, it would become Sans Souci in name only?
 - If you were to think of them in terms of your community’s Brand Values that you would wish to communicate to neighbors or outsiders, what would they be?
 - Could you compose a position statement for your community that concisely expresses your goals for the direction of the Sans Souci area?

B. Cultivate Opportunities for Public Life

1. Street Life

- Reinforce the *neighborhood* aspect of the community, not the *thruway* aspect
- Ciclovias/open streets/play streets
 - Definition: Ciclovia is a Spanish term that means “cycleway,” either a permanent bike path or the closing of certain streets to automobiles for cyclists and pedestrians, a practice sometimes called open streets.
 - Street festivals
 - Car-free events
 - Cf. Open Streets Minneapolis
 - Converting pavement to people space
- Legislative example: The State of Washington’s Neighborhood Safe Streets Bill (reduce speed limits on side streets to 20 mph - no engineering study needed, thereby saving money for road projects)
- Wayfinding signage (car, bike, or pedestrian scale)
 - Walkyourcity.org, “Guerrilla street tactics”
 - For whenever you’ve developed a significant number of destinations, OR for temporary/ seasonal functions
- Bus stops
 - How can you creatively imagine a simple bus stop into something that has its own iconic identity or activity?
- Help businesses to “spill out” into the street
 - Sidewalk/side street cafe
 - Retail displays
 - Pop-up shops
 - Incorporate street vendors into placemaking
 - Encourage creative experiments

2. Park Life

- What would you want/need from potential spaces in the future to accomplish your goals? What are some of the community-oriented things you would like to be able to do (given the space)?
- Focus on corporate, programmed activities (that is, activities that promote or otherwise encourage community life and neighborhood spirit)
- What design elements would be beneficial for social gatherings?

- Desire for flexible field space (so youth don't have to go outside the community)
- Opportunity on 105 Tindal property to lease from the County
- Corporate exercise initiatives
 - Outdoor yoga
 - Zumba classes
- Event vending
 - Popsicle cart
 - Ice-cream truck
- Evening activities
 - Cf. Relish Carolina Outdoor Dinner Party (relishcarolina.org)
- Seasonal activities
 - Youth programs
 - Autumn Community Camp-Out
- Interest in developing a list of properties available for purchase, area developments in progress or planning, and available grants
- What would you do if you had \$X amount of money?
- What do you want to do? Then, go find a way to fund it.
- Desire for a resource that lasts a variety of ideas that have been implemented elsewhere
 - Example resources: Smart Growth America, Project for Public Spaces, Better Block Foundation, Strong Towns, Streetmix

3. Residential Life

- Distinguished the semi-public/semi-private space
- Define residential development's contributions to the semi-private zone
- What should the relationship be between private lots and the public sphere? What is your vision for the residential texture in regards to its relationship to the street?
 - Preferred setback
 - Preferred building heights
 - Garage placement
 - Desire to maintain the existing historical character
 - Concern regarding the safety and security of "snout houses"
- How can a neighborhood develop community spirit through residential life projects?
 - Yard of the month
 - Cultural districts
 - Seasonal neighborhood themes
 - Historic districts

III. Homework Assignment

A. Handout

1. The homework assignment asks committee members to reflect on the discussion and encourages them to conduct some of their own research into identifying neighborhood brand values, a community positioning statement, as well as ideas to cultivate public life and a sense of community.

IV. Dismissal

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