

10 Ideas - 10 Months

Takeaways to Help Your Downtown Thrive

Holly Garriott, Pitt County Arts Council

Carrie Wilkerson, CommunitySmith

Allison Platt, Regeneration by Design

Kellianne Williams, City of Rocky Mount - Moderator

Meet Your Presenters



Holly Garriott
Executive Director
Pitt County Arts Council



Carrie Wilkerson
Owner/Developer
Community Smith & NSV



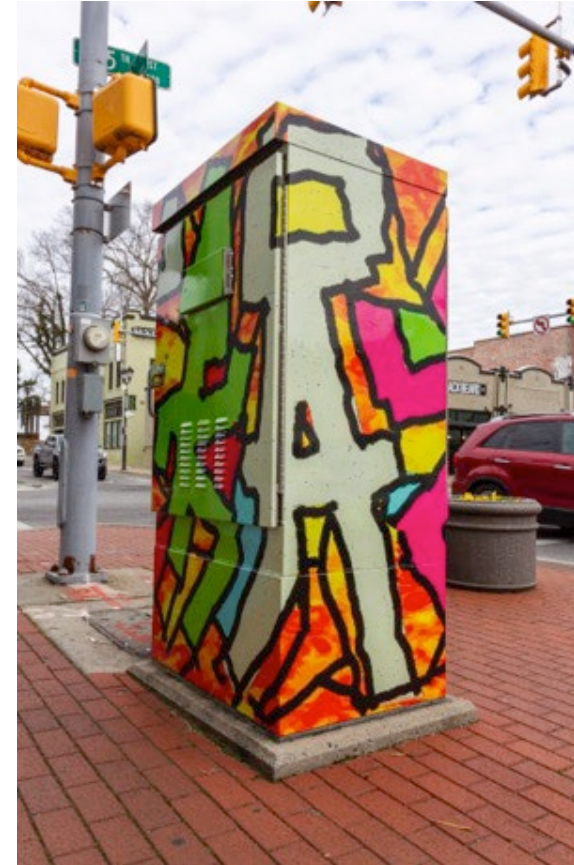
Allison Platt
Principal
Regeneration By Design

Takeaways 1-3

Holly Garriott

Find out more at: pittcountyarts.org

1) FIND EYE SORES AND MAKE THEM PRETTY





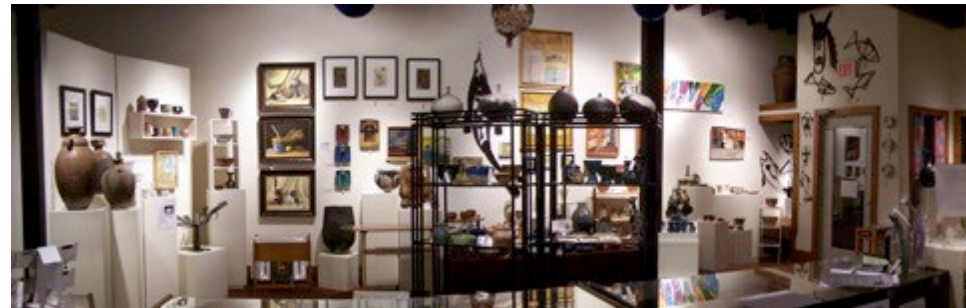
Youth Public Arts Project







2) COLLABORATE WITH LOCAL ARTISTS AND BUSINESSES





Secret Squirrel Scavenger Hunt



DEAD SCULPTURE EXHIBITION

1. MOONLIT BUTTERFLY HABITAT ANDREW WOODARD

Best in Show

Town Common
105 E 1st Street, Greenville, NC 27858

2. TRINITY - HANNA JUBRAN & JODI HOLLNAGEL-JUBRAN

2nd Place

Chicos Mexican Restaurant
521 Cotanche Street, Greenville, NC 27828

3. CREAMSICLE #1 - ROBERT COON

3rd Place

ECU Health Sciences Campus Student Center
Greenville, NC 27834

4. LIFT - BRITTANY SONDBERG

Honorable Mention

ECU Health Sciences Campus Student Center
Greenville, NC 27834

5. CON-CON - MATT AMANTE

Honorable Mention

Greenway at Stencil Drive
Greenville, NC 27858



6. BASICS #47 - MATTHIAS NEUMANN

Greenway at Elm Street
Greenville, NC 27858

7. IRON CIRCLE #7 - CARL BILLINGSLEY

Greenway at Jarvis Street
Greenville, NC 27858

8. LOW-POLY OPEN HEART (RED) - MATTHEW DUFFY

City of Greenville City Hall
200 W 5th Street, Greenville, NC 27858

9. BALL AND RED STAIRCASE - ADAM WALLS

Greenville Museum of Art
802 Evans Street, Greenville, NC 27834

10. SELF PORTRAIT - ADAM WALLS

Greenville Museum of Art
802 Evans Street, Greenville, NC 27834

11. WINGONE - MATTHEW DUFFY

ECU Health Sciences Campus Student Center
Greenville, NC 27834

12. TREE BRANCHES - KIRK SEESE

Winterville Town Hall
2571 Railroad Street, Winterville, NC 28590

13. DIVERSION - KYLE LUSK

Winterville Fire and Safety
2593 N. Railroad Street, Winterville, NC 28590

14. WONDER - ABIGAIL COCHRAN

Winterville Fire and Safety
2593 N Railroad Street, Winterville, NC 28590

15. BATEBALL - DAVE RIEMER

Farmville Public Library
4276 W Wilson Street, Farmville, NC 27828

16. JOURNEY TO THE TOP OF LOOKING GLASS - KYLE LUSK

Farmville Community Building
3866 S Main Street, Farmville, NC 27828

17. MEMORY BOMB - ADAM WALLS

Greenway at Elm Street
Greenville, NC 27858



emerge
GALLERY &
ART CENTER



STUDENT CENTER
ART GALLERIES

For more information:
(252) 551-6947 or
info@pittcountyarts.org



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3) Work with Partners Who Have the Same Goals



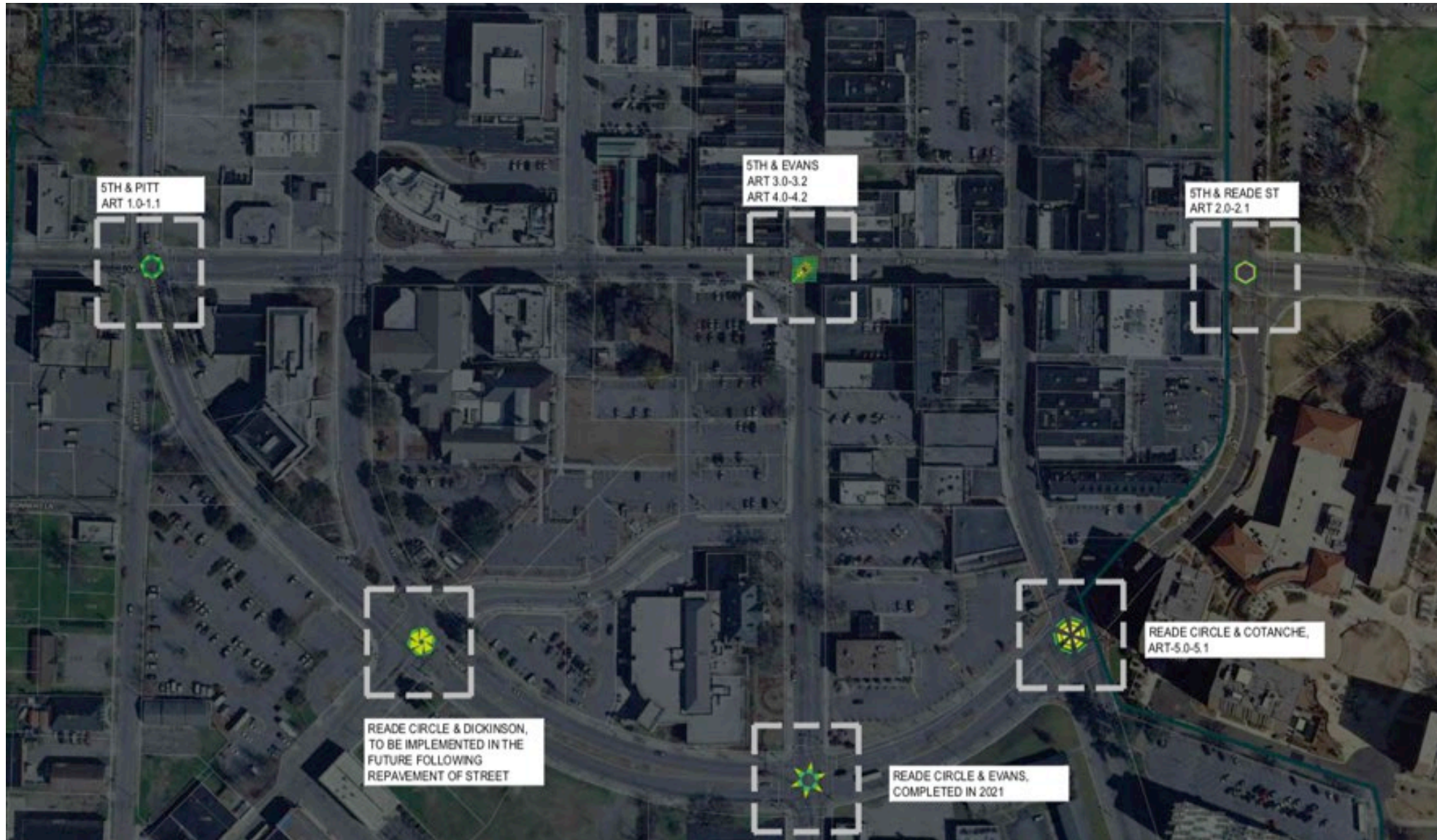












Emerald Loop Artwork:

- Illuminated Buildings



CITY UTILITIES COMMISSION BUILDING



CITY HALL & MUNICIPAL BUILDING



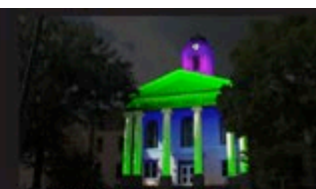
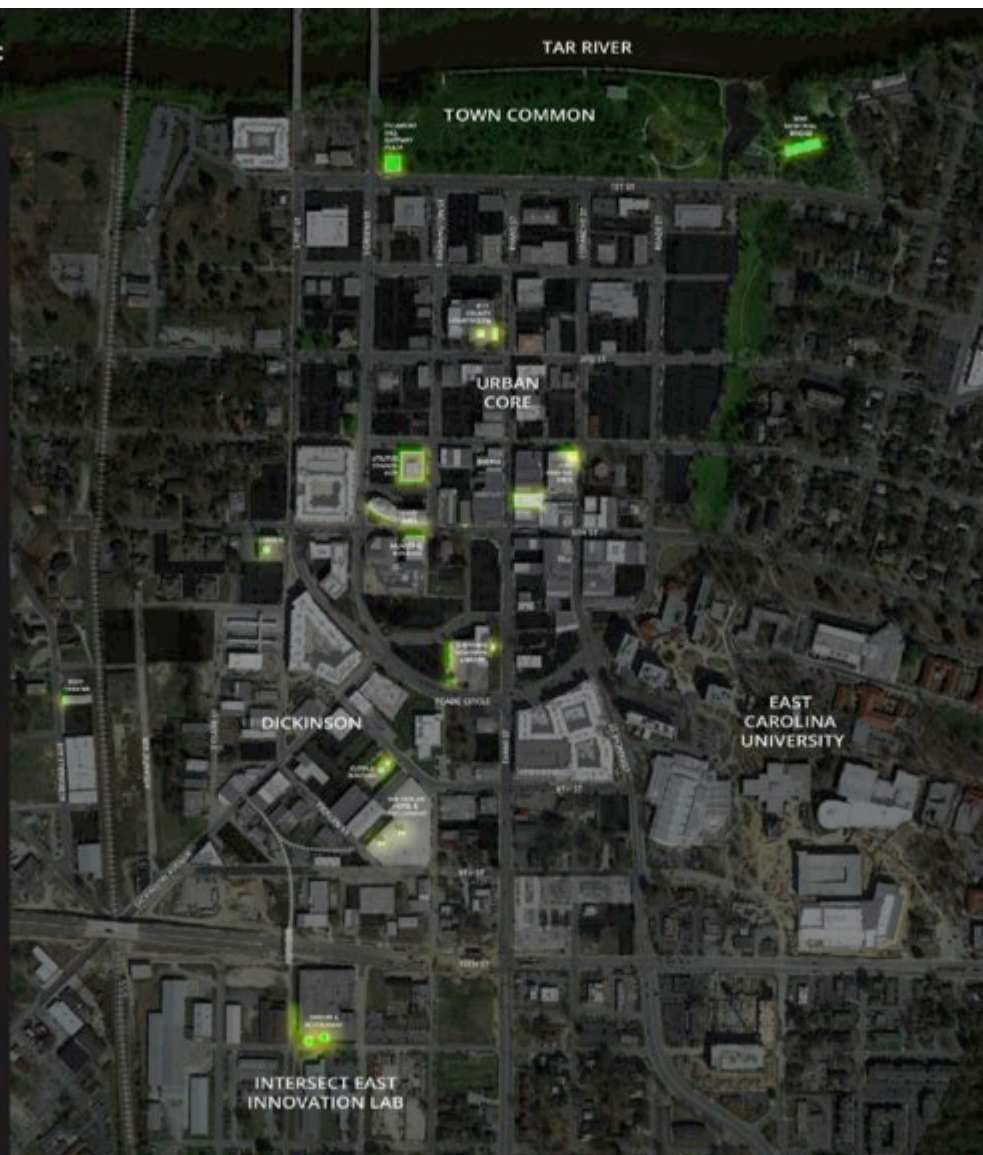
ROXY THEATER



LUMEN TOWER



INTERSECT EAST SMOKESTACK & WATER TOWER



PITT COUNTY COURTHOUSE



CITY PARKING GARAGE



EVANS STREET HOTEL



SHEPARD MEMORIAL LIBRARY



CUPOLA BUILDING



THE FICKLEN SILOS

Shelter Components

Emerald Loop Marker Pole

Green acrylic skylight in roof

Speaker in ceiling

Wheel to rotate fins

Button to activate sound

Swing, 5' long, painted green

Concrete pad

Frame: steel painted charcoal gray or
stainless steel with blast finish

Suspension rod

Lenticular Fins:
1' x 6' aluminum or steel
plate with printed images on
both faces; either rotating or
stationary



Takeaways 4-6

Carrie Wilkerson

The City of Wilson Now



4) Know and Invest in your downtown

- Collect Data
- Create a Database
- Keep Database Current



5) Proactive Predevelopment

- Create a Vision Plan to create an *Informed Vision*
 - Form a Downtown Development Board



Proactive Predevelopment - Planning

- Market study
- Create a downtown advisory board



Share the Informed Vision

- Public Workshops
- Presentations

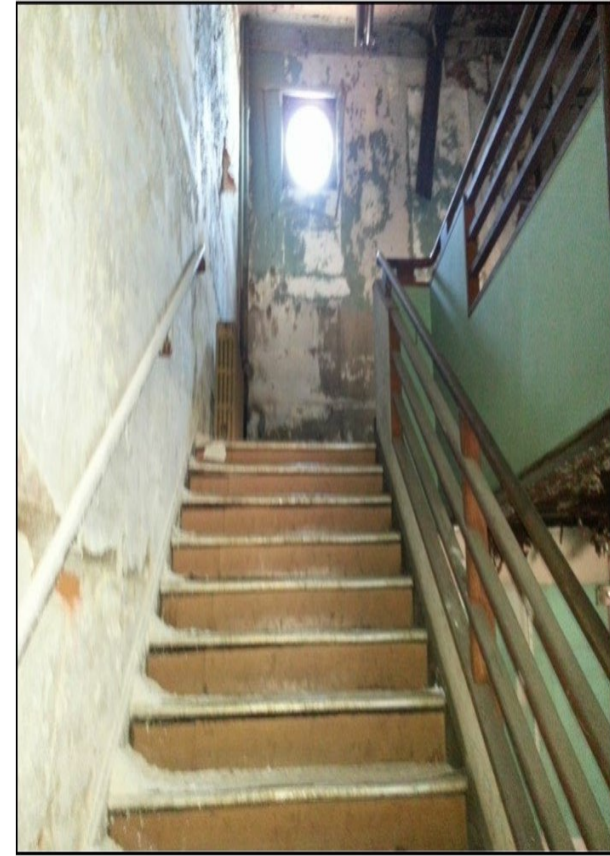


6) Do a Demonstration Project



Nash Street Lofts – The First Market Rate Residential Rental Project in Downtown Wilson in 100 years!

Nash Street Lofts- Before



Nash Street Lofts- After



**Set the table for
quality developers and
a successful partnership**

Takeaways 7-9

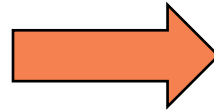
Allison Platt

Get Organized (7), Reimagine (8), Begin (9)

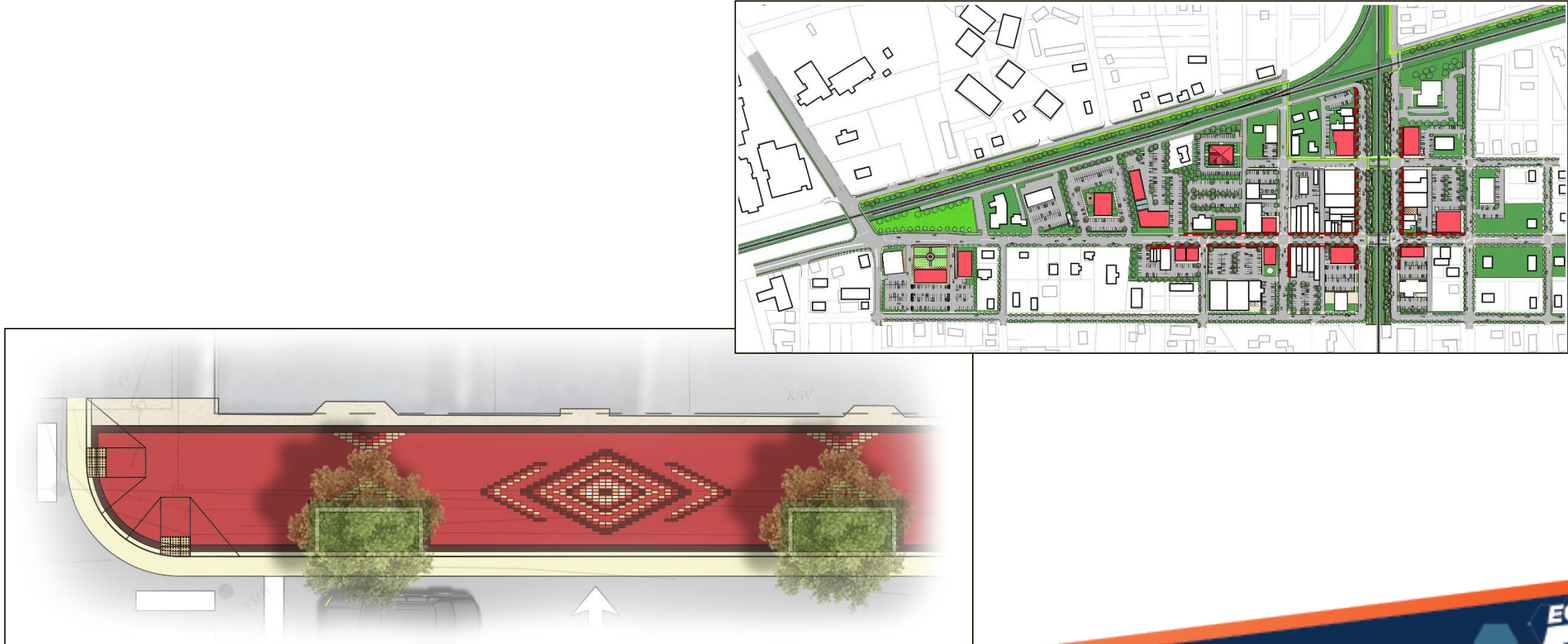
- What are your goals for the downtown? How will it look and feel in 5 or 10 years?
- What do you need to achieve your goals?
 - Create a framework
 - Vision, plans and grants
 - Engage citizens, business owners, and property owners
- What can you do now?
 - Start with small projects that capture larger ideas and goals and that prove intent
 - Don't limit your potential
 - Create small but important steps toward your goals

7) Get Organized: Goals

- Downtown revitalization takes years, not months.
- Start visualizing your goals and planning how to realize them.



8) Reimagine: Master Plans & Area Plans



Get Organized : Collect Data for Grants

BUILDING CREATIVITY: IDENTIFIED STRATEGIES

Hertford
NORTH CAROLINA

TABLE OF CONTENTS

- I. OVERVIEW - 100
- II. REGIONAL PROFILE - 100
- III. COMMUNITY PROFILE - 100
- IV. COMMUNITY ASSESSMENT - 100
- V. PROPOSED STRATEGIES AND ACTIONS - 100
- VI. CONCLUSION - 100
- VII. APPENDIX - 100

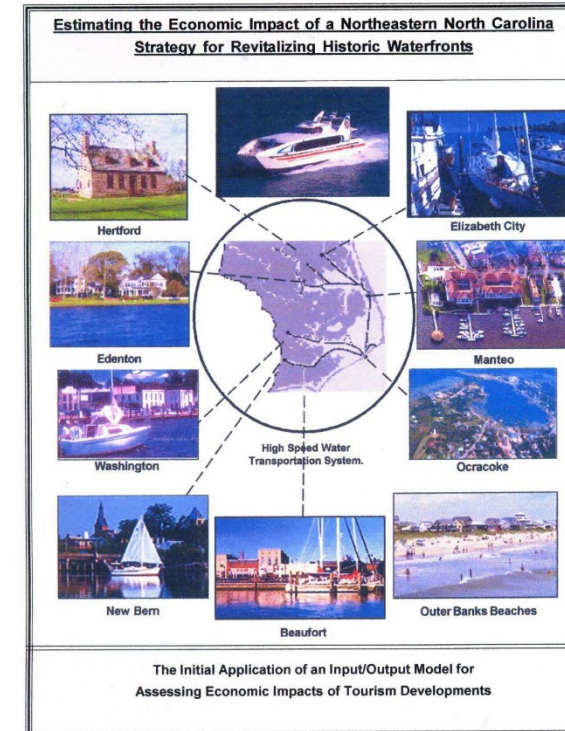


Economic
Development
Assessment



Foundation of Renewal for Eastern North Carolina
Creative Communities Initiative

May 2013
Creative
economic development consulting



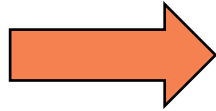
Get Organized: Money!

- If your community has thought about what you want the future to look like and agrees on a way forward, the chances of winning grants with “shovel-ready” plans is much greater than without any plans.
- Most times one grant will not get you to your goal, so look for ways to break up the desired projects into parts. Examples:
 - Implement one block of streetscape at a time
 - Apply to improve an alley or gathering space
 - Apply to have infrastructure improved first
- Expect that the large grants, such as RAISE grants, will take more than one year to be funded.
- Consider local sources, such as business improvements districts.

Get Organized: Reach Out

- Work with businesses, property owners and citizens to solicit goals & objectives and to plan for the future
- Consider a vacant building ordinance
- Set up or publicize Historic Districts and Opportunity Zones to encourage redevelopment
- Hold events to entertain the community and the region while keeping people informed about your plans
- Be active on social media to celebrate your plans and accomplishments and generate interest
- Solicit support from elected representatives at the state and federal level. Their support is critical to success.

Get Organized: Create Long Term Goals



Reimagine : Create a Vision

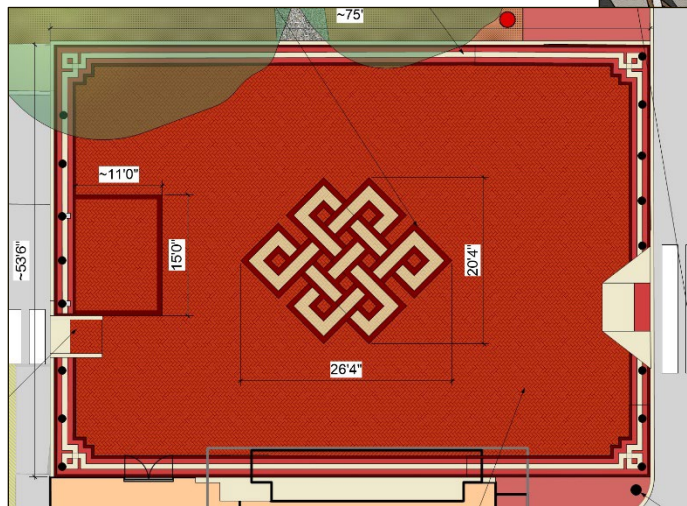


Reimagine: Elon Gathering Space

- LET'S SAY you are considering improving and widening your sidewalks to allow sidewalk dining.
- You can give people the experience and make it a public priority by taking a small step towards implementation.
- In Elon during COVID they removed a few parking spaces and created spaces for outdoor dining and small performances. When COVID ended the Town decided they wanted to make some of these spaces permanent.



Reimagine: Elon Gathering Spaces



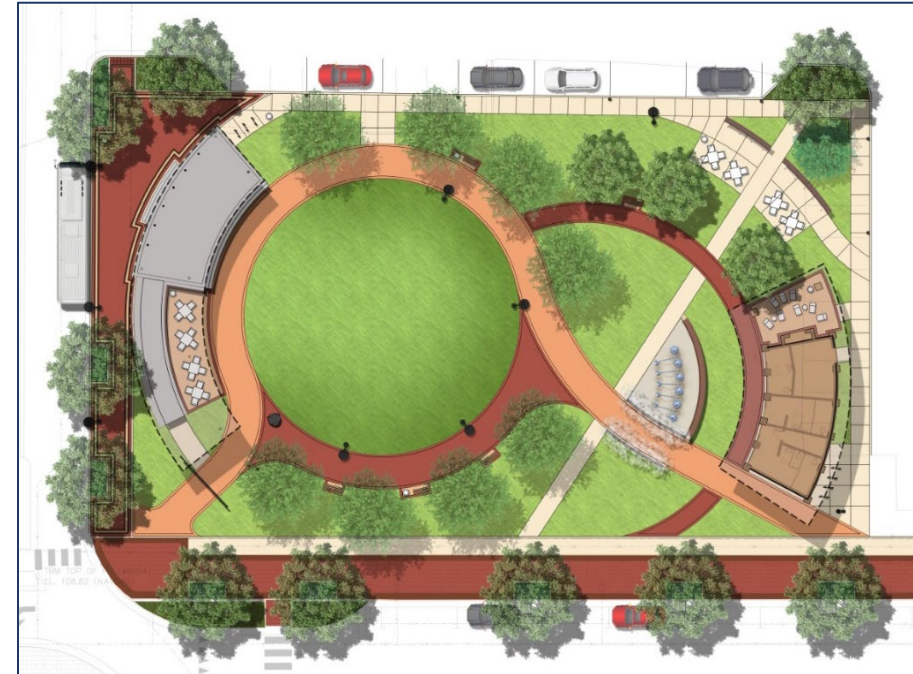
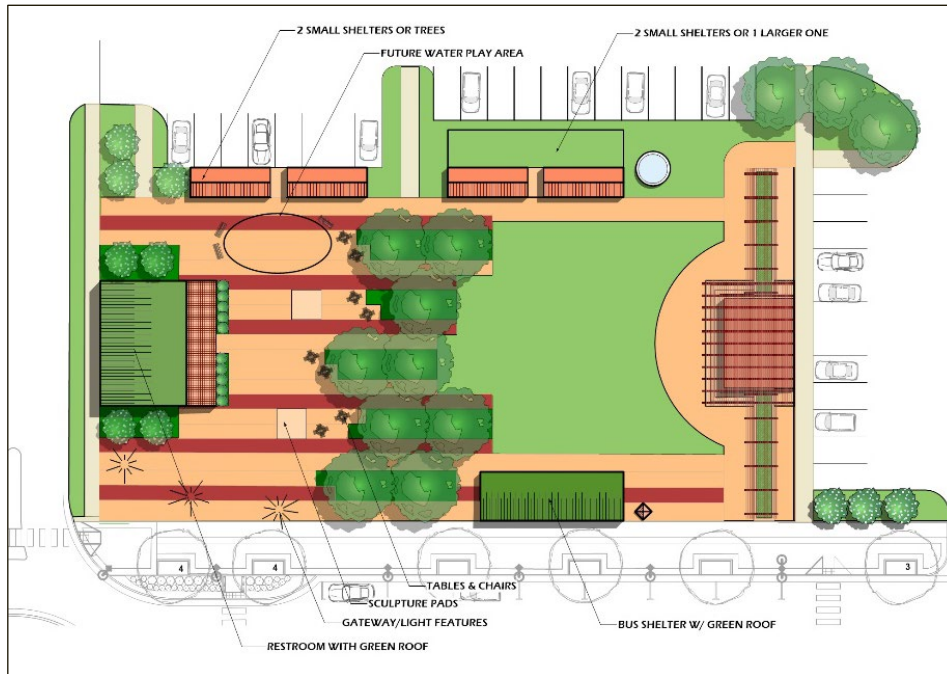
Get Organized: Bring People Downtown

- LET'S SAY you would like a downtown performance space. This would be a costly project, BUT...
- You can give people the experience and make it a public priority by taking a small step towards implementation.
- In Goldsboro for many years, summer concerts were held in a parking lot donated a few days a month and with a stage created from a flatbed truck.



Reimagine: Gathering Space

- Create compelling designs and agree on the way forward to increase the chances of funding.



Small Steps: Reach Your Goals

- People supported a new public space for performances, and although it took many years to accomplish, it would not have happened without that flatbed truck!



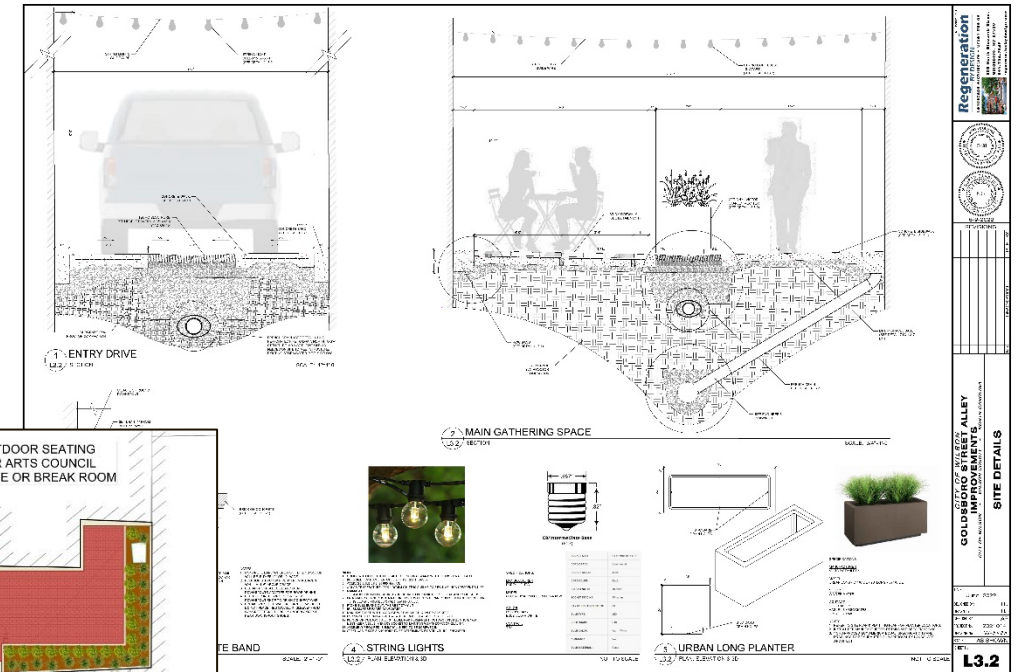
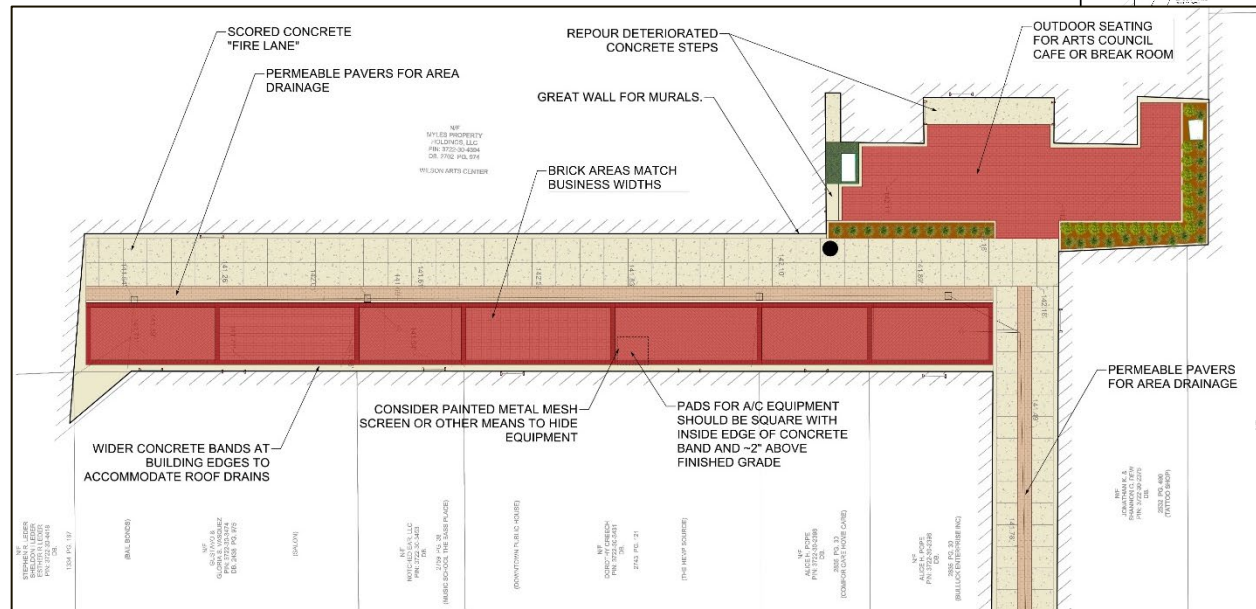
Get Organized: Solve a Problem

- LET'S SAY you would like to improve an alley for seating, art, dining, or other uses.
- Consider uses, owners (if other than Town/City), programming.
- In Wilson they wanted a neglected L-shaped alley to become an outdoor seating space for a variety of businesses from salons to coffee shops to the Arts Council



Reimagine and Plan

- This plan is not yet built, but with plans in hand, grants or other funds can be used when available.



Reimagine, Plan and Implement

- This alley in New Bern connects interior block parking with stores on Pollock Street. It began with an idea, followed by simple plans, and it was built inexpensively with City labor and private donations.

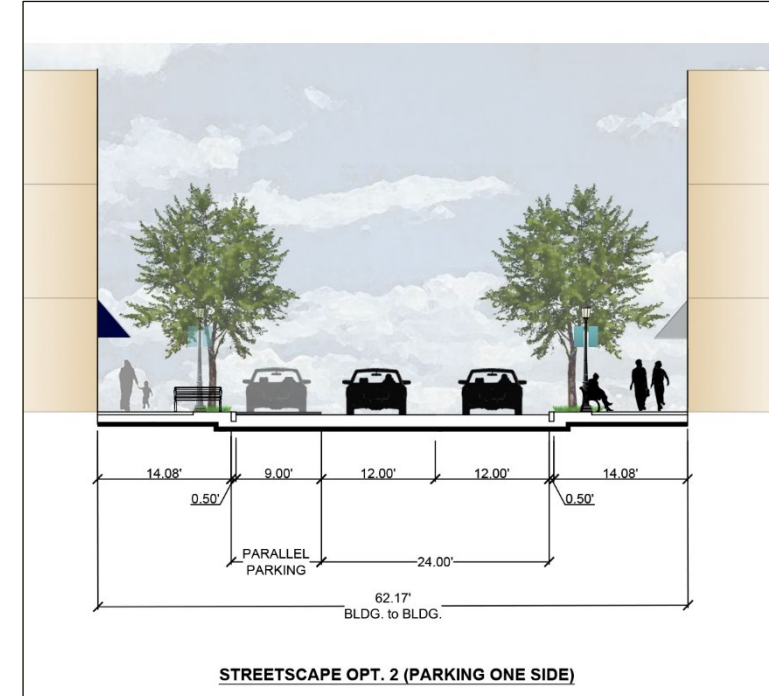


Get Organized: Washington Downtown

- LET'S SAY you would like to jumpstart revitalization of the downtown with streetscape.
- Hold public meetings and offer alternatives for the public to consider.
- Once agreed upon, create plans and sketches that create support and enthusiasm from citizens, business owners and property owners.



Reimagine: Washington Downtown



9) Begin to Reach Your Goals



Make No Small Plans, but keep in mind...

- More parking is seldom the solution to downtown problems;
- Make sure you plan for pedestrians first;
- If you want wider sidewalks and new lighting, plan first, don't install new streetlights in their current locations;
- Build complete streets;
- Consider the environment;
- BUILD UP to large plans, START with small steps
- Enthusiasm and support is contagious!

Takeaway #10

Kellianne Williams

10) Connect with ElectriCities Economic Development!

- Spring & Fall cycles for a \$10,000 Downtown Revitalization Grant
- Expansion of Downtown Development resources to include...
 - Revitalization Templates
 - Downtown Assessments
 - Feasibility Studies
 - Design Assistance



The screenshot shows the ElectriCities website header with the logo and navigation links: ABOUT US, PUBLIC POWER, SERVICES, RESOURCES, and NEWS & EVENTS. A search bar is also present. The main content area features a large image of a downtown street scene with the text "DOWNTOWN REVITALIZATION GRANT APPLICATION" overlaid. Below this, the "QUALIFICATION PROCESS" section is visible, detailing the grant's availability and purpose.

ELECTRICITIES
of NORTH CAROLINA, INC.

ElectriCities Portal Search

ABOUT US PUBLIC POWER SERVICES RESOURCES NEWS & EVENTS

Home > Services > Economic Development > Smart Sites > Downtown Revitalization Grant Application

DOWNTOWN REVITALIZATION GRANT APPLICATION

QUALIFICATION PROCESS

This competitive \$10,000 grant is available for Power Agency members in NCEMPA and NCMPA1. This grant requires no match but is only available to a member city or town once every three years. In any calendar year that a member receives the \$10,000 grant, the member community is not eligible for the \$5,000 Smart Communities Grant. The member is eligible for the \$5,000 Smart Communities Grant in years two and three following receipt of the Downtown Revitalization Grant.

Proceeds from the Downtown Revitalization Grant may be used for a wide range of purposes, so long as that purpose advances the downtown revitalization goals of the member community and has the approval of the city/town manager. Some examples of grant funding priorities are listed below, however, other grant purposes will be considered at the time of grant review. The ElectriCities Economic Development team will review all grants submitted and will typically notify the member city/town regarding the status of their grant application within 6-8 weeks of submission. Grant examples:

- Public Improvement Projects
- Streetscape and other downtown plans
- Building reuse studies
- Attraction or retention programs

RECAP

1. Identify Eyesores & Make Them Pretty – Get Creative!
2. Recruit an army of volunteers – start with artists and businesses
3. Partner! Encourage incorporating the arts where you can.
4. Know your downtown and keep updated information handy
5. Create a vision plan and share that vision! A pitch can be motivating
6. Complete a demonstration project – big or small, it shows experience
7. Get organized and be prepared for grant opportunities
8. Reimagine public space in a new way – best and *highest* use
9. Begin small and work towards the big picture/end goal
10. Regularly communicate with ElectriCities Economic Development
– there are resources!



THANK YOU!

Prepare your questions for after a brief panel discussion.

(And yes, the slides will be available post-conference!)

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