



COOLNESS (Youths' Vision of a Cool Greenville)

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Greenville has many "cool" attributes worth enhancing. Therefore, building on Greenville's existing strengths...

VISION

In 2025, bright, highly sought after professionals and entrepreneurs from around the world choose to live and work in Greenville. Our brightest, talented young people choose to stay in Greenville, or return after spending time in other parts of the world. The common denominator: they all enjoy telling their "Big City" friends and colleagues that Greenville is indeed a very cool place because...

Greenville is known for its authentic mixed-use neighborhoods and town Centers.

- There is a vibrant 7-24 downtown culture, anchored by substantial residential options for folks of every economic strata.
- There are new, self-contained, pedestrian-friendly suburban neighborhoods, comprised of housing, retail services, entertainment and office development.
- Using Greenville's Downtown as a model, revitalized town centers in Greer, Mauldin, Easley, Taylors and Traveler's Rest attract young professionals.

Greenville is a recognized Center for Health, Fitness and Outdoor Recreation.

- There is a comprehensive system of biking/jogging trails.
- An extensive park system exists, with opportunities to enjoy both traditional and extreme sports.
- There is a training center for Olympic biking and paddling teams, and tri-athletes.

Greenville has a vibrant Arts Scene.

- There is a month-long Celebration of the Arts Festival each Summer.
- Publicly supported Arts Incubators are available, including subsidized housing and gallery space for new artist.
- There is an extensive Artists-in-Residence program, bringing internationally recognized artists into the community to teach and work.

Greenville is an intellectually stimulating University Town.

- Satellite residential campuses, programs and research centers are located in Greenville.
- Light rail connects Downtown with Furman and Clemson Universities.
- Greenville is a host city for a Young American Renaissance Weekend.

Greenville is a uniquely Diverse and International Community.

- There is an annual Community Pride celebration, co-hosted by the faith community and civil liberties groups.
- Greenville is a lively international center, greeting international visitors as they disembark at GSP off direct flights from Europe and Asia.
- There is a new think tank that studies values in business and society.
- A reconstituted Fall for Greenville celebrates International Cuisine and Culture.

Greenville has young adults in positions of responsibility in all levels of business, government, citizen, and social organizations.

- 25% of all volunteer and elected leadership positions are dedicated to community citizens 18-35 years of age.
- Greenville has a reputation as a leader in the state in capturing the innovation, intellect, and spirit of its youth in shaping community decisions and direction.

Coolness Committee Vision Statements

Rules of Engagement

- ❑ Our starting point was a shared belief that Greenville has many cool attributes worth enhancing, as opposed to a belief that Greenville is an uncool place we need to transform.
- ❑ Therefore, we agreed to build on Greenville's existing or historical strengths, rather than compensating for perceived weaknesses.
- ❑ We challenged ourselves to look beyond the issues that compel our attention today and Think Big, but yet articulate a Vision we felt is achievable in 20 years.

Objective

In 2025, bright, highly sought after professionals and entrepreneurs from around the world are choosing to live and work in Greenville. Our brightest, talented young people are choosing to stay in Greenville, or returning after spending in time in other parts of the world. The common denominator? They all enjoy telling their "Big City" friends and colleagues that Greenville is indeed a very cool place because...

Vision Statements

1) Greenville is known for its authentic mixed-use Neighborhoods and Town Centers.

Examples:

- A vibrant 7-24 Downtown, anchored by substantial residential options for folks of every economic strata
- New, self-contained, pedestrian-friendly suburban neighborhoods, comprised of housing, retail services entertainment, and office development
- Using Greenville's Downtown as a model, revitalized town centers in Greer, Mauldin, Easley, Taylors and Traveler's Rest, attract young professionals

2) Greenville is a recognized Center for Health, Fitness and Outdoor Recreation.

Examples:

- A comprehensive system of biking/jogging trails
- An extensive park system, with opportunities to enjoy both traditional and extreme sports
- A training center for Olympic biking and paddling teams, and triathletes

3) Greenville has a vibrant Arts Scene.

Examples:

- A month-long Celebration of the Arts Festival each Summer
- Publicly supported Arts Incubators, including subsidizing housing and gallery space for new artist
- An extensive Artists in Residence program, bringing internationally recognized artists into the community to teach and work

4) Greenville is an intellectually stimulating University Town.

Examples:

- Satellite residential campuses, programs and research centers located in Greenville
- Light rail connections from Downtown to Furman and Clemson
- A host city for a Young American Renaissance Weekend

5) Greenville is a uniquely Diverse and International Community.

Examples:

- An annual Community Pride celebration, co-hosted by the faith community and civil liberties groups
- An international center, greeting international visitors as they disembark at GSP off direct flights from Europe and Asia
- A new think tank, designed to study values in business and society
- A reconstituted Fall for Greenville that celebrates International Cuisine and Culture.

Youth Involvement

Goal: Provide young adult positions of responsibility in all levels of business, government, citizen, and social organizations.

Measurable Goal: Dedicate 25% of all volunteer and elected leadership positions to community citizens 18-35 years of age.

Vision Statement: Enhance Greenville's reputation as a leader in capturing the innovation, intellect, and spirit of its youth in shaping community decisions and direction.

“Coolness Forum”

January 28, 2003
Notes revised February 17, 2003

VISION

(To be developed)

PROJECTS

(To be developed)

LINKS

Book: Rise of the Creative Class

IDEAS

More affordable loft-style condos...perhaps in conjunction with revitalization of Mills (7)
Downtown Housing (1)
Continue Reedy River Project (8)
Fine Arts Theatre...like in Asheville (1)
Create cultural atmosphere that encourages coolness (1)
High Tech rail system that brings area population together
We want new and edgy films
We want to buy cool clothes here (2)
Attract more national events...i.e. NCAA Basketball...(5)
Keep area clean as we grow (2)
Develop a stand-alone Starbucks coffee shop (2)
Increase the number of better paying jobs here
Arthouse Theatres (2)
Sell beer on Sunday (1)
Diminish barriers of what people outside of Greenville think about Greenville (7)
Ensure a positive pedestrian experience remains strong as Main Street begins to shift laterally
Competition of downtown and West End
Improve transportation system (5)
Improve attendance at sporting events (1)
Attract broader range of music
Expand viable nightlife options that don't revolve around only eating and drinking (2)
Expand broader range of artists
Communicate things that are happening that is cool (2)
Create major national/international festival (3)
Take advantage of mountain areas near Greenville (1)
Unique neighborhood development (8)
Develop a leading education system (2)
Encourage flow of dollars to local “cool things” (2)
Become a music center (3)
Incent companies to hire/retain young people

Encourage more young professionals to get out locally (2)
Connect University's...integrate students/faculty into community (12)
Add children/family festival (1)
Market to and recruit businesses here that need good young talent (4)
Affordable housing
Additional safety
Get broader input on what is cool
Roof Top bars, public sculpture (1)
Be a place where people want to come...we need a spa or resort to attract (1)
More things like Fall For Greenville
Preserve architecture, history, and culture of Greenville (6)
Capitalize on "healthy" outdoor activity (1)
More nightclubs, Dammit (6)
Need advanced program so artists want to come and stay
Make "village" atmosphere to create artistic ambiance (2)
Enhance youth sports programs (4)
Develop more progressive population...take advantage of multi-cultural resident's (6)
Broader range of restaurants, activities, museums, parks...(4)
More outside eating (1)
More places for young people to congregate (1)
More retail (3)
Expand boundaries of downtown
Need things open after 10 pm (2)?
Play up interaction of multi-cultural population..."tossed salad" (1)
Upgrade Middle school sports program
Signature events other than on Main street
Become an everyday destination
Anything to draw people to the Reedy River
Develop a greenway...limit sprawl (7)
More cultural interaction (2)
Be tolerant of people's difference (2)
Diversify "cool areas"...not just downtown (3)
Integrate local college students
Keep downtown events on after 8pm
Grow skyline so you can see it from I-85 (4)
Deal with homeless
Get churches more involved in development of festivals
Develop West Side
Create urban water/outdoor event area for kayaks, etc. along Reedy River
Anything that's unfamiliar...like vending carts (2)
Better use of rural land
Look after homeless
Grown international state of art airport (4)
Keep "village" feel (6)
Keep green in Greenville...new parks, river preservation (1)
Get young people involved
Have more communication options and opportunity
Mix ethnic, youth, etc...to create lively place
Develop offshoot area like Lincoln road in Miami (1)
Street artists
Connect airport to downtown

Create pedestrian walkways and connections to places (1)
Identify and model other small places with good infrastructure
Don't create "cookie cutter" place (1)
Get out of norm...help create cool place (1)

GROUP PRIORITIES (from ideas)

1. **Develop unique neighborhoods** (17 dots total)
 - Develop parks or revitalize Mill housing (13)
 - Tax incentives for developers or new residents...encouraging uniqueness (3)
2. **Enhance youth activities** (12 dots total)
 - Find funding for extracurricular activities...primarily through schools (8)
 - Further engagement of Arts (4)
3. **Broaden nightlife/restaurant variety and depth** (7 dots total)
 - Create "villages" around the county that could support entertainment activity (3)
4. **Physical connections between area places** (7 dots total)
 - Have City University in Greenville (Clemson) (5)
5. **Transportation** (6 dots total)
 - Light rail/trolley development to connect area corridors (3)
6. **Tolerance of Diversity** (5 dots total)
 - Public policy that enforces & encourages mix of incomes (3)
7. **Greenways/Reedy River** (4 dots total)
 - Take down church street bridge to remove barrier from downtown to Cleveland Park (4)
8. **Historic Preservation** (4 dots total)
 - Integrate commercial and residential areas such as Earle Street, Pettigru, etc. as a part of the larger (downtown) area (3)
9. **Affordable housing** (1 dot total)
 - Parking to go with the housing (1)
10. **Expand retail shopping** (0 dots total)

Issues and Concerns that should be addressed regarding "coolness"

- individual abbreviated statements from all participants.
- corresponding "dot" totals developed consensus on priorities listed above.

BREAKOUT GROUPS

Five breakout groups dealt with two issues per group. Votes were tabulated to form the above listed priorities.

- **Enhance Youth Activities (12)**

Education...lack of dollars for extracurricular activities (8)

Expand youth (middle school/elementary) sports

Create cultural centers

Lottery money to go to public school system

Arts (4)

Teenage community center...dances, activities, etc.

- **Expand Retail Shopping (0)**

Transportation for shoppers...by BMW's

Open longer hours

Create "dream shop" that caters to husbands/boyfriends that need place to hang out while women shop

Trendy pockets towards Furman U.

Mix restaurants with retail

Acceptance of trendiness

Give tax breaks to stores that open in West End

Encourage independent stores/uniqueness

- **Transportation (6)**

Monorail...connect major points in town

People movers...add outlying towns to the corridor

Light rail/trolley (travelers rest) to corridor (3)

Research cities where new methods of transit have implemented (1)

Transportation that connects outlying areas to city jobs

Downtown trolley/West End (Do this ASAP!!)

Encourage carpooling, HOV, rideshare, bike use, walking (2)

Create extensive bike trails

Add bike lanes

- **Unique Neighborhoods (17)**

Develop parks or revitalize Mill housing (13)

Play up historical origins...make visual signage...tell stories about it...create areas of pride

Create character...eclectic!

Work through churches

Create pedestrian areas with local flavor

Mix residential areas with retail, self-sufficient areas

Retail, grocery, cleaners, gathering areas...focus on small strip, then build out

Revitalizing low income or older neighborhoods...even encourage tax incentives

Use the city's assets; work in conjunction with current projects

Tax incentives for developers or new residents (3)

Cleveland Park area

Overbrook & timmons park

Establishing historical/unique areas...something neighbors can be proud of
Westside...clean it up
Areas around mills...play up unique qualities
Affordable
More outdoor venues for sports
Create more neighborhood leagues and rec centers...or at least publicize existing ones (1)
Focus on a true village concept...where you live...where you shop...where you
play...what you're proud of

- **Affordable housing (1)**

Remodel vacant buildings (historical vision)...old churches
Develop retail to attract...which comes first?
“Anchor Employer” to draw people...more business
Parking (1)
Local government subsidy
Quantity
Corporate driven...not collegiate
Do we really want “affordable”?

- **Nightlife & Restaurants (7)**

No empty lots! (1)
“Villages” around the county (3)
Zoning...entertainment friendly
Community associations
Repeal blue laws (1)
Develop outlying communities
Movie theatre (1)
Funnel college interns to work, co-ops
Attract local bands
Variety of musical choice
Dancing (1)
Tax breaks!

- **Greenways/Reedy River (4)**

Take down church street bridge to remove barrier from downtown to cleveland
park...mandate increased water flow of reedy river (4)
Clean up river and surrounding areas (use colleges & universities)
Reroute 10% of saluda river flow to reedy river

- **Historic Preservation (4)**

Integrate commercial and residential areas such as earle street, pettigru, etc...from
downtown (3)
Develop mill village restoration/preservation (1)
Make it easier for historic preservation...criteria easier to encourage preservation and
development

- **Tolerance of Diversity (5)**

Begin with respect of what is here
Public policy enforces & encourages mix of incomes (3)
Zoning

Encourage foreign investment
Neighborhoods come together...schools...build village
Atmosphere (2)
Experience and share festivals, business

- **Physical connections (7)**

Have city university...clermson in Greenville (5)
Lecture series in town
Palmetto seminars
High tech training
Internships...automotive, bio tech
Bioengineering (2)