

WORKSHOP #2 – Where are we going?

Date: Tuesday, April 19, 2022, 6:30 to 8:15 P.M.

Location: North Greenwood Recreation & Aquatic Center

Community Workshop #2 was held on Tuesday, April 19th and was a success with more than 65 members of the public in attendance. Among the participants were representatives of the North Greenwood CRA Plan Steering Committee, community non-profits, faith-based organizations, business owners, and homeowner associations.

Mayor Hibbard provided a welcome message and introductory comments. He thanked all attendees for their continued participation and also thanked City staff and consultant teams for all the efforts made to date. He inquired how many in attendance had also attended Workshop #1 and saw that the majority had previously attended. He mentioned that he had reviewed all of the comments made during Workshop #1 and wanted to address any of the negative comments relating to City's commitment and investment in North Greenwood. He shared that the City has been and continues to be committed to North Greenwood and all City neighborhoods. North Greenwood has seen more City investment than most other neighborhoods. The Recreation Center, parks and streetscape / traffic calming are examples. The concern that the Library may close is mis-information. It is not going to close. He asked that participants listen to facts and avoid gossip and be assured of the City's continued commitment to North Greenwood.

The purpose of this workshop was to answer the question, "Where are we going?" VHB introduced the VHB team including Ariel Business Group, Goodwyn Mills Cawood, and Michael English teammates who along with City staff were providing table facilitation. VHB provided an overview of the Agenda and activities that will help shape the CRA Plan. A PDF copy of the MS PowerPoint presentation is attached to this summary.

The participants were presented information facilitated by Thomas Huggins of Ariel Business Group about the Workshop #1 Strengths, Weaknesses, Opportunities & Threats (SWOT) Exercise Results. Mr. Huggins summarized the word cloud images which identified major consensus topics, and he also highlighted the Major Topic Summary Table that organized the SWOT responses by People Based or Place Based topics. Interestingly, most of the consensus Strengths were Place-Based and all of the Threats were People-Based topics. This tends to represent that past City public infrastructure investments in the neighborhood are seen as assets and that participants concerns relate mostly to human capital and societal topics.

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GMC Architect, Mickey Jacob led a presentation of North Greenwood's Vacant Lands & Housing conditions. Maps showing the Construction History by decade represented a strong pre-WW II building program in the community. Selected photos of existing Single Family and Multi-Family buildings were reviewed showing a range of structure sizes, occupations, and conditions. A Neighborhood Opportunities map was reviewed that depicted current vacant parcels based upon Pinellas County Property Appraiser (PCPAO) Department of Revenue (DOR) coding. Similar project slides were presented showing historic preservation adaptive reuse, office redevelopment into micro units with no parking, and the architect's experience with The Greenwood Apartments rehabilitation. Other building types include Attached Dwellings, Affordable Infill, appropriately scaled Single Family lot and Multi-Family Apartment and Accessory Unit designs that fit within the local community context.

The Small Group Exercise focused upon identifying Neighborhood Framework conditions. Florida Statutes require inclusion of a diagrammatic plan and description. Participants were encouraged to participate so that the SWOT topics will feed into the Neighborhood Framework plan and that future strategies are calibrated to the specific location. Kevin Lynch's – "Image of The City" 5 basic elements of wayfinding (e.g. Path, Edge, Landmark, District, and Node) were described as the organizational features for participants to map and describe for the proposed North Greenwood CRA. Examples were reviewed for potential use. This process is seen as a transparent method to collect broad community comment that the team can then synthesize into a consensus diagrammatic plan. Table reports provided key topics for each of the 5 basic elements. All tables reported back to the room and the team was pleased to see all attendees fully engaged in the activity. Several reoccurring comments included the historical importance of North Greenwood's people, local businesses on North Greenwood Ave (MLK Jr Ave), neighborhood schools, and churches that helped create a cultural framework with the physical elements noted during the table mapping.

Moving forward, in Workshop #3 and #4, specific strategies will be discussed to implement the people and place based topics. Customization will be required. An example being commercial corridors like Myrtle Ave and MLK Jr Ave. Both are commercial emphasis, but MLK Jr Ave has more historic community identity and therefore may need different implementation strategies than the high traffic volume corridor.

Participants were asked how they heard of the event. Responses included; Neighborhood Signs, City social media, eblasts and word of mouth from Coalition Members.

The Future Workshop 3 and 4 dates were announced and are scheduled for June 13th and August 2nd respectively.

The results of this workshop and information provided will be incorporated into the CRA Plan.