

LEADERSHIP MEETING AGENDA

Pine Bluff Comprehensive Plan: Kickoff Workshop

May 30, 2019

1. Introductions
2. Leadership Expectations / Concerns / Desired Outcomes
3. Community Survey
4. Public Meeting 1 Dates & Location: 2-day block
 - a. Week of July 15-18
 - b. Week of August 5-9
5. Charrette (Design Workshop) Format, Dates, Location: 5-day block
 - a. August 21-26
 - b. September 12-17
6. Discussion: Community Issues

16th & 17th Public Mtg (location)

space
for

~~Livestock~~ Rodeo

STEERING COMMITTEE MEETING #1b AGENDA

Pine Bluff Comprehensive Plan: Kickoff Workshop

May 30, 2019

1. Welcome and Introductions
2. Project Schedule
3. Project Team Initial Findings & Debriefs
4. Team and Committee Discussion:
 - a. Key Topics
 - b. Actionable Items
5. Next Steps

ISSUES VOTING RESULTS

Pine Bluff Comprehensive Plan

April 25, 2019

- #1: EDUCATION – 13 votes
- #3: WORK FORCE – 7 votes
- #8: OUTDATED CODES – 0 votes
- #4: MAIN STREET / DOWNTOWN – 6 votes
- #7: INFILL HOUSING & REHAB – 3 votes
- #2: QUALITY OF PLACE (PARKS, ATTRACTORS) – 11 votes
- #5: ECONOMIC DEVELOPMENT / GIS – 5 votes
- #6: CODE ENFORCEMENT – 4 votes
- #3: INCREASE MUNICIPAL VALUE (SALES TAX, PROPERTY TAX) – 7 votes
- #6: CRIME / PUBLIC SAFETY – 4 votes



VISIONING & ACTIONS DISCUSSION

Pine Bluff Comprehensive Plan

April 25, 2019

1. What do you love about Pine Bluff?

- History
- Friendly
- Churches
- Sense of community
- Strong manufacturing
- Large, but small-town feel
- Education opportunities (2 and 4 year colleges)
- Growth potential (like OKC 30 years ago)
- Citizen dedication (those who chose to remain here)
- Spirit of community
- Location / proximity to water
- Natural amenities

2. What would you like to change about Pine Bluff?

- Become more focused on education
- Restaurants and experiences
- Need movie theater / entertainment
- School system with high rankings
- Clean up streets / gutters with debris
- Mind set / vacancy
- Need to change perception across the state
- Negative culture inside the city about Pine Bluff
- More innovation and technology
- Aesthetic improvements
- Infrastructure and drainage
- Outside perception of crime
- Media's perception – always shares the bad information
- Hear “high crime” and “poverty / no jobs”
- No City marketing and promotions
- Biggest critics live here

3. What near-term or long-term changes in Pine Bluff excite you for its future?

- Casino – economic development, jobs, etc. (hospitality programs and training at local colleges)
- Gas to liquid plant (technology) – in Jefferson County, not City
- Aquatics center
- Pines Hotel
- The “L” / Main Street improvements
- Library
- Momentum of innovation, creativity, action
- Hospital expansion (to become a regional hospital again)

VISIONING & ACTIONS EXERCISE RESPONSES

Pine Bluff Comprehensive Plan

April 25, 2019

1. What do you love about Pine Bluff?

- Pine Bluff is an area with a lot of public assets; for example schools, parks, transportation (airport, train, waterways, highways). Geographically it is situated in the middle of the country (USA) which makes it relatively close to many cities and tourist locations.
- The people and family atmosphere with the community. The small hometown community feel. Our beautiful lakes and rivers
- Friendly people, good churches, lived here all my life.
- Opportunity and potential accessible? Deep, rich history and historical assets
- The people and leaders, friendly, strong manufacturing
- I love my city foremost because of the small town atmosphere and the love our citizens have for it through the good and bad times we've had to endure.
- Determination and Grit of the citizens, real hope for a stronger future, an amazing tapestry of economic and investment opportunities.
- The potential it has, the people, the history.
- I like the sense of community and the small town feel.
- The size, water, location
- The history – the early history. Pine Bluff was a city of freedom, a union city during the civil war, and a Mecca for people seeking freedom. The pace – Pine Bluff is a very “southern” city
- The city engagement, education, opportunities (4 yr & 2 yr colleges)
- Community support, the passion from the community on moving the city forward, the proactive vs. reactive approach.
- Small town atmosphere
- The people of pine bluff, the size of pine bluff (not to big, not to small)
- I love the size of Pine Bluff. Its large enough to provide opportunities beyond a rural environment but not too large that it takes away from the home town and community feel.
- The natural amenities and history
- Small town community that is close knit
- People/spirit of community, history, architecture, water/river/lake, nearby agriculture, railroad museum

2. What would you like to change about Pine Bluff?

- I think Pine Bluff should take a concerted effort to beautify itself. It needs public art and beautification projects.
- I would love to see more restaurants. Places where you can gather with friends and its outside and you can have a drink. A movie theater similar to Rave.
- Better schools – clean paper and trash out of road ditches, cut grass all over town, tear down cond. Houses, clean drainage ditches so run off water can run off.
- Fragmented, silos, #OnePineBluff, alignment

- Clean up, stop littering, gain pride from taking care of property. Better school system, higher ratings, grow the community
- I wish I could blink my eyes and every street within our city would have sidewalks, all ditches replaced with them and every person be given the opportunity to live in a safe community.
- Outside narrative regarding Pine Bluff, community access to capital to begin building local wealth, deeper capacity and opportunity for local trades, robust and diverse food system culinary school, more collaboration between municipal and civic entities, GIS system
- The crime stigma that has been attached to this city
- I would like Pine Bluff to focus more on being a college town. College towns around AR/US are booming and growing.
- The mindset, the public perception and marketing, school districts, the look – raggedy houses, overgrown lots and right of ways.
- The mindset of the people here and the perception of others. We need to rebuild the family and restore hope
- Downtown Pine Bluff – more stores, art galleries, shopping, etc.
- The number of criminal incidents, the state of our school systems
- Make it a thriving community again
- Improve economic opportunity for everyone. Close the gap between the “haves” and “have nots”
- I would like to change the lack of opportunities for career availability here. We need jobs for our young people and positive environment so that we have population retention.
- Better networking between city, county, and others within the community
- Attitude, perception, education system
- Better economic opportunities, quality of life activities

3. How do you perceive Pine Bluff?

- I see Pine Bluff as an area poised for vast improvement from many positive aspects
- I have lots of friends in Pine Bluff, we also have a lot of nay-sayers that hold us back. I would love to be able to change the negativity.
- Life here all my life seen town drop from the top to the bottom.
- Positive
- A place making plans and setting goals to grow the city again, historic but lacking in maintaining historic buildings and homes.
- I see Pine Bluff as a once thriving city but not as much now because it was not thriving for all the people as a whole and I think that is why it lost its population and respect.
- A blue ocean of opportunity with a strong community of doers
- Reminds me of Oklahoma City 30 years ago
- A city that has experienced a severe economic down turn
- As a hub
- As a city on the move – a city hungry for someone to believe in them again – a city of freedom
- A place to raise a family, caring leaders
- Great potential
- A good town that has gotten a bad reputation painted about it.
- A city with a lot of potential, a city with some challenges
- I perceive Pine Bluff as a place with untapped potential

- A very good place to stay but has been overlooked as far as development over the years
- Feeling sorry for itself and wanting something given to them, worried that the enforcement of codes and rules will run people away.
- A comfortable place

3a. How do those who don't live in Pine Bluff perceive it?

- I think others perceive Pine Bluff as a modern ghost town
- As a city of crime and poverty
- Would not move here for any reason
- Negative
- Crime Bluff, unsafe, low education, declining, shrinking
- I think the city is perceived in the negative by people who do not live here but a lot of the negativity comes from former Pine Bluff residents who are influencing others
- A dangerous place, too unsafe for investment, lack of positive activity, a place where only philanthropic dollars will work
- Thanks to the media, "Crime Bluff"
- There is misconception that Pine Bluff is dangerous and crime ridden
- Crime
- A city of crime and chaos, poorly run and on the decline, the hood
- High crime, no career opportunities, high poverty
- Unsafe
- A bad town they don't want any part of
- Some not so good, high crime, poverty
- Pine Bluff is seen as an unsafe diminishing community
- A place of high crime rates
- Dirty on the way down, poor education, poor infrastructure
- Depressed economy, crime, urban blight

4. What are the three most important issues to address with the Comprehensive Plan?

- Public Safety, Street and pedestrian/cycling environments, activities/quality of life issues
- Getting the community on board, streets in our town, getting rid of some parks – works with events like smoke on the water that used to bring so many people to town before politics got involved
- Schools, dirty city – ditches, vacant lots, and buildings. City working together to better our city
- Convene, communicate data, existing plans, collaborate
- Education and workforce, clean up – neighborhoods, housing, city, economic development sales tax to the brought back (it had a sunset of 2017)
- Education....I'm not sure what this plan can do to influence our education system but if can't get out school systems working together to help our children remain in Pine Bluff after graduation we can't make progress along this line. Economic developmentand if we can't influence our children to remain in our city after graduation we must have jobs and good opportunity for employment. BLIGHT.....the blight or down right ugliness of our city is a very sensitive matter. How can you live

looking out your window that you take great pride in cleaning and all you see is boarded up, old, dilapidated housing???

- Priority of urban infill and recapture/redevelopment of existing building assets when possible. Quality housing with a diversity of offerings to build in the downtown areas. Connection to UAPB with focus on a student oriented experience design plan
- Main Street, residential living, building a downtown core and expanding it.
- The economy, drainage, the economy, we need to focus on not manufacturing/blue collar jobs but white collar jobs as well.
- Economic development, antiquated city codes, the look of the city
- Promote family issues – parks, recreation, family activities. Rebuild infrastructure/neighborhoods, rebuild/restore neighborhoods. Promote new businesses – restaurants, entertainment
- Downtown Pine Bluff area, more job opportunities, decrease in population
- Short term/ long-term goals with realistic timelines. Specific areas to address and responsible parties
- Reduction in violent crime image, industry to build tax base to become prosperous again, economic development
- Improve housing, living conditions, education, economic improvement, safety
- Identifying industrial and commercial growth areas, establishing a better layout of zoning
- Update of zoning codes, overall look at the different communities within the city
- Code enforcement and structure, land use policies, culmination and coordination of city plans w/ responsibility to maintain delineated
- Promote growth, help with economic development, new business, employment, improve image of community

4a. What steps have you or your organization been taking to address these issues?

- We have sponsored various events and activities for the general public to enhance the equality of life for people in this area.
- I, being the local health Admin of ADH in Jefferson Co. have been in the position for 5 years. I have NEVER had involvement from our county judge before Judge Robinson. He sees the need for anew health unit and is working towards that goal.
- Pick up trash, going to meetings, going to church and pray for this city
- Meet, listen, accumulate, mapping
- Working with schools and colleges – ACT work ready community. Job creation/skill training
- We have participated with the mayor with city clean up
- We have purchased several properties in downtown, including the hotel pines and have started a hospitality company to begin developing new concept including restaurants, hang outs, and brewery
- Have purchased buildings in the downtown area with plans of adding restaurants and entertainment venues
- We constantly promote a positive image of Pine Bluff. We market ourselves as the HBCU of choice in the state
- Meeting with a diverse group of citizens, grass roots campaigns, education, great feedback, helps me set which priorities to address first.
- Backing a renewed mindset of freedom, rebuilding old homes then making them available for rent and sale to families moving from poverty to self-sufficient. Promoting civic activities and involvement; egg hunts, turkey fry, splash park, outreach. Job training and development

- Offering more educational programs, partnering with businesses, partnering with public schools, community involvement
- Fire prevention education programs, community outreach. Recruitment and retention plans for new fire fighters.
- Identify and arrange regulations through monthly planning commission and zoning task
- Improvement of streets, drainage, and housing, networking with nongovernment organizations, quality of place, park improvements
- More involvement in community meetings, push for more pedestrian and neighborhood strategies.
- Promote entertainment downtown, downtown special events, block parties

4b. What actions have led to results or positive change?

- There have been a few coalitions formed that have allowed various groups to work together
- The Judge's involvement
- Feel good about going to church
- Eco development – sales tax – gained new industries and helped existing industries expand. Working with schools on skills in demand, marketing property and community
- Still working on it but community collaboration have resulted as well as a shifting narrative with colleagues across the state and country
- The unification of the people who live here and want to see change in this city. GFPB!! [Go Forward Pine Bluff] Passing was a wake up call that we want to see positive change
- Rezoning, downtown revitalization
- Transparency, measurability, clear objectives and goals
- In progress – but we have seen many desire to move out of poverty
- Partnerships, college and HS dual enrollments
- More smoke alarms in homes improved safety, housing incentive plan
- On a small scale – walking trail, most can't get community support
- Port City Blues Society Music Events, getting people back downtown for activities has changed attitudes and awareness of the importance of downtown and that there are little or no safety issues downtown, Go Forward Initiative

4c. What actions have not led to results or positive change?

- Community meetings
- Very few positives, slow pace
- Inaction has been the biggest issue here. We can't do what we have always done and expect change
- Internal conflicts, poor communication
- Giving things away
- Most meetings lead to complaints and not actions to remove the reason for the complaint
- Future downtown development, streetscape, casino, library, aquatics, Go Forward initiative

5. What near-term or long term changes in Pine Bluff excite you for its future?

- The casino, new restaurants, more donation events
- More jobs for the citizens of Pine Bluff, more people in Pine bluff willing to work
- New developers attracted to the city lead and encouraged by existing like Wil Jenkins
- Education/training(improve school district), improve downtown, new life church hoe again program(improve housing and neighborhoods)
- New narrative that Pine Bluff holds opportunity, a diverse set of culinary entertainment offerings, a stronger tax base to support a stronger school district and municipality
- The Masterplan, the positive change in the people, the streetscape
- The casino (economics), The continues focus on downtown
- Redevelop downtown, business incubator, this plan!
- Go Forward, home again
- Go Forward Pine Bluff plan, strategic plan and future direction for the city
- Future plans to bring codes and vision to a long term result
- Future downtown development, streetscape, casino, library, aquatics, Go Forward initiative

PROJECT KICKOFF WORKSHOP

Pine Bluff Comprehensive Plan

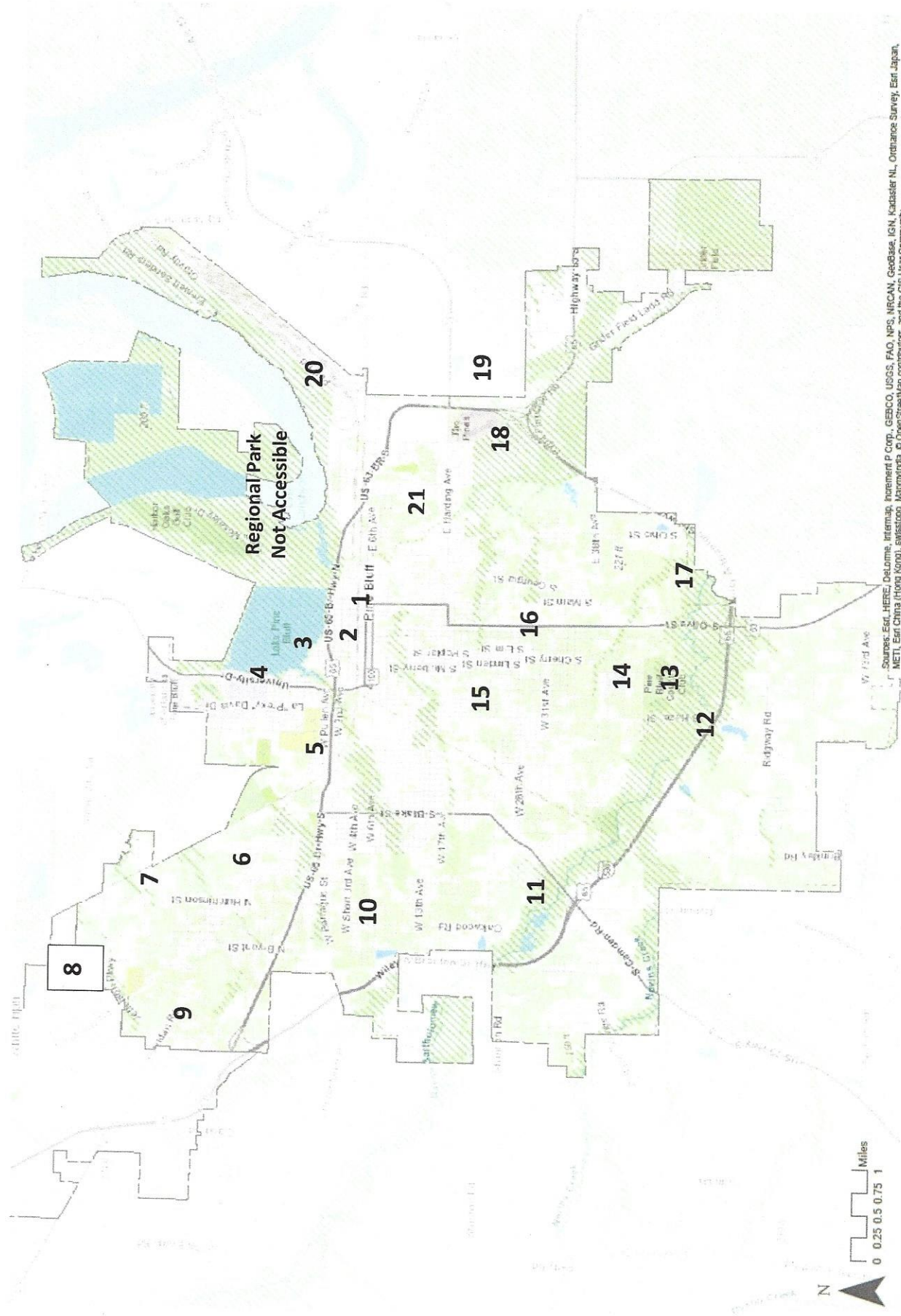
May 30-31, 2019

Thursday, May 30, 2019

- 8:30 a.m. – 9:30 a.m. Client Leadership Meeting (Mayor Washington, Larry Reynolds, Ryan Watley)
- 10:00 a.m. – 12:00 p.m. Site Visits with Client Leadership Team
- 12:00 p.m. – 1:00 p.m. Lunch
- 1:30 p.m. – 3:00 p.m. Steering Committee Meeting
- 3:00 p.m. – 5:00 p.m. Individual & Team Meetings
- 3:00 Rik: Chief Sergeant and Chief Howell, Karen Blevins (OEM), MECA, Joyce Brown (Neighborhood Watch WS) – at Police Building?
- 3:00 Will: Yvonne Humphrey (Jefferson County Tax Assessor) – at Tax Assessor office
- 3:00 Dave and David: Brian Thomas and Wesley Trussel (JRMCM), Robert Wall (UAPB), Barbara Dunn (SEARK), **Jeremy Owoh** (Pine Bluff School District) – at City Hall
- 3:00 Mark, Matt, Julie: Stuart Hee, Will Jenkins, **Kenneth Fisher** (business and development) – at City Hall
- 4:00 Mark, Matt, Julie, Dave: Maurice Taggart and Larry Matthews – at Community Development office
- 4:00 **Dave and David: Samuel Glover (Parks), Angela Parker (Health), Matt Mosler (faith-based community) – location?**

Friday, May 31, 2019

- 8:30 a.m. – 9:00 a.m. Consultant Team: Coordination Meeting
- 9:00 a.m. – 11:00 a.m. Consultant Team Breakout: Field Work / Assessments / Individual Meetings
- 9:00 Mark, Matt, Julie: Louann Nisbett (at the Alliance office)
- 10:00 Matt, Dave, Julie, David: **Joni Alexander, Gordon Reese, Rosalind Mouser, Larry Reynolds (location?)**
- 11:00 a.m. – 12:00 p.m. Lunch (Consultant Team or Individual)
- 12:00 p.m. – 3:00 p.m. Consultant Team: Field Work
- 3:00 p.m. – 4:00 p.m. Consultant Team Debrief: Next Steps
- 4:00 p.m. Depart



Sources: Esri, HERE, DeLorme, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeBCO, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), Swisstopo, Mapbox, © OpenStreetMap contributors, and the GIS User Community

1. Downtown
2. Historic District
3. Lake Saracen and walking trail (pedestrian connection to University)
4. University (UAPB)
5. Pullen through older neighborhood and by MLK Park to the Dollarway area
6. Dollarway Road area
7. Jefferson Industrial Park
8. White Hall
9. Jefferson Parkway to Sheridan Road (Possible look at Mayberry Place and surrounding neighborhood)
10. West side (notoriously small lots and open ditches (issues with dumping)
11. Faucett Rd to Hwy 79 and Watson Chapel School and commercial corridor
12. Hazel south (housing)
13. Country Club area
14. Hospital (JPMC)
15. Hazel north to SEARK
16. Olive south to Old Main (commercial and towards Walmart area)

17. Byrd Lake
18. Pines Mall
19. Proposed Casino site
20. Port Industrial area
21. Convention Center area and City Hall complex