

The

Poinsett

District



the Poinsett Corridor Revitalization Coalition



A COLLABORATIVE VENTURE TO REVITALIZE THE POINSETT HIGHWAY CORRIDOR, THE GATEWAY BETWEEN DOWNTOWN GREENVILLE AND FURMAN UNIVERSITY, IN ORDER TO ESTABLISH A VIBRANT ATMOSPHERE AND PICTURESQUE DRIVE CONDUCTIVE TO THE ECONOMIC DEVELOPMENT THE CORRIDOR DESERVES.

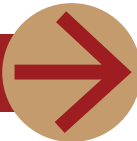


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the Poinsett District: It All Starts Here . . .

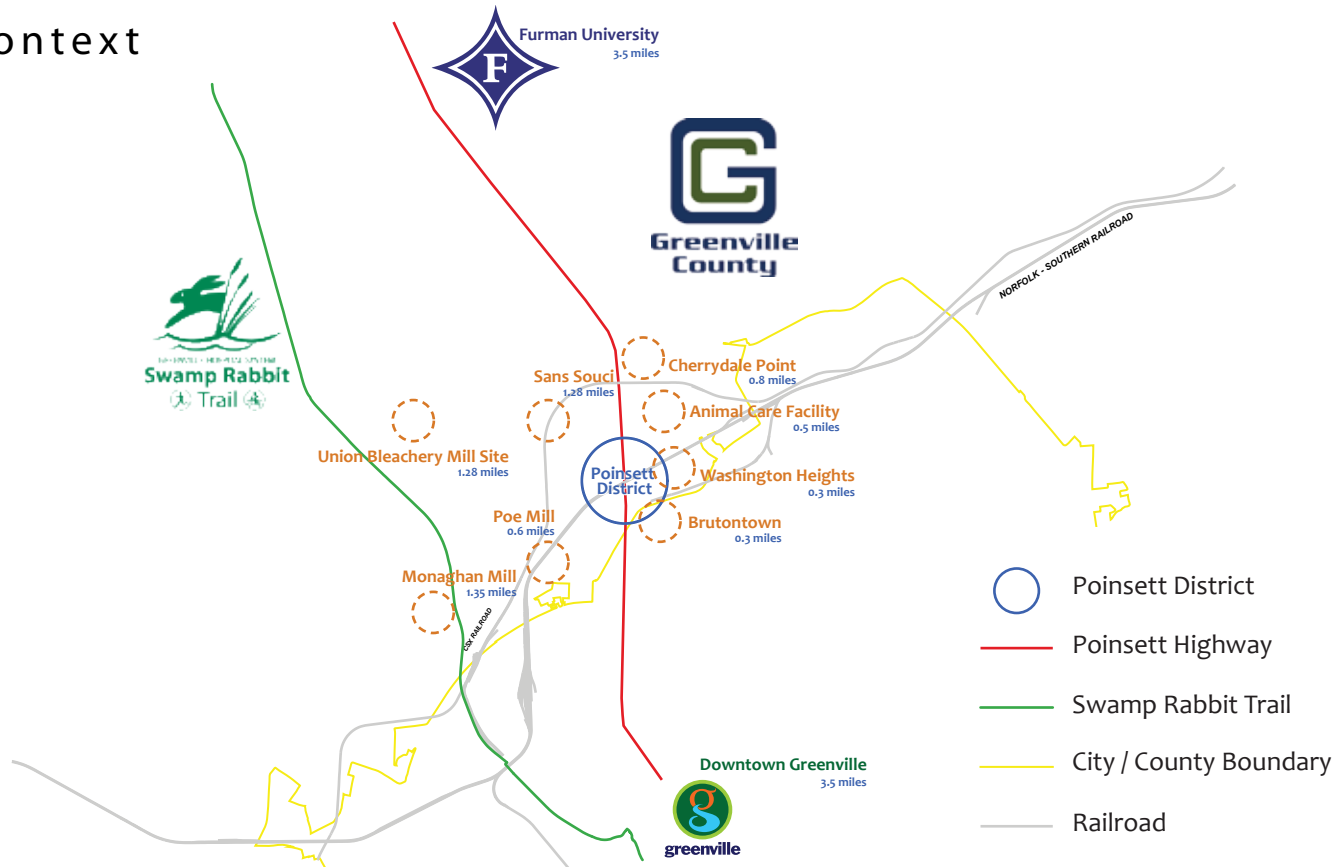


The community partners have come together to champion the revitalization of the Poinsett Corridor. These partners have identified the Poinsett District, the 1/4 mile stretch between Hammett Road and Gantt Street within Greenville County, as the ideal location to begin.

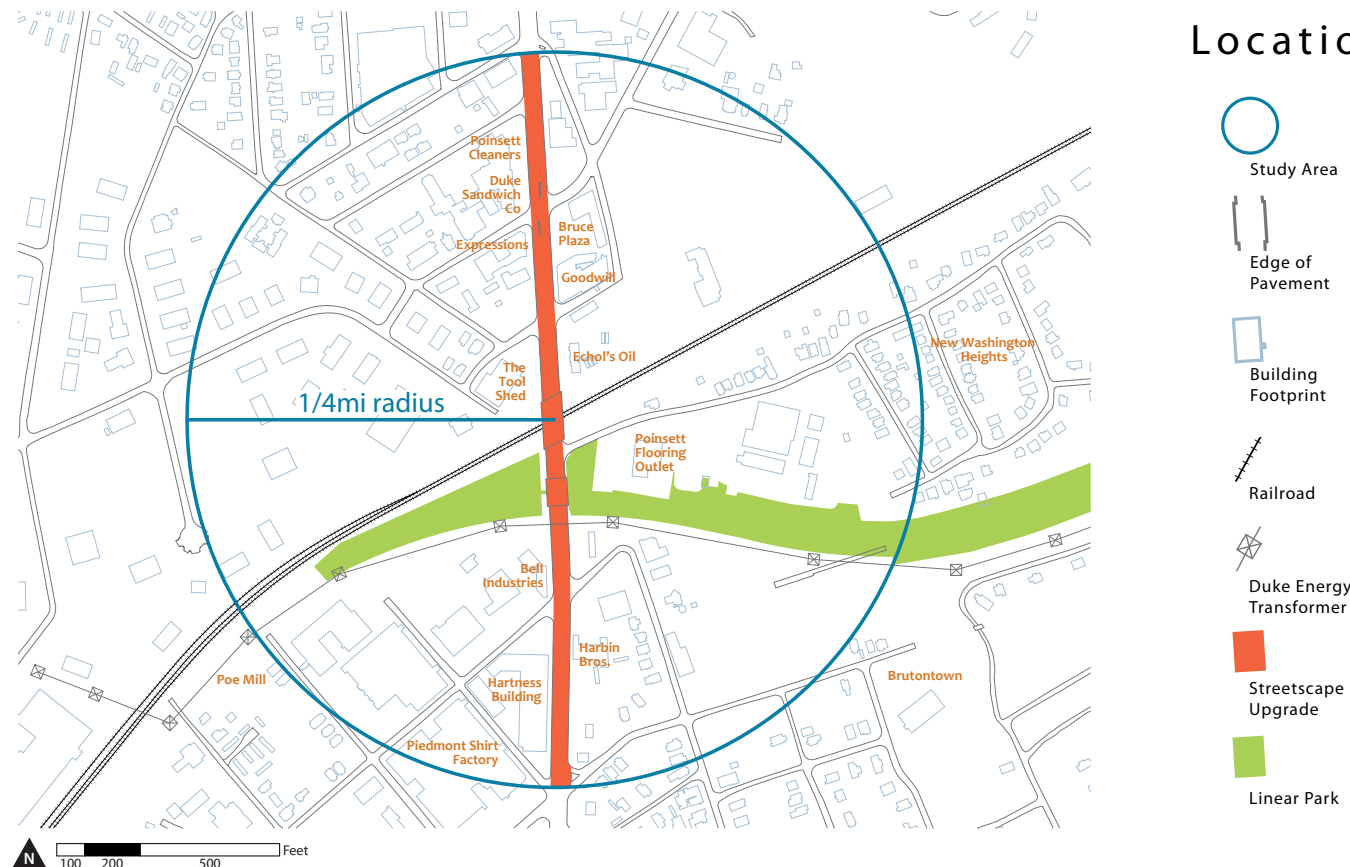
The Poinsett District is the passageway between Downtown Greenville, one of America's best downtown areas, and the majestic mountains. The connectivity of this area to neighboring communities and attractions, the already established diverse community of businesses, manufacturing plants, shops, residents, and the ample surrounding greenspace makes the Poinsett District a natural hub and a logical place to bring about a dramatic and immediate area impact which will spread to other parts of the Poinsett Corridor.



Context



Location



The Process

Poinsett Corridor Revitalization Coalition is formed



Community Meetings



Concept Development



Trees Greenville Tree Planting Event



Public Hearings



2011

2012

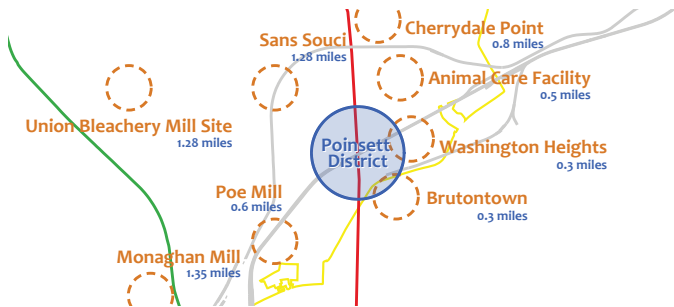
2013

2014

2015



Master Plan Developed for "Poinsett District"



Furman Day of Service



Media Endorsement

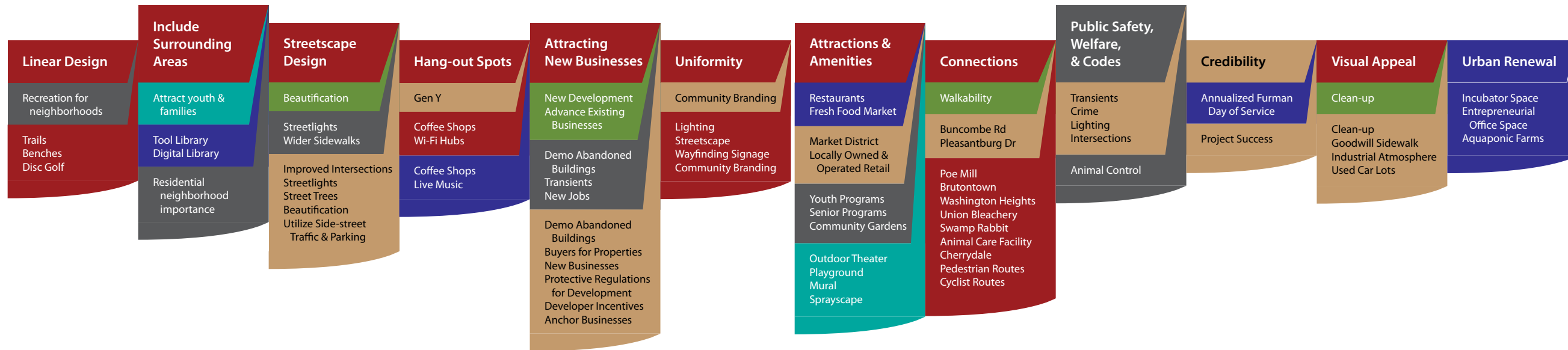


Construction Plan



Construction

Community Input



Legend					
Coalition Interviews	Property Owners Meeting	Community Meetings	Business Owners Meeting	Student Presentation	Furman University

Design Principles: Sense of Place



Creating a sense of place for the Poinsett District provides a heightened visual experience derived from the view of the area's natural and manmade elements. The characteristics of the landscape will be strikingly distinct and offer a pleasing and most memorable visual experience. All elements of the landscape - landform, vegetation, and manmade development - will contribute to the quality of the corridor's visual environment. Everything present will be in harmony and share the intrinsic qualities of the Poinsett District.

Historic qualities will encompass the legacies of the past distinctly associated with the physical elements of the landscape, whether natural or manmade, legacies that are of historic significance and educate the viewer and stir an appreciation of the past. Design elements will celebrate these legacies while opening the door to an even brighter future, one becoming of the Poinsett District's rare urban setting with picturesque vistas.

Upon entering the Poinsett District, travellers will know they are in a special community, one that is safe, clean, and picturesque. Residents, businesses, and visitors alike will be compelled to become more acquainted with this unique community, nestled between urban bustle and natural tranquility.





Design Principles: Economic Development



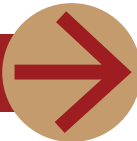
Revitalization of the Poinsett Corridor, the addition of mixed-use opportunities, and the provision of natural greenspace and inviting streetscapes lead to economic development. The corridor will become a destination for new incubator-type and mom 'n pop businesses. Old and new businesses will join together to provide redevelopment opportunities and spur the growth of cottage industries that support technology advancement and recreational pursuits in the area.

Cultural aspects of the Poinsett District will benefit from enhanced economic development as well. Combining old and new cultures will provide for a sense of belonging, ownership, and increased diversity of the area. The Poinsett District will become a source of pride and a unique destination for people to work, play, and live.





Design Principles: Recreation



Recreational facilities and parks will further define the Poinsett District's sense of place and promote economic development along the Poinsett Corridor. Local greenway connections to housing, shopping, worship, neighborhoods, and recreation will abound. Areas for reflection, family gatherings, pet walking, and wellness will foster an improved quality of life for citizens and bring neighborhoods closer together through visual connections to attractions and amenities, stimulating the revitalization of cottage industry along the Poinsett Corridor.

Environmental quality will also be enhanced through the addition of greenspace, parks, plantings, and trees, which offset development impacts, diminish noise pollution, provide shade, and improve water and air quality. Trees and landscaping will soften the harsh contrast of building lines and paving, focusing attention on the beauty of the Poinsett District. Various vegetative species will be used to distinguish active and passive recreational opportunities, provide wildlife habitats, and maintain the balance of the urban and natural qualities characteristic of the Poinsett District.



Partners of the Poinsett District



and the communities of:

Brutontown

New Washington Heights


Poe Mill

Sans Souci


Get Connected



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 [@PoinsettDist](https://twitter.com/PoinsettDist)

 youtube.com/poinsettdistrict

For more information, contact Shannon Herman with Greenville County at
864-467-7408

