

# DESIGN WORKSHOP GUIDE

AUGUST 2017 | PRINCEVILLE NC



PREPARED BY

## USING THIS GUIDE

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This guide is designed to summarize the August 2017 Princeville Design Workshop activities, purpose and outcomes as well as to guide users through the workshop archives. The intended users of this document and accompanying archive include the Town of Princeville and its partners in recovery, agencies from the State of North Carolina participating in the recovery process and other interested parties including academic institutions and organizations interested in design workshops for disaster recovery and mitigation.

*Use the following link to navigate to the online archives:* <http://bit.ly/2AMO4Zi>

## WORKSHOP SUMMARY

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The Princeville Design Workshop brought together designers from across the country to work beside the leadership and community members in Princeville to craft a vision for recovery that resonates with the history, place, and people that make Princeville such an important community. Three goals for the workshop were identified at the outset:

1. Generate a vision to guide redevelopment based on conceptual designs that address different themes and needs.
2. Bolster or kick-start key relationships between future partners involved in the recovery process.
3. Creation of graphic materials that support a narrative for recovery and build key partnerships.

A primary focus during the workshop was the 52-acre site that is being considered for flood-safe development by the State recovery effort. During the workshop, the design team developed multiple scenarios regarding the 52-acre site (dubbed Southpoint) and proposed connectivity to the existing Town of Princeville that can inform a scope of work used to develop the site. Although the workshop materials address far more than design on the 52-acres, materials associated with this summary document should be applied throughout the ongoing site development process.

The workshop design team created visual representations of development options that addressed issues of infrastructure, housing, public facilities, businesses, and community open space and included how the 52-acre parcel can be physically, socially, environmentally and economically connected to the existing Town of Princeville and other parcels of land adjacent to the Town that have yet to be acquired.

The workshop followed commonly accepted practices associated with intensive community development workshops that includes an iterative, five-day design process involving a team of architects, urban planners, landscape architects, civil engineers, historians, economic development experts and others. The work of the design team was informed by Town of Princeville officials and residents, as well as a resource team comprised of state and federal agencies, university experts, regional planning organizations and others. Citizens and Town officials were closely involved in the drafting of the design and community development options during the week-long process. This was accomplished through regular feedback sessions held in the evenings of each day of the workshop. Throughout the process, emphasis was placed on flood resilience, social and community cohesion, equity, history and culture, quality of life, and other key aims identified by the community. One of the elements of this effort that made it so unique was the direct involvement of the North Carolina Division of Emergency Management throughout the process, to include the formulation of the workshop approach, publicizing the event, and leading logistics and operations support during the event. More specific examples of NCEM involvement included the credentialing and tracking of the time spent by design professionals and others supporting the effort (the time will be used as a non-federal match to Post-Matthew grant programs), the on-site feeding of workers thereby allowing them to stay focused on the job at hand, the provision of transportation to and from nearby hotels and regular visits to the Town of Princeville as needed, the provision of needed drawing materials, the reconfiguring of workspaces as needed to shift from daytime drawing-related activities to evening public meetings with town residents and officials.

It was apparent that the success of the event was based on combining the logistics and operations-based strengths of emergency management with the strengths of a hand-picked set of design and planning experts drawn from around the country and provides what is believed to be a best practice that could be used in other post-disaster settings.

The resulting design work was provided to the Town of Princeville and state officials upon completion of the workshop. It is important to consider that the role of the design process during the workshop is not intended to create a 'final plan' that can be rolled directly into implementation, but to establish a conceptual vision that resonates with the participating community and supports safe and well-considered development towards recovery. With this in mind, several summary presentations have been created that capture the issues, the process and the visionary elements that were created in order to provide a 'road map' for how to move forward with recovery both on the 52-acre site and for the greater Princeville area. Each of the following summary presentation files can be found in the accompanying file by referencing the folder path listed at the top of each section.



# WORKSHOP DOCUMENTS

1) [Princeville Design Workshop > Princeville Workshop Archives > Workshop Documents > Princeville Design Workshop Guidebook.pdf](#)



Of the many materials that were compiled and created in preparation for the Princeville Workshop, the **Workshop Guidebook** is the most comprehensive resource including a full community profile, environmental and infrastructure assessment, summary of planning issues, data resources, history, and design goals. This guide also includes a list of important partners and design team participants.



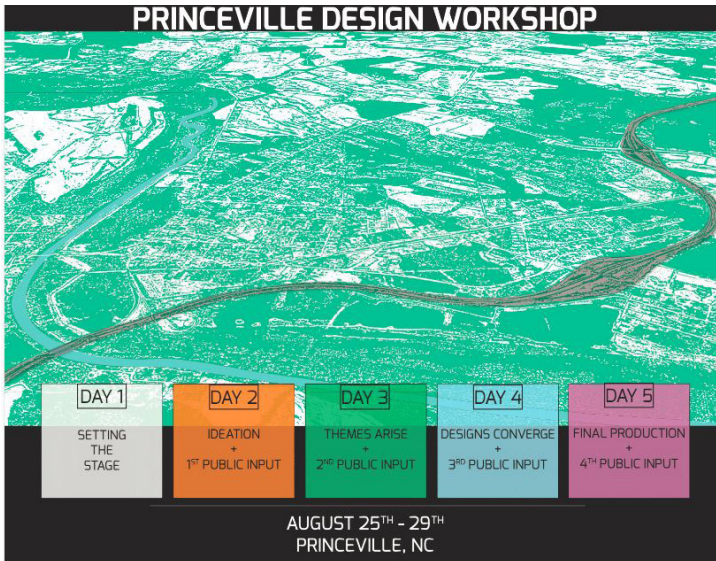
2) [Princeville Design Workshop > Princeville Workshop Archives > Workshop Documents > Princeville Design Workshop Agenda.docx](#)

<b>Princeville Design Workshop Agenda</b> <b>August 25-29<sup>th</sup></b>	
<b>Edgecombe County Admin Building, Auditorium</b> <b>201 Saint Andrew Street</b> <b>Tarboro, NC</b>	
<b>Pre-Workshop (Thursday, August 24th)</b>	
Design Team Arrival/Hotel Check-in	Prior to dinner
Design Team Dinner (workshop purpose, roles, logistics)	6:00-7:00
Design Team Review and Testing of Operations	7:00-8:00
<b>Workshop: Day 1 (Friday, August 25)</b>	
Workshop Kickoff and Welcome (media invited)	9:00-10:00
Bobbie Jones, Princeville Mayor  Eric Evans, Edgecombe County Manager  Joe Wright, NCEM Deputy Director/Gavin Smith, UNC Overview and Purpose of Workshop  Libby Turner, FEMA Federal Coordinating Officer Federal Support  Brock Long, FEMA Administrator	
Introductions / Team Orientation (Gavin Smith)	10:00-11:00
Welcome and Introductions  Workshop Overview Description of Workshop Scope / Design Parameters (Three Design Options), Goals, Logistics Support	

The Workshop Materials folder also includes the Workshop Agenda that can help understand the day-to-day make-up of the event. This agenda could be used to establish a framework for future efforts to host this sort of design recovery workshop.

## WORKSHOP SUMMARIES

1) *Princeville Design Workshop > Princeville Workshop Archives > Summary presentations > Princeville Workshop Summary > Princeville Workshop Summary.pdf*



This presentation was created by the NC State Design School team with the intent to summarize the event activities and products from the design team perspective including outcomes and next steps.

2) *Princeville Design Workshop > Princeville Workshop Archives > Summary presentations > Princeville Workshop Report & Recommendations\_Kofi Boone > Princeville Workshop\_Summary\_recs\_resources*



NC State Faculty of Landscape Architecture and co-organizer for the Princeville Workshop, Kofi Boone created this presentation as a stand-alone version of his final presentation to the community on the last day of the workshop. He also added recommendations and next steps to accompany the summary.

# Greater Princeville:

A conceptual framework for building a resilient community

Action Recommendations

10.04.2017

NC State Faculty of Landscape Architecture and co-organizer for the Princeville Workshop, Andy Fox created this presentation as a framework for moving forward with the outcomes from the Design Workshop. This document offers a strategy and conceptual road map for how the workshop outcomes can be further developed and detailed to create a successful recovery in Princeville.

## WORKSHOP ARCHIVES


In addition to the summary documents listed above, a substantial archive of materials has been created to support future efforts in Princeville's recovery process. For those interested in additional information on the subjects from the summary presentations or are interested in the details of the event itself, the archives as outlined here provide full detail from before, during, and after the event, including supporting resources, images, presentations, design production and event planning.

You may access the full archive of documentation from the Design Workshop online. Materials are organized within the following set of folders and may be accessed by clicking on each folder listed on the following page.


1. Data
2. Graphic products from design team
3. Maps
4. Photos and videos
5. Summary presentations and recommendations
6. Supporting resources
7. Workshop documentation
8. Workshop technical presentations

 > **\_Princeville Design Workshop**


Name ↑

 Data

The data folder contains all of the GIS and other geographically associated data files we used during inventory, analysis, assessment and mapping. A great resource for designers and technical professionals.

 Graphic products from design team


This archive is a compilation of scanned design production from throughout the workshop. Scans include public engagement works as well as concept and design development products.

 Maps


This folder includes flood related mapping products that created to help the design team clearly understand the underlying issues in Princeville and the surrounding area.

 Photos and videos

A lengthy compilation of photos and videos from the event as well as select media coverage summarizing the larger effort.

 Supporting resources

Resources to frame the larger issues at play in Princeville and across eastern North Carolina. This includes regional planning documents, technical reports and design resources.

 Workshop documents

This folder includes information from the planning, and implementation of the event including design team bios, and a workshop guidebook that sets a detailed view of Princeville in preparation for the event.

 Workshop technical presentations

The first full day of the Workshop was filled with technical presentations from subject experts and leaders in the effort. Their presentations are archived here.