

# SOUTHEAST RICHLAND NEIGHBORHOOD MASTER PLAN

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Report

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Completed By

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December 22, 2005

# **SOUTHEAST RICHLAND NEIGHBORHOOD MASTER PLAN**

**Report**

Prepared for  
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December 22, 2005

## Southeast Richland Neighborhood Master Plan

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1.0	Introduction.....	2
2.0	Community Input Summary .....	3
3.0	Southeast Richland Neighborhood Profile.....	8
4.0	Introduction to the Six Strategies for Southeast Richland.....	10
5.0	Conclusion and Next Steps.....	26

## 1.0 Introduction

Richland County, South Carolina has embarked on a truly unique planning effort that has provided neighborhoods across the county with vision plans for their future. The effort began with a communitywide neighborhood planning summit where a host of volunteers and professionals shared their expertise with community citizens. From there, County Council outlined a series of neighborhoods that would be the first ones to embark on the master planning effort. Southeast Richland (sometimes called "Lower Richland") was selected as the first neighborhood.

The neighborhood boundaries were defined as the one-mile radius from the intersection of Lower Richland Boulevard and Garners Ferry Road (US 378). The neighborhood includes Lower Richland High School, a Richland County Sheriff's Substation, a neighborhood shopping center with a Food Lion as the anchor store, the headquarters for Defender Industries, a Square D manufacturing plant, a number of large farm tracts, portions of a variety of neighborhoods, several stream courses, and one of the largest Carolina Bays found this far inland in the state.

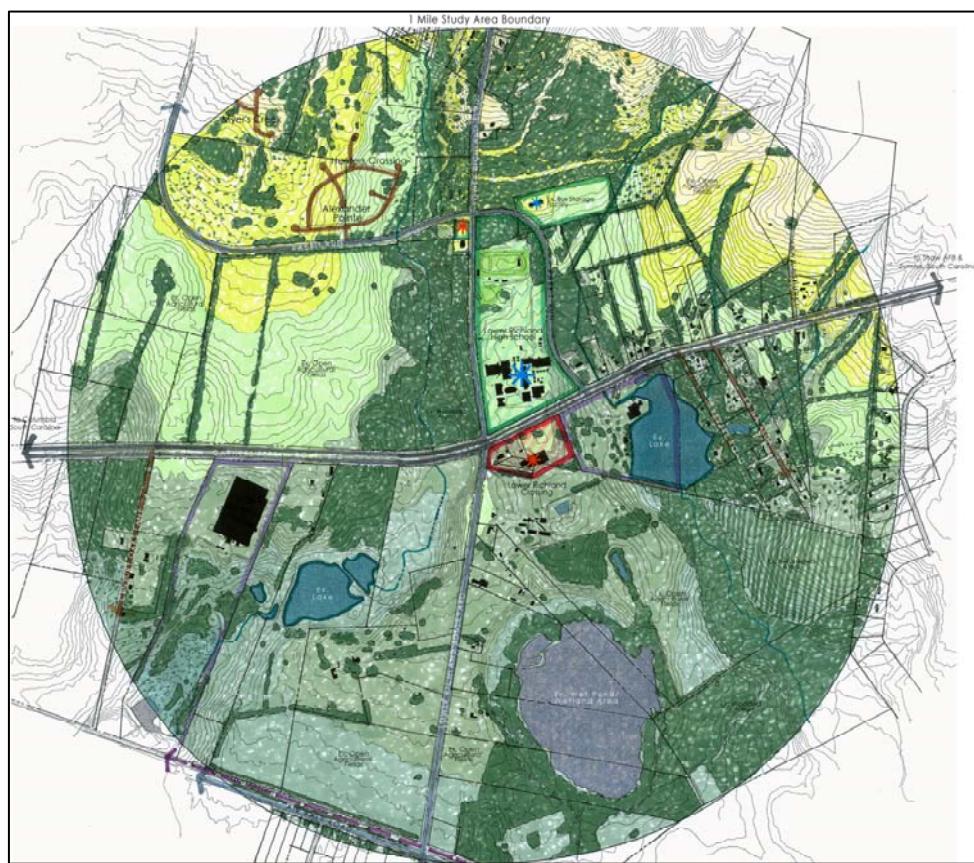


Figure 1: Southeast Richland Neighborhood Study area current conditions.

The plan process included a number of critical steps. The first was a thorough reconnaissance and review of the study area. The team then conducted close to thirty one-on-one interviews with neighborhood residents, property owners, business people, and related stakeholders to garner their input into the plan. This effort was conducted concurrently with the first of four open public input meetings on the plan effort in the neighborhood. Each of the four meetings covered a distinct phase of the project:

- Meeting one: Neighborhood input.
- Meeting two: Analysis presentation.
- Meeting three: Presentation of preliminary designs and group discussions.
- Meeting four: Final neighborhood presentation prior to formal adoption process.

The plan then went through the formal adoption process with a review by the Richland County Planning Commission and the Richland County Council.

## ***2.0 Community Input Summary***

This chapter summarizes the community input from the public meetings and the stakeholder interviews. The first portion is presented in its “raw” form as given at the public meeting. The audience was asked a series of questions and the answers were recorded. The audience was then asked to cast four votes per person for those items that were most important to them. The numbers next to each item indicate the number of votes each item received.

It is important to recognize that in several cases, there are differences of opinion about what should happen in the neighborhood. The comments here are presented as closely as possible to the way they were shared with the consultant team and do not reflect the opinions of the consultant team or Richland County. The next part of chapter two summarizes the raw information into some key areas of consensus or agreement and areas of discussion or dissension.

## 2.1 What do you cherish?

Creeks and greenspace	13
Open space	10
Low-density, open farmland, no strip development	5
Beautiful area	2
Livestock and horses	2
Last opportunity for County to manage area properly	1
Sense of community	
Peaceful	
No one living next door to my house	
Good people	
Being around family	
No traffic gridlock yet	
Cost of living	
Historic Area	
Carolina Bays	
Diversity	
Place to raise children and grandchildren	

## 2.2 Key Frustration

Property Taxes	31
Traffic everywhere - Garners Ferry and Lower Richland Boulevard	15
Poor school image	14
Lower incomes in small rental houses bringing drug & gang activity	12
Poor infrastructure - water, sewer, and highways	4
Highway maintenance - grass & weeds	3
Drainage problem	3
Overcrowded schools	2
No turning arrows & lanes	2
Decreasing property values	2
Sprawling development that results in closing shopping centers and leaving them empty	2
No longer having access across Fort Jackson	2
Lack of property maintenance	1
Speed limit too high	1
How will eminent domain be applied to this area	1
Increase in crime	1
Treated like we're "lower class" because we're from "Lower Richland"	1
Environment and pollution	1
Wetland protection	

## Southeast Richland Neighborhood Master Plan

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County maintenance - Garbage, road kill, dirt roads
Litter
Getting fair market value for property

### 2.3 Whatever Happen in the Neighborhood Don't...

...take away the ability to subdivide property	21
...allow real estate developers to control what happens	20
...become like Two Notch Road or Harbison	16
...change zoning to put in apartments	8
...have City water and sewer	7
...force lower income people off their land	6
...play "eminent domain" card in Lower Richland	5
...have unplanned development	4
...allow for houses under 2,500 sq. ft.	2
...just throw development together	
...let Housing Authority control development	
...get rid of natural beauty	

### 2.4 Whatever happens in the neighborhood do...

...use impact fees for development to pay for its infrastructure	14
...provide new schools	7
...maintain the rural quality of the area	5
...have new development pay for itself	5
...consider medical facility	5
...include activities and additional venues for kids	3
...involve entire community	3
...plan for transportation improvements from Rabbit Run to Air Base Road	3
...involve community in planning process	2
...have more cooperation between the City and County	1
...build adequate infrastructure. Perform gap analysis and identify funding	1
...protect our water	1
...not have tap fees	1
...remove paved road requirements from subdivision regulations - family land	
...have more cooperation between the government and schools	
...use the community's vision	
...have sidewalks	
...make developers responsible for drainage for 20 years	
...establish effective communication patterns	
...make sure existing property owners also benefit from growth and realize the value of their property	

## 2.5 What is Your Vision of Lower Richland in 2015?

Have a better education system including new high and middle schools and higher educational facility	11
Have a transportation system that meets growth	7
Have a medical facility or hospital	6
Have funding available to improve existing housing	5
Have only single-family development	4
Have more career firemen, stations and hydrants in area - commensurate with development	4
Have new road alternatives to Garners Ferry	4
Incorporate the entire area	2
Ensure quality design in new development - Woodhill v. Wal-Mart	2
Have mini parks in neighborhoods	1
Have a larger Post Office	1
Have clean industry	1
Do not have the "over commercialization" of the area	1
Have adequate setbacks and green space	1
Have no deserted strip malls	1
Only see the roof of my neighbor's house from my front porch	
Still see deer roaming community	
Have more professional services	
New development that is accessible and ADA compliant	
Have alternate means of transportation	
Have adequate maintenance and upkeep	
Have industrial growth in industrial parks	
Have sidewalks	
Have this plan not just be writing on a wall	
Minimize the negative impact on subsequent areas	

## 2.6 Areas of Consensus

- Significant growth is coming... like it or not. Everyone generally recognizes that this area is going to continue to grow.
- Infrastructure, particularly the road network, is going to be inadequate to handle growth in the future. Infrastructure issues such as roads, sewer, and water were consistent concerns of the stakeholders and in the public meeting. Often mentioned needs were intersection improvements and a connection for Airbase Road toward Columbia.

- Underground infrastructure has been uncoordinated and haphazard. The limited water and sewer systems in the area have been led by private sector and consequently are inadequate to handle substantial growth at this point.
- Do not want existing residents to have to bear the costs of new development. Residents agree that new growth is coming but fear that the cost of providing services to serve the growth will result in higher property taxes.
- Schools need improvement. Generally speaking, the schools were cited as having a bad reputation that was impacting the area's ability to attract high-income residents.
- Open space, greenspace, walkability, small parks are needed. This was a frequent concern though the issue varied from preservation of open spaces and farms to the creation of more parks and walking paths in the community to connect neighborhoods.

### **2.7 Areas of Discussion**

- Preserving character of community. Most stakeholders agreed that preserving the character of the community was important. Just what that character is, or which parts of it are worthy of preservation was the point of departure. No clear consensus was provided.
- Sizes of houses, types, styles, densities. The exact nature of the houses, types, and styles desired by stakeholders varies depending on whom you ask. Some are adamantly against any form of density and want to limit development to large lot, large size homes. Others want great diversity of housing types.
- Commercial development... amount, type, design. Most stakeholders agree that more commercial development is necessary and many feel that more strip development along 378 would have a negative impact on the community. However, the exact nature and type of commercial growth is not as clear.
- Amount of regulation on property. Regulation of private property and the types of uses and density that will be permitted is something the stakeholders had varying thoughts about.
- How growth will impact neighboring communities. Many stakeholders are concerned about the impacts of growth in the study area on areas outside of the study area.
- How to pay for infrastructure needed. There is no clear resolution on how to pay for the infrastructure needed to handle the projected growth in the area regardless of the type of plan adopted.

### 3.0 Southeast Richland Neighborhood Profile

A quick look at the Southeast Richland neighborhood tells a lot about what is going on in the larger area. In 2005 the population estimate for the neighborhood is 557, up by 20.4% since 1990 when the population was 463. By 2010, the projected population is expected to be 590 people with 197 households. This growth number seems exceedingly conservative based on the amount of residential development occurring in the area. In fact, the trends of the study area showing its growth being on par with that of the County as a whole rather than the relatively slower growth in the greater Southeast Richland area (roughly bounded by the Wateree, the Congaree, Fort Jackson, and I77).

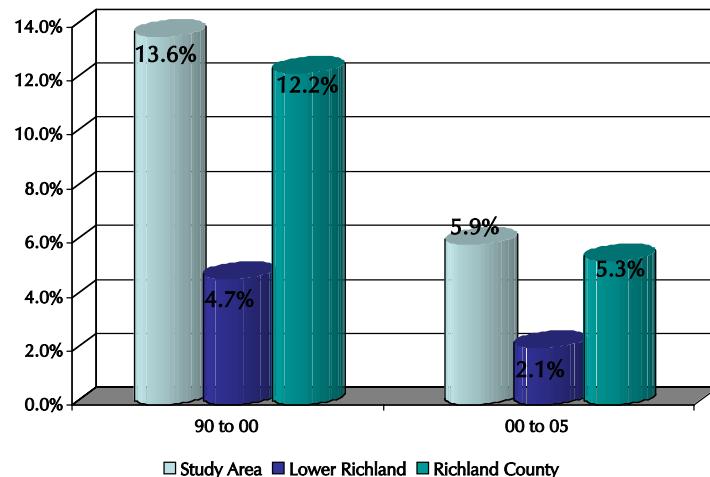
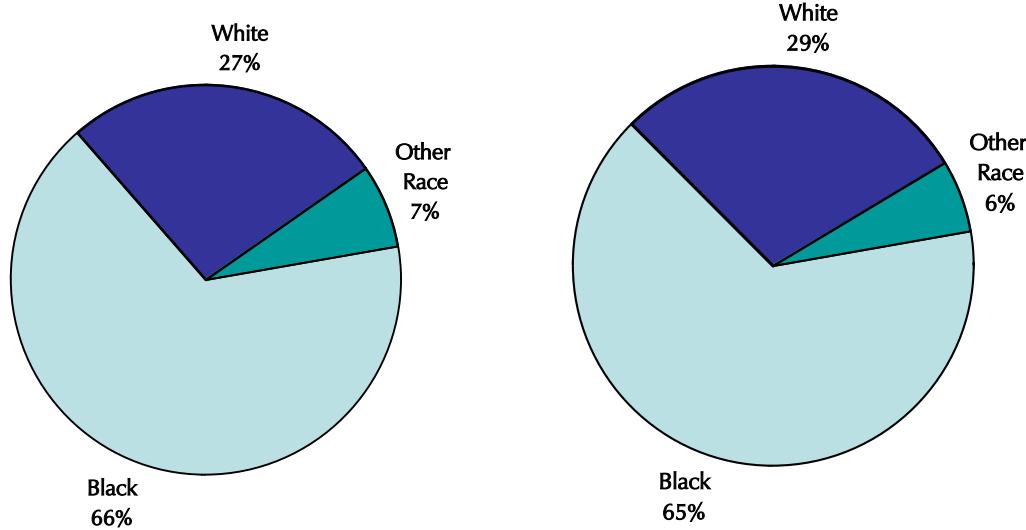


Figure 2: Percent population growth of study area, Richland County, and the greater SE Richland area.

### 3.1 Racial Composition of Study Area and Greater Southeast Richland



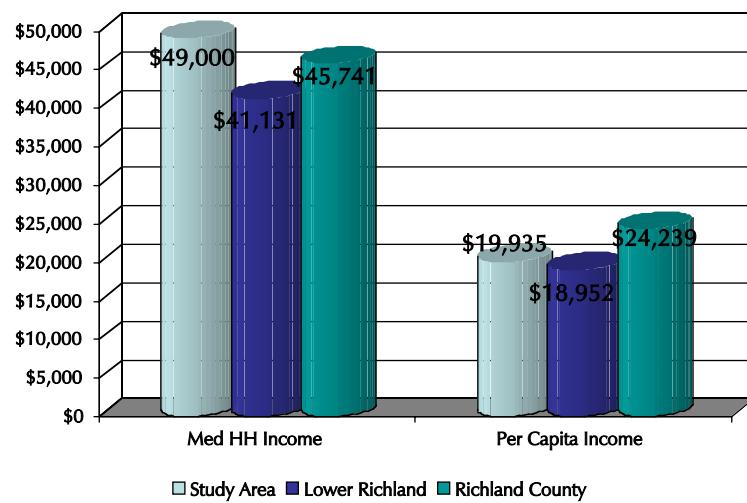
*Figure 3: Racial composition of study area.*

*Figure 4: Racial composition of greater SE Richland*

The racial composition of the study area and the greater Southeast Richland area bounded by the Wateree, the Congaree, Ft. Jackson, and I-77 is roughly identical showing that the study area resembles the overall community.

### 3.2 Income

The income of the study area, the greater Southeast Richland area, and Richland County as a whole is quite similar. In fact, the study area has a higher median Household Income than its larger counterparts though the per capita income tends to lag the county as a whole.



*Figure 5: Income comparisons among the study area, the Greater Southeast Richland area and Richland County.*

### 3.3 Owner Occupancy

The number of ownership occupied houses in a neighborhood is an indicator of neighborhood stability. The study area currently has an owner occupancy rate at 74.6% which exceeds that of the greater Southeast Richland area and significantly exceeds that of Richland County which is only 62.6%.

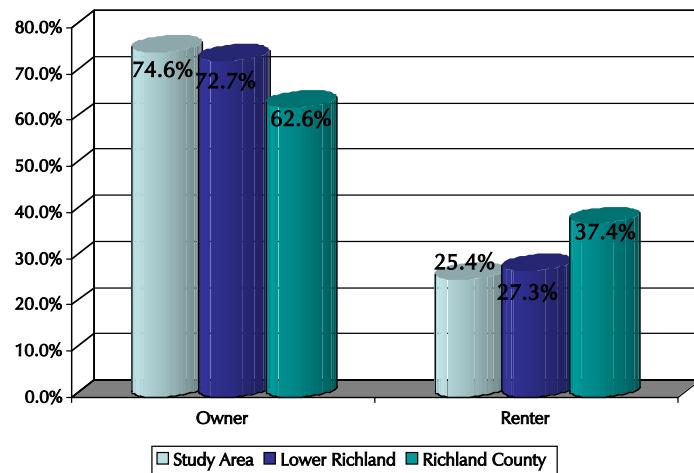


Figure 6: Owner Occupancy Rates

## 4.0 Introduction to the Six Strategies for Southeast Richland

The following sections outline the six strategies for the Southeast Richland neighborhood master plan. These strategies form the core direction for the community. Each strategy section is introduced with a series of issues that form the basis of the recommendations, proceeds to a draft “vision” statement for the neighborhood that attempts to encapsulate the future direction of the neighborhood, and concludes with a series of short, medium, and long-term recommendations.

### 4.1 Planning and Development

Growth pressures are seriously impacting the area. In fact there are currently 1375 lots permitted and/or under development in the study area and its immediate surroundings. Also, there have been two additional zoning applications submitted for another 688 lots inside the study area while this planning process was under way.

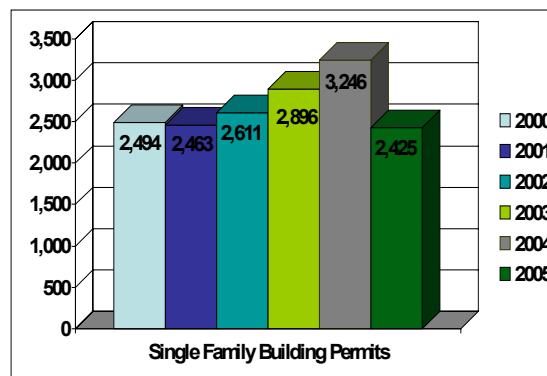


Figure 7: Single Family Building Permits Issued in Richland County Through August 2005

## Southeast Richland Neighborhood Master Plan

With no additional rezoning changes, the existing zoning currently would permit at least another 1350 residential lots. Yet, the existing zoning over much of the study area is three quarter acre lots. While this is called a "rural residential" zoning classification, in reality it neither encourages "rural" development nor quality suburban style residential development. Furthermore, the current zoning allows for no "mixed" style development, commercial development, and provides no mechanism for amenities like parks, sidewalks, and street connections.



Figure 8: This map of the Southeastern Richland study area shows the amount of developable land in the area.

In order for the future of the area to develop in accordance with the goals set by the public input, as well as solid planning as set forth in the Countywide land use plan, a new vision for the area must be developed. This vision would be:

*Southeast Richland will develop with a mixture of housing types and prices, commercial uses, and public amenities balancing the need to grow with the desire to preserve the unique character of the community.*

### ***Short Term Recommendations 2006***

- *Adopt the Southeast Richland Master plan into the County's Comprehensive Plan.* The Southeast Richland Master Plan is a broad policy document that outlines a vision for the future of the area. As such, it should be incorporated into the "official" policy document for planning in the county, theComprehensive Plan. Once adopted into this plan as a policy, then the specific implementation techniques to put the plan in action can take place.
- *Proactively rezone the entire district with "Performance Zoning Standards."* Traditionally, Richland County has had rezonings that are only reactionary. A developer has sought a rezoning based on their ideas for what might happen on a property. This recommendation requires that the County be proactive about planning in the area. The result should be that the County undertake the rezoning of the area using creative zoning techniques. "Performance Zoning Standards" should be interpreted here as *any* creative technique to use zoning to achieve the goals of the plan that would do the following:
  1. Develop buffers along creeks, streambeds, and the Carolina Bay to ensure that some of the natural environment in the area is preserved.
  2. Incorporate "greenways" along the riparian corridors that will preserve these amenities while linking neighborhoods with one another.
  3. Develop buffers along Lower Richland Boulevard and Garners Ferry Road as it moves away from the spot where they intersect thus preventing "strip commercial" development from continuing all the way down the corridor.
  4. Preserve woodland where possible to maintain variety and natural viewsheds in the area.
  5. Create road connectivity to alleviate the impact of new traffic on major roadways. Of particular interest would be connections between subdivisions. An "inner ring road" would create a block structure to the district and diffuse traffic that currently uses only the Lower Richland and Garners Ferry intersection. Other new connector roads, like Airbase Road extension, would also give residents options.
  6. Develop reserved sites for parks, public uses, and other amenities so residents have a quality of life component to their living environment.
  7. Incorporate a mixture of uses and housing types with more rural type housing occurring on the edge of the district, more dense housing occurring closer to the intersection of Garners Ferry Road, and commercial uses clustered more densely at Garners Ferry's intersection with Lower Richland Boulevard.

## Southeast Richland Neighborhood Master Plan

The accompanying maps in figures 9 and 10 show the conceptual master plan design for the Southeast Richland Area in preliminary and more detailed concepts. The additional plans in figures 11 through 14 are concepts to illustrate how parcels might develop under the guidance of the plan. The latter illustrations are not meant to be prescriptive.

Figure 9: Conceptual Layout of Southeast Richland Area Showing Potential for Mixed Uses and Densities



Figure 11-12: Various Detail Concepts Showing the Potential for Development in the Study Area



Figure 11-12: Various Detail Concepts Showing the Potential for Development in the Study Area



**Summary:**

6 Agricultural Reserve/Estate Lots  
52 Single Family Lots (Clustered)  
50 Condos/Apartments/Townhome Units  
108 Units Shown



## 4.2 Infrastructure

The vision for Southeast Richland's infrastructure is:

*As Southeast Richland grows the infrastructure network grows with it providing the needed services for traffic, water, and sewer to handle the changes in the area.*

As the Southeast Richland area grows, the need for infrastructure must be satisfied. Currently, the existing road network forces traffic primarily to one intersection: Garners Ferry Road and Lower Richland Boulevard. Rabbit Run does provide some relief for traffic but it is very limited. Compounding the internal circulation issue is the fact that Garners Ferry Road is the only logical connection for commuters from the greater area into Columbia. Traffic will certainly increase as development happens in the area.

In addition to the traffic issues, infrastructure limitations exist for water and sewer as well. There is some limited city water and sewer along Garners Ferry Road that has been built by the private sector to serve specific uses. No lines run off of the main road to serve future development and the capacity of service is questionable for the amount of demand being created.

Based on occupancy permits and an examination of countywide residential building permits, residential growth in the area is occurring at an estimated pace of 150 to 250 single family units per year. Using this pace of growth and the amount of developable land in our study area, "build-out" for the Southeast Richland study area should occur between the years 2015-2020.

### ***Short Term Recommendations 2006***

- *Commission a detailed traffic study of the entire Southeast Richland area.* A study similar to the traffic study completed for Northeast Richland County should be developed for the greater Lower Richland area bounded by Interstate 77, Fort Jackson, the Wateree River, and the Congaree River. This study can provide an informed overall breakdown of the improvements that will be needed for transportation as the overall area grows.
- *Continue dialogue about water and sewer service in the area.* Water and sewer service are critical needs for both the study area of this master plan and the overall Southeast Richland area. The complexities of this issue include the fact that City of Columbia water service extends to the area, other areas suffer from groundwater issues, and the drainage for this area goes directly to the Congaree National Park will need to be thoroughly explored for an area that extends far beyond the immediate study area of this master plan.

- Complete environmental study of proposed route of Airbase Road Extension to Shop Road. Airbase Road crosses the bottom of the study area and connects Lower Richland Boulevard with McIntire Air National Guard Base and points west. This road could connect directly to Shop Road Extension and thus to downtown Columbia. Congressional funding has been secured to complete an environmental study of this route.
- List improvement projects on regional Transportation Improvement Plan. Once the regional traffic study and the Air Base Road environmental study are complete then the recommended projects should be formally listed on the regional Transportation Improvement Plan.
- Through the rezoning process, encourage road connectivity in developments in the area. One of the major tenets of the Southeast Richland Neighborhood Master Plan is to ensure that developments that happen in the area help to complete a logical interconnected road network to alleviate future traffic issues. As developments happen, they should be emphatically encouraged to develop an interconnected road network.

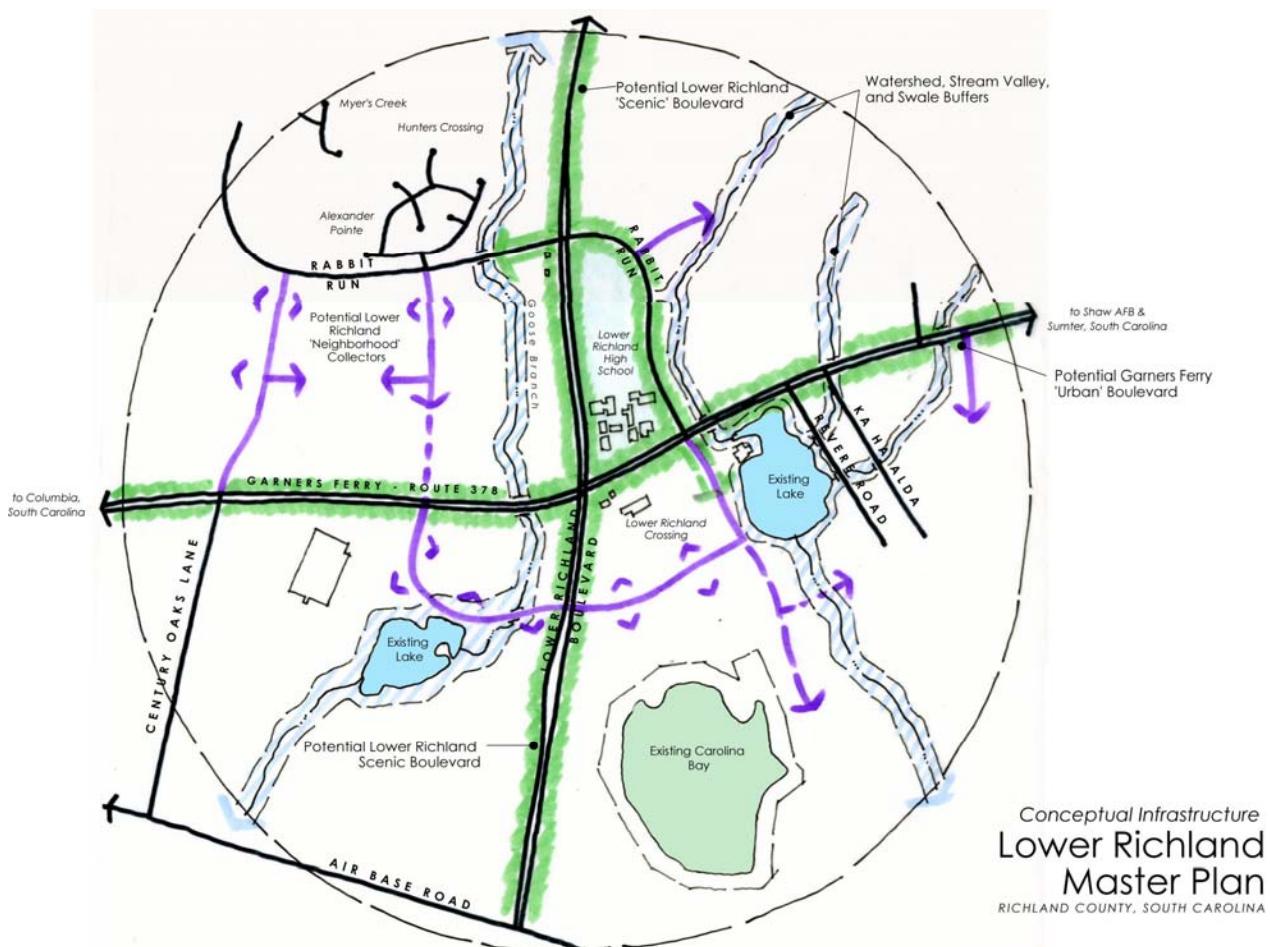


Figure 9: Proposed road network for Southeast Richland

***Medium Term Recommendations 2007-2008***

- *Develop a funding strategy for water and sewer improvements.* Once the various partners establish a strategy for how to create the water and sewer improvements needed in the area, they then must establish how to pay for those improvements.
- *Complete first section of "Boulevard" improvements to Lower Richland Boulevard.* One of the recommendations of the plan is for Lower Richland Boulevard actually to become a boulevard with a landscaped median and landscaped buffers on each side.
- *Complete right of way acquisition for Airbase Road Extension.* The next phase for Airbase Road would be to complete the right of way acquisition to prepare for road construction.
- *Incorporate road connectivity into the standards for development in the area.* Initially road connectivity will need to be handled through rezoning processes. By the second phase of master plan development, road interconnectivity will be "institutionalized" into the standards for development in the study area.

***Long Term Recommendations 2009-2015***

- *Complete water and sewer infrastructure.*
- *Complete Airbase Road extension to Shop Road.*
- *Develop "boulevard" streetscape for Garners Ferry Road.*
- *Complete "internal street" network on master plan.*

#### **4.3 Greenspace**

When asked what they “cherish” about the Southeast Richland area, greenspace issues ranked as one of the top items. Within this broad topic, peoples’ ideas of greenspace varied widely from wide-open vistas across farmland to small park spaces for children. All of these greenspace issues are important especially as growth continues to put pressure on the area. In fact, many of the wooded areas, open spaces that have long formed the initial impression of the appearance of this area, are rapidly changing as “strip style development” advances toward the intersection of Lower Richland Boulevard and Garners Ferry Road. As this growth has happened, very few pedestrian connections and park spaces have been created. These pedestrian connections and park areas are critical to the success of a mixed-use community.

However, the Richland County Recreation District has purchased land for a large recreational complex inside the study area. There are other significant opportunities left to preserve open spaces like the rare Carolina Bay, the creek courses, and some of the special view sheds. These areas can also become the backbone of a recreational resource for residents of the area, as well as being an important component of the pedestrian network throughout the Southeast Richland area.

The greenspace vision for the area is:

*the Southeast Richland area will be characterized as a community where greenspace connects neighborhoods, major roads are “boulevards” lined with trees, and significant natural resources are preserved as amenities for residents.*

#### ***Short Term Recommendations 2006***

- *Incorporate greenspace preservation in performance zoning standards.* As mentioned before greenspace preservation should be incorporated into the development regulations for this area. These regulations should pay special attention to viewsheds, stream courses, and woodland protection.
- *Incorporate conservation development in zoning standards.* Richland County has developed some significant incentives to encourage conservation development. Open space preservation should be incorporated into development regulations to implement the master plan.

### ***Medium Term Recommendations 2007-2008***

- *Develop small parks and open space as components of development in the neighborhood.* Currently, developers of neighborhoods have no requirements to incorporate small parks and open spaces in their developments. Every future development in the Southeast Richland area should include small open spaces and parks for residents.
- *Preserve “telescoping” scenic buffers along Garners Ferry Road and Lower Richland Boulevard.* The traditional tendency for “strip style” development to “creep” eastward to the intersection of Garners Ferry and Lower Richland and beyond should be halted with buffer requirements that focus commercial development toward the intersection. The buffer requirements should increase away from the intersection in order to preserve some of the open space viewsheds that still exist in the area.
- *Develop “Southeast Richland Green” as component of extended commercial development in the Southwest quadrant of the community.* Southeast Richland Green is a proposed “town square” that could occur adjacent to the Food Lion shopping center. This green would be fronted with commercial development and could be a central gathering space for the community.



*Figure 10: Example of what the Lower Richland Green could look like.*

#### **4.4 Children and Schools**

One of the hindrances to development in the area is the perception of the schools. Lower Richland High School has had a poor perception in the community for some time and this was expressed in many of the public meetings in the neighborhood. Other residents are concerned that regardless of the perception of the schools, they will be unable to accommodate new growth leaving the local residents with the burden of constructing new facilities. The vision for Southeast Richland must rally the community to support the schools. The vision is:

*The schools in the area will become centerpieces of the community and their improved reputation will be a key component of the success of the area.*

#### ***Short Term Recommendations 2006***

- *Encourage area residents to become active partners with the local schools.* The best schools have the active and regular support of area residents and businesses. Area residents should become involved in the schools regardless of whether or not they have children enrolled. There are people already involved but this can only improve.
- *Pursue discussions with higher education providers about locations in the area.* Many of the residents of the area would benefit from access to higher education. This could be an excellent complement to the High School and its new International Baccalaureate Program. Area residents should form a higher education resource team to pursue discussions with Midlands Tech, USC, and others to see if classes in the area would be feasible.
- *Consider shared community facilities with local schools.* The school media center, computer labs, and meeting facilities could be an excellent way to bridge what the schools provide with the community that might otherwise not have a reason to interact with Lower Richland High School. Sharing facilities is also an extremely efficient way to bring services to a fast growing community while fostering good will for the mission of the local schools.

### ***Medium Term Recommendations 2007-2008***

- Reserve a site for higher education facility in the area. Two options have been identified as potential sites for a higher education facility. The first would be adjacent to Lower Richland High School to take advantage of shared resources. The second option could be adjacent to the Carolina Bay in order to incorporate the natural resource education that could be a complement to the other education programming at the facility.

### ***Long Term Recommendations 2009-2015***

- Build new elementary school in area. While many residents were concerned that the schools would be overtaxed by the growth of the area, it is clear that the projected growth of the area should be easily accommodated in the recently completed expansions to existing facilities for the next seven to ten years. The master plan has identified the state bus maintenance facility as a viable option for a new elementary school. By the time a school is needed, this facility will no longer be a compatible neighbor to the residential development nearby.
- Consider expansion plans for Lower Richland High School. By the seven to ten year time frame, Lower Richland High School may need to be expanded as well.

## **4.5 Community Facilities**

As the Southeast Richland area continues to develop, the need for community facilities will increase. Many of the traditional needs such as healthcare for an aging population, day care for children, library facilities, and even basic services such as fire and police services were provided by locations closer to the City of Columbia. Facilities closer to a growing population will help make the Southeast Richland community a fully functioning center of a growing population base. The vision for this would be:

*Community facilities will develop as a key component of the overall development of the community in pace with the growth.*

### ***Short Term Recommendations 2006***

- *Reserve sites for future community facilities in the master plan.* The Master Plan has identified several potential locations for community facilities including locations within the commercial development at the intersection at Garners Ferry Road and Lower Richland Boulevard, as well as some exclusive sites near the intersection of Rabbit Run and Lower Richland Boulevard. These facilities could be private sector uses such as day cares and care for the aging as well as public facilities such as expanded fire services. In addition, some of the more dense residential development close to the intersection of Garners Ferry/Lower Richland intersection would make an ideal senior living option.
- *Allow for community facilities to be a component of the development standards.* Many development standards have provisions that allow for a developer to incorporate certain community facilities into their development programs both to make for a more marketable product and to fill a community need. The master plan recommends that these facilities be encouraged in new developments.
- *Considered shared community facilities with local schools.* As mentioned before, shared facilities with schools serve two purposes: they satisfy a need in the community and foster good will toward the programs of the local schools.

### ***Medium Term Recommendations 2007-2008***

- *Develop medical offices in the area.* With the proximity of other medical services, it is doubtful that a full service hospital facility will develop in the area in the time frame of the master plan. However, medical offices and perhaps some outpatient care may be feasible as the growth in the area generates for demand.

## **4.6 Community Involvement**

Great communities are built on the involvement of active citizen participation. The creation of this plan has been a key point in developing consensus among a diverse group that can easily disagree on a number of issues. It is this citizen participation that leads to progress during the frequently confusing rapid growth of an area. Constant monitoring, dialogue and work must take place to ensure that a community is a great place for future generations. To date, the neighborhood has shown a remarkable willingness to play a role in its future development even though various citizens may disagree on the details.

The vision for community involvement is:

*The Southeast Richland community will develop a formal neighborhood association that will become a voice for citizens of the area to support education of area children and work in partnership with others for economic opportunities for area residents.*

***Short Term Recommendations 2006***

- *Continue meeting as a neighborhood group.* Now that the plan is complete, the neighborhood should continue to meet to discuss issues, monitor development activity, and provide support for educational programs.
- *Formally organize and select a “name or brand” for the community.* One of the interesting issues that arose during the master plan process is that the community didn’t always know what to call the area. With a Hopkins zip code, the Lower Richland High School, and the Southeast Richland moniker, the name for the community was frequently interchanged depending on the circumstances. Ultimately, a consistent name and “brand” for the community will go a long way toward creating unity for area residents and businesses.

***Medium Term Recommendations 2007-2008***

- *Pursue grant funding for education and beautification projects in the community.* Once the formal neighborhood organization is established, then it can begin to pursue funding for projects.

## ***5.0 Conclusion and Next Steps***

This plan has been the work of hundreds of citizen stakeholders, property owners, institutions, and local businesses. Without their help, open-minded approach, and ability to set aside differences and form consensus, this plan would not have come to fruition.

One of the important next steps will be to develop the land use regulations that will become the primary implementation technique for the master plan. These regulations along with the support of the residents and stakeholders will enable the Southeast Richland area to develop as a great neighborhood well into the future.