A New Promise for an Old Place: Operationalizing the Project Glade
Strategic Plan for Senior Housing and Services

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ATP Project Outline

Background:
In response to requests from the community of Glade Spring, Virginia, represented by the organization Project Glade, this project will be another step in a multi-year, multi-pronged effort to offer logistical, technical, and strategic support for efforts to rebuild and revitalize this small rural community located three miles from Emory & Henry College. Building on previous ATP work, current funding from federal, state, and local government (including ARC) students will work collaboratively with members of the Glade Spring community and the officers of Project Glade to study demographic trends and trajectories for seniors living in the Glade Spring area in the next twenty to thirty years. Based on this research, the research team will provide a series of recommendations for senior housing and other services affiliated with recent developments on the Glade Spring Town Square. This research and data will be used to support the community’s application for economic development grants and investments for senior housing.

Project Focus
As part of the Glade Spring efforts for sustainable economic development, the student research team will work with the Glade Spring community to assess need and identify strategies to offer opportunities senior housing on and near the Glade Spring Town Square.

Project Details including the following:

Course Number, Name, and Instructor:
PPCS 460—Independent Study—Research for Place
Talmage A. Stanley, instructor.

Community partner:
The partnership is with Project Glade and continues the process of operationalizing the Project Glade strategic plan. Much of the redevelopment work in Glade Spring is under the leadership of Project Glade, an organization of citizens committed to the revitalization of the place.

Need:
In response to needs identified by the community partner, Project Glade and Glade Spring, this project will work to address the need for senior housing, both currently and in the next two to three decades. Further, the housing for seniors will be one component of the identified need for mix-population housing development in Glade Spring.

Number and description of planned meetings with the community partner:
Students will meet with the Project Glade organization and with the Glade Spring Planning Commission and/or Town Council. There will be one meeting at the beginning of the semester, another mid-way through the work, and a third to make the final report to Project Glade and the Planning Commission.
Overview of the Project:

Glade Spring Town Square is both a specific geographic location in the town of Glade Spring, Virginia, and the overall effort for sustainable economic and cultural development in the Glade Spring community. By focusing on senior housing, this project will provide strategies to fulfill one component of the overall goal of offering mixed-population housing as a tool for economic development and sustainability on the Glade Spring Town Square. Recent efforts on the Square have resulted in new retail businesses, an artisan business incubator, cultural heritage activities, a farmer’s market pavilion, and the development of a nine-mile Rail to Trail asset that links Glade Spring with Saltville. Funding for this work has come from the Appalachian Regional Commission, Federal block grants, and state and local governments. Utilizing these recent successes, this project will lay the foundation for the development of senior housing on and near the Town Square business zone. Based on the results of focus groups with seniors, research into co-housing projects, second-story development, and pedestrian-friendly towns, students will deliver a report on population trends, alternative modes of housing, and development of pedestrian-friendly business districts, and social entrepreneur business zones adjacent to the Glade Town Square. Student research will address two goals of the ARC strategic plan—increase job opportunities and per capita income and strengthen the capacity of Appalachian people to compete in the global economy.

Project Goals/Objectives:

1. Students will develop leadership skills and awareness of community assets that can foster sustainability.

2. Students will be engaged as active learners and participants in community projects.

3. Students will engage in active research to assist Glade Spring, Virginia in creative approaches to sustainability through asset development and will focus on senior housing as one component of the strategic goal for mixed-population housing development—college students, young professionals, families, and seniors.

4. Students will deliver a report on population trends, alternative modes of housing, and development of pedestrian-friendly neighborhoods, and social entrepreneur business zones adjacent to the Glade Town Square. Student research will address two goals of the ARC strategic plan—increase job opportunities and per capita income and strengthen the capacity of Appalachian people to compete in the global economy.
Goals/objectives:

1. Students will investigate and draft a report showing demographic trends and population for Glade Spring, Virginia and surrounding area, focusing on seniors, in the next thirty years.

2. Using focus groups with seniors as well as other means, students will investigate and draft a report showing current housing trends for seniors, the wide range of seniors’ preferences in housing, as well as the ways in which these preferences are changing with the aging of the baby boom population. This report will investigate the possibilities of second-story housing, co-housing, patio housing, and ways in which these housing strategies can be deployed in Glade Spring.

3. Students will draft a conceptual framework and zoning proposal for social entrepreneurial enterprises for Glade Spring, Virginia.

4. Focus student research on Glade Spring, Washington County, Virginia, identifying assets and resources necessary for a dynamic, creative, local economy.

5. Focus student research to support the community’s application for economic development grants.

6. Students in the Public Policy and Community Service curriculum will continue to develop leadership and research skills focused on building sustainable communities.

7. This project addresses the ARC strategic goals of increasing job opportunities and per capita income for Washington County, particularly the community of Glade Spring, strengthen the capacity of Washington County and Glade Spring residents to compete in the global economy, and to develop and improve further Washington County’s and Glade Spring’s civic infrastructure.

Project Outcomes:

1. Students will design and conduct at least two focus groups with seniors, addressing questions of housing.

2. Students will be actively engaged with Project Glade, as the representative of the community of Glade Spring, Virginia, throughout the semester. Project Glade is the primary single partner.

3. Students will present their research and results at the meeting of the Appalachian Teaching Project in Washington, D.C., in December 2014.
4. Students will produce a poster for presentation at a session of the ATP in Washington, D.C., in December 2014.

5. Students will provide three deliverables to the Glade Spring Community, on which the report to the ATP will be drawn:
   a. A report showing demographic trends and population for Glade Spring, Virginia and surrounding area, focusing on seniors, in the next thirty years.
   b. A report showing current housing trends for seniors, including second-story housing on the Square, co-housing models, and patio developments, and how these housing strategies can be deployed in Glade Spring, that will also examine the feasibility of mixed population housing (young families with seniors, etc…)
   c. A conceptual framework and zoning proposal for social entrepreneurial enterprises for Glade Spring, Virginia

6. Focus student research on Glade Spring, Washington County, Virginia, identifying assets and resources necessary for a dynamic, creative, local economy.

7. Students will meet with Project Glade and the Glade Spring Planning Commission/Town Council at the launch of the project.

8. Students will provide progress reports to Project Glade and to the Glade Spring Planning Commission/Town Council two or three times throughout the project.

9. Students will present the results of their work to Project Glade.

10. Students will present the results of their work to the Glade Spring Planning Commission/Town Council

11. Students may, depending on schedule, present their research at a formal session at the Appalachian Studies Association’s Annual Conference at East Tennessee State University, March 27-29, 2014.