Connie Maxwell Master Plan

Strategic Vision (2020-2030)

Connie Maxwell
CHILDREN'S MINISTRIES

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ARCHITECTURE

OASIS

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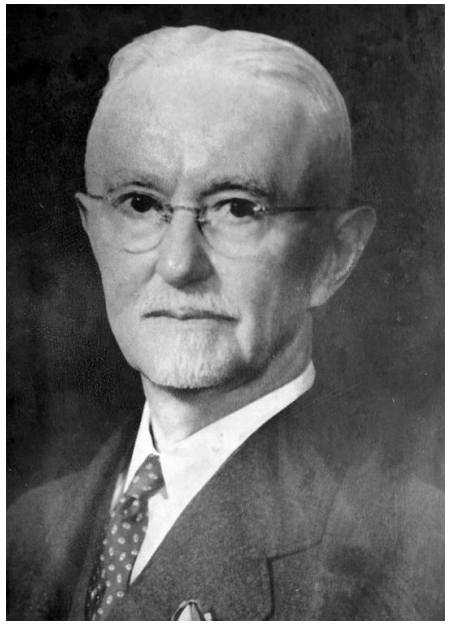
Sam Smith stated, "I shall never forget the words of Dr. Jamison to John Murdoch and me as he lay mortally sick on the porch at his home on Thursday before his death on Saturday, August 9, 1947."



"Boys, don't get in a rut, if children need services and help which we haven't got, try to learn where you can get it."

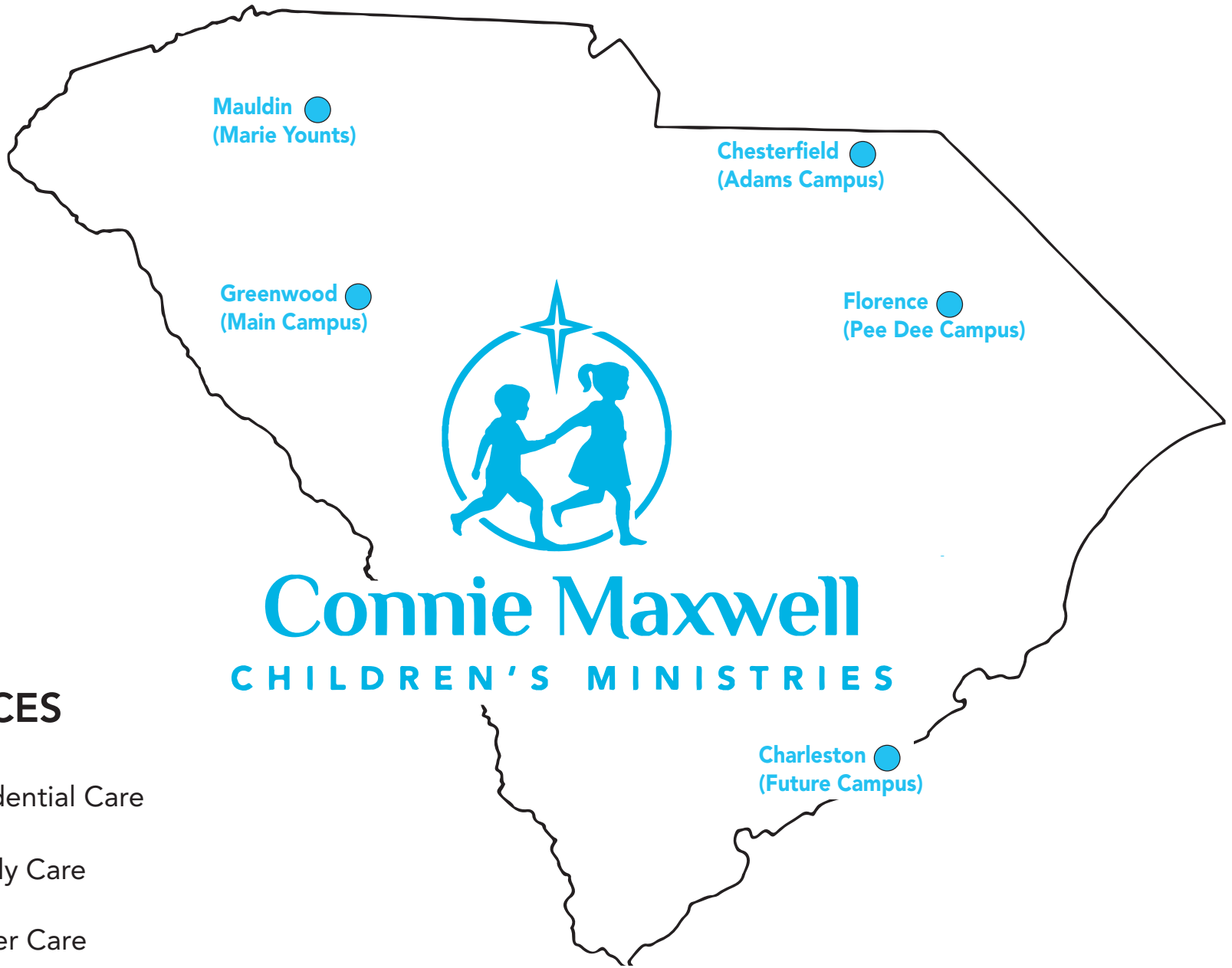
A.T. Jamison

A Vision for the Future

Connie Maxwell Vision and Masterplan | Executive Summary

This document embodies the continuum of the Connie Maxwell legacy through further understanding of ministry and healing while undertaking innovative approaches to individualize and improve the "mental hygiene" of every child in its care. To deliver core services and a "deeper level" of ministry and healing, the leadership is most interested in the growth of financial security, the expansion of programs, and the beautification of its campuses. This master plan document was commissioned to expand and communicate the vision of the leadership to further the ministry's mission. The inspired Connie Maxwell leadership team has contributed much to the basis of this study and the ideas and design concepts conveyed. The master plan reflects the Guiding Principles for the strategic plan. It delineates the process and the phasing priorities, including master plan concepts, new and renovated facilities to expand ministry and programs, and campus beautification ideas. This work has been influenced by and coordinated with ***A Decade of Dreams*** strategic testimony that builds on the ministry's amazing history, heritage, and legacy.

"For the Dreams of Children"



Connie Maxwell

CHILDREN'S MINISTRIES

SERVICES

1. Residential Care
2. Family Care
3. Foster Care
4. Crisis Care

About Connie Maxwell

Established in 1892 as a ministry of the South Carolina Baptist Convention, Connie Maxwell has positively impacted the lives of more than 18,000 children and families. The ministry was named after the daughter of Dr. J.C. and Sarah Maxwell. Connie had been their only child to survive infancy and tragically died of scarlet fever at age seven. The Maxwells considered ways to honor her and heard about the Convention's plans for a new orphanage. They gave their 470-acre farm in Greenwood, SC, for use as an orphanage.

Since being founded, Connie Maxwell has worked to establish new services and adjust its practices to accommodate those who need them most. As society continues to change, there is a renewed need to make sure everything is being done at the highest level to minister and heal children and families in Jesus' name.

The mission of Connie Maxwell Children's Ministries is to restore the Faith, Family, and Future of vulnerable children and families through Christian services that emphasize ministry and healing. The vision of Connie Maxwell is to become a national leader in Christian ministries of healing for vulnerable children and families. This strategic vision will focus on some of the goals they have set forth.

Four Dreams

Dream 1 : Spiritual Transformation

Dream 2 : Enhance and Expand the Mission

Dream 3 : Strengthen Financial Support and Stewardship

Dream 4 : Campus Enhancement and Beautification

MISSION

Connie Maxwell Children's Ministries exists to restore the Faith, Family, and Future of vulnerable children and families through Christian services that emphasize ministry and healing.

REASONS WE EXIST

To be **Christ-Centered** (Colossians 3:1-2)

To promote **Healing** (Isaiah 53:5)

To embrace **Forgiveness** (Colossians 3:13)

To live in **Unity** (2 Corinthians 13:11)

To realize **Dreams** (James 1:27)

To practice **Sacrifice** (Ephesians 5:2)

To give **Empathy** (1 Corinthians 12:25-26)

To act with **Compassion** (Colossians 3:12-13)

To absolutely **Surrender** (Galatians 2:20)

To strive for **Excellence** (Colossians 3:23)

Four 4 Dreams

Four Dreams will define Connie Maxwell Children's Ministries' mission and vision and set the course for becoming a national leader in healing and ministry for vulnerable children and families. Following these initiatives are Metric Driven Dreams (MDD) that provide laser-focused attention on both program and financial targets to ensure A Decade of Dreams is successful.

Dream 1 : Spiritual Transformation

The Heart of Healing and Ministry

- *Create a seamless comprehensive ministry that address the spiritual health, mental health, and trauma of each individual child*
- *Implement 'For the Dreams of Children' concert series*
- *Create a Christian Leadership Speaker Series*

Dream 2 : Enhance and Expand the Mission

A New Era of Healing

- *Develop the Healing Center to become a national leader in understanding trauma and mental health*
- *Enhance the therapeutic value of Maxwell Farms*
- *Create a plans that assess each child's needs and create an individual approach to each child*

Dream 3 : Strengthen Financial Support and Stewardship

Growing the Future

- *Create a Campus Master Plan*
- *Conduct a campaign that funds the initiatives of the strategic plan*
- *Develop Maxwell Farms to produce creative alternative revenue*

Dream 4 : Campus Enhancement and Beautification

History, Identity, and Beauty

- *Develop a "History Walk" at the entrance of campus to reflect our heritage and traditions*
- *Integrate the "Branding Initiative" across the campus*
- *Create a Campus Landscape Design that links the beauty + history*
- *Renovate and Reestablish uses for all cottage buildings*
- *Transform Maxwell Farms into a SC Destination*

EXISTING CAMPUS

MAIN CAMPUS

- Healing Center (future)
- Cottages
- Main Offices
- Church
- Activities Building

MAXWELL FARMS

- Amphitheater
- Family Care (future)
- Event Barn (future)
- Walking Trails
- Expanded Equestrian Program
- Petting Zoo
- Maxwell Farms/Alumni Village
  - Chapel
  - Cottages
  - Play Areas
  - Amenities

DISCOVERY PROCESS

A collaborative and holistic approach…

Connie Maxwell recognizes the unique opportunity to realize these dreams through the renovation of existing facilities and the growth of their main campus. The leadership and the board of trustees have conducted an in-depth look to chart this new avenue for Connie Maxwell. The mission of ministry and healing is the core of this new strategic direction. Historically Connie Maxwell has worked to incorporate the latest techniques and methods to provide the best care for children and families. In 2021 that intention remained unchanged and is what led Connie Maxwell to A Decade of Dreams. Connie Maxwell hopes to become a National Leader in understanding trauma and mental health on a deeper level through research, education, and implementation of best practices. The Healing Center would seek partnerships with healthcare and higher education entities to develop a comprehensive ministry to address each child's wounds, mental health, and trauma.

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4 Phase Design Process

1 *Organizing*

Gather necessary information to begin discovery

2 *Discovery*

Analyze existing site conditions, influences, and constraints

3 *Visioning*

Present design ideas, strategies, programmatic refinement

4 *Placemaking*

Develop prevailing design directions

EXISTING MAIN CAMPUS

Overview

The main campus of Greenwood began in 1892 as a part of the 470 acres donated to the SC Baptist Convention. The most prominent landmark is the Church, with its steeple rising above the surrounding building. It visually connects the campus with one of the core values, Faith. In addition, the main office and activities buildings aesthetically support the identity of the main campus.

The celebration of the history on campus is important to the ministry as its mission started over 130 years ago and continues healing those in need today. Their outreach has expanded to four other sites in South Carolina.

Campus enhancements and beautification are a priority in the future vision of Connie Maxwell. Incorporating new signage and branding will help create an unmistakable identity, and adding campus garden areas with renovated pathways will speak to the beauty of the mission. A "History Walk" through the main campus would help connect the story of Connie Maxwell to the city of Greenwood.

The main campus is comprised of service buildings as well as surrounding cottages which have varying purposes. The key shows each structure and its current use.

MAP #	BUILDING	USE
1	Staff House	Vacant –Summer Missionaries
2	Staff House	Woodard
3	Staff House	Martin
4	Neb Cline Office	Greenwood Campus Family Service Staff
5	Knowles Cottage	Elementary Boys – 8 beds
6	Stahn Cottage	Elementary Girls – 8 beds
7	Staff House	Gilchrist
8	Staff House	McManus
9	Staff House	Howle
10	Staff House	Reed
11	Staff House	Vacant – Callahan
12	Staff House	Kimberly
13	Jeannette Murdoch Cottage	School Tutoring Center, Infirmary
14	Abney Cottage	Nations Family
15	Cox Cottage	Visitors / Vounteer Groups
16	White Moorehead Cottage	Visitors / Vounteer Groups
17	Ouzts Cottage	Elementary / Middle School boys – 8 beds
18	Robert Black Cottage	Middle / High School boys – 8 beds
19	Brown Cottage	Vacant
20	Self Cottage	Elementary / Middle School girls – 8 beds
21	Newell Smith Cottage	Middle / High School girls – 8 beds
22	Activities Building	
23	Church	
24	Davis Cottage	Guest / Patterson
25	Turner Cottage	High School girls – 8 beds
26	Hamilton Cottage	High School boys – 8 beds
27	Vass Cottage	Family Care
28	Easterby Cottage	Family Care
29	Dunbarton	Vacant
30	Bailey Administration Building	Administrative staff
31	Staff House	Johnson
32	Food and Clothing Center	
33	Bagby Family Care Building	Staff office building for Family Care
34	Maintenance Shop	
35	Eason Apt A	Ponds
35	Eason Apt B	Erskine
35	Eason Apt C	Sumner
35	Eason Apt D	Haynes
36	Staff House	President
37	Staff House	Miller
38	Staff House	Bridges
39	Staff House	Amerson
40	Staff House	Gambrell
41	Staff House	Vacant – Tollison
42	Jamison Cottage	Family Care
43	Woods Building	Storage
44	Jamison Pavillion	Grounds Shop

EXISTING MAXWELL FARMS

MAXWELL FARMS OVERVIEW

The other half of the Greenwood Campus, Maxwell Farms, serves to create therapeutic value for the children at Connie Maxwell. The farm includes expansive outdoor space, a petting zoo, nature trails, horseback riding, an amphitheater, an adventure ropes course, and an alumni village that retains its charm and character from over a century ago. All of these components create a setting for one to enjoy and experience healing through the outdoors.

This part of the campus is ripe with the opportunity to become a South Carolina destination for the surrounding communities to visit and experience the beauty of the farm. Plenty of ample space creates opportunities for the construction of nature paths, a new amphitheater, where a future concert series could provide revenue, barn renovations for event spaces, and historical adventures along the property to grow the mission of ministry and healing.

Existing Maxwell Farm

Program Discovery

OVERVIEW

The strategic plan outlined in ***A Decade of Dreams*** culminates with Four Dreams to set the course for Connie Maxwell to become a national leader in healing and ministry for vulnerable children and families. The mission and impressive results of the ministry programs are envisioned to grow and to expand its reach. Developing the Healing Center will allow Connie Maxwell to better collaborate with other partners in understanding trauma and mental health on a deeper level through research, education, and implementation of best practices.

The initial plans include a visitor experience, research space, presentation hall, and legacy/history display areas honoring Connie Maxwell donors. It also includes consolidating campus leadership and administrative functions for efficiency and necessary proximity of services.

NEED

The need for a Healing Center is a physical embodiment of Connie Maxwell's commitment to becoming a leader in understanding trauma and mental health on a deeper level. This Center would reflect the history and future in its design and purpose.

Healing Center Key Elements

Prayer Garden

Lecture/Presentation Hall

Board Room

Library

Meeting Rooms

Offices

Executive Offices

Workstations

Touchdowns

Meeting Rooms - 10 persons

Print / Copy Rooms

Interview Rooms

1 **Healing Center**

2 **Main Campus**

3 **Maxwell Farms**

HEALING CENTER - SITE ANALYSIS

Site Sketch

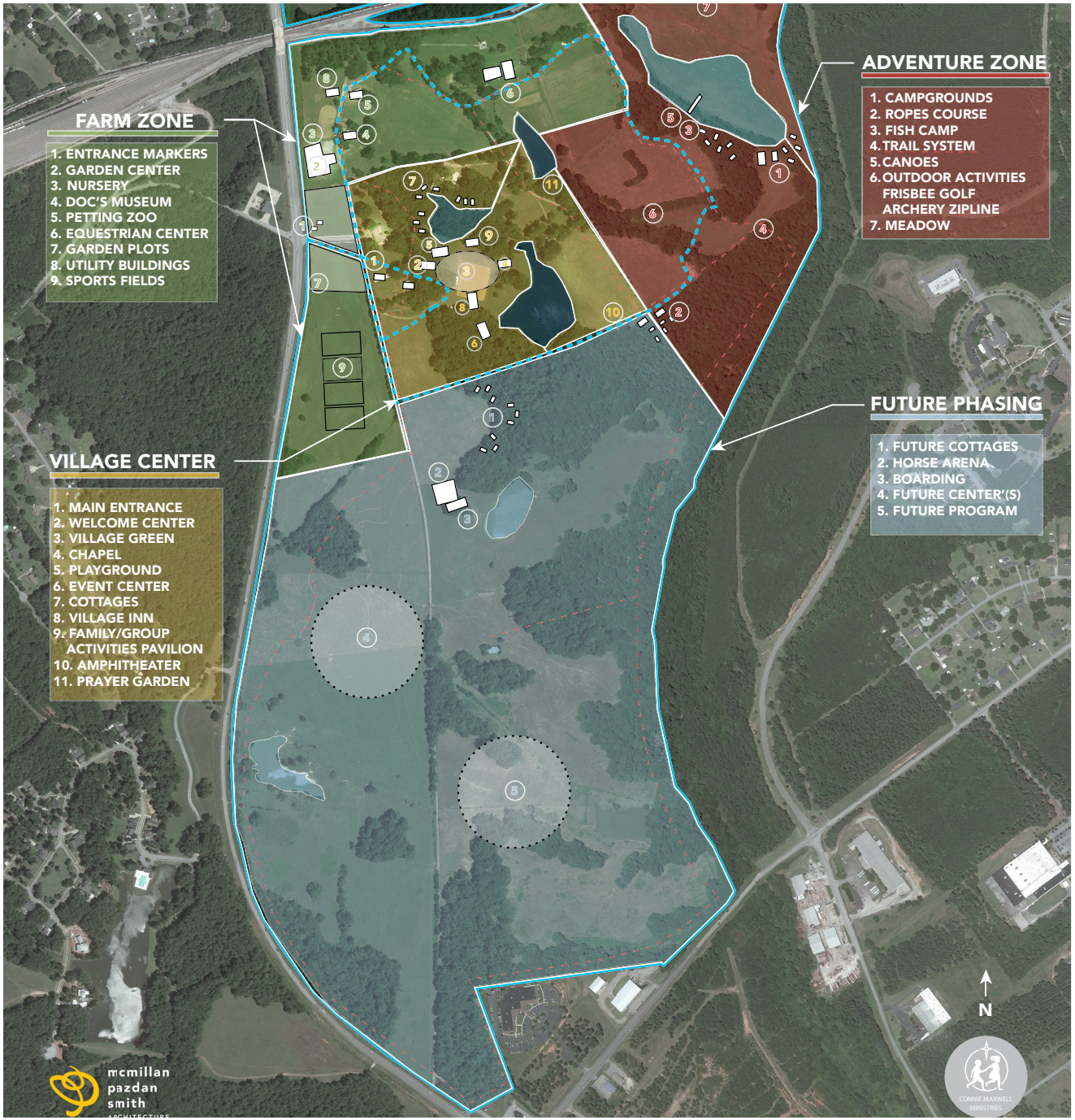
Locator Map

MAIN CAMPUS - SITE ANALYSIS

Program Discovery

- Healing Center
- Cottage Renovations
- Family Care New Construction + Renovations
- Woods Building Renovation and Gardens Pathway
- Staff House Review Across Campus
- Signage and Gardens Placement on Campus
- Food and Clothing Distribution Center
- History Walk
- Possible Renovations of Bailey and Neb Cline Buildings

MAXWELL FARMS - SITE ANALYSIS



Program Discovery

Maxwell Farms
"A South Carolina Destination"

Zones of Activities

1. Village Center

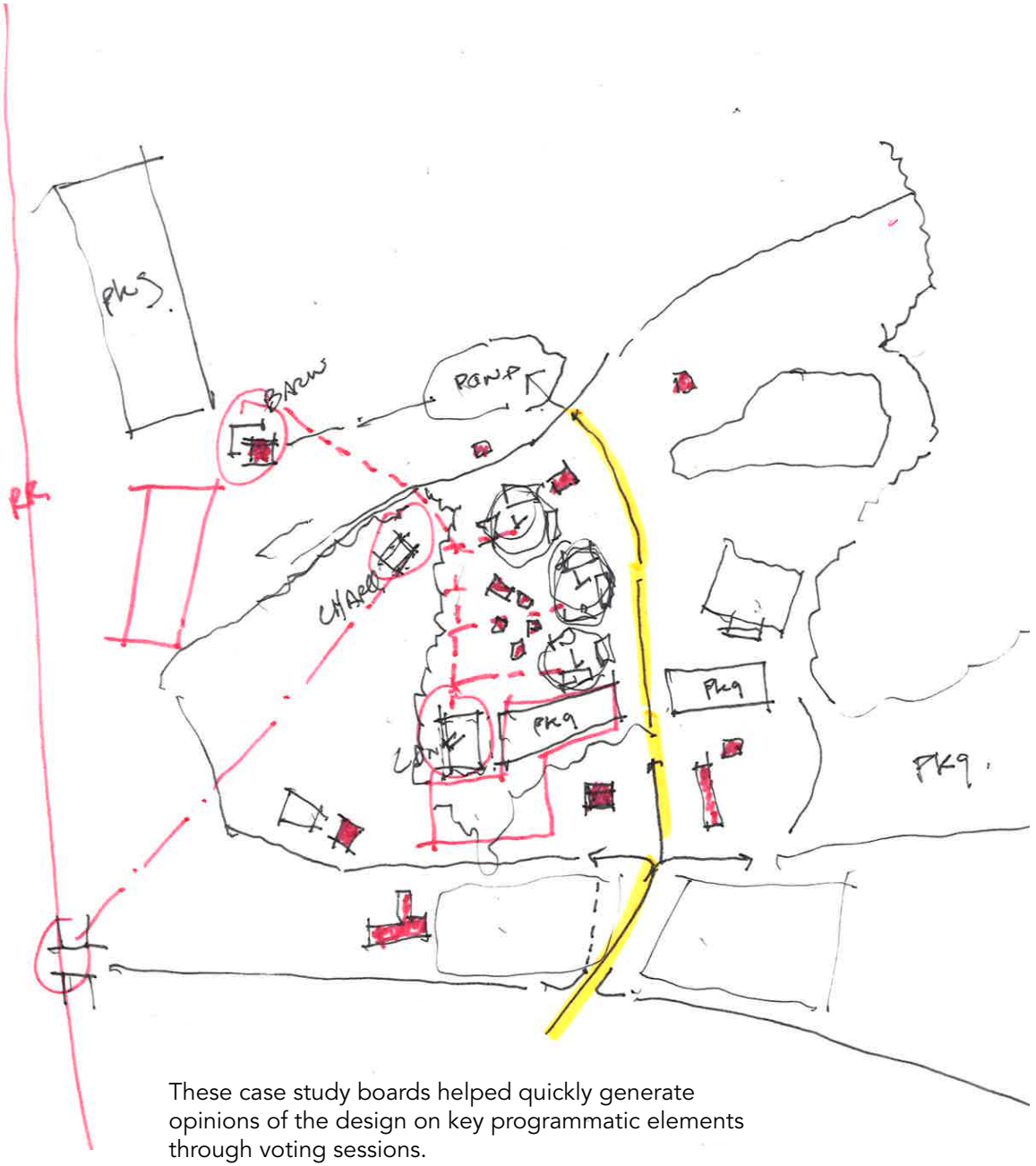
2. Farm Zone

3. Adventure Zone

4. Future Phasing

WORKSHOP PREP

The Visioning workshop is a key component of the four phases of design. This workshop's purpose is to enable rapid, thought-provoking exercises where, collaboratively, items such as refined program requirements, branding and image of the development, the big idea that drives the project are stated and discussed. In preparation for this event, preliminary diagrams, sketches, case study materials, and existing site plans must be prepared, in order to accomplish a productive dialogue.



These case study boards helped quickly generate opinions of the design on key programmatic elements through voting sessions.

Alumni Village

Outdoor Amphitheater

Event Barn

Decade of Dreams

Maxwell Farms - Homework Draft1

VISIONING WORKSHOP

The Visioning workshop conducted, focused recording the ideas and responses from Connie Maxwell's leadership and MPS. Case study dot boards helped guide the preliminary design ideas of what the spaces in this vision could look like. The creation of Guiding Principles were another key component of this workshop as these principles will become part of the foundation of the design and referenced as it moves forward.

In this workshop these statements led the discussion

What is the Big IDEA? How Is it Unique?

Define the Guiding Principles

What is the brand/image for the development?

Determine amenities, iconic focus points

Analyze and determine height, scale, and mass guidelines

Consider project delivery phasing and budget parameters

Review visitor/user/service traffic flow and parking strategies

Evaluate case study, research materials and strategies relevant to planning activities

Document solutions and design direction informed by the above activities including design sketches

DREAMS !

Big Ideas / Guiding Principles

CCC

HEALING.
CM SYNERGY

CONNECTION - MIND · SPIRITUAL & PLACE

UNITY

INCREASE SPHERE OF INFLUENCE REACH INSPIRE

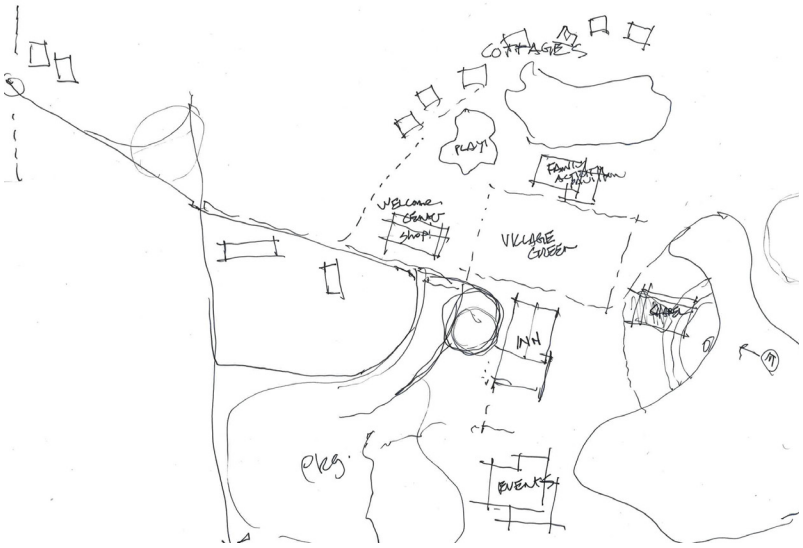
PRESERVE / ADAPT

Prevension

BEAUTY & ART

* GOD SIZED - STEWARDSHIP

FAITH · FAMILY · FUTURE



Building the Future

The culmination of this visioning workshop created the design foundation for MPS. This foundation was formed in line with Connie Maxwell's Leadership team and it's guiding principles. From here MPS focused on upholding said guiding principles through the upcoming design process. The product of the Visioning Sessions helped ensure that the final outcome of the planning and design phase is in accordance with Connie Maxwell's Vision for the Future.

As the design process began, MPS referenced the outcome of the Visioning workshop heavily. This was to ensure the delivery of a design that spoke to the mission of Connie Maxwell while identifying the future vision for Connie Maxwell and its service to the communities.

The coming pages document the potential future and design of the Main Campus and Maxwell Farms and their programmatic components that were identified prior.

Connie Maxwell
CHILDREN'S MINISTRIES

Mission

The mission of Connie Maxwell Children's Ministries is to restore Faith, Family, and Future of vulnerable children and families through Christian services that emphasize ministry and

Reasons We Exist

- To promote **Healing**
- To embrace **Forgiveness**
- To live in **Unity**
- To realize **Dreams**
- To practice **Sacrifice**
- To give **Empathy**
- To act with **Compassion**

Visioning Workshop - Guiding Principles

Planning + Design Solutions

- Planning is to design the path for fulfilling the Vision. This phase is broken into several steps starting with an analysis of the vision (desired outcome), in search of elements critical to achieve action. The action plan is drafted, carefully reviewed and through consensus adopted.

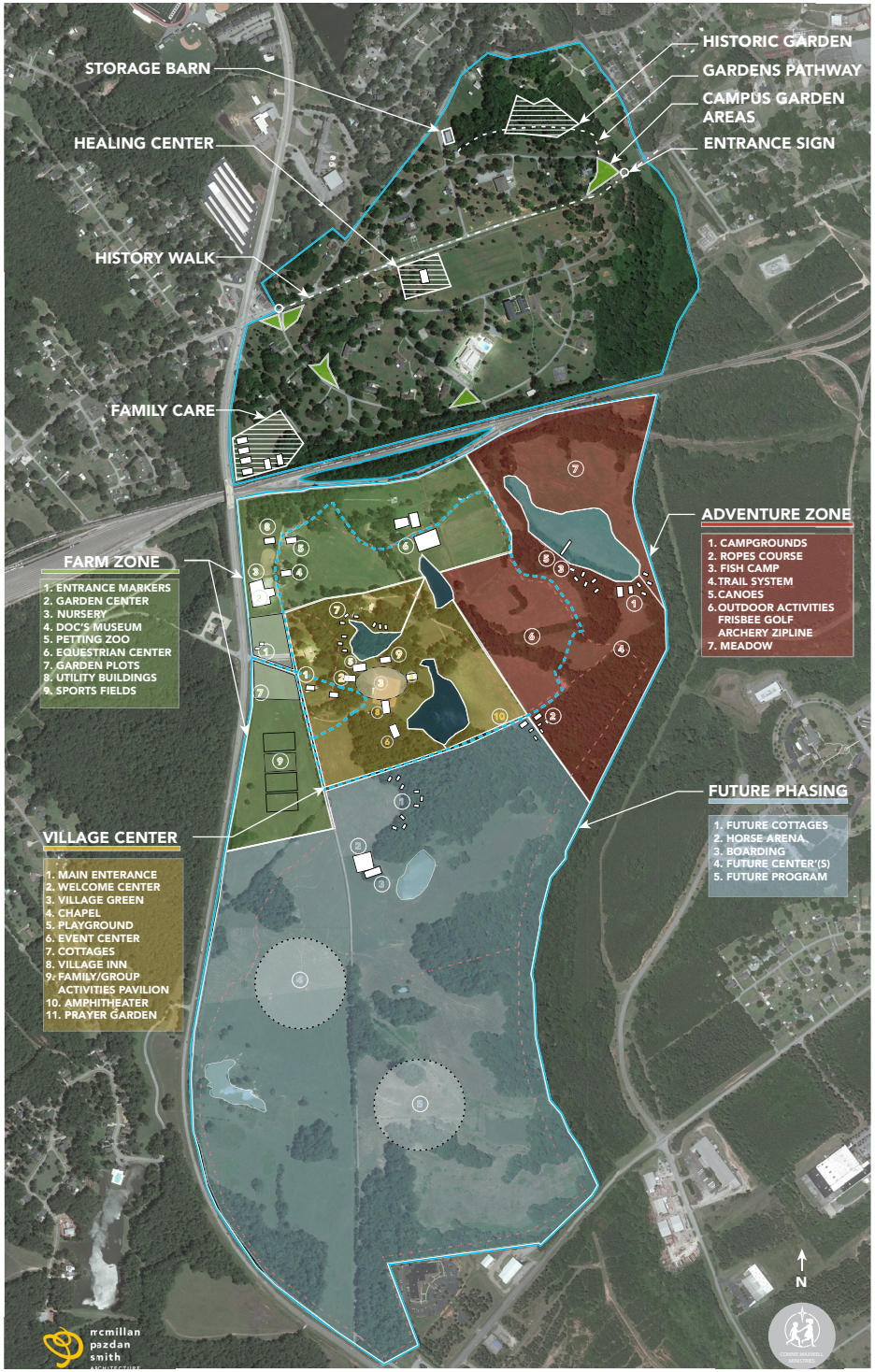
- The ownership team and the design team will refine the conceptual planning and articulate the specifics about the delivery of the project.

- Develop prevailing design direction for capacity, mix of uses, site flow, market conditions, phasing

- Prepare conceptual master plan, branding and architectural character sketches, design data and supporting documentation for review and approval

- Review marketing strategy and visuals required to support collateral package

- Define an action plan



Campus Placemaking

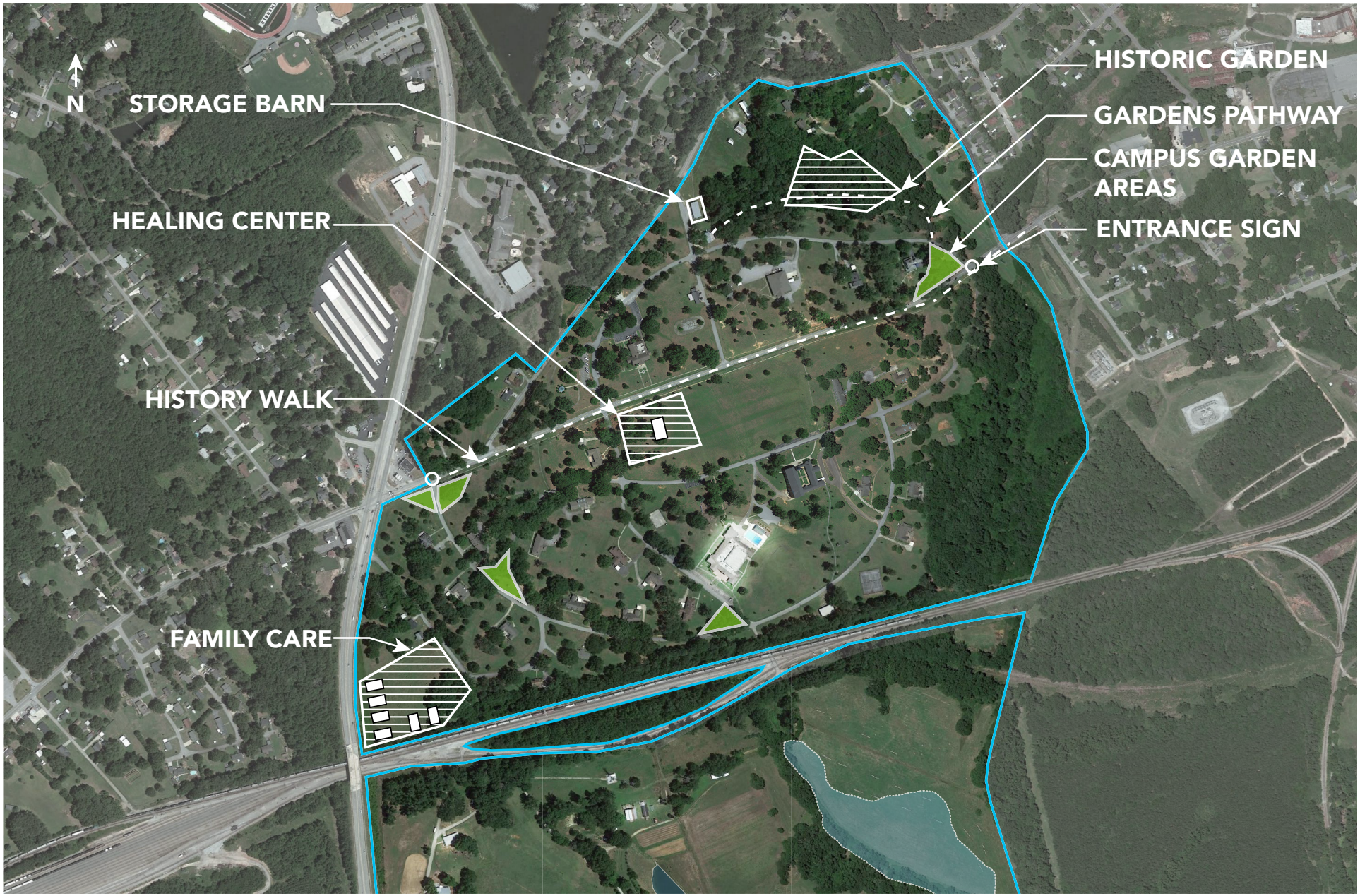
MAIN CAMPUS

- Healing Center
- Cottages Renovations
- Entrance Signage / Landscaping / Lighting
- History Walk
- Campus Beautification
- Art Program
- Family Care (New Construction)

MAXWELL FARMS

- Maxwell Farms
  "A South Carolina Destination"
- Village Center
- Farm Zone
- Adventure Zone
- Future Phasing

MAIN CAMPUS - Site Plan



Main Campus: A Vision for the Future

1. HEALING CENTER

The strategic plan outlined in the "Decade of Dreams" document culminates with Four Dreams of Children to Restore Faith, Family and Future. The mission and amazing results of the Connie Maxwell work is envisioned to grow and to expand its reach. Developing the Healing Center will allow Connie Maxwell to become a national leader in understanding trauma and mental health on a deeper level through research, education and implementation of best practices.

2. CAMPUS BEAUTIFICATION

Connie Maxwell recognizes the opportunity to beautify and unify the campus with way-finding, landscaping and history. The founding fathers, recognized how beauty and art aids the healing process and enhances the experience in a campus setting. The following projects are being considered:

- History walk on Maxwell Avenue leading to entrance at President's Home
- Major Sign identification key entrances to the campus
- All building and signs for cottages will be renewed and share continuity with logo identity
- Directional signs and wayfinding for locations on campus
- Designate corner areas across campus to establish Gardens to enhance the celebration of history, beauty and healing.
- Named gardens with bronze statues of Jamison, Smith and others.
- Garden established on the corner of Maxwell Avenue in front of President's home.
- Enhance the campus visitor experience

3. HISTORY WALK

The History walk in the main campus would connect both ends of Maxwell Avenue and link into the proposed garden areas. Focused on the pedestrian experience, historical markers would tell the story and history of the campus as one walked along the path.

4. BRANDING INITIATIVE

As a part of the Decade of Dreams, the re-branding of Connnie Maxwell, to Connie Maxwell Ministries and continuity of this branding is a key component in the vision of the future. All building and signs for cottages will be renewed and share continuity with logo identity.

5. COTTAGE RENOVATIONS, BUILDING IMPROVEMENTS AND STAFF HOUSING

In order to support strategic initiatives of healing and expansion of programs and services, an inventory of building use, needed improvements and program deployment has been completed. As an appendix to this document, a detailed list of buildings and plans for various improvements and renovations will be included.

6. FAMILY CARE

Develop Apartment-style accommodations for each family (mother and children). Build in phases (10, 20, 30). This residential complex to be its own neighborhood with support and amenities to aid families and this ministry. The design of the residences will offer safety, comfort, and a sense of community with the element of programming for individual care and restoration.

KEY ELEMENTS / BIG IDEAS

•HEALING CENTER

• CAMPUS BEAUTIFICATION

•HISTORY WALK

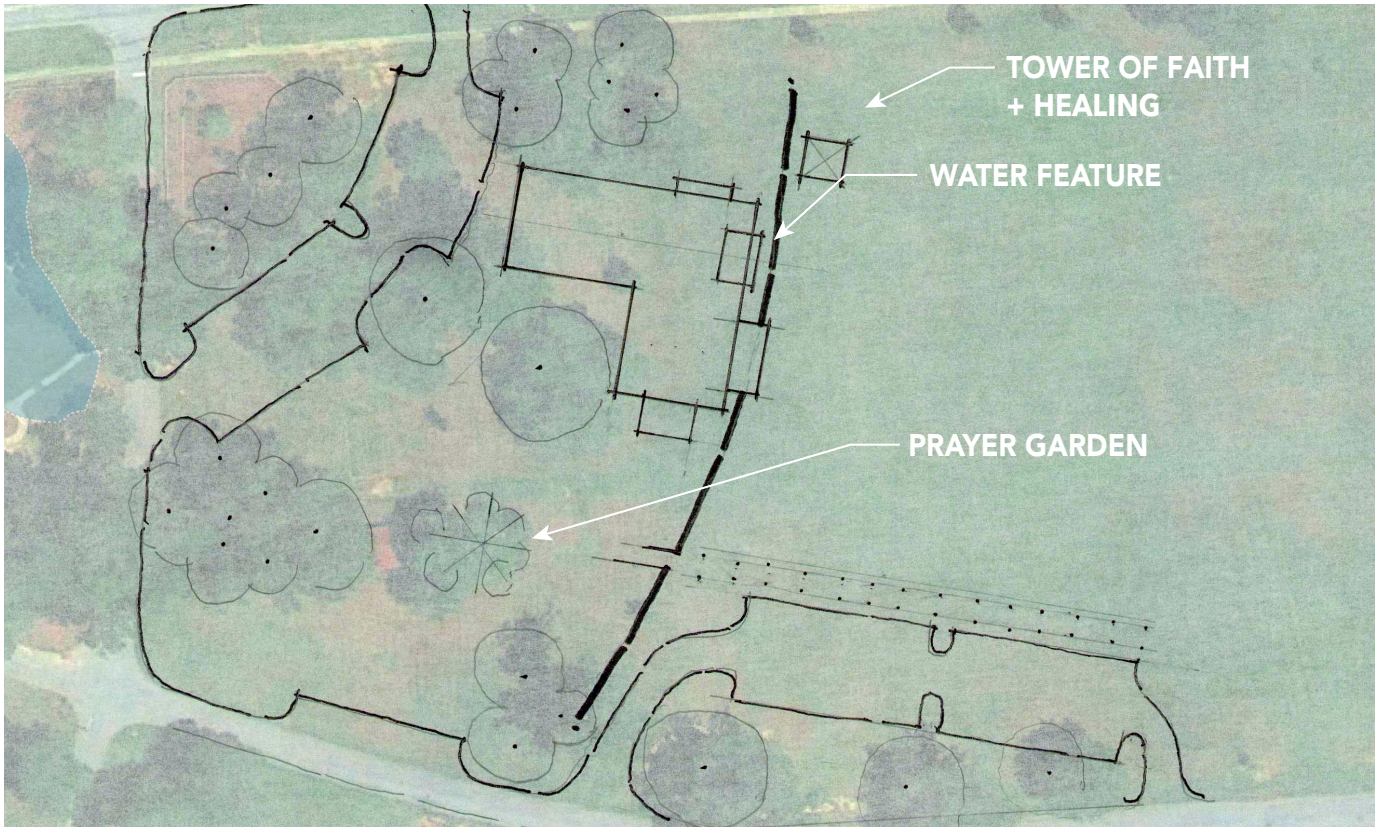
•BRANDING INITIATIVE

•HOUSING RENOVATIONS

•FAMILY CARE

HEALING CENTER

"Connie Maxwell, a National Leader in Healing and Trauma"



Healing Center Program

Prayer Garden (Existing)

Lecture/Presentation Hall
(200 Person Capacity)

Board Room

Library

Meeting Rooms

Offices

Executive Offices

Workstations

Touchdowns

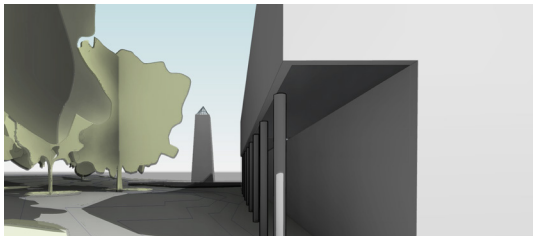
Meeting Rooms

Print / Copy Rooms

Interview Rooms

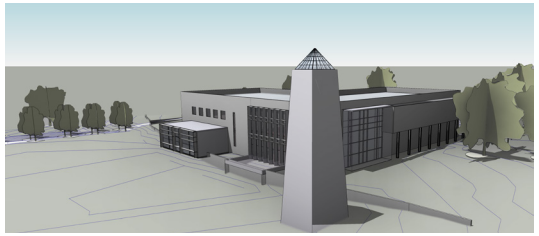
The strategic plan outlined in ***A Decade of Dreams*** culminates with Four Dreams to set the course for Connie Maxwell to become a national leader in healing and ministry for vulnerable children and families. The mission and impressive results of the ministry programs are envisioned to grow and expand its reach. Developing the Healing Center will allow Connie Maxwell to better collaborate with other partners in understanding trauma and mental health on a deeper level through research, education, and implementation of best practices. The initial plans include a visitor experience, research space, presentation hall, and legacy/history display areas honoring Connie Maxwell's donors. It also includes consolidating campus leadership and administrative functions for efficiency and necessary proximity of services.

SERVE



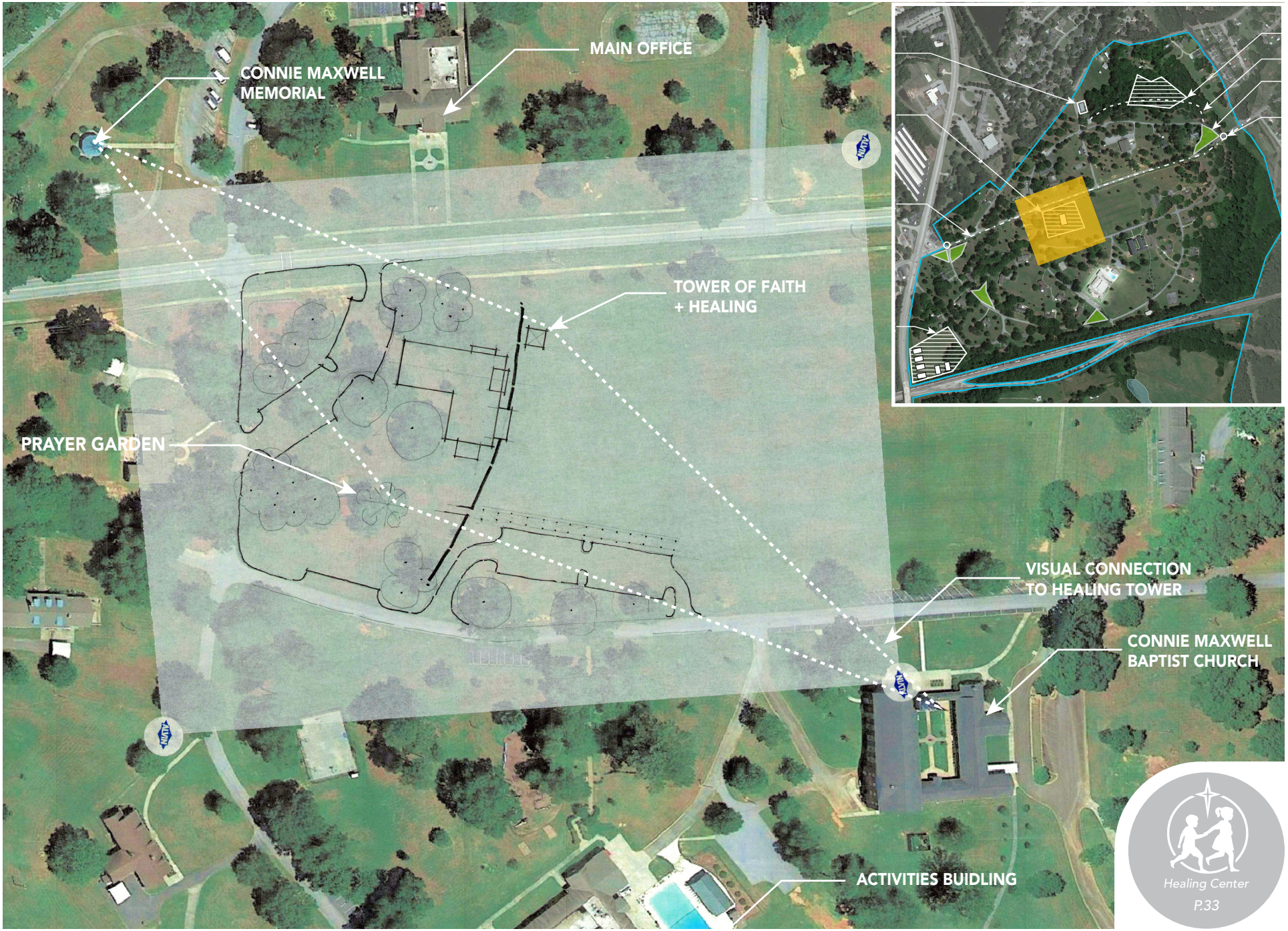
HEAL

TEACH

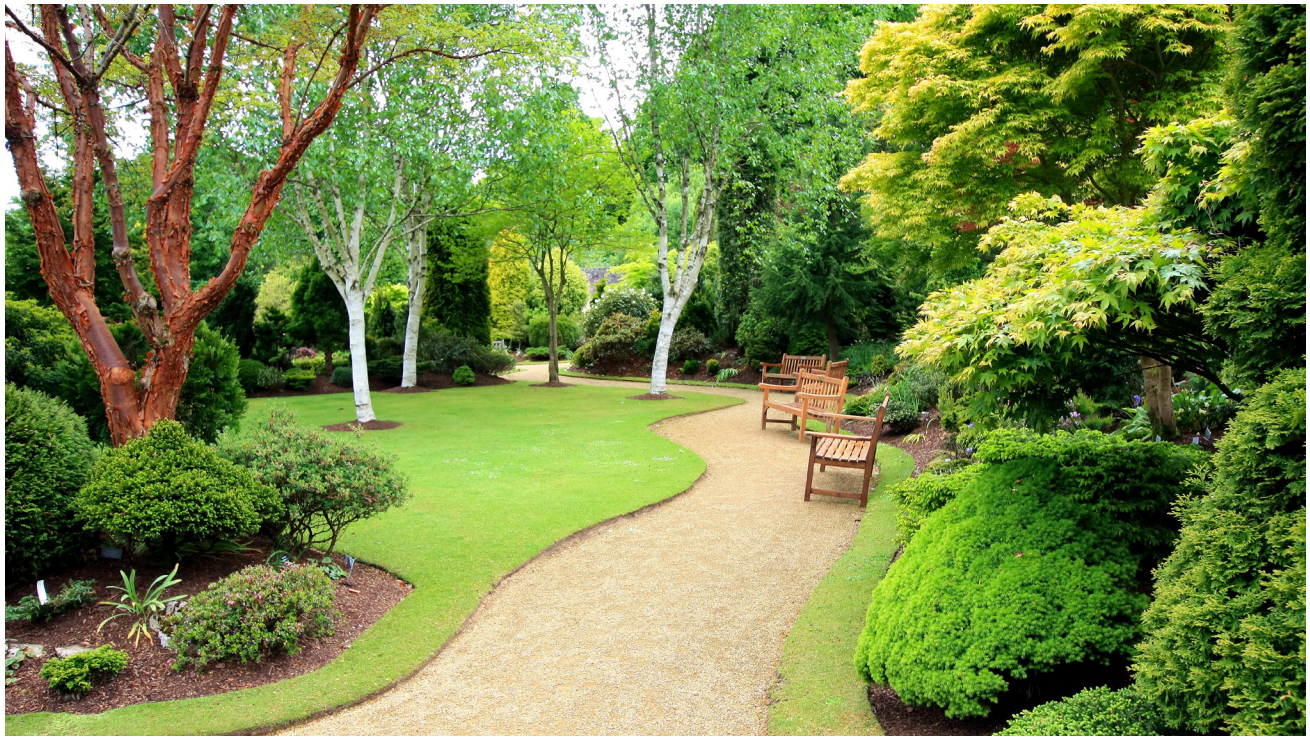


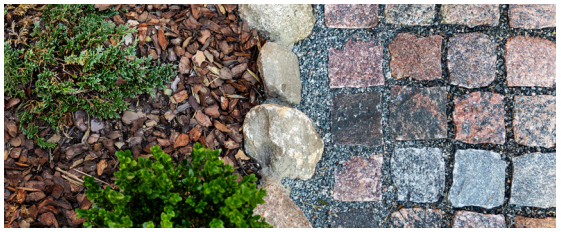
Site Sketch

Locator Map



MAIN CAMPUS BEAUTIFICATION + ENHANCEMENT

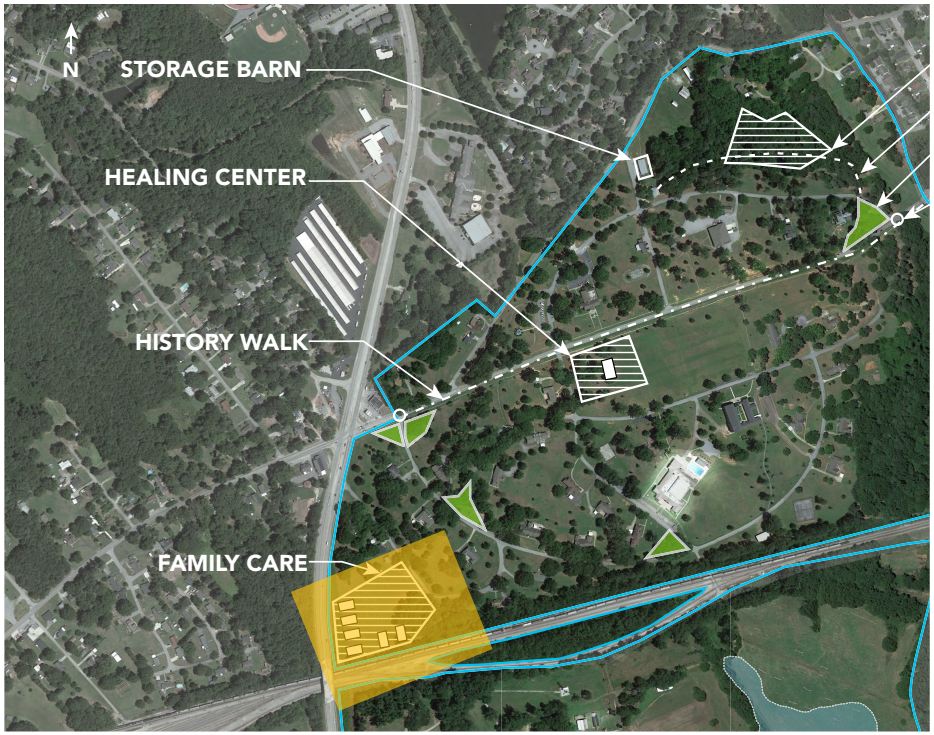




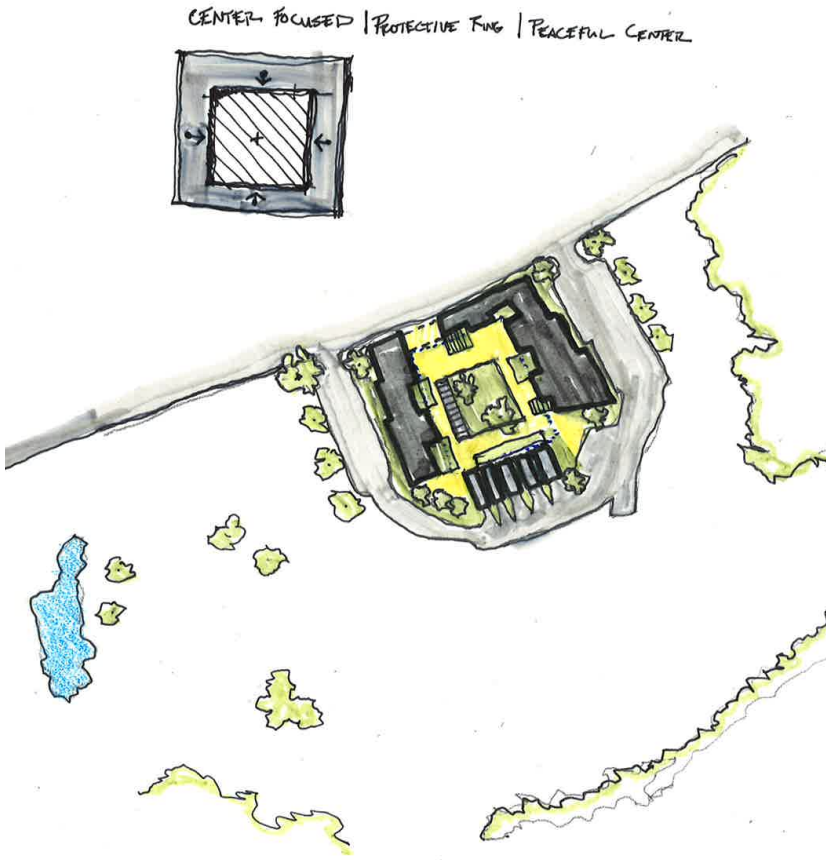
Garden Areas + Pathway Case Studies

FAMILY CARE

Develop Apartment-style accommodations for each family (mother and children). Build in phases (10, 20, 30). This residential complex to be its own neighborhood with support and amenities to aid families and this ministry. The design of the residences will offer safety, comfort, and a sense of community with the element of programming for individual care and restoration.

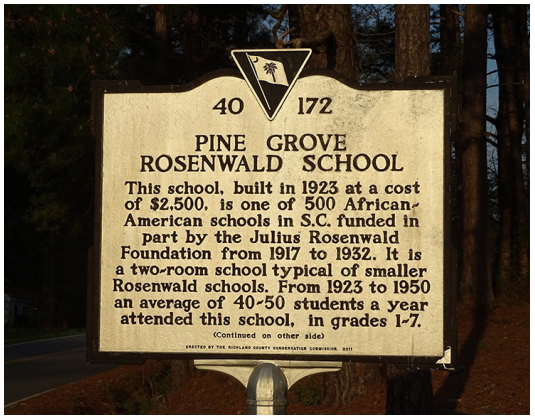


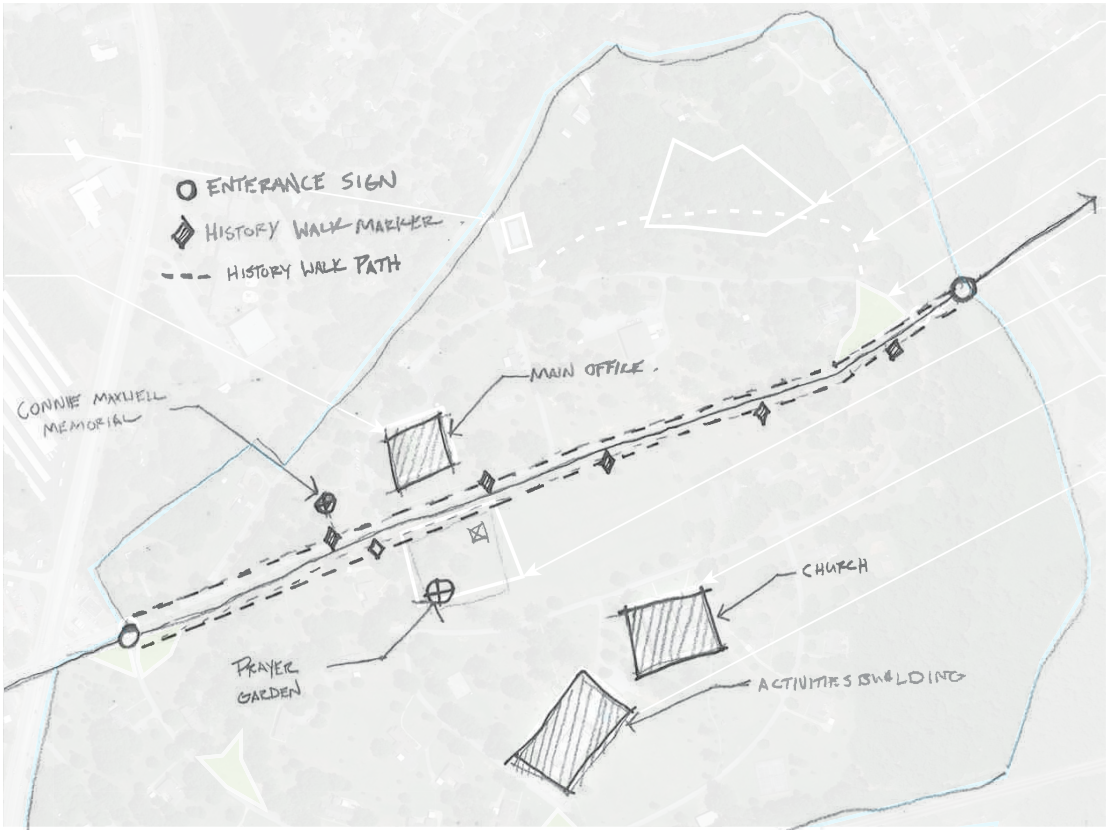
Center Focused ***Protective Ring*** ***Peaceful Center***



Main Campus
P.35

HISTORY WALK





Heritage

The History walk in the main campus would connect both ends of Maxwell Avenue and link into the proposed garden areas. Focused on the pedestrian experience, historical markers would tell the story and history of the campus as one walked along the path.

Eventually culminating at the Healing Center's Tower of Faith and Healing, where signage would redirect focus onto the surrounding sites (Connie Maxwell's Memorial and the Church).

BRANDING INITIATIVE

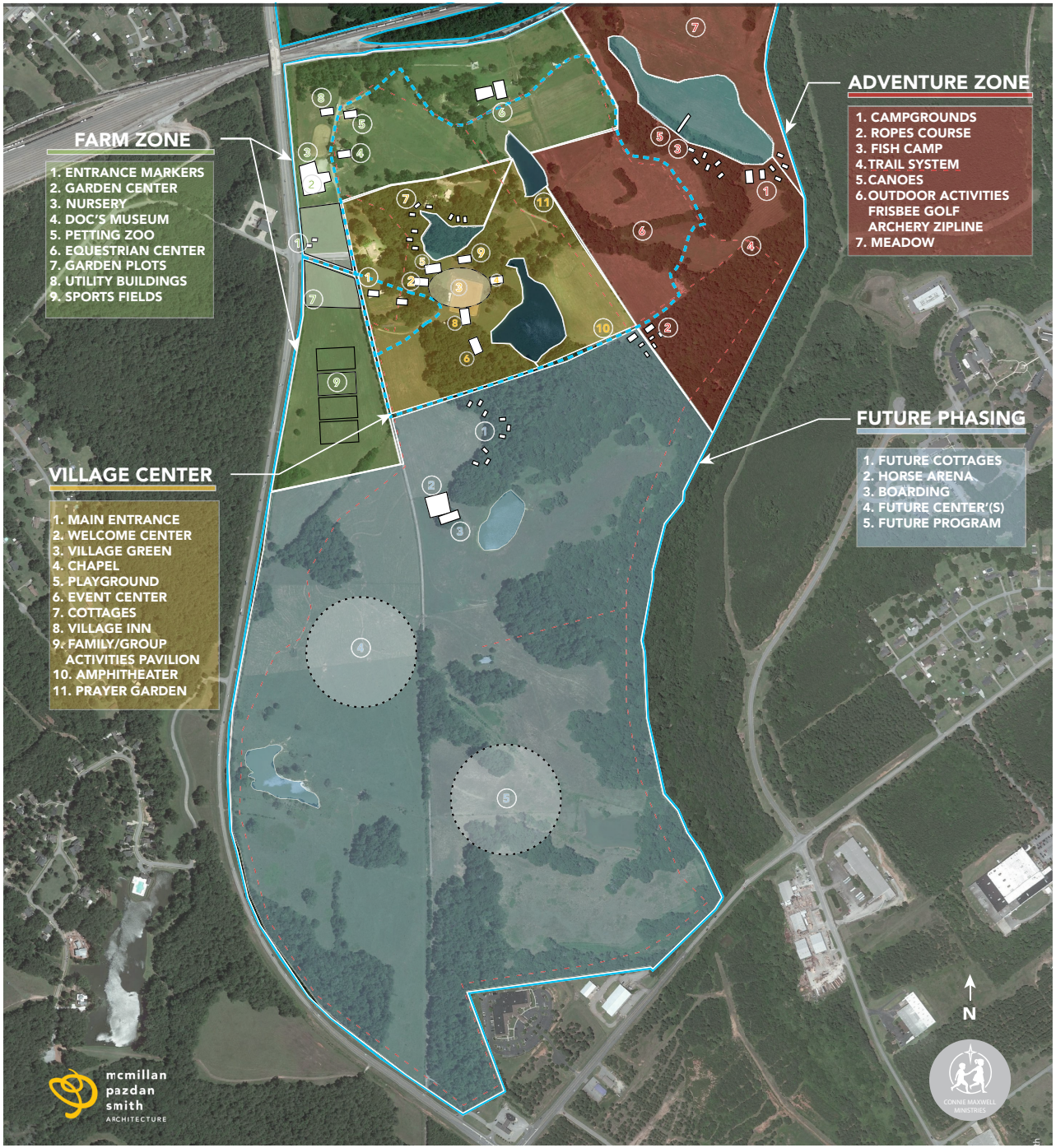
Connie Maxwell
CHILDREN'S MINISTRIES

Identity

As a part of the ***Decade of Dreams***, the re-branding of Connie Maxwell Children's Home, to Connie Maxwell Children's Ministries and the continuity of this branding is a key component in the vision of the future. All building and signs for cottages will be renewed and share continuity with logo identity.

Main Campus
P.37

MAXWELL FARMS - Site Plan



BIG IDEAS

VILLAGE CENTER

FARM ZONE

ADVENTURE ZONE

FUTURE PHASES

Maxwell Farms - A Vision for the Future

Maxwell Farm's potential future is bright. The existing conditions are rich with the history of service and faith to the land and the community the land has served for over 100 years. As we look to the future of Maxwell Farms, we look to create zones and centers that serve specific purposes and secure financial support for the ministry for years to come.

At the heart of the farm, the Village Center would be the hub of the activities going on at the farm. This center would contain a Welcome Center, a Village Green "The Max", playgrounds for children with pavilion structures for family activities, a Chapel overlooking the pond, additional cottages close to the existing cottages, a new event center and inn for retreats, special activities, and events. Nearby the center, this vision includes a medium-sized amphitheater and a prayer garden north of the amphitheater.

The Farm Zone encompasses the northwest boundary of the farm and the existing farm structures. The intent of this zone is to celebrate the history of Maxwell Farms through the renovations of farm structures and the creation of Doc's Museum to showcase the history and heritage of the farm. We envision the creation of a new entrance by slightly altering the road access, creating small entrance markers, a new Maxwell Farms sign, and crop plots nearby the road access to enhance the entrance of Maxwell Farms. To celebrate the history of Maxwell Farms, we are looking to restore the horse stables to their original conditions, as shown in the sketches created by Mack Baltzegar, and create a new training arena nearby.

The Adventure Zone encompasses the northeast boundary of Maxwell Farms. Designed to take advantage of a new pond, the Adventure Zone's goal is to grow the adventure and ropes course for children and to become its own zone that will have outdoor activities such as campgrounds, fishing, canoeing, archery, team building activities, and access to the Maxwell Trail system. This zone could be used by groups such as Scouts or Church Retreats.

These three zones encompass less than half of Maxwell Farm's acreage, leaving the final zone for Future Phasing. Room to grow and expand the activities and mission of Connie Maxwell for the next ***Decade of Dreams***.

VILLAGE CENTER

Maxwell Farms is a large multi-use property expecting people to arrive from all places to participate in the farm's many venues. The village center will offer a clear path for arrival and welcome guests while coordinating traffic, parking, and guiding guests to their destinations around the farm. In addition, the Village Green and the surrounding farm central activities serve as a great placemaking and organizing space for people gathering for a wide range of activities planned now and in the future.

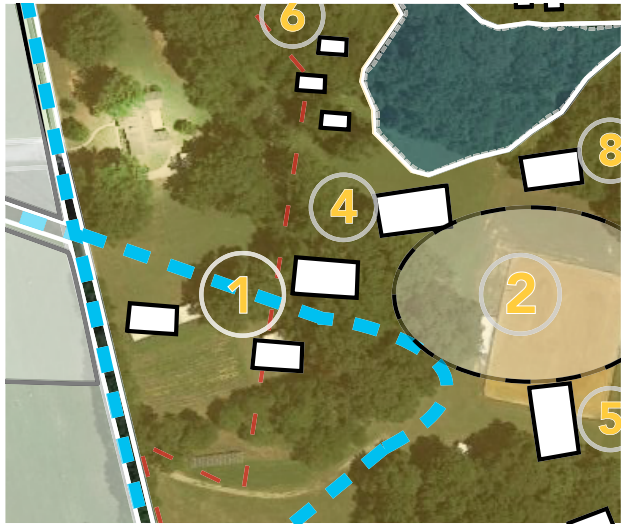
Site Locator

Components

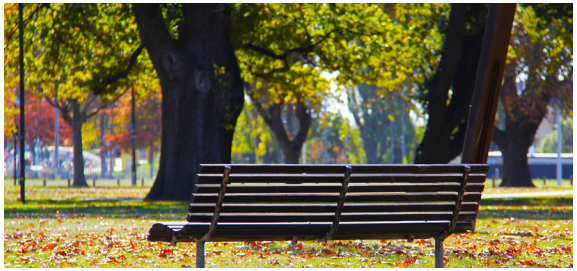
1. Welcome Center
2. Village Green
3. Chapel
4. Playground
5. Event Center
6. Cottages
7. Village Inn
8. Pavilion
9. Amphitheater
10. Meditation Garden

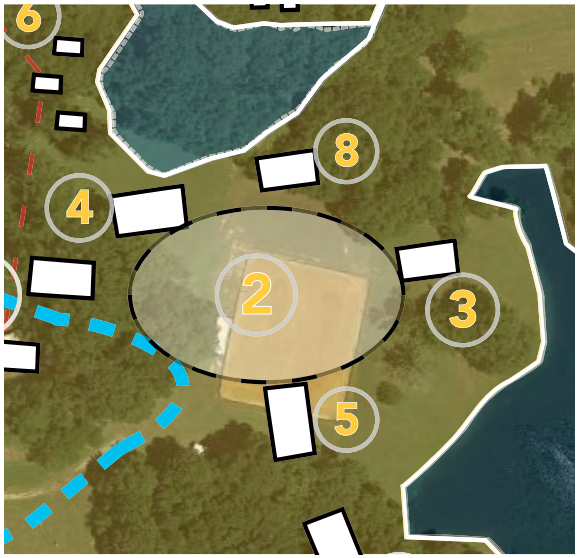
1 Welcome Center

The Welcome Center will serve as a farm check-in to provide welcoming assistance to visitors and to promote the activity of Maxwell farms and the Connie Maxwell mission. This facility may also offer a general store for the property and accommodate staffing needs and administrative support for the property and its activities. It will be visible and easily accessed from the entry providing a quick welcome and security for the farm.



2 Village Green





The Village Green is one of the key components of the Village Center. This large open meadow provides a dynamic space that can be used for family events, such as community events, where the field could be leased for special occasions, and space for events like food trucks to come and set up. Parking and support are planned nearby. On the far side of the Village Green, the Chapel is framed with the pond in the background.

Village Center
P.41

VILLAGE CENTER

3 *Chapel*

An indoor/outdoor Chapel with a 250-person capacity. It will be located on a prominent site in the Village Center between the Village Green and the existing pond. This Chapel, in conjunction with the Village Green, becomes the heart and center of Maxwell Farms. Its location creates a scenic overlook of the pond from the rear and will be a great space for wedding ceremonies, worship, family events, prayer, and reflection.

4 *Playground*

Located adjacent to the Village Green, the vision of this playground is to become a sight that will bring pure joy to any child's face. The Maxwell Farms playground can be unique to the farm, with a windmill marking the area. Its proximity to the Village Green creates a space where children can run and play in a safe environment near the center of the Village.

5 Event Center

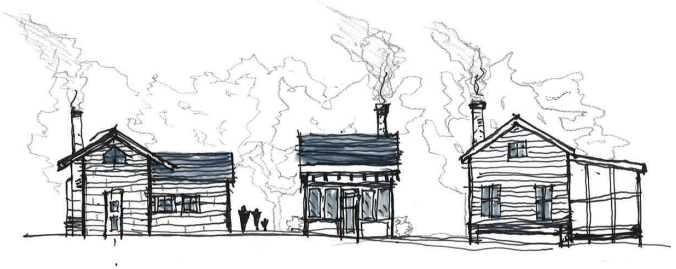
The Event Center in the future of Maxwell Farms will provide a great place to host corporate retreats and events. For small to medium size events, this center would be located to overlook the pond and be in close proximity to the parking, loop road access, and lodging.

6 Cottages

Currently, the Village has accommodations for 32 persons in existing cottages. It also has a dining hall and adjacent open-air pavilion.

It is envisioned to add accommodations to house 90 more persons in 3 phases of cottages of varying sizes and accommodation styles.

The cottages are nestled among the trees in small groupings connected by a well-planned trail system.



Village Center
P.43

VILLAGE CENTER

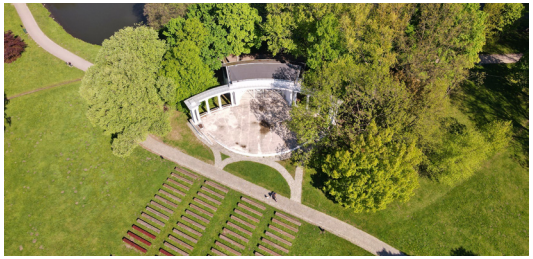
7 *Village Inn*

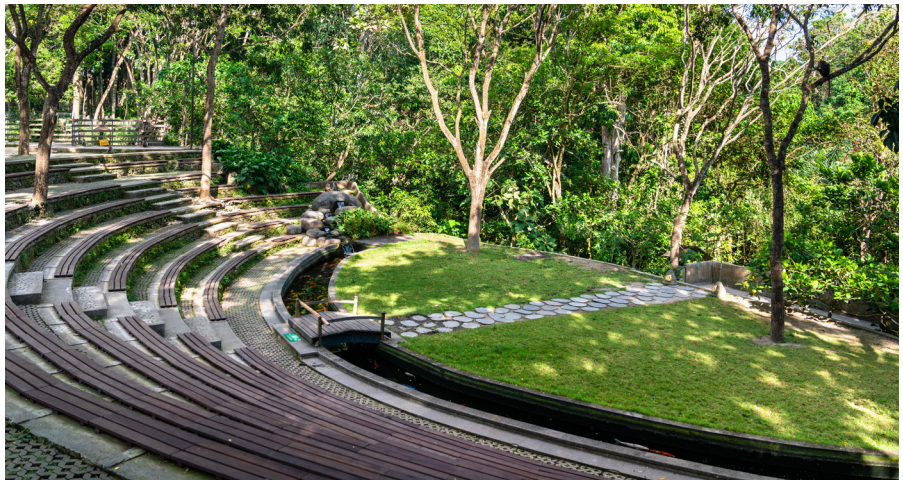
This inn will serve special guests of Maxwell Farms for events, retreats, small conferences, and to get away. Located in a tranquil setting in the trees overlooking the pond, the small inn may include food service and a small meeting space and affords close proximity to the amphitheater and village green activities.

8 *Pavilion*

The Pavilion is a small traditional structure located adjacent to the Village Green and the playground. This place provides a great space for parents to sit and relax while being able to see their children play on the playground. It also serves as a great space to have picnics, arts, crafts, and other activities.

9 Amphitheater





Enhance amphitheater for larger scale events and concerts. Grade and develop a tiered venue to accommodate audiences of about 6-8 thousand. Provide support facilities to service this audience (food and beverages with restrooms). Provide improved parking and pedestrian access to the concert venue around the lake edge as part of the Maxwell Trail System.

10 Prayer Garden

The Prayer Garden is a quiet refuge for those seeking a moment with God. It would be located adjacent to the existing pond. Its location provides a beautiful overlook of the pond and will offer a scenic experience to enjoy.

Village Center
P.45

FARM ZONE

Site Locator

Components

1. Entrance Markers
2. Garden Center
3. Nursery
4. Doc's Museum
5. Petting Zoo
6. Equestrian Center
7. Garden Plots
8. Sports Field
9. Utility Buildings

1 Entrance Markers

The Farm Zone of Maxwell Farms seeks to call back to the history of Connie Maxwell. The front of this zone is toward the main entrance of the farm. This entrance is envisioned to have small farm-like structures situated in a field of crops to create a new face for Maxwell Farms. The new logo for Maxwell Farms would be located on or nearby these markers.

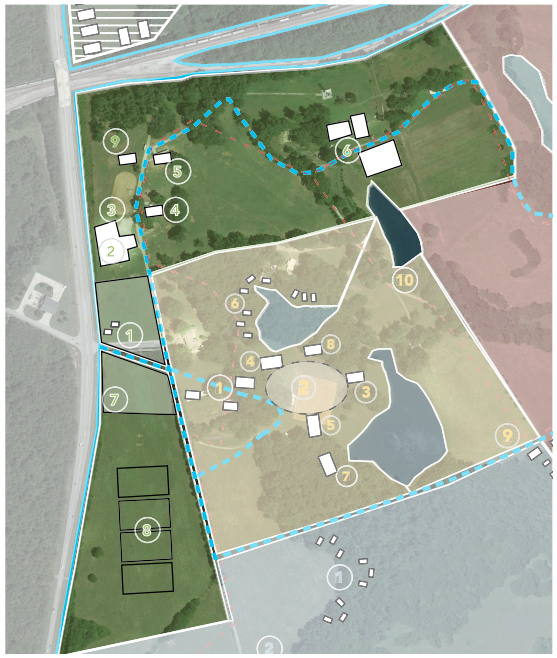
2 Garden Center

The Garden Center is a highly visible and accessible property. It could serve as a lease-able retail space for a gardening center and a locally owned and sourced food store, including Maxwell Farms branded products. This structure and surrounding crop plots reflect the original farm heritage. By locating here, it is directly adjacent to the Doc's Museum and planned petting zoo, making it a desirable destination for the farm.

Chapel + Event Barn
P.47

FARM ZONE

3 *Nursery*



The Nursery, located next to the Garden Center, would support the garden center by cultivating locally grown crops and landscape plants for the garden center to sell.

4 *Doc's Museum*

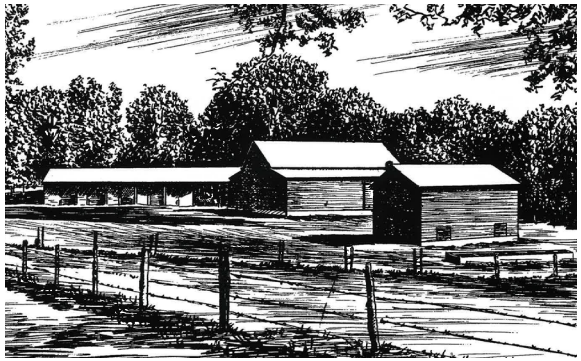
Doc's Museum would celebrate the history of Connie Maxwell and Maxwell Farms by curating historical displays for visitors to learn and experience the story of Connie Maxwell and its founding. This Museum would exist in Doc Rhodes Stables, situated across the street from the garden center. This Museum would also house the Connie Maxwell branded items for sale and gift shop items as desired.

5 *Petting Zoo*

There would be a phased approach to renovating the existing petting zoo facility. Plans would include adding more stall capacity and support space. It would also include a new barn facility and improved access to horse activities and other farm animals for enjoyment and programmed care and learning experiences.

6 *Equestrian Center*

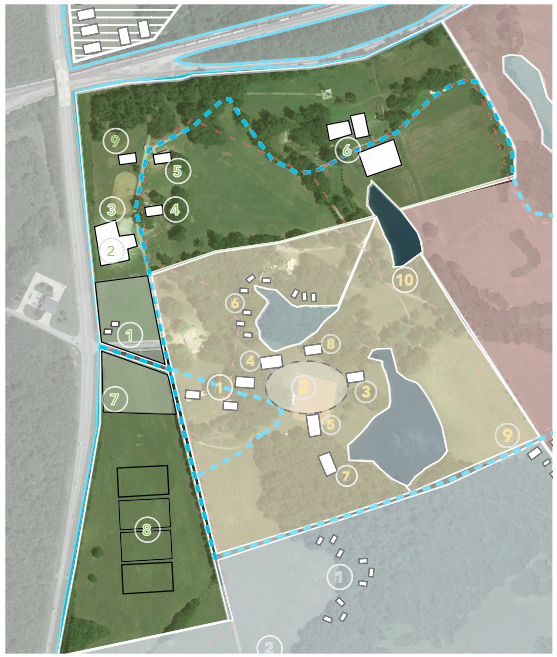
The Equestrian Center, in the future of Maxwell Farms, aims to renovate the barn and stables pictured to the left. The renovation and new construction of these buildings would help recreate a part of Maxwell Farms, as well as provide a great space for riding and growing the equestrian programs.



Amphitheater + Trails
P.49

FARM ZONE

7 *Garden Plots*



Garden plots surrounding the entrance markers will help recreate an entrance identity that calls back to the history of Maxwell Farms. In addition, opportunities on the property may offer unique developments of 'mini-farms' for expanded growth and potential leasing. This may also factor in Connie Maxwell's healing strategies and activities.

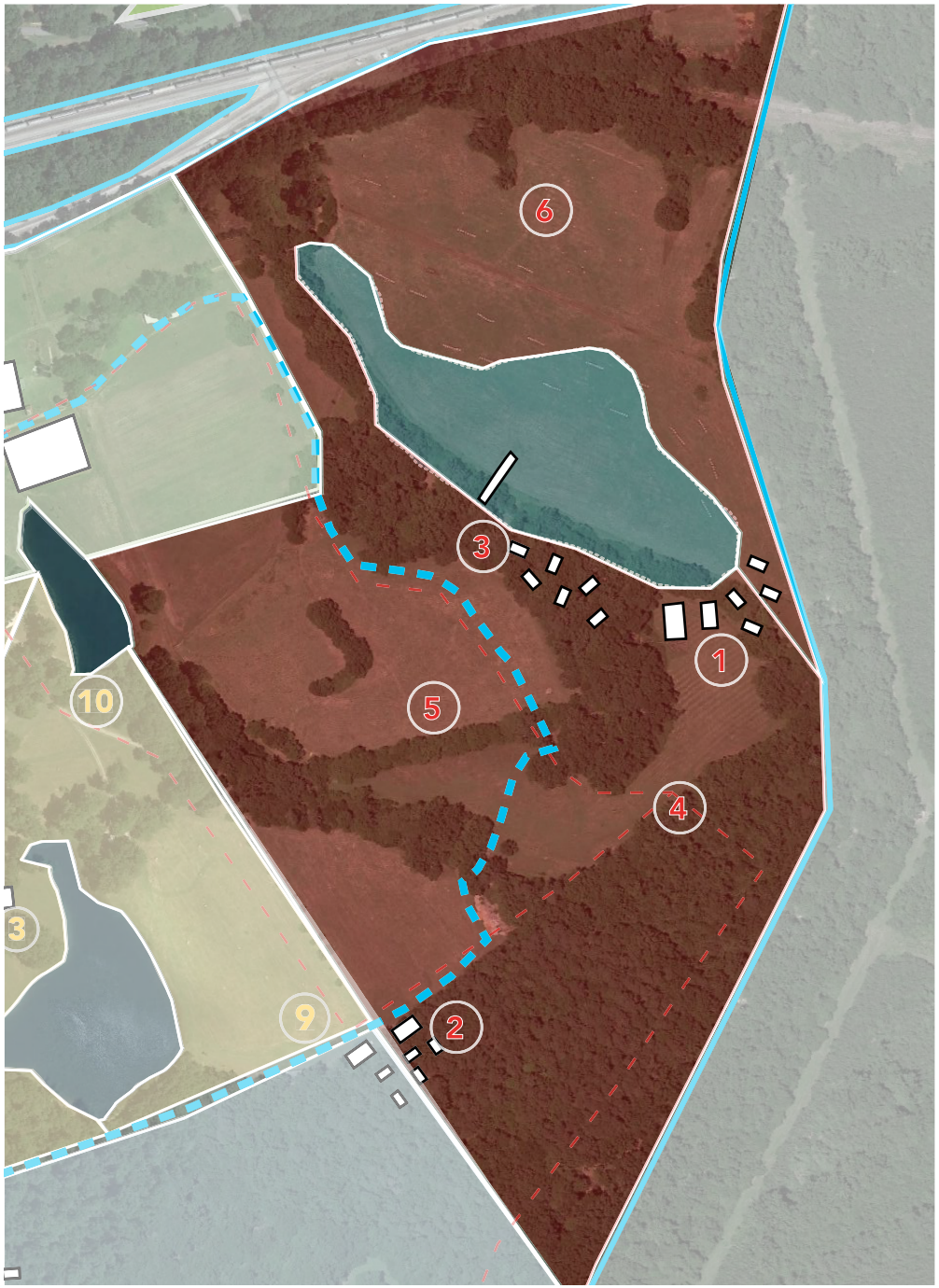
8 *Sports Fields*

Connie Maxwell has a significant presence in the community, and there is an excellent opportunity to provide accessible and visible fields that could host sporting and community events. This could be leased for events like farmers markets, car shows, sports leagues, and provide convenient parking. It could also provide parking for the concert series or special events at the amphitheater. This use does allow for flexibility and opportunity for future development with street front orientation.

9 *Utility + Service Buildings*

With the increase of program buildings, spaces, and events, maintenance on the farm will require service buildings to store and service the equipment needed to maintain the grounds and keep seasonal items.

ADVENTURE ZONE



Components

1. Camp Grounds
2. Leadership Course
3. Fish Camp
4. Trail System
5. Outdoor Activities
6. Meadows

Site Locator

1 Campground

The Adventure Zone aims to create a distinct zone dedicated to the children of Connie Maxwell and select guests. The campground is a key component of this zone. It will provide the opportunity for Scouts to come for a weekend or even expand to allow space for RVs and Cabins for family-oriented weekends or programmed events. This location takes advantage of a future lake being developed.

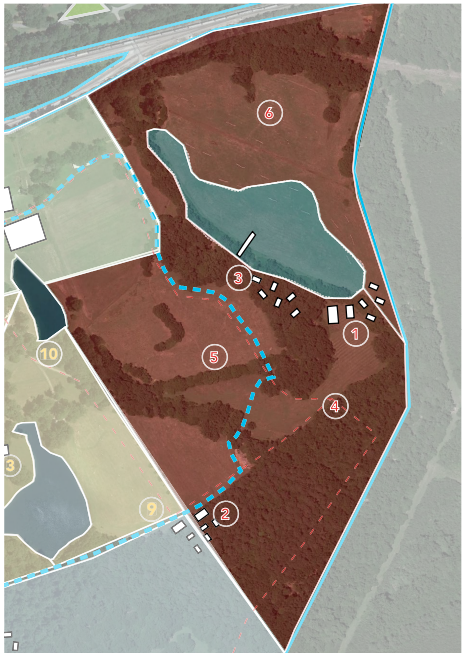
2 Leadership Course

The ropes course at Maxwell Farms is essential to the service offered at Connie Maxwell. The future of the ropes course is envisioned to expand and be well maintained so that it continues to be a cornerstone of Maxwell Farms and Connie Maxwell's Service of developing leadership skills.

Chapel + Event Barn
P.53

ADVENTURE ZONE

3 *Fish Camp*



The Fish Camp, located on the edge of the new lake, is envisioned to have a dock with storage for canoes, kayaks, and fishing gear. This area could be ideal for a future community pool venue and outfitter center. In addition, this camp would be a key part of the future of Maxwell Farms by providing water-based activities to the children and visitors at the campground.

4 *Trail System*

Expand the wilderness walk/running and bike riding path across land that stretches to the Clemson genetic center and runs to the Village and the farm. The Village trails are to be paved with local material, lit appropriately, and include wayfinding, rest stops, art, and wellness installations. Connie Maxwell testimonial plaques and donor opportunities could be made available. Grow and enhance leadership/adventure courses to be promoted and utilized fully for visiting groups.

Connect

Discover

Rest

5 *Outdoor Activities*

The Adventure Zone encompasses a large area of space. In the future, it will include activities like fishing, archery, canoeing, kayaking, team sports, zip line, and swimming and evolve into new activities over time.

ADVENTURE

6 *Meadows*

The Meadows, located north of the new pond, provide ample space for large activities like team sports and team building activities. This space is envisioned to remain a natural landscape for all to enjoy and for future development as desired.

Amphitheater + Trails
P.55

FUTURE PHASING

Components

1. Future Cottages
2. Horse Arena
3. Boarding
4. Future Village Centers

Site Locator

1 Future Cottages

2 Future Horse Arena

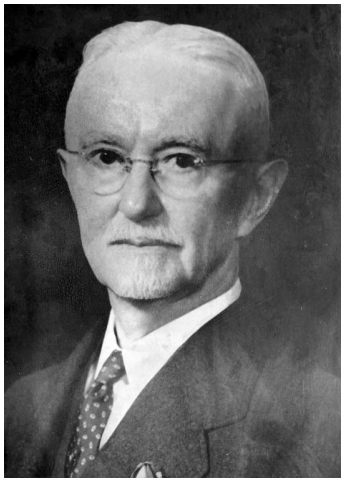
3 Future Boarding

4 Future Village Center'(s)

The future of Maxwell Farms is ripe with opportunity. Connie Maxwell has the space and opportunity to continue to expand Maxwell Farms into the south portion of the site. Here the creation of a new Village Center will be the second Village of Maxwell Farms. With ample space, there is a focus on a new premier Horse Arena with nearby boarding that can be developed to create new attractions and revenue for the farm. With this development, new Cottages can be incorporated to create more lodging space for visitors to come and experience Maxwell Farms.

Chapel + Event Barn
P.57

Sam Smith stated, "I shall never forget the words of Dr. Jamison to John Murdoch and me as he lay mortally sick on the porch at his home on Thursday before his death on Saturday, August 9, 1947."



"Boys, don't get in a rut, if children need services and help which we haven't got, try to learn where you can get it."

A.T. Jamison

"For the Dreams of Children"

Connie Maxwell Vision and Masterplan
Closing Statement

This document embodies the continuum of the Connie Maxwell legacy through further understanding of healing and ministry while undertaking innovative approaches to individualize and improve the mental hygiene of every child in its care. To deliver core services and a "deeper level" of healing and ministry, the leadership has been and is most interested in the growth of financial security, the expansion of programs, and the beauty of the campus.

This Masterplan document was commissioned to expand and communicate the Vision and consensus of the leadership to further the Connie Maxwell Mission. The Connie Maxwell team is inspired and has contributed much to this study's basis and the ideas and design concepts conveyed. The master plan reflects the Guiding Principles for the strategic plan. It delineates the process and the phasing priorities, including masterplan concepts, new and renovated facilities to expand services, and ministry and campus beautification ideas. This work has also been influenced by and coordinated with ***A Decade of Dreams*** strategic plan and builds on the amazing history, heritage, and legacy of the 130-year Connie Maxwell Ministry.

Connie Maxwell

FAITH. FAMILY. FUTURE.

---

mcmillan | pazdan | smith

ARCHITECTURE

APPENDIX

MAP #	BUILDING	USE
1	Staff House	Vacant -Summer Missionaries
2	Staff House	Woodard
3	Staff House	Martin
4	Neb Cline Office	Greenwood Campus Family Service Staff
5	Knowles Cottage	Elementary Boys - 8 beds
6	Stahn Cottage	Elementary Girls - 8 beds
7	Staff House	Gilchrist
8	Staff House	McManus
9	Staff House	Howle
10	Staff House	Reed
11	Staff House	Vacant - Callahan
12	Staff House	Kimberly
13	Jeannette Murdoch Cottage	School Tutoring Center, Infirmary
14	Abney Cottage	Nations Family
15	Cox Cottage	Visitors / Vounteer Groups
16	White Moorehead Cottage	Visitors / Vounteer Groups
17	Ouzts Cottage	Elementary / Middle School boys - 8 beds
18	Robert Black Cottage	Middle / High School boys - 8 beds
19	Brown Cottage	Vacant
20	Self Cottage	Elementary / Middle School girls - 8 beds
21	Newell Smith Cottage	Middle / High School girls - 8 beds
22	Activities Building	
23	Church	
24	Davis Cottage	Guest / Patterson
25	Turner Cottage	High School girls - 8 beds
26	Hamilton Cottage	High School boys - 8 beds
27	Vass Cottage	Family Care
28	Easterby Cottage	Family Care
29	Dunbarton	Vacant
30	Bailey Administration Building	Administrative staff
31	Staff House	Johnson
32	Food and Clothing Center	
33	Bagby Family Care Building	Staff office building for Family Care
34	Maintenance Shop	
35	Eason Apt A	Ponds
35	Eason Apt B	Erskine
35	Eason Apt C	Sumner
35	Eason Apt D	Haynes
36	Staff House	President
37	Staff House	Miller
38	Staff House	Bridges
39	Staff House	Amerson
40	Staff House	Gambrell
41	Staff House	Vacant - Tollison
42	Jamison Cottage	Family Care
43	Woods Building	Storage
44	Jamison Pavillion	Grounds Shop

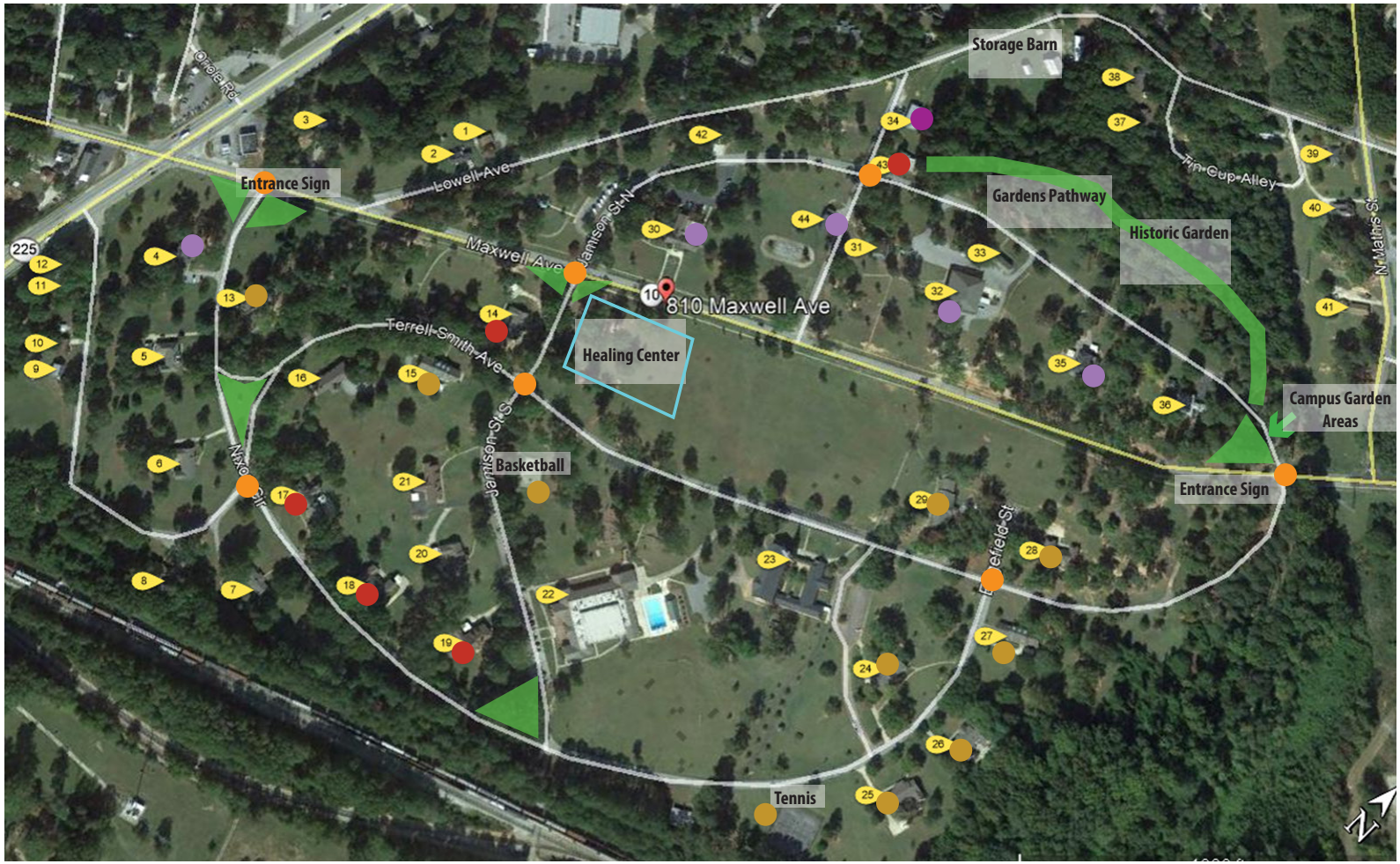
Decade of Dreams

Main Campus - Homework Draft 1

Major Renovations

Minor Renovations

Repurpose

Relocate

Directional Signage