



Plan-it Greenville

The City of Greenville's Comprehensive Plan
2009







Planning for the next generation...

Purpose and Goals

- 🌱 Improve citizen participation by producing a plan that truly represents the goals and objectives of the community.
- 🌱 A plan that is useful and can be used to make decisions
- 🌱 A plan that can be used to determine the CIP
- 🌱 An opportunity to provide educational outreach about planning issues
- 🌱 Collaboration between the adjacent municipalities and County
- 🌱 A report for all stakeholders at the end of each phase so that no one loses sight of implementation.
- 🌱 Plan consistency with previous plans: Pete Hollis, Pleasantburg, Special Emphasis Neighborhoods, etc.







Planning for the next generation...

Process:

-  Phase I: Initiate Project (2 months)
-  Phase II: Discover (4 months)
-  Phase III: Dream (3 months)
-  Phase IV: Plan (6 months)
-  Phase V: Build (4 months)
-  Phase VI: Adopt (3 months)

Planning for the next generation...

Citizen Participation

-  Survey Information (700 people)
-  Focus Groups (150 people)
-  School Children (170 people)
-  City Council District Meetings (210 people)
-  Theme Committee Meetings (130 people)
-  Total Participation was about 1,300 people!

Planning for the next generation...



Major Content of the Plan:

- 🌱 Theme Committees' work called the “Informal Framework for a Better Future”
- 🌱 Future Land Use Map
- 🌱 Strategy Board / Implementation Plan

Planning for the next generation...

Themes

-  Neighborhood/Corridor Identity and Stability
-  Transportation
-  Healthy Living and a Pedestrian Friendly Environment
-  Housing
-  Economic Development
-  Green/Environmental

Planning for the next generation...

Informal Framework for a Better Future

ENVIRONMENTAL

IMPROVE AIR QUALITY

Outcomes

- Stay in attainment and keep federal funds
- Reduced asthma
- Improved health conditions in the City of Greenville

Short-Term Potential Implementation Strategies

- Improve transit options
- Reduce width of travel lanes where appropriate
- Increase bike lanes, sidewalks, and bike parking
- Reduce use of wood fire heating sources and encourage natural gas
- Adopt anti-idling ordinance
- Expand recycling ordinance to include public places
- Increase low occupancy
- Encourage carpooling
- Develop park & ride

Long-Term Potential Implementation Strategies

- Create disincentives for parking downtown
- Reduce impervious parking
- City property should use pervious materials
- Reduce greenhouse gases and particulate matter through the reduction of vehicle miles traveled, industrial sources, and other sources
- Encourage mixed development (mix of uses)
- Implement Greenways Plan

ENCOURAGE WATER CONSERVATION AND WATER QUALITY

Outcomes

- Reduced consumption of water
- Improved quality in Santee/Reedy Watershed

Short-Term Potential Implementation Strategies

- Encourage reuse of greywater for irrigation purposes
- Encourage water conservation programs
- Provide flexibility in codes for low-impact development practices
- Require low flow fixtures in codes and ordinances
- Restore and protect riparian buffers
- Require riparian buffers for all new developments
- Expand "carb your part" ordinance
- Encourage drought tolerant and native species in landscape ordinance and discourage invasive species

Long-Term Potential Implementation Strategies

- Encourage utilities to discourage water consumption through fees
- Require low-impact development practices in ordinances
- Require soil samples to ensure that fertilization is not providing an abundance of nutrients in our watersheds
- Encourage WCRSA to reduce sewage overflow and discharges into the Reedy River

ENCOURAGE SUSTAINABLE GROWTH

Outcomes

- Efficient use of resources with minimum consumption of raw materials
- Reduction of energy consumption
- Increased recycling rates and reduction of solid waste
- Maximizing reuse of resources
- Increased use of renewable energy sources as opposed to using fossil fuels
- Protected natural environment
- Facilities that are designed for long-term durability, flexibility, and reuse

Short-Term Potential Implementation Strategies

- Require compact development
- Encourage transit oriented developments (TOD) and mixed use
- Adopt green building standards in entire city and Central Business District design standards
- Require Energy Star appliances in codes
- Expand recycling program to multi-family, businesses, schools, churches and deposits
- Increase awareness of waste management including recycling, mulching and composting
- Give preferential treatment to companies that use environmentally friendly or "green" techniques in City bids
- Encourage City services to be sustainable, such as hybrid cars, organic fertilizers, etc.
- Increase landscaping requirements on parking lots and developments
- Adopt universal design standards that encourage reuse of buildings

Long-Term Potential Implementation Strategies

- Develop adequate infrastructure for compact development
- Encourage solar-powered lighting in appropriate parts of city
- Provide incentives to recycle through waste management fees
- Encourage green energy through rebates, net-metering, micro-generation, solar and wind energy
- Reduce greenhouse gases and particulate matter through the reduction of vehicle miles traveled, industrial sources, and other sources
- Encourage green standards for all public buildings
- Discourage demolition of usable buildings (particularly historic buildings)
- Lobby state legislature to revise building codes to be current with international energy conservation code

HEALTHY LIVING AND A PEDESTRIAN FRIENDLY ENVIRONMENT

CREATE SAFE, WALKABLE SPACES AND ACCESSIBLE DESTINATIONS

Outcomes

- Increased pedestrian and cyclist safety
- Improved safety of city streets for all users
- Mixed-use development (MUD)
- Reduced traffic congestion
- Increased transportation alternatives
- Improved air quality
- Improved quality of life

Short-Term Potential Implementation Strategies

- Expand local and pedestrian network and connectivity
- Restructure design standards to make sure that all buildings are closer to streets
- Improve pedestrian and cyclist signage through the city
- Adopt Complete Streets Policy
- Increase pedestrian lighting
- Prepare pedestrian and bike infrastructure plan
- Develop MUD requirements
- Amend sidewalk and bike lane requirements
- Encourage compact development and preserve natural spaces

Long-Term Potential Implementation Strategies

- Incorporate walking trails into businesses and older parks and neighborhoods
- Apply for the Bike Friendly City designation
- Install sidewalks on all streets
- Increase funding for sidewalk construction (NSTEP)
- Implement pedestrian and bike infrastructure
- Adopt MUD, Pedestrian, and planTOD zoning classifications

CREATE A HEALTHY ENVIRONMENT FOR ALL GREENVILLE CITIZENS INCLUDING CHILDREN, YOUTH, AND SENIORS OF ALL SOCIOECONOMIC BACKGROUNDS

Outcomes

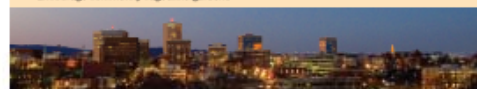
- Improved personal health
- Park systems that are integrated into the community so that there is not a socioeconomic boundary
- Increased children's activities such as basketball, soccer, and alternative sports for individuals such as skateboarding and BMX biking, and nutritional coaching

Short-Term Potential Implementation Strategies

- Implement Parks to Trails Program
- Explore partnerships with community agencies
- Continue connecting parks with Trails and Greenways Master Plan
- Green map that illustrates all parks and recreation facilities
- Construct active parks within 1/2 mile of all residences
- Complete and implement Youth Master Plan

Long-Term Potential Implementation Strategies

- Expand smoking ordinance to include City-owned parks and City sponsored events
- Encourage partnerships with GCRD (Greenville City Recreation Department)
- Encourage community vegetable gardens



For reports on each theme committee, please visit www.planitgreenville.com/themes.aspx

ECONOMIC DEVELOPMENT

INCREASE EMPLOYMENT OPPORTUNITIES FOR ALL LOCAL RESIDENTS

Outcomes

- Reduced unemployment rates
- Increased education and job training opportunities

Short-Term Potential Implementation Strategies

- Attract new high tech businesses
- Encourage green jobs
- Establish partnerships with banks, universities, Chamber of Commerce and Greenville County to help give incentives to new and growing companies
- Ensure adequate infrastructure is in place such as wifi
- Encourage workforce development strategies
- Foster minority and women-owned businesses throughout City
- Encourage first source hiring for all companies
- Review use of Community Development Block Grant funds for commercial development
- Establish employment ready task force for previously incarcerated
- Conduct comprehensive labor market analysis

INCREASE POPULATION OF CITY WHILE RESPECTING HERITAGE AND CULTURE OF GREENVILLE

Outcomes

- Stabilization of property values
- Increased number of historic districts
- Orderly and rational development
- Increased diversity of community
- Increased jobs

Short-Term Potential Implementation Strategies

- Implement Trails and Greenways Master Plan
- Adopt landmark ordinance
- Prepare an infill development and redevelopment plan that addresses possible reasons why some areas haven't been developed
- Encourage compact development
- Establish a glass roots effort to lobby state legislature to "loosen" annexation laws
- Expand business license abatement program and review other incentives to encourage development

Long-Term Potential Implementation Strategies

- Encourage annexation that matches City's vision
- Establish university presence to attract "20 somethings"
- Increase the efficiency of City services to make annexation more appealing to county residents and businesses

ENCOURAGE REDEVELOPMENT AND INFILL DEVELOPMENT FOR COMMERCIAL CORRIDORS

Outcomes

- Certainty about where development will occur and what it will look like
- Physically attractive community
- Reduced infrastructure costs
- Update existing zoning standards in Central Business District
- Encourage public/private partnerships such as streetscapes

Short-Term Potential Implementation Strategies

- Prepare and implement corridor plans
- Reevaluate Facade Improvement District
- Invest community funds in accordance with adopted plans
- Evaluate sign box design standards and encourage reuse of commercial buildings

Long-Term Potential Implementation Strategies










- Allocate enough land for commercial uses



Please note: This is not an official implementation plan, but rather a list of principles, outcomes and possible implementation strategies as developed by the Plan-It Greenville Theme Committees.

Planning for the next generation...

Future Land Use Classifications

-  General Residential
-  Urban Residential
-  Mixed-Use Neighborhood
-  Mixed-Use Community
-  Mixed-Use Regional
-  Transit Oriented Development
-  Mixed-Use City Center
-  Parks, Open Space, and Schools
-  High Intensity Non-Residential

Planning for the next generation...

Strategy Board

2009 Plan-it Greenville Strategy Board

Strategies	First Steps 2009	Next Steps '10-'11	Long Term	Visions
Increase Transportation Options	<ul style="list-style-type: none"> Create a Transit Oriented Development Overlay District steering committee Apply for Bike Friendly City Designation 	<ul style="list-style-type: none"> Create and adopt a Transit Oriented Development Overlay District Construct 4.5 miles of trail. 	<ul style="list-style-type: none"> Develop a Comprehensive Transportation Plan to improve transit Develop a Bike and Pedestrian Infrastructure Plan 	The City of Greenville will become a City that reduces dependency on automobiles and provides transportation options for all citizens.
Create a Sustainable City	<ul style="list-style-type: none"> Expand "curb your pet" ordinance throughout the City Adopt anti-idling ordinance Set up task force to update landscape ordinance. 	<ul style="list-style-type: none"> Create a Green Map of all City parks and open spaces Consider expanding Recycling program to schools, churches, multi-family, and daycare centers Update landscape ordinance. Prepare River Corridor Protection Plan Set up task force to develop a Greenville Green Stamp 	<ul style="list-style-type: none"> Develop Greenville Green Stamp Implement Greenways Plan 	<i>The City of Greenville will be a sustainable city.</i>
Preserve Neighborhood and Corridor Integrity	<ul style="list-style-type: none"> Identify Neighborhood Master Plan priority list Begin review of CDBG funding for affordable housing in Commercial Corridors Set up task force to evaluate non-residential design standards Create Multi-family Residential Design Stds. 	<ul style="list-style-type: none"> Complete 1st Neighborhood Master Plan Reevaluate Non-residential Design Standards Identify sites for appropriate infill and redevelopment Study need for Single-family residential design standards Study need for Landmarks Ordinance 	<ul style="list-style-type: none"> Prepare Neighborhood and Corridor Plans 	<i>The City of Greenville will continue to grow while protecting the charm and unique characteristics of neighborhoods.</i>
Position Greenville as an Economic hub along I-85 corridor	<ul style="list-style-type: none"> Begin review of Development Agreement Clause to encourage First Source hiring Set up task force to determine incentives for new and growing companies 	<ul style="list-style-type: none"> Create a standard Development Agreement Clause for First Source hiring. Review and adjust Business License Abatement Program Update Façade Improvement Program 		<i>The City of Greenville will grow to become a leader of commerce in the region.</i>
Improve Quality of Life	<ul style="list-style-type: none"> Prepare an RFP for a Zoning Ordinance Update Meet with County and adjacent municipalities to review Comprehensive Plans and adjoining land uses Complete a coordination element Complete Youth Master Plan 	<ul style="list-style-type: none"> Establish an infrastructure taskforce to ensure adequate infrastructure exists for the future. 	<ul style="list-style-type: none"> Complete template for updating the zoning ordinance by specific areas Construct adequate infrastructure for future development. 	<i>The City of Greenville will be a place where future generations will want to live.</i>

Planning for the next generation...