

CITY OF GREENVILLE

CHAPTER 3—GOALS AND OBJECTIVES

Goals and objectives are formed from the issues of greatest concern to the residents and create a vision for the future of Greenville. The first step in the pursuit of that vision is the development of planning goals and objectives that address the issues of land uses, economic and industrial development, transit and transportation, and community image and infrastructure. The goals and objectives provide the framework for developing planning strategies; each with their own purpose in a planning document (refer to Figure 5).

Figure 5 Goals and Objectives		
Goal	The long-term purpose toward which programs or activities are ultimately directed.	Goals establish a long-range vision that Greenville citizens and city leaders can focus their efforts towards reaching.
Objective	A specific, measurable or quantifiable intermediate ends that is achievable and marks progress toward a goal.	A singular objective or series of objectives may be identified for each goal. Objectives are not necessarily exclusive for each goal for which they are identified and may be applied toward several goals.
Strategy	The manner that programs, functions, and activities are conducted to achieve an identified objective and strive toward a goal. Strategies must also be specific, quantifiable, measurable, and, if possible, based on a timeline of when the program, function, or activity is to be implemented.	Strategies are specific tasks that the City commits to accomplishing in order to fully implement the plan.

Future Land Use

Goal—Provide a balance between all types of land uses (neighborhoods, parks, commercial and industrial, schools, etc.) in order to provide a high-quality environment for all residents.

- ▶ Concentrate commercial development in designated areas to avoid the problems associated with “strip” development.
- ▶ Focus neighborhood development at a human scale keeping community facilities within neighborhoods; provide links to recreational spaces, and connectivity between neighborhoods and other land uses.

Goal—Provide a variety of housing opportunities appropriate to resident needs and preferences.

- ▶ Expand opportunities for executive-level housing within the City limits.
- ▶ Encourage the development of different styles of housing, such as townhomes.
- ▶ Explore ways to revitalize/redevelop older homes including using Community Reinvestment Act (CRA) funding.

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Goal—Expand opportunities for downtown shopping and entertainment.

- ▶ Assist in funding infrastructure and other improvements that support downtown.
- ▶ Support Downtown Greenville, Incorporated efforts to promote the downtown district.

Goal—Preserve and protect natural resources within Greenville.

- ▶ Evaluate development proposals and offer mitigation measures that conserve natural resources.
- ▶ Protect and improve water quality and groundwater resources.
- ▶ Maintain existing park space and promote connections between parks and other land uses.

Economic and Industrial Development

Goal—Promote and retain quality industrial and commercial development.

- ▶ Ensure that new industries locate in designated development areas that have the infrastructure to support industrial development, while not degrading water quality, air quality, or scenic amenities.
- ▶ Pursuit of advanced manufacturing or high technology industries, such as research and development, medical, or technology based, to provide additional employment opportunities.
- ▶ Participate in regional economic development initiatives in partnership with regional municipalities and Darke County as a whole.
- ▶ Focus development to areas of the City where both physical and economic conditions support appropriate land uses.

Goal—Encourage development of a diverse economic base to provide a variety of employment opportunities.

- ▶ Develop a local business and industry retention and expansion program with supporting education programs.
- ▶ Develop strategies to attract quality business and industry to Greenville to diversify the economic base of the area.
- ▶ Using existing partnerships between the school system and businesses within Greenville, explore post-secondary initiatives within the region and locally to provide life-long training opportunities to all residents.
- ▶ Explore non-traditional economic development opportunities such as agritourism or historic preservation focused tourism.

Goal—Focus commercial and industrial development within existing, pre-designated areas.

- ▶ Promote the Greenville Industrial Park as a prime location for new industries.
- ▶ Focus commercial development within appropriate locations in Downtown or along the Wagner Avenue commercial area.

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- ▶ Use existing appropriately zoned areas for development first before moving to new areas in order to better conserve physical and financial resources.

Transportation/Transit Services

Goal—Promote the continuation of the existing grid pattern of streets and roadways as a means to ensure efficient circulation within the City-limits.

- ▶ Strengthen pedestrian circulation routes by constructing additional sidewalks where necessary and explore the possibility of linking different neighborhoods/commercial districts with bicycle/pedestrian paths.
- ▶ Continue use of the grid street pattern of Greenville's local streets to promote street connectivity throughout the community.
- ▶ Proactively work to reduce traffic and improve geometric design at high-use intersections to prevent congestion in the future.

Community Image and Infrastructure

Goal—Provide quality utility services (including safety services) for current and future uses.

- ▶ Use long-range planning for public infrastructure investments (public utilities, road infrastructure, and emergency/safety services) as an opportunity for directing development.
- ▶ Ensure adequate response time for all emergency services as Greenville continues to grow.

Goal—Provide “superior infrastructure¹” services in areas where development is preferred.

- ▶ Support the expansion or improvements of infrastructure to designated industrial/park/business park areas.
- ▶ Invest in making telecommunications availability part of the infrastructure resources available.

Goal—Promote a diverse and balanced foundation of community facilities to meet the evolving needs of Greenville.

- ▶ Seek out opportunities to provide facilities and/or activities to under-represented groups, such as senior citizens and teen-agers.

Goal—Continue preservation and promotion of Greenville's historic and cultural resources as community assets.

- ▶ Seek out opportunities to promote and/or preserve existing cultural resources.
- ▶ Develop a Greenville-specific marketing and public relations program that could be used to promote local tourism and/or economic development within the City.
- ▶ Create incentives for the adaptive re-use of historic structures.

¹**Superior Infrastructure**—Areas designated by the City to receive high-quality, up-to-date infrastructure services in order to attract development.

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Goal—Recognize the importance of aesthetics as a community resource.

- ▶ Improve gateways into the community and main corridors using such techniques as high-quality landscaping, public art, and quality signs.
- ▶ Promote Greenville's historic character as part of the entire community's image.

Overriding Planning Principle

The overriding planning principle takes those issues espoused throughout the planning process and provides a framework for transforming them into basic recommendations for guiding future development in Greenville. The overriding planning principle for this plan focuses on maintaining a high quality of life in Greenville as reflected in the future land use, economic development, transit and transportation, community image, and community infrastructure. The following points summarize the main planning principles that support the Comprehensive Plan:

- ▶ **Strategic Economic Development**—In the global economy Greenville needs to stand out to employers looking to either maintain their existing facilities or possibly locate in the City. Greenville has much to offer prospective and current businesses, however the city's economic development efforts could benefit from a more focused strategy that targets Greenville's specific needs (i.e. high density employers) as well as ensuring the retention of existing employers.
- ▶ **Diversified Housing Opportunities**—Housing options should reflect the needs of the current and prospective population. A wide variety of housing opportunities can include a range of income levels as well as a range of housing types (single family, multi-family, mixed use). This could include such programs as improving existing housing stocks to creating new developments. This allows current residents to move within the community as their housing needs change, rather than moving outside of Greenville. Diversifying the types of housing available can only enhance Greenville's reputation as having a high quality of life for its residents.
- ▶ **Retain Greenville's Core Character While Still Encouraging Development**—Greenville prides itself on its historic past and small town character. The challenge presented here is how to maintain this character as development continues. Using a range of strategies from historic preservation to tourism development can aid Greenville in meeting that challenge.
- ▶ **Strategize a Coordinated Approach to Infrastructure Improvements**—A city's greatest influence on attracting new development and maintaining high quality conditions comes in the form of infrastructure improvements. A city that encourages well-maintained streets and state-of-the-art infrastructure and facilities is a benefit to residents and potential employers. The development of a Capital Improvements Program (CIP) is a tool that can be used to prioritize infrastructure and community facility improvements according to community input. A CIP uses fiscal responsibility as a main goal to assign specific improvement tasks to designated steps. Such a program can be considered the logical next step to carry a comprehensive plan from a document to real change within a community.
- ▶ **Recognize the Importance of Gateway Aesthetics**—An attractive gateway into a community can convey a positive message about a city's identity. A coordinated gateway system that eases transitions into the city can capitalize on Greenville's historic past, its small town feel, and high quality of life.