

CITY OF GREENVILLE

CHAPTER 7—COMMUNITY IMAGE AND INFRASTRUCTURE

Community image and infrastructure is an important part of Greenville that encompasses both tangible—schools, city functions, and utility systems—and intangible—community pride and character—elements. In order to best describe these categories, this chapter is divided into two sections, community image and community infrastructure. Community image includes aesthetic aspects of Greenville as well as building, sign, and landscape issues that help to define the City's character. Community Institutions describes those facilities that help to create Greenville's identity such as the Darke County Fairgrounds.

Community infrastructure describes those facilities that “make Greenville run” or the role City government buildings, schools, and other public institutions play in creating Greenville's identity. This section also describes Greenville's utility infrastructure needs.

Community Image

Community image is comprised of a city's physical elements, but it also addresses with such topics as city identity. Greenville is already blessed with a strong sense of identity as the historic “Treaty City.” Other components of its well-developed identity include Annie Oakley, its well-known parks system, and it's partnership with well-recognized businesses, among them Whirlpool/KitchenAid. This kind of community “branding” can serve to benefit both local residents and visitors to Greenville by creating an easily-recognizable community identity. Although this plan cannot directly influence community pride, it can create standards for design of those elements that contribute to a sense of identity. This can be accomplished through standards for the physical environment, including building types, signage, and landscaping. During the planning process, participants took a “Community Image Survey” that prioritized the styles and types of buildings and open space they inherently preferred. The results found that Greenville residents preferred abundant open space/parks and traditional styles of architecture in their homes and commercial buildings. The following design guidelines build off of those results. For a full description of the results refer to Appendix D: Public Involvement.

Building Types

The buildings in Greenville should reflect the qualities that its residents value most. For example, buildings in the downtown area are maintained to different standards than buildings along Wagner Avenue because of the type of commercial district they represent. Incorporating design guides for various land uses will aid in integrating future land uses with an area's identity. Table 3 outlines simple design guidelines for buildings of various types that contribute to community image.

Signage

Signs leading into a community have several functions; they serve a practical purpose in directing the movement of people and traffic to appropriate locations, they are a medium for communication, and signs “tie together” space and human needs to create an identity for an area. Three aspects of improving signage in Greenville are listed below.

- ▶ Have a coordinated sign system that is evident throughout Greenville (i.e. using the same color and/or lettering on all signs).
- ▶ Upgrade and improve signs downtown leading to parking areas.
- ▶ Use signs to indicate transitions into different parts of the City. For example: Similarly themed signs with varying sizes, lettering, or design to indicate a gateway, a residential area, the downtown business district, etc.

Table 3
Design Guidelines for Building Types

Building Type	Example Building or Location	Uses	Size, Setback, and Access	Appropriate Location	Photo
Large Mixed Use	<ul style="list-style-type: none"> ▶ The Masonic Building ▶ Other downtown buildings 	<ul style="list-style-type: none"> ▶ Commercial ▶ Office ▶ Retail ▶ Residential ▶ Hotel ▶ Any combination of the above 	<ul style="list-style-type: none"> ▶ Up to four stories ▶ Minimal setback ▶ Access to both front and rear ▶ On-street and rear parking 	<ul style="list-style-type: none"> ▶ Downtown ▶ Front Street/ Walker Street ▶ Wagner Avenue/ Russ Road 	
Small Mixed Use or Residential	<ul style="list-style-type: none"> ▶ Areas along Chestnut street near the Brethern's Home ▶ Areas near Wayne Hospital or the Fairgrounds 	<ul style="list-style-type: none"> ▶ Commercial ▶ Office ▶ Retail ▶ Residential ▶ Hotel/bed and breakfast ▶ Any combination of the above 	<ul style="list-style-type: none"> ▶ Up to two stories ▶ Minimal setback ▶ Access to both front and rear ▶ On-street or shared parking 	<ul style="list-style-type: none"> ▶ Along Chestnut Avenue ▶ Near the City Park ▶ Wagner Avenue/ Russ Road 	
Large, Medium, and Small Retail	<ul style="list-style-type: none"> ▶ Wagner Avenue/ Russ Road ▶ Areas near or in downtown 	<ul style="list-style-type: none"> ▶ Retail ▶ Commercial 	<ul style="list-style-type: none"> ▶ One story ▶ Tall, front, façade ▶ Minimal setback ▶ Access to the street and parking (if different) ▶ Shared parking 	<ul style="list-style-type: none"> ▶ Wagner Avenue/ Russ Road ▶ Downtown ▶ Front Street, Martin Street, Walker Street 	
Civic Buildings	<ul style="list-style-type: none"> ▶ Downtown ▶ New School grounds 	<ul style="list-style-type: none"> ▶ Public uses ▶ Government Buildings ▶ Churches 	<ul style="list-style-type: none"> ▶ No restrictions on design ▶ Should reflect the identity of Greenville ▶ Create a visual anchor of a street 	<ul style="list-style-type: none"> ▶ Downtown ▶ Wagner Avenue/ Russ Road ▶ Library/Memorial Hall area 	

Table 3
Design Guidelines for Building Types

Building Type	Example Building or Location	Uses	Size, Setback, and Access	Appropriate Location	Photo
Multi-Family	<ul style="list-style-type: none"> ▶ Along SR 49 ▶ Near the City Park 	<ul style="list-style-type: none"> ▶ Residential ▶ Studios ▶ Office 	<ul style="list-style-type: none"> ▶ Up to three stories ▶ Minimal setbacks ▶ Private backyards and/or parking in the rear 	<ul style="list-style-type: none"> ▶ Wagner Avenue/ Russ Road ▶ Higher-density residential 	
Single Family Residential	<ul style="list-style-type: none"> ▶ Residential areas of Greenville 	<ul style="list-style-type: none"> ▶ Residential 	<ul style="list-style-type: none"> ▶ Size varies widely ▶ Private yards, fences, and parking ▶ Emphasize connections to other land uses 	<ul style="list-style-type: none"> ▶ Residential 	

CITY OF GREENVILLE

Gateway areas were of particular concern during the planning process. As mentioned in Chapter 6, the roadway aesthetics of a gateway serves several purposes including introduction to a community as well as creating a good first impression. Accessories to a gateway can include a range of things including improved/coordinated signs, landscaped areas that soften the transition between land uses and distinct areas, and varying types of pedestrian lighting. Gateway areas identified in Greenville included along SR 49, SR 118, US 127, SR 121, SR 571/Martin Street. A secondary gateway could be considered for the introduction of travelers into the downtown area. These areas were identified as priorities for improving signage and creating a coordinated introduction into Greenville. Chapter 8 includes implementation measures for improving these areas.

Landscaping

Landscaping is similar to signage in that it can help to define an area and add to the identity of a place. Landscaping can serve as a buffer between land uses and can create a sense of place. A city landscaping or “tree committee” can help to identify potential sites for landscaping improvements. Areas where landscaping can play a role in transition between land uses include:

- ▶ **The Gateway Area along SR 49**—Street tree plantings and/or buffered, landscaped areas can indicate transitions between the commercial, residential, and public (Wayne Hospital) areas along this route leading into downtown Greenville.
- ▶ **Wagner Avenue/Russ Road**—Banner signage, sidewalks, and planters can soften the landscape in this area and remove much of the focus on the concrete portions.
- ▶ **North Broadway Near Maid-Rite**—Planters and planting strips, as well as banner signs, can be used to incorporate this area with the Downtown.
- ▶ **Martin Street/SR 571**—This area is already being improved by the addition of sidewalks; the use of appropriate landscaping, street trees, and signs can create a gateway area into the downtown. Buffer strips and plantings can also be used to transition between commercial and residential land uses along this street.

Community Institutions

Greenville is unique in the amount and quality of its facilities available to its residents for a city of its size and, as part of future planning efforts, these facilities should be highlighted as tourism and community attractions. Examples include:

- ▶ **The Darke County Fairgrounds**—Although this property is technically outside of the city limits, residents consider the fairgrounds part of the area and take pride in their fair every year. This event draws crowds from all over the surrounding area and is known as one of the largest county fairs in the state.
- ▶ **Memorial Hall and the Library**—Located just outside of the central business district, these two adjacent community facilities serve as a focal point for community and cultural activities in Greenville.
- ▶ **The City Park**—This large park in the center of Greenville is considered one of the best aspects of living in the city. It is used year round as a recreation area as well as a gathering place for everything from reunions to citywide celebrations.
- ▶ **Maid-Rite Restaurant**—A long-standing community anchor, this restaurant is known far outside of the city limits. The restaurant could serve as an end-point to the downtown commercial district.

CITY OF GREENVILLE

- ▶ **The Garst Museum**—Managed by the Darke County Historical Society, this museum hosts exhibits that deal with Greenville’s early history as an American Indian settlement and later as the site of the Treaty of Greenville. The museum also pays homage to the City’s more famous former residents: Zachary Landsdowne, Lowell Thomas, and Annie Oakley.
- ▶ **Historic Downtown Greenville** –Downtown Greenville is unique in its character as well as the shops and eateries found there. This area should be preserved for its small-town feel and developed in a manner that it is appropriate for an important historic resource.

Although these institutions range from public to private land uses and have different purposes, each helps to make Greenville a unique community. These places should be preserved and highlighted throughout the city through the use of signs and in the literature about Greenville so that they might continue to serve as Greenville’s “gems” well into the future. One way to accomplish this would be to create a coordinated walking tour between these institutions, or at the very least, the ones connected by the downtown. These community institutions should also be incorporated into economic development and/or visitor packages about the community. Places such as these can be used to make Greenville “stand out in the crowd” of other, similar, communities.

Community Infrastructure—Utilities

The planning framework for the utility infrastructure takes the issues identified throughout the planning process and translates them into basic infrastructure recommendations. The analysis of the utility system reveals that it is in overall good condition and there are few deficiencies. The infrastructure system also revealed that its unused capacity would support future residential, commercial, and industrial growth in Greenville. Infrastructure systems covered in this section include water, sewer and storm water, telecommunications, and emergency systems. Electrical power is provided by Dayton Power and Light and is not controlled by the City of Greenville. The following recommendations are based upon continued upgrades and maintenance of the systems, as well as the extension of systems to areas identified for future growth and development. These recommendations are based upon the following criteria:

- ▶ Decisions concerning future utility service should be respective of the recommendations presented in the future land use plan.
- ▶ Natural barriers should be considered and avoided with all proposed utility systems.
- ▶ A strategic effort to prioritize needs and address deficiencies using capital improvements budgeting.

Water

Greenville and Mud Creeks are the main source of Greenville’s water supply, although the water plant does draw water from a variety of sources, including well fields. It is recommended that the City government work with landowners, Greenville township, and Darke County to protect these water sources from contamination as much as possible so that they might continue to provide a quality water source. This could include a coordinated approach to watershed protection that would preserve water from the creeks as well as the wellheads. It is also recommended that the City continue to replace and upgrade deteriorating water mains on a rotating basis, however a more formal program for replacing the older water mains could be developed. Although there are no planned upgrades at this time, there is an opportunity to develop a coordinated water and sewer utilities master plan to strategically use utility investment resources efficiently over the long-term. Water service should also be strategically extended to direct the location of future growth areas. It is likely that the majority of the growth will be in the north and/or eastern parts of Greenville.

CITY OF GREENVILLE

Sewer and Storm Water

The wastewater treatment plant, built in the 1930s and last upgraded in 1995, is responsible for treating sewage from city residents, businesses, and industries. With a capacity of treating 2.2 million gallons per day (mgd) (under normal flow conditions) and up to 3.5 mgd under peak conditions, the overall system is currently considered to operate well under capacity. The majority of the City is on the sewer system; the fairgrounds is the only non-city customers. Planned improvements include the creation of a biosolids plan to fulfill EPA requirements (currently underway) and upgrading the sludge-holding capacity. In order to ensure that the current system lasts well into the future, a coordinated water and sewer utilities master plan can strategically develop utility investment resources efficiently over the long-term, while still taking into account new growth and new regulations.

In 2003, the Ohio EPA issued new standards based upon implementation of the US EPA's Phase II Storm Water Rules for cities like Greenville that operate municipal separate storm sewer systems (MS4's). The new regulations require Greenville to develop a storm water management system that focuses on using Best Management Practices (BMPs) to reduce pollution from storm water sources. Greenville is required to fully develop and implement their plan by December 8, 2007. The creation of such a plan could be accomplished in conjunction with an overall water and sewer utilities master plan.

Telecommunications

Although not considered a "traditional " utility, access to telecommunications is becoming an important business component for those potential businesses looking to move to Greenville. Providing state-of-the-art telecommunications is important because the availability of a full service communication network can be crucial to the economic well being of a community and can serve to attract new businesses. There are no planned improvements to the telecommunications system at this time, however, there is an opportunity for Greenville to capitalize on its existing telecommunications system and market that system to potential customers. The City is in a prime position to be involved in the most current technology available, which could serve to draw industry and business to Greenville.

Community Infrastructure—Public Facilities

Emergency Services

Fire, Police, and Emergency Medical Services (EMS) perform essential tasks for Greenville and their routes and needs must be considered with any new development. Currently, a high priority for the Fire Department is to build a secure training facility and driving course so that there will be appropriate room and conditions to train new employees. The City bought property on KitchenAid Way to create a future multi-use safety building, a portion of which could be used as a transit building and possibly a training driving area and a northern fire station. As Greenville continues to grow, opportunities for building sub-stations for Police, Fire, and Rescue should be supported.

Schools

The Greenville City School system has begun its own reinvestment and planning effort. The results of these efforts will likely have a profound impact on future land use patterns in Greenville. The school board has been actively seeking public opinion and researching options for improving their existing school facilities as well as looking at the possibility of new facilities. No new permanent sites for school facilities have been selected at this time.

CITY OF GREENVILLE

The idea of a “neighborhood school” or a school that are integrated into the surrounding neighborhood and plays an important role in the identity of a neighborhood, the closeness of the community, and general pride and ownership of the school is found within Greenville. The existing schools should be utilized as much as possible in order to generate these positive outcomes seen with neighborhood schools. Neighborhood schools bring positive benefits to a community by allowing students to walk to class, enjoy a smaller facility with a smaller teacher to student ratio, and be more closely connected with the community.

Civic Institutions

Greenville’s City Hall and the numerous other government (city and county) located in the downtown is a powerful testimony to the local government’s commitment to stay and improve the downtown area. Civic institutions located in the downtown area support other downtown businesses and reflect the community’s desire to maintain a compact development pattern, thus reducing sprawl. If any city or county offices would choose to relocate in the near future, this pattern of siting government facilities downtown should continue.

Other civic institutions such as the public library or even the local YMCA should be integrated into Greenville’s urban fabric in such a way that their location is connected to the downtown core of Greenville. This can be accomplished using landscaping and/or signage to point out these institutions to residents.

One area where Greenville could use additional facilities includes those available for senior citizens. Whereas the youth in Greenville have benefited from the addition of the North Park and the Skate Park, giving them activities in town to do, there has not been a corresponding growth in activities for senior citizens. As Greenville’s fastest growing sector of the population, services for senior citizens can not be overlooked. A senior citizen’s facility should be in close proximity to similar land uses and could possibly be located in an area to be redeveloped, such as a former commercial building. A senior citizen’s facility should also be located in close proximity to transit stops or have access to the transit system.