



Comprehensive Plan Committee

AGENDA

Monday, February 22, 2016, 5:30-7:00 PM
Sheppard Memorial Library, Room A

530 Evans Street
Greenville, NC 27858

1. Project Update	Leigh Anne King, Clarion Associates	5:30p
2. Presentation and Discussion of Draft Introductory Chapter	Leigh Anne King, Clarion Associates	5:35p
3. Presentation and Discussion of Draft Enhancing Mobility Chapter	Leigh Anne King, Clarion Associates	6:00p
4. Presentation and Discussion of Draft Creating Complete Neighborhoods Chapter	Leigh Anne King, Clarion Associates	6:25p
5. Next Steps	Leigh Anne King, Clarion Associates	6:50p
6. Adjourn		7:00p

Handouts

- Draft Introductory Chapter
- Draft Enhancing Mobility Chapter
- Draft Creating Complete Neighborhoods Chapter

For Non-Committee Member Meeting Attendees

Members of the public are welcome to attend meetings of the Comprehensive Plan Committee as observers. Although these working meetings are not public hearings, they are not public hearings and as such, a public comment period is not included on the agenda. Comments from the public may be submitted to Thomas Weitnauer, AICP, Chief Planner at weitnauer@greenvillenc.gov for subsequent distribution to Committee members. There will be ample opportunity for public input and discussion at other meetings as the Comprehensive Plan is being prepared.



CPC Meeting February 22, 2016

Introduction, Chapter 2: Enhancing Mobility, Chapter 5: Creating Complete Neighborhoods

Meeting Summary

Monday, February 22, 2016, 5:30-7:00 PM
Sheppard Memorial Library, Room A

530 Evans Street
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1. Welcome

Thomas Weitnauer welcomed CPC members.

2. Project Update

The work program includes four phases in order to initiate the project (Phase I), analyze community conditions (Phase II), draft the plan framework (Phase III), and then finalize and adopt the plan (Phase IV). Leigh Anne King provided a project update, describing the progress on of Phase III. She reviewed the role of the vision framework and explained how the next few meetings would focus on review of draft chapters of the plan each tied to a part of the framework.

3. Draft Introductory Chapter Presentation and Discussion

Leigh Anne King described the Vision Framework subject matter and highlighted the chapters to be discussed at this CPC meeting. She introduced the sustainability themes that run in concert with the goals and policies throughout the other chapters. The CPC discussed the chapter. Oral and written comments are in attached documents.

4. Draft Enhancing Mobility Chapter (CH2) Presentation and Discussion

Leigh Anne King walked through the Enhancing Mobility chapter, with particular emphasis on goals, policies, and actions. This included the supporting diagrams and graphics. The CPC discussed the chapter. Oral and written comments are in attached documents.

5. Draft Creating Complete Neighborhoods Chapter (CH 5) Presentation and Discussion

Leigh Anne King walked through the Creating Complete Neighborhoods chapter, with particular emphasis on goals, policies, and actions. This included the supporting diagrams and graphics. The CPC discussed the chapter. Oral and written comments are in attached documents.

6. Adjourn

7. Next Steps

The following dates include important upcoming meetings with City Council, the CPC, the Planning and Zoning Commission, and the public:

- **March 28:** CPC reviews draft plan chapters
- **April:** additional CPC review of draft plan chapters
- **May:** host public open house unveiling draft plan
- **July 19:** Planning & Zoning Commission Public Hearing
- **August 11:** Council Public Hearing

Appendix Items

- CPC February Meeting Presentation
- Meeting Responses for Chapters
- Meeting Handwritten Responses for Chapters



Comprehensive Plan Committee Meeting #6



Monday, February 22, 2016

Agenda

1. Welcome

2. Project Update: Vision Framework Chapters

Introduction

Ch 2. Enhancing Mobility

Ch 5. Creating Complete Neighborhoods

3. Next Steps



Horizons 2026

GREENVILLE'S COMMUNITY PLAN

Initiate

Analyze

Draft

Adopt

- How Will We Grow Workshops
- Future Land Use / Character Map
- Policy Framework
- Implementation Plan

Horizons.Greenvillenc.gov

Vision Framework Document



Vision Framework Chapter

This area will contain a clear statement of vision possible to achieve through the details in this plan chapter.

In this Chapter

Key Community Issues: This section highlights important trends, conditions, policies, and community concerns that impact the key concern of the chapter

Concepts and Best Practices to Address Community Concerns: This section presents fact-based approaches to solving complex interrelated challenges.

Goals & Policies: This section lists the goals our community seeks to accomplish and the policies to guide us there.

Actions: This section provides key proactive actions that the city and interjurisdictional and community partners will take over the coming decade to bring us closer to our community's vision.

Overview

A narrative overview of each chapter begins here. .



Vision Framework Document

Planning Influences

Key Community Issues

A summary of the key issues for the community that are relevant to the chapter goes here

[illegible]

Major Topics

Major topics of planning influences are explained in paragraphs here

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Major Topics

They continue for as many as are necessary to address the issues, with supporting images as necessary . . .

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Relevant Plans

Vision Framework Document

Goals & Policies

#.1 Goal 1 for the chapter

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#.1.1. Policy #.1.1, addressing Goal #.1

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#.1.2. Policy #.1.2, Addressing Goal #.1

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decrease long-term costs, improve energy efficiency,
decrease environmental pollution, and foster resilient
developments.

#.2. Goal 2 for the Chapter

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.....



#.2.1. Policy #.2.1, Addressing Goal #.1

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.....

Vision Framework Document

Actions

Action #.1. Action to take implement the plan





Introduction

The future of the city holds great promise, and this community plan has been prepared to help achieve the possibilities.

Achieving Greenville's Vision

Greenville's opportunities are expanding. The city grew here initially because of its compelling geography - the hub of Eastern North Carolina. Transportation systems fostered growth in commerce, culture, education, and health care systems. That geography remains compelling today, leveraged now by technology and investment. There are many reasons to be optimistic. The future of the city holds great promise, and this community plan has been prepared to help achieve the possibilities.

Greenville began as a small tobacco farming town located at the crossroads of two railroad lines and on the banks of the Tar River, which flows into Eastern North Carolina's Pamlico Sound. Greenville's rapid economic growth over the past several decades fostered a dramatic rise in quality of life and regional influence. Today, the city draws thousands of people for its higher education opportunities, its high wage industrial base, and advanced medical facilities and services. The city is also increasingly transforming

into the cultural and entertainment hub in the region, drawing residents from beyond Pitt County for retail, art, performances, and sporting events.

Diversity has been a hallmark characteristic of Greenville since its earliest days. There have been triumphs and injustices. While we continue to respect our past, we are looking forward as a united community to improve the well being of all of our citizens. Greenville's successes have been abundant, and have been achieved with the leadership of great visionaries and trailblazers in community development, health, education, and manufacturing, as well as the longstanding culture of kind-hearted, hard-working, and friendly citizens of Greenville.

Our community continues to adapt to rapidly changing economic and environmental conditions and, by building off of our many assets, we aim to build a vibrant resilient city that is prepared for the opportunities and challenges that lie on the horizon.



Introduction: Vision Framework Chapters

Vision Framework

An important component for every community plan is a vision statement. A vision statement should identify the broadly held public values and aspirations of citizens. Horizons 2026 includes a Vision Framework, which was developed from the public input provided in Phases 1 and 2 of this process. This Vision Framework is similar to the vision statement in the 2010 Horizons Plan in that it describes the long-term aspirations of the community. It is different because it does this in several separate statements for each of the plan's eight chapters. Following is a list of the eight policy chapters in this plan, along with the vision statement for each.

1 Building Great Places

Greenville will be home to active, vibrant, and distinct places that are linked through a high quality, walkable, and beautiful built environment. These places, including mixed-use centers, neighborhoods, corridors, and innovation districts, will build on Greenville's existing land patterns and provide new walkable and connected developments that enrich the distinct visual appearance of the city and foster a growing sense of pride, while conserving key natural areas and well-defined rural edges.

3 Maintaining Fiscal Responsibility

Greenville will embrace a culture of transparency and fiscal responsibility in all aspects of city management. The city will foster business investments and collaboration through open governance and a business-friendly culture. Intergovernmental collaboration will strive to develop solutions to complex problems. Management of public facilities and services will focus on providing a high quality of life for residents while also achieving fiscal responsibility. Partnerships will help build collaborative spaces and increase access to cutting-edge technology that sparks new ideas and efficiencies in industry and education. Physical planning efforts will grow the city's tax base sustainably and ensure the long-term efficient delivery of Greenville's high quality services.

2 Enhancing Mobility

Greenville's transportation corridors will provide accessibility to destinations throughout the city by complementing the built environment and offering well-connected, safe, and attractive travel networks for bicyclists, pedestrians, drivers, and users of public transportation. Compact development and street designs that serve all types of users (drivers, walkers, bikers, and transit riders) will reduce automobile collisions and improve travel safety throughout Greenville. The city will be regionally accessible with an airport established as the primary hub for air travel in eastern North Carolina, exceptional interstate roadways, a navigable and inspiring built environment for visitors, and future planning for regional rail service.

4 Growing the Economic Hub

Greenville, a city that supports business development, entrepreneurialism, and labor force training, will have high quality employment opportunities for an increasingly diverse population. The regulatory environment, business incentives, and partnerships will help to grow and sustain local companies, create an adaptive and well-trained workforce, and foster a thriving public education system. New jobs will emerge in a variety of locations throughout the city, including existing industrial parks, new well-planned employment centers, and urban mixed-use innovation districts. The city's high quality of life will help retain an excellent and creative workforce.

5 Creating Complete Neighborhoods

Greenville will offer a variety of excellent living options for its growing and increasingly diverse population, and support established neighborhoods and their existing residents. Complete neighborhoods will offer a variety of housing types, an integrated network of walkable and bikeable streets, access to transit, public schools and civic space in prominent locations, and proximity to grocery stores and neighborhood-serving commercial services needed by residents on a regular basis. With an assortment of high quality housing options that support a variety of income levels, neighborhoods will support multiple generations of families that allow someone to grow up, raise a family, and retire in the same neighborhood.

7 Growing a Healthy City

As the cultural and healthcare hub of eastern North Carolina, Greenville will offer residents and visitors rich arts and entertainment opportunities, inspiring parks and civic spaces, excellent health services, and healthy local food options. Public art will become incorporated into new developments, making it a truly unique southern city. Residents will have access to community gardens, farmer's markets, and high quality grocery stores. Sidewalks, greenways, and bike lanes will promote active travel by connecting housing to jobs, recreation, healthy foods, and shopping.

6 Fostering a Resilient City

Greenville will be North Carolina's greenest city. Greenville will grow safely by protecting the city's natural water systems and managing development in hazardous areas. The city will be prepared for increasingly powerful storms, intensified by the local effects of global climate change and sea level rise. And it will grow sustainably by using design approaches that serve to minimize impacts on the natural environment. This includes the adaptive reuse of current structures, which is one of the most sustainable actions the city can embrace. Conservation efforts will maintain the health of the Tar-Pamlico River and Neuse River watersheds, manage stormwater flows, and help to guarantee supplies of clean water for future generations. Energy conservation will be achieved by supporting renewable energy initiatives, clean transportation opportunities, and green building technologies. Greenville will be a green city by incorporating nature not just in parks, yards, and open spaces, but along streets, in open lots, and atop buildings.

8 Growing Together

Institutional partnerships have been an important part of the city's history, and are critical to achieving Greenville's future. Collaborative planning and actions involving the City of Greenville, Pitt County, East Carolina University, Vidant Medical Center, Greenville Utilities Commission, and nearby municipalities will be woven into the implementation of Horizons 2026. Partnerships with neighborhood organizations and citizens' groups are also critical to the implementation of the City's long-range community vision.

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Introduction: Sustainability Themes

Sustainability Themes

Planning for sustainability is the defining challenge of the twenty-first century. Sustainability is an important theme of this plan and is central to addressing the long term challenges and opportunities of the community. We define it as the ability to sustain and improve our current quality of life and the ecosystems on which it depends for this and future generations. This plan identifies eight themes concerning the sustainability and resilience of Greenville. Each theme is identified below:



Interwoven Equity

Recent decades have shown improvements in economic, health, and quality of life conditions for less privileged people throughout the Southeast. Disparities continue to exist, however, for minorities and children growing up in low income households. The theme of interwoven equity aims to create a city where fairness and equity are provided for in the housing services, health, safety, and livelihood needs of all citizens and groups in Greenville.



Resilient Economy

Regional and global economies have shifted over the past decades in unpredictable ways. More than ever, communities are expected to prepare for the unexpected by building a high wage job base and adaptable job training programs. This plan works to ensure that the community is prepared to deal with both positive and negative changes in its economic health, and to initiate sustainable urban development and redevelopment strategies that foster green business growth and build reliance on local assets.



Strong Fiscal Responsibility

Shrinking budgets increase the importance of long term fiscal responsibility. Greenville strives to ensure that policies and projects consider the long term fiscal impacts in addition to short term benefits.



Livable Built Environment

This plan strives to achieve a livable built environment where land use, transportation, housing, energy, and infrastructure work together to provide sustainable, green places for living, working, and recreation, with a high quality of life.



Affordable Cost of Living

One of Greenville's many assets is its relatively affordable cost of living with regard to daily household expenses. Maintaining and improving a long-term affordable cost of living continues to be an important sustainability theme within this plan.



Harmony with Nature

This plan works to ensure that the natural environment and ecosystems on which we depend are protected, that the Greenville community protects itself from increasingly volatile weather events, and that the community seeks ways to reduce its reliance on finite natural resources.



Healthy Community

Our living environment impacts our health and well-being in many ways. Some residents may lack opportunities for exercising, accessing healthy foods, or obtaining care. As the city grows, we strive to improve the health of the entire community.



Responsible Regionalism

Regional coordination is key to responsible growth and efficient long-term planning. This plan works to ensure that local policies and projects account for, connect with, and support the plans of adjacent jurisdictions and the surrounding region to the greatest extent possible.

Chapter 2: Enhancing Mobility

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Enhancing Mobility

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In this Chapter

Key Community Issues: This section highlights important trends, conditions, policies, and community concerns that impact travel accessibility between places in Greenville and destinations throughout the region.

Concepts and Best Practices to Address

Community Concerns: This section presents fact-based approaches to solving complex interrelated challenges.

Goals & Policies: This section lists the goals our community seeks to accomplish and the policies to guide us there.

Actions: This section provides key proactive actions that the city and interjurisdictional and community partners will take over the coming decade to bring us closer to our community's vision.

Overview

This chapter highlights opportunities to increase transportation options, improve traffic flow, expand access throughout the region, and create a healthy, safe, accessible, and fiscally-sound transportation network for people and industry.

Efficient and affordable transportation is key to building a socially and economically vibrant city. Transportation networks have always been an important component of life in this place. Greenville flourished from its early access to the Tar River and railroad. Increasingly, Greenville residents, visitors, and industries have access to local and regional roadway systems, transit service, air travel, and an expanding greenway system.

Now residents are demanding more choices in how they get around. Nationwide market trends indicate that millennials and baby-boomers want to live where they can reach places by bike or on foot. Demands are increasing for transportation infrastructure that supports safe and affordable mobility options.

Enhancing Mobility: Goals & Policies

Goals & Policies

2.1. Safe Streets

Greenville no longer accepts Pitt County's designation as the most dangerous county for travel in North Carolina and will take aggressive and proactive action to improve the safety of its streets. In so doing, Greenville will become a safe city for traveling, improving its quality of life, cost of living, and economic outlook.



2.1.1. Build More Sidewalks

The city should continue to build and require sidewalks along stretches of road where they are missing, prioritizing geographies with low income populations and high pedestrian volumes. All new street construction projects should include sidewalks on both sides of the street to enhance walkability and accessibility and in order to improve safety for pedestrians and motorists. Construction of non-residential development should continue to be held to current city requirements to include construction of sidewalks along thoroughfares and boulevards.

2.1.2. Improve Intersection Safety

Where street right-of-way is sufficient or can reasonably be acquired, roundabouts should be placed at major intersections for new development or redevelopment projects. Crosswalks should be lighted, highly visible, and/or of a different texture from the street. Curb radii should be tightened or bulb-outs installed to provide safer waiting areas for pedestrians and shorten crossing distances.

2.1.3. Implement Traffic Calming

Traffic calming infrastructure is encouraged on all commercial and neighborhood streets, including but not limited to facilities identified in the traffic calming toolbox on the following page.

2.1.4. Educate Bikers and Drivers

Continue to educate motorists, bicyclists, and pedestrians on transportation safety. Education should be used as a tool to promote safety and to increase knowledge among Greenville residents of the various available transportation options.

2.1.5. Improve Roadways

Greenville will apply on-street parking, bike lanes, and vehicular lane width reductions to streets at the time of roadway repaving, restriping, and redevelopment in order to minimize costs.

2.1.6. Encourage Alleys

Alleys are encouraged in new development and redevelopment projects in order to provide access to rear parking, improve pedestrian and driver safety by reducing curb cuts and driveways, enhance neighborhood aesthetics by placing trash and recycling bins and utilities behind buildings, and increase opportunities for backyard accessory dwelling units in residential neighborhoods.

2.1.7. Improve Lighting

Pedestrian-oriented lighting should be used within neighborhoods and commercial centers, along greenways and sidewalks. The city should promote the use of solar lighting to reduce long-term energy costs, promote sustainability, reduce light pollution, and market Greenville as a green city.

2.1.8. Improve Access Management

Minimize the number of driveways along arterials to reduce vehicular conflicts, promote pedestrian safety, and improve traffic flow. Encourage rear alleys, rear parking, and combining driveways.

Traffic Calming Toolbox

Below are a few of the traffic calming facilities that our community can use to slow down vehicle speeds and improve travel safety throughout the city.



On-Street Parking
On-street parking slows traffic and provides a barrier between moving traffic and sidewalks.



Pedestrian Island
Pedestrian islands provide a safe waiting place for pedestrians crossing the street.



Mid-Block Choker
Mid-block chokers improve safety for pedestrians crossing the street.



Corner Bulbouts/Neckdowns
Bulbouts slow turning traffic and shorten the crossing distance for pedestrians.



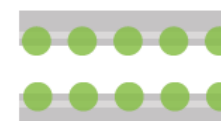
Painted Bike Lanes
Highly visible bike lanes provide additional safety for bicyclists, motorists, and pedestrians.



One-Way to Two-Way Streets
One-way streets encourage speeding. Converting them back into two way streets improves safety.



Visible Pedestrian Cross-Walks
Pedestrian cross-walks should be highly visible, sometimes of a textured material like brick.



Sidewalks and Street Trees
Street trees with trees placed at 30 foot intervals between the curb and the sidewalk provide many benefits.



Traffic Circles and Roundabouts
Traffic Circles and Roundabouts help slow traffic, provide pedestrian safety, and maintain traffic flow.

Enhancing Mobility: Goals & Policies

2.2. Many Travel Options

Greenville residents and visitors will be able to travel to places throughout the city using a variety of safe, timely, and convenient travel options including, bicycling, riding transit, driving, and walking.



2.2.1. Expand Safe Bicycle Networks

Where possible, all future road construction and reconstruction projects should incorporate on-street or off-street bicycle facilities. Preferably, on-street bicycle facilities will include a barrier between moving traffic and the bicycle lane.

2.2.2. Promote Multi-Use Paths

Separated multi-use paths are encouraged as both a facility for recreation and a utilitarian mode of travel. Bike paths should connect neighborhoods to parks and open space, employment and commercial centers, and educational and civic buildings.

2.2.3. Expand Bicycle Parking

Encourage commercial and multifamily developments and redevelopment projects to incorporate bicycle parking and/or bicycle lockers in an accessible location.

2.2.4. Plant Trees

All future road construction and, where possible, reconstruction projects should include street trees in order to provide aesthetically pleasing and economically beneficial streetscapes, provide shade for pedestrians along the sidewalk, and to provide a protective physical barrier between moving traffic and children and others walking on the sidewalk. Preferably trees should be of the appropriate species and located between the sidewalk and the curb either within a planting strip, or in tree trenches with grates.

2.2.5. Affordable Transportation

When reviewing development proposals, Greenville will consider the affordability of travel between the development and other areas in the city. The purpose of this policy is to promote development in areas that have access to transit, bicycle facilities, and existing roads are preferably are within walking distance of schools, commercial uses, and neighborhoods.

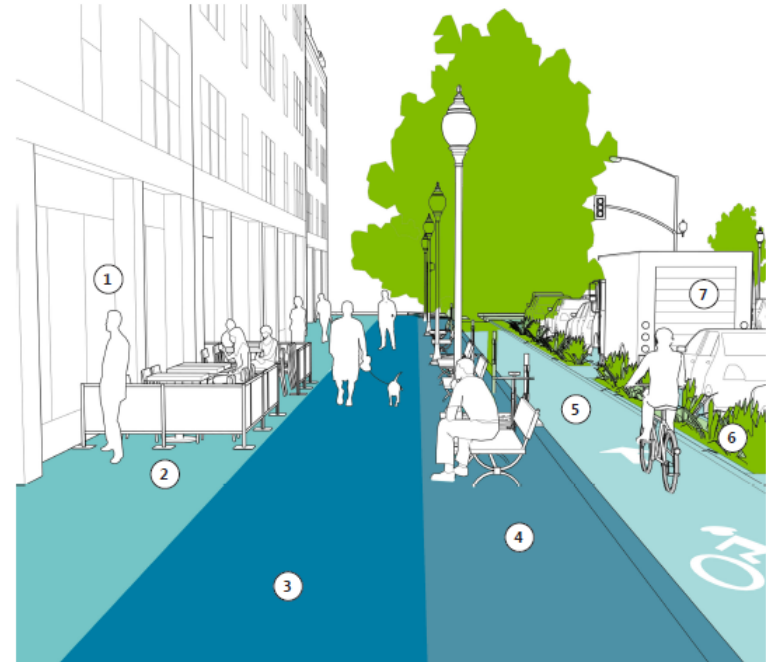
2.2.6. Supplement Level of Service Measures

In all road construction and reconstruction projects, the city will consider pedestrian, bicycle, and pedestrian quality of service measures in addition to the automobile level of service (LOS) used by transportation planners and engineers. New measures should aim to improve the street's functionality for all users and consider the context of adjacent buildings, circulation, parking, and landscaping.

2.2.7. Improve Street Connectivity

Greenville will increase its street connectivity both by requiring shorter blocks and greater connectivity in new development, and through redevelopment of existing areas.

Imagining the Public Realm for Multiple Travel Modes in Greenville



The design of the street and sidewalk influences the way in which we interact with the built environment. This image features important infrastructure within the public right-of-way that improves multimodal travel options.

- | | |
|---|---|
| 1 The private realm frames the sidewalk and provides a permeable border, encouraging walkers to flow in and out. | 5 A cycle track provides an alternative, affordable, and safe travel mode with sufficient space for passing at various travel speeds. |
| 2 Space adjacent to the private realm provides a transitional area where businesses can expand outdoor dining spaces. | 6 Bioswales provide natural stormwater filtration services and add additional green space along the city's thoroughfares. |
| 3 The sidewalk allows pedestrians ample space to walk next to one another and peer through commercial windows. | 7 On-street parking provides additional parking adjacent to businesses, buffers pedestrians and cyclists from moving vehicles, and calms traffic. |
| 4 Utility strips provide space for outdoor seating, pedestrian-oriented street lighting, and street trees that provide shade. | |

Original Image Source: National Association of City Transportation Officials

Enhancing Mobility: Goals & Policies

2.3. Context-Sensitive Transportation

Most street corridors will serve as more than just passageways for cars. The transportation network in Greenville, including roadway infrastructure and transit systems, will complement Greenville's future walkable development pattern and support the development framework laid out in the Future Land Use and Character Map.



2.3.1. Plan Streets in Context

Planning of transportation infrastructure will involve a context-sensitive approach that works comprehensively with the future growth framework map to build walkable and accessible activity centers and neighborhoods. The Street and Area Type Model Matrix guides context-sensitive streetscape development and redevelopment projects by translating conventional roadway functional classifications into multi-modal streets. It can also be used to help create new street cross-sections.

2.3.2. Collaborate with NCDOT

Continue to collaborate with the North Carolina Department of Transportation to implement their Complete Streets policy, improving safety and including sidewalks, street trees, bicycle lanes, safe crossings, and on-street parking in commercial areas. A draft ordinance was put forward in the 2011 Greenville Bicycle & Pedestrian Master Plan and the strategy may also be pursued through the progression of the Metropolitan Planning Organization's ongoing efforts toward a Non-Motorized Master Plan.

2.3.3. Tiered Growth Map

The Tiered Growth Map, adopted as part of this plan, should be used to help guide public investment in transportation and prioritize transportation infrastructure development and redevelopment projects.

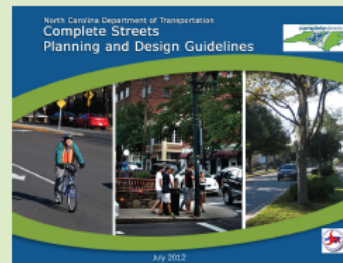
2.3.4. Use Low Impact Development

Where possible, street development and redevelopment projects should incorporate low impact development practices that include bioswales and other stormwater best management practices (BMPs) and increase permeable surface area.

2.6.3. Enhance Gateways

Facilitate navigation into and out of Greenville, and market Greenville's distinctive character, with gateways at key entrance points to the city and between Greenville's various districts and neighborhoods.

North Carolina Department of Transportation Complete Streets Guidelines



NCDOT adopted a Complete Streets policy in 2009. Under this policy, they are to collaborate with NC communities during the planning and design phases of new streets or improvement projects to decide how to provide transportation options needed to serve the community. Their Complete Streets Guidelines provide planning and design strategies for creating streets that safely accommodate multiple travel modes.

2.4. Accessible Transit

Transit will be an integral mode of transportation for Greenville's entire population, especially those who are unable to own or drive a car. By providing excellent transit services, Greenville will improve equity and accessibility throughout the city, reduce traffic congestion, and improve air quality.



2.4.1. Coordinate Transit Service

Promote and facilitate coordination between Vidant ECU, and Greenville Area Transit in order to improve efficiency and expand service throughout Greenville.

2.4.2. Expand Transit Accessibility

Accessibility to transit service should be the highest transportation priority. Routes should continue to service low income neighborhoods, grocery stores and commercial areas, and civic and employment centers. Transit stops should be highly visible and provide comfort for riders.

2.4.3. Transit-Oriented Development

Greenville should focus higher density development within strategically located mixed use nodes, enhancing access to transit for workers and residents and reducing the need to provide automobile parking.

Greenville Area Transit

Greenville Area Transit (GREAT) is owned and operated by the City of Greenville and provides transit services throughout the city. In collaboration with Pitt Area Transit System (PATS), paratransit services are also provided to persons with disabilities. Image source: City of Greenville



Enhancing Mobility: Goals & Policies

2.5. Efficient Parking

Greenville will have a sufficient amount of vehicular parking that is convenient and accessible but that is located discretely and does not dominate the city's landscape.



2.5.1. Promote Shared Parking

Promote shared parking and strategically reduce the total number of spaces that are required to be constructed by developers. Reduce or eliminate minimum parking requirements, especially in areas designated for mixed use development on the Future Growth Framework Map.

2.5.2. Regulate Maximum Parking

Provide a maximum number of allowable parking spaces for new construction in order to avoid the overprovision of parking.

2.5.3. Promote Structured Parking

Where a large amount of parking is needed, promote structured parking. Ideally, the structure should be lined with commercial, retail, or apartment buildings.

2.5.4. Locate Parking Behind Buildings

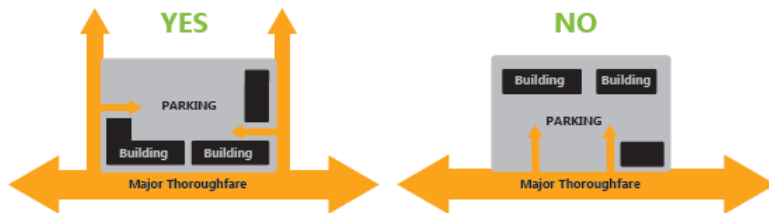
Vehicular parking should be placed behind buildings. Where parking is located next to a building it should be shielded from the street with landscaping.

2.5.5. Consider Neighborhood Permits

In most cases effective management of and reduction of the existing supply of parking is preferred over the creation of additional parking spaces. However if management strategies result in spillover parking into residential neighborhoods adjacent to commercial centers, neighborhood parking permits can be used to provide priority parking for neighborhood residents.

2.5.6. Decrease Need for Parking

The long-term policy of Greenville is to gradually reduce the need for vehicular parking through coordinated land use and transportation that increases the viability of alternative modes of transportation.



Vehicle Parking should be placed behind buildings with access from side streets

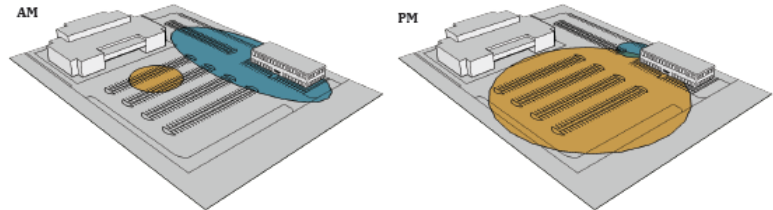
Parking should be shared between businesses and located behind buildings in the center of the block. Access should be provided from sidestreets via shared driveways or mid-block alleys. Primary building frontages should be located on the main corridor.

Shared Parking Reduces Parking Burden

Under conventional parking regulations each development is required to provide a minimum number of parking spaces, depending upon the uses and the size or number of residential units. The result is generally an overprovision of parking, with parking lots sitting empty for a majority of the time. Shared parking regulations consider adjacent uses and how parking functions between them. Some uses have more parking during the day and less during the evening, while other uses experience a greater demand for parking in the evening or throughout the night. Shared parking arrangements can result in fewer empty spaces, less impermeable surface, and a more efficient use of land.

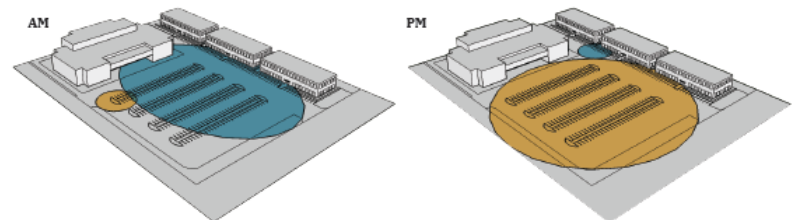
Individual Parking

Under current regulations the movie theater generates the number of spaces included in the orange circle on its busiest day. Most of those spaces remain empty during weekdays. The office building generates the amount of parking shown within the blue oval. These spaces sit empty during the evening and weekend hours.



Shared Parking

The shared parking scenario allows more development to occur on the property because multiple buildings and land uses are using the same parking spaces.



Enhancing Mobility: Goals & Policies

2.6. Regional Transportation

As a regional hub for employment, health, education, culture, and entertainment, Greenville will be highly accessible and navigable for visitors, with well-signed roads, and inspiring gateways.



2.6.1. Promote Interstate Access

Promote interstate designation of U.S. Routes 264 and 13 and facilitate access to interstates that connect Greenville to areas throughout the Southeast.

2.6.2. Industrial Transportation Access

Ensure a high quality transportation system adequate for the flow of goods to and from major industrial and employment areas. Designs should promote access between major industrial areas, heavy commercial areas, and regional roadways, and should minimize the impacts of large freight vehicles on neighborhoods and mixed use areas.

2.6.4. Promote Regional Rail

The city currently has access to Amtrak bus services and should work to bring Amtrak train service to Greenville and promote nodal transit-oriented development patterns. While Greenville's size currently precludes the viability of light rail and the city does not have access to regional rail service, the city's continued growth will require long-term planning and visioning for potential future regional rail and light-rail opportunities.

2.7. Air Travel

Greenville will be eastern North Carolina's travel hub, with multiple airline carriers connecting to cities across the Southeast. Airport expansion is vital for Greenville's continued economic development and ability to attract high quality firms and workforce.



2.7.1. Plan for Growth

Support the Pitt-Greenville Airport Authority to ensure adequate space for airport expansion and limiting development near existing facilities. Promote transparency and coordination with neighborhoods that are currently adjacent to the airport to plan for future airport expansion and improvements.

2.7.2. Expand Transportation Options

Promote transit service between Pitt-Greenville Airport and major commercial and employment areas of Greenville, including the Uptown District and Medical Area.

2.7.3. Promote Regional Coordination

Coordinate with local governments in Eastern North Carolina to establish Pitt-Greenville Airport as the regional hub for air travel.



Enhancing Mobility: Actions

Actions

2.1. Regulatory Changes

Street Cross-Sections

Adopt new street cross-sections that are consistent with the Horizons 2026 Future Growth Framework Map and the goals of this chapter. Consider the Street and Area Type Model Matrix in order to design the new cross-sections. Also consider street design standards from the Complete Thoroughfares SmartCode Module. These cross-sections should be reflected in the Manual of Standard Designs and Details.

Greenville's current Summary of Street Standards follows the functional classification and is divided into arterial (Major and Minor Thoroughfares), collector, and local routes. The arterial is a higher volume facility serving longer trips and connects to local collector routes. Local routes carry lower traffic volumes and provide access to adjacent land uses. Collectors connect these functional types by "collecting" traffic from the local routes and conveying it to the arterials.

The street types in the Street and Area Type Model Matrix describe functional classification but the matrix translates arterial, collector, and local roads into a more context-sensitive approach to thoroughfare design.

Connectivity

Revise Title 9: Building, Planning, and Development Regulations to stipulate a maximum allowable block length, maximum allowable block perimeter, and/or minimum allowable street connectivity index in new developments. Consider the *Connectivity: Community Examples* box and the recommended block lengths in the Building Great Places chapter of this plan.

Parking

Develop a comprehensive parking strategy consistent with the goals and policies of this plan. The strategy should include revisions and updates to Title 9 to modernize Greenville's parking regulations. Use the following parking principles:

1. **Expand on-street parking:** On-street parallel parking is important because it buffers moving vehicles from pedestrians and bicyclists, is highly visible to drivers, is located within close proximity of on-street retailers, and reduces the need for off-street parking facilities which carry significant direct and indirect costs to the developer, consumer, and community.
2. **Place parking behind buildings:** Where possible, parking should be hidden from important corridors and destinations in order to improve pedestrian environments and the visual experience in downtown.
3. **Right-size parking supply:** Parking is often oversupplied in commercial and multifamily areas. Excess parking creates barren spaces and does not efficiently maximize use of limited land within the city.
4. **Ensure availability of delivery parking:** Alleys are ideal locations for convenient deliveries to shops in urban areas. With the absence of alleys, another alternative is to designate special loading zones.
5. **Encourage shared parking:** Shared parking between establishments helps to reduce the burden to parking space provision and seeks to limit the oversupply of parking.
6. **Provide bicycle parking:** Bicycle parking should be widely available and easily accessible throughout Greenville.

2.2. Implement Demonstration Project

Carry out a demonstration project that transforms automobile lanes into pedestrian or bicycle space. The project should be highly visible so that the community has the opportunity to assess the project's impact. The purpose of implementing demonstration projects is to:

- Offer the community an opportunity to be creative with design; and
- Observe and monitor the impact of the project before deciding to implement similar projects on a city-wide scale.

The project may include incorporating traffic calming devices onto city streets, retrofitting streets for natural stormwater management, removing travel lanes for on-street parking and bicycle lanes, and other ideas.

The city should also consider allowing temporary community-driven "tactical urbanism" projects (explained on the following page) when there is pressure by residents for swift action to enhance safety and improve design on local roads.

2.3. Establish Flexibility in Roadway Level of Service Measures

Enhance Level of Service (LOS) measures with Quality of Service measures for bicyclists and pedestrians. The measure should consider the quality of infrastructure and safe designs on roads for bicyclists and pedestrians. The purpose of this action is to allow flexibility in the measures to allow road diets and bicycle lanes per the goals and policies listed in this chapter.

2.4. Convene Transit Providers to Foster Coordination

Take the lead in convening the three major transit providers (Greenville Area Transit, Vidant Medical, and ECU) in Greenville to enhance coordination and maximize efficiency in service provision.



Street Resurfacing and Restriping

The City of Columbus took advantage of a street resurfacing project to redesign the street and promote multimodal transportation options along Summit Street, near Ohio State University.
Image Source: usa.streetsblog.org



Bioretention Traffic Calming

The City of Columbus took advantage of a street resurfacing project to redesign the street and promote multimodal transportation options along Summit Street, near Ohio State University.
Image Source: lowimpactdevelopment.org

Enhancing Mobility: Actions

Examples: Using Tactical Urbanism for Creative and Cost-Efficient Projects

New infrastructure and retrofits are costly, which is why transportation projects can often take so long to implement following adoption of transportation plans. Now many communities are testing out new ways of retrofitting their existing infrastructure to be more pedestrian and bicycle-friendly.

Tactical urbanism has many different names but the concept is simple: The community decides to test out something new like bike lanes, sidewalk extensions, cross-walks, painted intersections, parklets (small parks embedded in parking spaces), or anything else used to make a place safer for pedestrians. Then temporary retrofits are carried out using simple materials like spray paint, chalk, tape, or plants. The community then can determine if the design should become permanent.

Greenville has the opportunity to explore creative low-cost ways of testing infrastructure retrofits and creatively incorporating art into the city's infrastructure.



Tactical Urbanism

Some communities are turning to creative low cost-ways to retrofit infrastructure to be more pedestrian-friendly, such as this example carried out by the City of Austin that improves intersection safety. (above) Image Source: City of Austin

Tactical urbanism can be utilized as a low-cost method of testing out new infrastructure designs, such as this bike lane built using plants and tape. A car lane is quickly transformed into a comfortable bike lane. (below) Image Source: ladyfleurbike



Demonstrating a Redeveloped Corridor Over Time

Greenville Boulevard was identified as a "Weak Place" during the Horizons 2026 Workshop for Our Future. Attendees thought that the thoroughfare was an eyesore and was dangerous for drivers, walkers, and bicyclists. To change Greenville Boulevard, and other similar commercial corridors, will require a long term vision and planning. Many commercial corridors in our city are North Carolina DOT roads and would require interjurisdictional coordination. Furthermore, low density single use commercial buildings along most commercial corridors are built behind large parking lots, making them difficult to access for non-drivers. Over time, a coordinated effort to redevelop commercial properties and the thoroughfare could yield a safer, more walkable, multi modal boulevard. Improved traffic flow could result from more viable alternatives to driving. Surface parking could be replaced with parallel street parking and eventually rear parking structures.

1. Commercial Corridor Today

The majority of the thoroughfare is dedicated to vehicular traffic. Cars in the right lane stop often to turn into driveways.



2. Potential Future Resurfacing

Without major redevelopment, the commercial corridor could safely provide additional travel options.

Revisions in progress on this sequence. Images meant to show conceptual evolution from current conditions to possible conditions.

3. Fully Redeveloped Commercial Corridor

The thoroughfare still moves traffic efficiently, while better managing traffic accessing businesses, bicyclists, and pedestrians.



Chapter 5: Creating Complete Neighborhoods

Vision Framework

An important component for every community plan is a vision statement. A vision statement should identify the broadly held public values and aspirations of citizens. Horizons 2026 includes a Vision Framework, which was developed from the public input provided in Phases 1 and 2 of this process. This Vision Framework is similar to the vision statement in the 2010 Horizons Plan in that it describes the long-term aspirations of the community. It is different because it does this in several separate statements for each of the plan's eight chapters. Following is a list of the eight policy chapters in this plan, along with the vision statement for each.

1 Building Great Places

Greenville will be home to active, vibrant, and distinct places that are linked through a high quality, walkable, and beautiful built environment. These places, including mixed-use centers, neighborhoods, corridors, and innovation districts, will build on Greenville's existing land patterns and provide new walkable and connected developments that enrich the distinct visual appearance of the city and foster a growing sense of pride, while conserving key natural areas and well-defined rural edges.

3 Maintaining Fiscal Responsibility

Greenville will embrace a culture of transparency and fiscal responsibility in all aspects of city management. The city will foster business investments and collaboration through open governance and a business-friendly culture. Intergovernmental collaboration will strive to develop solutions to complex problems. Management of public facilities and services will focus on providing a high quality of life for residents while also achieving fiscal responsibility. Partnerships will help build collaborative spaces and increase access to cutting-edge technology that sparks new ideas and efficiencies in industry and education. Physical planning efforts will grow the city's tax base sustainably and ensure the long-term efficient delivery of Greenville's high quality services.

2 Enhancing Mobility

Greenville's transportation corridors will provide accessibility to destinations throughout the city by complementing the built environment and offering well-connected, safe, and attractive travel networks for bicyclists, pedestrians, drivers, and users of public transportation. Compact development and street designs that serve all types of users (drivers, walkers, bikers, and transit riders) will reduce automobile collisions and improve travel safety throughout Greenville. The city will be regionally accessible with an airport established as the primary hub for air travel in eastern North Carolina, exceptional interstate roadways, a navigable and inspiring built environment for visitors, and future planning for regional rail service.

4 Growing the Economic Hub

Greenville, a city that supports business development, entrepreneurialism, and labor force training, will have high quality employment opportunities for an increasingly diverse population. The regulatory environment, business incentives, and partnerships will help to grow and sustain local companies, create an adaptive and well-trained workforce, and foster a thriving public education system. New jobs will emerge in a variety of locations throughout the city, including existing industrial parks, new well-planned employment centers, and urban mixed-use innovation districts. The city's high quality of life will help retain an excellent and creative workforce.

5 Creating Complete Neighborhoods

Greenville will offer a variety of excellent living options for its growing and increasingly diverse population, and support established neighborhoods and their existing residents. Complete neighborhoods will offer a variety of housing types, an integrated network of walkable and bikeable streets, access to transit, public schools and civic space in prominent locations, and proximity to grocery stores and neighborhood-serving commercial services needed by residents on a regular basis. With an assortment of high quality housing options that support a variety of income levels, neighborhoods will support multiple generations of families that allow someone to grow up, raise a family, and retire in the same neighborhood.

7 Growing a Healthy City

As the cultural and healthcare hub of eastern North Carolina, Greenville will offer residents and visitors rich arts and entertainment opportunities, inspiring parks and civic spaces, excellent health services, and healthy local food options. Public art will become incorporated into new developments, making it a truly unique southern city. Residents will have access to community gardens, farmer's markets, and high quality grocery stores. Sidewalks, greenways, and bike lanes will promote active travel by connecting housing to jobs, recreation, healthy foods, and shopping.

6 Fostering a Resilient City

Greenville will be North Carolina's greenest city. Greenville will grow safely by protecting the city's natural water systems and managing development in hazardous areas. The city will be prepared for increasingly powerful storms, intensified by the local effects of global climate change and sea level rise. And it will grow sustainably by using design approaches that serve to minimize impacts on the natural environment. This includes the adaptive reuse of current structures, which is one of the most sustainable actions the city can embrace. Conservation efforts will maintain the health of the Tar-Pamlico River and Neuse River watersheds, manage stormwater flows, and help to guarantee supplies of clean water for future generations. Energy conservation will be achieved by supporting renewable energy initiatives, clean transportation opportunities, and green building technologies. Greenville will be a green city by incorporating nature not just in parks, yards, and open spaces, but along streets, in open lots, and atop buildings.

8 Growing Together

Institutional partnerships have been an important part of the city's history, and are critical to achieving Greenville's future. Collaborative planning and actions involving the City of Greenville, Pitt County, East Carolina University, Vidant Medical Center, Greenville Utilities Commission, and nearby municipalities will be woven into the implementation of Horizons 2026. Partnerships with neighborhood organizations and citizens' groups are also critical to the implementation of the City's long-range community vision.

Creating Complete Neighborhoods

Greenville will offer a variety of excellent living options for its growing and increasingly diverse population, while supporting established neighborhoods and their existing residents. Complete neighborhoods will offer a diversity of housing types, an integrated network of walkable and bikeable streets, access to transit, public schools and civic space in prominent locations, and proximity to grocery stores and neighborhood-serving commercial services needed by residents. With an assortment of high quality housing options that support a variety of income levels, neighborhoods will support multiple generations of families and ensure that someone can grow up, raise a family, and retire in the same neighborhood.

In this Chapter

Key Community Issues: This section highlights important trends, conditions, policies, and community concerns that impact housing and neighborhoods throughout Greenville.

Concepts and Best Practices to Address Community Concerns: This section presents fact-based approaches to solving complex interrelated housing challenges.

Goals & Policies: This section lists the goals our community seeks to accomplish and the policies to guide us there.

Actions: This section provides key proactive actions that the city and interjurisdictional and community partners will take over the coming decade to bring us closer to our community's vision.

Overview

Greenville is home to a variety of neighborhoods and housing types, including historic neighborhoods surrounding the Uptown District, multifamily apartment complexes, and single family housing neighborhoods further from the city core.

Neighborhoods serve as important city building blocks, and range from residential to mixed use areas that provide a live-work-play environment. To support a growing and diversifying population, it is important that Greenville provide its population with a range of housing choices.

This chapter establishes principles for enhancing the places where people already live and fostering new complete neighborhoods. As housing ages it will become important to nurture and support existing established neighborhoods and work with neighbors and property owners to enhance them. Designing future neighborhoods to provide important amenities and a variety of high quality living options is also important for long term sustainable growth.



Creating Complete Neighborhoods: Goals & Policies

Goals & Policies

5.1. Strong Existing Neighborhoods

Greenville will have strong established neighborhoods, with support for neighborhood organizations, high quality housing, unique character, and robust integration with the rest of the community.



5.1.1. Support Neighborhood Organizations

Continue to support and assist neighborhood and housing organizations working to improve housing conditions and neighborhood services.

5.1.2. Promote Context-Sensitive Redevelopment

All retrofitting projects, redevelopment, and infill development should consider the neighborhood context and incorporate appropriate context-sensitive designs.

5.1.3. Improve Relations Between Neighborhoods and Students

Collaborate with university partners to foster coexistence and better relations between the owners and renters of student housing and established neighborhoods surrounding the ECU campus.

5.1.4. Use Neighborhood Plans for Guidance

Use Greenville's adopted neighborhood area plans for development and capital investment guidance. Continue to update and maintain neighborhood area plans periodically.

5.2. Complete Neighborhoods

Greenville will expand its housing and neighborhood variety to provide many living options, striving for excellent neighborhoods home to multiple generations and income levels, and where residents of all abilities are able to access commercial and recreational needs.



5.2.1. Provide Diverse Living Options

New neighborhoods should include a variety of housing options, including single-family detached homes, townhomes, quadplexes, accessory dwelling units, and small-scale apartment buildings. Neighborhood should include a variety of lot sizes.

5.2.2. Enhance Access to Daily Needs

Promote a mix of uses in new neighborhoods, including social services (like daycare), context sensitive commercial uses offering daily needs (like groceries), and civic uses (like parks and schools).

Community Voices: We want...

- Strong intact neighborhoods with great community.
- Neighborhoods connected to the network of bikepaths and parks.
- Neighborhoods near any and all parts of campus that look great and are home to vibrant communities.
- Improved appearance of overall development.
- Have a park within a half mile of every residence.
- Higher density residential.
- Housing options besides apartment complexes and homes for sale.
- A nice apartment/condo for adults in Uptown.
- More affordable senior housing for middle income.
- Developments that promote walkability.

5.2.3. Improve Access to Civic Sites

Redevelopment and new development projects should improve access to civic sites such as parks, squares, playgrounds, and schools. Ideally, most residential properties will be within a quarter mile of at least one future or existing civic site. Civic sites should occupy prominent parcels in new development and redevelopment projects, including central locations in neighborhoods, elevated areas, and parcels located at the end of a corridor that provides an opportunity for a terminating vista.

5.2.4. Promote Professional Housing in Uptown

Allow for and promote the development of housing for young professionals, retirees, and families in the Uptown District, including mixed use apartment and condominium buildings, small-scale apartment buildings, and townhomes.

5.3. Sustainable Neighborhood Design

New subdivisions and master planned communities, will be designed to serve the residents who live there, and provide safe and beautiful local streets and access to commercial and civic needs, all integrated with the fabric of the city.



5.3.1. Identifiable Neighborhood Center

Promote neighborhood designs that include an identifiable neighborhood focal point, such as a low-intensity context-sensitive mixed use node or inspiring civic space.

5.3.2. Consider the 5 Minute Walk

To the greatest extent possible, new residential housing should be located within a five minute walk of at least two other uses, such as a civic space or neighborhood-oriented commercial use. The evaluation of new residential developments should include the consideration of walking distance to other uses.

5.3.3. Promote Pocket Parks

Neighborhood development and redevelopment should incorporate well-designed pocket parks and playgrounds, located such that they are easily accessible to a large number of homes, making it easy for families with small children to get to.

5.3.4. Include Network of Walkable Streets

All new neighborhoods in Greenville should have an integrated and highly connected network of walkable streets with short blocks and restrictions on cul-de-sacs.

5.3.5. Transit-oriented neighborhoods

Neighborhoods should be designed such that transit access is a priority and a maximum number of homes are able to reach a transit stop within a short walking distance

5.4. Coexistence with Nature

Neighborhoods throughout Greenville will coexist with nature, reducing hazards related to storms and flooding, enhancing environmental quality, and incorporating and celebrating natural features that support healthy livable environments.



5.4.1. Protect Significant Natural Features

Promote protection of significant environmental features, such as wetlands and wildlife habitats, in neighborhood developments and support creative designs to make them community focal points and neighborhood amenities.

5.4.2. Limit Cut and Fill

Promote neighborhood designs that work with the existing topography and discourage projects that rely heavily on grading in order to protect the watershed and reduce stormwater hazards.

Creating Complete Neighborhoods: Goals & Policies

5.4.3. Consider Low Impact Development Stormwater Management

When designing new neighborhoods, follow existing drainage and percolation patterns, minimize permeable surface areas, and use stormwater infrastructure as a neighborhood asset by combining recreational features with stormwater infrastructure. Promote the use of rainbarrels and green roofs on residential buildings.

5.4.4. Design for Green Infrastructure

Where possible, large scale development plans should allocate land for conservation and demonstrate how neighborhood green areas have been linked into a continuous system beyond the site.

5.4.5. Allocate Space for Community Gardens

Where possible, and when desired by the local community, neighborhoods should incorporate space for community gardens and trees with edible fruits.

5.4.6. Promote Renewable Energy

Allow for and promote the harnessing of low impact renewable energy in neighborhoods, such as small wind turbines and rooftop solar panels.

5.5. Affordable Housing

Greenville's affordable housing will be a well integrated part of the greater community, accessible to commercial, transit, and civic uses, and of high quality, pedestrian oriented design.



4.5.1. Use Diverse Solutions

The city should use a diverse array of tools to promote the construction and maintenance of affordable housing units. Continue to find and use funding for affordable housing from a variety of public and private sources, including HUD, CDBG, other federal and state grants, the local budget, private foundations, and other sources. Promote construction of new affordable units.

5.5.2. Community Integration

Promote affordable housing units that provide seamless integration into the fabric of the Greenville community. Avoid isolated and disconnected affordable housing developments.

5.5.3. Community Involvement

Promote transparency and openness, and engage with community members whenever development proposals affect existing neighborhoods.

5.5.4. Long-Term Affordability

Support sustainable and innovative strategies to maintain the city's existing and future stock of affordable housing. Potential strategies might include supporting community land trusts and cooperative housing initiatives, writing long term affordability into deeds and covenants, and recycling financial resources used for homebuyer assistance.

5.5.5. Support Community Partners

Support the Greenville Housing Authority and other community partners working to expand housing affordability and build household wealth in Greenville.

5.6. Shelter for the Underprivileged

Everyone in Greenville will have access to safe shelter that provides protection from the elements and a dignified place to sleep.



5.6.1. Support Homeless Shelter Services

Support community partners working throughout Greenville to provide emergency shelter and stable solutions.

5.6.2. Support Transitional Housing

Support transitional housing and services that provide support for formerly homeless working people seeking to obtain permanent affordable housing.

Creating Complete Neighborhoods: Actions

Actions

5.1. Adopt New Residential Zones for Existing and Future Traditional Neighborhoods.

Develop and adopt residential zones that allow by-right and promote the uses and characters described in the Building Great Places chapter. The Building Great Places chapter includes an action to overhaul the city's development regulations. While this action could take several years to accomplish, interim actions will need to be carried out to better align the city's zoning and subdivision regulations with the goals and policies of the Horizons 2026 plan.

These new residential zones should be created primarily for two types of existing uses that present distinct development opportunities: Greenfield Development and Infill Development. Zoning suggestions are described below.

1. Greenfield Development

New zoning districts should consist of a mixed use but primarily residential urban fabric and could include within its standards that promote traditional neighborhood development such as:

- A variety of lot sizes and housing types within the same block
- Build-to lines to promote short front setbacks
- Clustered development patterns that preserve open space
- Regulations for maximum stories instead maximum height in feet
- Recommended development of rear alleys
- Maximum block length standards for internal blocks and future street extensions

As part of this effort the city may also choose to modify regulations within Title 9, such as Article O, parking standards, Article F, Dimensional Modifications and Special Standards, requirements in Article J, Master Plan Community or other articles in order to facilitate the implementation of the Future Land Use and Character Map.

2. Existing Neighborhoods

Redevelopment efforts in West Greenville currently require consolidation of multiple lots in order to comply with zoning regulations. Consolidating lots can negatively impact the neighborhood by increasing development costs, reducing density, changing the neighborhood's character, and making homes less affordable.

New zoning districts should protect the character of existing historic neighborhoods while promoting infill and redevelopment. Specifically, the new zoning category should permit small lots as they exist in West Greenville, where many homes sit on lots with short front and side setbacks and narrow lot widths. This character helps make the neighborhood more walkable and reduces housing costs by decreasing land area.

5.2. Adopt a Voluntary Inclusionary Housing Ordinance

Adopt a voluntary Inclusionary Housing ordinance that uses conditional use districts as the mechanism for encouraging the development of workforce housing. The overlay district provides the property owner with two different zoning options for a single piece of property. The conditional use district's zoning standards are triggered only after an owner applies for and is granted a conditional use permit. In the inclusionary zoning context, the conditional use district will usually provide certain defined incentives to a developer in exchange for the construction of workforce housing.

Incentives that Greenville should offer could include:

- Density bonuses
- Smaller setbacks, lot sizes, and buffers
- Reduced parking & landscaping requirements
- Direct financial assistance
- Expedited permitting and administrative support
- In-kind donations

These incentives help make a development more profitable and are defined by ordinance and applied uniformly to any owner that is granted a permit for that conditional use.

Inclusionary Housing ordinances are common tools used for providing affordable housing units mixed with market rate units. These ordinances are used by cities around the country, including several counties and municipalities in North Carolina. This is action could also help foster infill development and investment while minimizing displacement of existing communities over the coming decades.

5.3. Develop Neighborhood Reinvestment Strategy

Establish strategies that build off of the Task Force on Neighborhoods and Housing report in order to strengthen neighborhoods, maintain high quality housing, and enhance existing neighborhoods. Strategies may also address relations between private sector providers of off-campus housing, ECU student housing services, and surrounding neighborhoods.

5.4. Conduct Audit of Neighborhood Area Plans

Conduct audits of existing neighborhood area plans in order to determine progress made on the implementation and current relevance of each plan's goals and policies. Set out a strategy to determine implementation priorities.

5.5. Develop Strategy to Address Overdevelopment of Peripheral Apartment Complexes

Develop a strategy that addresses concerns about the overdevelopment of peripheral student housing complexes. Identify the location of each site and work with landowners to encourage redevelopment of other appropriate uses, or to improve and create affordable housing stock. Look at long term strategies to better connect them to workplace and other destinations.

Next Steps

- March 28: Next CPC Meeting
- May: Public Open House to Review Plan
- June/July: Public Adoption Hearings



CPC Meeting February 22, 2016

**Introduction, Chapter 2: Enhancing Mobility,
Chapter 5: Creating Complete Neighborhoods**

Meeting Responses

Introduction

- Consider language in our statements. What is the role of absolutes? (Raised in CH2, but applicable to all sections)

Chapter 2: Enhancing Mobility, Goals & Policies

- Bicycle and pedestrian safety
- Incorporate alleys
- Incorporate roundabouts
- Greenway plan and other plans can expand on what is in this document
- Goal 2.2: Many Travel Options
 - More Turns
 - Bicycle parking and bicycle share stands
 - Declare a preference for non-automotive modes
 - Use new urban designs – don't wait and be last to adopt
- Goal 2.3: Context-Sensitive Transportation
 - Pilot/demonstration projects (see action 2.2)
- Goal 2.4: Accessible Transit
 - Leaving space for rail corridor (like in 10th street connector)
 - Transit service frequency
 - Transit is not just for low income. It is important for low income individuals, but balance against stigma
 - (agreeing with above) It's fun to use transit!
 - Coordinate services (all 3 service providers, including ECU)
 - (with above) or at least have an intermodal station to connect between them
- Goal 2.5: Efficient Parking
 - Creative parking solutions
 - Make linkage between bicycles and health
- Goal 2.6: Regional Transportation
 - Already have wayfinding signs

Chapter 2: Enhancing Mobility, Actions

- Better crosswalk system needed for the safety of all
- (with above) Maybe design? Maybe flashers?
- Education of best behaviors needed

Chapter 5: Creating Complete Neighborhoods, Goals & Policies

- Goal 5.1: Strong Existing Neighborhoods
 - Implement existing plans
- Goal 5.2: Complete Neighborhoods
 - Accessory dwelling units
- Goal 5.3: Sustainable Neighborhood Design
 - 5 minute walk? 10 minute walk
- Goal 5.5: Affordable Housing
 - Question as to how community land trusts work

Chapter 5: Creating Complete Neighborhoods, Actions

- Action 5.1: Adopt New Residential Zones for Existing and Future Traditional Neighborhoods
 - Revolving fund in W. Greenville to make redevelopment possible?
- Action 5.2: Adopt a Voluntary Inclusionary Housing Ordinance
 - Density Bonus – By right?
 - Deed Restriction – look to assisted living as example
- Action 5.4: Conduct Audit of Neighborhood Area Plans
 - Restrictive covenants
- Action 5.5: Develop Strategy to Address Overdevelopment of Peripheral Apartment Complexes
 - ECU growth matters
 - Be careful of market controls
 - Need shared vision over individual gains and deals
 - No early participation in process when changes are proposed or a development goes through
 - (with above) Problem of Notification?
 - Could have a development review board that is always involved
 - Could there be longer term student car storage?
 - (with above) does that exist already? Might not be used



CPC Meeting February 22, 2016

Introduction, Chapter 2: Enhancing Mobility, Chapter 5: Creating Complete Neighborhoods

Meeting Handwritten Responses

Introduction

Comments of Support

- (1) Creative solutions for pedestrian and bike safety is critical for planning in Greenville

Comments of Concern

- (1) Greenville has been built in flood plains, esp. Green Mill Run so that flooding is inevitable

Other Ideas

- (1) Page 13. 5.4 can be used to prevent future building in flood plain
- (2) Community art in green spaces throughout city would enhance

Enhancing Mobility (Chapter 2)

Comments of Support

- (1) Great Stuff! I'm especially happy to see 2.2.6 Supplement level of service measures. I also like the diagram on p.14 – this is good for people to see
- (2) Regional Rail is important for our area
- (3) CROSSWALKS must be added and clearly marked. Police must ticket people who do not stop for pedestrians

Comments of Concern

- (1) p.3: Rather than “serve all types of users, can we say “serve citizens using all transportation modes”? We should encourage choice rather than segregation. Similarly on p.11 : in 2.1.4,” educate all citizens, whether they’re using cars, bikes, or on foot.”
- (2) What can be done to prevent overbuilding and congestion on corridors such as Tenth St extension?

Other Ideas

- (1) 2.1.2, p.11: add “separate signal cycles for bike traffic” and “protected intersections for bike traffic.”
- (2) 2.1, p. 11 (or maybe 2.2.1): add “Greenville will adopt new bicycle and pedestrian designs from NACTO and other progressive planning institutions, rather than waiting for those designs to be adopted by the MUTCD
- (3) p.12 – Toolbox – add protected cycle tracks AND protected intersections. Also add: “Painted bike lanes should never be placed in the door zone of on-street parking”
- (4) p.13, 2.2.6: Strengthen the statement on LOS: “The city should be empowered to reject NCDOT’s LOS requirements
- (5) p.16 2.4.2 Yes, accessibility should be the highest priority. BUT we should also make FREQUENCY a high priority.
- (6) p.16 2.4.2. I’m uncomfortable with the emphasis on transit for low-income neighborhoods. It is definitely an important need, and it should be recognized. But at the same time, transit should be designed and implemented for ALL neighborhoods. Could we say something like “transit-should serve neighborhoods where rates of use are currently high, and be expanded to neighborhoods of all income levels.
- (7) p.17. Spelling “discreetly”, not “discretely”
- (8) 2.4.1 Comprehensive public transportation so automobiles will not be necessary. Linking ECU, Vidant, and city buses is critical to a comprehensive plan. –very important –
- (9) Change “culture of transportation” away from cars?

Creating Complete Neighborhoods (Chapter 5)

Comments of Support

- (1) 5.1.3 improve Relations between Neighborhood and students

Comments of Concern

- (1) To draw people to live in uptown, Town Commons needs to be redeveloped. I know there are plans for such which will be nice once actually built. Streets leaving the town commons area need to be an extension of the park and inviting people to it. Basically like Evans (part of) with street trees...very aesthetic
- (2) The Tar River University Neighborhood has too many renters – 12% owner occupied homes- *Help is needed to increase owner occupied homes

Other Ideas

- (1) Out of town property owners are not properly maintaining structures – many homes are deteriorating quickly. Stronger code enforcement needed.