

Our City, Our Plan Public Open House

Report from June 20th, 2016 meeting



Actions

The Horizons 2026 Plan will identify the top strategic actions to be implemented in order to realize the plan's vision. Use the sticky dots to identify the top 10 action items you support the most, and provide any comments you have on your comment form.

Draft actions are listed below under four categories: chapter titles. There are also 20 action items on the next board.

Building Great Places

1.1 Adopt Smart Use Zoning Districts

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1.2 Review Policies to Best Respond to Future Realities

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1.3 Adopt Urban Development Policies

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1.4 Adopt Economic Development Policies

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1.5 Implement District Action Plan

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1.6 Develop the Regional Plan

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1.7 Review Policies to Best Respond to Future Realities

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1.8 Develop the Regional Plan

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1.9 Review Policies to Best Respond to Future Realities

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PART 1. ABOUT HORIZONS 2026 AND THE PUBLIC OPEN HOUSE

HORIZONS 2026: A PROCESS, A PLAN

Greenville, North Carolina is at an important time in its history. Many opportunities exist to promote the success of the city, and this planning process has been designed to focus on those opportunities. Horizons 2026 represents both Greenville's long-range community-driven process to update the city's comprehensive plan and the actual plan document.

The Horizons process includes four phases: the initiation of the planning effort; analyses of key community trends, conditions, and policies; drafting; and adoption of the plan. The Our City, Our Plan public open house meeting marked the end of Phase III: Drafting the plan framework. Next, Greenville will enter Phase IV: Adopting the comprehensive plan. Community members will have additional opportunities to provide feedback at the upcoming Planning and Zoning Commission Meeting on Tuesday, July 19, 2016 and again at the City Council Public Hearing on Thursday August 18, 2016.

Horizons 2026: Greenville's Community Plan develops a vision and blueprint for enhancing the urban character, economic vibrancy, and environmental stewardship in Greenville. The plan identifies needed public services and facilities, desired physical change, and economic development opportunities that will guide growth to best meet the needs of current and future generations. This comprehensive plan will serve as a tool that expresses the values, aspirations, and vision of the community, along with goals, policies, and strategies to achieve that vision.

Horizons 2026 Process

Phase I: **Initiate** the planning effort

Phase II: **Analyze** community conditions

Phase III: **Draft** the plan framework

Phase IV: **Adopt** the comprehensive plan

ABOUT THE PUBLIC OPEN HOUSE PARTICIPANTS

THE MEETING

The Our City, Our Plan public open house meeting was held on June 20, 2016 at the Greenville Convention Center from 6:00 to 8:00 PM. Public engagement has been a critical component of the planning process and this open house provided participants with an important opportunity to provide preliminary feedback regarding the Horizons 2026 Plan. At the meeting attendees learned about the Horizons 2026 planning process and the Horizons 2026 Draft Plan. Participants reviewed the Plan content and voiced their concerns, ideas, and support.

Assistant City Manager Merrill Flood welcomed attendees and provided introductory comments about Horizons 2026. Following this, Leigh Anne King of Clarion Associates presented information about the comprehensive planning process and explained the purpose and structure of the public open house. Following this brief presentation, participants engaged with the plan content via twenty presentation boards. Participants provided feedback by placing post-it note comments directly on the boards or by writing on provided comment forms. Part 2 of this report summarizes participant feedback. A full list of these comments can be found in the Appendix.

THE PARTICIPANTS

The meeting was advertised through several platforms in order to garner public participation. Past participants received emails announcing the meeting. The Daily Reflector ran an advertisement and an article about the public open house. Additionally, Greenville advertised the meeting on rotating screens in City Hall, on a public television station, on the city's facebook page, and on the city's website: Horizons.GreenvilleNC.gov.

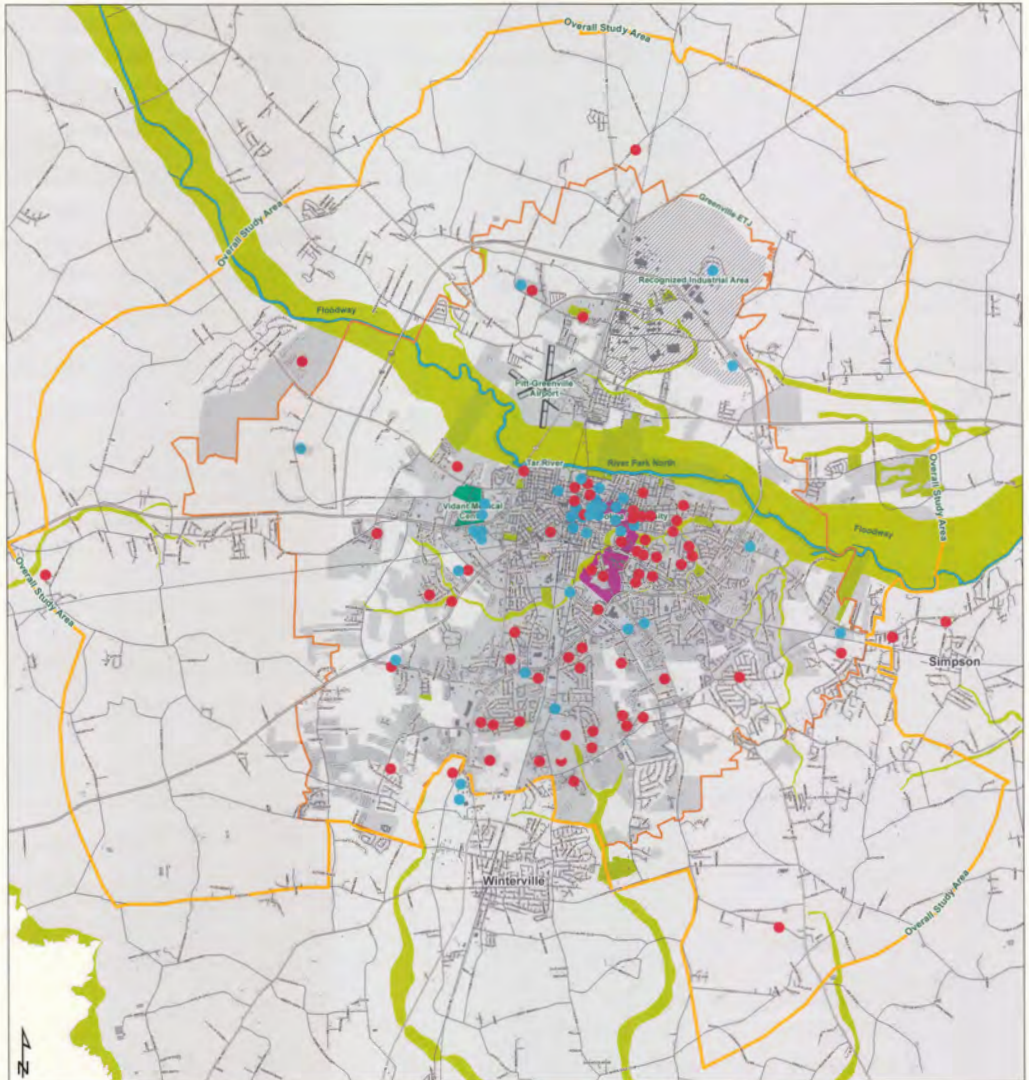
It is important to be cognizant of representation during the planning process. Not everybody can attend scheduled public meetings. For this and other reasons, input is also gathered through other forms of public outreach, such as online portals for community feedback. More information about public outreach can be found in the Appendix.



WHERE DO PARTICIPANTS LIVE? WHERE DO THEY WORK?

Where Do You Live? Where Do You Work?

Station
A



The map to the right shows where participants live and work. Attendees placed **red** dots where they live, and **blue** dots where they work. Red dots outside of the map boundary indicate participants who live outside of the study area, however blue dots outside of this boundary indicate retirees. The majority of participants live and work near the city core.

Where You Live

Where You Work

Place the red dot where you live and the blue dot where you work. If you live or work outside of the planning area place the dot on the edge of the map in the direction to which you travel.

Greenville City Limits

Floodway

City Park

For More Information, Please Visit:
Horizons.GreenvilleNC.gov

Horizons 2026
GREENVILLE'S COMMUNITY PLAN

Thank you for participating in the
Horizons 2026 Planning Process!

THE MATERIAL

Twenty presentation boards, distributed over six different stations, provided participants with a detailed overview of the draft plan components. Each station included a printed copy of the corresponding plan chapter to provide participants with the opportunity to explore the plan in full detail. Images of the presentation boards can be found in the Appendix. A description of the six stations follows:

- 1. About Horizons 2026:** Provided basic information about the Horizons 2026 planning process and the Our City, Our Plan public open house. The introduction chapter establishes Horizons 2026 as the roadmap for Greenville's future.
- 2. Vision Framework:** Explained the structure for the Horizons 2026 Vision Framework and presented the vision statements for the eight chapters. Greenville's Vision Framework articulates the broadly held public values and aspirations of its citizens.
- 3. Chapters 1-8:** Eight boards total. Each board established the policy topic, presented the goals and goal descriptions, and provided a bulleted list of the policies associated with each goal. The eight Policy Chapters set out visions, goals, and policies to guide Greenville's growth.
- 4. Actions:** Presented all of the Horizons 2026 Plan Implementation Action Statements and allowed participants to place orange dots next to actions they want prioritized. Each Policy Chapter contains a set of action statements intended to guide the implementation of plan policies.
- 5. Special Area Plans:** Four boards total. Each board presented information about one of four Special Area Plans: The Medical Area Plan, Memorial Drive / Arlington Boulevard Area Plan, Airport Corridor Area Plan, and Southwest Bypass Area Plan. Special Area Plans build upon Horizons 2026 and provide a greater level of guidance for strategic regions within the City of Greenville. The boards presented the geographic context, concept plans, proposed character maps, and land use and design direction for each plan.
- 6. Future Land Use and Character:** Presented the Future Land Use and Character Map with an accompanying description of the fifteen different character types. The Future Land Use and Character Map expresses the city's intent for how Greenville should grow in the future.



PART 2. SUMMARY OF PUBLIC INPUT

Our City, Our Plan public open house provided several opportunities for attendees to give feedback. The following is a brief summary of input received at the meeting regarding the eight Policy Chapters, the four Special Area Plans, the Future Land Use and Character Map, and the forty-four Plan Implementation Actions. The majority of comments listed below only appeared once or twice throughout the various commenting platforms. However, some comments, such as “increase bike and pedestrian safety,” appeared many times and at multiple stations.

POLICY DIRECTION

The following summarizes all comments received, both on the presentation boards and on comment forms, pertaining to the eight Policy Chapters.

CHAPTER 1 BUILDING GREAT PLACES

- Desire for adequate, quality parking
- Support for a vibrant Uptown
- Need for well-established performing arts center
- Promote urban farming
- Call for more walkable streets
- Concern over missing plan policies for middle housing
- Support for mixed use development
- Preservation of housing in historically African American neighborhoods
- Protection and addition of trees
- Allow reuse of historic buildings in zoning ordinance
- Grow Greenville’s character by making the riverfront into an iconic place
- Refine existing zoning designations to protect

the character of, and entranceway to, uptown

- Bolster current zone restrictions with aesthetic guidelines
- Limit apartment growth to avoid unnecessary vacancies
- Entitlement process needs to be more effective and considerate of effects on residents

CHAPTER 2 ENHANCING MOBILITY

- More efficient roads with improved traffic flow
- Permeable parking lots to limit stormwater runoff to Tar River
- Expand airline carriers and route options
- Better highway connection to regional destinations
- Increase bike and pedestrian safety:
 - Walkways over 10th Street
 - More bike lanes and sidewalks
 - Safer crosswalks at intersections
 - Require “Complete Streets” for new development
 - Safe setbacks for sidewalks
- Increase interstate access to stimulate business
- Support affordable transportation
- Merge ECU, City of Greenville, and Vidant bus system
- Stop building five-lane roads
- Connect areas of interest with bike and pedestrian paths
- Prioritize maintenance of exiting road infrastructure

CHAPTER 3 MAINTAINING FISCAL RESPONSIBILITY

- Minimize urban sprawl
 - Focus on redevelopment of city center
 - Promote re-purposing of existing buildings
- Improve bike and pedestrian infrastructure to avoid building new roads
- Prioritize maintenance of exiting road infrastructure
- Figure out alternative financing mechanisms for programs in the event of state budget cuts

CHAPTER 4 GROWING THE ECONOMY

- Increase local entry level job opportunities
- Improve bicycle transit to facilitate commutes to work and school
- Allow home offices
- Improve public school systems
- Draw people from surrounding region with special events and festivals
- Address poverty and lack of education

CHAPTER 5 CREATING COMPLETE NEIGHBORHOODS

- Support for sustainable neighborhoods
- All neighborhoods should include:
 - Gathering space for residents
 - A place for children and seniors to recreate
 - Green space
- Important to protect affordable housing
- Poverty and equity should be priorities
- Consider location of half-way houses for disadvantaged populations
- Provision of shelter to homeless in Uptown
- Connected greenways
- More dog friendly
- Implement a landlord registry and encourage landlords to update their properties
- Need affordable housing uptown
- Cultural diversity in the Uptown District
- Promote redevelopment between the River and 14th Street
- Turn abandoned homes into small parks
- Increase recycle and waste bins in high traffic areas
- Promote owner occupied homes within the University neighborhoods
- Don't overbuild multi-family housing
- Walkability is key
- Support for transit-oriented neighborhoods
- More parks in South and Southeast Greenville

CHAPTER 6 FOSTERING RESILIENCY

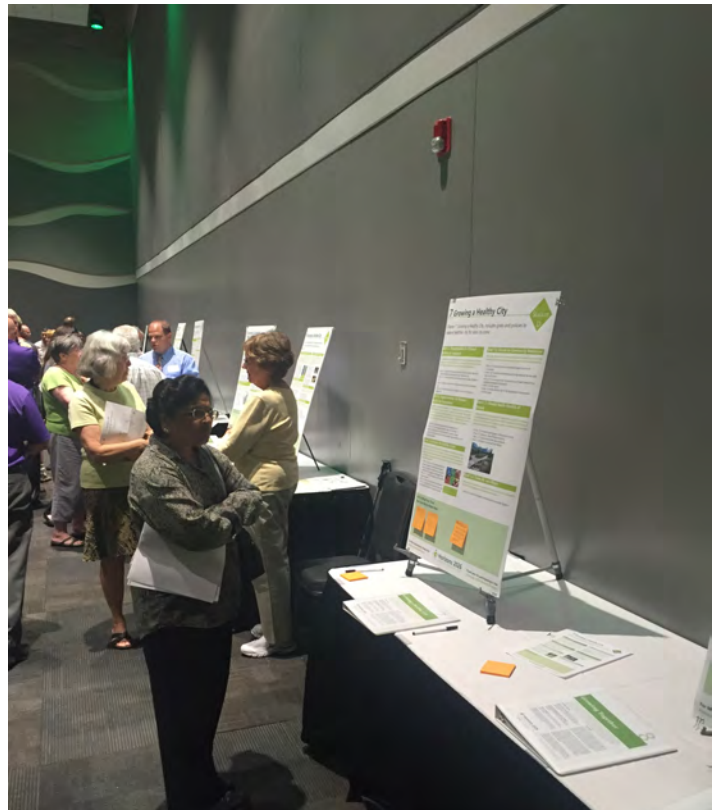
- Promote solar power
- Limit development in flood-prone regions
- Incorporate Greenville's stormwater plan into Horizons 2026
- Support for long-range resiliency planning to reduce vulnerability to events like the Floyd flood
- Strengthen city ordinances to require evaluation of environmental impacts before a project is approved

CHAPTER 7 GROWING A HEALTHY CITY

- Restrict development to keep the greenway as a cultural and environmental resource
- Use public health, evidence-based models to create a livable built environment
- Check air quality regularly
- Make Greenville more pedestrian friendly
- Ensure pocket parks include greenery
- Support micro-market farms
- More parks in the Medical District
- Add rental kayaks to Town Commons; include EZ Launch for handicap and senior access

CHAPTER 8 GROWING TOGETHER

- Avoid duplication and share resources
- Extend Firetower Road



FUTURE LAND USE AND CHARACTER MAP

The following list summarizes public input, provided on comment forms and notepads, regarding the Future Land Use and Character Map.

- How will Firetower Road connect to SW Bypass
- Firetower road being used as a bypass for heavy traffic
- City should take more interest in historic preservation area
- Develop incentives to bring families north of campus to create more secure and safe neighborhoods
- Keep the Town Common vacant for recreation
- Develop around the Town Common - quality green space over quantity
- Ficklen Tobacco Warehouse should be changed to the Urban Edge category
- Find a way to “integrate” the existing industrial character into new ideas and cityscape instead of wiping them out and replacing with office mixed use etc.
- Put a park in the medical district for patient visitors; we need more parks here
- Support urban farming and community gardens (Thomas Foreman Park, 3rd St. Farm, Cultivate Greenville)

SPECIAL AREA PLANS

The subsections below list all public input relating to Special Area Plans. No formal comments were received regarding the Airport Corridor Area Plan.

MEMORIAL DRIVE / ARLINGTON BOULEVARD AREA PLAN

- Grass must be between sidewalks and curb and gutters
- Little room for growth here and least beneficial of all four area plans; should not be a priority over other areas

MEDICAL AREA PLAN

AIRPORT CORRIDOR AREA PLAN

- Pedestrian safety is very important here
- Create a walkable environment
 - Include stores and restaurants
 - Only allow vehicles on the perimeter
 - Improve bus access
- Need more parks and playgrounds

SOUTHWEST BYPASS AREA PLAN

- Infrastructure should be directing people to Greenville, not bypassing it

PLAN IMPLEMENTATION ACTIONS

At the meeting, participants were provided with the opportunity to identify the top ten Horizon 2026 Plan Implementation Actions they most supported. Participants placed an orange dot next to a particular action item to indicate their support. It is important to note that while explanatory text accompanies each action item in the plan document, the activity board only presented the action statements. Some participants found the interpretation of these action statements challenging. Following is a list of the ten action items that received the most votes, each receiving more than 15 votes:

Horizons 2026-Public Open House Input

Top Ten Action Priorities

Action Item	Votes
6.2. Develop Green Energy Plan	23
1.5. Implement Dickinson Avenue Corridor Study	22
1.8. Develop a Historic Preservation Plan	21
1.1. Adopt Mixed Use Zoning Districts	20
7.8. Develop an Iconic Pedestrian Bridge that Connects North of the River to Uptown	20
2.4. Convene Transit Providers to Foster Coordination	19
1.7. Redevelop Properties Along First Street	17
7.3. Update Development Regulations to Require Open Space / Park Space as Part of New Neighborhoods	17
7.4. Support Personal and Community Gardens	17
1.4. Adopt Mandatory Design Standards in Uptown	16

Actions

The Horizons 2026 Plan will identify the top strategic actions to be implemented in order to realize the plan's vision. Use the sticky dots to identify the top 10 action items you support the most, and provide any comments you have on your comment form.

Draft actions are listed below under their corresponding chapter titles. There are also 76 actions to consider on the next board.

Building Great Places

- 1.1. Adopt World Class Zoning Ordinance
- 1.2. Rezone Parks in Areas Designated for Future Mixed Use
- 1.3. Adopt Unified Development Ordinance
- 1.4. Adopt Mandatory Design Standards in Ordinance
- 1.5. Implement Ordinance Amenity Corridor Study
- 1.6. Simplify the Expatriation Process
- 1.7. Redesign Properties Along First Street
- 1.8. Develop a Business Preservation Plan
- 1.9. Develop Corridor Development Standards

Enhancing Mobility

- 2.1. Implement Pedestrian Program
- 2.2. Implement Bicyclist Program
- 2.3. Establish Flexibility in Roadway Level of Service Measures
- 2.4. Collect Transit Proposals to Foster Coordination

Maintaining Fiscal Responsibility

- 3.1. Develop a Fiscal Impact Analysis Model for Evaluating Programs
- 3.2. Work with the Greenville Urban Commission, Police and Fire Departments, and Pitt County Schools to Plan for Future Growth
- 3.3. Market Affordable Housing Units to Low-income Families and Seniors

Growing the Economic Hub

- 4.1. Increase Awareness of Greenville's Economic Development Goals
- 4.2. Create an Incentive Program for Development and Subsequent
- 4.3. Regulate and Update Greenville's Business Development Plan
- 4.4. Convene Key Economic Partners to Foster an Entrepreneurial Environment

Horizons 2026

For More Information, Please Visit:
Horizons.GreenvilleSC.gov

Thank you for participating in the
Horizons 2026 Planning Process

APPENDIX

PUBLIC NOTICE

AGENDA

PRESENTATION BOARDS

COMMENTS AND ACTION ITEM RESULTS

PUBLIC NOTICE

The Our City, Our Plan public open house meeting was publicized through numerous platforms: e-mails to past workshop attendees; advertisements in the the Daily Reflector and Daily Drum newspapers; Facebook posts; eNotifications; Twitter; City webpage; GTV9; flyers posted at city offices, local businesses, libraries and park facilities; CityPage advertisement; a press release; community agency websites; and Notes to City Council. In addition, The Daily Reflector published a front page story the day of the event and WCTI-12 TV posted a story before the event.



Public Open House
to Review Greenville's
DRAFT
Community Plan

Monday, June 20, 2016
6:00 PM - 8:00 PM
Greenville Convention
Center
303 SW Greenville Blvd.
Horizons.GreenvilleNC.gov

Our City, Our Plan

Come participate in the public unveiling
of Greenville's draft Horizons 2026 plan



ESTABLISHED 1882 • GREENVILLE, NC

The Daily Reflector

MONDAY, June 20, 2016

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Horizons 2026 to be unveiled tonight

BY SHANNON KEITH
The Daily Reflector

Greenville is in the process of updating its Horizons Community Plan, which will guide the city's growth and development during the next decade. The city is hosting a public unveiling tonight for the draft of Horizons 2026, Greenville's 10-year plan to address citywide issues including land use and development, transportation, historic preservation and environmental protection.

The Horizons 2026 draft will be on display from 6-8 p.m. at the Greenville Convention Center, Tom Weitauner, a

planner with the City of Greenville, said tonight's open house will give the public an opportunity to provide input on the project and engage with city staff, who will be on hand to provide information about the Horizons 2026 plan.

"There will be about 20 stations set up that people can view," he said. "They can talk with city staff that will be at the stations and will have an opportunity to put stickers on some of the things they like or agree with."

Horizons is intended to be the city's comprehensive plan. Originally adopted in 1962, a commitment was made to review the plan every five

years and to complete a "full review" of the plan every 10 years from the adoption date. The draft on display tonight is one of those 10-year updates and, once it is adopted by the City Council, will serve the city through 2026. A five-year update is scheduled for 2021.

A Comprehensive Plan Committee (CPC) was established to provide input and review preparation of the plan. The 22-member committee is comprised of city board and commission representatives, community partners, and appointments by the

See HORIZONS, A7

WHAT DO YOU WANT?

When asked "What changes would you like most to see in Greenville," these were the results:

- 52.5 percent said more interesting shopping and entertainment destinations.
- 22.8 percent said more transportation options (trails, bike paths and sidewalks).
- 12.3 percent said safer streets.
- 8.8 percent said more parks and recreation facilities.
- 6.8 percent said homes within walking distance of shopping and recreation.
- 1.8 percent said more housing.
- 1.8 percent said something else.
- 0.0 percent said they like Greenville just the way it is.

Information courtesy of Horizons 2026 public review



Our City, Our Plan Public Open House

Come participate in the public unveiling
of Greenville's draft Horizons 2026 Plan.

Over the past year, the City of Greenville has worked with community members to develop a new plan for our city's future. Horizons 2026 sets a course for the next 10 years through several big ideas: improving the quality of development in Greenville, supporting a more walkable and livable community that promotes health and safety, capitalizing on economic strengths through focused public investments and efforts, and undertaking fiscally efficient ways of managing and serving growth. The Our City, Our Plan Public Open House is your opportunity to review the draft plan and share your thoughts on the path for the city's future.

Monday, June 20, 2016
6:00PM-8:00PM
Greenville Convention Center
303 SW Greenville Blvd.

Participants will view drafts of the plan
elements and share their opinions about the
future direction of Greenville.

Attendance to this event does not require pre-registration.

FOR MORE INFORMATION, CONTACT
Tom Weitauner, AICP, Chief Planner, Community Development Department
tweitauner@greenvillenc.gov | 252-329-4511

FOR PROJECT INFORMATION, VISIT:

Horizons.GreenvilleNC.gov



HORIZONS 2026 PUBLIC REVIEW

During the provided workshops, attendees were able to choose the types of development they would like to see in Greenville's future. The ones labeled "attendees like" were the only images with unanimous agreement. The ones labeled attendees did not like attendees unanimously agreed they would not like to see.

HORIZONS

Continued from A1

mayor and City Council members. Community partners included East Carolina University, Vidant Medical Center, Uptown Greenville, Home Builders Association, Pitt County Committee of 100 and the Greenville-Pitt County Chamber of Commerce.

In addition to the plan committee members, local residents were invited to four workshops or meetings to provide their input. City staff and representatives of Greenville Utilities Commission, Pitt County Government, N.C. Department of Transportation, Town of Winterville and Pitt County Schools also participated in the process.

"We've received a lot of input during this project," Weitauner said. "About 150 people attended the last workshop."

Weitauner said the city has completed the first two phases of the project — the initiation phase and the analysis phase — and advanced into the draft phase. At the conclusion of the adoption phase in August, the full plan will be presented to the Greenville City Council for final approval.

The framework included key goals or priorities for the city, such as:

- Building great places that thrive by creating ac-

cessible to transit, public schools and civic space with proximity to grocery stores and other commercial services;

■ Growing a green and resilient city by protecting natural resources and managing hazards, including being prepared for increasingly powerful storms intensified by the local effects of climate change.

Weitauner said the plan also addresses four areas where redevelopment efforts will be focused during the next few years — the area surrounding the upcoming Southwest Bypass, the Pitt-Greenville Airport corridor, the medical district near Vidant Medical Center and land surrounding the intersection of Arlington Boulevard and Memorial Drive.

"These locations were identified as being in serious need of attention," Weitauner said. "Plans for those areas will be on display during the open house."

For additional information on the Horizons 2026 plan, visit www.greenvillenc.gov or contact Weitauner at 329-4511.

"The community has shown a lot of interest in this," he said. "We're hoping people will tell us what they think so we can consider some revisions based on their input."

Contact Shannon Keith at skeith@reflector.com and 252-329-9575.



City of Greenville Invites Citizens to Participate in the Public Unveiling of Greenville's New Community Plan at the "Our City, Our Plan" Public Open House on June 20

Over the past year, the City of Greenville has worked with community members to develop a new plan for our city's future. Horizons 2026: Greenville's Community Plan sets a course for the next 10 years through several big ideas: improving the quality of development in Greenville; supporting a more walkable and livable community that promotes health and safety; capitalizing on economic strengths through focused public investments and efforts; and undertaking fiscally efficient ways of managing and serving growth. The Our City, Our Plan Public Open House is your opportunity to review the draft plan and share your thoughts on the path for the city's future. The Open House will be held at the Greenville Convention Center located at 303 SW Greenville Blvd. on Monday, June 20, 2016 from 6:00-8:00 PM. Participants will view drafts of the plan elements and share their opinions about the future direction of Greenville. Attendance to this event does not require pre-registration. Members of the public may learn more about this event at: Horizons.GreenvilleNC.gov or by contacting Tom Weitauner, Chief Planner, at tweitauner@greenvillenc.gov



Horizons 2026 Public Workshop

Horizons Plan Update Public Workshop #3 & Open House

The City of Greenville is hosting the third public workshop to encourage residents to review a draft of the long-range planning document, Horizons 2026: Greenville's Community Plan, and provide input. The open house will be held on Monday, June 20, from 6:00 PM-8:00 PM at the Greenville Convention Center, 303 SW Greenville Blvd.

More information is available at: Horizons.GreenvilleNC.gov or by contacting Tom Weitauner, Chief Planner, at 252-329-4511 or tweitauner@greenvillenc.gov

Recycling Craft Workshop

At your convenience and at your location, Keep Greenville Beautiful will offer workshops for crafts made from recycled materials. If your group or organization would like to schedule a craft workshop, please contact Cheryl Talley, Recycling Coordinator for the City of Greenville, at 252-329-4048.

The Community Pool and Splashpoint are now open!

Call 329-4041 for details or go to greenvillenc.gov



In The Spotlight



AGENDA



Horizons 2026 GREENVILLE'S COMMUNITY PLAN

Our City, Our Plan | Public Open House

AGENDA

Monday, June 20, 2016, 6:00 - 8:00 pm
Greenville Convention Center
303 Greenville Blvd. SW

- | | | |
|----|---|---------|
| 1. | Welcome and Introductions | 6:00 pm |
| 2. | About Horizons 2026
Merrill Flood,
Assistant City Manager | 6:05 pm |
| 3. | About the Planning Process
and Open House
Leigh Anne King, Clarion Associates | 6:10 pm |
| 4. | View the Horizons 2026 Plan
Self-paced activities at stations | 6:20 pm |
| 5. | Adjourn | 8:00 pm |

Visit the stations to learn more and contribute your ideas.

- | | |
|-----------|--|
| Station A | Where do you Live? Where do you Work?
Share with us on a map where you live and work |
| Station B | Introduction
Find information about the Horizons 2026 planning process and this Open House |
| Station C | Vision Framework
Learn about the city's draft vision for the future |
| Station D | Chapters
Explore the goals and policies included in all eight draft plan policy chapters |
| Station E | Actions
Indicate which actions you think are most important for achieving the city's vision |
| Station F | Future Land Use and Character Map
Explore the plan for how Greenville will grow and develop over time |
| Station G | Area Plans
Learn about Greenville's four Areas: (1) Airport Corridor Area, (2) Medical Area,
(3) Memorial Drive/Arlington Boulevard, and (4) Southwest Bypass |

More information on back...

Horizons 2026 GREENVILLE'S COMMUNITY PLAN

Horizons 2026 is a community-driven process to update the city's comprehensive plan. The planning process involves citizens, businesses, neighborhood groups, and others, to prepare a long-term vision for Greenville that promotes the quality of life for all who live, work, study, and do business in Greenville. This is a unique opportunity to think creatively, act boldly, and grow a strong community together. The Horizons Plan will guide the future of Greenville for years to come.



Horizons.GreenvilleNC.gov

Visit the Horizons 2026 website to...

- Learn more about the planning process
- Sign up for updates and event notifications
- Provide feedback and ask questions

More opportunities for participation...

- **Planning and Zoning Commission Meeting**
Tuesday, July 19, 2016 6:30pm
- **City Council Public Hearing**
Thursday, August 18, 2016 6:00pm

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Chief Planner
City of Greenville
252.329.4511
tweitnauer@greenvillenc.gov

PRESENTATION BOARDS

About Horizons 2026

Station
B

Horizons 2026 sets the course for our city's future.

Horizons 2026 - Greenville's new draft comprehensive plan - is the city's policy guide that expresses the values and aspirations of our community. It sets forth the city's long-range vision to guide growth and development, capital investment decisions, and community programs. It is our roadmap for the future.

About the Horizons 2026 Planning Process...

Greenville, North Carolina is at an important time in its history. Many opportunities exist to advance the success of the city, and this planning process has been designed to focus on those opportunities. Horizons 2026 is both Greenville's long-range community-driven process to update the city's comprehensive plan, and the plan document which includes goals, policies, and actions that provide a renewed vision and the blueprint for the city's future. The Horizons process involved four phases which included the initiation of the planning effort; analyses of key community trends, conditions, and policies; drafting; and adoption of the plan. Public engagement was a critical component of the planning process.

At the Workshop for Our Future event, community members wrote down what they wanted to see in Greenville as the city continues to grow.



This map of Pitt County, NC shows the City of Greenville's incorporated area, Greenville's extraterritorial jurisdiction (ETJ) boundary, the Horizons 2026 study area, incorporated municipalities in Pitt County, and the ETJs of these municipalities.

Phase I: **Initiate** the planning effort

Phase II: **Analyze** community conditions

Phase III: **Draft** the plan framework

Phase IV: **Adopt** the comprehensive plan

Objectives of Our City, Our Future Public Open House...

The citizens of Greenville have the opportunity to review a draft of the Horizons 2026 Greenville Community Plan. This comprehensive plan will serve as a tool that expresses the values, aspirations, and vision of the community, along with goals, policies, and strategies to achieve that vision. It sets forth the long-range vision for traditional planning categories including land use and community character, transportation, housing, environment, economic development, and historic preservation among others. Horizons 2026 weaves these topics together through a new vision framework that sets the policy direction for Greenville based on the values of the community.

Please review the draft plan elements and participate in the activities to tell us what you think!

Vision
Provides the guiding framework for community derived aspirations

Goals
Set out what the community seeks to accomplish

Policies
Provide ongoing guidance for future community choices

Actions
Describe specific tasks for city officials, citizens, and partners to accomplish

For More Information, Please Visit:
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 **Horizons 2026**
GREENVILLE'S COMMUNITY PLAN

Thank you for participating in the
Horizons 2026 Planning Process!

Vision Framework

Station
C

Greenville's Vision Framework articulates the broadly held public values and aspirations of its citizens.

The Horizons 2026 Vision Framework 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 separate statements for each of the plan's eight thematic 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 employment districts, will build on Greenville's existing land patterns. They will 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.



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 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.



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. Management of public facilities and services will focus on providing a high quality of life for residents, while also achieving fiscal responsibility. Physical planning efforts will grow the city's tax base sustainably and ensure the long-term efficient delivery of Greenville's high quality services.



4 Growing the Economic Hub

Greenville, a city that supports business development, entrepreneurship, 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 hubs. The city's high quality of life will help retain an well-trained and creative workforce.



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Vision Framework

Station
C

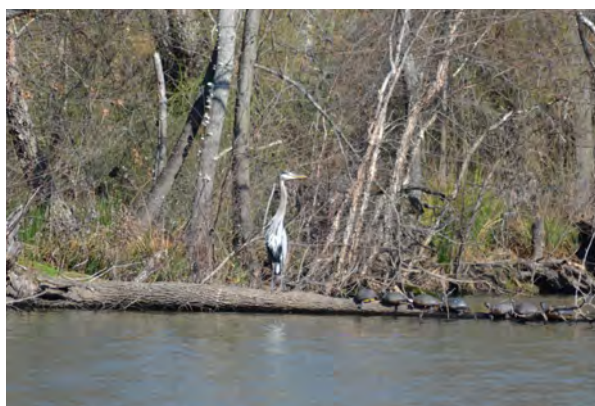
5 Creating Complete Neighborhoods

Greenville will offer a variety of quality living options for its growing and increasingly diverse population, while supporting 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, 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.



6 Fostering a Resilient 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 the impacts of powerful storms, and shifts in climate. It will grow sustainably by using design approaches that serve to minimize impacts on the natural environment. 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. Greenville will have room for proven renewable energy initiatives, clean transportation opportunities, and green building technologies. Greenville will support nature not just in parks, yards, and open spaces, but along streets, in open lots, and atop buildings.



7 Growing a Healthy City

As the cultural and healthcare hub of eastern North Carolina, Greenville will offer residents and visitors, regardless of their income, the opportunity to maintain a healthy lifestyle. 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. Parks will be destinations for active recreation. These benefits will be accessible by allowing aging residents, those with a physical disability, and visitors to the Health Hub of Eastern North Carolina to participate.



8 Growing Together

Greenville will be a place where people and organizations work together to achieve a vitality and character that cannot be accomplished without purposeful coordination and collaboration. This is a community rich with resources and leadership. Multiple governmental jurisdictions, institutions, organizations, and businesses have worked over the years to contribute to the success and unique character of the City of Greenville. Relationships and partnerships will continue to evolve in a way that moves the community forward, Growing Together.



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 **Horizons 2026**
GREENVILLE'S COMMUNITY PLAN

Thank you for participating in the
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1 Building Great Places

Station
D

Chapter 1: Building Great Places, sets out the goals and policies that will guide development and community design over the next decade.

Goal 1.1. Focused Approach to Growth and Reinvestment

Greenville will have a variety of mixed use districts, employment centers, neighborhoods, and community corridors throughout the city that have distinct characteristics and are anchored by higher intensity transit supporting nodes.

- Policy 1.1.1. Guide Development with the Future Land Use and Character Map
- Policy 1.1.2. Promote Transit Supportive Nodes
- Policy 1.1.3. Maintain Valued Areas
- Policy 1.1.4. Encourage the Evolution of Commercial Areas
- Policy 1.1.5. Transform Key Nodes and Districts
- Policy 1.1.6. Guide Development Using the Tiered Growth Approach
- Policy 1.1.7. Coordinate Land Use and Transportation Planning

Goal 1.2. Active & Vibrant Places

Growth and development will build on Greenville's unique character - it's cultural history and local architecture - to create exciting, meaningful, and vibrant places that improve the city's livability and foster civic pride.

- Policy 1.2.1. Improve the Design of First Floor Building Facades
- Policy 1.2.2. Showcase Terminating Vistas
- Policy 1.2.3. Frame Public Space
- Policy 1.2.4. Develop Cohesive Streetscapes
- Policy 1.2.5. Reduce Off-Street Parking
- Policy 1.2.6. Discourage Strip Mall Development
- Policy 1.2.7. Support Urban Farming
- Policy 1.2.8. Promote a Mix of Housing Types
- Policy 1.2.9. Support Special Events



Goal 1.3. High Quality Infill and Redevelopment

Infill and redevelopment strategies will be pursued. Empty lots in developed areas will be built on. Aging sites served by infrastructure and utilities will be remediated and revitalized. Gaps between developed areas will be filled with transitions that respect uses they currently separate.

- Policy 1.3.1. Support Infill and Redevelopment
- Policy 1.3.2. Support Transitioning Mixed Use Centers
- Policy 1.3.3. Enable Redevelopment of Housing Areas at Risk of Disinvestment

Goal 1.4. A Vibrant Uptown

Greenville will have a beautiful and vibrant Uptown with active public spaces. Safe and exciting streets will be active throughout the morning and evening. Diverse housing choices will be offered in Uptown for people of all ages where there will be many shopping opportunities, a unique connection to River Park North, reused historic structures, and a variety of employment spaces for companies large and small.

- Policy 1.4.1. Activate Town Common and First Street
- Policy 1.4.2. High Density Infill Development
- Policy 1.4.3. Promote Street-oriented Design
- Policy 1.4.4. Support Parking that fits the Uptown Character
- Policy 1.4.5. Support and Control Uptown Nightlife
- Policy 1.4.6. Promote Quality Signage
- Policy 1.4.7. Promote Context-Sensitive Transportation Infrastructure
- Policy 1.4.8. Maintain Uptown's Historic Character While Increasing Density
- Policy 1.4.9. Work with ECU on a Campus in Uptown
- Policy 1.4.10. Enhance Gateways
- Policy 1.4.11. Plant Street Trees

Goal 1.5. A Valued History

Greenville will take advantage of the legacy of its past to protect and enhance historic buildings and areas. Old buildings will be breathed into them with updated systems and interiors designed to serve the market. Neighborhoods will showcase history and strengthen the connection to Greenville's past.

- Policy 1.5.1. Preserve Historic Buildings, Landmarks, and Areas
- Policy 1.5.2. Encourage Adaptive Reuse of Historic Structures
- Policy 1.5.3. Support Historic Neighborhoods

Tell Us What You Think
Post Your Sticky Notes Here

Introduce the new
development which is
about 12 months
of year

Build a
first-class
performing
arts
center

Make the
available
for parking
with
the
example
All-Sport
Center

Where are the
areas for
the missing
middle
housing

Also
home offices
as a part of
mixed
use
development

Look at the
changes to zoning
and use
the
historic
buildings
for the
missing
middle
housing

Make the
available
for parking
with
the
example
All-Sport
Center

Make the
available
for parking
with
the
example
All-Sport
Center

For more information, please visit:
Horizons.GreenvilleNC.gov

Horizons 2020
Greenville's Community Plan

Thank you for participating in the
Horizons 2020 Planning Process!

2 Enhancing Mobility

Station

Chapter 2: Enhancing Mobility, sets out the goals and policies that will guide changes to Greenville's transportation system.

Goal 2.1. Safe Streets

Greenville will help Pitt County cast off its AAA designation as the most dangerous county for travel in North Carolina and will take proactive action to improve the safety of its streets. In so doing, Greenville will become a safe city for many different modes of transportation, improving its quality of life, cost of living, and economic outlook.

- Policy 2.1.1. Build More Sidewalks
- Policy 2.1.2. Improve Intersection Safety
- Policy 2.1.3. Implement Traffic Calming
- Policy 2.1.4. Educate Bikers and Drivers
- Policy 2.1.5. Improve Roadways
- Policy 2.1.6. Encourage Alley Creation
- Policy 2.1.7. Improve Lighting
- Policy 2.1.8. Improve Access Management



Goal 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.

- Policy 2.2.1. Expand Safe Bicycle Networks
- Policy 2.2.2. Construct Multi-Use Paths and Greenways
- Policy 2.2.3. Expand Bicycle Parking
- Policy 2.2.4. Plant Trees To Support Pedestrian Areas
- Policy 2.2.5. Support Affordable Transportation
- Policy 2.2.6. Supplement Level of Service Measures
- Policy 2.2.7. Improve Street Connectivity

Goal 2.3. Context-Sensitive Transportation

Most street corridors will serve as... infrastructure and transit systems, will... walkable development pattern and support... laid out in the Future Land Use and Character...

- Policy 2.3.1. Plan Streets in Context
- Policy 2.3.2. Collaborate with NCDOT
- Policy 2.3.3. Tiered Growth Map as a Guide
- Policy 2.3.4. Use Low Impact Development
- Policy 2.3.5. Enhance Gateways

Goal 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.

- Policy 2.4.1. Coordinate Transit Service
- Policy 2.4.2. Expand Transit Accessibility
- Policy 2.4.3. Promote Transit-Oriented Development

Goal 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.

- Policy 2.5.1. Promote Shared Parking
- Policy 2.5.2. Regulate Maximum Parking
- Policy 2.5.3. Promote Structured Parking
- Policy 2.5.4. Locate Parking Behind or to the Side of Buildings
- Policy 2.5.5. Consider Neighborhood Permits
- Policy 2.5.6. Decrease the Need for Parking



Goal 2.6. Quality 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.

- Policy 2.6.1. Promote Interstate Access
- Policy 2.6.2. Industrial Transportation Access
- Policy 2.6.3. Use Shared Parking to Reduce Parking Burden
- Policy 2.6.4. Promote Regional Rail

Goal 2.7. Well Connected Air Travel

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

- Policy 2.7.1. Plan for Growth
- Policy 2.7.2. Expand Transportation
- Policy 2.7.3. Promote Regional

For More Information, Please Visit:
Horizons.GreenvilleNC.gov

Horizons 2026
GREENVILLE'S COMMUNITY PLAN

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3 Maintaining Fiscal Responsibility

Station
D

Chapter 3: Maintaining Fiscal Responsibility, sets out the goals and policies for managing growth and the fiscal impacts of growth.

Goal 3.1. Benefits from Past Investments

Greenville will maximize the benefits of its existing infrastructure and services by encouraging infill development in appropriate locations.

- Policy 3.1.1. Promote Infill Development on Underutilized Sites in the Core
- Policy 3.1.2. Encourage Development to Locate Near Existing or Planned Infrastructure
- Policy 3.1.3. Promote Rehabilitation and Reuse of Commercial and Industrial Buildings



Example Potential Infill Site Near Dickinson Avenue

Goal 3.2. Manage Expansion

Greenville will take a strategic approach to expanding municipal borders and growth.

- Policy 3.2.1. Use Horizons 2026 Map Tools in Decision-making
- Policy 3.2.2. Consider Benefits and Costs of Proposed Annexations
- Policy 3.2.3. Advertise Appropriate Development Opportunities

Goal 3.3. Fiscal Balance

Greenville will create a better fiscal balance by attracting new development to locate within the city.

- Policy 3.3.1. Promote Development and Relocation of Businesses into Greenville's Taxable Land
- Policy 3.3.2. Consider Additional Funding Sources

Goal 3.4. Open and Transparent Government

Greenville will serve its citizens by providing clear and transparent information about government operations and services.

- Policy 3.4.1. Expand Government Communications
- Policy 3.4.2. Increase Government Transparency

DRAFT Tiered Growth Map



Tell Us
Post Your

No More
Sprawl -
Bike Lanes &
Pedestrian Paths
Now

Invest in
the parks
Tobacco warehouses
like Durham &
Asheville have
done

promote reuse/
repurposing of existing
buildings -
promote mixed
development rather than
continuous
SPRAWL!

What are the
growth plans
for Greenville,
where do they plan
to expand

Prevent
Urban
Sprawl!

Invest in
Quality!

Everything we
do needs to be
done in a way that
improves the quality
of life for everyone
and not just the
businesses and
tourism industry

Get the
roads repaired
& fixed (I
we are #1
in trucks)
other concerns

Plan for change
in advance
at least in part
with the
increase in
ped walk ways

For More Information, Please Visit:
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Horizons 2026
GREENVILLE'S COMMUNITY PLAN

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4 Growing the Economic Hub

Station
D

Chapter 4: Growing the Economic Hub, includes goals and policies that support the growth of the city as Eastern North Carolina's economic center.

Goal 4.1 A Vibrant & Growing Economic Hub

As the economic hub of Eastern North Carolina, Greenville will continue to experience strong economic growth, with expansion of the city's existing economic drivers, specialized industry clusters, and a growing business community.

- Policy 4.1.1. Promote Recruitment and Collaboration
- Policy 4.1.2. Expand the City's Role as the Hub of Eastern North Carolina
- Policy 4.1.3. Support the Economic Base
- Policy 4.1.4. Support a Positive Business Climate
- Policy 4.1.5. Maintain Adequate Access to Regional Transportation Infrastructure

Goal 4.2 Abundant Employment Space

Greenville will be an excellent place to start and grow businesses because it will have employment space to grow a variety of industries, including heavier industries, suburban office buildings, and high tech shared spaces within innovation districts.

- Policy 4.2.1. Ensure an Adequate Supply of Employment Space
- Policy 4.2.2. Build Innovation Districts
- Policy 4.2.3. Promote Flexible Office Space
- Policy 4.2.4. Harness Sustainable Design

Goal 4.3. A Stable & Resilient Economy

As local and global economies become interlinked, Greenville's increasingly diverse economy and adaptable workforce will allow it to flourish during times of economic growth and bounce back and adapt during global and national economic recessions due to a diverse economy.

- Policy 4.3.1. Modernize and Diversify Local Economy
- Policy 4.3.2. Foster Entrepreneurship
- Policy 4.3.3. Expand & Enhance Retail Options
- Policy 4.3.4. Promote a Green Economy
- Policy 4.3.5. Implement Anchor Projects
- Policy 4.3.6. Support Small Businesses

Goal 4.4. Effective Workforce Training

The Greenville region will continue to provide some of the best higher education options in the Southeast, and through partnerships and collaboration, the city will foster opportunities for workforce training that prepare current and future residents for high quality local jobs.

- Policy 4.4.1. Support Pitt Community College
- Policy 4.4.2. Support ECU and Vidant Medical Center
- Policy 4.4.3. Promote Local Hiring

Goal 4.5. A High Quality of Life

Quality of life is a critical component of Greenville's economic development strategy. Greenville will retain skilled workers and entrepreneurs for business, research, medicine, advanced manufacturing, and other industries. Greenville will be a vibrant, diverse, and inclusive city with myriad cultural opportunities, exciting places, and healthy living options for residents and visitors of all ages, backgrounds, and abilities.

- Policy 4.5.1. Expand Walkable Development
- Policy 4.5.2. Enhance Civic Opportunities
- Policy 4.5.3. Promote Great Public Schools
- Policy 4.5.4. Provide Diverse Housing and Neighborhood Options
- Policy 4.5.5. Promote Jobs-Housing Balance
- Policy 4.5.6. Create a Healthcare Destination
- Policy 4.5.7. Build a Green City
- Policy 4.5.8. Create Signature Corridor Gateways

Goal 4.6. An Equitable & Inclusive Economy

Greenville citizens will have access to high quality economically-mobile job opportunities that pay fair wages regardless of social or economic background.

- Policy 4.6.1. Promote Workforce Housing
- Policy 4.6.2. Enhance Transit & Accessibility
- Policy 4.6.3. Support Quality Wage Jobs
- Policy 4.6.4. Support Affordable Childcare

Tell Us What You Think
Post Your Sticky Notes Here:

4.5.1
Improve/enhance
Bicycle
Threats

Promote
Greater public
Schools!

Sidewalks and
bike paths are
essential to get
to work + study
at PCC

Promote
More Jobs
at Pitt
Community College

I will be working
in the Pitt Community College
Please allow me
to be a part of the team
I love Greenville!

Think big
Think regional
Don't let us
down +
let's make sure
we're all ready to go!

Allow
home
offices

For More Information, Please Visit:
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 **Horizons 2026**
GREENVILLE'S COMMUNITY PLAN

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5 Creating Complete Neighborhoods

Station
D

Chapter 5: Creating Complete Neighborhoods, sets out the goals and policies to protect and enhance homes and neighborhoods in Greenville.

Goal 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.

- Policy 5.1.1. Support Neighborhood Organizations
- Policy 5.1.2. Promote Context-Sensitive Redevelopment
- Policy 5.1.3. Improve Relations Between Neighborhoods and Students
- Policy 5.1.4. Use Neighborhood Plans for Guidance
- Policy 5.1.5. Address Disinvestment Occurring at Multifamily Housing Complexes

Goal 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, where residents of all abilities are able to access commercial and recreational needs.

- Policy 5.2.1. Provide Diverse Living Options
- Policy 5.2.2. Enhance Access to Daily Needs
- Policy 5.2.3. Improve Access to Civic Sites
- Policy 5.2.4. Promote Professional Housing in Uptown



Goal 5.3. Sustainably Designed Neighborhoods

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

- Policy 5.3.1. Encourage Identifiable Neighborhood Centers
- Policy 5.3.2. Promote Residential Development within a Five Minute Walk of Other Uses
- Policy 5.3.3. Promote Pocket Parks
- Policy 5.3.4. Promote Development of a Network of Walkable Streets
- Policy 5.3.5. Encourage Development of Transit-Oriented Neighborhoods



Goal 5.4. Neighborhoods that Coexist 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.

- Policy 5.4.1. Protect Significant Natural Features
- Policy 5.4.2. Retain Existing Topography as Land is Developed
- Policy 5.4.3. Consider Low Impact Development Stormwater Management
- Policy 5.4.4. Build a Network of Green Infrastructure
- Policy 5.4.5. Encourage Provision of Space for Community Gardens
- Policy 5.4.6. Promote Renewable Energy

Goal 5.5. Affordable Housing

Greenville's affordable housing will be well integrated into the greater community and accessible to commercial, transit, and civic uses. It will be provided in neighborhoods with high quality, pedestrian oriented design.

- Policy 5.5.1. Use Diverse Solutions
- Policy 5.5.2. Promote Community Integration
- Policy 5.5.3. Promote Community Involvement
- Policy 5.5.4. Support Long-Term Affordability
- Policy 5.5.5. Support Community Partners

Goal 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.

- Policy 5.6.1. Support Homeless Shelter Services
- Policy 5.6.2. Support Transitional Housing

Tell Us What You Think
Post Your Sticky Notes Here

Promote urban pocket neighborhoods in our existing infrastructure between the River and 14th St

Application of 5.3.5 to existing neighborhoods

Each neighborhood should have (1) place where residents can gather (2) a place for children to play (3) a green space.

5.3 + 5.4 VERY IMPORTANT

1. 10-15% of the population in each district + 10% of the population in the city. That's a lot of people to deal with.

Diversity. Lots of the upper/lower income districts

Provision of space for urban agriculture, community gardens, etc. This is a key to the success of the city.

Location of housing for low and moderate income people

5.6 Need to be able to get between the space to these services

Greenways need to be included in our neighborhoods and require developers to connect to existing greenways

Make everything more accessible for dogs

Promote a food land strategy

Make sure land is used and not just left empty

Don't over build multifamily then do convert it. Policy 5.6.5 makes the sense. Most of the time, it's not a good idea to build over existing housing.

For more information, please visit:
Horizons2026.GreenvilleNC.gov

Horizons 2026
GREENVILLE'S COMMUNITY PLAN

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6 Fostering a Resilient City

Station
D

Chapter 6: Fostering a Resilient City, includes goals and policies to protect and manage Greenville's natural systems and resources.

Goal 6.1. Environmental Conservation

Greenville will limit waste, provide clean air and clean water, and use development patterns that simultaneously ease traffic and reduce carbon emissions. Conserving its natural infrastructure to bolster stormwater infiltration and management, the city will gain the additional benefits to economic development and quality of life of all residents.

- Policy 6.1.1. Protect Stream Buffers
- Policy 6.1.2. Protect Wetlands
- Policy 6.1.3. Preserve Natural Infrastructure
- Policy 6.1.4. Ensure Increased Tree Canopy
- Policy 6.1.5. Promote Clustered Development
- Policy 6.1.6. Conserve Wildlife Habitat
- Policy 6.1.7. Reduce Light Pollution
- Policy 6.1.8. Reduce Solid Waste



Goal 6.2. Hazard Mitigation

Greenville will be a resilient city, and will be able to bounce back from disasters of varying size, especially hurricanes and floods. The city will plan ahead in order to reduce the long-term risk to human life, property, and infrastructure from hazards.

- Policy 6.2.1. Minimize Public Investments in Hazardous Areas
- Policy 6.2.2. Support On-Going Education Initiatives
- Policy 6.2.3. Maintain the Emergency Operations Plan
- Policy 6.2.4. Limit Development in Floodplain
- Policy 6.2.5. Enhance Participation in the Community Rating System

Goal 6.3. Energy Security

Greenville will be an energy resilient city, able to quickly adjust to volatile fossil fuel prices. The city will use energy from many sources, including a significant proportion of total energy from clean and renewable sources.

- Policy 6.3.1. Promote Compact Development
- Policy 6.3.2. Consider Energy Saving Proposals
- Policy 6.3.3. Support New Energy Sources
- Policy 6.3.4. Support Education Initiatives
- Policy 6.3.5. Encourage Energy Efficiency
- Policy 6.3.6. Encourage Car Sharing
- Policy 6.3.7. Improve Lighting
- Policy 6.3.8. Encourage Electric Vehicle Use
- Policy 6.3.9. Consider an Energy Efficient Bus Fleet
- Policy 6.3.10. Support Green Energy Production



Goal 6.4. Low Impact Development

Greenville will reduce and manage stormwater runoff and improve the health of the local watershed with a robust network of decentralized stormwater management practices, including green roofs, trees, rain gardens and permeable pavement, that can capture rain where it falls and allow it to percolate into the soil.

- Policy 6.4.1. Use Stormwater Best Management Practices
- Policy 6.4.2. Increase Urban Tree Canopy
- Policy 6.4.3. Combine Parks and Stormwater Detention Ponds
- Policy 6.4.4. Incorporate Bioswales
- Policy 6.4.5. Support Watershed Master Plans
- Policy 6.4.6. Promote Stream Restoration
- Policy 6.4.7. Incorporate Permeability
- Policy 6.4.8. Reuse Wastewater



Goal 6.5. Green Building

Greenville will welcome green building design, with buildings that are energy efficient and minimize their impact on natural systems.

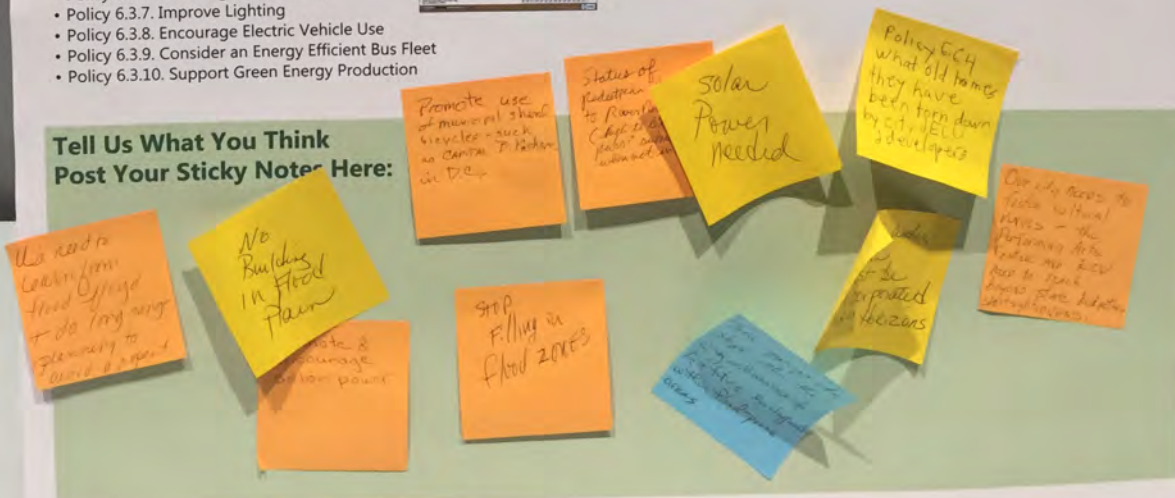
- Policy 6.5.1. Lead by Example with LEED
- Policy 6.5.2. Promote Green Building Design
- Policy 6.5.3. Promote Green Site Planning

Goal 6.6. Cultural Resilience

Greenville will grow sustainably and foster cultural resilience by growing community pride, displaying its rich cultural heritage, and preserving its history.

- Policy 6.6.1. Promote Environmental Justice
- Policy 6.6.2. Enhance Access to Greenway System
- Policy 6.6.3. Attract Industries in the Green Economy
- Policy 6.6.4. Maintain an Inventory of Public Art, Historical Markers, and Buildings Having Historical and Architectural Significance in the City

Tell Us What You Think
Post Your Sticky Notes Here:



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7 Growing a Healthy City

Station
D

Chapter 7: Growing a Healthy City, includes goals and policies to create a healthier city for years to come.

Goal 7.1. Opportunities for Physical Activity for Transport

Greenville will connect its residents to networks of sidewalks and bicycle infrastructure that enables them to make healthy choices by making trips that take a degree of physical exertion more convenient.

- Policy 7.1.1 Support the Infrastructure and Land Use Pattern Necessary to Create Walkable Neighborhoods and a Walkable City.
- Policy 7.1.2 Continue Improving Pedestrian Safety to Create a Walkable City
- Policy 7.1.3 Support a Network of Infrastructure to Promote a Bikeable City
- Policy 7.1.4 Continue Improving the Safety for Cyclists to Promote a Bikeable City

Goal 7.2. Opportunities for Physical Activity for Recreation

Greenville will provide residents of varying needs and preferences with the ability to make healthy choices for recreation. High quality parks will be successful both in their internal programming and in their accessibility from different parts of the city. Neighborhoods will have access to some physical activity for recreation within their borders.

- Policy 7.2.1 Require Neighborhood Recreation Parks
- Policy 7.2.2 Encourage Recreation Space for Children
- Policy 7.2.3 Maintain Active Recreation Facilities in Parks
- Policy 7.2.4 Continue to Provide Recreation Opportunities for All Physical Abilities

Goal 7.3. Access to Healthy Food

The residents of all of Greenville's neighborhoods will have convenient access to healthy food. Food deserts will be addressed through new grocery stores or farmers markets. Residents will have the opportunity to grow their own produce in their own yards or in a robust network of community gardens.

- Policy 7.3.1 Ensure No Unnecessary Barriers Prevent Gardens on Residential Property
- Policy 7.3.2 Develop Additional Community Gardens and the Capacity to Manage Them
- Policy 7.3.3 Grow the Presence of Greenville's Farmers Markets
- Policy 7.3.4 Work to Eliminate Food Deserts
- Policy 7.3.5 Continue to Support Services that Provide Healthy Food to the Less Fortunate



Greenville's community gardens provide a source of fresh, healthy food for residents.

Goal 7.4. Access to Community Resources

Greenville will be a well connected city where residents can reach the amenities and community resources necessary to make healthy decisions.

- Policy 7.4.1 Ensure Land Use and Density Support Community Connectivity
- Policy 7.4.2 Coordinate the Development of Recreational Facilities with the School System
- Policy 7.4.3 Encourage Clinics, Programming and Health Services from Hospitals and Research Institutions
- Policy 7.4.4 Plan Events
- Policy 7.4.5 Make Health a Part of the Neighborhood Improvement Grant Program

Goal 7.5. Mental Health Benefits of Nature

Greenville will be interspersed with parks that can provide a welcome mental break during the day. Nature will be a visible part of the fabric of the city. This will benefit residents, workers, recreational and business visitors, and medical care visitors.

- Policy 7.5.1 Preserve Green Space in a Network for Activity
- Policy 7.5.2 Preserve Views of Nature and Parks
- Policy 7.5.3 Create Pocket Parks Near Employers
- Policy 7.5.4 Require Continued Tree Planting



Goal 7.6. Clean Air and Water

Greenville will continue to preserve its clean air and water to benefit the health and enjoyment of residents and citizens.

- Policy 7.6.1. Monitor, Preserve, and Improve Air and Water Quality

Tell Us What You Think
Post Your Sticky Notes Here

The greenway is not an incentive for developments to be built - it is a natural resource. A natural resource should be protected.

More parks need to be built. The concept of a bike built park is a great idea. It's a great idea.

Air Quality needs to be checked regularly - commercial districts have a lot of traffic.

Support micro-market farms. Support local farmers. Support local businesses. Support local jobs. Support local growth.

Public Parks must be more than paved concrete lots. They need greenery.

Support micro-market farms. Support local farmers. Support local businesses. Support local jobs. Support local growth.

Let me know if you can help me to support the residential.

How can you help me to support the residential?

Let me know if you can help me to support the residential.

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8 Growing Together

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Chapter 8: Growing Together, sets out goals and policies to partner with neighboring communities and organizations to make the community vision a reality.

Goal 8.1. Coordination with Jurisdictions

Greenville's major jurisdictional and institutional partners today are Pitt County, Winterville, Farmville, Simpson, Pitt County Schools, and East Carolina University. The City of Greenville will explore mechanisms to enhance existing coordination with these jurisdictions, and look for opportunities to establish new partnerships focusing on issues of joint interest.

- Policy 8.1.1. Share Information
- Policy 8.1.2. Identify Shared Interests
- Policy 8.1.3. Establish Intergovernmental Agreements

Goal 8.2. Coordination with Organizations

The City of Greenville will be a place where people and organizations work together to achieve vitality. Greenville's major organizational partners today are Vidant Medical Center, Greenville Utilities Commission, the Pitt-Greenville Airport Authority, The City of Greenville will explore mechanisms to enhance existing coordination with these jurisdictions, and look for opportunities to establish new partnerships focusing on issues of joint interest.

- Policy 8.2.1. Establish Community Inventory of Initiatives
- Policy 8.2.2. Identify Related Resources
- Policy 8.2.3 Encourage Joint Initiatives

Our Regional Partners



Tell Us What You Think
Post Your Sticky Notes Here:


Be open-minded
to new ideas
Do not worry
about getting it
- just what
is currently going
to may need to be
revisited

Share
Resources
Reduce
Duplication

Why is it not
working?
What is the
problem?

Extension of
First Tower Rd?

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Station
E

Draft actions are listed below under their corresponding chapter titles. There are also 24 actions to consider on the next board.

Item	Yes	No	Not Sure
1.1. Adopt Mixed Use Zoning Districts	10	0	0
1.2. Rezone Parcels in Areas Designated for Future Mixed Use	10	0	0
1.3. Adopt Unified Development Ordinance	10	0	0
1.4. Adopt Mandatory Design Standards in Uptown	10	0	0
1.5. Implement Dickinson Avenue Corridor Study	10	0	0
1.6. Simplify the Entitlement Process	10	0	0
1.7. Redevelop Properties Along First Street	10	0	0
1.8. Develop a Historic Preservation Plan	10	0	0
1.9. Develop Corridor Development Standards	10	0	0

[illegible][illegible]

4.1. Initiate Rezoning of Parcels Identified for Economic Development Growth	
4.2. Create an Incentive Program for Development and Redevelopment	
4.3. Implement and Update Greenville's Economic Development Plans	
4.4. Convene Key Economic Partners to Foster an Entrepreneurial Ecosystem	

See next board for more actions.



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Actions

Station
E

The Horizons 2026 Plan will identify the top strategic actions to be implemented in order to realize the plan's vision. Use the sticky dots to identify the top 10 action items you support the most, and provide any comments you have on your comment form.

Draft actions are listed below under their corresponding chapter titles. There are also 20 actions to consider on the next board.

Creating Complete Neighborhoods

- 5.1. Adopt New Residential Zoning Districts and Standards for Existing and Future Traditional Neighborhoods
- 5.2. Adopt a Voluntary Inclusionary Housing Ordinance
- 5.3. Develop Neighborhood Reinvestment Strategy
- 5.4. Conduct Audit of Neighborhood Area Plans
- 5.5. Develop Strategy to Address Disinvestment of Peripheral Apartment Complexes

Fostering a Resilient City

- 6.1. Implement a Low Impact Development Demonstration Project
- 6.2. Develop Green Energy Plan
- 6.3. Green Marketing Initiative
- 6.4. Complete Development of Watershed Master Plans
- 6.5. Develop a Tree Planting and Preservation Policy
- 6.6. Review the Hazard Mitigation Plan
- 6.7. Develop a Citizen Training Program

Growing a Healthy City

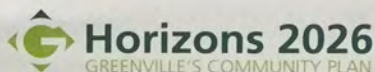
- 7.1. Institute Appropriate Complete Streets Updates as Roads are Improved or Constructed
- 7.2. Identify Potential Parkland in Existing Underserved Neighborhoods and Work to Secure it
- 7.3. Update Development Regulations to Require Open Space / Park Space as Part of New Neighborhoods
- 7.4. Support Personal and Community Gardens
- 7.5. Provide Greater Accessibility to Food Options for Food Deserts
- 7.6. Continue to Maintain the Parks System
- 7.7. Continue to Work with Healthcare Institutions to Expand Community Health Services
- 7.8. Develop an Iconic Pedestrian Bridge that Connects North of the River to Uptown

Growing Together

- 8.1. Enhance Arrangements for Information-Sharing
- 8.2. Establish Roundtable Gatherings
- 8.3. Encourage Collaborative Approaches
- 8.4. Adopt Intergovernmental Agreements

See previous board for more actions.

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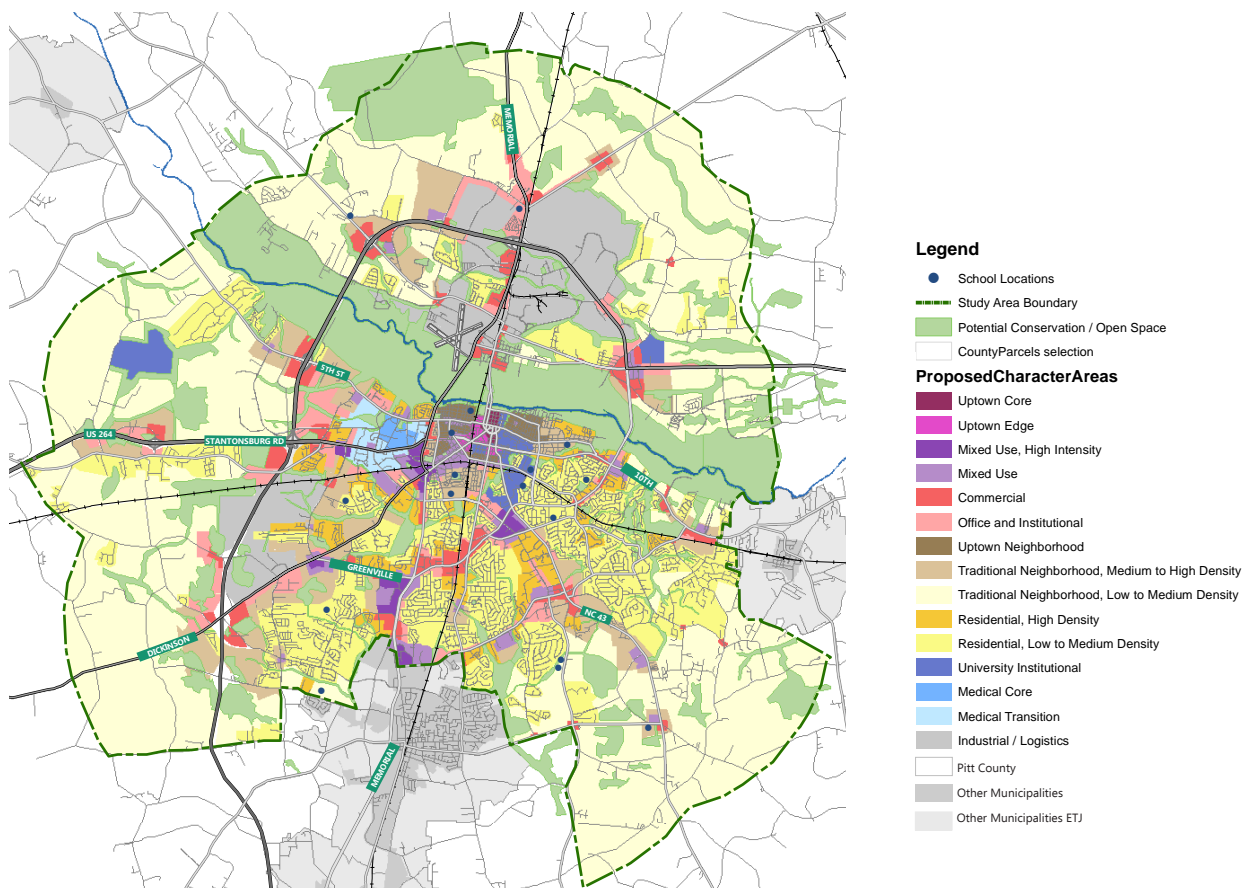
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Future Land Use and Character

Station
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What Is the Purpose of the Future Land Use and Character Map?

The Future Land Use and Character Map expresses the city's intent for how Greenville should grow in the future. Similar to previously adopted Future Land Use Maps, this map identifies character areas, which are types of places that share attributes of urban form and function. These attributes include the size and type of buildings, buildings' relationship to the street, the surrounding street and block pattern, parking and access, and land uses or types of development. The 15 Character Types are listed below. Attributes of each type are defined on the following pages.



What Is the Difference Between this Map and the City's Zoning Map?

The Future Land Use and Character Map does not carry the force of law, like the city's zoning map. Instead, the Future Land Use and Character Map provides direction to city planners and decision-makers about the type and location of development that should occur in the future. This does not prohibit development from occurring in a different way than designated on the map, but it does mean that when taking action on rezoning requests, the City Council will be required to make formal statements about how the rezoning is or is not consistent with the city's Plan.

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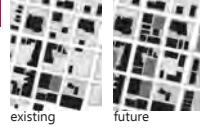
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Future Land Use and Character Character Descriptions

Station
F

UPTOWN CORE

Uptown is Greenville's historic core. It is the most urban and mixed-use area of the city with buildings located close together and near the street. Small blocks, on-street parking, and street trees create a pedestrian-friendly district. New development is encouraged to fill-in vacant sites such as underutilized parking areas.



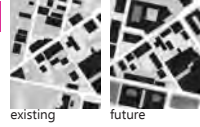
TRADITIONAL NEIGHBORHOOD, LOW-MEDIUM DENSITY

Residential area with a mix of housing types on small lots with a single-family neighborhood appearance. Traditional neighborhoods should have a walkable street network of small blocks, a defined center and edges, and connections to surrounding development.



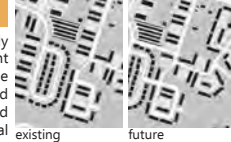
UPTOWN EDGE

Uptown Edge surrounds the Uptown Core and continues the urban street grid. It includes the Warehouse District and the area near the future ECU Millennial Campus. Development should extend the mixed-use and walkable pattern of the core. With parcels generally larger than in Uptown Core, this area offers opportunity for larger-scale infill and redevelopment projects.



RESIDENTIAL, HIGH DENSITY

Residential areas composed primarily of multi-family housing in various forms. Defined by existing development patterns where building size and style tend to be consistent within a development, with large blocks, and limited connectivity between different building types and uses. Future development should take a more traditional neighborhood pattern where different residential types are connected in a walkable pattern. High density residential is typically appropriate near activity centers and corridors.



MIXED USE, HIGH INTENSITY

Large-scale activity centers that contain places to live, work, and shop integrated in a walkable pattern. Multi-story mixed-use buildings are located close together and near the street. Large floorplate buildings may support uses that serve the broader community and region.



RESIDENTIAL, LOW-MEDIUM DENSITY

Residential, Low to Medium Density areas are primarily single-family developments arranged along wide, curvilinear streets with few intersections. Building and lot size range in size and density but tend to be highly consistent within a development with limited connectivity between different residential types and non-residential uses.



MIXED USE

Small-scale activity centers that contain places to live, work, and shop integrated in a walkable pattern. Mixed-use buildings are located close together and near the street. Buildings tend to be smaller than Mixed Use Center, High Intensity, supporting primarily locally-oriented uses and serving as a transition in intensity to nearby neighborhoods.



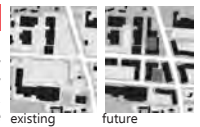
UNIVERSITY INSTITUTIONAL

The Campus type is most represented by ECU's main campus, surrounding facilities (athletic fields), and Millennial Campus. The core of the campus area tends to cluster buildings in a walkable pattern. At the edges of the campus are related facilities and parking areas.



COMMERCIAL

Primarily community- and regional-scale commercial development situated near and along major roadway corridors. Existing development is characterized by buildings set back from streets behind surface parking. That existing pattern should evolve to become more walkable with shorter blocks, buildings near streets, shared parking, and connections to surrounding development.



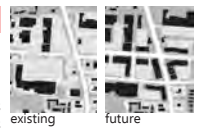
MEDICAL CORE

The core of Vidant Medical Center and ECU's Health Sciences Campus. As an economic engine for Greenville, development in the Medical Core should continue to expand the primary activities of the two institutions.



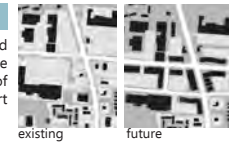
OFFICE AND INSTITUTIONAL

Similar in pattern to Commercial, the Office / Institutional designation is characterized by primarily office, institutional, higher density residential and neighborhood-scale commercial development. These areas serve as a transition between more intense commercial areas and surrounding neighborhoods. The form of future development should take a more walkable pattern with shorter blocks, buildings near streets, shared parking, and connections to surrounding development.



MEDICAL TRANSITION

Area surrounding the medical core with a mix of related medical and institutional uses in a similar pattern to Office / Institutional. This area may serve as a future expansion of the medical core, but should offer amenities that support or complement the vitality of the Medical Core.



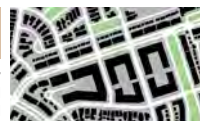
UPTOWN NEIGHBORHOOD

Uptown Neighborhood is a primarily residential area surrounding the Uptown Core and Uptown Edge. It features a grid street pattern and mix of residential building types on small lots, with some commercial, office and civic uses.



TRADITIONAL NEIGHBORHOOD, MEDIUM-HIGH DENSITY

Primarily residential area featuring a mix of higher density housing types ranging from multi-family, townhomes, and small-lot single family detached. They are typically located within a walkable distance to a neighborhood activity center. Traditional neighborhoods should have a walkable street network of small blocks, a defined center and edges, and connections to surrounding development.



INDUSTRIAL/LOGISTICS

The Industrial/logistics area is characterized by warehouses and light manufacturing operations and related office uses. It includes the Greenville Industrial Park and airport area.



POTENTIAL CONSERVATION/ OPEN SPACE

Potential Conservation / Open Space land is typically located in areas that contain existing parkland, needed land buffers, exhibit potential for flooding, or are deemed inappropriate for development due to physical or environmental barriers. Some land within this area may not contain barriers to development, or there may be reasonable mitigation. Site analysis is needed to determine development capabilities in these areas.



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GREENVILLE'S COMMUNITY PLAN

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Airport Corridor Area Plan

Station
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As a gateway to Uptown Greenville and the Medical Area, the plan for the Airport Area will focus on design improvements to promote positive first impressions of the city and development that supports nearby businesses and residents.

Land Use and Design Direction

1. Improve the character of development along Memorial Drive.

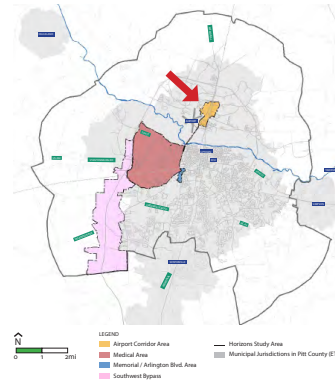
- Use consistent design standards to unify appearance of gateway
- Align buildings along the corridor in a consistent fashion
- Reduce the frequency of curb cuts and ensure access points serve multiple developments and buildings

2. Install high-quality infrastructure features and landscaping within the right-of-way of Memorial Drive.

- Gateway feature: Create a marker at entrance point to Greenville to reinforce the city's identity
- Streetscape Improvements
- Utilize best practice stormwater management

3. Cluster future development into two compact nodes, strategically located to leverage the area's opportunities and serve its distinct segments.

- Emphasize commercial uses near the corridor
- Establish a gateway intersection at the southern node of Memorial and Airport Road
- Guide the form and the mix of uses of new development



Looking to the Future



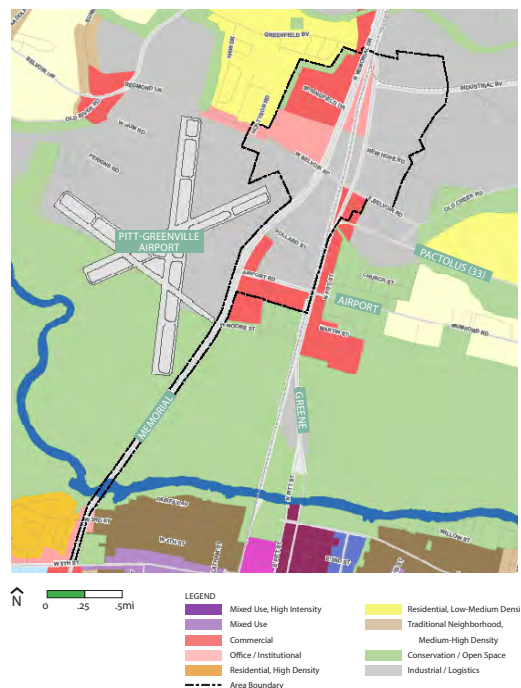
Rendering of proposed Airport Corridor development node

Concept Map

Land Use and Design Directions inform the Airport Corridor Concept Map



Land Use & Proposed Character



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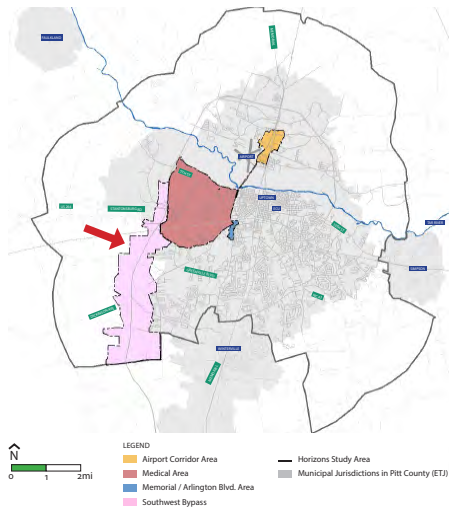
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Southwest Bypass Area Plan

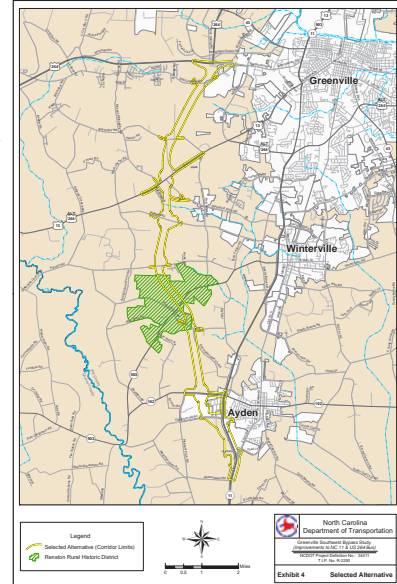
Station
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Spurred by the North Carolina Department of Transportation's Southwest Bypass project, this mostly unbuilt area is full of potential. Now is the time to lay the foundation for what the area could become. If planned prudently the area can be a major economic success. This area plan sets out a strategy for continued planning and multijurisdictional coordination.



NCDOT Project Map

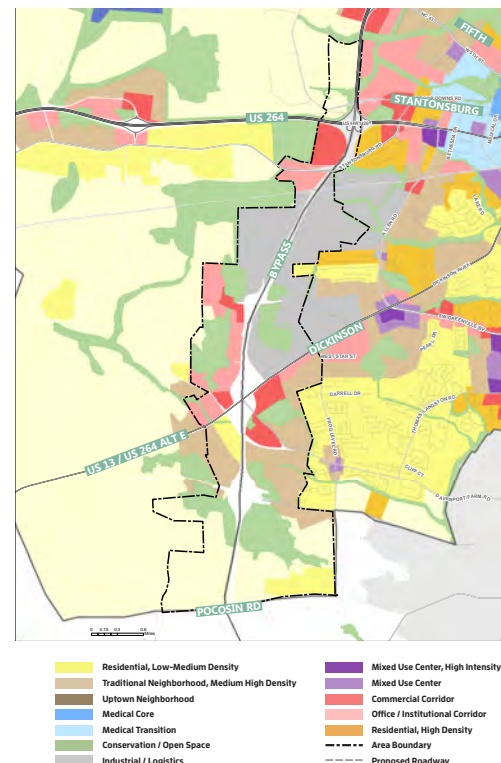
The purpose of the new Southwest Bypass is to improve traffic flow and congestion on Memorial Drive (NC-11) and Stantonsburg Road (US-264-Business); relieve congestion in Greenville, thereby improving safety and reducing the potential for accidents; and improve regional travel along the US-264/NC-11 Corridor.



Strategy for Continued Planning

- 1. Create a strong employment center for the region.**
 - Region should serve as westernmost focus area for city development
 - Area to contain business sites and supportive commercial and residential uses
- 2. Participate in the region's other planning efforts.**
 - Pursue broader planning with Pitt county and other jurisdictions along SW Bypass
 - Stay involved with and monitor plans of the county, other municipalities and NCDOT
- 3. Coordinate planning with utilities.**
 - Ensure development beyond ETJ is compatible with plans of the city
- 4. Used Tiered Growth Map to guide growth.**
 - Revisit and revise the portion of the Tiered Growth Map that includes the Southwestern Bypass as necessary

Proposed Character



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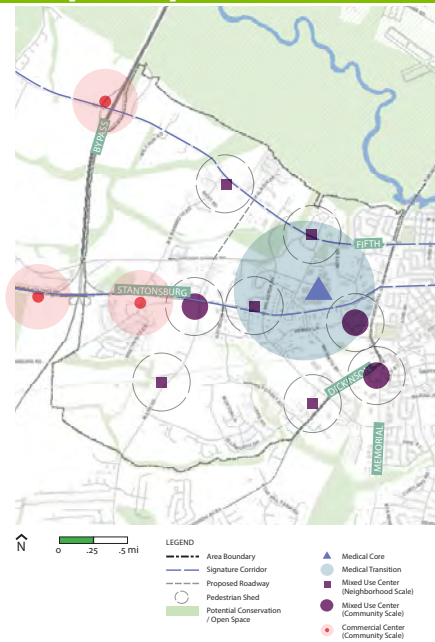
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Medical Area Plan

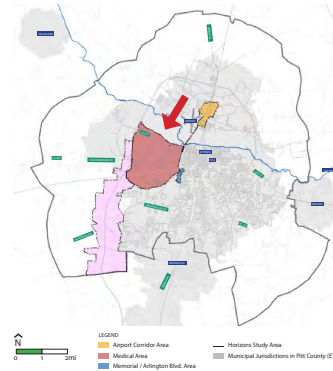
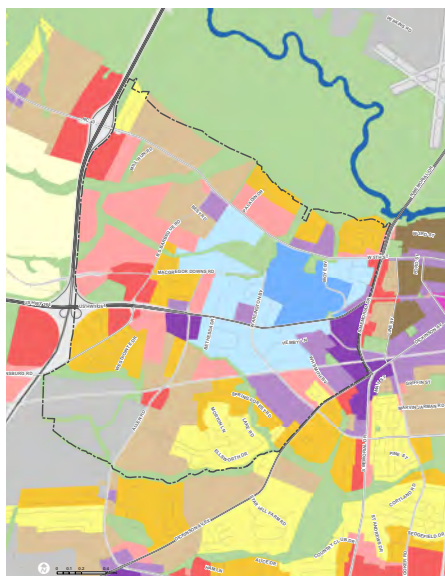
Station
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As a vital economic engine for the city, the plan for the Medical Area will reinforce the growth of medical and related institutional uses while strengthening the area's overall competitiveness by adapting to changing market conditions and strengthening the built environment.

Concept Map



Proposed Character



Land Use and Design Direction

- Within the medical core: Maintain the primacy of medical uses while encouraging more efficient and intense development.**
 - Increase density, incorporate structured parking, create pedestrian connections
- Provide additional amenities for visitors and employees such as locally-serving retail, accommodation, restaurants and services.**
- Encourage the development of mixed-use activity centers at nodes dispersed through the area.**
 - Facilitate walkable live-work-shop places
 - Vertical mixing of residential and commercial uses
- Encourage development patterns that better balance the needs of pedestrians, bicycles, and vehicular traffic.**
 - Street pattern, connections between uses, complete streets that accommodate all modes of transportation (drivers, bikers, walkers, transit riders)
- Improve transit service frequency, accessibility, and connectivity with other centers within Greenville.**
- Leverage the collaborative efforts between Vidant, ECU, and PCC to develop a medical research park or innovation district within the area.**

Looking to the Future



Rendering of proposed Medical Center intersection

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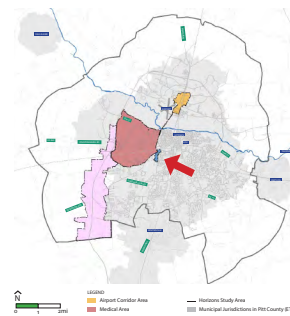
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Memorial Drive/Arlington Blvd. Area Plan

Station
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As a major crossroads linking the Medical Area with Uptown Greenville, the Memorial Drive/ Arlington Boulevard Area plan envisions more intense redevelopment with a mix of uses in a more walkable environment, and serves as a demonstration of the potential for other similar areas within the city.



Land Use and Design Direction

1. **Encourage mixed-use development at higher densities.**
 - Vertically integrate uses in multi-story buildings within future development
 - Buildings close to street, elements like sidewalk patios to encourage interaction between pedestrians and businesses
 - Central open space
 - Diversity of housing options
 - Small mix of uses east of Memorial
2. **Improve pedestrian and vehicular safety.**
 - Add medians, minimize curb cuts, and increase sidewalks where appropriate
 - Share parking between uses
3. **Increase connectivity for pedestrian, bicycle, and vehicular traffic**
 - Improve street pattern to enable better neighborhood connections
 - Enhance greenway connections
4. **Define a streetscape experience (buildings, lighting, landscaping, signage).**
 - Alter design standards to foster cohesive street design
 - Improve pedestrian experience by adding street trees, green space, and open space stormwater management

Development Concept Map

This conceptual development design illustrates an improved road network and the pattern of the character types applied to the study area. An improved intersection at Memorial and Dickinson would ease traffic and provide a node of interest. The concept shows a maximum capacity and is not meant to reflect current market demand. As investors consider the area, proposed development should align with the character, form, and intensity presented.



Looking to the Future

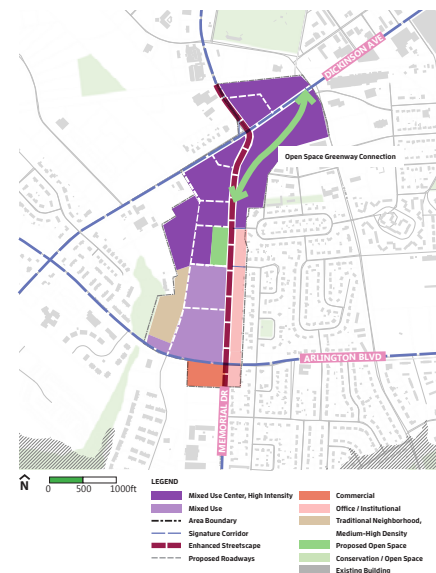


Rendering of Memorial Drive street view



Rendering of Memorial Drive birds eye view

Proposed Character



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COMMENTS AND ACTION ITEM RESULTS

POST-IT NOTE COMMENTS FROM CHAPTER BOARDS

Horizons 2026-Public Open House Input Chapter 1 Building Great Places

#	Comment
1	1.2.5. Increase off-street parking --> less on-street parking?
2	Would like an Uptown which is vibrant 12 months of the year
3	Build a first-class performing arts center
4	Urban farming contributes to healthier lives, provides economic opportunities, and provides food for those without food
5	Make streets walkable. See Durham, Asheville, Wilmington for examples. All great cities for health-conscious people
6	Where are the areas designated for the missing middle housing?
7	We need something for kids. Chuck E. Cheese, a water park, Dillon's, and the like
8	Please preserve, and do not demolish, important African American housing and buildings in Greenville
9	Allow home offices as a part of mixed use buildings
10	Plenty of parking; central lights; not so many business outlets; and trees in median so can't see. Check out Columbia, South Carolina retail
11	Which ratio of population in our bracket have been contacted as a) models, and b) to set up...*
12	A vibrant Uptown. Need to promote better usage and more usage of town commons
13	You are engineering a huge change of character and economics of university area. How is that manifested in Building Great Places
14	Look at needed changes to zoning ordinances that will allow reuse of older, historic buildings rather than promoting demolition with new buildings in its place
15	Promote mixed use within approved future development
16	Rules against cutting large health trees

*Comment may not be fully represented due to difficulty reading written text

Horizons 2026-Public Open House Input

Chapter 2 Enhancing Mobility

#	Comment
1	No new development until you have roads that can move traffic effectively
2	Permeable parking lot surfaces to limit stormwater runoff to Tar River
3	Amen to 2.2.1
4	Increase airline company and route options at PGV
5	More safe biking/walking options. Build walkways over 10th street, etc. for safety
6	Will the airport grow to add larger planes? What is the plan for future air travel for Greenville?
7	Currently safer to walk in large metropolitan areas than it is here. Surely we can adopt a similar smaller model that can make our community pedestrian safe and friendly; let's continue to install bike lanes for our cyclists
8	Expand airport transportation
9	Promote bicycle use
10	2.6.1 More interstate access means more businesses and jobs
11	Fruit trees in public places
12	Automobile traffic flow
13	Build more sidewalks; support affordable transportation
14	Give tax breaks to businesses that take steps to encourage mobility; e.g. bike parking, wheel chairs available, nearness to GREAT bus stops
15	Revamp crosswalks and intersections to make it much easier to cross on foot without being threatened by turning vehicles
16	Bikes and pedestrians need safe passage immediately
17	No one should die crossing the street, one is too many
18	Ensure adequate resources and personnel to service and repair airplanes at GUC
19	I recommend safe bike paths, especially for college students
20	Merge ECU, city and Vidant buses
21	Require "Complete Streets" within all new development
22	No sidewalks next to curb and gutter
23	Setbacks for sidewalks safe

Horizons 2026-Public Open House Input

Chapter 3 Maintaining Fiscal Responsibility

#	Comment
1	Invest in repurposing tobacco warehouses like Durham and Asheville have done
2	No more sprawl - better bike and pedestrian routes would save roads
3	What are the growth plans for Greenville, where to they plan to expand?
4	Promote reuse/repurposing of existing buildings-promote inner city development rather than continuous sprawl
5	Invest in quality
6	Prevent urban sprawl
7	Plan for change in advance, not at last minute with tax and fee increases; pedestrian walkways
8	If investment in stocks to protect against future inflation, consideration of and keeping well-informed information about the companies social and environmental impacts?
9	Get the roads repaired and fixed first; we are #1 in wrecks and other concerns

Horizons 2026-Public Open House Input

Chapter 4 Growing the Economic Hub

#	Comment
1	More local entry level job opportunities
2	4.5.1. Improve/enhance bicycle transit
3	Promote greater public schools!
4	Allow home offices
5	Sidewalks and bike paths are essential to get to work and study at PCC
6	Promote more jobs; attract factories
7	Think bigger. Think regionally. Draw folks from OBX and Wilmington here with festivals and events
8	I will graduate in 2017 diesel industry. Please attract more jobs so that I can work in the area I live, Winterville.
9	If you have a policy listed, please explain it

Chapter 5 Creating Complete Neighborhoods

#	Comment
1	Each neighborhood should have: a) place where residents can gather b) a place for children and elder folks to play c) a green space
2	5.3. + 5.4. are very important
3	We need to focus resources toward inequities in housing, education and job opportunities for the underserved of our city. Poverty is a priority to deal with
4	Development and gentrification usually disadvantage the already disadvantaged. How will housing affordability be protected?
5	Location of half-way houses for mental and incarcerated people?
6	5.6.: Need to be able to get homeless in Uptown to shelter services
7	Greenways need to be included w/ new neighborhoods and require developers to connect to existing paths
8	Make everything more accessible for dogs
9	Encourage a landlord registry
10	Affordable living for adults down/uptown; diversity; arts in the Uptown/Dickinson Ave districts
11	Application of 5.3.5. to existing neighborhoods
12	Promote urban pocket neighborhoods in our existing infrastructure between the River and 14th St
13	Develop a strategy to turn abandoned homes/lots into small neighborhood parks
14	Let's continue to add recycle and waste bins in high trafficked areas
15	Promote owner occupied homes within the university neighborhood areas
16	Don't overbuild multifamily then disinvest it; policy 5.1.5 makes no sense. Just limit number of multifamily if over supply is a problem

Horizons 2026-Public Open House Input

Chapter 6 Fostering a Resilient City

#	Comment
1	Promote and encourage solar power
2	Stop filling in flood zones
3	Take appropriate steps within the city ordinances to limit future development within flood prone areas
4	Promote use of municipal shared bicycles - such as Capital Bikeshare in D.C.
5	Status of pedestrian bridge to River Park North? (High to let boats pass? Submersible when not in use?)
6	Solar power needed
7	Our city needs to foster cultural venues - the Performing Arts Center and ECU need to reach beyond state budgetary short sightedness
8	Stormwater plan must be incorporated into Horizons
9	Policy 6.6.4. what old homes? They have been torn down by City, ECU, and developers
10	No building in floodplain
11	We need to learn from flood Floyd and do long range planning to avoid a repeat

Horizons 2026-Public Open House Input

Chapter 7 Growing a Healthy City

#	Comment
1	The greenway is not an incentive for developments to be built - it is a cultural resource, a natural environmental healthy resource
2	More people need to understand the concept of a livable built environment and other public health evidence -based models
3	Air quality needs to be checked regularly
4	Implement ordinances and strategies that can help make Greenville an easier place for pedestrians than it is today; sidewalks
5	Pocket parks must be more than paved concrete lots; they need greenery
6	Support micro-market farms; support cultivate Greenville
7	Need more parks in the medical district to support the residential
8	Add rental kayaks at commons; include EZ Launch for handicap and senior access: www.ez-dock.com
9	How can you do policy 7.3.1.?

Horizons 2026-Public Open House Input

Chapter 8 Growing Together

#	Comment
1	Be open-minded to new ideas. Do not worry about stepping on toes. What is currently going on may need to be rethought
2	Share resources; reduce duplication
3	Extension of Firetower Road?
4	Why is ECU not a Regional Partner?

ACTION ITEM RESULTS

Horizons 2026-Public Open House Input

Action Priorities

Action Item	Votes
Building Great Places	
1.1. Adopt Mixed Use Zoning Districts	20
1.2. Rezone Parcels in Areas Designated for Future Mixed Use	5
1.3. Adopt Unified Development Ordinance	5
1.4. Adopt Mandatory Design Standards in Uptown	16
1.5. Implement Dickinson Avenue Corridor Study	22
1.6. Simplify the Entitlement Process	1
1.7. Redevelop Properties Along First Street	17
1.8. Develop a Historic Preservation Plan	21
1.9. Develop Corridor Development Standards	13
Enhancing Mobility	
2.1. Implement Regulatory Changes	5
2.2. Implement Demonstration Project	11
2.3. Establish Flexibility in Roadway Level of Service Measures	9
2.4. Convene Transit Providers to Foster Coordination	19
Maintaining Fiscal Responsibility	
3.1. Develop a Fiscal Impact Analysis Model for Evaluating Proposed Annexations and Capital Projects	9
3.2. Work With the Greenville Utilities Commission, Police and Fire Departments, and Pitt County Schools to Plan for Future Growth	12
3.3. Market Desirable, Taxable Land to Developers, Investors, and Tenants	5
Growing the Economic Hub	
4.1. Initiate Rezoning of Parcels Identified for Economic Development Growth	5
4.2. Create an Incentive Program for Development and Redevelopment	11
4.3. Implement and Update Greenville's Economic Development Plans	10
4.4. Convene Key Economic Partners to Foster an Entrepreneurial Ecosystem	11
Future Traditional Neighborhoods	
5.1. Adopt New Residential Zoning Districts and Standards for Existing and	12
5.2. Adopt a Voluntary Inclusionary Housing Ordinance	4
5.3. Develop Neighborhood Reinvestment Strategy	12
5.4. Conduct Audit of Neighborhood Area Plans	7
5.5. Develop Strategy to Address Disinvestment of Peripheral Apartment Complexes	10
Fostering a Resilient City	
6.1. Implement a Low Impact Development Demonstration Project	8
6.2. Develop Green Energy Plan	23
6.3. Green Marketing Initiative	6
6.4. Complete Development of Watershed Master Plans	13
6.5. Develop a Tree Planting and Preservation Policy	14
6.6. Review the Hazard Mitigation Plan	5
6.7. Develop a Citizen Training Program	9
Growing a Healthy City	

7.1. Institute Appropriate Complete Streets Updates as Roads are Improved or Constructed	12
7.2. Identify Potential Parkland in Existing Underserved Neighborhoods and Work to Secure it	9
7.3. Update Development Regulations to Require Open Space / Park Space as Part of New Neighborhoods	17
7.4. Support Personal and Community Gardens	17
7.5. Provide Greater Accessibility to Food Options for Food Deserts	14
7.6. Continue to Maintain the Parks System	13
7.7. Continue to Work with Healthcare Institutions to Expand Community Health Services	2
7.8. Develop an Iconic Pedestrian Bridge that Connects North of the River to Uptown	20
<i>Growing Together</i>	
8.1. Enhance Arrangements for Information-Sharing	4
8.2. Establish Roundtable Gatherings	6
8.3. Encourage Collaborative Approaches	13
8.4. Adopt Intergovernmental Agreements	6

COMMENT FORM COMMENTS BY STATION

Horizons 2026-Public Open House Input

Comment Forms

#	Comment
Station D - Chapters 1-8	
1	No more five-lane (left turn lane) roads. Eliminate all suicide lanes.
2	This is a great time to bring the city of Greenville and ECU together for a stronger university neighborhood just north of campus. Because this neighborhood has many rental properties, and many students, it has unique concerns. I would like to see more incentives in place to bring owner occupied families into the area - folks who have a long term vision for quality of life. Thank you! Alice Arnold, Historic Preservation Commission 2016.
3	Where are the bike path routes? Need to plan them and sidewalks.
4	Uptown needs to be the emphasis. Economic development/jobs must be a collaborative effort.
5	CH1: It's important to have great, iconic places and I think this one hits the nail on the head as to what Greenville needs. These are things that will continue to grow Greenville's character. The #1 focus should be creating a great waterfront. CH2: Interstates and airline routes will lead to more economic development. We won't start to see fortune 500 companies move to a place like Greenville unless their employees can access it easily. CH5: Walkability is key to creating complete neighborhoods. May areas in Greenville's are well developed but lack nice sidewalk areas and scenery.
6	CH5: Develop a plan for landlords to upgrade their properties.
7	Watershed plan must be incorporated into the plan - cannot continue to build in a manner that affects streams and rivers in a detrimental manner - air quality - catalytic converters need to be required.
8	We need to have more diversity and youth participating in these events. I do not believe this was widely advertised, therefore a lack of city-wide participation. Please consider reaching out to more groups of city residents for more output.
9	People would value a more pet friendly environment. Greenville is not as pet friendly as compared to other towns like Washington, New Bern, etc. We have to improve access to travel for business and quality of life. Business people need more airline and route options. We also need better access through improved highways to the coast and to Chocowinity and Washington, where our citizens can have access to water recreation. Park development is absent in South and South East Greenville. The plans should be inclusive of this area.
10	City ordinances need to be rewritten and strengthened to mandate appropriate land use, with environmental impacts evaluated before a proposed development project can be approved. New development should be required to include "Complete Streets" ; open spaces; and possible mixed use to allow a greater diversity of residents, visitors, shoppers, etc.

11	I like your/our Airport Corridor Area Plan. I have left numerous stick-on notes at various stations, and so have many others. I wonder how much energy y'all can find to consider them all seriously. I think the industrial park north of the river often is populated by businesses whose control and whose future plans depend on boards and offices far from Greenville. Perhaps their taxes and other conditions (especially, but not only zoning requirement) need review more frequently than in the past. Our peer cities particularly of about our population and geography) offer models and avoidable mistakes, as I'm sure you have been aware from the start. I hope we can continue and enrich contacts you have already made. Cities outside the U.S. deserve more consideration then they have received. If Clarion's time and expertise permit.
12	Can existing zoning designations be refined so as to protect the character of our downtown area and entranceways to it? For example, at the corner of Arlington and Evans, a vape business has replaced a BP station, which is across from a pawn shop, next door to a beer billboard built in a conservation area on the major thoroughfare. These reflect poorly on our community. Can aesthetic guidelines improve our current zone restrictions? Address the overwhelming poverty and lack of education --> create equitability for our people who are underprivileged and underserved. Cultural resources must include the development of worthy venues. ECU and the city need to partner to create the Performing Arts Center if we are to attract quality students and culturally interested residents to. The state budgets cuts are killing the arts at ECU. How can Greenville go beyond this shortsightedness?
Station E - Actions	
13	Limit frequency of curb cuts along big streets
14	Establish more and safer bicycle and walking lanes through the city, connecting major areas of interest. Greenville is the most unsafe bicycling city I have ever seen. It is also the most unsafe pedestrian city I have lived in. Need frequent and safe pedestrian crossings of all major streets, especially 10th street, Greenville Blvd., etc. Poorly maintained streets (potholes, etc.) are a real turn off to visitors considering relocating here. Need to enforce traffic regulations much better (red light running, jay-walking, failure to signal, speeding, etc.)
15	Not enough emphasis on creating a beautiful, walkable waterfront. There is so much opportunity in the first street area to have a destination filled with attractive scenery and sidewalk restaurants and cafes; this opportunity should not be taken for granted.
16	Limit Big Box Stores.
17	The entitlement process should not be streamlined, but rather must be effective in considering all aspects of and ongoing effects on residents. Too much unconsidered development has resulted in many issues Greenville currently is trying to correct
18	Redeveloping the first Street Tar River facing buildings with the new pedestrian bridge would create a unique character for Greenville. Not many towns (including Asheville, etc.) have the opportunity to have a nice waterfront. Business is essential for that to take place. We have the greenway, river park North, Etc. but I think citizens and more importantly potential citizens, would value a nice meal and drink on the waterfront.
Station F - Future Land Use and Character Map	
19	Ficklen Tobacco building should be Urban Edge not Uptown Neighborhood.
20	Guidelines for apartment growth - can we limit building as we do not have empty apartments all over the city.
21	Need to know how Firetower Road will connect to SW Bypass.

22	Firetower road being used as a bypass for heavy traffic (Paramore/Evans).
23	I would like to see the city take a greater interest in our Historic Preservation Areas. Could we develop some incentives to entice families to live north of campus? This is a "town-gown" issue and ECU can become involved for a more secure and safe neighborhood.
24	Keep Town Common vacant for recreation.
25	Develop around the Town Common - quality green space over quantity.
26	Ficklen Tobacco Warehouse should be part of Urban Edge.
27	Find a way to "integrate" the existing industrial character into new ideas and cityscape instead of wiping them out and replacing with office mixed use etc.
28	Put a park in the medical district for patient visitors; we need more parks here.
29	Support urban farming and community gardens (Thomas Foreman Park, 3rd St. Farm, Cultivate Greenville).
30	Ivy Road seems like they forget us; bring sewer.
31	Airport: extend runway, but treat people right.
Station G - Memorial Drive / Arlington Boulevard Area Plan	
32	More G.C. on West Arlington Blvd.
33	Grass must be between sidewalks and curb and gutter.
34	Out of all of the areas to cultivate, I think this is the least beneficial for our community. Dickenson development creates the same community redevelopment with opportunity for industry and growth. Other areas such as the airport and medical area do as well. This shouldn't be a priority over the other areas. There isn't much room for growth here as in the other areas.
Station G - Medical Area Plan	
35	Pedestrian safety very important.
36	This will lead to quality of life improvements which will do a great job of attracting talented young workers to Greenville.
37	Must be more walkable - have pedestrian only area so people have stores, restaurants, etc. in walking area - put vehicles on the perimeter and let people ride buses onto pedestrian campus.
38	I live in Westpointe T.H. in the medical district. I hear we will have a playground in the area, which is extremely important. We also are in desperate need of sidewalks that will continue beyond Vidant up to and including Old Statonsburg Road. It is very scary to try to walk without a sidewalk here, but I am most concerned with the residents of Greenpoint who navigate in their wheel chairs. I am also concerned about the young mothers wheeling their baby carriages.
Station G - Southwest Bypass Area Plan	
39	Our infrastructure should focus more on directing people to Greenville and providing us transportation to other areas such as the coast and trade routes (interstates). It shouldn't focus on bypassing us. We already have 17 and 70 that provide other towns with infrastructure, but not ours.



Our City, Our Plan Public Open House



June 20, 2016 | 6:00-8:00PM

Horizons 2026 Plan

Greenville's Long-Range Plan for a Better Future
That Sets Out Strategic Actions for the Next Decade



Presentation Agenda

- About the Horizons 2026 Plan and Process
- The Big Ideas in the Plan
- Public Open House Purpose and Orientation

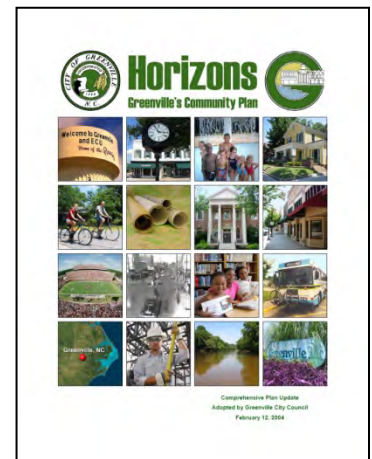
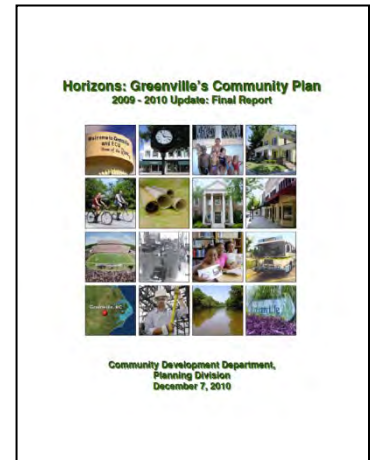
Then...view the materials and provide comments and input to the project team.



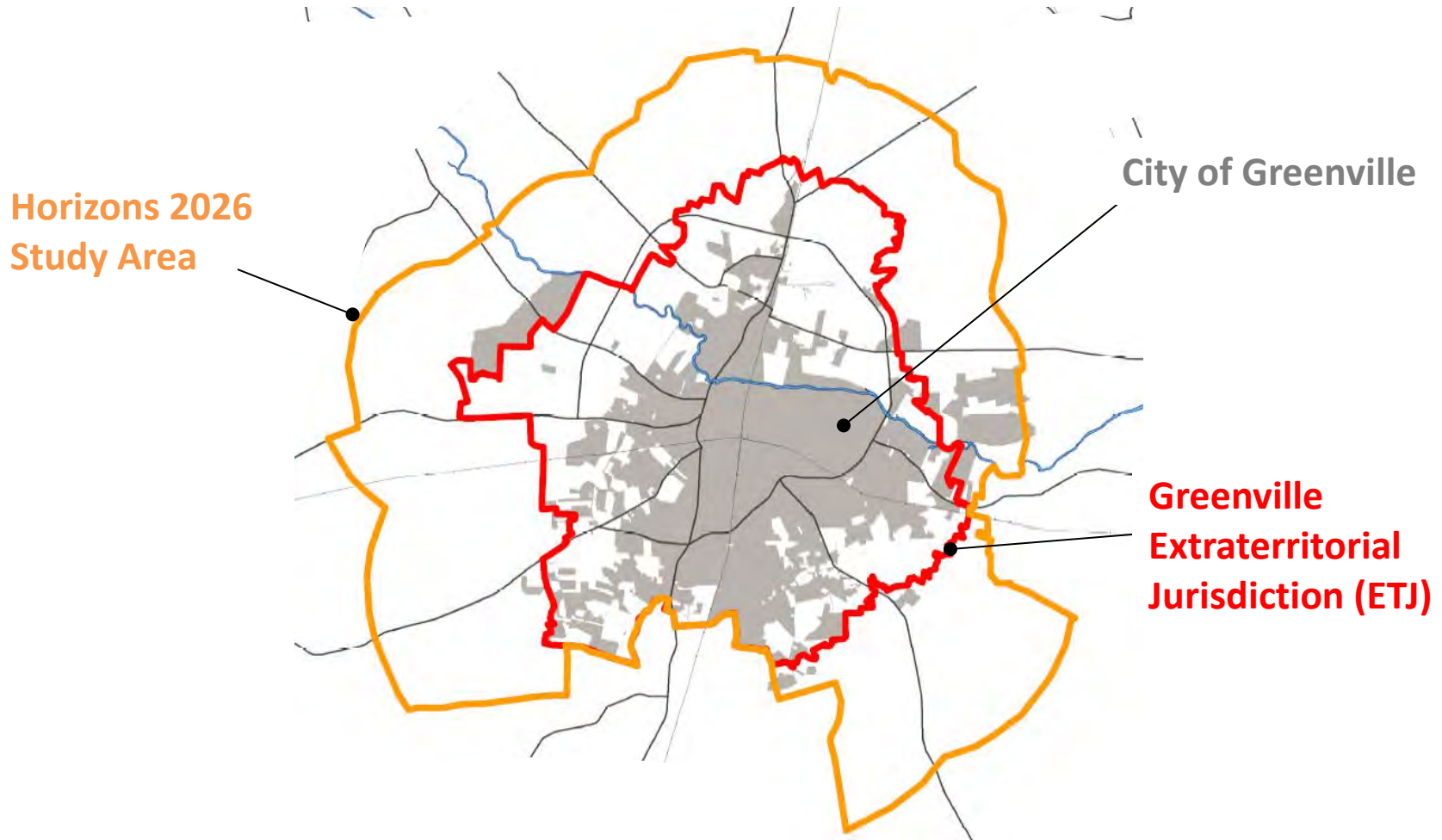
About the 2026 Horizons Plan: Greenville's Comprehensive Plan

What is the Horizons 2026 Plan?

- **Comprehensive Plan** guides the City's leadership and staff when making decisions about...
 - private development
 - public investments
 - community programs and services
- **Long-range plan**



The Horizons 2026 Study Area: Accommodating future long-range growth



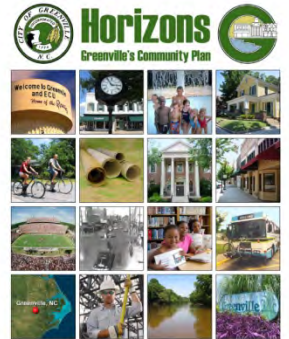
What will the Horizons 2026 Plan include?

- Identification of key long-range issues
- Updated community vision
- Updated goals, policies, and strategies
- Updated future land use and character map
- Four new Area Plans

Horizons: Greenville's Community Plan
2009 - 2010 Update: Final Report

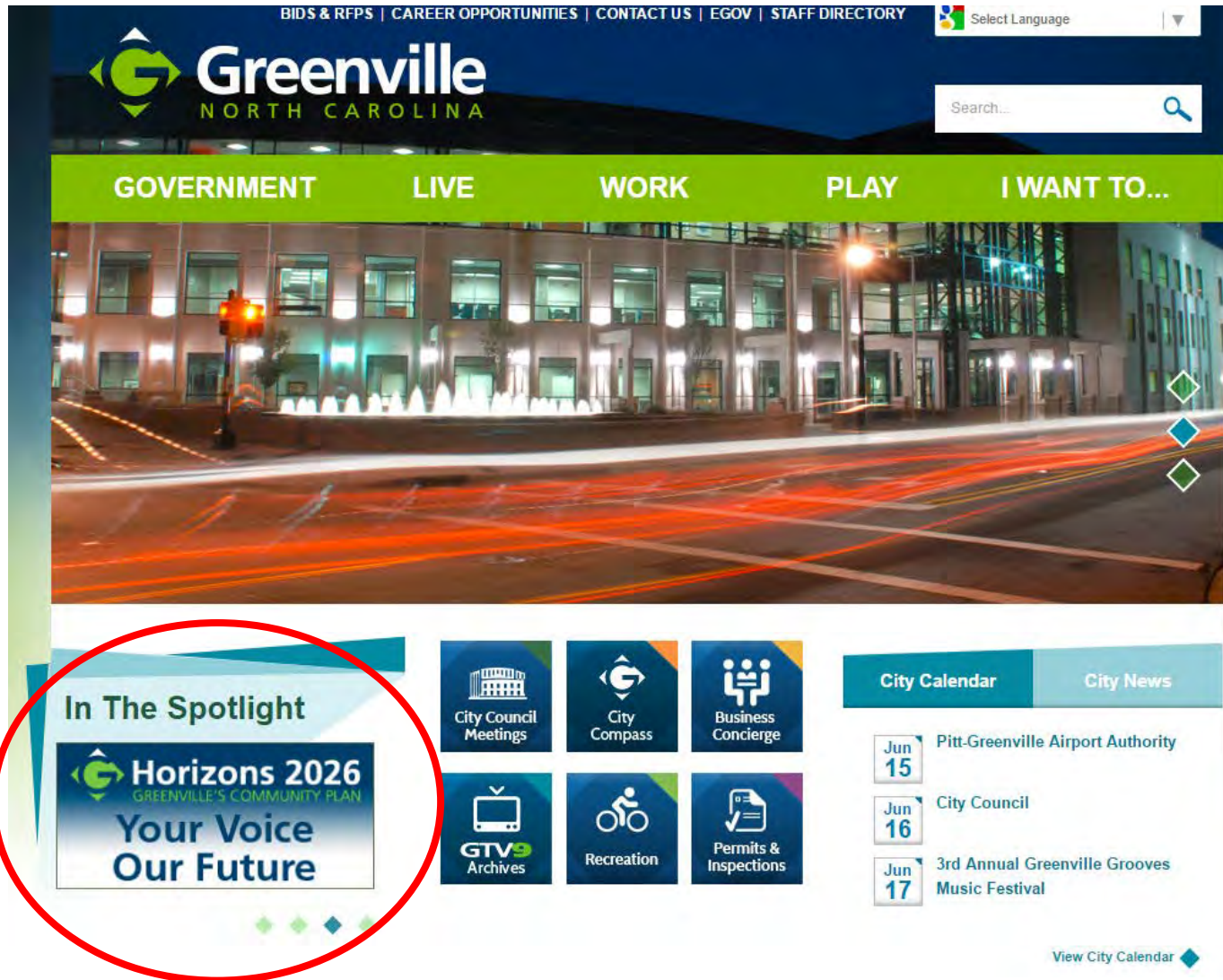


Community Development Department,
Planning Division
December 7, 2010



Comprehensive Plan Update
Adopted by Greenville City Council
February 12, 2004

<http://www.greenvillenc.gov/>



Public Engagement Through Today

- Comprehensive Plan Committee (9 Meetings)
- City Leadership and Stakeholder Interviews
- Workshop for Our Future (Sept. 2015)
- How Will We Grow? Multi-Day Land Use Workshops (Nov. 2015)
- Area Plan Stakeholder Meetings / Southwest Bypass Property Owners Meeting (Nov. 2015 and May 2016)
- Online Survey (Sept. 2015)
- Website





Horizons 2026

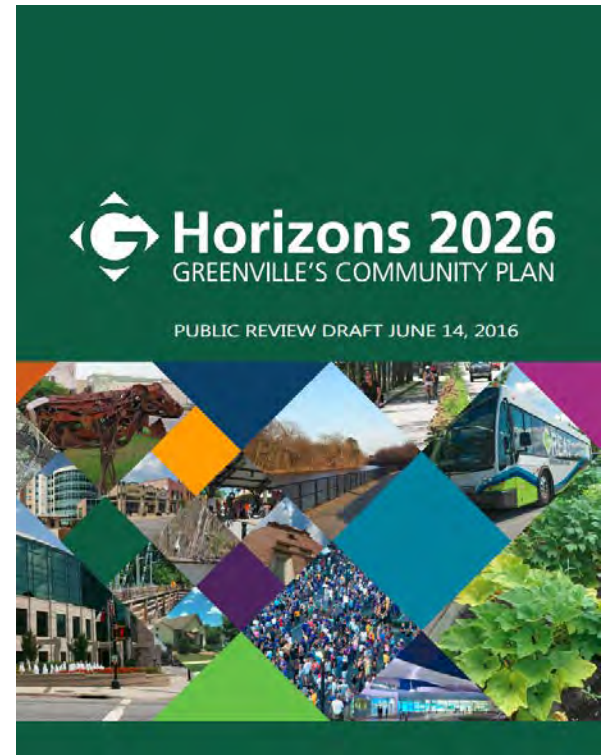
GREENVILLE'S COMMUNITY PLAN



We are almost ready to begin the adoption process, but first...

Our City, Our Plan Public Open House

- Share the Draft Horizons 2026 Plan
- Get Your Feedback on Draft Plan
- Answer Your Questions



An aerial photograph of a coastal area with a city grid. A large green area covers the upper half of the image, with a black 'X' mark in the center. A blue line, possibly a river or coastline, runs through the green area. A grey horizontal band across the middle contains the text.

ABOUT THE PLAN'S BIG IDEAS



Where will 40,000 new citizens live and work?



How can we improve our community to
achieve our potential as the economic,
cultural, educational, and healthcare hub of
Eastern North Carolina?

Big Ideas for The City



1. Improve the Quality of Development in Greenville



Big Ideas for The City



2. Supporting a More Walkable and Livable Community that Promotes Health and Safety

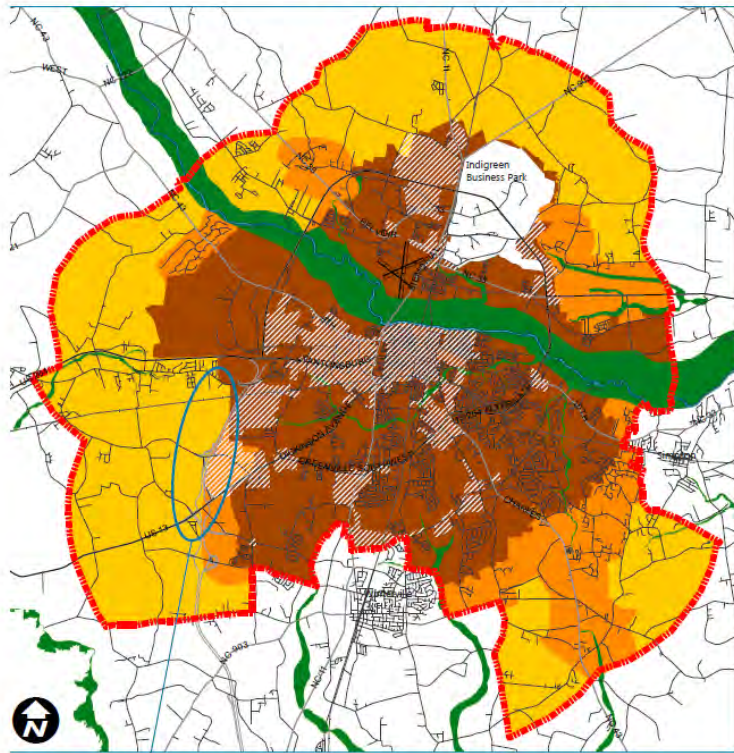
Big Ideas for The City



3. Capitalizing on Economic Strengths through Focused Public Investments and Efforts

Big Ideas for The City

DRAFT Tiered Growth Map



Note: Land West of the Southwest Bypass falls outside of GUC's existing extension capability for gravity sewer lines. It is located in the Future Service Area. This may warrant revisiting as planning and development around the Southwest Bypass progresses.

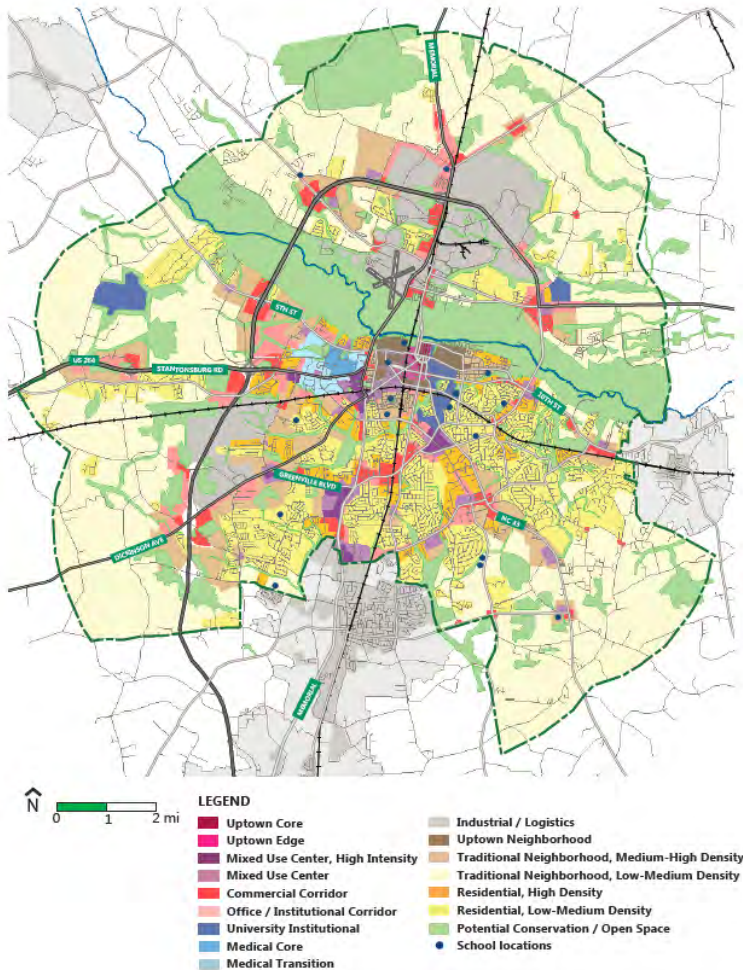
Primary Service Area **Preferred Growth Areas**
Secondary Service Area **Future Service Area**

4. Undertaking Fiscally Efficient Ways of Managing and Serving Growth

Big Ideas for the City

5. Refined Framework for Guiding Growth and Character of New Development

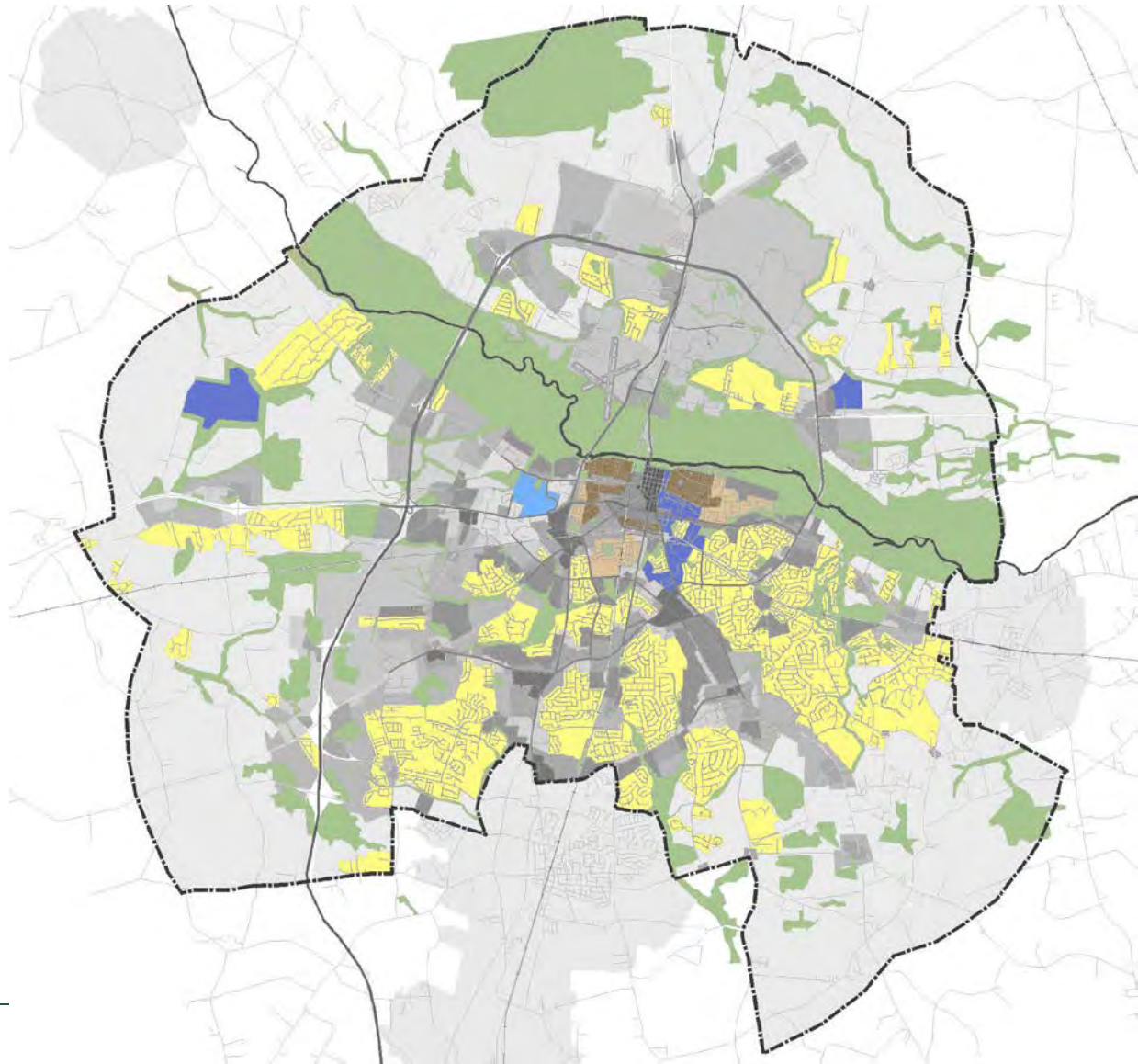
- Preserve
- Evolve
- Transform



Preserve.

Significant change is not expected in many areas. Form/Use is defined based on maintaining what is working in those areas.

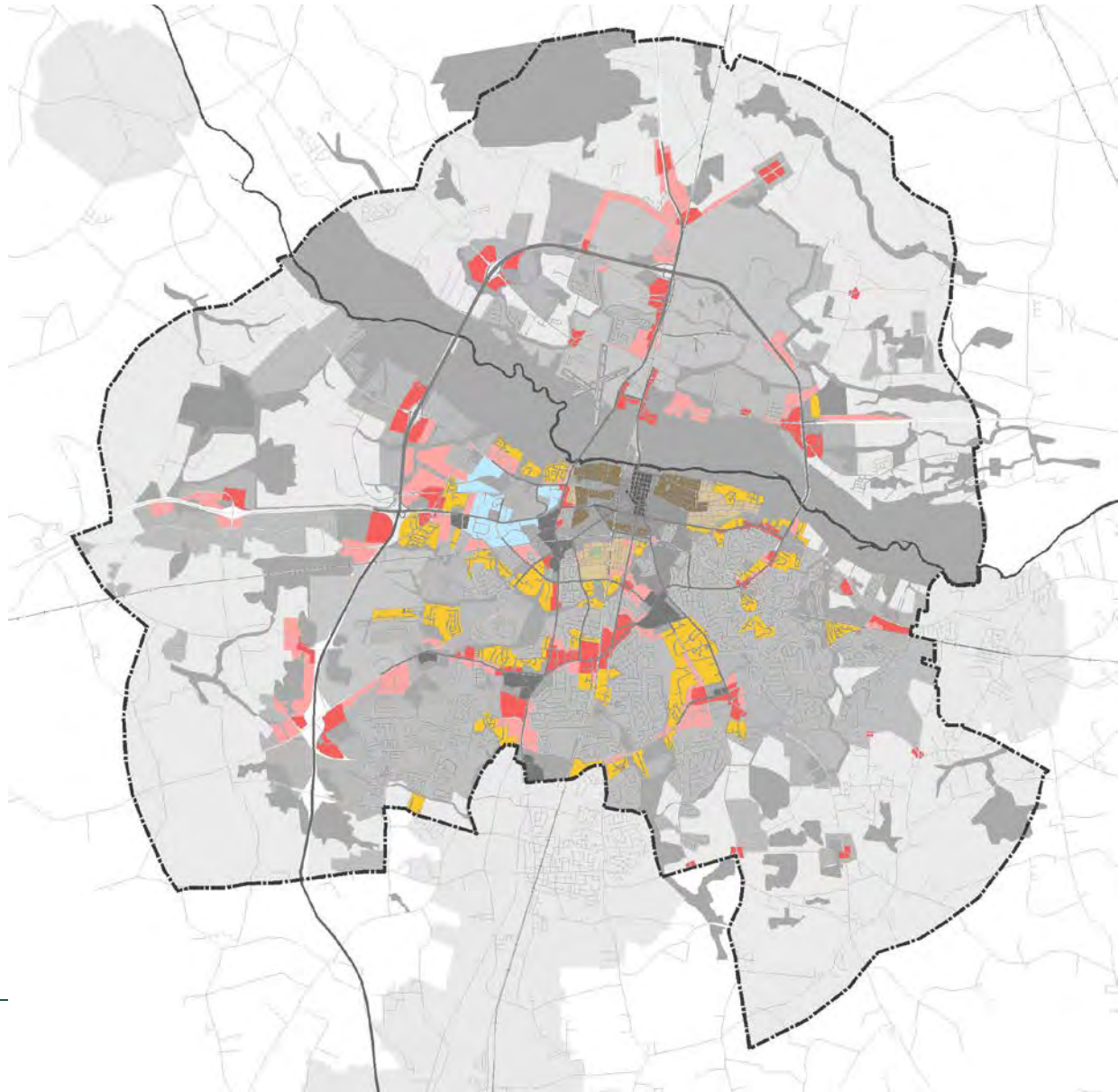
- Conservation areas
- Existing single family residential and neighborhoods
- Medical, ECU areas and industrial districts
- Historic Preservation



Evolve.

The general use and intensity should remain the same, but over time develop in a more walkable, connected pattern.

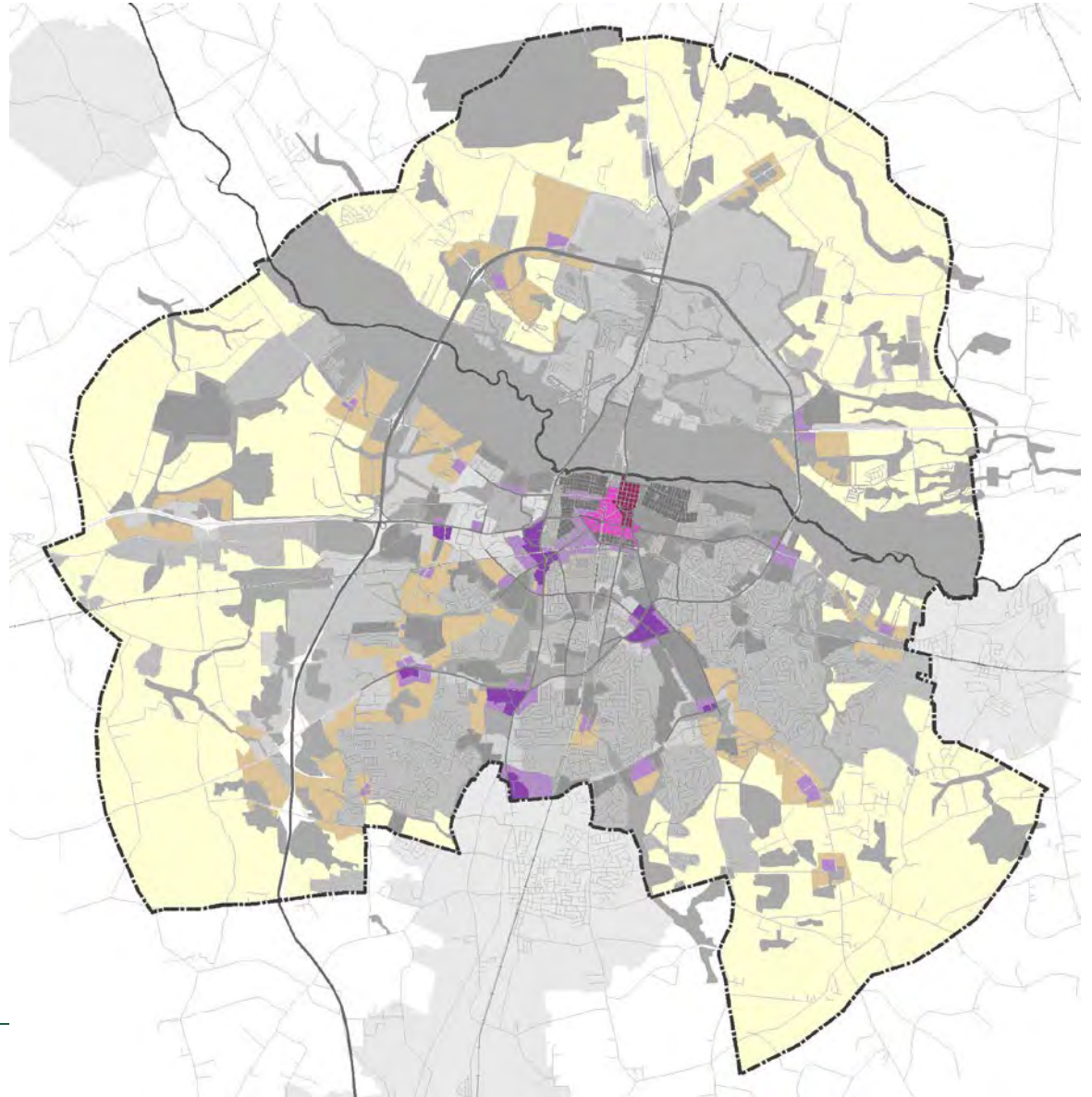
- Commercial, office and Institutional uses mainly along corridors
- High density residential
- Medical transition



Transform.

Opportunities for infill and redevelopment in new pattern.

- Uptown
- Mixed Use Centers
- Traditional Neighborhoods



Big Ideas for The City

6. Collaborating Across City Government, with Local Community Partners and with Neighboring Jurisdictions



East Carolina University



Pitt County



Vidant Medical Center



Pitt-Greenville Airport Authority



Village of Simpson



United Way of Pitt County



Pitt County Schools



Greenville Area Transit



ECU Transit



Pitt Area Transit



Greenville Utilities Commission



Pitt County Development Commission



Town of Ayden



Winterville



Town of Farmville



Pitt Community College



Greenville-Pitt County Chamber of Commerce



NC Department of Transportation/MPO



Uptown Greenville

Our Regional Partners



PARTICIPATION TODAY

Viewing the Horizons 2026 Plan

Purpose

- To provide citizens an opportunity to view the *public review draft*
- To gather comments from citizens that will be incorporated into a final *public hearing draft*

Approach

- Open House is self-paced and self-selected
- Volunteers are working at each station to help participants orient
- Boards provide overview of plan highlights
- Copies of plan chapters available for diving deeper
- Opportunity to provide input at stations through activities
- Other ideas / impressions provided via Comment Form

Open House Orientation

Visit the stations to learn more and contribute your ideas.

- Station A **Where do you Live? Where do you Work?**
Share with us on a map where you live and work
- Station B **Introduction**
Find information about the Horizons 2026 planning process and this Open House
- Station C **Vision Framework**
Learn about the city's draft vision for the future
- Station D **Chapters**
Explore the goals and policies included in all eight draft plan policy chapters
- Station E **Actions**
Indicate which actions you think are most important for achieving the city's vision
- Station F **Future Land Use and Character Map**
Explore the plan for how Greenville will grow and develop over time
- Station G **Area Plans**
Learn about Greenville's four Areas: (1) Airport Corridor Area, (2) Medical Area, (3) Memorial Drive/Arlington Boulevard, and (4) Southwest Bypass


Providing Feedback

- Tell us what you think!
- Ask staff or consultants any questions.
- Provide your comments on the comment forms or on the boards.



Tell Us What You Think
Post Your Sticky Notes Here:

For More Information, Please Visit:
Horizons.GreenvilleNC.gov

 **Horizons 2026**
GREENVILLE'S COMMUNITY PLAN

Thank you for participating in the
Horizons 2026 Planning Process!



 **Horizons 2026**
GREENVILLE'S COMMUNITY PLAN
Comment Form Public Open House

Building Great Places (Chapter 1)
Comments of Support

Comments of Concern

Other Ideas

Enhancing Mobility (Chapter 2)
Comments of Support


Comments of Concern

Other Ideas

CLARION NEXT

Next Steps → Adoption Process

- **July 11, 5:30pm:**
Final Comprehensive Plan Committee Meeting
to endorse the Public Hearing Draft of the Plan
- **July 19, 6:30pm:**
Planning and Zoning Commission Meeting
- **August 18, 6:00pm:**
City Council Public Hearing



Thank You For Your Participation!



For more information and updates on the Horizons 2026 Plan:

Horizons.GreenvilleNC.gov

