



*Greenville --  
where progress thrives  
and opportunities flourish*

**City of Greenville  
Comprehensive Plan of Action**

March 2008

**South Central Alabama  
Development Commission**

**ACKNOWLEDGMENTS**

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Additional copies of the 2008 Greenville Comprehensive Plan, are available, as supplies last, through the City of Greenville.

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# Introduction

## Authority, Purpose and Process

Community planning is a process in which consensus is built among citizens, local officials, businesses, industries, land owners and land developers regarding the future growth and direction of a community, town or city. The cities of Alabama find their authority for planning, zoning and the regulation of subdivisions in powers granted to municipalities by the State Legislature. Title 11, Chapter 52 of the *Code of Alabama, 1975*, as amended, outlines the powers, duties and responsibilities of municipalities in the regulation of land in and around the corporate limits. Section 11-52-8 of the *Code* states that it shall be the function and duty of a municipal planning commission to make and adopt a master plan for the physical development of the municipality. The use of the word "shall" in this section of Alabama's administrative code provides not only the authority, but also the responsibility, of municipalities to plan for the long-range growth and development of lands within their jurisdiction.

The adoption of Greenville's last land use plan in 1998 was followed by several major events that have led to development of a new comprehensive plan ten years later. Past events that altered Greenville's future include an economic downturn and population decrease in the late 1990s with industry closings. Early in the new millennium, Greenville began experiencing an economic recovery with the recruitment of supplier industries for Hyundai Motor Manufacturing Alabama, which is located 30 miles to the north, and local unemployment rates dropping to all-time lows. Around the same time, Greenville began experiencing increased commercial growth around the Interstate 65 interchange at Fort Dale Road (AL Hwy 185). As the City of Greenville began making the capital improvements necessary to support the new industrial and commercial growth, City leaders realized that it was time to make a new plan for the future -- a plan to attract and manage growth and a plan that would protect the features and qualities that are unique to Greenville and cherished by her citizens.

The development of the Greenville Comprehensive Plan and its subsequent implementation provide the foundation for making long-term decisions regarding capital improvements, the provision of services and attaining the vision held by citizens of what they want their community to become. It is clearly recognized, however, that this comprehensive plan may contain some recommendations that may or may not come to fruition. As with any long-range plan, personal or for a community, events may take place that change the course of the plan. It is intended that the City of Greenville utilize the the comprehensive plan as a decision-making guide. If events occur that alter the City's long-range plans, then it will be necessary to update the comprehensive plan based on the impact of those events.

The 2008 Greenville Comprehensive Plan was prepared under the direction of a 45-member steering committee comprised of representatives from the City of Greenville, education, economic development, business and industry, development, large property owners, transportation, utilities, housing, healthcare, community facilities, recreation, and civic and religious organizations. The Greenville Comprehensive Plan Steering Committee met approximately twice a month over a period of 18 months. Working with the South Central Alabama Development Commission (SCADC), the Steering Committee established a long-range vision for the city; reviewed the inventory of existing conditions; formulated mission statements and identified issues and opportunities for each of eight elements of the plan; created a development concept and strategies; identified priorities; identified partnerships necessary to implement the plan; and devised an implementation schedule.

In addition to the citizen participation gathered through the Steering Committee, two public Open House forums were conducted to review the progress of the Comprehensive Plan and provide additional direction to the Steering Committee. The Open Houses were held from 3:00 PM to 7:00 PM at the Greenville-Butler County Public Library on September 20,

*Francine Wasden and Sue Arnold greet visitors at the Greenville Comprehensive Plan Open House in September 2007.*



*Interaction and response at the Greenville Comprehensive Plan Open House, Sept. 2007.*



2007 and February 19, 2008. The Open House meetings were advertised in *The Greenville Advocate* as a come-and-go format that would allow citizens to attend as their schedules allowed and at their convenience. Attendees were able to visit displays that were facilitated by Steering Committee members and provide comments and suggestions. At each Open House, facilitators received oral comments and posted them on the displays with sticky notes to maintain a written record. Citizens were also afforded the opportunity to complete a comment form on which they could make more detailed comments and suggestions.

At the first Open House in September 2007 there were more than 80 citizens in attendance. Citizens had the opportunity to review and comment on the proposed long-range vision and mission statements, the proposed development concept, and issues and opportunities related to each of the eight elements of the comprehensive plan. Comments and suggestions from the Open House were reviewed by the Steering Committee and adjustments were made as necessary in the proposed Greenville Development Concept.

Approximately 40 citizens attended the second Open House in February 2008. Displays provided information about the proposed Development Strategies that addressed the eight components of the Greenville Development Concept that had been presented previously. Again, citizens were provided with written explanatory material and were able to interact with facilitators to ask questions for further clarification. Response from citizens regarding the format of the meeting was positive in that it allowed them the opportunity to review the entire development concept and strategies, but enabled them to focus on their individual area of interest. The Open House meetings provided the Greenville Comprehensive Plan Steering Committee with direction prior to submitting the final draft of the comprehensive plan to the Greenville Planning Commission for public review. Prior to adoption, formal public hearings were conducted by the Greenville Planning Commission on March 3, 2008 and by the Greenville City Council on March 10, 2008.

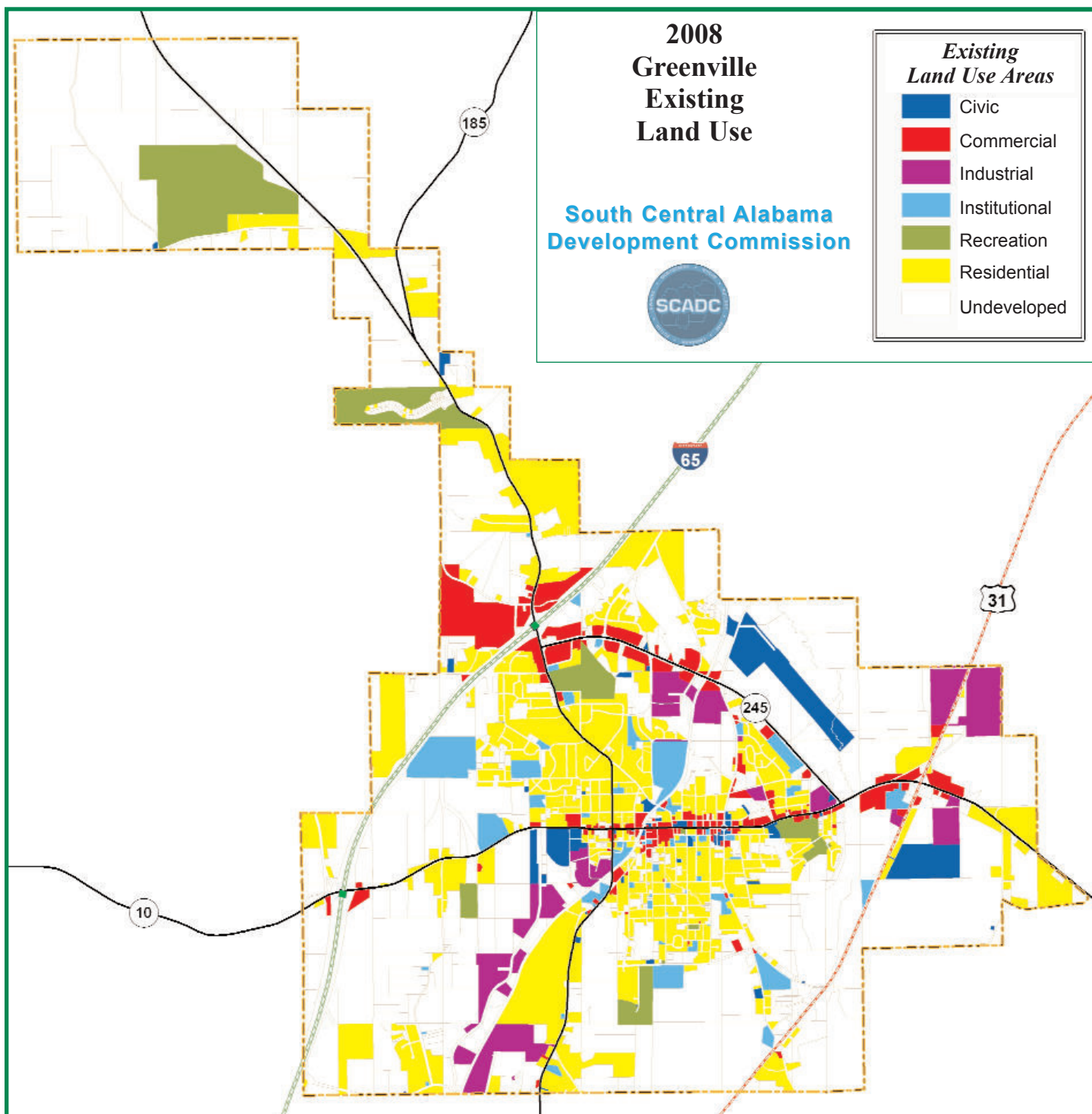
The final products of the Greenville Comprehensive Planning Process are designed to achieve widespread distribution to and participation by Greenville citizens. Products include a newspaper insert summary, a 28-page plan of action and a documentary binder. All documents are also available in an electronic format. Although the final product of the planning process is a comprehensive plan, the greater result is the on-going process for anticipating and managing Greenville's future and staying in a position to maximize opportunities as they arise.

### **Planning Context**

Incorporated in 1871, Greenville is a small rural city in south central Alabama, known as *The Camellia City*. The nickname comes not only from the abundance of camellias that grace the landscape of the City, but also because citizens of Greenville were instrumental in the redesignation of Alabama's state flower from the goldenrod to the camellia in 1959. The area that is now Greenville was settled by pioneers moving westward as the Federal Road was constructed to provide a safe route from Washington, D.C. to New Orleans under the direction of President Thomas Jefferson in 1806. The community was originally called Buttsville in honor of Captain Samuel Butts, a native of Georgia who was killed during the Creek War. Later, settlers from South Carolina renamed the community "Greenville" in honor of the beloved city that they had left behind. Present-day Greenville could be the prototype of a quaint southern town exhibiting the charm of an historic central business district flanked by historic residential architecture, the majority of which is still in sound condition, with newer commercial growth occurring on the City's outlying major thoroughfares. Prior to 2000, Greenville might have been one of Alabama's best kept secrets. In 2001, however, Greenville was ranked #1 in a national survey as the *Best Small Town in America*, letting the cat out of the bag about how wonderful it is to live in Greenville. These rankings confirmed the mindset of many leaders in Greenville that their City is special and warrants the extra nurturing necessary to move forward.



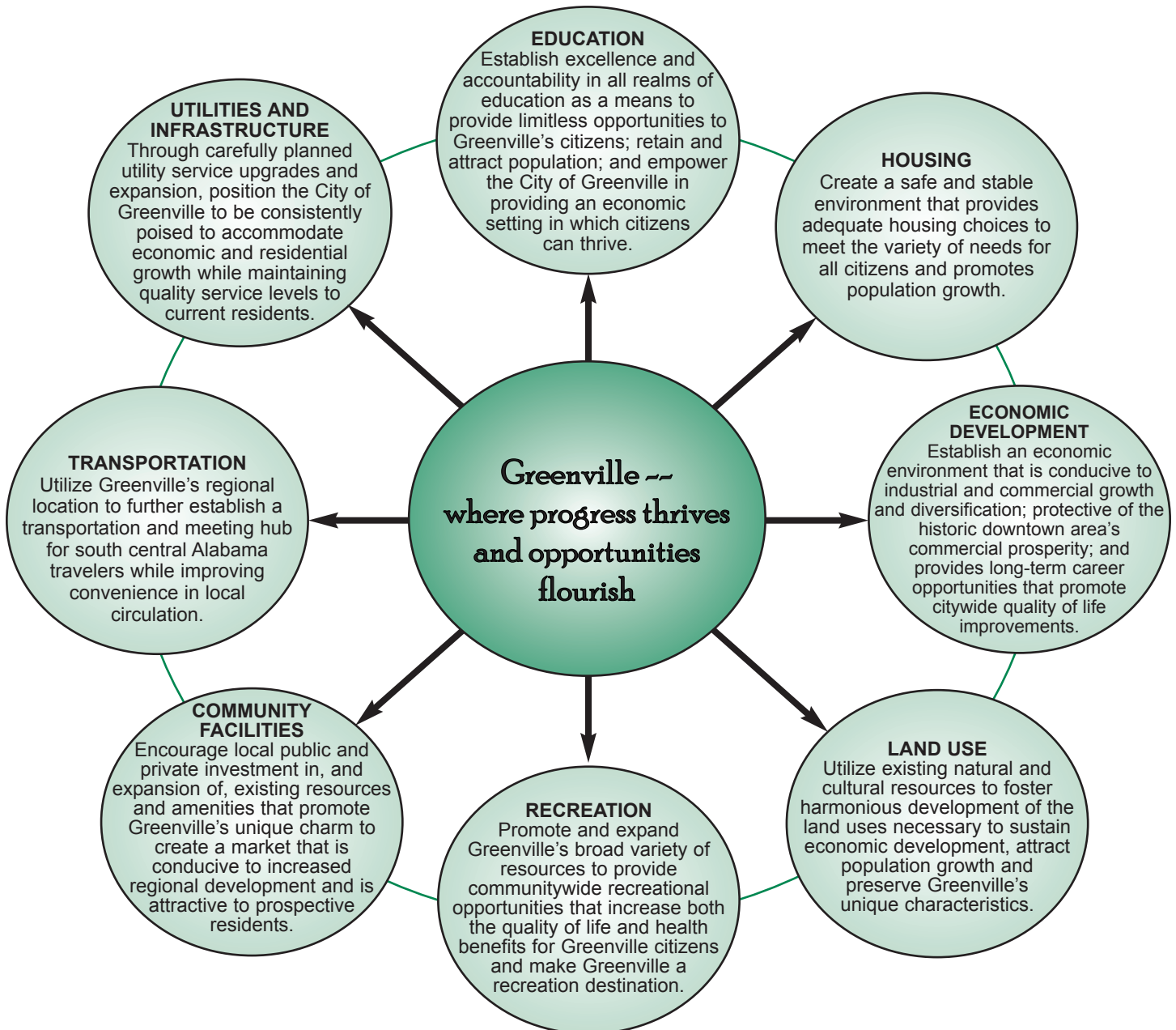
occupy 3.5 percent of Greenville’s land area; commercial land uses occupy 3.4 percent; institutional land uses occupy 2.6 percent; and civic land uses comprise 2.2 percent of the land area. The majority of the developed land in the City is located between the Greenville Bypass to the north and School Highlands Road to the south, and between Interstate 65 to the west and U.S. Highway 31 to the east, plus recent development that has occurred west of Interstate 65 along Cahaba Road and Interstate Drive. Outside of these boundaries, there exist sporadic residential and recreational development in the northwest part of Greenville. Within the highly developed portions of Greenville, commercial land uses are concentrated in the downtown district, around Exit 130 along Interstate 65, and along the Greenville Bypass. The Bypass area also has some limited industrial and institutional land uses. Other locations for industrial development include the southeast and northeast parts of the City in industrial parks. Institutional, recreational and civic land uses are located throughout Greenville without any apparent development pattern. Most of the residential subdivisions are clustered along the east and west sides of Fort Dale Road, southeast of Interstate 65, and south of the central business district.



# Guiding Principles

Shown below are the Greenville Vision Statement and Mission Statements for each element of the Comprehensive Plan. These statements were formulated to guide the development of action plans necessary to implement Greenville's vision. Each of the mission statements supports the Greenville Vision and are also interrelated to one another.

It is recognized that there are challenges and opportunities for Greenville's future that are related to each of the eight elements of the comprehensive plan. It is also recognized that there is considerable "cause and effect" found among the challenges and opportunities of the elements. This interrelationship of missions, challenges and opportunities mandates that proposed actions address a challenge or opportunity in its entirety, not just as it relates to one element, such as housing or education. Together, the Greenville Vision and the element mission statements, challenges and opportunities were utilized to formulate the long-range Greenville Development Concept, Development Strategies and the action items included in the implementation portion of the Greenville Comprehensive Plan.



## Challenges

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### Education

Parental Involvement, Education and Training  
Options in Education  
Social Impacts on Students  
Image  
Accountability

### Economic Development

Recruitment  
Infrastructure  
Labor Force / Skills / Wages  
Land / Location

#### *Greenville Fire Station No. 2*



### Housing

Affordable Housing  
Building Quality  
Housing Choice  
Provision of Services  
Locating Housing Opportunities

### Community Facilities

Healthcare Services  
Senior Services  
Lack of Cultural Resources  
Emergency Services  
Fire ISO Rating  
Appearance

### Utilities / Infrastructure

Future Water Service  
Power Service  
Sanitary Sewer Expansions  
Stormwater Management  
Maintaining Solid Waste Service Levels  
Limited Residential Natural Gas Service

### Recreation

Private Enterprises  
Park Improvements

### Transportation

Conflicts with Truck Traffic  
Commercial Access  
Road Inconsistencies  
Public Transportation Services  
Circulation Network  
Storm Drainage on Roadways

### Land Use

Property Maintenance  
Preservation  
Natural Resource Management  
Commercial Encroachment  
Residential Development  
Circulation Improvements

## Opportunities

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### Education

Improve and Promote Image  
Social Issues  
Skilled Labor Force  
Opportunities, Options and Alternatives for All Students  
Partnerships

### Economic Development

Recruitment / Attraction / Diversification  
Land / Location  
Skills  
Labor Force / Wages

### Housing

Specialty Housing Market / Attraction  
Bedroom Community to Montgomery  
Annexation  
Attract Residential Growth and Development

### Community Facilities

Downtown Greenville  
Arts and Entertainment  
Library Services  
Conference Center  
Community Centers  
Beautification

### Utilities and Infrastructure

Ensure Adequate Solid Waste Service  
Upgrade Stormwater Management  
Expand Natural Gas Service  
Improve and Expand Telecommunication Services

### Recreation

Increase Quality of Life  
Tourism Promotion  
New Parks and Facilities  
Expand Sports Programming  
Citywide Walking Trail System  
Recreation Partnerships

### Transportation

Alternative Transportation  
Circulation Improvements  
Gateway Development  
Facilitate Commuting  
Airport Facilities  
Transportation Hub  
Public Transportation Services

### Land Use

Gateway Development  
Neighborhood Commercial Development  
Preservation  
Circulation Improvements  
Natural Resource Management

#### *Mac Crenshaw Memorial Airport, Greenville*

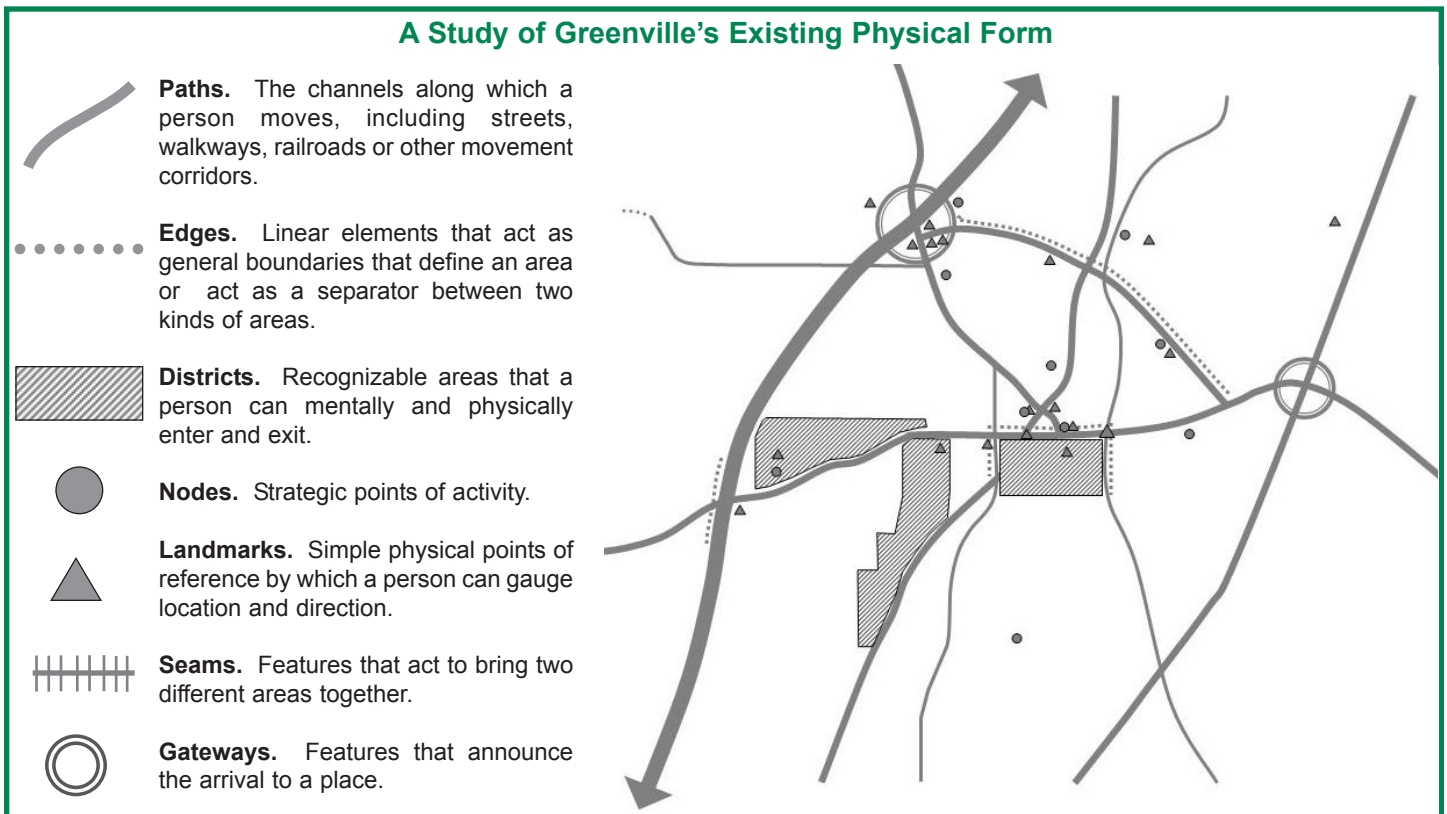


# Development Concept and Strategies

The Greenville development concept and the eight development strategies found herein are the culmination of the identification of long-range challenges and opportunities that must be addressed as the City of Greenville and her citizens move forward to accomplish their goals. Discussions during the planning process led to the common agreement that there exists some basic development premises that relate to all facets of life in Greenville, now and in the future, which are:

1. Maintain Greenville's hometown character and charm.
2. Retain existing population and attract population growth.
3. Provide excellence in all realms of education.
4. Protect and promote the central business district and surrounding residential areas.
5. Diversify and increase the economic base of the City.
6. Provide a variety of housing choices.
7. Provide community facilities, resources and services necessary to sustain the existing and future population.
8. Maximize Greenville's location on Interstate 65 and U.S. Highway 31.

Early in the planning process, a study was made of the physical form of Greenville to determine how people enter and move around the City, where activity centers are in relation to movement corridors, and what residents use for directional guides. The study was made using very simple graphic symbols, as shown below, to clearly define how Greenville functions. The Greenville Development Concept and Development Strategies take the process of defining city form and function a step into the future. Together, the development concept and development strategies form a framework for Greenville's future physical growth and development. Rather than specify parcel by parcel future land uses, the development concept and strategies provide an outline for the character of growth and development in general areas. While each of the development strategies is unique in and unto itself, it is also woven into the overall development fabric of Greenville to promote harmonious land use patterns and efficient city form.



## Development Concept

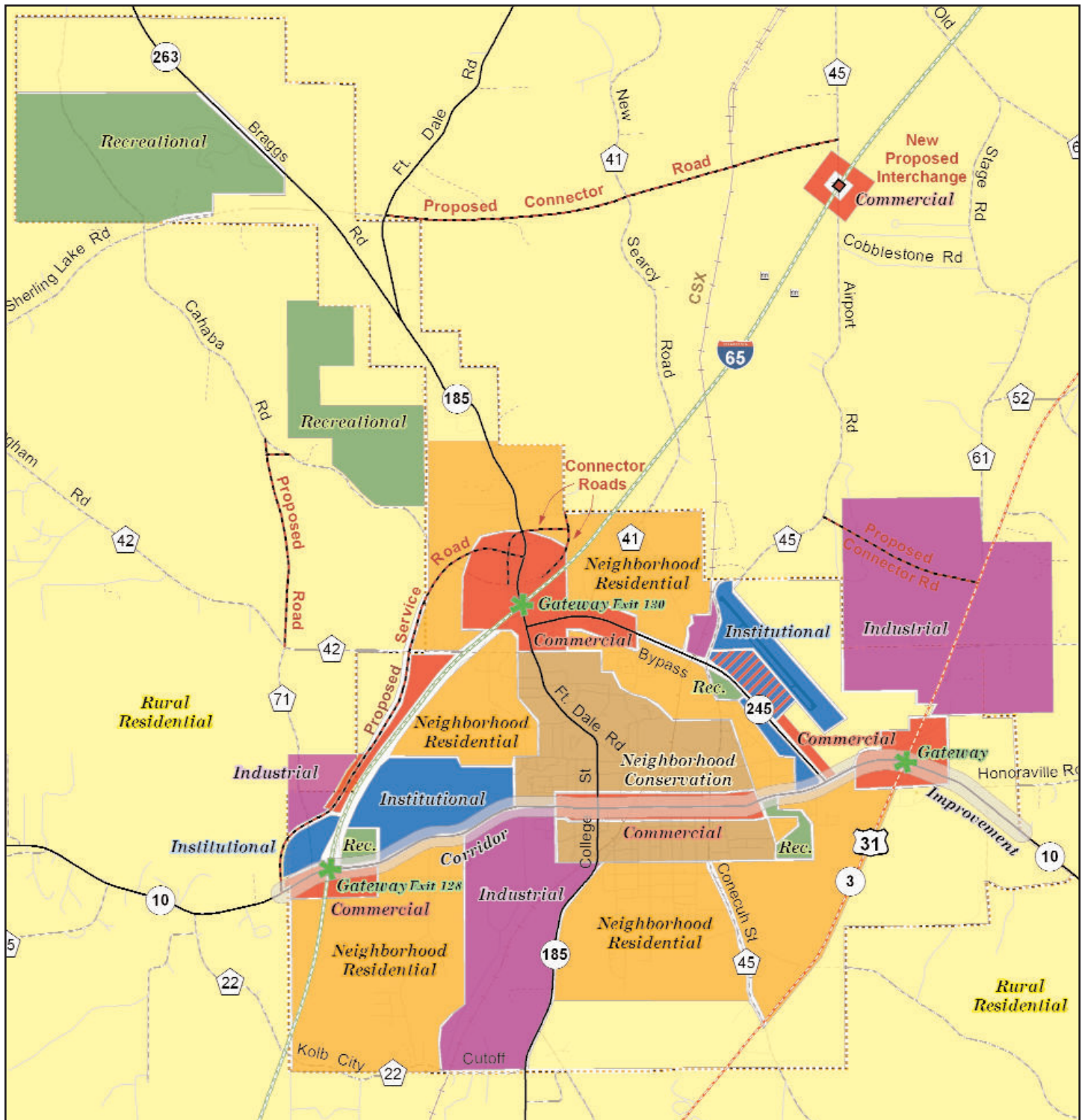
The Greenville Development Concept is a bird's eye view of the City's plan for its physical growth and development over the next 20 years. The Development Concept was created in response to the need to plan for and guide public and private investment and construction in a way that meets and resolves challenges, as well as maximizing existing and future opportunities. While not all of Greenville's challenges and opportunities can be shown graphically, the Development Concept shows how resolving issues and recognizing opportunities, once they have been identified, can bring a transformation to the physical layout and appearance of the City, including land use patterns, circulation and mobility, and aesthetics.

The Development Concept places development into one of eight general categories: Gateway Development; Commercial Development; Industrial Development; Institutional Development; Residential Development; Recreation; Transportation; and the Highway 10 Corridor. The development categories differ from land uses because they refer to the "character" of both the structural and non-structural development as opposed to the specific use of the land. A Gateway Development area, for example, may include several different types of land uses as well as aesthetic amenities that work together to form an entrance to the City of Greenville. The same is true for the Highway 10 Corridor which encompasses land uses ranging from residential to commercial to industrial; however, there should be a visual commonality among all the land uses that defines the corridor as a primary route to Downtown Greenville.

Further, the Development Strategy is not necessarily site specific, nor is it intended to dictate land use on every lot. Instead, it provides flexibility in guiding growth and development in response to opportunities to reach the City's long-range vision and goals. While each development strategy is individually unique, they are integrated into the overall development scheme for Greenville through interrelated connections. In response to market demands and opportunities, each type of development area can be more fully developed as time progresses, with the Greenville Planning Commission ensuring that new development, as it occurs, retains the underlying character of the area. Each of the development categories is examined in more detail on the following pages and includes specific actions necessary to define the character of the area, along with the identification of cost factors.

### Development Concept Highlights:

- Establish "entrances" to Greenville with gateways to maximize Greenville's regional location
- Establish Greenville as a regional transportation hub and meeting place
- Pursue construction of proposed roads as market demands and opportunities arise
- Redevelop Highway 10 with Exit 128 Gateway to bring increased traffic to downtown and lessen congestion at Exit 130
- Encourage and promote educational excellence in all school systems: public, private, post-secondary
- Establish commercial and residential growth boundaries
- Increase housing opportunities and housing choice and promote Greenville as a residential center
- Cluster low, medium and high residential development within core growth boundaries: between I-65 and Highway 31, north of Bypass area to School Highlands Road, and west of I-65 surrounding proposed commercial area
- Encourage rural residential development (large lots, estate lots) in outlying parts of Greenville: northwest, east of Highway 31, southern part of City
- Maintain and promote downtown core district, as well as established neighborhoods
- Encourage highway commercial uses in gateway areas
- Encourage well-managed local commercial development surrounding gateways, on Highway 10, Greenville Bypass, and west of Interstate 65 along proposed road.
- Expand and diversify existing industrial parks as opportunities arise
- Pursue development of evacuation facility and arena with supporting emergency services
- Pursue warehouse / distribution center and technology jobs for industrial diversification
- Facilitate commuting to surrounding areas for employment
- Develop and promote Greenville's resources for tourism and recreation
- Investigate increased recreational opportunities, while upgrading existing facilities
- Promote, support and further develop community facilities to increase quality of life and retain / attract residents
- Establish two major institutional areas to increase access to services by residents and visitors



# Greenville Development Concept 2008

## Development Strategy Areas

- Commercial
- Corridor Improvement
- Gateway
- Industrial
- Institutional
- Institutional / Commercial
- Neighborhood Conservation
- Neighborhood Residential
- Recreational
- Rural Residential

## Proposed Infrastructure

- Interstate Exit
- Road

## Gateways

Gateway development is a means of welcoming residents and visitors to Greenville and establishing a sense of “place” or arrival to a destination. Gateways are planned for the intersections of Interstate 65 and Fort Dale Road (Exit 130); Interstate 65 and Highway 10 (Exit 128); and Highway 10 and U.S. Highway 31. Gateway areas should incorporate the utilitarian form of highway commercial uses in a way that creates a visual appeal that is reflective of Greenville's hospitality. This character can be established with highway and interstate landscaping, design-sensitive signage and lighting, building facades and the protection of scenic views and special natural areas. Typical land uses that may be found in a gateway area include highway business or highway convenience, tourism and entertainment, institutional, and, in the Highway 31 / Highway 10 gateway area, industrial. As proposed, each of the planned gateways has a different character based on the type and amount of traffic generated, destinations and surrounding land uses. It should be clearly understood that the proposed aesthetic improvements are not revenue generators. Instead, the beautification efforts should complement the planned development to entice visitors and new residents to Greenville.

### Interstate 65 and Fort Dale Road - Exit 130

Gateway development at Exit 130 includes making improvements to existing properties with landscaping, lighting and signage. A commercial character has already been established in this area. The current visual noise, however, needs to be reduced to truly welcome travelers to Greenville and clarify directional symbols. The limitation of additional ingress and egress on Fort Dale Road and curbing further expansion of commercial development outside of designated growth boundaries in this area is paramount to the creation of an appealing gateway. To accommodate additional commercial growth, it is necessary to begin plans for a service road between Exits 128 and 130 on the west side of Interstate 65.

### Interstate 65 and Alabama Highway 10 - Exit 128

The proposed character of the Exit 128 Gateway is a well-defined and functional institutional district. Planned development includes primarily new construction of highway business, institutional, recreational, and tourism land uses. The Exit 128 Gateway should become the primary entrance to downtown Greenville so that traffic congestion is reduced at Exit 130. As such, the installation of well-designed wayfinding signage that directs travelers to the downtown area will be a key improvement. As an institutional node for the City, it will be important to maintain accessibility and minimize traffic congestion through drainage improvements, diligent site plan review and shared parking, as feasible.

### U.S. Highway 31 and Alabama Highway 10

Gateway development at U.S. Highway 31 and Alabama Highway 10 is planned to have a more industrial character than the Interstate 65 gateways; yet it can be just as attractive with selective landscaping, lighting and building facades. Improvements should include landscaping, lighting and directional signage. Vegetative buffering, or screening, will be particularly important in this area. Highway business, light industrial, and office / warehouse businesses should be encouraged to form a cluster of development that helps define the boundaries of the area.



#### Recommended Improvements to U.S. Highway 31 and AL Highway 10 Gateway

- Four-lane Highway 31
- Widen Highway 10 with median and turn lanes to create boulevard entrance
- Replace highway street lights with appropriate scale lighting
- Vegetative screening or buffering of adjacent land uses
- Eliminate billboards in gateway
- Install directional signage
- Install low landscaping at intersection
- Encourage development of highway businesses with structural frontage on streets

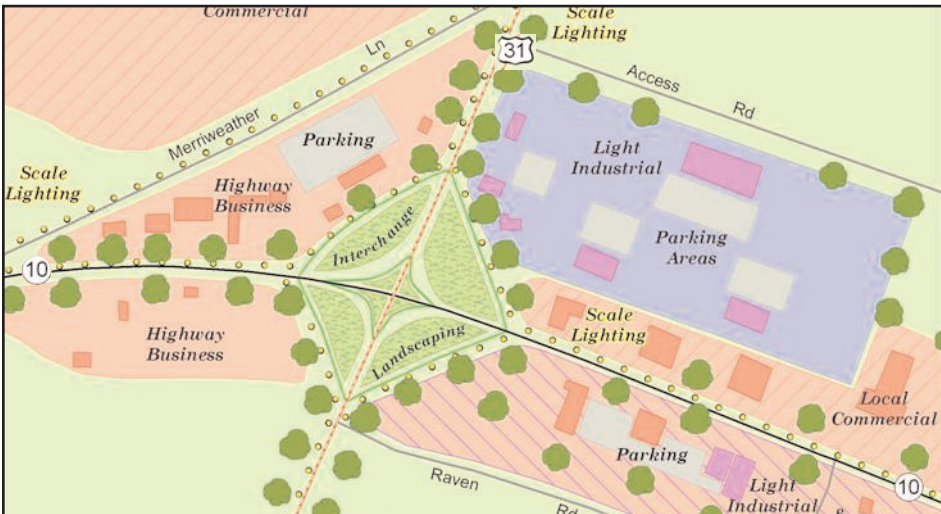
**Interstate 65 and Fort Dale Road Gateway - Exit 130**



**Interstate 65 and Alabama Highway 10 Gateway - Exit 128**



**U.S. Highway 31 and Alabama Highway 10 Gateway**



**Proposed Actions**

1. Construct service road between Exit 128 and Exit 130.
2. Beautification improvements through lighting, landscaping, and directional signage.
3. Utilize landscaping on frontage properties.
4. Stormwater improvements to accommodate traffic.
5. Amend zoning ordinance to establish a gateway overlay zoning district.
6. Strengthen sign ordinance requirements.
7. Commission Environmental Park Master Plan.
8. Work with ALDOT to widen Highway 10 as necessary.
9. Work with ALDOT to widen Highway 31.

**Cost Factors**

- ROW Acquisition on Highway 10
- ROW Acquisition and Construction of Proposed Service Road
- Gateway Lighting
- Landscaping of Gateway
- Wayfinding Signage
- Acquisition and Development of Environmental Park

**Existing Northbound Approach at the Interstate 65 Exit 128 Gateway area**



## Commercial Development

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A variety of commercial development is planned for different locations in Greenville including Downtown Commercial, Gateway / Highway Business, Local Commercial, and Neighborhood Commercial Districts. Each type of commercial development caters to a different market of the Greenville population and to visitors. Together, however, these areas can meet the retail shopping, service, office and entertainment needs of the residents of Greenville, as well as the regional population. Typical land uses in commercial areas include downtown office and retail, highway business, local commercial, neighborhood commercial, mixed uses, and higher density residential.

### **Downtown Commercial District**

The most critical commercial need for the City of Greenville is the ongoing maintenance, preservation and improvement of the historic downtown commercial district and the associated civic properties. Expanded in 2004, the Downtown Historic District, as it is listed on the National Register of Historic Places, encompasses 110 acres with 59 buildings. This area is one the Greenville's most unique features and is core to the City's statewide identity. As proposed in this plan, the downtown commercial district is significantly larger than the boundaries of the historic district and includes adjacent residential and mixed use properties to increase activity levels. It is planned that Downtown Greenville act as the City's commercial anchor with professional, civic, retail and institutional establishments. Developing a specialty niche for Downtown Greenville that is not competitive with highway business and local commercial uses is a key factor in attracting commercial investment, tourism and local patronage. A successful future for the downtown commercial area will be dependent on private investments, public assistance and incentives, local support and continuation of the City's existing Main Street Program. Other programs that could strengthen the downtown revitalization efforts are the Certified Local Government through the Alabama Historic Commission and the Alabama Communities of Excellence (ACE) Program.

### **Gateway / Highway Business**

Highway convenience businesses attract visitors and enable residents to shop at home with large retail shopping resource. Typical uses include hotels, inns, restaurants, convenience stores, service stations, auto parts and dealerships, RV lots and campgrounds, and large box-retail stores. Given the large size of this type of business, these areas should still remain proportionately small and concentrated. Highway business development should be restricted to the gateway areas with defined growth, or development, boundaries to prevent encroachment into non-commercial areas. Development of highway convenience businesses should include shared parking facilities as feasible and shared access along from service roads to lessen congestion on main thoroughfares. Aesthetic amenities, such as landscaping, lighting and attractive signage, are important in these developments because of their location at the entrances to Greenville and the image portrayed for the City.

### **Local Commercial**

Local commercial development includes establishments that cater to residents and increase their ability and desire to shop at home. Local commercial uses would include grocery stores, drug stores, gift shops, services, and specialty stores. These areas should be developed in a way that does not cause undue traffic congestion. Shared parking and access will be a key factor in making these developments conducive for patronage by residents. Local commercial development is planned for the Greenville Bypass and along the proposed service road west of Interstate 65 between Exits 128 and 130. To a limited degree, local commercial development is also encouraged adjacent to the planned highway business / gateway areas within the defined growth and development boundaries. Emphasis should be placed on infill development of existing vacant lots and reuse of vacant buildings prior to the construction of new local commercial developments.

### **Neighborhood Commercial**

Neighborhood commercial uses are planned for the redevelopment of the Methodist Hill area bound by Parmer Street, Conecuh Street, School Highland Road and Government Street. This prototype area will include redevelopment of a small cluster of former commercial buildings that cater to the surrounding residents. The commercial uses should be accessible by vehicles, bicyclists and pedestrians. Successful development of a neighborhood commercial area is dependent on sufficient residential density to provide a customer base population, patronage of the neighborhood residents, and resident watchdogs for theft and vandalism because of the somewhat isolated location of the proposed businesses.

**Encourage Reuse of Vacant Retail Buildings**



**Proposed Neighborhood Commercial District**



**Proposed Actions**

1. Establish growth boundaries for commercial development.
2. Establish visitor information center in or near gateways.
3. Encourage shared access and parking among large retail developments.
4. Cluster local commercial uses to promote convenience in shopping.
5. Search for uses of existing vacant retail properties.
6. Encourage mixed use in downtown commercial district to entice residential growth and increase activity levels.
7. Pursue Certified Local Government status.
8. Update retail market study to determine projected commercial growth.
9. Target tourism for increased retail market.

**Cost Factors**

- Service Roads and Access
- Scale Lighting
- Sidewalks and Pedestrian Paths
- Street Furnishings
- Signage

**Downtown Commercial District**



## Industrial Development

It is proposed that industrial expansion occur in the vicinity of existing industrial parks located in southwest Greenville, south of Highway 10, and along Highway 31 in northeast Greenville. These locations provide the mobility necessary to support industry with both rail and trucking. Additionally, industrial growth at two different locations helps minimize work traffic congestion. In addition to the existing industrial parks, it is recommended that the City of Greenville and the Butler County Commission for Economic Development diversify its economic base with the attraction of commercial warehousing / distribution facilities and development of higher paying jobs. Typical land uses may include heavy to light industrial, light manufacturing, highway business, business parks, commercial or office warehouse, and limited recreation.

### Industrial Parks

The continued expansion of existing industrial parks helps to concentrate major utilities and services to designated areas and enables the City to better serve the industries because of the concentration. Key considerations in industrial expansion include maintaining transportation accessibility through on-going road and circulation improvements and maintaining superior utility services. Although the land uses within industrial areas are often utilitarian in nature does not mean that the park itself cannot be attractive. It is proposed that the existing industrial parks and any expansions be improved through landscaping, signage and lighting. These improvements encourage a mix of industrial uses and will help in the attraction of higher-end industries.

### Warehousing / Distribution

Because of Greenville's geographical location, there exist excellent opportunities to attract commercial / office warehousing and distribution centers. This type of industry can be successfully combined with highway business development to maintain the proximity to major transportation routes. This is an area that Greenville has not yet developed. Key locations include areas near I-65 Exit 128 and in the gateway area at Highway 31 and Highway 10.

### Proposed Actions

1. Amend zoning ordinance to allow compatible mixed uses within industrial areas.
2. Strengthen buffer requirements for industrial development.
3. Conduct an on-going "Hire Greenville First" campaign.
4. Investigate additional means to diversify economic base.
5. Partner with LBWCC and high schools to develop work force training programs.
6. Market industries with moderate to high wage base.
7. Partner with nearby education institutions to develop a technology / research park.

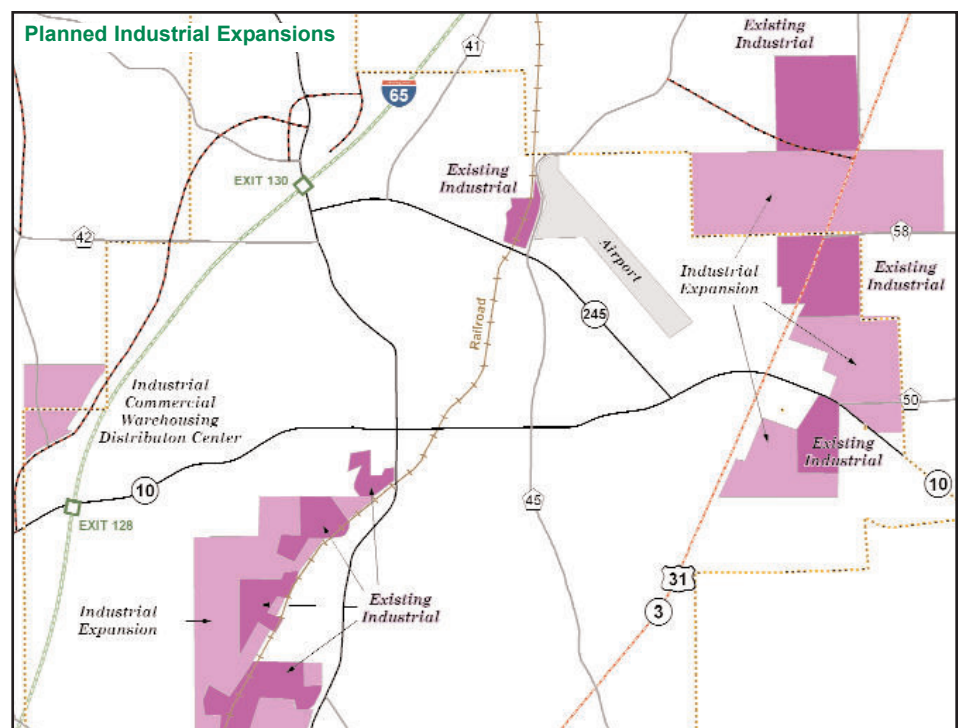
### Cost Factors

Land Acquisition  
 Site Preparation  
 Transportation Improvements  
 Training Programs  
 Potential Spec Buildings  
 Construct "Lease"  
 Developments  
 Utility Upgrades

### Hysco Development at the Greenville Industrial Park



### Entrance Improvements



## Institutional Development

Greenville has a strong institutional presence with the Butler County Courthouse, the City Hall, L.V. Stabler Hospital, LBW Community College and local schools. Further, Greenville has the opportunity to concentrate services making them more convenient and accessible to residents. It is proposed that two major institutional areas be developed. Typical land uses would include institutional, office commercial, highway business, local commercial, and recreation.

The first is the continued expansion of LBW Community College with meeting facilities and training centers on the Greenville Bypass north of Highway 10. An amenity to this location for institutional development is its proximity to Greenville's Mac Crenshaw Memorial Airport. Furthermore, the location on the Greenville Bypass provides opportunities for appropriate commercial development such as hotels and restaurants that are attractive to convention areas. It is also proposed that a new passive recreation park be constructed as an amenity to the institutional uses and to Greenville residents.

The second institutional area is proposed around the I-65 Exit 128 gateway area. The proposed development strengthens the existing location of Greenville High School, the Butler County Board of Education, L.V. Stabler Hospital and, to some degree, the Greenville Industrial Park. In fact, much needed medical facilities should be concentrated in this area.

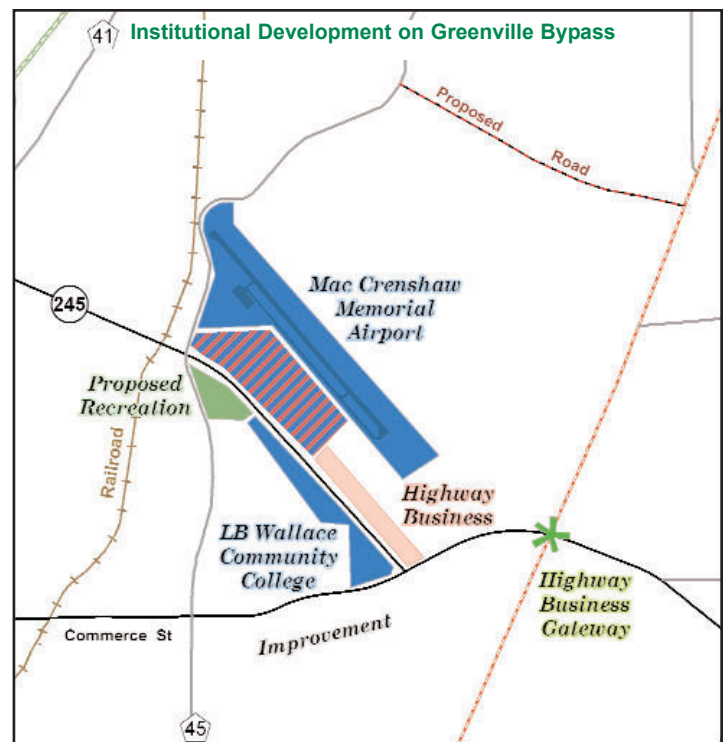
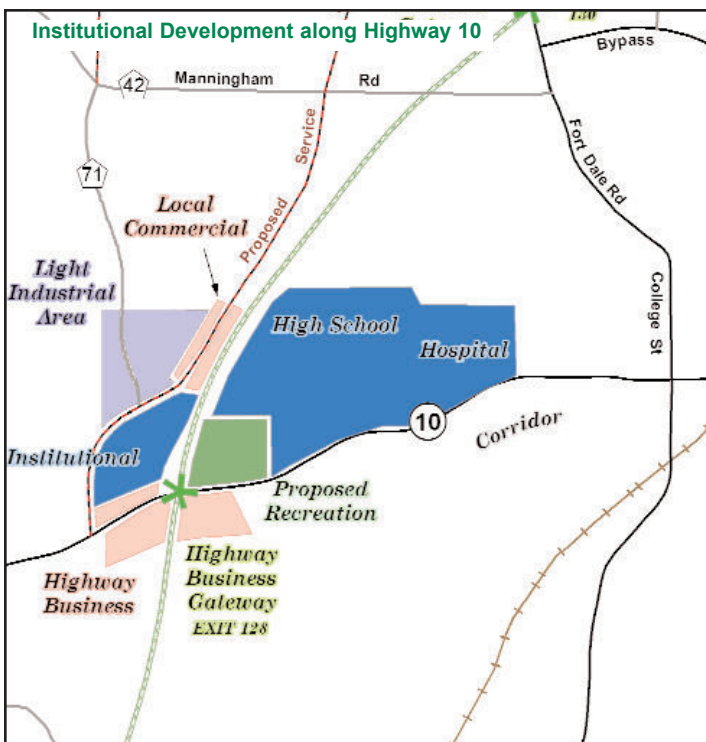
The Highway 10 institutional development should reinforce the entrance to Greenville and provide linkages to the civic institutional uses located in downtown Greenville. As opportunities arise, the institutional development should expand west across Interstate 65 to include a potential multi-purpose facility. It is also proposed that the Highway 10 Institutional area incorporate existing flood plains and wetlands into an environmental park that can provide an educational amenity to Greenville High School as well as tying in health benefits to the medical community. With the proposed location near I-65, there is strong potential for recreational tourism, as well.

### Proposed Actions

1. Modify zoning ordinance to reflect planned uses and development as driven by the investor market.
2. Pursue development of an emergency arena structure with federal agencies.
3. Ensure that the areas are adequately equipped with infrastructural, utility and emergency services to support the planned developments.
4. Pursue public-private development of professional medical facility space.
5. Market availability of developments for private investment.
6. Market Greenville's potential as a conference and training venue.

### Cost Factors

Construction of Proposed Arena  
 Transportation Improvements, as necessary  
 Park Development and Amenities  
 Upgraded Utility Services



## Residential Development

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An existing land use survey completed in 2007 revealed that approximately 2,439 acres of land in Greenville are dedicated to residential land uses, making residential the single largest use of developed land, at 17.5 percent of the total land area of the City. In fact, the percentage of residential land use is higher than all other developed land uses combined. The survey also showed that just under 59 percent of the total land area within the Greenville corporate boundaries is currently undeveloped. This undeveloped land provides plentiful opportunities for additional residential development to meet future population growth without expansion of the corporate limits. Not all of the undeveloped land will be physically suitable to structural development. With consideration to alternative types of development, however, the amount of land suitable for residential purposes can be increased.

Housing opportunity and housing choice are key to a viable residential market. Since residential development is largely driven by the private sector, it is often difficult for a city to ensure that adequate housing is available to meet citizen needs. Greenville currently has a shortage of affordable housing to meet the needs of the existing employment base or attract new residents. Affordable housing does not mean subsidized housing. Affordable housing means the availability of housing at a variety of income levels, which most often leads to housing choice. Housing choice can be fostered in high density communities, traditional subdivisions, as well as rural areas. It is proposed that Greenville take a four-pronged approach to housing: neighborhood conservation, traditional neighborhood development, rural residential development and creation of a specialty housing market. All residential areas, existing and future, should focus on both the actual and perceived safety of residents through construction of safe streets, lighting, and individual property maintenance.

### **Neighborhood Conservation**

The Residential Development Strategy encourages the preservation of the residential and mixed uses surrounding the downtown area and along the southern part of Fort Dale Road to maintain the overall community character of Greenville. These historic residential areas are major factors in defining the image of Greenville and should be protected from encroachment of commercial and industrial land uses. The National Register of Historic Places lists five historic residential districts within the neighborhood conservation area: the Commerce Street Residential Historic District; the Fort Dale - College Street Historic District; the King Street Historic District; the South Greenville Historic District; and, the South Street Historic District. Combined, these historic residential districts include 214 housing units of the City's 3,324 total housing units, or 6.4 percent. New residential construction and infill development in the neighborhood conservation area should be complimentary to the existing structures. Further, these areas should maintain their compact density levels and pedestrian accessibility and circulation.

### **Traditional Neighborhood Development**

Low to medium density residential development is planned for most of the existing and future traditional neighborhood areas located in the southern part of Greenville and in the areas along Interstate 65 and the Greenville Bypass. High density residential development should be carefully incorporated into these areas with special consideration given to traffic volume and accessibility. The moderate density levels, along with limited high density development, is necessary to foster community atmosphere, support local businesses, and facilitate delivery of services. Interconnections between neighborhoods should be maintained with a grid street pattern to ensure accessibility by emergency vehicles. Consideration should also be given to the provision of sidewalks or other pedestrian walkways in all new construction.

### **Rural Residential**

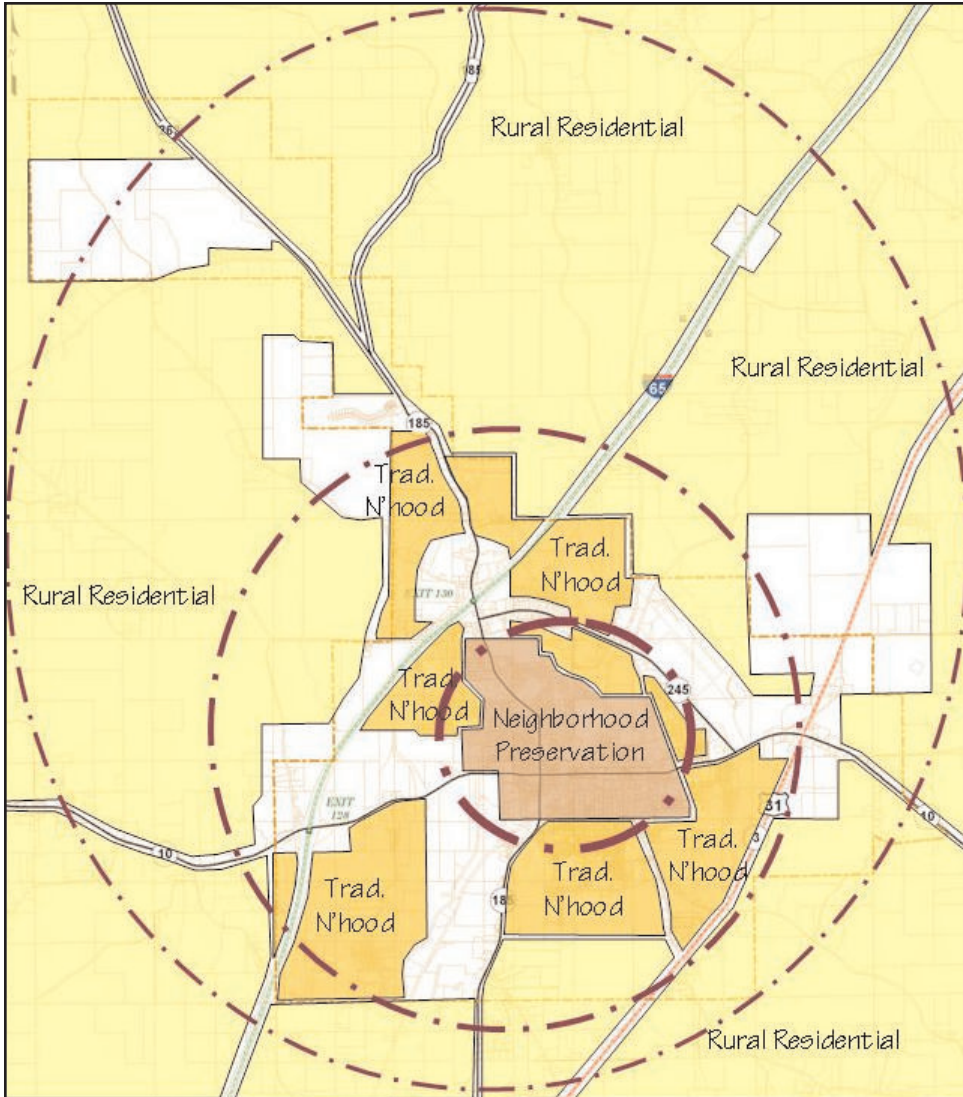
Estate lots, rural residential and agricultural development are encouraged around the outlying areas of Greenville and in the northwest part of Greenville to maintain a rural character and setting for the City. Residential density in these areas should be low to very low. It is proposed, however, that the City of Greenville encourage the development of alternative types of subdivisions that allow higher density of housing units in exchange for open space and community amenities. These types of developments are sometimes called conservation subdivisions. Conservation neighborhoods could be utilized to fill out the residential fabric of the City, as well as maintain rural character in the outlying areas.

### **Specialty Housing Market**

Greenville's regional location lends itself to the development of a specialty housing market to attract retirees or to attract those persons who would like recreational property, but want to avoid the beach. Greenville's recreational amenities would be a strong selling point in this type of development. The City has an existing Planned Unit Development (PUD) that continues to evolve in conjunction with a public golf course. It is recommended that a residential market study be conducted to determine what type of specialty housing market would be feasible in Greenville.

**Types of Planned Residential Development**

The rings shown below in the Residential Development Strategy show that the planned patterns of residential development decrease in density the further away the residential area is located from Downtown Greenville.



**Proposed Actions**

1. Establish residential growth boundaries.
2. Amend zoning ordinance to allow conservation subdivisions.
3. Amend zoning ordinance to create historic overlay zone for historic residential districts.
4. Conduct market study to determine which type of specialty housing market would be feasible in Greenville.
5. Establish partnerships with local developers and home builders association.
6. Market mixed-use housing opportunities.
7. Continue extension of existing grid street system.
8. Attract senior housing development.
9. Attract executive rental housing development.
10. Increase supply of affordable housing.

**Cost Factors**

Residential Market Study  
Adequate Infrastructure

**Protect Historic Housing Areas**



**Maintain Traditional Grid Pattern Development**



## Recreation

A vital part of the quality of life of Greenville is the existing recreational facilities including the golf courses, Sherling Lake, City parks, and sports and leisure time programs. It is recommended that these areas be linked through development of pedestrian paths to the extent possible by utilizing lands that are not suitable for structural development, such as linear flood plains. Streams and their associated flood plains play an important part in the ecological and economical well-being of developed areas. Flood plains and wetlands should have only limited development so that they can retain their natural function of filtering runoff from stormwater and containing flood waters during heavy rains. These areas could be utilized, however, for outdoor recreation purposes, such as parks and greenways, that could foster quality-of-life amenities and further tourism efforts. Typical land uses include recreation, entertainment, institutional, and light industrial.

Recreational facilities should include small and large-scale parks, sports facilities, programmatic facilities, hunting and fishing clubs, and trails. Some of these land uses are large areas, such as parks. Others are linear, in the form of trails or greenways. Consequently, many of these uses are public facilities and are present in many of the other development districts. Recreational lands can often serve as buffers between incompatible land uses and increase accessibility in doing so.

The Greenville Development Concept promotes the improvement of existing park facilities and recreational programming including both contact and non-contact sports, the further strengthening of partnerships between recreation providers, and the promotion of Greenville natural resources and recreational amenities in the attraction of residents and economic development, particularly through recreational tourism.



### Proposed Actions

1. Establish a land trust.
2. Develop marketing plan for long-range recreational tourism.
3. Obtain conservation easements for pathways.
4. Foster relationships with local land owners for inclusion of recreational amenities in private development plans.
5. Improve facilities to enable the hosting of state sports tournaments.
6. Develop a capital improvements program for making and maintaining needed upgrades to existing parks.
7. Continue strengthening partnerships between all recreation providers.
8. Market Greenville's resources for recreational tourism.

### Cost Factors

- Existing Park Facility
- Improvements
- Land Acquisition
- New Park Construction



## Transportation

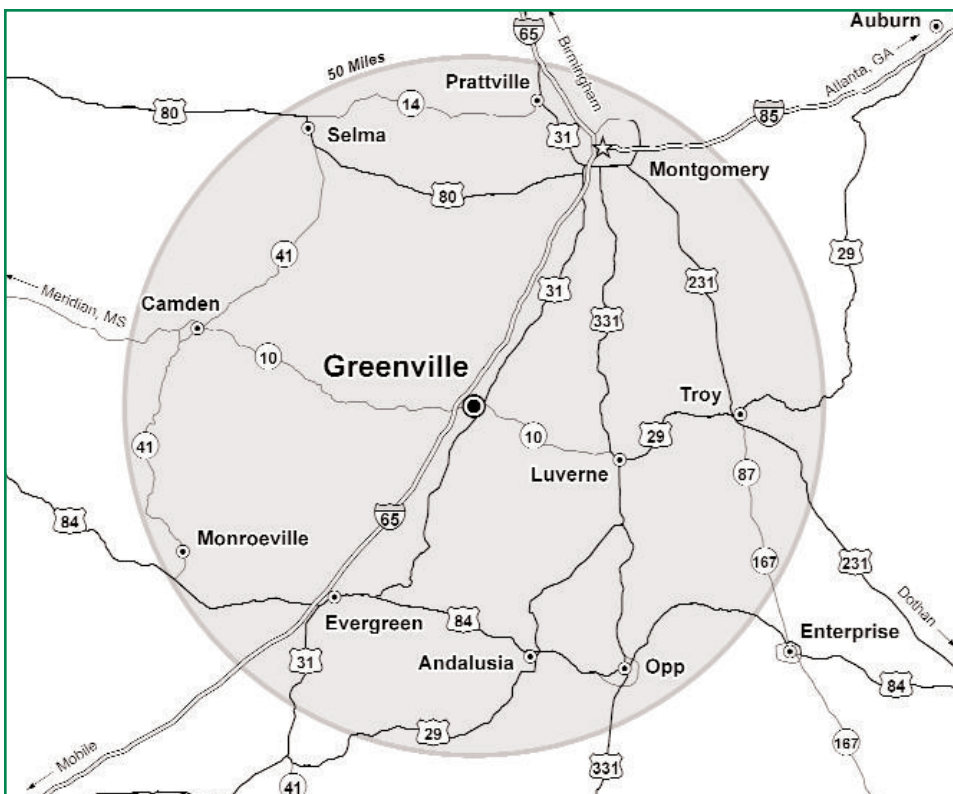
The development strategy encourages the establishment of a transportation network that provides convenient access to and around Greenville. This will include improvements to existing roadways and intersections, most notably the Fort Dale Road - Highway 185 area and the Greenville Bypass. Additionally, new roads are proposed west of Interstate 65 to provide access to commercial areas and residential development in the northwest part of the City. A new road is proposed across the northern part of Greenville with a new interstate interchange, connecting Highway 263 and US Highway 31. If developed, the northern road would provide tourism access to Cambrian Ridge, a premiere golf course on the Robert Trent Jones Golf Trail, and the airport and increased industrial access.

The Greenville Development Concept also promotes the development and marketing of Greenville as a regional transportation hub and “meeting” location. Greenville’s accessibility to major vehicular transportation networks and rail lines provides the potential for limited multi-modal services. Further, Greenville’s location makes an ideal spot for travelers to congregate.

Part of Greenville’s continued residential growth is dependent on the accessibility to Montgomery for employment. It is proposed that Greenville develop commuting facilities to increase that accessibility, and to participate in the development of a regional public transportation system.

The transportation development strategy did not address the City’s need for immediate road improvements on the Greenville Bypass and in the commercial area around Cahaba Road and Fort Dale Road, as well as other areas where traffic conflicts occur. A traffic management plan has already been developed that proposes solutions for these problem areas. Although the traffic conflict areas are not addressed in this strategy, it is important to note that they are necessary to the creation of an efficient network of circulation in and around Greenville.

### Transportation Hub



### Proposed Actions

1. Adopt proposed major street plan.
2. Require easements as necessary to implement transportation and circulation improvements.
3. Install distance signage on Interstate 65 to alert travelers of Greenville’s nearby location and facilities.
4. Initiate a regional study for public transportation.
5. Conduct study to determine needs for commuting facilities.
6. Prepare feasibility study for connector road between Fort Dale Road and Highway 10 west of Interstate 65.
7. Attract private investment in an air charter service located at the municipal airport.
8. Investigate potential to construct a connector road from Manningham Road to Greenville High School.
9. Work with ALDOT to realign functional classification of roads in Greenville.

### Cost Factors

- ROW Acquisition
- Capital Improvements
- New I-85 Interchange
- Service Road Construction
- Development Studies

## Highway 10 Corridor Improvements

It is proposed that the aesthetics portions of the gateway development at Interstate 65 Exit 128 and at Highway 31 and Highway 10 be extended along Highway 10 through Greenville to direct more traffic downtown and alleviate some congestion at the Fort Dale Road exit. The Highway 10 Corridor development and redevelopment revolves around three primary concepts -- Boulevard Development, Infill Development and Redevelopment, and Structural Frontage. Typical land uses within the corridor would include highway business, institutional, downtown office and retail, high density residential, medium density residential, low density residential, and recreation.

It is proposed that a boulevard be created on the east and west ends of the corridor with medians and landscaping to direct traffic into downtown Greenville and to establish the presence of the civic and institutional land uses. The existing roadway width is adequate to begin this process. The road should then narrow and funnel traffic into the downtown area.

Infill development is the use of land within a built-up area for further construction, especially as part of a community redevelopment or growth management program. It focuses on the reuse and repositioning of obsolete or underutilized buildings and sites. Ideally, infill development involves more than the piecemeal development or redevelopment of individual lots. Instead, a successful infill development program should focus on crafting complete, well-functioning neighborhoods or districts. Existing deteriorated development along Highway 10 should be either upgraded or removed as necessary. Those areas, along with existing vacant areas, should then be utilized for development that is in keeping with the proposed character of the Highway 10 Corridor.

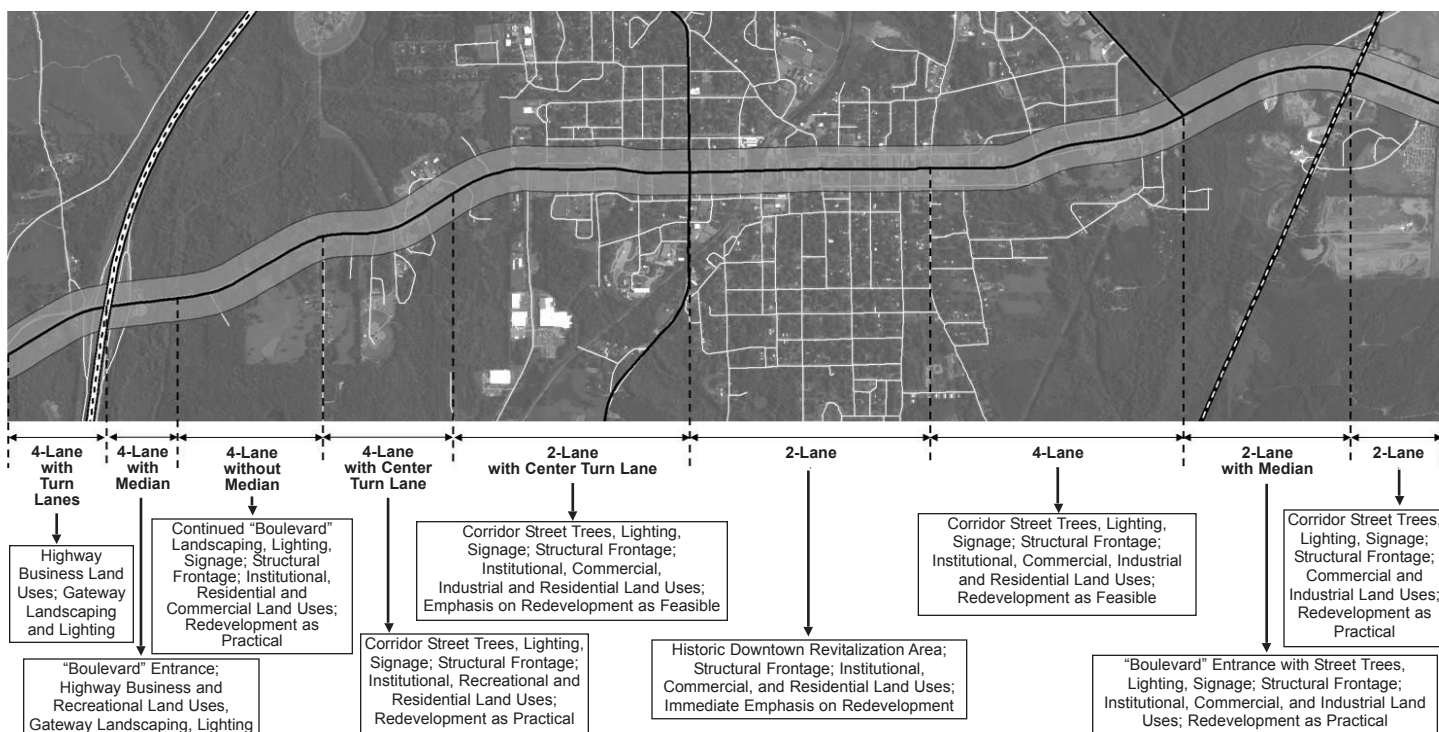
New development along the corridor should focus on placing structural frontages on the street with large "front yards" and parking in the rear. The desired affect will be a structural guide into downtown. Portions, or all, of the Highway 10 Corridor should be designated as a "redevelopment area" to give it the attention that it warrants as a primary route into and through Greenville.

### Proposed Actions

1. Amend zoning ordinance to create a corridor overlay zone.
2. Form a coalition among the frontage property owners on Alabama Highway 10.
3. Establish the corridor as a redevelopment district.
4. Develop design guidelines to establish character of all development on Highway 10.
5. Pursue infill development in vacant areas to establish visual corridor connections.
6. Commission master plan for boulevard entrance and landscaping.

### Cost Factors

Corridor Lighting  
 Corridor Landscaping  
 ROW Acquisition  
 Highway 10 Widening  
 Construction of Bicycle  
 Pedestrian Path



# Working The Plan

Implementation of the Greenville Comprehensive Plan must be a community effort, requiring the commitment and participation of a variety of groups, bodies, and organizations to move forward in a unified direction. The plan was prepared under the guidance of interested citizens, or stakeholders, and it will ultimately be the responsibility of citizens to act as watch dogs to ensure that the plans are accomplished. For this reason, it is important that citizens, local elected officials, non-profit groups and private interests are aware of the City's long-range plans, enabling them to make decisions accordingly. The first step in accomplishing the broad awareness necessary for implementation is the production and distribution of a summary of the Greenville Comprehensive Plan as a newspaper insert in *The Greenville Advocate*. This step was incorporated into the development of the comprehensive plan from the beginning of the process.

The implementation strategy of the Greenville Comprehensive Plan includes six distinct parts: land use regulations, a major street plan, goals, capital improvement needs, partnerships and actions. Each part identifies specific steps necessary to attain the long-range vision and missions of the City of Greenville and see the development concept and strategies come to fruition. The City of Greenville has also identified five priority areas: commercial and industrial expansion, education, growth accommodation, healthcare, and housing. Action items that relate to one of these five priority areas should receive special consideration in the long growth and development process. Specific recommendations that address these priorities are included in the plan summary and in the plan binder.

## Land Use Regulations

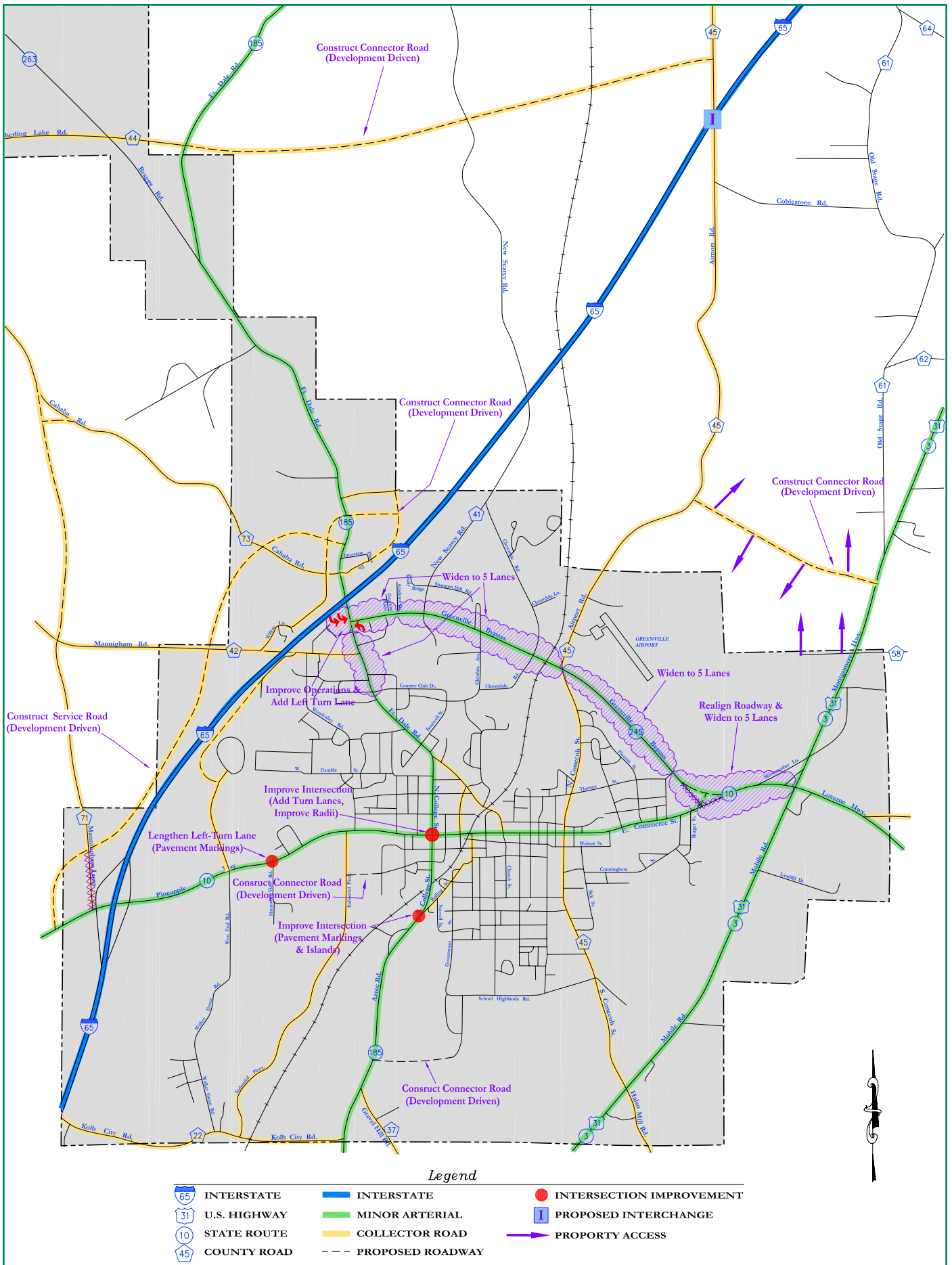
A review of the City of Greenville's current subdivision regulations, zoning ordinance, sign ordinance and landscaping ordinance was conducted to ensure that the comprehensive plan is in compliance with existing regulations, or to identify regulations that need to be modified to enable Greenville to accomplish the long-range growth plans. General recommendations for modifications to the existing regulations include the following: (1) Consider amendment of the Greenville Subdivision Regulations to provide for the development of conservation subdivisions; to require sidewalks in all residential developments with lots less than one acre in size; and to incorporate landscaping requirements; (2) Consider amendment of the Greenville Zoning Ordinance to create overlay districts for gateways, the central business district and the Alabama Highway 10 Corridor; and (3) Consider review of existing regulations to promote shared parking among non-conflicting commercial, institutional and industrial land uses.

## Major Street Plan

A major street plan has been developed and is included as a part of the Greenville Comprehensive Plan. The major street plan enables the Greenville Planning Commission and City Council to require easements for proposed roads in new developments, as necessary. Proposed roads outlined in the major street plan include: a proposed industrial connector road from Interstate 65 to U.S. Highway 31; a proposed connector road from Sherling Lake Road to Airport Road; a proposed connector road from Alabama Highway 10 to Fort Dale Road; a proposed extension of Interstate Drive; a proposed road connecting Interstate Drive to Manningham Road; and a proposed road connecting Manningham Road to Cahaba Road. All proposed roads are based on the needs and demands of the local economic market and the availability of funds to construct the roads, as needed.

The major street plan also outlines the functional classification of existing and proposed roads in Greenville in accordance with Alabama Department of Transportation standards based on existing and projected traffic volume. Interstate 65 is designated as an interstate. Minor arterials include U.S. Highway 31, Alabama Highway 10, Alabama Highway 185 (Fort Dale Road, College Street and Aztec Road), and Alabama Highway 245 (Greenville Bypass). Collector roads include Airport Road, Cahaba Road, Manningham Road, Fort Dale Road (from College Street to Commerce Street), North and South Conecuh Streets, Honoraville Road, Willow Lane, Manningham Loop, Kolb City Road, Industrial Parkway, Tiger Drive, Bolling Street, Oliver Street, and Gravel Hill Road. All proposed roads are also designated as collector roads upon construction.

# City of Greenville Major Street Plan



Goals	Education	Economic Development	Housing	Community Facilities	Utilities / Infrastructure	Recreation	Transportation	Land Use
Manage <b>natural resources</b> so as to achieve quality development while retaining scenic and environmental assets and preserving Greenville's unique character.		X	X		X	X	X	X
Establish a superior <b>quality of life</b> that attracts and retains residents through the provision of excellent educational opportunities, cultural resources, recreational facilities and quality employment.	X	X	X	X	X	X		
Improve and promote Greenville's <b>image of excellence</b> in educational, community and work environments.	X	X	X	X	X	X		X
Develop a <b>network of partnerships</b> between interrelated public and private agencies that promote coordinated efforts to improve education, economic development, cultural resources and recreation.	X	X		X		X		
Provide <b>educational opportunities and alternatives</b> for all students that strengthen the City's labor force, promote cultural enrichment and enable students to rise to life's future challenges, regardless of age.	X	X	X	X				
Demand <b>accountability</b> in the pursuit of educational excellence through regulatory compliance, recruitment and retention of faculty and staff, and increased parental involvement.	X	X	X	X				
Minimize <b>social impacts</b> on students' ability to learn by creating a safe, healthy and structured environment that emphasizes education and personal responsibility.	X		X	X				
Build and retain a <b>skilled labor force</b> to meet workforce needs through the graduation of capable youth, continued workforce training, attraction of residents, and provision of competitive wages and salaries.	X	X	X	X				
Recruit and <b>attract a diversified base</b> of commercial and industrial partners to provide a variety of employment opportunities necessary to sustain a healthy economy.		X	X		X		X	X
Provide economic opportunities through the acquisition and preparation of adequate <b>land</b> in appropriate and accessible locations.		X		X	X		X	X
Encourage the ongoing maintenance, <b>revitalization and preservation</b> of Greenville's downtown commercial district and historic residential areas.		X	X				X	X

Goals	Education	Economic Development	Housing	Community Facilities	Utilities / Infrastructure	Recreation	Transportation	Land Use
Provide and market <b>housing opportunities and housing choice</b> through the development of quality rental and homeowner properties in a wide range of housing costs.			X		X		X	X
Utilize Greenville's strategic location and quality of life to create a <b>specialty housing market</b> that attracts new residents, including retiree and seasonal.		X	X	X	X	X	X	X
Adopt and enforce appropriate <b>building regulations</b> to ensure safe and attractive structural development and the improvement of blighted areas.			X		X		X	X
Provide superior <b>utility services and infrastructure</b> to meet the future needs of residents and businesses in a timely and cost-efficient manner.		X	X		X		X	X
Improve the existing <b>stormwater management</b> system to mitigate and/or eliminate flood-prone areas and ensure continued quality development.	X	X			X	X	X	X
Constantly monitor <b>emergency service</b> facilities, equipment and personnel to ensure superior response to citizen needs and natural disasters.				X	X		X	X
Attract and provide the quality and variety of <b>healthcare services</b> necessary to support existing and future residents.	X	X	X	X				X
Promote and expand the <b>cultural resources</b> necessary to attract and retain a steadily increasing population base and to promote tourism.		X	X	X		X		X
Utilize natural resources and existing facilities to create a broad range of <b>recreational opportunities</b> to promote the residential quality of life and tourism.		X	X		X	X		X
Combine and support public, private and non-profit efforts to provide and expand a variety of <b>recreation programs</b> , such as sports and leisure-time activities.			X	X		X		X
Implement <b>transportation facility</b> improvements to mitigate traffic congestion and control access management.		X					X	X
Create a <b>multi-modal transportation network</b> that promotes convenient circulation and mobility into and around Greenville.		X	X				X	X
Utilize Greenville's location and expand facilities to become a regional <b>transportation hub</b> for the efficient movement of goods and people.		X					X	X
Partner with regional resources to increase <b>public transportation</b> to serve residents and facilitate commuting.		X	X	X			X	

## Capital Improvements

### Water System

- Deep Well Water Supply in Tuscaloosa Aquifer - As Part of Butler Co. Water Supply District
- Ground Storage Tank And High Service Pumps - As Part of Butler Co. Water Supply District
- Install 24" Water Main From Well/Treatment Facility To Ground Storage Tank (Approx. 24,000 LF) - As part of Butler Co. Water Supply District
- Misc. Water Main Replacement - System Wide to Reduce Water Loss
- Water Main Improvements in the Commons Area and I-65

### Sanitary Sewer System

- Infiltration and Inflow (I/I) Rehabilitation along Persimmon Creek from AL Highway 10 to the Montezuma Lift Station
- Relocation of Effluent Discharge Site at the WWTP
- Increase Size of Collector Main - Stallings Creek Along Johnson Property

### Stormwater Management System

- Culvert Replacement for AL Highway 10 at Magnolia Cemetery
- Storm Drainage Improvements for Woodland and Overlook
- Stormwater Detention Pond at Middle School and CSX Railroad

### Solid Waste Services and Facilities

- Additional Equipment
- Inert Landfill Expansion
- Recycling Facilities

### Transportation System

- Realignment of Cahaba Road through Bishop Property
- Widening and Turn Lanes for AL Highway 185
- Construction of the Commons Road - Cahaba to Super Wal-Mart
- Design plan for industrial connector road

### Emergency Services

- Additional Fire Station
- Installation of Fire Hydrants
- Police Substation

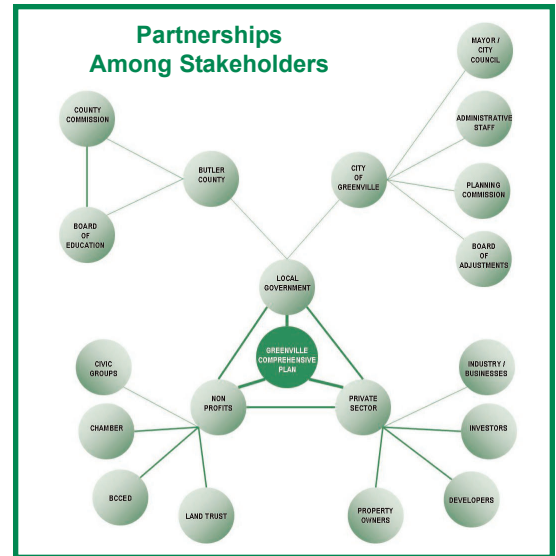
### Community Facilities

- Beeland Park Improvements
- Amphitheater at Greenville-Butler County Library
- Beautification Improvements

## Partnerships

There are three groups of stakeholders that must come to the table as committed partners to successfully implement the Greenville Comprehensive Plan. These are local governments and staff, non-profits, and the private sector. Each of these groups has a specific role and responsibility in providing sound direction for Greenville's future growth. The local governments are the chief policy and decision-making units with boards and staff that carry

out those decisions on a daily basis. Local governments include both the City of Greenville and the Butler County Commission, with both entities supporting the other. Non-profit organizations include economic development entities, civic groups, faith-based organizations, and other special interest groups. Non-profits can implement the plan through voluntary efforts that are beyond the authority of local governments. The private sector includes businesses and industries, property owners, developers, investors, and citizens. The rezoning of property to meet market demand is most often at the request of private individuals and corporations. Further, local investment in the future -- financial, mental and physical -- is the key component to successful implementation of the plan.



## Implementation Actions

### Education

#### Image

Encourage exposure to quality experiences  
 Promote quality public school system  
 Strengthen partnerships between schools  
 Ensure compliance with state / local funding  
 Continue recruitment of quality staff  
 Continue academic excellence  
 Continue academic improvement  
 Increase and maintain visibility  
 Eliminate substandard quality reputations  
 Establish quality learning environment

#### Parental Participation

Pursue parental involvement  
 Encourage parent education  
 Funding for parental training

#### Social Impacts

Promote education as a community-wide effort  
 Ensure school safety  
 Encourage willingness to learn  
 Eliminate issues that affect ability to learn  
 Establish setting of respect and discipline

#### Options and Alternatives

Promote college preparation  
 Promote continuing education  
 Provide alternative education  
 Develop options beyond alternative school

#### Workforce Development

Provide technical education

Provide vocational training and coordinate training with workforce needs  
 Ensure job readiness for students  
 Promote educated and skilled labor force

### Economic Development

#### Recruitment

Seek incentive funding  
 Recruitment team building  
 Provide small business finance training  
 Promote relocation to Greenville  
 Pursue additional retail development  
 Pursue technology industries

#### Infrastructure

Pursue site preparation to attract industries  
 Upgrade utilities to service growth areas  
 Transportation Upgrades and Improvements

#### Workforce / Skills / Wages

Increase workforce numbers  
 Increase automotive jobs  
 Attain competitive wages and salaries for Greenville jobs  
 Conduct a "Hire Greenville First" campaign  
 Recruit industries that bring higher incomes

#### Land / Location

Property acquisition as necessary  
 Continue LBWCC expansion  
 Increase interstate options  
 Continue downtown revitalization/preservation  
 Expand industrial parks

## Implementation Actions, Continued

### Housing

#### Choice and Affordability

- Designate land for housing development
- Promote construction of non-subsidized starter apartments
- Ensure fairness in housing opportunities
- Promote variety of housing types in new developments
- Encourage construction of executive rental options
- Encourage development of mid-range priced housing

#### Quality

- Adopt and enforce 2003 International Building Code
- Eliminate substandard housing
- Aggressively enforce property maintenance ordinances

#### Specialty Housing Market

- Attract people moving from coastal area
- Promote golf trail amenities
- Retiree attraction
- Promote lake amenities

#### Growth and Development

- Develop a relocation package
- Facilitate and promote access to Montgomery
- Upgrade local web sites with residential links
- Work with Butler County to get property information online
- Start a local MLS Service

### Community Facilities

#### Healthcare Services

- Attract specialty care health care providers
- Recruit and retain general physicians
- Encourage development of medical office space
- Pursue senior care specialties
- Address need for adult daycares

#### Cultural Resources

- Increase local attractions
- Promote local events
- Promote local theatrical productions
- Use local donations to develop an historic museum
- Promote local arts council and increase activities / programs
- Promote library quality
- Encourage utilization of library as LBWCC library
- Construct amphitheater at library
- Pursue neighborhood community centers

#### Emergency Services

- Ensure that fire protection services can meet demand

- Build additional fire station as needed to serve area west of Interstate 65
- Maintain ISO rating
- Ensure that police protection services can meet projected demand

#### Downtown Greenville

- Require downtown maintenance
- Promote Ritz Theater
- Promote historic resources
- Develop walking tours

#### Conference Center

- Attract groups to Greenville
- Partner with LBWCC to provide meeting / conference facilities

### Utilities and Infrastructure

#### Future Water Service

- Replace terra cotta lines
- Install additional fire hydrants
- Increase water supply capacity to meet immediate future growth

#### Power Service

- Install additional street lighting throughout Greenville
- Replace power poles that are too close to road

#### Sanitary Sewer Expansions

- Complete hook-ups of existing residences
- Extend service area to serve future growth

#### Stormwater Management

- Upgrade stormwater system
- Replace culvert on Highway 10 near cemetery
- Correct flooding problem at rail underpass on Commerce Street
- Construct retention pond at Greenville Middle School
- Correct flooding problems in Oglesby Street area

#### Solid Waste Service

- Increase equipment and personnel to meet future collection needs
- Develop long-term plan for solid waste disposal
- Expand inert landfill as needed
- Initiate recycling program

#### Expand Natural Gas Service

- Promote availability of natural gas for industrial use and growth
- Utilize available and cost-effective propane resources as residential alternative
- Expand natural gas service to residential areas as feasible

#### Telecommunication Services

- Maintain and improve service levels of phone companies
- Promote telecable service

### Recreation

#### Park Improvements

- Refurbish Beeland Park to create total complex
- Upgrade existing pool
- Ensure safety at facilities
- Build additional walking trails
- Construct regulation baseball field
- Increase parking capacity at parks
- Include weight room in future plans
- Construct new tennis courts with and in addition to High School
- Conduct community fund-raising

#### Sports Programs

- Increase program variety
- Initiate non-contact sports programs
- Expand YMCA sports programs
- Expand reach to all age groups

#### Private Recreation Providers

- Pursue private development of recreation and entertainment
- Encourage local support to sustain private recreation development
- Reuse of armory for recreation

#### Tourism Promotion

- Pursue development of a water park through private resources
- Promote hunting opportunities
- Promote and expand fishing opportunities and tournaments
- Construct cabins at Sherling Lake
- Promote state health programs
- Initiate health-recreation programs

#### Walking Trail System

- Explore linkages between existing walking trails
- Identify destination points
- Explore public and private opportunities to create trails
- Refurbish wildflower trail at Beeland Park

### Transportation

#### Conflicts with Truck Traffic

- Reroute truck traffic from Bypass
- Encourage truck use of Highway 31
- Construct new interchange on I-65, north of Greenville
- Construct an industrial connector road from I-65 to Highway 31

#### Commercial Access

- Increase accessibility to west side of Interstate 65
- Extend Interstate Drive
- Minimize access on Fort Dale Rd
- Construct service road on west side of I-65 between exits

#### Public Transportation Services

- Pursue regional public transportation service
- Recruit private taxi service

### Alternative Transportation

- Develop bicycle /pedestrian facilities as possible
- Require sidewalks in new developments

#### Airport Facilities

- Air taxi service
- Initiate an air charter service
- Promote airport's corporate use
- Promote airport in conjunction with Cambrian Ridge use

#### Transportation Hub

- Construct park-and-ride facilities
- Pursue truck stop development
- Promote Greenville as a regional meeting location
- Pursue development of hurricane evacuation facilities
- 4-Lane Highway 331 south of Montgomery

### Land Use

#### Appearance and Maintenance

- Aggressively enforce property maintenance ordinances
- Encourage City beautification efforts by civic groups
- Form neighborhood improvement groups
- Investigate incentives for downtown improvements
- Pursue gateway improvements
- Continue downtown commercial revitalization and growth

#### Natural Resource Management

- Manage development impacts on stormwater runoff
- Strictly regulate development in flood plain areas
- Utilize natural resources to develop recreational resources

#### Commercial Encroachment

- Limit future commercial development on Fort Dale Road
- Establish commercial growth boundary on Highway 185 West

#### Gateway Development

- Designate gateway areas
- Develop highway commercial gateway at I-65 Exit 130
- Develop institutional gateway at I-65 Exit 128
- Establish Highway 10 Corridor as a redevelopment zone
- Establish highway commercial / industrial gateway at U.S. Highway 31 and Highway 10 East

#### Neighborhood Commercial Development

- Retain and expand local retail in Methodist Hill community
- Create commercial nodes in future residential development

# Time Line: 2008 to 2030

## 2008 to 2013 - Five Years

- Upgrade Water Supply Capacity
- Upgrade Fire Protection Services
- Upgrade Stormwater System
- Improve School Test Scores
- Build Local Support for Education
- Conduct Education Image Campaign
- Recruit Specialty Doctors
- Increase Residential Development
- Improve Exit 130 Gateway
- Update Development / Land Use Regulations
- Become a Certified Local Government
- Create a Recreational Land Trust
- Develop Highway 10 Rehabilitation Projects
- Pursue Commercial Infill Development
- Establish Recycling Pilot Program
- Enhance Senior Services
- Refurbish Existing Recreational Facilities



## 2014 to 2018 - Ten Years

- Build Service Road between Exits 128 and 130
- Fully Utilize LBWCC Conference Center
- Construct Proposed Disaster Recovery Arena
- Attract Distribution Centers
- Attract Technology Industries
- Increase Options in Housing Choice
- Implement Alabama Highway 10 Redevelopment Projects
- Update Retail Marketing Study
- Target Tourism for Increased Retail
- Diversify Economic Base Structure
- Develop Neighborhood Parks
- Connector Road to Greenville High School
- Encourage Highway 10 Infill Development



## 2019 to 2023 - Fifteen Years

- Increase Gateway Commercial Development
- Expand Commercial Development west of Cahaba Road
- Develop Specialty Housing Market
- Construct Proposed Bypass Passive Park
- Promote Recreational Tourism
- Expand Industrial Parks
- Develop Commuting Facilities
- Establish Air Charter Service at Mac Crenshaw Memorial Airport
- Develop a Medical Complex



## 2024 to 2030 - Laying Groundwork Beyond Fifteen Years

- Pursue Proposed Interchange on Interstate 65, north of Greenville
- Pursue Proposed Industrial Connector Road from I-65 to U.S. Highway 31 to the north
- Proposed Connector Road from Sherling Lake Road to Airport Road, north of Greenville
- Develop a Regional Public Transportation System
- Bicycle / Pedestrian Facility Development
- Proposed Park at Exit 128



Greenville is located on Interstate 65 and on U.S. Highway 31 in Butler County in south central Alabama. Greenville's strategic location on one of the state's high growth corridors opens up opportunities not available to many cities. For this reason, the citizens of Greenville have undertaken the task of preparing a comprehensive plan to guide their future growth and development.

*A comprehensive plan is not an ordinance, nor should it be interpreted as one. It is a plan. And, plans change.*

The citizens of Greenville realize that their plan must be constantly monitored, revised and updated to remain valid. The citizens of Greenville also know that, without a plan, there is a high risk of losing many of the qualities of their City that they cherish, and that they are less likely to attract the type of growth that they want.

To effectively plan for the future, it is important to understand where you are and where you have been. Through the work of the Greenville Comprehensive Plan Steering Committee, citizens have identified features of Greenville that they would like to see remain constant, or to preserve; and they have identified things that they would like to see improved.

Features that were identified as worthy of protection include Greenville's small town atmosphere, quality of life, and the downtown district. Features that could be improved include the quality and quantity of jobs, affordable housing opportunities, and population growth. The Greenville Comprehensive Plan outlines a growth framework that provides guidance for public and private investment, yet retains flexibility for day-to-day decisions.