

*Chapter 10:
The Neighborhood & Business
Enhancement Plan*



Comprehensive Plan 2025

Introduction

General

Two of the most readily identifiable aspects related to community design are the local quality of neighborhoods and businesses. Neighborhoods are the foundation on which most communities are based. Their quality directly influences the way residents live and in turn, view the community as a whole. Neighborhoods that provide safe and attractive living environments with convenient access to recreation, shopping, and work prove to be sustainable areas that contribute positively to the overall community for many years to come.

Also, the way in which Greenville is viewed from major roadways can affect perceptions of quality of life. This view from the road, formed mainly by the businesses along the road, is extremely important. It often provides people with their first or lasting impression of Greenville. This *Neighborhood & Business Enhancement Plan* of the Comprehensive Plan provides an analysis of these two important elements of the City in terms of their influence on quality of life and community image.

Attitudes on Neighborhoods & Businesses from the Community Survey

As described in detail within the *Goals & Objectives* chapter, a citizen survey was conducted as part of this comprehensive planning process. The community's response to the survey is an integral part of the formulation of each chapter of the Comprehensive Plan. A summary of this survey is included in Appendix A. Several questions asked related to quality of life issues, and specifically related to the general aesthetics of neighborhood and business development.

As **Table 10-1** shows, there was strong agreement with the City taking action on establishing standards for the appearance of new buildings. Respondents' satisfaction levels were high related to quality of life and appearance of their neighborhoods and the City. However, as dissatisfaction levels show related to the same question items, there is room for improvement. Specifically, 25 percent reported some level of dissatisfaction with the overall appearance of



their neighborhood, and 41 percent expressed a level of dissatisfaction with the overall appearance of the City. In addition, the highest importance ratio can be found in the question about the City taking action on *developing design and site development standards for the appearance of new buildings*. Questions regarding the City taking action on *strengthening the regulation of signs* and on *regulating removal*

QUESTION #1: How satisfied or dissatisfied are you with the quality of life in your community...	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Opinion	Importance Ratio
	13%	70%	14%	2%	1%	—
QUESTION #10: How satisfied or dissatisfied are you with ...	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Opinion	Importance Ratio
The overall appearance of your neighborhood?	10%	64%	19%	6%	0%	2.9:1
The overall appearance of your City?	2%	56%	38%	3%	1%	1.4:1
The appearance of medians and rights-of-way?	1%	58%	32%	6%	3%	1.5:1
QUESTION #21: How strongly would you agree or disagree with the City taking action on...	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Importance Ratio
strengthening the regulation of signs?	12%	62%	15%	3%	8%	4.1:1
regulating removal of trees when developing land or widening streets?	13%	61%	20%	1%	5%	3.5:1
developing design and site development standards for the appearance of new buildings?	14%	67%	13%	2%	5%	5.4:1

Source: 2002 Greenville Citizen Survey Summary Report

of trees when developing land or widening streets also had a high level of support, as the table shows. The responses to the survey have been taken into account in establishing the recommendations within this *Neighborhood & Business Enhancement Plan*.



Neighborhood Enhancement Concepts

A *neighborhood* can be described as a residential area in the community with boundaries demarcated by thoroughfares, collector streets, or other man-made or natural features. The neighborhood may vary in size from several blocks to hundreds of acres. However, a neighborhood cannot adequately be described solely by its physicality. The definition of a *neighborhood* is affected by an almost indefinable sense of community and quality of life experienced by its residents. Each neighborhood is unique, and it is that uniqueness which makes neighborhoods difficult to define with any degree of precision. Ways in which to preserve existing housing and neighborhood areas in Greenville was discussed within the *Housing Strategies Plan*, Chapter 9. The following sections focus on elements that can be instituted to ensure that future housing and neighborhood areas are developed to a high standard, thereby enhancing the neighborhoods themselves as well as the overall image of the City of Greenville.

Entranceways into Neighborhoods

Entranceways into neighborhoods improve neighborhood identity, image, and character. These features can serve as markers for the community and allow residents and visitors to clearly identify subdivisions. A greater sense of place can also be created for neighborhoods using entranceways. Additionally, the image and impression of the area is generally enhanced by the architectural and landscaping elements typically found in entranceways.

Currently, the City of Greenville has no requirements concerning subdivision entranceways. The City should consider establishing standards for entryway signs that would be used if the development community decides to construct such a sign. While entryways would not be



Illustration 10-1
NEIGHBORHOOD ENTRANCEWAY



Illustration 10-2
NEIGHBORHOOD ENTRANCEWAY

required, establishing standards by which they would be erected would ensure that a high standard would be met. Either a neighborhood (subdivision) entryway freestanding sign or a wall plaque attached to a masonry screening wall at the main entranceway into the neighborhood should be allowed and encouraged. Standards for the perpetual maintenance of the entranceways, which should be the responsibility of a homeowners association, should also be outlined.



Illustration 10-3
NEIGHBORHOOD ENTRANCEWAY

Screening Neighborhoods from Roadways

At present, the City requires a six-foot-high screening wall or fence to be erected between residential and nonresidential uses. The nonresidential use typically constructs such a wall. Additionally, a screening wall or fence must be constructed of masonry. However, there is no requirement for any type of screening between neighborhoods and roadways. Screening elements, whether a wall or landscaping, should be required between neighborhoods and major arterials, minor arterials, and minor collectors. Such screening should be initially constructed by the developer, and then should become the responsibility of the private property owners (typically a homeowners association).

Such a requirement would serve several functions. First, screening would improve the appearance from the road - the view of backyard fences and garages would be transformed to a more aesthetically pleasing perspective of a visually cohesive screening element. Increased privacy for residents' homes is another positive effect. In addition, screening not only improves the image of the roadway but also serves as a buffer for homeowners by decreasing the impact of noise from the adjacent roadway. There are several elements that can be used for effective screening as the following recommendations exemplify.



Illustration 10-4
SUBDIVISION WITHOUT A SCREENING WALL

Masonry Screening Walls

If a screening wall is used, the wall should be constructed entirely (100 percent) of brick, masonry, or other like material (such as HardiPlank). It should also be at least six feet in height. Wood, although it is an attractive material to use for screening walls initially, is a high maintenance material and should therefore not be permitted for screening walls.



Illustration 10-5
MASONRY SCREENING WALL

Landscaping Screening Elements

In addition to screening walls, various types of landscaping can provide effective screening. Types include landscaped berms, which generally need wide setbacks, and requirements should include that the landscaped berms be three to four feet in height with a maximum slope of 3:1.



Illustration 10-6
SUBDIVISION WITH LANDSCAPED SCREENING

Certain types of trees can provide effective screening as well. This option can be seen in **Illustration 10-6**. General requirements for landscaping elements being used for screening should include a maintenance provision to ensure that a consistent visual screening is provided.

Roof & Foundation Neighborhood Elements

Roof and foundation requirements can substantially enhance the quality and image of a neighborhood. Roof pitches provide visual relief and help customize the look of each house. In addition, foundation requirements ensure that homes will be safer because the house is securely fixed to the foundation and can better withstand natural forces such as tornadoes and strong winds.



Illustration 10-7
ROOF PITCH

Presently, the City does not have regulations governing roof and foundation requirements, with the exception of standard safety provisions within building codes. Therefore, in an effort to enhance the quality of the neighborhoods, the City should consider adopting a standard requiring all residential units to have at least a 5:12 roof pitch. In addition, the City should require all single-family housing units to be connected to a permanent, reinforced concrete or pier-and-beam foundation. Overall the implementation of these two recommendations will provide a higher aesthetic as well as safety standard for residential development.

Connectivity of Street System

Currently, there are no requirements for new neighborhood areas to be designed such that connectivity between neighborhoods is achieved. Although it would not be beneficial for either the City or the residents to have neighborhood streets constructed in a way that makes them useful for providing alternative access to more congested roadways (i.e., for cut-through traffic), continuity of the overall street system is still an important objective. The key is in the design of the neighborhood street itself – the street should be relatively narrow and should be curvilinear whenever possible.

It is recommended that Greenville adopt a requirement related to connectivity between neighborhoods. The requirements should specify that the arrangement of streets in new neighborhoods make provision for the continuation of existing streets and of streets that may need to be connected to in the future (if adjacent land has not yet been developed).

Multiple-Family Neighborhood Elements

Multiple-family units provide housing for a significant portion of Greenville’s citizenry. Therefore, it is important for the City to ensure that this housing type develops in such a way that provides high quality living. There are several recommendations that the City can implement to improve the quality of new multiple-family units. It should be noted that small multiple-family development of 16 units or less should generally not be required to comply with the following recommendations.

Multiple-Family Zoning & Related Density

First, at the present time, the City’s existing zoning ordinance has two multiple-family zoning districts, MF-1 and MF-2. These two districts allow a maximum of 29 units per acre and 54 units per acre, respectively. Most cities allow a maximum of approximately 24 units per acre, unless high-rise multiple-family is anticipated. It is not likely that there is a market for high-rise multiple-family development in Greenville. It is therefore recommended that the City reduce the maximum number of dwelling units in its MF-1 District to 24 units per acre. It is further recommended that the MF-2 District be eliminated from the zoning district options in Greenville’s Zoning Ordinance.

Multiple-Family Aesthetics

Regulating some aesthetic qualities of multiple-family developments can make them more attractive for the community as a whole and can make them more compatible with any single-family development that may be nearby.



Illustration 10-8
MULTIPLE-FAMILY UNITS

Transition Areas

First, the City should require transition areas between a multiple-family development that is adjacent to a single-family development or zoning district. Transition areas should include wide expanses of greenspace, landscaping, and possibly a screening wall. Such areas will assist in separating the more intense uses of multiple-family uses, such as traffic and parking lots, from the less intense single-family uses.

Usable Open Space

Second, regulations should be established to require usable open space within multiple-family developments. Elements that would meet such an open space requirement should include a neighborhood park, a swimming area, and an area for organized sports



Illustration 10-9
OPEN SPACE AREA WITHIN A MULTIPLE-FAMILY DEVELOPMENT

(such as basketball or volleyball). All of these tend to be positive and attractive aspects that contribute to the long-term viability and maintenance of a high quality multiple-family development. The requirement for usable open space should be based on the amount of gross acreage of the multiple-family development, and should be equal to at least ten percent of that acreage.

Building Materials

Third, building materials standards can increase the quality and appearance of Greenville’s multiple-family units. Currently, the City requires 90 percent of the exterior walls of a multiple-family development to be masonry. While masonry materials will likely ensure a high-quality multiple-family product, this regulation may not be necessary in its current form.

A more developer-friendly regulation would allow for 90 percent masonry only on the first floor. The second and third floors could be comprised of other construction materials, with the possible exception of wood. Reducing the masonry requirements and requiring the previously recommended

aesthetic-related requirements would be a positive trade-off for the City. **Illustration 10-10** shows examples of multiple-family developments that are built with a masonry first floor and have different materials on the second and third floors.



Illustration 10-10
MULTIPLE-FAMILY UNITS



Business Enhancement Concepts

Enhancing certain aspects of the City's development regulations can help improve the physical image of Greenville. Land that is designated for nonresidential use is of prime importance to the City due to the fact that, in general, the land is located along the City's major thoroughfares, which makes nonresidential uses highly visible. These areas also represent Greenville's major tax-generating opportunities.

The suggested requirements within this *Business Enhancement* section should be applied to development along the following roadways: U.S. Highway 69 (Joe Ramsey Boulevard), Business 69 from U.S. Highway 69 to Interstate Highway 30, State Highway 34 (Wesley Street), Interstate Highway 30, and FM 1570. The City has already recognized the need to protect its image along these thoroughfares through the adoption of an ordinance that specifies particular building materials that must be used. The other aesthetic-related recommendations made within this chapter are intended to further enhance Greenville's image along these specified roadways.

Screening Requirements

Screening was previously recommended herein between residential neighborhoods and certain types of thoroughfares. In terms of nonresidential screening, Greenville currently requires a masonry screening wall or fence of at least six feet in height between a residential and non-residential use. These recommendations are intended to build upon this regulation. It should be noted that none of the recommendations are intended to be unduly burdensome on the



Illustration 10-10
EXAMPLES OF VARIOUS ELEMENTS BEING SCREENED

development community, but are intended to increase the visual attractiveness of the City of Greenville as a whole.

Screening Wall Finish

Currently, masonry is required as the material used for screening walls, but it should further be required that screening walls be designed in a manner that is consistent with the exterior finish of the main building(s) in material (with the exception of wood) and color. This would ensure that a screening wall would match the architecture of the structure(s), providing an overall coordinated look for the entire nonresidential development.

Elements To Be Screened

There are many elements that are needed for businesses to operate that are not generally considered to be visually attractive. These various elements include trash receptacles (and related areas), open storage (and related areas), expansive parking lots, service areas, ground-mounted equipment, and roof-mounted equipment. Acceptable means by which to provide screening generally should include landscaping, earth berms in conjunction with landscaping (for parking areas), masonry walls, parapet walls (for roof-mounted equipment), and use of other materials that are compatible with the structure(s). Overall, the main purposes for nonresidential screening are: to conceal elements that are visually unattractive, and to preserve or enhance the image and character of a community. The following recommendations offer opportunities to further enhance Greenville’s existing regulations along the specified thoroughfares and improve the visual quality of the City’s business areas.

Trash Receptacle Areas

Trash receptacles are often unappealing due to the fact that refuse tends to be unsightly and is associated with unhealthy conditions. Therefore, receptacles should be screened on three sides (left, right, and rear) and should be equipped with a gate that can enclose the front portion of the receptacle. The gate should remain closed when the refuse area is not being used.



Illustration 10-11
EXAMPLE OF A REFUSE AREA BEING SCREENED

Open Storage Areas

Open storage areas can be defined as areas with materials, commodities or equipment (and related areas) that are intended for retail sale. The materials or commodities are consistently for sale, and are not generally seasonal items such as Christmas trees and pumpkins, which are often termed *outside display*. Lumber, plant materials, and lawn-mowers are typical examples of commodities that are often within open storage areas. Such areas should be screened from public view and from adjacent property with a minimum six-foot screening wall. No open storage should be allowed to exceed the height of the screening wall.



Illustration 10-12
AN OPEN STORAGE AREA IN NEED OF SCREENING

Service Areas

Service areas such as loading docks and delivery entrances are often unattractive areas. While nonresidential uses do not generally locate such areas at the front of the structure, but often locate them to the side of the structure where they are visible from the roadway. Unless service areas are located to the rear of the structure, they should be screened from public view and adjacent residential areas with a screening wall at least six feet in height.

Roof-Mounted Mechanical Equipment

Mechanical equipment is generally unattractive, and becomes increasingly so as time passes. These elements, therefore, should be screened with some type of architectural extension of the roofline of nonresidential structures, such as a parapet wall, mansard-style roof, or other extension that is equal in height to the equipment. The City may also need to consider special regulation for equipment that exceeds a certain height. After a certain height is exceeded, an additional setback of the roof-mounted equipment may be needed.

Facade Articulation Requirements

The facades of large nonresidential structures can be large and visually unappealing; this is sometimes referred to as *massing*. Massing concerns have generally arisen in response to large retailers (often referred to as *big box* retailers). A building that is 100,000 square feet in size can have a facade that is more than 300 feet in length, and often with large retailers, this facade is a flat

expanse of wall with little to no variation or decoration. While the establishment of additional large retailers would be a real asset to Greenville, large, flat walls do not provide the visual appeal for which the City is striving. Therefore, the City should consider requiring façade offsets to address this before it becomes an issue. Any structures greater than 50,000 square feet in size, with the possible exception of industrial structures, should be required to provide facade articulation for all walls with frontages along one of the streets specified (Joe Ramsey Boulevard, Business 69, Wesley Street, Interstate Highway 30, and FM 1570).



Illustration 10-12
EXAMPLE OF FAÇADE ARTICULATION

Shared Driveway Requirement

Access to the City’s businesses should be safe and efficient, but should not unduly affect the mobility of the roadway on which the businesses are located. One of the recognized ways in which to maximize mobility is to mandate the use of shared driveways. For instance, two uses that have an adjoining property line may separately need two driveways in order to provide adequate access to the site, totaling four driveways. However, requiring a shared driveway at the adjoining property line would decrease the number of driveways to three. While this reduction may not seem significant, the cumulative affect will help maintain the mobility of the roadway in the long-term. Also,

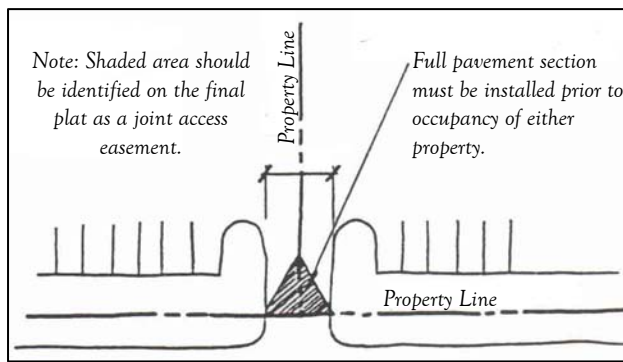


Illustration 10-13
SHARED DRIVEWAY SKETCH



Illustration 10-14
EXAMPLE OF A SHARED DRIVEWAY
BETWEEN TWO NONRESIDENTIAL USES

the fewer the number of driveways, the safer the roadway; more access points along a roadway provide more opportunities for traffic entering and exiting the roadway, thereby increasing the potential for accidents with cars accelerating, decelerating, and stopping more frequently. The City should require shared driveways for nonresidential developments with 250 feet or more of frontage along one of the specified roadways (or along the feeder roadways of Interstate Highway 30).

An aspect of shared driveways that the City should also consider is the driveway throat. The driveway throat is the distance between the roadway and the parking lot or the area within a parking lot where a vehicle is forced to turn. A requirement may be necessary to ensure that traffic entering into the parking area will not back up into the roadway. A driveway throat distance of at least 30 feet in length is recommended for shared driveways.

Cross Access Requirement

Access to adjoining properties is important to provide for both vehicles and pedestrians. Requiring cross access between developments would help eliminate extra traffic trips and undue congestion on City streets by allowing an alternative to driving from one neighboring use to another - people could either drive through the parking area to access the neighboring use or could walk. For example, a group of people staying at a hotel could access a neighboring restaurant without having to use the roadway or even possibly without having to use a vehicle. **Illustration 10-15** shows graphically the way in which cross access could be provided. This requirement could be based on lot frontage length and on the type of thoroughfare on which the lot fronts.

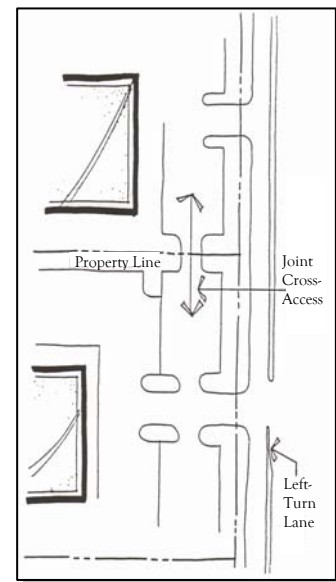


Illustration 10-15
CROSS-ACCESS SKETCH



Illustration 10-16
EXAMPLE OF THE RESULT OF A LACK OF SHARED
DRIVEWAYS & CROSS ACCESS

Landscaping Requirements

Landscaping is generally accepted as a way in which to add value to property and is an aesthetically pleasing element to incorporate along major thoroughfares. The City currently has minimal landscaping requirements. Therefore, to further enhance the visual appeal of Greenville, the following recommendations have been made in relation to increased landscaping requirements.

A Landscaped Edge

The City requires a 10'-wide island along roadways, but does not specify what elements must be provided within this island. In fact, under current requirements, the island could be concrete or could be filled with rocks or pebbles. This area provides a perfect opportunity for the City to increase the amount of landscaping directly along the specified roadways. It should be specified that the island must be filled with live plant material and/or street trees.



Illustration 10-17
EXAMPLE OF LANDSCAPING

Front Yard Landscaping

A minimum of 10 percent of the front yard, meaning the lot area between the front property line and the building, of a nonresidential use should be landscaped. There is currently no percentage of the site or the front yard required to be landscaped.



Illustration 10-18
EXAMPLE OF PARKING LOT LANDSCAPING

Credit Toward Landscaping for Keeping Existing Trees

Credit toward the total amount of landscaping required should be given to developments that preserve and protect existing trees. Such trees are a visual asset to the community, and are typically more mature trees. An example of credit that could be given toward the required landscaping would be reducing the front yard landscaping requirement from 10 to five percent. This recommendation is consistent with the public's supportive response to the question within the Citizen Survey on whether the City should regulate the removal of trees when developing land or widening streets (see Table 10-1).

Landscaping in Parking Areas

In addition to general landscaping requirements, landscaping should be incorporated into parking areas with at least 20 parking spaces. Applying landscaping requirements to larger parking lots would ensure that small businesses would not be unduly affected. Simply requiring 10 percent of the parking area to have landscaping elements would help the City meet



Illustration 10-19
EXAMPLE OF PARKING LOT LANDSCAPING

its aesthetic objectives. Also, landscaped areas within parking lots should be equal in size to at least one parking space; this would help ensure the maintenance and health of the plant materials.

Signage Requirements – Incorporated Throughout the City

There is also a need to maintain a safe and desirable environment along the streets of Greenville. One way to ensure this goal is through sign regulation that reduces the visual clutter that can result from a lack of regulation. Any new sign regulations, however, must be balanced between the public interest and the needs and rights of the business community. For instance, sign regulations should enhance the roadway by improving the visual appearance and safety, but regulations should allow for businesses to advertise enough to entice customers or clients to stop. Citizens have recognized that there is a need for increased sign regulation through their response to the question as to whether the City should take action on strengthening the regulation of signs – 74 percent agreed that the City should (see **Table 10-1**). The following recommended regulations should be considered for implementation for all roadways in Greenville, not just along the roadways previously specified.

Temporary Signs, Portable Signs, Banner Signs

- Any temporary sign should have a permit that is issued by the City.
- Any temporary sign may be displayed for 45 days at a time, with two nonconsecutive display periods per year.



Illustration 10-20
EXAMPLE OF A TEMPORARY SIGN

- Any temporary sign, portable sign, special event, or banner sign, should have a maximum size of 32 square feet.

Wall Signs

It is recommended that the City clarify the requirement for the size of wall signs. Wall signs should not exceed 30 percent of the square footage of the surface area, not including windows, overhangs, and similar building features, of a building façade.



Illustration 10-21
EXAMPLE OF A WALL SIGN

Advertising Signs (Billboards)

It is recommended that no new billboards be permitted within the jurisdiction of the City of Greenville.



Illustration 10-22
EXAMPLES OF A ROOF SIGNS

Roof Signs

It is recommended that the City clarify requirements related to roof signs - they are not expressly prohibited, so it could be assumed that they are allowed. This type of sign should not allowed within the City.

Free Standing Signs

- The maximum allowable height of signs along Interstate Highway 30 and U.S. Highways 67 and 69 should be reduced from a current allowable maximum height of 75 feet to a recommended maximum height of 60 feet.
- The maximum allowable square footage of signs along Interstate Highway 30 and U.S. Highways 67 and 69 should be reduced from



Illustration 10-23
EXAMPLE S OF A FREE STANDING SIGNS

a current allowable maximum square footage of 300 square feet to a recommended maximum square footage of 200 square feet.

- The maximum allowable square footage of signs along all non-highway roadways should be reduced from a current allowable maximum square footage of 200 square feet to a recommended maximum square footage of 125 square feet.
- In order to ensure that new businesses can be competitive with existing businesses that may have higher or larger signs, a provision such as the following should be incorporated into the sign regulations with the previous recommendations:

A new nonresidential business/development that is established within one thousand feet (1,000') of an existing business/development and that is determined by the City to have similar characteristics to that same existing



Illustration 10-24
EXAMPLE OF A FREESTANDING SIGN



Illustration 10-25
EXAMPLE OF A FREESTANDING SIGNS IN GREENVILLE



Illustration 10-26
EXAMPLE OF A FREESTANDING SIGNS IN GREENVILLE

- business/development shall be permitted to erect a sign that is less than or equal to eighty percent (80%) of the height of the sign of the existing business/development.
- Undeveloped corridors should be identified and a cohesive requirement for signage should be established. The use of low profile signs, such as a limit of 10 to 20 feet for pole signs, and monument signs would visually benefit the City along corridors that are not already developed.



Conclusion

Overall, this Chapter has proposed recommendations that will influence the aesthetics of future neighborhoods and businesses in Greenville. The way in which neighborhoods and businesses have developed in the past and will develop in the future have an effect on the image of the City. Citizens are generally happy with the quality of life they have in Greenville, but as the Citizen Survey results show (page 10-2), they are also in favor of increased development standards. This *Neighborhood & Business Enhancement Plan* is intended to help the City identify the standards that need to be increased and to make recommendations accordingly. The end result of implementing these recommendations will be an enhanced overall character and image within the City. **Table 10-2** summarizes the recommendations made for enhancing neighborhood areas, and **Table 10-3** summarizes the recommendations made for enhancing businesses.

Table 10-2 SUMMARY OF NEIGHBORHOOD ENHANCEMENT STRATEGIES RECOMMENDATIONS City of Greenville, Texas	
Neighborhood Entryways	
The City should consider establishing standards for neighborhood entryway signs that would be used if a developer decides to construct such a sign.	
Screening of Neighborhoods	
Screening elements, whether a wall or landscaping, should be required between neighborhoods and major arterials, minor arterials, and minor collectors.	
If a screening wall is used, the City should require that it be constructed entirely of brick, masonry, or other like material, and that it be at least six feet in height.	
Roof & Foundations	
The City should require all residential units to have at least a 5:12 roof pitch.	
Greenville should require all single-family housing units to be connected to a permanent, reinforced concrete or pier-and-beam foundation.	
Neighborhood Street Arrangements	
The City should adopt a requirement that the arrangement of streets in new neighborhoods make provision for the continuation of existing streets and of streets that may need to be connected to in the future (if adjacent land has not yet been developed).	
Multiple-Family	
Greenville should require transition areas between a multiple-family development that is adjacent to a single-family development or zoning district.	
The City should require usable open space within multiple-family developments.	
Greenville should require multiple-family structures to be 90 percent masonry at least on the first floor.	

<p align="center">Table 10-3 SUMMARY OF BUSINESS ENHANCEMENT STRATEGIES RECOMMENDATIONS City of Greenville, Texas</p>	
Screening	
<p>The City should require that screening walls be designed in a manner that is consistent with the exterior finish of the main building(s) in material (with the exception of wood) and color.</p>	
<p>Elements that should be required by the City to be screened include trash receptacles (and related areas), open storage (and related areas), expansive parking lots, service areas, ground-mounted equipment, and roof-mounted equipment.</p>	
Façade Offsets for Large Buildings	
<p>The City should require structures that are greater than 50,000 square feet in size (with the possible exception of industrial structures) to provide facade articulation for all walls with frontages along one of the streets specified within this chapter.</p>	
Access Management	
<p>The City should require shared driveways for nonresidential developments with 250 feet or more of frontage along one of the specified roadways; shared driveways should have a driveway throat distance of at least 30 feet in length.</p>	
<p>Greenville should require cross-access between nonresidential developments.</p>	
Landscaping	
<p>The City should specify that the 10-foot wide island (that is currently required) must be filled with live plant material and/or street trees.</p>	
<p>Ten percent of the front yard area of all nonresidential lots along specified thoroughfares should be required to be landscaped.</p>	
<p>A credit toward the total amount of landscaping required by the City should be given to developments that preserve and protect existing trees.</p>	
<p>The City should require 10 percent of the parking area of a nonresidential development to have landscaping elements.</p>	
Signage	
<p>Greenville should consider incorporating the signage recommendations made within this chapter for the following types of signs: temporary signs, wall signs, billboards, roof signs, and free-standing signs.</p>	