

# EXECUTIVE SUMMARY

***“The vision of the City of Greenville is to build on our hometown values and rich heritage as a diverse community by providing quality, cost-effective services to create an enjoyable, vibrant place where families and businesses choose to live, grow, and prosper.”***

**GREENVILLE VISION STATEMENT**

## Introduction

The Greenville Forward Comprehensive Plan has been developed to include a wide set of community goals. These goals focus on growth, employment, economic development, optimal land-use patterns, increased quality of life for residents, efficient infrastructure improvements, downtown revitalization efforts, Greenville Independent School District (GISD) support, fiscal policies, community safety, and provide recommendations for all. Included in the following chapters are the details which outline many future opportunities for new development in Greenville.

As growth occurs northeast of the Dallas / Fort Worth Metroplex, Greenville continues to position itself as an ideal location for new families, important jobs, supporting businesses, and with exciting entertainment. Greenville has expanded commercial growth along Interstate 30 and attracted employment growth in the industrial parks along the US 380, SH 66, and FM 1570 corridors, also at the L3Harris complex located in Major’s Field Airport. Greenville has employed smart growth strategies, promoted infill development within its established neighborhoods, and planned for efficient infrastructure extensions in growing residential areas.

This plan was prepared with extensive citizen and stakeholder input. Most impressively was the citizen engagement during the COVID-19 health crisis that gripped the country during the months of 2020-2021. During this time, the community planning process continued. The planning team took full advantage of having Virtual Public Meetings via an electronic online portal to access citizens safely and gather their comments. This portal was the key to successful input for many Greenville residents. The planning process also included in-person public community meetings, monthly Comprehensive Plan Advisory Committee (CPAC) meetings, Downtown stakeholder meetings, and other methods to provide valuable input to create this community plan.



Recommendations of this Comprehensive Plan lean toward two primary drivers that were heard throughout discussions with the community. These drivers are broad and are included in many of the elements of this plan. They include:

## **Enhance Quality of Life**

Increased “quality of life” is a key desirable attribute in Greenville that attracts new families and retains current residents. Community security, better health, increased walkability, improved education, and efficient mobility patterns are essential components to today’s busy family life. Parks and recreation facilities connected to neighborhoods with sidewalks and trails link citizens to nature. Also, neighborhood commercial services are but one key item to increasing quality of life. This plan defines and discusses additional ways to improve citizens’ overall quality of life in Greenville.

## **Increase Economic & Community Development**

Currently, in Greenville, the ‘Big Three’ for economic growth are the Interstate 30 corridor, L3Harris with Greenville’s airport, Greenville’s three industrial and technology parks, and Downtown Greenville. These areas provide excellent potential for leveraging new employment and growth for the community. As noted in this plan, growing relationships with firms, organizations, and people across north and east Texas will pay dividends for Greenville moving forward. This plan defines and discusses additional ways to increase economic development across Greenville.

## **Actions**

Recommendations or actions are listed at the end of every element in this comprehensive plan. Each of the numbered chapters is the elements (1 – 8) of the plan. The chapters with letters (A – D) define existing conditions and the detailed planning process used to develop the plan. Each action is targeted to the specifics of Greenville and the needs and goals of the community.

The Greenville Forward Comprehensive Plan is meant to be a living document that allows flexibility to address unforeseen circumstances that may influence or change the priorities and economic perspective of the community. As the city grows and evolves, new issues will emerge while others will no longer be as important. Some recommendations will be found less impractical or outdated as new solutions will arise. A regular annual review should ensure that the plan reflects the community’s vision and remains relevant and applicable over time.