

*Chapter 11:
The Implementation Plan*



Comprehensive Plan 2025



Introduction

General

With the publication and adoption of this Comprehensive Plan 2025, the City of Greenville will have taken an important step in shaping its future. The Plan will provide a very important tool for City staff and civic leaders to use in making sound planning decisions regarding the long-term growth and development of Greenville. The future quality of life in Greenville will be substantially influenced by the manner in which Comprehensive Plan recommendations are administered and maintained.

Changes in Greenville's socioeconomic climate and in development trends that were not anticipated during preparation of the Plan will occur from time to time, and therefore, subsequent adjustments will be required. Elements of the City that were treated in terms of a general relationship to the overall area may, in the future, require more specific and detailed attention. Planning for the City's future should be a continuous process, and this Comprehensive Plan is designed to be a dynamic tool that can be modified and periodically updated to keep it in tune with changing conditions and trends.

Under Texas law, comprehensive plan policies and recommendations can only be put into effect through adopted development regulations, such as zoning and subdivision, and through capital improvement programs. Many recommendations within the Plan can be implemented through simple refinement of existing regulations or City processes, while others may require the establishment of new regulations, programs, or processes. This final chapter of the Comprehensive Plan 2025 describes specific ways in which Greenville can take the recommendations within this Plan from vision to reality.

IMPLEMENTATION

- 1: Carry out, accomplish; especially: to give practical effect to and ensure of actual fulfillment by concrete measures
- 2: To provide instruments or means of expression for.

Source: Merriam Webster Online Dictionary

Proactive & Reactive Implementation

There are two primary methods of Plan implementation - proactive and reactive methods. To successfully implement the Comprehensive Plan 2025 and fully realize its benefits, both methods must be used in an effective manner. Both proactive and reactive actions that could be used by the City of Greenville are described within this *Implementation Plan*.

Examples of proactive methods include:

- Developing a capital improvements program (CIP), by which the City expends funds to finance certain public improvements (e.g., utility lines, roadways, etc.), meeting objectives that are cited within the Plan;
- Establishing/enforcing zoning regulations;
- Establishing/enforcing subdivision regulations.

Examples of reactive methods include:

- Rezoning a development proposal that would enhance the City and that is based on the Comprehensive Plan;
- Site plan review;
- Subdivision review.

The Roles of the Comprehensive Plan

A Guide for Daily Decision-Making

The current physical layout of the City is a product of previous efforts put forth by many diverse individuals and groups. In the future, each new development that takes place, whether it is a subdivision that is platted, a home that is built, or a new school, church or shopping center that is constructed, represents an addition to Greenville's physical form. The composite of all such efforts and facilities creates the City as it is seen and experienced by its citizens and visitors. If planning is to be effective, it must guide each and every individual development decision. The City, in its daily decisions pertaining to whether to surface a street, to approve a residential plat, to amend a zoning ordinance provision, to enforce the building codes, or to construct a new utility line, should always refer to the basic proposals outlined within the Comprehensive Plan. The private builder or investor, likewise, should recognize the broad concepts and policies of the Plan so that their efforts become part of a meaningful whole in planning the City.

A Flexible & Alterable Guide

As previously stated, the Comprehensive Plan 2025 is intended to be a dynamic planning document for Greenville - one that responds to changing needs and conditions. Plan amendments should not be made without thorough analysis of immediate needs, as well as consideration for long-term effects of proposed amendments. The Greenville City Council and other Greenville officials should consider each proposed amendment carefully to determine whether or not it is consistent with the Plan's goals and policies, and whether it will be beneficial for the long-term health and vitality of the City of Greenville.

At one- to three-year intervals, a periodic review of the Comprehensive Plan with respect to current conditions and trends should be performed. Such on-going, scheduled reevaluations will provide a basis for adjusting capital expenditures and priorities, and will reveal changes and additions which should be made to the Plan in order to keep it current and applicable long-term. It would be appropriate to devote one annual meeting of the Planning and Zoning Commission to reviewing the status and continued applicability of the Plan in



light of current conditions, and to prepare a report on these findings to the Greenville City Council. Those items that appear to need specific attention should be examined in more detail, and changes and/or additions should be made accordingly. By such periodic reevaluations, the Plan will remain functional, and will continue to give civic leaders effective guidance in decision-making. Periodic reviews of the Plan should include consideration of the following:

- The City's progress in implementing the Plan;
- Changes in conditions that form the basis of the Plan;
- Community support for the Plan's goals, objectives & policies; and,
- Changes in State laws.

The full benefits of the Plan for the City of Greenville can only be realized by maintaining it as a vital, up-to-date document. As changes occur and new issues within the City become apparent, the Plan should be revised rather than ignored. By such action, the Plan will remain current and effective in meeting the City's decision-making needs.

Complete Review With Public Participation

In addition to periodic annual reviews, the Comprehensive Plan should undergo a complete, more thorough review and update every five years. The review and updating process should begin with the establishment of a citizen committee similar to the Steering Committee that was appointed to assist in the preparation of this Plan. Specific input on major changes should be sought from various groups, including property owners, neighborhood groups, civic leaders and major stakeholders, developers, merchants, and other citizens and individuals who express an interest in the long-term growth and development of the City.



Regulatory Mechanisms

General

The usual processes for reviewing and processing zoning amendments, development plans, and subdivision plans provide significant opportunities for implementing the Comprehensive Plan. Each zoning, development and subdivision decision should be evaluated and weighed against applicable proposals contained within the Plan. If decisions are made that are inconsistent with Plan recommendations, then they should include actions to modify or amend the Plan accordingly in order to ensure consistency and fairness in future decision-making. Amending the Subdivision Ordinance and Zoning Ordinance represent two major proactive measures that the City can take to implement Comprehensive Plan 2025 recommendations.

The Zoning Ordinance

Zoning is perhaps the single most powerful tool for implementing Plan recommendations. The City's Zoning Ordinance should be updated with the recommendations contained within the various chapters of this Comprehensive Plan. All zoning and land use changes should be made within the context of existing land uses, future land uses, and planned infrastructure, including roadways, water and wastewater. The following are general recommendations related to zoning regulations and processes - other specific priority recommendations that can be implemented through zoning are contained within **Table 11-1**.

Zoning Text Amendments

Design & Development Standards

There are numerous recommendations within this Comprehensive Plan 2025 that relate to enhancing design standards. Their implementation will not only improve future development and interaction between land uses, but will also improve Greenville's overall image and livability. Such recommendations involve buffering, landscaping, nonresidential building design, compatibility, and signage, to name a few. These recommendations

should be itemized and prioritized, and should be incorporated into the Zoning Ordinance accordingly.

It should be noted that the City currently has design standards for new development that are in ordinances separate from the Zoning Ordinance. Specifically, one is the *Design Guidelines for Downtown Greenville* and the other is the *Exterior Construction Requirements and Standards*. These should be amended to be contained within the Zoning Ordinance.

Other Standards

The following list of changes should be made to the City's existing Zoning Ordinance text.

- **Add New Definitions** – Add new definitions to conform to state and federal statutes (i.e., manufactured home, community home, telecommunications antennae, etc.).
- **Revise the CA District** – Revise the Central Area (CA) zoning district to achieve the following:
 - Include targeted land uses (including loft-style residential uses),
 - Specify that if goods are going to be manufactured, at least 20 percent of the first floor must be retail, located at the front of the building space (so that goods are visible to passersby),
- **Delete the FP District** – Delete the Floodplain Overlay (FP) zoning district – this is now administered by separate ordinance.
- **Amend SIC References** – Amend references to the SIC (Standard Industry Classification) Code in the Permitted Use Schedule to refer to the NAICS (North American Industry Classification System).
- **Expand the Permitted Use Schedule** – Expand uses in the Permitted Use Schedule to include common names (i.e., assisted living facility, rehabilitation care facility, manufactured home, etc.).
- **Revise Political Sign Regulations** – Revise political sign requirements to be consistent with state statutes.
- **Revise PUD Regulations** – Allow more flexibility under the Planned Unit Development (i.e., uses, project size, etc.).
- **Provide Incentives for Signage** – Add provisions/incentives for ground signs and amend the ordinance with other recommendations consistent with the *Neighborhood & Business Enhancement Plan*.
- **Remove “Temporary Zoning”** – Remove the provision for temporary zoning – consider changing the language to refer to “zoning upon annexation”.

- **Require a Site Plan** – Add a site plan requirement for nonresidential zoning changes.
- **Add Provision for a Conservation District** – Add a Conservation District to the list of districts that could be requested by a neighborhood group.
- **Add/Amend Standards** – Add standards consistent with the Comprehensive Plan for the following:
 - Landscaping,
 - Screening,
 - Building materials - from the currently separate ordinance,
 - Requirements for Downtown development - from the currently separate ordinance,
 - Shared driveways and cross access,
 - Buffering for single-family development,
 - Increased requirements for multiple-family development
- **Amend Multiple-Family Districts** – Reduce the maximum number of dwelling units in the MF-1 District from 29 units to 24 units per acre; eliminate the MF-2 District (which allows 54 units per acre).
- **Rezone Areas Along Interstate Highway 30** – Proactively rezone some of the areas along IH 30 to retail in conformance with the *Future Land Use Plan*.

Zoning Map Amendments

State law gives power to cities to regulate the use of land, but only if such regulations are based on a plan. Therefore, Greenville’s Zoning Map should be as consistent as possible with the Comprehensive Plan, specifically the *Future Land Use Plan* map. It is not reasonable, however, to recommend that the City make large-scale changes in its zoning map changes immediately. It is therefore recommended that the City prioritize areas where a change in current zoning is needed in the short-term, such as along Interstate Highway 30, and that efforts be concentrated on making such changes. In the long-term, consistent zoning policy in conformance with the *Future Land Use Plan* map will achieve the City’s preferred land use pattern over time.

COMPLIANCE WITH THE COMPREHENSIVE PLAN

Zoning regulations must be adopted in accordance with a comprehensive plan...

Source: Chapter 211.004 of the Texas Local Government Code

The Subdivision Ordinance

The act of subdividing land to create building sites has a major effect on the overall design and image of Greenville. Much of the basic physical form of the City is currently created by the layout of streets, easements, and lots. In the future, the basic physical form of Greenville will be further affected by such action. Requirements for adequate public facilities are essential to ensure the City's orderly and efficient growth. The following are general recommendations related to subdivision regulations and processes - other specific priority recommendations that can be implemented through subdivision oversight are contained within **Table 11-1**.

Roadway Section Standards

The adequate provision of transportation and access to, and possibly through, a tract of land is an important health, safety, and welfare consideration. In order to ensure that roadways will have available capacity to support population growth and related increases in traffic, the City requires specific rights-of-way and paving standards within the Subdivision Ordinance. This should continue, but roadway section requirements should be amended to conform to the section recommendations within the *Thoroughfare Plan* of this Comprehensive Plan.

Park Dedication

To ensure that park and recreation areas and facilities are provided in proportion to residential development, many cities have chosen to incorporate a park dedication ordinance within their subdivision regulations. The ordinance typically requires any new residential development (single-family, multiple-family, etc.) to provide land or money in lieu of land in relation to the number of dwelling units within the development. Elements of a park dedication ordinance include the following:

- A ratio of a set amount of acreage per 100 dwelling units or an amount of money in lieu of land is specified. The amount of money usually equates back to the value of the land that would have otherwise been received (based on the number of units contained in the development).
 - The ratio is based on 1) the number of dwelling units that the park planning area can support at ultimate capacity, and 2) the cost of the park facility in proportion to the number of potential dwelling units.

- Park planning areas are delineated, typically by the service area of the particular park facility (i.e., neighborhood park, community park, trails).
- The type of facility for which the land or funds are intended is specified so that a general cost can be assessed. For example, if a neighborhood park is the intended facility, the cost is approximately \$365,000 (Table 5-7).
- The land or funds are designated to provide park and recreation facilities in the park planning area from which the funds were received.

A park dedication ordinance represents an equitable way of building new park and recreation facilities in conjunction with new residential development. It should be noted that trails, which were identified as a priority within the *Park Master Plan* (Chapter 5), can be funded from park dedication fees received from development throughout a community. The reason for this is that unlike a facility such as a neighborhood park, trails typically serve all citizens within a community.

Given the amount of interest in trails that was evidenced by the Citizen Survey (contained in Appendix A and discussed in relation to trails in Chapter 5), the City of Greenville should consider adopting a park dedication ordinance within the Subdivision Ordinance. The recommended park dedication ordinance should specify that the facility for which funds or land will be used will be the trail system.

Subdivision Ordinance Text

The following list of changes should be made to the City's existing Subdivision Ordinance text.

- **Include More Detail** – Add more detailed procedural and subdivision requirements for preliminary and final plats.
- **Revise Improvement Guarantee** – Revise improvement guarantee to ensure that improvements are installed.
- **Adopt a Technical Manual** – Adopt a separate technical manual for construction standards.
- **Add State Statute Requirements** – Add state statute requirements for replatting, plat vacation, and other statute requirements.
- **Amend Regulations Related to Development Exactions** – Amend the ordinance to reflect recommendations for changes related to development exactions that were made after legal analysis.

- **Include a Park Dedication Requirement** – Add a park dedication requirement in conformance with the Parks Master Plan.
- **Amend the Required Roadway Sections** – Amend the requirements for roadway rights-of-way and paving in conformance with the *Thoroughfare Plan*.

Annexation and Extraterritorial Jurisdiction

Annexation is the process by which communities extend their municipal boundaries, thereby extending their regulatory authority to new territory for the purpose of protecting the public's health, safety and general welfare. Chapter 43 of the Texas Local Government Code prescribes the process by which communities can annex land within Texas. There are several reasons for cities to annex land - to preserve their ability to oversee the subdivision of land, to accommodate additional population, to provide areas for new businesses, etc. The disadvantage for Greenville in annexing land is that it increases the City's responsibilities in the provision of infrastructure and public services – such responsibilities increase the City's operating costs and its need for revenue to meet those costs.

The City should endeavor to maintain its existing inventory of undeveloped/vacant land inside the City limits to ensure that there will be future areas for growth and development. However, Greenville should also only annex land when it is clearly in the public interest to do so. The following represent instances when the public interest would be served through annexation: 1) a subdivision of land requires utility infrastructure extension; 2) the City limits or ETJ is being infringed upon; and 3) a major employer is being established. These are only a few examples. There may well be other instances where the City needs to annex land.



Capital Improvements Programming

General

Capital improvements are integrally linked to the City’s Comprehensive Plan and its regulatory ordinances. A capital improvement such as a water treatment plant illustrates this concept in the following example:

The Comprehensive Plan recommends areas for a particular type of development, the Zoning Ordinance reinforces Plan recommendations with applicable zoning districts consistent with that type of development, and the Subdivision Ordinance regulates the facilities (e.g., utility extensions, roadway widths, etc.) necessary to accommodate that type of development. The type of development that is recommended by the Comprehensive Plan and that is regulated and approved in accordance with the Zoning and Subdivision Ordinance dictates the water treatment plant’s size and capacity.

It is in the City’s long-term financial interest to invest regularly in the physical maintenance and enhancement of the City of Greenville rather than to undertake large improvement-type programs at longer time intervals. A modest amount of money expended annually on prioritized items in accordance with Plan recommendations will produce a far greater return to the City than will large expenditures at long intervals. A discussion of various possible funding mechanisms follows.

Funding Mechanisms

Ad Valorem Taxes

As was stated in the *Baseline Analysis*, Greenville’s tax rate is high in relation to identified peer communities such as Denison, Ennis, and Terrell (**Table 1-15**). In fiscal year 2002, Greenville’s tax rate was approximately 80 cents per \$100 valuation, and the average of the peer communities was approximately 55 cents. The following list contains possible actions that the City can take to increase its revenue stream so that it is able to reduce taxes.

- **Concentrate on Improving Housing** – Greenville’s housing challenges have been discussed in detail within this Comprehensive Plan. When housing units are improved, their

valuations will increase, thereby increasing their value. This increase in taxable value would eventually help the City to lower taxes.

- **Protect Prime Retail Property** - Prime retail property should not be developed for a purpose other than retail. Retail sales tax revenue (supplementing ad valorem taxes) can be a major contributor to the City's overall budget, and the City's location along Interstate Highway 30 provides prime locations for a variety of retail uses. This land should be preserved for retail use through zoning regulations.
- **Attract Tax-Generating Businesses** - The City has already recognized the importance of attracting businesses that could provide another revenue stream; this is evidenced by Greenville's participation in attracting the Cobisa power plant. Attracting new business will be key to the City's ability to lower its tax rate.

It is extremely important for the City to have a budget that is balanced by revenue from residential and nonresidential uses - quality nonresidential development helps offset the cost of public services generally demanded by residential uses. The previously listed actions will help Greenville create a necessary balance. Increasing revenue from other sources will eventually allow the City to lower the tax burden of its residents.

Impact Fees

Chapter 395 of the Texas Local Government Code addresses the issue of developer participation in the construction of off-site facilities such as water, wastewater, and roadways. This state law allows cities in Texas to decide whether to assess fees for 1) roadway construction, 2) water service expansion, and 3) wastewater service expansion to new residential and nonresidential development. The City is in the process of studying the feasibility of using Chapter 395 as a funding mechanism for such capital expenditures; this investigation is strongly supported by this Comprehensive Plan.

Impact fees can be described as fees charged to new development based on that development's impact on the infrastructure system. The primary advantage to having this funding source is that it provides cities with the increased ability to plan and construct capital facilities so that the needed infrastructure system capacity is available when the market warrants. If they are not implemented, new capital facilities will likely be financed through taxes, which are paid by existing as well as future residents. With impact fees, the development

community is responsible for paying its related share of the cost of growth and the impact of that growth on local infrastructure systems.

State & County Funding

Coordination with state agencies and with Hunt County is recommended for the joint planning and cost sharing of projects. A widely utilized example of state funding is the use of funds allocated by Texas Department of Transportation (TxDOT). TxDOT receives funds from the federal government and directly from the state budget that it distributes for roadway construction and maintenance across Texas. There are several roads within Greenville that would be eligible for such funds.

In addition, programs funded by Hunt County should be researched. The most common county funding programs relate to thoroughfares and parks. Dallas, Collin, and Denton counties have all provided capital funding for such projects within the limits of their respective cities, as evidenced by the following examples:

- **Dallas County:** The County has a park and open space program that since 1999 has focused on creating an interconnecting trail system that would “create new recreational opportunities, generate additional economic development, provide for an alternative mode of transportation, and help improve air quality”. The County has funded four trails in the cities of Irving and Dallas, with four others in the planning or construction phase in the cities of Richardson, DeSoto, Sachse and Mesquite. When these projects are completed, “over twenty miles of trail will have been extended, connected, or constructed”.¹¹⁻¹
- **Collin County:** Collin County has funding for park, transportation, and public facility projects available to area cities. In terms of parks, the County has a matching funds program that for which qualified organizations (including cities) can apply; under the 2003 bond program for these funds, \$2.2 million was available¹¹⁻². In terms of roadway funding, the County has a bond program that was passed in 2003 that will provide \$142 million for roadway improvements, many of which are within the jurisdiction of cities in Collin County; in such cases, the city and County must “be partners through inter-local agreements that define the project scope and cost” and must provide at least a 50 percent match¹¹⁻³.

- **Denton County:** The County has a transportation plan called the Transportation Road Improvement Program (TRIP) 2004 through which it allocates funds to various projects both within and outside of cities in the County. An example of a project within this program that is being jointly funded by Denton County and the local city of Denton is the right-of-way acquisition and related construction of Lakeview Boulevard from FM 426 to US Highway 380. The County is contributing \$3 million to this effort, and Denton is contributing \$4 million¹⁴.

The City should work with Hunt County to secure increased County participation in projects that impact not only Greenville, but the County as a whole. Citizens within the City of Greenville are also citizens of Hunt County, and they could benefit from such participation through improved park areas and roadways. A bond program similar in structure to Collin County's would be most beneficial.

Various Types of Bonds

The two most widely used types of bonds are general obligation bonds and revenue bonds. General obligation bonds, commonly referred to as G.O.s, can be described as bonds that are secured by a pledge of the credit and taxing power of the City and must be approved by a voter referendum. Revenue bonds can be described as bonds that are secured by the revenue of the City. Certificates of obligation, commonly referred to as C.O.s, can be voted on by the City Council without a City-wide election/bond referendum. It should be noted that if Greenville chooses to adopt an impact fee ordinance and bonds have been included in the assessment of impact fees, funds derived from impact fees could be used to retire bonds.



Specific Implementation Recommendations

Implementation is probably one of the most important, yet most difficult, aspects of the comprehensive planning process. Without viable, realistic mechanisms for implementation, the recommendations contained within the Comprehensive Plan will be difficult to realize. **Table 11-1** contains Level One priority recommendations; **Table 11-2** contains Level Two recommendations; **Table 11-3** contains Level Three recommendations; and, **Table 1-4** contains ongoing recommendations. Included are the objective to which the recommendation relates, the chapter within which each recommendation is discussed, and the general funding mechanisms that could be used toward their implementation.

Table 11-1 RECOMMENDATIONS – LEVEL ONE PRIORITY City of Greenville, Texas			
Planning Effort or Capital Item	Related Objective <i>(May be rephrased; refer to Chapter 2)</i>	Related Plan Chapter	Implementation Mechanism
Design and construct the new Cowleech Fork Sabine River Wastewater Treatment Facility Install related major wastewater outfall lines	<i>Objective 4.3:</i> Ensure that there is adequate water and wastewater available to serve existing areas and new development.	<i>Chapter 6:</i> The Infrastructure Plan	Capital expenditure
Design and construct the new Mustang Branch Wastewater Treatment Facility Install related major wastewater outfall lines	<i>Objective 4.3:</i> Ensure that there is adequate water and wastewater available to serve existing areas and new development.	<i>Chapter 6:</i> The Infrastructure Plan	Capital expenditure
Make water system improvements - increase high service pump capacity, extend water distribution lines - in the south and south west sectors of the City	<i>Objective 4.3:</i> Ensure that there is adequate water and wastewater available to serve existing areas and new development.	<i>Chapter 6:</i> The Infrastructure Plan	Capital expenditure

Table 11-1 (Cont'd)
RECOMMENDATIONS – LEVEL ONE PRIORITY
City of Greenville, Texas

Planning Effort or Capital Item	Related Objective <i>(May be rephrased; refer to Chapter 2)</i>	Related Plan Chapter	Implementation Mechanism
Proactively rezone land along Interstate Highway 30 to a retail zoning district.	<i>Objective 2.5:</i> Ensure that Greenville’s land use policies encourage a balance of land uses such that there are adequate areas for nonresidential uses that will provide the essential tax base needed for the City to support existing and future residents.	<i>Chapter 3:</i> The Future Land Use Plan	Zoning Ordinance – Map Amendments
Perform proactive code enforcement in deteriorating housing areas – staffing levels may need to be considered	<i>Objective 8.1:</i> Recognize the importance of existing older neighborhoods to the character of Greenville by implementing policies, such as proactive code enforcement, that will support their long-term viability, marketability, and attractiveness.	<i>Chapter 9:</i> The Housing Strategies Plan	Adoption of a proactive code enforcement policy by City Council Action by City staff
Establish a coalition of owners and landlords with rental units in problem housing areas, providing a forum for mutual communication between the City and owners/landlords	<i>Objective 8.1:</i> Recognize the importance of existing older neighborhoods to the character of Greenville ...support their long-term viability, marketability, and attractiveness. <i>Objective 10.1:</i> Continue efforts to instill a stronger sense of civic pride by encouraging involvement in public decision-making and by soliciting citizen input.	<i>Chapter 9:</i> The Housing Strategies Plan	Appointment of coalition members by City Council
Concentrate on attracting businesses engaging in light industrial-type activities to the four major industrial land use areas recommended on the <i>Future Land Use Plan</i> map.	<i>Objective 2.5:</i> Ensure that Greenville’s land use policies encourage a balance of land uses such that there are adequate areas for nonresidential uses that will provide the essential tax base needed for the City to support existing and future residents.	<i>Chapter 3:</i> The Future Land Use Plan	Work with the Economic Development Board to concentrate and streamline economic development efforts
Consider establishing a Park Dedication Ordinance for the future construction of a trail system	<i>Objective 14.1:</i> Consider requiring park/open space dedication during the development review process; adopt a Park Dedication Ordinance to achieve this.	<i>Chapter 5:</i> The Parks Master Plan	Adoption of a Park Dedication Ordinance by City Council

Level One
 Priorities
 Continued

Level
Two
Priorities

Table 11-2 RECOMMENDATIONS – LEVEL TWO PRIORITY City of Greenville, Texas			
Planning Effort or Capital Item	Related Objective <i>(May be rephrased; refer to Chapter 2)</i>	Related Plan Chapter	Implementation Mechanism
In areas identified with a “3” on <i>Plate 9-1</i> , remove a set number of structures annually Assist those living in these structures to find alternate housing.	<i>Objective 8.7:</i> Promote incentives and strengthen programs to assist economically distressed occupants to meet housing code requirements.	<i>Chapter 9:</i> The Housing Strategies Plan	Adoption of a policy by City Council to engage in such action City Council direction to staff
Increase design-related guidelines for future nonresidential development along the roadways specified on page 10-9.	<i>Objective 2.2:</i> Establish standards related to the development of nonresidential uses in order to ensure a positive visual perception of Greenville along major thoroughfares... <i>Objective 10.2:</i> Consider the development of streetscape/urban design guidelines to enhance the community’s visual and aesthetic appeal...	<i>Chapter 10:</i> Neighborhood & Business Enhancement Strategies	Zoning Ordinance – Text Amendments
Amend the Subdivision Ordinance to reflect new roadway section recommendations (Table 4-8).	<i>Objective 1.8:</i> Utilize the <i>Thoroughfare Plan</i> to identify rights-of-way locations (for dedication purposes) and criterion such that future growth can be accommodated; ensure that criterion are integrated into the City’s Subdivision Ordinance.	<i>Chapter 4:</i> The Thoroughfare Plan	Subdivision Ordinance – Text Amendments
Require 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.	<i>Objective 1.12:</i> Utilize the <i>Thoroughfare Plan</i> to establish standards for shared drives, for circulation within new developments, and for protecting the integrity of major roadways; ensure that such standards are integrated into the City’s Subdivision Ordinance.	<i>Chapter 4:</i> The Thoroughfare Plan	Subdivision Ordinance – Text Amendments
Sponsor a one-day home improvement event, such as <i>Paint Your Heart Out</i> , at least once annually.	<i>Objective 8.7:</i> Promote incentives and strengthen programs to assist economically distressed owner-occupants to meet housing code requirements.	<i>Chapter 9:</i> The Housing Strategies Plan	Adoption of a policy by City Council to engage in such action City Council direction to staff

Table 11-2 (Cont'd)
RECOMMENDATIONS – LEVEL TWO PRIORITY
City of Greenville, Texas

Planning Effort or Capital Item	Related Objective <i>(May be rephrased; refer to Chapter 2)</i>	Related Plan Chapter	Implementation Mechanism
Establish new police storefronts at locations that would allow officers to complete paperwork without having to leave their patrol district.	<i>Objective 6.1:</i> Ensure that there is sufficient police and fire protection for current residents, and that the City remains aware of necessary increases in staff and/or related resources to enable such protection for future residents.	<i>Chapter 8:</i> The Public Facilities Plan	Input from the Police Department Capital expenditure
Concentrate on economic development efforts related to Downtown: 1) Conduct a survey of Downtown business owners to determine the role of public sector in revitalization efforts from their perspective, and prioritize capital improvements accordingly. 2) Make changes to the Zoning Ordinance as recommended. 3) Continue the existing matching grant program for exterior improvements, and increase the grant as funds become available. 4) Establish a Storefront Window Program.	<i>Objective 9.1:</i> ... identify ways in which Downtown can be enhanced and improved. <i>Objective 9.5:</i> Identify the types of land uses, such as office, retail and limited residential, that would be beneficial for the Downtown area. <i>Objective 9.8:</i> Establish incentives that would encourage developers to preserve and renovate significant structures that contribute to the historic character of Greenville. <i>Objective 10.1:</i> Continue efforts to instill a stronger sense of civic pride by encouraging involvement in public decision-making and by soliciting citizen input.	<i>Chapter 7:</i> The Downtown Revitalization Plan	Input from Downtown business owners Input from the Main Street Program Capital expenditure Zoning Ordinance – Text Amendments
Require shared driveways and cross-access for nonresidential developments, as applicable.	<i>Objective 1.12:</i> Utilize the <i>Thoroughfare Plan</i> to establish standards for shared drives, for circulation within new developments, and for protecting the integrity of major roadways.	<i>Chapter 4:</i> The Thoroughfare Plan <i>Chapter 10:</i> Neighborhood & Business Enhancement Strategies	Subdivision Ordinance – Text Amendments
Low density residential land uses (single-family homes) should be buffered from nonresidential uses, as well as from arterials and collectors.	<i>Objective 8.4:</i> Ensure that new residential areas are developed to a high standard by reviewing/ revising existing standards for residential development.	<i>Chapter 3:</i> The Future Land Use Plan <i>Chapter 10:</i> Neighborhood & Business Enhancement Strategies	Zoning Ordinance – Text Amendments

Level
Two
Priorities
Continued

Level
Two
Priorities
Continued

Table 11-2 (Cont'd) RECOMMENDATIONS – LEVEL TWO PRIORITY City of Greenville, Texas			
Planning Effort or Capital Item	Related Objective <i>(May be rephrased; refer to Chapter 2)</i>	Related Plan Chapter	Implementation Mechanism
Establish a cooperative and proactive planning effort with the GISD to ensure that its quality is maintained with future local residential growth.	<i>Objective 5.2:</i> Foster a relationship and coordinate applicable City activities with the Greenville Independent School District.	<i>Chapter 8:</i> The Public Facilities Plan	Policy adoption by Council Subdivision Ordinance text amendments if GISD is to be involved in development review.
Provide a mechanism for the establishment of neighborhood conservation districts. <i>Plate 9-2</i> should be used as a guide for such districts.	<i>Objective 8.1:</i> Recognize the importance of existing older neighborhoods to the character of Greenville ...support their long-term viability, marketability, and attractiveness.	<i>Chapter 9:</i> The Housing Strategies Plan	Zoning Ordinance – Text Amendments

Level
Three
Priorities

Table 11-3 RECOMMENDATIONS – LEVEL THREE PRIORITY City of Greenville, Texas			
Planning Effort or Capital Item	Related Objective <i>(May be rephrased; refer to Chapter 2)</i>	Related Plan Chapter	Implementation Mechanism
Require a Traffic Impact Analysis to help assess the extent to which new development will potentially affect local roadways.	<i>Objective 1.9:</i> Investigate ways in which the development community can assist in protecting the integrity of roadways in Greenville.	<i>Chapter 4:</i> The Thoroughfare Plan	Subdivision Ordinance – Text Amendments
Increase requirements for new multiple-family development using those recommended within the <i>Future Land Use Plan</i> as a guide.	<i>Objective 3.3:</i> Ensure that new development enhances the quality of life in Greenville.	<i>Chapter 3:</i> The Future Land Use Plan	Zoning Ordinance – Text Amendments
Require new residential subdivisions to provide access to existing and planned trails	<i>Objective 13.2:</i> Require new residential development to incorporate pedestrian access through the new development and to adjacent areas, wherever applicable.	<i>Chapter 5:</i> The Parks Master Plan	Subdivision Ordinance – Text Amendments

Table 11-4
RECOMMENDATIONS – ON-GOING PRIORITY
City of Greenville, Texas

Planning Effort or Capital Item	Related Objective (May be rephrased; refer to Chapter 2)	Related Plan Chapter	Implementation Mechanism
<p>Develop a City-wide drainage master plan</p> <p>Review, and revise if necessary, drainage-related ordinances, criteria, and design manuals</p> <p>Create a Stormwater Utility</p>	<p><i>Objective 6.2:</i> Define standards for adequate service levels for public services and facilities</p>	<p><i>Chapter 6:</i> The Infrastructure Plan</p>	<p>Engineering consultant and/or City staff involvement</p>
<p>Rezoning decisions for single-family development should be made with due consideration to lot size (for new single-family developments adjacent to existing single-family areas).</p>	<p><i>Objective 3.4:</i> Ensure that new development, both residential and nonresidential, will be compatible with existing land uses in terms of use, density, building heights, scale, and offsite effects.</p>	<p><i>Chapter 3:</i> The Future Land Use Plan</p> <p><i>Chapter 9:</i> The Housing Strategies Plan</p>	<p>Adoption of a policy by City Council</p>
<p>Remain aware of and involved in any discussions/decisions related to IH 30 (widening, controlling access) in the vicinity of the City</p>	<p><i>Objective 1.2:</i> Work closely with regional transportation planning groups to ensure that regional transportation issues, especially those that directly affect Greenville (e.g., frontage roads), are addressed with City input.</p>	<p><i>Chapter 4:</i> The Thoroughfare Plan</p>	<p>On-going City interaction with area cities, Hunt County, TxDOT, NCTCOG</p>
<p>Continue to investigate the feasibility of using Chapter 395 (impact fees) as a funding mechanism for capital improvements.</p>	<p><i>Objective 1.9:</i> Investigate ways in which the development community can assist in protecting roadway integrity.</p> <p><i>Objective 4.3:</i> Ensure that there is adequate water and wastewater available to serve existing areas and new development.</p>	<p><i>Chapter 4:</i> The Thoroughfare Plan</p> <p><i>Chapter 6:</i> The Infrastructure Plan</p>	<p>Continued study of the use of impact fees.</p> <p>Adoption of an Impact Fee Ordinance by City Council.</p>

On-Going
Priorities



In Conclusion

This *Implementation Plan* is the culmination of recommendations and policies discussed throughout the Comprehensive Plan 2025. As Greenville continues in its quality planning efforts, the priorities outlined within this Plan should be considered. Especially important to the City's short-term future are the recommendations identified as level one priority.

This Comprehensive Plan 2025 represents a planning process that took place over a time period of approximately 18 months. The various elements of the Plan are based upon realistic goals, objectives, and recommendations for the City that resulted from an intense comprehensive planning process involving a Steering Committee, citizens, a statistically valid Citizen Survey, Greenville staff, and elected and appointed officials. *The Comprehensive Plan, once adopted, becomes the official policy of the City.* To be fully effective, the Plan should be used on a daily basis to determine policy, thereby guiding Greenville to realize its ultimate vision.

Endnotes

-
- ¹¹¹ Dallas County Online. Dallas County Park & Open Space Program link. ADDRESS: <http://www.dallascounty.org/html/citizen-serv/open-spaces/intro.html>.
- ¹¹² Parks Foundation Advisory Board Document dated March 1, 2004 re: Collin County Parks and Open Space, Project Funding Assistance Program Policy; document approved February 24,2004.
- ¹¹³ Collin County Website. 2003 Bond Program link. ADDRESS: http://www.co.collin.tx.us/public_information/projects/2003/2003_bond_program.jsp.
- ¹¹⁴ Denton County Website. TRIP 2004 Bond Program link. ADDRESS: <http://dentoncounty.com>.