



Greenville

Heart & Soul of the Delta 

Planning Today For Tomorrow:
A Strategic Plan to Revive the Heart and Soul of the Delta

Adopted December 2, 2014

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Acknowledgments

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- Ward 2 – Councilwoman Lois Hawkins
- Ward 3 – Councilwoman Carolyn Weathers
- Ward 4 – Councilwoman Betty Watkins
- Ward 5 – Councilwoman Ann Hollowell, Vice-Mayor
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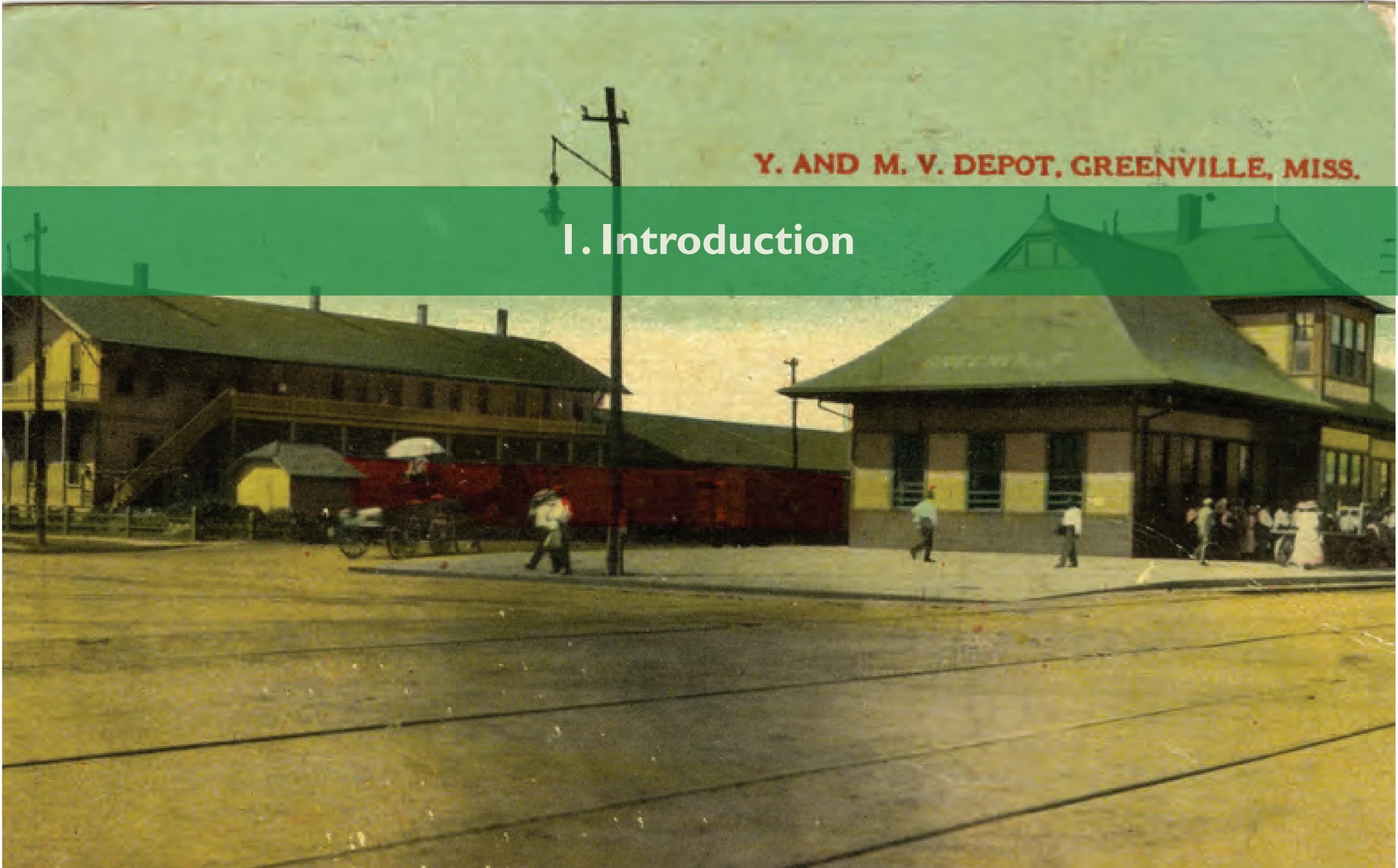


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Y. AND M. V. DEPOT, GREENVILLE, MISS.

I. Introduction



“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”

Jane Jacobs

American-Canadian Journalist

The City Planning Process in Mississippi

The City of Greenville exercises authority granted by the state under Title 17, Chapter 1, of the Mississippi Code of 1972, as amended, in the interpretation, administration and evaluation of the comprehensive plan. Consistent with Title 17, Chapter 1, land development within the incorporated area of Greenville's municipal jurisdiction should be consistent with an adopted comprehensive plan and all planning initiatives and regulations enacted or amended should be consistent with the plan.

This section of the code also defines the comprehensive plan as a statement of public policy for the physical development of the entire municipality or coun-

ty adopted by resolution of the governing body, consisting of the following elements at a minimum:

- Goals and objectives for the long-range (twenty (20) to twenty-five (25) years) development of the county or municipality. Required goals and objectives shall address residential, commercial and industrial development; parks, open space and recreation; street or road improvements; public schools and community facilities.
- A land use plan which designates in map or policy form the proposed general distribution and extent of the uses of land for residences, commerce, industry, recreation and open space, public/quasi-public facilities and lands. Background information shall be provided concerning the residential densities; intensity of commercial uses; industrial and public/quasi-public uses, projections of population and economic growth for the area encompassed by the plan may be the basis for quantitative recommendations for each land use category.

- A transportation plan depicting in map form the proposed functional classifications for all existing and proposed streets, roads and highways. Functional classifications shall consist of arterial, collector and local streets, roads and highways, and these classifications shall be defined on the plan as to minimum right-of-way and surface width requirements. All other forms of transportation pertinent to the local jurisdiction shall be addressed as appropriate. The transportation plan shall be a basis for a capital improvements program.

- A community facilities plan as a basis for a capital improvements program including, but not limited to, the following: housing; schools; parks and recreation; public buildings and facilities; and utilities and drainage.

The development of a sound comprehensive plan is a process conducted over time. The essential steps involve investigating background data of a community to understand the development patterns and trends at work, engaging in the development of goals and objectives for the community, and designing the future of the community to meet those goals and objectives. The adjacent table illustrates the process as it occurs under the headings of *Data, Direction and Determination*. This process was used to develop the *Greenville Development Plan*, the City's comprehensive plan.

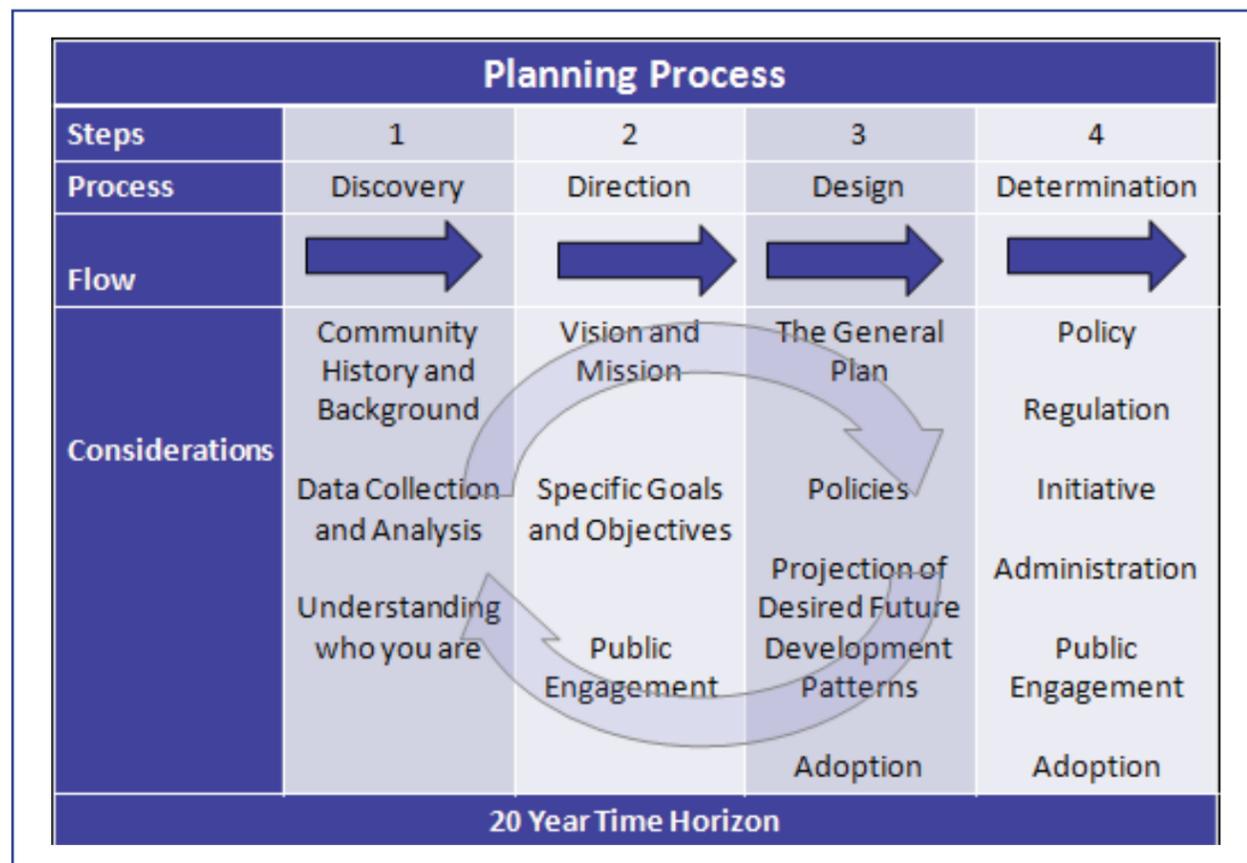
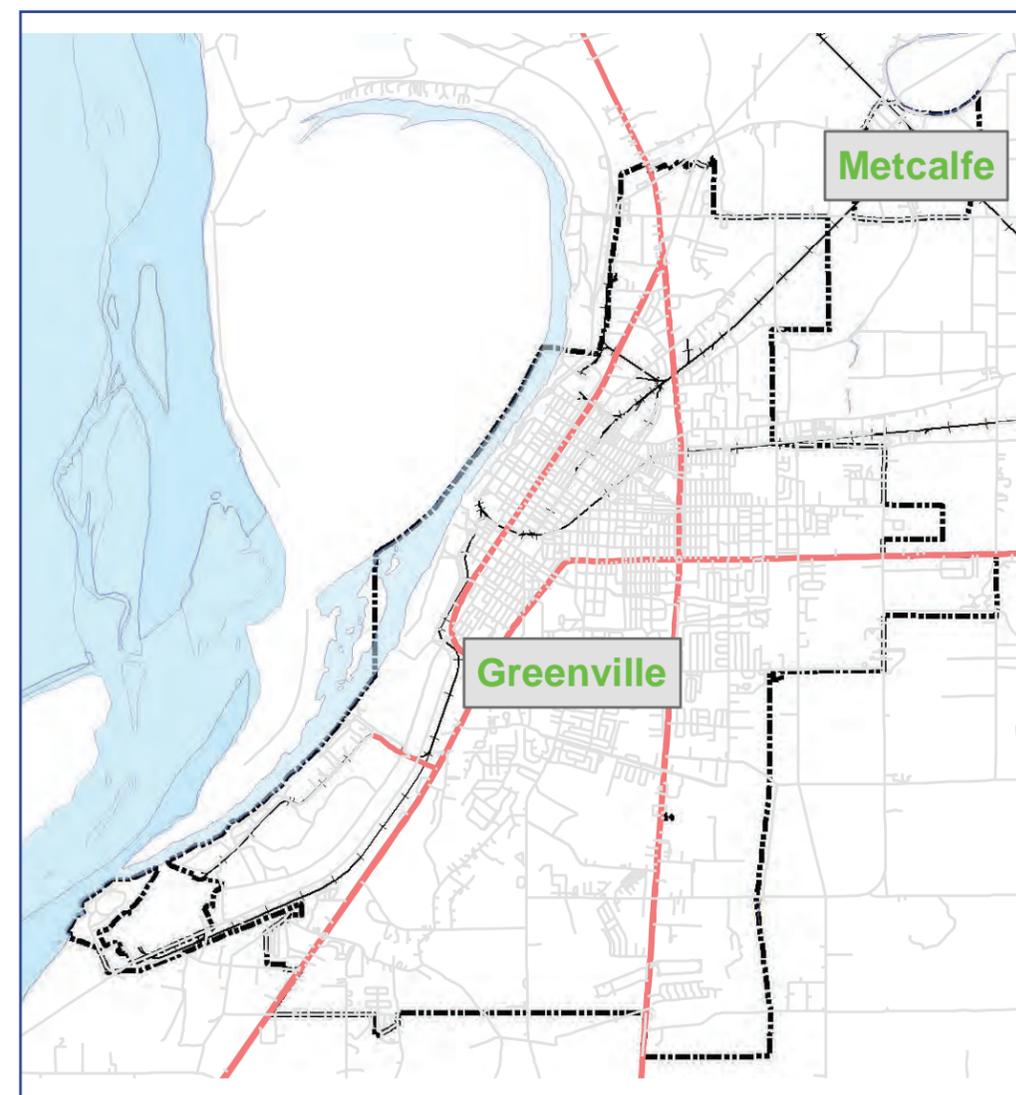
amount of plan content, this data can now be summarized and primary sources cited.

This is also the case with mapping. With services such as Google Earth, Bing Maps, and many online geographic information systems available, geographic based inquiry into a community becomes exceptionally simple. Map efforts can now be concentrated on producing geographic information that serves to support key planning values and policy provisions of plans.

Yet the need to review key data has not been totally eliminated. Where data illustration serves to reinforce or support major planning ideas it is still necessary to present the data so that conclusions from data analysis may be clearly illustrated. Sound judgment must be used on the part of the planner to determine what should be included and what should be excluded. However, because less effort overall is needed for data collection and, in many cases, analysis, more attention may be given to developing the vision, planning principles and the development intent of a community.

Changes In Planning Practice

Throughout the history of modern city planning it has been necessary to reproduce extensive population, economic and other data that was not readily available to decision makers as they considered a community's future. Today, overwhelming amounts of data are available via the internet directly from primary sources such as the Census Bureau. This data is frequently organized and packaged by local agencies and represented in a manner that renders much of the former detailed data reproduction unnecessary. Where pages of data once provided a substantial



Such is the case with the *Greenville Development Plan*. While key data has been summarized and reviewed, a much greater focus and effort has been placed on the establishment of Greenville's development goals and objectives and their corresponding implementation measures. These values, as they have been developed, are first expressed in the Greenville Vision Statement and are used to guide the future design of the community, the way in which it will be regulated and the initiatives the City will undertake to achieve its vision. With this background in mind, primary community developmental indicators are summarized in the following sections.

Historic Overview

Washington County was established in January 1827. The county is located in the region known as the Mississippi Delta, a leaf-shaped plain stretching from Memphis to Vicksburg and from the Yazoo River to the Mississippi River in the northwestern corner of the state. Washington County is located just slightly below the center of the Delta, on the western edge, along the banks of the Mississippi River. Greenville, named for General Nathaniel Greene of the Revolutionary War, was originally established in 1846 as the third seat of government of Washington County. The community has shifted location twice, and present day Greenville is located just slightly southwest of the first settlement. The original town site fell victim to the capricious waters of the Mississippi River. The second town site, close by, was destroyed by the

Union army during the Civil War.

The core of present day Greenville is built on lands given by Harriet Theobald after the Civil War for the rebuilding of the town burned by Union troops. Mrs. Theobald had come to the area in 1828 as Mrs. W.W. Blanton. She deeded 47.5 acres for the rebuilding of the town from a portion of her plantation on September 1, 1865. In 1867 Major Richard O'Hea laid out a grid of streets and avenues, with Theobald Street the eastern boundary. The citizens built a courthouse, a public school, and a library, and provided spaces for churches. Greenville was incorporated on June 24, 1870. By this time, the burned-out site of old Greenville was crumbling into the Mississippi River.

Despite major fires in 1874 and 1875 and a Yellow Fever epidemic in 1878, Greenville grew into a substantial trade center for a large agricultural area of Mississippi, Arkansas, and Louisiana. As the City grew, its population

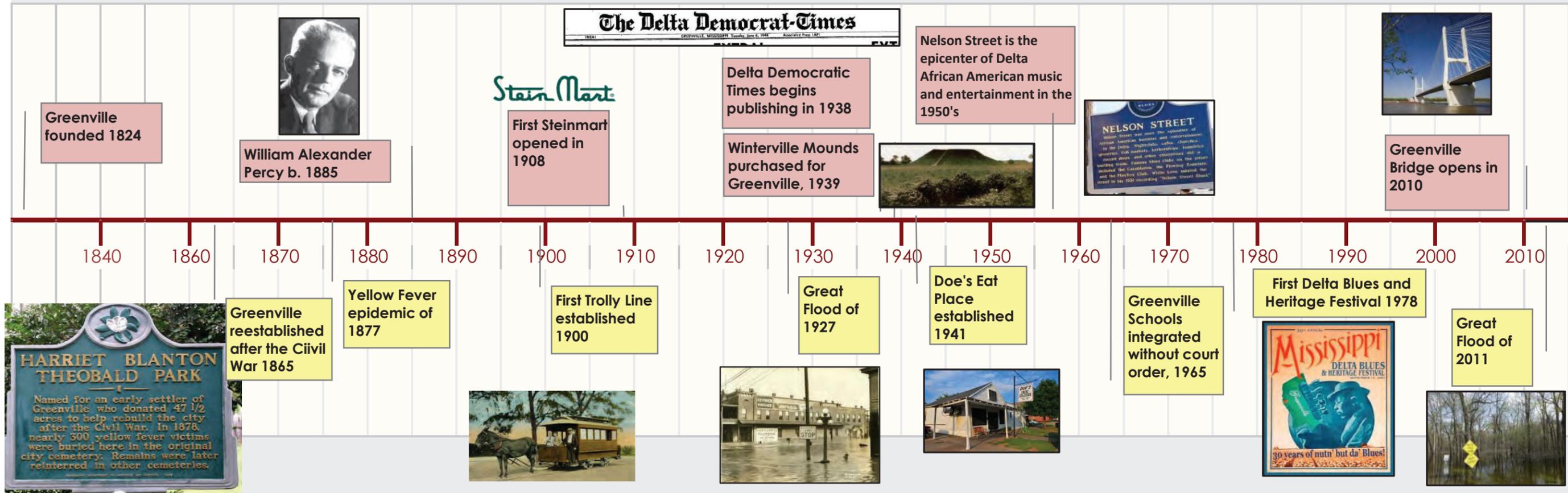
became more socially and economically diverse, with an increasing proportion of middle and upper middle class residents engaged in commerce, education, medicine, and law.

By the 1930's, Greenville had become a thriving city with a population of about 15,000. Yet the river remained the biggest challenge. Floods were a constant threat during the spring seasons, with major floods in 1883, 1884, 1912, and 1913 leading up to the disastrous Flood of 1927. It was not until after 1935 when the river was rerouted, forming a recreational lake (Lake Katherine, renamed Lake Ferguson in 1937), that residents could comfortably build homes and businesses without the threat of their being swept away by the floods or crumbling into the river.

Past Planning in Greenville

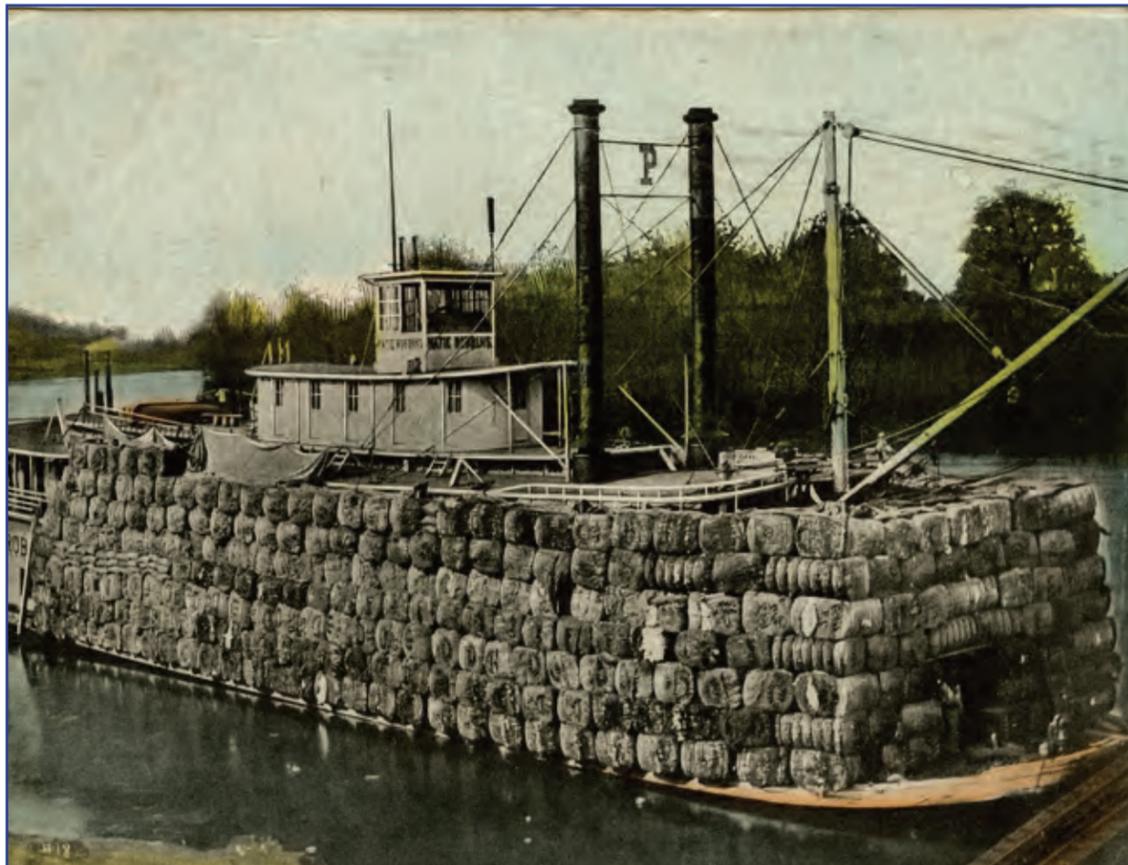
Greenville's past planning efforts have occurred in 1948, 1971 and 1993 and these plans are archived in Greenville Department of Planning.

Greenville Timeline





River Levee in Flood of 1927



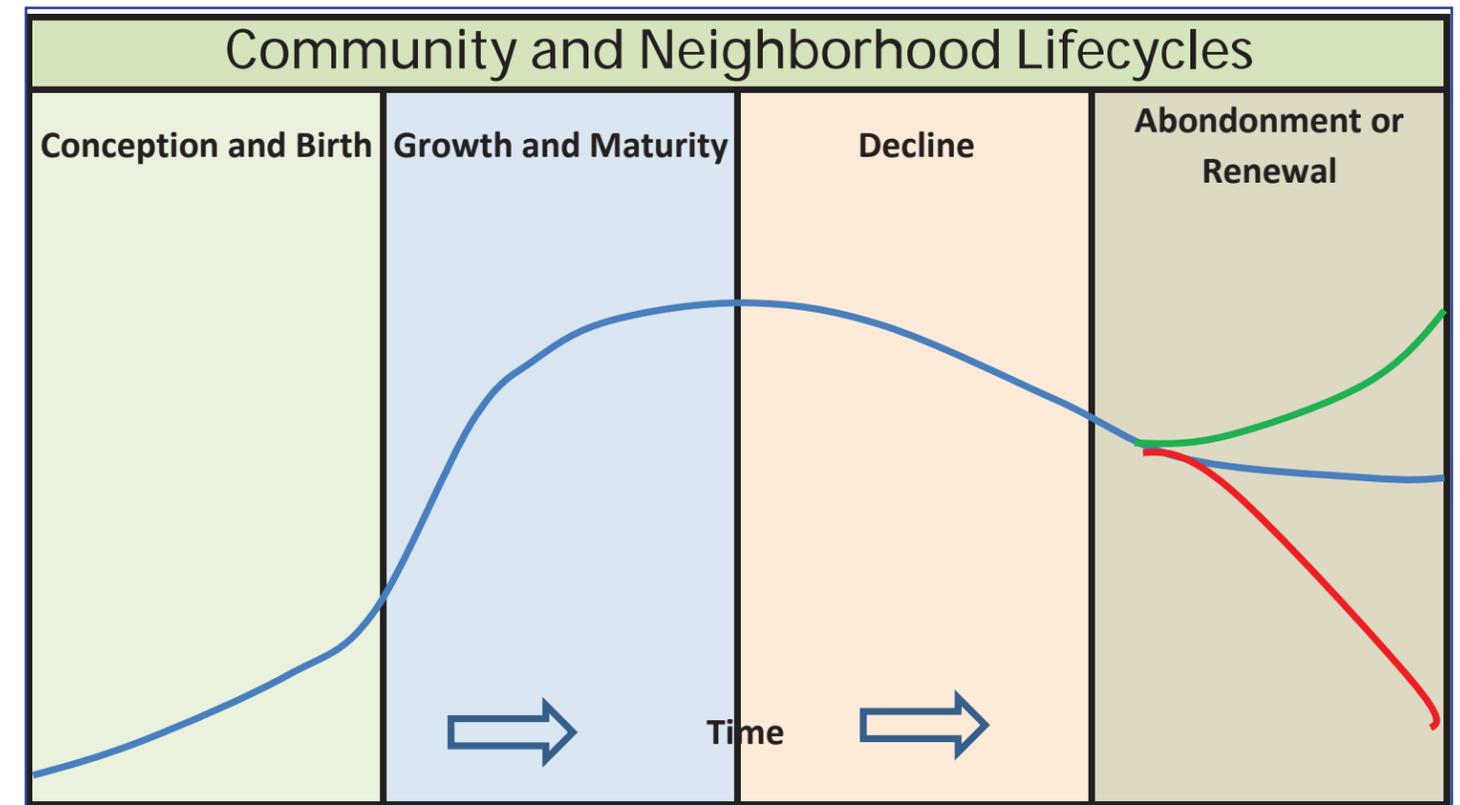
Cotton on River Transport circa 1880

Community and Neighborhood Life-Cycle

All living systems experience life cycles. The process of birth, growth, maturity and decline is common to all living organizations and systems. As a living system, a community experiences these distinct stages. While many in the field of community development studies have examined this phenomena, these stages are referenced here under the work of Hoover and Vernon entitled "Anatomy of a Metropolis" from 1959. In this study, six stages of the community life cycle were explored, documented and described. An understanding of the stages is useful in considering Greenville's future. These six stages are:

- Stage 1 - Conception. Open and vacant land, often on the fringe of existing development, is identified for community expansion. Once identified and examined for development suitability, stage 2 begins.
- Stage 2 – Birth. In stage 2, building begins and the land become inhabited with a full range of activities.
- Stage 3 – Growth. Continued building of new residential structures, perhaps multi-family dwellings, increased population density, increased rents and property values, maximum use of public and private land, and an eventual peak in both development and population.

- Stage 4 – Maturity. As an area matures, a period of aging and downgrading occurs. Building stock ages, rents fall, population density decreases, construction ceases and new socio-economic groups begin to occupy the area.
- Stage 5 – Decline. This stage is characterized by a marked decrease in population density, buildings falling into disrepair and abandonment, average age increases, and the closing of commercial enterprises.
- Stage 6 – Abandonment or Renewal. – In the final stage of the life-cycle process, there is either complete abandonment of the territory with reversion to the land's original state at conception or, by means of some purposeful or natural intervention, there is renewal through redevelopment. Redevelopment may take the form of renewing original development patterns or by transitioning the area to new and different patterns.



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WASHINGTON AVE. LOOKING WEST FROM POST OFFICE,
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I. Discovery



“Know from whence you came. If you know whence you came, there are absolutely no limitations to where you can go.”

James Baldwin

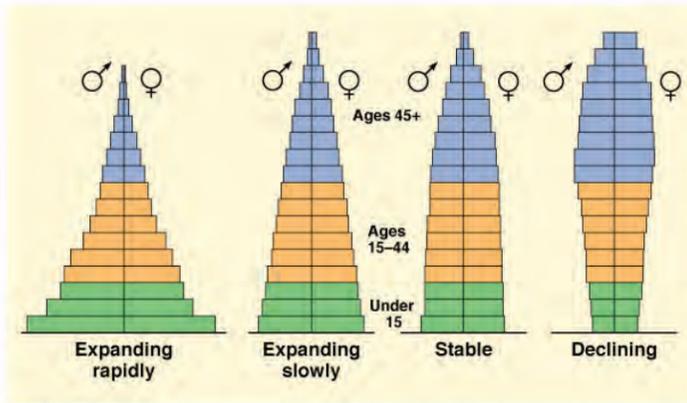
American Author

People - Greenville's Population Characteristics

Growth and Decline

Greenville, Mississippi has experienced the full cycle of population growth and decline since its founding. Growing steadily until 1960, Greenville experienced a slight decline between 1960 and 1970, a small increase from 1970 to 1980, and then peaked in 1990 at 45,226 persons. From 1990 to 2000 the City's population declined to 41,502, and again to 34,000 in the year 2010. These declines represent a 24 percent reduction in population with 17 percent occurring from 2000 to 2010 alone. The most recent estimates from the American Community Survey indicate that population continues to decline: estimated population for the year 2012 was 33,887.

Population Dynamics



One of the most useful tools in examining the internal characteristics of population is the population pyramid. An age-based population pyramid reveals the age structure of a given population by sex and indicates likely changes to future population levels by age category barring significant in-migration. The population pyramid

of a growing population will resemble the shape of a true pyramid where the youngest age categories plotted along the bottom of the chart contain the greatest percentage of the population. Population that is declining due to low birth rates or infant mortality begins to resemble the shape of a kite where the largest population percentages are working age adults. Greenville's population pyramid, by contrast, is shaped like an hourglass clearly indicating outmigration of adults between the ages of 20 and 49. One explanation may be that as young people come of age and begin to search for jobs they leave the City to pursue more promising economic opportunities.

The Greenville age pyramid also shows a bulge in age categories 50-64. This "age bulge" mirrors what is happening across the nation as Baby Boomers enter late career and retirement years. As time goes on, the bulge will move up the graph, albeit in smaller percentages, reflecting a population that is aging and living longer. The median age of Greenville's population has increased from 31.5 in 2000 to an estimated 35.3 in 2012. These trends and characteristics form the basis for projecting the future population of Greenville.

Households and Families

In 2010, there were 12,678 households in Greenville. Of these 68 percent, or 8,733, lived in families. The remaining 31 percent lived in non-family households. There were 7,181 female heads of household in 2010 representing 57 percent of all households. Of the 8,733 families in Greenville, 47 percent were considered husband and wife families by the Census Bureau. The average family size declined only slightly from 3.35 in 2000 to 3.25 in 2010.

By contrast, in the State of Mississippi as a whole, 66 percent of households were husband and wife families, and 27 percent were female head-of-household families. In the year 2000 husband and wife families comprised 70 percent of all families in Mississippi and 54 per-

Husband and Wife Households as a Percentage of Total		
	2000	2010
Mississippi	70%	66%
Greenville	54%	47%

Source: U.S. Census Bureau

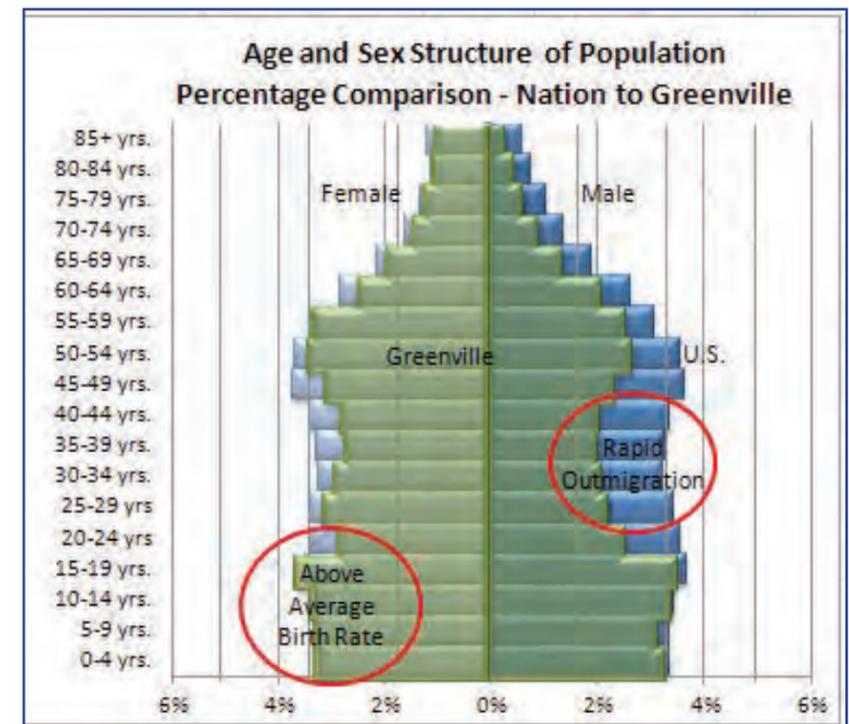
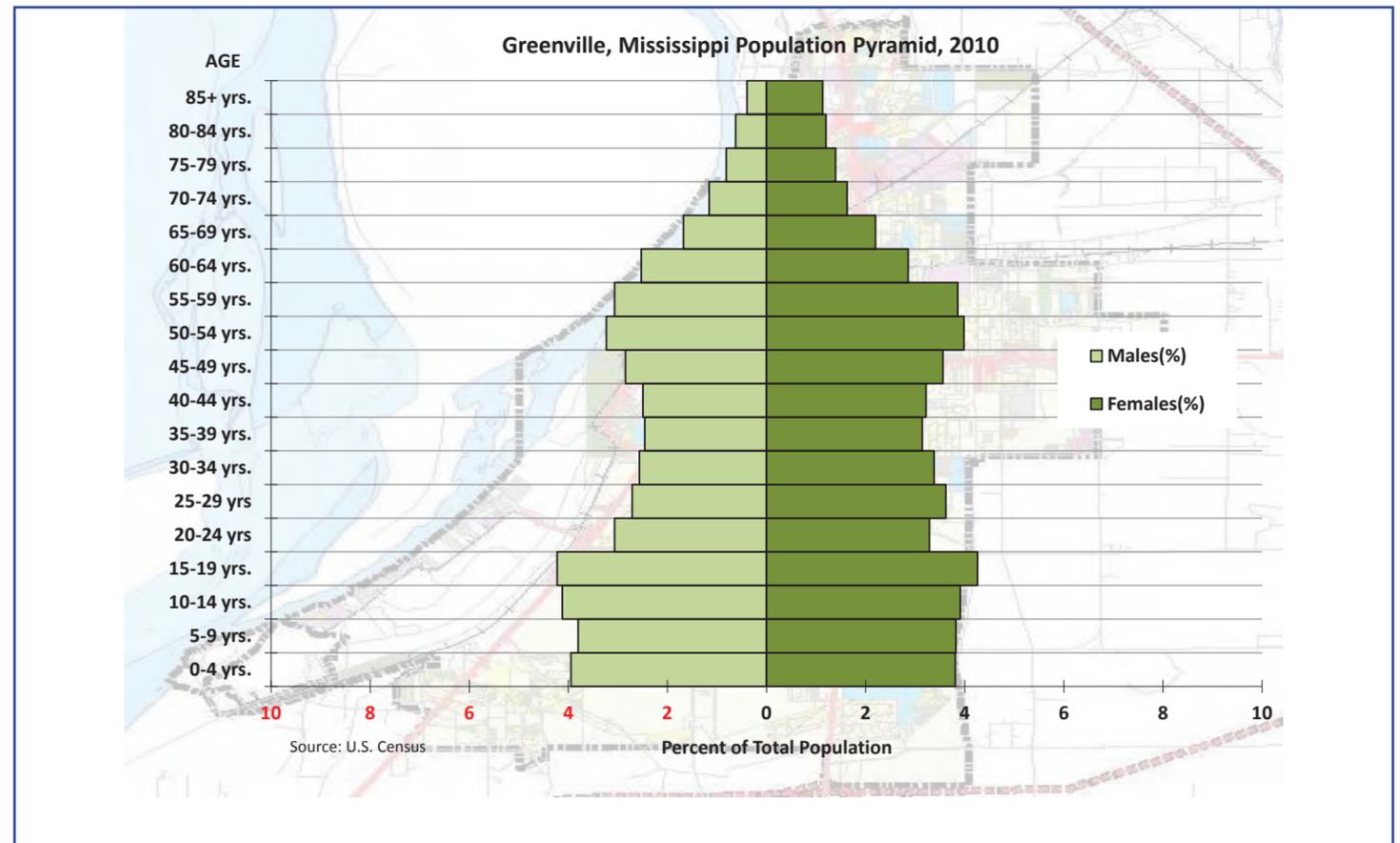
cent of all families in Greenville.

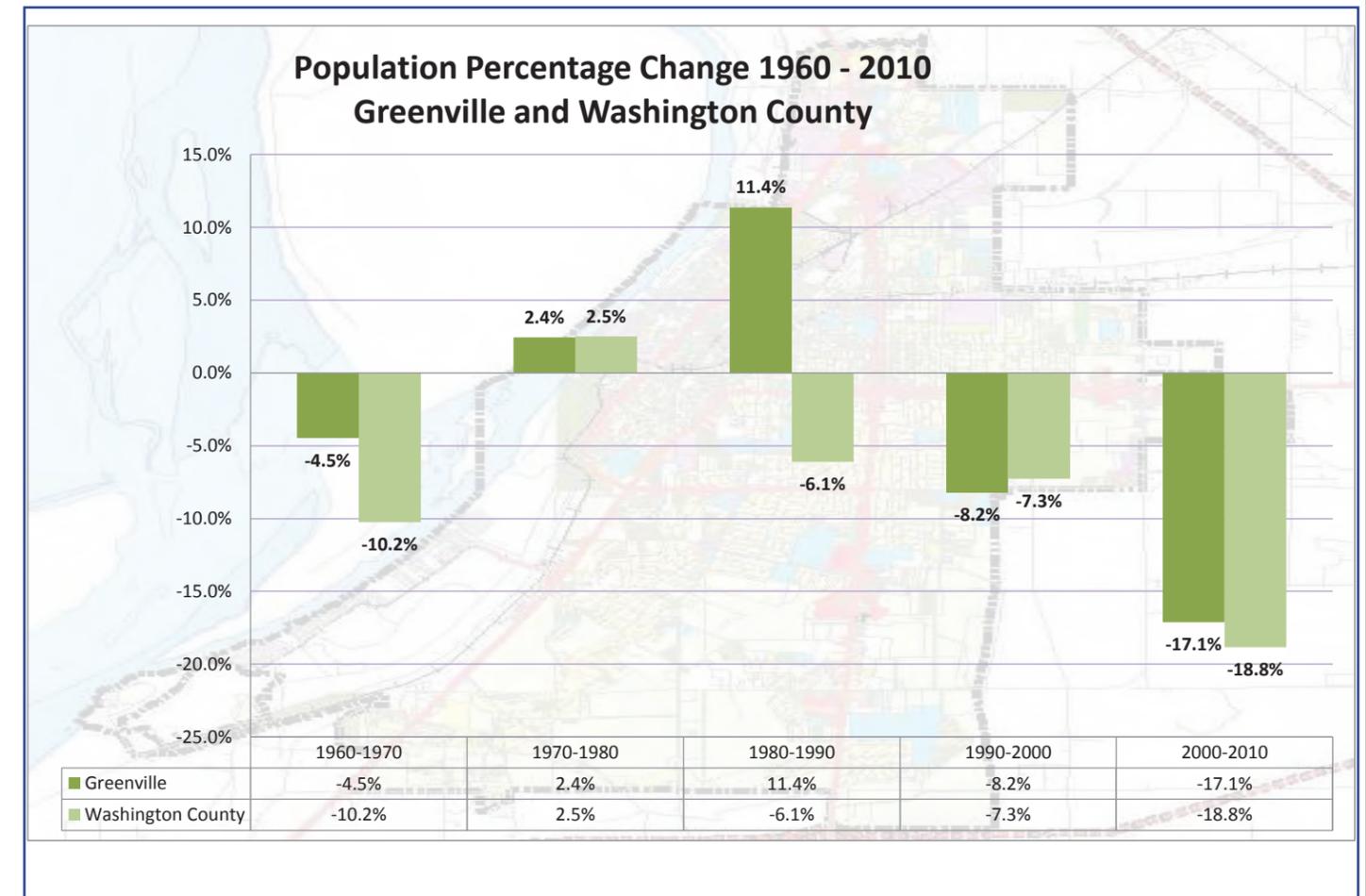
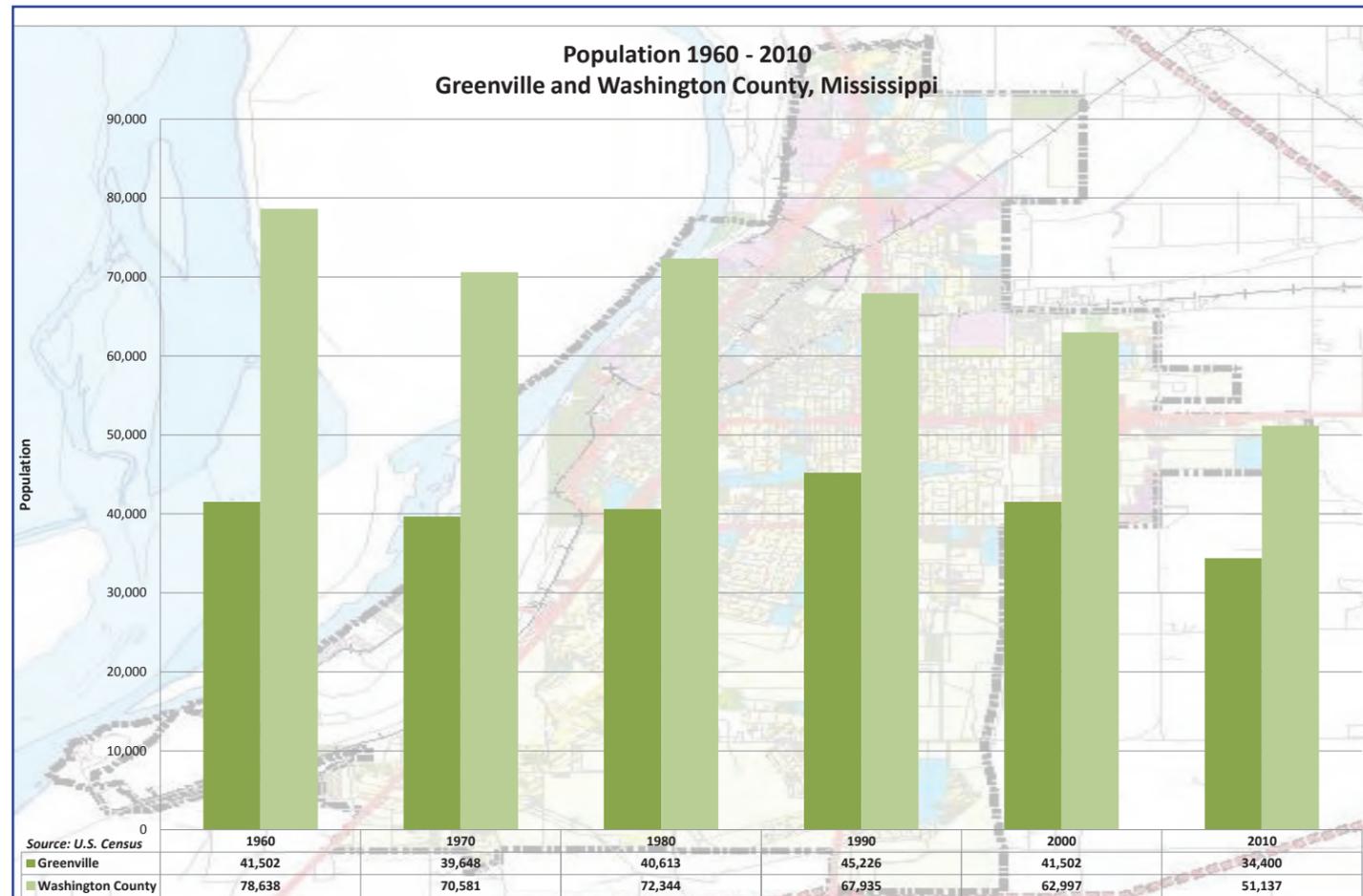
The general trends in Greenville point to a stable population of older people along with an out-migrating younger population. This leads to a trend of population decline which is likely to continue for some time. While the population decline may slow, based on current data, the population outlook shows a continued decline.

The loss in population is most likely among people who are more highly educated and higher income, as people with these characteristics are

generally the most mobile and likely to seek opportunities elsewhere.

Geographically, one can see a significant decline in the

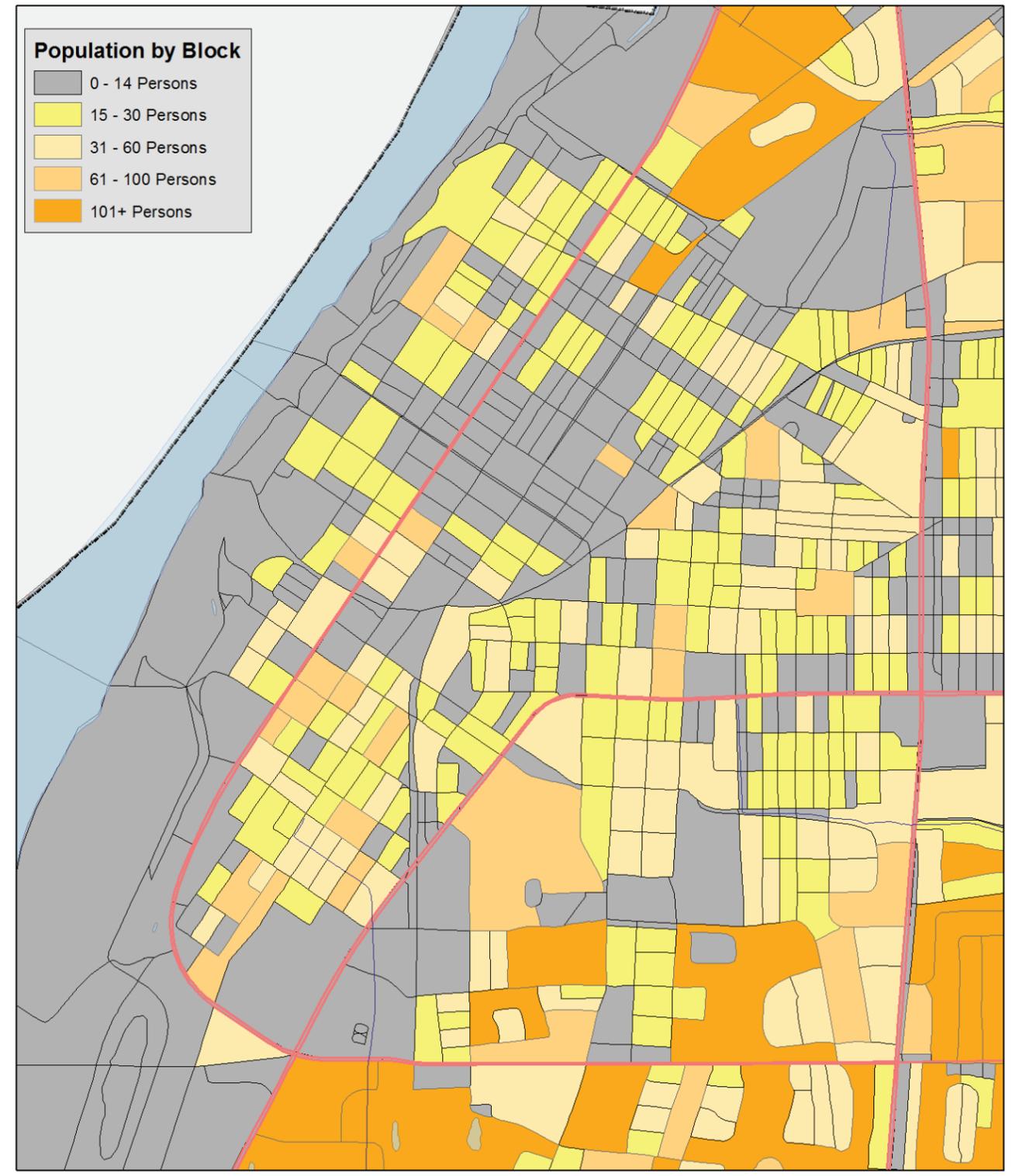
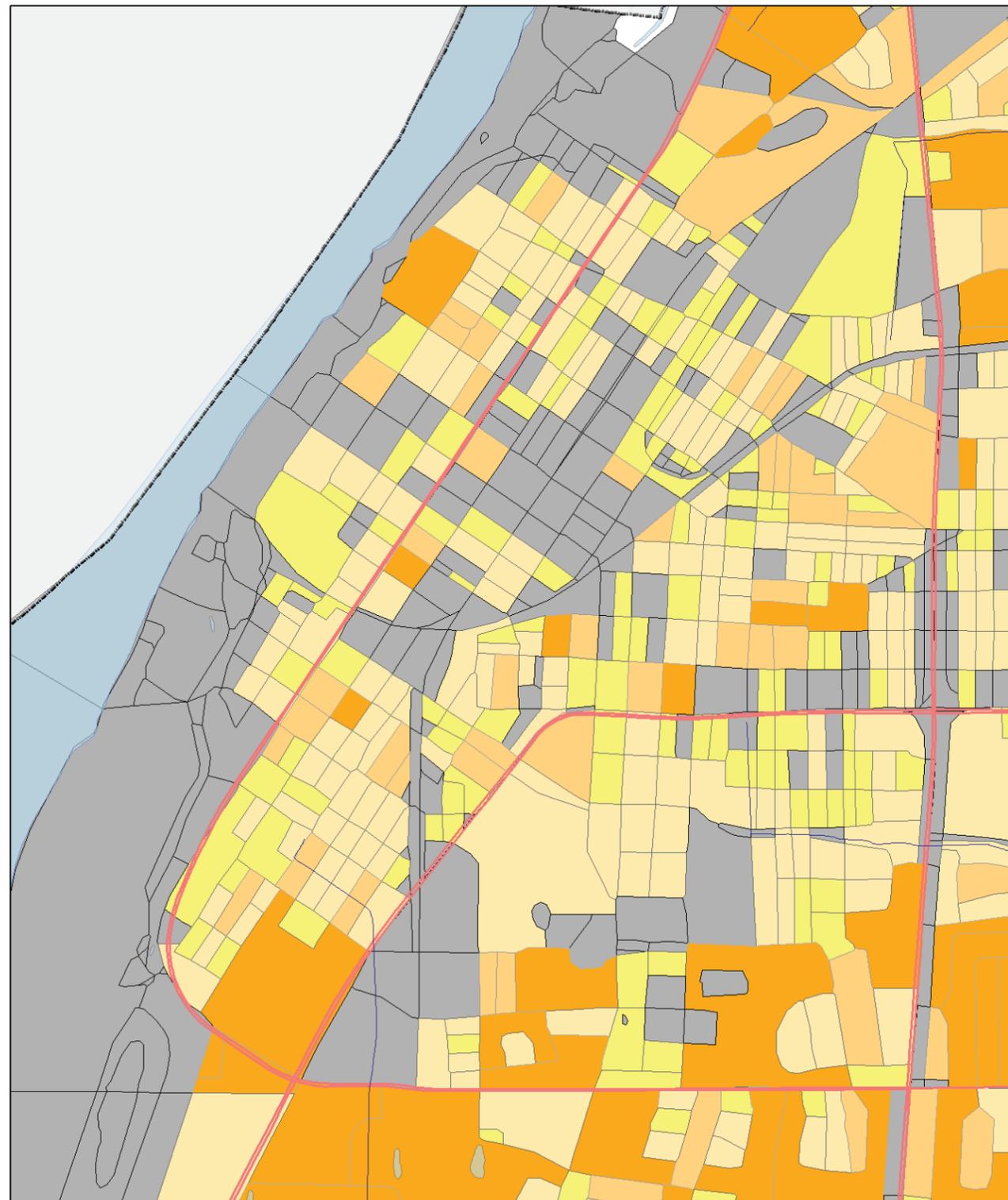




population in and around the Central Business District. Since 2000, population density has increased along the edges of downtown Greenville. This can indicate a number of things including the growth of suburban developments with new higher quality housing stock, the lack of amenities available downtown that would keep people close to the core of the City and people seeking less dense larger lot housing.



Greenville Mississippi 2014 Development Plan



Population by Block

Grey	0 - 14 Persons
Light Yellow	15 - 30 Persons
Light Orange	31 - 60 Persons
Medium Orange	61 - 100 Persons
Dark Orange	101+ Persons

Population Change by Block for the years 2000 and 2010

Source: U. S. Census Bureau



Economic Overview

In general, Greenville faces significant economic challenges to growth and prosperity for the City. Employment is fairly low and poverty rates are high. The majority of employment opportunities in Greenville tend to be in the service industry, and these jobs tend to be lower paying and less secure.

Employment Characteristics

Greenville has a fairly low percentage of employment-aged people actively participating in the workforce. Of the total population over 16 years of age, 58.4% participate in the workforce with just over half of these, 58.2 percent, participating in the civilian (non-military) workforce. Most people are employed in the management, business, science, and arts occupations (33.5%). This is followed by the service sector employing 21.9 percent.

Notable sources of employment in the Greenville area include durable goods manufacturing, wholesale trade (presumably of agricultural commodities), service industry jobs and healthcare related fields, due to the presence of the Delta Regional Medical Center, a large hospital in the area, as well as the high need for healthcare in the Delta regionally. Greenville has the highest employment in the manufacturing and service sectors, which includes retail, accommodation and food services. Employment in the healthcare sector is slightly lower than manufacturing or the direct service sector, but still a significant part of the employment picture in Greenville. High employment in the service sector is in line with national trends, as manufacturing declines throughout the nation. Manufacturing jobs have generally been replaced by service sector positions, though employment in the service sector tends to be lower-paying and less secure.

Employment Position in the Region

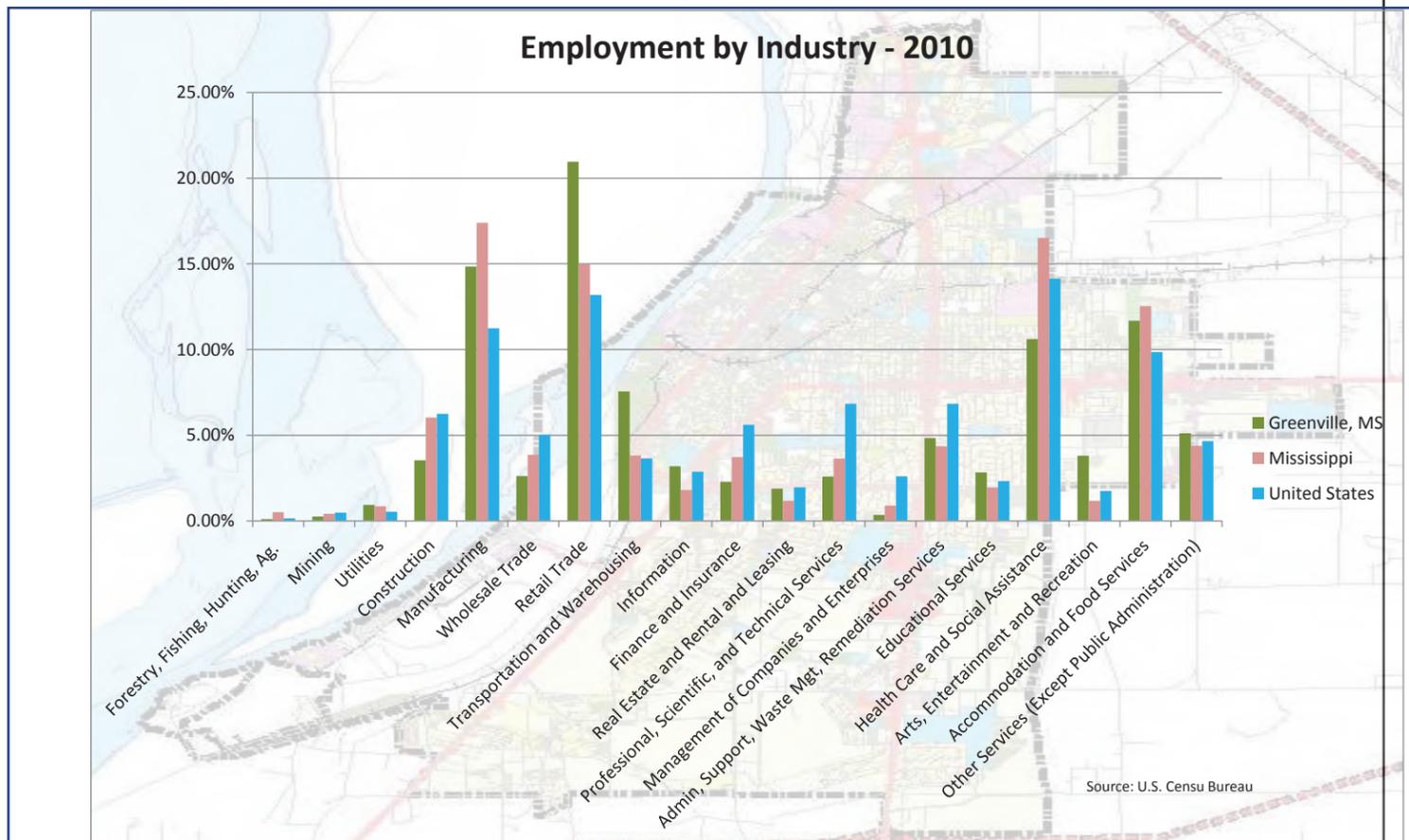
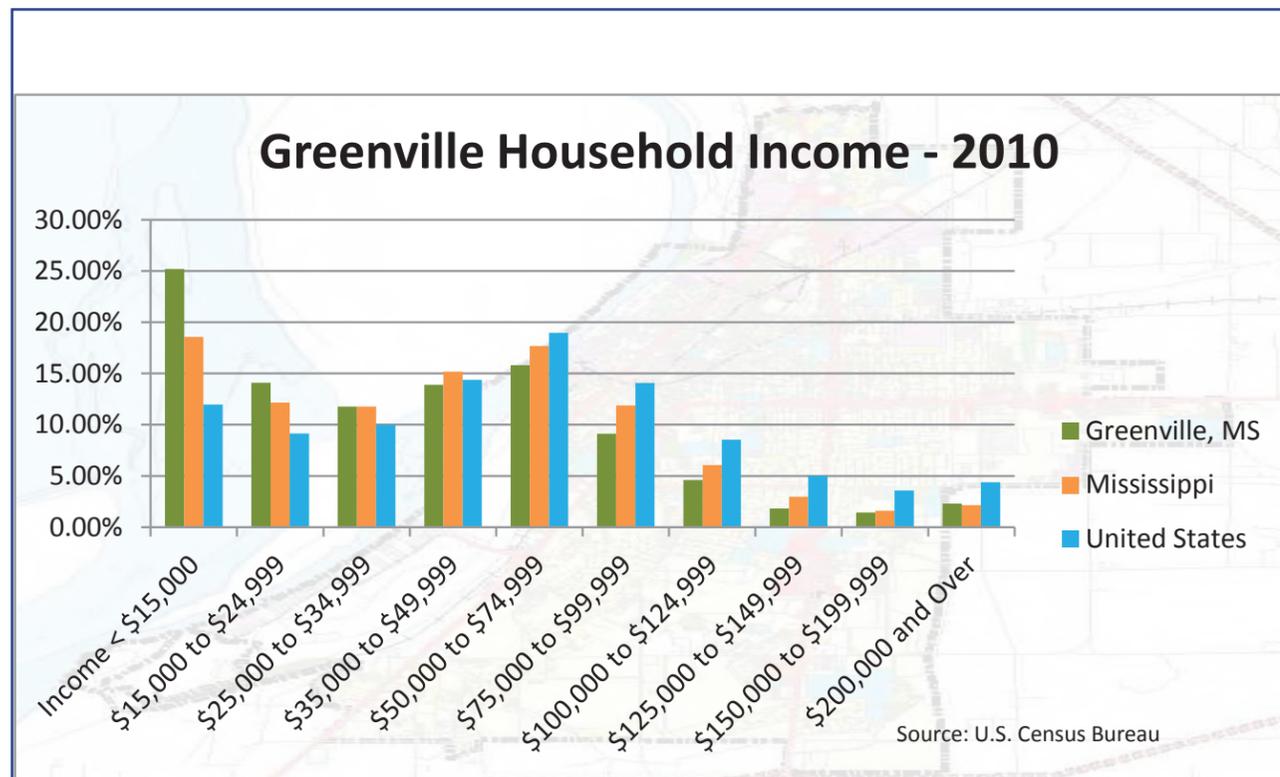
Washington County, compared with other counties in the Delta, has a high percentage of employment in the following sectors: administrative and support services (55%); arts, entertainment and recreation (51%); information (44%); utilities (42%); and retail trade (34%). Despite higher employment in these areas, there has still been some overall decline in many sectors. Growth in agriculture, manufacturing and construction and information has continued to slow in the past 5 years, while there has been positive growth for Washington County in management, finance, administration and food services.

Income and Poverty

Greenville, along with the surrounding Washington County, while making some strides in the last 5 years, is still one of the poorest areas in the state of Mississippi. While unemployment in the U.S. is now around 6.7%, the State of Mississippi's unemployment rate is 7.4% and the Washington County unemployment rate is 13.5%

The average household income in Greenville is \$43,577 annually. However, the median household income is \$28,635, which shows that the average income is skewed somewhat by fewer higher income households. When viewed in context of federal poverty limits, the true picture of poverty in Greenville becomes clearer. Currently, the federal poverty line for a family of four is \$23,850. In 2012, 45.6% of households in Greenville earned less than \$25,000 annually. The statewide Mississippi rate of households below the poverty line is 21.6%. Despite the low median household income, total wages in the region continue to rise over time. Given the other statistics, this would seem to suggest that income levels in the highest income brackets have continued to rise while incomes within lower brackets have stayed the same or even decreased.

14.3% of households in the Greenville MSA get monthly supplemental security income (disability payments) and 32.3% of households use food stamps or SNAP benefits.



Environmental Context

The Mississippi Delta

Known alternately as the “Heart and Soul of the Mississippi Delta” and the “Queen City of the Delta,” Greenville’s history, economy and most especially its identity is intricately entwined with the river. Lying between the Mississippi and Yazoo rivers, the Delta is really not a delta at all. It is an alluvial plain, a place where the rivers have flooded and migrated regularly over a period of thousands of years. It is this flooding and the silt and soil it deposited that gave the region some of the most fertile land in the world and made the Delta, including Greenville, the most prosperous cotton growing region in the country. Alluvial deposits beneath the Mississippi River channel near Memphis measure nearly 200 feet deep.

Floodwaters also had the effect of flattening the land. Standing near the rivers, barely a discernible rise in elevation occurs in any direction with the exception of the levees, the railroad tracks, and the Winterville Indian Mound Site. The bluffs associated with the Mississippi River, often rising 100-200 feet above surrounding land, that are defining features of Vicksburg and Natchez, are absent in the Delta staying to the east side of the Yazoo River until Memphis.

While the Indian Mound has been around since at least 1200 AD and natural levees since the rivers began flooding, the man-made levee is a relatively modern creation. The first man-made levees in the Delta were built shortly after Mississippi gained statehood and were largely the efforts of adjacent landowners. Created in 1865, the Mississippi Levee District was one of the first regional efforts in the nation involving local governments. The District began installing and reinforcing levees along the rivers to protect adjacent farmland and developed areas from flooding. Rising up to 40 feet above surrounding land today, these levees, covered mostly by grasses, are a testament to man’s desire to control the environment, but that doesn’t always work.



2007 Flood at Greenville

Floods Happen Here

More than 60 years after the Mississippi Levee District was created in 1865, a flood event occurred that caused then Secretary of Commerce Herbert Hoover to declare it the “greatest peacetime disaster in the History of the United States,” and directly led to the creation of the Flood Control Act of 1928. The 1927 flood breached the levee in what is known as a crevasse at Mound Landing north of Greenville. The crevasse was so large the raging river water covered almost one million acres of land to a depth of 10 feet. Greenville’s high places, built up through land development, were covered by only a few feet of water, but lower areas saw water rise above roof tops.

Residents fled the rising water heading in many directions. Some chose to leave by train until the tracks became unusable. Others, mostly African-American residents, fled to the levee living in a tent city that eventually spanned almost seven miles towards the north. The flood as well as quality of life led to thousands of African-Americans leaving the area permanently. This exodus, a part of the Great Migration that occurred after World War I, spread Delta culture, especially music, to northern cities and industrial areas directly contributing to the creation of the Chicago blues and jazz scene.

With flood waters still covering the City, leaders began the task of constructing a new protection levee north of the City to protect the City from normal spring floodwaters. Taking this action, along with pumping floodwaters from the City, meant that by the end of June the City was dry despite the fact that floodwaters would cover much of the remaining Delta for months longer. Still, despite improved levees and millions of dollars major floods have continued to occur in the district causing significant damage in 1937, 1945, 1950, 1973, 1975, 1979, 1982-83, 1989-91 and 1993-98 and most recently in 2011.

Earthquakes in the Delta

The Mississippi River carries massive amounts of sediment. Some of that sediment settles over the land during times of flood. Some settles along the river bed and floodways immediately adjacent to the river bed. Heavy amounts of sediment settling over long buried faults in the earth’s crust sometimes cause those faults to shift resulting in earthquakes.

The Mississippi Delta region is not widely known as an area of earthquake activity. The tracking of earthquake activity both formal and informal goes back to 1811 and the series of serious earthquakes centered on New Madrid, Missouri that shook the entire state of Mississippi. Modern scales measuring earthquake intensity did not exist in 1811, but eyewitness accounts have led experts to believe that the two initial New Madrid quakes that occurred on December 16th were some of the strongest earthquakes in US history and remain the most powerful to strike the eastern half of the continent. Needless to say, the New Madrid earthquakes would have caused significant damage had the Delta been as developed then as it is today. There is great speculation about whether or not the region is due for another massive earthquake, but the area is monitored constantly and for decades most earthquakes have registered at magni-

tude 3 or less on the Richter scale. At these magnitudes many may be felt, but are not strong enough to cause property damage.

Regulated Floodplains in the City

About half of Greenville has a one percent chance of flooding in any given year. These areas are designated as Zones A or AE by the Federal Emergency Management Agency (FEMA) and require property owners to have flood insurance. Most of these areas are outside of the downtown and heavily developed parts of town in low lying areas. Development of these areas is regulated by FEMA and the City.

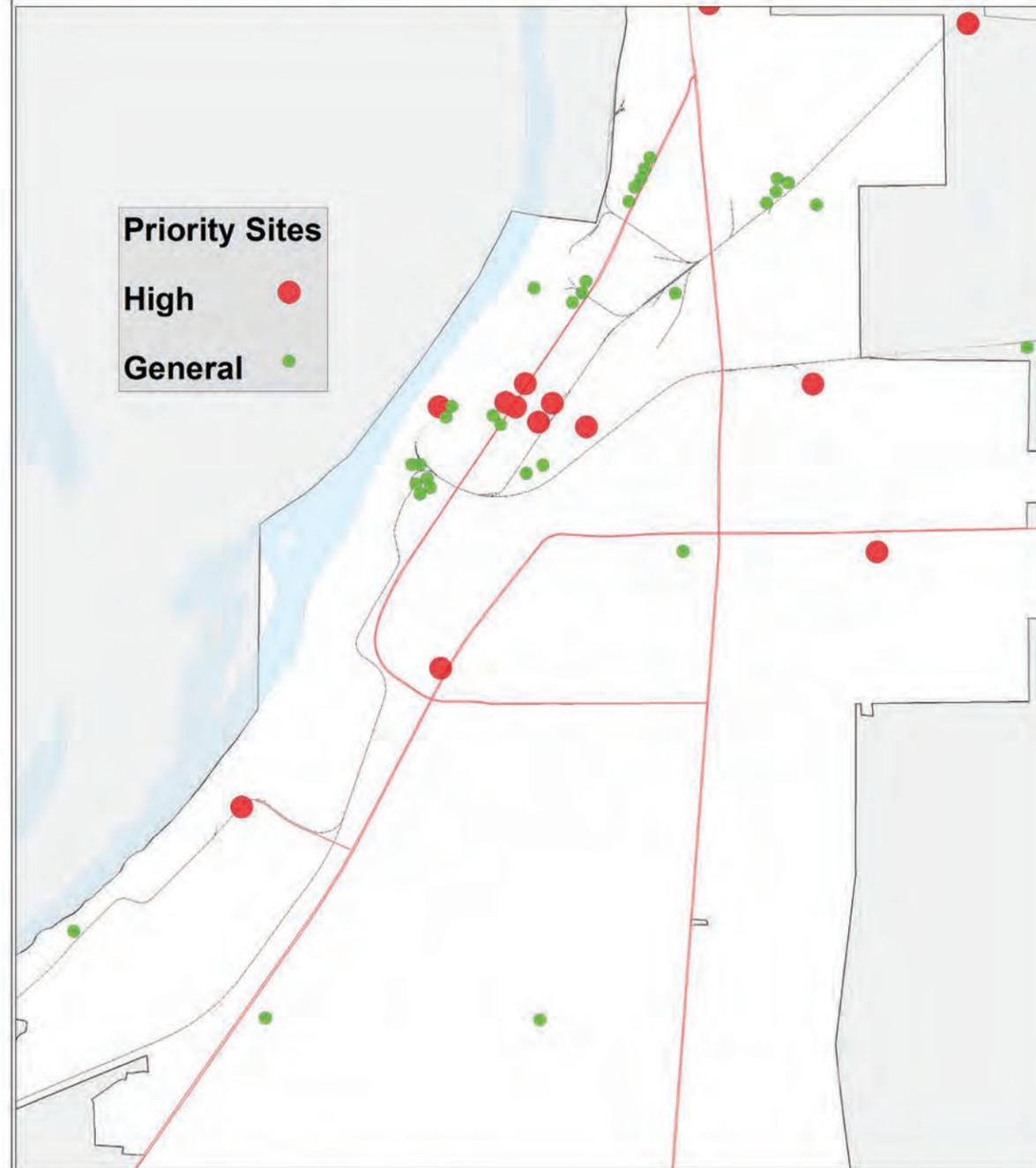
Stormwater Control

While flooding is directly related to storm water, stormwater that does not result in widespread flooding can still have a significant impact on nearby properties, public facilities, and natural systems. The first flush of stormwater can carry a large amount of pollutants picked up from the land and surfaces such as roof tops, streets, and parking lots. Stormwater from developed areas can also race towards streams, rivers and lakes at speeds that cause erosion and channelization, and be so warm when it gets there that it changes the biology of the receiving waters. For these reasons, the US Environmental Protection Agency (EPA) developed stormwater guidelines that impact certain areas of Mississippi. Greenville is not in any of these areas, but it is wise to pay attention to the impacts of stormwater and to try and mitigate its impact on property and the environment.

There are many ways to deal with stormwater. For years, however, most engineered solutions treated stormwater as a menace to get offsite as quickly as possible. This led to curb and guttering along streets, open ditches, and storm drainage systems that pipe untreated stormwater directly to rivers and streams. Today there are other choices that treat stormwater as more of a resource and allow natural flow and infiltration to occur onsite. These methods are referred to as Low Impact Stormwater Design (LID) and are being used in some Mississippi cities.

The City’s recently updated flood prevention program promises to reduce the occurrence of flooding by ensuring that open channels, inlets and storm sewers remain free of obstacles and vegetative growth. Incorporating best management practices in the form of LID

Greenville Mississippi 2014 Development Plan Update



Potential Environmental Redevelopment Sites

Source: Washington County Tax Assessor, Mississippi Bureau of Revenue

for private development sites could help even more by reducing the amount of stormwater flow.

Water Quality

DDT (dichloro-diphenyl-trichloroethane) and toxaphene are chemicals introduced in the US in the 1940s

and used throughout the Delta agricultural community to combat disease and damage-causing insects. After scientists showed the detrimental impacts of DDT on the environment and the fact that DDT was becoming less effective, it was banned for use in the US in 1972. After the ban on DDT toxaphene became the most common insecticide used during the 1970s. Unfortunately it was

shown to also be a public health hazard and was banned for most uses in 1982 and all uses in 1990.

Although DDT and toxaphene were outlawed for use in the US decades ago, both are extremely persistent in the environment. Because of this, residues from historical use are still found in the fatty tissues of animals including certain types of fish. A reevaluation of the risks associated with eating these fish caused the Mississippi Department of Environmental Quality to reduce acceptable limits which triggered a Fish Advisory for the entire Delta region.

Wetlands

Along with the rivers and forests, wetlands are a vital element of the natural ecosystem and provide valuable habitat for many types of plants, animals and migratory birds. For this reason, Ducks Unlimited has conserved more than 300,000 acres in Mississippi, much of it in the Delta. Until the 1970s, the destruction of wetlands, usually through fill, was not regulated. Of the almost 10 million acres of wetlands believed to exist in Mississippi prior to statehood, close to 60 percent have been destroyed by conversion to farmland and development sites.

Wetlands are natural water filters serving to remove pollutants picked up on the land by stormwater before they are washed into rivers and lakes. They also serve as water storage areas during times of heavy rain helping to reduce flooding downstream, and as critical habitat for plants and animals. Through the EPA and the US Army Corps of Engineers, wetlands now have federal protection. Still, development adjacent to wetlands may be outside the jurisdiction of either of these agencies and can have significant impacts. For this reason, many local governments now provide some protection through wetland buffer requirements in their land development regulations.

Soils

About 90 percent of the soils in Greenville fall into one of the Sharkey clay categories or a similar clay-based soil. Sharkey clay is common in floodplains and low to no slope areas, and tend to be poorly drained. The water table is high where these soils are present, usually no more than two feet below grade. While they are found on floodplains, areas with these soils do not flood frequently nor do they have a problem with ponding of water under normal circumstances. All Sharkey and related

soils are prime farmland soils.

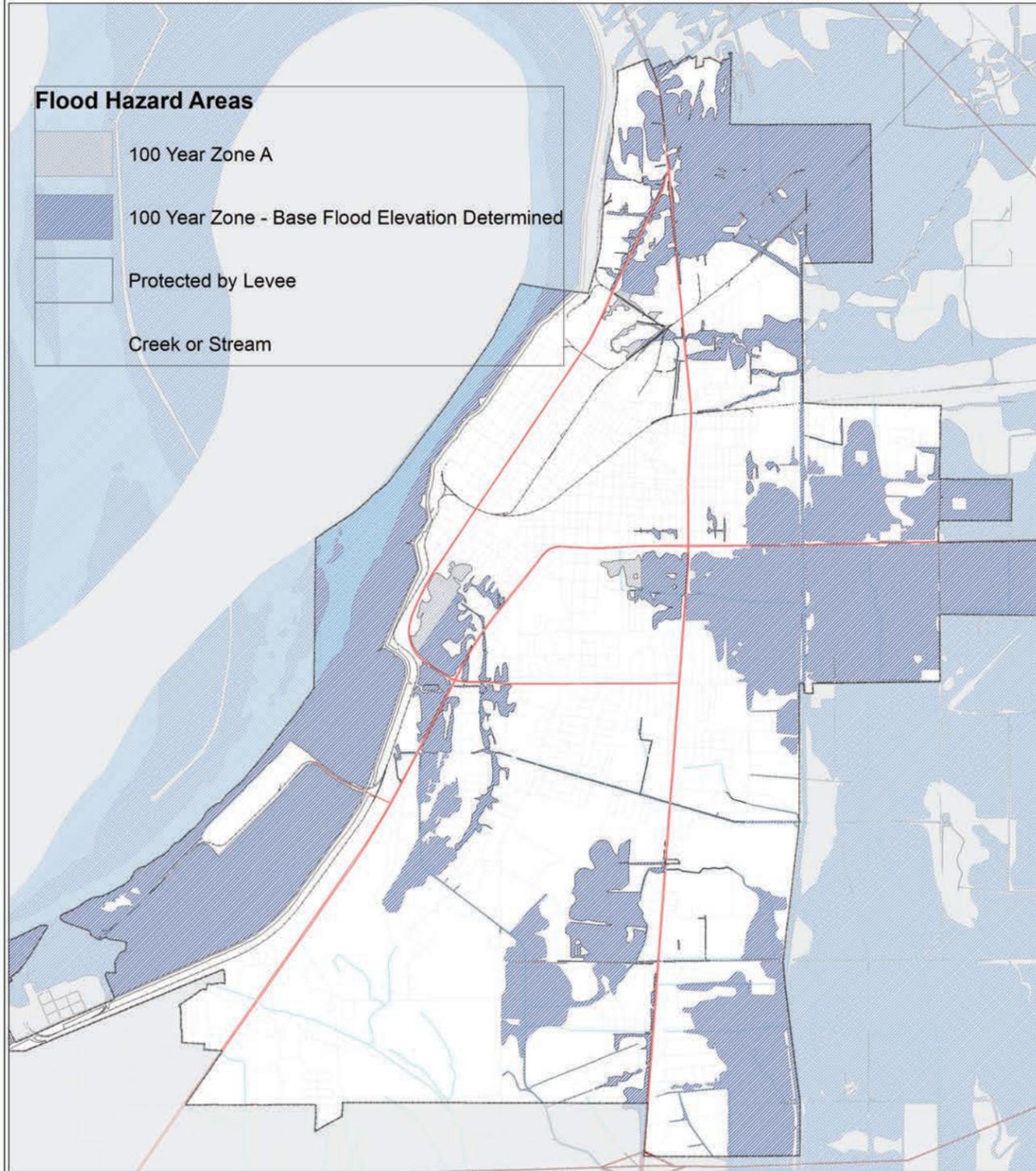
Brownfields and Special Sites

Brownfields are areas of developed or previously developed land that may have a perceived or real environmental problem that makes them less attractive for redevelopment. Such sites may include old mills, gas stations, and trucking centers. Greenville currently has a number of brownfield locations in and around the downtown core as well as in outlying areas. For the most part, these sites are a testament to the City's once proud heritage as the port city of the Delta and its industries associated with the cotton trade. In their current state these sites are a drain on the community's energy and the ability of the downtown to build synergy between businesses. However, The Greenville Brownfields Project has been created to transform the community by turning these properties into urban opportunity sites. Availability of urban services, access to a good street network, and location near businesses and retail outlets that attract visitors and workers will make these prime locations once environmental cleanup is finished.

Sites that are highly contaminated as deemed by EPA are not normally categorized as brownfield sites, but they share in some of the same characteristics. Most of these sites are currently or previously developed, they are typically in urban areas, and they require special attention and treatment. According to the Mississippi Department of Environmental Quality, Greenville contains 51 uncontrolled sites on almost 300 acres that are registered with the Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA), commonly known as Superfund. The primary purpose of this law, enacted by Congress on December 11, 1980, is to reduce the presence of pollutants that may endanger public health or the environment. Over five years, \$1.6 billion was collected and the tax went to a trust fund for cleaning up abandoned or uncontrolled hazardous waste sites. About 80% of the sites were declared in the 1980s and 90s.



Greenville Mississippi 2014 Development Plan



Greenville Flood Hazard Areas

December, 2013
Source: Washington County Tax Assessor, Consultant Analysis

Community Development and Land Use Patterns

Land use patterns say a lot about a community. They reflect history, community priorities, commerce, policies, and public commitment. They provide a snapshot of what is happening and where, and together with the transportation network, provide a pretty good indication of how people and goods move throughout a community.

Looking at Greenville's 2014 Existing Land Use map several patterns emerge that are worth noting:

- Downtown is not the commercial center of town. Most commercial development is along the strip of Martin Luther King, Jr. Boulevard and HWY 82/278. This is not unlike the commercial growth patterns of many other towns during the 70s and 80s.
- There is very little heavy industry located in the City, although there is quite a bit of light industry much of which is clustered within or near downtown and tracts north.
- There is quite a bit of land that falls within the category of "public assembly/special use." Much of this appears to be used for schools and public offices. It is dispersed around the City with no discernible clusters.
- There is a substantial amount of agricultural land within the City especially in the south. Some of this acreage may be categorized as prime agricultural land worth preserving, although most will likely transition to non-agricultural uses in the years to come.
- Land designated as parks are sparse throughout the City, although the list of park facilities on the City's website appears to be good as long as they are meeting the needs of the citizens in terms of the types of recreation available and its accessibility.
- Multi-family complexes appear in general to be small, scattered, and fairly nondescript according to

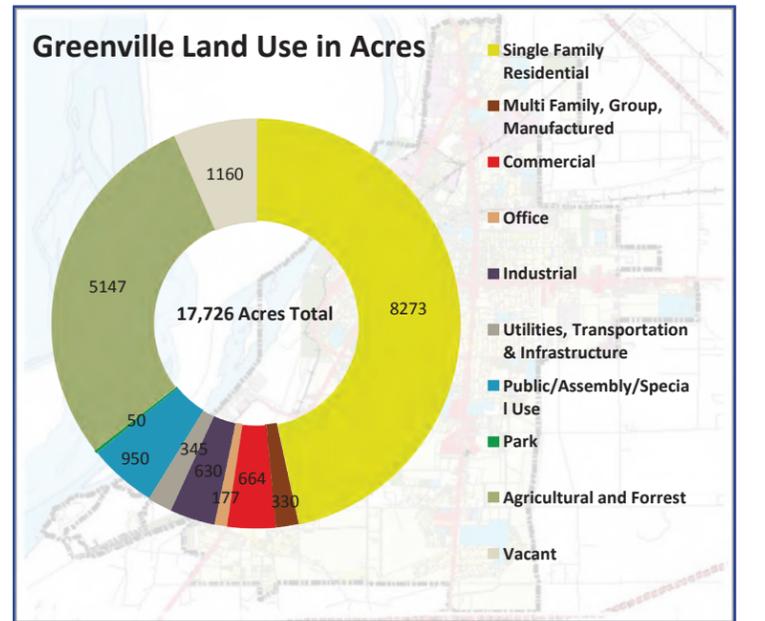
images available on Google Maps, although a few larger complexes do exist.

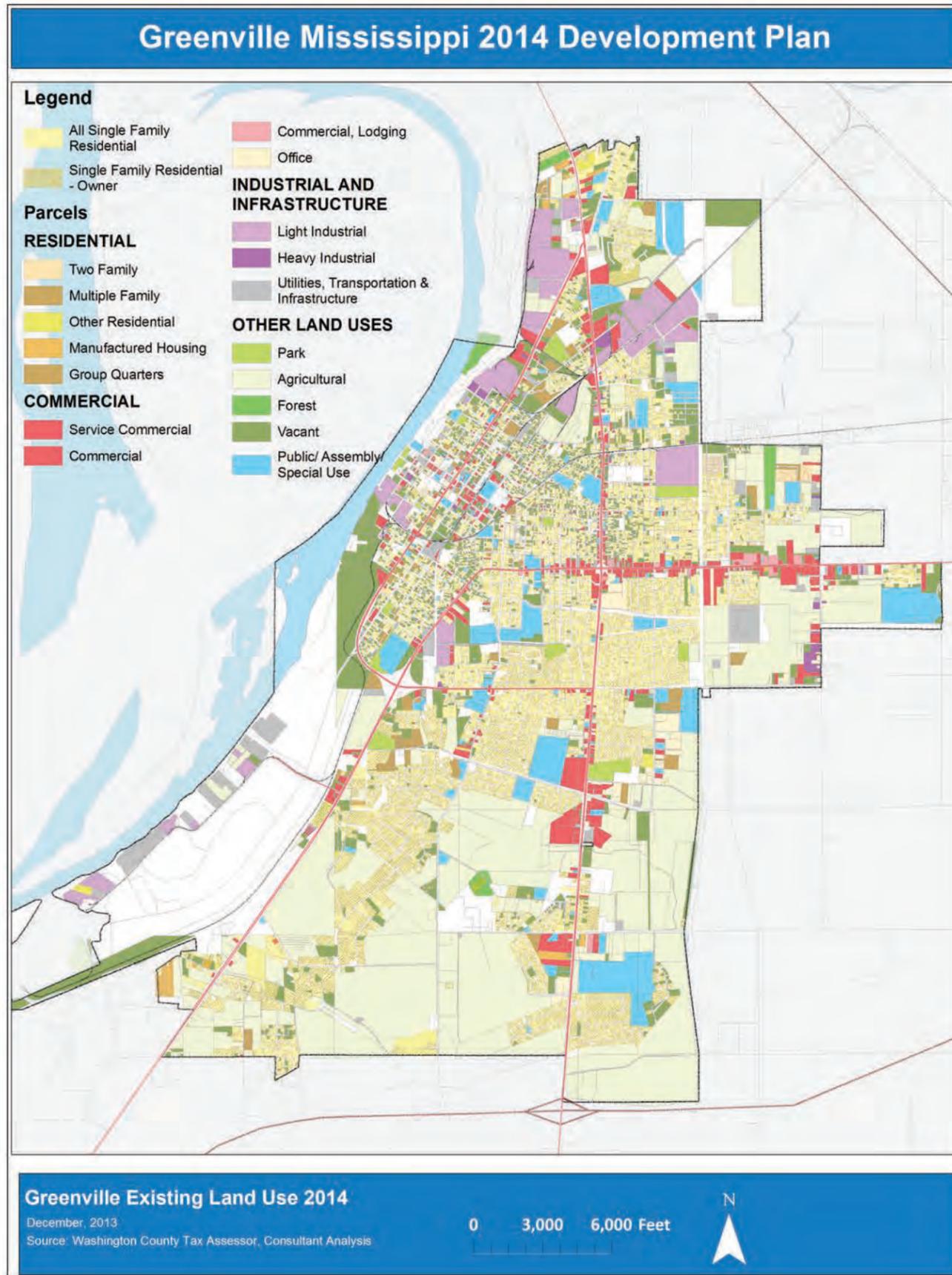
Examining land use a little more closely using data generated from the map and Census files, it becomes apparent that residential development within the

City is overwhelmingly single family and that most of these properties are owner-occupied. Furthermore, three out of four acres are categorized as either single family residential (46.7%) or agriculture (28.2%). Non-residential uses, excluding agriculture and vacant parcels, is dominated by parcels categorized as public assembly/special use with light industry and commercial uses rounding out the top three categories. More than one-fourth of all acreage in the City is classified as vacant.

Current Land Use in Greenville, 2014 (acres)	
Single Family Residential	8,273
Two Family Homes	2
Multiple Family Residential	224
Group Homes	16
Manufactured Homes	61
Other Residential	27
Service Commercial	213
Commercial	418
Commercial Lodging	33
Office	177
Light Industrial	581
Heavy Industrial	49
Utilities, Transportation & Infrastructure	345
Park	50
Public/Assembly/Special Use	950
Forest	156
Agricultural	4,991
Vacant	1,160
Total	17,726

Source: Washington County Tax Assessor interpreted by Orion Planning Group



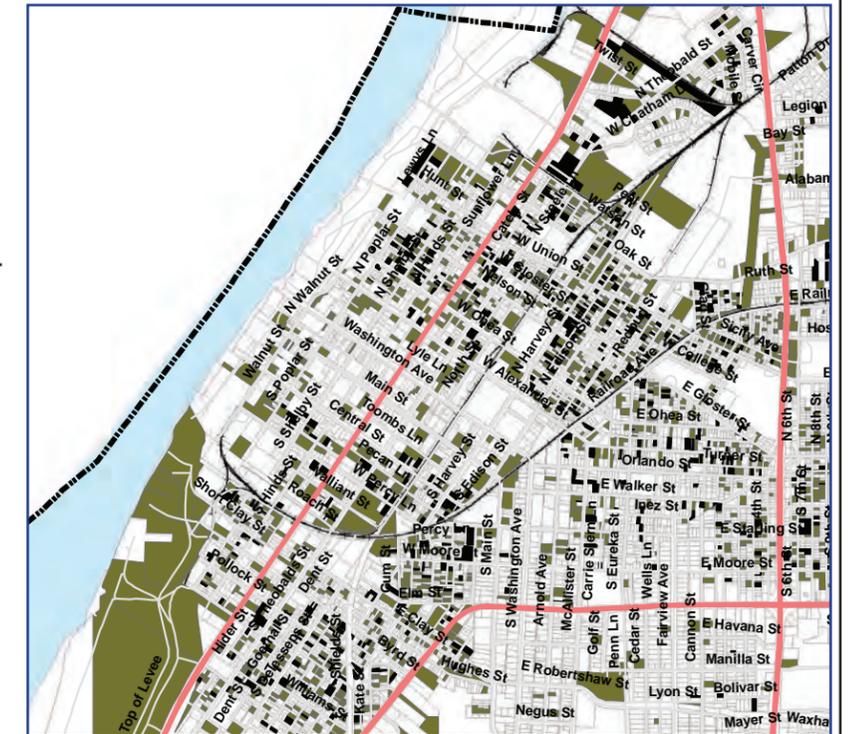


Sometimes land use patterns as viewed on a map can be misleading or incomplete. Lands classified as commercial may be stores that have been vacant for a long time. The same is true for lands classified as other uses. Existing land use maps also do not reflect how land will transition even in the short term. In Greenville where population has been in decline for more than two decades one would expect to see a number of vacant buildings and underused tracts belying the appearance of vibrancy existing land use patterns may imply.

Vacant, Abandoned, and Tax Forfeited Lands

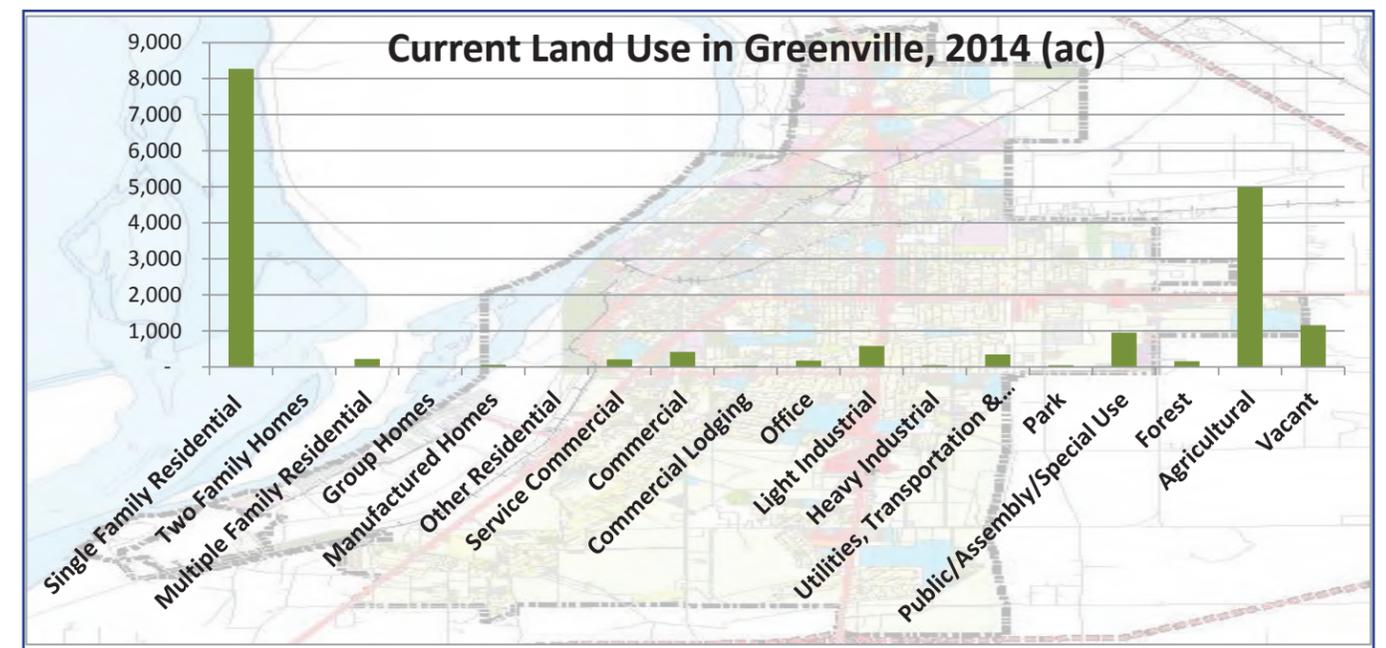
The map of vacant and tax forfeited lands vividly illustrates that this assumption is true in Greenville. The heart of Greenville and its downtown and adjacent neighborhoods is liberally dotted with tax forfeited lands. These are properties forfeited to the government for non-payment of taxes.

In addition to being removed from the tax rolls reducing the City's tax base, tax forfeited lands often become nuisance properties contributing to blight and crime. Greenville has several significant vacant tracts of land. A few smaller parcels are scattered around the downtown with the largest vacant tract lying adjacent to the Port of Greenville and downtown. Other vacant

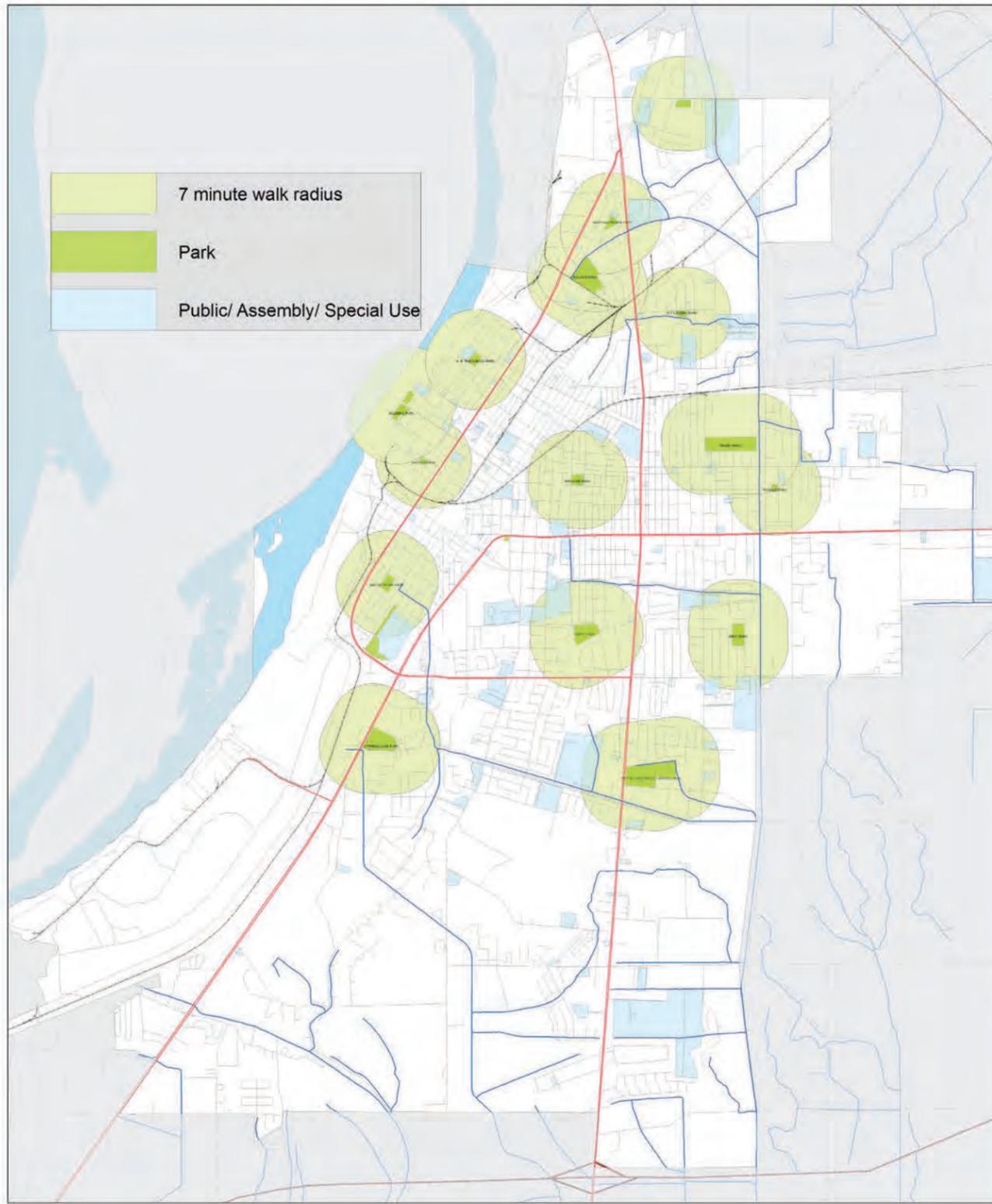


tracts are evident **vacant and tax forfeited lands**

Although it may be tempting to look at the map of vacant and tax forfeited lands and see nothing but decline, these properties also represent opportunity. How these properties affect Greenville's future really depends on the vision the City has for their development and redevelopment and how the City positions itself to take advantage of business trends and vacant land opportunities.



Greenville Mississippi 2014 Development Plan

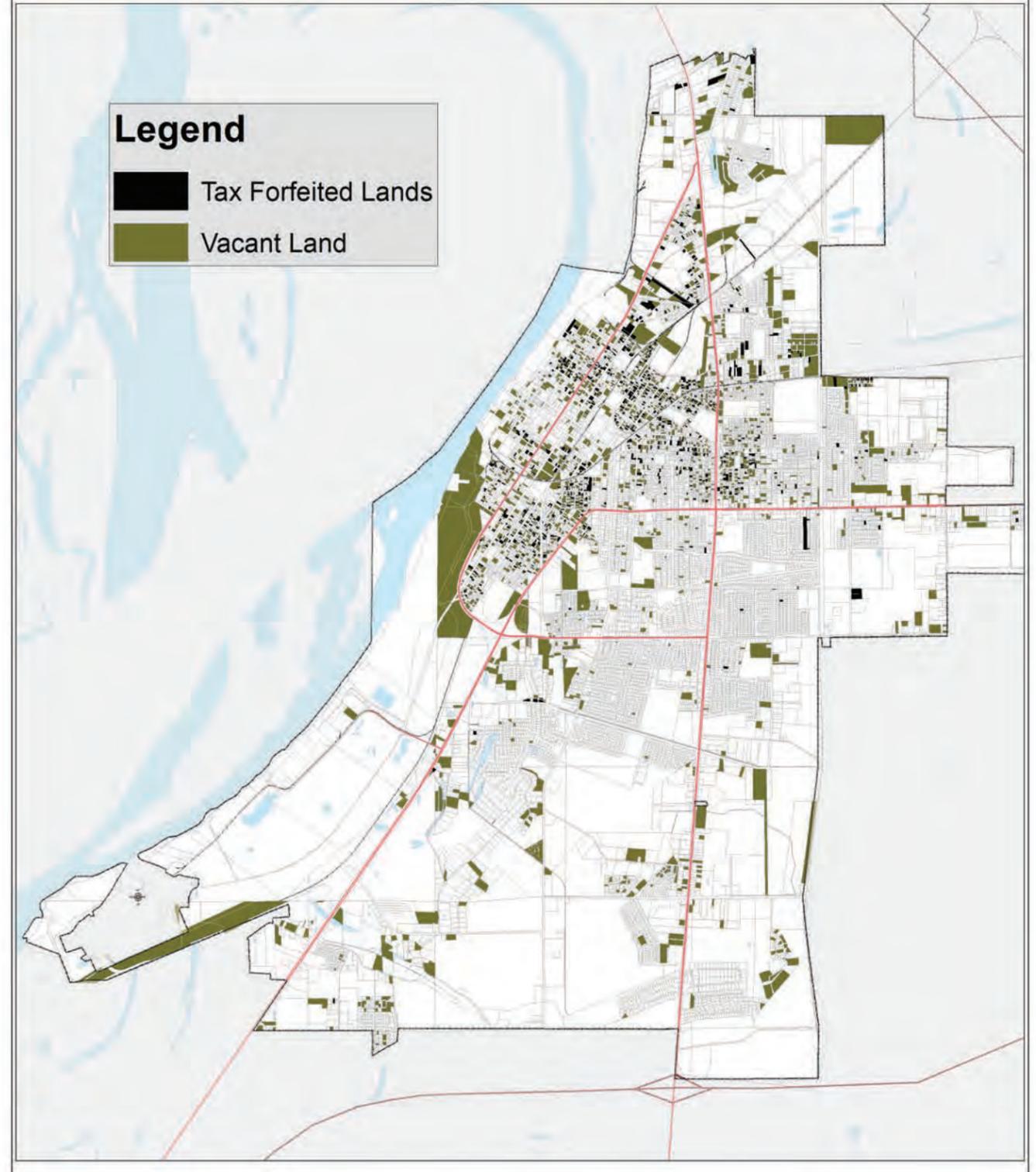


- 7 minute walk radius
- Park
- Public/ Assembly/ Special Use

Public Parks and Recreational Infrastructure
December, 2013
Source: Washington County Tax Assessor, Consultant Analysis

0 2,600 5,200 Feet

Greenville Mississippi 2014 Development Plan



- Legend**
- Tax Forfeited Lands
 - Vacant Land

Vacant and Tax Forfeited Lands
Date: December, 2013
Source: Washington County Tax Assessor, Mississippi Bureau of Revenue

0 1,000 2,000 4,000 6,000 Feet



Transportation and Mobility

Like cities across the country most people move through Greenville by private automobile. Options to safely walk or bicycle between destinations are limited. The City is experiencing a decades long population decline that is resulting in fewer vehicles on the roadways. This presents certain challenges, but may open up opportunities for a new transportation vision for Greenville.

The Road Network

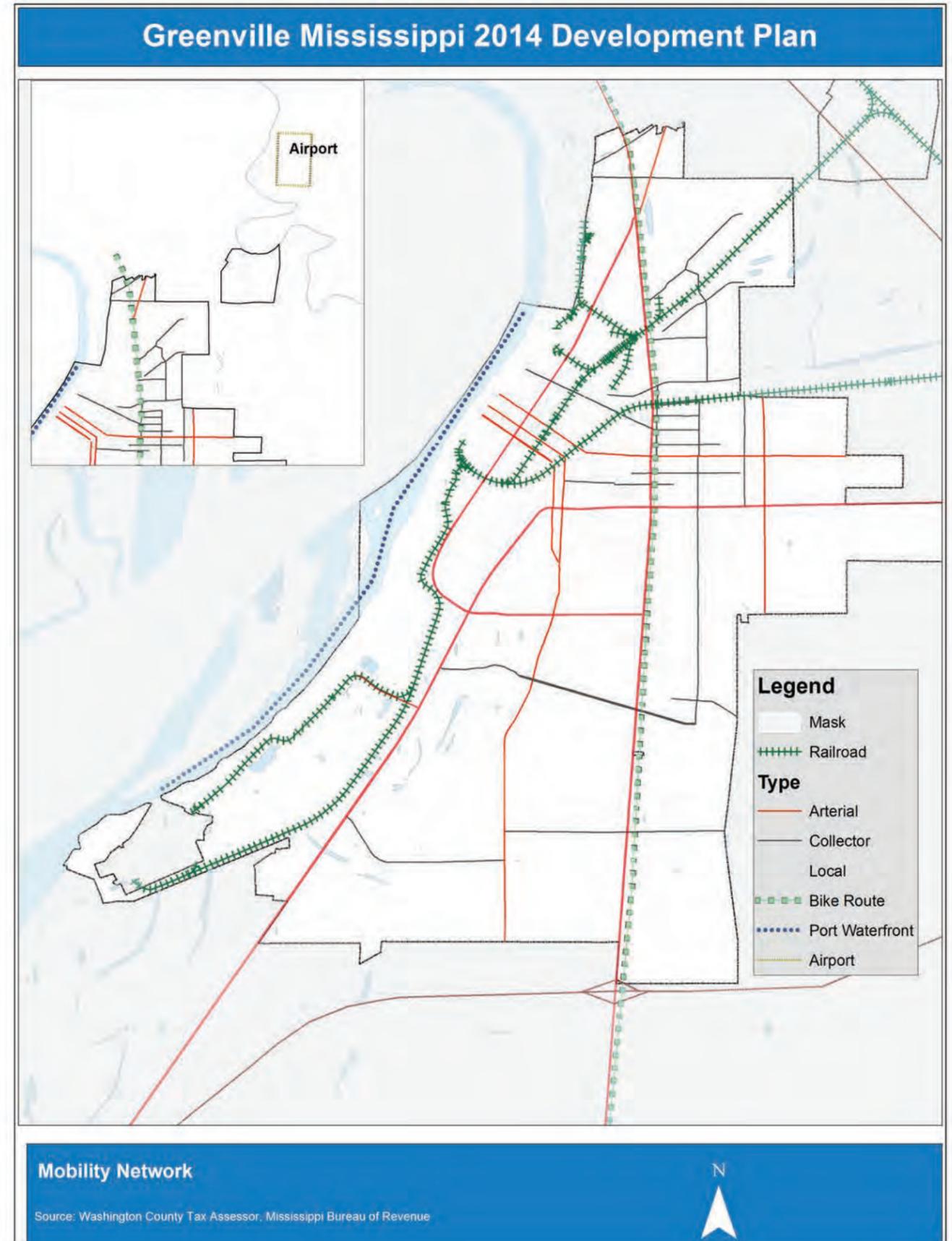
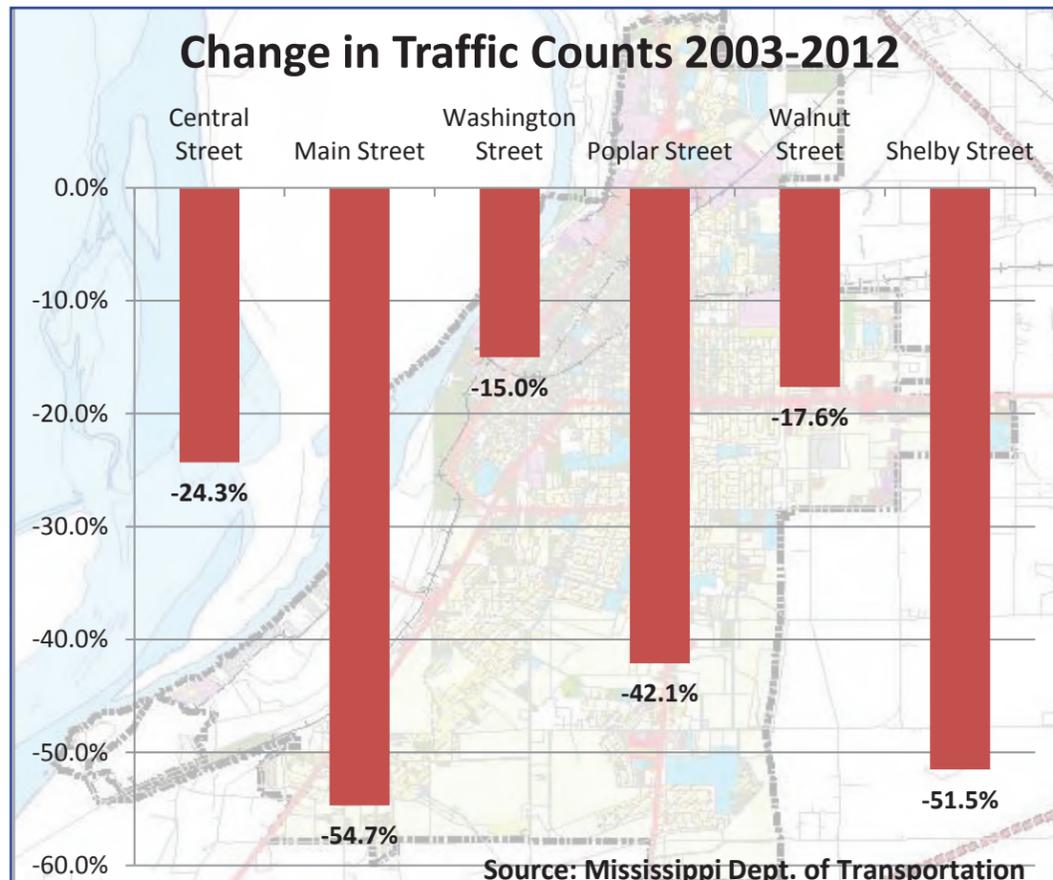
Greenville is located more than 74 miles from the nearest interstate, I-55, but it is well connected regionally by US and state highways. US Highway 82/278 is the major east/west road linking Greenville to I-55 to the east and Arkansas to the west. State Highway I, Martin Luther King Jr. Boulevard runs north and south through Greenville. Local streets branch off of these roads in a predominately grid-type pattern although cul-du-sacs do begin appearing as you move away from the central city.

Greenville is connected to Arkansas by means of the new Greenville Bridge. Currently, this bridge is the longest cable-stayed bridge crossing the Mississippi River. The bridge carries four lanes of traffic.

The Mississippi Department of Transportation provides actual and estimated traffic counts along highways and selected local roads on an annual basis. The latest data reported are for 2012 and the department's website contains a 10-year running list of the average annual daily traffic count by

monitoring station. While some data indicate traffic volume has changed very little or slightly declined over the 10-year period, for certain local streets, especially those within or close to downtown, indicate significant declines. Main Street and Shelby Street, in particular, are believed to carry less than 50% of the 2003 volume of traffic in 2012.

Lower volumes of traffic mean less road building, but road maintenance has to continue in order to insure road integrity and safety. Funding road maintenance in a shrinking city is not easy. The population decline that reduced traffic led to a high number of vacant and abandoned properties that continue to reduce the City's tax base. Shrinking cities just like growing cities also have to address increased costs associated with aging infrastructure. As the per capita cost of road maintenance increases the City will have to look for creative and sustainable solutions.



Cities in New England and the Midwest (the “Rust Belt”) have grappled with issues related to population decline since the 1980s. One of the core issues of concern has been infrastructure that is no longer sited or scaled to match the population. Streets with declining vehicular traffic are one such example. While a few cities are considering street abandonment as possibly the best solution, many believe that permanent loss of streets and street rights-of-way are not in the best interest of the future of the city. Instead, they are looking holistically at transportation needs and considering ways to use excess lane capacity to install active transportation systems such as bike lanes and pedestrian facilities, and landscaping. While doing this does not decrease the financial burden of upkeep it does have the ability to transform neighborhoods and corridors and reset the transportation future of the City.

Bicycles and Pedestrians

Greenville has an incomplete, aging network of sidewalks along certain streets such as South Colorado Street, and in some older neighborhoods and the downtown. Informal footpaths are evident on aerials for some areas as well. There is no comprehensive sidewalk plan.

The Mississippi River Trail Bike Route runs from Minnesota to the Gulf of Mexico and transects Greenville from north to south as it runs along HWY 1. The

City has a Levee Walk which serves as a multi-use path accommodating pedestrians as well as cyclists. These are the only designated bicycle facilities in Greenville.

Funding for bicycle and pedestrian facilities is potentially available from almost all of the major Federal-aid Highway, transit, safety and similar programs. Funding is usually competitive and projects that can demonstrate a connection to a larger community goal, such as providing safe routes to schools, connecting historic and community sites, and completing incomplete networks are often favored if not required for eligibility. Most funding sources do require local matching funds. Current year funding has been made available through the Recreational Trails Program, Transportation Alternatives Program, and People For Bikes.

Railroads

Greenville is not served by major rail. Rail service is categorized by class, which is determined by the Surface Transportation Board, the successor to the Interstate Commerce Commission, based on annual operating revenues. There are three classes of railway with Class-I being the largest and Class-III the smallest. The Columbus and Greenville Railway is a short-line Class-III railway that connects Greenville to a Class-I railway to the east operated by the Canadian National Railway Company.

Air Transportation

Greenville is served by the Mid-Delta Regional Airport, a small public facility. Commercial air travel is currently offered from the Mid-Delta Regional Airport by Seaport Airways. Seaport Airways is a regional carrier headquartered in Portland, Oregon which provides service to more than 20 US cities as well as a number of locations in the Bahamas. The Mid-Delta Regional Airport is the only airport offering commercial service located in the Mississippi Delta and served more than 6,300 commercial passengers per year from 2008 to 2010. Most flight traffic in the area, however, is military.

The airport is located five miles northeast of downtown on a site formerly known as the Greenville Air Force Base. The City of Greenville owns the airport and operates it through a contractual agreement with a fixed-base operator. The airport uses two runways and is located on approximately 2,000 acres. The 2008 Delta Regional Authority Multi-modal Report recommended the rehabilitation of runways which has now been accomplished.

The Port of Greenville

The Port of Greenville is a designated U.S. Port of Entry and serves seven counties. It is a small, county-owned, shallow draft, slack water harbor with a depth

of 9 feet and 5 berthing areas which can accommodate approximately 11% of the world’s barges. Currently the facility is on about 10 acres of land and contains 450,000 square feet of warehouse and dock. The port is governed by the Greenville Port Commission, which is a five-member body appointed jointly by Washington County and Greenville.

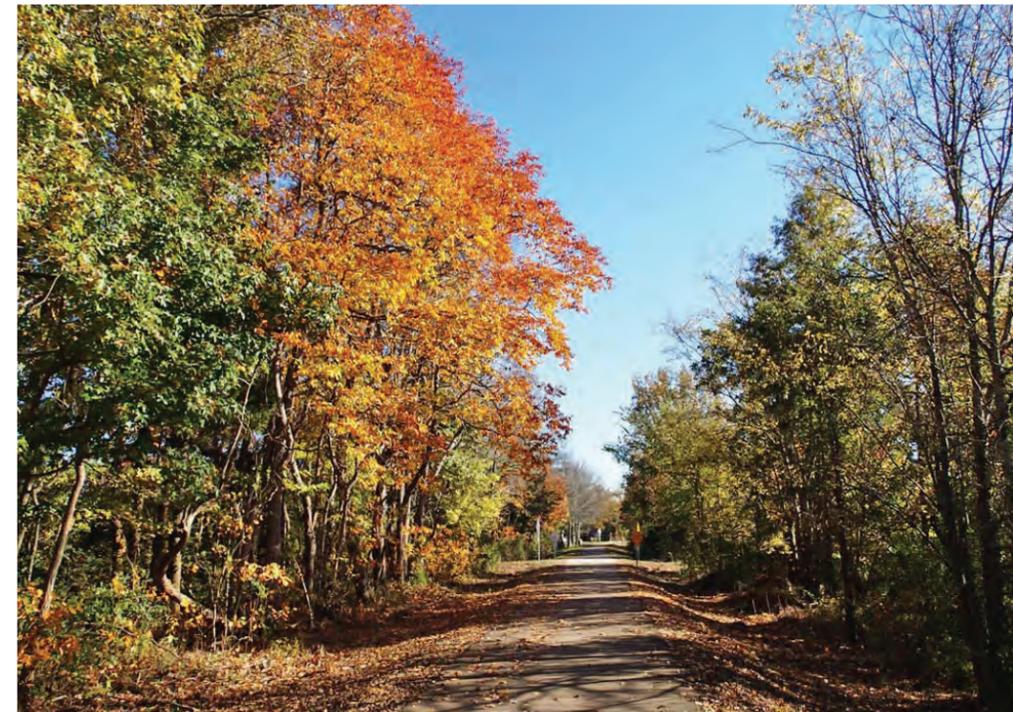
The Port of Greenville is ranked 1st for inland Mississippi ports. More than three million tons of goods were shipped in and out of the Port of Greenville in 2003. That year State of Mississippi river ports together accounted for two percent of the total tonnage recorded along the Mississippi River, and of the top 150 ports along the river Greenville ranked 10 10th. None of the tonnage in 2003 was classified as international. In 2008, 60% of the cargo was shipments out of the port with grain and oilseed accounting for 52% of the cargo and petroleum for 20%. There are currently 26 enterprises located at the port.

Shipping and receiving cargo requires land-based transportation to and from the port. Road accessibility is considered average since the closest interstate system is nearly 75 miles to the east. The port owns 3.2 miles of rail line, but the line is in need of significant upgrades to address storm damage as well as increased demand from a port-planned 220 acre industrial park.

From the Mississippi Department of Transportation Bicycle and Pedestrian Needs Assessment

State and local governments should encourage the application of the range of available treatments, while exercising local judgment, with the following as examples:

- *Collector and arterial streets shall typically have a minimum of a four-foot wide striped bicycle lane; however, wider lanes are often necessary in locations with parking, curb and gutter, and heavier and/or faster traffic.*
- *Collector and arterial streets shall typically have a minimum of a five-foot wide sidewalk on both sides of the street; however, wider sidewalks and landscaped buffers are necessary in locations with higher pedestrian or traffic volumes, and/or higher vehicle speeds. At intersections, sidewalks may need to be wider to accommodate accessible curb ramps.*
- *Rural arterials shall typically have a minimum of a four-foot paved shoulder; however, wider shoulders (or marked bike lanes) and accessible sidewalks and crosswalks are necessary within rural communities and where traffic volumes and speeds increase.”*



- The Mall – South Greenville Commercial
- Industrial Area

The development character of each of these areas is briefly considered individually in the sections that follow and the framework provides the basis of project and policy recommendations of the plan.

Complementing the identification of character areas and neighborhoods are the National Register Historic Districts already established in Greenville. These districts are the Downtown, Washington Avenue and Gamwyn Park National Register Districts and are discussed in their respective character areas.

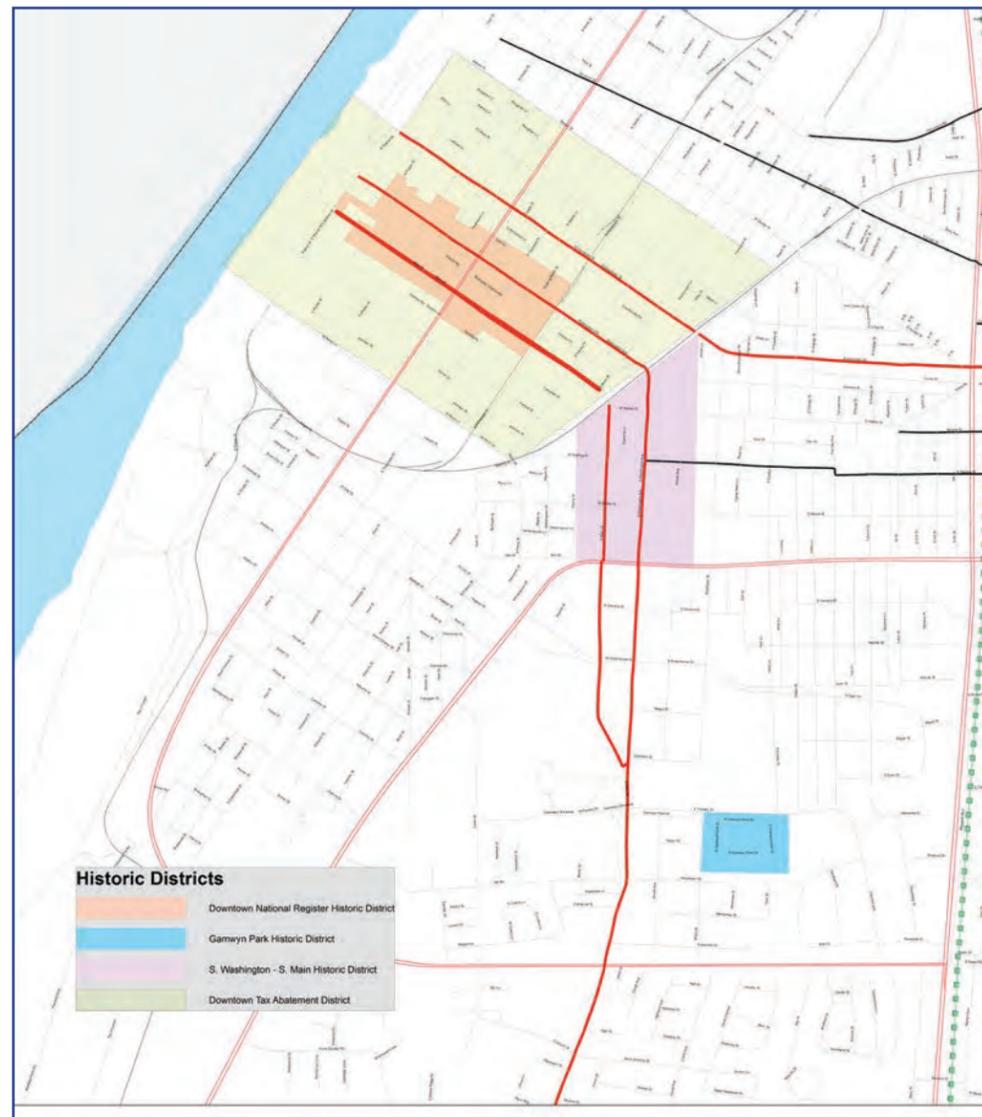
Neighborhoods and Character Areas

In addition to discovering Greenville from an city wide perspective, it is important to identify and recognize the various areas and neighborhoods of the City and the role they play in the life of the community. The City can be segmented in many ways, but for the purposes of considering the future of Greenville several criteria have been used to designate neighborhoods and character areas. These criteria include areas that:

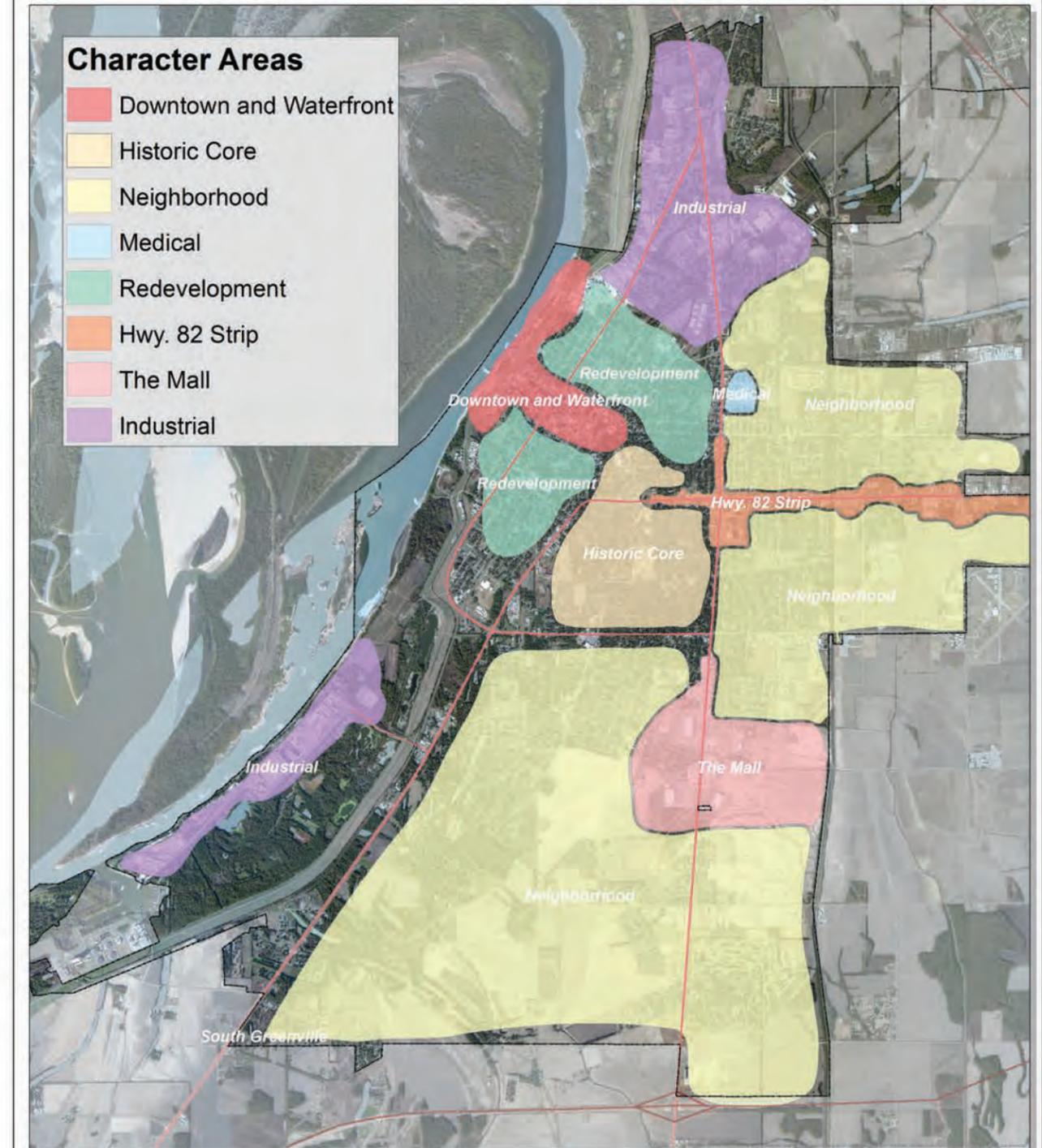
- Share development characteristics and history
- Can be visibly identified by these characteristics
- May be bounded by a physical or geographic feature such as a stream or major highway
- Provide a distinct function or set of functions for the overall community
- Provide structure for development of localized policies and projects for implementation

These areas, once identified, can form the basis of developing neighborhood and merchant councils who will steward the future of the neighborhoods. The following seven neighborhoods and charter areas have been identified for Greenville:

- Downtown and Waterfront
- Historic Core
- Redevelopment
- Medical District
- Highway 82/1 Commercial Strip



Greenville Mississippi 2014 Development Plan



Greenville City Character Areas - Sketch Map

Source: City of Greenville





Downtown and Waterfront Area

Greenville's downtown and waterfront is the original post Civil War location of commerce and government. The area also served as the primary center of the region's cultural and community life. The port established Greenville as a regional shipping center for industry and agriculture.

Recent casino development has added the component of entertainment and recreation to the downtown area. The Greenville Commercial Historic District, which covers a large portion of the downtown area was listed on the National Register of Historic Places in 1997. The downtown buildings form a locally significant and well-preserved collection of late-nineteenth and twentieth century bank, cotton, professional, retail, and religious buildings and offices.



Historic Core Area

The historic core of Greenville forms the heart of the original neighborhoods of middle and higher socio-economic groups. Portions of these areas are designated as National Register Historic Districts and include:

- The Washington Avenue - Main Street Historic District. This district represents the most architecturally and historically significant collection of early-twentieth-century residences and institutional buildings in Greenville. This District was listed on the National Register in 1987.
- The Gamwyn Park Historic District. This district was added to the National Register in 2004. Gamwyn Park is a residential neighborhood in a park-like setting with thirty three lots. Building of the houses took place from 1926-1998 with twenty of the houses built before the end of World War II.





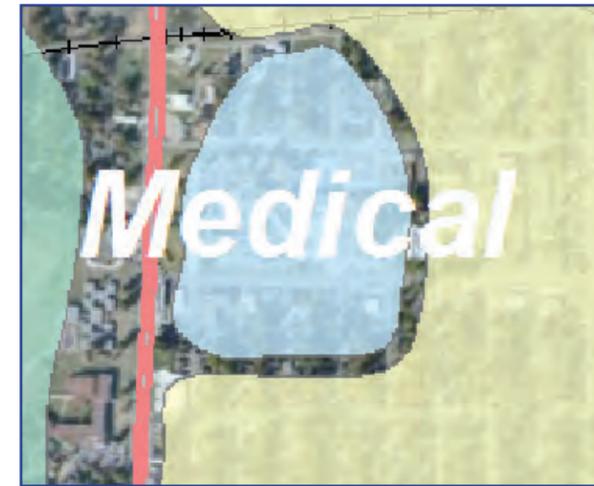
areas are fully serviced by municipal infrastructure but are frequently underused due to high vacancy and abandonment. Many of the remaining structures and blocks that are occupied are frequently in substandard condition.



Redevelopment Area

The *Community Development and Land Use Patterns* section clearly identifies Greenville's areas of high property vacancy and abandonment. The most concentrated areas of distress are identified as redevelopment areas. These areas consist of original residential neighborhoods and associated commercial centers historically home to Greenville's African-American population and surround the historic core and waterfront.

Many of the structures in the redevelopment areas are at the end of their useful life-cycle giving rise to the neighborhood abandonment now occurring. These

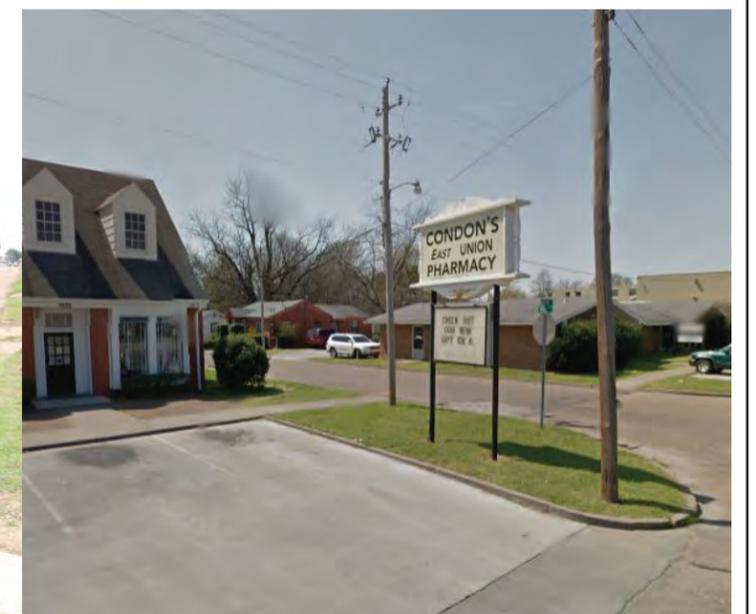


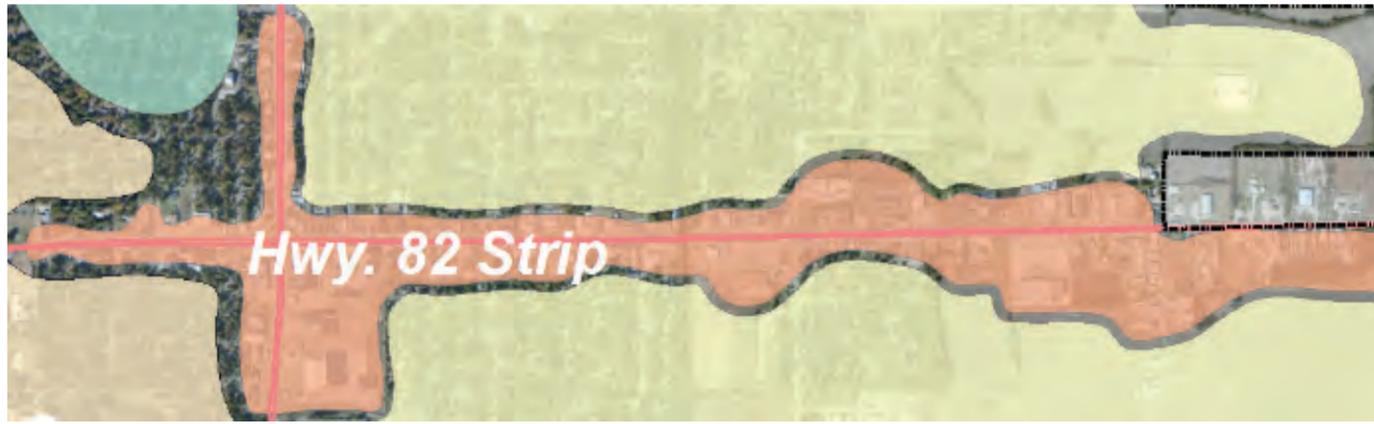
Medical District Area

The medical district is anchored by the Delta Regional Medical Center. Associated medical offices, pharmaceutical sales, and other health care related institutions surround the Medical Center forming the core of the region's most concentrated health care services area.

The district is characterized by a combination of institutional campus type site designs, small scale offices and medically oriented retail sales of pharmaceuticals and supplies.

The district is primarily accessed from Highway I. While there is a high concentration of the region's health care services in this location, there is little in the way of identity markers such as signage or uniform branding to designate the significance of the area.





Highway 82/ Highway I Commercial Strip Area

Highway 82 serves as the primary path through the Greenville. At Greenville's eastern and southern edges it serves as the primary gateway. As the route traverses the interior of the Greenville it provides secondary gateways into the Downtown, Medical District, Historic Districts and other key places. Because of its primary importance to the entire community, Highway 82 is of critical importance to City functionally as a primary transportation artery as well as symbolically by displaying the level of community vitality, health and sense of itself.

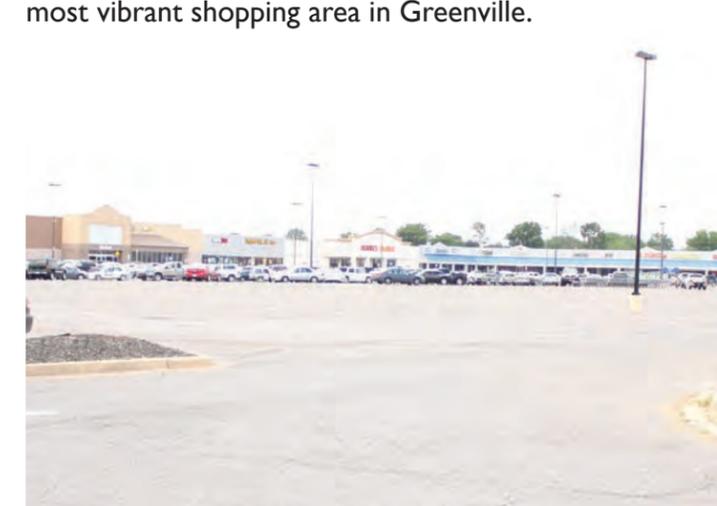
Considered in this perspective, much of the corridor provides a significantly negative impression of the City of Greenville. Over 100 abandoned signs can be found in the corridor along with deteriorating and abandoned buildings. Most parking areas are devoid of landscape. The impression of this area is thoroughly conveyed in the First Impressions Report conducted by the Stennis Institute.



The Mall/South Greenville Area

The Greenville Mall was built in the 1970's and has anchored its area for 3 decades and representing the most identifiable commercial center outside of downtown. The area exhibits some characteristics of strip commercial development but most of its commercial activity is clustered near the intersection of Highway I and Bowman Boulevard.

The prominence of the mall has slowly been displaced by large retailers immediately to the south. The area is built on a typical suburban pattern of large retail stores in an environment dominated by parking lots. These parking areas are devoid of landscaping and pedestrian facilities. While some vacant stores are present, the area is the most vibrant shopping area in Greenville.





Industrial and Employment Area

Industrial and employment areas provide the locations for major manufacturing, warehousing and distribution enterprises in Greenville. These areas are typically accessed by transportation arteries for rail and truck transportation and much of the Industrial and Employment areas are in close proximity to the Port of Greenville for barge shipping.



Water and Sewer Infrastructure

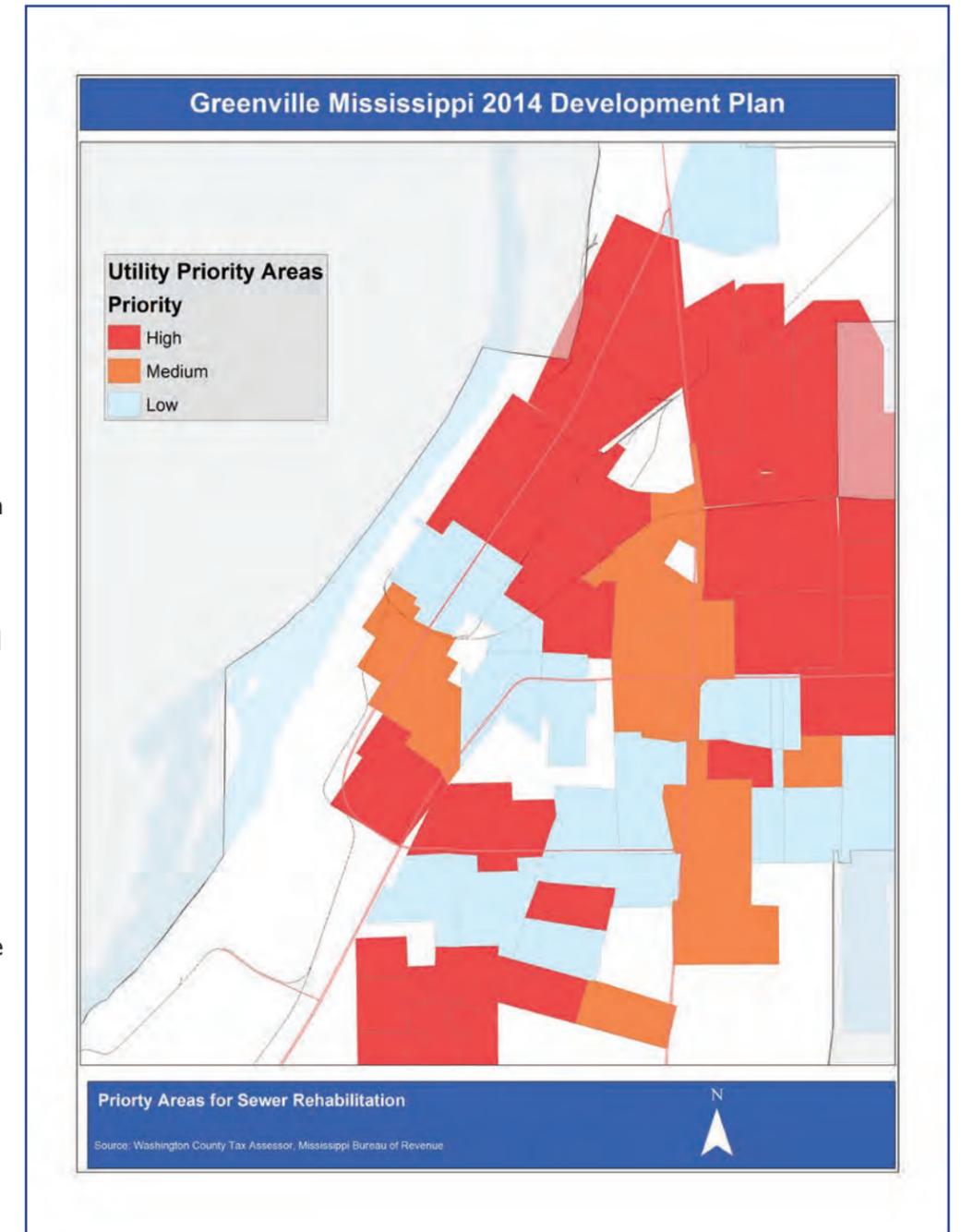
In aging and overwhelmed systems, the frequency of overflows from sanitary sewers and malfunctions at wastewater treatment plants rise over time. Sanitary sewer overflows and wastewater treatment plant malfunctions impair clean water sources and violate clean water standards. For almost a decade, “wet weather flows” (wastewater combined with stormwater) have been a national priority for the Environmental Protection Agency. The Mississippi Department of Environmental Quality oversees these priorities.

Because Greenville is permitted to discharge 10 million gallons per day or more, it falls into a priority category for compliance. EPA and MDEQ field inspectors have identified sanitary sewer overflows, sewage backups, and discharge limit overages in the Greenville system.

Greenville is in the process of addressing findings and recommendations related to these issues and is working to resolve deficiencies through system-wide improvements and capital investments to minimize the risk of future sewage overflows and strengthen response to overflows that do occur. Greenville continues to develop conceptual approaches to improve these infrastructure matters. Priority sewer rehabilitation areas have been identified.

Rehabilitation of the wastewater treatment plant

collection and transmission systems should occur over the next 8 - 10 years. Proper management and maintenance programs must also be developed to help ensure the sewer system is properly operated and maintained in the future.

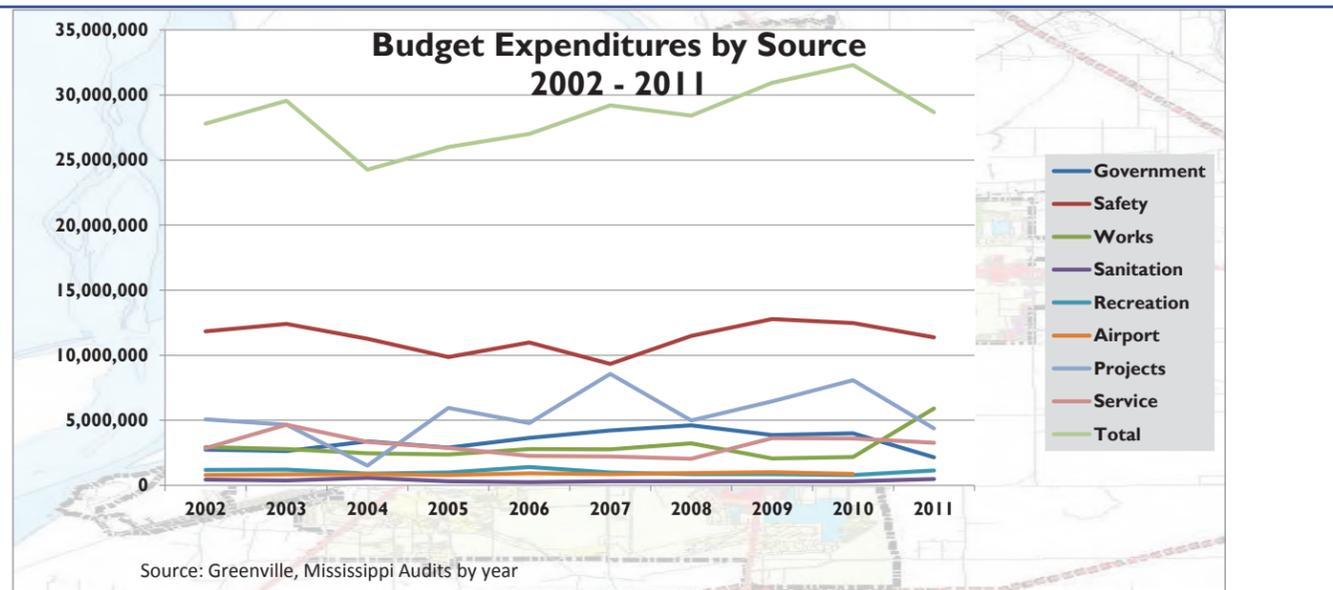
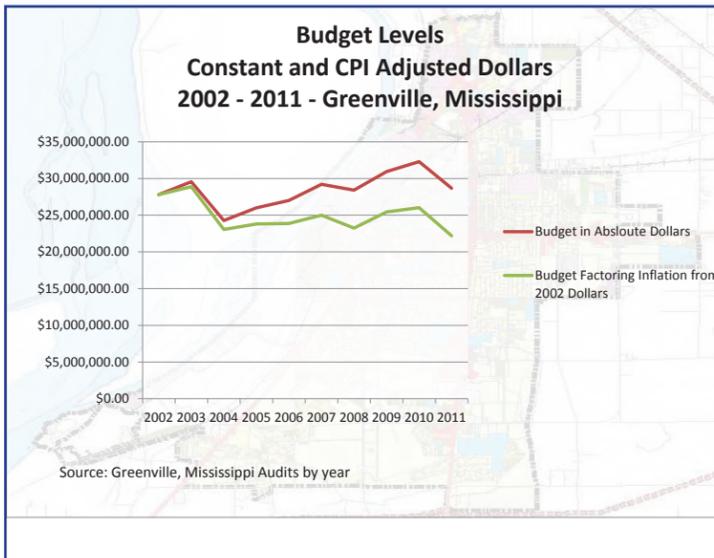
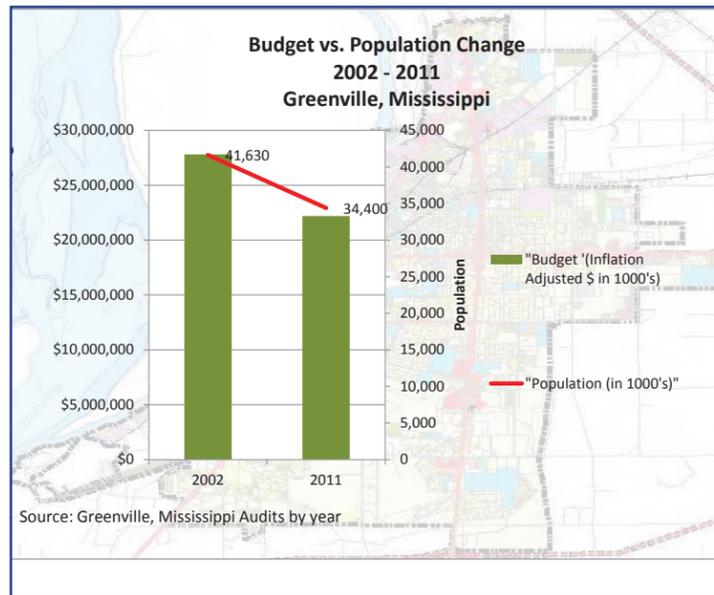


Fiscal Trends and Considerations

An overarching concern for the City of Greenville in considering its long term financial condition is maintaining a constant level of infrastructure in an environment of substantial population declines. The tables at right and below illustrate these concerns. Below, budget expenditures are indicated by year and category of expenditure. The dollars represented are unadjusted real dollars. The overall budget level in real dollars has remained relatively constant.

The table at upper right represents inflation adjusted dollars using the Consumer Price Index (CPI) from the 2002 through 2011. The adjusted budget level is then compared to Greenville's population decline. The table graphically illustrates declining budget expenditures roughly in proportion to Greenville's declining population. However, infrastructure inventory is constant meaning there are less resources to meet constant, and based on the discussion in the prior section, increasing, maintenance demands.

This fiscal scenario is supported by the final table which illustrates budget levels in constant vs. CPI adjusted dollars.



Priority Planning Issues

The Discovery portion of the Greenville Development Plan presents a quantitative and qualitative overview of the City from which to begin formulating a new vision and strategic directions to revive the *Heart and Soul of the Delta*. From discovery, a number of priority planning issues readily emerge which must be successfully addressed to achieve quality of life gains in Greenville.

The Discovery data presented provides a factual and reality based look at Greenville and is the basis to engage the City of Greenville and its leadership in establishing new vision and strategic directions for the future of the City. This new direction is presented in the next section of this plan.



- Neighborhood abandonment
- Declining population
- Aging infrastructure
- Lack of or poor condition of pedestrian infrastructure
- Sprawling development patterns on the edge of the City
- Appropriate planning and development of frontier areas of the City, particularly to the south
- Poor community character and appearance of key community thoroughfares and gateways
- Support for downtown and riverfront development
- Safety and security
- Code enforcement to address common nuisances
- Protection and strengthening stable neighborhoods
- Financial plans to address the realities of decline

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GREENVILLE, MISS. Elks Home

II. Direction - Goals for Greenville



“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”

Jane Jacobs



Background

To guide the development of the “Greenville-Planning Today for Tomorrow” plan, a vision statement and

Public groups participated in a facilitated discussion and specific exercises designed to elicit key attitudes, concerns and thoughts about the future of the City of Greenville. Comments were recorded, summarized and formulated into the vision and strategic directions that follow.

Help Plan Greenville! www.PlanGreenville.com

What's happening ?
Greenville has begun an exciting process of strategically planning for its future as the Delta's Queen City. With its rich history, cultural assets, and its role as a regional center of industry and commerce Greenville's potential to emerge as a renewed and strengthened City in the years ahead is strong.

You are needed!
Making great plans requires the thoughts and voices of the whole community. **Everyone has a perspective for a positive future and we'd like to know yours!**

How can you participate?
Three community forums are planned across the city. At each meeting, there will be background information presented about Greenville that you may not know, along with future opportunities and challenges. Engaging opportunities to provide your insight on the best path ahead will follow.

When and where are meetings?

Date	Place	Time
April 7	Wards Recreation Center, Wards Recreation Center, 1648 S. Dr. MLK Blvd	All meetings are scheduled from 5:30 – 7:30 p.m.
April 8	Elk's Serene Lodge #567, 1818 E. Alexander Street	
April 9	William Alexander Percy Library, 341 Main Street	

For more information?
Contact Carlon Williams at 662-378-1500, cwilliams@greenvillems.org, or visit www.PlanGreenville.com. Accommodations will be made for those with disabilities.

“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.” Jane Jacobs

series of nine strategic directions have been developed from broad community input and engagement. This community engagement included staff comment, web site development, and a series of public meetings in which over 150 persons from all areas and segments of the community participated.

than average percentage of the population at or below the poverty level. A higher percentage of the residents rent rather than own their own homes. A higher percentage of residents live in multi-family rather than single-family homes. Nearly one-third of core neighborhoods have been abandoned. Dilapidated buildings and abandoned

As the project moves forward, the City will be further engaged in identifying specific actions the City must take to achieve its vision and how those actions will be initiated, managed and measured.

Strategic Directions, Goals and Actions

➡ Strategic Direction 1

Stabilize our Population and Enhance our Local and Regional Economy

Context: Greenville saw the local population peak in 1990 at 45,226 persons. Since 1990, the city's population has seen accelerating decline by more than 11,000 persons representing one-fourth of the population. The most recent estimates indicate continued decline. Greenville's median household income is approximately \$10,000 less than the state average, and the City has a larger

signs are common on main entryways.

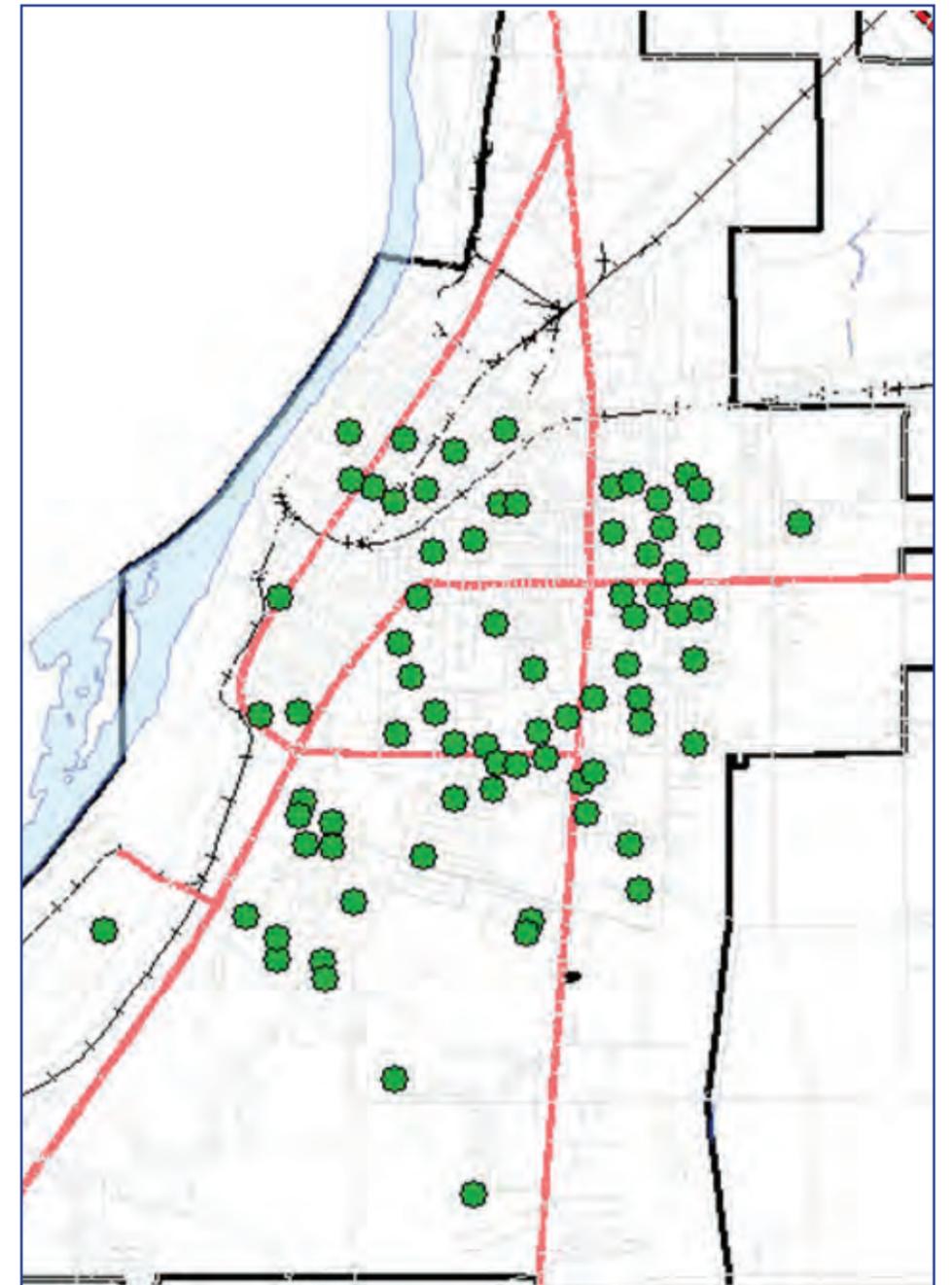
- Objective 1.1.: Right size Greenville by eliminating dilapidated properties, taking land and infrastructure no longer needed out of service, and aggressively replanning and rebuilding core neighborhoods.
- Objective 1.2: Reestablish Greenville as a desirable city where people want to live, tourists want to visit and businesses want to establish and grow.
- Objective 1.3: Improve employment possibilities for Greenville residents, including better paying jobs.
- Objective 1.4: Advance the Greenville Higher Education Center as a four year center for higher education institution.
- Objective 1.5: Support the public education system in its efforts to improve.

➡ Strategic Direction 2

Stabilize families and neighborhood communities

Context: Family dynamics in Greenville may be hurting success. In 2010 31% of households were classified as non-family and only 47% of the households were considered husband and wife families by the Census Bureau. Research has shown that households of married adults have higher levels of education and economic stability. Two-parent households are also shown to be beneficial in child-rearing.

- Objective 2.1: Support the creation of stable household and family structures, both for economic and child-rearing stability.
- Objective 2.2: Create and support neighborhood organizations such as neighborhood councils for the care and stewardship of neighborhood environments.



➡ Strategic Direction 3

Promote and Facilitate Excellent Project and Environmental Design

Context: Because Greenville is the business and

Greenville Vision Statement [Alternative Title - The Greenville Compact]

From the heights of its economic and social role as the Delta's Queen City to the great floods that have threatened its very existence to its deep social struggles, Greenville, Mississippi is first and foremost a resilient City. Greenville has proven time and time again that it can and will overcome adversity. It is that spirit that will spark renewal, rebuilding a strong sense of community working in unity in the midst of great diversity.

Greenville's historically and architecturally significant buildings, spaces and neighborhoods are evidence of a rich history and culture. Through much of the 20th Century, Greenville provided fertile ground for both agricultural enterprises and creative spirit. Great literature, music, art, culture and food have flourished in the City and just as the crops in the fields that surround it.

In the future, Greenville envisions a high quality of life for its residents with diverse housing types, a healthy environment, and development policies that support a sustainable city such as buildings that are durable and attractive. The City recognizes the need to continue to build on the renaissance already taking place downtown and to extend that philosophy to the entire city. Greenville wants to be well-managed and well-planned by anticipating needs and planning for them rather than just reacting.

From the Civil War to Civil Rights, Greenville has shaped and been shaped by profound forces of history moving as steadily as the Mississippi River, whose banks it embraces. The intermingling of history and environment have formed Greenville's character and soul in such a way as to make it THE Heart and Soul of the Mississippi Delta, and Greenville wants to share its treasures with the world.

But Greenville is at a crossroads. Population has been declining for two decades and the industry that define Greenville as a port city has been declining within the region. With the loss of population and the businesses that support them, the City's ability to maintain its assets and infrastructure has been diminished. To renew the city, current assets must be stabilized, further deterioration must be slowed and, if possible, reversed, and revitalization on a large scale must occur. These actions will require a strong spirit of renewal among Greenvillians and a focus on strong measures for a renewed city.

The City understands the challenges it faces. City leaders are committed to doing the hard work of renewal over the next 20 years and the City will emerge as the renewed cultural and economic hub of the region.

cultural center of a multi-county region, it has a unique opportunity to create and sustain a vital, livable and sustainable community. Through good design practices it can grow, prosper and maintain a healthy place in which to live, work, worship, shop and recreate. Greenville has a wealth of significant architectural and historic resources that should be preserved for future generations, community memory and cultural and heritage tourism. Deterioration of the physical environment is substantial and city must redevelop and revitalize deteriorating and dilapidated areas.

- Objective 3.1: Promote and create our beautiful and unique community, building a strong sense of ownership and a high quality of life.
- Objective 3.2: Promote durable, sustainable, and attractive new development and redevelopment.
- Objective 3.3: Create an environmentally sound city with minimum soil erosion, local flooding and pollution. Minimize flooding and pollution from runoff, reduce sedimentation of streams and other water bodies, and retain sufficient aquifer recharge areas.
- Objective 3.4: Identify and promote the redevelopment of brownfield areas.

Strategic Direction 4

Enhance our existing transportation and mobility infrastructure while creating a viable network of other mobility options.

Context: Greenville has a very sound vehicular transportation network including an airport, a river port, a rail system and strong regional auto/truck streets and highways. At the same time, vehicular traffic is declining along with population resulting in a reduced need for automobile infrastructure. Also, Greenville's gateway approaches are not as attractive and inviting as they could be. Alternative forms of mobility including walking and biking are growing in popularity and can help reduce traffic problems and pollution. New forms of development encourage walking and biking by keeping trip origins and destinations in close proximity to one another through mixed use developments.

- Objective 4.1: Support a viable transportation system for efficient flow and economic development,

including air, water, rail and auto/truck transport.

- Objective 4.2: Create a community that is easy and convenient to navigate by automobile, walking and biking through an interconnected system of side-walks, bikeways, and linear parks.
- Objective 4.3: Create community gateways that give a positive first impression of the community.
- Objective 4.4: Work for the completion of the southern highway connector from Leland to the river.
- Objective 4.5: Increase mobility choices to enhance the attractiveness of Greenville for younger working age residents.

Strategic Direction 5

Preserve open space and promote recreational opportunities.

Context: Well-placed open space helps retain the character, attractiveness, and unique sense of place and help the environment as well as providing residents places for passive and active non-programmed recreation activities. Active recreation programs are a desirable and essential element for fun and personal development. Open space areas and natural recreational areas can provide tourism opportunities while assisting with environ-



mental goals.

- Objective 5.1: Support a visually attractive city with significant vistas and plenty of parks and open space for passive recreational activities.
- Objective 5.2: Create an active and growing recreation program for all ages and cultures in Greenville which includes sports and arts activities.
- Objective 5.3: Provide a community with abundant natural areas for nature tourism activities.

➔ Strategic Direction 6

Support and increase tourism, public and cultural facilities and activities; create a sustainable plan for maintaining them.

Context: Greenville’s infrastructure is aging and declining population increases maintenance challenges. Greenville is working to resolve current waste water and sewer issues. Public input indicates that streets conditions need consistent attention. It is important that the city anticipate change and plan appropriately for needed improvement through proper funding. In spite of this, Greenville has seen a resurgence of cultural activities of regional importance, like the Hot Tamale Festival in the fall. Cultural activities are an important element present in successful communities. They can revitalize a historic downtown area, have a civilizing effect on residents, and help a city become a destination of choice for visitors and permanent residents.

- Objective 6.1: Encourage redevelopment in existing neighborhoods to take advantage of existing infrastructure like water and sewer lines, streets, etc.
- Objective 6.2: Continue to support the recent growth of thriving cultural facilities, including museums, community theaters, art galleries and other cultural amenities.
- Objective 6.3: Expand the city’s territory in highly strategically areas when long term costs and benefits can be adequately demonstrated and when the expansion supports these strategic directions.
- Objective 6.4 Strengthen cultural events.

➔ Strategic Direction 7



Promote well-planned and well-designed quality living spaces, with a variety of housing types and sizes available.

Context: Greenville faces many housing challenges. Greenville has an extremely high proportion of renters with 46 percent of the population renting homes. Nearly 60% of the housing stock was constructed before 1970. As the population ages, there will be a need for a broader variety of housing types and sizes, but not a reduction in the desire and need for a high quality living environment. While recognizing that existing residential areas that are stable and viable are valuable to the city’s overall development, concentrations of rental properties must be stabilized.

Even if Greenville focuses on revitalization and redevelopment efforts within the core of the city, Greenville will continue to experience new development in areas to the south of the historic core despite population declines.

- Objective 7.1: Encourage the development of high quality residential areas, regardless of the type of

housing, density of development, or price. Require quality construction and design standards.

- Objective 7.2: Continue to protect stable residential areas from disruptive uses such as incompatible higher density residential structures, and encroaching industrial and inappropriate commercial uses.
- Objective 7.3: Create well-designed, environmentally sensitive neighborhood and mixed-used traditional neighborhood developments of varying housing types interconnected with other areas.
- Objective 7.4: Strengthen the commercial center in the area of the mall and nearby commercial development and south for attractiveness, functionality and long term stability by reducing its sprawl pattern.

➔ Strategic Direction 8

Facilitate the creation of beautiful and vibrant downtown and waterfront.

Context: The City of Greenville possesses a historical, vital central downtown and waterfront that serves as the heart of the community. Its value lies in the appropriate use of the area and protection of the historical and architectural resources presently there. Greenville also has many abandoned commercial buildings and signs. Most of these are located in “strip” commercial areas due to the decline in population and markets. We know that neighborhood commercial areas, when properly designed and located, serve a vital need. Design standards can significantly reduce the negative impacts of neighborhood commercial areas on nearby residential areas. More specifically, traditional neighborhood developments, which incorporate a mix of uses, can allow the needed commercial and public uses in an acceptable manner.

- Objective 8.1: Reserve the Central Business District for appropriate entertainment, retail commercial, office, professional, residential and governmental functions.
- Objective 8.2: Support attractive and functional commercial nodes and/or mixed use developments with properly located and well-designed neighborhood commercial areas.
- Objective 8.3: Ensure that the downtown and waterfront support both traditional downtown functions of commerce and government and tourism, enter-

tainment and recreation.

- Objective 8.4: Develop a Downtown and Waterfront Special Area Plan.

➔ Strategic Direction 9

Build on existing industrial development creating new opportunities for the development of industrial uses and employment centers.

Context: In order to be a relatively self-sufficient and complete city, Greenville should encourage industrial development that offers well-paying jobs to city residents. Costs and benefits for such developments should be considered. Encouraging corporate employment centers is an important component to the future economic development of the city.

- Objective 9.1: Facilitate the development of attractive, low impact industrial facilities which offer a significant number of well-paying jobs to local citizens.
- Objective 9.2: Support and enhance special areas like the Medical District and other key economic clusters.
- Objective 9.3 Encourage and support existing business expansion.
- Support the Greenville Port and Mid-Delta Regional Airport expansion.





III. Design - Navigating Greenville's Future



When we build, let us think that we build forever. Let it not be for present delight nor for present use alone. Let it be a work that our descendants will thank us for; and let us think, as we lay stone on stone, that a time will come when those stones will be held sacred because our hands have touched them, and our children will say, as they look upon that labor, “See! This our mothers and fathers did for us.”

John Ruskin

Planning Parameters for the Future of Greenville

The purpose for planning is to ensure a city is built and managed in a way that is comfortable, convenient, healthful, economically prosperous and aesthetically pleasing for its people. The previous sections have provided the background information and the direction required to create just such a plan for Greenville. However, an additional element is needed before fully setting out the plan for Greenville's future. These elements are the population and job growth projections for Greenville. After these projections are set forth and discussed, this "Design" section of the Greenville Plan will discuss a rightsizing framework towards the future and preferred future growth and development design for Greenville.

Future Population and Households

Three population projections were developed for Greenville and include the model developed by the Orion Planning Group which is a simplified cohort model, a model from the Mississippi Institutes of Higher Learning and a cohort projection model developed based on University of Memphis cohort model construction. The results of these three models are indicated in the chart to the right.

Each of these projections indicates continued population declines over the next 20 years for Greenville. These declines range from a loss low of 6,109 in the case of the Orion model to a high of 12,049 for the model created by the Institutes of Higher Learning. In percentage terms, these declines represent from 18 to 35 percent respectively.

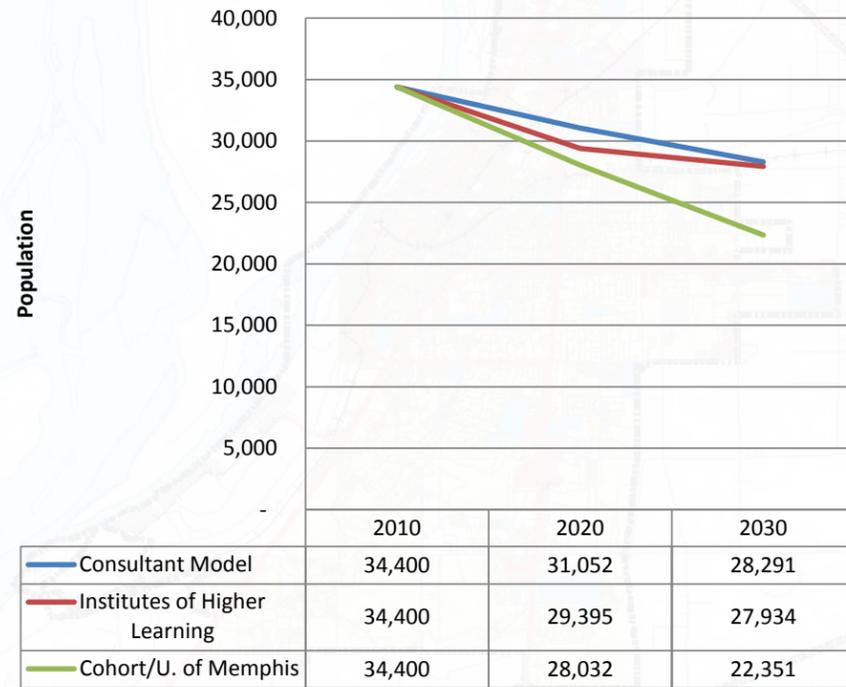
Population loss equates to a proportionate loss in households. At an average household size of 2.77, the projected population losses represent the loss of between 2,200 and 4,300 dwelling units by 2030.

Job Growth

Population change is linked to availability of jobs. Forecasted population decline can be tested against changes in job levels. Occupational forecasts are provided by the Mississippi Employment Security Commission at a regional level. The latest projection indicates a regional increase in jobs by the year 2020. However, historic data indicates the opposite trend.

As reported by the University Research Center, Wage and salaried jobs declined in Washington County from 21,995 in

Greenville Population Projections



the year 2007 to 17,465 in the year 2012 for a decline of 20 percent in six years.

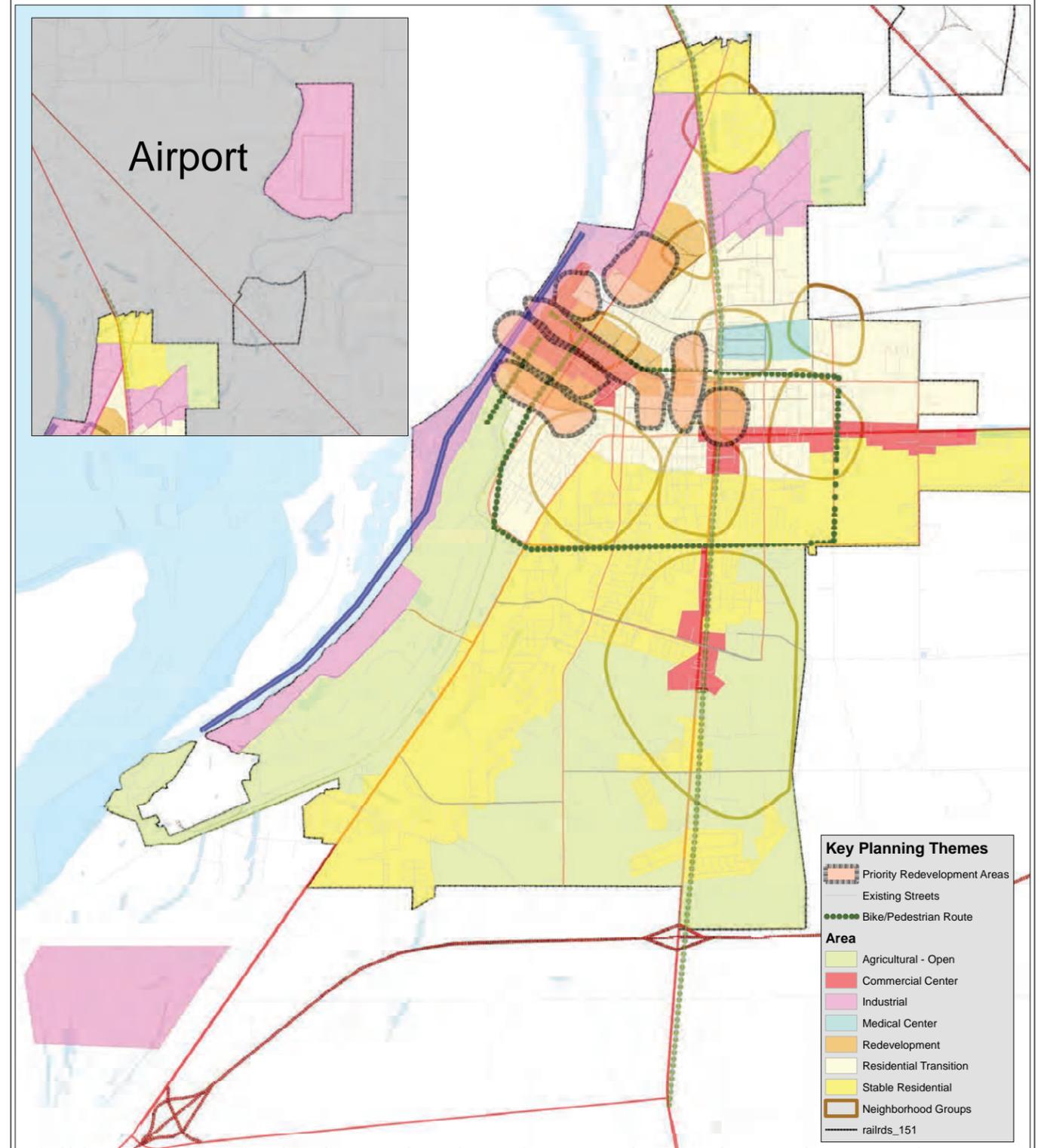
The Impacts of Decline and Rightsizing

Given the historic trends and current indicators, further population decline in Greenville, Mississippi is a virtual certainty and will continue to impact the City in fundamental ways. The historic impacts of decline have been documented throughout the planning process and the challenges of those impacts will continue. The impacts include a deterioration in community infrastructure, loss of housing stock, decline in business opportunity, budgetary stress on local resources, deteriorated aesthetics and infrastructure impacts. Given these challenges, the Greenville Plan sets out a strategy to stabilize these current challenges and provide the environment for renewal and growth by the year 2030.

In considering a renewed and revitalized future for Greenville, a key strategic size threshold must be considered. To retain and maintain the level of goods, services and cultural amenities to continue as key regional center, Greenville must stabilize at an equilibrium population level of 22,000 to 25,000. By doing so Greenville will maintain a viable market for health care, recreational, shopping, tourism, and other key quality of life factors. Should the City drop below this threshold, the character of the City as regional hub will deteriorate.

The following sections outline the strategy of stabilization and revitalization designed to achieve this strategic threshold and set the stage for new growth and a revitalized Greenville.

Greenville Mississippi 2014 Development Plan



Greenville Development Plan

Source: Washington County Tax Assessor, Mississippi Bureau of Revenue



The strategy is based on the key planning themes, prioritized focus areas and a detailed implementation action steps. The Greenville Development Plan Map illustrates these key themes and should be interpreted from the explanations that follow. The overall principles applied in developing the strategy are:

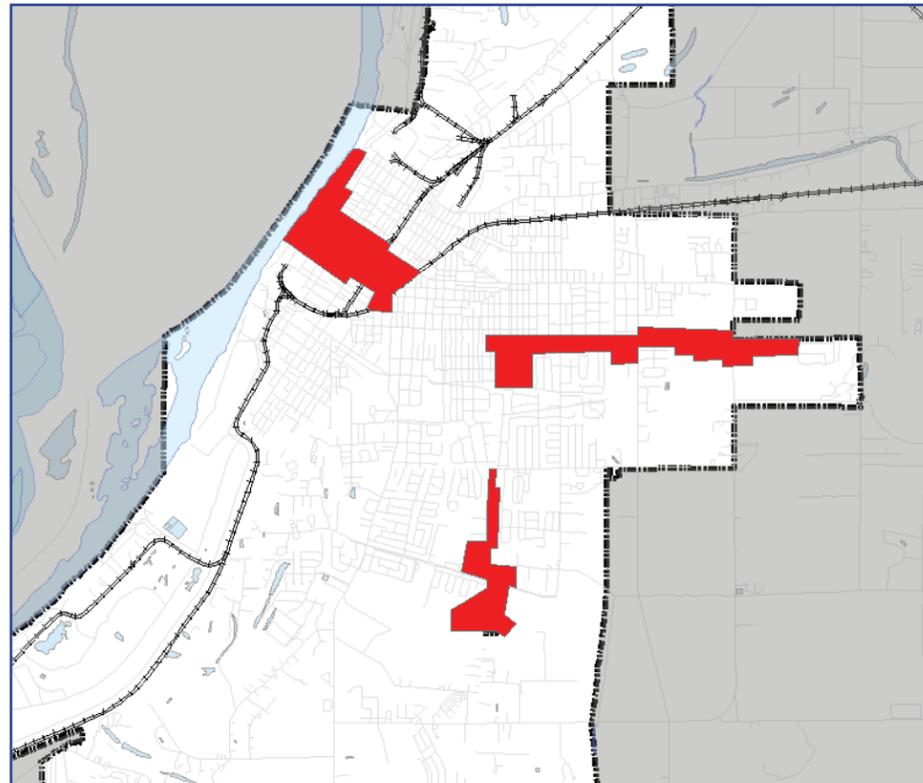
- Land use and planning policy firmly addressing:
 - Redevelopment, transitional and stable neighborhood areas
 - Dramatically improved gateways and commercial corridor function and aesthetics
 - Strong support and reinforcement of economic clusters industrial, medical, retail and downtown economic clusters
 - Highly prioritized redevelopment in City residential core, downtown and waterfront
 - Targeted infrastructure renewal to support and revitalize Greenville
- Enhanced mobility options for cyclists and pedestrians
- Aggressive neighborhood based revitalization based on prioritized areas and neighborhood involvement
- Balanced investment priorities for both people and places
- Broad involvement in plan implementation that includes both the public, private and quasi public sectors

Greenville Development Areas

Greenville developments areas are illustrated on the future land use map. These areas have been designated through data analysis and through the aggregated input of the planning process. Each area requires a particular policy approach to maximize its future viability and contribution to the overall city. Each is described below, with a summary of key planning and development provision that should be applied.

Commercial Areas and Corridors

Greenville commercial areas are divided into three sub areas and include the Downtown and Waterfront, the Highway 82



Corridor and the Mall area.

Downtown/Riverfront Mixed Use Area

The Downtown/Riverfront District is an area of great potential and important to the future success of Greenville. The economic engine of the revitalization of Greenville is dependent on bringing vitality back to the downtown. The changing demographic preferences of walkable, downtown mixed use housing areas, with entertainment, dining and shopping close by creates a potential which has not existed until recently.

Downtown development principles include the following:

- Pedestrian oriented
- Redevelopment of existing structures preserving the historic sense of place while permitting appropriately integrated contemporary design
- Buildings of two, three and four stories
- Upper floor residential
- Restaurants and entertainment and restaurants unique to Greenville
- Character compatibility with existing structures

Highway 82 and MLK District

Highway 82 is characterized by significant strip

Typical Development Parameters

Commercial Areas and Corridors	Downtown/Riverfront Mixed Use Areas	Highway 82 and Martin Luther King Areas	Highway 82 East Corridor	The Mall - Highway 1 Area
Typical Uses				
Restaurants	■	■	■	-
Personal Services	■	■	■	-
Retail	■	■	■	-
Offices	■	■	■	-
Banks	■	■	■	-
Institutional and Assembly	■	-	-	-
Upper floor residential	■			
Auto oriented		■	■	■
Redevelopment of obsolete structures	■	■	■	■
Principally one story buildings	-	-	-	■
Community retail and personal service uses	■	■	-	■
Restaurants w/ drive through	-	■	-	■
Regional retail and personal service uses including big box retail	-	-	-	■
Building Form				
Height	4 stories	3 stories	2 stories	2 stories
Front yard build to zone	0/0	50/36	50/36	50/36
Side Yard	0	10	10	25
Rear Yard	0	25	25	25
Amenity	w20% including public use hard scape	Front/side and rear landscaped buffer/ internal parking landscaping 20% open space	Front/side and rear landscaped buffer/ internal parking landscaping 20% open space	Front/side and rear landscaped buffer/ internal parking landscaping 20% open space
Parking	On street and shared	Off street, access to adjacent sites, shared	Off street, access to adjacent sites, shared	Off street, access to adjacent sites, shared
Material Usage				
Plain concrete	☒	☒	☒	☒
Concrete Block	☒	☒	☒	☒
Corrugated Metal	☒	☒	☒	☒
Plywood	☒	☒	☒	☒
Sheet Pressboard	☒	☒	☒	☒
Signs				
Ground/Building	■/■	■/■	■/■	■/■
Pole	☒		■	■



commercial properties. The intersection provides significant traffic for a more concentrated, regional oriented commercial taking advantage of larger lots and good access. This area should see some change in the near future as changes in retail demand affect Greenville. The land is underutilized and can be redeveloped to provide community commercial.

Development principles include the following:

- Auto and pedestrian oriented
- Preservation of viable existing buildings, and redevelopment of properties under utilized or antiquated
- Buildings of two and three stories
- Community retail, restaurants, and office use.
- Character changed to vibrant, modern look with ground mounted signs, landscaping, and attractive building materials

Highway 82 East District

Highway 82, as mentioned above, is characterized by significant strip commercial, and currently does not present an attractive entrance into the city. Code enforcement, and additional aesthetic requirements such as landscaping should be written to control the future development of this corridor. Code enforcement.

Development principles include the following:

- Auto oriented
- Emphasis on redevelopment of properties under utilized or antiquated
- Buildings of one and two stories
- Community retail, commercial service, and restaurant uses.
- Clean, modern look with ground mounted signs, landscaping, and attractive building materials

The Mall - Highway 1 District

This is currently a significant retail area with the regional draw of Greenville Mall. With Kroger's, Office Depot, Wal-Mart and other major stores in the area, the health of the retail area should continue, and can be built on. New development may capitalize on what exists, and if attractive in design, will enhance that current retail.

Development principles include the following:

- Auto and pedestrian oriented
- Additional development complementary of current mall and big box stores

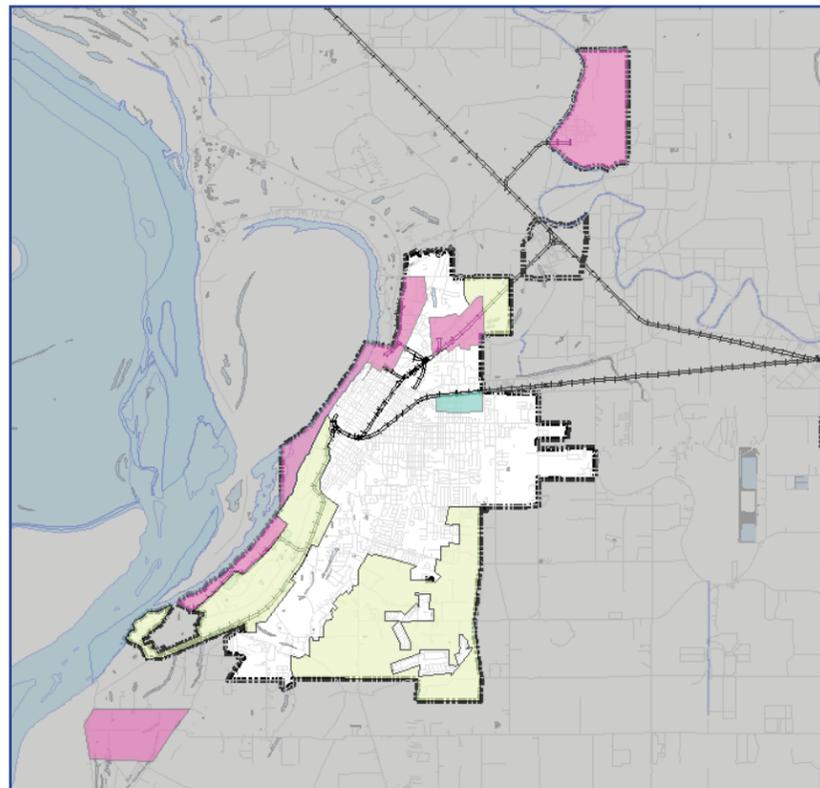
- Buildings of one and two stories
- Regional and community retail, restaurant, and finance uses.
- Complement existing development with additional landscaping, and attractive building materials

Industrial Areas



The industrial districts are varied in their health and potential. The corridor along north Broadway is strong with USG and Uncle Ben's with land and buildings available for additional large-scale industrial uses. Proximity to the railroad and airport is an attribute. The port related industrial area remains important to the city, and is stable. The industrial area along MLK and Theobald Street is old, with small parcels which are more suitable for commercial service uses such as machine shops, printers, and similar uses instead of major industrial uses. This area needs attention to reverse its decline. All the industrial areas in the City require continued monitoring and maintenance of infrastructure serving those uses.

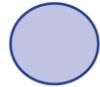
The new industrial park to the south of town to attract additional industry may have some impact on the ability to attract additional industrial in the city, however it should boost the economy of the region. Because of this, the strategy should be one of reduction of industrial areas capitalizing on the existing structures and infrastructure.



Industrial development principles include the following:

- Redevelopment principally by reuse of existing buildings with some redevelopment of land
- Principally one story industrial buildings
- Outside storage

Typical Development Parameters			
	Industrial	Medical Center	Agricultural
Typical Uses			
Agriculture	-	-	■
Medical	-	■	
Professional office	-	-	
Industrial	■	-	
Research and development	■	■	
Auto and pedestrian oriented		■	
Regional medical uses, complementary uses, research and specialty medical lab and small scale manufacturing	-	■	■
Mix of very large, medium and small buildings	■	■	■
Some residential uses	-	■	■
Local restaurants and coffee shops	-	■	■
Building Form			
Height	2 stories	4 stories	50'
Front yard build to zone	25'	25'	-
Side Yard	10'	25'	-
Rear Yard	25'	25'	-
Amenity	None	20% Open space	-
Parking	On street and shared	On street and off street, shared and landscaped	n/a
Material Usage			
Plain concrete	■	☒	■
Concrete Block	■	☒	■
Corrugated Metal	■	☒	■
Plywood	■	☒	■
Sheet Pressboard	■	☒	■
Signs			
Ground/Building	■/■	■/■	■/■
Pole	■	■	■



Medical Center District

The Delta Medical Center is a critical component of Greenville, and essential to maintain the economic, as well as personal health of the City. Being a regional health center there is potential for some complementary uses establishing in the area. The recently vacated site east of the medical center on Colorado Street is a site which could house these complementary uses, and mixed uses related to this important employment center.

Development principles include the following:

- Pedestrian oriented, with significant auto access and parking
- Compatible with surrounding neighborhood
- Buildings of two, three and four stories
- Multifamily, and mixed use residential
- Restaurants serving local workforce
- Complementary uses



Agricultural/Rural

These large areas are a mix of agricultural use, and large lot residential properties. If the economy improves significantly in Greenville, this area could develop as residential at a suburban scale of development. The intent the near future is to preserve the areas in their current state and allow for carefully managed conversion to developed land as market conditions warrant.

will create a potential for these areas as well. While the City works on revitalizing downtown, they should accumulate the vacant abandoned properties in these areas and bank or hold them until the market is ready to absorb new housing. The two areas adjacent north and south of Downtown have the greatest potential for new development and should be planned for that eventuality.

Specific plans for each small residential area should be completed. A detailed strategy for addressing revitalization through public and private investment should be created. Obtaining as many structures from the State is a high priority and can be achieved best if a detailed plan is in place.

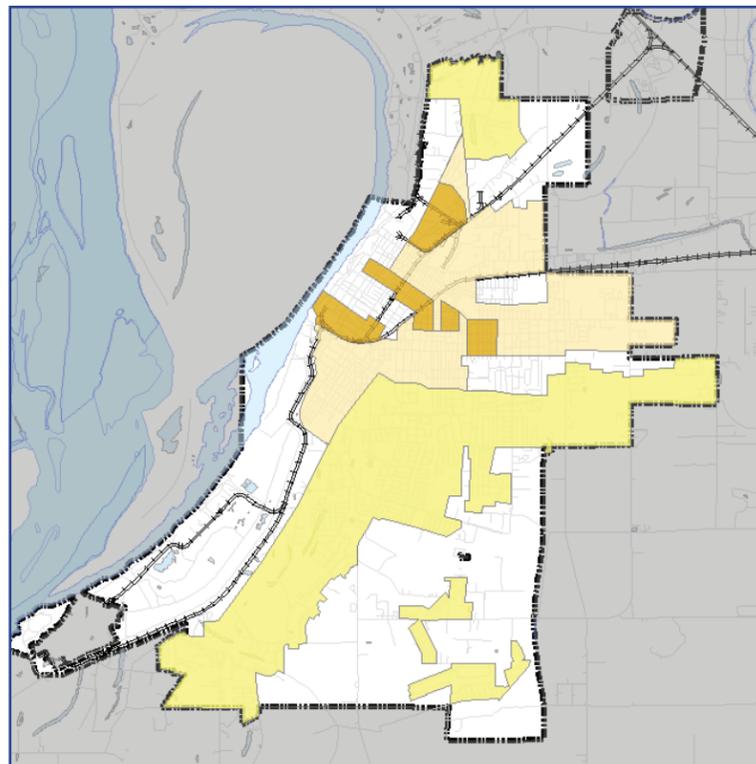
The district will have the following attributes:

- Single family and multifamily residential uses
- Parks act as focal points
- Pedestrian access to Downtown

Residential Transitional Areas

These areas have seen some decline including vacant and abandoned properties. Property maintenance is needed, including strong code enforcement. The infrastructure and services are in place, so the major effort is to watch, protect, and help enhance these areas.

If homes are foreclosed the City should make every effort to guide the repurchase and redevelopment, if that opportunity arises, in order to avoid a decline of these neighborhoods



Residential Areas

Residential areas are divided into three categories based on their current condition and development trends and each are treated separately for the purposes of future development and renewal.

Stable Residential Areas

There are large areas of Greenville with well established, and well maintained residences. These neighborhoods tend to care for themselves, however the City needs to ensure the infrastructure remains in good repair, is well policed, and the neighborhoods should remain stable.

City Core Residential Redevelopment Areas

A number of the residential areas in the core of the City have declined and create a concern of continuing decline, blight, and crime. The potential of the downtown, if realized,

Typical Development Parameters

Residential	Stable	Center City Residential	Residential Transition
Typical Uses			
Single Family	■	-	■
Two Family	-	-	■
Multifamily	-	Selected	Selected
Upper Floor	-	■	Selected
Townhomes	Selected	■	■
Neighborhood stores	■	■	■
Building Form			
Height	2 stories	3 stories	2 stories
Front yard build to zone	Compatible with existing	0'	15'
Side Yard	Compatible with existing	Compatible with existing	Compatible with existing
Rear Yard	Compatible with existing	Compatible with existing	Compatible with existing
Amenity	30% Open space	20% Open space	20% Open space
Parking	On/off street	On/off street	On/off street
Material Usage			
Brick	■	■	■
Hardiplank/ Lap Siding	■	■	■
Stone	■	■	■
Plywood	-	-	-
Sheet Pressboard	-	-	-
Special Design Considerations			
New development	Neighborhood compatibility	Upper floor	Reinforcement of existing neighborhood designs (central parks, boulevards)
Historic Preservation	-	■	■



Mobility

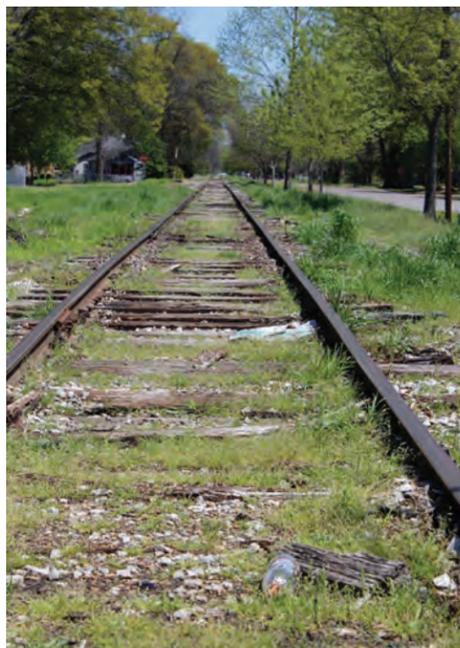
Core Vehicular Facilities

Because of Greenville's context of declining population, it's vehicular transportation infrastructure is sufficient for future needs during the planning period. Targeted maintenance of existing facilities consistent with the prioritized redevelopment areas is the primary policy approach to these facilities.

Complete Streets

Not all of Greenville citizens use cars and to encourage increased walking, bicycling, and transit use, these travel modes must be planned for and policies for their development priorities. Facilities for all modes of transportation must be made safe, convenient, and effective. Walking and bicycling provide health, financial, and environmental benefits that improve Greenville's quality of life. Complete Streets is a policy approach to mobility that accomplished the goal of balancing transportation choices among all mobility modes.

Greenville has recently begun the process of building a levee top multi-modal trail. These efforts should be expanded by adopting a complete streets policy and establishing additional bike and pedestrian ways or establishing them where they are located now but have deteriorated. These facilities should reinforce the overall development strategy and high priority areas emphasized.



Rail

No new rail facilities are proposed in Greenville. However, there are several abandoned rail facilities. The feasibility of converting these facilities to trails or other mobility uses is recommended as a means of reinforcing economic developments efforts.

Port of Greenville

In the last two years, the Port of Greenville has seen job growth of 42% (921 jobs), while total tonnage has increased by 70% (5,229,665 total tonnage including incoming and outgoing). In 2014, 14 of the 26 port companies added to their facilities and increasing their manpower, totaling \$39 million in capital investments. The port has no additional acreage available to accommodate additional enterprises.

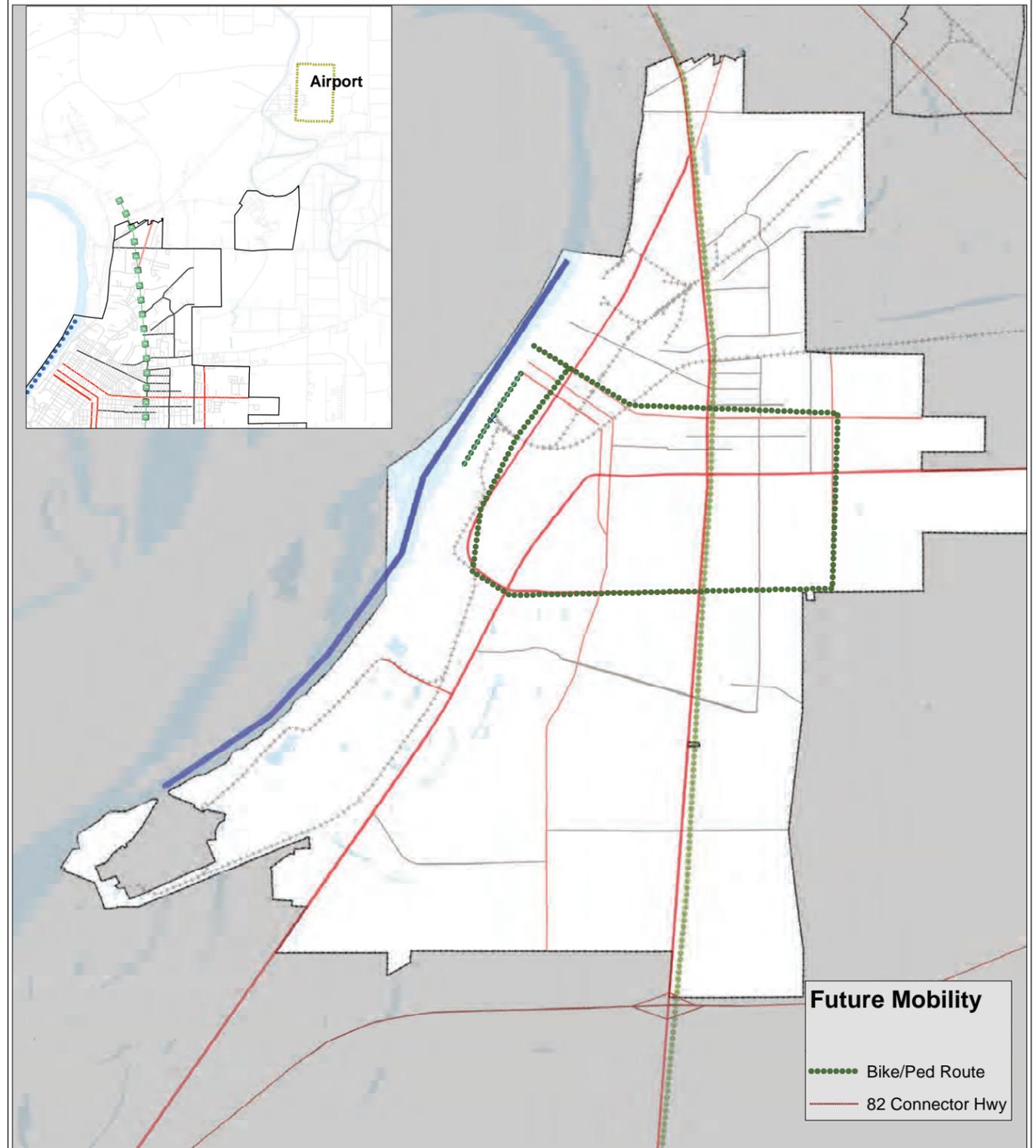
Consequently, expansion of port capacity and capabilities are vital to the ongoing employment and economic development of the City and region. Options should be developed by the Port Authority for prompt expansion.

Airport

Efforts to maintain passenger air service to Greenville are essential to not only the City, but the entire region. In addition, the airport is an essential component of future efforts to development employment opportunities.



Greenville Mississippi 2014 Development Plan



Future Mobility Network

Source: Washington County Tax Assessor, Mississippi Bureau of Revenue

Infrastructure Planning

Greenville's renewal will require a sound and stable infrastructure to support redevelopment. Greenville must prioritize the renewal of existing infrastructure. As noted in the discovery section, much of the core infrastructure is aging and in need of redevelopment. In view of declining population trends and their fiscal implications, the priority for future infrastructure projects must be centered on the philosophy of right sizing the city.

Recognizing that, in general, all existing infrastructure must be maintained, water, sewer and street infrastructure in priority redevelopment areas should be the focus infrastructure projects when there is an investment choice. Further extensions of new infrastructure facilities will place further demands on financial resources, whereas focusing on infrastructure improvements that support redevelopment of Greenville's core will yield the greatest return on public investment. \

The infrastructure plan map presents a generalized prioritization of sewer rehabilitation. The map also illustrates specific projects that are being planned or are programmed for the near future. Most of these projects are proposed to be conducted either within or very near the core of Greenville, providing effective support of prioritized redevelopment areas.

As plan implementation occurs, additional infrastructure projects must be identified and programmed,

It is critically important that these projects be clearly related to the redevelopment principles of this plan and be focused in priority redevelopment areas. A complete capital improvements program tied to the city budgeting is recommended to efficiently effectively manage this element of Greenville's revitalization.

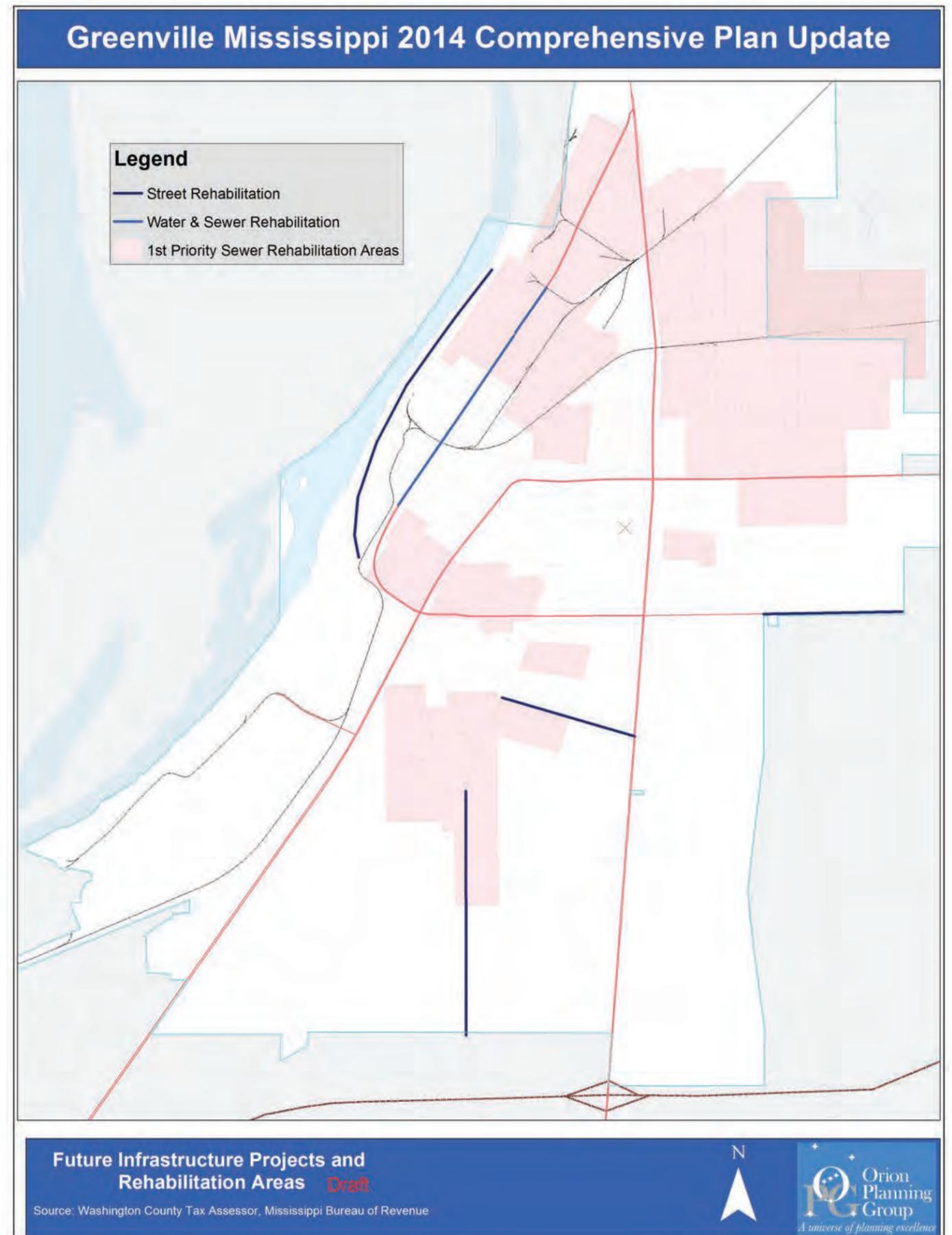
The Capital Improvements Program, or CIP, is a short-range plan, usually four to ten years, which identifies capital projects and equipment purchases, provides a planning schedule and identifies options for financing the plan. Essentially, the plan provides a link between the municipality and the comprehensive plan and the annual budget.

The CIP includes the following information:

- A listing of the capital projects or equipment to be purchased.
- The projects ranked in order of preference.
- The plan for financing the projects.
- A timetable for the construction or completion of the project.
- Justification for the project.
- Explanation of expenses for the project.

Implementation of a Capital Improvements Program is contained in section IV and recourses for developing a capital improvement program are listed in the appendix.

City of Greenville - Projects in Development			
Project Number	Description	Locatoin	Project Cost
CDBG Project No. 1127-10-198-PF-01	Water & Sewer Improvements	Broadway Street (Phelps to Nelson)	\$ 1,016,674.25
Project Number SRF-C280767-08	Water & Sewer Improvements	Broadway Street (Nelson to Magnolia)	\$ 693,000.00
STP-8204-00(002)LPA/106724-701000	Bowman Boulevard (East Bound Lanes)	Main Street to MS Highway No. 1	\$ 910,000.00
STP-0170-00(009)LPS/106865-701000	Mississippi River Levee Pedestian &	Old Ferry Road to Nelson Street	\$ 1,000,000.00
City of Greenville/Washington County - Projects in Development			
SAP 76(7)M	South Main Street Extended Rehabilitatio	Bayou Road to MS Highway 454	\$ 2,487,085.00
SAP 76(XX)	Reed Road Rehabilitation	Main Canal No. 9 to Raceway Road	\$ 1,462,500.00
SAP 76(XX)	Raceway - VFW Road Rehabilitation	Main Canal No. 9 to U.S. Highway 82	\$ 2,384,460.00



Prioritizing Redevelopment and Engaging the Community

When considering the Greenville planning strategy, two additional elements are created to assist in the effective implementation of the plan. The first prioritizes the redevelopment areas. The second projects the creation of neighborhood groups or “councils” to take a more effective and active role in neighborhood redevelopment and preservation.

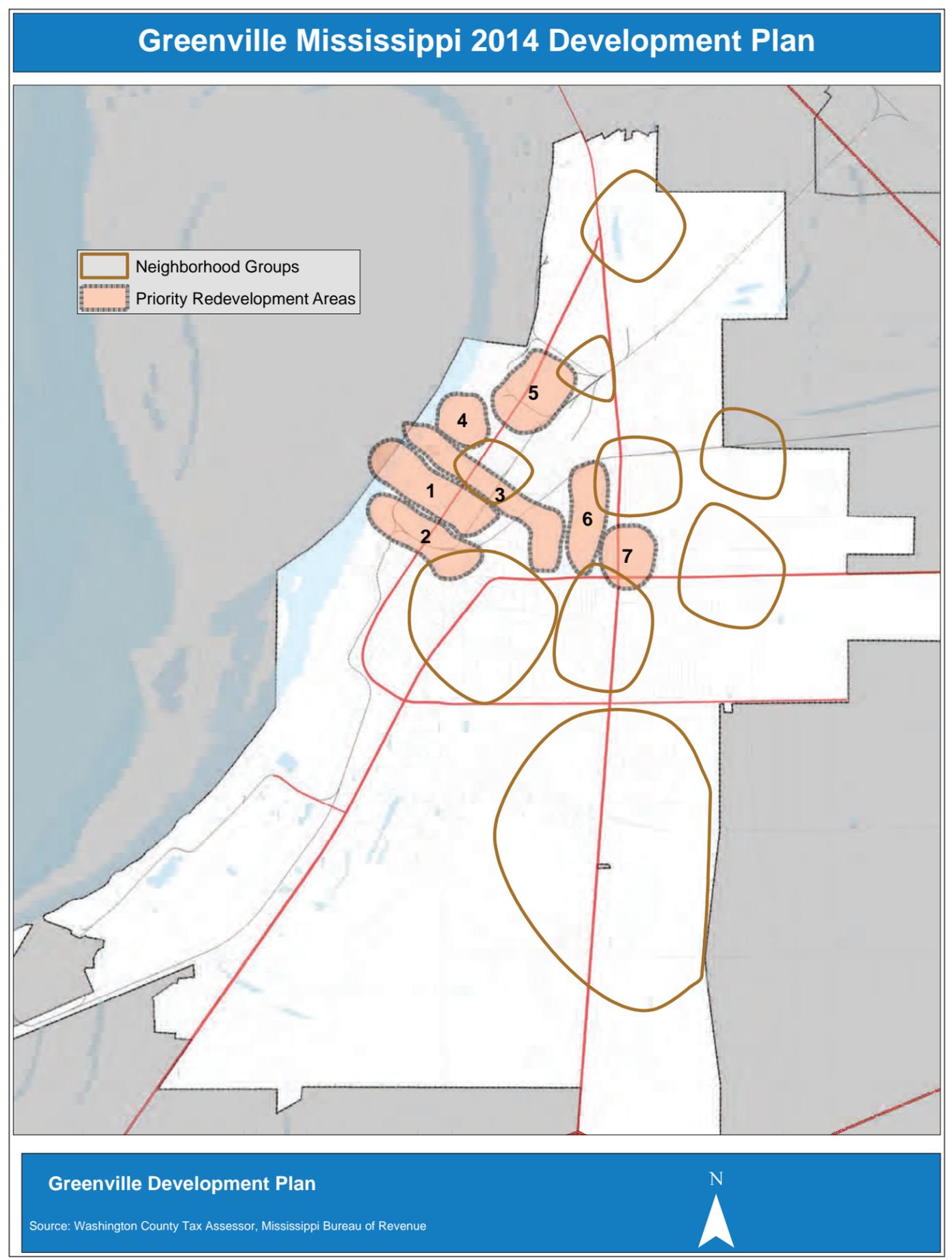
Prioritizing redevelopment

As indicated on the Priority Map, the greatest potential for substantial revitalization exists in the core of Greenville. In addition to appropriate redevelopment methods described in Section IV. Determination, those efforts should be targeted according to the priorities illustrated on the map. These areas are listed in order of importance from 1 to 7 with the downtown core being most essential to Greenville’s future. While any opportunity to sponsor, support or otherwise facilitate redevelopment in Greenville is important, it is crucial that redevelopment occur in the core in the near term and aggressively.

Neighborhood Council and Non-profits

The renewal plan for Greenville is an aggressive plan. It cannot be effectively implemented by the City’s efforts alone. Non-profit groups exist in Greenville in abundance. They are cataloged in the appendix of this plan. Many of these groups play a role in City development and directly impact the redevelopment strategy of the City. The redevelopment strategy and implementation measures of this plan can and should serve as a common organizing mechanism to direct the efforts of these many organizations in the appropriate direction.

In addition to the groups that do exist is the potential for even more implementation support through the formation of specific neighborhood groups. Greenville now has a network of neighborhood watch groups. The functions of these various groups can form the foundation of expanded activity in caring for the physical form and well being of neighborhoods, input into public decisions that affect neighborhoods, and the further development of neighborhood specific designs and strategies for preservation and redevelopment. This element of Greenville’s planning strategy is further developed in Section IV as well.



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IV. Determination - Achieving Greenville's Future



“Vision without execution is a hallucination”

Thomas Edison

Plan Implementation

Implementation Overview

Greenville must be determined to achieve the goals of this plan if it is to realize the envisioned future. This determination is expressed through implementation. Sound plan implementation practices include at least four elements:

- a list of actions
- expected outcomes and measures
- a time frame for accomplishing the actions, and
- Identification of partners to assist with implementation.

This implementation section contains each of these elements in a series of tables that follow.

The goals listed in Section II are carried forward into the Implementation Plan. Each action is assessed for the

appropriate time frame in which, within the overall schedule of the Plan, it should take place. Actions are marked as “short term” (0-2 years), “medium term” (3-10 yrs.), “long term” (10+ years) or “ongoing” depending on when the action should be started and how long it should take to see results. The time frame also acknowledges that some actions build on others and cannot occur simultaneously if they are to be effective. Therefore, actions listed as medium or long term are not less important, they just require other actions, whether stated in this plan or not, to occur first in order to be effective or necessary. This is reflected in their priority rating.

Implementation Partners

The list of potential partners provided in the plan is an attempt to identify those individuals, groups, or organizations that can or should be involved in implementing the action. It should not be viewed as exclusive or comprehensive in that others who have not been listed may have an interest, skill, or responsibility for assisting with the action. New partners are always encouraged to play a part. It should also not be interpreted to be mandatory. While we feel that these partners can and should play a critical role in implementation, if for any reason they disagree or cannot assist that is fine.



This part of the plan must remain very fluid in order to be as responsive and nimble as needed to take advantage of opportunities and partnerships as they present themselves over the coming years.

City as Prime Activator

The intent of this Implementation Plan is that it will be incorporated into and chiefly implemented through the actions of the City including appointed commissions and committees. These actions may and should include ordinance amendments, budget approvals, capital improvements programs, and similar activities and products; however, it will take the entire City of Greenville working together and supporting this Plan for it to be fully implemented as proposed.

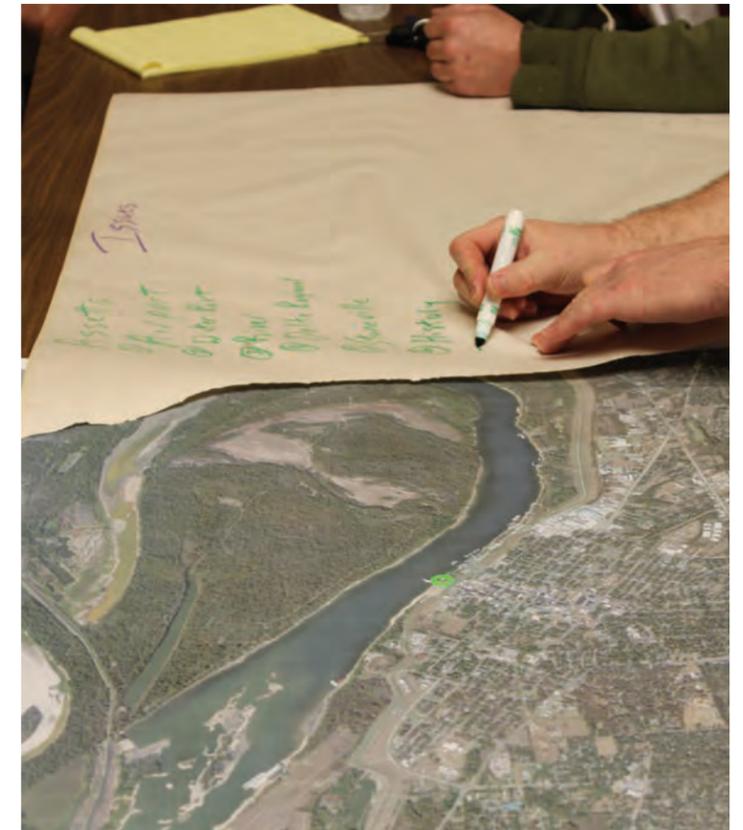
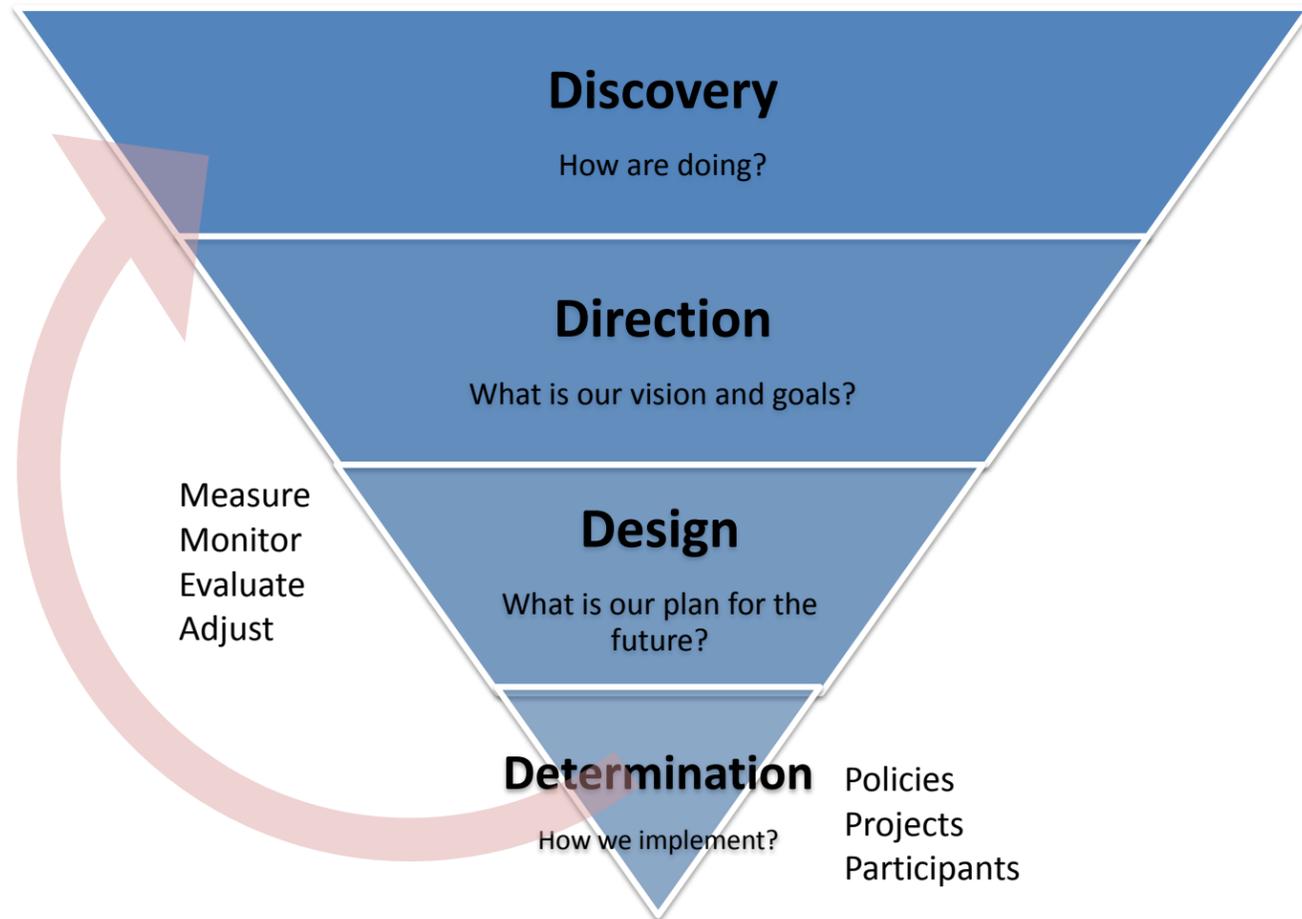
Establishment of the Greenville Planning Consortium

Further, this plan readily acknowledges the challenges faced by the City of Greenville in the years ahead. The success of the plan is predicated upon a wide partnership that will engage in the implementation strategy over a period of multiple years. No one group including the City will be able to create on a scale required to fully revive the Heart and Soul of the Delta. Therefore, the plan recommends the organization of the

Action Time Frames

- Ongoing - Current and Immediate**
- Short Term - now to 2 years**
- Medium Term- 3 to 6 years**
- Long Term - 6+ years**

Greenville Planning Consortium. This proposed consortium is not a new group per se, but rather the organization of all appropriate development organizations for mutual support, strategizing and accountability.



ACTION PLAN

Purpose

The Action Plan is the heart of the Greenville Strategic Development Plan. Each of the actions identified in the Action Plan is tied to one or more of the Strategic

Directions identified in the Part II-Goals for Greenville. The actions set forth in the Action Plan are carried forward into the Implementation Plan. They establish policies that will help guide the City through the next 20 years.

Actions	Strategic Directions	Objectives	Explanation
LAND USE AND REDEVELOPMENT			
1. Create incentives for the redevelopment of blighted areas.	1, 3	1.2	How land is used within the City impacts livability, economic prosperity, and community appearance. Blighted buildings bring down property values and provide a haven for criminal activity and vagrancy. Large tracts of vacant, unused land close to Downtown destroy the urban fabric and deprive Downtown uses of potential customers. Single use zoning districts don't allow for the synergy created when a compatible mix of uses is allowed and lead to dependence on the automobile for even basic daily needs. Incompatible uses within or encroaching upon residential areas leads to neighborhood instability and abandonment. Additionally, incompatible uses that encroach on industrial areas can reduce marketability and decrease the value of public infrastructure that supports industry. The natural environment is one of our most important resources and must be protected from the negative impacts of land use and development.
2. Encourage infill development and use of existing buildings.	1, 3, 6	1.1, 3.2, 3.4, 6.1	
3. Encourage planned mixed-use districts rather than single-use zoning districts.	1, 3, 7	1.2, 3.1, 3.2, 7.1, 7.3	
4. Pursue neighborhood-based redevelopment strategies to provide housing opportunities and eliminate residential blight.	1, 3	1.1, 3.4	
5. Phase out existing uses that destabilize existing residential areas and replace with compatible uses or appropriately planned mixed-use developments.	1, 3, 7	1.1, 3.2, 7.2	
6. Require appropriate buffers and contextual design for commercial uses to be developed adjacent to stable residential areas.	3	3.2	
7. Place neighborhood commercial zones in areas that are within walking distance of residential areas.	4, 7	4.2, 4.5, 7.4	
8. Promote residences and offices on upper floors in the Downtown.	7	7.1, 7.3	
9. Reserve prime industrial land for industry and protect it from the encroachment of incompatible uses.	9	9.2	
10. Locate distribution centers and warehouses on sites with direct access to state and federal routes that do not require truck routes through residential areas.	7, 9	7.2, 9.1	
11. Minimize negative impacts to the natural environment from land use and development.	3, 7, 9	3.3, 7.2, 9.1	
12. Allow urban farming as a permitted use in the City.	1	1.5	
13. Allow the use of vacant city-owned land for community gardens as a temporary use in residential neighborhoods.	1	1.5	
14. Complete a market analysis to determine current and projected retail capacity.	1	1.1, 1.2	
15. Establish a Land Bank to acquire, package and remarket vacant, delapidated and tax forfeited lands.	1	1.1, 1.2	
DESIGN			
16. Develop design standards to create an attractive, durable and interesting city that attracts people and businesses to Greenville.	1, 3, 7	1.2, 1.7, 3.1, 3.2, 7.1, 7.3, 7.4	Community appearance and design greatly influence what outsiders think of Greenville as well as what Greenville citizens think of their city. A well designed and maintained community communicates community pride, prosperity, and livability. Good design also helps to minimize land use conflicts, environmental degradation, and it promotes more stable, resilient neighborhoods and property values.
17. Require sidewalks of at least five feet in width in all commercial, multi-family, institutional and industrial developments.	1, 3, 4, 7	1.1, 1.2, 3.2, 4.1, 4.2, 4.5, 7.1, 7.3	
18. Use open space, buffers and contextual design to make new development compatible with adjacent residential areas.	3, 7	3.2, 7.1, 7.2, 7.3	
19. Require the design of residential neighborhoods as neighborhood units that include amenities, such as park and recreation facilities, and connection to adjacent neighborhoods similar to the City's historic urban neighborhood design.	3	3.2	
20. Require an interconnected street system and block lengths reflective of the historic development pattern of the City.	3	3.5	
21. Design local streets to discourage high speed through traffic.	3	3.5	
22. Encourage mixed-use buildings in the Downtown and commercial centers.	1	1.1, 1.2	
23. Preserve the residential character of areas in transition from residential to commercial.	7	7.2	



LANDSCAPING			
24. Preserve existing mature trees.	3, 5, 7	3.3, 5.1, 7.3	Good landscaping softens the urban environment, provides shade in the summer, buffers uses, protects the environment, and beautifies the City.
25. Develop a landscape policy that addresses stormwater issues and beautifies the City.	3, 5, 7	3.3, 5.1, 7.3	
26. Require street trees and a wide planting strip between sidewalks and roadways on all new road construction and reconstruction projects and retrofit existing streets to incorporate these amenities where feasible.	3, 7	3.1, 3.2, 3.3, 7.1	
ENVIRONMENT, PARKS & OPEN SPACE			
27. Minimize the acreage devoted to impervious surfaces.	3, 5, 7	3.3, 5.1, 7.4	Quality recreational opportunities are an important element of livability in urban areas. Active recreation parks provide space for structured activities such as baseball, football and soccer. Passive recreational spaces provide places to gather with friends and family, walk dogs, and enjoy the outdoors. Open space, whether parks, buffers, or floodways help break up the urban hardscape and can provide important habitat and wildlife corridors. As areas urbanize and become covered with roof tops, asphalt, concrete and packed gravel stormwater runoff is increased accelerating erosion, damaging surface waters and creating flooding. Minimizing impervious areas and planning for onsite mitigation can help prevent these negative impacts.
28. Develop a stormwater mitigation plan.	3	3.3	
29. Explore the use of conservation easements for open space preservation.	3, 5	3.3, 5.1, 5.3	
30. Develop an Open Space Plan.	5	5.1	
31. Develop new greenways and trails to connect pedestrian and bicycle routes with a special focus on vacant land in urban neighborhoods.	5	5.1	
32. Develop new Parks and Recreation programs to address the needs of a changing population.	5	5.2, 5.3	
33. Support water-based sports opportunities along the river.	5, 8	5.2, 8.3	
34. Create an adopt-a-park program.	5	5.1, 5.2	
ECONOMIC DEVELOPMENT			
35. Start a business incubator and mentor program that helps local businesses get established and stay successful.	1, 9	1.2	Attracting and maintaining stable business and industry is critical to the short and long term health of the City. While large manufacturing facilities can employ many people, small businesses actually account for most job creation in the US. Activities that draw visitors to Greenville such as tourism sites and festivals generate revenue and help to promote a positive image of the City.
36. Promote cultural, heritage, and nature tourism activities with existing partners such as Main Street, Chamber of Commerce, and Greenville-Washington County Development.	1, 3	1.2, 3.3	
37. Continue successful city festivals.	1, 6	1.2, 6.2	
INFRASTRUCTURE			
38. Encourage the creation and restoration of boulevards to reinforce and expand the historic street pattern in Greenville.	1, 3, 4, 7	1.1, 1.2, 3.1, 3.2, 4.3, 7.3	Successful cities of the future will provide many ways for people to move around their community. Surveys show that walking, cycling and public transit are increasingly important to younger generations, and are becoming more important to older people who want the opportunity to live independently despite the fact they cannot or do not choose to drive. The call to “complete the streets” is a reminder that our streets account for most public land within the City and should be designed and constructed to serve all modes of transportation and not just automobiles. While Greenville lacks the population to support general public transit it can provide many more opportunities for walking and cycling.
39. Right size wide low and moderate volume streets by installing striped bike lanes, restoring boulevards, and adding sidewalks and planting strips.	4	4.2, 4.5	
40. Adopt and enforce a Complete Streets policy.	1, 3, 4	1.1, 1.2, 3.2, 4.1, 4.2, 4.5	
41. Construct marked bike lanes on streets that are wide enough to accommodate them and require their construction whenever new roads are built.	4	4.1, 4.2, 4.5	
42. Develop and implement a master sidewalk and bike path plan.	4	4.1, 4.2, 4.5	
43. Ensure high speed digital infrastructure throughout the City to attract new residents, businesses and industries.	1	1.1	
CITY POLICIES AND CODES			
44. Strengthen the sign ordinance.	1, 3	1.2, 3.5	While most of this plan will require partnerships and cooperation among many community and state partners, there are several actions the City can take by itself to implement this Plan and move the community forward. These actions are centered on revising existing land development regulations and creating new programs and entities. Land development regulations are one of the primary tools of plan implementation. If they aren't aligned with the goals of this Plan the Plan will not succeed. Addressing some of the City's challenges such as vacant lands and ensuring this Plan is implemented will require new approaches and partners that do not yet exist. It will also require the numerous non-profits working within the City to coordinate their efforts for maximum effect and efficiency.

45. Rewrite the zoning ordinance.	1, 3	1.2, 3.5
46. Continue to use code enforcement to protect and revitalize older, transitional neighborhoods.	1, 7	1.1, 7.2
47. Adopt and enforce a rental registration ordinance to prevent rental property from becoming a blight on existing neighborhoods.		
48. Work with the State through administrative and legislative efforts to allow the easy transfer of state-owned tax-forfeited land to the City or a city-approved non-profit corporation.	1	1.5
50. Establish a non-profit land bank for vacant property.	1	1.5
51. Explore opportunities for establishing home maintenance education classes and incentives.	1	1.6
52. Promote public art through the creation of murals, sculptures, and other forms of civic art, including bike racks, park benches, and water features.	1, 6	1.2, 6.2
53. Work with social services and the faith-based community to strengthen family skills.	2	2.2
54. Establish a standing committee to oversee implementation of the Strategic Development Plan.	1	1.2
55. Develop a public information strategy to keep the public informed about Plan implementation and community progress.	1	1.2
56. Focus city improvements and resources on targeted redevelopment areas.	1	1.1, 1.2
57. Create neighborhood councils to help facilitate planning and redevelopment efforts.	1	1.1, 2.3
58. Coordinate the efforts of non-profits to assist with the implementation of this Plan.	1	1.1



Actions	Outcomes	Measures of Progress	Time Frame	Leading Partners
LAND USE AND REDEVELOPMENT				
1. Minimize negative impacts to the natural environment from land use and development.	Quality natural resources	<ul style="list-style-type: none"> •Zoning and subdivision amendments requiring new development and uses to reduce or eliminate negative environmental impacts •# of environmental problems 	Ongoing	•City
2. Place neighborhood commercial zones in areas that are within walking distance of residential area.	Greater walkability and more variety of uses within residential areas	<ul style="list-style-type: none"> •Zoning amendment to permit and, in some cases, require mixed-use zoning districts •Identification of potential commercial zones within existing neighborhoods 		•City •Developers
3. Promote residences and offices on upper floors in the Downtown.	A greater variety of uses in the Downtown; vertical development and redevelopment; more Downtown residents	<ul style="list-style-type: none"> •% of upper floors that are occupied •#Downtown residents •Removal of zoning and building code obstacles to upper floor use •%Vacancy of upper floors 		•Main Street
4. Reserve prime industrial land for industry and protect it from the encroachment of incompatible uses.	Dedicated industrial land available for new and expanding industry	<ul style="list-style-type: none"> •Identification of prime industrial land •Zoning review and, where necessary, amendment to insure proper industrial zoning and appropriate adjacent use 		•City
5. Require appropriate buffers and contextual design for commercial uses to be developed adjacent to stable residential areas.	Stable neighborhoods	<ul style="list-style-type: none"> •Zoning amendment requiring buffers and contextual design 	Short	City
6. Create planned mixed-use districts rather than single-use zoning districts.	Greater variety in use type within walking distance of residences	<ul style="list-style-type: none"> •# of mixed-use district rezonings 		•City • Developers •Neighborhood councils
7. Locate distribution centers and warehouses on sites with direct access to state and federal routes that do not require truck routes through residential areas.	Neighborhoods protected from regular truck traffic	<ul style="list-style-type: none"> •# of neighborhoods impacted by regular truck traffic 		•City •Developers
8. Allow urban farming as a permitted use in the City.	In-City commercial gardens supplying farmer's markets and local restaurants with fresh produce	<ul style="list-style-type: none"> •Zoning amendment to allow urban farming •# urban farms 		•City
9. Complete a market analysis to determine current and projected retail capacity.	A resilient retail to resident ratio	<ul style="list-style-type: none"> •Completion of the analysis •Ratio of retail to # of residents 		•Main Street •Economic Development
10. Allow the use of vacant city-owned land for community gardens as a temporary use in residential neighborhoods.	Productive use of otherwise vacant land; neighborhood pride and independence	<ul style="list-style-type: none"> •# of community gardens 	Medium	•City •Neighborhood councils
11. Create incentives for the redevelopment of blighted areas.	Stable neighborhoods; new development	<ul style="list-style-type: none"> •% of properties vacant or abandoned within established neighborhoods 		•City •Neighborhood councils •Nonprofits
12. Encourage infill development and use of existing buildings.	New development on vacant in-town lots; reuse of vacant buildings	<ul style="list-style-type: none"> •% of substandard housing •# of nuisance cases •% of population living in targeted neighborhoods •# and % of commercial upfit permits issued •% of permits issued in targeted neighborhoods •Ratio of infill to greenfield development acres 		

Actions	Outcomes	Measures of Progress	Time Frame	Leading Partners
13. Pursue neighborhood-based redevelopment strategies to provide housing opportunities and eliminate residential blight.	Stable neighborhoods; new development	<ul style="list-style-type: none"> •% of properties vacant or abandoned within established neighborhoods •% of substandard housing •# of nuisance cases •% of population living in targeted neighborhoods 	Long term	<ul style="list-style-type: none"> •City •Nonprofits •Developers •Neighborhood councils
14. Phase out existing uses that destabilize existing residential areas and replace with compatible uses or appropriately planned mixed-use developments.	Stable neighborhoods	<ul style="list-style-type: none"> •% of properties vacant or abandoned within established neighborhoods •# of incompatible uses adjacent to established neighborhoods •Targeted area rezoning and zoning text amendments to address compatibility 		

DESIGN

1. Develop design standards to create an attractive, durable and interesting city that attracts people and businesses to Greenville.	A visually attractive, durable and interesting city	<ul style="list-style-type: none"> •Zoning and subdivision amendments to incorporate design standards for connectivity, open space, buffers, landscaping. •% of new developments that contain these amenities •# of neighborhood complaints •# speeding tickets •# and % of mixed-use buildings constructed •Vacancy of upper floors in new buildings •Zoning amendment to promote mixed-use buildings •# of adaptive non-residential uses •Zoning amendment to require adaptive reuse where possible 	Ongoing/Short	<ul style="list-style-type: none"> •City •City
2. Require sidewalks of at least five feet in width in all commercial, multi-family, institutional and industrial developments.	Greater walkability			
3. Use open space, buffers and contextual design to make new development compatible with adjacent residential areas.	Stable, well-planned neighborhoods			
4. Require the design of residential neighborhoods as neighborhood units that include amenities, such as park and recreation facilities, and connection to adjacent neighborhoods similar to the City's historic urban neighborhood design.				
5. Require an interconnected street system and block lengths reflective of the historic development pattern of the City.	Well-designed streets and blocks that promote connectivity and walkability			
6. Design local streets to discourage high speed through traffic.	Streets that are scaled and designed to reduce speeds on local streets			
7. Encourage mixed-use buildings in the Downtown and commercial centers.	Buildings containing multiple types of uses			
8. Preserve the residential character of areas in transition from residential to office and commercial.	Transitional areas that allow non-residential uses, but maintain residential structures and character			

LANDSCAPING

1. Preserve existing mature trees.	A mature tree canopy	<ul style="list-style-type: none"> •Zoning amendment to require tree preservation •City policy protecting street trees and trees on other city rights-of-way and properties •% of summer canopy coverage •Zoning amendment to require landscaping and low-impact stormwater design (LID) •# of landscaped LID stormwater facilities •Amendments to zoning and subdivision regulations to require street cross sections that include these amenities •% of new and existing lane miles that include these amenities 	Ongoing/Short	<ul style="list-style-type: none"> •City
2. Develop a landscape policy that addresses stormwater issues and beautifies the City.	Landscaping that beautifies the City and protects water resources			
3. Require street trees and a wide planting strip between sidewalks and roadways on all new road construction and reconstruction projects and retrofit existing streets to incorporate these amenities where feasible.	Streetscapes that include trees, sidewalks and planting strips			

ENVIRONMENT, PARKS & OPEN SPACE



Actions	Outcomes	Measures of Progress	Time Frame	Leading Partners	
1. Create an adopt-a-park program.	Cleaner, more attractive parks	•# of parks adopted	Ongoing/Short		
2. Minimize the acreage devoted to impervious surfaces.	A greener, cleaner Greenville	•Estimated % of impervious surface city-wide and per development •Zoning amendment to require developments to limit impervious surfaces and show calculations on site plans			
3. Explore the use of conservation easements for open space preservation.	Increased opportunities to preserve open space	•Report of findings			
4. Develop a stormwater mitigation plan.	A stormwater ready community	•Adoption of a plan	Medium		
5. Develop an Open Space Plan.	Increased open space	•Adoption of a plan			
6. Develop new greenways and trails to connect pedestrian and bicycle routes with a special focus on vacant land in urban neighborhoods.	Greater connectivity and recreational opportunities	•# of greenway miles overall and within urban neighborhoods •# of connections to bicycle routes	Long		
7. Develop new Parks and Recreation programs to address the needs of a changing population.	More recreational opportunities across all age categories	•# of recreational opportunities by age and need category			
8. Support water-based sports opportunities along the river.	Opportunities for water sports especially along the Waterfront	•# of water-based sports activities available			
ECONOMIC DEVELOPMENT					
1. Start a business incubator and mentor program that helps local businesses get established and stay successful.	A stronger local economy	•Establishment of an incubator •# of successful local businesses from incubator	Medium		
2. Promote cultural, heritage, and nature tourism activities with existing partners such as Main Street, Chamber of Commerce, and Greenville-Washington County Development.	More local tourism	•# of tourist dollars spent •# of tourism opportunities	Long	Main Street Chamber EDC	
3. Continue successful city festivals.	Stronger heritage and tourism identity	•# of successful festivals •# of years festivals held			
INFRASTRUCTURE					
1. Develop and implement a master sidewalk and bike path plan.	Great mobility; more options for moving around the City	Adoption of a sidewalk and bike path master plan # of bike path and sidewalk miles	Short	City	
2. Adopt and enforce a Complete Streets policy.	More multimodal options	Adoption of policy			
3. Ensure high speed digital infrastructure throughout the City to attract new residents, businesses and industries.	Greater access to the internet; greater internet speeds; more digital capacity	Internet speed # of residents and businesses connected	Medium	City EDC	
4. Encourage the creation and restoration of boulevards to reinforce and expand the historic street pattern in Greenville.	More boulevards; stronger historic identity; more trees	# of new boulevards # of boulevards restored	Long	City	
5. Right size wide low and moderate volume streets by installing striped bike lanes, restoring boulevards, and adding sidewalks and planting strips.	More multimodal options; more boulevards; stronger neighborhood identity	# of existing roads refitted with bike lanes, sidewalks and boulevards			
6. Construct marked bike lanes on streets that are wide enough to accommodate them and require their construction whenever new roads are built.	More marked bike lanes	# of marked bike lane miles			
CITY POLICIES AND CODES					
1. Continue to use code enforcement to protect and revitalize older, transitional neighborhoods.	Better community appearance and housing stock	# of dilapidated and deteriorated housing units # of repeat complaints	Ongoing	City	
2. Promote public art through the creation of murals, sculptures, and other forms of civic art, including bike racks, park benches, and water features.	More visually attractive and interesting City	# of murals and pieces of civic art		City Arts Council	

Actions	Outcomes	Measures of Progress	Time Frame	Leading Partners
3. Focus city improvements and resources on targeted redevelopment areas.	Better coordination and use of public resources	# of identified and completed target areas CIP emphasis on coordination	Ongoing	City
4. Work with social services and the faith-based community to strengthen family skills.	Stronger families	% employed head of household # of foreclosures and tax forfeits % of single heads of household		
5. Coordinate the efforts of non-profits to assist with the implementation of this Plan.	Better more effective plan implementation	# of non-profits actively engaged in implementation # of non-profits who have aligned their projects with those of this Plan		
6. Create neighborhood councils to help facilitate planning and redevelopment efforts.	Better neighborhood coordination and participation	# of councils created and active	Short	City
7. Strengthen the sign ordinance.	Better community appearance	Adoption of new sign control # vacant or abandoned		
8. Rewrite the zoning ordinance.	Better community design and land use	Adoption of a new zoning code # of complaints regarding use conflicts # of residents and businesses per acre in the downtown and surrounding neighborhoods		
9. Adopt and enforce a rental registration ordinance to prevent rental property from becoming a blight on existing neighborhoods.	Better rental property; stronger neighborhoods	Adoption of a rental ordinance # of registered rental properties # of housing complaints		
10. Work with the State through administrative and legislative efforts to allow the easy transfer of state-owned tax-forfeited land to the City or a city-approved non-profit corporation.	Fewer state-owned forfeited properties	# of state-owned forfeited properties		
11. Establish a non-profit land bank for vacant property.	Effective use of vacant properties to reestablish and strengthen neighborhoods and core commercial areas	Creation of a land bank		
12. Establish a standing committee to oversee implementation of the <i>Strategic Development Plan</i> .	Effective plan implementation	Establishment of committee	Medium	
13. Develop a public information strategy to keep the public informed about Plan implementation and community progress.	Better information and coordination of information	Development of a strategy # of op-ed pieces and press releases written		
14. Explore opportunities for establishing home maintenance education classes and incentives.	Better home maintenance	# of deteriorated and dilapidated privately-owned units, especially occupied units		



Epilog

Implementation will result in substantial gains in the economic climate and quality of life in Greenville. Projecting a few results of successful implementation helps to envision how a renewed and revitalized Greenville will develop over time.

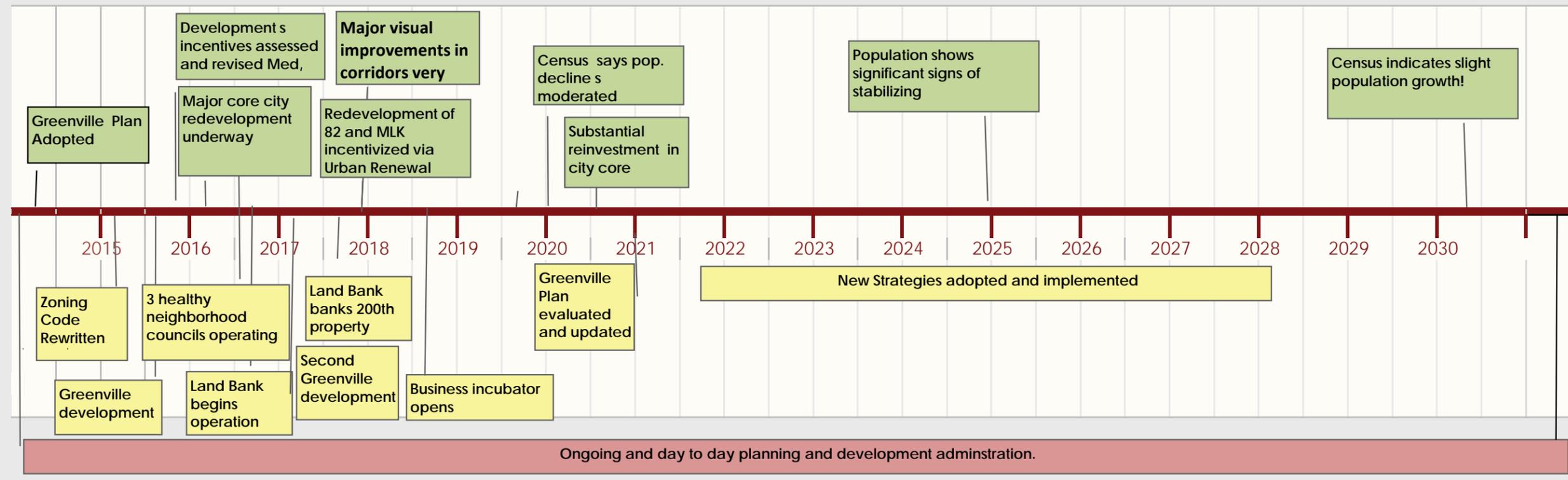
Neighborhood Revitalization Example Before and After



Commercial Revitalization Example Before and After



Major Greenville Implementation Milestones



WASHINGTON AVE. LOOKING WEST FROM POST OFFICE,
GREENVILLE, MISS.—15

Appendix



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Joint Legislative Committee on Performance Evaluation and Expenditure Review, Report to the Mississippi Legislature. *The Impact of Hurricane Katrina on Mississippi's Commercial Public Ports and Opportunities for Expansion of the Ports*. Report #487. June 20, 2006. <http://www.peer.state.ms.us/reports/rpt487.pdf>

Rightsizing Concepts in City Planning

<http://dusp.mit.edu/cdd/publication/rightsizing-shrinking-cities>

Summary of Neighborhood Meetings

Greenville Public Meeting Notes

4/7/2014

Ward's Center

Group 1

General comment - Never have had meetings like this. This is good!

What happened to old plan – why wasn't it implemented? (Will this be different?)

Concerns

- Need yard clean up – bad curb appeal (6th Street, 7th Street in particular)
- Drainage and flooding Highway 82 west (Old Jerusalem Church, Colorado Street, Medal (sp) Lanes)
- Greenville has lost a lot of people due to crime, lack of jobs, and families seeking a better education for their children
- Everything on Highway 82 is closing or going to MLK
- City is long overdue for a new school
- Loitering
- Good education system is critical for development- education structure needs to be looked at
- Library is antiquated

Positive

- Summer professional interns
- Hot Tamale Festival
- Grant for levee trail
- Push for wellness and physical fitness in the community
- Lots of churches have community programs- clothes, food, after school ministries for example
- Excellent Boys and Girls club
- Planned Sports Complex

(jury is out on whether Casino has been good or not for Greenville)

Future

- Nice restaurant
- Recreational opportunities for kids
- Old Chicago Mill property to be developed
- More financial assistance to help start new

Help Plan Greenville! www.PlanGreenville.com

What's happening ?
Greenville has begun an exciting process of strategically planning for its future as the Delta's Queen City. With its rich history, cultural assets, and its role as a regional center of industry and commerce Greenville's potential to emerge as a renewed and strengthened City in the years ahead is strong.

You are needed!
Making great plans requires the thoughts and voices of the whole community. **Everyone has a perspective for a positive future and we'd like to know yours!**

How can you participate?
Three community forums are planned across the city. At each meeting, there will be background information presented about Greenville that you may not know, along with future opportunities and challenges. Engaging opportunities to provide your insight on the best path ahead will follow.

When and where are meetings?

Date	Place	Time
April 7	Wards Recreation Center, Wards Recreational Center, 1648 S. Dr. MLK Blvd	All meetings are scheduled from 5:30 – 7:30 p.m.
April 8	Elk's Serene Lodge #567, 1818 E. Alexander Street	
April 9	William Alexander Percy Library, 341 Main Street	

For more information?
Contact Carl Williams at 662-378-1500, cwilliams@greenvillems.org, or visit www.PlanGreenville.com. Accommodations will be made for those with disabilities.

"Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody." Jane Jacobs

Orion Planning Group
A source of planning solutions

businesses

- Would like to see Greenville working better across racial lines
- More public/private school interaction

Group 2

Concerns

- Lack of economic development
- Lack of restaurants
- Lack of an interstate
- Too many private schools
- Jobs

- Crime
- Casino
- Promotion of the arts
- Better utilization of GHEC (Greenville Higher Education Center)
- Health care

Positive

- Cultural assets (music, etc.)
- Mississippi River Port
- Railroad
- Highway 82
- Bridge
- Airport
- Stoneville Research Center

Future

- Better roads
- Better schools
- Technology
- Better infrastructure
- Spirit of unity from all citizens
- Upgrade airport
- Clean up the city's appearance to attract visitors

Group 3

Concerns

- Abandonment of neighborhoods
- Abandoned industrial land
- Declining areas along gateways
- School performance
- Air travel from the airport is less reliable
- Underutilized port and lake front
- Downtown neighborhood decline

Positive

- Port
- Main Street revitalization
- Cultural arts and theatre
- Festivals
- Sports Plex
- Water front
- Airport (need reliable carrier)
- Remaining industry
- Blues Trail
- Public library
- Farmers Market
- Steinmart Square
- New newspaper publisher

Future

- Bike trail
- Rail improvements
- Farm to Table
- Bypass funded
- More merchants downtown
- Better self image

Group 4

Concerns

- Decline of population and jobs
- Vacant properties

Positive

- Sports Plex – used to bring community together
- Moving casinos off the water front
- Cropping tournament
- Festivals and events (crawfish, blues, tamale, etc.)

Future

- More green space
- Better residential development
- Lake front development

- Family-friendly activities
- Appeal to sportsman activities such as bait shops

Greenville Public Meeting Notes

4/8/2014

Elks Lodge

Group 1

Concerns

- No jobs and jobs leaving after tax breaks expired
- City needs to be fixed up to attract businesses to town

Positive

- Regional prison (jobs)

Future

- Use Neighborhood Watch to identify houses that are deteriorating and report to city
- New businesses and more jobs/helping citizens to get access to job training and providing those jobs at the same time
- More activities for kids that are low cost and free

Group 2

Concerns

- Industry has left
- Not as many small businesses
- People going outside (county is probably picking up population from the city) why? – infrastructure, cheaper land, lower taxes
- Moral decline- teen pregnancy, etc.
- Unemployment and increased welfare
- Policy implications from funding shifts – particularly in education
- Lack of work on run down homes (at least board them up)
- Slow repair progress on streets
- Strict curfew needed

- “Brain Drain” – young people don't want to come back (no jobs, other reasons)

Positive

- Some initial work toward street resurfacing
- New bridge and downtown revitalization
- Mayor you can talk to; is very involved

Future

- More cohesive relationship between public and private schools
- Finish by pass
- Green careers
- Cleaner city

Group 3

Concerns

- Abandoned houses
- Education
- Restaurant closure
- Factory closure
- Crime
- Lack of activities for youth
- Lack of pride

Positive

- GHEC (Greenville Higher Education Center)
- Hardy Park
- Yearly city clean up
- Coming together of the community

Future

- Merge public and private schools (coming together of education)
- People interest
- No leaders
- Employment



Group 4

Concerns

- Major businesses have closed
- City sewer failure (not upgraded)
- Flooding of streets; bad streets
- Abandoned houses
- Overgrown grass
- Crime
- Need more public high schools
- Need better street lights and turn light at Beauchamp & Alexander
- Need light at Raceway Road and Alexander

Positive

- Four laning of Washington Avenue
- Beautifying downtown
- Community meetings

Future

- More jobs – better education and job training
- Improve drainage system and streets
- Have less abandoned houses
- Redevelop downtown areas

Group 5

Concerns

Positive

- GHEC/University system – 8 public institutions of higher learning

Future

- Downtown revitalized
- Historic district/levee front
- Trolley cars/nostalgic flavor
- High performing unified public school system
- Attracting tourism/casino/ industry/hotels/river cruises

- Theme park
- RV park
- Recreation
- Abandoned buildings demolished
- Regional airport service expansion
- Mono rail system

Group 6

Concerns

Positive

- Clean up day
- Go Greenville Intern Program
- Store front (façade) development
- GHEC
- Steinmart Square
- Lake front fishing (rent tour boats)
- Downtown condos (Sears/Fine Vines)
- People/Culture
- MS River Bridge
- MS River Marathon

Future

- Public transportation
- How to involve or steer youth in positive directions
- Technical training

Greenville Public Meeting Notes

Greenville Public Library

April 9, 2014

Group 1

Concerns

- Education
- Crime
- Vandalism
- Community accountability
- Apathy

Positives

- Airport
- Water Port
- River
- Delta Regional (hospital)
- Stoneville
- History
- Entertainment district
- Delta Center Stage
- Hot Tamale Festival

Future

- Resort consideration (government holds up back)
- Tourism
- Clean town
- Better roads
- Entertainment for kids
- Beat cops
- Group 2

Concerns

- Jobs
- Infrastructure
- Blight
- Quality housing

Positives

- Tourism growth
- Downtown possibilities
- Sports Plex
- Local ownership

Future

- Job creation and training
- **Reduce crime**
- Schools
- Improve infrastructure

- Connect I69 to bridge
- Better air services
- Improve city waterfront

Group 3

Concerns

- Public schools
- Jobs
- Infrastructure
- Blight
- Quality housing

Positive

- Positive attitude
- Tourism growth
- Downtown possibilities
- Sportsplex
- Locally ownership

Future

- Job creation and training
- Reduce crime
- Schools
- Improve infrastructure – connector I69 to Bridge
- Better air service
- Improve city waterfront

Group 4

Concerns

- Abandoned properties
- Lost manufacturing jobs
- Education
- Parks
- Crime

Positive

- Downtown revitalization



- Highway I Corridor
- YMCA
- Greentree Industrial site
- 82 Bridge
- Airport
- Port
- Regional hospital
- Sportsplex
- Convention center
- Industries
- Casino
- People

Future

- Jobs
- Promote entertainment district
- Business incubator
- Improve education system
- Infrastructure improvements
- Grant procurement
- Demolish abandoned properties
- Transportation
- Bikeways

Pastor Groups

Group 1 (Mark Hines)

Rev. Albert Mark Hines	217 Third Street	662-335-0678	pilgrimrest@suddenlinkmail.com
Dr. James L. Nichols	P.O. Box 1163	662-334-9452	jnichols@fbcgreenville.net
Rev. James Dykes	137 West Reed Rd.	662-822-844	preacherjd@juno.com
Pastor Tommy Benson III	1213 VFW Rd	662-332-4615	bensongrn@aol.com

Group 2 (Anthony Prestage)

Anthony Prestage	556 Cypress Lane Rd.	662-378-8818	revalp_faith@yahoo.com
Pastor Roosevelt Johnson	520 Bell Aire St	662-335-2770	outreach38701@yahoo.com
Rev. Morris McCaskil	P.O. Box 4018	662-719-6881	mmcca@bellsouth.net
Elder Jackie Davis	126 Robertshaw St.	662-820-8087	

Group 3 (Thomas Paul Williams)

Hattie Young		662-335-0968	
Rev. Bill Henry	P.O. Box 1220	662-335-5252	frbillhenry@bellsouth.net
Elder George Briggs	481 Cypress Lane	662-822-5609	
Rev. Thomas Paul Williams	130 N. Theobald	662-334-1837	agape1@suddenlinkmail.com tpw@suddenlinkmail.com thomaspwilliams@hotmail.com

Group 4 (Albert Calvin)

Rev. Albert Calvin	538 Nelson	662-335-1605	atacalvin@suddenlink.com
Rev. Gene Fowler	327 Redbud St.	662-332-0439	
Rev. Lee Morris	239 North 7th St.	662-820-2398	
Rev. Charles Hollis	1535 Woodcrest Cir.	662-820-3495	

Group 5 (Park Neff)

Pastor Ruben Lewis	P.O. Box 624	662-332-8833	rubenlewis@me.com
Rev. Park Neff	850 McAllister St.	662-332-1815	
Rev. David Colgrove	1680 Walker Ln.	662-820-6796	
Rev. Richard Williams	300 Lake St.	662-335-6062	revms3703@yahoo.com



Mayor John Cox/Pastors Committee
Plan submitted by Pastor's Group # 2
Rev. Anthony Prestage – chairman, Pastor Roosevelt Johnson,
Rev. Morris McCaskil, Elder Jackie Davis

Goals for the City of Greenville

Vision for the Future

Proverbs 29:18

Improve quality of public education, community relations and overall quality of life for the citizens to be accomplished by outreach in all areas. We feel that we are called to meet the need wherever it may be: schools, community relations, family and churches. We believe that the individual churches should and are responsible for reaching their communities and individuals within a certain radius without being territorial about the areas you have been given. [Acts 1:8 – church]

Plan of Action

First we need to identify the needs of the community. This means that we must get outside the church and become involved in the community. Get to know your neighbors, their families, businesses and so-forth so that we will be able to pinpoint the needs and then make a plan of action to address those needs.

Also, we need to have a main idea or goal as to what we want to do. We then start with the small stuff, the little things that lead to and build momentum for reaching the main goal(s).

People necessary to accomplish the Plan & Measure Results

We need to include, as much as possible, the people from the general population; those of whom who see the need and are willing to become involved in the Mayor's & Pastors Council plans. The local churches are to be the community liaison between the Mayor's office and the community.

We then desire that each person, individually, to be accountable and be willing to work for the greater good and improvement of the home, church and community without trying to focus on our own pet projects that will cause division and slow or stop the progress. This we believe can be accomplished by starting with a core group, those who will lead by example and build from there.

To: Pastor Thomas Paul Williams; Rev. Bill Henry; Elder George Briggs

From: Pastor Hattie Young

Date: July 26, 2013

Re: Meetings

- **Vision for Future is problem solvers**
- **Plan of action, the suggestion was to have all pastors and members of each congregation saying the same thing by way of declaration and decrees.**
- **People necessary to accomplish plan: Leadership Team, Mayor and City Council.**
- **Slogan: Shape up Greenville, by working together for the cause.**
- **Each city council would play an integral part in their individual ward by getting the ministers, churches and people in each ward to participate in clean-up, fix up and etc.**

Please look over and let me know by the end of July if you are in agreement with this report.

It was a blessing to meet and work with you. Look forward to seeing you at the next meeting with our mayor.

Summary of Livability Workshop Results 7-22-14

	Strategic Direction #1: Stabilize our Population and Enhance our Local and Regional Economy	Strategic Direction #2: Stabilize Families and Neighborhood Communities	Strategic Direction #3: Promote and Facilitate Excellent Project and Environmental Design	Strategic Direction #4: Promote and Enhance our Existing Strong Transportation and Mobility Infrastructure while Creating a Viable Network of other Mobility Options	Strategic Direction #5: Preserve Open Space and Promote Recreational Opportunities	Strategic Direction #6: Support Existing Public Facilities and Create a Sustainable Plan for Maintaining Public Facilities into the Future	Strategic Direction #7: Promote Well-planned and Well-designed Quality Living Spaces, with a Variety of Housing Types and Sizes Available	Strategic Direction #8: Facilitate the Creation of a Beautiful and Vibrant Commercial and Governmental Core of the City of Greenville	Strategic Direction #9: Build on Existing Industrial Development Creating New Opportunities for the Development of Industrial Uses and Employment Centers
Acquisition and resale of vacant buildings	<ul style="list-style-type: none"> Percent of residential units that are substandard Percent of vacant and/or abandoned property 		<ul style="list-style-type: none"> Percent of streetscapes vacant buildings yes Percent Ac & resale trees Blight trash and litter Flood resale Substandard acqui situ Building permits resale Resale aquifer 		<ul style="list-style-type: none"> Protected open space Percent of building permits in redevelopment nodes 	<ul style="list-style-type: none"> Ratio of infill to green-field development 	<ul style="list-style-type: none"> Land-use density Percent of residential units that are substandard Land per residential unit/mixed-use 	<ul style="list-style-type: none"> Land-use density Percent of residential units that are substandard Mixed-use Percent of residential units within X miles of incompatible uses 	<ul style="list-style-type: none"> Land-use density Percent of residential units that are substandard Mixed-use Percent of residential units within X miles of incompatible uses
Workforce training	<ul style="list-style-type: none"> Household income Job growth Livable wage Vocational training 	<ul style="list-style-type: none"> Percent of non-contributing adults Percent of jobs that pay a livable wage for a family 		<ul style="list-style-type: none"> Airport workforce training 			<ul style="list-style-type: none"> Land per residential unit/mixed-use 	<ul style="list-style-type: none"> Mixed-use 	<ul style="list-style-type: none"> Land-use density Percent of residential units that are substandard Percent of residential units within X miles of incompatible uses Vocational school
Attractive streetscape	<ul style="list-style-type: none"> Percent of residential units that are substandard 		<ul style="list-style-type: none"> Streetscapes blight Attractive streetscape aquifer Attractive streetscape substandard Attractive streetscape bad roads Trees Attract yes 	<ul style="list-style-type: none"> Bike streetscape Building setback attractive streetscape Improvements gateways attractive Attractive street billboards Signage attractive streetscapes 	<ul style="list-style-type: none"> Amount of park usage Park conditions 	<ul style="list-style-type: none"> Crime frequency Quality of repair 	<ul style="list-style-type: none"> Land-use density Percent of residential units that are substandard Land per residential unit/mixed-use Percent of residential units within X miles of incompatible uses 	<ul style="list-style-type: none"> Land-use density Percent of residential units that are substandard Mixed-use Percent of residential units within X miles of incompatible uses 	<ul style="list-style-type: none"> Land-use density Percent of residential units that are substandard Percent of residential units within X miles of incompatible uses
Neighborhood Councils	<ul style="list-style-type: none"> Percent of residential units that are substandard Percent of population living in core neighborhoods 	<ul style="list-style-type: none"> Home ownership rate 	<ul style="list-style-type: none"> Neighborhood councils bad roads Neighborhood Building permits neighborhood Neighborhood councils Trees Neighborhood floods Neighborhood aquifer Neighborhood councils blight 	<ul style="list-style-type: none"> Neighborhood councils improvements vegetation Bike streetscapes neighborhood 	<ul style="list-style-type: none"> Park partners Park condition Park usage Civil in...???? 	<ul style="list-style-type: none"> Crime frequency 	<ul style="list-style-type: none"> Land-use density Percent of residential units that are substandard Land per residential unit/mixed-use Percent of residential units within X miles of incompatible uses 	<ul style="list-style-type: none"> Land-use density Percent of residential units within X miles of incompatible uses 	



Strengthen Families	<ul style="list-style-type: none"> ◆ Percent of residential units that are substandard 	<ul style="list-style-type: none"> ◆ Percent of non-contributing adults ◆ Percent of jobs that pay a livable wage for a family ◆ Percent of children receiving AFDC ◆ Percent of children living in single parent households ◆ Percent of population uninsured ◆ Divorce rate ◆ Average time receiving welfare assistance ◆ Percent of population receiving welfare assistance ◆ Home ownership rate ◆ Early childhood enrollment 	<ul style="list-style-type: none"> ◆ Strengthen families yes ◆ Strengthen families ◆ Trees 		<ul style="list-style-type: none"> ◆ Waterfront development ◆ Park partners 	<ul style="list-style-type: none"> ◆ Number of miles from amenity ◆ Cultural events ◆ Cultural amenities ◆ Civil in...???? 	<ul style="list-style-type: none"> ◆ Land-use density ◆ Percent of residential units that are substandard ◆ Land per residential unit/mixed-use ◆ Percent of residential units within X miles of incompatible uses 	<ul style="list-style-type: none"> ◆ Percent of residential units within X miles of incompatible uses 	
Riverfront Development	<ul style="list-style-type: none"> ◆ Sales tax revenue ◆ Job growth ◆ Livable wage 		<ul style="list-style-type: none"> ◆ Riverfront flood ◆ Riverfront building permits 	<ul style="list-style-type: none"> ◆ Bike riverfront 	<ul style="list-style-type: none"> ◆ Waterfront development ◆ Park usage 		<ul style="list-style-type: none"> ◆ Percent of residential units that are substandard 	<ul style="list-style-type: none"> ◆ Land-use density ◆ Percent of residential units that are substandard ◆ Sales tax revenue 	<ul style="list-style-type: none"> ◆ Land-use density ◆ Percent of residential units that are substandard ◆ Percent of residential units within X miles of incompatible uses
Demolition Program	<ul style="list-style-type: none"> ◆ Percent of residential units that are substandard ◆ Percent of vacant and/or abandoned property 		<ul style="list-style-type: none"> ◆ Blight demolition ◆ Demolition substandard ◆ Demolition yes ◆ Demolition buildings ◆ Trees 		<ul style="list-style-type: none"> ◆ Percent building permits issued within X miles of city core 	<ul style="list-style-type: none"> ◆ Ratio of infill to greenfield ◆ Crime frequency 	<ul style="list-style-type: none"> ◆ Land-use density ◆ Percent of residential units that are substandard ◆ Land per residential unit/mixed-use ◆ Percent of residential units within X miles of incompatible uses 	<ul style="list-style-type: none"> ◆ Land-use density ◆ Percent of residential units that are substandard ◆ Mixed-use ◆ Percent of residential units within X miles of incompatible uses 	<ul style="list-style-type: none"> ◆ Percent of residential units that are substandard
Historic and Cultural Heritage	<ul style="list-style-type: none"> ◆ Household income ◆ Job growth 		<ul style="list-style-type: none"> ◆ Historical blight ◆ Historical ◆ Historical yes ◆ Historic and cultural substandard ◆ Trees 	<ul style="list-style-type: none"> ◆ Signage historical ◆ Billboards historical and cultural ◆ Historical gateways ◆ Building setbacks historic and cultural 		<ul style="list-style-type: none"> ◆ Cultural amenities 			
Micro Loans	<ul style="list-style-type: none"> ◆ Household income ◆ Job growth 		<ul style="list-style-type: none"> ◆ Micro-loans ◆ Micro-loans yes ◆ Trees 	<ul style="list-style-type: none"> ◆ Airport micro-loans 	<ul style="list-style-type: none"> ◆ Number of eco-tourism businesses 		<ul style="list-style-type: none"> ◆ Land per residential unit/mixed-use ◆ Percent of residential units within X miles of incompatible uses 	<ul style="list-style-type: none"> ◆ Percent of residential units that are substandard ◆ Mixed-use ◆ Percent of residential units within X miles of incompatible uses 	<ul style="list-style-type: none"> ◆ Land-use density ◆ Percent of residential units that are substandard ◆ Percent of residential units within X miles of incompatible uses



Right-Sized Development	<ul style="list-style-type: none"> ♦ Miles of roads ♦ Percent of residential units that are substandard ♦ Percent of vacant and/or abandoned property 	<ul style="list-style-type: none"> ♦ Home ownership rate 	<ul style="list-style-type: none"> ♦ Right-sized blight ♦ Right-sized aquifer ♦ Right-sized substandard ♦ Right-sizing yes ♦ Right-sized ♦ Trees 	<ul style="list-style-type: none"> ♦ Right-size gateways ♦ Road miles 	<ul style="list-style-type: none"> ♦ Road miles 	<ul style="list-style-type: none"> ♦ Ratio of infill to greenfield ♦ Percent of building permits ♦ Crime frequency ♦ Quality of repair ♦ Road miles 	<ul style="list-style-type: none"> ♦ Land-use density ♦ Percent of residential units that are substandard ♦ Land per residential unit ♦ Land per residential unit/mixed-use ♦ Percent of residential units within X miles of incompatible uses 	<ul style="list-style-type: none"> ♦ Land-use density ♦ Percent of residential units that are substandard ♦ Mixed-use ♦ Percent of residential units within X miles of incompatible uses 	<ul style="list-style-type: none"> ♦ Land-use density ♦ Percent of residential units that are substandard ♦ Percent of residential units within X miles of incompatible uses
Business Incubation	<ul style="list-style-type: none"> ♦ Household income ♦ Job growth ♦ Livable wage ♦ Vocational training ♦ Sales tax revenue 		<ul style="list-style-type: none"> ♦ Business incubator yes ♦ Business incubator yes ♦ Brownfield ♦ Trees 	<ul style="list-style-type: none"> ♦ I-69 business incubators ♦ Airport business incubators 	<ul style="list-style-type: none"> ♦ Number of eco-tourism businesses 		<ul style="list-style-type: none"> ♦ Land per residential unit/mixed-use 	<ul style="list-style-type: none"> ♦ Land-use density ♦ Percent of residential units that are substandard ♦ Mixed-use ♦ Percent of residential units within X miles of incompatible uses 	<ul style="list-style-type: none"> ♦ Land-use density ♦ Percent of residential units that are substandard ♦ Percent of residential units within X miles of incompatible uses

- Group 1
- Group 2
- Group 3
- Group 4

Person Signed in Public Engagement Session 4-10-14 - Library, Downtown Greenville

First Name	Last Name	Address	E-mail	Phone
Erma	Sanders	338 North Percy		662-334-4495
Danny	Peeples	128 S. Walnut	bluesbar128@aol.com	662-378-2254
Andy	Alexander	1 Bellwood Dr.	aalexander@etindall.com	662-378-2729
Mark	Hooker, Jr.	1000 Washington Ave.	mhjr@hookerengineering.com	
Tom	Daly	P.O. Box 933	tdaly@thechamberandedc.com	662-378-3141
Benji	Nelker	408 B'wood Cove		662-335-5802
Colester Duan	Walker	250 Cypress Lane Apt 5-f	cwalker@ext.msstate.edu	
Betty	Wakins	1019 N. Broadway	watkinsard@sudedenlink.net	662-332-7756
Barbara	McCoy	1517 Woodcrest Cove	beamccoy@hotmail.com	662-332-7417
S. B.	Buck	2834 Atlantic Street	buckt@bellsouth.net	
Harold	McGarrh	504 S. Main		
Margie	McGarrh	505 S. Main		
Paul	Artman	598 Gaylo	Partman@stjoeirish.org	
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Tawanna	Haynes	225 Negus Street		
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Willie	Sweat			
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 Charles E. Shoffner 724 Rosedale St
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 Margaret, Lexington
 Pearl B. Lewis Jason L. A
 2350 Haycraft St 350 Belhaven
 Linda Chester 662 Lester
 Raymond Nona 124 S. Poplar St
 Cristina August 1572 DEBRA DRIVE
 Dennis Terrell 519 Adrian Drive
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 WALTER DAVIS 1127 Broadway ST 38701
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 Terry Leonard Sr 183 Iris St
 Broderick Lance 520N Beauchamp St
 Darnell Louis 308 N. Edison St 38701
 Cheryl Lynn Cason 2310 Haycraft 38703
 Xavier Cason 2656 Sharon Ln 38701
 Eireann St Adams 526 E Alexander St 38701
 Lena Jagan 350 Belhaven St Greenville 38703
 B. J. Brown 1939 S Helmer -38701-5558
 HENRY RUCKER 2227 E. ALEXANDER ST 38703-3514
 Linda Miller 310 California St 6623475574



20-year city plan includes 52 measures

Jessica Schladebeck j Schladebeck@ddtonline.com | Posted: Tuesday, November 4, 2014 12:00 pm

GREENVILLE — The City of Greenville’s 20-year, comprehensive plan was presented Monday to residents at the William Alexander Percy Memorial Library.

The plan, which the council previewed last month, will be formally presented at City Hall Nov. 18, when the council is scheduled to vote on implementing it.

The plan was overseen by consultant Bob Barber of the Colorado-based Orion planning group with input from city officials and Greenville residents.

The plan promotes 52 measures to pursue in the next two decades.

They include bolstering tourism, enhancing transportation and stabilizing the population.

Barber, in presenting the plan, noted that Greenville has lost about 25 percent of its population in the past 20 years.

“You have to be aware of a city’s life cycle,” Barber said. “There will come a point in every life cycle where there is an opportunity for renewal. We’ve arrived at that very critical phase in Greenville’s life cycle. We’re at a crossroads.”

Current assets need be to utilized and the community needs to buy in for revitalization to occur on a large scale, Barber said: “The city should not fear decline because it’s repositioning itself for stabilization and growth.”

Barber at Monday evening’s meeting identified several immediate actions the city should take, the first of which would be to establish a neighborhood-based approach. Each unique area of the city will be identified and a plan of action formulated based on the needs of individual neighborhoods. The plan also urges reinvesting in downtown.

The plan calls for the city to update its zoning ordinances.

“The zoning codes haven’t been rewritten since 1981,” Barber said. “If we could get that out of the way, we could probably knock 20 measures off of the original 52 goals.”

Land banking, grouping vacant and unused land for sale or redevelopment, is a goal outlined in the 20-year plan and could prove challenging given that the concept has never been employed in Mississippi.

Land banking would require legislation.

The plan also urges implementation of a Greenville Renewal Planning Consortium, which would

meet on a quarterly basis to coordinate efforts.

“We are going to harness what we already have in the community,” Barber said.

The consortium would call on Greenville’s 100 nonprofit organizations as well as its numerous churches and other organizations to play a role in revitalizing the city.

“We need all of the pieces of the puzzle to not only come together, but to work together to reverse the decline we have seen,” Mayor John Cox said. “This is going to be a great challenge, but you don’t give up on your community, so we’re going to have to strap it on and really go to work.

“This can really be the pathway to the future.”