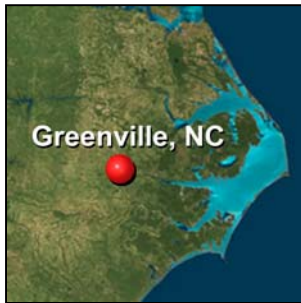
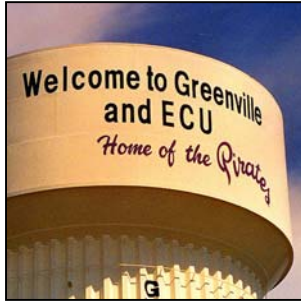




Horizons

Greenville's Community Plan



Comprehensive Plan Update
Adopted by Greenville City Council
February 12, 2004

Acknowledgements

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A special thanks to all the Citizens of Greenville who participated in the process to update the Horizons Plan. Your hopes, desires, dreams and ideas are what make Greenville a special place to call home.

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Introduction

1 Definition

A comprehensive plan is a statement by the community of what it is today, and what it would like to be in the future. A comprehensive plan is an official public document, adopted by the chief legislative body (i.e., City Council). Although Greenville uses the term comprehensive plan, phrases such as master plan, general plan, and long-range plan have the same meaning.

A comprehensive plan is a **statement of policies**. The policies of the plan in effect speak to the private sector and to elected officials and say, “when we encounter this situation, we will probably act this way for these reasons.” This approach has the advantage of stating a position in advance of heated controversy. To deviate from a policy in the plan should require an argument as convincing as the one in the plan. Departing from the precepts of a plan should always be possible – although not necessarily easy.

A comprehensive plan is **general**, in that its recommendations are area-wide rather than site specific. A comprehensive plan is not a zoning plan, although it would likely contain recommendations that affect the zoning and subdivision ordinances.

A comprehensive plan focuses on the **physical development** of a city. It describes how, why, when, and where to build or rebuild the city. While a comprehensive plan is not a social service delivery plan or an economic development plan, it will encompass elements contained in each.

A comprehensive plan is indeed, **comprehensive**, in that it includes all areas within a city and its extraterritorial planning jurisdiction. Moreover, the plan includes all elements that have a bearing on the physical development of the city (utilities, transportation, housing, etc.).

Finally, a comprehensive plan is **long-range**, in that it projects an image of a city sometime into the future, usually twenty years. In the past, many comprehensive plans merely gave snapshots of what cities should look like in the future without providing proper guidance on how to reach these goals. Successful plans of today not only establish long-range goals that challenge and inspire, they also include short-range (one to two years), and mid-range (three to five years) goals and objectives that help maintain a focus on the vision the community has created for the next twenty years.



2 Purpose

Comprehensive plans serve many functions. Comprehensive plans help cities answer questions about how to **coordinate the development of land** in order to serve the public interest. Elements affecting the public interest include: **health and safety** (i.e., what areas of the community can or cannot support higher concentrations of development); **convenience** (i.e., where should streets be located to improve circulation); **efficiency** (i.e., what land-use arrangement is the most efficient and least costly to the citizens and the city); and **environmental quality** (i.e., how should development be handled along flood-prone areas).

Comprehensive plans provide a **policy guide to decision making**. Elements affecting the public interest can sometimes overlap (e.g., environmental quality and amenities), and at other times may conflict (e.g., health and safety, and efficiency). By identifying community values and establishing goals and objectives based on those values, appointed and elected officials can use the comprehensive plan to guide their decision making on matters related to the physical development of the city.

Comprehensive plans **provide a legal basis for decision making**. Article 19, Chapter 160A-383 of the North Carolina Statutes states in part that “Zoning regulations shall be made in accordance with a comprehensive plan...” Literal interpretation of this language has been argued for decades because zoning often occurred

before the comprehensive plan (Greenville enacted zoning in 1947 whereas its first comprehensive plan was adopted in 1981). However, clear signals are being sent from the courts that when challenged, development codes stand a better chance of being upheld when they are based on a comprehensive plan, as opposed to evolving as a result of ad-hoc decisions as is the case in the absence of a comprehensive development document.

Finally, comprehensive plans are used by the public, developers, administrators, etc., to **obtain facts about the city**. For example, comprehensive plans are often used by existing businesses to guide them in making plans related to expansions, and by new businesses that wish to assess the desirability of locating in the urban area.

3 Past Planning Efforts

Greenville has had laws in place controlling land development for over 50 years. The City’s first zoning ordinance was adopted in 1947; the first subdivision regulations were approved in 1954. Yet it was not until 1981 that the first comprehensive and long-range plan for the physical development of the City was developed and adopted.

Although more than 30 years elapsed between the adoption of zoning and the adoption of a comprehensive plan, the City was not without guidance regarding land development decisions. A number of important planning studies were completed during this period that laid the groundwork for the 1981 comprehensive plan. In 1961, a Population and Economy Report was published, as was a Community Facilities Plan. A Public Improvements Program was published in 1962, and a Land-Use Plan and the City’s first Thoroughfare Plan were published in 1963.

In 1964, several other important planning projects were completed: base mapping for the City; a Land-Use Survey and Analysis; a Land-Use Plan; a Population and Economic Study; a Neighborhood Analysis; an updated Zoning Ordinance; and a Governmental Space Study. Three of these studies – the base mapping, the Land-Use Survey and Analysis, and the Land-Use Plan – were ultimately compiled into one publication, The Land-Use Development Plan, Greenville, NC, in 1967.

In contrast to the 28 zoning districts and three overlay districts found in the City's current ordinance, the City's first zoning ordinance contained only three: an industrial district, a commercial district, and a residential district. In 1969, these three districts were divided into five residential districts, five commercial districts, two industrial districts, a floodplain district, a medical arts district, and an office and institutional district. Subsequent amendments to the ordinance increased the number of districts to 19, and finally, to the current 28.

During the 1970s and the 1980s, Greenville experienced unprecedented growth. Changes in employment and residency patterns, as well as a growing concern over environmental and aesthetic issues, gave rise to numerous amendments to the zoning ordinance. Some of the major amendments included a revised sign ordinance (1986), a planned unit development ordinance (1987), and a buffer-yard ordinance (1987). New subdivision regulations were adopted in 1980 and were revised and readopted in 1989.

Recognizing the need for a long-range plan to guide development decisions, the City's first comprehensive plan was written in 1980 and adopted by the City Council in 1981. The purpose of this plan was to establish goals and policies regarding physical growth issues including water and sewer improvements, transportation, annexation, and future land-use for developing areas. While the 1981 plan served the City well for a number of years, by the late 1980s, the plan was severely dated.



4 1992 Horizons Plan

In June of 1989, the Planning and Zoning Commission appointed a 15-member citizen committee to update the City's 1981 comprehensive plan. The committee was carefully selected to represent as wide a variety of interests and backgrounds as possible. Committee members included developers, civic activists, lawyers, industry representatives, academicians, and planners. After about a year of work, the committee was expanded to 16 members to include a representative of the Greenville Utilities Commission. During the two-year planning effort, there was some turnover in committee membership; however, the Planning and Zoning Commission tried to maintain the diversity of the group by selecting new members with characteristics (age, neighborhood of residency, profession, etc.) similar to those members they replaced.

Soon after the full committee began meeting, the group divided into six "issues subcommittees" to study specific planning topics. Outside citizens (non-Comprehensive Plan Committee members) were recruited to serve on these subcommittees to provide additional insight into planning issues. The recommendations in the 1992 Horizons Plan represented the work of 25 meetings of the Comprehensive Plan Committee and over 50 meetings of its subcommittees.

Mail Survey

Public input was an integral part of the planning process. The first major Committee project was a mail survey of over 1,000 local residents. The survey was intended to gather information on important issues and common community goals.

Milestones in Greenville Planning

1947	First zoning ordinance adopted
1954	First subdivision ordinance approved
1962	First Thoroughfare Plan published
1963	First Land Use Plan published
1967	<u>Land Use Development Plan</u> adopted
1981	First Comprehensive Plan adopted
1992	<u>Horizons</u> Plan adopted
1997	<u>Horizons</u> Addendum adopted
2004	<u>Horizons</u> update adopted



A great deal of effort was made to ensure that the survey would sample a significant and representative segment of the City. The Comprehensive Plan Committee (CPC) worked closely with a technical advisory committee from East Carolina University, comprised of professionals in the area of survey techniques.

The survey was mailed to 1,300 citizens within the City's planning jurisdiction in an attempt to sample approximately 2% of the City's population. One thousand (1,000) surveys were mailed to residents of the City's extraterritorial jurisdiction (ETJ). Board of Election records formed the basis of the sampling pool for the City survey; utility records were the basis for sampling ETJ residents. By sampling via voting districts, the CPC hoped to reach a significant segment of the minority population.

The response rate to the survey was quite good. Of the 1,300 surveys mailed to citizens of the City's planning jurisdiction, 419 (32%) were returned. The response rate by voting district varied from 22% to 42%; the ETJ response rate was 31%.

The average respondent was white, middle-aged, well-educated, had lived in Greenville at least 10 years, was married, owned his or her own home, and had a total household income well over the average for the County.

The survey indicated that generally, people like living in Greenville. They feel their community is fairly attractive, that it has good recreation facilities, and that its natural resources are still of fairly good quality. They believe they are

enjoying a high quality of life and there is a general consensus of what makes up a quality life or a quality community – good schools, job opportunities, and a healthy environment.

Public Meetings

The CPC was pleased with the results of the mail survey; however, they felt that additional public contact was necessary before the goal-setting process could begin. Thus, in the fall of 1990, the Committee held three public meetings in various locations across the City. Rather than have citizens respond to preformulated questions as they had in the survey, the CPC simply asked participants, "What are the most important issues the City should be addressing as it plans for the physical development of the community?"

The results of the meetings reaffirmed the importance of the issues addressed in the survey, but brought new concerns to light as well. For example, while economic development ("more jobs") was identified as an important issue in both the survey and the meetings, neighborhood concerns (neighborhood preservation), and housing issues (affordable housing) were frequently raised at the public meetings. The importance of planting and preserving trees and of greening the City through landscaping, buffers, and greenways was given considerable discussion at all three public meetings.

Additional Public Review

Although the survey and the meetings were the highlight of the public participation process, public interaction was encouraged throughout the planning process. The CPC attempted to keep the public informed of its work and tried to get feedback on draft recommendations as soon as recommendations were developed. Drafts of CPC proposals were submitted periodically to the Planning and Zoning Commission and to City Council for their review and comment. Parties with special interests, such as hazardous waste management, were asked to review certain sections and respond with comments and concerns.

The primary mechanism for putting forth proposals for general public review was through a newsletter. The CPC was particularly interested in reaching neighborhood groups and receiving feedback on ideas and recommendations. Thus, a mailing list of over

80 neighborhood organizations, churches, and civic groups was developed and used for a periodic mailing of the Horizons newsletter.

Staff and representatives of the CPC made several public appearances to publicize the planning effort and to encourage public involvement. These appearances included a segment on the Carolina Today show, a spot on a radio talk show, and a presentation to the Chamber of Commerce. An eight-minute video was prepared on the planning process and was shown daily on the City's government access channel for approximately a month. This video was also available for loan to civic groups, schools, and the general public.

The Committee invited outside "experts" to a number of its meetings, to learn how other communities address tough planning problems and to gain suggestions for actions and programs for Greenville. These experts included the state urban forester as part of a "Planning for a Greener Greenville" workshop; a representative of the Raleigh Planning Department, speaking to the group about Raleigh's community appearance programs and regulations; representatives from the state Department of Environmental Management (DEM) discussing state and federal wetlands programs and how local governments can participate in wetlands protection; and DEM staff discussing stormwater management and state and federal stormwater regulatory programs.



5 1997 Horizons Addendum

The purpose of the addendum was to provide a land-use map and supporting text for the City of Greenville's planning jurisdiction and one mile beyond based on directives provided by Horizons. The city contracted with Holland Consulting Planners, Inc., to provide assistance in performing this task.

Two neighborhood meetings were held with each lasting about two hours. The purpose was to inform the residents about the preparation of the land-use plan, educate them on some land-use concepts, and allow for discussion regarding land-use issues. The following comments and concerns were identified:

- Protect watershed areas
- Protect areas with multiple physical limitations for development
- Preserve open space and sensitive natural areas
- Protect highway corridors
- Avoid strip commercialization
- Protect greenways
- Preserve floodways and regulate floodplain development
- Eliminate conflicting land uses
- Preserve historic properties/districts
- Preserve neighborhoods
- Interconnect developing subdivisions
- Interconnect commercial areas
- Encourage infill development
- Encourage mixing of land uses

A community-wide meeting was held with eighty citizens in attendance. Like the neighborhood meeting, the community-wide meeting was held to discuss land-use concerns. However, attendees were divided into seven working groups and charged with the task of classifying vacant land in the city's planning jurisdiction and one mile beyond into six land-use categories. Each group was assigned two vision areas and the result was a map reflecting the participants' vision of how the city should develop.

After the community-wide meeting a draft land-use plan was prepared for the city's staff and the CPC for review and comment. An open house was held and approximately ninety citizens reviewed the land-use plan. Those people reviewing the plan were asked to make any

comments in writing and the city's staff and consultant would make the appropriate changes.

The variables affecting land-use patterns were divided into three broad categories. Those categories included stimulants for development, area assets, and obstacles to development. These variables were mapped in a series of overlays to determine areas most suited for development.

The following implementing actions were included in the 1997 Horizons Addendum:

1. Rezoning of property should be in general compliance with the Horizons plan. A comprehensive plan amendment process should be developed.
2. Transitional zoning or open space shall be provided between potentially incompatible land-uses.
3. The city should undertake actions to reduce the negative effects of strip commercialization. Such actions should include, but not necessarily be limited to:
 - Properties/land uses sharing adjoining access
 - Traffic signal coordination
 - Non-public right-of-way connections between parking lots serving adjacent land uses
 - Planned thoroughfare crossovers
 - Construction of service roads paralleling major and minor thoroughfares
4. When deliberating rezoning requests, the City will consider the following:
 - a) All uses which are allowed in a zoning district must be considered. A decision to rezone or not to rezone a parcel or parcels of property cannot be based on consideration of only one use or a partial list of the uses allowed within a zoning district.
 - b) Requests for zoning changes will not be approved if the requested change will result in illegal spot zoning. Illegal spot zoning is the arbitrary zoning of a tract or parcel that benefits or burdens such property in a manner uncommon to area

properties. Although changing the zoning classification of any parcel of land to permit a more intensive use could possibly constitute spot zoning, arbitrary classification is the key in determining whether illegal spot zoning has occurred. Spot zoning in accordance with an adopted comprehensive plan and designed to promote a legitimate public purpose is not an arbitrary action and therefore, is not illegal.

- c) Zoning that will result in strip development will be discouraged. Strip development is defined as any linear development and/or lot division which results in multiple uncommon access points along a collector road or thoroughfare which tends to severely reduce the carrying capacity of such road.

Where a clear public purpose is established or where by virtue of existing lot configuration or natural condition strip development cannot be avoided in furtherance of the goals and objectives of the comprehensive plan, strip development may be allowed.

- d) The concept of uniformity will be supported in all zoning deliberations. Uniformity is a basic premise of zoning which holds that all properties in the same zoning district are subject to the same regulations. Attacks on certain zoning actions, such as spot zoning or attaching extra conditions to a rezoning as in conditional rezoning, often are based on violation of uniformity provisions.
- e) Zoning regulations will be developed in accordance with the City of Greenville Comprehensive Plan and designed to promote development of the land within the city and within the extraterritorial area of the city in a manner which will best promote the health, safety, and the general welfare of the people, and for the following specific purposes:
 - To provide for efficiency and economy in the process of development.
 - To make adequate provisions for traffic.
 - To secure safety from fire, panic, and other hazards.

- To provide for light and air.
 - To prevent overcrowding of land.
 - To avoid undue concentration of population.
 - To facilitate the adequate provision of transportation, water, sewer, schools, parks, and other public requirements (facilities).
 - To promote desirable living conditions and sustainability of neighborhoods.
 - To protect property against blight and depreciation.
 - To promote the aesthetic quality of the community.
 - For other purposes in accordance with the comprehensive plan for the city and its extraterritorial jurisdiction.
- f) When considering rezoning requests, the Planning Board and the City Council shall consider the following items:
- Conformance with the Comprehensive Plan.
 - Compatibility with surrounding zoning patterns.
 - Compatibility with existing and future adjacent/area land uses.
 - Impact on area streets and thoroughfares.
5. The city should support the incentives contained in its zoning and subdivision ordinances that encourage developers to participate in the reservation/dedication of land for completion of the city's greenway system as depicted on the land-use plan map.
6. During the subdivision review and approval process, the city should continue support for the interconnectivity of subdivisions through enforcement of the street design standards contained in the city's subdivision ordinance.
7. The city should retain O&I zoning which allows for the mixture of office and multifamily land-use. O&I-2 zoning should be utilized where the exercise of the multifamily option allowed under O&I zoning would be incompatible with existing and future use of properties.

6 2004 Horizons Plan Update

In September, 2001, the City of Greenville began the process of updating Horizons by appointing residents to serve on an oversight committee. In addition, the City entered into a contract with Holland Consulting Planners, Inc., and Dr. Garry Cooper, AICP, for technical support with updating Horizons.

Comprehensive planning involves several steps for completion. The consultants were responsible for assisting with the recognition of need, direction-setting, research, and plan formulation. The City was responsible for input on direction-setting, plan implementation, and monitoring, reviewing, and revising the plan.

Public input played an important role in the first two steps of the planning process and was received through several venues that included a Changing Times Workshop, a Town Meeting, and a Visioning Workshop. Dr. Garry Cooper submitted a summary report discussing the results of all three meetings.

Changing Times Workshop

The Changing Times Workshop established some Guiding Values for the City, including:

- *Progressive: desire to move forward*
- *People come together and rally behind causes when they share common ground*
- *A spirit of community service*
- *Quality schools*
- *Partnering between the business community and local government*
- *Concern for safety*
- *Leadership, at both the local and regional levels*
- *Desire to protect the environment and open space*
- *Willingness to accept outsiders*

The Town Meeting was utilized to determine the needs of the City and discuss ideas and concerns of the residents. The participants developed an extensive list of ideas and concerns which are included in Appendix A. The 1,130 ideas and concerns were broken down into twelve need categories. Those categories are: aesthetics and appearance; communication and cooperation; community facilities and programs; economy; education; environment; historic; housing; land-use and controls; parks/recreation and open space; services; and transportation. The ideas and concerns were then prioritized to determine the most important needs of the community. The participants ranked transportation, land-use and controls, and services as the three most important categories.

The Visioning Workshop was used to determine what the City wants to become in the future. Two component parts with each having subcomponent parts were developed from this workshop. The policies and program initiatives that were developed from the subcomponents should be used to guide community decision-making over the next twenty years. They have been incorporated in the implementing actions section located at the back of the document.

**Visioning Workshop
Vision Statement**

Maintain and improve the quality of life by celebrating Greenville's rich cultural heritage developed by past generations. Protect the natural environment, recognize that aesthetics and community appearance are important to creating a sense of place, and preserve both natural and cultural assets for future generations. Ensure that all residents have equal access to diverse cultural, recreational, and economic opportunities; that residents are able to participate in a variety of community activities; and that residents receive the delivery of efficient, cost-effective, and important governmental services.

7 How to Use This Plan

The Horizons plan is a vision statement by City Council and the citizens of Greenville as to how the community should look and function in the future. The Horizons plan creates a set of goals, objectives, policies and actions to guide local planning, development, and redevelopment efforts. Individuals and agencies wishing to develop or redevelop land in Greenville should consult the plan to determine what type and intensity of development is best suited for a particular area.

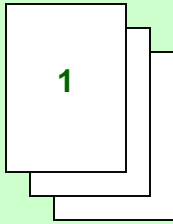
The Horizons Plan is divided into four primary sections:

- 1. Future Land Use**
- 2. Plan Elements**
- 3. Implementation**
- 4. Future Land Use Plan Map**

The Future Land Use section establishes guiding principles for Urban Form, Smart Growth, and Location of Land Uses. The Plan Elements describe specific function areas, such as housing, mobility, and environmental quality, and outlines a series of goals, objectives, and policies for each. The Implementation section lists specific actions that need to be carried out in order to achieve the overall vision of the plan. The Future Land Use Plan Map physically depicts the policy intent of the Horizons Plan.

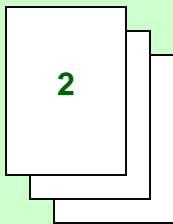
It should be clear that the goals, objectives, policies and actions proposed in this document were developed with considerable thought on the part of the oversight committee, the participants of the workshops, and staff. Many of the proposals in this plan represent a compromise between the divergent opinions and interests represented on the Committee. While certain proposals may not fully satisfy all parties involved in the planning process, the overall plan comes with the complete support of the full Comprehensive Plan Committee. All data represented in this plan is current as of December 2002, unless otherwise noted.

Horizons Plan Structure



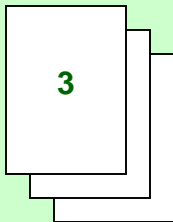
Future Land Use

- Principles of Urban Form
- Principles of Smart Growth
- Location of Land Use
- Vision Areas
- Land Use Categories



Plan Elements

- Housing
- Mobility
- Economy
- Recreation & Parks
- Community Facilities
- Utilities
- Environmental Quality
- Community Character
- Urban Form & Land Use



Implementation

- Land Use
- Growth & Development
- Transportation
- Services & Facilities
- Economic Development
- Natural Environment
- Administration
- Vision Areas



Future Land Use Plan Map

8 How to Amend This Plan

The Horizons plan is a collection of policy statements meant to guide decision makers in the physical development of the community. To deviate from a policy in the plan should require an argument as convincing as the one in the plan. Departing from the precepts of the plan should always be possible – although not necessarily easy.

From time to time, it may be necessary to amend the Horizons Plan to refine the community's vision, reflect changes in physical development patterns, respond to new information, or react to emerging trends. It is anticipated that the Plan will be updated at minimum every five years. It is possible to amend the plan at other times by act of City Council. Plan amendments may be requested by the City Council, the Planning & Zoning Commission, City departments, or private citizens. The Horizons Plan may also be amended upon the adoption of more specific Master Plans, Area Plan, or Program Plans.

The process for amending the Horizons Plan requires that the Planning & Zoning Commission hold a public hearing before making a recommendation to City Council. City Council must also hold a public hearing and approve an ordinance to amend the Plan.

The Horizons Plan is a statement of policies adopted by City Council. The portions of this document adopted by City Council include:

- **Introduction**
- **Future Land Use**
- **Plan Elements**
- **Implementation**
- **Future Land Use Plan Map**

Any change to the text of the above-mentioned sections, or to the Future Land Use Plan Map, requires the approval of City Council. All information contained in the Appendix, as well as any supporting graphics or illustrations found throughout this document, are included for explanatory purposes, and may be updated without requiring formal approval by City Council.

9 Related Plans & Programs

The following is a list of all related plans and policies adopted by the City of Greenville and the department in which they can be found:

Recreation and Parks Master Plan
Recreation and Parks

Tar River Floodplain Redevelopment Plan
Planning and Community Development

Flood Land Reuse Plan
Planning and Community Development

All Hazard Mitigation Plan
Planning and Community Development

Greenway Master Plan
Planning and Community Development

Thoroughfare Plan
Public Works

Capital Improvement Program
Public Works Department

Transportation Improvement Program
Public Works Department

Community Development Block Grant/ HOME Consolidated Plan
Planning and Community Development

Center City Redevelopment Plan
Planning and Community Development

NPDES Phase II Comprehensive Storm Water Plan
Public Works Department

Future Land Use

The Future Land Use Plan establishes the guiding principles for how and where land should be developed over time. This section includes a discussion of **Urban Form** – the elemental building blocks that, combined, give the City its physical shape. Next, this section outlines the principles of **Smart Growth** – a philosophy of planning based on efficient use of land, prudent allocation of resources, and human-scaled design. This section also establishes a preferred pattern for **Location of Land Uses**, including locational criteria for different types and intensities of development. While the Future Land Use Plan is *not* a zoning plan, it provides the rational basis for zoning and assigning the various **Land Use Categories** to their respective zoning districts.

In its essence, the Future Land Use Plan is distilled into a **map** that compiles all of the city's land use goals, objectives, policies and actions into a comprehensive vision of how and where development should occur throughout the city and its planning jurisdiction. The map is intended to serve as a guide for decision makers when reviewing private development proposals. Future changes in zoning or subdivision policies should be based on the land use patterns shown on the Future Land Use Plan Map.

The Future Land Use Plan should also be used to guide public improvements through the Capital Improvement Program (CIP). Public decisions about how and where to build roads, schools, parks, and other public facilities should be based on the Urban Form, Smart Growth, and Location principles set forth in this section.

It is important to note that the Future Land Use Plan provides the legal framework upon which zoning and subdivision regulations and the Capital Improvement Program should be based. In fact, the preparation of a land use plan and map is mandated by legislation as a prerequisite for zoning.

North Carolina General Statute 153A-341 states that:

Zoning regulations shall be made in accordance with a comprehensive plan and designed to lessen congestion in the streets; to secure safety from fire, panic and other dangers; to promote health and the general welfare; to provide adequate light and air; to prevent the overcrowding of land; to avoid undue concentration of population; and to facilitate the adequate provision of transportation, water, sewerage, schools, parks, and other public requirements. The regulations shall be made with reasonable consideration, among other things, as to the character of the district and its peculiar suitability for particular uses, and with a view to conserving the value of buildings and encouraging the most appropriate use of land throughout the jurisdiction.

The Future Land Use Plan is intended to accomplish three primary objectives:

1 To promote economic efficiency by coordinating the size and location of publicly provided future community facilities with the location and intensity of future private residential, commercial, and industrial activity.

2 To optimize resources by allocating land for its most suitable use. For example, a city may want to encourage industrial development on sites accessible to existing water and sewer lines and in areas with suitable soil conditions. Or, a city may choose to arrange land uses in such a way as to protect environmentally sensitive areas.

3 To provide a land use form that reflects the vision of the City's residents, is unified, avoids conflicting land uses, optimizes resources, preserves the city's character and is pleasing: providing open space, vistas, and distinguishable districts.

Greenville's land use patterns have a major influence on transportation, energy consumption, property taxes, compatible or conflicting adjacent land uses, and possibilities for future growth. Greenville's land use pattern and vision of the future should be major components of what is commonly referred to as the image of place. These images can range from the undesirable to the essential. The basic purpose, therefore, of land use planning is to maintain the essential and change the undesirable. This is fostered through Greenville's goals, objectives, and implementation strategies that support implementation of the future land use map.

Urban Form

Generally, there are five design components which all interrelate to give a city its urban form. These five components include: **districts**, **paths**, **nodes**, **landmarks**, and **edges**. These five design elements, together with the variety of land uses and economic influences, give a city its structure, character, appearance, and uniqueness; districts are organized by nodes, intersected with paths, set apart by edges, and dotted with landmarks. It is important that a municipality understand the elements that comprise its urban form so that its development policies can be drafted to preserve, nurture, and capitalize upon the municipality's strengths.

1 Districts

Districts have distinct identities that are created by their location, type of buildings, and purpose. A person familiar with a given community is aware of the varying areas which possess distinct characteristics and refers to those districts with specific areas in mind. Examples of common districts which can be found in almost every city include industrial districts, residential neighborhoods, commercial strips, a central business district (CBD), and commons.

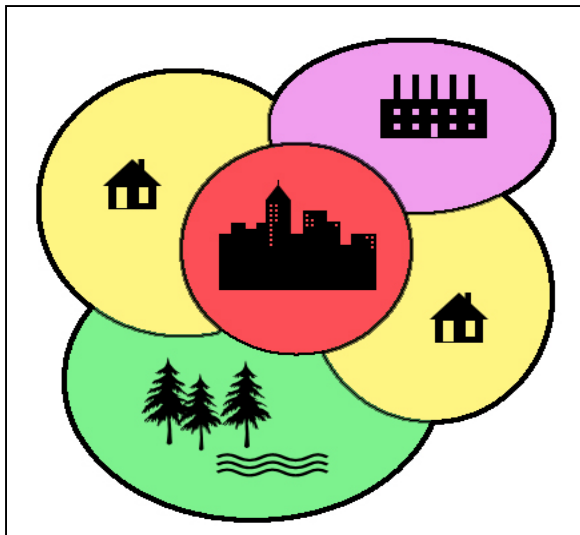


Illustration: Districts

Within the City of Greenville there are several varying districts. These districts include, but may not necessarily be limited to, the following:

- ◆ Residential Districts
- ◆ Downtown Area
- ◆ Medical District
- ◆ East Carolina University Campus
- ◆ Industrial Park Area
- ◆ Greenville Boulevard Corridor

2 Paths

A path provides movement between districts or within a district and may also serve as an entrance or exit to and from the community. Paths form the framework of the City; they give it organization and shape. People observe the landscape while passing through it on paths and paths determine the flow of activity within the City and between the City and neighboring areas.

Paths may be grouped into two broad categories: Transportation Paths and Natural Paths.

Transportation Paths

Transportation paths or corridors contain the public rights-of-way, which in most cases include roadways, street trees, utility lines, sidewalks, street lights, etc. Roadway transportation paths may be further classified into the following four types:

- ◆ **Local Access Streets** provide access to abutting property. They are not intended to carry heavy volumes of traffic and should be located such that only traffic with origins or destinations on the streets would be served. *Their function is to provide access.* Depending upon the type of land use which they serve, local access streets may further be classified as residential, commercial, and/or industrial.
- ◆ **Collector Streets** assemble traffic from local streets and channel it to a higher level street (minor and major thoroughfares). Its primary purpose is to provide efficient traffic circulation in and between residential areas. Collector streets are usually found in residential areas. Large office or industrial areas, however, may have collector streets.

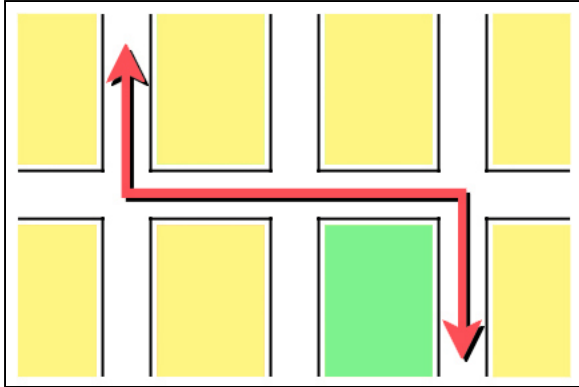


Illustration: Paths

- ◆ **Minor Thoroughfares** are more important streets in the City system. They collect traffic from local access streets and carry it to the major thoroughfare system. They may, in some instances, supplement the major thoroughfare system by aiding minor through movements. A third function which may be performed is that of providing access to abutting property. They should be designed to serve limited areas so that their development as major thoroughfares will be prevented.
- ◆ **Major Thoroughfares** are the primary traffic arteries of the City. Their function is to move intra-town and inter-town traffic. Although undesirable, the streets which comprise the major thoroughfare system may also serve abutting property; however, *their major function is to carry traffic*. They should not be bordered by strip development because such development significantly lowers the capacity of the thoroughfare, and each driveway is a danger to traffic flow. Major thoroughfares may range from two lane streets to expressways with six or more traffic lanes. As a general rule, parking should not be permitted on major thoroughfares.

Natural Paths

In North Carolina's Coastal Plain, natural paths are formed primarily by major rivers and their tributaries. These types of corridors serve as natural drainage ways and wildlife habitat areas. For planning purposes, natural paths provide opportunities for open space, greenway development, and alternative transportation routes for pedestrian and bicycle users.

3 Nodes

A node, also known as a "focus area," is a gathering place and, in most cases, an area of concentrated high intensity land uses. Although nodes are usually located where two or more paths intersect, a node may also be located at the core of a district. A town square is an example. A public park or village green could also be considered a node. A node often serves as a symbol of a district. Generally, nodes can be grouped into one of five categories: 1) Regional; 2) Community; 3) Intermediate; 4) Neighborhood; and 5) Employment.

Regional

This node is typically located at the crossing of major highways and serves as a major transit destination. The regional node usually occupies a large area of land and serves as a "sub-downtown." Regional nodes provide a significant concentration of jobs and have a higher intensity of land uses. Large office buildings, motels, and entertainment centers are appropriate here. Approximate floor areas for this type of node are 400,000 plus square feet. An example of a regional focus node in Greenville is the Colonial Mall area.

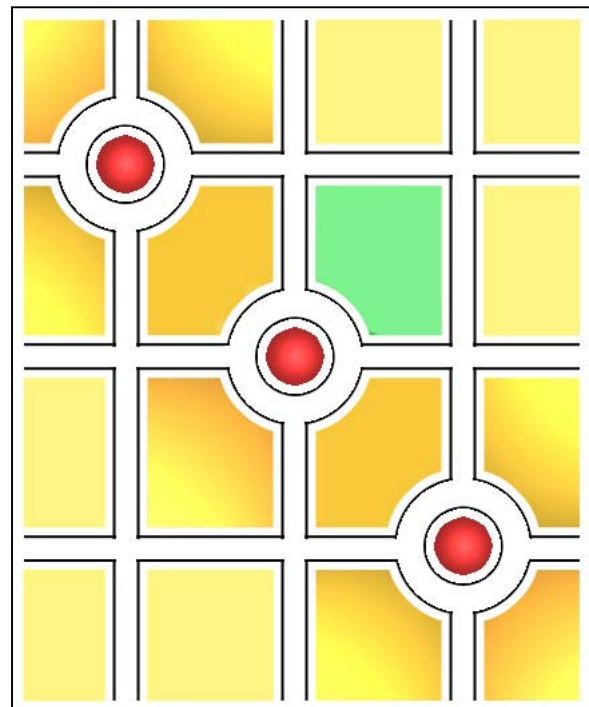


Illustration: Nodes

Community

Although a community node usually contains a major shopping center, the scale would not necessarily be as large or as intense as within a regional node. A community node would have a lower scale of architecture than a regional node. Public transit and pedestrian access are essential in community nodes and focus areas. Approximate floor areas for this type of node are 175,000 to 350,000 square feet. University Commons at Evans Street and Greenville Boulevard represents the size and scale of a typical community node.

Intermediate

The intermediate node contains shopping centers but they are not as large or as intense as a community node. These nodes are typically located on minor thoroughfares; tenants typically include specialty shops. Approximate floor areas are 50,000 to 150,000 square feet. An example of an intermediate node is Stanton Square at Stantonsburg Road and Arlington Boulevard.

Neighborhood

The neighborhood node is only found in neighborhoods and must be able to blend exceptionally well with the residential surroundings in scale and character. Quite often, a neighborhood node may consist of only a neighborhood grocery and possibly a few small specialty shops. Approximate floor areas are less than 40,000 square feet. Examples include the City Market in the Tar River Neighborhood and Fire Tower Crossing on Fire Tower Road.

Employment

The employment node is located in an area that has a very high concentration of employment. The area may or may not be located along a major thoroughfare; however, they are typically located near minor thoroughfares as a convenience to employees. The area may be an industrial area or a service/ education area. An example of an employment node is Pitt Memorial Hospital and the East Carolina University Brody School of Medicine and the Industrial Park.

4 Landmarks

A landmark is a prominent building or public site that is easy to find and provides a reference point. It is common to find landmarks located within a node, such as a courthouse in the middle of the town square. Other landmarks may be outside the City but are within view, such as a hill, island, fire tower, or water tower.

There are numerous landmarks within Greenville's planning jurisdiction. Some of the most significant landmarks include the following:

- ◆ Greenville Convention Center
- ◆ Downtown
- ◆ Pitt-Greenville Airport
- ◆ Sheppard Memorial Library
- ◆ Greenville Town Commons
- ◆ Pitt County Courthouse
- ◆ East Carolina University
- ◆ Pitt Memorial Hospital/ECU Brody School of Medicine
- ◆ Pitt Community College*

** Although Pitt Community College is in Winterville's planning jurisdiction, it is considered a Greenville landmark by many and has an impact on the city's development and urban form.*



Illustration: Landmarks

5 Edges

Edges help divide a City into distinct areas. Some districts have well defined edges which separate it from other areas of the City. Rivers and creeks provide clearly recognizable edges. Arguably, the most significant edge in a small city is the transition between the urbanized core of the city and the surrounding countryside. However, the sprawl of new development often disseminates the edge between urbanized and rural areas.

Within Greenville's planning jurisdiction, the most distinct edges are formed by the Tar River and its associated floodplain, the Memorial Drive corridor and adjacent neighborhoods, the boundary of Greenville's and Winterville's ETJ, and the US Highway 264 corridor. In addition, a generalized edge is formed by the City's developed areas and surrounding vacant land (the urban edge).

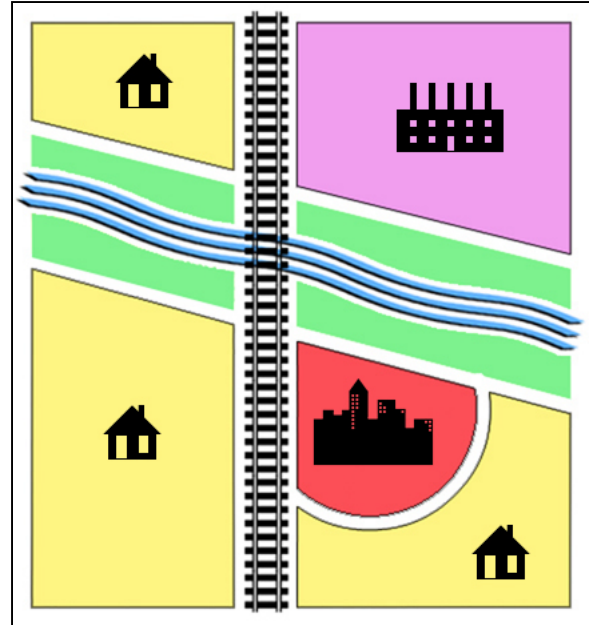


Illustration: Edges

Smart Growth

Contemporary planners often use the term “smart growth” to describe their long-range planning philosophy. In reality, the concept of Smart Growth is not a new idea. It is simply the blending of many sound, well-accepted, and time-tested planning principles for how communities should grow and function. Unlike “no growth” or “slow growth,” which seek to curb or prohibit development, Smart Growth recognizes that growth and development, if properly planned and directed, can benefit everyone. To do so, growth must be directed to areas that can support it, and must occur in ways that enhance our communities.

Here in North Carolina, Smart Growth enjoys broad support among planners, developers, builders, business leaders, environmentalists, academicians and government agencies. Among the leaders of the Smart Growth movement are the North Carolina Chapter of the American Planning Association and the North Carolina Smart Growth Alliance, who share the following goals:

- ◆ Create integrated transportation choices
- ◆ Protect community character and identity
- ◆ Build walkable communities
- ◆ Preserve our rural heritage and economy
- ◆ Protect a network of green space
- ◆ Enhance the civic realm
- ◆ Invest in existing neighborhoods
- ◆ Ensure affordable living
- ◆ Promote regional cooperation
- ◆ Build disaster-resistant communities
- ◆ Make development decisions predictable, fair, and cost effective

The Horizons Plan recognizes and supports the goals of these organizations. In addition, the Horizons Plan adheres to the following principles of Smart Growth as they relate to Greenville and the surrounding community:

1 Efficient Use of Resources

Smart growth supports the preservation of land and natural resources. These benefits result from compact building forms, in-fill development, and moderation in street and parking standards. Compact building patterns preserve land for City and neighborhood parks as well as open spaces, local woods, and wetlands. Compact development shortens trips, lessening dependence on the automobile, encouraging alternative means of transportation, reducing development cost, and therefore reducing levels of energy consumption and air pollution. Finally, a compact development pattern supports more cost-effective infrastructure than does low-density fringe development.

2 Full Use of Urban Services

The same frugality of land development supports efficient use of public and private infrastructure. Smart growth means creating neighborhoods where more people will use existing services like water lines and sewers, roads, and emergency services. Inefficient land use places a financial strain on communities when constructing and maintaining infrastructure needs.

Building compactly does not mean that all areas must be densely developed. Rather, the goal is an average density for the area, at a level that makes full use of urban services. Averaging allows for areas to have a mix of low-, medium-, and high-density development. Mixing densities to encourage efficient use of services also means requiring a high level of building and siting compatibility, encouraging neighborhoods to have both character and privacy.

Careful street sizing and the accommodation of some parking on streets reduces impervious surfaces and efficiently uses urban services by saving on land acquisition, construction, and maintenance costs. In short, streets should be sized for their use: lower density areas that have little through traffic are best served by slower, narrower streets, while transportation corridors that move district-wide traffic need wider travelways.

3 Mix of Uses

Locating stores, offices, residences, schools, and recreation spaces within walking distance of each other in compact neighborhoods with pedestrian-oriented streets promotes:

- ◆ Independence of movement and healthy exercise, especially for the young and the elderly who can conveniently walk, cycle, or ride transit;
- ◆ Safety in commercial areas, through around-the-clock presence of people;
- ◆ Reduction in auto use, especially for shorter trips;
- ◆ Support for those who work at home, through nearby services and parks; and
- ◆ A variety of housing choices, so that the young and old, singles and families, and those of varying economic ability may find places to live.

Mixed-use examples include a corner store in a residential area, an apartment near or over a shop, and a lunch counter in an industrial zone. The co-location of residential and commercial buildings has been prohibited based to a great extent on the functional and architectural incompatibility of the buildings. Using design standards, in tandem with mixed-use zoning, overcomes incompatibility. Additionally, limitations on commercial functions, such as hours of operation and delivery truck access, may be necessary. More fundamentally, to gain the full benefits of a mix of uses, buildings must be conveniently connected by streets, sidewalks, and pedestrian and cyclist paths. Otherwise, people will still be inclined or required to use cars, even for the shortest trips.



Illustration: Mixed-use Retail / Residential



4 Transportation Options

Transportation must be safe, convenient, efficient, and effective. These performance factors affect sidewalk and street design, placement of parking, and location of building fronts, doors, and windows. Well-designed bike lanes and sidewalks protect people from vehicle accidents. Orienting windows and doorways to the sidewalk increases awareness of street activity and the safety of the streetscape.

Convenience begins with a connected network of streets that provides alternative routes with reasonable walking distances between destinations. A properly designed network also promotes neighborhood safety by routing the heaviest traffic around neighborhoods, without sacrificing street connectivity.

Providing compact, mixed-use development connected by safe, convenient, and environmentally attractive networks of streets and paths promotes:

- ◆ Walking and cycling, as healthy, recreational, efficient, and cost-effective alternatives to driving;
- ◆ Less traffic congestion and air pollution;
- ◆ The convenience, density, and variety of uses necessary to support transit;
- ◆ A variety of alternative routes, thereby dispersing traffic congestion; and
- ◆ Lower traffic speeds, making neighborhoods safer.



Illustration: Intersection of major thoroughfares; street-width and building placement are not conducive to pedestrians



Illustration: Human-scaled intersection and streetscape; sidewalks, building placement and convenience of on-street parking encourage pedestrian activity.

5 Human-Scale Design

Community acceptance of compact, mixed-use development requires compatibility between buildings to ensure privacy, safety, and visual coherency. Similar massing of buildings, orientation of buildings to the street, the presence of windows, doors, porches, and other architectural elements, and effective use of landscaping all contribute to successful compatibility between diverse building types.

Human-scale design is also critical to the success of streets and paths as preferred routes for pedestrians, cyclists, and motorists alike. In general, smart street design considers the role of pedestrians along with that of vehicular traffic, emphasizing the quality of the walking environment. For instance, parallel parking may be considered a hindrance to vehicle flow, but, for pedestrians and shop owners, on-street parking is a benefit because it reduces speeding traffic and protects the sidewalks.

Designing streets that are balanced for pedestrians, cyclists, and motorists promotes the development of community through the informal meeting of neighbors. Neighborhood safety is improved, since neighbors can more easily come to know one another and watch over each other's homes.

6 Development Review

Greenville's ability to adopt smart growth principles will, of necessity, require a continual examination of its development review process. Effective use of Planned Unit Developments (PUD) can relieve some of the regulatory barriers for developers, as can adopting a flexible process for applying design review standards.

Location of Land Uses



Illustration: Central Business District

The purpose of this section is to describe the reasoning behind the location of land uses shown on the Future Land Use Plan Map. It should be noted that the land use plan depicts a desired or optimum pattern of land uses for vacant land as well as for developed land. For land areas that are already developed, the desired land use may not be consistent with the existing land use. In cases where the planning process resulted in a desired land use that deviated from the existing land use, preferred land use is indicated.

The following provides an example of a case in which an existing land use would not be indicated on the map: An industry might locate in an area that was considered "rural" ten years ago. As the years go by, development occurs, the City expands, and eventually the industry finds itself in an urbanized setting surrounded by residential development. This situation has resulted in a conflicting land use and zoning. In this case the existing land use of the industrial property is industrial but might be shown on the land use map as Office, institutional, & multi-family, a more suitable and compatible use for a residential area.

The City of Greenville has adopted "area-specific" land use plans for portions of the City. These areas include the Medical District and Environs, Arlington Boulevard-NC 43 South Corridor, the Tenth St.-University Area Corridor, Vision Area A (northwest portion of the City), and the Arlington Boulevard-Dickenson Avenue Corridor.

The land uses provided in the area-specific land use plans are by this revision incorporated and fully included as amended in the production of the City-wide land use plan. However, in some cases, minor deviations from originally-proposed land uses in the area-specific plans were necessary due largely to changes that have occurred in land use and/or zoning since the area plans were completed. This is expected since land use plans are not intended to be static documents and should be updated periodically as unforeseeable changes take place.

Generally, the land use plan was constructed based on the City's existing area-specific land use plans, the location of development variables, input of citizens, deliberations of the Planning Commission, and the goals and objectives specified in previous sections of this plan. The following provides a general description of land use by type:

1 Commercial

Commercial land uses are concentrated in the strip development fashion along Memorial Drive and Greenville Boulevard, in the Central Business District (CBD), and in nodes located in focus areas at and along the intersections of collector streets and thoroughfares. Although there was considerable effort to limit strip commercialization, commercial areas along Memorial Drive and Greenville Boulevard were predominately left unchanged, since in all probability these commercial uses are permanent.

Commercial nodes were placed at strategic locations on collector streets and thoroughfares. These commercial nodes will serve as community focus areas. It should be noted that the location and size of the commercial nodes included in the plan are not intended to be static. As the area surrounding the commercial nodes develop, larger node definitions and possibly

even shifts in location from one intersection to another may be warranted. In addition, as the commercial nodes located in the outlying areas of the City's planning jurisdiction develop, they should be buffered from surrounding areas by office, institutional, & multi-family and residential land uses or open spaces. Again, the exact size of the required buffer has not been predetermined. The required buffer width should be determined when the ultimate extent of the commercial node is known.

2 Conservation / Open Space

Conservation/Open Space land uses are typically located in areas that contain existing parkland, exhibit potential for flooding, or are deemed inappropriate for development due to physical or environmental limitations. Conservation/Open Space lands are also as buffers to separate areas that may have the potential to become conflicting land uses.

Conservation/Open Space buffers adjacent to industrial development should be maintained at a width based on the type of industry and its potential to create compatibility problems. Greenways and greenway connectors should be maintained to be consistent with the City's Greenway Comprehensive Plan.

The Future Land Use Map identifies certain areas for Conservation/Open Space uses. The map is not meant to be dimensionally specific, and may not correspond precisely with conditions on the ground. When considering rezoning requests or other development proposals, some areas classified as Conservation/Open Space may be determined not to contain anticipated development limitations. In such cases, the future preferred land use should be based on adjacent Land Use Plan designations, contextual considerations, and the general policies of the comprehensive plan.

3 Residential

Residential land uses have been divided into four separate land use categories based on associated variable residential densities. These categories include: Very Low Density, Low Density, Medium Density, and High Density Residential.

The location of residential land uses by density was based on existing residential development patterns, obstacles for development (i.e., floodplains, wetlands, etc.), and the location of infrastructure such as water, sewer, and the transportation network.

Generally, the areas that contained few obstacles for development were classified at higher densities than areas that possessed multiple obstacles for development. Along the Tar River, the transition from areas least suitable for development to areas most suitable for development can be clearly seen. The density of residential development gradually increases with distance from flood-prone areas near the Tar River, and parts of the south side of the Tar River. The dividing line that has been provided between the bands of Very Low Density and Low Density Residential land use near the river should not be taken literally. The dynamics of the floodplain are constantly changing, and an area that may be suitable for Low Density Residential development now may only be suitable for Very Low Density development in the future. Generally, high density residential land use is shown only in areas that have already developed or present limited obstacles for development.

4 Industrial

The land use plan supports the City's objective to locate the majority of industrial development north of the Tar River in the area designated as Greenville's Industrial Area and in the southwest quadrant in the southwest loop corridor. The only significant area where the land use plan supports new industrial growth is in these predetermined Industrial areas. All of the industrial areas indicated on the Land use Plan have been buffered with either Office, Institutional, & Multi-family or Conservation/Open Space land uses. Buffering has been provided to help prevent land use conflicts between industrial development and neighboring land uses. The width of the buffer should be based on the type of industry and its potential to create compatibility problems. It is not the City's intention to acquire land to be utilized as buffer areas, but rather to encourage industries to incorporate buffers into their zoning and development plans.

5 Office, Institutional, & Multi-family

Office, Institutional, & Multi-Family land uses have been located primarily in areas that have already been developed or require buffering to prevent potential conflicting land uses. For example, as stated above, Office, Institutional, & Multi-Family land uses have been located between commercial/industrial and lower density residential land uses throughout the City's planning area. In addition, Office, Institutional, & Multi-Family land uses have been utilized along transportation corridors to help preserve carrying capacity and to serve as a buffer from the roadway. Large concentrations of additional Office, Institutional, & Multi-Family land uses have been located to support the Medical District objectives.

The Mixed Use category was extended down both sides of Martin Luther King Jr. Drive in the West Greenville area because of the need in this area for redevelopment and urban renewal. In the absence of an adopted Redevelopment Plan, the Mixed Use category was expanded from the Central Business District to include the portion of the West Greenville neighborhood east of the CSX Railroad and historically commercial areas along Martin Luther King, Jr. Drive.

6 Medical

The Medical land use categories include: Medical District Core, Medical Transition, and Medical Office. These land uses have been located based entirely on the City's existing Land use Plan for the Medical District and past zoning actions. This plan was adopted in November, 1993, and involved an extensive citizen participation process much like that conducted for this City-wide land use plan.

Location Summary

The Land Use Plan Map generally supports the following:

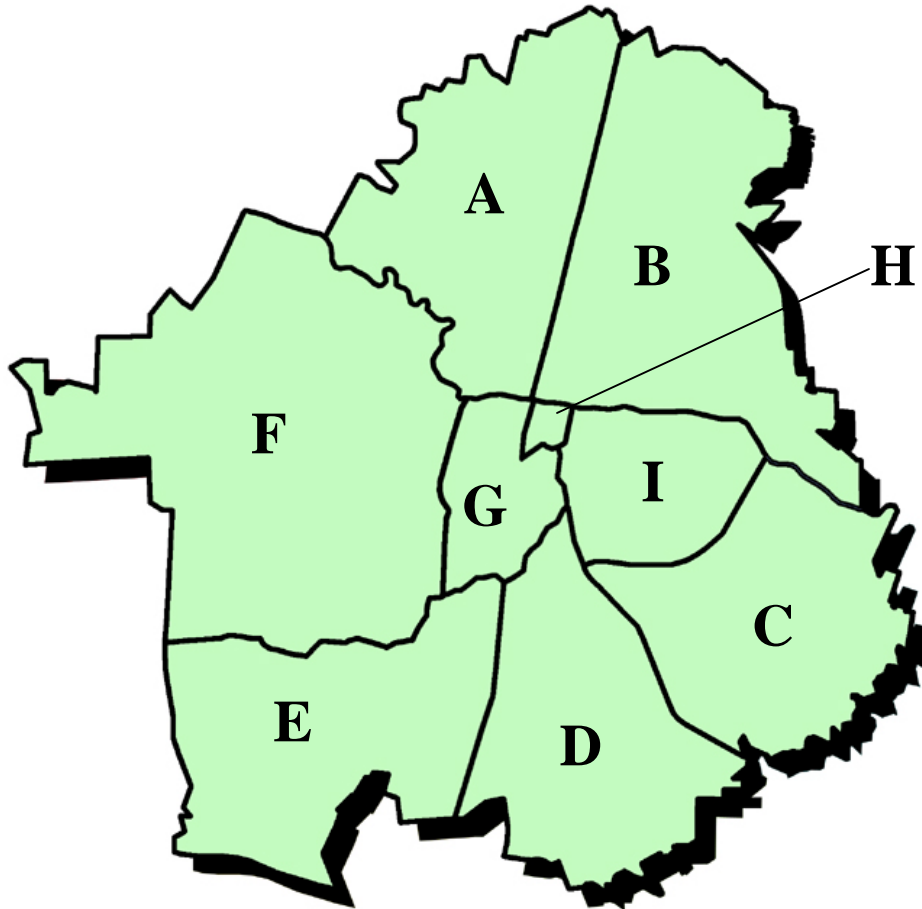
- ◆ General support for the Medical District and Environs, Arlington Boulevard-NC 43 South Corridor, the Tenth St.-University Area Corridor, Vision Area A (northwest portion of the City), and the Arlington Boulevard-Dickenson Avenue Corridor Land Use Plans.
- ◆ Prohibit higher residential densities in areas that have severe development limitations, such as floodplains or other environmentally sensitive areas.
- ◆ Expansion and interconnectivity of the greenways network.
- ◆ Creation of well-defined employment areas.
- ◆ Protection and buffering of existing residential areas.
- ◆ Protection of the swamp forest along the Tar River across from the Town Common.
- ◆ Commercial development focused at nodes, rather than strip commercial development.
- ◆ Restriction of development within floodplain areas.
- ◆ Provision of commercial nodes at major intersections.
- ◆ Limited commercial development along thoroughfares outside of focus areas.
- ◆ Buffering of commercial and industrial areas with either greenways or office/institutional/multi-family.
- ◆ Interconnectivity of commercial, office/institutional, and residential development.

Vision Areas

The Future Land Use Plan paints a comprehensive picture of how the entire community should develop over time. To help achieve this long-term vision, the city and its planning jurisdictions have been divided into nine planning regions, called **Vision Areas**. Each Vision Area is a collection of districts, nodes, paths and landmarks, separated by natural and man-made edges such as rivers, railroad tracks and major thoroughfares. By planning at the Vision Area level, the City is able to achieve a finer level of detail and precision in directing the location, type, and intensity of land uses within each planning region. The Implementation section of this document contains specific management actions for each Vision Area.

Identified Vision Areas include:

- A** Northwest
- B** Northeast
- C** East
- D** South
- E** Southwest
- F** West
- G** West Central
- H** Central
- I** East Central



Land Use Categories

The City of Greenville's Land Use Plan includes twelve separate land use categories. Included in these twelve categories are four residential categories of varying densities, three categories specific to the medical district, and one category for each of the following: conservation/open space, office/multi-family, mixed use downtown, industrial, and commercial. Each of these land use categories has associated zoning districts. These zoning districts specify the allowable uses for each of the land use categories.

It should be noted that the City's Future Land Use Plan Map covers the Greenville Water Service Area and an area that extends up to two miles outside the City's Extraterritorial Jurisdiction (ETJ). It is necessary for the City to have a plan for the area outside the existing ETJ in case Greenville pursues ETJ expansion. It should also be noted that the land use map has and will be amended to reflect changes and actions made by the City Council since its original adoption in 1997. The following provides a complete list of the land use categories utilized in the land use plan and the zoning districts that comprise each category:

Land Use	Zoning Districts
Conservation / Open Space	CA overlay
Residential, Very-Low Density	RA-20 (no sewer)
Residential, Low Density	RA-20, MRS, R-15S
Residential, Medium Density	R-6S, R-6A, R-9, R-9S
Residential, High Density	R-6, R-6MH, MR
Office / Institutional / Multi-family	O, OR
Office / Institutional / Medical	MO
Medical Transition	MS
Medical Core	MI
Mixed Use / Office / Institutional	CDF
Commercial	CD, CG, CN, CH, MCG, MCH
Industrial	IU, PIU, I, PI

Plan Elements

In order to achieve a comprehensive vision for the future of Greenville, it is important to understand the various forces and functions within the community that contribute to its overall development and character. People make decisions about where to live, where to work, where to shop, and how to spend their leisure time. They desire a clean, safe, attractive community with access to good schools, good jobs, and healthy neighborhoods. They also create demands on the City for water, sewer, roads, energy, police and fire protection, and other services. All of these things must be carefully coordinated in order to achieve an efficient, attractive, cohesive and sustainable community.

The **Plan Elements** section of the Horizons Plan examines the various forces and functions that shape Greenville's development, and establishes goals, objectives, and policy statements to guide future decision-making in each area.

The Plan Elements include:

- H** Housing
- M** Mobility
- E** Economy
- RP** Recreation & Parks
- CF** Community Facilities
- U** Utilities
- EQ** Environmental Quality
- CC** Community Character
- UF** Urban Form & Land Use

Housing

Objectives

H1. To encourage a variety of housing choices through preservation, rehabilitation, code enforcement, and new development.

H2. To encourage quality in the design and construction of new dwellings and multifamily structures.

H3. To discourage insensitive new construction and encourage demolition of unusable units.

H4. To encourage the restoration and preservation of historic residential properties.

H5. To improve and revitalize existing neighborhoods.

H6. To increase the supply of affordable rental housing for lower income families, particularly families with children using support services.

H7. To increase the supply of owner and rental housing available to low- and moderate-income persons.

H8. To improve, preserve, and develop residential areas for persons of low- and moderate-income.

H9. To increase housing opportunities for the elderly.

H10. To seek innovative ways of assisting families to avoid home foreclosure.

H11. To increase downtown housing.

H12. To provide transitional housing.

H13. To increase the quality and quantity of shelters for homeless people.



H14. To assist low-income homeowners with energy-related housing rehabilitation.

H15. To partnership with others to provide affordable housing for special needs populations.

H16. To encourage home ownership.

H17. To encourage innovative ways of buffering multifamily housing from single-family development.

H18. To identify innovative pre- and post-home ownership programs for low-income home buyers and home owners.

GOAL

To ensure an adequate supply of good-quality, affordable housing to meet the needs of all Greenville's citizens.

Policy Statement

The City recognizes that its residential neighborhoods are the lifeblood of the community, and that good quality, affordable housing is integral to a healthy neighborhood environment. To that end, the City will continue to make housing opportunities available throughout the City to low- and moderate-income families. The City will support the efforts of nonprofit organizations to address housing needs in Greenville. The City recognizes that local governments will be required to take increasing responsibility for addressing housing needs in the future.

The City will encourage the rehabilitation of substandard units and the development of vacant lots, and will encourage the preservation, renovation, code enforcement, and rehabilitation of its older housing stock. The City should require that quality design and appearance be important factors in the review of low- and moderate-income housing developments.

The City will support and encourage residential development in the downtown area. The City will discourage leapfrog development and will encourage infill development and development adjacent to the existing city limits. The City will require all new subdivisions to be buffered adequately from incompatible land uses and will insure that adequate land is available (appropriately zoned) to meet future housing needs.



Illustration: High-density townhomes in urban setting

Residential Density		
Maximum density allowed by Zoning District based on average of 2.67 persons per dwelling unit		
High Density		
R6 R6-N R6-MH OR CDF	17 units per acre yields 45 persons per acre	
PUD	12 units per acre yields 32 persons per acre	
Medium Density		
R6-A	9 units per acre yields 24 persons per acre	
R6-S	7 units per acre yields 19 persons per acre	
R9	6 units per acre yields 16 persons per acre	
R9-S	5 units per acre yields 13 persons per acre	
Low Density		
RA-20 MRS	4 units per acre yields 11 persons per acre	
R15-S	3 units per acre yields 8 persons per acre	

Illustration: Maximum allowable density in Residential Zoning Districts

Mobility

Objectives

- M1.** To reduce existing traffic congestion and safety problems.
- M2.** To ensure that new development improves, not worsens, traffic and safety concerns, and is sensitive to environmental concerns.
- M3.** To ensure adequate roads to service future development.
- M4.** To preserve and protect existing and future residential neighborhoods.
- M5.** To provide safe, convenient, and efficient opportunities for pedestrian and bicycle movement.
- M6.** To coordinate the transportation plans of the City, ECU, and the University Medical Center of Eastern Carolina – Pitt County.
- M7.** To preserve quality air service to the Greenville area.



- M8.** To facilitate safe, convenient rail service that meets the existing and future needs of industry and the traveling public.
- M9.** To improve the public mass transportation system.
- M10.** To improve transit connections / services between neighborhoods and major activity centers.
- M11.** To improve public transportation for senior citizens.
- M12.** To develop alternative transportation system (to include walkways and bikeways).

GOAL

To provide safe, efficient, reliable, environmentally sound, and economically feasible transportation into and within Greenville.

Policy Statement

The City shall improve the operation of the thoroughfare system by facilitating the construction of new roadways and the improvement and expansion of existing thoroughfares. The City will share in the cost of constructing new thoroughfares once adequate funding sources are developed.

The City shall seek to avoid routing undesirable traffic through neighborhoods and increasing traffic within acceptable capacity (Level of Service) along local streets. In newly developing areas, the City shall develop a collector roadways system that provides access to all new neighborhoods, supports the thoroughfare system, and provides for the efficient provision of public services. The City shall assure that "intracity traffic" will have travel routes around the periphery, rather than through the City.

The City shall ensure that public transit links all areas of the City with major employment and commercial centers as well as the University and major apartment complexes and shall ensure service levels that encourage greater use of public transit. The City shall provide transit service which is accessible to all citizens within the service area, with special provisions for the elderly and handicapped. The City will provide benches and bus shelters for the safety and convenience of transit users. The City will adopt policies that support land use patterns that promote the use of public transportation.

The City shall create an ongoing process for coordinating transportation planning with East Carolina University and the University Medical Center, including road improvements, public transportation, parking, bike facilities, and pedestrian ways.

The City shall continue to require sidewalks along streets in new developments. The City shall provide additional pedestrian facilities in targeted areas of existing development. The City will adopt policies that minimize walking distances and encourage pedestrian movement. The City shall include bicycle facilities in the design of roadway improvements and new construction projects.



Illustration: Traffic congestion



Illustration: Single-occupancy vehicle pattern



Illustration: High-occupancy transit pattern

Economy

Objectives

- E1.** To create conditions favorable for healthy economic expansion in the area.
- E2.** To attract new industry and businesses which strengthen Greenville’s role as a regional center.
- E3.** To strengthen manufacturing industries by developing smaller support businesses through the aid of economic, professional, and technical resources.
- E4.** To involve the minority community in various aspects of economic development.
- E5.** To accommodate increased demand for air travel by ensuring first-class access to the national air transportation system.
- E6.** To ensure a rail transportation system that meets freight and passenger needs.
- E7.** To increase tourism in the region.
- E8.** To promote, develop, and market existing local museums (i.e., cultural heritage museum), galleries, festivals, and other recreational and cultural attractions.
- E9.** To develop new opportunities for residents and visitors by supporting such amenities as greenways, the public golf course, dining and entertainment establishments, and other public recreational activities.

E10. To consolidate County and municipal functions where such consolidation improves services and maximizes resources.

E11. To improve cooperation, communication, and coordination among all levels of business, education, and government.

E12. To revitalize the downtown area.

E13. To ensure excellent public schools.

E14. To encourage healthy economic development.

Policy Statement

The City of Greenville will make economic development an important priority in the coming decade. The City realizes that an economic development program should not simply react to short-term cycles in the economy – it must become an integral part of Greenville’s planning, policies, and operations.

The City will continue to advocate major projects such as the establishment of a medical research and development park. The City will continue to improve zoning, building, health, fire codes, and building permit and inspection procedures. The City will educate the public on the benefits of doing business in Greenville.

The City recognizes that economic growth is linked to quality of life concerns. The City will continue to support the educational facilities within Pitt County. The City will maintain a high quality environment through ordinance enforcement and the development of new regulations designed to increase community liveability.



Greenville Convention Center

GOAL

To provide a healthy, diversified, expanding economy that provides jobs for all of Greenville’s residents in a truly livable setting.

Recreation & Parks

Objectives

- RP1.** To provide park and open space opportunities in all neighborhoods.
- RP2.** To provide a diversity of recreational experiences to all residents.
- RP3.** To provide residents with opportunities for new recreational experiences.
- RP4.** To promote, preserve, and protect Greenville's natural environment.
- RP5.** To increase access to and use of recreational facilities at City parks and public schools.
- RP6.** To increase the public awareness and utilization of the Tar River.
- RP7.** To continue the construction of greenway projects in the City.
- RP8.** To continue to acquire more open space for the enjoyment of citizens.
- RP9.** To expand recreation infrastructure (i.e., sidewalks and bike paths).
- RP10.** To require dedicated park/recreational facilities for all new development.
- RP11.** To develop/provide for a variety of recreation facilities and programs for people of all ages.



Policy Statement

The City shall ensure that residents shall have access to open space and recreation areas close to where they live. The City shall provide the type of recreational opportunities its residents want and need. Parks shall provide activities and programs for all ages and abilities. Environmental protection shall be an important component of parkland acquisition and development. The City shall continue to explore new ways of financing parkland acquisition and development.

GOAL

To provide a balanced system of recreational facilities and activities that contribute to the well-being of Greenville residents, to the attractiveness of Greenville neighborhoods, and to the social, economic, and environmental health of the City.

Community Facilities

Objectives

CF1. To continue to develop a stronger, more comprehensive Fire and Rescue training and safety program for improved Departmental functioning and community service.

CF2. To provide firefighting facilities which offer maximum protection and services to the citizens of Greenville.

CF3. To increase interaction between the Police Department and citizens, in order to increase mutual respect, understanding, and support.

CF4. To provide efficient, cost-effective facilities for Police Department Operations.

CF5. To ensure safe, liveable neighborhoods.

CF6. To ensure that quality, affordable child care is available to all Greenville residents who seek it.

CF7. To increase support for career-related youth organizations.

CF8. To enhance the image of vocational programs for non-college bound youth and adults.

CF9. To prepare individuals to meet their personal career goals and the employment needs of business, industry, government, and educational institutions.

CF10. To support agencies in their efforts to eliminate illiteracy in Greenville and Pitt County.

CF11. To educate the public that education is an investment in human resources and the future of the City.



CF12. To create an image of Greenville education as being known for its commitment to quality.

CF13. To increase communication and joint planning efforts between the Pitt County School System and the City of Greenville.

CF14. To develop programs to enhance community arts such as performing arts center or children's museum.

CF15. To increase the number of police substations.

GOAL

There are extensive volunteer and support groups operating throughout Greenville. In addition, the City strives to provide quality community services in an efficient, cost-effective manner for the health, safety, and betterment of Greenville's citizens.

Policy Statement

The City acknowledges the important link between quality services and quality of life. The City recognizes that high quality services are necessary to promoting economic development. The City will continue to improve its police, fire, and administration services. The City will continue to enhance and expand its library system. The City of Greenville will do all it can to support education at all levels within the community. The City recognizes the importance of education to its economic development efforts, and the relationship between the quality of life and educational opportunities. The City recognizes that investment in education is an investment in the future and that institutions of higher education will help fulfill job creation efforts. The City should take a more active role in promoting Greenville as an educational center. The City will support programs which deal with after-school care of children and high school students. The City also recognizes the importance of affordable, quality childcare.



City of Greenville, Police-Fire/Rescue Building



Sheppard Memorial Library



Pitt Community College

Utilities


Objectives

- U1.** To ensure that GUC and City Council work together to achieve common goals.
- U2.** To ensure that GUC plans are coordinated with the City’s Comprehensive Plan.
- U3.** To develop GUC-wide strategies aimed at improving its role as a catalyst for economic development in Greenville and Pitt County.
- U4.** To plan, provide, and maintain facilities adequate for continuing growth.
- U5.** To ensure that GUC development standards are reviewed with City standards so that costs of development remain reasonable.



Policy Statement

The City of Greenville and GUC shall endeavor to guide development in coordination with the availability and location of utility services. The City would prefer that water and sewer services not be extended to properties outside the City’s planning jurisdiction, with the exception of provision of services to major economic development projects. The City of Greenville will coordinate with other agencies on growth and expansion of utilities with respect to type of development, size, and location of facilities.



All utilities for the City of Greenville, including water, sewer, electricity and gas, are provided by the Greenville Utilities Commission (GUC). GUC’s board of commissioners are appointed by the Greenville City Council. Greenville is one of only two cities in North Carolina with a semi-independent utilities commission.

GOAL

To provide adequate utility services which meet the physical, economic, and environmental needs of Greenville’s citizens and industries.

Environmental Quality

Objectives

- EQ1.** To protect the City's water resources by preserving and maintaining water quality buffer zones.
- EQ2.** To preserve the integrity of water resources by minimizing disturbance of environmentally sensitive areas.
- EQ3.** To preserve open space through the use of innovative site planning and subdivision design.
- EQ4.** To reduce negative impacts to water quality by innovative site planning and the use of best management practices (BMPs).
- EQ5.** To incorporate water quality considerations into the City's development regulations.
- EQ6.** To ensure flexibility in meeting the federal rules for stormwater control that are anticipated in the future.
- EQ7.** To develop and implement an integrated City policy addressing the use and management of local wetlands.
- EQ8.** To protect the water conveyance and storage capacity of the floodway and floodway fringe.
- EQ9.** To ensure that the natural functions of floodplains are preserved.
- EQ10.** To preserve floodplains as areas for wildlife habitat and wildlife corridors.
- EQ11.** To reserve areas of the floodplain for open space corridors and greenways.
- EQ12.** To protect the City's air quality by reducing dependence on automobile travel through sound transportation planning.

EQ13. To encourage litter control and community-wide cleanup.

EQ14. To enhance the City's air quality by protecting trees and open spaces, and ensuring pollutant emission abatement through good site planning and permit compliance.

EQ15. To limit light pollution from high-intensity and/or upward-casting light sources.

EQ16. To implement a comprehensive hazardous materials policy that addresses the identification, use, storage, and disposal of hazardous toxic materials.

EQ17. To promote long-term preservation of environmental quality with a recognition that environmental change occurs.

GOAL

To protect, preserve, and enhance the quality of the City's water resources.

To manage the discharge of storm water in an environmentally sound and economically feasible manner.

To preserve and enhance wetlands and floodplain areas.

To protect, maintain, and enhance the City's air quality.

To provide for the safe, efficient, equitable, and environmentally sound management and disposal of the City's solid waste.

To ensure the proper management, containment, and disposal of hazardous waste in order to protect public health, safety, and the environment.

Policy Statement

Stormwater Control

Stormwater management is a critical element in maintaining and improving the overall quality of the City's water resources. The City will take actions to manage the effects of stormwater discharge from new development in a manner which is effective, economical, aesthetically and environmentally acceptable, and financially equitable. The City will encourage innovative development design which maximizes preservation of open space and the integrity of the existing drainageways. Greenville should assume a leadership role in the development of a progressive stormwater management strategy. This proactive approach will ensure that the City is positioned to meet future, more stringent state and federal regulations for controlling stormwater discharges.

Water Quality

Water quality is an important concern to the City of Greenville. The City will take actions to improve the quality of its water resources and to prevent further water quality degradation. Greenville's growth now and into the future should be compatible with its natural geography. Natural vegetation, topography, and the character of drainageways shall be respected. The integrity of water bodies and their associated landforms shall be maintained to the greatest extent possible. Impervious surfaces should be minimized. The City's wetlands, floodways, and undisturbed floodplains shall be protected. These waterbodies should be preserved as open spaces.



Wetlands

The wetlands of Greenville are sensitive and vital natural resources that provide valuable functions to the human and natural environment. It is vital that Greenville ensure protection of its wetland resources by discouraging activities in wetlands and adjacent sites that may adversely affect these areas. The City should encourage the restoration of previously altered wetlands and the creation of new wetlands where appropriate. The City of Greenville will adopt a policy of no net loss of wetlands. The City believes that development in wetlands should be avoided whenever possible. To achieve a no net loss objective, mitigation strategies shall be employed to the fullest extent possible. Avoidance and minimization of impacts should be the primary objective in the management of wetland resources. When wetland loss is otherwise unavoidable, mitigation shall include the acre-for-acre replacement of the same or better type of wetland that provides the environmental benefits that are lost because of the land-disturbing activity. Wetland "banking" (purchase or preservation of existing unaltered wetlands as mitigation for wetland alteration) is desirable but is not sufficient to sustain a no-net-loss policy.

Floodplain

The functions and values of floodplains, along with the physical risks of development in these areas, are clear indicators that effective land use management practices are critical to the future well-being of the City. It will be the policy of the City of Greenville to prohibit development within the floodway and to discourage development in undisturbed areas within the 100-year floodplain. The City should reserve undisturbed floodplain areas for low-intensity uses such as open space corridors, greenways, and wildlife habitat.





Air Quality

Good air quality is essential to community health and well-being. The City's economic growth must not come at the expense of environmental quality, especially clean air. Thus, recruitment of new industry to Greenville shall be targeted at those companies with a proven record of environmental management and a favorable history of air quality permit compliance. Greenville should assume a leadership role by cooperating with local industry in the development of an air quality management strategy. The City will enhance existing air quality by maintaining trees and green spaces whenever possible, and by supporting private and non-profit tree planting programs.

Solid Waste Management

The City of Greenville will cooperate with other municipal and state agencies in promoting recycling and reducing the use of nonrecyclable materials. The City, through its Department of Public Works, will continually investigate and utilize appropriate new technologies and programs that will help meet its solid waste goal.

Hazardous Waste Management

The City will cooperate with state and federal agencies in ensuring that hazardous waste regulations are fully implemented. Should accidents involving hazardous waste or materials occur within the City, the City will take remedial action to contain such an accident and seek assistance from state and federal agencies for restoration activities. The City supports the location of industries with proven environmental management programs that provide for the proper handling, recycling, and disposal of hazardous wastes.

Hurricane Floyd

In September 1999, Greenville and Eastern North Carolina suffered severe flooding in the wake of Hurricane Floyd. Already swollen from a recent tropical storm, the Tar River and its tributaries overflowed their banks and flooded vast areas of the city. When the flood waters finally receded weeks later, Greenville and its residents were left with a disaster of historic proportions: more than 1,800 structures damaged at a cost of more than \$90 million.



With the help of state and federal disaster relief agencies, the City of Greenville established the Flood Recovery Center, purchased more than 260 flooded properties, and helped to permanently relocate hundreds of Greenville residents away from flood-prone areas.



Community Character

Objectives

- CC1.** To protect and preserve canopy trees.
- CC2.** To foster cooperation between public agencies involved in development activities (the City, GUC, NCDOT, etc.) so that tree planting and preservation is made a high priority.
- CC3.** To restore the historic character of downtown.
- CC4.** To create a closer physical and economic link between ECU and downtown.
- CC5.** To encourage new office and service uses in the downtown area.
- CC6.** To promote residential development as part of mixed-use projects downtown.
- CC7.** To encourage preservation of historic buildings and areas.
- CC8.** To discourage demolition and incompatible use of historic and cultural resources.
- CC9.** To increase neighborhood livability and property values by preserving and enhancing historic areas.
- CC10.** To encourage participation in historic preservation efforts.
- CC11.** To ensure that new development in historic areas is compatible in style, scale, and character with existing development.



Downtown Greenville, c. 1940s

GOAL

To provide for a truly green Greenville by ensuring tree-lined streets and shady residential neighborhoods; by preserving large trees on all public and private property; by incorporating trees in all public and private development; and by retrofitting existing development with trees and landscaping.

To preserve, protect, promote, and enhance the historic and cultural resources of the City.

To enhance the appearance of all areas of the City.

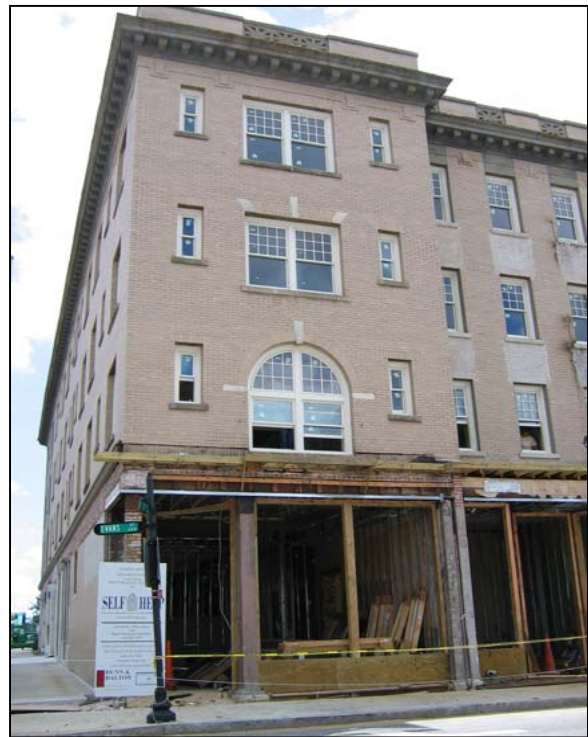
Policy Statement

The City recognizes the many and varied benefits provided by trees in the urban setting. The City encourages the preservation of significant existing trees and believes that tree removal should be mitigated by tree replacement whenever possible. It shall be the policy of the City of Greenville to ensure that trees are included in the plans for new development to the extent feasible. Tree planting along new and improved thoroughfares will be a special concern.

The City of Greenville recognizes the economic, social, and cultural value of its historic neighborhoods and properties. The City supports efforts and projects that preserve and enhance these resources. In general, the City will not support and will discourage projects and activities that detract from the character of historic resources. In all cases, project impact on historic resources must be minimized to the extent feasible. The City will target public funds for historic preservation activities. At the same time however, the City will look for increased private sector participation in such activities to fully address historic preservation needs and objectives.

The City supports and encourages reinvestment and rehabilitation activities in the downtown area and will support and encourage redevelopment activities which are compatible with the traditional character of downtown.

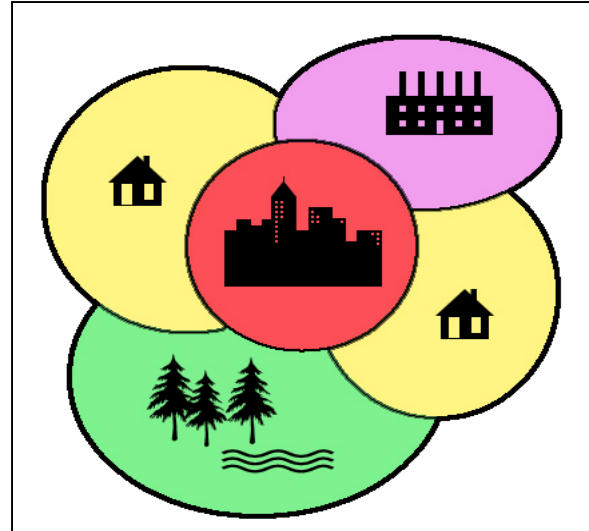
The City will make community appearance and city beautification an important priority and rely on the Community Appearance Commission established in April 1979. The City will encourage high quality design in all new development – both public and private. Aesthetics, in addition to function, will be considered in project review.



Urban Form & Land Use

Objectives

- UF1.** To encourage affordable housing options.
- UF2.** To encourage a mixing of land uses.
- UF3.** To encourage a diversity of housing options.
- UF4.** To discourage development in flood hazard areas.
- UF5.** To preserve open spaces and sensitive natural areas through the use of conservation area (CA) zoning or through the dedication of greenway easements.
- UF6.** To preserve neighborhood livability.
- UF7.** To encourage infill development and discourage “leap frog” development.
- UF8.** To enhance the appearance of highway and gateway corridors.
- UF9.** To ensure smooth traffic flow.
- UF10.** To provide transitional zoning between focus areas.
- UF11.** To expand public transit to serve new residential areas and focus/employment areas.
- UF12.** To preserve historical and cultural properties, landmarks, and districts.
- UF13.** To encourage preservation of prime farmlands.
- UF14.** To provide additional recreation land and opportunities in proximity to residential areas.



- UF15.** To annex land and extend the ETJ when feasible.
- UF16.** To discourage additional mobile / modular home sales lots along gateway corridors.
- UF17.** To prohibit “strip development” along collector and thoroughfare streets.
- UF18.** To encourage “planned center” type development.
- UF19.** To encourage inter-jurisdictional Greenville/Winterville/County, etc., land use planning coordination.
- UF20.** To concentrate higher intensity uses in employment and focus areas.

GOAL

To provide for the wise, efficient, equitable, and environmentally sound use of the City’s limited land resources.

Horizons

UF21. To provide transition buffers and/or zoning between incompatible land uses.

UF22. To ensure proper size of and spacing between focus areas.

UF23. To allow rezonings in accordance with the Future Land Use Plan Map recommendations.

UF24. To encourage adaptive reuse of vacant non-residential buildings.

UF25. To utilize cluster and planned unit development concepts.

UF26. To improve and ensure auto and pedestrian access and circulation between developments and subdivisions.

UF27. To reduce dependence on the thoroughfare street system.

UF28. To discourage single access subdivisions.

UF29. To ensure that new development has adequate north/south and east/west transportation connections.

UF30. To discourage undesirable “cut through” traffic in subdivisions and developments by the use of circuitous street routes, multiple stop conditions, and other design options.

UF31. To rectify groundwater contamination.

UF32. To adhere to the goals and policies of the All Hazard Mitigation Plan incorporated by reference.

UF33. Tar River Floodplain Redevelopment Plan:

- ◆ Increase conservation/open space along the Tar River corridor.
- ◆ Unless the finished floor elevation of a living unit is at the 500-year flood elevation or greater, relocate high density residential uses to areas outside the 100-year and 500-year floodplain boundaries.
- ◆ Unless the finished floor elevation of a living unit is at the 500-year flood elevation or greater, relocate medium density residential uses to areas outside the 100-year and 500-year floodplain boundaries.
- ◆ Unless the finished floor elevation of a living unit is at the 500-year flood elevation or greater, designate previously medium density residential uses located outside the 100-year floodplain but within the 500-year floodplain boundary to low density residential.
- ◆ Unless the finished floor elevation of a living unit is at the 500-year flood elevation or greater, designate previously high, medium, and low density residential uses located within the 100-year floodplain to very low density residential.
- ◆ Expand the Airport Road / Highway 11, Stokes Highway, and Old Creek Road / US 264 commercial focus areas.
- ◆ Expand the industrial employment / focus areas adjacent to existing industrial zoning and planned industrial park areas.
- ◆ Designate previously low and very low density residential uses located on uplands (outside 500-year floodplain boundary) to medium density residential.



Illustration: Flooded homes in the East Meadowbrook neighborhood, September 1999

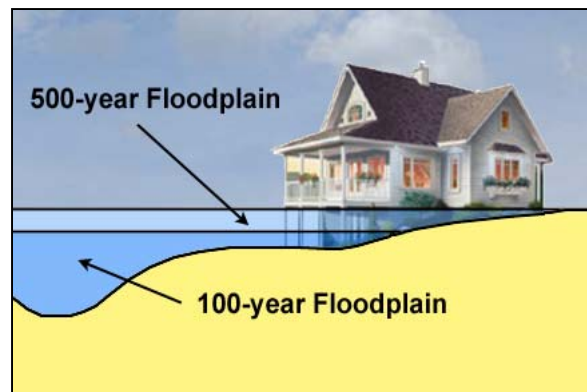


Illustration: Finished-floor elevation at or above 500-year flood level

Policy Statement

1 Natural Corridors

1(a). The disturbance of environmentally sensitive areas should be minimized by requiring site plans, subdivision plans, and other development proposals to identify inventories of natural features. It is important that developments identify unique or significant natural features and vegetation, including mature trees and tree stands, and incorporate means to preserve these features within site plans.

1(b). Watercourses, floodways, and undisturbed floodplains should be protected as natural areas. An undisturbed floodplain helps preserve trees and wildlife habitats, decreases erosion, improves water quality, provides natural absorption of runoff, and plays a critical role in stormwater management.

1(c). Degraded or altered natural corridors should be reclaimed and the natural functioning of these areas restored where feasible.

1(d). Each citizen should have access to open space in the neighborhood in which he or she lives and works. It is critical that open spaces, parks, and greenways be an important part of Greenville's overall development pattern. Greenways, in particular, should provide a continuous system of open spaces which provide pedestrian links between neighborhoods, focus areas, and employment centers.



1(e). The Tar River and its floodplain should be protected as a regional open space resource. Much of the floodplain of the river is still undeveloped and provides important wildlife habitat and water quality benefits. This area has the potential to become the core of a regional greenway system. Undisturbed areas of the floodplain should be preserved for wildlife and open space uses.

2 Transportation Corridors

2(a). The overall street pattern for major routes should be in the form of an "expanded grid." Corridors which radiate from the center of the City should be the most intensely developed, and should serve as future transit corridors. Cross-town, connecting thoroughfares should link these radial roads into an "expanded grid."

2(b). Major transportation corridors should have wider outside lanes. To provide necessary room for safe travel for bicycles and stopping areas for buses, certain corridors should be designated for these uses, and three to five feet of width should be added to outside lanes.

2(c). All roads should be planted with street trees. Greenville's image should be enhanced with a comprehensive tree planting program for every major roadway, and through the protection and preservation of significant stands of existing trees along or adjacent to these major roadways.

2(d). Transportation corridors should be more than just road facilities. They should reflect an overall character or design. Streets in Greenville should be classified in a hierarchical system similar to the following design types: Limited Access Facilities, Gateway Thoroughfares, Connector Streets, Residential Collectors, and Local Streets.

2(e). Land uses and building character should reflect the hierarchical classification. Regulations controlling development density and building height and bulk should be consistent with the nature of the adjoining roadway.

2(f). *Limited Access Facilities* – The purpose of these highways should be to facilitate the smooth flow of high-speed traffic to and around the City. Access to these roadways should be very severely restricted. These

corridors should provide drivers with a sense of uncluttered open space. Woodland and farmland are deemed appropriate uses adjacent to limited access facilities. Industrial uses are also acceptable providing these are screened from the highway. Large scale employment uses such as office parks and research facilities would be acceptable uses at controlled intersections along limited access highways. Signage should be very strictly controlled.

Along the Southwest Bypass, commercial uses should be limited to focus areas. Office and employment uses can adjoin the corridor (provided these are accessed from other roadways), but these must retain or provide enough vegetation to be screened from the highway. Residential uses are appropriate adjoining the corridor, but should retain existing vegetation to provide a visual screen. Agricultural and outdoor recreational uses are appropriate in the corridor, but should retain trees along the highway when feasible.

2(g). *Gateway Corridors* – These major transportation corridors should be carefully designed and developed to reflect their importance as entranceways to the City. Since these thoroughfares will ultimately be four or five lane facilities carrying large volumes of high-speed traffic, adjoining land uses should be planned accordingly. A variety of intense, large-scale uses could appropriately be developed in these corridors; however, curb cuts should be strictly controlled to facilitate smooth traffic flow. A uniform landscaping plan, applicable to all gateway corridors, should be developed. Canopy trees should be utilized whenever feasible. Attractive, uniform signage should be required.

2(h). *Connector Corridors* – Connector corridors can be either residential or nonresidential in nature. These roads are designed to carry high volumes of moderate speed traffic through and across the City. A variety of intense land uses could appropriately be developed along connector thoroughfares; however, the size and scale of development should be somewhat less than that along gateway thoroughfares. Curb cuts should be strictly controlled to facilitate traffic flow. Connectors should be designed to accommodate public transit and nonvehicular traffic. Sidewalks should be included in the design of the street. A planting plan to include

canopy trees should be developed for all connector corridors. Utilities should be placed under-ground. Signage should be controlled and not impede traffic flow or safety.



2(i). *Residential Corridors* – The purpose of these roads is to collect traffic from local neighborhood streets and move it onto connector thoroughfares. Residential collectors should be designed to accommodate public transit and non-vehicular traffic. Sidewalks should be included in the design of the street, and utilities should be placed underground. Non-residential office and commercial uses should be restricted along residential corridors and be limited to the intersection of residential collectors, or a collector and a major or minor connector. A planting plan should be developed for all residential collectors. A planted median is always preferred over a three- or four-lane facility. The designation and development of collector streets should be used in conjunction with the development of a grid street pattern. Collector streets should supplement, not replace, a pattern of connecting and coordinated streets.

3 *Nodes / Focus Areas*

3(a). Focus areas should be urban places which differ in scale. Mixed land uses and higher intensities of development with high levels of visibility should be encouraged within focus areas to give a sense of local focus of activity.

4 *Regional and Community Focus*

4(a). Intense land uses, such as retail or office centers, should serve as the heart of the focus area in order to make the focus a more urban place, clearly distinguishable from less intense uses and adjacent neighborhoods. Commercial retail centers should be encouraged to locate at focus areas.

4(b). Retail uses in a Regional Focus Area should be located on a gateway and/or connector corridor.

4(c). Transit access is desirable in all focus areas but is critically needed to serve retail uses in Regional Focus Areas. The availability of public transportation should be an important factor in locating retail uses.

4(d). Pedestrian connections should be developed between sites within focus areas. People should be able to move safely and conveniently by foot between businesses within a focus area. It should not be necessary to drive from store to store within focus areas.

4(e). A separation of retail uses is desirable. The retail component of Community Focus Areas should be spaced no closer than one mile from other Community, Intermediate and Regional Focus Areas. Regional Focus Areas should be located at least one mile from any Community Focus Area and at least three miles from each other.



5 *Intermediate/Neighborhood Focus*

5(a). The location of these areas should be evaluated based on surrounding residential development patterns and the lack of alternative retail uses to serve these areas. Neighborhood Focus Areas should have a neighborhood-size market area.

5(b). These areas may also be designated in conjunction with proposed large scale residential development and proposed mixed use development (e.g., planned unit development), and in association with subdivision and rezoning requests.

5(c). Neighborhood and Intermediate Focus Areas should be compatible in size and scale with surrounding development.

5(d). Retail uses should have access to collector streets.

5(e). Transit access is desirable in Neighborhood Retail Areas.

5(f). Intermediate Focus Areas should be spaced no less than one-half mile apart, measured from closest edge to closest edge. Neighborhood Focus Areas should be located no less than one-quarter mile from other focus areas.



6 *Employment Areas*

6(a). Uses generating significant employment should be concentrated to provide greater opportunities for public transit access and ride sharing. Retail service jobs or facilities should not be a major component of employment areas, although they may be appropriate in certain locations within them.

6(b). Office and institutional development will be encouraged to locate as a transitional land use between activities of higher intensity and those of lower intensity. Linear “stripping” of offices along thoroughfares shall be discouraged in favor of planned office parks or clusters of offices with common access, parking, etc. Office development shall be encouraged to locate downtown as a means of promoting downtown revitalization. The City will encourage office and institutional uses in appropriate locations proximate to residential areas for energy efficient commuting, provided that such uses are not an undesirable encroachment.

6(c). Industrial development shall not be located in areas which would diminish the desirability of existing and planned non-industrial uses, nor shall non-industrial uses be allowed to encroach upon existing or planned industrial sites. New industrial development shall be encouraged to locate in existing and/or planned industrial parks.

6(d). Industrial development shall be located on land which is physically suitable and has unique locational advantages for industry. Advanced planning for the identification of such land shall be encouraged.

6(e). Light or unoffensive industrial uses may be located in urbanized areas to take advantage of available services and to minimize travel distances. Careful design and/or buffering shall be required to insure compatibility with surrounding areas.

7 *Neighborhoods*

7(a). Greenville’s diverse neighborhoods are one of the City’s greatest assets. This diversity of place should be encouraged through plans and regulations which allow neighborhoods to retain and emphasize their unique character. Areas with an historic character should be preserved. Older areas which have retained a unique scale and personality should be encouraged to develop plans and programs to conserve these attributes. Historic preservation and neighborhood planning should be actively pursued where appropriate.

7(b). Neighborhoods should be free of noise, glare, pollution, and heavy traffic. Neighborhood livability should be of utmost importance, and those factors which threaten this livability should be discouraged or removed.

7(c). A diversity of land uses should be encouraged. The careful and complementary integration of a mixture of land uses is important in maintaining livability of the City. Planned unit developments, cluster developments, and other innovative land planning techniques shall be encouraged as a means of addressing City-wide housing needs and preserving open space. Such development shall provide the maximum range of choice in type, density, and location to area residents while preventing adverse impacts to the environment and the quality of life.

7(d). “Through” streets within neighborhoods should not create new edges. Internal, through streets should not be widened, straightened or otherwise designed to dramatically increase traffic flow. Such actions can decrease the livability of the neighborhood and create a new and divisive edge which can split the area.

7(e). Thoroughfares and natural topographic features should be used to define the boundaries of a neighborhood, and higher intensity uses should be concentrated at the outer boundaries of the neighborhood.

7(f). Neighborhoods should be places where walking is safe and easy. Sidewalks should be an integral part of all neighborhoods, focus, and employment areas. Pedestrian and bicycle connections should be made where subdivisions are adjacent, but not connected by streets. Bike routes and pedestrian paths should provide necessary links and connections so that smaller subdivisions do not become isolated.

7(g). Safe automobile and transit access should be built into all neighborhood street systems. Neighborhoods should be interconnected by a well designed system of streets which provide more than one point of access for the area. Transit service routes should also be organized to link neighborhoods to major transit corridors.

7(h). Diversity in neighborhood design should be encouraged. Variations in setback, street trees, building orientation, and street design should be encouraged from one neighborhood to the next. Flexible and creative solutions to neighborhood design should be allowed, as long as issues of health, safety, and welfare are adequately addressed.

7(i). The City will allow different housing densities to abut one another as long as proper buffering and design are provided as needed. Factors in determining preferred locations for high density residential development shall include: close proximity to employment and shopping centers, access to minor and major thoroughfares and transit systems, and the availability of public services and facilities. High density uses adjoining major thoroughfares should be buffered from the highway with berms and/or vegetative screening.

7(j). Mobile home parks should be served with public water and sewer. Parks should not be clustered in one area of the City but should be dispersed through the community. Parks should not be located in areas with environmental constraints (e.g., floodways, undisturbed floodplains, wetlands, and steep slopes). Parks should not be located in or in close proximity to industrial areas.

Implementation

One of the major objectives of the Horizons Plan is to provide policy statements on the land use issues that will affect Greenville during the planning period. Thus far, the plan has addressed issues of urban form and location of land uses, as well as the various function areas such as housing, mobility, and environmental quality, that shape the way the community functions, grows and develops. The Implementation section of the plan provides goals, objectives, and specific implementing actions designed to address land development and growth management issues which were identified by the Comprehensive Plan Committee, City staff, and citizens of Greenville throughout the development of this plan.

The policy statements and implementation strategies establish guidelines for planning endeavors such as re-zoning requests, site plan review, subdivision plat review, zoning text amendments, and special use permit and variance requests. The policy statements and recommendations can also assist City officials in making long-range decisions in areas such as the provision of utilities and other public services, thoroughfare planning, water supply watershed protection planning, development of an economic development plan and strategy, school facility planning, redevelopment, and intergovernmental coordination.

In order to effectively support the goals and objectives included in this land use plan and achieve the desired land use patterns portrayed on the City's future land use map, numerous specific implementing actions must occur. The following section of this plan includes goals, objectives, and specific implementing actions for each of the following topics:

- 1 Land Use**
- 2 Growth & Development**
- 3 Transportation**
- 4 Services & Facilities**
- 5 Economic Development**
- 6 Natural Environment**
- 7 Administration**
- 8 Vision Areas**

Land Use

Goal Statement

Provide a land use form that optimizes resources by: allocating land for its most suitable use, avoiding conflicting land uses, preserving the City's character, and providing open space, vistas, and agricultural areas.

Provide safe, adequate, and affordable housing to meet the needs of all population groups within the City's planning jurisdiction.

Objectives

1. The residential integrity of existing established and developed residential areas should be maintained. Established and developed residential areas are those areas in which the predominant land use is residential and the majority of lots and tracts have been created for residential use.
2. Preserve and enhance Greenville's land use form.
3. Discourage strip commercial development on major and minor thoroughfares that allows each lot to have direct vehicular access to the highway.
4. Encourage a wide range of housing types and prices.
5. Ensure that housing meets all health and safety codes.

Implementation Strategies

1(a). Discourage the re-zoning of existing residentially-developed or zoned areas to a non-residential classification unless such re-zoning would be consistent with the future land use plan.

2(a). Conservation/open space land uses should be provided in areas where there is the potential for flooding (100-year floodplain) or the need for buffering for incompatible land uses.

2(b). Provide for the Mixed Use District. A Mixed Use District is intended to provide for the coordinated development of office, commercial, and residential uses and their necessary support functions in the vicinity of key highway intersections in Greenville. They should be designed to facilitate stated public policies to encourage design which emphasizes people-oriented environments and compatible, visually interesting development. This district provides areas where moderate scale, mixed use centers can locate, with an emphasis on development of a balance of residential, office, and commercial uses.

2(c). It is further intended that the Mixed Use Districts shall encourage development within which, mutually supporting residential, commercial, and office uses are scaled, balanced, and located to reduce general traffic congestion by providing housing close to principal destinations, and convenient pedestrian circulation systems and mass transit to further reduce the need for private automobile usage. Mixed Use Districts are intended to encourage development that allows multiple destinations to be achieved with a single trip. When such districts adjoin residential development or residential zoning districts, it is intended that arrangement of buildings, uses, open space, and vehicular or pedestrian access shall provide appropriate transition and reduce potentially adverse effects.

2(d). Industrial development should be located adjacent to and/or with direct access to major thoroughfares. Good neighbor industries will be permitted with proper buffering and environmental mitigation. Industries that produce excessive noise, pollution, vibrations, light, or other public nuisances should not be located near residential areas.

Horizons

2(e). Concentrate commercial development in well-defined nodes.

2(f). Greater residential densities should be accommodated in areas that are accessible to public water and/or sewer service(s).

2(g). Agricultural and low density residential land uses should be located in areas that do not have public water or sewer service.

2(h). Office/Institutional/Multi-family land uses should be developed along transportation thoroughfares to provide transition between commercial nodes and to preserve vehicle carrying capacity.

2(i). Office/Institutional/Multi-family development should be used as a buffer between light industrial and commercial development and adjacent lower density residential land uses.

2(j). Adequate conservation/open space buffers should be provided between areas designated for residential development, as indicated on the future land use map, and any adjacent non-residential land use where a zone transition buffer such as O or OR is not a practical option.

2(k). Develop a downtown district plan that emphasizes housing in the downtown area.

2(l). Encourage public involvement in all activities of the Redevelopment Process.

3(a). Require through zoning and subdivision regulation that an interior road system provide vehicular access to lots abutting major thoroughfares.

3(b). Existing design standards should be reviewed to ensure effective limitation of curb cuts.

3(c). Commercial development should be encouraged at the intersections of major roads (i.e., in a nodal fashion) consistent with the City's future land use map.

3(d). Develop a minimum commercial building code.

4(a). Develop a public/private housing development corporation.

4(b). The City of Greenville should continue to develop innovative and cost effective affordable housing of various styles and types.

4(c). Encourage retirement facilities that have a community atmosphere.

4(d). Encourage revitalization of older neighborhoods in Greenville in a manner that preserves neighborhood character and identity.

4(e). Implement programs to increase home ownership.

5(a). Enforce the City's minimum housing code to ensure that all occupied structures are fit for human habitation.

5(b). Continue to pursue community development and North Carolina Housing Finance Agency funds from state and federal sources for rehabilitation or redevelopment of substandard housing.

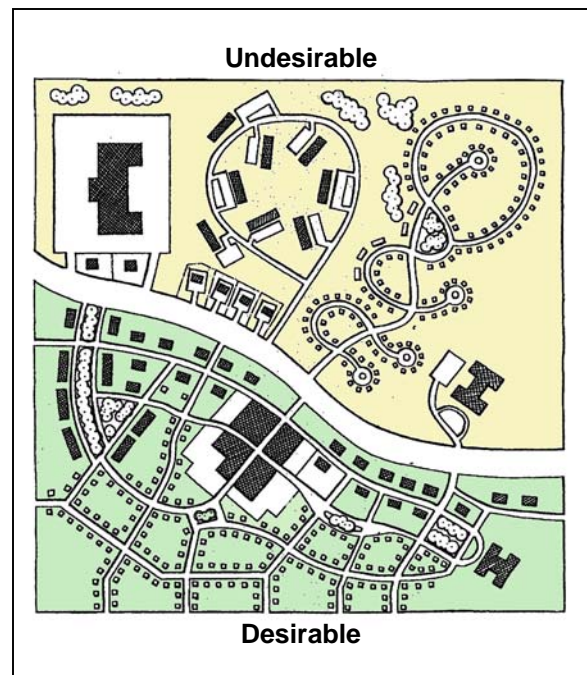


Illustration: Desirable and undesirable land use and street patterns.

Growth & Development

Goal Statement

Manage the physical development of Greenville to protect its resources and simultaneously promote responsible industrial and retail growth.

Objectives

1. Incorporate the principles of “smart growth” into the City’s land use regulatory scheme.
2. Preserve open space, agricultural areas, historically significant structures, landmarks, and other features that reflect the City’s heritage.
3. Encourage infill development in areas where infrastructure, such as roads, schools, and sewer and/or water service, is available, planned, or can be provided easily.
4. Promote industrial and commercial development in areas with existing infrastructure that does not infringe on existing medium density residential areas.

Implementation Strategies

1(a). Consider adopting performance standards to encourage development at a rate that parallels the availability of infrastructure and services. This may be accomplished through the adoption of an adequate public facilities ordinance.

1(b). When allowed by North Carolina legislation, consider adopting alternative revenue sources, including impact fees, which will place some responsibility on the developer to provide services.

1(c). Support the ECU Campus Master Plan consistent with the policies of this plan and review development proposals to ensure compatibility with the plan.

2(a). Maintain and establish, where possible, wooded buffers along thoroughfares.

2(b). Implement the Greenway Master Plan.

2(c). Develop a Historic Preservation Plan which sets out a comprehensive strategy for protecting the City’s historic resources.

2(d). Develop and implement an education program publicizing the economic and environmental advantages of planting and preserving trees.

2(e). Continue to nominate historic properties and districts to the National Register of Historic Places and continue to designate local historic properties and districts.

2(f). Promote and participate in National Historic Preservation Week.

2(g). Establish standards for appearance in the Central Business District.

2(h). Consider developing and adopting appropriate design guidelines for downtown development and redevelopment.

2(i). Conduct a study for the preservation and revitalization of the downtown fringe including adaptive reuse of structures.

2(j). Include a downtown urban strollway in the Greenway Master Plan.

2(k). Encourage replacement planting and preservation of trees.

2(l). Maintain an inventory of buildings having historical and architectural significance in the City.

2(m). Build a museum in an old building that highlights local history (e.g., past tobacco and cotton share cropping activities).

Horizons

- 2(n).** Begin a City-wide campaign to develop tree canopies along all City roads and streets.
- 2(o).** Improve landscaping along all major road corridors.
- 2(p).** Construct tree-lined and landscaped medians within major road rights-of-way.
- 2(q).** Improve public signage and way-finding.
- 2(r).** Develop City-wide architectural and landscaping design standards.
- 2(s).** Support the Redevelopment Commission, established June 13, 2002.
- 2(t).** Preserve historic warehouses and older buildings through renovation and adaptive reuse.
- 2(u).** Consider pursuing special legislation that will allow the City to regulate tree cutting on private property.
- 2(v).** Develop a strong, green industrial base.
- 2(w).** Seek stable and sufficient revenue sources to accomplish improvements.
- 2(x).** Maintain neighborhood character and identity.
- 2(y).** Create walkable communities/neighborhoods.
- 2(z).** Encourage citizen involvement within neighborhoods.
- 2(aa).** Provide services to diverse groups.
- 2(bb).** Encourage cultural diversity.
- 2(cc).** Require neighborhood recreation parks.
- 2(dd).** Create a safer environment.
- 2(ee).** Revitalize West Greenville.
- 2(ff).** Build a performing arts center downtown.
- 2(gg).** Support restaurants, shops, and boutiques in the downtown area. Establish safety standards for places of assembly.
- 2(hh).** Bring more retail and professional activities downtown.
- 2(ii).** Establish a minimum commercial building code.
- 3(a).** Amend the future land use map to reflect the City's water and sewer extension projects as they are planned.
- 3(b).** Review water and sewer extension policies to ensure that public/private cooperation in the provision of infrastructure to serve new development is encouraged.
- 3(c).** Revitalize major corridors especially from Downtown along Dickinson Avenue to Memorial Drive and Martin Luther King, Jr., Drive to Memorial Drive to include rehabilitation of structures, acquisition, and demolition of dilapidated structures, relocation assistance, and new development through land assembly.
- 3(d).** Direct more intensive land uses to areas that have existing or planned infrastructure.
- 3(e).** Consult the future land use map when considering new public facilities and private development.
- 3(f).** Publicize the Horizons Plan Update land use and development policies among the development community.
- 3(g).** Extend the City's planning jurisdiction as land is acquired through annexation.
- 4(a).** Revise the City's zoning ordinance to identify all permitted industrial uses by the Standard Industrial Code (SIC) classification system. Such a system will better enable the City to identify the range of desirable industries that may be appropriate within the existing industrial zoning classifications.
- 4(b).** Allow new heavy industrial development consistent with the future land use map.
- 4(c).** Rezone additional parcels for industrial and commercial use consistent with the future land use map. This will accommodate the future demand for additional industrial and commercial development in suitable areas.

Transportation

Goal Statement

Achieve a system of safe, efficient, reliable, environmentally sound, and economically feasible transportation within Greenville.

Objectives

1. Ensure that streets in new developments are properly designed, built, and maintained.
2. Coordinate highway planning and improvements to ensure that adequate transportation is provided to existing, developing, and proposed activity centers and residential areas.
3. Reduce traffic congestion and safety problems.

Implementation Strategies

- 1(a).** Require the construction of acceleration/deceleration lanes for the entrances to major commercial and residential developments.
- 1(b).** Encourage the development of joint or shared driveways.
- 1(c).** Support implementation of Transportation Improvement Priorities projects and Greenville's Thoroughfare Plan.
- 1(d).** Establish an ad hoc committee to review the current Thoroughfare Policy with the objective of requiring City participation in the cost of thoroughfare construction.

1(e). When consistent with State Department of Transportation road standards, incorporate the following transportation practices into the design of developments:

- Design the street network with multiple connections and relatively direct routes.
- Space through-streets no more than a half mile apart, or the equivalent route density in a curvilinear network.
- Use traffic calming measures liberally.
- Keep speeds on local streets down to 20 mph.
- Keep speeds on arterials and collectors down to 35 mph (at least inside communities).
- Keep local streets as narrow as possible.
- Avoid using traffic signals wherever possible and always space them for good traffic progression.
- Provide pedestrians and bicyclists with shortcuts and alternatives to travel along high-volume streets.
- Eliminate right turns on red lights in high pedestrian areas.
- Require interconnection of commercial parking lots.

1(f). Continue to submit proposals for road improvements to DOT for funding.

1(g). Update the Thoroughfare Plan on a regular basis, approximately every two years. Update the Future Land Use Plan Map as necessary to reflect changes in the Thoroughfare Plan.

1(h). Participate in a county-wide transportation planning effort.

1(i). Discuss Tenth Street corridor concept plan.

1(j). Implement the following projects using local sources if state assistance is not available:

- Link Farmville Boulevard to Tenth Street.
- Lane and intersection improvements West MLK to NC 43 West.
- Construct Brownlea Drive from Fourteenth Street to Tenth Street.
- Purchase right-of-way in anticipation of widening Fourteenth Street and Evans Street.
- Acquire property and participate in the design and construction of the Tenth Street/Farmville Boulevard connector between uptown, East Carolina University Core Campus, and medical area.

Horizons

- Computerize and coordinate traffic signals through the signalization plan.
- Construct a downtown parking garage.

1(k). Require major commercial development to provide areas for public transit stops and adequate sidewalks.

1(l). Promote existing City policy on sidewalk construction among neighborhood organizations, parks, and school systems.

1(m). Develop a sidewalk map of the City; consider adopting a sidewalk plan which assesses the need for sidewalks and describes specific sidewalk projects to be completed.

1(n). Ensure that convenient pedestrian access is provided between adjacent new subdivisions.

1(o). Review the current Airport Land Use Plan. Update if necessary and evaluate action proposals. Implement proposals and develop new proposals determined to be consistent with the goals of the plan.

1(p). Encourage communication between commercial carriers and major businesses, the Pitt County Development Commission, and the Convention and Visitors' Bureau so that routing and scheduling of flights facilitates business travel.

1(q). Explore possibilities for extending passenger service to Greenville when opportunities arise.

1(r). Provide public transportation for senior citizens and handicapped.

1(s). Improve rail service.

1(t). Investigate establishment of passenger rail service in Greenville.

2(a). Develop a street classification system with design criteria and standards appropriate to each class. Develop and implement a collector street plan.

2(b). Provide corridor protection for new roads.

2(c). Encourage the construction and preservation/protection of limited access corridors.

2(d). Map sidewalks, greenways, and bikeways.

3(a). Limit access from development along all roads and highways to provide safe ingress and egress.

3(b). Require reverse frontage lots within subdivisions to orient lots toward internal subdivision streets, not secondary roads and highways.

3(c). Where needed or necessary in commercially zoned areas, require the utilization of frontage roads or frontage service lanes along federal and state highways.

3(d). Require interconnected street systems for residential and non-residential development. Incorporate the connectivity requirements into the subdivision regulations.

3(e). Require traffic impact studies for developments which generate large volumes of traffic.

3(f). Concentrate amenities within and around neighborhoods.

3(g). Require sidewalks and landscaping (trees in particular) throughout the City and use sidewalks to connect all major activity centers within the City.

3(h). Support study of various transit systems in Greenville for possible consolidation.



Services & Facilities

Goal Statement

To provide adequate community services and facilities which meet the physical, economic, and environmental needs of Greenville's citizens, businesses, and industries.

Objectives

1. Encourage the provision of public recreational facilities and areas.
2. Provide for the safe disposal of solid wastes.
3. To effectively manage Greenville's investment in existing and proposed community facilities and services.
4. Provide sufficient emergency services to all residents.
5. Provide sufficient water, sewer, and electric service to promote economic development and to alleviate public health problems created by the absence of public water and sewer services.

Implementation Strategies

- 1(a).** Continue to update the Parks and Recreation Master Plan which addresses active recreational facilities and passive recreation such as open space and greenways, and support future parks and recreation projects.
- 1(b).** Continually repair, replace, and upgrade existing recreational facilities and equipment.

1(c). Coordinate the development of recreational facilities with the school system.

1(d). Revise the Greenville Subdivision Regulations to incorporate provisions to require the dedication of public park property and/or open space. This may include a provision for payment in lieu of dedication if approved by the City.

1(e). Support recreational facilities development to the National Recreation Standards.

1(f). Institute an urban forestry program within the park system.

1(g). Consider impact fees for financing parks and open space.

1(h). Cleanup old landfill and build a park on the site with a greenway system to connect to it.

2(a). Support the concept of a statewide "bottle bill" (mandatory deposit law).

2(b). Greenville will support the following solid waste related actions:

- Establish an antifreeze collection site.
- Actively encourage grass cycling with compost display.
- Develop an office paper recycling program for all City-owned buildings.
- Actively encourage recycling by residents, schools, government offices, and industry.
- Develop a "Swap Shop" area for used materials.
- Consider assessing fees for individuals and businesses that do not recycle.

2(c). Publicize the availability of free compost at the old City landfill.

2(d). Encourage collection site for recycling of cell phones, computers, and other household hazardous waste.

3(a). Consider an adequate public facilities ordinance.

3(b). Develop a specific capital improvements plan (CIP) with emphasis placed on services and facilities which affect growth and development.

3(c). Provide the Pitt County Board of Education with locational information on all residential development.

4(a). Continue to include representatives of all emergency service providers in the subdivision development review process.

4(b). Require that all necessary firefighting infrastructure capability and capacity be provided in new subdivisions and developments.

4(c). Provide sufficient emergency management personnel and facilities to adequately serve the projected population growth.

4(d). Coordinate City/County law enforcement activities in order to establish cost effective operations.

4(e). Continue to support the Police Department's crime prevention programs and Crime Stoppers program.

4(f). Continue to support the Police Department's Community Watch neighborhood programs.

5(a). To encourage industrial development, provide water and sewer services to identified industrial areas.

5(b). Utilize the master water and sewer plan(s) as a guide to establishing service and funding priorities for developing industrial areas.

5(c). In concert with this Comprehensive Plan, utilize the master water and sewer plan(s) to guide new industrial development.

5(d). Continue to work with GUC to review present, short-range, and long-range plans.

5(e). Continue to support and participate in the Tar-Pamlico River Basin Association's study to protect water quality in the Tar River.

5(f). Secure weatherization subsidies.

5(g). Promote energy conservation.

5(h). Support the Neuse Basin-wide Water Quality Management Plan.

Economic Development

Goal Statement

To provide a healthy, diversified, expanding economy that provides jobs for all of Greenville's residents in a truly livable setting.

Objectives

1. Create conditions favorable for healthy economic expansion in the area.
2. Attract new business and industry that strengthens Greenville's role as a regional center.

Implementation Strategies

1(a). Provide industrial sites with adequate utility services in competitive locations to service prospective industries.

2(a). Facilitate the preparation of a marketing strategy to entice new businesses, health care providers, and research and development activities; promote the public school systems as part of that strategy.

2(b). Encourage rehabilitation and reuse of commercial/industrial buildings.

2(c). Market and promote historic areas as a part of Greenville's economic strategy.

2(d). Centralize and consolidate parking in downtown so that convenient parking serves the short-term, non-employee market. Consider ways of financing a parking garage or deck downtown.

2(e). Encourage expansion of medical capacity.

2(f). Encourage development of broad-band infrastructure.

Natural Environment

Goal Statement

To protect and preserve sensitive environmental areas and natural resources, including:

- Protecting water resources.
- Management of stormwater discharge.
- Preservation of wetlands and floodplains.
- Protection of air quality.
- Requiring environmentally sound disposal of solid waste including hazardous materials.

Objectives

1. Protect floodplains from undesirable development.
2. Preserve large wetland areas (greater than one acre) in a natural state to protect their environmental value.
3. Reduce soil erosion, runoff, and sedimentation to reduce adverse effects on surface and subsurface water quality, natural river systems, and private property.
4. Protect Greenville's surface and ground water resources.
5. Protect Greenville's fragile areas from inappropriate, unplanned, or poorly planned development.
6. Protect the City's air quality.

Implementation Strategies

1(a). Adopt regulations to provide for conservation of open space, and encourage recreational, agricultural, or other low-intensity uses within the floodplain.

1(b). Prohibit installation of underground storage tanks in the 100-year floodplain.

1(c). Discourage improvements of any kind in undisturbed areas within the 100-year floodplain. These areas should be designated for open space corridors, greenways, and other low-intensity uses.

1(d). Prohibit the development of any industry within the 100-year floodplain that may pose a risk to public health and safety. Such industries may include but not be limited to: chemical refining and processing, petroleum refining and processing, hazardous material processing, or storage facilities.

2(a). Coordinate all development review with the appropriate office of the U.S. Army Corps of Engineers and the Soil Conservation Service.

2(b). Require that wetland areas be surveyed and delineated on all preliminary and final subdivision plats.

2(c). Make wetlands acquisition a priority in future expansions of Greenville's parks and recreation areas.

2(d). Encourage cluster development in order to protect sensitive natural areas.

3(a). Revise stormwater regulations so the stormwater runoff controls are required for projects draining to floodprone areas.

3(b). Greenville will support control of forestry runoff through implementation of "Forestry Best Management Practices" as provided by the North Carolina Division of Forest Resources.

3(c). Greenville will support control of agricultural runoff through implementation of Natural Resources Conservation Service "Best Management Practices" program and the North Carolina Agricultural Cost Share Program.

Horizons

3(d). Revise the erosion and sedimentation control ordinance to prohibit grading on non-buildable areas of development sites.

3(e). Greenville will pursue clean water grants.

3(f). Encourage citizen water quality monitoring.

4(a). Greenville will coordinate the regulation of underground storage tanks with the North Carolina Division of Water Quality. Greenville will support 15A NCAC 2N, Sections .0100-.0800, which includes the criteria and standards applicable to underground storage tanks.

4(b). Greenville will conserve its surficial groundwater resources by supporting NC Division of Water Quality stormwater run-off regulations and by coordinating local development activities involving chemical storage or underground storage tank installation/abandonment with Greenville Emergency Management personnel and the Groundwater Section of the North Carolina Division of Water Quality. The City will plan for an adequate long-range water supply. Public and private water conservation efforts will be encouraged.

4(c). Greenville wishes to reduce the number of point source pollution discharges within the City. The City supports more effective monitoring of the operation of existing package treatment plants by the state. DENR should be encouraged to ensure proper operation. This policy shall not prohibit the discharge of waste into constructed wetlands. Package treatment plants serve smaller populations that are not connected to municipal water and sewer mains and are restricted to 100% domestic waste. If any sewage package plants are approved by the state, Greenville supports the requirement of a specific contingency plan specifying how ongoing private operation and maintenance of the plant will be provided, and detailing provisions for assumption of the plant into a public system should the private operation fail. Operational plans should also address elimination of package treatment plants when the system owner elects to connect to a central sewer system.

4(d). Greenville should consider policies supporting the use of gray water for irrigation.

4(e). Maintain an inventory of all large and small generators of hazardous waste.

4(f). Conduct an annual household hazardous waste collection day.

4(g). Develop a system for locating and mapping all commercial and residential USTs within Greenville and the ETJ.

4(h). Promote regulation of hazardous materials in floodplain areas.

5(a). Through implementation of the Greenville Zoning Ordinance, limit land uses in the vicinity of historic sites and natural heritage areas to compatible land uses.

5(b). Greenville will coordinate all housing code enforcement/redevelopment projects/public works projects with the NC Division of Archives and History to ensure the preservation and identification of significant historic structures and archeological sites.

5(c). Preserve threatened and endangered species habitats through preservation of significant wetlands and other sensitive areas.

6(a). Assess air quality impacts of new and proposed developments that generate increased automobile activity, such as parking decks, shopping centers, and new thoroughfares.

6(b). Implement programs to reduce automobile emissions through the encouragement of more efficient use of private vehicles, increased public transit and bicycle travel, and site planning to reduce automobile travel to housing, employment, and community centers.

6(c). Support an increase in vehicle registration fees to be dedicated to state air quality programs.

6(d). Support the inclusion of auto emissions testing into the motor vehicle licensing and inspections program.

Administration

Goal Statement

Accomplish effective implementation of the Comprehensive Plan.

Objectives

1. Establish effective citizen/public participation in the Greenville planning process.
2. Improve rezoning actions/deliberations.
3. Improve Greenville's internal planning capability.

Implementation Strategies

1(a). Advertise all meetings of the Greenville Planning and Zoning Commission and Board of Adjustment through newspaper advertisements and public service announcements.

1(b). Ensure that the membership of all planning related boards, commissions, and ad hoc/advisory committees is a broad cross section of Greenville's citizenry.

1(c). Conduct annual training sessions for the Greenville Planning and Zoning Commission and Board of Adjustment.

1(d). Establish Departmental web sites.

2(a). In considering rezoning requests, the City should not depart from the Future Land Use Map without first amending the map and considering the impact of such amendments to the entire map and comprehensive plan.

2(b). In deciding whether to approve an amendment to the official zoning map of the City of Greenville, the Planning and Zoning Commission and the City Council shall consider the following factors:

- Conformance of the proposed map amendment with the City of Greenville Land Use Plan Map and the text of the comprehensive plan;
- Compatibility of the proposed map amendment with surrounding zoning patterns;
- Compatibility of the proposed map amendment and the range of uses permitted in the requested zoning classification with existing and future adjacent and area land uses;
- Impact of the proposed map amendment on area streets and thoroughfares; and
- Other factors which advance the public health, safety, and welfare and the specific purposes stated in Section 9-4-2 of the Greenville City Code.

3(a). At a minimum, update the Horizons Plan and implementation process every five years or at any time that annual population growth exceeds five percent (5%) in two consecutive calendar years.

3(b). Maintain and improve an effective method of tracking permit approvals, subdivision approvals, and zoning changes.

3(d). In concert with the Planning and Zoning Commission, the Planning Department staff shall prepare an annual report assessing the effectiveness of plan implementation. This report shall be presented to the Planning and Zoning Commission and City Council.

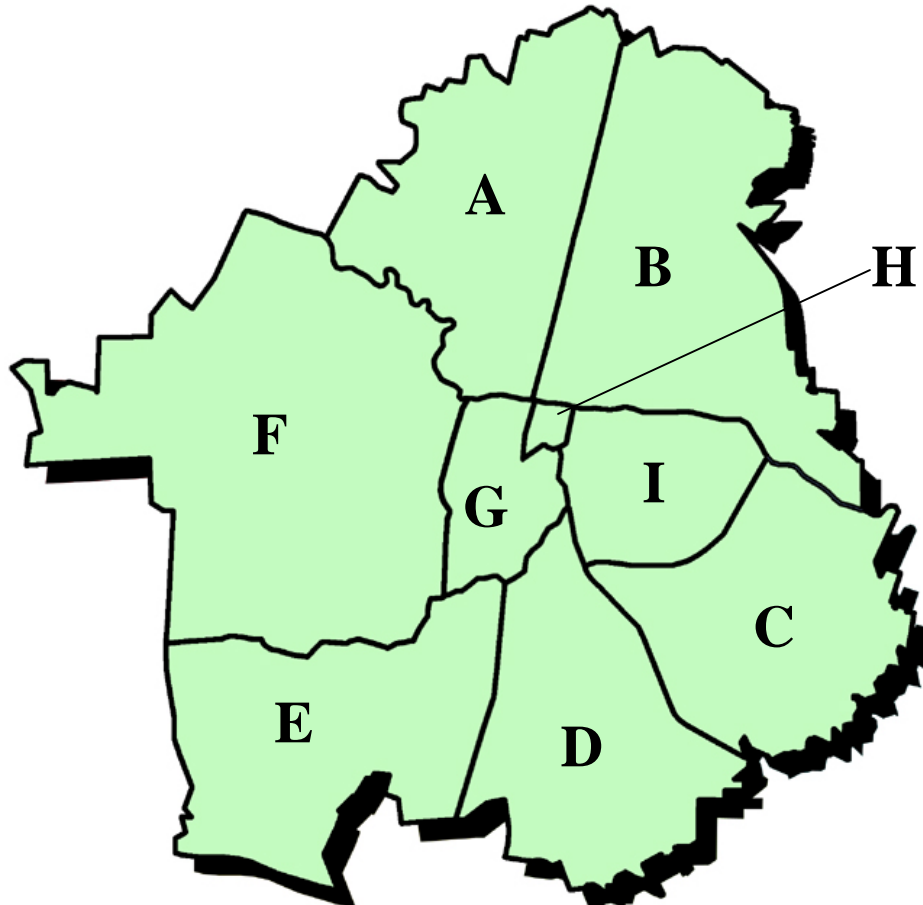
3(e). Review and revise the fee structure for planning and building inspections fees/permits.

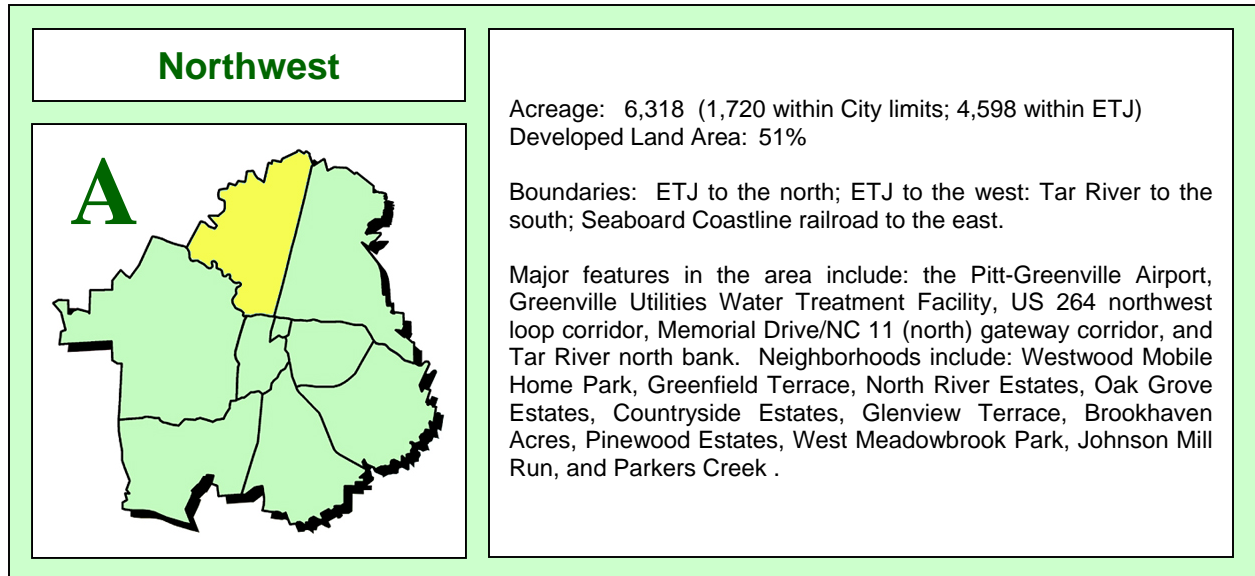
Vision Areas

The Future Land Use Plan paints a comprehensive picture of how the entire community should develop over time. To help achieve this long-term vision, the city and its planning jurisdictions have been divided into nine planning regions, called **Vision Areas**. Each Vision Area is a collection of districts, nodes, paths and landmarks, separated by natural and man-made edges such as rivers, railroad tracks and major thoroughfares. By planning at the Vision Area level, the City is able to achieve a finer level of detail and precision in directing the location, type, and intensity of land uses within each planning region.

Identified Vision Areas include:

- A** Northwest
- B** Northeast
- C** East
- D** South
- E** Southwest
- F** West
- G** West Central
- H** Central
- I** East Central





Management Actions:

A1. Review the Airport Land Use Plan and implement appropriate land use recommendations.

A2. Retain open space character along Northwest Loop, agricultural and recreational uses are appropriate. Develop additional vegetation and screening requirements for corridor.

A3. Prohibit additional commercial use of land within the "Greenville Industrial Area" on lots or tracts located outside of commercial zoning districts. Specifically, special use permits for mobile home sales shall not be permitted within the "Greenville Industrial Area" on lots or tracts which are zoned to an industrial classification.

A4. Restrict additional mobile home park development to R6MH (mobile home) zones.

A5. Prohibit additional commercial uses on tracts or lots located outside of commercial zoning districts everywhere in the planning region (example: no special use permits for fast food restaurants should be approved by the Board of Adjustment in OR zones).

A6. Do not issue special use permits for office uses in the recognized industrial district as shown on the map entitled "Greenville Industrial Area" dated January 9, 1992, as amended.

A7. Prohibit special uses which would further land use inconsistencies in areas where current zoning is not consistent with the Land Use Plan Map.

A8. Consider adopting an airport overlay zone (i.e., areas within ½ mile of the 65 Ldn contour); require aviation easements as a condition of approval for all special use permits and subdivision plats; provide notice to all applicants for building permits that area may be subject to aircraft overflight; provide similar notice on all subdivision plats.

A9. Develop a community center on the north side of the Tar River.

A10. Provide an area for basketball play and other recreational activities which will not have negative impacts on adjacent residents.

A11. Devise a landscape plan for the Memorial Drive corridor.

A12. Encourage improvements in mobile home parks including drainage improvements, street lights, street paving, and removal of abandoned vehicles.

A13. Continue to monitor transit needs of area residents; extend transit service when necessary; give special attention to concentrations of people where transit needs may be greatest.

Horizons

A14. Facilitate transit service (public and private) to Airport.

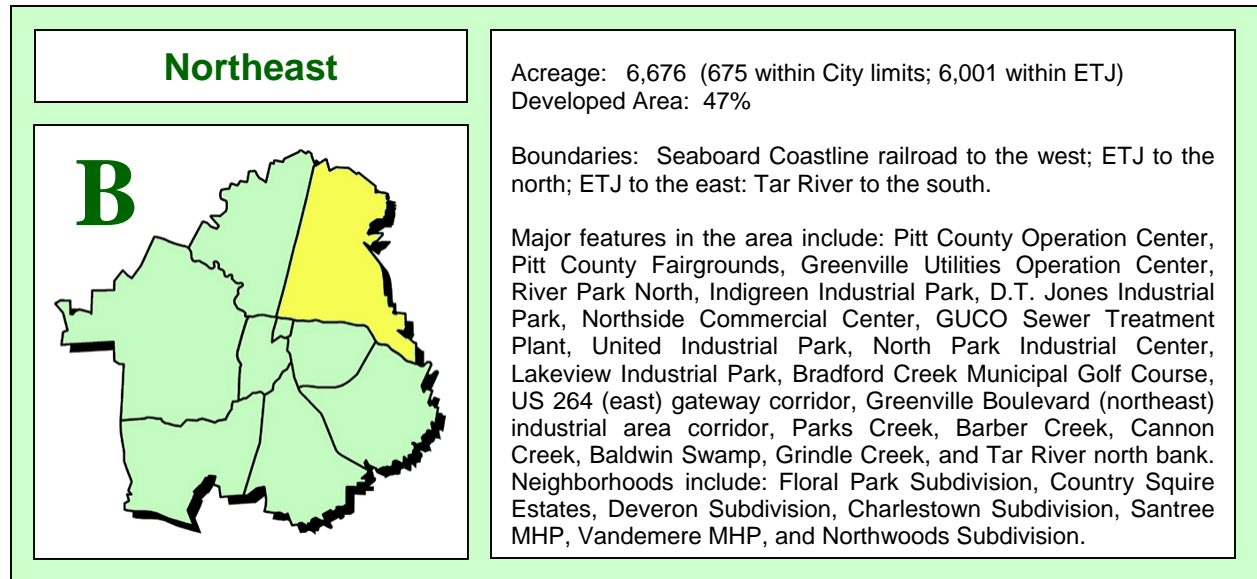
A15. Develop a greenway trail along the north side of the Tar River. Designate Parker Creek and Johnsons Mill Run as greenway corridors.

A16. Discourage tree clearance in the floodplain adjacent to the Airport except as required by Federal regulations.

A17. Acquire additional land for West Meadowbrook Park as opportunities arise.

A18. Develop additional facilities at West Meadowbrook Park as permitted by budget.

A19. Obtain open space and conservation areas in support of the water supply watershed overlay zone goals and objectives.



Management Actions:

B1. Expand public transit between population centers and employment areas.

B2. Rebuild science and nature center to create additional recreation.

B3. Link River Park North with other City park facilities via a greenway trail.

B4. Encourage new industry and support businesses in the recognized industrial area.

B5. Develop a greenway along Parkers Creek.

B6. Protect and preserve the swamp forest along the Tar River across from the Town Common.

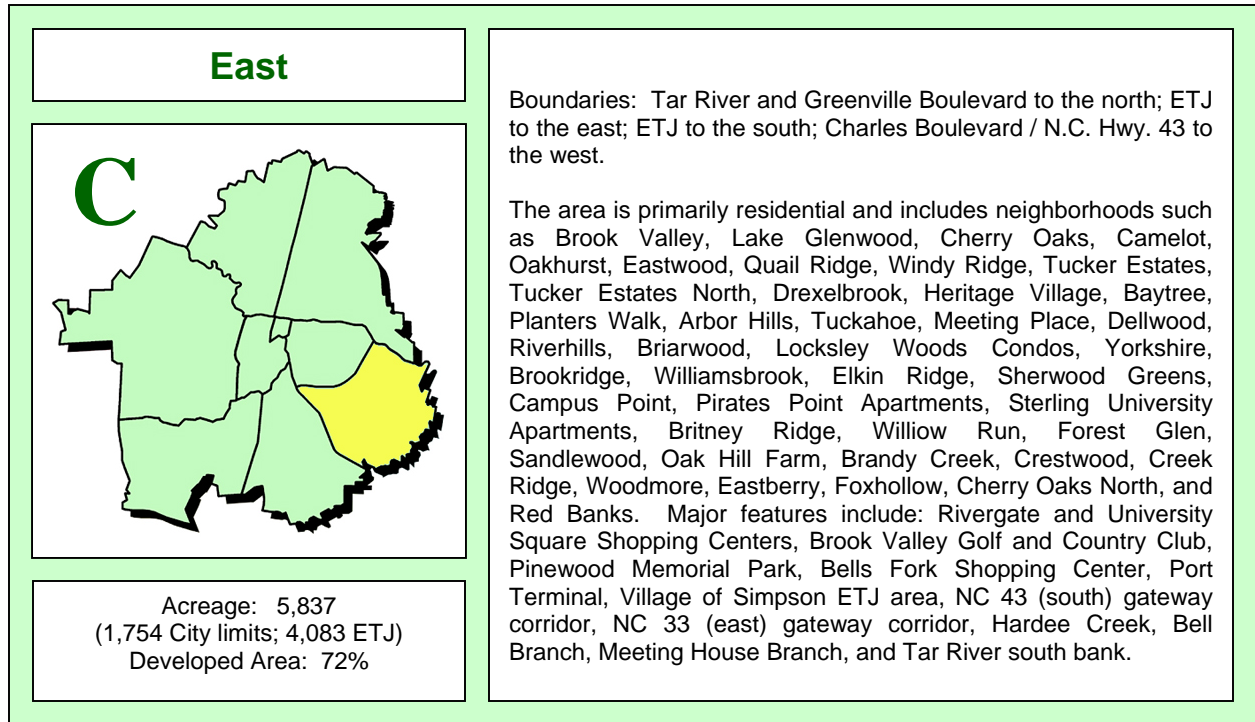
B7. Discourage mobile home development within and adjacent to industrial area sites.

B8. Extend the ETJ along US 264 East to control development.

B9. Prohibit additional commercial use of land within the "Greenville Industrial Area" on lots or tracts located outside of commercial zoning districts. Specifically, special use permits for mobile home sales shall not be permitted within the "Greenville Industrial Area" on lots or tracts which are zoned to an industrial classification.

B10. Implement Flood Reuse Plans.

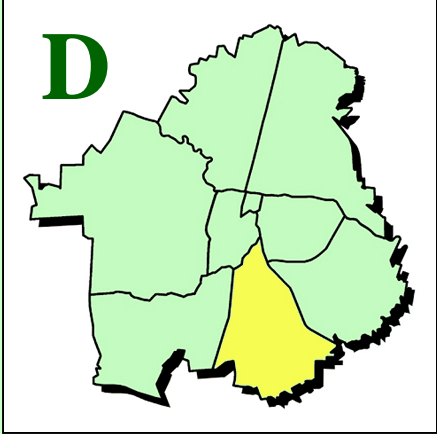
Horizons



Management Actions:

- C1.** Develop additional educational and public recreational facilities and opportunities.
- C2.** Annex urbanized areas when feasible.
- C3.** Develop a greenway along Bells Branch, Meetinghouse Branch, and Hardee Creek.
- C4.** Maintain open space and residential character of York Road; cluster development preferred as option for residential development to preserve open space vistas along road.
- C5.** Develop additional vegetation and screening requirements along Highway 43 corridor.
- C6.** Plant canopy trees along NC 43 as part of planned road widening project; include canopy trees as part of any future NC 43 improvement projects.
- C7.** Restrict development north and south of Fire Tower Road to residential uses, outside focus areas.
- C8.** Prohibit additional commercial zoning on NC 43 corridor between Oakmont Plaza and Turnbury Drive.
- C9.** Prohibit additional commercial uses on tracts or lots located outside of commercial zoning districts in the NC 43, Arlington Boulevard, Fire Tower Road corridors (example: no special use permits for fast food restaurants should be approved by the Board of Adjustment in OR zones).
- C10.** Develop sidewalks along both sides of NC 43 between Red Banks Road and Bells Fork Road; develop sidewalks along both sides of Arlington Boulevard between Red Banks Road and Fire Tower Road; add sidewalks on Fire Tower Road.

Horizons

South	
	<p>This area is characterized by residential, institutional, office, and commercial development. Commercial and office properties include: the Colonial Mall, Arlington Village, Arlington Plaza, Hungate's Commercial Park, Oakmont Professional Plaza, Covington Down Commercial Plaza, Greenville Square Shopping Center, Market Place, South Park Shopping Center, University Commons Shopping Center, Lynncroft Shopping Center, Fire Tower Crossing Shopping Center, Arlington Boulevard Office Corridor, Regency Office Park, Bradford Park Office Area, and Arlington Square. Neighborhoods include Treetops, Lynndale, Lynndale East, Evans Mobile Home Park, Bedford Place, Bedford, Graystone Mobile Home Park, Pinewood Forest, Grayleigh, Windsor, Whitehall, South Hall, Courtney Square, Willoughby Park, Upton Court, Sherwood Acres, Lakewood Pines, Brentwood, Stratford, Stratford Arms, Stratford Villas, Hyde Park Apartments, Cape Point, Farrington, Windsor Downs, Surry Meadows, Whitebridge, Trafalgar Square, Rosemont Apartments, Summerhaven Tower Village, Bell Meade, Forbes Woods, Bradford Park Apartments, Wimbledon Park, Breezewood, Colindale Court, Turtle Creek, Wedgewood Arms, Irish Creek, Shamrock, White Oak Creek Subdivision, Sheffield, Ashcroft, Quaterpath Village, Branches MHP, Wintergreen MHP, Jacksons MHP, Bedford, Chesapeake Woods, Lynndale Towns, Rosewood, Vicksburg, and Worthington Woods. Other major features include Allied Health (ECU) intramural fields, Boyd Lee Park, Town of Winterville ETJ area, NC 43 (south) gateway corridor, Green Mill Run, and Fork Swamp Canal.</p>
<p>Acreage: 6,826 (2,563 City limits; 4,263 ETJ) Developed Area: 62%</p> <p>Boundaries: Green Mill Run to the north; Charles Boulevard to the east; ETJ to the south; Seaboard Coastline railroad to the west.</p>	

Management Actions:

D1. Expand the ETJ to encompass developing areas south of Fire Tower Road in accordance with joint Greenville-Winterville-County agreement.

D2. Discourage industrial expansion. Encourage relocation of existing industrial uses to industrial park area.

D3. Establish a joint Winterville-Greenville-County land development plan/policy.

D4. Encourage in-fill development, smart growth and redevelopment within existing commercial areas.

D5. Plan for the development of a City park in the Arlington Boulevard extension area.

D6. Develop a greenway along Fork Swamp.

D7. Encourage tree planting along Greenville Boulevard and in adjacent parking lots.

D8. Restrict development north and south of Fire Tower Road to residential uses, outside focus areas.

D9. Limit additional commercial zoning at Cannons Crossroads; allow additional office/institutional development at focus areas where appropriate.

D10. Maintain Evans street as a residential corridor from Martinsborough Road south to Fire Tower Road.

D11. Prohibit additional commercial zoning on NC 43 corridor between Oakmont Plaza and Turnbury Drive.

D12. Prohibit additional commercial zoning on Arlington Boulevard corridor between Red Banks Road and Turnbury Drive.

D13. Prohibit additional commercial uses on tracts or lots located outside of commercial zoning districts in the NC 43, Arlington Boulevard, Fire Tower Road corridors (example: no special use permits for fast food restaurants)

Horizons

should be approved by the Board of Adjustment in OR zones).

D14. Plant canopy trees along NC 43 as part of planned road widening project; include canopy trees as part of any future NC 43 improvement projects.

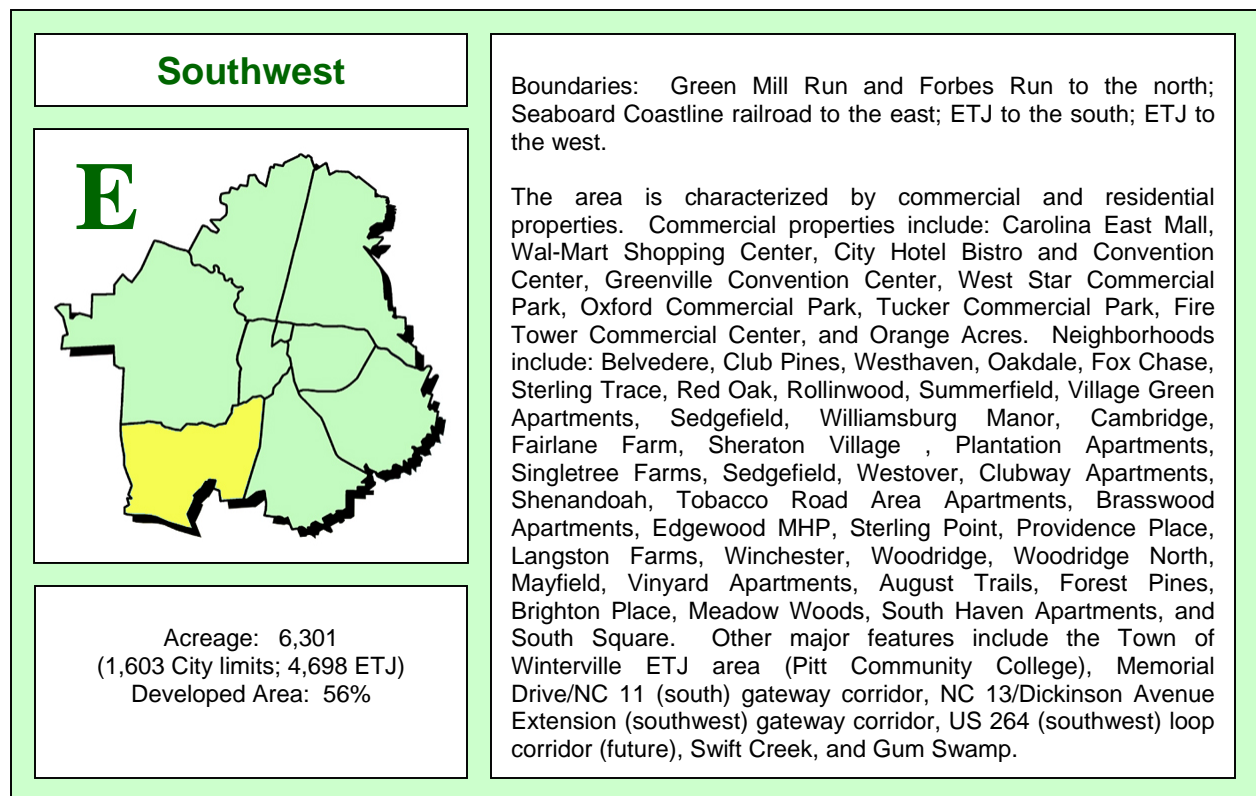
D15. Develop pedestrian connections between sites within the Arlington Boulevard/Highway 43/Fire Tower Road focus area; it should not be necessary to drive between uses within the focus area.

D16. Develop pedestrian and bicycle connections between residential areas and between residential and nonresidential areas.

D17. Extend GREAT service to the focus areas as development warrants.

D18. Plan for the development of one or more bus shelters at the major focus areas.

D19. Consider developing a park and ride facility within the southern portion of the planning region.



Management Actions:

E1. Plan for the establishment of a public park.

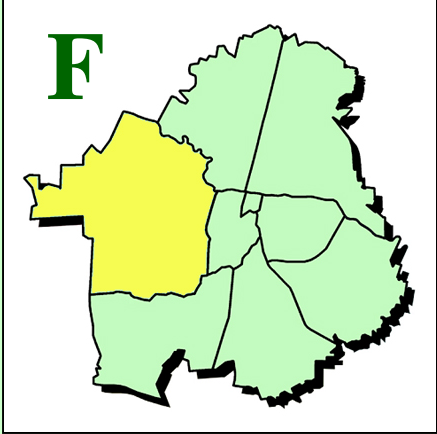
E2. Coordinate joint Winterville-Greenville-County land development planning.

E3. Develop a greenway along Swift Creek and Gum Swamp.

E4. Facilitate a connector/collector road between Memorial Drive and Evans Street in the area south of Westhaven Subdivision.

E5. Discourage industrial expansion. Encourage relocation of existing industrial uses to industrial park area.

Horizons

West	
	<p>The area is characterized by multiple land uses. Major features in this area include: Pitt County Memorial Hospital, Brody School of Medicine (ECU) West Campus, Pitt County Office Building, Physicians Quadrangle, Executive Park West, the Pitt County landfill, University Medical Park, Stanton Square, Buyer's Market, Medical Shopping Center, MED-Moore Park, Greenville Country Club, Walter B. Jones Alcohol Rehabilitation Center, Howell Child Care Center, Woodridge Industrial Park, Professional Medical Center, VOA Site C, Green Mill Run, Schoolhouse Branch, Harris Mill Run, Sains Branch, Tar River south bank, NC 43 (west) gateway corridor, US 264 (west) gateway corridor, and US 264 NW-SW loop interchange. Residential neighborhoods include: Moyewood, Lake Ellsworth, Westpointe, Westwood, Lindbeth Grove, Rowntree Woods, Treybrook Apartments, Paladin Place, Brighton Park Apartments, Huntingridge, Magnolia Creek, Greenridge, Westhills, Wyngate, Gascade, Rockport, Medical Oaks Apartments, Waterford Place Apartments, Signature Place Apartments, Park West Subdivision, Allenton Estates, Meridian Park Apartments, Barrett Place Apartments, Star Hill Farms, Clarks Lake, Lakeview Townes, Moss Creek Townhomes, Spring Forest, Bent Creek, Teakwood, MacGregor Downs, Ironwood Country Club and Subdivision, Rock Spring, Blue Banks Farm, Steeple Chase, Lexington Farms, Stonemoor, Remington Acres, Stanton Heights, Branch Ridge, Pine Forest Estates, Westmont, Stantonsburg Estates, Horseshoe Acres, Pineridge, Candlewick Estates, Ellwood Pines, and Crawford Point.</p>
<p>Acreage: 11,362 (2,251 City limits; 9,111 ETJ) Developed Area: 44%</p> <p>Boundaries: ETJ to the west; ETJ and Tar River to the north; Memorial Drive / N.C. Hwy 11 to the east; Forbes Run to the south.</p>	

Management Actions:

F1. Protect the rural character of US 13 (Dickinson Avenue Extension) east of Allen Road to Arlington Boulevard.

F2. Protect the green, low density residential character of NC 43 west of B's Barbecue Road.

F3. Improve vehicular and transit access to and through the Medical District; link downtown and the University Medical Center via improved transit and vehicular access.

F4. Increase the number and intensity of medical related establishments.

F5. Develop a greenway along Green Mill Run, Harris Mill Run, and Forbes Run.

F6. Strengthen/support medical district plan.

F7. Prohibit additional commercial uses on tracts or lots outside of commercial zoning districts (example: no special use permits for

fast food restaurants should be issued by the Board of Adjustment in the OR zones).

F8. Develop sidewalks along Arlington Boulevard, Memorial Drive, and Dickinson Avenue.


F9. Plant canopy trees on Arlington from Hwy. 264 to N.C. Hwy 43.

F10. Review transit needs of area as development occurs along Arlington Boulevard; consider new service and revision to existing routes as necessary.

F11. Remove communication towers as use option in the MRS (Residential) district.

F12. Facilitate ECU use and development of the VOA site property.

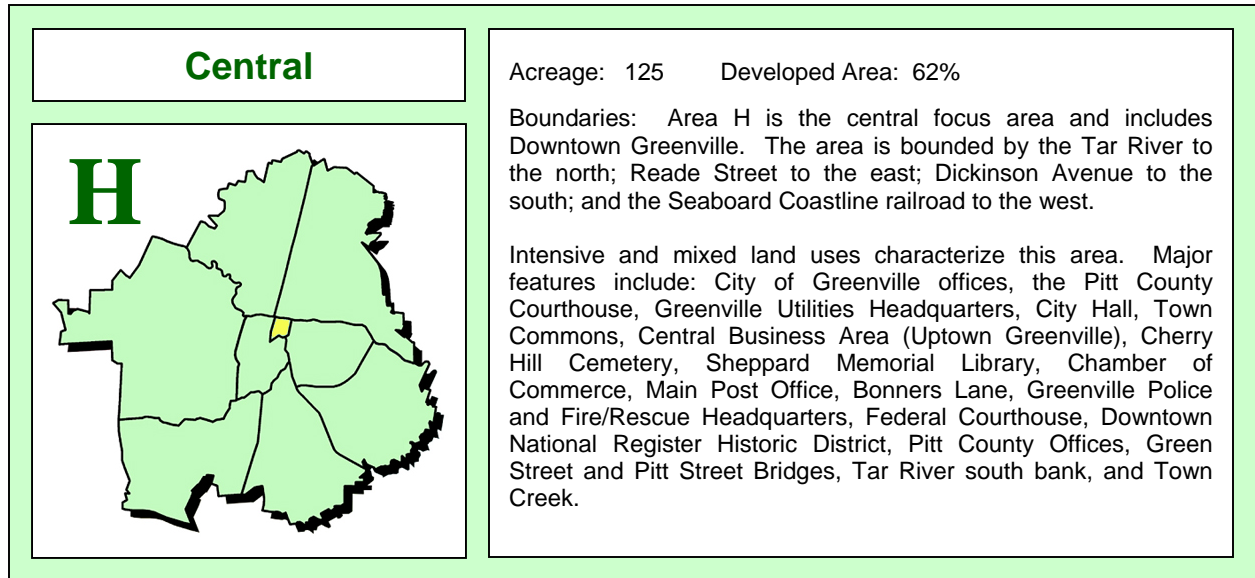
F13. Obtain open space and conservation areas in support of water supply watershed overlay zone goals and objectives.

West Central	Acreage: 1,141 Developed Area: 47%
	<p>Boundaries: Tar River to the north; Charles Boulevard to the east; Green Mill Run to the south; Memorial Drive to the west.</p> <p>The area is predominantly residential with some scattered commercial uses. The area includes the Thomas Foreman Park, Guy Smith Stadium, Brownhill Cemetery, Eppes Center, Tobacco Warehouse Historic District, Greenville Public Works facility, Hopkins Park, River Birch Park and Recreation Center, Green Mill Run, Tar River south bank, and Norfolk Southern/Seaboard Coastline railroad switchyard. Neighborhoods include: Village Grove, Hillsdale, Carolina Heights, Greenbrier, Kearny Park, Higgs Brothers, Higgs Town, Skinnerville, Cherry View, Biltmore, Riverdale, Greenville Heights, Lincoln Park, South Evans residential neighborhoods, Players Club Apartments, North Pines, Perkins Town Sharon, Johns Court, Tucker Circle, Glendale Court, and Ridgeway.</p>

Management Actions:

- G1.** Preserve the architectural and historical character of the Skinnerville, Higgs, and Riverdale neighborhoods.
- G2.** Create additional after-school recreational opportunities at Thomas Foreman Park and South Greenville School.
- G3.** Develop a greenway along Green Mill Run.
- G4.** Link Farmville Boulevard with 10th Street.
- G5.** Revitalize mixed uses along Dickinson Avenue and Martin Luther King, Jr., Drive; continue a facade improvement plan and tree planting plan.
- G6.** Encourage development of affordable single-family homes on vacant lots.
- G7.** Encourage the reuse and/or adaptive reuse of vacant warehouses in West Greenville.
- G8.** Implement more police protection.
- G9.** Encourage demolition of dilapidated houses.

Horizons



Management Actions:

- H1.** Expand office uses.
- H2.** Encourage consolidated parking and study feasibility of building a parking garage. Consider opportunities near the Town Commons.
- H3.** Develop more recreational opportunities at the Town Common; consider a pedestrian bridge to River Park North.
- H4.** Develop additional residential opportunities downtown.
- H5.** Develop the downtown as the cultural, recreational, and entertainment center of the City.
- H6.** Preserve Cherry Hill Cemetery as an historical landmark.
- H7.** Develop a streetscape project along Martin Luther King, Jr., Drive/5th Street.
- H8.** Plan for the development of an urban strollway connecting downtown to the Tar River.
- H9.** Protect the scenic viewscape on north bank of the Tar River across from the Town Common.
- H10.** Improve streetscape in downtown.
- H11.** Provide additional parking in the downtown area and publicize the availability of parking.
- H12.** Increase the security downtown.
- H13.** Strengthen the link between downtown and major activity nodes in the area.
- H14.** Restore the historic character of appropriate downtown buildings.
- H15.** Expand the Town Commons' role as an activity center within the Greenville area.
- H16.** Develop a landscape/urban design plan for the downtown area.
- H17.** Develop downtown into a center for cultural activities and events.
- H18.** Increase the attractiveness of public and private parking lots in downtown.
- H19.** Continue the facade grant program.
- H20.** Enhance street lighting. The design of new street lights and the location of new lights, should be done according to downtown urban design plan.
- H21.** Consider creating a multi-module transportation center.

Horizons

H22. Continue strict enforcement of downtown parking regulations.

H23. Consider assigning a “beat cop” to downtown.

H24. Consider establishing a National Register Historic District in the downtown area.

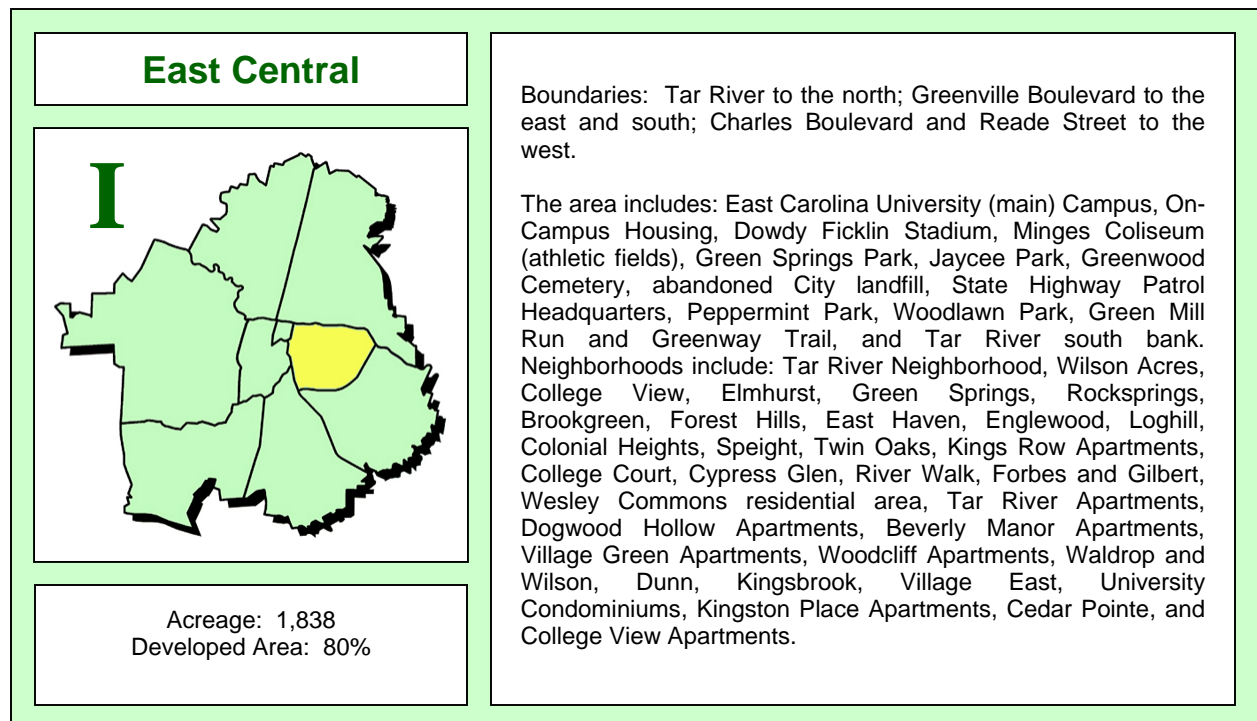
H25. Make downtown the focus of special events in the City; includes festivals, parades, and appropriate sporting events.

H26. Encourage development on edge of Town Commons.

H27. Encourage ECU to build residential or other buildings on land currently used for parking along Reade Street.

H28. Look for opportunities to renovate a historic building in the downtown core or the downtown fringe for use as a theater.

H29. Prohibit “public and/or private clubs” within the downtown subdistricts overlay.



Management Actions:

I1. Expand after-school recreational and educational opportunities at Elm Street and Jaycee Parks.

I2. Preserve the historical, architectural, and single-family character of the College View and University neighborhood.

I3. Investigate alternative uses for the old City landfill.

I4. Widen 14th Street from Charles Boulevard to Greenville Boulevard.

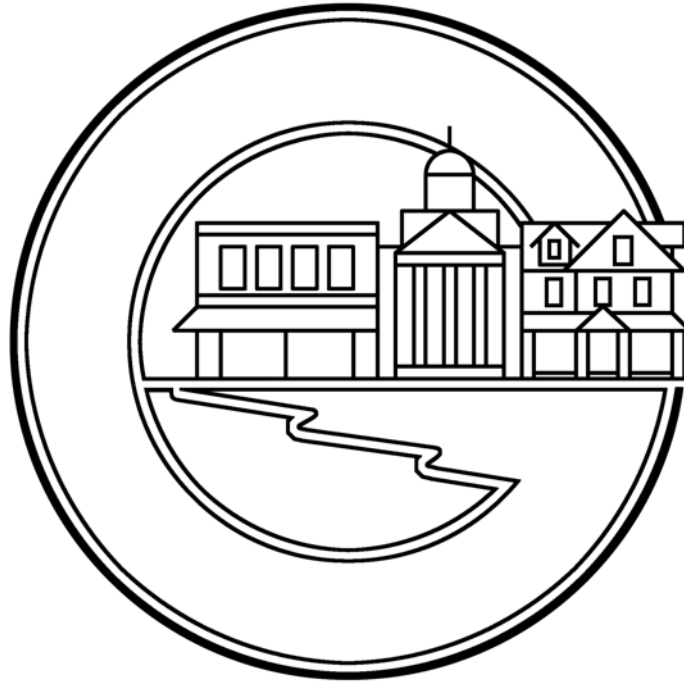
I5. Develop and implement a tree planting plan – College View neighborhood, 10th Street, and Charles Boulevard.

I6. Extend Brownlea Drive to connect with 14th Street.

I7. Investigate mechanisms for addressing parking problems in the Tar River neighborhood.

I8. Extend Green Mill Run greenway improvements to Tar River.

I9. Preserve tree canopy appearance of Fifth Street.



Maps

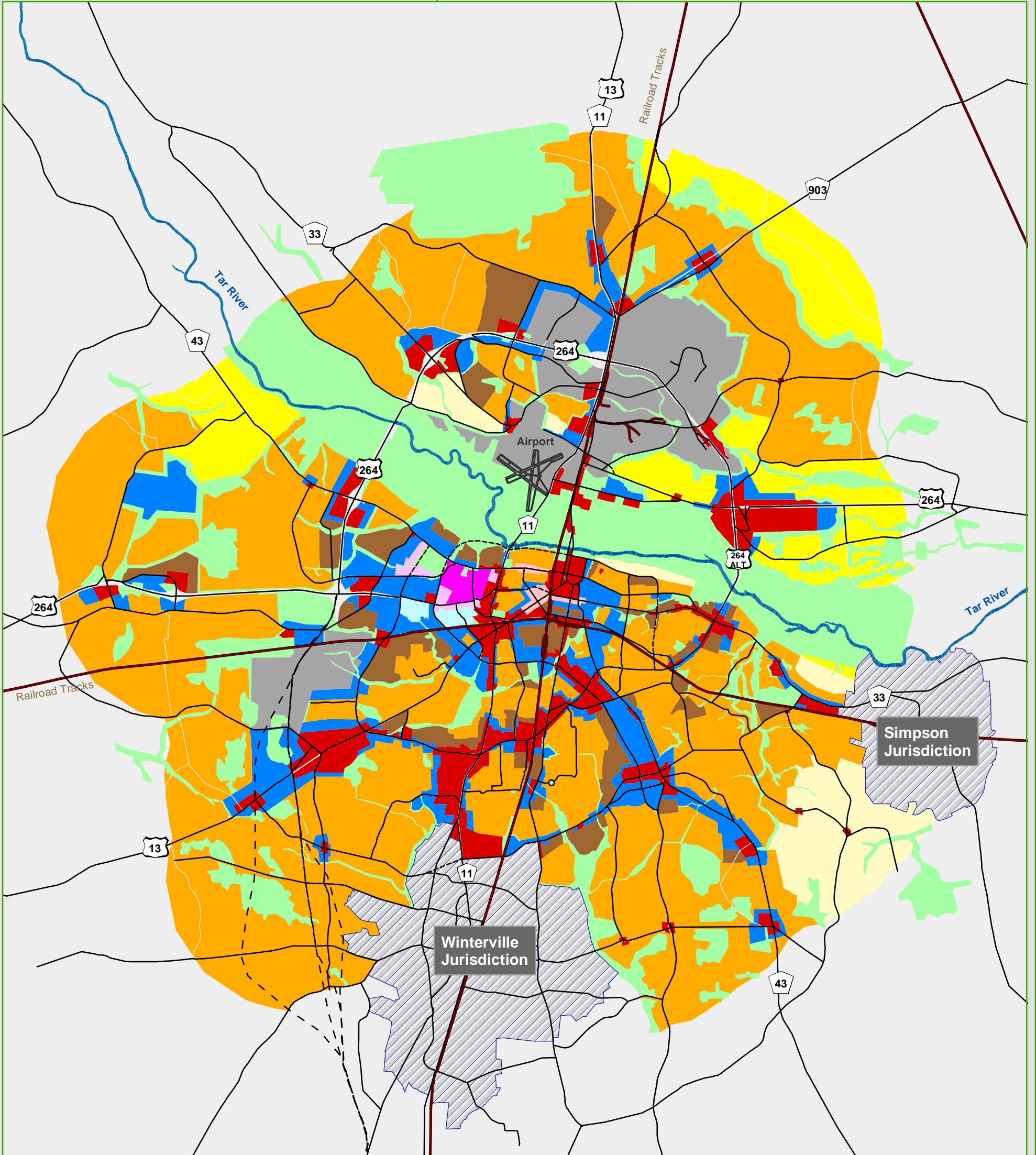


Map composed by the
 Planning & Community Development
 Department on August 18, 2004.

Future Land Use Plan Map

City of Greenville, NC

Adopted February 12, 2004



Land Use Plan Categories

- | | |
|------------------------------------|---------------------------------------|
| Industrial | Office / Institutional / Multi-Family |
| Commercial | High Density Residential |
| Mixed Use / Office / Institutional | Medium Density Residential |
| Medical Core | Low Density Residential |
| Medical Transition | Very Low Density Residential |
| Office / Institutional / Medical | Conservation / Open Space |

Thoroughfares & Major Roads

- | |
|------------------------------------|
| Future Thoroughfares |
| Existing Streets |
| South West Bypass Options |
| Adjoining Municipal Jurisdiction's |



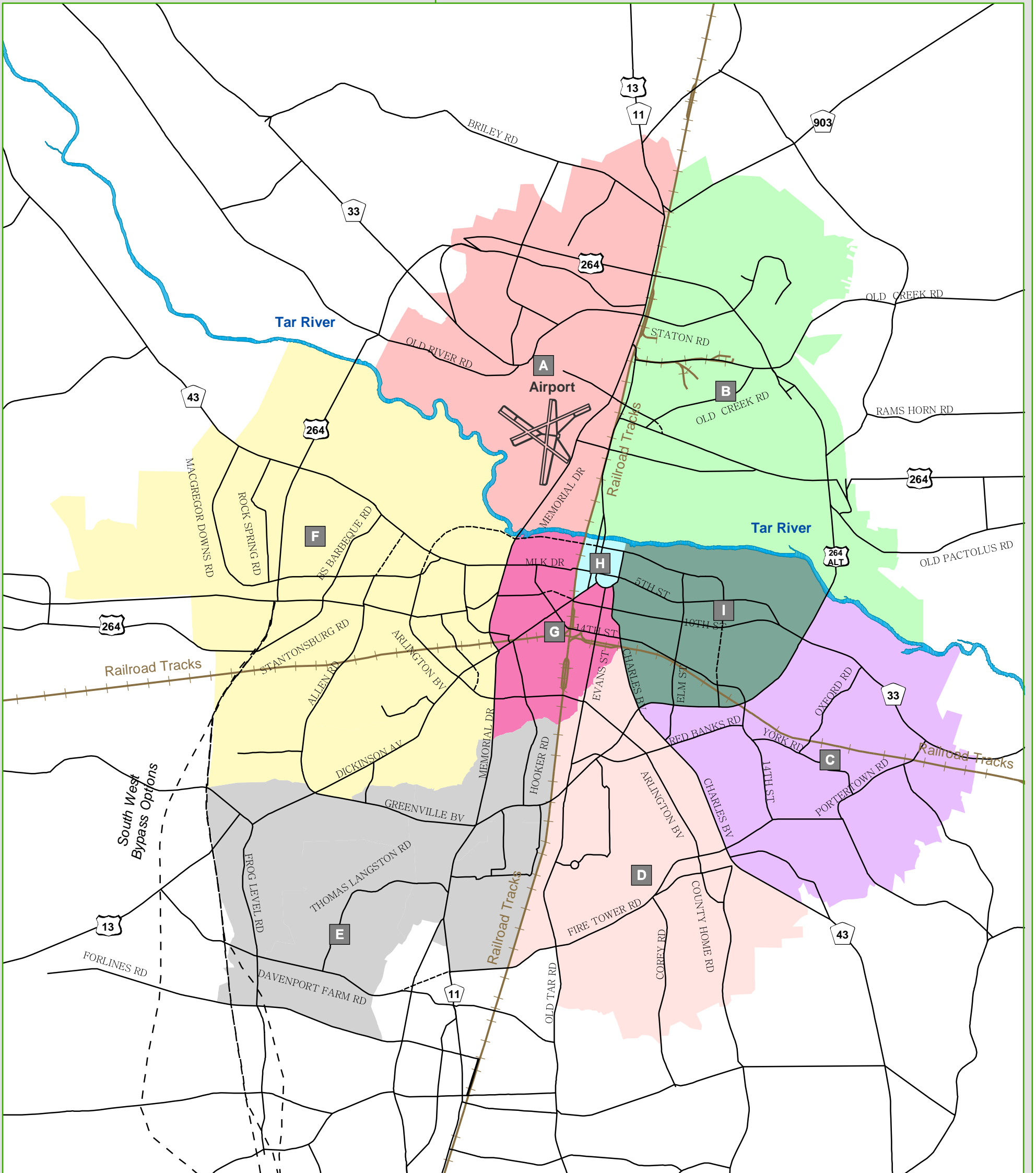
Future Land Use Plan Map



Map composed by the
 Planning & Community Development
 Department on August 13, 2004.

Map of Vision Areas

City of Greenville, NC



Vision Areas

- | | |
|---|--|
| A | F |
| B | G |
| C | H |
| D | I |
| E | |

Thoroughfares & Major Roads

- Future Thoroughfares
- Existing Streets
- South West Bypass Options



Map of Vision Areas

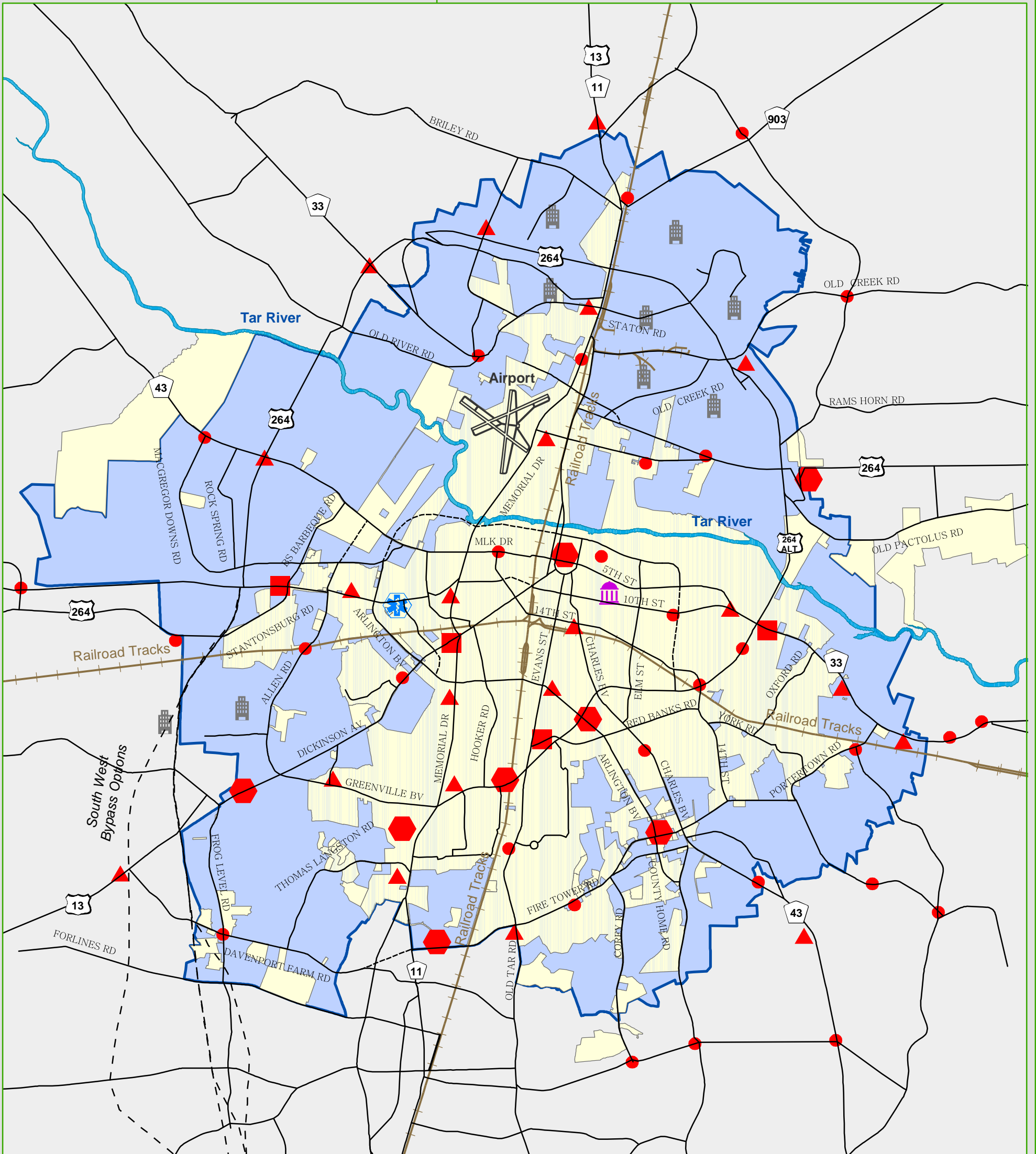


Map composed by the
 Planning & Community Development
 Department on August 16, 2004.

Focus Area Map

Illustrating Desirable Non Residential Development Areas

City of Greenville, NC



Focus Areas

- Employment Education
- Employment Industrial
- Employment Medical
- Regional (400,000 plus)
- Community (175,000 to 350,000)
- Intermediate (50,000 to 150,000)
- Neighborhood (20,000 to 40,000)

Thoroughfares & Major Roads

- Future Thoroughfares
- Existing Streets
- South West Bypass Options



Map of Focus Areas

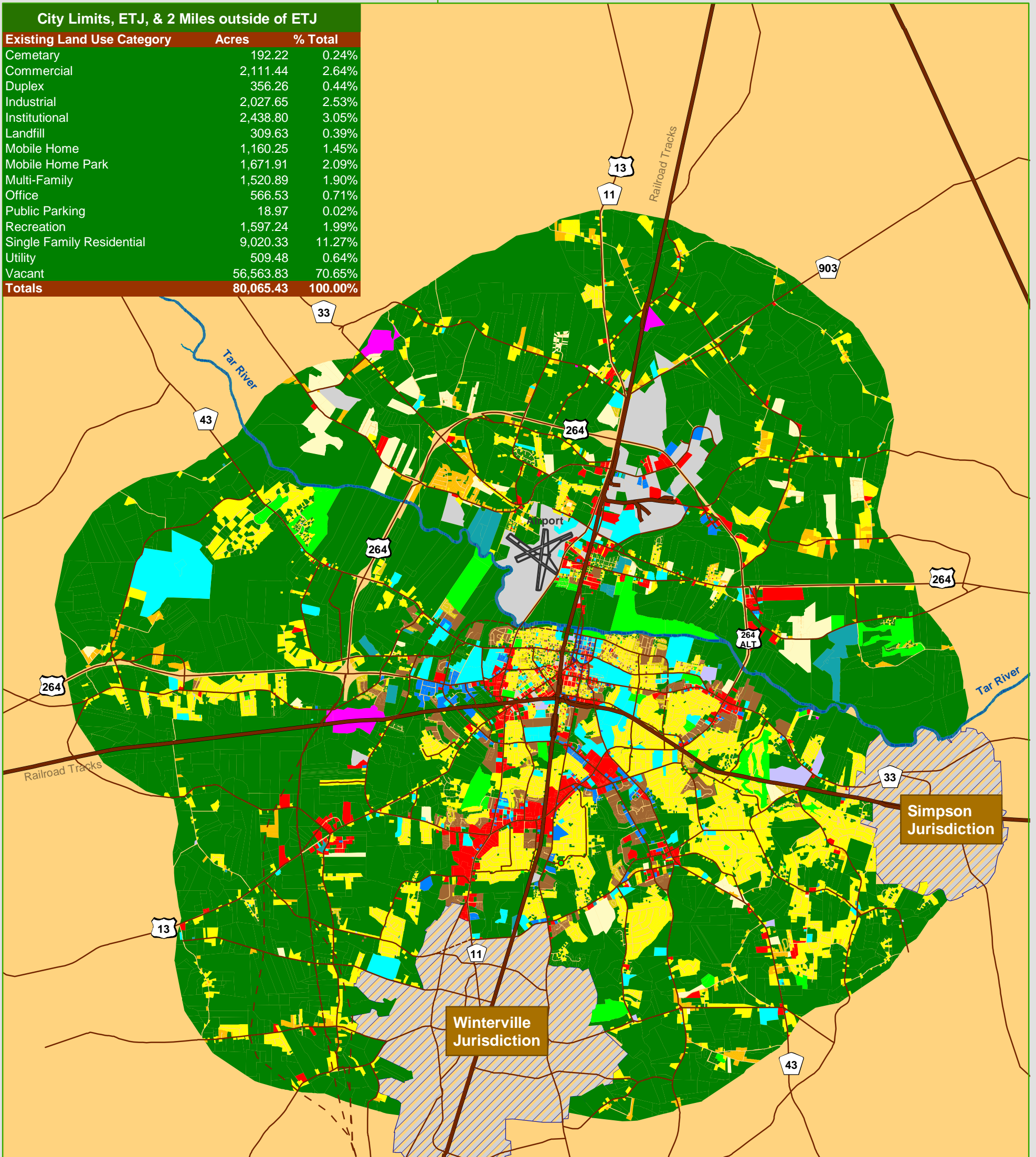


Map composed by the
 Planning & Community Development
 Department on August 18, 2004.

Existing Land Uses - 2002

City Limits, ETJ, & a 2-mile radius outside of ETJ

City of Greenville, NC



City Limits, ETJ, & 2 Miles outside of ETJ		
Existing Land Use Category	Acres	% Total
Cemetary	192.22	0.24%
Commercial	2,111.44	2.64%
Duplex	356.26	0.44%
Industrial	2,027.65	2.53%
Institutional	2,438.80	3.05%
Landfill	309.63	0.39%
Mobile Home	1,160.25	1.45%
Mobile Home Park	1,671.91	2.09%
Multi-Family	1,520.89	1.90%
Office	566.53	0.71%
Public Parking	18.97	0.02%
Recreation	1,597.24	1.99%
Single Family Residential	9,020.33	11.27%
Utility	509.48	0.64%
Vacant	56,563.83	70.65%
Totals	80,065.43	100.00%

Existing Land Use Categories

Cemetary	Multi-Family
Commercial	Office
Duplex	Public Parking
Industrial	Recreation
Institutional	Single-Family Residential
Landfill	Utility
Mobile Home	Vacant
Mobile Home Park	

Thoroughfares & Major Roads

- Future Thoroughfares
- Existing Streets
- South West Bypass Options
- Adjoining Municipal Jurisdiction's

0 1.5 3 6 Miles

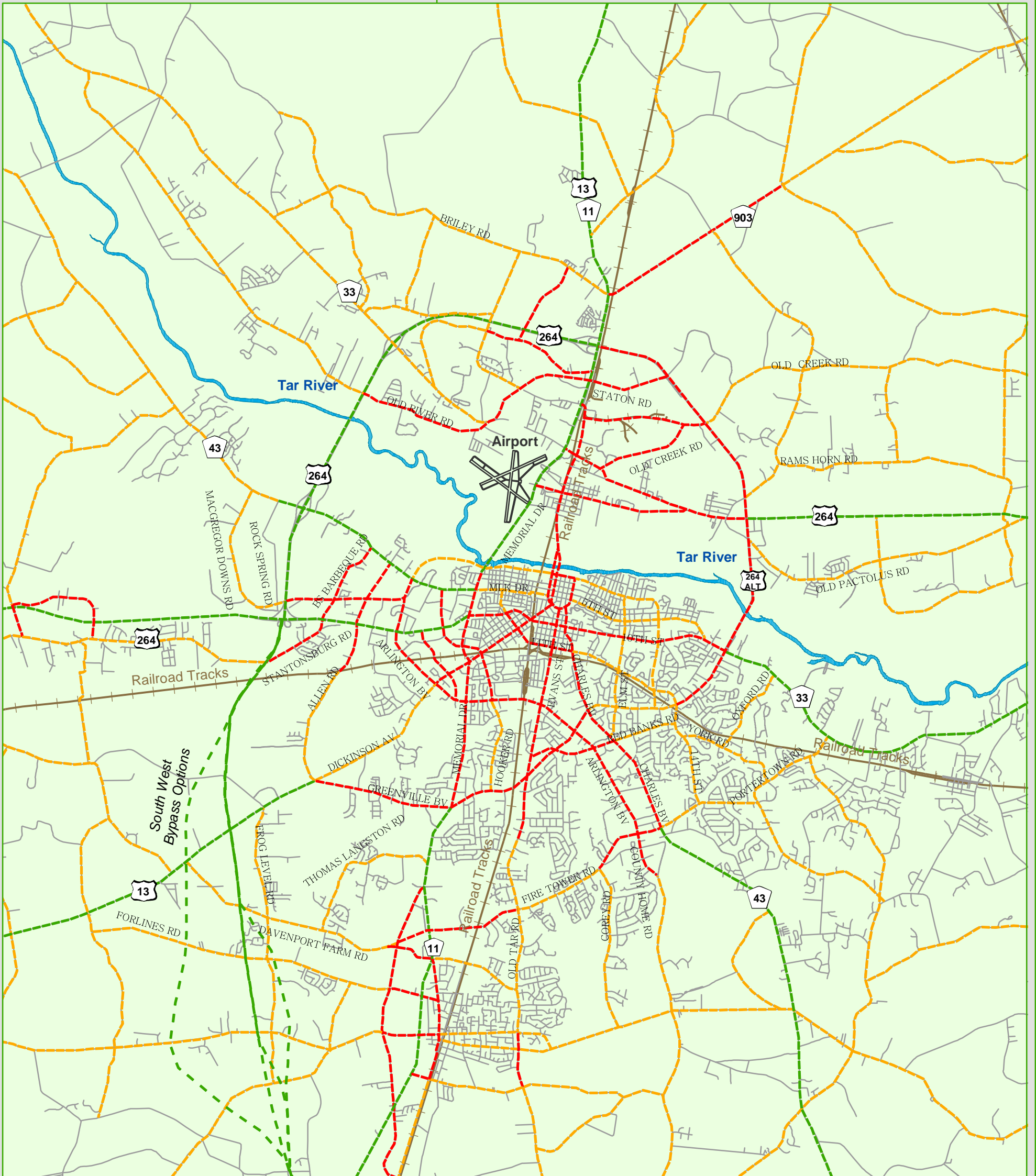
Map of Existing Land Uses



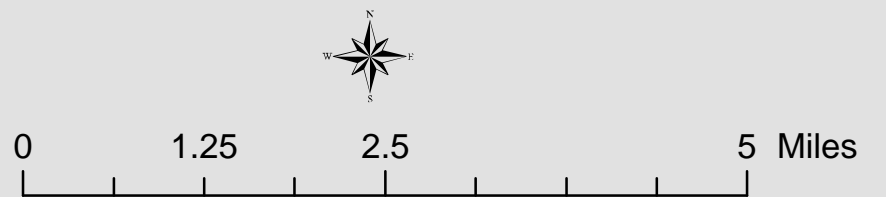
Map composed by the
Planning & Community Development
Department on August 13, 2004.

Transportation Corridors

City of Greenville, NC



- Connector Corridor
- Gateway Corridor
- Residential Corridor
- - - Southwest Bypass (Gateway)
- Streets



Map of Transportation Corridors

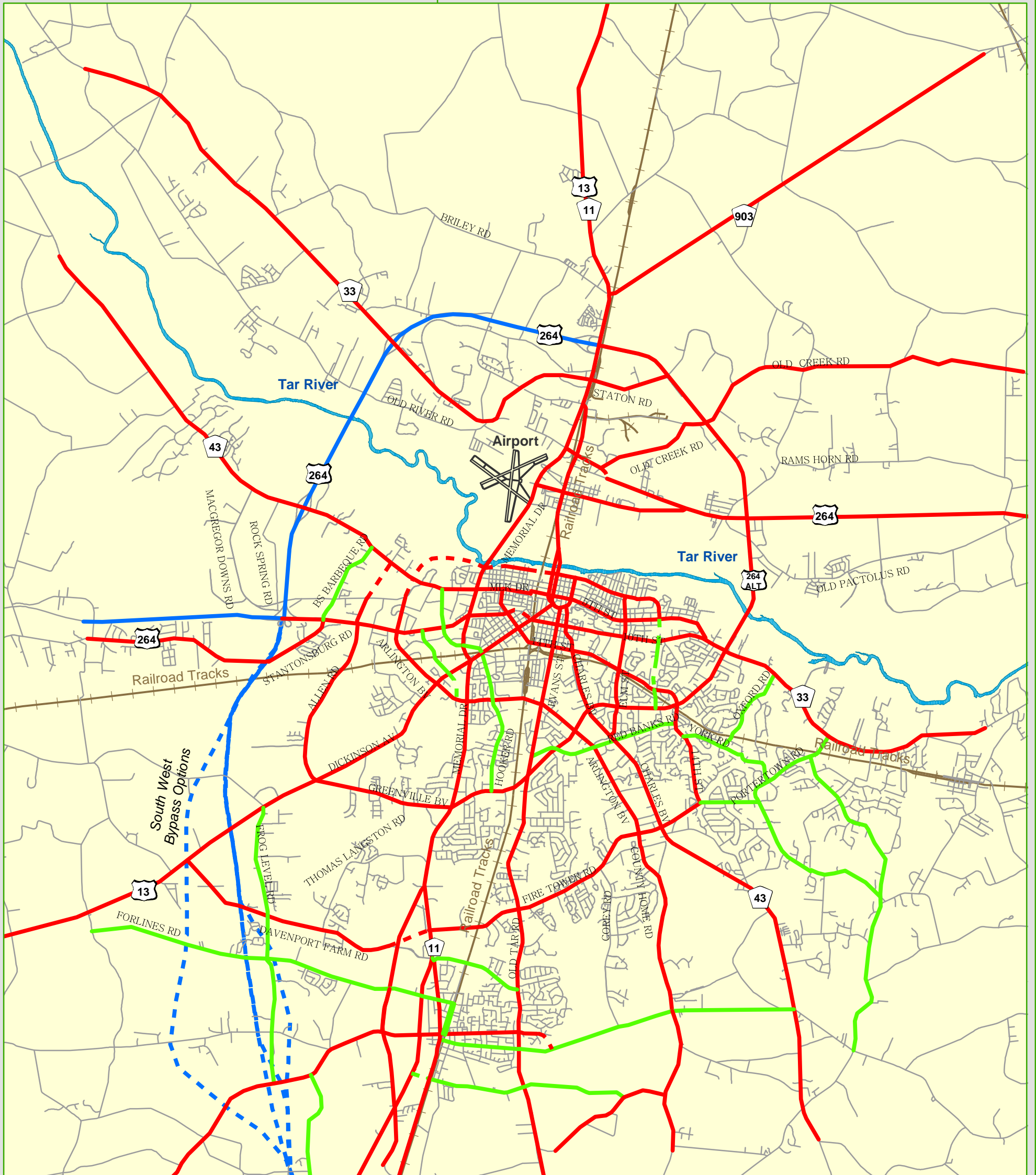


Map composed by the
Planning & Community Development
Department on August 16, 2004.

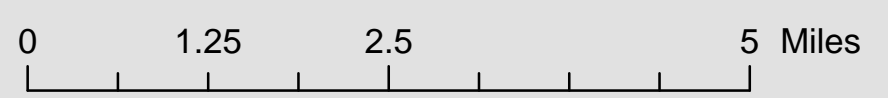
Thoroughfare Plan

City of Greenville, NC

NC Department of Transportation



- Major Freeway
- - Major Freeway Proposed (South West Bypass Options)
- Major Thoroughfare
- - Major Thoroughfare Proposed
- Minor Thoroughfare
- - Minor Thoroughfare Proposed
- Local Access Streets



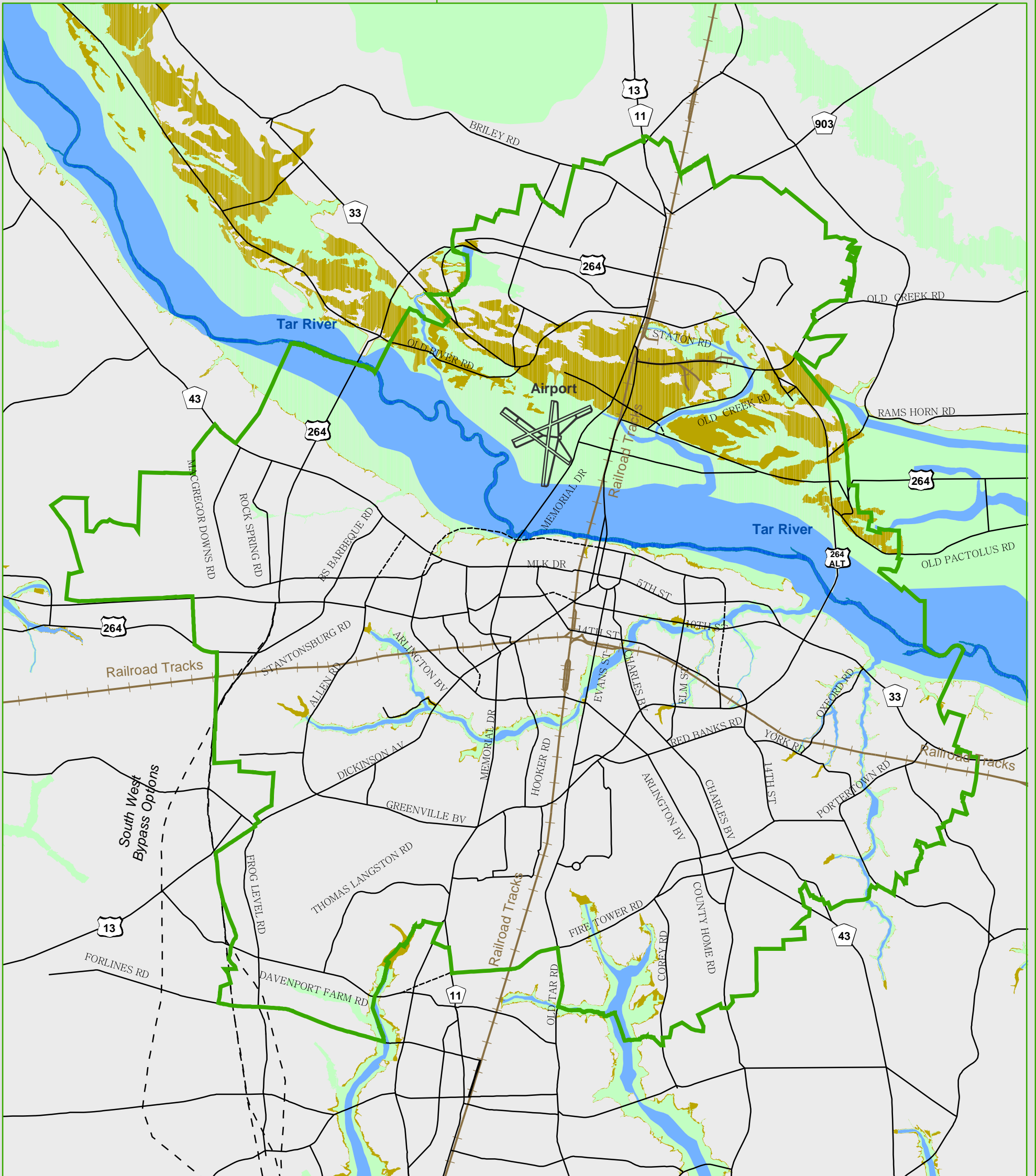
Thoroughfare Plan Map



Map composed by the
 Planning & Community Development
 Department on August 13, 2004.

Revised Tar-Pam Floodplain Map

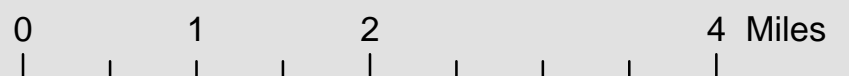
City of Greenville, NC



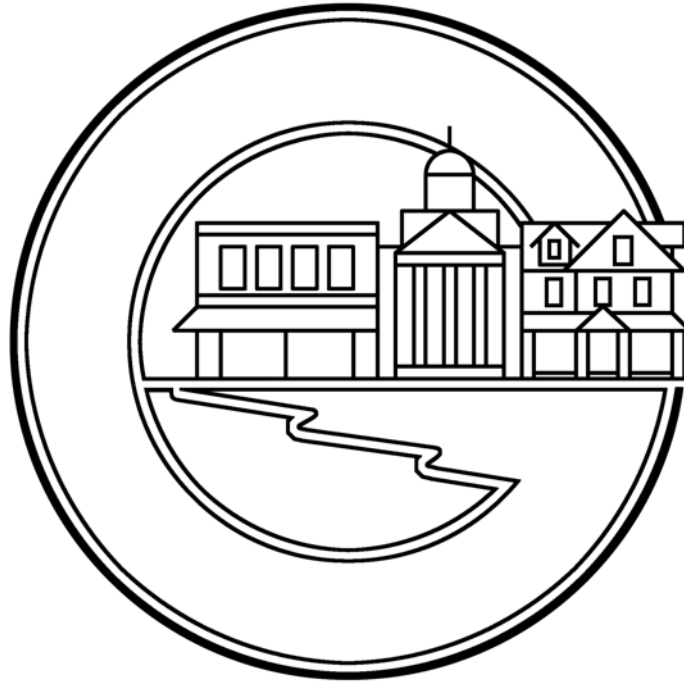
- 100 Year Floodplain
- 500 Year Floodplain
- Floodway
- Tar River
- Greenville ETJ

Thoroughfares & Major Roads

- Future Thoroughfares
- Existing Streets
- South West Bypass Options



Revised Tar-Pam Floodplain Map



City Council Ordinances

Ordinances Related to Horizons

Ord. No.	Date	Description
2412	January 9, 1992	Original adoption of <u>Horizons: Greenville's Community Plan</u> ; establishes <u>Horizons</u> as the city's comprehensive plan
2673	July 8, 1993	Amends <u>Horizons</u> to incorporate the Arlington Boulevard/NC 43 South Corridor Plan
2699	August 12, 1993	Amends <u>Horizons</u> to incorporate the Tenth Street / University Area Study
2727	October 14, 1993	Amends <u>Horizons</u> to incorporate the Vision Area A District Land Use Plan
94-11	January 13, 1994	Amends <u>Horizons</u> to incorporate the Arlington Boulevard / Dickinson Avenue Corridor Study
94-100	August 11, 1994	Amends <u>Horizons</u> to incorporate Bringing Back Main Street: A Downtown Plan of Action
97-35	April 10, 1997	Amends <u>Horizons</u> to prohibit additional commercial uses in designated Industrial Areas in Vision Areas A and B
97-73	August 14, 1997	Amends <u>Horizons</u> to include Future Land Use Plan Map; commonly referred to as <u>Horizons Addendum</u>
98-50	April 20, 1998	Amends <u>Horizons</u> to create an entertainment and cultural district within downtown ("College Area"); prohibits issuance of special use permits for public or private clubs within district
99-37	April 8, 1999	Amends <u>Horizons</u> to incorporate changes to the Future Land Use Plan Map in the area north of NC 33, east of Sunnybrook Road, west of North River Estates subdivision, and south of Fleming School Road
00-128	September 14, 2000	Amends <u>Horizons</u> to incorporate changes to the Future Land Use Plan Map in the designated Focus Area at NC 33 East and Portertown Road; change from "office/institutional/multifamily" to "commercial"
00-139	October 12, 2000	Amends <u>Horizons</u> to incorporate the objectives of the Tar River Floodplain Redevelopment Plan
01-15	February 8, 2001	Amends <u>Horizons</u> to incorporate changes to the Future Land Use Plan Map in the area of Allen Road, south of the Norfolk-Southern Railroad and Stantonsburg Road, west to the Frog Level Road area and south to the Dickinson Avenue
04-10	February 12, 2004	Amends <u>Horizons</u> pursuant to 2004 Update; incorporates changes to the plan text and Future Land Use Plan Map

ORDINANCE NO. 2412
AN ORDINANCE ADOPTING THE COMPREHENSIVE PLAN OF THE CITY OF
GREENVILLE

WHEREAS, the Planning and Zoning Commission established a Committee to update the City's 1981 Comprehensive Plan; and

WHEREAS, this Committee held numerous meetings to develop a draft Plan and p sent considerable time and effort to solicit public input into this Plan; and

WHEREAS, the Planning and Zoning Commission and the City Council have reviewed the Plan and the Plan has been presented to the public for review.

THE CITY COUNCIL OF THE CITY OF GREENVILLE, NORTH CAROLINA, DOES HEREBY ORDAIN:

Section 1. The City Council of the City of Greenville does hereby adopt the Comprehensive Plan titled Horizons: Greenville's Community Plan dated December 1991.

Section 2. The Planning and Community Development staff is authorized to make grammatical corrections, adjust statistical contradictions, incorporate any new 1990 U.S. Census data, update statistical data as new or corrected data is received and make other minor corrective changes deemed necessary and without substantive change to the nature and intent of any portion of the document.

ADOPTED this 9th day of January, 1992.

/s/Nancy M. Jenkins
Nancy M. Jenkins, Mayor

ATTEST:

/s/Nancy M. Jenkins
Wanda T. Elks, City Clerk

ORDINANCE NO. 2673
AN ORDINANCE AMENDING HORIZONS: GREENVILLE'S COMMUNITY PLAN.

WHEREAS, Horizons: Greenville's Community Plan was adopted on January 9, 1992 per ordinance 2412; and

WHEREAS, Vision Area plans, corridor studies, and other special area plans were to be prepared to expand on and clarify portions of the Horizons plan; and

WHEREAS, the Planning and Zoning Commission and the City Council have reviewed the Arlington Boulevard/NC 43 South Corridor Plan dated June 1993 and a public hearing has been held to solicit public comment.

THE CITY COUNCIL OF THE CITY OF GREENVILLE DOES HEREBY ORDAIN:

Section 1. The City Council of the City of Greenville does hereby adopt the Arlington Boulevard/NC 43 South Corridor Plan dated June 1993 as an amendment to Horizons: Greenville's Community Plan.

Section 2. The Arlington Boulevard/NC 43 South Corridor Plan supercedes all statements, references, or recommendations in Horizons that relate to the Arlington/NC 43 South study area.

Section 3. That all sections or statements in Horizons that are in conflict with the Arlington Boulevard/NC 43 South Corridor Plan are hereby repealed.

ADOPTED this 8th day of July, 1993.

/s/Nancy M. Jenkins
Nancy M. Jenkins, Mayor

Attest:

/s/Wanda T. Elks
Wanda T. Elks, City Clerk

ORDINANCE NO. 2699
AN ORDINANCE AMENDING HORIZONS: GREENVILLE'S COMMUNITY PLAN.

WHEREAS, Horizons: Greenville's Community Plan was adopted on January 9, 1992 per ordinance 2412; and

WHEREAS, Vision Area plans, corridor studies, and other special area plans were to be prepared to expand on and clarify portions of the Horizons plan; and

WHEREAS, the Planning and Zoning Commission and the City Council have reviewed the Tenth Street-University Area Study dated July 1993 and a public hearing has been held to solicit public comment.

THE CITY COUNCIL OF THE CITY OF GREENVILLE DOES HEREBY ORDAIN:

Section 1. The City Council of the City of Greenville does hereby adopt the Tenth Street-University Area Study dated July 1993 as an amendment to Horizons: Greenville's Community Plan.

Section 2. The Tenth Street-University Area Study supercedes all statements, references, or recommendations in Horizons that relate to the Tenth Street-University Area Study Area.

Section 3. That all sections or statements in Horizons that are in conflict with the Tenth Street-University Area Study are hereby repealed.

ADOPTED this 12th day of August, 1993.

/s/Nancy M. Jenkins
Nancy M. Jenkins, Mayor

Attest:

/s/Wanda T. Elks
Wanda T. Elks, City Clerk

ORDINANCE NO. 2727
AN ORDINANCE AMENDING HORIZONS: GREENVILLE'S COMMUNITY PLAN.

WHEREAS, Horizons: Greenville's Community Plan was adopted on January 9, 1992 per ordinance 2412; and

WHEREAS, Vision Area plans, corridor studies, and other special area plans were to be prepared to expand on and clarify portions of the Horizons plan; and

WHEREAS, the Planning and Zoning Commission and the City Council have reviewed the Vision Area A District Land Use Plan dated September 1993 and a public hearing has been held to solicit public comment.

THE CITY COUNCIL OF THE CITY OF GREENVILLE DOES HEREBY ORDAIN:

Section 1. The City Council of the City of Greenville does hereby adopt the Vision Area A District Land Use Plan dated September 1993 as an amendment to Horizons: Greenville's Community Plan.

Section 2. The Vision Area A District Land Use Plan supercedes all statements, references, or recommendations in Horizons that relate to the Vision Area A Area.

Section 3. That all sections or statements in Horizons that are in conflict with the Vision Area A District Land Use Plan are hereby repealed.

ADOPTED this 14th day of October, 1993.

/s/Nancy M. Jenkins
Nancy M. Jenkins, Mayor

Attest:

/s/Wanda T. Elks
Wanda T. Elks, City Clerk

ORDINANCE NO. 94-11
AN ORDINANCE AMENDING HORIZONS: GREENVILLE'S COMMUNITY PLAN.

WHEREAS, Horizons: Greenville's Community Plan was adopted on January 9, 1992 per ordinance 2412; and

WHEREAS, Vision Area plans, corridor studies, and other special area plans were to be prepared to expand on and clarify portions of the Horizons plan; and

WHEREAS, the Planning and Zoning Commission and the City Council have reviewed the Arlington Boulevard-Dickinson Area Corridor Study dated November 1993 and a public hearing has been held to solicit public comment.

THE CITY COUNCIL OF THE CITY OF GREENVILLE DOES HEREBY ORDAIN:

Section 1. The City Council of the City of Greenville does hereby adopt the Arlington Boulevard-Dickinson Avenue Corridor Study dated November 1993 as an amendment to Horizons: Greenville's Community Plan.

Section 2. The Arlington Boulevard-Dickinson Avenue Corridor Study supercedes all statements, references, or recommendations in Horizons that relate to the Arlington Boulevard-Dickinson Avenue Corridor Study Area.

Section 3. That all sections or statements in Horizons that are in conflict with the Arlington Boulevard-Dickinson Avenue Corridor Study are hereby repealed.

ADOPTED this 13th day of January, 1994.

/s/Nancy M. Jenkins
Nancy M. Jenkins, Mayor

Attest:

/s/Wanda T. Elks
Wanda T. Elks, City Clerk

ORDINANCE NO. 94-100
AN ORDINANCE AMENDING HORIZONS: GREENVILLE'S COMMUNITY PLAN.

WHEREAS, Horizons: Greenville's Community Plan was adopted on January 9, 1992 per Ordinance 2412; and

WHEREAS, the Planning and Zoning Commission and the City Council have reviewed the plan entitled "Bringing Back Main Street, A Downtown Plan of Action" dated July 1994 and a public hearing has been held to solicit public comment.

THE CITY COUNCIL OF THE CITY OF GREENVILLE DOES HEREBY ORDAIN:

Section 1. The City Council of the City of Greenville does hereby adopt "Bringing Back Main Street, A Downtown Plan of Action" dated July 1994 as an amendment to Horizons: Greenville's Community Plan

Section 2. "Bringing Back Main Street, A Downtown Plan of Action" supercedes all statements, references, or recommendations in Horizons that relate to the subject study area.

Section 3. That all sections or statements in Horizons that are in conflict with "Bringing Back Main Street, A Downtown Plan of Action" are hereby repealed.

ADOPTED this 11th day of August, 1994.

/s/Nancy M. Jenkins
Nancy M. Jenkins, Mayor

ATTEST:

/s/Wanda T. Elks
Wanda T. Elks, City Clerk

ORDINANCE NO. 97-35
AN ORDINANCE AMENDING HORIZONS: GREENVILLE'S COMMUNITY PLAN.

WHEREAS, Horizons: Greenville's Community Plan was adopted on January 9, 1992 by the Greenville City Council per ordinance 2412; and

WHEREAS, Horizons will from time to time be amended and portions of its text clarified by the City Council; and

WHEREAS, Horizons, contains a chapter entitled "Urban Form and Land Use" which divides the City into nine (9) planning regions or "vision areas"; and

WHEREAS, Vision areas "A" and "B" of Horizons encompass the recognized industrial area as shown on the map entitled "Greenville Industrial Area" dated January 9, 1992 as amended; and

WHEREAS, Vision areas "A" and "B" setsforth specific management actions to be followed in the consideration and administration of land use decisions; and

WHEREAS, The Vision Area A District Land Use Plan dated September 1993 as an amendment to Horizons: Greenville's Community Plan was adopted on October 14, 1993 by the Greenville City Council per ordinance 2727; and

WHEREAS, The Vision Area A District Land Use Plan adopted per ordinance 2727 superseded all statements, references or recommendations in Horizons that relate to Vision Area A; and

WHEREAS, The Vision Area A District Land Use Plan setsforth specific management actions to be followed in the consideration and administration of land use decisions.

THE CITY COUNCIL OF THE CITY OF GREENVILLE, NORTH CAROLINA, DOES HEREBY ORDAIN:

Section 1. That it is the intent of the City Council to encourage and facilitate industry and support businesses in the recognized industrial area as shown on the map entitled "Greenville Industrial Area" dated January 9, 1992 as amended, which is incorporated into the Horizons plan by reference.

Section 2. That it is the intent of the City Council to prohibit additional specific commercial uses on lots or tracts located outside of commercial and/or office and institutional zoning districts within the "Greenville Industrial Area".

Section 3. That to clarify the intent of Horizons with regards to the "Greenville Industrial Area", the following amendments are hereby made to Horizons:

1. On page 57, of Horizons, Vision Area "A", add a new item #7 to read as follows:
 7. Prohibit additional commercial use of land within the "Greenville Industrial Area" on lots or tracts located outside of commercial zoning districts. Specifically, special use permits for mobile home sales shall not be permitted within the "Greenville Industrial Area" on lots or tracts which are zoned to an industrial classification.

2. On page 59, of Horizons, Vision Area "B", add a new item #12 to read as follows:
 12. Prohibit additional commercial use of land within the "Greenville Industrial Area" on lots or tracts located outside of commercial zoning districts. Specifically, special use permits for mobile home sales shall not be permitted within the "Greenville Industrial Area" on lots or tracts which are zoned to an industrial classification.
3. On page SP-37, of The Vision Area A District Land Use Plan delete item #4 in its entirety and substitute the following:
 4. Prohibit additional commercial use of land within the "Greenville Industrial Area" on lots or tracts located outside of commercial zoning districts. Specifically, special use permits for mobile home sales shall not be permitted within the "Greenville Industrial Area" on lots or tracts which are zoned to an industrial classification.

ADOPTED this 10th day of April, 1997.

/s/ Nancy M. Jenkins
Nancy M. Jenkins, Mayor

ATTEST:

/s/ Wanda T. Elks
Wanda T. Elks, City Clerk

ORDINANCE NO. 97-73
AN ORDINANCE AMENDING HORIZONS: GREENVILLE'S COMMUNITY PLAN;

WHEREAS, Horizons: Greenville's Community Plan was adopted on January 9, 1992 by the Greenville City Council per ordinance 2412; and

WHEREAS, Horizons will from time to time be amended and clarified by the City Council; and

WHEREAS, Land Use Plans are to be prepared to expand and clarify portions of the Horizons plan; and

WHEREAS, the Planning and Zoning Commission and the City Council have reviewed the City of Greenville Land Use Plan map and associated text entitled City of Greenville Land Use Plan Horizons Addendum dated June 4, 1997 and a public hearing has been held to solicit public comment.

THE CITY COUNCIL OF THE CITY OF GREENVILLE DOES HEREBY ORDAIN:

Section 1. The City Council of the City of Greenville does hereby adopt the City of Greenville Land Use Plan map and associated text dated June 4, 1997 as an amendment to Horizons: Greenville's Community Plan.

Section 2. The City of Greenville Land Use Plan map and associated text supercedes all statements, references or recommendations in Horizons that relate to the land use within the city and planning jurisdiction.

Section 3. That all sections or statements in Horizons that are in conflict with the City of Greenville Land Use Plan map and associated text are hereby repealed.

ADOPTED this 14th day of August, 1997.

/s/ Nancy M. Jenkins
Nancy M. Jenkins, Mayor

ATTEST:

/s/ Wanda T. Elks
Wanda T. Elks, City Clerk

ORDINANCE NO. 98-50
AN ORDINANCE AMENDING HORIZONS: GREENVILLE'S COMMUNITY PLAN.

WHEREAS, Horizons: Greenville's Community Plan was adopted on January 9, 1992 by the Greenville City Council per Ordinance 2412; and

WHEREAS, Horizons will from time to time be amended and portions of its text clarified by the City Council; and

WHEREAS, Horizons contains a chapter entitled "Urban Form and Land Uses" which divided the City into nine (9) planning regions or "vision areas"; and

WHEREAS, Vision area "H" of Horizons encompasses the central focus area and included "Downtown Greenville"; and

WHEREAS, VISION area "H" of Horizons sets forth specific management actions to be followed in the consideration and administration of land use decisions.

THE CITY COUNCIL OF THE CITY OF GREENVILLE, NORTH CAROLINA, DOES HEREBY ORDAIN:

Section 1. That it is the intent of the City Council to encourage business offices, personal and professional offices, residential development, retail and service establishments within the Downtown Greenville central focus area.

Section 2. That it is the intent of the City Council to prohibit certain land uses which by their customary operation and nature are deemed to constitute a nuisance or detriment to those uses listed under section 1 above, within the area further described under section 3 below.

Section 3. That to clarify the intent of Horizons with regards to the "Downtown Greenville central focus area", the following amendments are hereby made to Horizons:

1. On page 62, of Horizons, Vision Area "H", delete item #8 in its entirety and substitute the following:

"8. Except as further provided, develop the "College Area" of the downtown, as illustrated on page 69, as the cultural, recreational and entertainment center of the City."
2. On page 62, of Horizons, Vision Area "H", renumber items #9 thru item #16, as items #10 thru item #17.
3. On page 62, of Horizons, Vision Area "H", add a new item #9 to read as follows:

"9. Prohibit "public and/or private clubs" within the area described as follows:

BEGINNING at a point where First Street intersects Cotanche Street; thence along Cotanche Street in a southerly direction to Fourth Street; thence along Fourth Street in a westerly direction to a point opposite the northwest corner of the MKSA Groups, Inc. Property and being Pitt County Tax Parcel 23601 and recorded in Deed Book 603, Page

895; thence with the western and southern boundaries of the MKSA Groups, Inc. Property to a point in the western line of the City of Greenville property, being Pitt County Tax Parcel 15715 and recorded in Deed Book T43, Page 473; thence with the City of Greenville' s western line to the northwest corner of the Donald J. Edwards property, being Pitt County Tax Parcel 24454 and recorded in Deed Book 617, Page 300; thence along the western boundary of the Edwards property to the northwest corner of the Panagiotis I. Karagiannis property, being Pitt County Tax Parcel 12848 and recorded in Deed Book W-40, Page 745; thence with the western line of the Karagiannis property to the northeast corner of the George R. Saieed property, being Pitt County Tax Parcel 07686 and recorded in Deed Book 171, Page 90 and Parcel 48268 recorded in Deed Book 90CV, Page 921; thence along the northern and western lines of the Saieed properties to a point in First Street opposite the southwest corner of the George R. Saieed property, Pitt County Tax Parcel 48268; thence along Fifth Street in a easterly direction to a point opposite the northwest corner of the Peggy Smith Corbitt property recorded in Will Book 78, Page 35, also known as Pitt County Tax Parcel 20455; thence with the western and southern lines of the Corbitt property to a point in Cotanche Street; thence along Cotanche Street in a southerly direction to where Cotanche intersects Reade Circle; thence along Reade Circle in a clockwise direction to where Reade Circle intersects with Dickinson Avenue; thence with Dickinson Avenue in a northeasterly direction to where Dickinson Avenue intersects with Washington Street; thence with Washington Street in a northerly direction to First Street; thence along First Street in a easterly direction to the POINT OF BEGINNING.

Specifically, special use permits for public and/or private clubs shall not be permitted within the portion of the central focus area described above, and as further illustrated by map on Page 68A of Horizons: Greenville's Community Plan and entitled "Downtown Subdistricts Overlay".

Section 4. All ordinances and clauses of ordinances in conflict with this ordinance are hereby repealed.

Section 5. This ordinance shall become effective upon its adoption.

ADOPTED this 20th day of April, 1998.

/s/ Nancy M. Jenkins
Nancy M. Jenkins, Mayor

ATTEST:

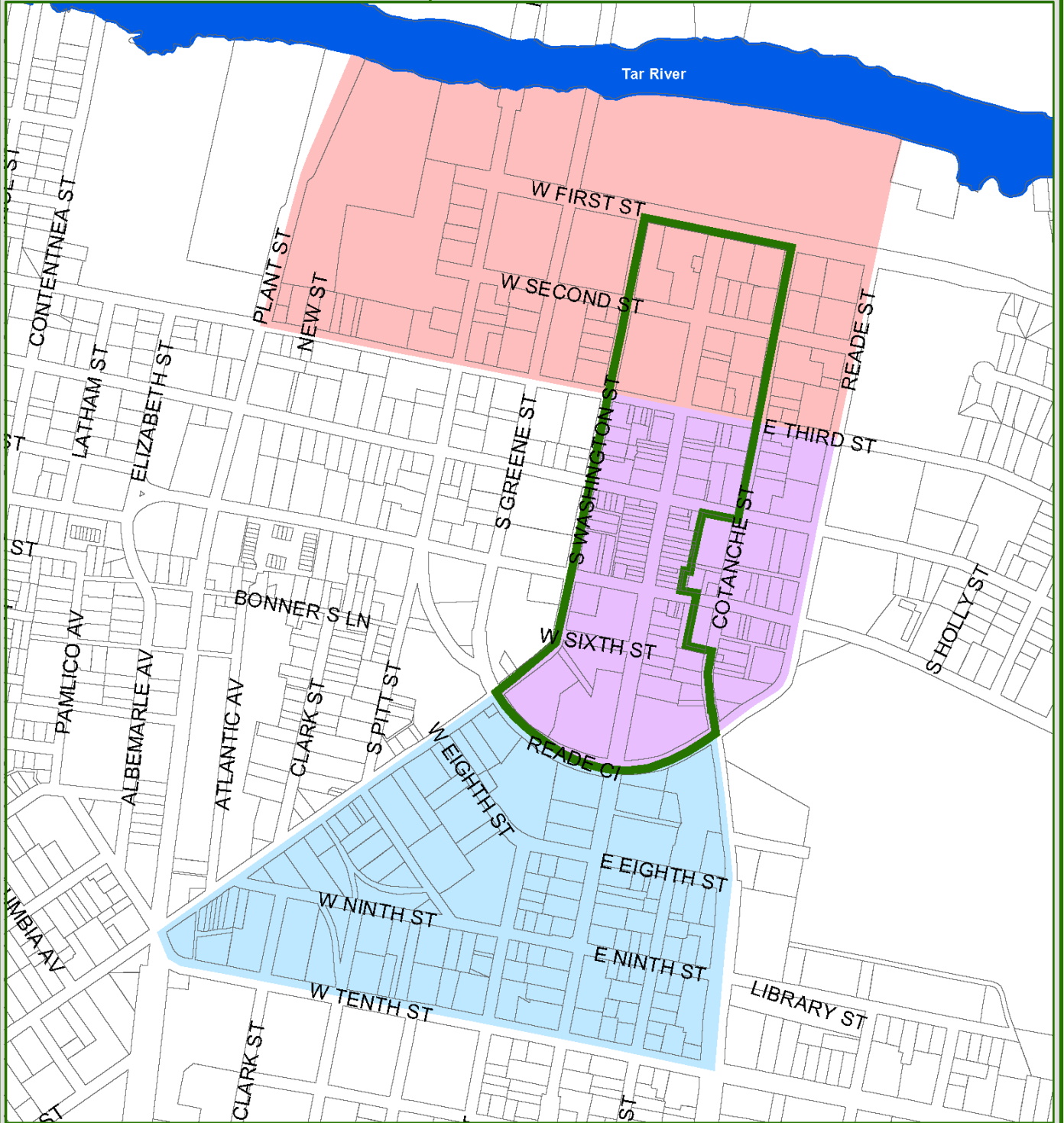
/s/ Wanda T. Elks
Wanda T. Elks, City Clerk



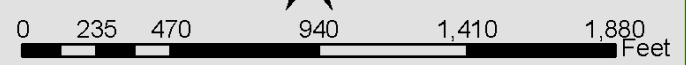
Map composed on
April 20, 1998.

Map of Downtown Subdistricts

City of Greenville, NC



- Courthouse Subdistrict
- University Subdistrict
- Dickinson Subdistrict
- Downtown Subdistrict Overlay (Per Ordinance 98-50)
- Tar River
- Land Parcels



ORDINANCE NO. 99-37
AN ORDINANCE AMENDING HORIZONS: GREENVILLE'S COMMUNITY PLAN.

WHEREAS, Horizons: Greenville's Community Plan was adopted on January 9, 1992 by the Greenville City Council per ordinance 2412; and

WHEREAS, Horizons will from time to time be amended and portions of its text clarified by the City Council; and

WHEREAS, Land Use Plans are to be prepared to expand and clarify portions of the Horizons plan; and

WHEREAS, the City Council of the City of Greenville has per ordinance no. 97-73 adopted the City of Greenville Land Use Plan Map and associated text dated June 4, 1997 as an amendment to Horizons: Greenville's Community Plan; and

WHEREAS, the City Council of the City of Greenville has per resolution no. 98-55, dated November 12, 1998, adopted an amendment to the Greenville Thoroughfare Plan relocating the future alignment of NC Highway 33 in the area north of the Pitt-Greenville Airport; and

WHEREAS, the Planning and Zoning Commission and the City Council have reviewed the Land Use Plan Map and a public hearing has been held to solicit public comment.

THE CITY COUNCIL OF THE CITY OF GREENVILLE, NORTH CAROLINA, DOES HEREBY ORDAIN:

Section 1. The City Council of the City of Greenville does hereby amend the Land Use Plan Map in the area described as being located north of NC Highway 33 (existing), east of Sunnybrook Road (NCSR 1440), west of North River Estates Subdivision and south of Fleming School Road (NCSR 1419) and as further delineated by the Land Use Plan Amendment Map, from the land use pattern illustrated on the adopted Land Use Plan Map dated June 4, 1997 (ord. no. 97-73) to the land use pattern illustrated by the attached map entitled Land Use Plan Amendment dated March 5, 1999 and incorporated herein by reference.

Section 2. That the Director of Planning and Community Development is directed to amend the Land Use Plan Map of the City of Greenville in accordance with this ordinance.

Section 3. That all ordinances and clauses of ordinances in conflict with this ordinance are hereby repealed.

Section 4. This ordinance shall become effective upon its adoption.

ADOPTED this 8th day of April, 1999.

/s/Nancy M. Jenkins
Nancy M. Jenkins, Mayor

ATTEST:

/s/Wanda T. Elks
Wanda T. Elks, City Clerk

ORDINANCE NO. 00-128
AN ORDINANCE AMENDING HORIZONS: GREENVILLE'S COMMUNITY PLAN

WHEREAS, Horizons: Greenville's Community Plan was adopted on January 9, 1992 by the Greenville City Council per ordinance 2412; and

WHEREAS, Horizons will from time to time be amended and portions of its text clarified by the City Council; and

WHEREAS, Land Use Plans are to be prepared to expand and clarify portions of the Horizons plan; and

WHEREAS, the City Council of the City of Greenville has per ordinance no. 97-73 adopted the City of Greenville Land Use Plan Map and associated text dated June 4, 1997 as an amendment to Horizons: Greenville's Community Plan ; and

WHEREAS, the Planning and Zoning Commission and the City Council have reviewed the Land Use Plan Map and a public hearing has been held to solicit public comment.

THE CITY COUNCIL OF THE CITY OF GREENVILLE, NORTH CAROLINA, DOES HEREBY ORDAIN:

Section 1. The City Council of the City of Greenville does hereby amend the Land Use Plan Map in the area described as being south of North Carolina Highway 33 (east), east of the commercial component of the Portertown Road and NC 33 Focus Area to 1000± feet west of L.T. Hardee Road and north of the Seaboard Coastline Railroad containing approximately twenty (20) acres, from a "office/institutional/multi-family" and "high density residential" classification to a "commercial" classification.

Section 2. That the Director of Planning and Community Development is directed to amend the Land Use Plan Map of the City of Greenville in accordance with this ordinance.

Section 3. That all ordinances and clauses of ordinances in conflict with this ordinance are hereby repealed.

Section 4. This ordinance shall become effective upon its adoption.

ADOPTED this 14th day of September, 2000.

/s/Nancy M. Jenkins
Nancy M. Jenkins, Mayor

ATTEST:

/s/Wanda T. Elks
Wanda T. Elks, City Clerk

ORDINANCE NO. 00-139
AN ORDINANCE AMENDING HORIZONS: GREENVILLE'S COMMUNITY PLAN

WHEREAS, Horizons: Greenville's Community Plan was adopted on January 9, 1992 by the Greenville City Council per ordinance 2412; and

WHEREAS, Horizons will from time to time be amended and portions of its text clarified by the City Council; and

WHEREAS, Land Use Plans are to be prepared to expand and clarify portions of the Horizons plan; and

WHEREAS, the City Council of the City of Greenville has per ordinance no. 97-73 adopted the City of Greenville Land Use Plan Map and associated text dated June 4, 1997 as an amendment to Horizons: Greenville's Community Plan ; and

WHEREAS, the Planning and Zoning Commission and the City Council have reviewed the Land Use Plan Map and a public hearing has been held to solicit public comment.

THE CITY COUNCIL OF THE CITY OF GREENVILLE, NORTH CAROLINA, DOES HEREBY ORDAIN:

Section 1. The City Council of the City of Greenville does hereby amend the Land Use Plan Map to reflect the following land use classification designation objectives as described in the Tar River Floodplain Redevelopment Plan, March 9, 2000:

1. Increase conservation/open space along the Tar River corridor.
2. Relocate high density residential to areas outside the 100 year floodplain and the 500 year floodplain boundary.
3. Relocate medium density residential to areas outside the 100 year floodplain and the 500 year floodplain boundary.
4. Designate previously medium density residential located outside the 100 year floodplain but within the 500 year floodplain boundary to low density residential.
5. Designate previously high, medium and low density residential located within the 100 year floodplain to very low density residential.
6. Expand the Airport Road/Highway 11, Stokes Highway and Old Creek Road/US 264 commercial focus areas.
7. Expand the industrial employment/focus areas adjacent to existing industrial zoning and planned industrial park areas.
8. Designate previously low and very low density residential located on uplands (outside 500 year floodplain boundary) to medium density residential.

Section 2. That the Director of Planning and Community Development is directed to amend the Land Use Plan Map of the City of Greenville in accordance with this ordinance.

Section 3. That all ordinances and clauses of ordinances in conflict with ordinance are hereby repealed.

Section 4. This ordinance shall become effective upon its adoption.

ADOPTED this 12th day of October, 2000 .

/s/Nancy M. Jenkins
Nancy M. Jenkins, Mayor

ATTEST:

/s/Wanda T. Elks
Wanda T. Elks, City Clerk

ORDINANCE NO. 01-15
AN ORDINANCE AMENDING HORIZONS: GREENVILLE'S COMMUNITY PLAN

WHEREAS, Horizons: Greenville's Community Plan was adopted on January 9, 1992 by the Greenville City Council per ordinance 2412; and

WHEREAS, Horizons will from time to time be amended and portions of its text clarified by the City Council; and

WHEREAS, Land Use Plans are to be prepared to expand and clarify portions of the Horizons plan; and

WHEREAS, the City Council of the City of Greenville has per ordinance no. 97-73 adopted the City of Greenville Land Use Plan Map and associated text dated June 4, 1997 as an amendment to Horizons: Greenville's Community Plan ; and

WHEREAS, the Planning and Zoning Commission and the City Council have reviewed the Land Use Plan Map and a public hearing has been held to solicit public comment.

THE CITY COUNCIL OF THE CITY OF GREENVILLE, NORTH CAROLINA, DOES HEREBY ORDAIN:

Section 1. The City Council of the City of Greenville does hereby amend the Land Use Plan Map in the area of Allen Road, south of the Norfolk-Southern Railroad and Stantonsburg Road, west to the Frog Level Road area and south to the Dickinson Avenue (Highway 13) area as follows:

That the area fronting Allen Road extending from the Norfolk-Southern Railroad south to Teakwood Subdivision be designated "Office/Institutional/Multi-family".

That the area including and extending from Teakwood Subdivision west to the Southwest Loop corridor and south to the Dickinson Avenue Community Focus Area be designed as "Medium Density Residential".

That the area west of the Pitt County Landfill and fronting 3000± feet on Stantonsburg Road, north of the Norfolk-Southern Railroad be designated "Office/Institutional/Multi-family".

That the area immediately north of Teakwood Subdivision be designated "Office/Institutional/Multi-family".

That the interior areas west of Allen Road, north of Teakwood Subdivision, south of the Norfolk-Southern Railroad and extending to the Frog Level Road corridor be designated "Industrial".

That the area west of the Dickinson Avenue Community Focus Area lying between the Frog Level Road and Dickinson Avenue (Highway 13) corridors be designated "Office/Institutional/Multi-family".

That the outlying areas west of the Industrial and Office/Institutional/Multi-family areas described above be designated "Medium Density Residential".

That "Conservation Open Space" be provided between Medium Density Residential areas and Industrial areas.

Section 2. That the Director of Planning and Community Development is directed to amend the Land Use Plan Map of the City of Greenville in accordance with this ordinance.

Section 3. That all ordinances and clauses of ordinances in conflict with ordinance are hereby repealed.

Section 4. This ordinance shall become effective upon its adoption.

ADOPTED this 8th day of February, 2001.

/s/Nancy M. Jenkins
Nancy M. Jenkins, Mayor

ATTEST:

/s/Wanda T. Elks
Wanda T. Elks, City Clerk

ORDINANCE NO. 04-10
AN ORDINANCE AMENDING HORIZONS: GREENVILLE'S COMMUNITY PLAN

WHEREAS, Horizons: Greenville's Community Plan was adopted on January 9, 1992 by the Greenville City Council per ordinance 2412; and

WHEREAS, the City Council of the City of Greenville has per ordinance No. 97-73 adopted the City of Greenville Land Use Plan Map dated June 4, 1997 as an amendment to Horizons: Greenville's Community Plan; and

WHEREAS, Horizons has from time to time been amended and portions of its text and associated land use plan and other maps clarified by the City Council; and

WHEREAS, the Comprehensive Plan Committee has conducted a study and review of Horizons and prepared and submitted a recommendation to expand and clarify portions of the Horizons plan; and

WHEREAS, the Planning and Zoning Commission and the City Council have reviewed the recommendations of the Comprehensive Plan Committee concerning the Horizons text and associated Land Use Plan Map and a public hearing has been held to solicit public comment.

The City Council of the City of Greenville, North Carolina, does hereby ordain:

Section 1. That Horizons: Greenville's Community Plan is hereby amended by the adoption of a revised text entitled Horizons: Greenville's Community Plan, dated February 12, 2004, which includes a revised Land Use Plan Map, dated February 12, 2004, a copy of which is maintained on file in the Office of the City Clerk and incorporated herein by reference.

Section 2. That all sections or statements in Horizons: Greenville's Community Plan which are in conflict with the revisions herein adopted are hereby repealed.

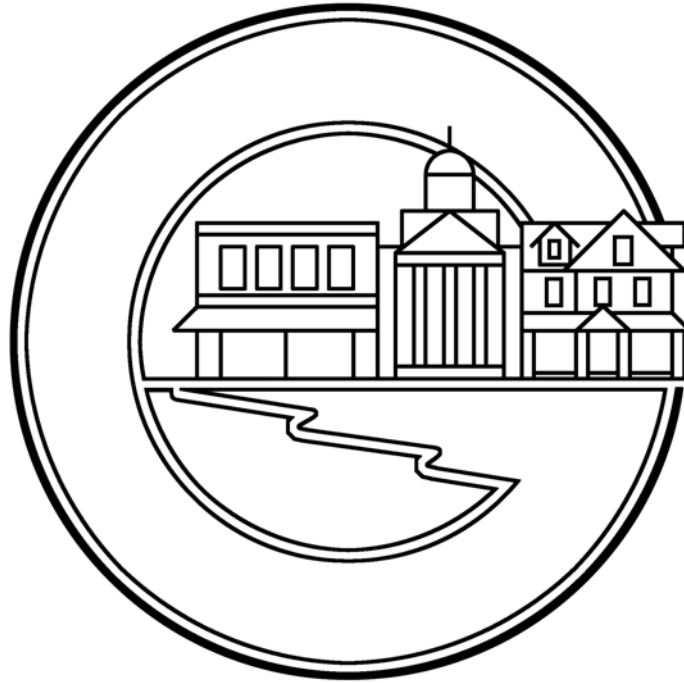
Section 3. This ordinance shall become effective upon its adoption.

ADOPTED this 12th day of February, 2004.

/s/Robert D. Parrott
Robert D. Parrott, Mayor

ATTEST:

/s/Wanda T. Elks
Wanda T. Elks, City Clerk



Supplemental Information

Supplemental Information

This section is intended to provide historical background, data, and analysis in support of the Horizons Comprehensive Plan. The information in this section was originally developed as part of the 1992 Horizons Comprehensive Plan. It has been revised and updated as part of the 2004 Horizons Update.

The information in this section represents a “snapshot” based on data collected from 2000 through 2004. It is anticipated that this section will be updated on a regular basis to reflect new information as it becomes available. This section is supplemental to the Horizons Comprehensive Plan, and is not adopted as part of the official Horizons Comprehensive Plan text. This section may therefore be revised without requiring a formal amendment of the Plan.

Greenville Timeline

Early 1700s	First white settlers arrive from Bath Town.
Mid 1700s	Tar River serves as major transportation route.
1760	Pitt County created from Beaufort County; named in honor of William Pitt, Earl of Chatham.
1771	Martinsborough (now Greenville) chartered as county seat of Pitt County.
1774	Martinsborough incorporated.
1787	General Assembly changes name of Martinsborough to Greenesville in honor of American Revolutionary War General Nathaniel Greene (later shortend to Greenville.)
1787	Free ferry across Tar River established at foot of Greene Street.
1828	Wooden bridge replaces ferry at Greene Street.
1840s	Steamships navigate Tar River between Washington and Tarboro; Greenville becomes port community.
1850	Greenville and Raleigh Plank Road chartered.
1863	Greenville raided by Union General Edward Potter.
1880s	Industry grows. Cotton gins, brick works, and sawmills begin to replace agriculture as prime economic factor.
1884	First firefighting force – the Rough and Ready Firemen – organized.
1891	Greenville Tobacco Market opens; first telephone exchange established.
1892	First trains arrive in Greenville.
1904	First free public library established.
1906	Bond passed for establishment of electric, water, and sewer utilities.
1907	East Carolina Teachers Training School established.
1923	Last steamboat docks at Greenville.
1924	First hospital – Pitt Community Hospital – established.
1947	First zoning ordinance adopted.
1951	Pitt Memorial Hospital completed.
1954	First subdivision regulations adopted.
1964	Pitt Technical Institute (Pitt Community College) established.
1967	East Carolina University achieves university status.
1977	East Carolina University Medical School established.
1981	First comprehensive plan adopted.
1989	Comprehensive Plan Committee established to update 1981 plan.
1992	<u>Horizons</u> Plan completed.
1997	<u>Horizons</u> Addendum and Future Land Use Plan Map completed.
1999	▼ Hurricane Floyd
2004	<u>Horizons</u> Plan and Future Land Use Plan Map updated.

Greenville Today

Greenville is the county seat of Pitt County. The City is located near the geographic center of Eastern North Carolina. Within an hour's drive of Greenville are five other mid-size (25,000 to 50,000 population) cities: Goldsboro, Kinston, New Bern, Wilson, and Rocky Mount. The beaches of North Carolina lie approximately 100 miles east of the City; Raleigh, the state capital, is about 80 miles west.

Greenville is located in the Atlantic Coastal Plain of Eastern North Carolina. Characteristic of this area is its relatively flat topography, wetlands, and agricultural lands. Slopes in Greenville are generally in the 0 to 4 percent range. The dominant topographic feature of the City is the Tar River, its floodplain and associated wetlands. Elevations above mean sea level north of the river generally range from 10 to 40 feet, while areas south of the river range from 10 to 70 feet.

The Greenville area is drained primarily by the Tar River, Green Mill Run, and their associated tributaries. Much of south Greenville, particularly the area south of Greenville Boulevard and west of NC 43, is drained by Swift Creek and Fork Swamp, both of which are part of the Neuse River watershed.

Greenville's climate is moderate and influenced heavily by its proximity to the Atlantic Ocean. Its humid subtropical nature is characterized by ample precipitation at all times of the year. The average rainfall for Pitt County is 48 inches a year, and snowfall averages 3.5 inches annually. Rainfall is distinctly greater in the spring and summer months.

Hot, humid days are typical during the summer months in Greenville, when the average daily highs for July are in the upper 80s and low to mid 90s. Extremely low temperatures during the winter months are rare. Very few days during the winter months stay below freezing for more than 48 hours. Often, there are periods of seven to ten days without frost.

Much of the City's growth in the latter part of the century has been due to the growth of East Carolina University (ECU) and the opening of

ECU's Medical School. In 2001, the ECU student population (approximately 19,412) accounted for almost 32% of the City's population.

The large college population living in Greenville is reflected in the City's demographic profile. The median age of Greenville residents – 26.0 years – is well below the state average of 35.3 years. Over 9% of Greenville's population lives in "group quarters" (a special living arrangement where residents share common facilities – dormitories and nursing homes for example) compared to 3.2% for the state as a whole.

The University population has created a great demand for rental units and multifamily dwellings in the area. In 1990, only 42% of the City's housing stock was owner-occupied compared to 68% state-wide. By 2000, 39% of the City's housing stock was owner-occupied compared to 70% state-wide. Duplex and multifamily dwellings accounted for 54% of all dwelling units in Greenville in 2000, compared to 16% for North Carolina as a whole. The strong demand for housing has increased the value (and cost) of homes in Greenville. The median value of owner-occupied housing units in Greenville increased 50% from 1990 to 2000. Dwellings in Greenville have a slightly higher value than the state-wide average. In 2000, the median value of owner-occupied units in Greenville was \$110,200 compared to \$108,300 for the state as a whole.

Yet Greenville today is much more than a college town. Over the last two decades, the City has emerged as the center of medicine, business, services, financial institutions, and sales in eastern North Carolina. The City's healthy economy during that time period was reflected by a number of indicators. The City's population increased by 34.5% between 1990 and 2000, making Greenville one of the fastest growing cities in North Carolina. Construction activity increased by more than 130% in the last 10 years according to permits issued by the City. In the last five years, retail sales increased an average of 8% annually. In 2001, retail sales were \$1.977 billion. East Carolina University grew in enrollment by 13.6%. Economic growth and diversification has helped Greenville obtain a more stable, resilient economy with quality jobs.

Greenville at a Glance

Area within City limits	26.5 sq. miles
Area within extraterritorial jurisdiction (ETJ):	34.0 sq. miles
Area within total planning jurisdiction:	60.5 sq. miles
Land area of Pitt County:	656.5 sq. miles

	Greenville			Pitt County			North Carolina		
	1990	2000	% change	1990	2000	% change	1990	2000	% change
Population:	44,972	60,476	34.5%	107,924	133,798	24.0%	6,628,637	8,049,313	21.4%
Female	23,694	32,479	37.1%	56,612	70,357	24.3%	3,414,347	4,106,618	20.3%
Male	21,278	27,997	31.6%	51,312	63,441	23.6%	3,214,290	3,942,695	22.7%
Rank in State	13	13	—	13	13	—	—	—	—
Median Age	25.5	26.0	—	29.5	30.4	—	33.1	35.3	—
Racial Composition:									
White	28,867	37,133	28.6%	70,643	83,061	17.6%	5,008,491	5,804,656	15.9%
Black	15,337	20,649	34.6%	35,921	45,019	25.3%	1,456,323	1,737,545	19.3%
Amer. Indian or Alaska Native	105	181	72.4%	214	357	66.8%	80,155	99,551	24.2%
Asian/Pac. Islander	524	1,124	114.5%	709	1,500	111.6%	52,166	117,672	125.6%
Other	139	611	339.6%	437	2,408	451.0%	31,502	186,629	492.4%
Two or more races	—	778	—	—	1,453	—	—	103,260	—
Age Composition:									
0 - 17	8,857	11,375	28.4%	26,104	31,554	20.9%	1,606,149	1,964,047	22.3%
18 - 64	32,205	43,791	36.0%	71,183	89,416	25.6%	4,218,147	5,116,218	21.3%
65 +	3,910	5,310	35.8%	10,637	12,828	20.6%	804,341	969,048	20.5%
Persons in Group Quarters	5,001	5,590	11.8%	5,524	6,333	14.6%	224,470	253,881	13.1%
Persons per Household	2.35	2.40	—	2.53	2.60	—	2.54	2.57	—
Married-Couple Families	6,174	7,761	25.7%	19,369	22,794	17.7%	1,424,206	1,645,346	15.5%
Non-family Households *	7,952	13,201	66.0%	14,057	20,302	44.4%	704,973	973,144	38.0%

* Non-family households are persons living alone and persons living with non-relatives only.

Horizons

	Greenville			Pitt County			North Carolina		
	1990	2000	% change	1990	2000	% change	1990	2000	% change
Total Dwelling Units:	18,054	28,145	55.9%	43,070	58,408	35.6%	2,818,193	3,523,944	25.0%
Owner-occupied	7,168	9,906	38.2%	23,516	30,541	30.0%	1,711,817	2,172,355	26.9%
Renter-occupied	9,849	15,298	55.3%	16,975	21,998	29.6%	805,209	959,658	19.2%
Vacant	1,037	2,941	183.6%	2,579	5,869	127.6%	301,167	391,931	30.1%
Composition:									
1-unit, detached	7,670	9,787	27.6%	23,324	28,246	21.1%	1,830,229	2,267,890	23.9%
1-unit, attached	1,254	1,862	48.5%	1,593	2,260	41.9%	74,318	106,066	42.7%
Multi-family	8,199	15,247	86.0%	10,307	17,334	68.2%	459,487	566,798	23.4%
Mobile home	805	1,366	69.7%	7,480	10,318	37.9%	430,440	577,323	34.1%
Other*	126	14	-88.9%	366	250	-31.7%	23,719	5,867	-75.3%
Median Value Owner-Occupied	\$73,300	\$110,200	50.3%	\$65,300	\$96,800	48.2%	\$65,800	\$108,300	64.6%
Median Rent	\$290	\$482	—	\$250	\$471	—	\$284	\$548	—
Rental Vacancy Rate	5.4%	5.6%	—	5.7%	6.0%	—	9.2%	8.8%	—

	Greenville			Pitt County			North Carolina		
	1989	1999	% change	1989	1999	% change	1989	1999	% change
Per Capita Income	\$12,206	\$18,476	51.4%	\$14,284	\$18,243	27.7%	\$15,287	\$20,307	32.8%
Median Family Income	\$32,323	\$44,491	37.6%	\$30,800	\$43,971	42.8%	\$34,000	\$46,335	36.3%
Unemployment Rate	3.6%	5.7%	—	7.1%	6.8%	—	6.6%	3.4%	—

Retail Sales FY01 – \$1,977,000,000

Primary Care Physicians 2001 – 199 Private Practice; 250 Medical School

Farmland	Parcels	Acres	Average Size (ac.)
Within City Limits	23	1,496	65.00
Including ETJ	61	1,724	28.00
Including 1 Mile Outside	487	15,650	32.00
Including 2 Miles Outside	1,021	30,372	29.75

*1990 Census data uses the category Other while 2000 Census data uses a Boat, RV, Van, etc., category.

NOTE: In 1992, the Census Bureau revised the 1990 population and housing unit counts for Greenville. The revised counts were population – 46,213 and housing units – 18,461. Due to the fact that the remainder of the census categories were not updated, the original census figures were utilized in this document so that the information provided would add up correctly.

Greenville Tomorrow

Long time Greenville residents often refer back to when Greenville was “about the size of Little Washington” (Beaufort County, North Carolina). For newcomers, it is difficult to imagine that 50 years ago, Greenville was a city of under 17,000 persons. The City has grown dramatically since then. On the average, in each of the last four decades, Greenville’s population has increased by over 25%. The greatest increase in population was noted during the last ten years, when the City’s population grew by 15,504 persons.

Population of Greenville			
Year	Population	Change in 10 yrs.	% Change
1950	16,724	--	--
1960	22,860	6,136	36.7%
1970	29,063	6,203	27.1%
1980	35,740	6,677	23.0%
1990	44,972	9,232	25.8%
2000	60,476	15,504	34.5%

Population growth in Greenville is the result of a variety of factors with annexation being, by far, the greatest force. Annexation is the term used to describe the incorporation of new land into the city limits. Annexation is how a city grows in area and adds to its population base. The continual extension of the city limits is required as growth at the edge of the city creates pressures for services and for land-use planning. The development of urbanized areas must be coordinated with municipal plans for the extension of urban services. Annexation serves a vital function in guiding orderly growth.

The City has grown substantially over the past four decades as a result of annexation. The City has more than quadrupled in area since 1960. Between 1990 and 2002, the area of the City increased by 43.2% due to annexations.

Annexation Activity		
Year	Area w/in City Limits	% Change
1960	5.8 square miles	--
1970	10.5 square miles	81.0%
1980	14.9 square miles	42.0%
1990	18.5 square miles	24.2%
2002	26.5 square miles	43.2%

Annexations occur in one of two ways: by petition of existing property owners (voluntary annexations), or by municipal ordinance (forced annexations). Most annexations occur by petition. Over 88% of all annexations between 1990 and 2000 were voluntary. This is largely the result of the City’s and Greenville Utilities Commission’s joint policy agreement whereby requesting sewer service must petition for annexation. This agreement has been beneficial in limiting the number of City-initiated annexations.

The City occasionally initiates forced annexations. Greenville has executed one major forced annexation since 1990. The Treetops area, a large subdivision in the southern portion of the planning region, was annexed in 1993. This added 548 acres to the city limits and over 1,500 persons to the City’s population.

Other annexations are important for their long term impacts on the population. Since most annexations are by petition, as a result of subdivision development, the land at the date of annexation is usually undeveloped. In this case, the effects of annexation on the City’s population are spread over time. For example, when Bedford Place was annexed in 1987, the subdivision was undeveloped and added no population to the City. Currently, however, over 250 persons are likely to be living in this single-family subdivision.

Annexation will continue to be the major force behind Greenville’s population growth over the next decade. Implementation of these annexations depends on a variety of factors including public funds available for capital improvements, utility rate impact, and the rate and location of new development.

Horizons

Annexation Activity				
Year	# Volunt. Annex	# Forced Annex	Total # Annex.	Total Area Annexed
1990	20	26	46	84.10
1991	10	1	11	167.10
1992	23	0	23	228.70
1993	29	1	30	832.80
1994	38	0	38	468.84
1995	30	3	33	1,351.77
1996	18	0	18	567.77
1997	28	4	32	269.05
1998	35	0	35	355.67
1999	37	3	40	569.96
2000	26	0	26	568.81
Total	294	38	332	5,464.57

The age structure of the population is likely to change over the next two decades, following a trend seen nationwide. The percentage of the City's population that is over 65 is likely to increase, while the percentage of children (under 14) is likely to decrease. The predicted County-wide decline of the group aged 15-24 should be offset in Greenville by the continued growth of ECU.

Changes in population age structure may affect development patterns in a number of ways. An increase in the senior population is likely to fuel demand for multifamily units close to downtown and other service areas. An increase in the student population will also contribute to the demand for multifamily housing, especially in areas with easy access to the University. An increasing percentage of elderly persons and a larger student population will increase the demand for public transportation. Recreational demand will also be affected by changing demographics. Programs and facilities targeted to the senior population will be of increasing importance in the coming years.

Based on staff projections, annexation of developed areas over the next few years could add 3,568 new residents to the City's population at the time of annexation. Given an ambitious annexation program and the continued growth of ECU, the City's population is forecast to increase 22% by 2006 to approximately 73,498 persons (this growth percentage is based on the population from Census 2000 data). By 2011, the City should have 84,914 residents.

The growth of student populations at East Carolina University and Pitt Community College will have a big impact on Greenville's population. Since 1909, East Carolina University has experienced significant growth. The student population in the Fall of 1909 was 174 compared to 20,600 in Fall 2002. It is expected that the University population will continue to grow and according to the ECU Campus Master Plan, enrollment should be 25,000 by 2010. In addition, Pitt Community College continues to grow and according to the PCC Academic Program FTE Projection Research Report, student enrollment will increase by 21% by 2006.

Housing

Housing Trends

Greenville is fortunate to have an abundant supply of good quality housing. Diversity characterizes the City's housing stock. Single-family units, duplexes, and mid-size multifamily apartment complexes are found throughout the City and its planning jurisdiction. In older neighborhoods, many large single-family dwellings have been converted to two, three, and even four-unit apartments. The City has a number of mobile home parks, located both inside and outside the city limits.

For many years, Greenville was a town comprised primarily of single-family dwellings. Prior to 1980, single-family homes dominated the construction and real estate market. Rising land prices, increasing construction costs, and a change in consumer preferences resulted in a shift toward multifamily construction in Greenville during the 1980s. Between 1980 and 1990, the number of building permits issued for multifamily units exceeded the number of permits for single-family units by three-to-one. Single-family construction permits increased between 1991 and 2000; however, multifamily units still made up the majority of permits. Of all units constructed within the City's planning jurisdiction during the 1990s, 47% were single-family dwellings.

Building Permits within Planning Jurisdiction				
Year	SF	MF	2F	Total
1991	111	30	15	156
1992	178	77	55	304
1993	236	154	159	549
1994	214	159	158	531
1995	163	178	183	524
1996	216	77	104	397
1997	237	183	178	598
1998	284	124	104	512
1999	222	160	82	464
2000	312	179	44	535
Total	2,167	1,321	1,082	4,570
%	47.4	28.9	23.7	100.0

Multifamily construction during the 1980s was strong enough to change, rather dramatically, the overall composition of dwellings available in the City. In 1980, over one-half of all dwellings in Greenville were single-family detached units. By 1990, detached single-family dwellings accounted for just 42.5% of all units. The percentage of attached single-family units (townhouses and condominium units) and medium-size multifamily complexes (5+ units in structure) had increased considerably. According to the 2000 Census, single-family units made up 34.6% of all dwelling units.

The trend toward multifamily construction is reflected in the rezonings that have occurred in recent years. Since 1990, 1,141 acres of land have been rezoned for multifamily uses. Multifamily construction will continue to be strong. Increasing student enrollment at ECU, high (relatively speaking) development costs within the City, the desire for smaller housing units, and the increasing price of home ownership will all serve to maintain the demand for multifamily housing in Greenville. The City anticipates the development of 4,756 multifamily units and 564 duplexes by 2007 and an additional 5,715 multifamily units and 361 duplexes by 2012. Single-family development will also continue; however, the density of single-family projects is likely to increase to keep pace with rising land and development costs. The City forecasts the addition of 1,688 single-family units by 2007 and another 1,817 by 2012.

The City also has a considerable number of manufactured (mobile) homes. Manufactured homes are sometimes confused with modular homes. Both manufactured and modular homes are built in factories and then carried by special trucks to the home site. However, the difference is that modular homes are constructed to the same state and local building codes as site-built homes. Manufactured homes are constructed to comply with HUD/CODE which requires them to be constructed on a non-removable chassis. In 1980, it is estimated that there were approximately 575 mobile homes in the city limits, approximately 3% of all units existing in the City at the time. In 1990, the number of mobile homes in the City had increased 40% to 805 units. By 2000, the number of mobile homes increased to 1,366. However, the bulk of this increase is due to annexation of existing mobile home parks, rather than development of new parks in the city limits.

The largest concentration of manufactured housing units in the Greenville planning area can be found outside and south of the City along Fire Tower Road in Greystone Mobile Home Park and Evans Mobile Home Park. Another large area of mobile homes is found north of the Tar River in the Colonial Mobile Home Park (inside the City).

The number of manufactured units within Greenville's planning jurisdiction is likely to increase over the next 20 years. The high cost of new residential construction in the Greenville area have priced many households out of the conventional homebuyers market. In many cases, manufactured housing serves as an alternative for those who would like to buy traditional site-building dwelling. Local dealers of manufactured homes report that the average single-wide home (excluding land) sells for \$26,000-\$27,000, and that a double-wide unit (excluding land) can be purchased for between \$35,000-\$38,000. This is in sharp contrast to the price of new single-family dwellings, few of which, can be found for under \$50,000.

Housing Costs

Rising land prices, increasing construction costs, and a continued strong demand for housing have contributed to a dramatic increase in housing prices in Greenville over the past ten years. Construction prices for new units increased 14% between 1991 and 2000 (from \$98,170 per unit in 1991 to \$111,833 per unit in 2000). It is important to note that the above information reflects only construction costs; the final sales prices for these dwellings (which would include land and profit) may have, and probably did, shown an even greater increase.

Increased housing costs have had a number of effects on the housing market in Greenville. High real estate costs in the City have caused some homebuyers to look outside the city limits for affordable housing. Some individuals have turned to manufactured homes as an alternative form of housing. For other residents, any form of home ownership is not a feasible option; these individuals will continue to rely on rental units to meet their need for housing. Publicly-assisted housing will provide housing for a portion of the City's lower-income residents. The Greenville Community Shelter provides temporary shelter for some of Greenville's homeless.

Occupancy

The demand for housing in Greenville has been strong over the last decade. In 1999, Hurricane Floyd made the demand even higher. Flood waters reached an all-time high at 15 feet above flood stage. Approximately 1,900 structures received some flood water inundation. Five hundred thirty-five (535) severely damaged homes were submitted to NCEM for buyout consideration.

Despite increases in the City's overall housing stock, the vacancy rate in Greenville has remained relatively low. The 2000 Census estimated that of the City's 28,145 dwellings, approximately 2,941 were vacant – a vacancy rate of 10.4%, which is a little below the state's rate of 11.1%. This compares to a vacancy rate of 5.5% in 1990. A vacancy rate of 4-5% is encouraged by housing planners to allow for growth and to afford existing residents the opportunity to relocate to different housing. The Pitt-Greenville Board of Realtors has indicated that the buying and selling of homes is better in Greenville than in most cities of comparable size in North Carolina.

While the supply of local housing grew substantially over the past decade, the number of persons occupying each unit stayed about the same. In 1990, the average household size in Greenville was 2.35 persons per occupied dwelling unit. In 2000, that number was 2.39 persons per unit. The average for the County and State was higher in both years. The County had 2.53 persons per household in 1990 and 2.54 in 2000 while the State had 2.54 in 1990 and 2.57 in 2000.

Greenville is fairly unique among North Carolina communities in that it has a high percentage of persons living in a group quarters situation and in nonfamily households. Group quarters are shared living situations such as dormitories, fraternities, and sororities, and nursing and rest homes. In 2000, 9.2% of the City's population lived in group quarters. This compares to 3.2% for Pitt County and 4.7% for North Carolina as a whole. Approximately 52% of the population lived in nonfamily households (persons living alone or with nonrelatives only). This is an increase from the 1990 figure of 46%. In 2000, only 31.1% of all persons in the state lived in nonfamily households. The large number of multifamily dwellings in Greenville is reflected in

ownership statistics for the City. In 2000, just 39.3% of all dwellings in Greenville were owner-occupied. This is a decrease from 42.1% in 1990.

Housing Condition

The City's housing stock is generally in good condition. It is estimated that over 56% of all dwelling units in the City's planning jurisdiction are less than 20 years old. There are, however, areas of poor quality housing, and housing improvements continue to be an important community goal.

The most serious housing problems in Greenville are generally concentrated in the City's older neighborhoods near or adjacent to the downtown area. These are neighborhoods which have been negatively affected by suburban development, past local development policies, and a combination of demographic, income, and market forces. Substandard conditions, vacant and abandoned units, and vacant lots created by housing demolition are serious problems in some areas. Housing maintenance is also a problem in older areas, particularly with regard to rental housing and in homes owned by elderly persons on fixed incomes. There is strong community support for continuing housing rehabilitation programs in these areas, for more effective enforcement of existing property maintenance codes, and the development of stronger regulations.

According to the City's Public Works Inspections Division, the overall condition of Greenville's housing stock may be considered above average for North Carolina. This is due in part to the relative "newness" of the housing units in Greenville. Most substandard housing is found in the West Greenville and East Meadowbrook areas. The majority of these substandard units are single-family structures, some of which are being improved through housing rehabilitation programs.

Housing improvements in seriously deteriorated areas will require a concentrated public/private effort. Housing strategies and neighborhood plans need to be developed and coordinated on a City-wide basis, especially for areas with serious economic, housing, social, and land-use problems.

Residential Land Use

A number of factors have influenced housing development patterns in Greenville's planning jurisdiction. These include the availability of water and sewer service; the presence of wetlands and floodplains; the availability of land for residential development (i.e., current zoning); the market demand for certain types of housing; and the policies of public and private development agencies.

To identify past and present patterns of residential development in Greenville, land-use maps from 1990 were compared to a current 2002 land-use map. Building permit data for the years 1991 to 2000 was used to identify changes in the type and number of units constructed over the past decade. U.S. Census information was also used to show changes in certain housing characteristics.

The 1990 residential land-use maps showed a pattern of development that is similar to the residential growth patterns seen today. The primary growth trend in Greenville has been toward the south and southwest, while areas to the north of the Tar River have experienced comparatively little growth.

Over one-half of all subdivisions approved since 1990 have been located south of Greenville Boulevard with only five preliminary plats approved north of the Tar River. While development occurred in all areas in the southern part of the City, residential development was especially strong in the southeast quadrant of the City near Winterville. Residential developments such as Summerhaven, Sterling Pointe, and Treetops developed south of Greenville Boulevard.

In contrast to the City's older multifamily complexes, recent multifamily projects have been developed at locations some distance from East Carolina University. Before 1970, multifamily and duplex units were found almost exclusively near ECU. Single-family construction predominated in expanding residential areas to the south and southeast. Today, multifamily units can be found all along and to the south of Greenville Boulevard.

The strong trend toward development of areas to the south will continue. Road improvements will make these areas more attractive for

development than they are today, and will also increase the attractiveness of areas in the western portion of the City's planning jurisdiction.

To some extent, the development of areas to the south of the City reflects a pattern of "leapfrog" development. Leapfrog development occurs when developers choose to develop away from the urbanized area. Instead of siting new projects contiguous to existing development, developers sometimes choose to "jump over" vacant land and develop areas just outside the corporate limits or municipal planning jurisdiction. A number of factors contribute to the decision to leapfrog including land prices, the desire to avoid City taxes and development regulations, and the preference for a rural residential setting.

Leapfrog development is a concern to the City for a number of reasons. The "patchiness" of the development creates a basic inefficiency in the provision of municipal services, as it costs more in terms of time and money to serve residents in outlying areas. The annexation of leapfrog developments has been, and will continue to be, costly to the City. The extension of services to outlying areas is expensive to the point of being cost prohibitive.

Downtown Housing

At one time, downtown Greenville provided housing for many of the City's residents. The Town Common was part of an active downtown residential neighborhood. In the 1960s, the area was cleared of its dilapidated dwellings as part of a federally-funded urban revitalization project. Renewal actions and the desire to discourage vagrancy and transient housing resulted in an unofficial policy that restricted residential development in the downtown area.

In the 1980s, the community's attitude toward downtown residential development began to change, and in 1989, the zoning ordinance was amended to permit residential uses in the commercial downtown and downtown mall areas. Since that time, several private downtown projects have included residential uses on their upper floors. These rehabilitation projects have been very well received by the community, and have created a new sense of vitality in the downtown area.

Changing demographics are likely to increase the demand for housing downtown. The City's elderly population is projected to increase over the next two decades. Senior citizens are likely to find housing close to downtown and to other areas close to shopping and services very attractive. At the same time, the continued growth of East Carolina University is likely to increase the demand for student housing downtown.

Downtown housing would contribute to downtown revitalization in Greenville by providing for the variety of uses necessary to create a lively, 24-hour center. Professionals and students would be able to find new housing within walking distance of work or school. In addition, the presence of housing downtown would help generate additional commercial and office uses in the area. Innovative residential projects are needed and encouraged in downtown Greenville.

The City of Greenville's current strategy to address housing needs is a mixture of public policy and housing rehabilitation/replacement programs, used in conjunction with private and neighborhood efforts. Neighborhood revitalization has become a central focus for City housing programs. Efforts to improve the quality of housing for low and moderate income citizens are being carried out by the City Planning and Community Development Department, the Greenville Housing Authority, and the West Greenville Community Development Corporation.

City-Administered Efforts

The City's Planning and Community Development Department administers three important programs that fund housing improvements: the Community Development Block Grant Program (CDBG), the HOME Consortium Program, and the Local Affordable Housing Bond Fund.

The CDBG program has been the most important source for funding housing improvements in Greenville for the last 27 years. From 1975-1990, the City received approximately \$14 million in CDBG funds. Those funds financed improvements in neighborhoods such as South Evans, Southside, West Greenville, East Meadowbrook, West Meadowbrook, and Greenfield Terrace. CDBG

monies have been used for a variety of neighborhood improvements including water and sewer extensions, street construction, recreational facilities, and housing rehabilitation. Prior to 1994, the City had to submit competitive applications to receive these CDBG monies from the Small Cities Community Development Block Grant Program.

In 1994, the City of Greenville was designated an entitlement community. Entitlement communities receive annual CDBG grants based on a formula directly from the Department of Housing and Urban Development for the purpose of carrying out community development programs. Entitlement communities may implement their own programs and funding priorities; however, they must give priority to low- and moderate-income individuals as well as meeting other national objectives. To receive the monies each year, the City must submit a Consolidated Plan. The plan identifies goals for the programs the City has developed or plans to use. Since 1991, the City has received \$6,568,000 in CDBG money. That money has financed improvements in the West Greenville and East Meadowbrook communities.

The HOME Consortium Program is funded by HUD and allows geographically connected local governments to be considered together for funding. The Pitt County HOME Consortium was created in 1997 and consists of seven entities. The City of Greenville is the lead agency with Pitt County, Ayden, Bethel, Farmville, Grifton, and Winterville also participating. In 1998, the Pitt County HOME Consortium was funded for a three-year period. Since that time the consortium has received over \$2 million. Housing rehabilitation, assistance to first-time homebuyers, assistance to nonprofit agencies building affordable housing, and program administration are activities that have been funded with HOME funds.

In 1992, the citizens of Greenville approved a \$1 million bond referendum that funds the Affordable Housing Bond Program. This revolving loan program allocated \$700,000 towards the creation of home ownership programs and initiatives, \$100,000 for the creation of a land banking fund for purchase of land to buy down the price of building housing, and \$200,000 for the creation of an elderly rehabilitation fund to assist elderly homeowners

with needed repairs. Since 1998, these programs have led to the creation of three subdivisions consisting of 144 lots and 59 loans to first-time homebuyers.

Since 1991, the City of Greenville has completed 206 housing rehabilitations, constructed 25 houses, and made 45 loans in efforts to improve the community. The Department of Planning and Community Development plans to continue their commitment towards making Greenville a stable and livable community.

Housing Authority

The Greenville Housing Authority is an agency funded by the U.S. Department of Housing and Urban Development. Its main purpose is to assist in providing housing to low income, disabled, and elderly persons. One of the most important programs the Authority administers is the Section 8 Rent Subsidy Program. Under this program, low income individuals receive federal monies to help them meet their rental payments. The amount of subsidized rent received by Section 8 occupants varies based on the family or individual's income. Program participants are required to find the rental unit on their own. The unit must meet City building standards and must be located within the city limits. As of August, 2002, Section 8 housing accounted for approximately 630 units for low income individuals and families in Greenville. Housing Authority officials report that the demand for Section 8 housing has remained strong over the past few years. In contrast to conventional public housing, the turnover rate is low in Section 8 units. Currently, there are approximately 1,100 people on the waiting list for Section 8 assistance.

The Housing Authority is also responsible for 714 units of conventional publicly-assisted housing. These units are clustered in developments that include Kearney Park, Moyewood Park, the East and West Meadowbrook Communities, the Newtown Community, Hopkins Park, and Dubber-Laney Woods.

Mobility

Roads

The City's street network is the core of its overall transportation system. Greenville has 208 miles of City-maintained streets (0.07 of one mile is unpaved) and approximately 25 miles of state-maintained streets.

The number and location of driveway entrances along a roadway can have a major impact on traffic flow and safety. The City's Engineering and Inspections Department currently issues driveway permits for City-maintained streets. For state-maintained roads, driveway permits are issued jointly by the City and the state Department of Transportation.

The City realizes that access must be provided to all existing and newly created lots – residential and commercial alike. However, the City believes that access can be provided without lining new (or existing) roadways with curb cuts. Shared driveways should be encouraged and required if possible. Vehicular access between commercial properties should be facilitated where appropriate.

Currently, the City's Thoroughfare Plan denotes only major and minor thoroughfares. The majority of roads are classified as major thoroughfares. To accommodate increased traffic flow, while at the same time preserving the character of existing and future neighborhoods, the City should develop a street classification system. The system should set out a hierarchy of street types – major thoroughfares, arterial streets, collector streets, residential streets, etc., and contain design standards (right-of-way width, road width, sidewalk and landscaping requirements) appropriate to each class.

Collector streets are intermediate size streets, designed to provide appropriate connections between the thoroughfare system and the remainder of the local street system. Although the term "collector street" appears in the City's subdivision regulations, these streets are designed as collectors within, rather than between, subdivisions.

A collector street plan would facilitate more efficient movement within the City. Planning for collector streets will help alleviate the undesirable conditions resulting from "cut-through" traffic in residential neighborhoods. A collector street plan would be implemented much the same way as the thoroughfare plan. In most cases, collector streets would need only a single travel lane in each direction; however, rights-of-way would be sufficient to provide for turning lanes, on-street parking, and bicycle traffic. Designation of existing residential streets as collectors would not imply that the streets would be rebuilt to collector standards. The Engineering Division of the Public Works Department is in the process of developing a collector street plan. The plan should be completed in Summer 2004 to supplement the Thoroughfare Plan.

Thoroughfare Plan

Thoroughfare planning is the process the City uses to assure the development of a street system that will meet existing and future travel needs within the urban area. The goal of thoroughfare planning is to guide the development of the street and highway system in a manner consistent with changing traffic demands. Through proper planning for street development, costly errors and needless expense (public and private) can be averted.

In Greenville, thoroughfare planning results in a published Thoroughfare Plan. The Thoroughfare Plan is a public document which helps guide citizens in decisions about choosing a home. It helps businesses make decisions about where to locate or expand commercial enterprises. The Plan is used for direction by public agencies for advanced right-of-way dedications and reservations, which translates into more efficient public expenditures and faster implementation schedules. With an approved thoroughfare plan in hand, plans for acquiring monies for transportation improvements (through the City's Capital Improvement Program and the state Transportation Improvement Program) can be set in motion well before actual construction is necessary.

Thoroughfare planning has been an ongoing process in Greenville for over forty years. The City's first thoroughfare plan was adopted in 1959 and revised a number of times before a new plan was adopted in 1979. Greenville's

current Thoroughfare Plan was adopted in May, 1990, after more than five years of research, study, and planning by the state Department of Transportation and the City of Greenville. The City is in the process of updating the plan.

The Thoroughfare Plan is a planning document delineating the type and location of roadway facilities the City is projected to need in the future. It is a plan for a system of interconnected roadways designed to serve in a proper functional hierarchy – from major multi-lane limited access facilities, to minor two-lane local streets.

The City's current Thoroughfare Plan identifies two types of roadway facilities: major thoroughfares and minor thoroughfares. Major thoroughfares are divided into one of two categories: freeways (limited access facilities such as US 264 Bypass); and "other" major thoroughfares (high traffic roadways which carry local as well as through traffic – Arlington Boulevard for example). Minor thoroughfares primarily carry local traffic and typically serve residential land-uses.

The City's Thoroughfare Plan also distinguishes between existing and proposed facilities. Existing thoroughfares include roads which currently meet the City's thoroughfare standards (US 264 East), and roads where improvements are required (i.e., Fourteenth Street east of Elm Street). Proposed thoroughfares designate completely new facilities such as the Southwest Bypass.

The City already has most of its major thoroughfares in place. The major facility currently in design is the Southwest Bypass Corridor. At this time, there are five alternatives for placement of the Southwest Bypass selected for a detailed study. The merger team selected these five from ten preliminary corridors. The merger team chose these considering environmental impact as well as public input.

Planning for the US 264 Southern Bypass will involve the coordinated efforts of several municipal bodies. At one time, Fire Tower Road (SR 1708) was expected to serve as a southern bypass; however, the amount of development that occurred along that corridor over the past decade made that option unfeasible. Given the density of development now existing in most

areas south of the City, siting the Bypass will be very difficult.

Other major thoroughfare projects scheduled for the Greenville area in the next ten years include Fire Tower Road Phase II design scheduled for FY06, the widening of NC 33 (from Greenville to Tarboro) on schedule for design, and the Tenth Street/Farmville Boulevard connector. These projects have been listed on the state's Transportation Improvement Program and are currently in the planning stage.

In 1991, Greenville was designated an "Urbanized Area" by the US Department of Commerce. Federal law requires that Urbanized Areas (urban areas greater than 50,000 population) have a Continuing, Comprehensive, Cooperative (3-C), Urban Transportation Planning Process as a prerequisite to Federal-aid Highway Funds being spent in the area. A Metropolitan Planning Organization (MPO), a county-wide planning agency, was established April 1, 1992, to oversee the 3C planning process. The MPO is made up of a Transportation Advisory Committee that consists of the Mayor of Greenville, a Commissioner from the County, the Mayor of Winterville, a representative of the NCDOT Board of Transportation, and a member of the Federal Highway Administration. The MPO also has a Technical Coordinating Committee which includes representatives from several local governments and organizations. The MPO meets on a quarterly basis.

The Greenville Urban Area MPO adopted the 2002-2003 Transportation Improvement Priorities on November 15, 2001. This document details 15 improvement priorities for the area. The priorities are included as Appendix B to this plan.

The City has been fortunate to receive much assistance for highway projects over the past decade from state and federal agencies. Yet much remains to be done and monies for roadway improvements will be in shorter supply and in greater demand than they were in the past.

Road building is an expensive undertaking and communities use a variety of techniques to finance highway improvements. Roads built to benefit a specific private development are usually required to be paid for by the developer.

For example, roads developed as part of the subdivision process are built at the subdivider's expense. Greenville's subdivision regulations specify that "all required improvements shall be completed by the owner or his agent" – improvements to include streets developed and constructed according to City standards.

Roads designed to benefit the public are usually planned and paid for, at least in part, by public entities. Both the state and local government participate in thoroughfare planning. Project financing is usually a state responsibility; however, the City contributed \$1.9 million to implement Phase I of the Computerized Signal System and \$1.16 million toward the expansion of the public works facility so it could accommodate the new signal system. In addition, the City contributed \$1.15 million on the Hooker Road project. Hooker Road was widened from a 2-lane ditch section to a 4-lane road with a median and sidewalks. In commercial areas, a turning lane was also included.

The state Department of Transportation maintains a Transportation Improvement Program (TIP) that sets out an eight-year program of transportation projects proposed for state funding. Local governments may submit proposals to the state for funding under the TIP. Local proposals are usually based on the government's adopted thoroughfare plan.

The state evaluates local proposals and includes those it feels are justified on the current TIP. While listing on the TIP increases the likelihood a project will be funded, there is no guarantee funds will be made available and the project implemented.

Recognizing that the competition for state highway funds is great, while the funding itself is limited, communities are looking for new ways to finance road improvements. Some municipalities are requiring new development to pay the cost of public highway improvements in part or in total. An increasingly popular device for obtaining off-site improvements is the impact fee. Impact fees, such as those used in Raleigh, assess a fair share portion of the cost of transportation improvements on new development. Techniques for obtaining on-site improvements include special assessment districts, in which a portion of the cost for facility improvements is assessed against the property

owners who will be served by it. Winston-Salem used that technique to fund construction of a frontage road.

Greenville's policy setting out the private sector's required contribution to public roadway improvements (aside from subdivision development) is contained in Resolution 986. Resolution 986 specifies that landowners owning property on which a thoroughfare is proposed, dedicate right-of-way to the City sufficient for thoroughfare construction when the property is developed. In addition, landowners must either construct or guarantee the construction of the thoroughfare before development can take place. In other words, if an individual had a 50-acre tract that included a 0.5-mile segment of a proposed thoroughfare, that individual could not subdivide that parcel unless he/she (1) dedicated the necessary right-of-way for the road and (2) was financially able to construct or guarantee the construction of the 0.5-mile road. (Note that if the project is done in phases, road construction or guarantees can also be phased.)

The Policy is quite different with regard to existing thoroughfares. New developments along existing roads scheduled for improvements are required only to reserve (in contrast to dedicate) land for future thoroughfare right-of-way. In this situation, land acquisition would still be required before thoroughfare construction could begin.

Many people would (and do) argue that the Thoroughfare Policy is far too restrictive. They note the inequity between the requirements for proposed vs. existing thoroughfares. Some critics of the Policy have suggested that these requirements have actually worked against thoroughfare construction and that developers have avoided parcels where thoroughfares are proposed, realizing the added costs associated with development of these parcels. Observers have noted that this Policy has, and will, contribute to "leapfrog" development, where developers search for prime parcels just outside the City's planning jurisdiction. In this way, developers capitalize on the land's value as being convenient to Greenville, but avoid the added costs associated with developing in Greenville (i.e., thoroughfare costs).

Critics have also argued the current Thoroughfare Policy has and will continue to

lead to changes in the Thoroughfare Plan (road alignments moved, roads taken off the Plan). In effect then, the Thoroughfare Policy weakens the value of the Thoroughfare Plan as an effective transportation planning tool. Moreover, the Thoroughfare Policy has been used as a justification for commercial rezonings. Developers have argued that commercial zoning is necessary along new thoroughfares to recapture the costs of thoroughfare construction. Thus, critics would argue that the current policy contributes to strip commercial development.

A more equitable, workable policy, as some have suggested, would be to require the property owner to construct or guarantee the construction of a road sufficient to serve that development, and let the state and/or City assume the costs of oversizing the road to thoroughfare standards. Assuming that dedication of thoroughfare right-of-way was still required, this would assure that right-of-way was available for road building if and when public funds become available, but would not have private monies (construction guarantees) being held to construct part of a road that may or may not ever be built.

Some have suggested that impact fees might be an appropriate mechanism for generating funds for highway improvements. Virtually every new development generates traffic and contributes to the need for future roadway improvements. Thus, all new developments should contribute funds for thoroughfare (and other road) construction. In this way, the costs for roads that benefit the general public would be shared by the community-at-large.

The City's Thoroughfare Plan identifies the major roadway improvements necessary to meet local traffic needs in the foreseeable future. Much time, effort, and expertise was tapped to develop this comprehensive planning document. The major weakness in the Plan is that it has no ongoing local mechanism for implementation.

Current practice dictates that the road improvements outlined on the Thoroughfare Plan will occur only in one of two ways: if the state funds a project listed on the TIP; or if a developer schedules a project along a proposed new thoroughfare. In either case, the result is that the City has little control over plan implementation.

To meet the transportation needs of the City in 2010, Greenville must take a proactive approach in thoroughfare development. The City should develop reliable, equitable mechanisms for financing road construction that ensures that priority road improvements can be made. A variety of options are available and any combination of options could be considered. Revenue sources could include: a bond issue for transportation improvements; impact fees; a local gas tax; or a local hotel tax where part of the revenue goes to road improvements. A special committee with representatives from the City, the development community, and private landowners should be established to discuss changes in the Thoroughfare Policy and to identify new funding mechanisms for thoroughfare improvements.

Public Transit

August 2002 marked the twenty-sixth anniversary of public transit service in Greenville. The City's fixed route bus service was the result of a grass roots effort by a group of citizens and public officials who believed a low cost means of public transportation should be made available to Greenville's citizens, especially those who did not have access to a vehicle or were unable to drive and could be considered "transit dependent."

GREAT – Greenville Area Transit System – maintains four fixed transit routes: Route 1 runs north and south serving residential and commercial/industrial areas north of the River and several major shopping areas in the southern side of the City; Route 2 is a cross town route traversing the City along an east-west corridor, serving ECU, Rose High School, and Pitt Memorial Hospital; Route 3 connects downtown with the southwestern portion of the City, serving Carolina East Mall and Pitt Community College; Route 4 connects downtown with the northern portion of the City.

Routes 1 - 3 run Monday through Friday from 6:30 AM to 7:00 PM and from 9:00 AM to 6:30 PM on Saturdays. Route 4 runs Monday through Friday from 6:30 AM to 5:30 PM. GREAT is staffed by eight full-time drivers, two part-time drivers, one part-time secretary, and a transit manager. Regular fare is 60 cents. The elderly and handicapped are charged 30 cents per ride.

GREAT ridership increased dramatically between 1976 and 1990. In 1976, there were approximately 7,765 trips per month compared to over 20,000 trips per month in 1990. Since 1990, ridership has declined. Ridership decreased 9.5% from 1997 to 2002. System officials estimate that the major cause of decline in 1999 was the displacement of riders because of flooding from Hurricane Floyd. Ridership started to steadily increase in 2002 primarily because riders were returning to permanent homes.

For its first three years of operation, GREAT was operated solely on local revenues. However, at this time GREAT receives grant funds for operating, capital, and planning expenses. Planning and major capital procurement (buses) are reimbursable at 90%, other capital at 80%, and operating at 50% of the net deficit.

The City has undergone considerable change since GREAT service was established in 1976. In addition to adding Route 4 in 1998, Routes 1-3 have changed over the years to serve a larger area. GREAT staff attempts to monitor development activity and service demand, and revise routes accordingly.

Two other organizations provide transit services to Greenville residents. The Student Government Association (SGA) of ECU operates fixed route transit service for University students. SGA maintains eleven (11) fixed bus routes serving the ECU campus, major off-campus housing complexes, and selected shopping areas. SGA and GREAT have developed a cooperative agreement whereby students can use the GREAT system at a discounted price. Students can purchase passes from the Central Ticket Office for \$6.00.

GREAT also works with the Pitt Area Transit System (PATS), a private, nonprofit agency, to provide transportation for disable citizens. GREAT contracts with PATS to provide transit service to handicapped individuals living within one-quarter mile of a GREAT route. Individuals receiving service from PATS through GREAT must be certified as being confined to a wheelchair.

One of the major issues the GREAT system will be facing in the next decade is addressing the need for handicapped transit services. As the demand for specialized service grows, so too

does the cost of providing it. While GREAT currently receives 30 cents per ride from special transit users, the costs of providing that service exceed that amount by more than ten-fold.

Regular transit service currently costs approximately \$1.07 per passenger. In contrast, special service through PATS costs the City on the average of \$9.80 per passenger trip. The federal government reimburses the City for 50% of these costs.

The traditional approach to transit planning has focused only on the public component of the transportation system – the component directly supplied by the public sector. In the future, nontraditional options such as paratransit, will gain increasing importance and should be encouraged. Paratransit service combines private auto characteristics with transit characteristics; these services include car-pooling, van-pooling, and subscription bus service, as well as taxis and demand-responsive transit service. (PATS is a paratransit service designed to serve handicapped individuals.)

Paratransit services are appealing for a number of reasons. First, paratransit services are often more tailored to the needs of today's families than are fixed-route, conventional transit services. Second, many paratransit modes carry more passengers than do private cars and still offer enough flexibility and convenience to be attractive to nontransit users. Finally, paratransit services are often useful to people prevented by financial circumstances or disability from using general public systems. Paratransit service – whether public or private – should be supported and encouraged in the coming decade.

Public transit will help address the traffic problems of today and tomorrow. We now know that the only sure way to address traffic congestion is by reducing the number of vehicle trips generated. Public transit can help us do that. Parking problems can also be addressed through transit. Considerable areas of land now devoted to parking could be redeveloped for more useful purposes – University buildings, retail centers, a government complex – if the number of private automobiles was reduced.

Non-Vehicular Transportation

Sidewalks provide for safe and convenient pedestrian movement. Sidewalks are important in areas of heavy pedestrian flow and in areas where the City is eager to promote pedestrian traffic. Examples of such areas are the downtown area; the University Medical Center; areas near schools and the University; roads that serve as access routes to activity centers such as schools, shopping centers, and recreation facilities; and residential areas that have, or are likely to have, considerable foot traffic.

Downtown Greenville is fairly well served with sidewalks. There are also sidewalks in some older residential areas of the City – on some streets near ECU, and the West Greenville neighborhood. Sidewalks are also present in areas where Community Development projects have occurred, such as the South Evans Street area and in areas adjacent to public schools. In general, however, Greenville has few sidewalks and local residents are well aware of that fact.

The City believes that walking can help reduce the use of the private automobile. Public discussions have noted how the lack of sidewalks within and connecting commercial uses forces shoppers to drive from store to store. Walking is not a reasonable option, even for the shortest trips. Moreover, since most parking areas do not connect, shoppers are forced back to the main highway (exacerbating traffic congestion) to access uses next door.

The City believes that sidewalks facilitate and promote pedestrian circulation. The City believes that new development offers the greatest potential for sidewalk development. Sidewalks are required as part of commercial development and as part of residential development – at least along streets with high traffic flow. In areas of existing development, sidewalks should be installed in areas with high pedestrian traffic and areas where pedestrian traffic is encouraged. Property owners should be made aware that the City will pay for the costs of sidewalk construction if the landowner pays for the cost of materials. Developing crosswalks in high traffic areas would greatly increase pedestrian comfort and safety.

Greenways also encourage pedestrian movement. A comprehensive greenway system

connects activity nodes, such as schools and shopping centers, with parks and residential neighborhoods. Greenways should continue to be included as part of new residential development, and constructed in areas of existing development where feasible.

Bicycling is a popular form of recreation in America, and it is also an economical, non-polluting, energy-efficient means of transportation. Bicycle use can improve air quality, reduce traffic congestion, and create a healthier citizenry.

Recognizing the importance of promoting bicycling in the community, the City of Greenville and the Greenville Urban Area Metropolitan Planning Organization appointed the Greenville Urban Area Bicycle Task Force. The task force was charged with the responsibility of making bicycle-related recommendations to local agencies and developing a bicycle master plan to be used as a tool for planning future bicycle transportation needs.

The Greenville Urban Area Bicycle Master Plan was adopted by the Greenville City Council in September 2002, and endorsed by Pitt County and the Town of Winterville in October 2002. The Metropolitan Planning Organization (MPO) Technical Coordinating Committee recommended approval to the MPO. The plan provides a vision, a mission, goals, recommendations, and guidelines for implementation. A copy of the draft plan is available for public review at the City of Greenville Public Works Department.

The task force estimated that 6,000-10,000 bicycles are used for transportation at least occasionally in the Greenville Metropolitan Planning Area. Since the task force was created, great strides have been made in accommodating the number of bicycles being used in Greenville. Bike lanes were installed along East Fifth Street, East First Street, and West Third Street. The outside lanes were widened along East Tenth Street, Pitt/Greene Street, NC 33 East, and Hooker Road. Bike racks were installed on GREAT buses and placed at key destinations by the Pitt County Health Department. In addition, the City of Greenville passed a bicycle helmet ordinance.

Transportation and Land Use

Observing the traffic congestion that frequently clogs Greenville's major commuter routes, it is tempting to lay the blame for traffic problems on highway designers and traffic engineers. In reality, however, poorly planned land-uses and poorly designed developments contribute as much to traffic problems as do undersized roads and poorly timed signals; wasn't it Pogo that said, "We have met the enemy and they are us?"

It is clear that Greenville's roadway system (its transportation "supply") is the foundation of its transportation network. Yet it is also clear that the supply of roads is limited. In contrast, the demand for transportation improvements grows continually. Land was developed at a tremendous rate over the past decade and the pace of development in the future is not expected to slow to any great extent. New residential and commercial uses typically mean more vehicles on the road. Yet future improvements to the roadway system will be constrained by a number of factors including budgetary limitations, environmental factors, and neighborhood concerns. We must acknowledge the fact that thoroughfare improvements will not be a panacea for existing, or future, traffic problems.

Thoughtful and appropriate land-use planning can go far in helping balance transportation supply and demand. Through land-use planning, it is possible, within limits, to influence the location of residential, employment, and commercial development in areas that will reduce trip length, reduce energy consumption, enhance the opportunity for public transit, and facilitate non-vehicular traffic.

Continued low density development in the fringe areas of our planning jurisdiction will contribute to increased traffic in and around Greenville in the future. This fact is well documented in the traffic projections contained in the City's Thoroughfare Plan.

Increasing residential densities in existing and developing areas would increase the opportunity for providing a more advanced and efficient system of public transit. Moreover, the opportunities for ride sharing and car-pooling would be increased. In addition, compact

development costs less to build (and to buy) than large-lot development.

Density increases would be particularly appropriate within the City limits where urban services (particularly public transit) are currently available. In suburban areas outside the City limits, where low densities are considered desirable, development should be clustered. Islands of compact development can be more easily served with transit than large lot development scattered across the countryside.

Traffic congestion has become an increasingly important issue to Greenville residents and elected and appointed officials. Traffic problems do not end with the thoroughfares, but filter down through the transportation system and impact the local streets. As congestion worsens, some motorists look for short-cuts and use local streets to avoid particularly bad intersections. This is an inappropriate and potentially dangerous use of neighborhood streets.

Many local streets in Greenville directly intersect major thoroughfares. The present condition has been perpetuated by the lack of collectors and minor arterials which provide alternative access and routes into the thoroughfare system. A higher number of trips than should be required are forced onto the thoroughfares, as few alternative routes are available. This condition is preventable and contributes unnecessarily to the City's overall traffic congestion.

Many of the neighborhoods within Greenville are a series of curvilinear streets, cul-de-sacs, and stub-outs. Access is sometimes limited to one or two points for use by the entire neighborhood. In most cases, there is no collector street to serve as an intermediate between the local streets and thoroughfares. Residents must use the thoroughfares to drive to opposite sides of the neighborhood since no internal route is available. Another issue is the lack of street continuity within neighborhoods. This design tends to restrict socialization, in that streets which are not continuous create barriers which hinder contact between neighborhood residents. Furthermore, pedestrian movement is discouraged because of the predominance of cul-de-sacs and dead-end streets.

Local streets should be designed so that internal traffic is dispersed throughout the neighborhood.

The use of cul-de-sacs should be minimized and should be short in length where utilized. Collector streets should be incorporated in subdivision design and should stub-out at undeveloped property. Collectors should be connected when vacant land is ultimately developed. Local street design should encourage existing or future transit use. Local streets should make it easy for residents to walk one-quarter mile (the standard transit corridor) to the nearest transit stop.

Public transit, ride sharing, bicycling, and pedestrian movement all offer real possibilities for reducing traffic congestion and reducing the increase in traffic volumes. Certainly, changes in land-use patterns will not necessarily result in greater usage of these alternative transportation modes. The decision to use public transit depends on a wide variety of factors including income, car ownership, level and quality of transit service and transit fares. For some persons, bicycle or foot traffic will never be an acceptable mode of transportation. But without proper land-use planning, bicycling and walking can never be viable transportation alternatives.

Concentrating employment areas increases opportunities for transit use, car- and van-pooling, and the development of park-and-ride facilities. The City already has three major employment areas – the Medical District, ECU Core Campus, and the Industrial District. Additional employment should be encouraged in these centers. At the same time, public and private transit alternatives designed to serve these areas should be explored.

A strict segregation of land-uses, which has been the typical pattern of development in Greenville, will continue to reinforce dependence on the automobile as the primary means of movement in the area. To provide transit alternatives, neighborhood shopping centers should be located within or adjacent to residential neighborhoods. Isolated or strip commercial and residential development should be discouraged. Mixed use projects, incorporating residential, retail, and office uses, should be encouraged. Finally, development should be concentrated around activity centers and existing transit corridors.

Air Service

Greenville is somewhat unique among North Carolina communities in having a major airport facility located entirely within its corporate limits. This location facilitates easy access by the business and medical community, as well as by local residents. At the same time, given its location within the urbanized area, it presents a number of land-use concerns.

The Pitt-Greenville Airport is located within three miles of the Industrial District and the University Medical Center, and within two miles of downtown and ECU. The airport is easily accessed via ground transportation: NC 11/US 13 (Memorial Drive) bounds the airport on the east, and US 264 can be accessed less than two miles from the airport entrance. The US 264 Northwest Bypass increased access to the airport for those living and working on the west side of the City. In addition, US 264 provides access to the Raleigh-Durham International Airport (RDU) in approximately one and one-half hours.

The airport is served by one regional carrier – US Airways Express. Ridership grew dramatically in the 80s through the mid-90s, however, since 1995, the number of boardings decreased by forty percent (40%). A substantial decrease in passenger activity occurred in 1995 with the exit of two carriers, and in 1999 as a result of the flooding from Hurricane Floyd. Enplanement increased almost twelve percent (12%) in 2000 but declined again in 2001 probably as a result of the events of September 11, 2001. US Airways Express currently operates five round trips daily from Greenville.

Airport officials estimate that 50% of passengers utilizing the airport are business-related. The business, medical, and University communities make up a significant portion of commercial airline demand. Several area industries maintain private corporate aircraft that utilize the airport.

The Airport Authority, which oversees the operation of the airport, currently controls approximately 1,000 acres of land within the City limits. The airport maintains three active runways – one 6,500 feet in length, one 5,000 feet in length, and the third 2,700 feet long. Although the airport currently does not provide

jet service, the existing runways could accommodate service by small jets. There are currently no known plans for bringing jet service to Greenville.

Expansion of the airport is severely constrained—by the Tar River to the south; by Memorial Drive to the east; and by the Greenville Water Treatment Plant to the west.

The City recognizes both the advantages and disadvantages of the current location of the Pitt-Greenville Airport. City residents appreciate the easy access the airport's "in-town" location provides. They appreciate the good connecting service provided by the airport's commercial carrier. They enjoy the personal, friendly service that is received at the Pitt-Greenville Airport. At the same time, they recognize that the airport impacts surrounding land-uses.

Although the future growth of the airport is limited by its geographic location, the City does not believe this will pose a constraint to the overall development of the Greenville area in the short run. Small jets could be accommodated at the current facility if necessary, subject to strict federal noise limits, and it is highly unlikely that service by large jets would ever be warranted in the foreseeable future. Relocation of the airport is not being recommended as part of this plan, but should be considered in future planning efforts.

Rail Service

Greenville businesses and industries have easy access to rail service. The City has two active rail lines which bisect the City in north-south and east-west directions. Norfolk Southern owns and operates an east-west line; CSX owns a north-south route. Trains travel both these lines at least once a day in each direction. No major changes are expected in rail services in the foreseeable future, as existing local industries are generally truck, rather than rail-oriented. However, railroad officials report that rail service can be provided to new or existing industries upon request by construction of a spur line.

Passenger rail service is available in Rocky Mount and Wilson, both approximately 40 miles from Greenville. Passengers may access Amtrak's northeast corridor route (New England to Florida) at either station. East-west passenger service (Rocky Mount to Charlotte) is

available in Rocky Mount via the Carolinian. The City plans to investigate establishing passenger rail service in Greenville.

While the existence of active rail lines in the City provides existing and future industries with needed access to goods and markets, at times, the lines are a source of frustration to the motoring public. All street crossings are currently at-grade except two, one on Dickinson Avenue near Hooker Road and the other on Charles Boulevard near 14th Street. Approximately 50% of at-grade intersections in the City have automatic warning devices. Traffic congestion sometimes occurs along Dickinson Avenue, Arlington Boulevard, Fourteenth Street, and Evans Street when trains are crossing or switching tracks during business hours. This is a special source of concern as these are the most direct routes to Pitt County Memorial Hospital from areas on the south and east side of the City. The future Tenth Street/Farmville Boulevard connector will be a railroad underpass.

Economy

The economy of Greenville has grown and diversified at a greater rate over the past twenty years than any other time in the City's history. The 1970s were marked by a period of rapid industrial growth. Nonagricultural industries such as Yale Materials Handling and Proctor and Gamble located in Greenville's Industrial District. The 1980s brought rapid expansion of the service sector. East Carolina Medical School graduated its first class in 1981. The Medical School, Pitt County Memorial Hospital, and East Carolina University as a whole, grew dramatically during the 1980s. Support services and commercial uses were established or expanded in response. Today, Greenville is the leading city in Eastern North Carolina in the areas of business, education, medicine, services, financial institutions, and retail sales.

A healthy economy means jobs for local residents, increased personal income, successful businesses, and an enhanced quality of life. It also means stable revenues and a balanced fiscal capacity for the City. City revenues are obtained through a variety of mechanisms such as sales taxes, property taxes, charges, and license fees. The revenue collected from these sources provides the operating funds for services, City facilities, and infrastructure investments. Thus, a strong economy is essential for the City to continue its current level of services.

Local government can stimulate the local economy in several ways: by direct investment in "big-ticket" items such as roads and utilities; by streamlining permit procedures; by building community consensus (for example, through the Comprehensive Plan); by marketing the City's advantages; and by providing a good business climate.

The City's healthy economy during the 1990s was reflected in a number of indicators. The City's population increased by 34.5% between 1990 and 2000. Commercial activity increased retail sales by 120%. Enrollment at East Carolina University grew by over 17%. Economic growth and diversification has helped Greenville obtain a more stable, resilient

economy with quality jobs. Diverse and developed economies are characterized by many different types of industries interlinked with suppliers, services, and consumers. These economies often export goods and services to other population areas. Greenville has such an export economy, and is stronger and more self sufficient because of it.

To the general population and the work force, economic development means jobs. Emphasis needs to be placed on finding new primary jobs with both large and small enterprises, which in turn will generate skilled and unskilled service jobs. Successful economic development will require providing jobs for all segments of the community.

Employment

Greenville is characterized by a diversified economy and therefore, a diversified work force. Most Greenville residents are employed in some type of service industry – health, education, retail trade, etc. At the same time, manufacturing industries continue to employ a considerable number of local residents. However, the percentage of the population employed in the manufacturing industry decreased by 4.3% between 1990-2000.

Employment in service industries, particularly health services, is expected to grow over the next decade. Other supporting services (retailing, finance, and other professional services) will also grow, in response to an increasing population. Service industries are those industries engaged in providing some type of service to the public. Manufacturing, while not expected to grow significantly in terms of employment, will continue to remain an important component of the local economy.

Industry

Since 1990, there have been several new industries to invest in the area and many more expansions. Forty-four new industries were established between 1990 and 2001 and those industries created 2,783 new jobs. Sixty-seven industries expanded since 1990 and 3,676 new jobs were announced as a result of those expansions. DSM High Performance Fibers, BSH Distribution, ASMO, and Practicon are among the new and expanded industrial investments. The Pitt-Greenville Airport

employs 100 people and was built in 1936 for the military. It was turned over to the City in 1944.

In 1957, an act was passed by the NC General Assembly authorizing a referendum to create a county-wide economic development agency. The Pitt County Industrial Building Fund was established in 1988 to ensure continued growth of industry in the Pitt-Greenville area. The fund helps initiate growth by constructing basic industrial “shell” buildings to sell to new or expanding companies. In 1993, the first shell was built in the Greenville Industrial Park (a 2,500-acre joint venture between the Pitt County Development Commission, Pitt County, Greenville Industries, the City of Greenville, and the Greenville Utilities Commission). This shell was sold in 1993 to a medical products distribution company. Money from the fund has also been used to assist in the development of the Technology Enterprise Center of Eastern North Carolina, a county-owned small business technology incubator.

Currently, most industrial development within Greenville’s planning jurisdiction is located within the Industrial District, north of the Tar River. The Industrial District provides an attractive environment for industrial uses, convenient to the airport and major highways, yet removed from the developed urban center. There is still a substantial amount of vacant land in the District to accommodate future industrial growth. An unofficial policy by the City has left the park outside the City limits, and the policy will probably continue through the next decade and beyond. This has been done to encourage existing industry to stay in Greenville and to attract new industry to the area. Another industrial district is located in the southwest area of Greenville’s planning jurisdiction.

Although Greenville has the necessary infrastructure, labor force, and educational facilities necessary for industrial recruitment, there is keen competition for new industrial firms. Greenville should focus on attracting industries where benefits can be maximized. By targeting the development of certain industries, Greenville will be able to capitalize on its local assets. Target industries should have all or some of the following characteristics: pay high wages, have an efficient land-use; generate significant employment; contribute quality of life benefits; generate sales tax revenue for the City;

require skills Greenville’s labor force has or can be trained to have; have a good growth history and stable work force; and have environmentally sound management practices.

There are several agencies and organizations working to ensure that the City’s industrial areas remain as competitive as any other region in the southeastern United States. The Pitt County Development Commission has been instrumental in recruiting new industry to the Greenville area and in working closely with existing industries. The Pitt-Greenville Chamber of Commerce, the Regional Development Institute of ECU, and the City and County governments are all also involved in recruiting new industry and providing prospective clients with information they will need to make locational decisions.

Commercial Activity

Greenville is the commercial and retail center of Eastern North Carolina. In 1981, Greenville businesses sold over \$400 million in retail goods. In 1990, retail sales in Greenville were \$750 million, having almost doubled in a nine-year period. By 2001, retail sales in Greenville were over \$1.5 billion.

Commercial, wholesale, and retail trade is expected to remain a strong link in Greenville’s economy; however, new commercial growth will be slow compared to the 1970s and 1980s. Most activity will probably involve the start of small businesses using existing buildings. New medium-sized commercial projects can be expected in the south/southeast areas of Greenville and in the areas west as the Medical District expands.

Approximately 80% of Greenville’s retail trade occurs along linear developed roads (strip commercial). Linear retail development provides most of the City’s sales tax revenues. Many of the major thoroughfares in Greenville are lined with commercial development. In addition to providing tax revenues, existing strip commercial development provides essential commercial services to Greenville and Pitt County.

In the past, most strip commercial areas had buildings that were set back from the road and surrounded by parking. Sidewalks were usually non-existent and there was a lack of landscaping. Since 1992, the City has improved

site development standards to require access roads and sidewalks.

Vacant buildings and properties along Greenville Boulevard are a concern among Greenville's citizens and government leaders. Large vacant buildings are generally unattractive. Efforts to redevelop these and future vacant properties will be an important priority of the City. To outsiders, these properties might appear to be a sign of a weakening economy in Greenville; however, this is not the case. Business openings and closures are a normal part of any city's economy. The challenge is getting new businesses into existing vacant structures.

One of the problems with redeveloping large vacant tracts is that these buildings will require large capital investment for refurbishment to suit a new business. For this reason, new businesses may choose to develop vacant land, often adjacent to the abandoned building or farther down the same commercial strip. This facilitates the spread of strip commercial activity. Suburban growth and the establishment of commercial centers away from Greenville Boulevard will place burdens on existing Boulevard businesses and could facilitate the creation of a greater number of vacant buildings.

It is essential to maintain the vitality of the retail and office development along Greenville's major streets. Greenville's challenge will be to improve their appearance, so that they do not become obsolete, and to limit the negative impacts they have on surrounding neighborhoods and the carrying capacity of the thoroughfares they line. The City should carefully evaluate proposals for new development along thoroughfares to ensure they are attractively designed, that landscaping requirements are met, that parking is consolidated, that traffic flow will not be affected, and that surrounding areas are adequately buffered from negative impacts. The Lynn Croft Shopping Center located at the corner of Evans Street and Greenville Boulevard is an example of good planning. The developers reserved 50 feet of open space adjacent to the road and incorporated berms and extensive landscaping.

Downtown

Downtown Greenville was once the commercial center of the City. The last three decades have seen a steady decline in downtown. Downtown

retailing suffered as strip shopping plazas and malls opened along major thoroughfares.

The decline of downtown Greenville is not unique. Downtowns in older cities across the nation have experienced economic decline. Although it is unlikely that downtown Greenville will support the type and level of retail trade it once did, it has great potential to develop as the financial, cultural, and entertainment center of Pitt County. The location of downtown adjacent to East Carolina University offers tremendous development possibilities. In other university communities, downtowns have been revitalized by capitalizing on the University community.

The lack of housing in the downtown area limits the demand for services. Expanding the availability of housing would provide the residential population necessary to support a greater range of services and amenities. In addition, it would allow for better use of the facilities and infrastructure that are under-utilized on weekends and evenings. The number of people living in and near downtown will increase by increasing the number of housing opportunities available in mixed-use development projects. The City also needs to work with adjoining established neighborhoods to improve their stability and livability.

Downtown can be envisioned to contain three distinct areas: 1) the University area adjacent to East Carolina University, bounded by Washington Street to the west, Third Street to the north, Reade Street to the east; 2) the Courthouse area bounded by the Tar River to the north, Reade Street to the east, Third Street to the south, and the railroad tracks to the west; and 3) the Dickinson Avenue area bounded by Reade Circle to the north, Charles Boulevard to the east, Tenth Street to the south, and the Dickinson Avenue corridor to the west.

Planning for downtown as three interconnected areas enables the City to address the needs of each area and develop several strategies rather than just one. Policies, zoning changes, design criteria, traffic and parking requirements, and action strategies need to be identified, developed, and implemented. A comprehensive downtown plan needs to be developed to deal with the downtown as a whole and each division within it.

Three different strategies could be developed for the downtown subdistricts as follows:

1. *University Area* – The University area would be targeted to achieve the largest diversification of uses and could be developed to create a village-type atmosphere. The area would accommodate uses such as restaurants, outdoor cafes, specialty shops, and various offices.
2. *Courthouse Area* – The Courthouse Area has taken on the characteristics of a financial/institutional center, with little commercial activity and no residential activity. The strategy for this section of downtown would be to further this concept and make it a distinctive office/service center. Development of a parking deck would allow the consolidation of downtown parking and open the many surface lots up for redevelopment.
3. *Dickinson Avenue Area* – The Dickinson Avenue area should be targeted for a variety of uses, including residential development. The area is strategically located for future residential use by students and faculty from East Carolina University. In addition, the area is characterized by the oldest commercial street in Greenville (Dickinson Avenue). The historical nature of this street could be capitalized on in a downtown plan.

Downtown Greenville is still the only true urban center in the City. The City should take the lead in reestablishing its role as an active downtown center. Zoning changes and development incentives must be made to address downtown. In January, 1992, City Council adopted a Downtown Subdistrict Overlay. The ordinance prohibits “public and/or private clubs” within the overlay. The City must encourage proposals for additional housing downtown and must work to retain and expand housing opportunities available in the surrounding area. With more downtown housing, additional office uses, and more retail and cultural activities, downtown Greenville can once again become the functional “heart of the City.”

Education

Greenville is truly a center for higher education in North Carolina. The City is home to East Carolina University – the third largest university in the state system. The City is also home to ECU’s Medical School – one of the two medical schools in the University of North Carolina’s affiliated system. In addition, the County houses one of the region’s most highly recognized technical and vocational schools – Pitt Community College. These institutions of higher learning are crucial to the future economy of the City and Pitt County.

Greenville’s higher educational facilities benefit existing companies and provide an incentive for those considering locating in Greenville. Education is an industry in itself, sustaining jobs and bringing money into the local economy through fees, research grants, salaries, and the production of housing. In 2002, the University provided 4,184 jobs for local residents. Over 24,000 students are enrolled in the higher education institutions in Greenville.

ECU has been, and is expected to remain one of the dominant forces in Greenville’s economy. After increasing enrollment 92% since 1970, the school is expected to continue to grow each year. As the student population has increased, so has the number of faculty and staff employees. In 1975, there were 1,530 people working for ECU; by 2002, this figure had increased to 4,184. Instructor salaries increased 30% from 1995 to 2001; no doubt the largest portion of those salaries are spent locally.

Although enrollment at ECU increased substantially over the past two decades, on-campus housing opportunities did not. There is currently on-campus housing available for about one-third of the total student enrollment. Much of the recent multifamily housing development in Greenville can be attributed to the increase in student enrollment at ECU.

The impact of ECU on the City cannot be overemphasized. Out of a total City population of 60,476 in 2000, approximately 19,000 students and 4,176 employees were a direct result of the University, and a substantial amount of others rely indirectly on the University for their livelihood. Approximately 980 Pitt County school teachers hold one or more degrees from ECU.

A student spending study was conducted in 2000 by the Regional Development Institute at East Carolina University. The study found that between August 1999, and April 2000, students spent \$87 million. Between May 2000, and July 2000, students spent \$3 million. Thirty percent (30%) of that was spent on rent and house payments and 24% was spent on meals and groceries. It was estimated that 9,070 employees were directly affected by the spending that takes place by ECU students.

Pitt Community College serves the Greenville/Pitt County region with vocational, technical, and college transfer classes. The Fall 2000 enrollment was 5,626 with approximately 6,000 continuing education students. Pitt Community College employs 650 people. There will be strong demand for women, minorities, and senior citizens to enter the work force in the next decade, and the best jobs will go to qualified workers who are willing to train and retrain several times during their working lives. New approaches to adult education will be called for over the next two decades and Pitt Community College will offer the best opportunity to realize this need. In Greenville, adult education programs must be made more visible and accessible to its citizens and the region.

In addition to higher educational facilities adding to the economy, it is important to note that the public school system in the county has a significant impact on the economy. Pitt County Schools is the third largest non-manufacturing employer in the county. The average teacher salary is \$28,000 and the average teacher local supplement is \$1,361. The operating budget for the 2001-2002 school year was \$161 million with a per pupil expenditure of \$6,256/year.

Medical Services

The medical community in Greenville and Pitt County consists of Pitt County Memorial Hospital, the Brody School of Medicine at East Carolina University, and private medical practices throughout the county. The medical sector has experienced phenomenal growth since 1977 when the school of medicine was established at ECU and the hospital was designated as its primary clinical teaching site. The delivery of health services continues to be a major factor in the expansion of the local economy, and the region now boasts the third

largest concentration of healthcare professionals in the state.

A school of medicine was established at ECU in 1977 and was located on a 40-acre campus on the west side of Greenville. The school has gained national recognition in the training of primary care physicians, rural medicine programs, telemedicine, and robotic surgery. Today, the medical school serves about 1,100 students a year, including residents and medical students. The school is adjacent to the complex that accommodates Pitt County Memorial Hospital, a 731-bed tertiary care referral center, and associated health services.

Land acquisitions have expanded the size of the campus by 140 acres, and current plans call for the Schools of Nursing and Allied Health Services to be moved to a site west of the medical school to establish a healthcare "learning village." The expanded medical campus will include a new health sciences library, additional clinical operations, and space for additional health science schools or programs likely to be added in the future. Offices in the new nursing and allied health facilities (expected to be occupied in 2006) will accommodate over 100 faculty now teaching in the two schools. The student population of the "learning village" will increase to about 2,000. The new "learning village" will create a demand for additional housing, eating establishments, and services nearby. Reconfiguration of streets to serve the "learning village" provides opportunity for an efficient and attractive southeast to northwest corridor. Parking, home-to-work commuting traffic, and convenient transit between the east and west campuses of ECU are challenges and opportunities yet to be addressed.

Continued growth of the hospital is also to be expected. In the 1990's, Pitt County Memorial Hospital acquired or leased community hospitals in Ahoskie, Tarboro, Edenton, and Windsor, and established a full-blown health system providing a continuum of care to the region as well as to Pitt County. The resulting network has been incorporated as University Health Systems of Eastern Carolina. In 2002, University Health Systems, in partnership with Chesapeake Health in Virginia, opened The Outer Banks Hospital in Nags Head. The system also owns or operates home health and hospice services, medical practices, and other independently operated

health services. University Health Systems is affiliated with the Brody School of Medicine.

Pitt County Memorial Hospital is now the tertiary referral center for 29 counties in eastern North Carolina and serves a dual role as a community hospital for residents of Greenville, Pitt County and some adjoining communities. About two-thirds of patients admitted to PCMH come from outside Pitt County. The hospital serves a largely rural area and services have been designed and implemented to meet the needs of this population.

Today, Pitt Memorial provides a broad range of comprehensive services ranging from wellness and prevention to rehabilitation and hospice. Expansion and improvement of services at the hospital means that highly specialized procedures such as minimally invasive heart surgery and photodynamic therapy for cancer are now available to residents of this region. In 2002, Pitt County Memorial Hospital was recognized as a Solucient Top 100 Hospital for the delivery of cardiovascular services. The hospital offers comprehensive inpatient and outpatient rehabilitation services and a 120-bed Children's Hospital with a Level III Neonatal Intensive Care Unit. The hospital also offers a Level 1 Trauma Center, one of only five in the state and the only one east of I-95. In recent years, the hospital has opened ViQuest, a comprehensive wellness center, a dedicated Pain Center and a Sleep Studies Center. A new Neonatal Intensive Care Unit is scheduled to open in 2003. Emergency transport is handled by EastCare, which operates two helicopters and a fleet of mobile intensive care ground units.

A 2,000-acre area, which includes Pitt County Memorial Hospital and the Brody School of Medicine, has been set aside for the continued growth and development of health-related services, education, and research in Pitt County.

Commercial and residential land-uses are allowed within this district, and it contains government health agencies, the mental health department and a regional drug and alcohol rehabilitation center. The district also includes the Ronald McDonald House to accommodate children and families of children who are receiving treatment at Children's Hospital. In 2002, the Hope Lodge opened near the ViQuest Center to provide lodging for cancer patients and their families.

In addition to continued expansion of the academic medical center, private medical practices are growing as well. The largest private multi-specialty group practice recently moved to a 100,000 square foot facility on West Arlington Boulevard. Continued growth of other private practices is expected.

The potential impact of a Regional Science Center should also be considered. Though no location has been specified, plans are underway by a private, non-profit group to develop an Eastern North Carolina Regional Science Center. It is intended to promote economic and cultural development by extending science literacy, scientific research, science-based industrial applications, and science-based tourism for all science and technology sectors in the region. The Science Center would be a resource for state-of-the-art visual computing, science-based workforce development, and science education in the schools.

Recreation & Parks

The establishment by government of great public grounds for the free enjoyment of the people...is... justified and enforced as a political duty. – The Yosemite Valley: A Preliminary Report, 1865.

The authors of The Yosemite Valley Report would, no doubt, heartily approve of Greenville's River Park North. At River Park, local residents may escape from the noise and congestion of the City. Here, residents may walk on a nature trail, picnic beside a pond, or launch a canoe. However, the flooding associated with Hurricane Floyd had an enormous impact on River Park North. The Walter L. Stasavich Science and Nature Center, the only science and nature center east of Raleigh, was completely destroyed as a result of the flood. At this time, the center is being rebuilt with funding from FEMA, the Parks and Recreation Trust Fund, and private donations. The new \$1.5 million center will include a 70-seat theater and a large freshwater aquarium. The facility should be complete in March 2004.

Greenville residents seeking more active recreational pursuits may choose to play tennis, basketball, or softball at one of the many City-owned tennis courts or athletic fields. Others may choose to swim or participate in a fitness class at the City's Aquatics and Fitness Center. Still others might enjoy the City's skateboard park. Some citizens may volunteer an hour of their time to the Greenways Subcommittee, and help plan new, linear parks for the future.

Greenville's public park system is administered through the City's Department of Recreation and Parks. The Recreation and Parks Commission, a nine-member board appointed by the City Council, sets operational guidelines and rules for the Department. The Commission has final decision-making authority on most of the issues that come before it. Funding and policy for recreation and park activities however, is approved by City Council.

Greenville is well-endowed with public parks that offer a variety of recreational opportunities— both active and passive. The City itself owns over

960 acres of parkland distributed among 23 public parks. Recreation programs – for every age group – are offered at most of the major park facilities. If the County schools are included as public recreation sites, the City has over 1,140 acres of parkland accessible to the public for recreational purposes. This amounts to about nineteen (19) acres of open space per 1,000 persons. While the City is fortunate to have the parkland it does, more land is needed to serve existing and future recreation needs.

Total acreage of parkland is only one criteria by which a City's park system must be measured. Parks must be located close to where residents live and work. Further, parks must offer the type of facilities local residents want and need.

The City provides a wide array of facilities and programs and has grown considerably since 1990. The City has acquired and developed several new facilities and has increased the number and variety of programs offered to local residents.

One of the City's biggest additions is Bradford Creek, the City's first public golf course. The site is located at 4950 Old Pactolus Road. Bradford Creek covers 180 acres with an 18-hole golf course, a driving range, a putting green, a clubhouse, and a snack bar. The Bradford Creek Golf Course was a \$3.5 million project. Also new to the City is a 25-acre soccer complex. The Bradford Creek Soccer Complex is composed of five regulation size soccer fields (2 lighted), 1 practice field, and a picnic area with grill. The Soccer Complex was a \$414,000 project.

Another major facility new to the City since 1990 is the H. Boyd Lee Park. This 92-acre facility is located at 5184 Corey Road. It offers a 17,000 square foot recreation center/gym, two lighted softball fields, picnic shelter with grill, exercise station, playground, and a walking trail. This was a \$5.3 million project.

The City also boasts a new greenway trail. The 1.5-mile trail connects two City parks, an elementary school, several apartment complexes, and the University via a paved trail and some spur trails suitable for walking, jogging, and cycling.

Although considerable effort was devoted to the development of new parks during the 1990s, the

City's established parks were not neglected. Over the last ten years, the Recreation and Parks Department implemented projects at 22 of the City's parks that improved existing park facilities. The City spent over \$4 million and received over \$1.2 million from FEMA.

Programs geared to special populations continue to be very successful. The City sponsors a local Special Olympics twice a year. The City also sponsors a local Senior Games on an annual basis. The City's Teen Center is currently being used on weekdays for senior arts and crafts. Recreation and leisure programs geared to the senior population will be in even greater demand during the coming decades, as the City's population continues to age.

To assist in financing its recreation and craft programs, the Recreation Commission began charging fees for most programs during the 1980s. Scholarships are made available to eligible residents so that program participation can be available to all.

Future Direction

While other cities are expending fabulous amounts in the improvements of parks, squares, garden, and promenades, what should we do? To be behind in these matters would not only be discreditable to our City, but positively injurious to our commercial property, and in direct opposition to the wishes of a vast majority of the citizens...

-Report on...the Improvement
of the Public Garden - 1859

The City of Greenville Recreation and Parks Comprehensive Master Plan was adopted in January 2000. The plan is an important instrument that will help guide the City with actions and decisions concerning new park and greenway development through 2020. The plan discusses demographic information and physical factors that can influence the location of parks, describes existing facilities and their needs, analyzes user needs, provides proposals and recommendations for development, and outlines an action plan for implementation of the proposals and recommendations.

The Master Plan recommends the development of two new community parks, five neighborhood

parks, and fifteen mini-parks. One of the community parks is proposed to be located in east Greenville near NC 33 and the second is proposed to be located in west Greenville in the area of either Swift Creek or Harris Mill Run. The proposed locations of the neighborhood parks are near Brook Valley Golf Club, south of the Arlington Boulevard/Red Banks Road intersection, south of Fire Tower Road near Swamp Fork, in the general area of Lake Elsworth, and near Greenville Boulevard SW and Memorial Drive. The plan does not identify site locations for the mini-parks but recommends using existing natural areas and open space within developed areas.

Changes in community demographics will necessitate a change in the type of park facilities and programs needed by local residents. The percentage of older residents (65 years and older) will continue to increase. Programs such as the Senior Games will need to be expanded. More areas for passive recreational pursuits—picnicking, walking, nature observation—will be needed. More recreation and entertainment opportunities for young adults and families are necessary.

The City's greenway plan has contributed to the City's quality of life. Greenways were discussed in Greenville for many years, thanks to the efforts of citizen volunteers and City staff, it is now a reality. Greenways not only provide new opportunities for walking, jogging, and biking, but they increase the accessibility and thereby the usage, of existing park facilities.

The City continues to put aside money in the land banking program that was created in an effort to ensure that funds for parkland purchase are available when needed. It is important that the City continue putting monies aside for parkland purchase. Given increasing land costs and the volatile nature of the real estate market, the City needs the flexibility and sure source of funds the land banking fund will supply.

The action plan for recommendations in the Recreation and Parks Comprehensive Master Plan covers a time period from 2001-2020 (four funding periods). According to the Master Plan, the cost for items detailed in the capital improvement program for the acquisition, renovation, and development of parks was estimated at \$45,117,500. This total equals an approximate average of \$2,255,875 per year.

The total cost for operations is estimated to be \$112,493,800 by 2020, or \$5,624,690 per year. The Master Plan identifies twenty (20) new positions that will be needed by the Greenville Recreation and Parks Department in the coming years. That number includes two (2) Recreation Center Supervisors, a Sports Complex Director/Manager, an Assistant Sports Complex Manager, two (2) Administrative Assistants/Secretaries, two (2) Maintenance Supervisors, and twelve (12) General Maintenance Technicians.

The Recreation and Parks Comprehensive Master Plan points out that the department will not be able to support the proposed capital improvements budget and the operations budget solely through current City appropriations. The department will need to use that appropriation in conjunction with various revenue generators. The Master Plan proposes a funding strategy that includes an increase in the allocation from the City General Fund, raising \$20 million through General Obligation Bonds, using Revenues and User Charges for services, and finally a combination of Partnerships, Grants, and Gifts. Other methods for acquisition that are pointed out in the plan are fee simple purchase, fee simple with lease-back or resale, long-term option, first right of purchase, land trust, local gifts, life estate, easement, and zoning/subdivision regulations/mandatory dedication.

Greenville Greenways

The definitions for a greenway are as varied as the many greenway systems being developed across our nation and the many greenway users who enjoy them everyday. Planners, developers, homeowners, school children, joggers, environmentalists, real estate agents, and educators all define greenways in their own way:

- < A recreational asset—a linear park with multiple access points, a trail system, and other amenities such as benches and signage.
- < A path through the woods that provides an alternative transportation route for pedestrians and bicyclists, separating them from the dangers of automobile traffic.

- < An important ecological tool for the protection of the natural environment.
- < A linear corridor of land left in a natural, undeveloped state that provides public access to unique, scenic, and native lands and waters.
- < An amenity to urban areas that fosters the kind of community spirit, activism, and bonding between local citizens that is presently being lost as metropolitan areas grow larger and larger.
- < A land-use planning tool that helps to reduce the impact of flood damage by providing alternative development within the floodplain.
- < A measuring stick and marketing philosophy used by many cities and towns in the Southeast to help determine the quality of life of their community.
- < An economic asset that increases the real estate value of adjacent properties, thereby increasing municipal tax revenues.
- < An attempt to retain the few bits of rural wooded or pastoral setting remaining in urban landscapes.

Greenways developed within urban areas help to counteract the significant impact of land development and the resulting degradation of the natural environment. Because greenways are often placed along creeks and streams within floodprone areas, they provide numerous environmental benefits. Greenway corridors help to preserve native trees and vegetation, provide flood control, filter sediment from erodible lands, improve water quality, protect wetlands and floodplains, improve air quality, absorb and soften noise from industry and traffic, and maintain a varied habitat to support many different kinds of plants and animals.

In May 1991, the City Council adopted a Greenway Master Plan for the Green Mill Run stream corridor. This plan analyzed the 4.6-mile Green Mill Run corridor for its suitability for greenways and recommended a 1.5-mile pilot project along the Run between Green Springs Park and the College Hill Drive area of East Carolina University.

The Green Mill Run pilot project links two City parks, an elementary school, several apartment complexes, and the University via a paved trail and some spur trails suitable for walking, jogging, and cycling.

The Green Mill Run pilot project is just the beginning of a comprehensive greenway system in Greenville. The Greenway Master Plan (available under separate cover from the Greenville Planning and Community Development Department), proposes greenways along most of the City's major streams. Meeting House Branch, Hardee Creek, Fornes Run, and Parkers Creek have all been designated as greenway corridors. The objective of the Greenway Master Plan is to connect the greenways to outer areas of Pitt County.

Vegetative buffers are required along intermittent and perennial streams, lakes, ponds, and estuarine waters throughout the Tar-Pamlico and the Neuse River Basins. The Environmental Management Commission adopted the Tar River requirements in December 1999, and they became permanent in August 2000. The Neuse River requirements were adopted in December 1997, and became permanent in December 1999. There must be fifty (50) feet of vegetated area maintained on each side of waterbodies in both river basins. Thirty (30) feet must remain undisturbed except for specific exempted activities and the remaining twenty (20) feet must be vegetated except for certain allowable uses such as drainage ways and water crossings.

Community Facilities

Fire and Rescue

The City of Greenville's Fire and Rescue Department maintains a staff of approximately 125 employees. Every firefighter and fire officer is a NC Certified Emergency Medical Technician. Fire Department activities are managed by the Fire Chief and his support staff which includes (in rank order): Battalion Chiefs, Captains, Lieutenants, Firefighter II's, and Firefighter I's. There are 38 people on duty at any one time. Firefighters work 24-hour shifts on one of three battalions. The Department started working at a paramedic level in January 1998. The Greenville Fire/Rescue Department is the only NC fire/rescue department to operate at a paramedic level.

Currently, the Fire/Rescue Department has five strategically located stations that have an average response time of 4.3 minutes. Station #1, which is the Department headquarters, is located at 500 South Greene Street, Station #2 is located at 2490 Hemby Lane, Station #3 is located at 2400 Charles Boulevard, Station #4 is located at 200 Stanton Road, and Station #5 is located at 255 Rollins Drive.

The City recently purchased land on the north side of East 10th Street between Hastings Ford and Brook Valley to build another fire station. Construction of that facility should begin in 18-24 months.

The Fire Department currently holds a class III rating from the Insurance Services Office Grading Schedule for municipal fire protection. In 1990, the City had a IV class rating. The class III ISO rating resulted in lowered fire insurance rates and better service to the citizens of Greenville.

The Fire Department responds to approximately 3,600 calls a year for reported fires. The number of calls has tripled since 1990. The EMS responds to approximately 9,000 calls for life support each year. Life support calls have increased approximately 30% since 1990. As a result of an increase in population and calls for service, the Greenville Fire/Rescue Department

has worked diligently to develop a more comprehensive training and safety program to improve departmental functioning and community service. Department employees train in a wide variety of classroom and practical application settings following guidelines suggested by the International Fire Service Training Association, the NC Department of Insurance Fire and Rescue Services Division, and the NC Office of Emergency Medical Services. A large number of Greenville Fire/Rescue personnel are enrolled off duty in degree college and university programs. Each one of the fire/rescue employees spends, on average, 180 hours per year in some type of training.

In order to serve and protect the citizens of Greenville and Pitt County in an efficient manner, a mutual aid agreement between the City of Greenville and Pitt County volunteer fire departments has been established for fire and EMS. The agreement allows added protection for City/County residents if help is needed. As Greenville and Pitt County grow, the mutual aid agreement will play an important roll in back-up support.

Police Protection

The City of Greenville's Police Department has 154 sworn officers and 42 non-sworn employees. The Department is divided into an Administration Bureau and an Operations Bureau.

The Administration Bureau is made up of a Support Division and a Professional Standards Division. These units are responsible for the following functions: records, crime analysis, parking enforcement, communications, property and evidence, warrants, animal control, public affairs, crime stoppers, internal affairs, personnel recruitment/selection, training, budget, planning/research, and accreditation.

The Operations Bureau is comprised of four rotating patrol platoons, tactical patrol including bicycle, housing authority, and canine. The investigation responsibilities are assigned to units specializing in criminal, juvenile, vice/narcotics, identifications, and school resource officers as well as an Emergency Response Team comprised of twelve officers trained in special weapons and tactics who respond to calls involving high-risk situations.

The Department participates in two multi-jurisdictional task forces; one in drug and one in violence intervention.

The Police Department is located at 500 South Greene Street. Because of Departmental growth in recent years, the department needed to expand their facilities. The new department headquarters was built in 1995 as a result of a bond referendum. The Greenville Police Department has one police substation. It is located at 1030 Fleming Street

The Department responds to between 98,000 - 100,000 calls a year. Officers patrol twelve sectors and have arrest powers up to one mile outside the City limits. The Department has experienced an increase in demand for services as a result of the growth of the City. Since 1995, the Department has received several grants from the United States Department of Justice and the Governor's Crime Commission for personnel and equipment. Those grants have helped the Department in maintaining a high level of service to the citizens of Greenville.

Sheppard Memorial Library System

The public library system which serves Pitt County and the City of Greenville was established in 1904. Today, the library system consists of a main library, four branch libraries, and a bookmobile which operates in Greenville and throughout rural Pitt County. These county-wide services are supported by the City, Pitt County, and the State of North Carolina. The library system is developing a strategic plan for the next seven years.

Sheppard Memorial Library, located at 530 Evans Street in downtown Greenville, serves as the main library for Pitt County and the City of Greenville.

Sheppard Memorial Library was constructed in 1930 and underwent extensive renovations in 1969 and 1984. A 34,000-square foot addition to the facility was completed in September 2001, with renovations to the original portion completed in February 2002. The renovation/expansion increased the size of the library to 60,500 square feet. Sheppard Memorial Library is now the second largest public library east of I-95. In 2002, 312,633 people visited the library and registered borrowers totaled 41,210. The total book circulation is 394,125.

The library system consists of four branch libraries in addition to the main library. Two of the branches are located in Greenville, and other branches are located in Winterville and Bethel. Greenville's branches are the Carver Branch, located on 14th Street in West Greenville, and East Branch, located on Cedar Lane adjacent to Jaycee Park. Carver Branch currently houses approximately 16,000 books and East Branch houses approximately 18,000 books. East Branch underwent a 2,560 foot expansion and reopened in June 2000. The City of Greenville owns the two branches and finances all capital expenditures for branch improvements. Operating expenses for the main library and the two branches are shared by the City and County.

The Winterville Branch and Bethel Branch libraries were established in 1991 to help improve library services in the County. Unlike the Greenville/Pitt County agreement, the two new branches' capital and operating expenses are paid by the individual municipality in which they are located. Both the Winterville and Bethel Branch Libraries house approximately 10,000 books each. A new building is under construction that will house the Winterville Branch. The new building will be 6,200 square feet and is scheduled to be finished in 2004.

The bookmobile is operated by the library system and stops throughout rural Pitt County on a three-week cycle with 101 stops in each cycle. The bookmobile is an important tool in the library system. It provides opportunities for many rural residents of Pitt County whom otherwise would not have access to the services provided by the library system.

Education

Education has been the foundation for which Greenville owes much of its growth and prosperity. Education is one of the cornerstones of the City's capacity to progress and to maintain a strong economic foundation. While the City does not have a direct role in education, the importance of it to the City and its citizens is such that it is an integral part of the Comprehensive Plan. Economic development, breaking the poverty cycle, improving the quality of neighborhoods, and maintaining basic employment opportunities are all, in part, dependent on the quality and availability of education.

The City of Greenville recognizes the importance of the Pitt County School System, in that it provides for the educational and social growth of the youth who are the future of the City. Since many individuals and businesses make locational decisions based upon the quality of public school systems, the City should do all it can to enhance and promote a positive image of the school system.

Greenville has a strong vocational and higher educational system. With East Carolina University and Pitt Community College to draw upon, Greenville is one of the state's leading providers of education.

Quality child care is an important consideration when dealing with educational matters, and as such, the City recognizes the importance of child care programs and the effects of those programs socially, educationally, and economically, on the community. The City must work with the state and other for-profit and nonprofit entities to develop an adequate child care delivery system, as well as liberalize regulations regarding the location of child care facilities.

Institutions of Higher Education

There are nearly 31,700 persons enrolled in higher education programs in the Greenville area. Pitt Community College, with over 5,100 curriculum students and 6,000 continuing education students, and East Carolina University with an enrollment of approximately 20,600 students. Students at these schools account for a large segment of Greenville's population.

East Carolina University, North Carolina's third largest institution of higher learning, was founded in 1907 as a state-sponsored teacher training school and became a liberal arts college in 1941. Developing and growing rapidly, ECU became a state university in 1967 and a constituent campus of the University of North Carolina system in 1972.

ECU offers undergraduate degrees in 103 bachelor's degree program tracks. The Graduate School has 74 master's degree program tracks and twelve doctoral programs. The M.D. degree is offered through the Brody School of Medicine.

The Academic Division at ECU includes the College of Arts and Sciences with sixteen departments and ten interdisciplinary programs, twelve professional schools, the Graduate School, General College, academic and music libraries, Division of Continuing Education and Summer School, Institute for Coastal and Marine Resources, BB&T Center for Leadership Development, Office of Cooperative Education, and Center for Applied Technology.

Due to the continued growth of the University, planning for growth is essential. In December 2000, East Carolina University completed the Campus Master Plan. The ECU Campus Master Plan identifies six fundamental elements that make up the essence of the campus. Those six elements are the Campus Mall and Promenade, the Residence Hall Neighborhoods, Historic Campus Setting, Pre-WWII Campus Architecture, Campus Gateways, and Floodplain. All of these elements were considered during the development of the Campus Plan recommendations. The Master Plan divides the campus into five precincts and provides recommendations for building development and open space development. The City of Greenville should review future development proposals for compatibility with the ECU Campus Master Plan.

Pitt County Memorial Hospital serves as a teaching hospital for the School of Medicine. The Brody School of Medicine facilities include the Brody Medical Science building, outpatient center, MRI facility, Biotechnology Center, Pediatric Outpatient Center, Health Sciences Library, Development Evaluation Clinic, and Family Practice Center.

Pitt Community College was chartered in 1961. The College began operation as Pitt Industrial Education Center that same year. Programs developed and expanded, and in 1964, the school was designated a technical institute by the state Board of Education, and the name was changed to Pitt Technical Institute. In 1979, the General Assembly enacted a bill that changed Pitt Technical Institute to Pitt Community College. The change brought about the addition of the two-year college transfer programs.

Today, Pitt Community College (PCC) has five academic divisions: Arts and Sciences, Business, Construction and Industrial Technology, Health Sciences, and Legal and

Public Service Divisions. Job training is a valuable tool in recruiting new businesses, and usually occurs at the community college level. PCC is training people for a changing job market and to meet the demands of area business and industry. In addition, community colleges provide needed support to small business, which is where most of Greenville's jobs occur.

PCC offers a great opportunity for Pitt County residents to train and learn skills necessary to compete in a changing workforce. The role of the community college differs from the role of state institutions, in that no one will be turned away, and that community colleges deal with matters at the local level, as well as the state level. Programs at the PCC are specifically designed to meet the needs of Pitt County.

Public Schools

Students enrolled in grades K-12 within Greenville are served by the Pitt County School System. During school year 2002-2003, total enrollment at the eleven Pitt County Schools located within Greenville was 7,538. Table 18 provides enrollment figures and staffing levels for each of these schools during the 2002-2003 school year.

Two (2) of the schools located in Greenville were recognized by the state as Schools of Excellence for the 2002-2003 school year. To receive this recognition, at least 90% of the students at the school scored at or above grade level on end of course tests. Three (3) of the schools received a School of Distinction recognition which meant that 80-90% of students scored at or above grade level on end of course tests. Two (2) schools received School of Progress recognition. This recognition required 60-80% of students to score at or above grade level.

Almost 78% of Pitt County students in grades K-8 scored at or above grade level in reading and 82.9% scored as well in math. For the high school disciplines, Pitt County high school students scored better than the state in English, Algebra I & II, Geometry, Biology, Chemistry, Physical Science, and ELPS. The only disciplines where Pitt County high school students scored lower than the state were Physics and US History.

The City of Greenville's population is expected to increase from 60,476 in 2000 to 84,914 in 2011. This is a net population gain of 24,438. Approximately 18-20% of the City's total population may be comprised of school-aged persons. As a result, the Pitt County schools serving the Greenville population may have to accommodate approximately 4,500 additional students. This would be a 68% increase in the 2002-2003 enrollment.

In order to accommodate future enrollment, all development proposals should be closely coordinated with the Pitt County School System.

Boys and Girls Club of Pitt County

The Boys and Girls Club of Pitt County serves more than 2,000 youth within the county. The club is supported by the United Way of Pitt County, the Boys and Girls Club of America, and through state grants, foundation grants, and through private donations. The youth are offered a wide variety of opportunities and programs dealing with Character and Leadership Development, Education and Career Development, Health and Life Skills, the Arts, Sports, Fitness, and Recreation, and Outdoor and Environmental Education. All four locations within the county have computers and the children are encouraged to learn more about the computer.

In addition to the Boys and Girls Club of Pitt County, there are several after school programs offered by public and private schools, and day care centers.

<h2>Utilities</h2>

All utilities for the City of Greenville are provided by the Greenville Utilities Commission (GUC). Greenville Utilities is managed by an independent, eight-member Board of Commissioners. Five of GUC's commissioners are appointed by the Greenville City Council and two are appointed by the Pitt County Commissioners. The eighth position is filled by Greenville's City Manager who serves as a full voting member.

GUC is responsible for the day-to-day operation and management of the City's utilities – water, sewer, gas, and electricity. The Commission approves the upgrading of all utilities and sets rates, charges, and assessments. This is done through the authority granted in a state-approved charter between the City and Greenville Utilities Commission.

GUC develops five-year plans for all utility services. These plans are updated annually and address three major areas: expansion of the systems to serve new customers; providing service for customers in established areas; and maintaining and upgrading the current distribution systems. GUC's five-year plans are coordinated with the City's Comprehensive Plan.

As the City has grown, so has the demand for services provided by GUC. This growth is expected to continue, which means that increased demands will be placed on existing systems. GUC has planned for the anticipated growth and has identified projects in all service areas which should be implemented to meet future demand. All extensions should be designed to accommodate density and capacity demand.

From 1990 to 2001, total revenues increased from \$93.8 million to \$166.6 million, an increase of over 77%. Electric service is the Utilities' greatest revenue source. In 2000, electric revenues accounted for 70.9% of all revenues and 49.5% of expenditures.

Water

Greenville Utilities' water distribution system provides water to the citizens of Greenville and many rural customers. There are 27,800 customers served by Greenville Utilities' lines, a 57% increase since 1990. The water treatment plant currently has a capacity of 22.5 million gallons per day (MGD), and receives raw water from the Tar River. Capacity at the water treatment plant has increased by 88% since 1990. The water treatment plant treats an average of 10.9 MGD. An ample supply of high quality water is essential to meet the demands of the existing and future population of Greenville. The GUC continues to perform tasks that ensure adequate quantities to accommodate growth.

Due to increases in water demand, GUC implemented several multi-year projects to increase water quantity in the future. The Water Treatment Expansion and Upgrade Project which began in 1999 expanded the plant from a 15 MGD facility to a 22.5 MGD facility. Upgrades to the plant include the addition of ozone treatment and chloramines for disinfection, a new computer monitoring and control system, sedimentation sludge removal equipment, and an emergency backup generator system capable of supplying power to the entire plant. The total cost of the expansion was approximately \$25 million.

As a result of flooding from Hurricanes Dennis and Floyd several flood mitigation projects were undertaken at the water treatment plant. The floors of the new building were elevated to a level above the flood level from the storms. GUC also constructed a \$2.775 million flood protection berm at the plant. A 50% grant from the Economic Development Administration assisted with the funding of this project. In addition, a gate was installed in the underdrain system to prevent floodwaters from entering the system and the North Greene Street wellhead was elevated above flood levels from the storms.

GUC is also in the process of implementing an Aquifer Storage and Recovery (ASR) project. When completed in 2003, this system will be the first of its kind in the State of North Carolina. ASR involves the storing of treated drinking water in underground sand deposits during low system water demand periods and then

recovering/using the water during high demand. ASR is less expensive than storing water in above ground tanks.

Residential water use per household increased between 1990 and 2001, from 176 gallons per day per household in 1990 to 217.3 gallons per day per household in 2001. Although residential uses account for 89% of all customers, residential uses generate 58% of total water demand.

Greenville's water treatment plant is located in the northwest section of the City adjacent to the airport and the Tar River. The site was chosen because of its close proximity to Greenville and because it offers plenty of room for future plant expansion.

The City enforces a Water Supply Watershed Protection Ordinance which restricts impervious area and specific uses within the watershed protection zones up river of the in river intake to the water treatment plant.

Wastewater

Greenville Utilities' wastewater collection system provides service to the citizens of Greenville and certain areas within the City's ETJ including the Industrial District. Most developed areas in the City and the ETJ are serviced by sewer. The capacity of the existing wastewater treatment plant is 17.5 million gallons per day. The plant currently treats 8.1 MGD.

Availability of sewer service is an important determinant of urban growth patterns. Without public sewer, land can only be developed at low densities, because large sites are required to accommodate ground absorption septic systems. Most commercial, office, and industrial uses are uneconomical in areas not served by sewers because expensive private treatment systems are necessary. Since the City is required to service annexed areas with sewer, the future growth of Greenville will be guided to a great extent by the ability to serve outlying areas with sewer.

Because public sewers are such an important factor in development patterns, any growth management plan will have to address the issue specifically. In 1982, the City of Greenville entered into a joint policy agreement with GUC in order to ensure coordination of sewer

extensions. This agreement established policies which have had a direct impact on the growth of Greenville. One of the most important policies set out in the 1982 agreement states that no sewer extension or service from existing sewers would be provided to properties lying outside the City limits until the property owner had filed a petition for voluntary annexation with the City Manager. Sewer service to industrial sites can be exempted from this requirement if specifically approved by the City Council.

Past and present sewer expansions have been determined by a combination of long-range planning and market forces. It is preferable to have sewer extensions follow a long-range plan, but often the extensions are governed by the person, company, or agency which can finance the extension. The City of Greenville prefers that sewer extensions not be made into areas outside of the City's planning jurisdiction, except to large economic development projects.

Many fringe lands do not have sewer service and future development should be encouraged in areas that can access the sewer distribution system. Centralized wastewater collection systems in Greenville are normally constructed with the natural drainage of the land to allow for gravity drainage of wastewater and to avoid the expense of pumping. In Greenville, most major outfalls are located along drainage basins such as Green Mill Run and along the Tar River.

As the City of Greenville continues to grow and expand, so does the amount of wastewater it produces. The present wastewater treatment plant was built in 1985 at a cost of \$12 million, 90% of which was funded by federal and state grants. The plant was expanded in 1995 to a capacity of approximately 17.5 million gallons of sewage per day. The expansion incorporated a new state-of-the-art treatment technology called biological nutrient removal.

GUC is currently working on a \$1.3 million Wastewater Treatment Plant Odor Control Facility. The odor control project will collect noxious gases and remove their odor-causing contaminants. GUC is also working on a \$300,000 project to raise the existing floodwall at the Northside wastewater pump station. Flood mitigation has been a priority since Hurricane Floyd. In April 2001, the GUC completed a \$500,000 upgrade to the effluent pump station. Pumps were installed in the

existing effluent structure to pump to the Tar River when gravity flow from the WWTP is restricted by floodwaters.

Water quality protection is an important concern of the Utilities Commission. In 1989, GUC lead the effort to form a coalition of wastewater treatment plant operators that could develop and implement innovative, cost-effective water quality protection measures. The result was the Tar-Pamlico Basin Association. The Association is charged with:

1. Forming a coalition of units of local government, public and private agencies, and other interested and affected communities, organizations, businesses, and individuals to secure and pool financial resources and expertise;
2. Collecting and analyzing information and data and developing, evaluating, and implementing strategies to reduce, control, and manage nutrient discharge and pollution; and
3. Providing accurate technical regulatory and legal recommendations regarding the implementation of strategies and appropriate effluent limitations on discharges into the Tar-Pamlico River.

Natural Gas

GUC has a 470-mile gas system and provides service through 315 miles of natural gas service. The gas department serves 15,491 customers (an 85% increase since 1990). GUC not only provides natural gas to customers; it operates one of the few liquefied natural gas plants in the country.

The Liquefied Natural Gas Facility was completed in 1997. The purpose of the facility was to reduce the dependence on one supplier for peak day volumes, reduce purchased gas costs, delay system enhancements, and increase gas system reliability. Over the past four years, GUC has avoided \$2,666,520 in demand costs as a result of the new facility. The maximum storage capacity and send-out rates are 100,000 gallons per hour.

In an effort to enhance customer service, the gas department implemented a new program called "Natural Connections." The program was

designed to promote the use of natural gas in new subdivisions and commercial developments. The program focused on builders, contractors, and developers who are in a position to increase the use of natural gas appliances in new developments. The department wanted to make the audience aware of the benefits of using natural gas and of the technologies available to allow them to economically compete.

Natural gas's favorable cost relative to LP gas and electric provides GUC with a positive selling tool for both new developments and established neighborhoods. Builders and buyers will select gas for economic reasons. Established homes, which typically make space heating decisions every 12 years, will also tend to select gas.

Residential and commercial gas sales have grown considerably since 1990, with residential sales increasing 163% and commercial sales increasing 62%. In addition, residential demand increased from 22% of total demand in 1990 to 38.2% of total demand in 2001. Commercial demand increased by almost 23% from 20.3% of total demand in 1990 to 25.3% of total demand in 2001.

Electric

Greenville Utilities' Electric Department provides service to Greenville and 75% of Pitt County. Electric power is purchased from the North Carolina Eastern Municipal Power Agency (NCEMPA) and distributed to Greenville customers at cost-of-service rates. Electricity is generated by facilities jointly owned by NCEMPA and Progress Energy. GUC is the largest of 32 cities participating in NCEMPA. GUC's service area served over 49,162 electric accounts and distributed 1.5 billion kwh of electricity in 2001.

At the end of 2001, GUC's electric system included 16 distribution substation sites with a combined base load capacity of 440 MVA, two subtransmission sites at a combined base load capacity of 50 MVA, and one 115 kV transmission substation with a combined base load capacity of 360 MVA.

The electric department continually strives to provide efficient, reliable service to the Greenville area. Beat-the-Peak, GUC's load management program which began in 1978, has

added new switches to customer's water heaters, heat pumps, electric furnaces, and air conditioners. Power costs more when purchased at peak demand times. Therefore, by operating these switches, GUC is able to reduce peak demand and lower the cost of power. Currently, over 40,000 of these switches are in service.

Recent additions to the electric distribution system include the installation of 1,380 new services, 576 temporary services, and 981 new street/area lights. In addition, a second transformer was installed at the Evans Street substation, repairs were made on the Greenville 230 kV point of delivery substation, and design work began for a second point of delivery substation site on the south side of the Tar River. These additions were part of the FY2001 budget.

Environmental Quality

Water Quality

Water quality can be defined as the physical, chemical, and biological attributes that affect the suitability of water for agriculture, industry, fisheries, drinking, recreation, and other uses. Water quality is a major concern in the Tar-Pamlico river basin. Low dissolved oxygen levels, sporadic fish kills, loss of submerged vegetation, and other water quality problems remind us that water quality problems pose a serious threat to our quality of life.

Water pollution takes two primary forms: point source and nonpoint source pollution. Point source pollution can be described as the discharge of effluent through an outlet pipe or other readily identifiable source. Point source discharges have been regulated since the early 1970s under the Federal Water Pollution Control Act, or Clean Water Act. Point source dischargers include sewage treatment plants, seafood processors, schools, livestock operations, and other industries.

Any pollution that is not point source pollution is, in effect, nonpoint pollution. Nonpoint pollution is runoff; there is no discrete point or discharge through which it enters the natural environment. This runoff may contain fertilizers, pesticides, and herbicides from farming and forestry activities; oil, grease, and other debris from streets and parking lots; and suspended sediments from construction sites. Nonpoint source pollution accounts for over half of all water pollution in the United States. Nutrient pollution, a significant factor in the problems of the Tar-Pamlico, is in large measure attributed to nonpoint runoff. It is estimated that 71% of the nitrogen and 91% of the phosphorus contaminating the watershed comes from nonpoint sources.

The North Carolina Department of Environment and Natural Resources (NCDENR) recognizes agricultural (and to a lesser extent, forestry) activity as the major contributor of nonpoint source pollutants in the Tar-Pamlico River Basin. The dominant nonpoint source pollutant from both agricultural and forestry activities is

suspended sediment. There are 3,220 acres of farmland within the City of Greenville's planning jurisdiction.

Urban development also threatens water quality by contributing to pollution in two major forms: Industrial/domestic sewage (point source pollution) and stormwater runoff (nonpoint source pollution). Urban development results in increased runoff volume from streets, parking lots, and other impervious surfaces during precipitation events. Stormwater runoff from urban areas carries a variety of contaminants into nearby surface waters: roadside litter, animal droppings, eroded soil from construction sites, tire and vehicular residues, air pollution fallout, heavy metals, pesticides, decayed vegetation, residential lawn chemicals, improperly disposed household hazardous wastes, and varying quantities of hazardous materials from businesses and manufacturing facilities.

The major federal legislation affecting point source pollution is the Federal Water Pollution Control Act of 1972 (known as the Clean Water Act), as amended. Under the Clean Water Act, it is unlawful to discharge a pollutant from a point source without a permit. The Act stipulates the implementation of technology-based standards to restrict "end-of-pipe" discharges. These standards are incorporated into the National Pollutant Discharge Elimination System (NPDES) with which every discharger into U.S. navigable waters must comply. NPDES permits are issued individually and renewed every five years. Each permit has limits on the concentration of pollutants that can be discharged. There are now approximately 69 permitted point source dischargers in the Tar-Pamlico Basin. These dischargers include industries and large municipal wastewater treatment plants such as the facilities in Greenville, Rocky Mount, and Washington. Municipal facilities usually include significant industrial wastewater as well as domestic wastes. Greenville's major industries are involved in pretreatment programs that regulate the discharge of industrial wastes to the City's wastewater treatment plant.

Recent legislation has begun to address the nonpoint problem. Section 319 of the Water Quality Act of 1987 created a new program for nonpoint source management, which includes a requirement for the use of "best management

practices" (BMPs) for control of nonpoint source pollution. BMPs include but are not limited to structural and nonstructural controls and operation and maintenance procedures designed to reduce nonpoint source pollution. The Act establishes a national policy for nonpoint source pollution control by requiring states to (1) identify priority watersheds for nonpoint source control efforts; (2) identify and describe the BMPs to be used to reduce nonpoint source pollution loadings; and (3) identify and describe state and local programs for controlling nonpoint source pollution. States must also submit a four-year, nonpoint source management program to the Environmental Protection Agency (EPA). North Carolina's Nonpoint Source Management Program was completed in April 1989 and revised in December 1989. The North Carolina Nonpoint Source Management Program Update was completed in 1996. NCDENR is in the process of revising the update.

North Carolina's current Nonpoint Source Management Program Update identifies nine categories of activities where BMPs can be used as efficient and cost-effective methods for upholding water quality. Agriculture, the largest single contributor to nonpoint source pollution, is the focus of the state's nonpoint source control efforts. The installation of agricultural BMPs is an important component of the proposed management program. The North Carolina Agricultural Cost Share Program (NCACSP) provides incentives for farmers and landowners for using BMPs, by paying up to 75% of the costs of implementing a system of approved BMPs, and by offering technical assistance on practices that provide the most benefits to water quality protection. Locally, the NCACSP is administered by the Pitt Soil and Water Conservation District.

The state's nonpoint source management program also describes structural and nonstructural BMPs for urban runoff control, construction activities, on-site wastewater disposal, solid waste disposal, forestry, mining, hydrologic modifications such as dams, dredging, and bridge construction, and the protection of wetlands and groundwater.

EPA also requires each state to formulate a comprehensive water quality management plan to coordinate the requirements that the Clean Water Act imposes on the states. To satisfy

these requirements, North Carolina Division of Water Quality (DWQ) implemented 17 river basinwide water quality management plans.

Soil erosion also affects water quality and is caused by wind and water. Speed and plant cover greatly affect erosion. Vegetation slows down water and plant roots hold soils in place while the body of the plant acts to breakup the impact of rain. Conservation is key in preventing soil erosion. All development within the City of Greenville is subject to the Erosion Control Ordinance. The ordinance was revised in 1999 and 2000 and the following is a summary of those revisions. The complete Erosion Control Ordinance is available for review at the Public Works Department.

- < New definitions were added.
- < City approved land-disturbing permits are required for any land-disturbing activity that is greater than five thousand acres.
- < No plan is required for land disturbances of less than one acre unless the land is located in a Special Flood Hazard Area.
- < Revised to allow fifteen working days to 90 calendar days, whichever is shorter, for graded slopes and fills to be planted or sufficient structures provided to restrain erosion.
- < Permits must be obtained before any land-disturbing activity can begin.
- < Penalties were revised.
- < Any person who fails to protect adjacent properties from pollutants shall be subject to civil action.
- < Revised process for penalty assessments.
- < Identified the City Engineer as responsible for pursuing Injunctive Relief to restrain violations or threats of violations and for requiring restoration of areas damaged by sedimentation and erosion.

In September, 1989, the Environmental Management Commission approved designation of the Tar-Pamlico as Nutrient Sensitive Waters (NSW). Nutrient sensitive waters are so

designated in order to limit the discharge of nutrients (usually nitrogen and phosphorus) into the waterbody. The classification of the Tar-Pamlico River as NSW is based on technical evaluations that indicate that the River is subject to excessive, nuisance growth of algae and that nutrient inputs from both wastewater discharges and nonpoint source runoff contribute to the problem. NCDENR, in conjunction with the Tar-Pamlico River Basin Association, developed a long-term strategy to increase oxygen levels and reduce nutrient loadings to the River. The Tar-Pamlico River Basin Association is a coalition of dischargers that include thirteen publicly-owned treatment plants and one industry.

The NSW implementation strategy includes two phases. The first phase involves the creation of an estuarine computer model that would assist in the development of a long-term nutrient reduction strategy and an engineering evaluation of existing wastewater treatment plants. The goal is to improve nutrient removal efficiencies. Phase two uses information from the estuarine model to determine nutrient reduction goals. Another component of the strategy is a pollutant trading system, whereby dischargers undergoing facility expansion have the option of meeting certain discharge nutrient levels via engineered controls, or obtaining the same amount of nutrient reduction via funding of nonpoint source BMPs. Funds raised for BMPs would be targeted within the Tar-Pamlico basin and allocated through the North Carolina Agricultural Cost Share Program. Pollution trading is a short-term tool that allows dischargers a degree of flexibility in gaining improvements in nutrient reductions.

The Environmental Management Commission adopted rules for the Tar-Pamlico River Basin nutrient strategy. There are four subject sections that include Riparian Buffers, Nutrient Management, Urban Stormwater, and Agriculture. Below is a list of those subjects and a brief description of the rules for each.

1. *Riparian Buffers.*

- a. *Buffer Protection* – requires that existing vegetated riparian buffers in the basin be protected and maintained on both sides of intermittent and perennial streams, lakes, ponds, and estuarine waters. Fifty feet of buffer is required on each side of a waterbody.

- b. *Buffer Mitigation* – defines the process applicants should follow to gain approval for activities that are identified as “allowable with mitigation.”

- c. *Program Delegation* – provides a criteria and process for local governments to obtain authority to implement the buffer rules within their jurisdiction.

- 2. *Nutrient Management.* This rule requires people who apply fertilizer in the basin, except residential landowners applying fertilizers to their own property, to take state-sponsored nutrient management training or have a nutrient management plan in place for the lands to which they fertilize.

- 3. *Stormwater.* Requires six municipalities and five counties within the basin to develop and implement stormwater programs.

- 4. *Agriculture.*

- a. *Nutrient Goals* – requires farmers to implement land management practices that achieve certain nutrient reduction goals.

- b. *Agriculture Strategy* – each county will have a Local Advisory Committee that will develop a local strategy and submit annual reports to the Basin Oversight Committee.

The Neuse River Nutrient Rules were adopted by the EMC in 1997. The rules set a goal for the reduction of the average annual load of nitrogen by 30%, sets goals for wastewater discharges, sets objectives for reducing nitrogen runoff from urban areas, requires farmers to participate in a local nitrogen reduction strategy or implement Standard Best Management Practices, and offers an option of nutrient offset payments.

In 1989, the North Carolina General Assembly ratified the Water Supply Watershed Protection Act, which calls for mandatory minimum statewide watershed protection standards. Greenville receives about 80% of its drinking water from surface water supplies. The Environmental Management Commission (EMC) adopted rules for protecting the state's water

supply watersheds in 1992. The rules relate specifically to urban land development and density, and required implementation by local governments.

The EMC assigned classifications to all water supply watersheds. There are four classes of water supply watersheds: Class WS-I represents the state's pristine, uninhabited watersheds; Class WS-II watersheds are predominantly uninhabited; Class WS-III watersheds are low to moderately-developed; and Class WS-IV represents moderately to highly-developed watersheds. Within each watershed are critical areas (1/2-mile radius of water supply intake) and protected areas (five-mile radius for reservoirs; 10 miles for rivers) that have stringent requirements on land-use and allowable densities of development.

The water supply intake for Greenville is located at the water treatment plant west of the airport near Clark Banks. The Tar-Pamlico watershed has a Class WS-IV designation. All local governments (over population of 5,000) having jurisdiction within water supply watersheds were required to submit land-use plans to implement the protection rules that pertain to the respective classification. The City of Greenville's ordinance was approved June 10, 1993, as amended.

The North Carolina Wetlands Restoration Program (NCWRP) was established by the NC General Assembly in 1996 to restore wetlands, streams, and streamside areas throughout the state. The program goals are listed below:

- < Protect and improve water quality by restoring wetlands, stream, and riparian areas functions and values lost through historic, current, and future impacts.
- < Achieve a net increase in wetland acreage, functions, and values in all of North Carolina's major river basins.
- < Promote a comprehensive approach for the protection of natural resources.
- < Provide a consistent approach to address compensatory mitigation requirements associated with wetland, stream, and buffer regulations, and to increase the ecological effectiveness of compensatory mitigation projects.

The program is responsible for major planning components that include Watershed Protection Plans and the Local Watershed Initiative.

The North Carolina Clean Water Management Trust Fund (CWMTF) was established by the NC General Assembly in 1996. Revenues from the fund area allocated by grant to local governments, state agencies, and conservation non-profits to assist with the finance of projects that address water pollution. Since 1996, the CWMTF has awarded 407 grants totaling \$320,702,029. As a result, 207,779 acres and 2,457 miles of buffers were protected.

The Pollution Prevention Pays program provides free technical assistance to industries and municipalities on ways to reduce, recycle, and eliminate wastes before they become pollutants. This state program offers challenge grants to match individual funding of pollution reduction techniques.

The North Carolina Conservation Tax Credit Program provides an individual or corporate income tax credit for certain real properties donated for conservation purposes. A credit is available to encourage the preservation and enhancement of the state's natural resources. This program has been successful in obtaining easements along streams and within floodplains for greenway projects.

In the future, much of the burden for maintaining water quality will be placed upon local governments because they are most familiar with the problems of their area and can develop locally acceptable and enforceable solutions. Existing local ordinances for stormwater management and erosion and sedimentation control are intended to prevent erosion and siltation; however, other programs are needed that specifically address water quality issues.

Many local governments have adopted a diverse range of plans that directly and indirectly address water quality. A number of communities across the state have adopted and are implementing greenway plans to preserve sensitive areas along major waterways. The City of Greenville's Greenway Plan provides the framework to establish a network of open spaces and buffers along Greenville's primary watercourses. Enhancement of water quality is one of the chief benefits of greenways.

In addition, the City established a Stormwater Management Program and appointed a Stormwater Advisory Committee. The Committee submitted a Stormwater Utility Implementation Summary Report to the City in October 2002. The report established a Vision for stormwater management that states, "Stormwater Management will comprehensively address surface water within the city through public leadership to protect and preserve the environment and the quality of life in Greenville. Design, construction, maintenance and management of the physical structures and water courses will be performed in partnership with the community to meet community goals of reducing the risk of flooding and of protecting surface water quality." In addition, the report identified a Mission, identified Roles for the City and the community, provided information on the level and extent of service the city should provide, and recommended a rate methodology for allocating stormwater costs. The recommended rate methodology was imperviousness. The recommended base rate user fee was \$2.85 per month per 2000 square feet of impervious surface. This rate is expected to be maintained for five years.

Stormwater Management

Stormwater can be managed through land-use regulations or engineering techniques (i.e., structural controls), or a combination of both. Because developed areas produce greater quantities of stormwater runoff than undeveloped areas, controlling urban stormwater is a necessary function in the management of a city's infrastructure.

This increase in impervious surface may require a previously natural system of stormwater drainage to be changed to either a piped (structural) system or a combination system which utilizes both structural and natural drainage controls. These systems, particularly the piped, structural system, increase the volume and velocity of the stormwater discharged into receiving systems. In turn, this can cause increased flooding, increased streambank erosion, and a decline in water quality in the receiving streams. Water quality is affected by suspended sediment from eroded streambanks. In addition, urban stormwater washes oil residues, gasoline, litter, and other debris and pollutants from impervious surfaces

into the drainage system, further deteriorating water quality.

STORMWATER MANAGEMENT METHODS

There are a variety of methods available to manage urban stormwater runoff so that development can occur without creating additional flood hazards. Land-use regulations can be used to control or even prohibit development altogether. The Division of Water Quality (DWQ) created buffer rules for the Tar-Pamlico and Neuse River Basins. The buffer rules require fifty (50) feet of buffer on each side of the waterbody. Within the buffer, there should be two zones. Zone 1 will consist of an undisturbed vegetative area except for its provided use. Zone 1 shall begin at the most landward limit of the top of the bank or the root vegetation (intermittent and perennial streams), the most landward limit of the normal water level (ponds, lakes, and reservoirs within a natural drainage way), and the normal high water level or the normal water level, or the landward limit of coastal wetlands (CAMA counties). The buffer shall extend landward a distance of thirty (30) feet. Zone 2 begins at the outer edge of Zone one and extends twenty (20) feet. Grading and revegetating is permitted in Zone 2 provided that it does not comprise the health of vegetation in Zone 1.

Another regulatory method is controlling the amount of impervious cover on newly developed sites. Setting a maximum percentage of impervious cover on a site, or in an entire watershed, can help reduce stormwater volume and improve water quality by allowing natural infiltration to occur.

Listed below are additional methods for stormwater management:

- < Detention basins (also called dry ponds) are facilities designed to detain stormwater and release it slowly. Detention ponds are typically dry between rainfall events.
- < Retention basins, or wet ponds, serve the same purpose as dry ponds, but maintain a continuous pool of water. Studies have shown that wet detention ponds are the most effective devices for pollutant removal. These structures provide stormwater control through such mechanisms as biological removal (via

aquatic plants) and removal through sedimentation. In wet ponds, particles are permanently removed by the vegetative matter, thereby avoiding resuspension in future storm events.

- < Constructed wetlands are developed and designed to control the pollution of rivers from stormwater runoff. Wetland plants are planted in areas adjacent to landfills or wastewater treatment plants, for example. The constructed wetland filters the stormwater runoff before entering a waterbody.
- < Green roofs are rooftops that have been covered with a dense mat of growing plants. The concept consists of a vapor barrier, thermal insulation, a support panel, a waterproof membrane, a drainage layer, a filter membrane, soil for growing, and some type of vegetation. Green roofs aid with stormwater runoff by absorbing and purifying stormwater before it enters a waterbody.
- < Stream reconstruction is another method of managing stormwater within an area. As development and impervious areas increase so does stormwater runoff. Increased stormwater runoff affects the rivers and streams that accommodate the runoff causing excessive bank erosion. Reconstruction or restoration stabilizes the rivers and streams.
- < Pervious pavement allows rain water to pass through pavement directly into the underlying soil preventing it from flooding surrounding areas or storm drains.
- < Bioretention is a water quality practice that uses plants and soils to naturally remove pollutants from runoff to prevent them from entering the water supply. Created in low-lying areas, specific layers of soils, sands, and organic mulch are used as natural filters to the environment. After a rain event the trees, grasses, and flowers absorb the rainwater.
- < Sand filters also remove common pollutants from stormwater runoff. A typical sand filter system consists of a sedimentation chamber that removes heavy sediments, a filtration chamber that removes pollutants

through a sand bed, and a discharge chamber. Sand filters can be used on highly developed sites or sites with steep slopes.

- < Low Impact Development (LID) is a cost-effective process for controlling stormwater runoff. By integrating open space, landscaping, and natural hydrologic functions into development plans, less stormwater runoff is generated.

The National Pollutant Discharge Elimination System (NPDES) was established by the Clean Water Act in 1972. In 1990, Phase I of the NPDES was signed into law requiring stormwater permitting for municipalities with populations over 100,000. Phase II of the NPDES was established in 1999. This phase governs smaller municipalities, also called Municipal Separate Storm Sewer Systems (MS4s), with populations of at least 50,000. MS4s were required to submit applications for permit coverage by March 2003. The City of Greenville is required to comply with regulations falling under the Phase II regulations. These regulations require communities to develop and implement a comprehensive stormwater management program that includes six minimum measures. Those measures are as follows.

1. Public education and outreach on stormwater impacts;
2. Public involvement/participation;
3. Illicit discharge detection and elimination;
4. Construction site stormwater runoff control;
5. Post-construction stormwater management for new development and redevelopment; and
6. Pollution prevention/good housekeeping for municipal operations.

The Tar-Pamlico Nutrient Strategy, adopted on April 1, 2001, also addresses stormwater control through its Stormwater Rule. The goal of the Tar-Pamlico Stormwater rule is to reduce nitrogen loading into the Pamlico estuary as a result of new development by thirty percent (30%). In addition, the rule is intended to limit phosphorus loading to pre-development levels, provide control for peak stormwater flows from new development lands, and to minimize nitrogen and phosphorus loading from existing development. The rule applies to the following municipalities: Greenville, Henderson, Oxford, Rocky Mount, Tarboro, and Washington. The

following counties are also affected by this rule: Beaufort, Edgecombe, Franklin, Nash, and Pitt. Each of the government entities that are subject to this rule are required to have stormwater management plans that meet the following criteria.

1. A requirement that developers submit a stormwater management plan for all new developments proposed with their jurisdictions. These stormwater plans shall not be approved by the subject local governments unless the following criteria are met:

- a. The nitrogen load contributed by the proposed new development activity shall not exceed 70 percent of the average nitrogen load contributed by the non-urban areas in the Tar-Pamlico River basin based on land-use data and nitrogen export research data. Based on 1995 land-use data and available research, the nitrogen load value shall not exceed 4.0 pounds per acre per year;
- b. The phosphorus load contributed by the proposed new development activity shall not exceed the average phosphorus load contributed by the non-urban areas in the Tar-Pamlico River basin based on land-use data and phosphorus export research data. Based on 1995 land-use data and available research, the phosphorus load value shall not exceed 0.4 pounds per acre per year;
- c. The new development shall not cause erosion of surface water conveyances. At a minimum, the new development shall not result in a net increase in peak flow leaving the site from pre-development conditions for the 1-year, 24-hour storm event; and
- d. Developers shall have the option of partially offsetting their nitrogen and phosphorus loads by providing treatment of off-site development areas. The off-site area must drain to the same classified surface water, as defined in the Schedule of Classifications, 15A NCAC 2B.0316, that the development site drains to most directly. The developer must provide legal assurance

of the dedicated use of the off-site area for the purposes described here, including achievement of specified nutrient load reductions and provision for regular operation and maintenance activities, in perpetuity. The legal assurance shall include an instrument, such as a conservation easement, that maintains this restriction upon change of ownership or must attain a maximum nitrogen export of six pounds/acre/year for residential development and 10 pounds/acre/year for commercial or industrial development.

- 2. A public education program to inform citizens of how to reduce nutrient pollution and to inform developers about the nutrient and flow control requirements set forth in Part (1).
- 3. A mapping program that includes major components of the municipal separate storm sewer system, waters of the State, land-use types, and location of sanitary sewers.
- 4. A program to identify and removal illegal discharges.
- 5. A program to identify and prioritize opportunities to achieve nutrient reductions from existing developed areas.
- 6. A program to ensure maintenance of BMPs implemented as a result of the provisions in Part (1) and Part (5).
- 7. A program to ensure enforcement and compliance with the provisions of Part (1).
- 8. Local governments may include regional or jurisdiction-wide strategies within their stormwater programs as alternative means of achieving partial nutrient removal or flow control. At a minimum, such strategies shall include demonstration that any proposed measures will not contribute to degradation of surface water quality, degradation of aquatic or wetland habitat or biota, or destabilization of conveyance structure of involved surface waters. Such local governments shall also be responsible for including appropriate supporting information to quantify nutrient and flow reductions provided by these measures and

describing the administrative process for implementing such strategies.

The Environmental Management Commission (EMC) was presented with a Tar-Pamlico Model Stormwater Program on February 13, 2003. In February 2004 the City of Greenville will be required to submit a local Stormwater Program to the EMC that will be based on the approved local model stormwater ordinance.

In December 2002, the Greenville City Council established a stormwater user fee that supports the NPDES and Tar-Pamlico Stormwater Rule permit requirements, stormwater management initiatives, and capital construction needs.

The City of Greenville is continuously pursuing grant opportunities to support water quality goals. In June 1998, the City received grant from the Clean Water Management Trust Fund (CWMTF) for \$1.4 million to support buffer acquisition, stream restoration, and stream stabilization.

Wetlands

Wetlands are defined by the federal government as “those areas that are inundated or saturated by surface or groundwater at a frequency and duration sufficient to support, and that under normal circumstances do support, a prevalence of vegetation typically adapted for life in saturated soil conditions. Wetlands generally include swamps, marshes, bogs, and similar areas.”

Wetlands are some of the most important ecosystems on earth. Wetlands perform a variety of functions that make them extremely beneficial to the environmental and economic health of the nation. Wetlands protect the quality of surface waters by intercepting and filtering out waterborne sediments, excess nutrients, heavy metals, and other pollutants. They provide a natural means of flood control by reducing flood peaks during prolonged rainstorms. In doing so, they reduce their erosive capability.

Wetlands provide sources of food and shelter that are essential in the breeding and spawning of fish, and the breeding and wintering habitats for birds, including migratory waterfowl, endangered species, and other commercially important wildlife. Furthermore, urban wetlands

serve as recreational and educational areas, as well as preserve green space in cities. Consequently, urban wetlands are being incorporated into greenway systems where residents can experience the solitude of wilderness without having to leave the city. This wetland function has an additional advantage in that such use requires very little park development costs or maintenance. Urban wetlands also provide visual buffers in an increasingly dense and artificial urban environment. Such wetlands may represent the last remaining native “islands” in a sea of asphalt and concrete.

Greenville has extensive areas of wetlands. Sixty-three percent (63%) of Greenville’s planning jurisdiction contains hydric soils. These are soils that are saturated, flooded, or ponded long enough during the growing season to develop low oxygen conditions in the upper layer. The presence of hydric soils is one criterion that may indicate a wetland.

Many acres of once natural wetlands have been converted to other uses. In 1992, wetland specialists with the North Carolina Division of Soil and Water Conservation estimated that nearly a third of the 179,000 acres of wetlands in Pitt County have been lost to agriculture and commercial and residential development. According to the Natural Resource Conservation Service (NRCS), there has been no large scale loss of wetlands as a direct result of agriculture in the last few years. As part of their benefit package, farmers are not allowed to disturb any additional wetlands for any part of their farming activities. It is difficult to determine the amount of wetlands lost to residential and commercial development. Due to stricter regulations it has become more difficult for developers to alter wetlands. As of January, 2003, more than 6,079 acres of wetlands lie within Greenville’s planning jurisdiction, as defined by the National Wetlands Inventory (NWI).

Because of the importance of wetlands, a number of federal and state programs have been developed to aid in their preservation. The primary federal statute affecting wetlands is Section 404 of the Federal Water Pollution Control Act. The Section 404 program is administered jointly by the US Army Corps of Engineers (COE) and the Environmental Protection Agency, which has final authority.

This program regulates activities involving the discharge of fill material into “the waters of the United States.” It includes such waters as rivers, lakes, streams, tidal waters, and most wetlands. Some activities involving discharges into wetlands are exempt from Section 404 regulations. These may include discharges that are part of normal farming, ranching, and forestry activities. Section 404 also authorizes nationwide permits for the conduct of certain activities. The Corps has promulgated one nationwide permit, NWP 26, that applies to isolated wetlands “located above the headwater” (average annual flow less than five (5) cubic feet per second) that range in area from one (1) to ten (10) acres.

Landowners considering actions affecting wetlands on their property must first apply to the NC Department of Environment and Natural Resources (NCDENR) for the issuance of a Water Quality Certification under Section 401 of the Act. Once this certification is obtained, the landowner submits an application to the COE. Processing time for the issuance of a Nationwide Permit is about two weeks. Processing time for non-controversial standard permits (for activities involving wetlands larger than ten acres) usually takes six to eight weeks. Permits are generally not required by the Corps for activities affecting wetlands of less than one (1) acre. NCDENR has given “blanket certification” to all activities involving wetlands of less than one (1) acre.

Greenville does not have a local protection ordinance for wetlands. Instead, federal and state regulations control development in specially defined wetlands. By relying completely on state and federal agencies for wetlands protection, some wetlands in Greenville have and will continue to be lost. This may apply to parcels of wetlands of less than one (1) acre that do not require permits, as well as the 1-10 acre parcels covered by NWP 26. In addition, out-of-town regulators are often unaware of local activities and wetland violations go unidentified or are not noticed until serious alterations have been made.

Mitigation can be a key element in local wetland management. As defined by the National Environmental Policy Act of 1969, mitigation includes: (1) avoidance of the land-disturbing impact; (2) minimization of the impact; (3) rectifying the impact by restoration or rehabilitation of the affected site; (4) reduction of

the impact over time; or (5) compensation by replacing or providing substitute resources. Typical mitigation measures include the use of vegetated buffer strips, setbacks, limitations on vegetation clearing, and erosion and sediment control practices. Innovative design schemes can be used to cluster development on upland sites to protect sensitive wetland areas. When replacement of wetlands is required, the replication of vital hydrologic functions should be the primary focus. Another way to address wetlands is through the NCWRP program which is a voluntary program established to restore wetlands.

Floodplains

A floodplain is a dynamic geologic feature that accommodates the high water flows of the river or stream it adjoins. The Tar River floodplain is an important part of the Greenville landscape. The floodplain north of the River is typically gently sloping and consists of sandy sediments. The floodplain on the southern edge of the Tar is narrower in extent. Along many stretches, steep clay-sand bluffs border the watercourse. Floodplains are also associated with the tributaries of the River including Green Mill Run, Fornes Run, Parkers Creek, Hardee Creek, Reedy Branch, and Meetinghouse Branch.

A floodplain is defined by planners and engineers as any area that is subject to flooding. For planning and development purposes, the floodplain is defined by the recurrence interval at which it is expected to be flooded. For example, the 100-year floodplain denotes the area expected to be inundated on average, once every 100 years. (The recurrence interval of a given flood is based on probability; thus, there is a one (1) percent probability that the 100-year flood will occur in any given year; three (3) percent chance during a 30-year mortgage.)

The 100-year floodplain also denotes the “area of special flood hazard” as delineated and mapped by the Federal Emergency Management Act (FEMA) in its Flood Insurance Study. This study was done as part of the National Flood Insurance Program (NFIP). This program benefitted communities in floodprone areas by selling low-cost, guaranteed insurance to homeowners to cover flood damages. In return, these communities would direct new development out of the floodplain area and enforce floodplain regulations. The City’s FEMA

flood study was completed in April 1986. As a result of fourteen (14) federally declared disasters in North Carolina since 1999, the State, through its Cooperating Technical Community Partnership Initiative with FEMA, has assumed responsibility for FIRMs for all North Carolina communities. Consequently, the State implemented the NC Floodmapping Program. The maps and status of map development can be viewed at www.ncfloodmaps.com. The Tar-Pamlico River Basin NFIP DFIRM maps will be adopted on January 2, 2004. For regulatory purposes, the study divides the 100-year floodplain (or area of special flood hazard) into two areas: the floodway (AEFW) – the channels and the land immediately adjacent to bank of the watercourse, and the flood fringe (AE) – the area between the floodway and the limit of the 100-year floodplain.

According to the revised NFIP DFIRM flood zone data, 39% of the area within the City limits is either in the AEFW or AE zone. The 100-year floodplain is regulated locally under the rules in Chapter 6 of the City Code. This regulation, like those in most affected communities, is based on NFIP minimum criteria. While flood insurance can benefit existing property owners, the availability of flood insurance has made it difficult for local governments to justify stricter floodplain regulations since NFIP has removed the financial risk associated with floodplain development. Rather than guide land-use policy in floodprone areas, NFIP has primarily affected construction in those areas by focusing largely on construction standards such as the elevation of structures and other floodproofing requirements.

FEMA has not been insensitive to this deficiency. In 1990, the Community Rating System (CRS) was implemented to recognize and encourage community floodplain management. When a community exceeds the minimum requirements of the NFIP, flood insurance premium credits are granted. The activities for which a community receives credits are broken down into four groups: public information; mapping and regulatory activities (including open space preservation); flood damage reduction; and flood preparedness. The CRS has 10 classes. A Class 1 rating requires the most credit points and gives the largest premium deduction. A Class 10 receives

no premium deduction. Greenville currently has a Class 8 rating.

In September, 1999, after being saturated with water from Hurricane Dennis, Hurricane Floyd dumped more than 20 inches of rain in eastern North Carolina. The hurricane brought about the worst flooding on record in the City of Greenville. The floodwaters damaged numerous properties in the 100- and 500-year floodplains. Properties remained submerged for nearly two weeks after the storm. One thousand eight hundred ninety-three (1,893) structures were damaged as a result of the flooding with 55% of them being deemed uninhabitable.

In December, 1999, the City was granted funding under the Hazard Mitigation Grant Program (HMGP) to acquire and demolish 199 structures that were damaged during the storm. The City received another award in March, 2000, to acquire 336 additional damaged homes. The City was required to prepare and adopt a Local Hazard Mitigation Plan (LHMP) as conditions of those grant awards. The LHMP included a natural hazards identification and analysis, an analysis of vulnerability, a capability analysis, and goals, objectives and implementation strategies.

The properties that were acquired as part of the HMGP were to be dedicated and maintained in perpetuity for uses compatible with open space, recreation, or wetlands management. The City appointed a team of staff members closely involved with the buyout properties to determine how to reuse acquisitions. As a result of the team's efforts, a Floodland Reuse Plan was drafted. The entire Floodland Reuse Plan is available for review at the City of Greenville Planning Department.

In addition to developing and adopting a Local Hazard Mitigation Plan, the City Council amended the Land-Use Plan in accordance with objectives set forth by the Tar River Floodplain Redevelopment Plan. Those changes affected all areas within the Tar River flood hazard zone and including associated areas flooded during Hurricane Floyd (1999) and substantial areas of higher elevation north of the Tar River and west of the North West Loop. Following area those changes:

1. Increase conservation/open space along the Tar River corridor.

2. Relocate high density residential to areas outside the 100-year floodplain and the 500-year floodplain boundary.
3. Relocate medium density residential to areas outside the 100-year floodplain and the 500-year floodplain boundary.
4. Designate previously medium density residential located outside the 100-year floodplain but within the 500-year floodplain boundary to low density residential.
5. Designate previously high, medium, and low density residential located within the 100-year floodplain to very low density residential.
6. Expand the Airport Road/Highway 11, Stokes Highway and Old Creek Road/US 264 commercial focus areas.
7. Expand the industrial employment/focus areas adjacent to existing industrial zoning and planned industrial park areas.
8. Designate previously low and very low density residential located on uplands (outside 500-year floodplain boundary) to medium density residential.

Sound floodplain management will become increasingly important in the years ahead. In addition to their protective functions of flood conveyance, floodplains represent important natural, open spaces that are valuable as wildlife habitats, pollution filter areas, and buffers against erosion. Floodplains constitute much of the remaining, undeveloped woodlands within Greenville, and the vast majority of Greenville's wetlands are located in floodplains. As demand for urban land increases, floodplains face increased pressures of encroachment. With careful planning, floodplains can often be managed to serve their natural functions and meet human needs as well. Recreational uses, particularly greenways, can be used to preserve floodplain integrity while increasing their public utility.

The functions and values of our floodplains, along with the physical risks of development in these areas, are clear indicators that effective land-use management is critical to the future well-being of our community.

Air Quality

Greenville enjoys generally good air quality. Its flat topography and prevailing westerly winds help prevent the temperature inversions and layers of smog that occur in other cities. As

Greenville grows however, air quality could decline as more industry and more automobiles generate greater amounts of air pollution.

Air pollution may be described as the presence of substances and particles that for health or economic reasons, are undesirable in the ambient air. Some air pollution occurs naturally; for example, the breakdown of organic matter releases hydrocarbons and hydrogen sulfide. Most of the harmful air pollution, however, is generated by human activities. The primary pollutants produced by human activities; which account for 90% of air pollution problems in the US are carbon monoxide, sulfur oxides, volatile organic compounds (VOCs), nitrogen oxides, and particulate matter. Carbon monoxide forms from the incomplete combustion of fossil fuels. The burning of fossil fuels also produces carbon dioxide. The atmospheric buildup of carbon dioxide contributes to the greenhouse effect, which may be affecting the world's climate by global warming. Sulfur dioxide, the major cause of acid rain, results primarily from fossil fuel combustion in power plants.

Smog is formed when nitrogen dioxide from power plant and automobile emissions combines with VOCs to produce ozone. Airborne particles such as dust, soot, oil, and coal debris affect human and animal health, deteriorate buildings and painted structures, and affect the quality of our rivers and estuaries. Chemicals in herbicides and pesticides are harmful when emitted into the air, and chlorofluorocarbons, from leaking residential and automobile air conditional units, may be causing the breakdown of the earth's protective ozone layer.

Air pollutant emissions are regulated under the Clean Air Act. In North Carolina, the Division of Air Quality of the Department of Environment and Natural Resources has the responsibility of protecting and improving outdoor air quality. The Division monitors air quality, issues permits, and educates the public on air quality issues. In addition, the Division enforces state and federal air pollution regulations.

The EPA has established national ambient air quality standards (NAAQS). Each standard specifies the maximum allowable level for the emission of a certain air pollutant. The Clean Air Act establishes deadlines for cities and states to attain these standards. Greenville is in attainment of all measured ambient air quality

standards. There are 41 active, permitted sources of air emissions in the City, three of which have a Title V permit. Companies with Title V permits in Greenville are DSM Pharmaceuticals, Grady-White Boats, and WCC Group, Inc.

While air pollution and air quality are issues of national concern, local governments and individuals can take positive steps to maintain and improve air quality. In addition to controlling sources of airborne emissions, planning policies, zoning, traffic control, open space preservation, and tree protection can be instruments to enhance local air quality. Housing and shopping located close to jobs can lessen the number of automobile trips, thus reducing auto emissions. Site design can also affect the impact of air pollution. Areas used for intensive human activities should be located on a site as far from significant emission sources as possible. Topographic contouring, landscaping, and plantings of trees and shrubs next to emission sources will mix, filter, and disperse pollutants, reducing subsequent human exposure.

Preserving open space and planting trees can have beneficial effects on air quality. Trees can significantly cool air temperatures in their vicinity and help to alleviate the urban heat island effect, as well as filter dust and other airborne particulates from the air. Local citizens can contribute to better air quality by reducing dependence on the automobile, planting trees and shrubs on private property, keeping cars properly tuned and auto air conditioning units serviced by properly trained and licensed technicians, practicing recycling whenever possible, and buying environmentally safe products.

Solid Waste Management

The City of Greenville provides its own solid waste collection service. A fleet of forty-five (45) trucks, operated and maintained by the Department of Public Works, provides weekly residential pickup, weekly recycling collection, weekly pickup of bulky items and vegetation, and bi-weekly collection of white goods. Multi-family dumpsters are emptied twice a week. The City charges \$8.00/month for frontyard cart pickup, \$17.00/month for backyard pickup, and \$8.00 per multi-family unit. The City does not provide solid waste collection for businesses. Private waste haulers provide that service.

Solid waste collected in the City is transported to the Pitt County Transfer Station. The county then transports the waste to Bertie County. Vegetation is taken to the Highway 33 Landfill. The City of Greenville accounts for 110.9 tons of refuse per day.

The County does not charge a "tipping fee" for waste disposal. Thus, at this time, the City does not bear any solid waste disposal costs above the cost of operation and maintenance of the collection fleet. All landfill operating expenses are borne by the County through tax revenues and the \$68 per year per household landfill fee charged by the County. Current disposal costs are \$31.42 per ton which includes transportation to Bertie County.

North Carolina Senate Bill 111, ratified in 1989, makes solid waste management a mandatory function of local government. It dictates that source reduction and recycling programs be implemented to extend the useful life of existing landfills, and to reduce the need for new landfills and combustors to handle the large volumes of waste being generated.

The City has had a variety of recycling programs in place since 1985. Currently, Greenville's recycling program is a voluntary effort by local residents. The City picks up recyclable trash once a week and has four recycling routes. There are twelve multi-family complexes that have recycling pick-up. In addition, there is one drop off point for recycling located at the Public Works Department, 1500 Beatty Street. Recycling is taken to East Carolina Vocational Center (ECVC). ECVC is a non-profit organization that utilizes handicapped persons to process recycling. The City collects approximately 48 tons of recycling every week.

Hazardous Waste Management

Hazardous wastes are defined as wastes or combination of wastes which, because of their quantity, concentration, or physical, chemical, or infectious nature, pose a substantial hazard to human health or the environment when improperly treated, stored, transported, or disposed. Hazardous wastes can be solids, liquids, or sludges. They may contain gases that are ignitable, corrosive, reactive, or toxic.

Four industries in Pitt County produce 2,200 pounds or more of hazardous waste each month

and are classified as large quantity generators. Small quantity generators, those generating more than 220 pounds but less than 2,200 pounds per month, are also a major contributor to the hazardous waste stream. Small quantity generators include auto repair shops, gas stations, printers and publishers, dry cleaners, plumbing, and heating and air conditioning firms. Very small quantity generators (officially called “conditionally exempt small quantity generators”) are those uses producing less than 220 pounds of hazardous waste per month. These uses include agricultural operations, offices, schools, and private residences.

The federal Resource Conservation and Recovery Act requires large and small quantity generators of hazardous waste to contract with a licensed hauler for the transport and disposal of their hazardous wastes. Most hazardous wastes generated in North Carolina are transported for disposal at a waste management facility in Alabama.

While conditionally exempt small quantity generators of hazardous waste are a small component of the total hazardous waste stream, the impact of improper treatment and disposal of these wastes poses serious threats to public and environmental health. While conditionally exempt generators are not subject to the same reporting and monitoring requirements as larger waste generators, they are still required to dispose of wastes properly.

Households are a major source of small quantities of hazardous waste. Household hazardous wastes include drain openers, paints and paint thinner, toilet bowl cleaners, and used batteries. Because household hazardous waste is banned from municipal solid waste landfills, private citizens face a serious dilemma with regard to disposal of hazardous materials. Currently, there is no centralized collection point for household hazardous wastes. Waste management officials suspect that most household hazardous waste is disposed of surreptitiously in the landfill or by “backyard” disposal.

Community Character

Community character and community image are important factors, not only for the quality of life of local residents, but as magnets for attracting desirable businesses and industries. Community character is formed by a number of elements including the presence or absence of street trees, public and private signage, parking lot appearance, architectural design, and the presence or absence of historic preservation efforts.

Urban Trees

At one time, the land in and around Greenville was densely wooded. Swamp forests adjoined the Tar River. Thick stands of hardwoods and softwoods grew in upland areas. As the region developed, many trees were cleared for farmland. Others were removed to make way for urban growth. Still, until the mid-1900s, a good deal of woodland remained in the City, on large undeveloped lots and along the City's oldest streets and thoroughfares.

Road improvements and residential and commercial development projects have resulted in the loss of much of the City's tree cover. Although some of the City's older streets are still lined with trees, these trees are aging and will become increasingly susceptible to the threats of disease and urban stress. Although many of Greenville's older neighborhoods have a considerable number of trees, many new subdivisions are virtually treeless, as most of the City's new residential development is occurring on cleared agricultural land.

Tree issues have concerned many Greenville citizens over the years. Comments were presented to City staff and citizen commissions about the loss of the City's urban trees and the need for the City to do more to preserve the landscape. As a result, the City has taken several steps to address those concerns. The City now requires tree planting in new parking lots, trees are now required in bufferyard areas, trees are being included as part of thoroughfare development, and the City now has certified arborists on staff.

Historic Preservation

Although the City is over 200 years old (incorporated in 1774), few structures remain from the City's early history, and its stock of nineteenth century structures is relatively limited. Some eighteenth and early nineteenth century structures were lost to fire, deterioration, and neglect. However, many Victorian and early nineteenth century buildings were lost to public and private development and redevelopment activities.

Although much of Greenville's architectural and cultural history has been lost, a good deal still remains, and the City is fortunate that there is public interest and support for historic preservation.

Increased public interest in historic preservation both reflects and results from the historic preservation activities. The response to a 1982 survey and inventory of historic resources in "old Greenville" led to the establishment of a Historic Properties Commission in 1985. This group, which functioned as a subcommittee of the Planning and Zoning Commission, focused its efforts on identifying and protecting the City's most important historic structures. By 1988, the Commission had designated eleven (11) buildings as local historic properties, but recognized that its focus on individual properties was too narrow to address the preservation issues facing the City. Thus, an independent Historic Preservation Commission was established in 1989.

Greenville now has a locally designated district of 253 properties (College View Historic District) and 23 local landmarks protected through local historic property designation. Two of the local landmarks are in the College View Historic District. The Historic Preservation Commission maintains an ongoing list of properties for study for possible designation. Each year, the selection committee updates the list. The committee consults with the local State Historic Preservation Office (SHPO) about properties for designation and, if funds are available, the committee has a survey and research report prepared for submittal to the SHPO. Four of the City's locally designated properties are also listed on the National Register of Historic Places. The City currently has four other properties, the Tobacco Warehouse District, and

the College View Historic District listed on the National Register of Historic Places.

It is important to distinguish between locally designated historic properties or districts and National Register properties or districts, because the regulations accompanying these designations differ greatly. A local historic district (or property) is designated by the City Council as part of the zoning ordinance. Such designation would occur only after thorough research by preservation professionals has determined that a district possesses significant historical, architectural, or cultural value and is worthy of preservation. Properties within the local historic district may not be materially altered, restored, moved, or demolished unless the owner has been issued a Certificate of Appropriateness by the Historic Preservation Commission.

Individually designated local historic properties (as opposed to districts) are entitled to a 50% deferral of property taxes. This is to provide an incentive for property owners to reinvest in the maintenance of their property. Certificates of Appropriateness are also required for alteration or demolition of locally designated properties. A certificate to demolish the property may not be denied, but its effective date may be delayed for a period up to 365 days from the date of approval. This delay gives the Commission time to negotiate with the owner and seek a practical alternative to its destruction. If no solution is found within 365 days, the owner may proceed with demolition although he may become liable for back taxes.

A National Register historic district (or property), on the other hand, is a district (or property) listed in the National Register of Historic Places, maintained by the United States Department of the Interior and established by the National Historic Preservation Act of 1966. National Register Districts are nominated by the State Historic Preservation Officer (in North Carolina, the Director of the Division of Archives and History), and designation gives the district limited protection from adverse effects of federally funded, licensed, or assisted projects. Listing in the National Register also makes owners of income-producing properties eligible for federal grants for rehabilitation or restoration, and for certain Federal income tax advantages. Unlike private property owners in a locally designated district, those in a National Register

District lose no control over their properties, unless certain Federal tax provisions are applicable. A historic area may be both a locally designated district and a National Register District.

Property values are generally higher in areas designated as “historic” than in surrounding areas. Historic designation serves to stimulate civic pride and reinvestment and rehabilitation in older neighborhoods. The tax advantages for rehabilitating qualifying income-producing properties (20% tax credit on rehab costs), could greatly assist developers in financing renovations. By having qualified buildings designated as local historic properties, owners would be entitled to a 50% tax deferral on annual property taxes.

Downtown

The character of downtown Greenville has changed dramatically over the years. Downtown Greenville was once the employment and trade center of the community. Today, downtown is just one of several major retail and employment areas in the City. Many of downtown’s traditional “anchor” stores and services have moved to the plazas and malls that have developed along major thoroughfares. Restaurants, night clubs, and small retail operations now occupy many downtown buildings.

The issues confronting downtown are certainly not unique to Greenville. The transportation and development patterns established in the 1960s dramatically changed downtowns everywhere. Common solutions to common problems developed: pedestrian malls became popular, mixed-use residential projects appeared.

The issues relating to downtown Greenville fall in one of two broad categories – design and economic development. Although they are discussed separately here, urban design and economic development are closely linked – to each other and to the overall health of downtown.

The traditional design of downtown Greenville is one of relatively dense development – small blocks lined with two, three, or four-story buildings and relatively little open space. Storefronts opened onto sidewalks which vied in importance with the streets which they adjoined;

Greenville's traditional downtown catered to the pedestrian. Contemporary development in downtown Greenville has ignored the traditional downtown development pattern. The size and scale of new development has drastically decreased. Many new buildings are one-story structures. Parking surrounds and separates buildings which appear as isolated islands amid a sea of parking.

The City recognizes the advantages and opportunities of traditional downtown design and is advocating a return to that historic pattern. The City supports projects which conform to Greenville's historic pattern of design and construction. The City believes that densities downtown should be increased, not decreased. New buildings should be larger in size (particularly height) than they have in the recent past – three to five stories instead of one – but that they should still retain a pedestrian scale. Parking should be consolidated (a parking deck should be seriously considered), and land currently used for parking should be redeveloped for more intense uses. Infill development should be encouraged. Alternatives to traditional parking requirements should be explored to facilitate downtown building. Payments in-lieu of parking might be considered to help fund a parking garage.

Although economic and land use indicators suggest that "downtown" (or the City's primary business and retail district) has moved to the area of Arlington and Greenville Boulevards, the City believes that an active, attractive, economically viable "downtown village" could and should be developed. Downtown Greenville still retains many of the design elements that characterize a "village" atmosphere – narrow streets with sidewalks, pedestrian scale buildings, a mix of retail, office, and residential uses. ECU would provide a largely untapped market for the "village" retail and service uses. The University population could have a tremendous economic impact on the downtown, given appropriate marketing techniques and pedestrian enhancements.

Office workers could have a significant positive impact on the downtown economy and the City believes that office development should be promoted. The City supports the continued presence of City and County offices downtown. Again, appropriate marketing and pedestrian

enhancements are necessary to attract new offices and office workers into downtown.

Residential development is also an appropriate use in the downtown area. The City is very supportive of the mixed-use rehabilitation projects that have and are occurring in the downtown area. Greenville has a unique opportunity to develop a 24-hour downtown – peopled with office workers in the morning, lunch and afternoon hours; with University students during dinner hours; and offering shopping and entertainment opportunities to the community-at-large in the evening. Evans Street, redesigned to invite pedestrian activity, could go far in seeing that vision become a reality.

It is important to the success of downtown redevelopment efforts that access to downtown be increased. Access from the University Medical Center and from the airport is especially important. Innovative marketing and transit alternatives might be considered.

The City understands that there is no "quick fix" for downtown. Just as the development of the Evans Street Mall did not cure the downtown problems of the 1970s, neither will the reopening of the mall address all the issues confronting downtown today. A comprehensive plan for downtown is necessary, a plan that addresses all aspects of downtown development – aesthetics, parking, pedestrian and vehicular circulation, and economic development. Finally, commitment is required, as it is only with the support of City officials and private property owners that any plan, for downtown or elsewhere, can be fully implemented.

Redevelopment Commission

The Redevelopment Commission of Greenville was incorporated through an ordinance adopted by the Greenville City Council on June 13, 2002. Following is a list of the Commission's goals.

- < Coordination of the expansion of East Carolina University into the Uptown and adjacent areas and assistance in the assembly of property.
- < Revitalization of the 14 neighborhoods in West Greenville generally located between Pitt Street, Memorial Drive, the Tar River, and the Norfolk Southern Railroad to

include acquisition of dilapidated structures, demolition, relocation assistance, housing rehabilitation, street improvements, upgrading of utilities, street lighting, etc.

- < Preservation of historic warehouses and older buildings through renovation and adaptive reuse.
- < Revitalization of the major corridors especially from Downtown along Dickinson Avenue to Memorial Drive and Martin Luther King, Jr. Drive to Memorial Drive to include rehabilitation of structures, acquisition, and demolition of dilapidated structures, relocation assistance, and new development through land assembly.
- < Acquisition of property for the Tenth Street/Stantonsburg 4-lane connector between uptown, East Carolina University Core Campus and Medical Area.
- < Coordination of the Redevelopment Commission's plans and activities so that they will not supplant existing plans and activities of the City particularly the Community Development Block Grant Program or other involved entities.
- < Solicitation of person/companies to make investments in new or renovated buildings.
- < Remove incompatible land uses from the area such as industrial uses.
- < Implement programs to increase home ownership.
- < Encourage Public Involvement in all activities of the redevelopment process.

Urban Form & Land Use

Existing Land Use

Greenville is fortunate to contain a healthy mix of land-uses. Over the past 20 years, the City has developed a good balance between employment and residential uses.

The City has a wide variety of commercial and service uses which provide jobs for local residents. Greenville serves as the employment center of Eastern North Carolina; many people commute from neighboring counties to find work in Greenville. In addition to jobs, commercial and service uses provide valuable tax revenues to support City services.

The City contains a large amount of residential land. Residential neighborhoods surround major employment and commercial centers. As shown in Table 7, 48.5% of all developed land in the City is used for residential purposes. Almost 16% of all developed land has been developed for office and institutional uses, while approximately 11.5% has been utilized for commercial uses. Six and one-half percent (6.5%) of all developed land inside the City is devoted to industrial uses. Most industrial activity in the Greenville area is outside the City but within the extraterritorial planning jurisdiction.

A good deal of vacant land remains inside the City limits, offering valuable opportunities for new development. Almost 31% of all land in the City is currently vacant. However, seventy-three percent (73%) of the vacant land in the City Limits is undevelopable due to the location of floodplains, wetlands, or natural heritage areas. Seventy-two percent (72%) of all land in the extraterritorial planning jurisdiction (ETJ) is currently undeveloped, seventy-three percent (73%) of which is undevelopable.

Eighty-seven percent (87%) of the land up to two miles outside the ETJ and in the Greenville Utilities Water Service Area is vacant. Twelve percent (12%) of the land is residential. Almost forty-one percent (41%) of the residential acreage is occupied by mobile homes/mobile

home parks with the majority of them being located northeast of the city.

Images of Greenville

Greenville presents a variety of images to its residents and visitors. Most of the City's images are positive; however, some are negative. Some of its images are clear-cut and distinct; (too) many others are obscure and ill-defined. Strong, clear images are important in an urban context. Clear images enable one to move about easily and quickly. They may serve as a broad frame of reference or as an organizer of activity or knowledge. Vivid physical images play a social role as well. In our highly mobile society, we tend to treasure the memories (or positive images) of our childhood hometown. Strong images also make for a memorable place – one that encourages the visit and revisit of tourists, students, and prospective residents and industry.

The City believes it is important that Greenville become a highly imageable place – a well formed, distinctive, and remarkable place. To achieve this objective, the positive images of the City need to be preserved, strengthened and enhanced, and its negative images corrected or mitigated. Some of that work can be done through planning, using the natural and man-made elements of urban form.

Positive Images of Greenville

1. *A City of Education* – East Carolina University, Pitt Community College, Pitt County Schools.
2. *A City of Medicine* – Pitt County Memorial Hospital, East Carolina University Medical School.
3. *The City of/for Families* – A wonderful city in which to raise families.
4. *A Small Town City* – Providing big city amenities in a small town atmosphere.
5. *The Town Common* – Tar River, a focus area for a greenway.

Following is a list of favorite places as identified by participants at the Town Meeting held to complete the needs assessment.

- Town Common
- Green Springs Park and Greenway
- Hospital area
- Undeveloped park land along the Tar River
- Greenville Convention Center
- Rural roads southeast of the City
- Downtown
- River Park North area
- East Carolina University campus
- Greenville Aquatics and Fitness Center

Negative Images of Greenville

1. *Strip Development* – An array of commercial uses developed along roadways creates more automobile use and sprawl.
2. *Sprawl* – Low density and “leapfrog” development uses land, transportation, and utilities wastefully.
3. *Landscaping* – Some unattractive, treeless streetscapes. Treeless parking lots downtown and in older strip shopping plazas.
4. *A Lost History* – Although the history of the City extends back almost 200 years, the City has lost some of its historic buildings. However, the City has made great strides in preservation through designation of local historic properties.
5. *Underutilized Resources* – While the Tar River is the City’s most important natural resource, the quality of its waters has been degraded and its value as a recreational and visual resource has been overlooked. Although the City is fortunate to have River Park North as an area for nature study, picnicking and hiking, more significant areas of parkland for passive recreation are needed.

Following is a list of least favorite places as identified at the Town Meeting.

- Greenville Boulevard
- Wal-Mart area
- Memorial Drive (south of the Tar River)
- Intersection of Greenville Boulevard and Memorial Drive
- Buyer’s Market
- Areas in the vicinity of Martin Luther King, Jr.
- Drive 10th Street between Dickinson Avenue and Greenville Boulevard