

# CITY OF GREENVILLE

## CHAPTER 4—FUTURE LAND USE

The future land use-planning framework begins with integrating the goals in Chapter 3 with the existing conditions in Greenville to create a vision for future development. The future land use plan takes those goals converts them into physical actions that address future growth, neighborhood development issues, future commercial and industrial development, parks and open space, and the protection of Greenville's natural resources and rural character. The future land use plan is illustrated in Figure 6 and described in the sections below.

### Residential

The existing land use survey found that housing (including affordable housing) is generally plentiful in Greenville, however the type of housing available is limited to moderate-income, single family housing (refer to Appendix A for a full discussion of the existing land use conditions). Using U.S. Census data to predict population trends, it is expected that Greenville and Darke County will grow, but at a relatively slow rate. Therefore, the city should try to create housing options that will attract a wider range of potential residents as well as cater to the needs of existing residents. A wide range of housing options tends to be just as important as proximity to job sites, availability of services, and local school quality when individuals choose to live in one community or another (APA, 2003). Offering a diversity of housing options in Greenville is an asset to local employers and provides options for people as their personal housing needs evolve.

#### Single Family Residential Development

Single family homes are the most abundant type of housing currently within Greenville, however most of this type of housing is geared toward families of moderate income. The 2000 Census found that less than five percent of housing in Greenville was valued at over \$100, 000. The addition of higher priced housing into the single-family market in Greenville would be a benefit to residents and the city. Two areas within the city limits where higher end residential housing could be constructed are:

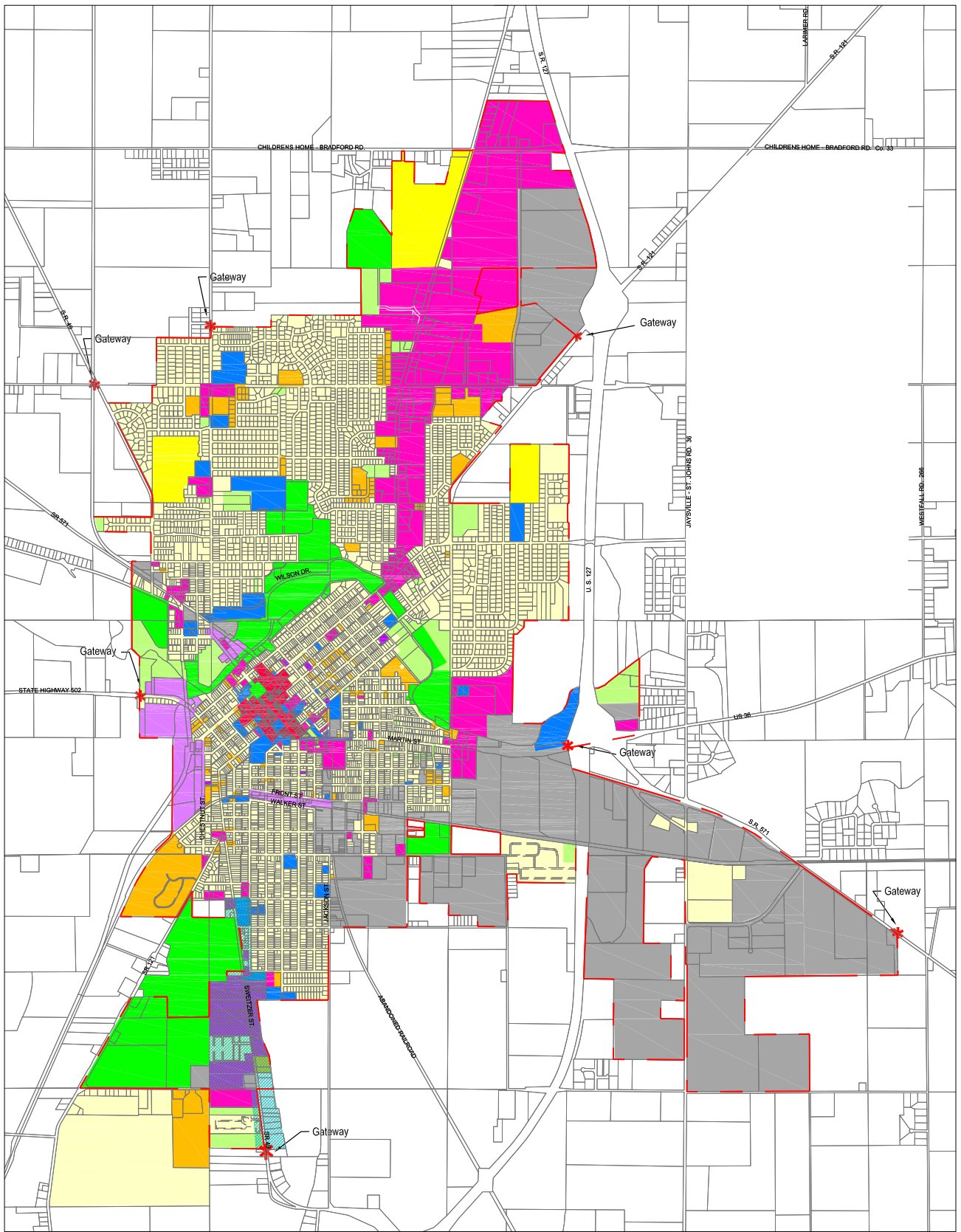


- ▶ An area just south of Children's Home-Bradford Road that borders the North Park and the Wagner Avenue commercial area.
- ▶ An area to the east of SR 49, and south of Magnolia Drive.

#### Multi-Family Residential Development

Multi-Family housing is a wide category of housing types that includes townhomes, apartments, condominiums, and some types of mixed use housing. Currently there is only 8 percent (145 acres) of Greenville's total residential development composed of multi-family housing. Quality multi-family housing developments would create an added dimension to Greenville's housing stock. Multi-family housing also offers the aging population more choices in living arrangements as well as decent housing at an affordable price. As the 2000 U.S.

















- Legend**
- |   |                           |   |                           |
|---|---------------------------|---|---------------------------|
|  | Agriculture/Open Space    |  | High-end Residential      |
|  | Commercial                |  | Central Business District |
|  | Industrial                |  | Redevelopment Area        |
|  | Mixed Use                 |  | Business Improvement Area |
|  | Multi-Family Residential  |   |                           |
|  | Public/Civic              |   |                           |
|  | Recreation                |   |                           |
|  | Single Family Residential |   |                           |

Figure 6

# Future Land Use



## Greenville Comprehensive Plan

Greenville, Ohio



# CITY OF GREENVILLE

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Census showed, the aging population within Greenville is expected to grow and will need housing that meets their needs. There are two possible areas in the City that would be ideal for this type of development:

- ▶ A small open parcel located just southeast of the City Park and borders on the Martin Street/Ohio Street commercial area. This location would be ideal for developing townhomes and would be compatible with the surrounding land uses and place residents in close proximity to the park, downtown, and other commercial land uses.
- ▶ The area to the west of Sweitzer Road, just south of the Darke County Fairgrounds would be ideal for developing housing targeted at elderly populations. This site is in close proximity to a number of amenities including Wayne Hospital, the Darke County Fairgrounds, and the Bretheren's Home.

The City could further multi-family housing opportunities by encouraging partnerships that would allow the redevelopment of multi-family homes to occur in blighted neighborhoods. Partnerships can range from traditional lending programs to grants or other special programs.

## Commercial/Retail

Commercial land uses make up 11 percent of Greenville's total land use (410.3 acres). There are three distinctly different commercial/retail areas within Greenville city limits. They are the central business district, the Wagner Avenue area, and the Sweitzer Road Corridor.

### Central Business District

In September of 2002 the City of Greenville approved zoning changes to officially designate the downtown area an enterprise district. This important step allows for a mix of commercial, retail, and residential uses. A key player in the central business district is Downtown Greenville Incorporated (DGI). The mission of Downtown Greenville, Inc. is to serve as a coalition of public and private interests to develop Historic Downtown Greenville as an essential nucleus for public and professional services including retail, commercial, governmental, cultural, historical, and religious activities.

Through the efforts of DGI and others, Greenville's downtown is on the rise. Currently, downtown Greenville employs over 1300 people—making it one of the largest employment centers in Darke County. Coordinated efforts between DGI and the City will ensure that the downtown continues its revitalization. DGI uses the National Main Street Center's strategy to promote a successful downtown. This program is focused around the following four points and seeks to empower people, organizations and communities to achieve ongoing downtown and neighborhood district revitalization based upon the principles of self-determination, resource conservation, and incremental transformation (NMS, 2004).

- ▶ **Design**—Enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging supportive new construction, developing sensitive design management systems, and long-term planning.
- ▶ **Organization**—Building consensus and cooperation among the many groups and individuals who have a role in the revitalization process.
- ▶ **Promotion**—Marketing the traditional commercial district's assets to customers, potential investors, new businesses, local citizens, and visitors.
- ▶ **Economic Restructuring**—Strengthening the district's existing economic base while finding ways to expand it to meet new opportunities—and challenges from outlying development.

# CITY OF GREENVILLE

DGI and city leaders can go a step further by expanding Greenville’s downtown revitalization using the seven principles developed by the Urban Land Institute for small and medium sized cities for reshaping their downtowns. Some of these principles already have been found in Greenville’s downtown, but they can be incorporated further. Table 1 takes these seven principles and illustrates different ways that they can be incorporated into Greenville’s future planning efforts. Appendix B details more information on these seven principles and how they can be used.

<b>Table 1 Principles of a Successful Downtown</b>	
<b>Seven Principles for Development a Downtown Market</b>	<b>Integration Methods</b>
Promote Diversity of Use	<ul style="list-style-type: none"> <li>▶ Encourage mixed uses, such as residential and office spaces on upper floors and retail on ground floors.</li> <li>▶ Create functions that lengthen the number of activities available downtown (i.e. eateries, evening entertainment, office spaces, retail, etc.)</li> </ul>
Emphasize compactness	<ul style="list-style-type: none"> <li>▶ Build upon the existing grid pattern of Greenville.</li> <li>▶ Fill in existing “gaps” or vacant areas in the downtown.</li> <li>▶ Connect the anchors of Annie Oakley Park, City Hall, and Maid-Rite.</li> </ul>
Foster intensity	<ul style="list-style-type: none"> <li>▶ Use the “Downtown Enterprise District” zoning to its fullest to allow a mix of uses. This includes encouraging residential apartments/lofts, development of office space on upper floors, and diversifying the retail businesses downtown.</li> </ul>
Ensure balance	<ul style="list-style-type: none"> <li>▶ Avoid over-concentration or clustering of any one use.</li> </ul>
Provide for accessibility	<ul style="list-style-type: none"> <li>▶ Create adequate parking facilities and ensure the majority of facilities are compliant with the American’s with Disabilities Act (ADA).</li> <li>▶ There should be an emphasis on pedestrian use and scale.</li> </ul>
Create functional linkages	<ul style="list-style-type: none"> <li>▶ Use parking, signage, and associated streets and public facilities to link and promote downtown.</li> </ul>
Build a positive identity	<ul style="list-style-type: none"> <li>▶ Use landscaping and signage to promote Greenville’s small town, historic character.</li> </ul>
<b>Source:</b> Urban Land Institute, 1988, <i>Designing the Successful Downtown</i> .	

Other ideas for improving the downtown business district that grew out of the planning process included:

- ▶ Encouraging more special events or “theme nights” to open the shops up for later hours. This can also incorporate evening entertainment events such as a “jazz night.” Examples of special events include the Halloween Parade or a Valentine’s Day event.
- ▶ Cultivate opportunities for tourism centered around the downtown on a daily basis in addition to historic tours or festivals.
- ▶ Encourage downtown businesses to stay open later, either for one or two days or the entire work week.
- ▶ Develop larger office space on the second and third floors by combining spaces within buildings. This would expand the current space offered as well as reduce the need to incorporate elevators.
- ▶ Convert second or third floors of existing buildings to loft apartments.

# CITY OF GREENVILLE

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- ▶ Expand and redevelop the downtown business district to include North Broadway to the Maid-Rite Restaurant.
- ▶ Creation of a small visitors center near Annie Oakley Park to introduce visitors to Greenville's historic downtown.

## **Wagner Avenue/Russ Road Commercial Area**

The commercial district along Wagner Avenue and Russ Road features newer commercial development and has grown rapidly in the past few years. The future land use plan recommends minimal expansion for this commercial district. This is due to the abundance of land currently zoned and available for commercial development and existing and projected populations. Rather than develop tracts of additional property, focus should be placed on improving the existing conditions. This can include improved pedestrian and vehicular connections to and from Wagner Avenue/Russ Road to other parts of Greenville, increasing the amount of landscaping to the area, and improving the relationship between retail/commercial businesses with the surrounding land uses. Areas along this corridor that can expand and/or improve are:

- ▶ Extension of the commercial corridor slightly to include the parcels of land directly to the north of the current commercial development.
- ▶ The entire district would benefit from the installation of street trees and buffered strips along the sidewalks. Banners or hanging planters would also add character to this area as well as continue the theme of banners and planters found along Main Street.

## **Sweitzer Road and Martin Street Commercial Areas**

The commercial areas along Sweitzer Road and Martin Street are viable areas, but have been overshadowed in recent years by the development along Wagner Avenue. However, the commercial businesses along these corridors provide important services to the residents of Greenville. Revitalization of these two areas can renew the existing businesses as well as attract new interest in this area. Each of these streets has a distinct role in the commercial economy of Greenville focused on every-day community needs. The businesses along Sweitzer Road are focused on such businesses as repair shops, automobile dealers, and hardware stores. Along Martin Street there are car wash locations, a grocery store, and auto parts dealers. Improving the infrastructure, landscaping, and signage in this area will create an attractive streetscape for the existing businesses. Some general strategies for these areas are:

- ▶ Creation of a business owners association for each of these areas.
- ▶ Coordination of landscaping and signage.
- ▶ Use existing anchors (such as Wayne Hospital or the Darke County Fairgrounds) as focal points.
- ▶ Create transitional areas using landscaping techniques to soften the areas between commercial, residential, and public areas.

## **Industrial**

Greenville has long been an industrial town with partnerships with a variety of large employers. Currently, there are a total of 547 acres developed with industrial uses throughout the city. Industrial uses have historically located along rail and transportation corridors in Greenville; this is still the case. Most industries and businesses rely on Greenville's high quality access to the transportation network to move products. This alone makes Greenville an attractive place to

# CITY OF GREENVILLE

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locate. Industrial uses are focused in the following sites. Each of these three sites has the capacity to grow and to add additional businesses. This can be accomplished by matching the industries needs with the appropriate industrial park. For example, the Greenville Industrial Park could attract larger, heavier, industry, while the Buchy Commerce Park could be developed into more of a campus setting.

- ▶ **Greenville Industrial Park**—A 193-acre industrial park located at the southeast of Greenville on SR 571 near the US 127 bypass. Rail access is also available at this site and is provided through the RJ Corman Railroad. Current tenants include Greenville Technology Inc., Beauty Systems Group, TXI Inc., and NAPCO.
- ▶ **Buchy Commerce Park**—Located at the northern edge of Greenville near US 127 this 105-acre industrial and business-park is home to the Whirlpool Corporation’s KitchenAid-Small Appliance Division. Currently, Whirlpool is this park’s only tenant, although the City has purchased land in this park for future city buildings.
- ▶ **E.D.G.E. Corporation Park**—This recent addition to the industrial sites in Greenville offers 44-acres of developable land to prospective tenants. It is located in the southern end of Greenville on Sater Street. This property is the smallest of the three and is more suited for light industry or commerce.

Preservation of existing industries and cultivation of newer ones are important to maintaining Greenville’s current quality of life. The existing work force, open and available space, and low overall operating costs make Greenville an attractive location for additional industries. In particular, agricultural spin-off or supportive industries would be ideally located in Greenville.

Older industrial areas were designated as possible areas where redevelopment can occur. For example, the area along Front Street and Walker Street was once home to industry in Greenville, but over time these uses have left or migrated to other business/industrial parks. Former industrial areas where redevelopment is proposed include:

- ▶ **The Industrial Properties along Front Street and Walker Street**—These streets were once home to heavy industrial operations, but has become mostly a vacant area as businesses moved to the outskirts of Greenville. This area should be redeveloped to accommodate commercial or office land uses rather than industrial uses because it is now surrounded by residential development.
- ▶ **Chestnut Street between SR 502 and Walker Street**—The parcels in this area are still used for industrial purposes, however the properties have declined. SR 502 serves as a gateway into the community and this area also makes a quick transition from rural land uses, to the industrial area, to a residential district. By improving roadway infrastructure and integrating landscape techniques to soften the transitions between land uses, this area could become an attractive entrance into Greenville.

Improvements such as these can be accomplished using infrastructure improvement funds; state or federal grant monies such as the Community Development Block Grant (CDBG) funds, or creating a design guide specific to a industrial/commercial district.

## Public/Institutional

Public and institutional land uses within Greenville vary widely from municipal uses to museums to schools. Land uses in this category can be influential areas in future land use. City leaders should utilize opportunities to allow land uses compatible to public/institutional land uses that reflect both the needs of Greenville, yet still allow the city to retain its character.

Public and institutional land uses are scattered throughout the City and provide residents with a variety of access points to these uses. Greenville should look to preserve their existing public,

# CITY OF GREENVILLE

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civic, and institutional lands throughout the City in appropriate locations and provide for appropriate expansion of schools, government offices, and institutional uses where appropriate.

## **Parks and Recreation**

During the planning process the city parks were consistently mentioned as one of Greenville's best resources. The City's 140 acres of parklands and Darke County's over 125 acres of park lands either in or within close proximity of the City gives residents easy access to parkland. These public spaces add value to neighborhoods and to the City as a whole and contribute to a higher quality of life for residents.

## **Agricultural and Open Space**

Greenville's position at the center of Darke County, one of the most agriculturally centered in the state, lends itself to agricultural land uses. Currently over 1000 acres within the city limits are characterized as farmland, open space, or just undevelopable lands. The majority of the open space lies along the city edges and came under city jurisdiction as a result of annexations. The future land use plan does convert some of these agricultural and open space lands to other uses, there is still a good deal of open space left for either future development or conservation as open space.