

CITY OF GREENVILLE

CHAPTER 8—IMPLEMENTATION

The effectiveness of this Comprehensive Plan will be measured by its ability to guide and affect desired change in development patterns and decision-making. The following implementation steps were developed using the issues; goals, objectives, and recommendations laid out in the earlier chapters of the plan. Change will occur through a number of incremental actions and short-term decisions made by elected and appointed officials.

- ▶ **Continue with Planning Efforts**—Great places don't just happen, they are planned. This comprehensive plan is only the first step in Greenville's planning efforts. A continued planning effort that focuses energy on specific areas of the community will enable Greenville to reach its goals.
- ▶ **Review City Zoning and Subdivision Regulations**—The recommendations contained in this plan provide a vision for long-range development patterns. The City's zoning and subdivision regulations should be reviewed to ensure that it is consistent with the comprehensive plan. These development controls should be considered and updated where necessary to reflect the plan.
- ▶ **Explore the Creation of a Staff Economic Development/Planning Position**—Creation of a position that would focus solely on promoting and streamlining economic development in Greenville would indicate that economic development is a priority. This position could also handle day-to-day planning tasks to provide better customer service to residents and potential developers. Such a position could be full-time, part-time, or even an intern to work with the Darke County Economic Development staff to coordinate economic development in Greenville alone.
- ▶ **Extend West Russ Road to Connect SR 118 to SR 49**—This extension of Russ Road will eliminate cross traffic from traveling through a residential neighborhood and provide improved access to or from either of the state routes.
- ▶ **Prepare a Coordinated Utility Infrastructure Plan**—Such a plan would examine the capacity and condition of the current system. It would also allow the city to maintain control concerning development and land use impacts in the area while insuring that its infrastructure resources continue to meet existing needs. A coordinated utility infrastructure plan could also take into account growing telecommunications needs and allow Greenville to expand and upgrade its existing telecommunications services.
- ▶ **Expand Private-Public Partnerships to Improve Aesthetics and Gateways**—Business-sponsored landscaped areas (such as flower pots or sections of boulevards) can become a "win-win" situation for the city. The local businesses receive free publicity in exchange for sponsoring a site. This can create areas of pride and draw attention to local businesses while reducing some maintenance costs for the city.
- ▶ **Develop a Capital Improvements Plan (CIP)**—Formulation of a CIP can become an asset to a community. A CIP covers a span of usually five years and integrates fiscal responsibility with identified community priorities. Greenville can use a CIP to prioritize such things as renovation of public spaces, infrastructure and roadway improvements, economic and industrial development, and city facility improvements. Creation of a CIP takes the generalized implementation strategy presented in this plan and translates that into specific tasks to be completed over a designated period of time.
- ▶ **Create a Comprehensive Marketing Strategy for Greenville**—The Mayor's office, county economic development staff, and members of the school board should work together to create a holistic marketing package that can be used in various situations to market Greenville. A package or presentation such as this would be useful to introduce prospective employers to Greenville. It could also be a tool to use when Greenville city leaders travel to other locales to attract development.

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- ▶ **Capitalize on the Existing Park System as a Centerpiece of Greenville**—Developing a parks and recreation master plan to guide the management of these important resources in the future.
- ▶ **Explore and/or Expand the Use of the CRA to Redevelop Older Housing Areas**—The CRA enables leaders to claim community development loan credits for loans made as part of efforts to revitalize low to moderate income communities. The act is designed to both increase quality of life and encourage economic activity in urban areas.