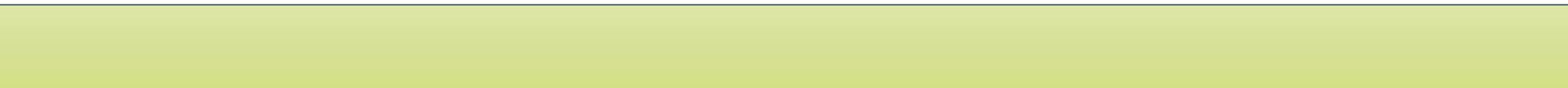




Greeneville Forward

Comprehensive Plan 2017-2037

Draft



Adoption Page

Draft

Presentation of the Plan to Greeneville by the Mayor

-
-
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Acknowledgements

This “Greeneville Forward: Comprehensive Plan 2017-2037” is the fruit of our work - the work of many individuals, civic groups, institutions, agencies, businesses and organizations who put in hundreds of hours, evaluated the state of our Town, contributed ideas and provided technical input that supported the making of this plan, and both defined and refined its content.

Board of Mayor and Aldermen

*Picture of
Mayor*

*Picture of
Alderman
Webster*

*Picture of
Alderman
Paxton*

*Picture of
Alderman
Hawk*

*Picture of
Alderman
Bragdon*

*Picture of City
Administrator*

Greeneville Regional Planning Commission



*Bob King,
Vice Chairman*



Lindy Riley



Trey Ricker, Chairman



*Charles Hutchins,
Secretary*



Bob Biddle



*Asongayi Venard, CFM
Planning Director*



*W.T. Daniels
Mayor*



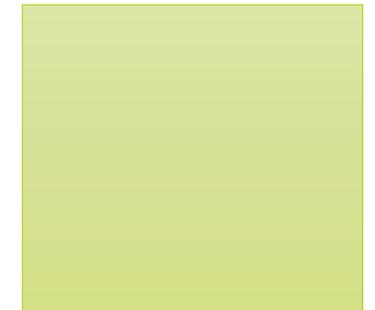
Ben Brooks



Brian Bragdon



Paul McAfee



*Prospective
planner*

During the making of this Comprehensive Plan, from June 2015 to, Alderman Keith Paxton also served on the Greeneville Regional Planning Commission

Town of Greeneville Heads of Departments

Bert Seay,
Planning, Building
and Development

Brad Peters,
Public Works and
Engineering

Butch Paterson
Parks and
Recreation



Carol Susong
Recorder's
Office/Finance

Alan Shipley
Fire Department

Patsy Fuller
Human Resources

During the making of this Comprehensive Plan, from June 2015 to, Mr. Jeff Woods (R.I.P) was the Head of the Planning, Building and Development Department. It was Mr. Woods who insisted in May 2015 that the making of this plan was "too important to be delayed" and staff should begin laying the ground work for *Greeneville Forward!*

Steering Committee

Task Forces

To be developed

Preface

To be written

INTRODUCTION

To be written

HISTORY

Greene County is in the northeastern part of Tennessee and Greeneville is the county seat. The history of Greeneville, therefore, is interwoven with the history of Greene County as a whole.

Greeneville was established on the site of Big Spring, which had attracted wild game, Indians, and settlers to its clean, flowing stream. The town was founded in 1783 when the court held its first session in the home of Robert Kerr. All of today's metropolitan area was originally owned by him. In 1787, Kerr's property was subdivided into lots and he claimed those which included the current courthouse corner, two lots on the corners of Main and Depot Streets, as well as the Big Spring property. He kept a tavern on one of his Main Street lots. A log courthouse

Greene County is approximately 624 square miles and shares a border with North Carolina on its southern end. It is bordered on the north by Hawkins County, Hamblen and Cocke County on the west, and Washington County on the east.



Big Spring: Site on which Greeneville was established

With an average elevation of 1,400 feet above sea level, Greene County lies between the Unaka Mountains on the south and Bays Mountains on the north, and is traversed by a series of valleys and ridges. The principal stream is the Nolichucky River, which receives as tributaries Lick Creek, Little Nolichucky, Horse Creek and Camp Creek. The soil of the county is generally fertile, with the exception of the extreme southern part, and even in this section the lands are found to be well adapted to tobacco culture. The richest farming lands occupy the northern portion of the county and the bottom of the Nolichucky River. The minerals embrace almost every variety found in East Tennessee, with the exception of coal. Iron is especially abundant in many places, and has been worked with success.

HISTORY

Archeological evidence suggests Greene County was first populated by the Woodlands Indians and later by the Cherokee. As early as 1772 Jacob Brown, with a few families from North Carolina, pitched tents on the northern bank of the Nolichucky River. Brown was a merchant who carried his goods on a single packhorse. He secured a lease on the land from the Cherokee and in 1775, this lease was transferred into a purchase.

The “Nolichucky Settlement” covered lands on both sides of the Nolichucky River and as far west as Big Limestone Creek. A great influx of settlers came in to the area between 1778 until 1783, when Greene County was established as a separate county from Washington County, North Carolina. The early

settlers to Greene County were mostly Scotch-Irish immigrants. Persecuted by the English for commercial and religious reasons, the Scotch-Irish found refuge in the back woods of Appalachia. It was a hard life of building cabins and clearing land for cultivation.

Due to the dissatisfaction with North Carolina's governance, Greeneville residents, along with those who lived in what is now upper east Tennessee, formed a state called Franklin. In 1784, they elected a governor and a legislature; wrote a constitution; and began going about the business of running their affairs (collecting taxes, holding courts, raising an army as needed against the hostile Native American tribes of the day).

Greeneville was the capital of Franklin. Because of North Carolina's opposition, the proposal to accept Franklin failed to be approved by Continental Congress.

The first national census of Greene County was taken in 1790. The county had a total population of 7,741 people, with 454 of its inhabitants held as slaves. On June 1, 1796, Tennessee was formally admitted to the Union as its 16th state.

After transitioning from a frontier outpost to a bustling village, Greeneville made its entry into the nineteenth century with great promise. In 1806 Greenville's first jail was constructed behind the courthouse, and the Circuit and Chancery Courts for Greene County were organized in Greeneville.

HISTORY

Greeneville.

Slavery

The census of 1790 mentioned the existence of slavery in Greene County. It was about this time that a large number of Quakers moved to Greene County from Pennsylvania and North Carolina. Most Quakers opposed the institution of slavery, and anti-slavery sentiment was prevalent in Greeneville.

Greeneville's Presbyterian church was heavily involved in the abolitionist movement in East Tennessee. Its first minister, Rev. Hezekiah Balch, freed his slaves at the Greene County Courthouse in 1807. Rev. Samuel Doak, the founder of Tusculum College, followed in 1818. Francis McCorkle, the

pastor of Greeneville's Presbyterian Church, was a leading member of the Manumission Society of Tennessee.

Another influential Greenevillian who wanted to end slavery was Valentine Sevier. He encouraged his slaves to emigrate to Liberia and he set aside funds for each of his slaves that decided to go there. Using a loan from Valentine Sevier, Benjamin Lundy, a Quaker, established the newspaper "Genius of Universal Emancipation" on the site of Greenville's current Town Hall in 1822

Due to the dissatisfaction with North Carolina's governance, Greeneville residents, along with those who lived in what is now upper east Tennessee,

formed a state called Franklin. In 1784, they elected a governor and a legislature; wrote a constitution; and began going about the business of running their affairs (collecting taxes, holding courts, raising an army as needed against the hostile Native American tribes of the day).

HISTORY

Education

Rev. Hezekiah Balch was instrumental in the establishment of Greeneville College in 1794. It was located 3 miles south of Greeneville on what is known today as Old Asheville Highway, but it struggled for most of its existence and eventually merged with Tusculum Academy in 1868.

Dr. Samuel Doak opened a private school in 1818 to the east of Greeneville and named it Tusculum Academy. He taught there until his death, twelve years later. In 1835, Doak's son, Samuel Witherspoon Doak, reopened the academy and by 1840 enrollment reached 70 students. In 1844, the legislature of Tennessee changed the name from Tusculum Academy to Tusculum College. From a catalogue

issued in 1846, the attendance from 1835-1846 was given as 315. Fifteen of those students had entered the ministry, twenty-seven became physicians, and eight as lawyers who had been admitted to the bar.

One of the first schools in Greeneville was located on East Church Street in Harmony Presbyterian Church. It was a log structure at the current site of Town Hall. The Legislature of Tennessee established Rhea Academy in 1806.



One of the first schools in Greeneville was a log structure located at the site of the current Town Hall

HISTORY

John Rhea, the village blacksmith, donated land in 1811 and furnished a large part of the funds to construct the two-story brick building on College Street. In the early 1840s, the female branch of the academy was built at the eastern end of Depot Street on land that was donated by John Dickson. Both schools taught: reading spelling, geography, penmanship, mathematics, history, composition, philosophy, astronomy, English, grammar, English literature, Latin, Greek, and French. The male academy expanded its curriculum to include: bookkeeping, surveying, navigation, chemistry, botany, zoology, mineralogy, rhetoric, logic, and Constitutional law.

The end of the Civil War brought an emphasis on the education of the town's

African American population. In a deed dated April 27, 1867, Edward West sold a parcel of land to the Trustees of the Freedman's school. The parcel of land was "adjoined the graveyard near the said town of Greeneville on the main road leading from Greeneville to Buckingham Road." The property sat directly across the street from Town Hall, at the current location of Greeneville Light and Power.

A photograph of the old school building, dated July 4, 1962, indicates it was purchased by the Electric Power Board and was torn down in 1962. The Freedmen's school was situated where parking lot now stands.

At some point, the lower room of Rhea Academy was used by the Freedmen's Bureau as a school for African American students. By November 1883, Principal P. B. Harris reported "the school is very prosperous - we now have 112 on toll. Miss Mary Davis was selected as the assistant teacher. The school now numbers more than we had last year and several [more] are to enter. We have received nine transferred children from other districts."

HISTORY

Economy

The early economy of the county was almost totally made up of agricultural activities. Most of the products, however, remained in local markets with only small amounts of products being shipped across the mountains to the Eastern Seaboard. The construction of the railroad through East Tennessee in the middle 1800's provided the region with access to outside markets for the products of the economy. Greeneville developed into the marketing center of Greene County, due to the central location within the county.

Tobacco

In 1885 a tobacco market was established in Greeneville to handle the

sale of burley tobacco that had become a major crop in Upper East Tennessee. This led to the establishment of Greeneville as one of the leading burley tobacco markets in the nation. Burley transformed the tobacco industry with new cultivation techniques and a shift from dark and flue-cured tobacco. By the 1990s, burley tobacco production in the region had drastically declined, and it is a tradition that few local farmers still practice.

Railroad

The first railroad to come through the area was chartered in 1848 and was known as the East Tennessee and Virginia Railroad. The company built 130.7 miles of railroad line between

HISTORY

Knoxville and Bristol from 1850 and 1856. Key elected officials and political leaders, such as Tennessee Governor Andrew Johnson, were strong supporters of railway development. Today, the rail line is owned by Norfolk Southern Railway.

Logging (1910 – 1918)

Before white settlers came to the area, practically all of Greene County was forested. By 1950, over 80 percent had been cleared. In the early 1900s, railroad and sawmill innovations allowed logging firms to harvest the virgin forests of the Great Smokies and adjacent ranges. The John Heilman Lumber Company sent an agent to Greene County in search of good

timber. The land owners were agreeable and sold their timber rights for as little as 25 cents a piece. Once the trees were cut, a way was needed to transport the huge logs from the foot of the mountains into Greeneville, where it could be loaded onto railcars. In 1910, a railroad was constructed through the mountains, across the Nolichucky River, into Greeneville and the Norfolk Southern Railway.

The mountain railroad was nicknamed “the Peavine” and it started on the side east of Greeneville. It followed Holly Creek south, through the Greeneville Commons Shopping Center past the Laughlin Hospital and behind the town of Tusculum. It continued over the Nolichucky River, where the present

day Buckingham road and crosses the river. Another ten to twenty miles of railroad spurs climbed up the mountains with a drastic increase in grade.

By 1918, when the land was cleared of the trees, the logging company ceased operation. Land owners were left with barren land that was prone to flooding. The clear cut areas were purchased by the Federal government, and on June 14, 1920, the Cherokee National Forest was created. It is managed by the U.S. Forest Service.

Some of the old logging trails were incorporated into the Appalachian National Scenic Trail (AT). Formed in 1925, the Appalachian Trail works in

HISTORY

partnership with the National Park Service, USDA Forest Service, states, and local communities to create a public footpath that follows more than 2,100 miles of Appalachian Mountain ridge lines between Maine and Georgia. The Greene County section of the AT can be traced along the spine of the mountains between Madison County, NC and Unicoi County, TN.

Livestock

The farmland in Greene County is well suited for grassland-based livestock production and is one of the reasons why raising livestock is an integral part of our heritage. Veal calves, lambs, wool, and poultry were farm commodities shipped by the Greene County Livestock Shipping Association

in 1934. The value of the items shipped was \$112,000. There were about five thousand farms in the county at that time. Over 800 of the farms had dairy cattle, and 127 reported other livestock. The average milk production per cow was close to 30 pounds per day.

PET MILK COMPANY
1112 West IRISH STREET

Evaporation plant opened 1927
Dairy Division added 1927
Bottling milk began 1954
Plant sold to Pillsbury 1996

Most of the milk was processed locally at the Pet Milk Company. Over the years, other livestock have replaced dairy cattle on many area farms. Greene County currently ranks first out of

Tennessee's 95 counties in beef production. The numbers of horses, sheep and lambs, poultry and swine have increased. Recent reports show measurable production for numerous non-traditional animals such as bison, deer, llamas, mules, burrows, donkeys and rabbits. Goats and aquaculture have also added valuable income on some farms.

Beef cattle production is a strong animal industry throughout the area. The animals graze the pasture land eating forages that humans and non-ruminant animals do not consume. They serve a unique role in providing high-quality protein for human consumption.

HISTORY

Cow-calf farming operations are popular in the area. Producers maintain a breeding herd of cows that nurture calves every year. When a calf is born, it weighs 60 to 100 pounds. Over the next few months, each calf will live off its mother's milk and graze grass in pasture. Beef calves are weaned at six to 10 months of age when they weigh between 450 and 700 pounds. These calves are now grass-fed in pasture, and some are sold as grass-fed beef. Others are backgrounded further at the farm, by consuming forages and some grain, before shipping to feedlots. Beef production represents the largest single segment of American agriculture. Over 90 percent of all beef raised in the United States is sold in America, while about 10 percent is exported.

Roads

By the early 1800s many farmers in the region had moved beyond subsistence agriculture and were raising animals to sell for cash. The challenge of getting livestock to the major markets of Atlanta, Charleston and further south were met by driving animals on foot via a loose network of trails known as drovers' roads. In 1828, the Buncombe Turnpike toll road was opened to provide an improved route which greatly increased traffic to and through North Carolina. One leg of the Buncombe Turnpike ran north from Asheville to Warm Springs (now Hot Springs). It then followed the French Broad river north and terminated near the mouth of Paint Creek in Greene County. Once in Tennessee, the

drovers' trail wound its way through today's Cherokee National Forest to where it connected with today's TN 70 and Old Asheville Highway. The road entered Greeneville at today's South Main Street.

Greeneville and President Andrew Johnson

The period of Greeneville history from 1826 to 1875 is tied to the name of one man - Andrew Johnson. He arrived in 1826 and quickly became the town's only tailor. In 1827, nineteen year old Andrew Johnson married seventeen year old Eliza McCardle. The service was performed by Mordecai Lincoln, a kinsman of Abraham Lincoln. Soon

HISTORY

after their marriage, Johnson bought the tailor shop that is now located at the corner of College and Depot Streets.

Historians have asked “How could the unschooled Johnson acquire the knowledge of history and the science of government to successfully compete against political opponents who were graduates from the first colleges of the land?” He had learned the basics of reading before leaving North Carolina, and Eliza is credited with teaching Johnson how to write. He continued his studies by using the textbooks Eliza had used when she attended the Greeneville Female Academy. He made friends with the students of Greeneville College, and would pay them to read their textbooks to him while he sewed.



Statue of Andrew Johnson

He was soon visiting the college and attending functions. Blackstone McDonnell is credited with sparking Johnson’s interest in the art of debate. To further refine his skills, Johnson attended debates at both Greeneville College and Tusculum Academy, where he displayed a natural talent for oratory.

The people of Greeneville liked and trusted Johnson. He was open and friendly, and soon became known as a stylish tailor who loved to talk politics. His political goals were to bring the working class into the political system, and to improve their living conditions. The election of aldermen was held in Greeneville in 1829. Johnson’s friends were determined to elect him and a

HISTORY

slate of tradesmen to this office. Their efforts paid off because the entire ticket was elected by a sweeping majority of Greeneville voters. Besides Johnson, Blackstone McDonnell, a plasterer, and Mordecai Lincoln, a tanner and shoemaker, were elected.

Johnson prospered as a good businessman. People liked his frugal approach. He was reelected to the council in 1830 and again in 1832. The Greeneville County Court made him trustee of Rhea Academy, no small honor for a 23 year old tailor. In 1834 Andrew Johnson was elected Mayor of Greeneville and the following year he was elected as to the State Legislature.

During his time in the Tennessee Legislature, from 1836 to 1843, Johnson pushed for education reform, especially giving more money to local schools. In

1843 he was elected to the U.S. House of Representatives from the First District. He served five terms, from 1843 to 1853. He successfully ran for Governor in

HISTORY

1853 and was reelected again in 1855.

After two terms as Governor, he was elected to the U.S. Senate. When Tennessee withdrew from the Union in 1861, Andrew Johnson remained in the U.S. Congress as Senator from Tennessee. In March 1865, he became Vice President, and on April 15, 1865, was sworn in as President. Andrew Johnson died in 1875 while visiting his daughter in Carter County.

PAST PLANS

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LOCATION AND PHYSICAL FEATURES

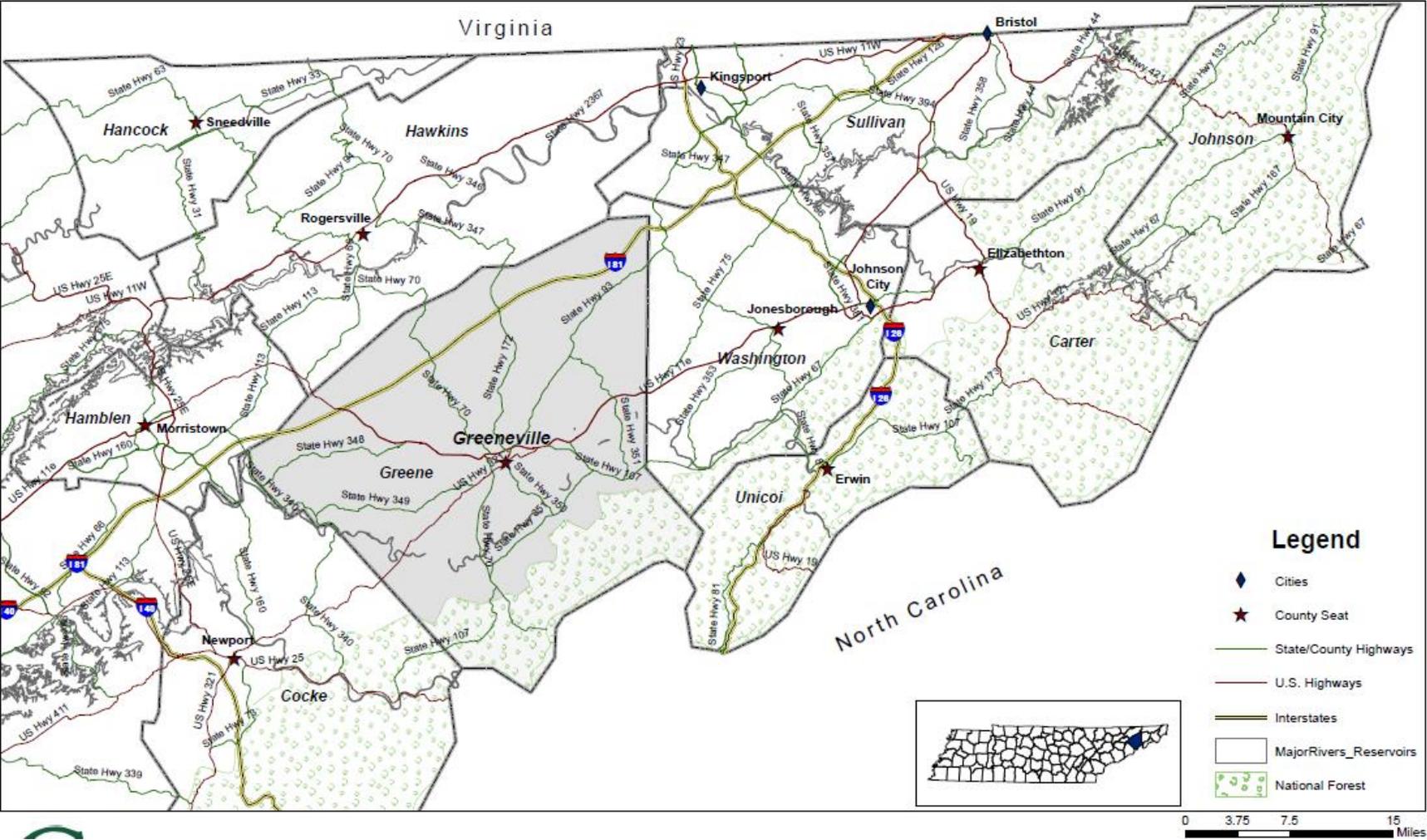
The Town of Greeneville has a land area of approximately 17.1 square miles. It is situated between the population centers of Knoxville in the west and the Tri-Cities of Bristol, Kingsport, and Johnson City to the east. It is located at the center of Greene County, TN, and is the administrative seat of Greene County.

Greene County embraces an area of approximately 624 square miles located in the southern portion of Upper East Tennessee. Part of the county is located within the Unaka Mountain Range of the Cherokee National Forest. Greene County is bounded on the northwest by Hawkins and Hamblen Counties, on the north and northeast by Washington County, on the southeast by Unicoi County and Madison County in the State of North Carolina, and southwest by Cocke County in Tennessee.

Highways located in Greeneville include U.S. Route 11E which connects the town to Johnson City approximately 31 miles to the east. Morristown is located off Interstate 81 approximately 30 miles to the west. U.S. Route 321 connects Greeneville to Newport approximately 26 miles to the south. Knoxville is approximately 70 miles to the west on Interstate 81.

Other major traffic routes are State Highway 93 (Kingsport Highway) connecting Greeneville with Kingsport approximately 44 miles to the south. State Highway 172 (Baileyton Highway) connects Greeneville with the municipality of Baileyton and Interstate 81. State Highway 70 (Lonesome Pine Trail) connects Greeneville with Hawkins County as well as intersecting with Interstate 81. State Highway 107 connects Greeneville with Erwin approximately 31 miles to the east. The regional setting for Greeneville is shown on Illustration 1.

LOCATION AND PHYSICAL FEATURES



Map 1: Location of Greeneville in East Tennessee

LOCATION AND PHYSICAL FEATURES

Climate

Greeneville has a humid-sub-tropical climate, characterized by relatively mild winters and warm summers. Although the Town is located well inland, it lies in the path of cold air moving southward from Canada and warm moist air currents moving northward from the Gulf of Mexico. These alternating currents frequently bring sharp daily changes and are chiefly responsible for seasonal variations.

The average daily temperature is 63 degrees, with an average high temperature for January of 39 degrees and an average low temperature for July of 78 degrees. The average growing season is approximately 188 days, extending from April 16, the average date of the last killing frost, to October 21, the average date of the first frost.

The yearly rainfall amounts are normally abundant for this area. It is heavier in winter and in spring because of frequent flows of moist air from the south. In late spring and early summer, secondary seasonal periods of precipitation occurs in the form of local showers and thunderstorms. Precipitation is generally lightest late summer and early fall.

While there are periods of dry weather, they are usually offset by periods of abundant rainfall. Precipitation averages approximately 41 inches with a low of 2.4 inches in October to a high of 4.6 inches in March. Precipitation for recent years has been below normal.

The impact of climate on the development of Greeneville can best be described as moderate. In general, climate has very little effect on development in the Town.

LOCATION AND PHYSICAL FEATURES

Air and Water Quality

Per the National Air Toxic Assessment (measures of hazardous air pollutants) conducted by the Environmental Protection Agency (EPA), Greeneville has an air quality index of 71 on a scale of 100 (higher is better). This exceeds the average index of 58.4 in the USA. With regard to the air quality in Greeneville, therefore, Greeneville is located in an attainment air quality area, which is defined by EPA as meeting or doing better than the national primary or secondary ambient air quality standard for the pollutant.

The abundance of open space and natural vegetation, the absence of industries producing toxic air pollutants, and the predominance of low to moderate density built

environment generally create and maintain the good air quality in Greeneville.

The watershed quality in Greeneville per EPA measurements is 94 on a scale of 100 (higher is better), while the USA average is only 55. There is a direct proportion relationship between the watershed quality and the quality of drinking water in a place.

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LOCATION AND PHYSICAL FEATURES

Air and Water Quality

The primary water source for the Town of Greeneville is the Nolichucky River. Through significant investments in wastewater treatment infrastructure, the Town is not currently under any moratoriums due to water and wastewater treatment problems. The municipality has a National Pollutant Discharge Elimination System (NPDES) permit for discharging its treated wastewater into the Nolichucky River. Greeneville also maintains an NPDES permit for the management of the quantity and quality of stormwater in Town.

It is not foreseen that air quality problems would directly affect the future land use in Greeneville and its projected growth area.



LOCATION AND PHYSICAL FEATURES

Drainage and Flooding

The Nolichucky River and its tributaries form a mature drainage system that reaches practically all of Greene County. Richland Creek and Frank Creek and their tributaries drain Greeneville and its urban growth area.

The Town's application to join the National Flood Insurance Program (NFIP) became effective on August 1, 1986. This program is organized under the Federal Emergency Management Agency (FEMA). It identifies potential flood hazard areas within the Town, requires the community to adopt floodplain management regulations, and provides residents with the

opportunity to purchase flood insurance. The drainage basin for Frank Creek is 5.85 square miles and the drainage basin for Richland Creek is 4.69 square miles.

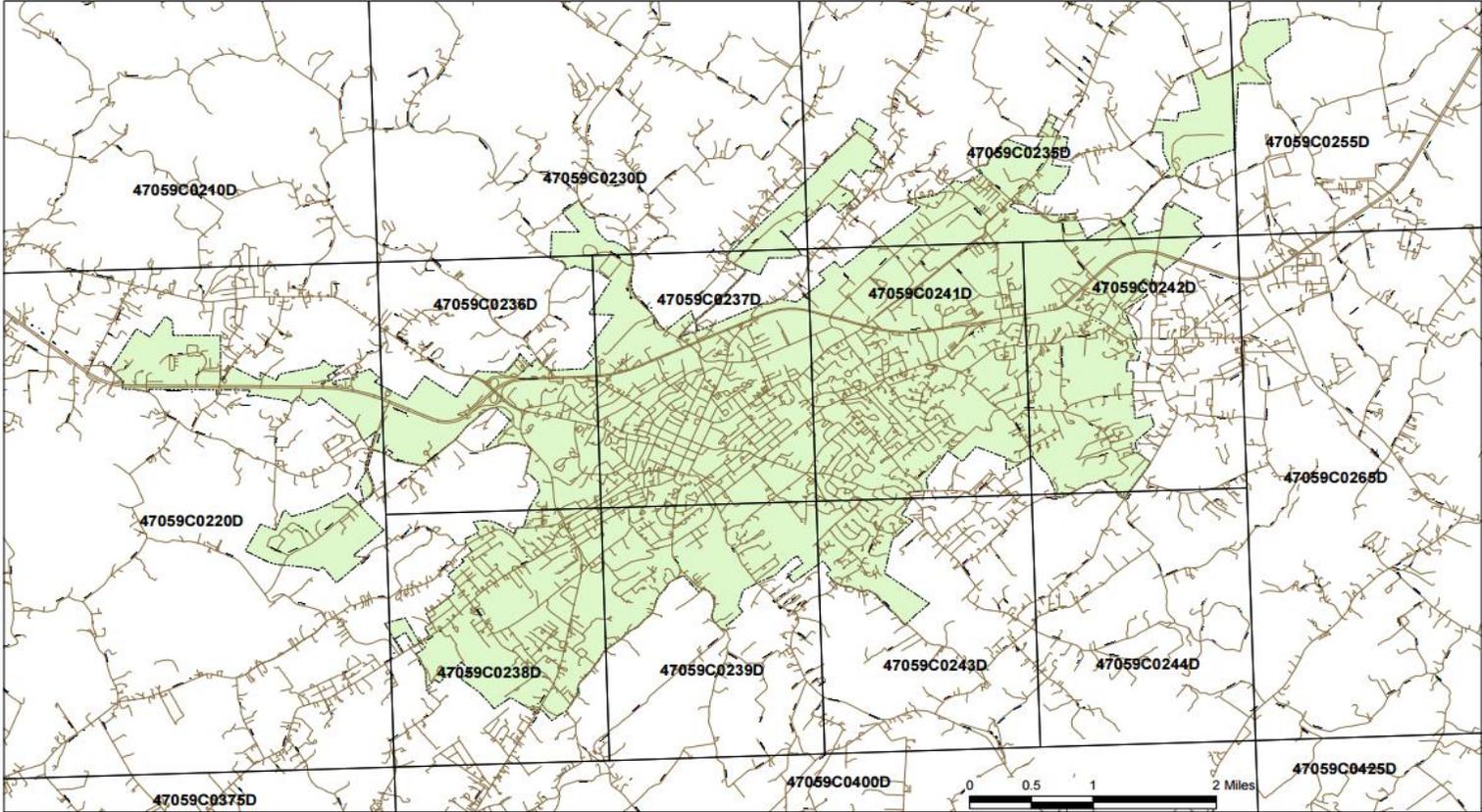
The effective FEMA Flood Insurance Rate Maps (FIRMs) and associated Flood Insurance Study were adopted by the Town on June 6, 2006. This was a culmination of a nation-wide map modernization program started by FEMA in 2003 to update and digitize the FIRM. The current FIRMs in Greeneville became effective on July 3, 2006. FEMA has issued Letters of Map Revision (LOMR) for flood zone designation revisions for a few properties after this date.

The Town last revised its Floodplain Ordinance in 2013. Greeneville is currently not in the Community Rating System (CRS).

Map 2 shows the floodplains in Greeneville and Map 3 is an illustration of the Digital Flood Insurance Rate Map (DFIRM) for properties in the Greeneville corporate limits

LOCATION AND PHYSICAL FEATURES

Drainage and Flooding



GREENEVILLE
T E N N E S S E E

DFIRM Panel Index
Illustration 4

Legend
■ Corporate Limits
□ DFIRM Panel
— Streets



State of Tennessee
Dept. of Economic & Community Development
Local Planning Assistance Office
Johnson City, Tennessee
Map Printed: March 9, 2009
This map is not an engineering map.

Map 3: Digital Flood Insurance Rate Map Panel for Greenville

LOCATION AND PHYSICAL FEATURES

Topography

About four-fifths of Greene County is in the Great Valley with the Southeastern quarter of the county in the Appalachian Upland. Greeneville is located in the Great Valley portion of the county. The Great Valley is further divided into three subdivisions. Greeneville is located in subdivisions two and three of the Great Valley.

The second subdivision, commonly known as the Slate Hills, is a broad area underlain by calcareous shale. Much of this section consists of hilly to steep ridgelines and narrow valley floors. Some areas of the upland area are undulating to rolling. The relief within this belt ranges from 50 to 300 feet, and the predominant soils are shallow.

The third subdivision consists of a steep, rugged ridge known as Bays Mountains. It consists of shales and sandstones interbedded with spaced strata of limestone. The ridge is capped in many places by light gray, massive acid sandstone. The crest of the ridge is 1,300 to 3,118 feet above sea level and rises as much as 1,200 feet above the adjacent shale belt.

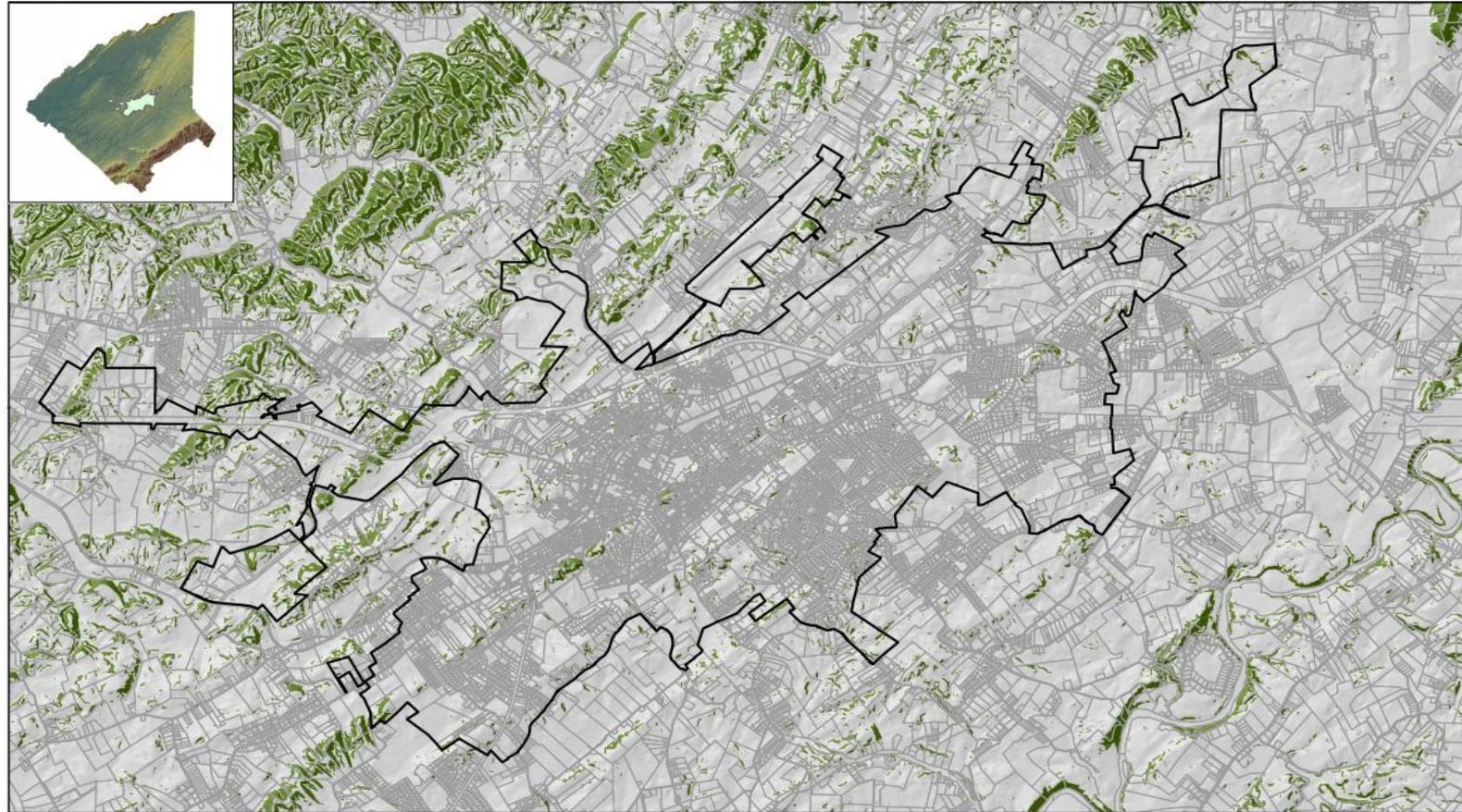
Slope is a major topographic consideration impacting the developmental potential of sites. It affects access, erosion potential, and soil capabilities. The rate of erosion increases exponentially with increases in the degree of slope. In areas of greater than 15 percent slope, limitations to development area are significant, and development should

occur only with the proper safeguards, based on professional engineering principles and practices.

U.S. Highway 11-E runs through Greeneville from Washington County to the Hawkins County line. Most of Greeneville is gently rolling with some rolling hills and moderately steep slopes. Steep slopes impact the development potential of some sites in the Town. Map 4 is a topographic map of the Town of Greeneville and its environs.

LOCATION AND PHYSICAL FEATURES

Topography



Map 4: Topographic Map of Greenville and its Environs

GREENEVILLE
T E N N E S S E E

Natural Factors
Illustration 3

- Legend**
- Corporate Limits
 - Slope Less than 15%
 - Slope Greater than 15%



0 0.2 0.4 0.8 1.2 1.6 Miles
State of Tennessee
Department of Economic & Community Development
Local Planning Assistance Office
Johnson City, Tennessee
Map Printed: March 9, 2009
This map is not an engineering map.

LOCATION AND PHYSICAL FEATURES

Physiography, Geology & Soils

The Greeneville area is in the Appalachian physiographic province. The valley portion of the area belongs to the Great Valley of East Tennessee while the mountains of the Appalachian system are part of the Bald Mountains.

Rocks in the Greeneville area are predominantly sedimentary rocks and more or less calcareous. They consist of sandstone, shale, and limestone. The limestone belt forms the drainage basin of the

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VISION

Neighborhoods and Housing

A good and stable neighborhood is a healthy place and space of engaged residence who seek the excellence of where they live. We will promote neighborhood-consciousness, unity among neighborhood residents, and the effective participation of residents for the wellbeing of their neighborhoods. Our neighborhoods will be neat, safe, walkable, interconnected and attractive.

There shall be a variety of affordable and desirable housing in our neighborhoods to provide shelter and quality living to persons of all income levels and social groups in our community.

We will ensure that existing housing stock shall be well maintained,

especially involving the elimination or renovation of blighted houses. New housing stock in our neighborhoods will be designed and located in conformity with the general character of the neighborhood and to provide a variety of residential experiences in single, double, multi-family and/or mixed use environments.

Land Use and Environment

Greeneville will be an environmentally friendly small community with land a variety of land uses laid out compatibly. Our Town will be a steward of open spaces and protects its natural environment, ecosystems, and wildlife.

Utilities

Public and private utilities in our community will build systems to support our current and future population and to grow a 21st century economy.

Utility services in our community will be resilient, efficient, and available to the entire community. Utilities are sited, designed and operated in a manner that fosters safety, aesthetics, limited disturbance of right-of-way, and the general community character.

VISION

Transportation

We will have in our community transportation system in which people and goods move in a multi-modal transportation network that is balanced, interconnected, safe, well maintained, promotes individual and community health, fosters a sense of community, maximizes energy saving and minimizes environmental impact.

Our transportation network will be balanced with different levels of emphasis on mobility and accessibility. It will be one in which each transportation mode and choice available to users, including walking, biking, driving, and air transport, all contribute to an efficient network in personal and interpersonal enrichment, and the provision and obtaining of goods and services.

Parks and Recreation

We will maintain and improve outdoor recreation as necessary to meet the needs of our diverse demographics at multiple locations in our community, including neighborhood scale and Downtown. We will likewise maintain, improve and expand indoor recreational activities and programs.

We will engage neighborhoods and young people in planning and delivering more activities and programs for kids and teens, including competitions and intergenerational activities.

Health Care

We will have health care that addresses the changing needs of the community and keeps pace with advances in medical technology.

Utilities

Public and private utilities in our community will build systems to support our current and future population and to grow a 21st century economy.

Utility services in our community will be resilient, efficient, and available to the entire community. Utilities are sited, designed and operated in a manner that fosters safety, aesthetics, limited disturbance of right-of-way, and the general community character.

VISION

Education

Our citizens are our most valuable resource, and their intellectual, spiritual, and civic development is vital to the well-being of our community. High quality education, focused on the needs of students, is the key to both strengthening our community and expanding our economy. A quality education will provide all of us, especially our most disadvantaged students, with a pathway out of poverty and into a productive life by providing them with the skills they need to meet the challenges of the 21st century global economy.

Our schools will provide a thriving, dynamic and inspiring educational

environment that produces self-directed learners and stimulates citizens of all ages to trust in, invest in, and benefit from public and private education.

We will engage parents and community members in partnership to address the physical and intellectual needs of students.

Economic Development

We envision our Town as one with a vibrant economy that is rich in a

talented workforce making livable wages; wherein we compete and attract new businesses and services, promote the expansion and retention of existing businesses and services, and continuously grow our production, consumer, and tax base in order to provide high quality personal and community life.

Better paying “family-wage” jobs improve our ability to guarantee affordable housing, quality food and healthcare to all. Increasing and maintaining businesses and services strengthen our Town’s tax base, and this improves the provision of public services and amenities (e.g. roads, fire protection, police, schools, open space, recreational facilities, etc) in our community.

VISION

Downtown

Downtown Greeneville shall be the most vibrant area of our community; friendly or welcoming to everyone irrespective of personal identities and backgrounds. It will be a place where both residents and visitors find it pleasant to be present in at all times. It will be a place for living, doing business, tourism, and providing and obtaining public and private services. Our Downtown will also be a social space for personal relaxation, outdoor dining and recreation, fulfillment and interpersonal interactions.

Downtown Greeneville will offer a unique urban and suburban experience characterized by *small-town-feel* in a generally rural Greene

County. As the hub that symbolizes and showcases our community life in its multiple aspects, our Downtown shall be a mixed land use area: a place of residence, education, employment, shopping, preserved history, entertainment, walking, site-seeing, cultural and recreational facilities and events, government and private services, public open spaces, religious enrichment, and low impact manufacturing activities. We will balance the mix of these different uses within the Downtown geographical limits such that each use is strategically placed in a location in which it thrives without annihilating or constituting an undue or very significant obstruction to the prosperity of other permitted uses.

We will ensure public safety in our Downtown, and promote its unique building forms, the visual aesthetics of its natural and built environment, the availability and comfort of pedestrian infrastructure, and accessibility of specific routes to automobiles and bikes. Furthermore, we will provide an outdoor central gathering place, promote year-round events for all demographics and families, and maintain a mix of historical landmarks and cultural attractions in our Downtown. Our Downtown shall continue buzzing with activities and entertainment opportunities beyond dusk.

In a nutshell, our Downtown shall be the most attractive and vibrant place in our community!!

Land Use

Land has intrinsic and functional values. Intrinsically, the substantive content of land, including its surface area, is valuable in itself. Its functional value is dependent on its use by both humans and other elements such as vegetation in the ecosystem. The physical form and functionality of a city depends on land uses. Decisions associated with the provision, extent and location of parks and recreational facilities, educational institutions, and public and private infrastructures such as roads and utilities are determined by land uses. The economic prosperity, health and environmental sustainability of communities also depend on their use of land.

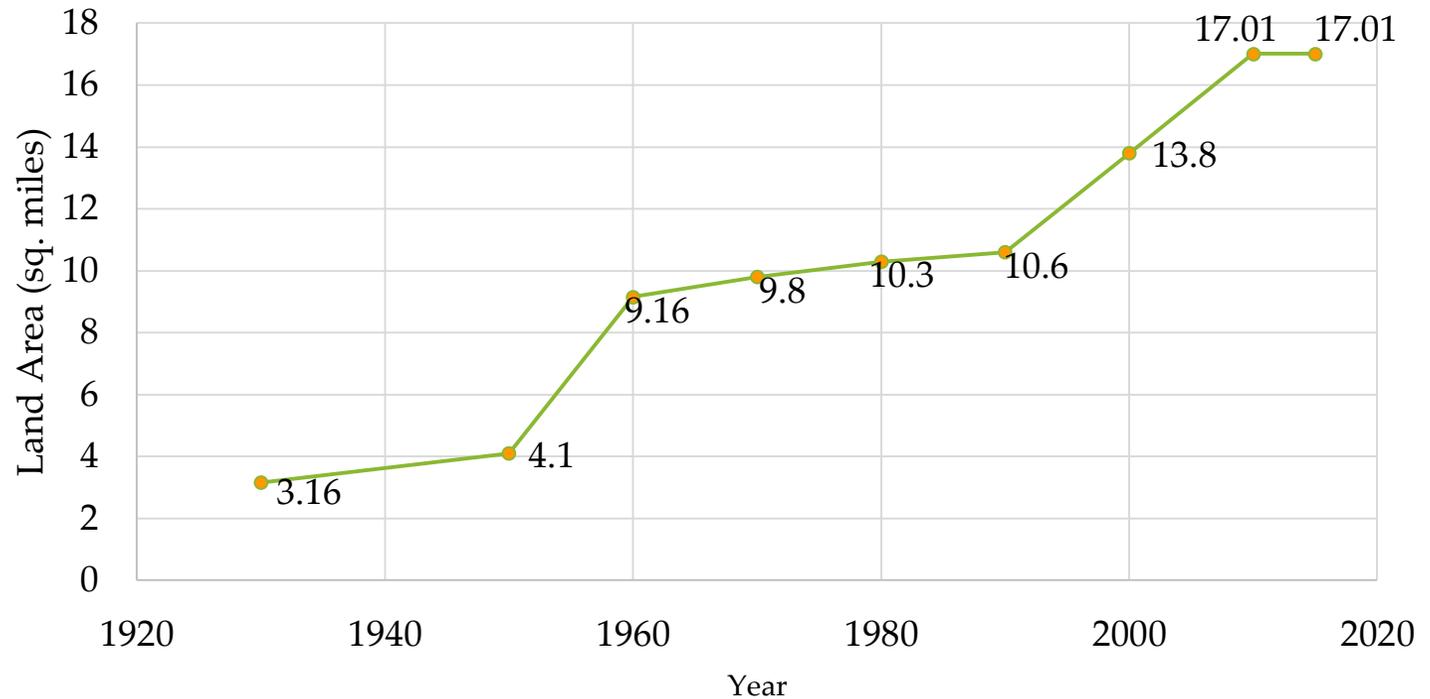
The land use element of this Comprehensive Plan is the foundation on which all other elements of the Plan stand. It includes a presentation of the changes in land uses in our community in the past thirty years, the existing land use conditions in the Greeneville corporate limits and the urban growth area, land use capacity and projections, a vision for the use of land in our community, future land use map, and goals, policies and key actions to guide the efficient use of land, land use compatibility, annexation, and general growth and development in the next 20 years.

Land Use

Land Use Historical Pattern

Greeneville occupied an area of 3.16sq miles in 1929, consisting mainly of present day Downtown Greeneville and its immediate periphery as shown in Map 1. From 1930 to 2015, the land area of the Town increased to 17.01sq miles as shown in Figure 2.1

Figure 2.1: Greeneville Total Land Area



Sources: *Greeneville TN General Plan (1979)*; *Land Use Plan Greeneville, TN (1987)*; US Census Bureau, *Population and Housing Counts (PHC-3-44) (2003)*; US Census Bureau (2010, 2015).

Land Use

Land use pattern in Greeneville changed with increase in the size of the Town. In the 1930s, the land use pattern was predominantly mixed land use because most of the Town's corporate limits was the Downtown core, which was a compact area of residential, recreational, public-and semi-public, commercial, and low impact manufacturing uses such as warehouses and carpentry shops. At the immediate periphery of the Downtown Central Business District were mainly low-density single-family residential developments. This urban/suburban development pattern was bordered by a rural development area comprising mainly of agricultural land and low density single family housing outside of the corporate limits in the Greene County

jurisdiction until the advent of the high capacity highway, primarily US-11E.

In the 1960s to 1980s, following the expansion of US-11E and the extension of infrastructure, especially water and sewer to this arterial road and other highways such as Asheville Highway and Tusculum Blvd, large scale commercial and industrial developments located along the major thoroughfares while residential developments expanded on agricultural and virgin lands away from these major roads. Through annexation by demand and by ordinance, the Town expanded to include the businesses along the major roadways and predominantly single family residential

developments mostly afar the highways. Some public recreational uses became located close to these sprawled neighborhoods. As industries continued to locate along high capacity arterial and collector roads, and in proximity to the railway in the inner areas of the Town near Main Street and along Bohannon Ave, industrial establishments eventually developed very close to some single family housing. Consequently, a land use pattern evolved:

- At the core of the Town there is the Downtown Central Business District (CBD) that remains mixed land use with residential, small scale commercial, public and semi-public, and recreational land uses;

Land Use

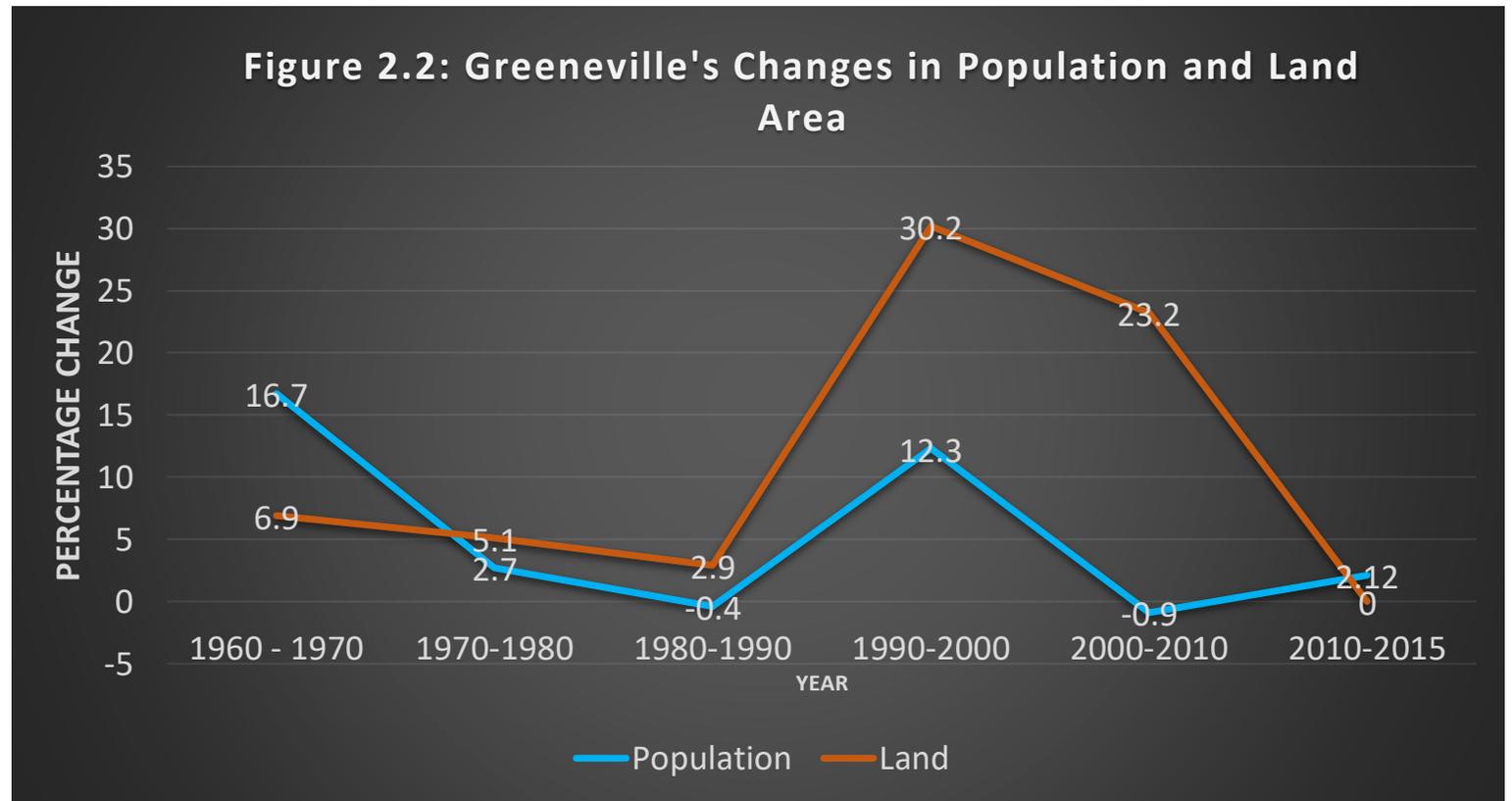
- The chiefly single-family residential area that immediately surrounded the CBD in the 1920s to 1960s has become an inner city area with a mix of single family housing, multi-family housing, and small scale rows of shops;
- Residential developments (especially single and double family) are largely remote from commercial developments, in the outer suburbs that was county jurisdiction in the 1930s, now characterized by cheaper land, more available space for housing estates development and open areas, and very little to no neighborhood businesses;
- Commercial, public and semi-public developments remain along high traffic corridors, including US-11E (Andrew Johnson Highway), US-70 (Asheville Highway), US-107 (Tusculum Boulevard), US-321 (Main Street), and East and West Bernard Avenue
- Industrial land uses are principally along major transportation routes including highways such as US-11E and Snapps Ferry Rd, in the rural-urban fringe where land is available for expansion such as along US-172 (Baileyton Rd), along major collectors such as Industrial Rd, and in areas that are in close proximity to the railway such as along Bohannon Ave - for easy access for goods;
- Open spaces and recreational land uses are dispersed in their different sizes all over the Town preserved and maintained by regulatory restrictions and by public interest for common enjoyment; and
- Agriculture and forest lands are mainly in the outskirts of the Town.

Land Use

From the land use pattern history described above, Greeneville was essentially monocentric from its creation to the 1950s with most community life and activities concentrated in the grid-patterned Downtown core. From the 1960s to present day, Greeneville has become a polycentric or multi nuclei Town characterized by growth from several independent points, mainly five: in the Downtown CBD, along the western portion of Highway 11-E towards Mosheim, along the eastern portion of Highway 11-E, along the Tusculum Blvd commercial strip, and in the Asheville Highway south-west end of the Town.

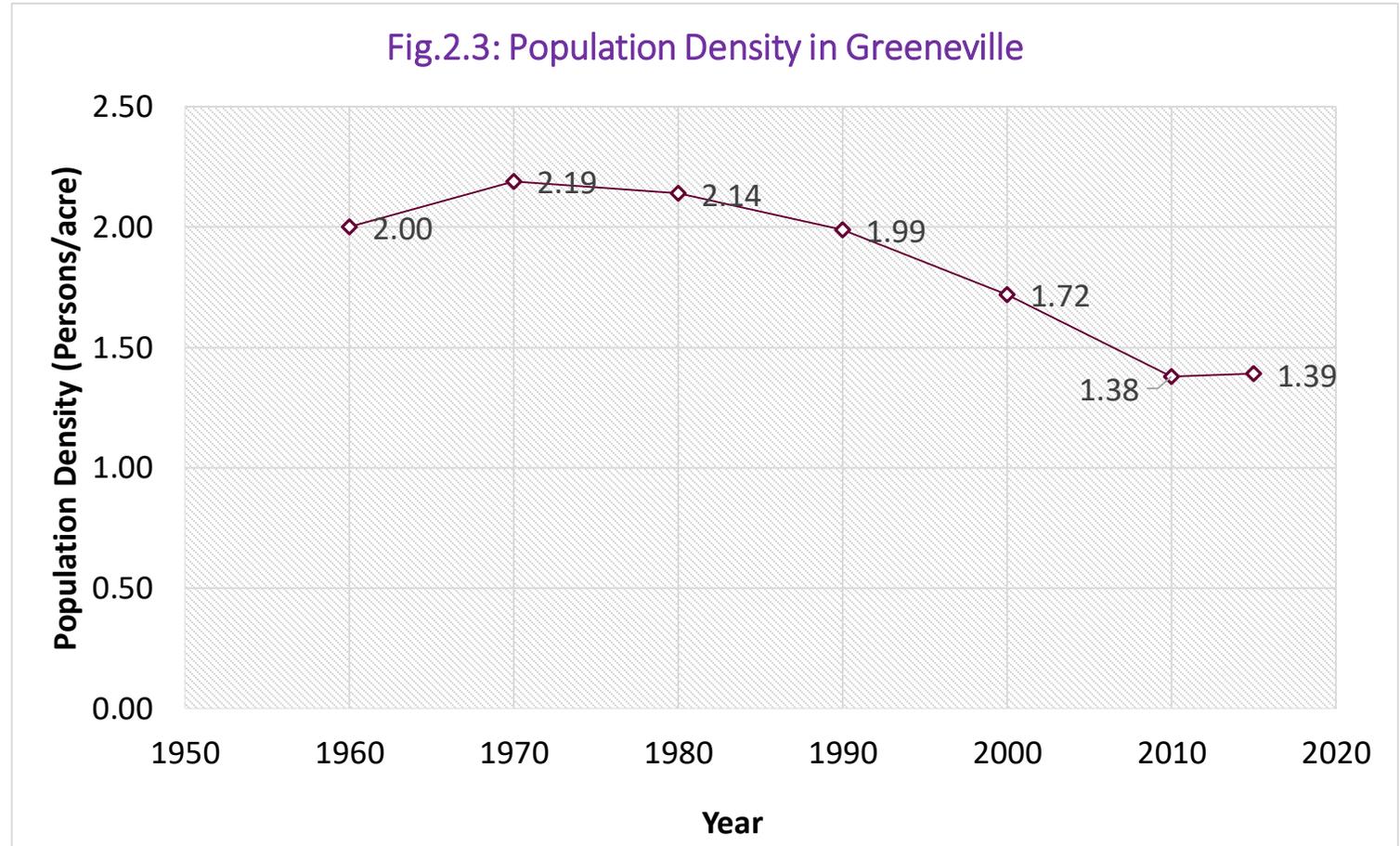
Changes in the land area of the Town have not been proportionate with

changes in the Town's population as shown in Figure 2.2.



Land Use

This disproportionality is reflected in changes in Greenville's population density as shown in Figure 2.3



Land Use

Clearly, from Fig.2.2, Greeneville's land size has grown faster than its population. From Fig.2.3, the Town's population density increased in the 1960s with the establishment of industries such as Jarden Zinc Products Company, C.E. Minerals and American Greetings that attracted a large labor force into Greeneville. Since 1970, the Town's population density has generally declined, with the sharpest fall being after 1990 when large employers such as Magnovox closed operations in Greeneville, causing a significant exodus of employee population from the Town. The Town's land area, however, continued to expand with annexation of relatively less dense areas compared to when the giant employers were still in Greeneville.

The historical changes in the pattern of land, the fact that Greeneville's land area has grown faster than its population, and the decrease in the Town's density over the years have created a Town characterized by four transect zones: an urban center zone of high intensity, high-rise, mixed use developments in the Downtown core; a general urban zone of retail, offices and single family housing, yards and few multi-family housing immediately surrounding the Downtown core and extending along Main Street, Tusculum Boulevard, and East/West Bernard Avenues; a special district zone of high density residential developments, high and low impact industries, large and small scale retail business, offices, and

mixed-uses along and close to Andrew Johnson Highway and Asheville Highway; and the rest of the Town is mainly sub-urban transect zone of low density residential development with few multi-family housing dispersed therein. The annexable area outside of the Town's corporate boundaries (the growth region) has a suburban transect zone in the south-west end of the Town's corporate limits and the rest of the growth region is predominantly rural and natural transect zones characterized by sparse land that is primarily used for farming, forestry, very low density residential uses, and open space.

Land Use

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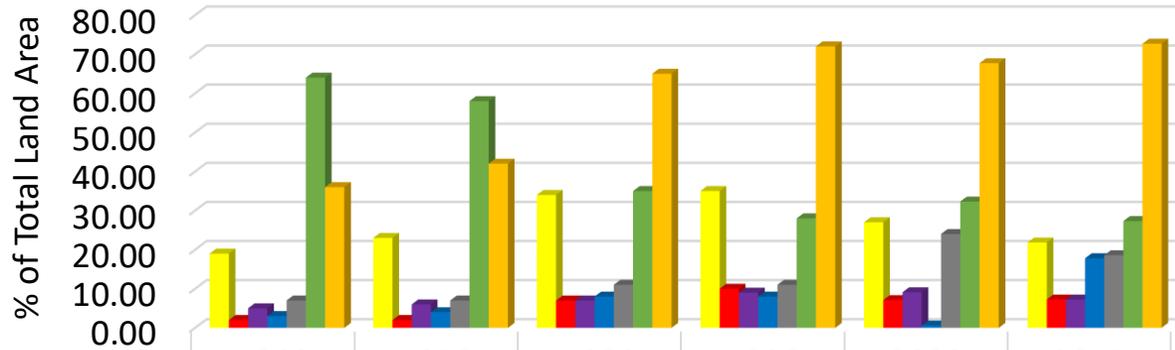
The historical changes in the pattern of land, the fact that Greeneville's land area has grown faster than its population, and the decrease in the Town's density over the years have created a Town characterized by four transect zones: an urban center zone of high intensity, high-rise, mixed use developments in the Downtown core; a general urban zone of retail, offices and single family housing, yards and few multi-family housing immediately surrounding the Downtown core and extending along Main Street, Tusculum Boulevard, and East/West Bernard Avenues; a special district zone of high density residential developments, high and low impact industries, large and small scale retail business, offices, and

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Land Use

Land Use Type Historical Changes

Figure 2.4: Greeneville Land Use Area Changes: 1960 to 2015



| | 1960 | 1970 | 1980 | 1986 | 2009 | 2015 |
|------------------------------|-------|-------|-------|-------|-------|-------|
| Residential | 19.00 | 23.00 | 34.00 | 35.00 | 27.00 | 21.83 |
| Commercial | 2.00 | 2.00 | 7.00 | 10.00 | 7.10 | 7.25 |
| Industrial | 5.00 | 6.00 | 7.00 | 9.00 | 9.10 | 7.23 |
| Institutional | 3.00 | 4.00 | 8.00 | 8.00 | 0.60 | 17.81 |
| Transportation and Utilities | 7.00 | 7.00 | 11.00 | 11.00 | 24.00 | 18.57 |
| Undeveloped | 64.00 | 58.00 | 35.00 | 28.00 | 32.30 | 27.31 |
| Total Developed | 36.00 | 42.00 | 65.00 | 72.00 | 67.70 | 72.69 |

The amount of land occupied by different land uses has changed in Greeneville over the years as shown in Fig 2.4; however, there has been a general pattern of the amount of land occupied by different land use.

From the 1960s most of Greeneville's land has been undeveloped land (open space, parks, farm, forest, waterways, and vacant lots). The amount of developed land has generally been on the rise. Broadly, most of the developed land has been residential land use, followed by transportation and utilities infrastructure lands, industrial lands, commercial lands, and public and semi-public land use categories in descending order.

Land Use

Existing Land Use and Zoning

Within the corporate limits, there are approximately 10,944 acres, or 17.1 square miles of land. Of this total land area, about 7,111 acres or 72.69% are developed. Around 2,388 acres or 21.83% of this total land is residential development, and more than two-thirds of these residential developments are single family houses. Land consumption pattern and capital investments in transportation and utilities infrastructures are mainly determined by this residential land use, although the Town is also making some significant transportation network investments including extension of the Fairgrounds Connector Rd to attract and disperse commercial land

uses. Land developed for transportation and utilities provision is the second largest land use category, comprising approximately 2,033 acres or 18.57% of the Town's total land area. The third largest land use is public and semi-public institutional uses such as parks and recreation facilities, schools, hospitals, churches, municipal, county, state, and federal buildings, which occupy close to 1,949.69 acres or 17.81% of the Town's land area. The fourth largest land use is commercial developments that provide various goods and services such as professional offices and retail stores, which have been constructed on about 793 acres or 7.25% of Greeneville's total land. Lastly, and very close to commercial

land uses are industrial developments on 791 acres or 7.23% more or less of Greeneville's total land surface.

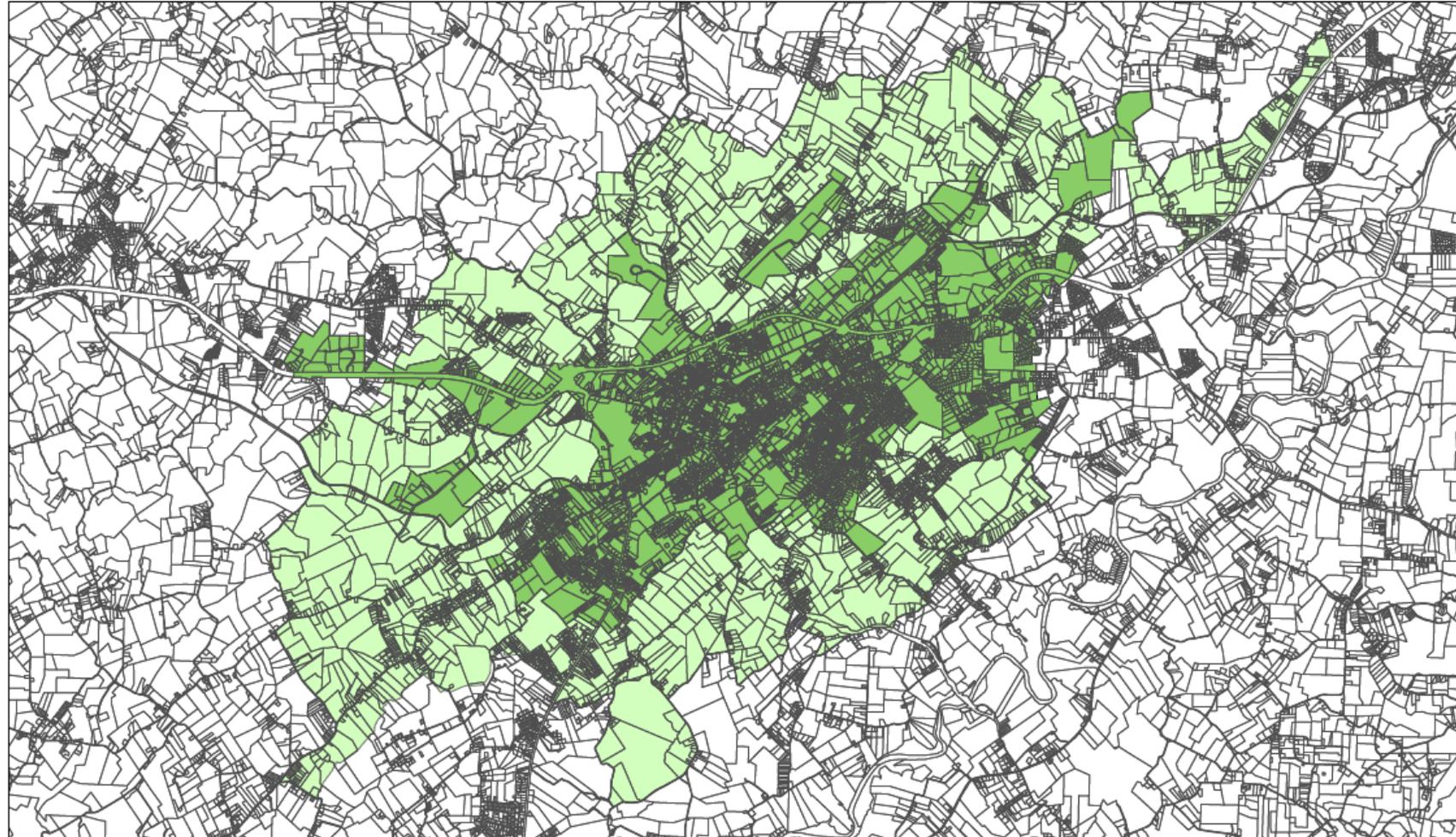
The Greeneville Zoning Ordinance and the Greene County Zoning Ordinance divide the Town's corporate limits and its growth region respectively into different zoning districts that permit and restrict different land uses. It is not uncommon that some uses exist today on property that is not currently zoned for them. Furthermore, institutional uses traditionally constitute a distinct land use category; however, these uses do not make up a separate zoning district; rather, they are permitted in or spread across residential and non-residential zoning

LIVE

Land Use

districts. Consequently, the current locations of land uses in the Town do not always correspond with the zoning districts map.

Map M5, Map M6 and Map M7 show corporate and growth area of the Town of Greeneville, the current Land Use Map of the Town, and the current Zoning Map of the Town respectively.



GREENEVILLE *Urban Growth Area*
T E N N E S S E E *Illustration 6*

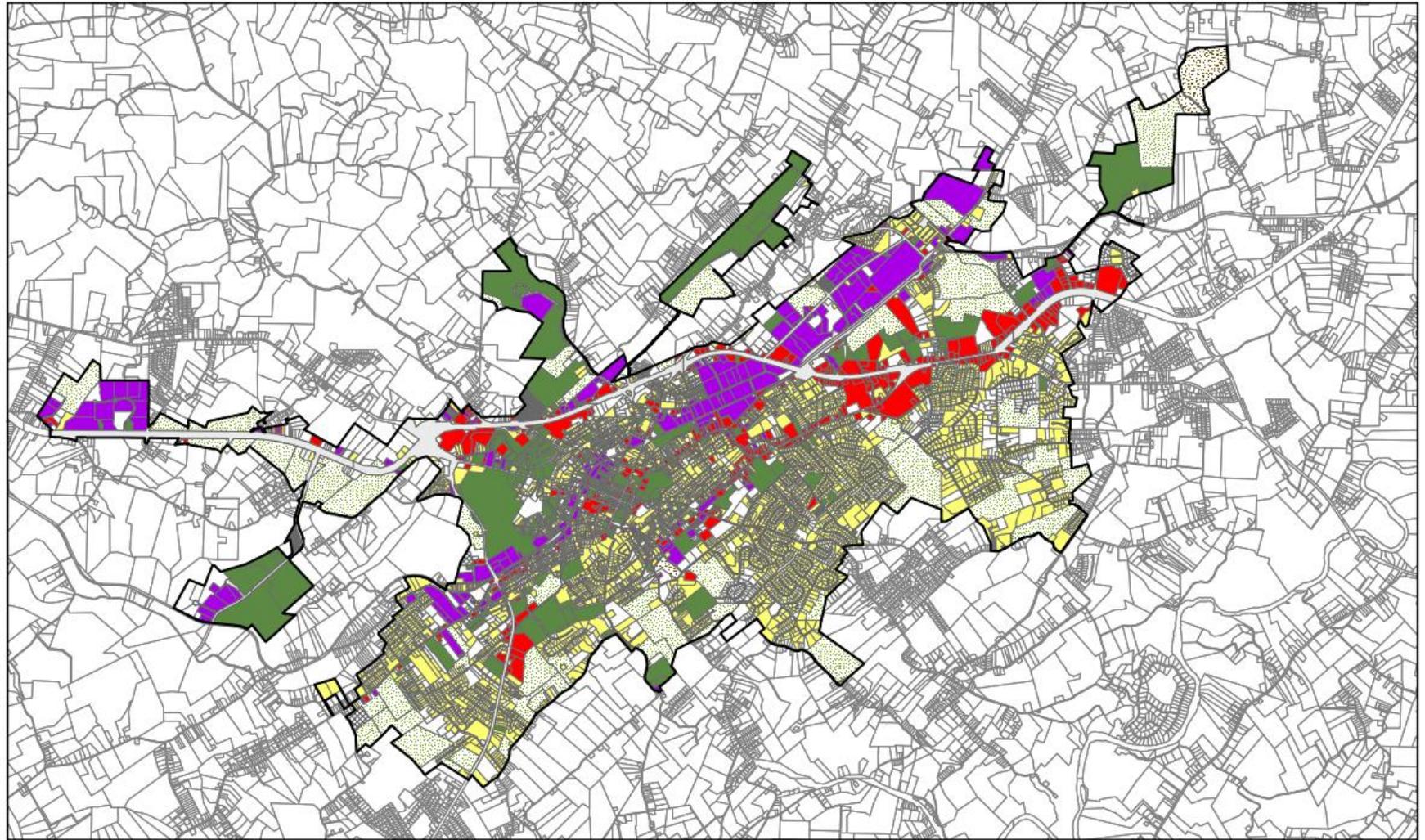


State of Tennessee
Dept. of Economic & Community Development
Local Planning Assistance Office
Johnson City, Tennessee
Map Printed: March 9, 2009
This map is not an engineering map.

Map M5 (Illustration 6): Corporate land area and growth area of the Town of Greeneville

Land Use

Map M6 (Illustration 5):
Current Land Use Map
of the Town of
Greeneville



GREENEVILLE Existing Land Use
T E N N E S S E E Illustration 5

| | | |
|--------------------------|--|--|
| Existing Land Use | <ul style="list-style-type: none"> 01 - Utilities 02 - Vacant 03 - Residential 04 - Agricultural 05 - Commercial 06 - Industrial 07 - Public/School/Public Use 08 - Transportation | <ul style="list-style-type: none"> 09 - Unclassified Improvements <\$50,000 10 - Unclassified Improvements >\$50,000 11 - CADA data unavailable for parcel 12 - Timber/Forest 13 - Water Polygon Features 14 - Unzoned by Land Use Model |
|--------------------------|--|--|

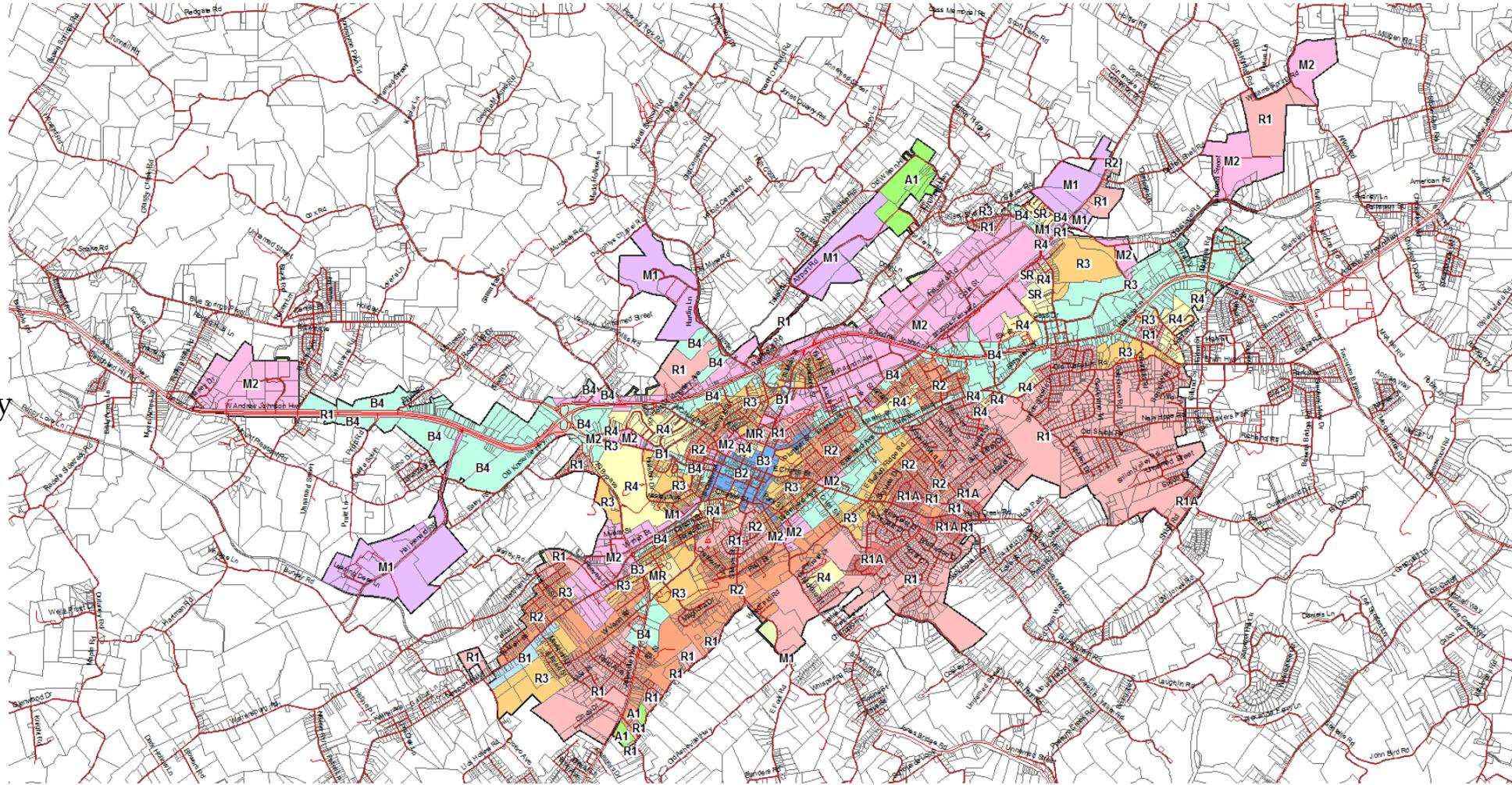
State of Tennessee
Department of Economic & Community Development
Local Planning Assistance Office
Johnson City, Tennessee
Map Printed: March 9, 2009
This map is not an engineering map.

Land Use

There is significant consistency between the current zoning of properties and their actual land uses.

However, some areas such as the Greenville-Greene County Municipal Airport, and an area of predominantly public and semi-public land uses along Hal Henard Rd and E. Vann Rd are zoned for manufacturing and residential uses.

Vacant land uses are mostly in the south end of the Town zoned for residential uses and the west end zoned for commercial uses

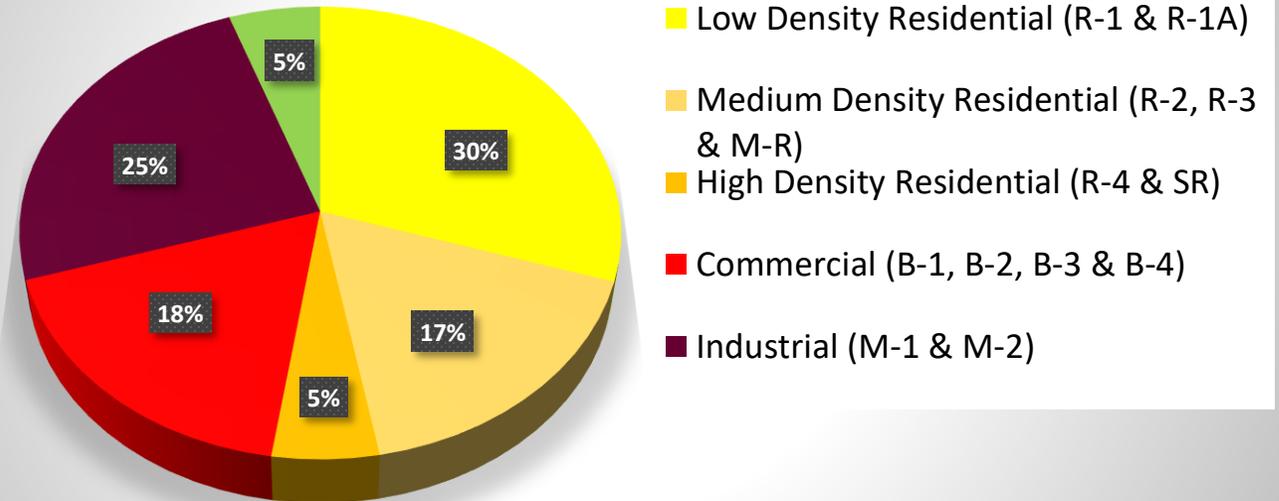


Map M7: Current Zoning Map of the Town of Greenville

Land Use

As shown in Figure 2.6, in 2016 approximately 3,277 acres or 29.94% of Greeneville's jurisdictional area is zoned for low density (mainly single family) residential development; about 1880.82 acres or 17.19% is zoned for medium density residential uses; and roughly 576.42 acres or 5.27% is zoned for high density residential development. Zoning districts permitting different commercial uses make up 1951.47 acres or 17.83% more or less of the Town's corporate limits; around 2,675.71 acres or 24.44% of the Town's land are zoned for industrial developments; and about 589.6 acres or 5.39% are zoned for agricultural uses. Public and semi-public uses are permitted in residential and non-residential zoning districts as either uses-by-right or uses on review.

Percentage of Land Area Allocated to Different Land Used Based on Zoning Districts in Greeneville in 2016



Greeneville, it is worth noting, mainly has pyramidal zoning with residential development, for example, prohibited in all only in the industrial or

manufacturing zones. In the pyramidal zoning structure, each more restrictive zone permits the uses in the less restrictive zone

Land Use

such that all uses in residential zones are permitted in commercial zone districts, and all commercial uses are permitted in manufacturing zone districts. This structure makes an accurate analyses of land use supply and demand, and future land use forecast significantly difficult. Furthermore, there are zoning districts that exist in the Zoning Ordinance but not on the Zoning Map, making such districts “paper” districts.

The growth pattern described above is primarily suburban auto-dependent, and this pattern has continued since the 1980s. With more intense annexation of land in the 1980s and the first decade of the third

millennium, especially with the passing of Tennessee’s 1998 Growth Policy Law codified as Public Chapter 1101 that required municipalities to adopt urban growth areas, and which authorized annexation of territory within the area with little restraint, the land area of Greeneville quickly grew.

mixed-uses along and close to Andrew Johnson Highway and Asheville Highway; and the rest of the Town is mainly sub-urban transect zone of low density residential development with few multi-family housing dispersed therein. The annexable area outside of the Town’s corporate boundaries (the growth region) has a suburban transect zone in the south-west end of the Town’s corporate limits and the rest of the growth region is predominantly rural and natural transect zones characterized by sparse land that is primarily used for farming, forestry, very low density residential uses, and open space.

Neighborhoods and Housing



Shelter is a fundamental human need. Housing is more than just shelter; it is a living environment. A living environment with people becomes a neighborhood. Neighborhoods have a profound impact on a community's quality of life. Sustainable communities must offer a variety of different housing options to provide for its citizens.

It is our conviction that a house is not only a place we live in; it also displays our character, expresses our values, and shapes our neighborhoods. Decent and affordable housing is likewise a cornerstone to the attraction of new businesses and residents that will further the growth and economic development of our community.

Neighborhoods and Housing

Communities must recognize, understand, acknowledge and respect this essential human need for a “place to call home” by all residents, regardless of their income levels, social strata, biological qualities or personal circumstances. A city’s integrity may depend on its ability to fully satisfy this fundamental need. The availability of a wide range of housing types, such as single-family detached, multi-family, assisted living, group homes, and affordable housing are all vital in determining the viability of housing in a community.

Availability of housing must also be correlated with affordability otherwise segments of the community population will be deprived of both

shelter and full integration into the life of the community. Affordability involves both the economic capability to live in a decent house and convenient access to employment, markets, services, parks and recreation facilities



A section of the public working session on housing element of this Comprehensive Plan

Neighborhoods and Housing

State of our Housing and Neighborhoods

Greeneville strives to have the appropriate number of housing units available and affordable throughout the Town for all segments of current and future populations of the community.

Housing Profile

Greeneville is predominantly a place of single family residential living in single family detached houses. However, there are also many duplexes, triplexes and condominiums.

shelter and full integration into the life of the community. Affordability involves both the economic capability to live in a decent house and convenient access to employment, markets, services, parks and recreation facilities

The Town had 6160 in the year 2000, 7,399 in the year 2010, and 7418 in the year 2015 total residential housing units Almost half of the housing stock from 2011-2015 was owner-occupied single family housing unit.

Neighborhoods and Housing

State of our Housing and Neighborhoods

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Housing Profile

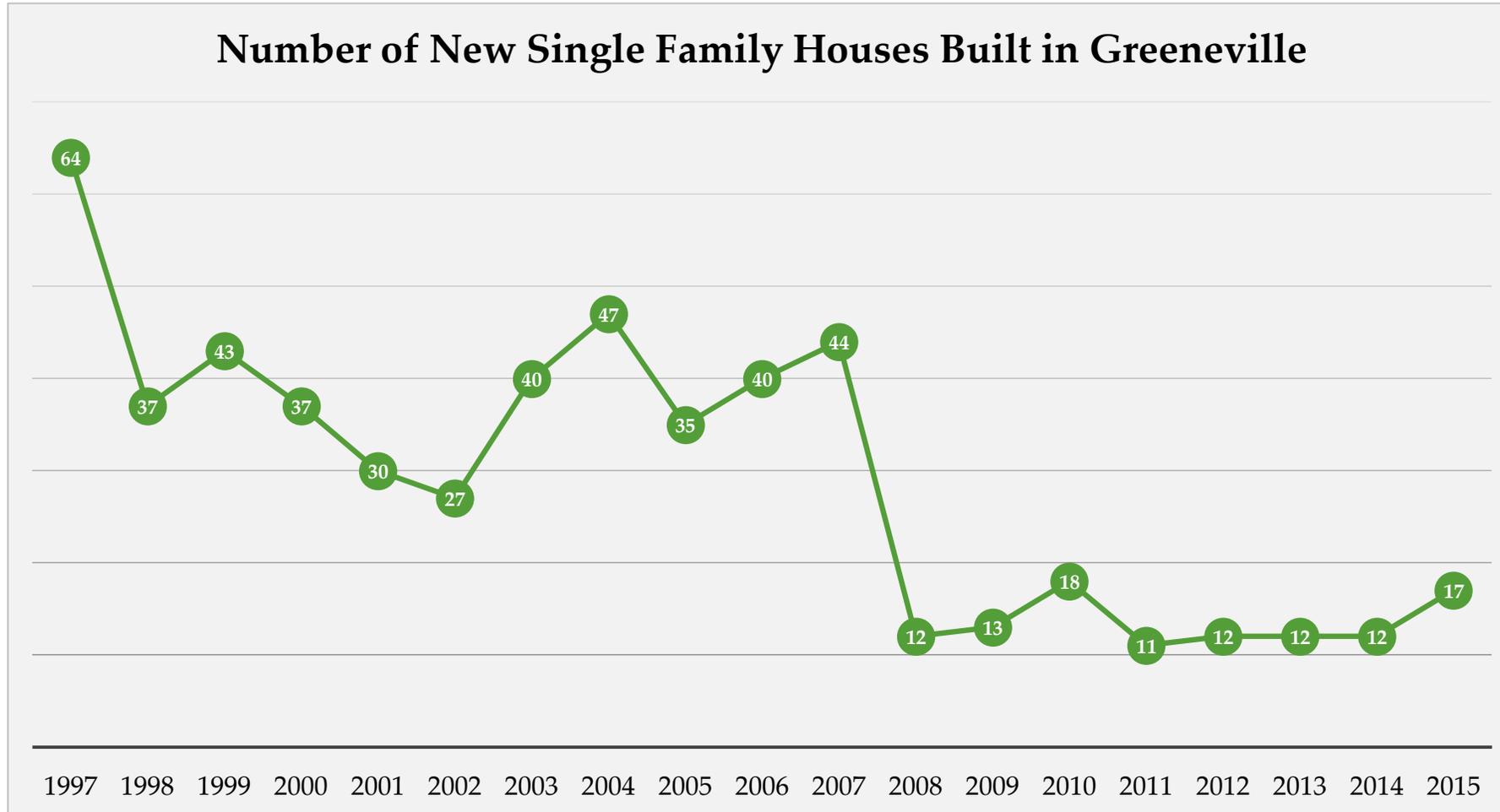
Greeneville is predominantly a place of single family residential living in single family detached houses. However, there are also many duplexes, triplexes and condominiums.

Pictures of single family detached house, duplex, triplex and condos.

The Town had, 7,399, and total residential housing units according to the 2000 Census, 2010 census and the Town's records respectively. Almost half of the housing stock from 2011-2015 was owner-occupied single family housing unit, an increase of 3.6% in the four previous years.

Figure NH1 shows the number of new single family houses constructed from 1997 to 2015.

Neighborhoods and Housing



Greeneville, just as almost all American cities, was negatively impacted by the collapse of the housing market in the economic recession of 2008. The Town witnessed a significant drop in the number of single family housing units built in the Town from 44 in 2007 to 12 in 2008.

Neighborhoods and Housing

Table NH1 below compares the housing situation in Greeneville to the Tennessee State. The median value of owner occupied housing units from 2011 to 2015 in Greeneville was \$18,000.00 less than that of the State of TN. Median selected monthly owner costs with a mortgage in the same period was also \$281.00 less than that of the State of Tennessee as a whole. The median gross rent in the same period was also 27% lower than the Tennessee State average. These figures make Greeneville and attractive place to acquire a house in. However, the median household income being about \$11,000 less than in the State of Tennessee in general negatively impacts the housing market attractiveness.

| GREENEVILLE HOUSING AND HOUSEHOLD DATA AS OF JULY 1, 2016 | | | |
|---|---------------|---------------|-----------|
| Total Housing Units | 7,569 | | |
| Owner Occupied Housing Units | 3,766 (49.6%) | TN: 66.8% | |
| Renter Occupied Housing Units | 2,812 (37.0%) | | |
| Vacant Housing Units | 1,018 (13.4%) | | |
| Median Home Value | \$126,471 | TN: \$142,100 | |
| Average Home Value | \$153,974 | | |
| Total Households | 6,578 | | |
| Average Household Size | 2.2 | TN: 5.3 | |
| Family Households | 3,895 | | |
| Average Family Size | 3 | | |
| Median Household Income | \$34,977 | TN: \$45,219 | |
| Average Household Income | \$49,882 | | |
| Per capita Income | \$22,150 | TN: \$25,227 | |
| Growth Rates | 2005-2010 | 2010-2015 | 2015-2020 |
| Population Growth | | 0.28% | 0.15% |
| Households | | 0.25% | 0.13% |
| Families | | 0.21% | -0.02% |
| Median Household Income | | | 2.47% |
| Per Capita Income | | | 2.15% |

Table NH1

Neighborhoods and Housing

Housing Supply

The number of housing units a community has to serve its population is a simple indicator of housing supply. A level of service can be determined by dividing the total number of housing units by the total population. Following the July 1, 2016 figures, the level housing service in Greeneville with a city-wide population of 15,352 is 0.49 housing units per person. The Housing Supply Product Method can be used to establish a level of community housing service that considers variations in average household size. This is calculated by multiplying the average household size by the number of housing units per person. A number greater than one suggests that there are enough housing units

available to house the population. Greeneville's number based on the July 1, 2016 figures is 1.078.

This number that is barely above one indicates that Greeneville has an

adequate supply of houses to serve the immediate population, but an increase in population without the corresponding increase in number of housing units would result in a number less than one, or an



Neighborhoods and Housing

insufficient housing supply in Town. In the next five to seven years, this number may be less than one following the completion of Walter State Community College expansion and the Town's robust efforts to recruit new industries, a significantly large scale shopping center and a multiple-businesses call center that are expected to create a sharp up-tick in the Town's population – unless the population increase is matched by an increase in housing supply.



Neighborhoods and Housing

Concepts and Principles

- ❖ **Decent Housing:** Generally, a decent house meets the housing statutory minimum standards of the Town, is in a reasonable state of repair, provides a reasonable degree of thermal comfort.
- ❖ **Special Needs:** Due to lower incomes and the need for supportive services, special needs groups are more likely than the general population to encounter difficulty paying for adequate housing and often require enhanced community services. Special needs populations discussed in this section are the elderly and the homeless.
- ❖ **Elderly Housing:** Per the U.S. Department of Housing and Urban Development, 'elderly' is defined as any individual who is age 65 or older. Elderly housing can be described as a continuum of options ranging from independent living to intensive medical and personal care support systems for this age group of 65 years or older. Most elderly populations will need some type of continuing care housing, and options for assisted living.
- ❖ **Homeless:** Homeless persons are individuals or families who lack a fixed, regular and adequate nighttime residence, or an individual that has a nighttime residence such as a public or private shelter, a temporary institution or a public/private place used for regular sleeping accommodations that is not meant for this type of use.
- ❖ **Affordability:** Housing is considered "affordable" if it consumes no more than 30% of monthly family income.
- ❖ **Neighborhood Revitalization:** Vital undertaking that restores the form, aesthetics and dignity of our residential areas, reawakens and promotes our pride in our community, and empowers us to take charge of life in our neighborhoods.

Neighborhoods and Housing

Goals, Policies and Actions

NHG 1: Make our neighborhoods more vibrant

NHP1.1 Foster collaboration and collective actions among residents in neighborhoods

Short Term: 2017-2021

NHA1.1.1 Engage residents, and bring in assistance from neighboring and comparable cities to create and form neighborhood groups.

NHA1.1.2 Coordinate with residents and neighborhood groups to develop a Neighborhood Plan for at least two neighborhoods involving comprehensive planning, capital

improvements, sidewalk construction, streetscaping, land use development and code enforcement.

NHA1.1.3. The Parks and Recreation Department should engage neighborhood residents of different age groups, businesses and other supporters of community life, and lay the ground works for sports and recreation competitions between neighborhoods.

Medium Term: 2022-2027

NHA1.1.4. Assess the functioning of created neighborhood groups and take appropriate steps to ensure they remain functional.

NHA1.1.5. Develop additional Neighborhood Plans.

NHA1.1.6. Begin neighborhood sports and recreation competitions between neighborhoods, and annually review the program.

Long Term: 2028-2034

NHA1.1.7. Take steps to ensure neighborhood groups remain functional, and assess and continue neighborhood competition programs

NHA1.1.8. Update and complete neighborhood and area plans for the entire Town.

Neighborhoods and Housing

Goals, Policies and Actions

NHP1.2. Promote walkability and biking in our neighborhoods.

Short Term: 2017-2021

NHA1.2.1. Maintain the current requirement for sidewalk construction in the Zoning Ordinance

NHA1.2.2. Revise the Subdivision Regulations to incorporate traditional neighborhood development standards contrary to rural development that prevails in the county outskirts.

NHA1.2.3. Repair and widen existing sidewalks in the inner city transect to the extent practical.

Neighborhoods and Housing

Goals, Policies and Actions

NHA1.2.4. Engage neighborhood residents and robustly construct new sidewalks in the outer city transects – interlinking neighborhoods, and connecting them to walkways, parks, recreation areas, schools and business centers.

NHA1.2.5. Add new pedestrian crossings at suitable intersections and mid-street crossings in neighborhoods.

NHA1.2.6. Work with the state to improve and extend pedestrian and bicycle ways along state roads such as Tusculum Boulevard and Main St (North and West).

Medium Term: 2022-2027

NHA1.2.7. Continue NHP1.2.1 to 1.2.7.

NHA1.2.8. Identify properties that could developed for housing in the Neighborhood Business District, and encourage multi-family developments in this District.

Long Term: 2028-2034

NHA 1.2.9. Evaluate the successes made in NHS1.2.1 to 1.2.8. and take appropriate steps ensure we are creating walkable neighborhoods.

Partners in making our neighborhoods more vibrant

- ❖ Property owners and rentals
- ❖ Department of Parks and Recreation
- ❖ Etc

Neighborhoods and Housing

Goals, Policies and Actions

NHG 2: Stabilize our neighborhoods

NHP2.1 Take legal and feasible measures to improve housing decency and yard cleanliness in our neighborhoods

Short Term: 2017-2021

NHA 2.1.1 Review the substandard & dilapidated housing stock throughout Town.

NHA 2.1.2 Inform and engage property owners in the demolition or rebuilding of dilapidated housing

NHA 2.1.3 Use code enforcement and other strategies to address substandard and dilapidated housing

NHA 2.1.4 Continue to seek block grant program funding to assist income-qualified housing units rehabilitation.

NHA 2.1.5 Consider working with mortgage companies in the auctioning of foreclosed & dilapidated houses and abandoned properties, and offer incentives if the purchaser rebuilds within a year, especially in the inner city transect.

NHA 2.1.6 Identify blighted areas in neighborhoods, incorporate this in neighborhood plans, and begin working with the Greeneville Housing Authority on possible low income housing development in such areas.

NHA 2.1.7. Start a neighborhood cleanliness competition

NHA 2.1.8. Increase the Town’s annual appropriation for property demolition and clean up in the 2017-2018 Town budget.

Neighborhoods and Housing

Goals, Policies and Actions

NHA 2.1.9 Achieve at least 25% reduction of substandard & dilapidated houses in Town.

NHA 2.1.10. Permit the adaptive re-use of older housing stocks while ensuring that the re-use is compatible with the prevailing development character of the neighborhood.

Medium Term: 2022-2027

NHA 2.1.11. Continue NHA 2.1.2 to NHA 2.2.6.

NHA 2.1.12. Collaborate with the Greeneville Housing Authority to begin re-building the blighted areas in neighborhoods.



Exemplary clean yard neighborhood area

NHA 2.1.13. Continue the neighborhood cleanliness competition.

Neighborhoods and Housing

Goals, Policies and Actions

NHA 2.1.14. Evaluate the effectiveness of the Town's efforts hitherto made to reduce substandard housing, and adopt other strategies as necessary

NHA 2.1.15. Strive to achieve at least an additional 35% reduction of substandard and dilapidated housing.

Long Term: 2028 – 2034

NHA 2.1.16 Continue NHA 2.2.10 to NHA 2.2.14.

NHA 2.1.17. Consider increasing the Town's annual appropriation for property demolition and clean up

NHA 2.1.18. Increase the Town's annual appropriation for property demolition and clean up in the 2023-2024 Town budget.

NHA 2.1.19. To the extent possible, eliminate the remaining dilapidated houses still present in Town earmarked in NHA 2.1.1.

Neighborhoods and Housing

Goals, Policies and Actions

NHP 2.2. Protect existing decent housing stock and neighborhoods from deterioration

Short Term: 2017-2021

NHA 2.2.1. Target rehabilitation of structures conditions in good conditions

NHA 2.2.2. Consider acquiring, demolishing, and cleaning up foreclosed properties in targeted areas.

NHA 2.2.3. Assist moderate income renters transition to home ownership.



Neighborhoods and Housing

Goals, Policies and Actions

NHA 2.2.4. Assist low and very-low income homeowners to remain in and maintain their housing units.

NHA 2.2.5. Encourage in-fill developments

NHA 2.2.6. Enforce building and property maintenance codes early on properties that begin to deteriorate to avoid blighted conditions from developing in established neighborhoods.

NHA 2.2.6. Create a State of the Neighborhood indicator system

Medium Term: 2022-2027

NHA 2.2.7. Continue NHA 2.2.1 to NHS2.2.5.

NHS2.2.8. Develop and begin implementing a plan for the functional use of rehabilitated property following

NHS2.2.9. Focus neighborhood redevelopment efforts based on the neighborhood monitor indicator systems.

Long Term:2028-2034

NHA 2.2.10 Continue monitoring neighborhood indicators system

NHA 2.2.11 Continue implementing the plan mentioned in NHA 2.2.9.

Neighborhoods and Housing

Goals, Policies and Actions

NHP 2.3. Improve housing and neighborhood safety

Short Term: 2017-2021

NHA 2.3.1. Collaborate law and code enforcement professionals with neighborhood residents and groups to target areas of illegal activities in neighborhoods, and prevent such activities from moving into other neighborhoods.

NHA 2.3.2. Re-engage and retrain existing community neighborhood watch groups.

NHA 2.3.3. Increase the neighborhoods that participate in

community-oriented policing programs.

NHA 2.3.4. Make the “Coffee with a Cop” program an on-going ones every two months’ program.

NHA. 2.3.5. Start a High Point Drug Market Intervention program that focuses on identifying problem areas and actors, and shutting down open air drug-markets in targeted neighborhoods, parking lots, and other streets.

NHA 2.3.6. Avoid the structural overcrowding of neighborhoods especially with customary accessory structures

Medium Term: 2022-2027

NHA 2.3.7. Continue NHA 2.3.1 to NHA 2.3.5.

NHA 2.3.8. Prioritize neighborhoods targeted for comprehensive code enforcement using housing policies and safety program guides.

Long Term: 2028-2034

NHA 2.3.9. Continue targeting neighborhoods for comprehensive code enforcement

Neighborhoods and Housing

Goals, Policies and Actions

Partners in the stabilization of our neighborhoods

- ❖ Property owners and rentals
- ❖ Department of Planning, Building and Development
- ❖ Greene County Health Department
- ❖ Keep Greene Beautiful
- ❖ Etc

Neighborhoods and Housing

Goals, Policies and Actions

NHG 3: Ensure there is adequate housing in functional and harmonious neighborhoods

NHP 3.1. Enhance the availability of different housing types, densities, and sizes, at different costs to accommodate the needs, financial capabilities and preferences of current and future residents.

Short Term: 2017-2021

NHA 3.1.1 Allow a variety of housing choices in our community.

NHA 3.1.2. Allow and encourage developers to convert large lots, especially flag lots, to medium or high

density small lot areas in exchange for amenities such as quality landscaping and open space.

NHA 3.1.3. Concentrate high-density housing development in the Central Business District (CBD) fringe area, in planned unit developments, in close proximity to other high density developments, and along traffic corridors with easy access to shops, pedestrian amenities, cultural activities, schools and parks.

The availability and affordability of housing choices that meet the needs of our current and future residential population across the life span is important to provide shelter and comfortable residential life. This desire to provide shelter must not compromise the need to protect our environment and landscape. It is also necessary that there be a balance between the need for new housing stock on the one hand and the provision of public and private infrastructure and facilities such as schools, streets, utilities, recreational areas and businesses on the other hand.

Neighborhoods and Housing

Goals, Policies and Actions

NHA 3.1.4. Permit tiny houses in Agricultural land use zones and in the southern fringes of the Town limits where neighborhood characters have not been significantly established by significant many residential developments.

NHA 3.1.5. Begin a comprehensive study of housing in our community

Medium Term: 2022-2027

NHA 3.1.6. Continue NHA 3.1.1 to NHA 3.1.4.

NHA 3.1.7. Complete the comprehensive housing study for the Town and its urban growth area.

NHA 3.1.8. Work with appropriate government agencies to provide a public senior living complex in our community

Long Term: 2028-2034

NHA 3.1.9 Continue promoting the availability of housing for different income level groups in our Town.



Neighborhoods and Housing

Goals, Policies and Actions

NHP 3.2. Create a functional and harmonious environment for residential living

Short Term: 2017-2021

NHA 3.2.1. Ensure new subdivisions are connected to existing neighborhoods and there are provisions for connection to potential future housing development areas by rethinking the extensive use of cul-de-sacs and curvilinear streets, and rather adopting low-speed interconnected street designs, putting in place sidewalks, connecting to existing street stubs, and providing pedestrian trails.

NHA 3.2.2. Encourage the development of neighborhoods in close proximity to small shops and public amenities.

NHA 3.2.3. Safeguard property values by creating zoning districts that incorporate the existing character of neighborhoods while restricting incompatible land uses that do not foster the full enjoyment of residential life.

NHA 3.2.4. Coordinate residential development with the availability and adequacy of infrastructure such as streets, utilities and public amenities.

NHA 3.2.5 New subdivisions and neighborhoods should have pedestrian access to nearby subdivisions, schools, parks and recreation facilities.

Medium Term: 2022-2027

NHA 3.2.6. Continue NHA 3.2.1 to NHA 3.2.5.

NHA 3.1.7. Use land use control measures to ensure that the type of residential land use at a location is compatible with the natural landscape, and the design of buildings follow the unique

Neighborhoods and Housing

Goals, Policies and Actions

conditions of slopes so as to protect the form of natural features and reduce drainage impact.

NHA 3.1.8. Provide transitional land uses or linear greenbelts or other design elements between residential neighborhoods and commercial areas in order to enhance the compatibility of land uses.

Long Term: 2028-2034

NHA 3.1.9. Continue NHA 3.1.1 to NHA 3.1.8

NHA 3.1.10 Continue promoting neighborhood designs that fit the natural terrain, preserve and/or replant trees and provide open spaces.

Future Land Use Designations

Our community land is one of our greatest assets on which our livelihood depends. The types, mixes, densities, and spatial location of land uses affect property values, the cost of living, and our general quality of life – including but not limited to order, comfort, convenience, safety and health.

LUG 1: Create Zoning Districts that focus on conservation and resource management, preservation of farmlands, compatibility of land uses, and enhancement of order, safety, convenience and the flow of goods, services and activities among different land uses

LUP 1.1 : Abandon pyramidal zoning

LUP 1.2. Adopt more flexible zoning with a mixed use middle that creates mature and dynamic standard areas.

LUP 1.3. The location of different land uses should consider the importance of preventing urban sprawl, the fact that the urban growth area is less dense and contains significant amount of undeveloped land, while the Town's corporate limits needs higher density to reduce the cost of providing services.

Future Land Use Designation

Goals, Policies and Actions

Agriculture

Agriculture Preservation (AP)

Significant quantity of land in the urban growth area is good for medium and large scale farming, because some are undeveloped areas of prime farmland while others have unique soils. The agricultural preservation areas recognize the importance of individual farms for food security and economic prosperity.

Both the types and intensity of development in these areas should primarily support the needs of the



Future Land Use Designation

Goals, Policies and Actions

Agriculture

Agriculture Preservation (AP)

farming industry, and secondarily permit very low density residential developments.

Development Standards:

- ❑ Density: One (1) dwelling unit per five acres to one dwelling units per twenty gross acres.
- ❑ Flexible site planning guidelines, minimum lot sizes and clustered designs that retain significant amount of open spaces should apply to these areas



Future Land Use Designation

Goals, Policies and Actions

Agriculture

Rural Agricultural Residential (RAR)

There are also significant amounts of lands in the urban growth area that have already been subdivided into lots smaller than five acres and are being used for both agriculture (especially animals farming) and residential developments. The subdivisions in these areas are often separated from other subdivisions by undeveloped lands, and therefore appear as settlement areas.



Future Land Use Designation

Goals, Policies and Actions

Agriculture

Rural Agricultural Residential (RAR)

Development Standards:

- ❑ The densities range from one (1) to two (2) dwelling units per gross acre. Residential developments

within this density range, agriculture – whether animal or crop farming – and other uses necessary for sustainable agriculture should be permitted as use-by-right in these areas.

- ❑ Developers of subdivisions in these areas should be incentivized to retain acreage suitable for agriculture, provide open space, and protect specimen trees and other natural features that give these subdivisions their “country” look.
- ❑ Residential developments are encouraged between the settlement areas to reduce sprawl.



Future Land Use Designation

Goals, Policies and Actions

Residential

Low Density Residential (LDR)

This land use designation permits single-family detached dwellings on individual lots. The LDR is first and foremost a residential category but may allow restricted commercial uses limited to customary home occupations and day care facilities under restricted conditions that ensure the maintenance of the essentially residential character of the area.



Future Land Use Designation

Goals, Policies and Actions

Residential

Low Density Residential (LDR)

Development Standard

- ❑ Density: One (1) to three (3) dwelling units per gross acre.
- ❑ Lot size: Typically from 7,000 square foot to 15,000sq ft.
- ❑ Setbacks: High setbacks and lower lot coverage. However, cluster subdivisions that feature townhomes, zero lot line developments and detached dwellings on smaller lots may be

allowed if the overall density of 1 to 3 units per acre is not exceeded.

- ❑ Any very low impact commercial-like type development, whether proposed as adaptive re-use of existing buildings for neighborhood revitalization or as a group home, etc., shall be compatible with the residential character of the surrounding area, be sized to serve only the residents of the neighborhood and not generate traffic.



Future Land Use Designation

Goals, Policies and Actions

Residential

Medium Density Residential (MDR)

This designation allows single-family detached residential development and duplexes as uses by right.

Customary home occupations, daycare facilities and public uses may be permitted while ensuring that the essential residential character of the zone is respected.



Development Standards

- ❑ One (1) to six (6) dwelling units per gross acre.
- ❑ The standards of development should provide for privacy through building separation, usable yards, and limited shading by structures of adjacent lots.
- ❑ The MDR zone shall be served by adequate infrastructure including water and sewer service.
- ❑ Commercial uses should be compatible with the neighborhood by not generating traffic, and being scaled appropriately to serve only the immediate neighborhood.

Future Land Use Designation

Goals, Policies and Actions

Residential

Medium-High Density Residential (MHDR)



This Medium-High Density designation allows patio home development, and accommodates older parts of the Town that are characterized by a mix of single-family homes and small multi-unit buildings such as townhouses, apartments, and condominiums. This zone preserves existing multi-family housing and allows for additional high quality housing opportunities. Other compatible uses, such as schools, child care centers, parks, and religious facilities, may also locate in areas with this designation.



Development Standards

- ❑ Density: Three (3) to ten (10) dwelling units per acre.
- ❑ While a mix of housing types is present, these areas retain the basic character of single-family neighborhoods, such as front and rear yards, driveways, on-site recreation areas, open space, and garages.

Future Land Use Designation

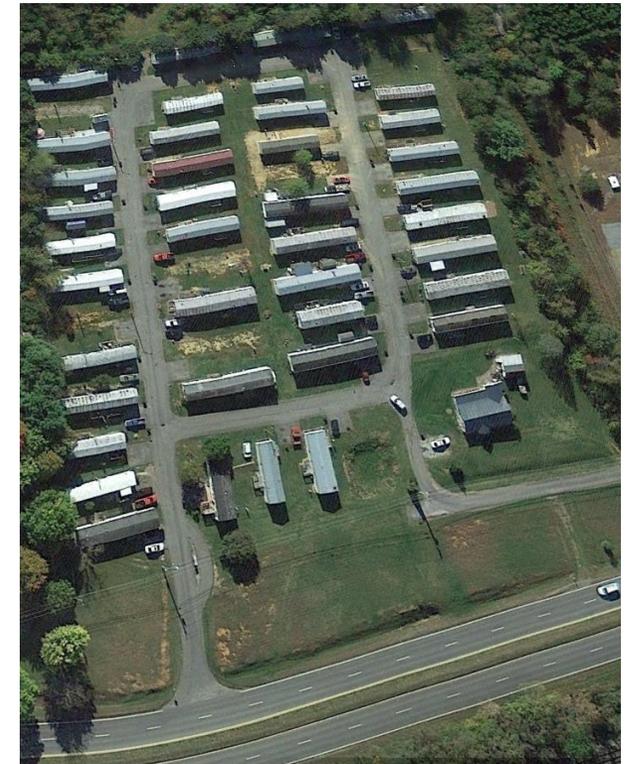
Goals, Policies and Actions

Residential

Medium-High Density Residential (MHDR)

Mobile home parks shall be categorized as MHDR with the following special applicable standards:

- ❑ The parks should be located away from view from the gateways and from major traffic corridors of the Town,
- ❑ Minimum lot size: 5acrs
- ❑ Density: Minimum of two (2) and a maximum of seven (7) dwelling units per gross acre.
- ❑ Maximum units in park: 15
- ❑ All streets within the park and perimeter public streets should be paved.
- ❑ Common open space facilities such as bar-be-cue/picnic area, swimming pools, game courts, dog parks, gardens, clubhouse, etc should be required on site.
- ❑ A clearly defined paved pedestrian pathway within the development and extending to the adjoining public street should also be provided.
- ❑ Perimeter, interior, and individual project landscaping should likewise be provided.



Future Land Use Designation

Goals, Policies and Actions

Residential

High Density Residential (HDR)

This land use designation permits duplexes, multi-family developments such as townhouses, condominiums, and clustered housing apartments. Public and semi-public uses such as schools and churches may be permitted. This zone preserves existing



development that meets the density requirement and allows additional high quality multi-family housing. It provides for typical urban residential living. High density residential areas shall be along road systems capable of handling the traffic that they generate.

Development Standard:

- ❑ Density: 5 to 20 dwelling units per acre on lots of
- ❑ Common open space facilities such as bar-be-cue/picnic area, swimming pools, game courts, dog parks, gardens, clubhouse, etc should be required on site.



- ❑ Density bonuses shall be provided for on-site recreational facilities. Perimeter, interior, and individual project landscaping should likewise be provided.

Future Land Use Designation

Goals, Policies and Actions

Commercial

Neighborhood Commercial (NC)

The commercial neighborhood area is a low-intensity commercial uses district that is intended to serve the immediate surrounding neighborhood.

Permitted uses shall be limited to convenience stores, beauty and body care small businesses, laundromats, offices and professional services wherein services are totally restricted to the interior of buildings, and cultural, institutional and public services.

Multi-family units of five (5) to twelve (12) dwelling units per gross acre

are also permitted in this area as mixed uses with commercial developments

on the lower floors or in a planned mixed-use development.



Future Land Use Designation

Goals, Policies and Actions Commercial

Community Commercial (NC)

The community commercial area is designated for commercial and office uses directed at serving the surrounding community with a larger market area than the Neighborhood Commercial, but of a sub-regional

nature. The land use should be located along minor arterials and collector streets, Tusculum Boulevard, sections of Erwin Highway, and sections of Main St. Permitted uses include all uses permitted in the NC areas without

restriction of professional services indoor, eating establishments, medium scale shops and shopping centers, professional services, and recreation and entertainment establishments.

Multi-family units, up to fifteen (15) units per gross acre and hotels also permitted in this area within mixed uses with commercial developments on the lower floors or in a planned mixed-use development having residential, recreational and commercial uses in the same development.



Future Land Use Designation

Goals, Policies and Actions

Commercial

Regional Commercial Intensive (RCI)

This designation allows for medium and large scale commercial developments along the principal arterials, namely US 11-E (Andrew Johnson Highway), US-321 (Asheville Hwy) and Highway 70 Bypass. A mixed use development may be permitted in this designation provided it is a planned residential and business development in which at least 60% of the floor area is devoted to commercial uses.

Multifamily developments and a maximum of forty (40) hotel rooms per



acre are also permitted as uses-by-right in this designation. Single and double family housing units shall not be

permitted in this zone. Developments that are totally residential are not permitted in this designation.

Future Land Use Designation

Goals, Policies and Actions

Commercial

Regional Commercial Intensive (RCI)

Other permitted uses-by-right shall include retail, eating establishments, visitors lodging, offices and professional services, cultural and entertainment, commercial parks (mixture of retail, office, business and/or, light industrial buildings), and industrial parks.

Development standards in this land use should limit the number of driveways, discourage strip commercial development, encourage access connections between developments and shared access to the

highways, promote aesthetics, and significantly brake the expanse of paved surfaces with landscaping.

Future Land Use Designation

Goals, Policies and Actions

Institutional

Public and Semi-Public (PSP)

This designation is allocated to institutional uses such as schools, hospitals and clinics, governmental offices and facilities, museums, parks, and related uses. Single family houses and duplexes are discouraged in this designation; multi-family developments aimed at students and employees of the nearby institutions are, however, desired. The allowed density for the multi-family developments shall be a maximum of eighteen (18) dwelling units per acre.



Future Land Use Designation

Goals, Policies and Actions

Industrial

Light Industrial (LI)

The Light Industrial designation shall apply to industrial restrictive uses which do not produce odors, smoke, noise, particulate matter or other nuisances. Examples of permitted uses should include carpenter's shops, towers, welding shops, equipment repair and storage, wholesale, warehouse, storage, research and development, printing and engraving, research, development laboratories, truck terminals, vehicle rental and sales, and limited manufacturing activities that can be contained within wholly enclosed structures.

The sale of goods produced on-site may be allowed with certain restrictions. Conditional uses should include such uses as solar farms and substance abuse treatment facilities.

New residential developments should not be permitted in this area, and buffers from residential uses should be required for redevelopment of existing light industrial uses or new uses.



Future Land Use Designation

Goals, Policies and Actions

Industrial

Heavy Industrial (HI)



The heavy industrial designation accommodates manufacturing as in industrial parks and other locations permitted to manufacture and store material outdoor. It is also intended to permit wholesale, automobile repair, and uses that may have a high impact on sensory comfort in the immediate surrounding. Residential developments shall not be permitted in this area. This designation shall be along major arterials and major collectors only.

It should generally permit the manufacture, compounding, processing, packaging, assembly and treatment of finished or semi-finished

products from previously prepared material or materials. The sale of goods produced on-site may be allowed with certain restrictions.

New residential developments should not be permitted in this area, and buffers from residential uses should be required.



Future Land Use Designation

Goals, Policies and Actions

Mixed Use

Downtown Mixed Use (DMX)

The purpose of this designation is to provide for the redevelopment, revitalization and retrofit of existing developed areas in the Town center into compact, sustainable, efficient and self-contained forms of development.

The Downtown should be redeveloped according to a Greeneville Downtown Master Plan that retains and encourages form based code standards in a highly pedestrian friendly place, and plans the growth of corridors in a way that preserves the historic architecture in some areas of the Town's core, and provides services

within close proximity to where people live, work, school, eat, recreate, relax, and strengthen our sense of community and place.

Downtown Greeneville should be

attractive, well defined, and economically vibrant. Permitted uses should include public institutions, groceries, drug stores, beer serving and sales establishments, bakeries, amusements, recreation and theaters,



Future Land Use Designation

Goals, Policies and Actions

Mixed Use

Downtown Mixed Use (DMX)



hotels, book stores, printing and publishing facilities, micro-breweries and distilleries, financial institutions, post office, medical offices and pharmacies, pubs and restaurants without drive-thru, residential dwellings on the upper floors of buildings, stores and shops conducting retail trade, and personal and professional services.

Municipal, county, state and federal uses, community houses, churches, schools and libraries should be uses-by-right.

Outdoor dining should be permitted for restaurants under conditions that preserve the safety of streets.

Future Land Use Designation

Goals, Policies and Actions

Overlay Zone

Airport Overlay (AO)

This is the designation of the Greeneville-Greene County Municipal Airport as a unique community resource requiring specific standards that promote safety, ease of transportation, convenience and aesthetics in and within 0.5 miles of the airport.

The airport shall develop as a Planned Unit Development following an Airport Master Plan (to be updated) that meets Federal Aviation Agency regulations and standards.

High buildings, and trees within the flight path and clear zones, dumps and uses which attract birds and create “bird strike hazards” – irrespective of the designation of Greeneville as a *Bird Sanctuary* – all these that negatively affect the airport environment should

be prohibited. Land uses that create electrical interference, can confuse light patterns for pilots, and produce particulate matter and smoke that can reduce visibility should likewise be prohibited in this overlay zone.



Future Land Use Designation

Goals, Policies and Actions

Overlay Zone

Airport Overlay (AO)

The airport itself creates noise and unsafe areas to vehicles and pedestrians. Consequently, residential developments are discouraged in the immediate airport environs.

Although flight accidents are rare, their consequences are high. Within the flight approach areas, therefore, only low density, intensity and occupancy uses are preferred such as gardening, parks, parking lots, corporation yards, and warehouses.

Uses that benefit the airport and do not

present safety hazard to flight and airport operations shall be encouraged. In this regard, the Town shall encourage the location of new aircraft hangars or parking areas and the expansion of existing ones. The Town shall collaborate with the Airport Authority and the Greene County governing body to promote the location of additional airline offices at the airport.

Aviation-related commercial/assembly uses may also be permitted along Airport Road from Whitehouse Rd to Kingsport Hwy.

Greeneville shall explore the

possibility of a combination of T-Hangars and fixed based operators in the area of the airport currently zoned "A-1" for agriculture.

Future Land Use Designation

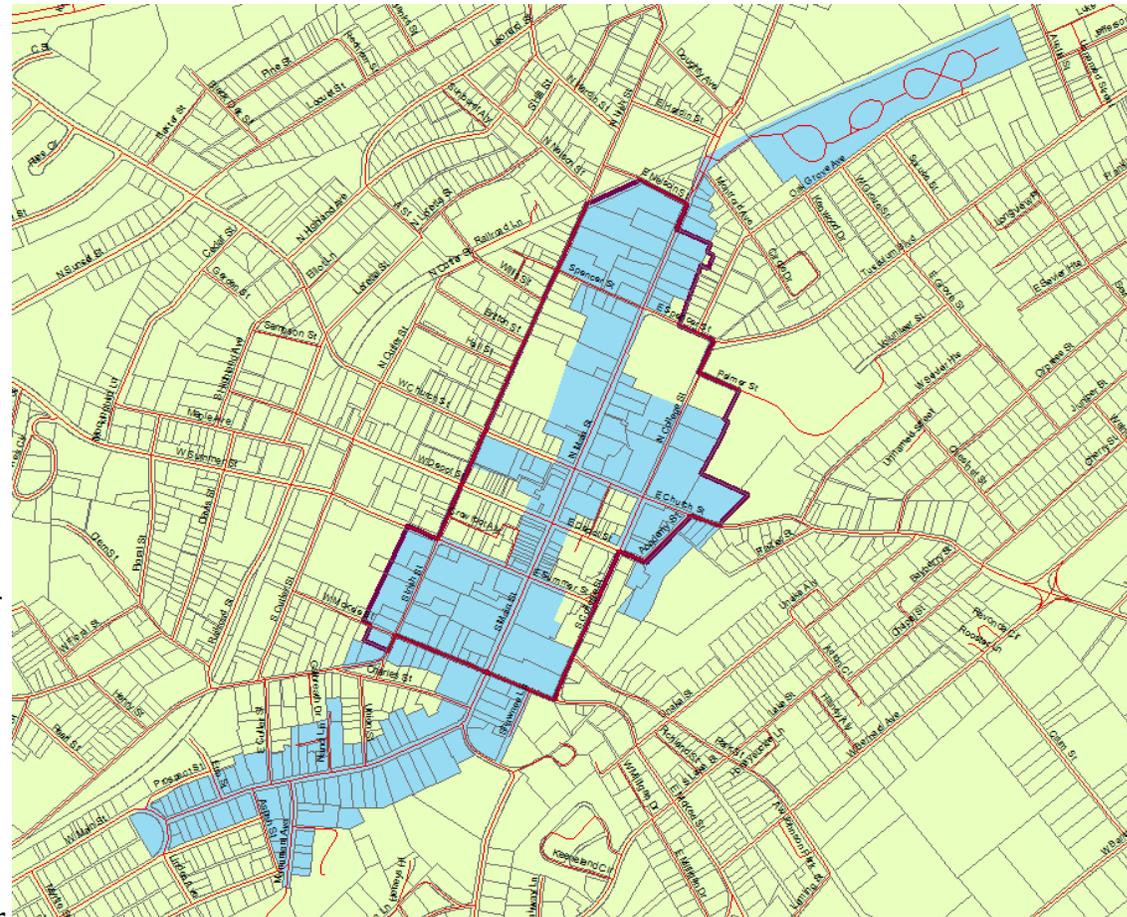
Goals, Policies and Actions

Overlay Zone

Historic Overlay (HO)

The Historic Overlay focuses on standards fostering the preservation of the character of an area with significant and unique architecture, and valuable to the collective memory of our Town. Greeneville is fortunate in having an inventory of historic structures with multiple uses – residential, commercial, and institutional public and semi-public.

As the headquarter of the lost State of Franklin, the Town is privileged with buildings constructed during periods which were significant in the history of



Legend/Notes

■ Current Historic District properties : to be maintained as the Historic Overlay Zone

— Area of properties in the National Historic Register: to be maintained. Other properties in this area not currently classified as “historic” may be included in the Historic Overlay if they meet the inclusion criteria and their inclusion is consistent with other goals, policies and actions specified in this Comprehensive Plan.

Future Land Use Designation

Goals, Policies and Actions

Overlay Zone

Historic Overlay (HO)

the United States, the southeast of the country, and the community. Greeneville is also privileged as the home of President Andrew Johnson who is buried in the National Cemetery within the Town. Many of the structures are also in the National Historic Registry and deserve to be preserved as our highly significant historical, social, religious and political deposit.



The Historic Overlay should be applied to an area of structures that:

- ◇ Has a unique character or value as part of the development and heritage of Greeneville, Tennessee or the nation;
- ◇ Recalls a significant historic event
- ◇ Embodies elements of unique architectural innovation, design, detail, materials and craftsmanship
- ◇ Is associated with persons or persons who significantly contributed to the culture and political identity and history of our Town
- ◇ Is the work of a master architect or builder, and thus recall the unique mental ability and skills of someone of notable influence in the

Future Land Use Designation

Goals, Policies and Actions

Overlay Zone

Historic Overlay (HO)



development of Greeneville, Greene County, Tennessee, the national or international spheres.

- ◇ Its unique location or physical characteristics represent an established familiar visual feature, portray significant historical events that have shaped our community, or is an object of high archeological value.

Future Land Use Designation

Goals, Policies and Actions

Overlay Zone

Gateway Overlay (GO)

The Gateway Overlay Zone is intended to ensure that gateways into the Town are inviting and aesthetically pleasing, properties adjacent to or abutting the gateways are well designed in terms of building architecture, site layout, screening, and landscaping, and only appropriate land uses that create a good memory of the Town are permitted.

The Gateway Overlay applies to properties at, near and along major points of entry into and through the Town. The GO shall apply along Andrew Johnson Highway, Tusculum



Boulevard, Asheville Highway and sections of Main St that are outside the Historic District Overlay.

Development regulations specific to the Gateway Overlay should be established in the Zoning Ordinance to:

- ✦ Ensure pleasant architecture, site design, screening and landscaping;
- ✦ Discourage uses such as junk yards and others that are generally not aesthetically pleasing to behold;
- ✦ Encourage and foster underground utility lines installation

Utilities

The utilities discussed in this Comprehensive Plan include water, sewer, electricity, natural gas, and telecommunications. Drainage is planned for under the theme, “Sustain”

The Tennessee Planning Enabling Act provides that among other purposes, the Comprehensive Plan is intended to foster the efficient provision of water, drainage and sanitary facilities, and identify and plan the provision of utilities in areas necessary for development to occur (T.C.A. 13-3-302). In order to achieve these purposes, State Law grants to municipalities broad powers in the control of utilities within their limits and the authority to extend water



Utilities

plants and water distribution systems and sewage collection and treatment systems outside the municipal limits, and to affix charges for these utilities so that the services so rendered shall be self-supporting (T.C.A. 7-51-401). Municipalities, however, do not have the exclusive authority to provide utilities to their citizens; utility districts are empowered to conduct, operate and maintain utilities systems to the full extent under the Law (T.C.A. 7-82-302).

Therefore, it is important that this *Greeneville Forward* Comprehensive Plan include the general location and extent of utilities and terminals for water, light and power, wastewater utilities, and communication, and identify priority areas for the extension of different utilities. The availability,

quality, affordability and management of different utilities impact our quality of life and determine the development of our community.

Town utilities are overseen by different entities. The Greeneville Water Commission, a public body of the Town regulates, maintains and provides water and sewer. Sanitary drainage and solid waste management are the responsibilities of the Town's Department of Public Works. The Greeneville Light and Power Board is in charge of light and power. Natural gas is provided by the private entity, ATMOS Energy, and telecommunication are regulated and provided by multiple private investors such as Comcast, Verizon, and AT&T. Although not managed directly by the

Utilities

Greeneville municipal government, natural gas and telecommunications are subject to both state and federal regulations.

Within the next twenty years, all utilities will need to address historic conditions of their operation systems, adapt to the needs of the community and adopt more efficient technologies. The electrical system will have to adapt to emerging technologies and maintain a distribution system that is reliable and meets the capacity needs of residential, commercial and industrial developments. Considering that Greeneville cannot be isolated from the state, federal and global context in which it exists, the water, sewage and sanitary drainage systems should respond to new regulatory

mandates which are constantly changing to meet contemporary sustainability, health and safety challenges. The agency charged with wastewater disposal needs to update old systems that produce sewer overflows, and the Town will need to attract consumers to be connected to utility lines that are currently underutilized.

Principles and Concepts

- ❑ **Service:** Utility infrastructure and systems support the Town's provision of equitable, accessible and transparent services
- ❑ **Wellness:** Utility agencies and infrastructure support our quality of life through delivery of safe and efficient electricity, gas, telecommunication, water, and garbage and sewage collection and disposal.
- ❑ **Character:** All utilities, both public and private, positively contribute to the quality, functionality, and aesthetics of our Town.
- ❑ **Economy:** Utilities are available to businesses in a manner that encourages business investments

Utilities

within our Town and to residences at affordable rates.

- ❑ **Collaboration:** Public and private utility agencies and departments work together among themselves and with the Town's government for the common good by ensuring utilities are available and accessible.
- ❑ **Systemic Balance:** The installation and maintenance of utilities infrastructures are balanced with the excellent provision, efficiency and maintenance of other systems such as transportation.
- ❑ **Environment:** The location, installation and maintenance of

utilities infrastructure protect, preserve and respect water and air quality, wildlife habitat and environmentally sensitive features.

- ❑ **Networking:** Maximum use of telecommunication systems to reach our community in a way that brings people together for community events, activities, civic participation and socialization.
- ❑ **Sustainable:** The designing, construction and maintenance of utilities favor long term over short term investment benefits.

Utilities

Water

State of our Water Utility

The Town of Greeneville obtains its water from the Nolichucky River watershed, and the water is delivered through 24inch supply line to the Town. Water is distributed by the Town through 430 miles of mains (2, 6, and 10 inch) and transmission lines (12 to 30 inch) constructed, operated and maintained by the Greeneville Water Commission. The Town's distribution system also includes a reservoir at the Water Treatment Plant on Buckingham Rd that has a storage capacity of 32million gallons of water, 1 pump stations and 1 pressure reducing valve stations. The water plant has an intake capacity of 16million gallons of water a day. There are seven water storage tanks throughout Town that can store up to 10million gallons total.



Withdrawal permit and drought has no effect on intake volume.

The Town currently provides water to consumers within the corporate limits of Greeneville and in the Town's urban growth area, to some residences in the City of Tusculum and its urban

growth area, and to most of Greene County. The current average consumption rate is 8million gallons/day, and this usually increases to 9million gallons/day in summer. The average consumption per meter is \$24.00 a month. The water quality sanitary survey score has been consistently high, with the last score in August 2015 being 98%.

Sixty five percent of the total water



Utilities

intake is sold to utility districts, namely Glenn Hills Utility, Chuckey Utility, Cross Anchor Utility, Old Knox Utility and the Town of Mosheim.

Minimizing supply interruptions is a priority to the Water Commission. To achieve this, the Water Commission maintains a Drought Management Plan, variable speed pumps and contracts under which it sells water to other utility districts. Despite the 32million gallons reservoir capacity of the Water Plant, the Commission also maintains a Water Source Protection Plan that is updated annually.

As part of capital improvement efforts, the Water Commission has received a \$1.2million rural water intake grant for a \$5.7million project that involves improving the water intake, replacing fifty years old pumps, putting in new screens and motor, establishing variable frequency and providing more efficiency for raw water. The Town has also received a \$450,000 Community Development Block Grant

to construct a new wash water tank for water treatment. With the awarded fast track grant of \$250,000, the Town upgraded wells and repaired the levee at the river.

Water is also provided in some areas of the Town, notably the Hardin Industrial Park, to developments on Hal Henard Rd, etc by the Old Knox Utility District. This water service provider also provides water to many residents in the urban growth area.

Utilities

Goals, Policies and Actions Applicable to All Utilities

Service Delivery

UG1: Provide safe, reliable and affordable utilities to residents of Greeneville and its urban growth area

UP1.1. Provide utilities in Greeneville and the planning region consistent with environmental sustainability, economic growth, and the fostering of public health.

UA1.1.1. Put in place equitable utility incentives to make utility services available and affordable, and ensure the recovery of the incentive cost within specified timeframe.

UA1.1.2. Apply consistent and equitable standards for the provision of utilities, ensuring that new private developments provide adequate utility investments to offset the impact of construction projects, operational cost and facility maintenance on the Town.

UA1.1.3. Embrace technological changes necessary to provide more efficient utilities and encourage alternative utility generation sources that are more cost-effective, affordable and sustainable in the long term.

UA1.1.4. Adopt cost-benefit analysis when making decisions that involve the extension and operation of utilities, and budget for those utilities in the decision-making process.

U1.1.5. Encourage high density and mixed-use development to reduce the cost of utilities service provision and maximize returns on consumption.

U1.1.6 The City shall annually review its state of Wastewater Facilities, Water Supply and Distribution Facilities, Solid Waste Facilities, and the Stormwater Drainage Facilities, as part of the budgeting process, to determine needs, which and as a minimum shall:

- Outline needed improvements for replacement, expansion, or increase in capacity to meet existing facility deficiencies and provide future facility needs;
- Review and indicate funding sources;
- Provide a schedule of improvements and show funding

Utilities

Goals, Policies and Actions Applicable to All Utilities

sources;

- Provide for maintenance and monitoring.

UA1.1.7. Develop and update every five years functional utility plans that take care of forecast system capacity and needs throughout the 20years of this plan.

Location and Design of Utility Facilities

UG2: Cost effective, environmentally sensitive and aesthetically pleasant location and construction of utility service.

UP2.1. Construct utility facilities that are efficient and cost effective to the Town and the environment

UA2.1.1 Promote safe co-location of utilities facilities to minimize disruption and environmental impact

UA2.1.2. Create open space when siting and designing utility facilities to allow for safe and secure operation of utilities infrastructure.

UA 2.1.3. Approve and permit the construction of utilities facilities in a fair and timely manner in accord with development regulations and best practice standards.

UP2.2. Locate utility facilities with minimal disturbance of land, promotion of community aesthetics and environmental sustainability.

UA2.2.1 Place utility facilities along public rights-of-way and encourage underground distribution lines consistent with the character of gateways, vistas and area characters.

UA2.2.3 Continue to provide professional staff review and

Utilities

Goals, Policies and Actions Applicable to All Utilities

guidance in the siting of utilities and protection of utility facilities from adverse human and natural interventions.

UA2.2.4 Use design and construction standards that are safe and environmentally sound

UA2.2.1. Minimize the visual impact of utility facilities and public inconvenience associated with road and right-of-way trenching activities.



UP2.3. Work with Town and private utility agencies to provide utility services and coordinate construction in right-of-ways

UA2.3.1. Coordinate and collaborate early among departments and utility providers on transportation and utility projects in the right-of-way to avoid space conflicts, encourage

joint opportunities, control storm water and minimize future utility installation impacts on right-of-ways.

UA2.3.2. Coordinate provision of utility services with planned development in a one-stop-shop process.

UA2.3.3. Enhance efficiency by coordinating the provision and maintenance of utilities infrastructure with both local, regional, state and federal goals, especially before paving roads.

UA2.3.4. Focus on mutual benefits and improve communication and collaboration between the Town government, departments and

Utilities

Goals, Policies and Actions Applicable to All Utilities

utility agencies in the provision of utilities.

UA2.3.5. Establish a quota-based policy with the Greeneville Water Commission on the annual use of tax revenue to support the extension of sewer in Town.

UA2.3.6. Ensure in the approval of development plans that utilities are provided consistent with applicable rules, regulations and best practice standards approved by the different utility departments and agencies involved.

UA2.3.7. Coordinate emergency preparedness and response with local and regional utility partners.

UA2.3.8. Share, update and maintain Geographic Information System utility data among utility providers and the Town to ensure consistent and up-to-date information on facility locations and capacities.

UA2.3.9. The Town should ensure that regulations associated with utility service provision do not impair the fulfilment of public service obligations by utility providers under applicable state and federal laws.

Management of Utility Resources

UG3: Consider the cost and benefits of utilities installations in planned growth and development

UP3.1. Take a proactive approach to the provision of utilities in Town and its urban growth area

UA3.1.1. Improvements and extension of utility facilities should be consistent with planned growth, foreseeable development and population projections.

UA3.1.2. Ensure that development regulations and projects approval foster the timely provision of utility

Utilities

Goals, Policies and Actions Applicable to All Utilities

improvements.

UA3.1.3. Maintain and implement a utility capital improvement plan that is consistent with residential and business development and population projections on a regular basis.

UA3.1.4. Use cost-effective demand management in view of promoting the development of renewable energy projects, waste reduction and recycling, and cost saving technologies in the provision, use and disposal of utilities resources.

UA3.1.5. Put in place mechanisms to ensure that future phases of planned developments in the Town and subdivisions in the urban growth area will have adequate utilities.

Utilities

Goals, Policies and Actions Applicable to All Utilities

Public Utilities in the Urban Growth Area

The urban growth area extending over five miles in different directions from the Town's current corporate limits was adopted in 2002 after some of the regulations controlling the extension of the Town's public utilities had been adopted. Some provisions of these regulations, for example a moratorium on extension of sewer outside of the Town's corporate limits did not consider the Town's responsibility in the planning of the urban

growth area that is potentially annexable into the Town. Restrictions on the extension of public utilities in this area have the effect of creating a high cost of utility extension to the Town when property in the area is eventually annexed.

However, with the current statewide ban on annexation by ordinance and permission of annexation only at the request of the property owner, municipalities use their utility services to entice property owners in the urban growth area to request annexation into the cities, and to promote the growth of residential and commercial development within the municipality.

This phenomenon still fails to overcome the dilemma of utility extension to properties in the urban growth area that are non-continuous to the current municipal corporate limits, because Tennessee law still limits annexation to property contiguous with the municipal limits.

A policy balance, therefore, is necessary to attain the objectives of planning public utilities extension to all properties in the urban growth area, minimizing the future cost of utility extension to the public when property in the area is annexed into the Town, and attracting property owners in the area to seek annexation into the Town.

Utilities

Goals, Policies and Actions Applicable to All Utilities

UG4 Planning and extension of public utilities in the urban growth area to promote orderly development, minimization of the future cost of utility extension to tax payers, and incentivization for the population growth and economic development of the Town

UP4.1. Leverage the Town’s sewer collection and disposal system, and water supply services to attract people to live in and developers to carry out development within the Town of Greeneville.

UA4.1.1 The Town shall not extend water and sewer utilities without an adopted program for annexation and preliminary capital facilities plan.

UA4.1.2 The preliminary capital facilities plan mentioned above shall specify aspects that may be altered and those that shall be binding in the final annexation utilities plan

UA4.1.3 Exception to the above may be made by the Board of Mayor and Aldermen where human health is

threatened as determined by the Greene County Health Department.

UA4.1.4 Unless specifically provided for by state statutes, the Town will not extend urban levels of water and sewer services to serve urban uses

UA4.1.5. The availability of pipeline capacity required to meet local needs and/or supply shall not be used solely to justify the extension of the Town’s water and sewer utility services to any development in the urban growth area.

Utilities

Goals, Policies and Actions Applicable to All Utilities

UP4.2 Minimize the future cost to the Town of public utility extension in the current urban growth area

UA4.2.1 When water and sewer are extended, the extension shall be consistent with the service area boundaries and other provisions as the Greeneville Water Commission may recommend to the BMA.

UA4.2.2 Continue to provide public utilities to the properties in the urban growth area that are currently connected to such utilities.

UA4.2.3 Permit the extension of water and sewer to single and

double family residential developments in the urban growth area with the full cost borne by the developer, except in cases of annexation where the plan of service involves the Town providing services to a property.

UA4.2.4 Extend water and wastewater utility service to unserved areas of the utility service area, including extensions into potential annexation areas, if the city's costs are reimbursed and if service will be extended only upon annexation to the city.

UA4.2.5 Coordinate with the Greene County Planning and Building Departments and utility agencies to

promote the construction of utilities that meet the Town of Greeneville standards in the potential annexation urban growth area.

UA4.2.6. Subdivisions development in the urban growth area shall include fire flow requirements and supply.

Utilities

Goals, Policies and Actions Applicable to Water

UG5 Provide drinking water that meets the needs of our community

UP5.1. Ensure the public drinking water is reliable, cost-effective, safe, secure and of high quality

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UG6 Promote the conservation and the efficient use of the public water supply

UP6.1. Discourage the waste of water

UA6.1.1. Continue to maintain and annually update the Water Source Protection Plan.

UA6.1.2. The Town shall maintain an effective working relationship with all utility providers in order to ensure that utilities are provided to citizens to the fullest extent possible.

UA6.1.3. The Town shall coordinate planning, programs, maintenance and new construction projects for Town utilities with those of other

private and public utility agencies and Town departments to reduce costs, significantly minimize construction and operational impacts, and improve results.

UA6.1.4. The Town shall encourage the sustainable use of utility resources and the availability of alternative energy sources.

UA6.1.5. The Town shall ensure that land is available for the location and extension of utility services, including within transportation corridors.

UA6.1.6. The Town shall cooperate with other municipal corporations, federal and state agencies, and public and private utilities shall to

Utilities

Goals, Policies and Actions Applicable to Water

protect water resources and in drawing upon said water to support growth.

UG6 Promote the conservation and the efficient use of the public water supply

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and annually update the Water Source Protection Plan.

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Utilities

Goals, Policies and Actions Applicable to Sewer

UG7 Make sanitary sewer available to all the citizens of Greeneville

UP7.1. All property in the corporate limits of Greeneville should be served by sewer lines.

UA7.1.1. Maintain the outlaw of subsurface septic systems within the Town's corporate limits.

UA7.1.2. Reduce the minimum lot size requirements in the Town considering that subsurface septic systems and duplication areas are not needed.

UA7.1.3. Whenever sewer is available in the public right of way adjoining a property in the corporate limits, require any new residential, commercial, industrial or institutional development of the property to be connected to the sewer system.

UA7.1.3. Whenever an existing subsurface septic system for any development in the corporate limit fails or poses health and environmental problems, require the property owner to connect to the public sewer system if such system exists to or within the public right-of-way of the property.

UA7.1.4. All new developments within the Town shall be connected



to the public sewer system.

US7.1.5. Any septic system serving a site being redeveloped within the

Utilities

Goals, Policies and Actions Applicable to Sewer

corporate limits should be decommissioned according to state regulations, and the development must be connected to the sewer system.

UP7.2. Maintain a level of service treating no less than the average daily sewage flow while significantly reducing infiltration/inflow problems.

UA7.2.1. Identify all essential upgrades that need to be made to the sewer system Town wide.

UA7.2.2. Work with the Greeneville Water Commission to prepare a plan for the extension of sewer into areas without this utility service in the Greeneville corporate limits.

UA7.2.3. Begin any necessary capacity improvements to collect and dispose 102% of the average daily sewage system demand for the preceding five years.

UA7.2.4. Meet all federal and state standards for wastewater treatment plant effluent discharge.

UA7.2.5. Prevent sprawl by encouraging the concentration of land developments in areas of existing facilities.

UA7.2.6. Target capital improvements to achieve at most half the current frequency of sewer line fractures.

UA7.2.7. Maintain the sewer plant to treat no less than the average daily sewage flow.

UA7.2.8. Maintain a reliable sewage disposal system that is environmentally friendly and ensures public health and safety.

Utilities

Goals, Policies and Actions Applicable to Sewer

US7.2.9. Target improvements to achieve less than a quarter of the current frequency of sewer line fractures.

UP7.3. Leverage the provision of sewer for the geographical growth and economic development of the Town.

UA7.3.1. Develop sanitary sewer extension policies to ensure that land adjoining the corporate limits is annexed into the Town of Greeneville.

UA7.3.2. Permit the extension of sewer to proposed major

residential subdivisions in the urban growth area with a n agreement with the developer that the property will eventually be annexed into the Town of Greeneville when State law permits and the Town of Greeneville desires.

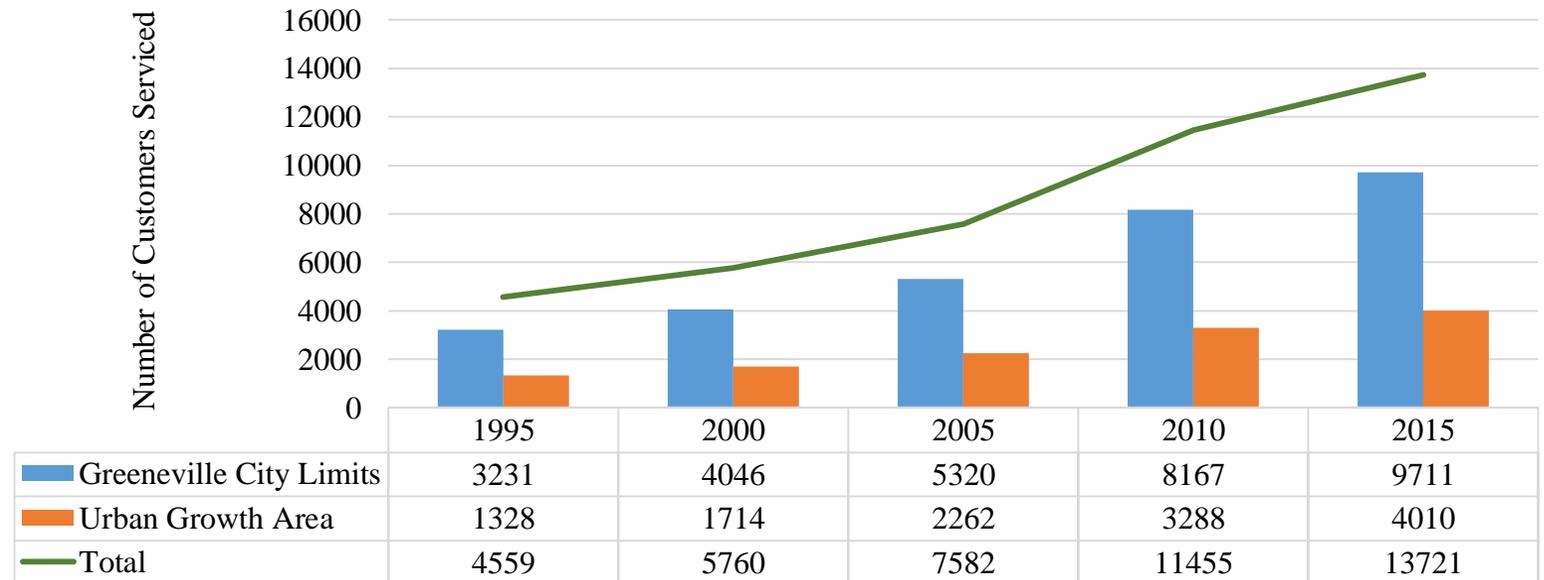


Utilities

Electricity

Greeneville Light & Power System (GL&PS), which is a municipal electric system, provides the electricity consumed in Greeneville and its urban growth area. This provision is based on a twenty years' contract with the Tennessee Valley Authority (TVA). This agreement was last approved in the year 2000, and requires a ten-month's termination notice. In addition to Greeneville and its growth area, the GL&PS also supplies electricity in the wider Greene County and to some customers in Hamblen, Hawkins, Washington and Cocke counties, and in the State of North Carolina

Number of Electric Power Customers served by Greeneville Light and Power Systems in Greeneville and its Growth Area



Utilities

The rates for electric power within the subject area are set by the Board of Directors of Greeneville Light & Power System with approval from TVA. The funding sources available to GL&PS are mainly consumer rate payments and bonds.

The nearest generation facility of the electricity consumed in the Town and its growth area is the John Sevier Steam Plant in Hawkins County, TN. GL&PS builds, operates and maintains the electrical system serving this area.

There are 9.83 miles and 4.25 miles of transmission lines are serving the Greeneville corporate limits and the urban growth area

respectively. The current voltage serving both areas is 69Kv transmission and 12.47Kv distribution. There are nine substations within the Greeneville municipal corporate limits and three substations serving the urban growth area.

From 2005 to 2015, the GL&PS electric power completed major projects to improve reliability, quality, and service delivery. Some of these include:

- 2007- 2008: Construction of 161Kv/69Kv pioneer substation, which is the third delivery point.
- 2007-2009: Construction of a 3.2 miles of 69Kv line
- 2012: Upgrade of 1.6miles of 69Kv line
- 2014: Upgrade of Eastview

Draft of the Greeneville Comprehensive Plan 2017 - 2037

Substation relay.

- 2015: Upgrade of Greeneville Substation Regulator

TVA serves the GL&PS 161kV at three delivery points, Pioneer Substation, Industrial Park Substation and Tusculum Substation. The GL&PS steps the 161kV down to 69kV and through its 69kV transmission system serves twelve stations within the Town of Greeneville and its Urban Growth Area. These twelve substations are served with 69kV and stepped down to 12.47kV distribution voltage. Three substations are serving three large industrial customers and the remaining nine substations serves residential, commercial and industrial loads.

Utilities

TVA has two 161kV transmission lines in this area. One is located near Hal Henard Rd and serves the Industrial Park Substation, and the other is located near Industrial Rd and serves the Pioneer Substation.

Currently, GL&PS is not under any green energy policies; however, it is involved in sustainable energy programs for households. GL&PS offers the Greene Power Providers program to residential customers. This program is through TVA and originated in 2008. Currently GL&PS has eighteen customers participating in the program. GL&PS also offers the Greene Power Switch program which is also through TVA. Greene Power

Switch is a way to support renewable energy. Each \$4.00 block of Greene Power Switch purchased is added to the customer's monthly electric bill and ensures 150 kilowatt-hours of electricity is generated by a renewable resource such as wind, solar or biomass. Currently GL&PS has eight customers participating in this program.

The GL&PS uses 1.5% load growth for system design purposes. Currently, there is adequate capacity of the electric power system for residential and commercial developments. The power provider can carry out upgrades when a developer demands to provide for industrial load requirements. No specific issues that require considerable attention for the

provider and the customers are foreseen to affect the electric system within the twenty years' period of this plan – within the next several years. It is not foreseen that new substations will need to be constructed based on the current level of service and projected growth. However, substations may become necessary if industries with very high electric power demand locate in Town. The GL&PS has the ability to provide such substation as may be needed.

Utilities

UG8. Maximize electric power service reliability and efficient use of energy.

UP8.1. Maintain and enhance electric power service supply and reliability

UA8.1.1 Prioritize electric power reliability in the capital investment plans of the GL&PS.

UA8.1.2 Determine where upgrades may be currently needed and perform necessary capacity upgrades to provide sufficient power in our community.

UA8.1.3 Ensure a system in which lack of services from a substation shall be overcome by full load

supply from other substations.

UA8.1.4 Continue to allow the extension of GL&PS services outside of the corporate limits of Greeneville and its urban growth boundaries, while following TVA regulations.

UA8.1.5 The Town's decisions regarding electric power needs should constantly consider and balance both the regional service area needs and the needs within the Town's corporate limits.

US Annually evaluate the reliability of electric service in Greeneville and its urban growth area using indicators such as total number of outages experienced, duration of outages and number of customers affected.

UP8.2. Support and promote energy Conservation

UA8.2.1. Encourage renewable energy projects and technologies

UA8.2.2. Provide incentives to encourage efficient use of energy and reduce overall demand.

UA8.2.3. Educate utility users on the means and benefits of energy conservation.

UA8.2.4. Incorporate new and improved technologies to enhance energy conservation consistent with provider's public service obligations, policies and regulations.

UA8.2.5. Provide design guidelines

Utilities

to developers and designers which incorporate capacity and levels of service that promote energy conservation.

UG9. Strike a balance between electric power availability and land use compatibility

UP9.1. Ensure land use compatibility in the siting of electric power substations

UA9.1.1 Encourage the location of new facilities such as substations preferably in industrial zoning districts and along principal arterial roads to promote land use compatibility.

UA9.1.2 Where a substation must be

near residential property, mitigate the impact of the new electric power substation on the neighborhood using wide, fenced and landscaped buffers.

UA9.1.3 Maintain the conditional use permit process for utility substations outside of industrial zoning districts.

UP9.2 Promote community aesthetics in the location of electric power facilities.

UA9.2.1 In gateway corridors and along Tusculum Blvd where there are existing overhead lines along public right-of-ways, minimize the visual impact of overhead utility lines by connecting lines

underground from poles in the public right-of-way to the property.

UA9.2.2. Avoid crossing utility lines overhead from one side of the road to the other in gateways and along Tusculum Blvd.

UA 9.2.3. Significantly decongest the overhead crossings of power and communication lines on Tusculum Blvd

UA 9.2.4. Encourage power utility providers and developers to install underground distribution lines in new developments outside of gateway corridors and Tusculum Blvd.

UA 9.2.5. Permit only underground utility lines in Downtown

Utilities

Mixed Use Zoning District.

UA 9.2.6. Generally locate electric cabinets at the rear of buildings; when a developer opts to locate in the front yard, the color of the cabinet should be camouflaged with the surrounding vegetation.

UA 9.2.7. Balance the clearing of vegetation from power lines in right-of-ways with community aesthetics and enhancement of electric power system reliability.

Communication

UG10. Strike a balance between electric power availability and land use compatibility

UP10.1 Promote optic fiber cable in the Town

UA10.1.1 Recognize the importance and influence of broadband in the economic development of the Town

UA10.1.2 To the extent possible, consider installing free wire fire in the Downtown Mixed Use District.

UP10.2. Ensure land use compatibility and transportation ways clearance in the location of communication infrastructure

UA10.2.1 Maintain the current provisions and requirements on the location and plans review of communication infrastructure in the Zoning Ordinance.

UA10.2.2 Require existing communication infrastructure adjoining residential uses, which undergo expansion by a net increase in appurtenances to provide buffer zones separating the infrastructure from the residential land uses.

UA10.2.3 Work with communication services providers

Utilities

in Town such as Century Link to relocate the utility poles currently within sidewalks outside of the vehicular and pedestrian travel/walk paths.

UP10.3 Minimize the aesthetic impacts of communication infrastructure

UA10.3.1 Encourage underground distribution lines in accordance with state rules and regulations.

UA10.3.2 Continue to prohibit overhead communication lines in the Downton Mixed Use District

UA10.3.3 Encourage siting of large, above ground utilities infrastructures such as antennas and towers in industrial or commercial

areas, or along arterial and principal collector roads.

UA10.3.4 Maintain the current aesthetic guidelines and requirements for cellular towers, antennas and other communication facilities in the Zoning Ordinance.

Utilities

Stormwater & Floodplain Management

UG11. Manage storm and surface water to promote our human welfare, the well-being of habitat and the good of the our environment.

UP11.1. Manage storm and surface water to provide safety, and promote human health and recreation.

UA11.1.1 Maintain our status as an MS4

UA11.1.2 Comply with all requirements of the Tennessee Department of Environment and Conservation for storm water management purposes.

UA11.1.3 Actively promote and support education efforts focusing on different areas and approaches to stormwater management.

UA11.1.4 Maintain and enforce land-use plans and ordinances requiring stormwater controls for new developments and re-developments.

UA11.1.4 Participate in regional watershed efforts

UA11.1.5 Ensure that stormwater detention basins are designed and constructed to effectively capture and release runoff water within at most 72 hours of a precipitation event.

UA11.1.6 Ensure that the design and construction of retention ponds incorporate the treatment of contaminated storm water runoff.

UA11.1.7 Require that existing and created wet ponds in new major residential subdivisions and large institutional and business developments be incorporated into the design of the development for recreation purposes.

UA11.1.8 Require aesthetically pleasing protection measures surrounding stormwater detention basins deeper than 3ft for public safety.

UA11.1.9 Carry out a study of existing detention basins constructed under the Town's MS4

Utilities

status to determine whether they empty within 72 hours after a precipitation event.

UP11.2 Manage storm and surface water to maximize reductions in damage from storms and protect water quality and the environment

UA11.2.1 Participate in regional watershed efforts

UA11.2.2 Consider a system wide, watershed based context in the management of storm and surface water.

UA 11.2.3 Implement a biannual public education program on water quality, low impact development, pollution prevention, and aquatic life.

UA11.2.4 Encourage low impact development stormwater management best practices.

UA11.2.5. For non-single and non-double family developments on lots of less than 1 acre, permit to the developer the alternative of creating off-site pervious areas equal to or exceeding the proposed impervious area to be created on-site within the same watershed.

UA11.2.6 Adopt regulations to control the dumping and composting of construction, demolition and land clearing debris in view of promoting good stormwater quality and community aesthetics

UG12. Protect floodplains

UP12.1: Recognize the environmental and recreational values of effective floodplain management

UA12.1.1 Preserve floodplain habitat in and along creeks

UA12.1.2 Limit the creation of impervious areas in floodplains to the extent fully possible.

UA12.1.3 Encourage the incorporation of floodplains as recreational sites in major subdivisions and other planned developments.

Utilities

UA12.1.4 Identify farmlands adjoining floodplains that are causing significant pollution of floodplains, especially from animals rearing.

UA12.1.5 Engage and work with federal and state agencies to improve significantly the water quality of the pond and associated creek in Hardin Park

UA12.1.6. Identify and secure funding, encourage and work with farmers rearing animals close to floodplains to implement floodplains by designs measures that will reduce and possibly eliminate pollution from their farms into floodplains.

UP12.2 Enhance floodplain management towards significant reduction in loss of property and injuries to human health resulting from floods

UA12.2.1 Educate our community on floodplain management measures and benefits

UA12.2.2 Identify floodplains with properties that have significant development potential, and support property owners to complete Flood Insurance Studies in the areas.

UA12.2.3 Enforce the current floodplain ordinance

UA12.2.4 Become part of the FEMA Community Rating System (CRS).

CONNECT

Transportation

A municipality's transportation system provides a vital service function that is essential for growth and development. It forms the framework upon which a community is built. A well-planned and maintained transportation system ensures adequate access and traffic circulation and provides for the multi-modal needs of diverse users. These are prerequisites for economic development and general community welfare.

The transportation framework and system in Greeneville are the results of a series of interacting elements, including, but not limited to the history of the economic growth and physical expansion of the Town, the location of the Town in the mountainous Appalachian region of

East Tennessee, the modern and contemporary geopolitics and political economy of infrastructural improvements, the availability of financial resources to complete transportation improvements, and the socio-cultural hidden-transcripts that often characterize small communities as our Town.

Historically, the railway was instrumental in transporting tobacco from the many warehouses in the Downtown area and its immediate surrounding, and remains vital today in transporting goods to and from some of the industries in its close proximity. As the Town expanded through annexation, most of the narrow roads that were old county alleys, trails and wagon paths become

part of the Town's standard street network. The steep slopes that generally characterize the Town have sometimes limited street connectivity and the location of the Town between two populous metropolitan areas, namely, the Tri-Cities and Knoxville increase regional goods delivery and personal commuter traffic passing through Greeneville. The Town exists in a state and national system of municipalities, counties and states that are all competing for resources for transportation improvements and the award of these resources are not always insulated from political influence and foreseen maximum economic benefits from the improvements that are often more feasible in some communities than others. The small nature of the Town

Transportation

Main Transportation Issues facing the Town

- High cost of transportation infrastructure improvements
- The Town is concerned with the uncertainty associated with the possible construction of a by-pass around the by-pass (US-11E)
- Increasing periodic traffic congestion from city limits to intersection of Asheville Hwy and Main St, and along E. Vann Rd
- High traffic volume and unsafe driving on Andrew Johnson Highway
- Geographic and Physical barriers to Transportation Planning
- Substandard old county roads now facing increased level of service demand as city streets
- Lack of pedestrian and interconnected bicycle paths in the community.
- Pedestrian safety at major cross-intersections, especially in the downtown core and inner city transect
- Many streets in need of maintenance
- Many stub streets

creates a limited tax base that remains the biggest source of revenue from within the Town, and this limits the ability of the Town to complete transportation improvements without significant external aid such as highly competitive grants.

The transportation plan element is a 20-year plan for transportation improvements on both developed and undeveloped private and public property in Greeneville. Except specified otherwise, the plan elements are applicable to both private properties when the properties are proposed for development or redevelopment, and to all public projects whether new or proposed for redevelopment, including maintenance.

In as much as street capacity requirements have a direct correlation with the land uses that the street services, the land use and the transportation elements of this Plan are closely linked and should always be considered ensemble. The land use element identifies current land uses and plans for future land uses, and the transportation element identifies the existing transportation infrastructure serving the current land uses and is targeted at providing a solution to the current transportation deficiencies and meeting the future transportation needs in the planned land uses.

CONNECT

Transportation

Land Use and Transportation

The type of land use, its intensity, bulk and location influence both peoples' travel choices and circulation pattern in the community. In this regard, existing and proposed land uses affect and may require investments in transportation infrastructure. While the population of Greeneville is not projected to grow beyond 25,000 in the next twenty years, it is important that current transportation facilities at least meet current and planned land use and living patterns, and be designed to meet federal, state, regional and local standards to ensure safety, functionality, service delivery, and efficiency for all users. The small nature of our Town does not annihilate the fundamental necessity for land use

development to be sensitive to the needs of all users in our small Town by creating transportation facilities that are safe, comfortable to pedestrians, foster active living, accommodate alternative transportation choices, and enhance the quality of community life.

Roads typically occupy a significant percentage of developed land area in a community. Within Greeneville, there are approximately

1,216 acres of land currently devoted to streets, roadways and other rights-of-ways, representing about 11.11% of the Town's total surface area. Greeneville's Urban Growth Area has approximately 627 acres of land, or 3.3 percent of total land area currently devoted to streets, roadways and other rights-of-way. All highways, streets, and railroad rights-of-ways are included in this transportation network.



Transportation

Major Thoroughfare Classification

They are considerable purpose, design, and use differences between the various thoroughfares that traverse Greeneville and its potential growth area. To understand and analyze the overall system, the thoroughfares have been classified by their design capacity and level of service. Capacity is a measure of the ability of a street or intersection to accommodate daily traffic, while level of service defines the quality of traffic flow that ranges from free flow to breakdown flow. Theoretically, free flow involves uninterrupted traffic breakdown flow involves interrupted traffic from residential developments and other structure.

In 1972 the Tennessee Department of Highways developed a Major Street and Route Plan for Greeneville. The plan classification involved arterial and collector streets. In 1997 the Tennessee Department of Transportation (TDOT) conducted a limited study that expanded the classifications to (1) Principal Arterial, (2) Minor Arterial, (3) Collector, and (4) Local Streets.

The primary purpose of arterials is to serve through traffic; therefore, they are characterized by high mobility and low accessibility to adjoining land uses. The main purpose of local streets is to serve adjoining land uses; thus, they are characterized by high accessibility that significantly diminishes mobility. Collectors

provide a balance mix of mobility and accessibility. Arterials typically have higher speed limits than locals with high frequency of traffic turns. Arterials are usually spaced at greater intervals than collectors, which are also more spaced than locals. In small Towns as Greeneville, arterials carry half or more of the daily travel miles followed by collectors, and then locals that usually serve low density developments. Due to their projected high capacity, arterials typically have greater number of travel lanes than collectors and locals in descending order.

In the 1997 study of transportation in Greeneville that TDOT carried out, some streets were reclassified: for example, Summer St from Main St to

Transportation

College St was changed from an arterial to a collector street.

In 2003, TDOT conducted another study that led to the Town adopting a Greeneville Major Street and Road Plan. In this study, collector streets were further divided into Principal Collectors and Minor Collectors. The study and classification considered existing and projected traffic flow on streets from 2000 to 2020, design speed, trip length, number of lanes, street capacity, and level of service. In this study, the traffic count at Station 142 on E. Bernard Ave was projected to be 14930 in 2020. In 2000 when the study was done, the traffic count at this station was 11,450. In 2015, the count was 11,932. The traffic count at station 106 on N. Main St between Baileyton

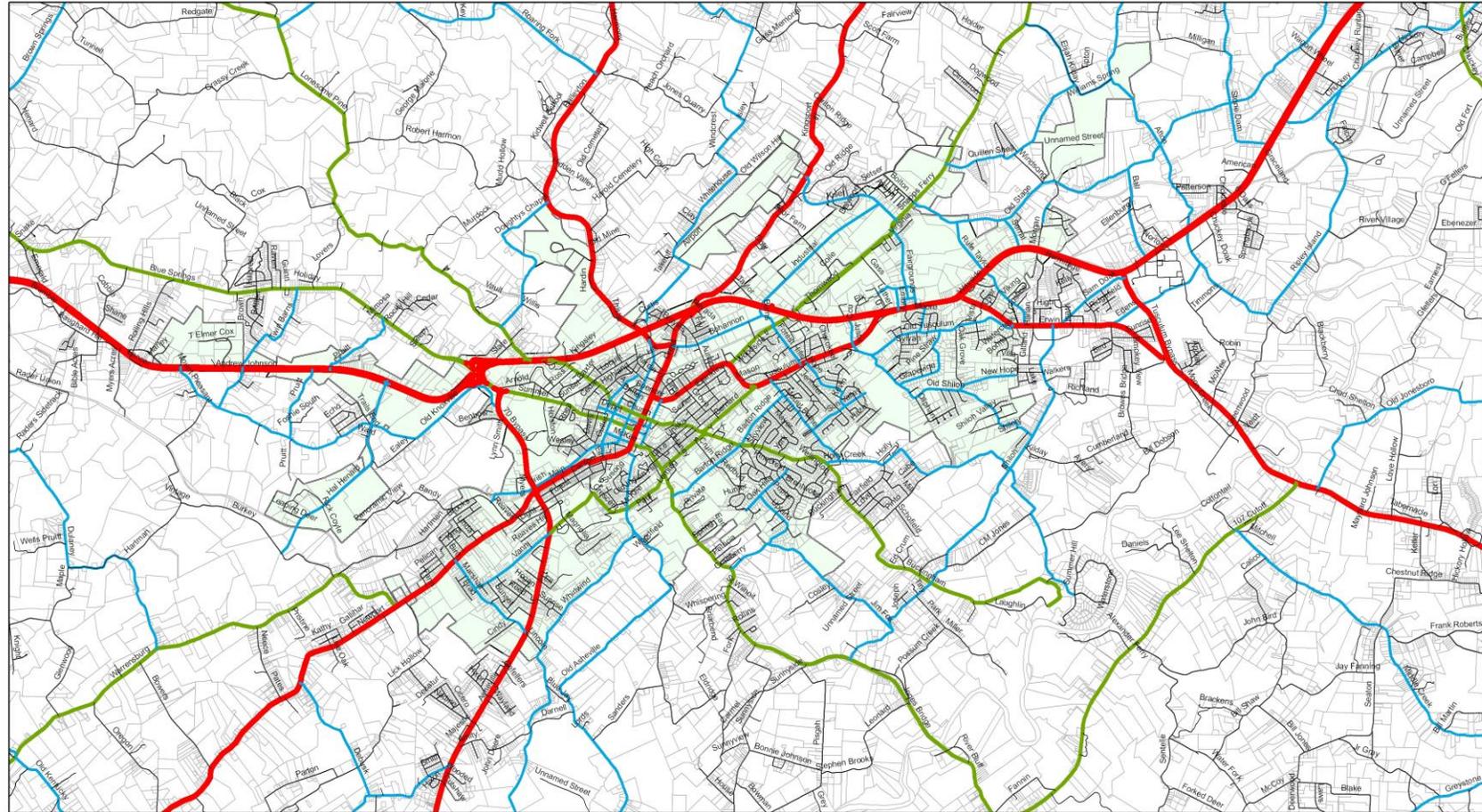
Rd and the railroad was 8310 in 2000, and projected to be 14,211 in 2020. In 2015, the count was 6,734. Judging the current traffic on volume these streets, it can be concluded that most of the traffic projections in the study will go beyond 2020 to be met, especially on streets that new significant traffic generating land uses are not planned or projected.

Map T1 (Illustration 7) Shows the major thoroughfare classification of the Town as completed in 2009.

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Map T1: Transit and Land Use Map of Greeneville, TN and its growth area.



GREENEVILLE
T E N N E S S E E

Major Thoroughfare
Classification
Illustration 7

- Legend**
Classification
- Principal Arterial
 - Minor Arterial
 - Collector
 - Local Street



Town of Greeneville
Public Works Department
Greeneville, Tennessee
Map Printed: August 7, 2009
This map is not an engineering map.

CONNECT

Transportation

Trip Generation, Circulation and Destination

Traffic in Greeneville originates from both within and without the Town. About 45% of the home to school/work/shop traffic generated from within the Town originates from residential developments within a square mile radius of the intersection of E. Barton Ridge and Skyview Dr. This traffic predominantly moves westward and northeastward. It moves westward through Church St into the Downtown employment and institutional center and further southwestward through Main St and E. Vann Rd to the school, parks and commercial area proximate to Asheville Hwy. It also moves northeastward to the industrial area along Snapps Ferry Rd and Industrial

Rd, and to the strip commercial development along US-11E, notably from the Industrial Rd and US-11E intersection to the Town's limit with Tusculum.

Over two-thirds of the intra-Town institutional to commerce uses or vice-versa and commerce to commerce traffic that characterizes the Town in the day work hours are interchanges from and to the same west and northeast areas that are destinations for traffic from home to school, work and shop in the morning and back in the evening hours, but through Main Street, East and West Bernard Avenue, Tusculum Blvd and East Andrew Johnson Highway.

Traffic generated outside of Greeneville and its growth area passes

Draft of the Greeneville Comprehensive Plan 2017 - 2037

mainly through US-11E, Asheville Hwy, and Baileyton Hwy. In this regard, the traffic circulation pattern in Greeneville relies heavily on the highway system which carries traffic through the Town and its urban growth area. Andrew Johnson Highway channels traffic from east to west, connecting Greeneville with the Tri-Cities (Johnson City, Bristol and Kingsport), Mosheim and Interstate 26. Asheville Highway carries traffic northeast to Andrew Johnson Highway and southeast into North Carolina. Baileyton Highway carries traffic northward to Interstate 26. Main Street carries traffic from North Carolina and the west end of Greene County to Downtown Greeneville, and Newport Highway moves traffic from Main Street westward into Cocke County. This regional traffic, coupled

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Transportation

with the intra-Town automobile trips from and to the industrial parks and commercial uses along these roads further increases traffic on these highways and reduces mobility.

The traffic circulation pattern of Greeneville and its projected growth area is dominated by Andrew Johnson Highway (US11-E). Due to the high traffic volume on this road, circulation problems do exist in Greeneville. The major impediment to traffic flow in Greeneville is the strip commercial development along Andrew Johnson Highway. The unrestricted access points and off street parking areas for these commercial establishments along a high volume arterial roadway creates traffic congestion and safety hazards.

Another impediment to traffic flow in Greeneville is the location of the main line of the Norfolk Southern railroad that also dips southward to the urban growth area. The railroad sometimes blocks roads in the area, and causes trucks delivering goods to obstruct roads as they turn into industries adjoining the railway. For example, the railway is very proximate to Snapps Ferry Rd in the vicinity of the East Andrew Johnson Highway cross-over. Trucks assessing Meco Corporation from Snapps Ferry Rd sometimes block this road as they wait for trains to clear the railway track. There are bridges located at Andrew Johnson Highway, West Summer Street and South Main Street that cross over the railroad. The railroad can temporarily block the Ashville Highway, West

Church Street and North Irish Street, but the bridges over the railroad can provide a way around if the railroad has the tracks blocked for a longer time period.

A no less significant problem to the flow of traffic in Greeneville is the small paved width of some of our roads. Historically, most of these roads were trails and county roads serving predominantly agricultural areas that had very low residential density. Over the years, these roads have been annexed into the Town and more properties have been developed for residential and/or commercial uses along them, thereby increasing the traffic demand on the roads beyond their yesteryears capacity. It is often difficult for two cars to pass each other

CONNECT

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on some of the streets. Most of these roads are often in need of improvements and although their narrow nature promotes our small Town character, they also provide significant accessibility difficulties to emergency vehicles such as fire trucks.

On another note, the lack of inter-connectivity between street in some cases possess significant challenges to emergency vehicles, including increased intervention time. A significant area in which this problem exist is the lack of connection between the southeastern and southcentral residential parts of the Town without ascending northward to Tusculum Blvd and Andrew Johnson Hwy.

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Transportation

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On another note, the lack of inter-connectivity between street in some cases presents significant challenges to emergency vehicles, including increased intervention time. A significant area in which this problem exist is the lack of connection between the southeastern and southcentral residential parts of the Town. Residents in the former area must ascend northward to Tusculum Blvd and Andrew Johnson Hwy before descending southward to Downtown

and other southwestern areas of the Town.

CONNECT

Transportation

Multimodal Transportation

Multi-modal transportation planning considers various modes of transportation, including walking, cycling, automobile, public transit, and air transportation and the connection between these modes. Scaling is important in multimodal transportation planning efforts in the local context. For example, while metropolitan centers of tens of thousands of inhabitants may be able to provide public transit at a less subsidized rate from the local government, small Towns that provide public transit often subsidize most of the public transit system.

Like most rural Tennessee communities, the automobile is the predominant method of transportation

in Greeneville and its growth area. This has generally limited the need for public transportation facilities in the form of mass transit. Greeneville does not have a local bus service, but has access to the Greyhound Bus Line with the closest stop at Varsity Market in Mosheim municipality. Van service for senior citizens is provided by Net Trans for medical purposes and by the Rotary Center for senior activities. Greeneville is currently served by two taxi cabs companies.

Although mass transit is not feasible at this time due to Greeneville's population and the associated high cost, public input from surveys and workshops in the Comprehensive Plan-making process indicated a high desire among the youth and elderly for non-vehicular transportation modes in

neighborhoods, in the Downtown and school areas, and in the commercial corridors such as Tusculum Blvd. Over 85% of surveyed youth favored the provision of bicycling facilities for their use to school, sports and recreation purposes, and 76% of seniors surveyed sought public transportation to commercial areas, hospitals and Town events. Transport planners classify these alternative modes of transportation in a Greene Transportation Hierarchy that favors more affordable and efficient modes

Green Transportation Hierarchy

1. Pedestrians
2. Bicycles
3. Public Transportation
4. Service and Freight Vehicles
5. Taxis
6. Multiple Occupant Vehicles
7. Single Occupant Vehicles

CONNECT

Transportation

Walkability in Greeneville

Numerous studies have shown a direct correlation between walking and good health. Pedestrian paths are also spaces of social interaction that improve relations among members in a community. Furthermore, such facilities provide alternative modes of transportation that reduce vehicular congestion on streets, improve the cleanliness of the air. In this regard, communities that provide facilities for walking such as sidewalks and trails give to their residents and visitors a tremendous asset for health improvement, cost-savings on sicknesses, and improved social relations and property values. Sidewalks, just as lighting and landscaping, have also been found in research to promote neighborhood revitalization.

Pedestrian activities occur more in areas where destinations are close by, trees and overhangs provide shades, architectural and natural elements provide beautiful attractions to behold, people feel safe, and there are others using the walking paths. Mixed use and high density developments, proximity of residences to schools, parks, shopping, and eating areas, interconnected walking facilities, and neighborhoods intentionally designed to provide safe pedestrian infrastructure generally maximize the use of such facilities.

In general, the downtown and the inner city transects of the Town (the older portion of Greeneville) have sidewalks in excellent, good, fair or poor conditions for pedestrian

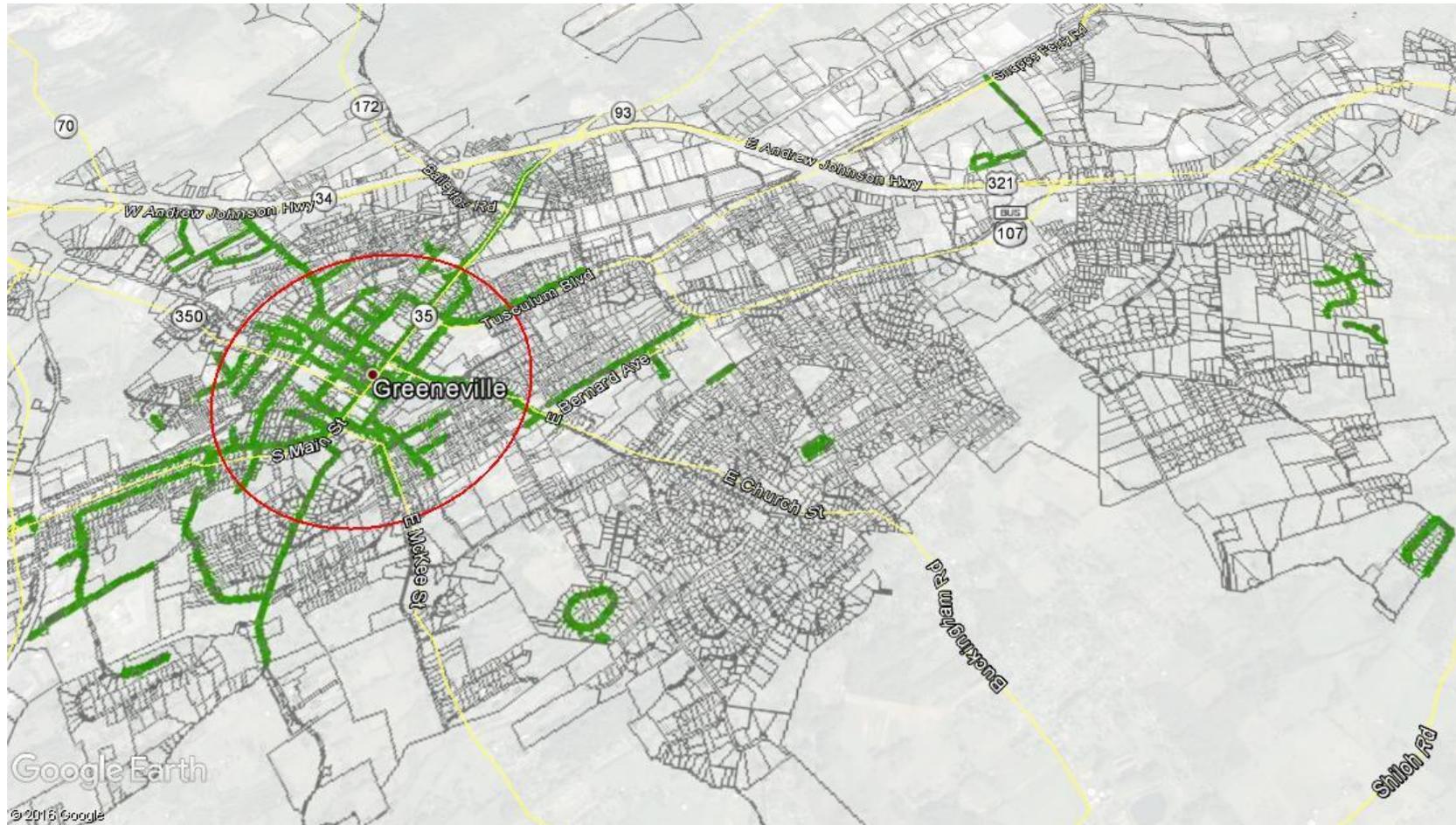
circulation. Sidewalks or other means of pedestrian circulation are not available in more recently developed areas of the municipality or within the potential growth area. This can be attributed to absence, in the past, of requirements for sidewalks in the municipality and county subdivision regulations.

Map T2 shows the general location of sidewalks in Greeneville, and Map T3 shows the conditions of the sidewalks.

It is important, therefore, to put in place goals and policies, and actions the Town will take to create safe, accessible and connected pedestrian facilities that promote a sense of community in our neighborhoods and improve the overall quality of life our community.

CONNECT

Transportation



Legend

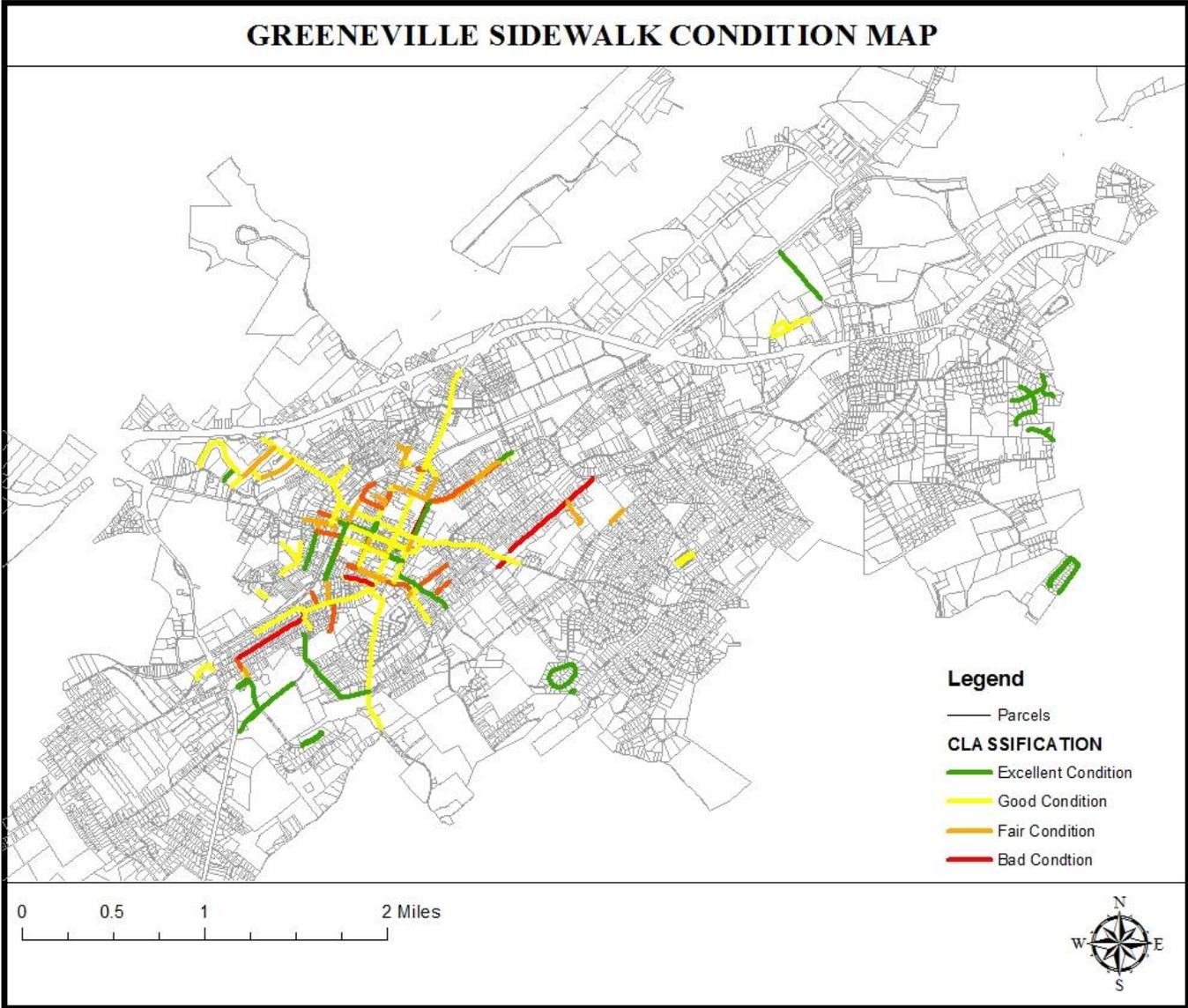
- Street with sidewalk
- Downtown radius

Map T2: General location of sidewalks in Greenville

CONNECT

Transportation

Map T2: General location of sidewalks in Greeneville



Transportation

Public Transportation

Greeneville, just as many small Towns in the USA, currently does not have sufficient financial resources to subsidize a permanent public transit system at the level in large cities. However, from the surveys and workshops carried out in the making of this plan, Greeneville residents, especially the elderly population, significantly expressed the desire for public van services to senior centers and on days of major Town events into areas such as Downtown that currently do not have excess public parking spaces. A majority of the elderly population, especially those who cannot drive to shopping areas, also desired public van services on some days of the week to shopping corridors

such as Andrew Johnson Highway and Asheville Highway.

With respect to the above financial demands of a public transit system and the transportation needs of the elderly population, the main challenge facing Greeneville is not whether to provide any kind of public transportation but the scale at which public transportation services and facilities can be made available to respond to the needs of different demographics in our community.

CONNECT

Transportation

Aviation

Another mode of transportation that is available in Greeneville is transportation by air. The Greeneville/Greene County Municipal Airport, located at 246 Airport Rd, 2 miles north of Downtown Greeneville, is jointly owned by Greeneville and Greene County and is operated by Greeneville Aviation, a Fixed Base Operator.

With the 13million dollars capital improvement completed in 2016 that involved the expansion and extension of the Run way and Taxiway 5 and elimination a line-of-sight problem that has existed at the airport since its creation (and the construction of a new airport Rd), the airport is now upgraded from a B2 facility to one that

meets the Federal Aviation Administration's standards for C2 certification allowing for larger and faster aircraft such as corporate jets to land in the airfield. has the capacity to accommodate large corporate jets. On account of these improvements, the Greeneville/Greene County Municipal Airport currently has a 6302ft x100ft runway dimension, making it the longest runway in Tennessee.

The 13million dollars project also involved the purchase and clearing of immediate surrounding land, and the demolition of many blighted single-wide structures that were around the airport, further enhancing the airfields aesthetics and reducing obstruction dangers.

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The facility offers 66 rental hangers for private aircrafts storage, aircraft maintenance, fuel sales, and hangers for the two helicopters which perform life support operation for area hospitals. MedTrans facilities, another air medical transportation services provider, will soon locate at the airport. Plans have also been approved for landscape improvements to enhance the aesthetics at the entrance to the airport. This airport is currently valued at over \$26millions.

The six big issues facing the airport and the Greeneville community include noise, safety risk, flight hazards from land uses that can interfere with aircraft in flight, debt, and professional management. The Town of Greeneville and Greene

County have begun steps to refinance the airport debt and appropriated money in their 2016/2017 budgets to hire a professional airport manager.

Transportation

Access Management

The major thoroughfare plan underscores the need for a balance between accessibility and mobility. An essential feature in this balance is the number and location of driveways that affect the flow of traffic and safety in our community. Roads designed for greater mobility should have fewer direct driveway connections, and roads designed for greater accessibility should have more direct driveway connections to the road. Furthermore, the higher the design speed on a road, the fewer the driveways that should be permitted and vice-versa. Adequate spacing of driveways from each other and from intersections will reduce potential conflict between vehicles entering or exiting properties, between

vehicles using the driveway and those on the roads, reduce traffic conflict points and foster the safety of pedestrians, bicyclists and motorists.

A common thought correlates the number of driveways in commercial developments to the economic gains. While driveways provide access to a site, there is no documented scientific evidence that the more the number of driveways to a commercial property, the more the business prospers. However, numerous traffic studies have shown that more driveways along arterials create more traffic conflict points and the closer driveways are to intersections, the increase in crash risk at the intersection.

Transportation

While increase separation between driveways and increased driveway clearance at intersections may cause difficulties for some properties to provide access to the site, access management mechanisms such as cross-access easements could be used to provide sufficient access to properties.

Most of the commercial corridors in Greeneville are along state roads. This implies that TDOT requirements and guidelines apply to the construction of driveways along these roads. Many other roads, especially minor collectors and local streets are owned by the Town or Greene County in the planning region. Driveway connection on these roads are regulated by the Town within corporate limits, and

Greene County in the urban growth area. While different jurisdictional

regulations applicable to a road can present confusions to developers of driveways along a road, it is important to maintain safety and respect the functional character designated for a road in its thoroughfare classification.

The Greeneville Municipal Code as far back as the 1960s contained access management regulations. These regulations were significantly lax, leading to problems such as strip commercial development. In 2015, the Town revised the regulatory provisions and adopted new standards in the Zoning Ordinance that more appropriately respond to current and projected traffic issues in Greeneville. However, some of its provisions are stricter than TDOT requirements on state highways.

Transportation

Goals, Policies and Actions

TG1: Conscious and participatory public in the transportation infrastructure decisions of the Town

TP1.1: Adopt a policy of coordination in which all stakeholders are involved in the planning, funding, construction, and assessment of transportation infrastructure improvement.

TA1.1.1. Work together with state and regional partners and utility agencies in the funding and development of transportation infrastructure.

TA1.1.2. Become more political engaged at federal, state, regional and local levels in defending and securing

those transportation elements beneficial to our Town.

TA1.1.3. Utility agencies should coordinate new utility installations and repair of existing infrastructure in public right-of-ways with the Department of Public Works in order to reduce the extent of damage on public streets and ensure that street surfaces are restored in best possible conditions.

TA1.1.4. Pursue all opportunities to provide a safe and accessible transportation system in our community, including public/public partnerships, public/private partnerships, municipal self-funding, grants, and other non-traditional funding mechanisms as appropriate.

Transportation

Goals, Policies and Actions

TP 1.2. Involve our community in the planning, funding and construction of transportation facilities.

TA 1.2.1. Provide information, education, and work with neighborhoods and community members of interest in planning, securing right-of-ways, and funding transportation improvements.

TA 1.2.2. Create and adopt a Greeneville Public Involvement Policy and Guidelines for Transportation Planning and Improvements that shall, at the minimum, require public participation in transportation facilities improvement and establish clear parameters for prioritizing those facilities.

TA 1.2.3. Involve the Greeneville Regional Planning Commission as the local planning authority in the planning of local transportation facilities improvement, and present plans of the location and extent of such facilities to the Commission for recommendation or approval before construction.

TP 1.3. Distribute fiscal responsibilities in the construction of new roads and/or the making of improvements to existing roads.

TA 1.3.1. With respect to the construction of new roads, generally limit the Town's transportation infrastructure investments to the construction of arterials, collectors, and

new frontage roads along existing streets in commercial areas.

TA1.3.2. Invest public funds in the extension of existing public streets to achieve greater connectivity in Town where necessary.

TA 1.3.3. Generally, abstain from funding the construction of new local streets to provide access to private single family and double family subdivision lots. Investments in such streets shall be left to private subdivision developers.

TA 1.3.4. Consider partnering with private land use developers to make improvements on existing public streets as necessary to cater for the

Transportation

Goals, Policies and Actions

transportation impact that a project may create; a quantitative and/or qualitative cost-benefit analysis shall be used to determine whether the Town should invest public funds in any part of the project.

TG 2: Integration of land use development and transportation infrastructure provision

TP 2.1 The development and redevelopment of land uses should be coordinated with the provision of adequate and safe transportation facilities

TA 2.1.1. Optimize the benefit of the transportation network to land developers by permitting uses most in need of the design and capacity of specific transportation facilities to locate along or near those facilities.

TA 2.1.2. In all mixed land use areas such as Downtown, prioritize and

promote improvements in alternative modes of transportation, greater intermodal connectivity, and short trips between and among land uses that can be made by walking and bicycling.

TA 2.1.3. Evaluate, require and preserve right-of-ways to achieve efficiency in the transportation network, and integrate subsequent development proposals to the preserved right-of-ways to ensure the desired efficiency is met.

TA 2.1.4. The dedication of right-of-ways for public transportation or recreation uses that lead to a regulatory non-conformity should not require zoning variances.

CONNECT

Transportation

Goals, Policies and Actions

TA 2.1.5. Give priority to transportation improvements that promote public safety, enhance emergency services access to land uses, and attract new business investments.

TA 2.1.6. Situate new transportation infrastructure to maximize multi-modal accessibility to permitted and projected different land uses in an area, and to emergency service providers.

TA 2.1.7. Consider both capacity (measure of the ability of a street to accommodate traffic) and level of service (quality of traffic flow) in deciding the rezoning of a property to permit a use that would not otherwise be permitted in the existing district following the future land use map of

the Town and its urban growth area.

TP 2.2 Use street layout and design to maximize land use efficiency in Town

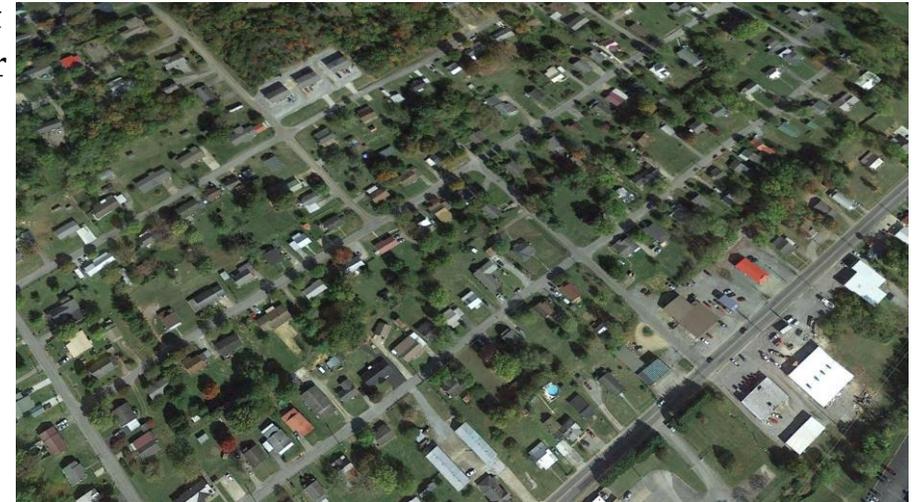
TA 2.2.1. Encourage the grid street pattern system to improve street connectivity, and achieve greater density where desirable.

TA 2.2.2. Avoid providing additional street space simply to meet latent demand

TA 2.2.3. Continue to require design plans for transportation infrastructure constructions, and sparingly grant variances to the design standards especially where

short term cost saving is the primary reason for the variance.

TA 2.2.4. Private streets should be designed to the same street standards as public streets



Grid street pattern in inner Greenville city transect

CONNECT

Transportation

Goals, Policies and Actions

TP 2.3. Protect our neighborhood streets from excessive through traffic and high speed without obliterating the need for street connections

TP2.3.1. Increase street capacity in residential areas only if safety shall be improved, or where other measures to achieve level-of-service standards are impractical.

TP 2.3.1. Use sanctioned contemporary engineering technics such as speed humps, streetscape, bulb-out, choker, speed table/raised pedestrian crosswalk, raised center median, neighborhood traffic circle, bike lanes and chicane to protect neighborhood streets from cut-through traffic,

high traffic volumes and speeding, while discouraging cul-de-sacs.



Traffic circle

TA 2.3.2. Implement noise attenuation measures in the construction of streets to access commercial areas abutting residential land uses.



Chicane

Traffic circle and chicane used as methods to slow and discourage cut-through traffic in neighborhood while achieving street connectivity street instead of a dead-end

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Transportation

Goals, Policies and Actions



Sidewalk with adjoining verge containing trees enhance residential neighborhood transportation character

TA 2.3.4. Integrate transportation facilities such as sidewalks and trails in residential areas with the enjoyment of natural resources such as creeks, ponds, and woods.

TA 2.3.4. New commercial and industrial development should provide traffic impact mitigation plans if residential areas would be affected by increased cut-through traffic.

TA 2.3.5. In instances where cul-de-sacs are considered the best design option, provide walkways for pedestrian and bicycle use connecting the sidewalks on the streets in the different subdivisions to promote health and physical wellbeing, and provide commuting and recreational

alternatives to school children, pet walkers, etc.

TA 2.3.6. Ensure that streets providing access to adjoining land uses have sufficient capacity to handle a proposed development such as multi-family apartments and planned unit developments; otherwise, require improvements to the street to meet the transportation needs of the proposed project.

TA 2.3.7. Where residential uses are separated from incompatible land uses only by a road, consider creating an evergreen screen along the street side abutting the incompatible land use and plant accent trees along the street side that the residential uses abut.

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Transportation

Goals, Policies and Actions

TA 2.3.8. The Planning Department, Fire Department, Public Works Department, Police Department and other Greene County Emergency Departments should work together to designate and annually update the Primary and Secondary Emergency Response Routes (PSERR), and traffic calming on these routes should consider response time for these service providers.

TA 2.3.9. Prepare and adopt a Greeneville Traffic Calming Program containing the PSERR

TP 2.4. Provide a transportation system that focuses on connecting people, not just moving cars, to different areas and uses in our community.

TA 2.4.1. Develop transportation improvements that connect different areas of our Town by giving pedestrians, bicycles and vehicles the paths to and from schools, neighborhoods, recreational and commercial areas.

TA 2.4.2. Sidewalks are both transportation ways and social spaces: therefore, provide at least 5ft wide sidewalks for both interpersonal interactions and movements.

TA 2.4.3. Discourage the extensive use of dead end streets that isolate residential subdivisions from each other, while adopting street design models that promote reduced traffic speed and public safety in residential areas.

TA 2.4.4. Prioritize the extension of existing right-of-ways to other streets above abandonment of right-of-ways where a significant number of developable properties could be created by such extension.

TA 2.4.5. Require subdivisions proposed in phases to explicitly reserve in the first phase of the project the necessary right-of-way for future street extension in subsequent phases of the project.

CONNECT

Transportation

Goals, Policies and Actions

TA 2.4.4. Encourage the interconnectivity of developments in commercial areas through the use of cross access easements and frontage roads.

TP 2.5. Minimize the impact of transportation facilities on our environment

TA 2.5.1. Take into consideration natural features, natural hazards and community amenities in the design of transportation facilities.

TA 2.5.2. Adopt low impact development techniques, control for water quality and quantity, and promote landscaping and pervious surfaces to the extent practical and

feasible in transportation facilities improvement.

TA 2.5.3. Embrace green street designs especially for minor collector and local streets.

TA 2.5.4. Include aesthetics and environmental quality impact in the review and approval of transportation facility plans.

TA 2.5.5. Use curb, gutters and drainage inlets/outlets to control the flow of stormwater in streets and discharge



Landscape medians and trees improve street aesthetics and environmental quality

CONNECT

Transportation

Goals, Policies and Actions

TG3: A safe transportation system

TP3.1. Prioritize safety in our transportation infrastructure through an integrated program of planning, engineering, education and enforcement

TA 3.1.1. Maintain a major thoroughfare plan and make decisions congruent with the functional classification of all streets therein.

TA 3.1.2. Revisit the major thoroughfare plan ones every five years, and make and adopt changes considering the current people and vehicle carrying capacity of streets.

TA 3.1.3. Revisions to the functional classification of a street should be accompanied by safety improvement measures as necessary.

TA 3.1.4. Work with local, regional and state partners to create and adopt a Safety Priority Index System (SPIS) including traffic control signal warrant and functionality for the Town. Public Works, Planning and Police Departments should coordinate and create an annual report of crash locations in Town; the Planning Commission should review the report and send its recommendations to the Board of Mayor and Aldermen, which shall take action to implement the safety solutions for identified issues.

TA 3.1.5. Ones every three years, work with the local, regional and state partners to review the traffic collision reports and SPIS in order to systematically identify, prioritize and implement solutions to improve transportation safety on both city and state roads.

TA 3.1.6. Designate with road signs and pavement markings safe walkway and bikeway routes from residential areas to schools, parks, and other activity centers through a coordinated action of Town departments such as planning, public works, parks and recreation, police, and fire, and the school systems

Transportation

Goals, Policies and Actions

TA 3.1.7. Educate users such as school children on availability and use of walkway and bikeway routes.

TA 3.1.8. Coordinate with the schools in the Greeneville area to inform school children when designated walkway and bikeway routes are under improvements.

TA 3.1.9. Work with the railway companies operating a railway in Town and the urban growth area to meet federal and state standards for safety on railways and at railway crossings

TA 3.1.10. Converge multi-use paths at traffic control intersections to provide

for safe crossing, and permit mid-block crossings for trails and walkways only when safety measures such as speed humps are put in place.

TA 3.1.11. Engage utility agencies and adjoining property owners to promote the removal and relocation of utility structures such as power and communication poles currently within sidewalks, and prohibit further location of such structures in sidewalks.

TA 3.1.12. In all Town's annual budget, clearly identify and specify particular transportation infrastructures to be maintained in the fiscal year to ensure continuous safety, aesthetics and

general functionality.

CONNECT

Transportation

Goals, Policies and Actions

TG4: Maintain a thoroughfare classification system that conforms with and supports motor vehicle traffic, trucks, emergency vehicles, bicycles and pedestrians for inter-state, inter-regional, regional, and local trips, and personal wellbeing.

TP4.1. Maintain a thoroughfare classification for all streets in the Town and in the Urban Growth Area made up of Principal Arterials, Minor Arterials, Principal Collectors, Minor Collectors, and Local Streets.

TA 4.1.1. Quantitative criteria in street classification shall be speed limit, roadway capacity, traffic volume, number of travel lanes and frequency of access points or ingress/egress ways.

TA 4.1.2. Qualitative criteria in street classification shall be access function, mobility function, median treatment, adjacent land uses, school locations, bicycle facilities, transit routing, and presence or absence of on-street parking.

TA 4.1.3. Adopt Map M1 as the Town's thoroughfare classification for streets

TA 4.1.2. Proposed future streets should consider the established classes, be so designated in the construction plans, and meet the design standards associated with the specific class without precluding future modifications.

TA 4.1.3. Review proposed land uses to ensure the streets adjacent to and near a subject property are appropriate in capacity and design for the proposed land development, and require modification to the street design where necessary to accommodate the transportation issues that are projected to arise from the proposed development.

TA 4.1.4. The classification descriptions apply to how a street should function, and not how it is functioning. Therefore, it may be more appropriate to alter a street design to reduce traffic than to move the street up the scale of classification.

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Transportation

Goals, Policies and Actions

TA 4.1.5. Apply public funds to cause existing uses of a street to comply with the street classification and not vice-versa.

TA 4.1.6. In the annexation of an area involving a street, provide and adopt in the annexation ordinance a classification for the street.

Examples of principal arterials in Greeneville are Andrew Johnson Highway (US11-E), Asheville Highway (SR70), Baileyton Highway (SR172), Erwin Highway (SR107), Kingsport Hwy (SR 93), 70 Bypass (SR70), and Newport Hwy (US321

TP 4.2. Principal arterials are established as roadways intended provide a high level of mobility, carry high proportion of traffic for long distances, serve a large percentage of inter-city travel and a major proportion of trips entering and leaving an activity center, and a majority of the through traffic that go directly through the Town, urban growth area, or bypass an area.

TA 4.2.1 Principal arterials should neither be dead-ended nor stubbed, but be connected to other principal arterials, minor arterials or at least major collectors.

TA 4.2.2. Encourage industries and other private and public developments of regional significance to locate close to, or along principal arterials

TA 4.2.3. Improve the aesthetics of these roads that carry most of the gateway traffic through our Town by using measures such as streetscaping.

TA 4.2.4. Construct a frontage road along East Andrew Johnson Highway from South Rufe Taylor Rd to Harlan St, and from N. Main St Ext. to Burns St. The development of any undeveloped property in this area should incorporate this frontage road. Reduce travel delays on Andrew Johnson Highway through signal timing and driveways consolidation.

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Goals, Policies and Actions

TA 4.2.5. To the extent possible, redevelop Tusculum Boulevard as an arterial boulevard with sidewalks, street trees, and intermittent medians.

TA 4.2.6. Adjoining commercial properties on highways should have cross access easements established in the subdivision of property and implemented in site development plans, except where a frontage road is clearly provided.

TA 4.2.7. The number of ingress and egress ways to property should be most restrictive on principal arterials.

TA 4.2.8. Consolidate driveways and provide medians to the fullest extent possible along principal arterials in

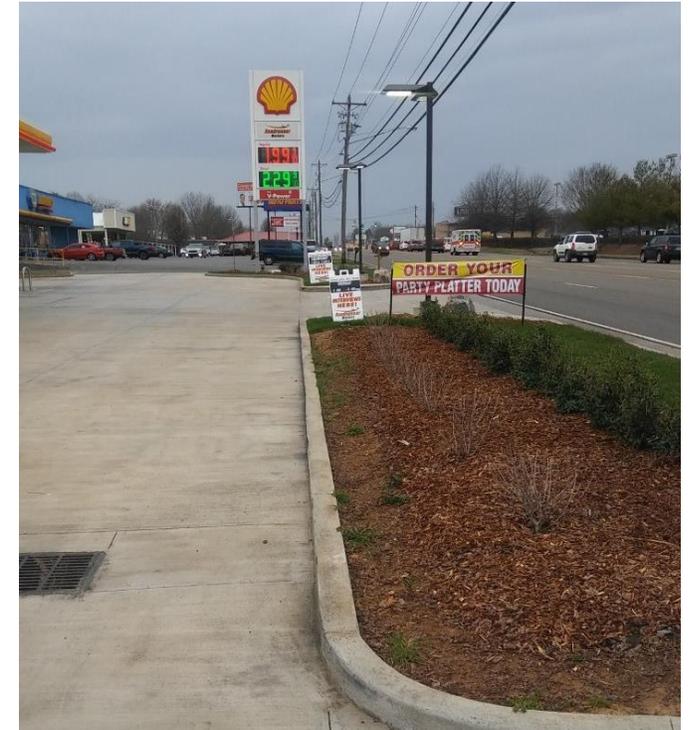
order to reduce accessibility and improve mobility.

TA 4.2.9. Require deceleration lanes for median crossings



Deceleration lane construction on US 11-E (major arterial road)

Draft of the Greeneville Comprehensive Plan 2017 - 2037



Cross access provided for adjoining properties on US 11-E. This Shell station had 2 driveways; now it has been redeveloped with one driveway to reduce access points on the major arterial

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Goals, Policies and Actions

TP 4.3. Minor arterials are established as roadways intended to serve as main routes for traffic within the Town and the urban growth area, serving traffic from collectors to principal arterials, moving traffic in less concentrated traffic-generating areas such as neighborhood shopping centers and schools, and providing direct access to major traffic generators such as work, shopping, and residential centers. Although their major function is through traffic, they also carry local traffic destined for points such as commercial centers along the corridor.

TA 4.3.1. Encourage the location of commercial, multi-family and double family developments along minor arterials.

TA 4.3.1 Discourage traffic with no intra-Town trip ends along this road classification.

Examples of minor arterials include Old Tusculum Rd, Snapps Ferry Rd from East Andrew Johnson Highway to Kiser Blvd, Kingsport Hwy, Erwin Hwy, East and West Church St, and East and West Bernard Avenue, Blue Springs Parkway, Pine Tr (SR70), Industrial Rd, East and South McKee St, and 107 Cutoff (SR107).

TA 4.3.1 Extend the east-west traffic direction function of East Church St by constructing a minor arterial road from about the intersection of E. Church St and Buckingham Rd to Old Shiloh Rd.



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Goals, Policies and Actions

TP 4.4. Major collectors are established as those roadways intended to carry traffic from commercial/office and industrial land uses to minor and major arterials, reduce reliance on major arterials for these businesses, and characterized by more direct access to properties. The streets can accommodate moderate traffic volumes.

TP 4.4.1. All major collector roads should be designed as two-way streets and should not dead end.

TP 4.4.2. Encourage high scale mixed-land uses, and high and medium density residential developments along major collector streets

TP 4.4.3. Design standards include pedestrian facilities such as sidewalks or multiuse paths, street lighting in areas of pedestrian activities, curb and gutter drainage systems, left-turn lanes at intersections, traffic calming as necessary, curb radii of 15ft to 35ft at intersections, and centerline stripping.

TP 4.4.4. Generally, develop and re-develop collector roads as complete streets.

TP 4.4.5. Where a major collector traverses a predominantly residential land stretch, install traffic calming measures such as speed hump, speed table/raised pedestrian, raised intersection, crosswalk, and

intersection bulb-out in the residential area stretch

Examples of major collectors include East McKee St, East Summer St, Gass Dr, Hal Henard Rd, Newport Hwy, Bohannon Ave, North College St, North Rufe Taylor Rd from US11-E to new Fairgrounds Rd, Snapps Ferry Rd from Kiser Blvd to Scott Farm Rd, and North Irish St.

Transportation

Goals, Policies and Actions

Major Collector Street Standards

| | |
|--------------------------------|--|
| Mobility Function | Medium for Residential and High for Commercial and Industrial |
| Access Function | High for Residential, Commercial and Industrial |
| Natural Feature Impacts | Low for Residential and Commercial, and High for Industrial |
| Number of Travel Lanes | At least 2 with middle turn lane at intersections. |
| Minimum Right-of-Way | 70ft |



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TP 4.5. Minor collectors are established as neighborhood collectors intended to distribute traffic from major collectors and minor arterials to local streets, to give direct access to abutting land, to provide connection between residential neighborhoods and from residential subdivisions to local parks, churches, etc, and to reduce travel times for pedestrians, bicyclists, school buses, and emergency vehicles.

TA 4.5.1. Space minor collectors at about half mile intervals.

TA 4.5.2. All minor collector streets should be designed as two-way streets with a residential character, but should not dead end.

TA 4.5.3. Implement pedestrian sensitive designs such as street trees, continuous or intermittent landscaped medians, street lighting, sidewalks or multi-use paths on both sides of the street, traffic calming such as curb extensions and intersection crosswalks as necessary, small curb radii of 15ft to 20ft at intersections, and stripped bicycle lanes.



Examples of minor collectors include Upland Ave, South Rufe Taylor Rd, South Main St, Pinto Rd, Oak Hills Parkway, Old Knoxville Hwy, Mt. Hebron Rd, Lick Hollow Rd, Quillen Shell Rd and East Barton

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Goals, Policies and Actions

TA 4.5.4. Generally, develop and redevelop minor collector roads as complete streets

TA 4.5.5. Where there is sufficient right-of-way, provide street trees such as Red Maples, Allee Chinese Elm, Bosque Chinese Elms and Ginko along minor collector streets spaced so as to create a continuous canopy

TA 4.5.6. Consider adding left turn lanes where minor collectors intersect with arterials.

TA 4.5.7. Permit on-street parking on minor collector streets only if projected traffic movement will not be hindered, safety will not be compromised, and there is sufficient right of way to

provide both two-way traffic and parking spaces.

TA 4.5.8. Create neighborhood business districts along minor collector roads in areas between neighborhoods

TA 4.5.9. Encourage low scale mixed-land uses, and high, medium, and low density residential developments to locate along minor collector streets Land uses that attract a significant volume of traffic from none of the adjoining neighborhoods should be discouraged from locating on minor collectors.

TA 4.5.10 Discourage properties on corner lots from making ingress/egress

ways connections to minor collector streets if physical conditions permit and safety will be enhanced by limiting the driveway to local streets.

Minor Collector Street Standards

| | |
|--------------------------------|---|
| Mobility Function | Medium for Residential and High for Commercial |
| Access Function | High for Residential and High for Commercial |
| Natural Feature Impacts | Low for Residential and Low for Commercial |
| Number of Travel Lanes | At least 2 with or without a middle turn lane at intersections. |
| Minimum Right-of-Way | 60ft |

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Transportation

Goals, Policies and Actions

TP 4.6 Local streets are established as roads intended to provide direct access to residential and commercial properties, and to carry traffic from subdivisions to minor and major collectors.

TA 4.6.1. All streets not classified as principal arterials, minor arterials, major collectors, and minor collectors are classified as local streets.

TA 4.6.2. Adopt traffic calming measures to slow through-traffic on local streets without necessarily reducing street connectivity index in the area

TA 4.6.3. Generally, local streets should be developed as two-ways streets; however, a local street may be a small width one-way street if it is connected to two streets at most 600ft apart.

TA 4.6.4. Permit on-street parking on local streets where there is sufficient right-of-way and where public safety shall not be compromised.

TA 4.6.5. Discourage the extensive creation of dead ends on local streets except where topographic conditions require otherwise, and rather adopt traffic calming measures such as speed humps, intersection bulb-out, choker, speed table/raised pedestrian crosswalk, raised center median,

neighborhood traffic circle, and chicane.

TA 4.6.6. All local streets should be constructed with sidewalks.

TA 4.6.7. Encourage the planting of street trees along local streets to enhance the neighborhood residential character

TA 4.6.8. Discourage auto-oriented land uses, especially those at corner lots, from using local streets as their main access.

Transportation

Goals, Policies and Actions

Local Streets Design Standards

| | |
|--------------------------------|---|
| Mobility Function | Low |
| Access Function | High |
| Natural Feature Impacts | Low for Residential; no commercial and industrial |
| Number of Travel Lanes | One lane if at most 600ft long or on-street parking reduces travel lane to at most 15ft; otherwise, two lanes with no middle turn lane. |
| Minimum Right-of-Way | 50ft |



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Transportation

Goals, Policies and Actions

TG5: An energy saving transportation network with reduced number and length of trips, and percentage of trips by single occupancy vehicles

TP 5.1: Support measures to reduce the number and length of trips within Town

TA5.1.1 Strive for a connectivity index of 1.2 to 1.65 to be achieved in roads construction. (*Connectivity index is the ratio of the number of street links divided by the number of street nodes (intersection and cul-de-sac heads).*)

TA 5.1.2 In Subdivision Regulations, include a connectivity metric to be achieved in subdivision development

and provide guidelines for how stub streets should be effectively designated so that property owners are aware of future street connections.

TA 5.1.3. Where subdivisions are proposed in phases and the entire length of a new road shall not be completed in the first phase, the right of way for street construction in subsequent phases should be clearly designated and reserved in preliminary and final plats of the first phase of the project.

TA 4.1.3. Review proposed land uses to ensure the streets adjacent to and near a subject property are appropriate in capacity and design for the proposed land development, and require modification to the street design where necessary to accommodate the transportation issues that are projected to arise from the proposed development.

TA 4.1.4. The classification descriptions apply to how a street should function, and not how it is functioning. Therefore, it may be more appropriate to alter a street design to reduce traffic than to move the street up the scale of classification.

Transportation

Goals, Policies and Actions

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TA 5.1.4. Develop a plan for the connection of existing stub streets to other streets considering the 1.2 to 1.65 connectivity index range and the developable properties that may be

Street Connectivity Value Proposition

- Increased accessibility for public safety services (police, fire, ambulance)
- Increased viability of “active transportation” (walking and cycling) as a mode
- Increased accessibility to regional street systems (multiple routes available)
- The connected physical framework allows the community to better adapt to changes in regional economic, social, or environmental conditions over the long term
- Provision of more developable lots
- Makes traffic routing easy and less burdensome to road users

Transportation

Goals, Policies and Actions

created by such extension. This plan should determine the preservation or abandonment of right-of-ways

TA 5.1.5. Educate businesses, residents, and employees about alternative energy efficient and time saving travel routes to different destination areas. Encourage compatible mixed use development to reduce trip generation.

TP 5.2. Promote an efficient transportation system that reduces trip destination cost and the intervention time of emergency vehicles

TA 5.2.1 Develop and implement a multi-modal master improvement plan

for the Town to provide transportation alternatives such as walking and bicycling in order to reduce vehicular trip generation.

TA 5.2.3. Promote neighborhood business districts along collector and arterial roads having businesses that



Street interconnectivity improved with the construction of Jeff Woods Memorial Dr. linking Fairgrounds Rd and N. Taylor Rd

provide limited goods and services, which accord convenience and short trips to persons in nearby residential subdivisions.

TA 5.2.2. Encourage street connectivity

TA 5.2.3. Promote neighborhood business districts along collector and arterial roads having businesses that provide limited goods and services, which accord convenience and short trips to persons in nearby residential subdivisions.

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Transportation

Goals, Policies and Actions

TG6: Provide pedestrian facilities that are walkable, safe, accessible and interconnected.

TP 6.1: Engage both public and private stakeholders in the provision of pedestrian facilities in Town

TA 6.1.1. Collaborate with state, regional agencies, school districts, community planning and community activities groups, businesses, health care professionals, property owners, developers, law and code enforcement officers, and other stakeholders to increase the walkability score in the different areas of the Town, and realize the health, social, economic and environmental benefits of walking.

TA 6.1.2. New local, collector, and minor arterial public streets should be constructed with sidewalks; address pedestrian needs to the full extent possible along major arterials.

TA 6.1.3. Distinctly allocate funds in the Town's annual budget for the construction of new sidewalks and the improvement of existing pedestrian paths along public streets and on public properties.

TA 6.1.4. Educate and engage home owners on specific streets in the provision of resources, including but not limited to right-of-ways, for the construction of sidewalks in existing neighborhoods.

TA 6.1.5. Require the construction of sidewalks along street right-of-ways of non-residential developments and redevelopment, or the contribution of a fee in lieu of sidewalk construction that should be reserved only for sidewalk constructions in Town.

TA 6.1.6. Leverage funds allocated for sidewalk construction to obtain additional funding for pedestrian ways improvements.

TA 6.1.7. Develop a Walkable Greeneville Master Plan (WGMP) that details the pedestrian improvements to be accomplished in five-years intervals.

TA 6.1.8. In the WGMP, prioritize pedestrian improvements based on

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pedestrian demand generators such as downtown, schools, hospitals, parks, trails, community service centers, and commercial developments; availability of resources from the Town; contributions from immediate beneficiaries such as adjoining property owners to offset the improvement cost; achievement of interconnected sidewalks; level of service and safety on associated road; and benefit to the highest number of people.

TA 6.1.9. Build new sidewalks at increments of a quarter mile from existing sidewalks; in this regard, expand the sidewalk network to the rest of the Town beginning from the Downtown core and inner city transects.

| SIDEWALK CONSTRUCTION SCORING MATRIX | | |
|--|-------------|--------|
| Destination Scores | Point Value | |
| High Pedestrian Volume | 1000ft | 1500ft |
| Downtown | 20 | 12 |
| Schools | 10 | 6 |
| Medium Pedestrian Volume | | |
| Hospital | 6 | 4 |
| Parks | 6 | 4 |
| Trails | 6 | 4 |
| Other Commercial Districts | 6 | 4 |
| Neighborhood with Multi-family developments | 5 | 4 |
| Low Pedestrian Volume | | |
| Churches | 4 | 2 |
| Single and double family developments neighborhood | 4 | 2 |
| Road or Sidewalk Feature Scores | Point Value | |
| On Street Parking | | |
| Yes | | 2 |
| No | | 0 |
| Right-of-Way | | |
| Yes | | 20 |
| Construction Easement | | |
| No | | 3 |
| Sidewalk Status | | |
| Excellent | | 0 |
| Good | | 5 |
| Fair | | 10 |
| Poor | | 15 |
| Existing Walkways | | |
| Opposite Site Incomplete | | 5 |
| Opposite Site Complete | | 2 |
| Street Classification | | |
| Major Arterial | | 10 |
| Minor Arterial | | 8 |
| Major Collector | | 7 |
| Minor Collector | | 6 |
| Local | | 5 |

CONNECT

Transportation

Goals, Policies and Actions

TP 6.2: Adopt pedestrian friendly designs in public and private projects considering projected and desired pedestrian activities

TA 6.2.1. Enhance streets, public right-of-ways and walkways with shade trees, benches and public art

TA 6.2.2. Pedestrian oriented features should be included in site plans

TA 6.2.3. Separate pedestrian from vehicular traffic paths by using designs such as road verge

TA 6.2.4. Where cost effective, consider redeveloping alleys to provide more walkable paths, especially when they provide shortcuts between areas used,

projected or desired to be used by pedestrians.

TA 6.2.5. Use traffic calming measures to improve walkability on sidewalks



TA 6.2.6. Encourage mixed uses in commercial and employment areas so as to promote short walks between the uses.

Pedestrian walkway included at a Dollar General Site connecting adjoining commercial properties, and with an outdoor sitting area

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Transportation

Goals, Policies and Actions

TP 6.3. Ensure that walking facilities are safe

TA 6.3.1 Street design and traffic management solutions should provide for the safety of pedestrians.



Walking trail at Hardin Park with safety guard rail

TA 6.3.2. Pedestrian safety measures should include the specific needs of children, the elderly, and persons with disability especially at street intersections, driveway openings, areas of high slope, and parking lots.

TA 6.3.3. Consider pedestrian safety in the location, width and number of driveways for different land uses and along different street classes.

TA 6.3.4. Adopt design measures and maintain pedestrian facilities to eliminate surface damages and trip hazards.

TA 6.3.5. Adopt pedestrian safety improvement technics and programs

such as road verge or planting strip, more visible pedestrian crossing markings, traffic calming, guard rails, street lighting, and education of school children on traffic safety.

TA 6.3.6. Implement Crime Prevention Through Environmental Design (CPTED) measures to significantly reduce the threat and incidence of crime on pedestrian facilities.

TA 6.3.7. Law and code enforcement officers should regularly patrol neighborhoods and walkways to maintain pedestrian safety.

TA 6.3.8. Ensure trash containers along pedestrian ways are immovable.

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TP 6.4. Ensure Pedestrian facilities are accessible

TA 6.4.1. Prohibit the placement of obstructions such as electric power poles, communication facility structures, and fire hydrants within walking ways.

TA 6.4.2. Provide sufficient width on sidewalks (minimum 5ft) and other pedestrian facilities, considering the street classification, adjoining land uses and expected pedestrian usage, to ensure safety and convenience of all users.

TA6.4.3. Ensure pedestrian facilities meet American with Disability Act (ADA) standards and requirements.



Power polls placed outside of sidewalks to maintain accessibility

TP 6.5. Promote pedestrian ways interconnectivity

TA 6.5.1. Institutions that share clients and employees and are in close proximity to each should be interconnected by sidewalks, including

shortcuts where possible.

TA 6.5.2. Link sidewalks along streets to walkways and trails

TA 6.5.3. Eliminate the gaps in sidewalk network

TA 6.5.4. Link the Laughlin Memorial Hospital Walking Trail to sidewalks to be constructed in surrounding neighborhoods



CONNECT

Transportation

Goals, Policies and Actions

TG7: Public transportation based on demand and the ability of the Town to subsidize the cost.

TP 7.1. Adopt a demand management and environmentally friendly approach to providing public transportation at the scale that the Town can afford while distributing the burden of running the system to all users.

TA 7.1.1. Continue to support van service for senior citizens for medical purposes, and expand for other purposes as necessary.

TA 7.1.2. Continue to provide van services for senior citizens through the Roby Center for senior activities

TA 7.1.3. Recognize the value of free markets, and do not limit the number of Taxi cabs that can operate in Town

TA 7.1.4. Promote car pooling for Town employees, Boards, Commissions' and school activities.

TP 7.2. Promote public transportation where and when the percentage of trips often made by single occupancy vehicles and parking demands could be reduced

TA 7.2.1 Consider providing public transportation along designated routes during events such as 4th of July celebrations that bring significant city population to a particular destination.

TA 7.2.2. Explore the possibility of providing public transportation twice a week from residential nodes to commercial centers and corridors.

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Transportation

Goals, Policies and Actions

TG8: Recognize the value of the airport as an asset on which the economic prosperity of Greeneville and Greene County inherently relies on.

TP 8.1. Promote the land use value and safety of the Airport

TA 8.1.1. Update the Greeneville/Greene County Municipal Airport Master Plan

TA 8.1.2. Pursue the possibility of annexing the entire airport land into the Town's corporate limits

TA 8.1.3. Create an Airport Overlay Zone in the Zoning Ordinance, and

restrict land uses around the airport to limit risk for both humans and structures

TP 8.2. Foster the effective management of the assets of the airport and enhance its contribution to the economic growth of the Town

TA 8.2.1. Complete the hiring process,

and work with the Airport Manager to recruit more businesses to Town

TA 8.2.3. Work with the Airport Authority and Greene County Commission, through the Airport Manager, to ensure the Town's investments at the airport are protected and economically productive



Transportation

Goals, Policies and Actions

TG9: Safe and accessible means of ingress and egress

TP 9.1. Ensure the design, location and number of driveways and curb cuts are consistent with the mobility and accessibility functions of street classifications

TA 9.1.1. Maintain the current ingress and egress regulations in the Zoning Ordinance, except those applicable to state highways

TA 9.1.2. Revise the current ingress and egress regulations in the Zoning Ordinance applicable to state roads to ensure consistency with TDOT requirements.

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ATTRACT

Education

The education element of this plan addresses the Town's strategy on providing top notch educational opportunities and facilities to the Greeneville residents and those who use or may use these facilities in the planning period. It considers that education plays a critical role in defining the quality of life in our community: it is essential in the human, intellectual, spiritual, and civic formation of our citizens. It shapes our individual human personality and integrity, and affects our responsibility for community life by influencing how we relate with other human beings or people – family, neighbors, visitors, new residents, youth, elderly, workers, etc – in our community; it imparts knowledge and enhances the capacity of our minds to reach for truth; it

introduces and cultivates our hearts to recognize and embrace values beyond our individual selves; and it trains us to be valuable participants and contributors to the growth and development of our local community, state, national and global societies.

Nowadays, school systems and educational facilities and opportunities at all levels have become influential reflections of neighborhoods, communities as a whole, and their abilities to attract new residents and businesses. Grade schools often define neighborhoods and the reputation of schools with respect to performance, discipline, safety, and skills acquired at graduation is often a competitive ground for relocation of citizens within a community, the movements of people

and families into a community, and the location and expansion of new and existing businesses respectively in a community. While a great education reputation attracts businesses, the businesses in turn provide a strong tax base that schools benefit from. Colleges offer life-long learning opportunities and their programs are often tailored to satisfy specific job training needs.

Institutions of higher learning and universities provide advanced degrees, educate and produce researchers and graduates who become teachers, trainers, formators, and potential employers. Interns are also great resource for communities: the community does not only provide a platform for them to learn new skills,

ATTRACT

Education

but they also contribute their knowledge and skills for the development of the community.

Principles and Concepts

- ❑ **Holistic education:** Human life is multi-dimensional and complex; the Town, therefore, must foster an education that forms the human person integrally for both personal perfection and contribution to the growth and development of society.
- ❑ **Creating educational opportunities:** In a constantly changing world, the Town has to continue encouraging education service providers to create new opportunities that provide people with the knowledge and skills needed in the dynamic local, regional, state, national and global market.
- ❑ **Increasing Demand for City School Systems:** Although the Town of Greeneville's demographics has not changed significantly in the last twenty years, the Town must adapt to the increase interest and desire of parents in Greene County – living outside of the Town's corporate limits – to send their children to attend and be educated in the Greeneville City Schools System, while prioritizing the current and future needs of the Town's residents.
- ❑ **Facilities Siting and Planning:** This Education Element provides criteria for the placement of educational facilities and the

ATTRACT

Education

location of other developments such as multi-family apartments and industries to assist school officials, city staff and developers in the location of education facilities and other private developments that can affect, or be affected by the school facilities.

Certainly, changes in technology will also impact the location and nature of the facilities.

- ❑ **Relationship between Town and Education Providers:** It is vital that school districts and private education providers work with the Town on education and other development issues to ensure the needs and concerns of all parties are properly addressed. In this regard, Town staff and local education providers need to share

- ❑ information with respect to demographics, land use development and economic development. This will give public agencies and decision makers more tools and data to make informed decisions.

- ❑ **Increasing Demand for City School Systems:** Although the Town of Greeneville's demographics has not changed significantly in the last twenty years, the Town must adapt to the increase interest and desire of parents in Greene County – living outside of the Town's corporate limits – to send their children to attend and be educated in the Greeneville City Schools System, while prioritizing the current and future needs of the Town's residents.

- ❑ **Facilities Siting and Planning:** This Education Element provides criteria for the placement of educational facilities and the

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Education

State of our Education

Day Care

Day care centers are important in Greeneville's education. They provide both opportunities for children to develop basic learning and social skills before enrolling in grade schools and they give working parents a place to entrust the care of their kids while they work in today's work intensive society. Typically, these centers should be in neighborhoods and employment centers where it is convenient for parents to drop off and pick up their children. In both locations, it is also important that the specific site ensure the safety of the children and be protected from undue interferences from surrounding uses.

There are 20 day care centers in Greeneville, and most of them are located in employment centers. The capacity of these centers range from 20 to 160 children.

Primary, Secondary and High Schools

Primary, secondary and high schools education is provided in Greeneville and its urban growth area by both public and private schools. There two such private schools in the corporate limits of Greeneville, namely Greeneville Adventist Academy and Beacon School. There is one private elementary and middle school in the urban growth area, namely Towering Oaks Christian School. In 2016, Greeneville Adventist Academy (K-10)

was 83% full in capacity, Beacon School (1-12) was 93% full and Towering Oaks Christian School (PK-8) was 87% was.

Towering Oaks Christian School is the largest private elementary and middle school with 179 student capacity in both schools. The largest private high school is Beacon School with a capacity of 75 students. These schools are self-governing entities.

Public Schools: The Greeneville City Schools System

The Greeneville City Schools (GCS) district consists of seven schools: four elementary, one middle and one high school, and one technical training school. The district currently enrolls

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Education

Recent Greeneville City Schools Achievements

- 2016 Best School District in Tennessee ranked by Niche
- 2015 ACT Composite Score of 21.3 above the Tennessee's state 19.8 and the national 21 scores.
- Tusculum View Elementary named a 2012 and 2015 Tennessee Reward School
- Greeneville High School graduation rate of 96.2%
- GCS named in 2013, 2014 and 2015 to College Board's Sixth Annual AP Honor Roll.
- EastView Elementary School earned the designation of 2014 Tennessee Reward School
- Earned all A's in achievement scores and Level 5 (1-5 scale) for student academic growth on the Tennessee State Report Card.
- Designated in 2013 as a "Tennessee High Performing School District" under Public Chapter 393.
- 2013 Score Prize Finalist – one of only three districts in the state to earn this recognition from the State Collaborative on Reforming Education for "most dramatically improving student achievement."
- Greeneville High School named a "Silver Medalist High School" by U.S. News and World Report in 2013 national rankings of the best high schools
- Greeneville High School – only school in the state of Tennessee named to the College Board Advancement Placement Honor Roll for two consecutive years, namely 2011 and 2012.
- Greeneville Middle School named a 2011 Blue Ribbon Lighthouse School
- GHS named a 2008 U.S. Department of Education Blue Ribbon School
- GCS – 2008 winner of the "Dr. Sylvia Chapp Award" by the International Association of Technology Excellence, the highest technology award given each year to a school district in the USA

about 2,893 students, served by 242 certified teachers and administrators, 206 non-certified staff members, and about 41 substitutes. The school system believes that it takes a community to educate children. Its vision approach is both microscopic and telescopic. The microscopic perspective guides the daily decisions of the system by elevating achievable goals expectations through programs such as Leadership Academy at Highland Elementary School; the telescopic perspective drives five year and long term vision and planning by emphasizing students' acquiring of knowledge and skills necessary to compete in the workplace for future jobs.

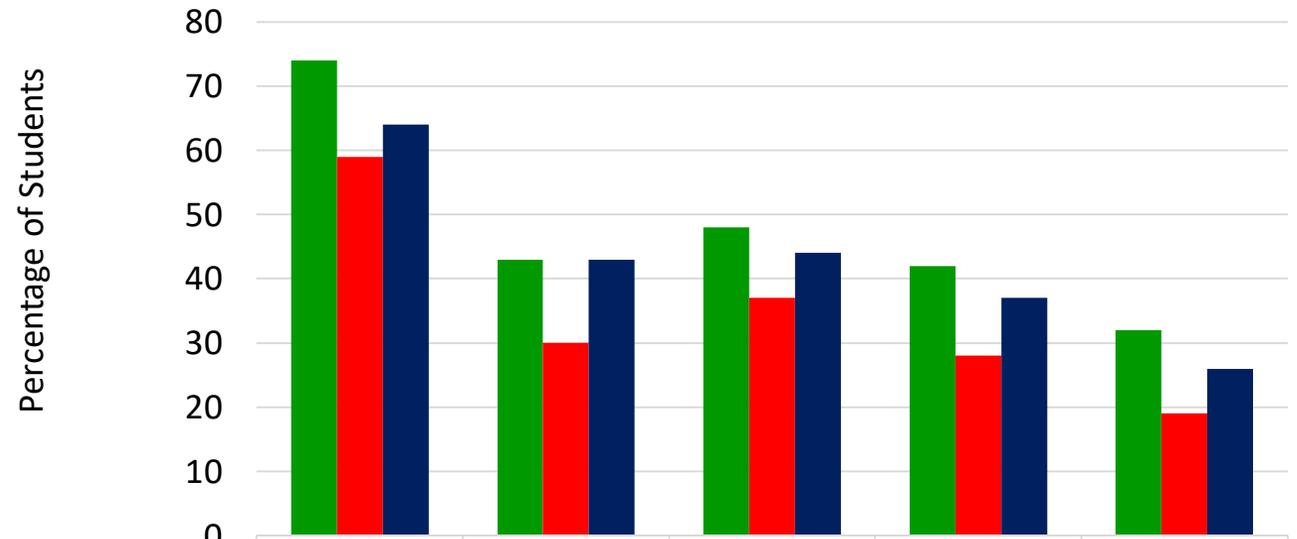
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Education

As part of its program of inclusivity, Greeneville City Schools System provides an annual individualized Education Plan to students with special needs. About 450 students currently benefit from this Plan. The individualized plan modification program includes Inclusion, Remediation, Transition Planning, Individualized Reading Programs, Response to Intervention, Speech Therapy, Occupational Therapy, Physical Therapy, and Homebound Instruction Services.

The Greeneville City Schools Systems has significantly adapted to the changing technological world. The GCS employs a system-wide BYOD (Bring Your Own Device) initiative,

College Ready vs. State & Nation in 2014



| | English | Algebra | Social Science | Biology | All Four |
|----------------------------|---------|---------|----------------|---------|----------|
| ■ Greeneville City Schools | 74 | 43 | 48 | 42 | 32 |
| ■ State of Tennessee | 59 | 30 | 37 | 28 | 19 |
| ■ Nation | 64 | 43 | 44 | 37 | 26 |

ATTRACT

Education

allowing personally-owned technology devices for educational use. In 2016, there are over 2,445 technology devices registered with the help desk and 306 iOS devices through the mobile device manager – and these are supported by the GCS network. The district also supports between 500 to 1,000 personal devices at a time. Greeneville educators use many social media avenue such as district websites, Facebook and Twitter to connect with parents and the community.

In 2015, 48% of the GSC revenue source was local, 50% was state, and 2% was federal. In the same year, 76% of the GCS appropriations was spent on instruction, 10% on maintenance, 3% of administration, 3% on transportation, 1% on capital outlay, 1% on debt service, and

6% on other items.

The good report card of the Greeneville City School Systems has continuously attracted residents outside of the Greeneville corporate limits. This has increased the filled capacity of the GCS, virtually filling up the lone Greeneville Middle School. Table E2 shows the increased capacity of the Greeneville City Schools from 2008 to 2015.

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Education

| School | 2008-2009 | Capacity | % Capacity in 2008 | *Tuition % in 2008 | 2015-2016 | Capacity | % Capacity in 2015 | *Tuition # 2015 | *Tuition % in 2015 |
|---------------------------|-----------|----------|--------------------|--------------------|-----------|----------|--------------------|-----------------|--------------------|
| EastView Elementary | 372 | 430 | 86.6% | 30.2% | 366 | 430 | 85.2% | 86 | 23.5% |
| Hal Henard Elementary | 382 | 413 | 92.5% | 26.6% | 386 | 413 | 93.5% | 61 | 15.8% |
| Highland Elementary | 179 | 225 | 79.5% | 19.9% | 190 | 225 | 84.4% | 41 | 21.6% |
| Tusculum View Elementary | 376 | 426 | 88.2% | 24.4% | 401 | 426 | 94.1% | 80 | 20.0% |
| Greeneville Middle School | 621 | 634 | 97.9% | 23.0% | 625 | 634 | 98.5% | 144 | 23.0% |
| Greeneville High School | 896 | 1203 | 74.5% | 26.0% | 907 | 1203 | 75.4% | 244 | 26.9% |
| Totals | 2826 | 3331 | 84.8% | | 2875 | 3331 | 86.3% | 656 | 22.8% |

*Tuition # and % refer to the number and percentage respectively of non-city residents in the GCS.

Changes in capacity in the Greeneville City Schools System from 2008 to 2015

Draft of the Greeneville Comprehensive Plan 2017 - 2037

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Education

Greene Technology Center

The Greeneville City Schools System is recognized across Tennessee as a leader in professional development.

The Greene Technology Center is now a satellite center for the Tennessee College of Applied Technology in Morristown and offers classes for certification in Welding, Machine Tool Technology, and Industrial Electricity. The Greene Technology Center offers professional development training in automotive service technology, collision repair, computer science – video game design, cosmetology, criminal justice, electricity, machine tool technology, medical careers nursing/CAN, medical career forensics/EMS, pre-engineering,

robotics, teaching in early childhood, and welding technology to high school

students and other community members.

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Education

Higher Education Learning and Workforce Attainment



Walter State Community College expansion (under construction) in Downtown Greenville

From 2010 to 2014, Greenville had a 79.8% education attainment. The Greenville City School System ranks fifth out of 136 school systems in Tennessee Competency Test results and the city school system consistently rates above state averages in attendance and graduation rates (96.7%). Most recently, the School System earned the distinction as one of only three finalists in the state for the district-level SCORE Prize, which is awarded based on “dramatic gains” in student achievement. Greenville City Schools has met all requirements set by the Tennessee State Legislature to be declared a “High Performing School District” – a declaration with one of the criteria being focused professional development.

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Education

High school students in Greeneville can engage in dual enrollments at both Greeneville High School and Walter State Community College. As students at the College, they receive training such that they are professionally equipped and may join the workforce at the time of graduation from high school.

The Greene Technology Center provides both high school and adult students with academic and technical learning opportunities in an economical and accessible manner. The center provides training in more than a dozen technical fields and has partnered with the Tennessee College of Applied Technology to offer certifications in three more industrial programs, namely.....

Walter State Community College offers more than 100 associate degrees and technical certificates, and is also

ranked as one of the most tech-savvy community colleges in the United States.

| EDUCATION ATTAINMENT | Greeneville | | Tennessee | |
|---|-------------|------------|-----------|------------|
| | Number | Percentage | Number | Percentage |
| Population 25 years and over | 10,516 | | 4,336,243 | |
| Less than 9 th grade | | 10.8% | | 5.9% |
| 9 th to 12 th grade, no diploma | | 9.4% | | 9.2% |
| High school graduate (includes equivalency) | | 33.6% | | 33.1% |
| Some college, no degree | | 19.3% | | 21.0% |
| Associate's degree | | 5.5% | | 6.5% |
| Bachelor's degree | | 12.8% | | 15.6% |
| Graduate or professional degree | | 8.6% | | 8.8% |
| Percent High School graduate or higher | | 79.8% | | 84.9% |
| Percent bachelor's degree or higher | | 21.4% | | 24.4% |

Education Attainment of People in Greeneville, 2010-2014

Source: American Community Survey (with added calculations)

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Education

Nearby Tusculum College, which is four hundred and fifty feet from the Greeneville city limits, wherein some of the residents of Greeneville receive college education, emphasizes civic arts, and graduates students with the practical wisdom necessary to participate in civic life. It also offers thirty-one (31) majors in bachelor degree programs, master's degrees in education (four concentrations), and a master's of business administration that forms entrepreneurs and provides an intellectually sound and skillful work force for businesses in Greeneville.

ATTRACT

Education

Goals, Policies and Actions

EG1: Focus education on the well rounded formation of our citizens

EP 1.1. Promote high performance and social achievement in our schools

EA1.1.1. Provide a curriculum and learning experience that fosters student achievement in translating academic skills into successful employment

EA1.1.2. Enhance the ability of students to live independently and contribute to the community and society

EA1.1.4. Start a “Students for Greeneville” initiative from Middle School to Colleges that will focus on engaging students in understanding the workings of our Town, providing inputs on issues that affect students in our community, and in community services to improve our Town

EA.1.1.5. Support school districts endeavors to standardize and monitor measurement indicators which assess a broad range of student proficiency including academic performance, behavior traits, social skills, problem-solving capability, psychological adjustment, and sense of community

EA1.1.6. Support and motivate staff and faculty in the education of our

students

EP.1.2. Coordinate with education providers through agreements with appropriate agencies and departments to increase medical, psychological, and social services for children and their families as appropriate.

EA 1.2.1. Work with the police department to maintain safety resource officers in all public schools

EA 1.2.2. Be open to providing police officers to private education institutions through partnership agreements.

EA 1.2.3. Work together with parents, neighborhood groups, the health

ATTRACT

Education

Goals, Policies and Actions

department and safety office to eliminate substance abuse in our schools environment.

EA 1.2.4. Pursue funding and other resources opportunities at the state level to provide the educational needs of students with disabilities leaving Greene Valley and settling in neighborhoods in our community.

EG2: Create learning opportunities

EP2.1. Provide a wide range of educational opportunities

EA2.1. 1 Maintain the Greeneville City School Systems

EA.2.1.2 Continue to provide multiple education opportunities through the school districts, colleges and other education providers

EA2.1.3. Explore the possibility of expanding educational opportunities at the Greene Technology Center to include non-high school students.

EA2.1. 4. Recognize and support educational opportunities for learners

who may need non-traditional education support.

EA2.1.5. Provide and support learning programs for children and adults in the community library.

EP2.2. Provide sufficient educational facilities capacity

EA2.2.1. Prioritize enrollment of children resident in the Town in the Greeneville City Schools System

EP2.2.2. Support the completion of the Walter State Community College expansion

EP2.2.3. When a development is projected to generate significant

ATTRACT

Education

Goals, Policies and Actions

residential population but there isn't sufficient capacity in the Schools System to accommodate the additional population, provide the opportunity for the developer to work with the Schools System to provide creative options that provide capacity to accommodate the additional projected population that the proposed development may create.

EA2.2.4. Consider the capacity of private schools in our community in making school facilities capacity analysis and the impact that a proposed development may have on the Schools System.

EA2.2.5. In the long term, consider making necessary expansion improvements at the middle school level based on the Town's population growth.

EP2.2.6. One of the main missions of the Greeneville City Schools System shall remain to provide the residents of the Town of Greeneville an educational choice for their children within the City limits while alleviating some of Greene County's growing educational needs to the extent possible. The school will serve students in Grades Kindergarten through Twelfth.

ATTRACT

Education

Goals, Policies and Actions

EP.2.3. Provide a conducive learning environment

EA2.3.1. The Greeneville City School System shall maintain a welcoming learning environment to all pupil and students in our Town, irrespective of

age, income levels, sex, race, historical and cultural heritage, nationality, religious affiliation and other categories in accordance with state law.

EA2.3.2. Schools in Greeneville will continue to enhance the effectiveness of the learning environment.

EA2.3.4. Promote the health, safety and well-being of students in their journey to school, within the school setting, and from school.

EA2.3.5. Schools are encouraged to continue to improve existing educational facilities, in so far as funding is available, through renovation and expansion to better accommodate increasing enrollment,

new educational programs and other activities, both curricular and extra-curricular.

EA2.3.6. Continue to provide and support school safety and appropriate behavior in schools with the use of School Resource Officers (SRO)

ATTRACT

Education

Goals, Policies and Actions

EG3: Respond to the workforce needs of our community and region

EP3.1. Identify and respond to the workforce demands and training needs in our community and region

EA3.1.1. Promote a dynamic community climate for career enhancement and work productivity

EA3.1.2. Assess employer expectations and needs in local industry and business to foster the development of a trained, motivated, and productive work force

EA3.1.3 Support preparation of students to achieve workforce expectations and maximize job satisfaction via appropriate job placement

EA3.1.4. Achieve, maintain, and promote community educational assets in an environment which attracts desired businesses and industry

EA3.1.5. Promote a seamless transition between school and workforce entry

EA3.1.6. Promote workforce education to support small business start up

EA3.1.7. Explore opportunities for “school to work” career tracks to enhance students’ seamless transition

into the workforce.

EA3.1.8. Once every three years, carry out a detailed assessment of employers’ skills, education, work ethic and experience expectations in our local economy, and develop an education response to maintain a trained, motivated, and productive workforce.

EA3.1.9. Create partnerships with other education providers at the regional scale to facilitate workforce needs assessment and training that adapt to employers’ needs

EA3.1.10. Promote mentoring opportunities for students with local businesses to enhance career path choices, job skills development and

ATTRACT

Education

Goals, Policies and Actions

Service agencies in our community.

jobs satisfaction

EA3.1.11. Promote school terms and summer internships with local businesses and institutions

EA3.1.12. Assess the technological needs in our classrooms and take appropriate steps to fulfill them.

EA3.1.13. Continue partnering with education service providers, civic groups and local businesses to increase the pool of paid internships in our community.

EA3.1.14. Study and develop a program targeted at reducing dependence on social and human

ATTRACT

Education

Goals, Policies and Actions

EG4: Maintain a close relationship between education service providers and the Town

EP4.1. Coordinate the Town's growth efforts with education service providers

EA4.1.1. Share information regarding demographics and development with education providers

EA4.1.2. Share information regarding education to enable the Town make informed decisions

EA4.1.3. Consider the cost-benefit impact of annexation on the

Greeneville City Schools System, and ensure the annexation is beneficial to the City Schools System.

EA4.1.4. Invite education service provider representatives to attend the Planning Commission meeting where Comprehensive Plan amendments, rezonings, major subdivision development and annexations are being considered, which if approved, would significantly increase residential density in the Town.

EA4.1.5. Include a member of the Schools System in the development review process.

EA4.1.6. Encourage housing development in the Highland

Elementary School District

EP4.2. Establish and implement mechanism(s) for on-going coordination and communication

EA4.2.1. The Town shall coordinate and cooperate with Greeneville Public Schools, the County, the State and other appropriate agencies to develop or modify rules and regulations to simplify and expedite proposed new educational facility developments and renovations.

EA4.2.2. Reserve the approval of civil construction plans for all school facilities – just as all public facilities – to the Planning Commission at regular or special called meetings.

ATTRACT

Education

Goals, Policies and Actions

EA 4.2.3. Greeneville City Schools should coordinate school capital improvements in five-years plans with the planned capital improvement projects of the Town, other municipal agencies, any public-private partnerships, or any significant private sector actions that may affect the making of the improvements.

EA4.2.4. Consider the merits of shared bond issues or other financial mechanisms in the financially planning and construction of school facilities that could serve multiple public purposes.

EA4.2.5. Work with the school districts, private schools, institutions of higher learning, area libraries, cultural centers and community organizations to develop a coordinated system of colocation joint use of facilities to optimize service delivery, reduce cost of service provision, and place many more facilities at the benefit of a wider student population

EG5: Engage parents, businesses and other persons of interest in the provision of education in our community

EP5.1. Coordinate with education service providers in their efforts to continue providing opportunities for community and business leaders to serve on committees and task forces that improve provision of public educational facilities and services.

ATTRACT

Education

Goals, Policies and Actions

EG5: Locate education service facilities in appropriate geographical areas

EP5.1. Ensure land use compatibility in the location of education facilities

EA5.1.1. Locate education facilities in Institutional Public & Semi-Public Zoning Districts as uses-by-right; however, education facilities may be in other districts, except industrial zones.

EA5.1.2. Encourage the location and expansion of day cares, kindergarten, elementary and secondary schools to be in proximity to residential neighborhoods to the extent possible, provided adverse impacts to

neighborhoods are minimized.

EA5.1.3. Engage the Planning Commission early in potential school site and construction planning to ensure facilities' location and construction plans are consistent with this Comprehensive Plan.

EA5.1.4. The Planning Commission should coordinate with the School Board to address on-site and off-site improvements necessary to support new schools, proposed significant expansion of existing schools, or mitigate any existing adverse traffic and other impacts around schools.

EA5.1.5. Greeneville City Schools and other education providers should

preferably seek sites for school facilities, which are adjacent to existing or planned public recreation areas, community centers, libraries, or other compatible civic uses in order to encourage joint use facilities or the creation of logical focal points for community life.

EA5.1.6. Educational facilities should promote the vitality of proximate neighborhoods.

EP5.2. Ensure adequate infrastructure at and to site for school facilities

EA5.2.1. When considering a site for possible use as a school facility, Greeneville City Schools should work with the Planning Commission to

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Education

Goals, Policies and Actions

review the adequacy and proximity of other public facilities and services necessary to the site such as roadway access, transportation, fire flow and portable water, sanitary sewers, drainage, solid waste, police and fire services, and means by which to assure safe access to schools, including sidewalks, bicycle paths, turn lanes, and signalization.

EA5.2.2. The Town shall coordinate with the Greeneville City Schools to provide for pedestrian and traffic safety in the area of schools and signalization for school facilities.

EA5.2.3. Identify and reinforce the designation, design and construction of safe pedestrian access and bicycle routes as part of new major residential subdivisions, and from predominantly students' residential areas or housing units to institutions of higher learning.

EA5.2.4. Work with Walter State Community College in carrying out a parking needs assessment for students at the College

EA5.2.5. Partner with Walter State Community College and the private sector to address parking and accessibility needs for students and faculty in the Downtown area.

ATTRACT

Economic Development

Economic development does not take place in a vacuum; it involves people and places. We develop our local economy by preserving and increasing our living standard through human and physical development based on principles of equity between demographic and spatially defined groups, and by promoting and encouraging sustainable resource production and use in our community.

We are conscious that economic development is not synonymous to growth; although our population has not changed significantly in the last one to two decades, the provision of jobs and production of revenue – including taxes – has changed in our Town. Considering this change, a plan

that provides direction for the economic wellbeing of our community is necessary to absorb inevitable business fluctuations and market changes. This plan needs to strike a

balance between our economic vitality and stability on the one hand, and other community aspects such as environmental protection, safe and adequate transportation system, and



ATTRACT

Economic Development

preservation of our small Town feel on the other hand. It needs to consider the diversity of factors that contribute to our economic development, and to create a sustainable economy in the long term.

State of our Economy

Our demographics, quality of life, income and wages, labor force characteristics, industrial sectors and their employment sizes, international linkages, research base, higher education resources, transportation, utilities, taxes, land and building availability, and environmental regulations all contribute in creating our local economy.

Employment

Employment changed in Greeneville in the last three decades. Employment in all sectors grew from 5,841 in 1980 to 6,306 in 2000, an 8% increase. In 2010, the total employment fell slightly to 5,737 following the national economic recession of 2008. From 1990 to 2010, the greatest gains in employment were in the Arts, Entertainment, and recreation, and accommodation and food services industry (+803.27%), followed by construction (+65.48%) and educational services, and health care and social assistance (33.05%); the greatest decrease were in the agriculture, forestry, fishing and hunting, and mining industry (-78.4%), followed by the information (-68.54%) and the manufacturing (-38.20%)

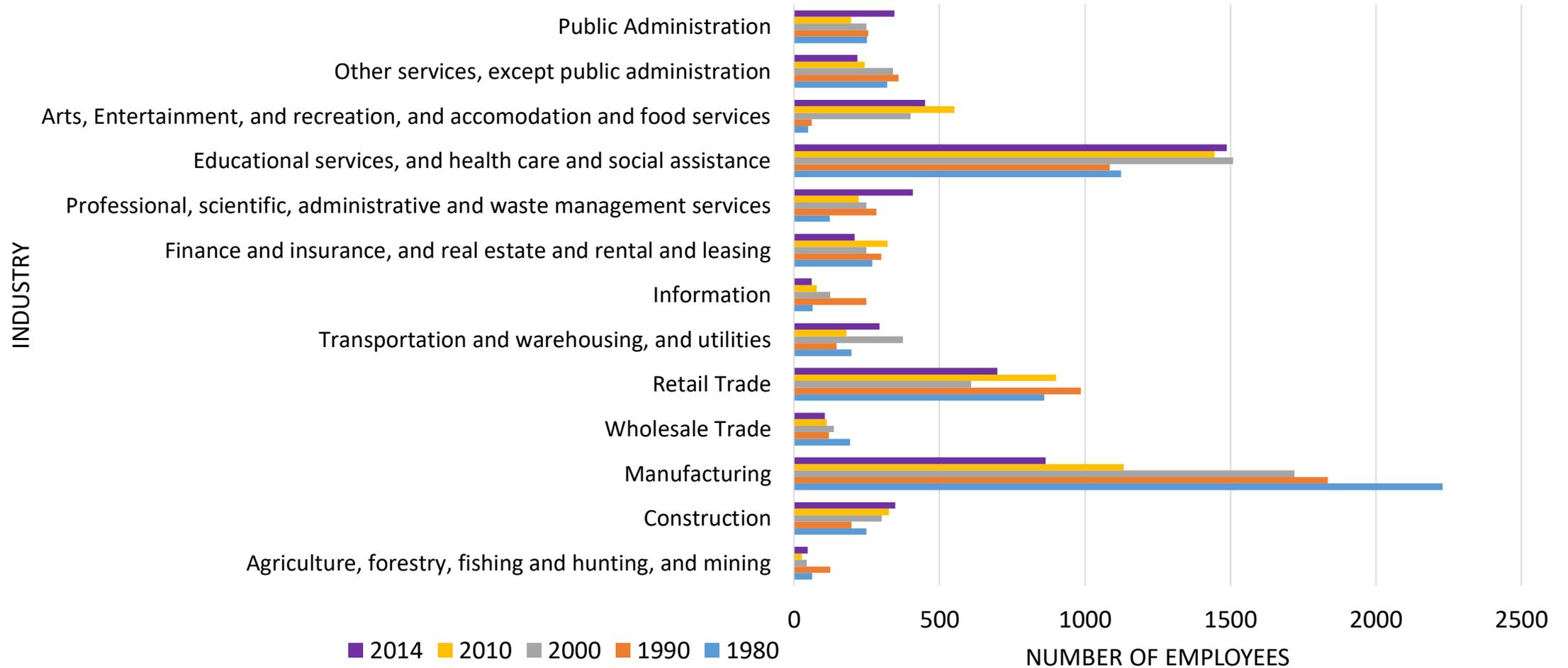
industries.

After the 2008 economic recession, precisely from 2010 to 2014, the highest employment gains have been in professional, scientific, and management, and administrative and waste management services industry (+83.78%), followed by the public administration industry (+76.02%), and the agriculture, forestry, fishing and hunting, and mining industry (+70.37%). Within this same period, the three industries in which employment has most decreased are finance and insurance, and real estate and rental and leasing (-35.40%), manufacturing (-23.72%), and retail trade (-22.53%).

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Economic Development

GREENEVILLE EMPLOYMENT BY INDUSTRIES



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Economic Development

In the last three decades, the Manufacturing industry, the Educational services, and health care and social assistance industry, and the Retail industry have constantly been the largest employment industries in Greeneville. Among these three industries, the Manufacturing category was the leading employment industry from 1990 to 2000, accounting for 37.25% of employment in 1980, 30.59% in 1990, and 27.29% in 2000. However, in 2010, the Educational services, and health care and social assistance services industry became the leading employment industry in Greeneville, accounting for 25.19% of total employment while the Manufacturing category provided 19.77% employment positions in the same year.

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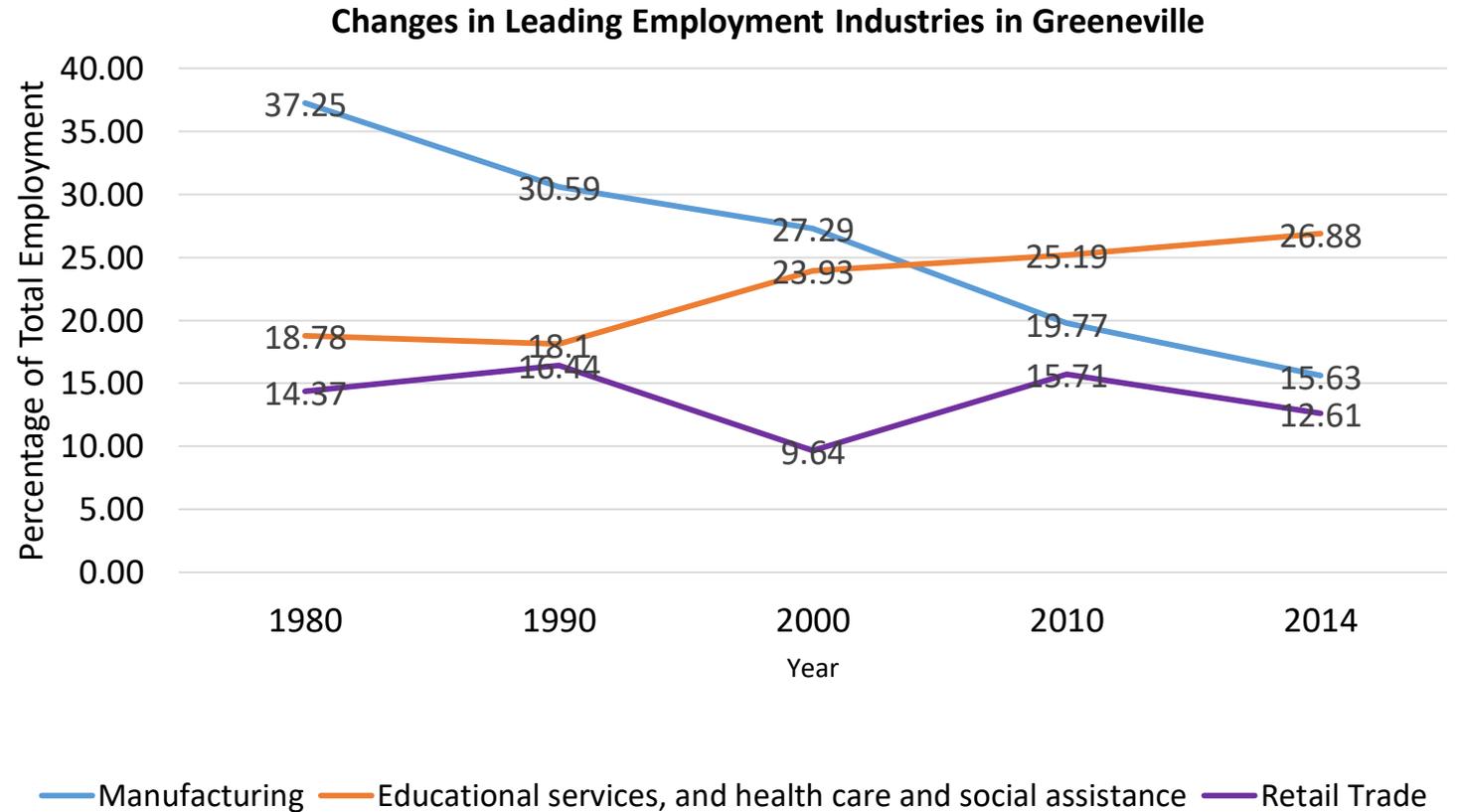
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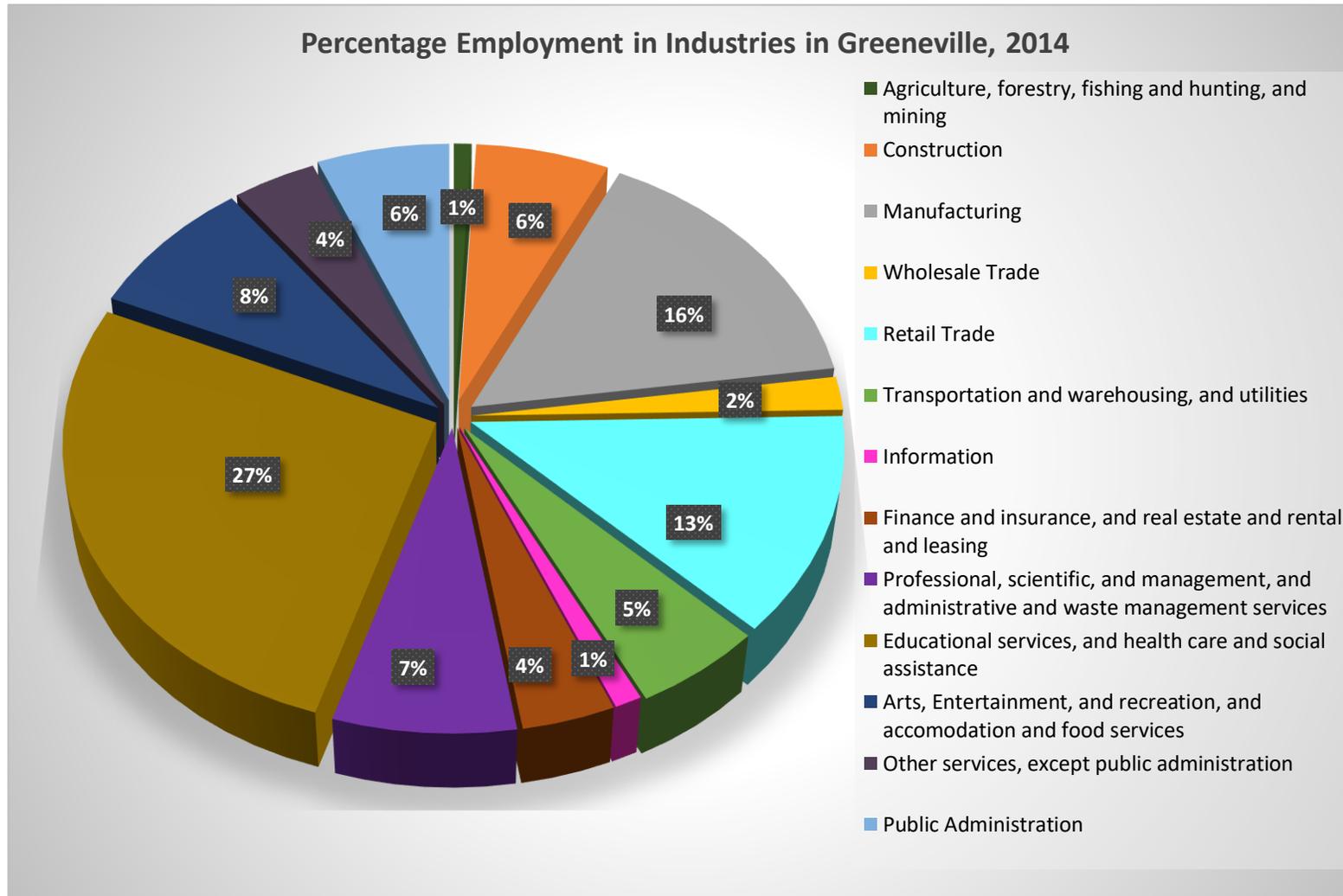
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Economic Development



This trend has continued with the Educational services, and health care and social assistance services industry currently leading employment by providing 26.88% of positions, followed by Manufacturing at 15.63% and Retail Trade at 12.61%.

In 2015, unemployment in the Greeneville market area (10-mile radius from Downtown Greeneville) was 7.4%. This percentage may appear low for a suburban area as Greeneville; however, the total in civilian labor force participation rate for population 16 years and above was also low at 51.3%.

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Economic Development

Major Employers

The major employers in Greeneville with over 100 employees include the following:

Unemployment

Per US Census Bureau data, Greeneville in 2014 had an estimated 12,070 population 16 years and over. There was 23.87% of this population within the retirement age of 65 years and beyond. Adjusting for this retiree population, 9,189 persons were part of the workforce, which represents a 1.75% increase in workforce population 16 years and over from 2009.

Greeneville's socio-economic data indicates that the Town is generally a family oriented and a retiree community.

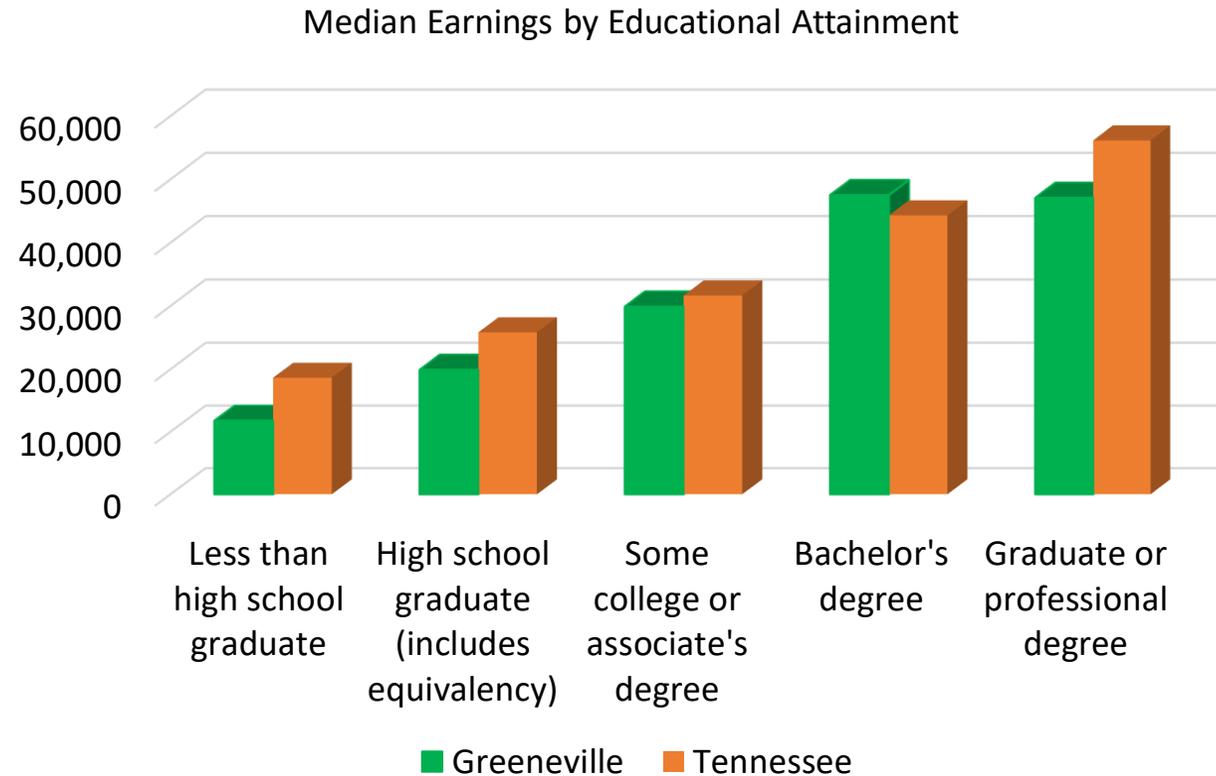
| Inside City Limits | | |
|---------------------------------------|-----------------------|------------------|
| Employer | 2016 No. of Employees | Year Established |
| Wal-Mart Logistics | 916 | 1997 |
| Laughlin Memorial Hospital | 800 | 1939 |
| Takoma Regional Hospital | 620 | 1928 |
| American Greetings | 542 | 1966 |
| Parker-Hannifin | 450 | 1972 |
| Greeneville City Schools System | 448 | |
| John Deere Power Products | 431 | 1988 |
| Worthington Industries | 410 | 1999 |
| Ingles Marketing | 350 | |
| TI Group Automotive Systems | 250 | 1996 |
| Town of Greeneville | 240 | 1783 |
| Food City Inc | 216 | |
| HUF North America | 200 | 1995 |
| Jardin Zinc Products Co. | 200 | 1969 |
| Donaldson Company, Inc | 155 | 1973 |
| Jost International Corporation | 137 | 1999 |
| Crown Tonka | 130 | 1992 |
| LMR Plastics | 128 | 1973 |
| Imerys Fused Minerals Greeneville, TN | 125 | 1965 |
| Packaging Services, Inc | 119 | 1994 |
| Premium Waters | 111 | 2002 |
| Numark Inc | 100 | 1980 |
| In Urban Growth Area | | |
| C & C Millwright | 107 | 1974 |

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Economic Development

Income

The income per household in 2014 in Greeneville was \$32,869. Generally, there is a direct relationship between education attainment and income earnings in Greeneville, with the median earnings of bachelor degree holders in the Town exceeding that of the State of Tennessee as a whole. Per capita income in Greeneville increased by 2.27% from 2010 (\$19,982) to 2014 (\$20,436).



Source: American Community Survey

ATTRACT

Economic Development

Financial Health and Cost of Living

The table below compares the cost of living in Greeneville to its surrounding cities and cities of similar demographic and economic perspectives in the southeast USA:

| | Greeneville | Johnson City | Kingsport | Bristol | Morristown | Jonesborough | US Average |
|--|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|------------|
| Municipal Population | 15,106 (Δ-0.3%) | 62,998 (Δ+8.3%) | 50,131 (Δ+5.0%) | 26,639 (Δ-1.6%) | 29,112 (Δ+2.3%) | 5,020 (Δ+19.9%) | |
| Cost of Living Overall | 86.40 | 87 | 85 | 82 | 86 | 90 | 100 |
| Housing | 70 | 77 | 65 | 56 | 63 | 85 | 100 |
| Transportation | 95 | 86 | 94 | 94 | 95 | 86 | 100 |
| Utilities | 92 | 93 | 90 | 90 | 92 | 93 | 100 |
| Grocery | 92.9 | 95.5 | 95.5 | 95.5 | 93.4 | 95.5 | 100 |
| Housing Median Home Cost | \$119,100 | \$130,300 | \$110,500 | \$94,500 | \$106,900 | \$144,200 | |
| Environment Comfort Index (Higher=better) | 38 | 43 | 40 | 41 | 38 | 42 | 44 |
| Precipitation Days | 128 | 137 | 136 | 122 | 133 | 132 | 100 |
| Air Quality (100=best) | 96.5 | 96.5 | 87.8 | 87.8 | 97.2 | 96.5 | 93.9 |
| Water Quality (100=best) | 94 | 95 | 94 | 92 | 99 | 95 | 55 |
| Health Health Cost | 93.6 | 90.8 | 93 | 93 | 94.7 | 90.8 | 100 |

Cost of Living:
Greeneville
and
Surrounding
Municipalities

Source:
*Sperling's City
Profile, 2014*

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Economic Development

Financial Health and Cost of Living

| | Greeneville TN | Dickson TN | Sevierville TN | Fort Leonard Wood, MO | Warrington FL | Gibsonton FL | Densville SC | Berea KY | Moss Point, MS |
|--------------------------|-------------------|---------------|-------------------|-----------------------------|------------------|-----------------|-----------------|-------------|----------------------|
| Population | 15,106 | 14,629 | 14,971 | 16,383 | 13,159 | 15,989 | 14,041 | 13,651 | 13,807 |
| Cost of Living | 86.4 | 87 | 90 | 94 | 99 | 90 | 89 | 88 | 83 |
| Overall | | | | | | | | | |
| Housing Cost | 70 | 70 | 80 | 88 | 91 | 72 | 66 | 75 | 55 |
| Transportation Cost | 95 | 96 | 94 | 96 | 104 | 104 | 98 | 97 | 94 |
| Utilities Cost | 92 | 87 | 90 | 103 | 98 | 94 | 109 | 92 | 96 |
| Grocery Cost | 92.9 | 97.2 | 93.5 | 96.6 | 102.4 | 99 | 104 | 91.2 | 100.2 |
| Housing | | | | | | | | | |
| Median Home Cost | 119,100 | 119,200 | 136,100 | 150,100 | 154,700 | 122,800 | 112,800 | 127,700 | 94,300 |
| Environment | | | | | | | | | |
| Climate Comfort Index | 38 | 34 | 43 | 32 | 29 | 26 | 30 | 39 | 29 |
| Precipitation Days | 128 | 107 | 114 | 106 | 110 | 106 | 105 | 126 | 96 |
| Air Quality | 96.5 | 97 | 96.4 | 94.1 | 85.5 | 69.7 | 85.5 | 96.3 | 83 |
| Water Quality | 94 | 84 | 80 | 93 | 77 | 33 | 56 | 60 | 50 |
| Health | | | | | | | | | |
| Health Cost | 93.6 | 91.8 | 91.5 | 94.7 | 99 | 95.1 | 93.9 | 97.3 | 94.6 |

Cost of Living:
Greeneville and
Comparative Cities in
Southeast, USA

Source: Sperling's City
Profile, 2014

ATTRACT

Economic Development

Financial Health and Cost of Living

The overall cost of housing, utilities and everyday living is lower in Greeneville than in neighboring Johnson City and Jonesborough. Generally, the cost of groceries is likewise lower in Greeneville than in all surrounding municipalities, namely, Johnson City, Kingsport, Bristol, Morristown, and Jonesborough. Homes are cheaper in Greeneville than in Johnson City and Jonesborough. The air quality in Greeneville is better than in Kingsport, Bristol and conterminous USA. The health cost in Greeneville is less than in Morristown. The overall cost of living is lower in Greeneville than in other comparative cities from a demographics and economics

perspective in the southeast and in the USA as a whole. These indexes

make Greeneville an attractive place to live in and for businesses to locate in.

ATTRACT

Economic Development

MAJOR COMMUNITY STRENGTHS AND OPPORTUNITIES FOR ECONOMIC GROWTH

- ❖ Professional and vocational training opportunities in local schools such as Greene Technology Center, Walters State Community College and Tusculum College
- ❖ Expanding Walter State Community College to provide more carrier training opportunities and increase consumer population
- ❖ Two high capacity highways in the Town that provide easy access to the local, regional and national markets
- ❖ Diversified manufacturing base
- ❖ Sufficient capacity in utilities such as water, sewer, and power
- ❖ A downtown with high revitalization possibilities for mixed use developments
- ❖ Small Town feel
- ❖ Low cost of living
- ❖ Agricultural market with hub potential
- ❖ High improvement potential of the Newport Highway that could spur economic opportunities
- ❖ Increase willingness of property owners to make property available to commercial development.

MAJOR COMMUNITY WEAKNESSES AND THREATS AGAINST ECONOMIC GROWTH

- ❓ Lack of high-end, professional career opportunities
- ❓ Competition from proximate municipal and regional economic centers
- ❓ Limited career advancement opportunities
- ❓ Small employment base with necessary skills for new and existing employers
- ❓ Lack of aggressive and diversified business recruitment
- ❓ Falling behind on technology infrastructure
- ❓ Low average wage scale for many employees
- ❓ Substance abuse that negatively affects labor force development, business productivity and workplace performance
- ❓ Over concentration of businesses in limited corridors
- ❓ Limited staff to follow up leads
- ❓ Over beholden to the state on economic incentives
- ❓ Lack of well-established and documented local economic development incentive packages for business attraction
- ❓ City-county cooperation needing improvement
- ❓ Lack of utilities such as sewer in some areas zoned for businesses
- ❓ Few quality amenities that attract professionals
- ❓ Gateway commercial corridors lacking in strong aesthetic appeal

ATTRACT

Economic Development

Goals, Policies and Actions

EDG 1: Promote a diversified, balanced, and sustainable local economy that contributes and continuously improves the quality of life in Greeneville

EDP 1.1. Engage the Greene County Partnership/Chamber of Commerce, and the Main Street Community project to promote our economic prosperity and diversity.

EDP 1.2. Cooperate and coordinate with Greene County Planning Commission, the Greene County Commission, and the Industrial Development Board to ensure consistent implementation of strategies necessary for the economic

development of our Town and its urban growth area.

EDP 1.3. Explore public-private partnership opportunities to bolster private sector participation in the improvement of our general community economic health.

EDP 1.4. Ensure that our economic development actions are consistent with the goals, policies and strategies of other elements of this plan.

EDP 1.5. Use Greeneville's scenic, historical and cultural resources to promote our local economy without undermining the necessity and value of our natural, historical and cultural resources in themselves.

EDP 1.6. Encourage new developments and redevelopments along arterial roads to be designed as activity centers that discourage strip commercial development.

EDP 1.7. Ensure that new commercial developments and redevelopments are designed to be compatible with neighboring residential uses and provide vehicular and pedestrian connections.

EDP 1.8. Encourage a balance of commercial and industrial development in our Town.

EDP 1.9. Encourage infill development in existing commercial areas.

ATTRACT

Economic Development

Goals, Policies and Actions

Business Development Process

The business development process that we adopt affects the recruitment of new businesses to our community, entrepreneurial start-ups, and retention and expansion of existing businesses. Lack of clearly defined roles, targets and accountability in this process can lead to inefficiencies in business development efforts. The process can sometimes be complex, confusing and costly. A streamlined, outcome-predictable and accountable process is more effective, cost saving, efficient and beneficial to both the Town and businesses.

The permitting process also has to ensure a balance between economic growth on the one hand and transparency to the public and the

safeguarding of public safety, health, morals, aesthetics, order and convenience on the other hand.

ATTRACT

Economic Development

Goals, Policies and Actions

EDG 2. A coordinated and streamlined business development process

EDP 2.1. Establish and maintain clearly defined roles for the different entities involved in promoting economic development in Town

Short Term: 2017 – 2021

EDA 2.1.1 Evaluate, agree upon and clearly define for the public and for businesses the roles of different economic development department and agencies in the consultation, incentivizing, review and approval of different types of projects in our community.

EDA 2.1.2 The office of the Town Administrator should coordinate the functioning of these different economic development departments and agencies to ensure that developers are getting timely information and assistance from the right entity.

EDA 2.1.3 Maintain the Development Review Committee made up of all technical projects review departments and public utilities agencies in Town. Expand this Committee to include ad-hoc participation of private utility agencies when a proposed project will involve their services. The Planning Director should continue coordinating this Committee

EDA 2.1.4. Produce a single detailed compilation of all incentives for different development types offered and overseen by the different development assistance entities while ensuring that duplicity is avoided.

Medium Term: 2022-2027

EDA 2.1.4. Continue EDA 2.1.2 and 2.1.3

EDA 2.1.5. Monitor feedback, and re-evaluate and re-define as necessary the roles of the different economic development departments and agencies.

EDA 2.1.6. Reassess the effectiveness of the Town's economic development

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Economic Development

Goals, Policies and Actions

incentive packages, create new incentive programs as necessary, take appropriate steps to ensure we remain competitive and attractive to businesses, and continue to provide economic development incentives based on this reassessment.

Long Term: 2028-2034

EDA 2.1.7. Continue EDA 2.1.2 and EDA 2.1.3

EDA 2.1.8. Continually monitor feedback and adjust the roles of the different economic development process departments and agencies, and the incentive packages they oversee as necessary

EDP 2.2. Enhance the projects' permitting process to achieve fairness, easy accessibility, approval rapidity and predictability, and waste reduction.

Short Term: 2017-2021

EDA 2.2.1. Continue EDA 2.1.3 with focus on promoting a one-stop development process, elimination of confusion in inter-agency and departmental projects review, and increasing predictability in projects approval.

EDA 2.2.2. Place the Town's land development and business operation regulations such as the Zoning Ordinance, Subdivision Regulations,

Stormwater Ordinance, Sign Ordinance, Municipal Code and related laws in an easily accessible internet based legal portal such as *municode*.

EDA 2.2.3. Unless required otherwise by higher laws such as state statutes, revise the Zoning Ordinance and the Subdivision Regulations to encourage approval of civil development plans by City Staff while reserving to the Greeneville Regional Planning Commission the approval of civil plans for public projects, new shopping centers and new industries.

EDA 2.2.4. Establish a master use permit process that allows an applicant to apply for all needed approvals at

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Economic Development

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once, and for the simultaneous processing of project approvals.

EDA 2.2.5. Considering EDA 2.2.4, target granting final decisions to civil and building plans for projects subject to administrative approval within 21 days from the date of submission, unless a delay results from an act of the applicant.

EDA 2.2.6. Produce a Greeneville Development Review and Approval Manual that details all steps involved in the review of all projects with stipulated timeframes.

EDA 2.2.7. Maintain a permit processing system that encourages electronic application and submission

of projects, coordinates the efforts of review entities, and improves the provision of feedback to lessen paper burden, avoid unnecessary review delays, and increase efficiency.

EDA 2.2.8. For civil plans subject to administrative approval, notify property owners within 150ft of the proposed development and provide a 10 days feedback timeframe before making a final approval decision.

EDA 2.2.9. Significantly increase the visibility of business activities and experiences in our community in the Town's web page.

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Economic Development

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Medium Term: 2022-2027

EDA 2.2.9. Continue maintaining the Town's unified development regulations in an easily accessible internet based legal portal

EDA 2.2.10. Reassess the civil and building plans approval process and take appropriate steps towards greater efficiency.

EDA 2.2.11. Evaluate the effectiveness of the Greeneville Development Review and Approval Manual, and adopt necessary changes to make the development process easily understood and more predictable.

EDA 2.2.12. Develop and maintain a permit data management system that is coordinated with Greene County agencies such as the Property Assessor's office for a quick update of property data information.

EDA 2.2.13. Begin transitioning into a primarily paperless permitting process to decrease review time and material waste and be more environmentally friendly.

Long Term: 2028-2034

EDA 2.2.14. Fully implement the primarily paperless permitting process, including staff packages to approving boards and commissions.

EDA 2.2.15. Continue to review and revise the permitting process for greater transparency, reliability and efficiency.

ATTRACT

Economic Development

Goals, Policies and Actions

Business Recruitment and Entrepreneurship

Identifying and recruiting new businesses to locate in our Town is necessary because such businesses add to the economic prosperity of our community, provide jobs, increase consumer products and service choices, and attract other businesses to our community. While it is necessary to diversify our local economy, it is important to target our business recruitment efforts especially on those businesses that we have significant attraction and growth strength in. Entrepreneurs who take the bold and innovative step to start businesses in our community grow our economic base and minimize financial leakage.

The majority of businesses in Greeneville have fewer than fifteen employees, most in construction, retail, professional and financial office, and services. Business start-up cost reduction is very important for small business and their survival.

Our Town has historically been a place of thriving industrial development. The number of manufacturing establishments and the jobs they created were generally on the rise and were the life-wire of our local economy till the 1990s. In fact, in 1979, manufacturing provided 7,920 jobs in our local economy. However, the North American Free Trade Agreement (NAFTA) caused some manufacturing firms to close down in our Town in a race for the bottom. However, our

community has recently seen significant expansions in existing industries and more land is available in industrial parks for development. We recognize the need to attract new industries to Greeneville, conscious of the enormous difference that industries make to the provision of jobs in our Town. We acknowledge that the provision of incentives and the availability of land, infrastructure and capital facilities, and a rich labor force that industries need are important in improving our competitive advantage with respect to manufacturing in the Northeast Tennessee Region.

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Economic Development

Goals, Policies and Actions

EDG 3: A business friendly community favorable for new investments and growth

EDP 3.1. Support the start-up and growth of small businesses in Greeneville

Short Term: 2017-2021

EDA 3.1.1 Promote a close working relationship between financial institutions and businesses in our Town

EDA 3.1.2. Foster access to capital schemes that encourage new initiatives and innovative business ventures in order to lower the cost of borrowing.

EDA 3.1.3. Recognize existing farmers' market initiatives and begin feasibility work to consolidate and construct a farmers' market in Downtown Greeneville.

EDA 3.1.4 Support existing local and regional "Buy Local" programs.

EDA 3.1.5. Create a program to engage and nurture youth in entrepreneurial ideas and innovative initiatives.

EDA 3.1.6. Create a business incubator to provide supportive service to emerging businesses.

EDA 3.1.7. Identify partners and work with them to provide angel and venture funding for emerging businesses.

Medium Term: 2022-2027

EDA 3.1.8. Continue promoting "Buy Local Programs," a close relationship between financial institutions and businesses, and fostering easy access to capital schemes in our Town.

EDA 3.1.9. Create and make accessible to entrepreneurs a central and easily accessible database of regional entrepreneurial resources.

EDA 3.1.9. To the extent possible, construct a consolidated Greeneville Downtown Farmers Market with clearly established functioning policies and regulations.

EDA 3.1.10. Work with the business incubator to assess the effectiveness of

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start-up incentives and continue encouraging emerging small businesses.

EDA 3.1.11. Review the youth entrepreneur nurture program and take appropriate steps to foster its effectiveness.

Long Term: 2028-2034

EDA 3.1.11. Continue supporting the Greeneville Downtown Farmers Market and emerging businesses.

EDA 3.1.12. Continue supporting emerging small businesses and nurturing youth in entrepreneurial ideas, initiatives and skills in our community.

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Economic Development

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EDP 3.2. Identify and recruit new businesses appropriate to our vision, needs, resources and tapestry.

Short Term: 2017-2021

EDA 3.2.1. Collaborate and partner with local development agencies such as utility agencies to increase our development incentive pool.

EDA 3.2.2. Attract new retailers and entrepreneurs to locate in the western end of Andrew Johnson Highway and on Asheville Hwy.

EDA 3.2.3. Maintain and publicize a user friendly software and internet site containing a rich assembly of potentially and development ready

land parcels and buildings with such information as zoning, available utilities, etc for the recruitment of businesses.

EDA 3.2.4. The Greeneville-Greene County Partnership should work with the Town's department and utility agencies to assess and establish business development target areas for purposes of directed economic development

EDA 3.2.5. The Greeneville-Greene County Partnership should develop an aggressive three-years target businesses recruitment plan and begin implementation by 2019. This plan should, among other things, sell our economic viability and richness, and strengthen and expand our retail and

restaurants base, capitalizing on opportunities to decrease retail sales and food service leakages to neighboring municipalities.

Medium Term: 2022-2027

EDA 3.2.6 Continue EDA 3.2.1 to EDA 3.2.3.

EDA 3.2.7. The Greeneville-Greene County Partnership should present a report of its business recruitment efforts and results to the Board of Mayor and Aldermen. Revisions may be made to the plan as necessary.

EDA 3.2.8. Begin making the Town's contributions to the Partnership proportional to the latter's business recruitment efforts and results.

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Economic Development

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Long Term: 2028-2034

EDA 3.2.9. Continue EDA 3.2.1 to EDA 3.2.3

EDA 3.2.10. Continue evaluating the results of the target businesses recruitment plan, setting new targets, adopting new recruitment approaches, and providing financial support to the Greeneville-Greene County Partnership based on the recruitment efforts and successes.

EDP 3.3. Target investments in geographic areas with existing economic activity and in growth opportunity areas.

Short Term: 2017-2021

EDA 3.3.1. Build on the strategic retail studies for the Greeneville market completed in 2014 and increase retail recruitment efforts.

EDA 3.3.2. Conduct market studies to extend beyond current and potential retail, to include a strategic vision of the general future market.

EDA 3.3.3. Attract and incentivize corporate retailers such as general and bulk retailers and restaurants to locate in the West Andrew Johnson Hwy corridor

EDA 3.3.4. Attract and promote the location of new businesses, especially specialty, general, and bulk retail and

restaurants in the Asheville Hwy business corridor.

EDA 3.3.5. Create more pad ready industrial development lots in the existing Industrial Parks.

EDA 3.3.6. Explore the possibility of annexation to create more industrial lands along major arterial roads.

EDA 3.3.7. Promote low intensity commercial uses and reduced parking requirements along the East/West Bernard Avenue corridor.

EDA 3.3.8. Attract and encourage commercial, office and/or multi-family housing developments along the Gass Dr/Emory Rd/Fairgrounds Connector Rd corridor.

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EDA 3.3.9. Revise the Zoning Ordinance and Subdivision Regulations to permit for the construction of new businesses on excessive/large under-utilized parking lots in the East Andrew Johnson Hwy commercial corridor, and encourage new businesses to establish on the vacant lots in this corridor based on the cluster development concept.

EDA 3.3.10. Develop a Form-Based Code to promote compact development and walkability in Downtown, and begin the revitalization of the Downtown by incentivizing and promoting investments in housing, commercial, and tourism developments in the Town's core.

Medium Term: 2022-2027

EDA 3.3.11. As planning for the E. Church St extension to Old Shiloh Rd proceeds, determine and establish an area along the extension for a neighborhood business district.

EDA 3.3.12. Continue EDA 3.3.3 to EDA 3.3.8.

EDA 3.3.13. Continue incentivizing and promoting mixed use development in the Downtown core.

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EDA 3.3.14. Link Tusculum Blvd, East/West Bernard Ave, and the Downtown Core as a compact walkable commercial corridors area.

EDA 3.3.15. Work with the community to assess needs in each commercial corridor and center, to determine additional areas that may be opened for commercial and industrial development, and develop a strategic plan to fill the gaps.

EDA 3.3.16. Enhance the West Main St commercial corridor with focus on aesthetics and blight elimination.

EDA 3.3.17. Identify vacant properties in the existing commercial corridors and centers, and target them for reinvestments.

Long Term: 2028-2034

EDA 3.3.18. Evaluate the functioning of the commercial and industrial centers and corridors, and work with the community to repurpose them for other uses as appropriate.

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Economic Development

Goals, Policies and Actions

EDP 3.4. Encourage the adaptive re-use of previously developed and now underutilized commercial properties in Greeneville.

Short Term: 2017-2021

EDA 3.4.1. Identify and establish a list of all greyfields and brownfields in our community, and begin an assessment of their redevelopment potentials.

Medium Term: 2022-2027

EDA 3.4.2. Complete the assessment of the redevelopment potentials of greyfields and brownfields in our community.



Old & abandoned warehouse adapted for use as a furniture shop

EDA 3.4.3. Create a Brownfields Redevelopment Program to encourage

redevelopment of areas with real and/or perceived environmental contamination.

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Kilday's property on Snapps Ferry Rd



Same Kilday's property on Snapps Ferry Rd redeveloped and adapted with an outdoor stage area and adjoining restaurant space

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EDA 3.4.4. Make necessary revisions in the Zoning Ordinance to allow for the redevelopment of the greyfields and brownfields considering their specific locations and development potentials.

EDA 3.4.5. Recruit and incentivize small scale businesses and clean industries such as high technology and other light manufacturing, subscription fulfillment, catalogue sales, and consulting which have little impact on environmental quality to locate in greyfield sites in Town.

Long Term: 2028-2034

EDA 3.4.6. Reassess the greyfields and brownfields business redevelopment program and make changes as necessary to promote their redevelopment.

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EDP 3.5. Increase the diversification of our industrial base to create new jobs and reduce potential local economic shock from the exodus of any company in our community, while ensuring land use compatibility and minimizing development cost to the Town

Short Term: 2017-2021

EDA 3.5.1. Promote both major and small cap manufacturing

EDA 3.5.2. The Greeneville-Greene County Partnership should work in close collaboration with the Industrial Development Board and State partners to increase business recruitment efforts on industries that improve the



Hardin Industrial Complex with over 80 acres of currently vacant lots with already installed utilities such as water, sewer and electric power available for industrial development

EDP 3.5.3. Encourage the location of new industries in areas that minimize infrastructural cost to the Town

EDA 3.5.4. Promote the location of more industries in the Town's industrial parks, including the

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certification of industrial sites with the State of Tennessee.

EDA 3.5.5. Outside of the industrial parks, prioritize the location of industries in areas where adequate water and sanitary sewer infrastructure and utility capacity exist, and where there is safe and convenient access to arterials and major collectors

EDA 3.5.6. Expansion of the Town's infrastructure for industrial development at a cost to the Town should consider economic cost-benefit analysis and break even points of the proposed developments.



Mount Pleasant Industrial Complex

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EDA 3.5.7. Assess and mitigate the environmental impacts of manufacturing land uses before encouraging their location and expansion especially in areas close to residential areas.

EDA 3.5.8. Encourage manufacturing uses adjacent to residential areas to provide attractive buildings, larger buffers and landscaping.

Medium Term: 2022-2027

EDA 3.5.8. Continue EDA 3.5.1 to EDA 3.5.8.

EDA 3.5.8. Create a task force to, and complete an analyzes of existing industrial zoning districts for

necessary modifications that reduce infrastructural expansion costs.

EDA 3.5.9. Consider supporting the extension of water and sewer infrastructure to that part of West Andrew Johnson Hwy that currently lacks such infrastructure to create more business development ready sites.

Long Term: 2028-2034

EDA 3.5.10. Continue EDA 3.5.1. to EDA 3.5.8.

EDA 3.5.11. Revise the Zoning Map of the Town as appropriate considering the existing industrial zoning districts analyses and land use compatibility.

Business Retention and Expansion

Businesses are part of our community life. Retaining existing businesses in Greeneville and promoting their expansion are important for local job growth, minimizing our business recruitment cost, giving existing businesses a sense of local pride, and complementing and bolstering business attraction efforts.

Essential to the thriving of businesses are their location, appropriate and timely response to evade business crises, and the willingness and ability to reinvest in the business. Firms benefit from the neighborhood's pool of expertise, skilled workers and

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customers by sticking together; and the community benefits from the economics of facilities sharing and competition.

Partners in making Greenville a friendly community favorable for new business investments and growth

- ❖ Property owners
- ❖ Greenville-Greene County Partnership
- ❖ Industrial Development Board
- ❖ Main Street Community
- ❖ Greenville Board of Mayor and Aldermen
- ❖ Greenville Regional Planning Commission
- ❖ Greenville Historic Zoning Commission
- ❖ Greene County Commission
- ❖ Greenville-Greene County Airport Authority
- ❖ Existing businesses
- ❖ Education institutions
- ❖ Public and private utility agencies

ATTRACT

Economic Development

Goals, Policies and Actions

EDG 4: Thriving existing commercial and industrial enterprises

EDP 4.1. Adopt a clustering approach to the location and promotion of businesses

Short Term: 2017-2021

EDA 4.1.1. Prioritize infilling existing commercial and industrial areas above creating new ones.

EDA 4.1.2. Identify and group the businesses in our community into clusters

EDA 4.1.3. Contact businesses in each cluster, understand their retention and

expansion opportunities, and establish an on-going program for the businesses to meet and form stronger networks.

EDA 4.1.4. Begin assessing, prioritizing and responding to the retention and expansion needs in each cluster.

EDA 4.1.5. Create a leadership and mentorship program for emerging businesses within each cluster.

Medium Term: 2022-2027

EDA 4.1.6. Ones every two years, continue to assess, prioritize and address the gaps in each cluster.

EDA 4.1.7. Continue to engage businesses in each cluster to mentor emerging businesses in the cluster.

EDA 4.1.8. Create a performance parameter and metrics directed at larger businesses in order to track their business state trends and provide early assistance to ensure their continuity in our local economy

EDA 4.1.9. Carry out a feasibility study to expand our cluster pool by recruiting new kinds of businesses that do not yet exist in our community.

EDA 4.1.10. Annually evaluate the functioning and effectiveness of each cluster, and take appropriate steps to resolve any issues.

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Long Term: 2028-2034

EDA 4.1.11. Maintain up to date information on data and infrastructure that businesses need for growth decisions.

EDA 4.1.12. Implement the findings of EDA 4.1.9.

EDA 4.1.13. Continue EDA 4.1.6 and EDA 4.1.10.

Workforce Development

Businesses are attracted to markets with a trained and skilled workforce that provide the human capital that they need to function. Workforce development, therefore, is directly correlational with businesses attraction, retention and expansion.

We recognize that human labor is self-perfective, and education is the central instrument in the development of our workforce. Education fosters our personal and socio-economic wellbeing, raises our creativity, promotes entrepreneurship in our community, advances technology in our community, and makes us more

productive. Therefore, we consider education as a necessity in securing our economic progress and improving income earning in our community. Such education for the job market cannot be limited to the classroom; rather, it must be linked to “real world” experiences, demands, and *workings*.

We also recognize the need to maintain a workforce that is continuous qualified to fill the demands in the job market. A qualified workforce, for example, often includes potential employees that are free from substance abuse and knowledge and skills advancement for existing employees.

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Economic Development

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EDG 5: Create and maintain a qualified, knowledgeable and skilled workforce

EDP 5.1. Value education as an investment in labor force and an opportunity to earn better wages that enhance our quality of life as individuals, families, and community.

Short Term: 2017-2021

EDA 5.1.1. Encourage the Greeneville School District to attain and maintain the highest standards of academic and vocational excellence, especially in this highly computerized and technologically advancing society, to ensure that students graduate with a sense of work and readiness to be part

excellence, especially in this highly computerized and technologically advancing society, to ensure that students graduate with a sense of work and readiness to be part of the workforce.

EDA 5.1.2. Charge the Greeneville-Greene County Partnership with the responsibility to coordinate workforce development in our community, and support its efforts in this regard.

EDA 5.1.3. The Greeneville-Greene County Partnership should engage all large, medium and small scale employers in our community to determine what employee knowledge and skills they are looking for that are currently lacking in our community,

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and

- make modifications at the Greene Technology Center to improve training and promote the development of those skills;
- Develop and coordinate the implementation of a jobs-readiness program for youth; and
- Develop and coordinate a jobs-skills redevelopment program for adults directed and targeted at filling demands in specific sectors.

EDA 5.1.4. Promote the addition of professional programs at Walter State Community College and Tusculum College to provide our residents access to more and advanced professional training and certification

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EDA 5.1.5. Emphasize links between the different levels of education and schools in our community, including secondary schools, technical schools, colleges, adult education centers, etc to facilitate the acquisition of the knowledge and skills necessary to create and maintain a jobs-ready workforce in both youth and adults.

EDA 5.1.6. Carry out a study to determine what job knowledge and skills are available in our community, but are not being demanded by the existing labor market.

Medium Term: 2022-2027

EDA 5.1.7. Continue EDA 5.1.1 to 5.1.5. achieve a balance.

EDA 5.1.8. Prioritize support for additional professional training and advancement programs at Walter State Community College, Tusculum College and the Greene Technology Center based on exiting job-market demands to be filled.

EDA 5.1.8. Recruit employers that would use the excessive work knowledge and skills in our community based on the study report mentioned

EDA 5.1.9. Seek employers who use a wild range of job skills and pay a broad range of wages.

Long Term: 2028-2034

EDA 5.1.10. Continue EDA 5.1.7 to 5.1.9.

EDA 5.1.11. Evaluate the extent to which the workforce supply is responding to the workforce demand, and make adjustments as necessary to achieve a balance.

EDA 5.1.12. Increase early childhood education and graduation rates in our different schools.

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Economic Development

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Tourism

We cherish the uniqueness of our history and culture that attract tourists to our community. Considering that tourism is integral to our economy, we welcome visitors to our Town, wish they enjoy our rich heritage, and seek to make their presence in our community a memorable and joyful experience.

Our community, especially the Downtown and its immediate environ, is a touristic Town. Our rich history as the home of President Andrew Johnson and the capital of the lost State of Franklin cause our Town to be filled with unique historic buildings, artifacts and architecture. We are host

to a National Presidential Cemetery where president Andrew Johnson is buried. Multi and cross-cultural displays in places such as the Niswonger Performing Arts Center and the Capital Theater expand our

touristic attractiveness.

The increasing number of events in Greeneville constantly bring visitors to our community. The natural Appalachian mountainous landscape



Niswonger Performing Arts Center

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also constitutes an attractive scenic environment that attract people to visit, and some to locate in our Town. Our touristic attractions are not seasonal: this eliminates fluctuations in income, and reductions in employment and tax revenues in the retail and service sectors that would otherwise occur in a seasonal touristic situation.

Tourism efforts continue to contribute to the economic health of our community. In 2015, for example, such efforts increased tourist spending in Greene County by four percent and \$2.27million in local travel-generated tax receipts – a 5% increase from 2014.

Some Touristic Attractions in Greeneville

- △ Greeneville-Greene County History Museum showcasing the area's rich heritage from John Sevier and David Crockett to Mordecai Lincoln and President Andrew Johnson.
- △ Actual homes, preserved tailor shop and personal items of Andrew Johnson, 17th President of the USA
- △ National Cemetery where Andrew Johnson and his family members are buried
- △ 1821 Dickson-Williams Mansion used by both Union and Confederate armies as headquarters during the Civil War
- △ Hangings at the Depot in historic Downtown
- △ Bicentennial Park and Big Springs, which prompted pioneers to settle in Greeneville
- △ Old Harmony Graveyard from the 1790s where soldiers from the American Revolution, War of 1812, Mexican War and both Union and Confederate soldiers are interred.
- △ State of Franklin Capitol, a replica of the State of Franklin when Greeneville was the seat of government, 1785-1788
- △ Greeneville Cumberland Presbyterian Church with a cannonball in the façade, witnessing to the Church being shelled on September 4, 1864.
- △ St. James Episcopal Church built in 1850, and significant for its walnut woodwork and pews, slave gallery and the oldest organ in the State of Tennessee

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Economic Development

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EDG 6: Year round tourism opportunities that integrate our local lifestyle, historic and cultural heritage, and natural and built environment

EDP 6.1. Emphasize, showcase and safeguard our touristic attractions as a function of our economic prosperity and identity recognition.

Short Term: 2017-2021

EDA 6.1.1. Preserve and promote our unique historic heritage, culture, recreational amenities and natural setting that bring visitors and potential residents to our community, and enhance our community pride.

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Goals, Policies and Actions

EDA 6.1.2. Work with a broad spectrum of our community to support sports, music, arts, history and culture as core components of the economic health of our Town

EDA 6.1.3. Bring together all groups and institutions in Town carrying out events, and coordinate their efforts to provide year round activities/events attractive to our residents and visitors.

EDA 6.1.4. Produce a single portal of touristic information in our community, and publicize it conspicuously on an “Events” page on the Town’s website.

EDA 6.1.5. Compile and publicize a list of all touristic attractions in our

community with a brief description and touristic value.

EDA 6.1.6. Improve the exposure of our touristic attractions through mass media, within our community itself, in the neighboring municipalities and counties, and at the state level.

EDA 6.1.7. Improve our self-image through a robust effort that engages different governmental entities and local organizations to tell our positive story at all geographic levels.

Medium Term: 2022-2027

EDA 6.1.8. Explore the possibility of expanding our touristic attractions to

include artifacts from other parts of conterminous USA and the world at large, some of which may showcase the difference between our way of life and the way of life in other places.

EDA 6.1.9. Maintain the coordinated heritage tourism program.

EDA 6.1.10. Create educational programs to educate the local and visiting public on the local, regional, national and global heritage that constitutes our deposit of touristic attractions.

EDA 6.1.11. Evaluate the richness and attendance for each touristic event, and make changes as necessary to improve its excellence.

ATTRACT

Economic Development

Goals, Policies and Actions

Long Term: 2028-2034

EDA 6.1.12. Continue the systematic coordination of our tourism program

EDA 6.1.13. Continue to evaluate the excellence and contribution of each touristic attraction, and make changes as necessary to become more attractive and contributive to our economic prosperity.

ATTRACT

Downtown

The location of Downtown Greenville at the geographical center of the Town, the existing and potential economic growth possibilities, the setting for social interactions, the prevalent infrastructure for both vehicular and pedestrian transportation modes, the historical significance of Downtown as the heart of the Town from where we have grown and expanded over the years, the existing educational and administrative institutions in Downtown, the possibilities for multiple land use, and the unique architecture of the built environment of Downtown set both the context and the foundation for the rediscovery and redevelopment of Downtown Greenville.



Dense Downtown at the center and core of Greenville

ATTRACT

Downtown

Concepts and Principles

- ❖ **Unique:** A neat, appealing and inviting locus that is recognizable in its built, natural and human environment as a distinct, important and special place and space in our community
- ❖ **Vibrant:** An animated place, marked by much indoor and outdoor life or activities during work hours and after 5:00pm throughout the days of the week and throughout the year.
- ❖ **Diversity:** Socially integrated area of many and different residents, employers, employees and visitors from other neighborhoods in our

community and from outside of our Town.

- ❖ **Mixed Land Uses:** A place of a wide range of land uses located horizontally in different buildings or vertically in the same building for residential, commercial, institutional, recreational, and minor or very low-impact industrial uses.
- ❖ **Compact Building Forms:** Area of concentrated collection of buildings
- ❖ **Historical:** Preserved architecturally refined structures, a journey into our past, and building

today to create the history for tomorrow.

ATTRACT

Downtown

Goals, Policies and Actions



Canon ball in the wall of the Cumberland Presbyterian Church in Downtown Greenville purported to have been shot during the civil war

DTG 1: Make Downtown the touristic center of Greenville

DTP 1.1. Brand Downtown as “The Destination”

Short Term: 2017-2021

DTA 1.1.1. Establish a Downtown Revitalization Committee, which will focus on fostering the realization of the goals, policies and actions for Downtown revitalization in this Comprehensive Plan, steer the making of a Downtown Master Plan and its subsequent implementation.

DTA 1.1.2. Continue promoting Greenville’s history and culture in Downtown.

ATTRACT

Downtown

Goals, Policies and Actions

DTA 1.1.3. Develop an aesthetically pleasing/attractive wayfinding system for vehicles in Downtown that brand the historicity and economic vibrancy

DTA 1.1.4. Improve tourism related signage, including wayfinding, directional signs, and improved landscaping on the Town's main Gateways.

DTA 1.1.5. Emphasize curb appeal for attractions and businesses in the Downtown area

DTA 1.1.6. Recruit local high quality merchants to the Downtown touristic hub

DTA 1.1.7. Increase the Downtown critical mass by increasing retail shops, dining/treat shops, allowing for outdoor life, and entertainments after 6:00pm in Downtown.

DTA 1.1.8. Develop a central and more accessible visitor information kiosks.

DTA 1.1.9. Complete the ground work for a Town square and a Downtown Public Park in the Downtown core as part of the Downtown Master Plan.

Medium Term: 2022-2027

DTA 1.1.10. Continue DTA 1.1.2 to DTA 1.1.8

DTA 1.1.11 Construct a Town Square in Downtown.

DTA 1.1.12 Improve gateways and entrances to the commercial and historic Downtown through the improved use of enhanced plantings/street trees, street furniture, public art, and renovation of the "Olde Town Gate" to a more attractive Downtown gateway sign that portrays the history, business, and recreational character of Downtown.

DTA 1.1.13. Provide a Town Square as a central community gathering place in the Downtown core

ATTRACT

Downtown

Goals, Policies and Actions

DTA 1.1.14 Continue to make beautification and a booming outdoor life a priority throughout Downtown

DTA 1.1.15 Intensify the promotion of tourism in our community through electronic media

DTA 1.1.16 Work with our civic groups to provide public restrooms in Downtown as part of the Downtown Master Plan.

Long Term: 2028 - 2034

DTA 1.1.17. Carry out a comprehensive assessment the impact hitherto made on tourism from Downtown improvements in the short and

medium term

DTA 1.1.18. Take actions as necessary from the assessment mentioned in DTA 1.1.17 to continue promoting tourism in Downtown Greeneville.

DTP 1.2. Promote arts, culture and entertainment

Short Term: 2017-2021

DTA 1.2.1. Develop an outreach and recruitment program for gallery owners.

DTA 1.2.2. Encourage studio and gallery space in Downtown

DTA 1.2.3. Preserve and encourage the Capitol Theater by emphasizing and supporting its viable operation as a Downtown destination venue.

DTA 1.2.4. Consider partnering with the Niswonger Performing Arts Center, the Arts Council, insitutions of learning, local artists and other stakeholder to create an Appalachian Arts and Culture center that will celebrate Greeneville's history and the southern culture through educational, recreational and entertainment programming in arts, languages, cuisine and other unique cultural elements.

DTA 1.2.5. Showcase local artists' work to strengthen Downtown's role as an

ATTRACT

Downtown

Goals, Policies and Actions

arts and culture hub and improve visibility of Downtown's arts corridors

DTA 1.2.6. Provide monthly fun attractions and events to draw visitors into Downtown

Medium Term: 2022-2027

DTA 1.2.7. Continue DTA 1.2.1 to DTA 1.2.6.

DTA 1.2.8. Redesign and reconstruct West Depot St for out door entertainment

Long Term: 2028-2034

DTA 1.2.9. Assess the progress made in the promotion of arts and culture in

Downtown and take necessary actions to retain and intensify.

DTP 1.3. Preserve Downtown's historic architecture

Short Term: 2017 – 2021

DTA 1.3.1. Support and assist the Historic Zoning Commission in completing the Design Guidelines for historic structures and the "look" of the historic district

DTA 1.3.2. Continue the review and approval of improvements in historic structures by the Historic Zoning Commission

DTA 1.3.3. The Historic Zoning Commission should work with the Downtown Revitalization Committee and the Greeneville Regional Planning Commission to recommend precise and detailed procedures for the identification and designation of historic resources

DTA 1.3.4. Explore new avenues or incentives to support improvements and restoration of historic structures, including grants, tax relief, loans and/or loan guarantees.

DTA 1.3.5. Inform and educate owners of properties in the historic districts on historic preservation, tax breaks associated with historic preservation,

ATTRACT

Downtown

Goals, Policies and Actions

and funding avenues available at local, state, and federal levels to assist in the preservation of their properties.

Medium Term: 2022-2027

DTA 1.3.6. Continue reviewing maintenance projects for properties in the historic district in line with the established guidelines.

DTA 1.3.7. Continue promoting public awareness of Downtown's historic resources and their value for the future of Downtown and the overall community.

Long Term: 2028-2034

DTA 1.3.8. Continue promoting historic preservation in the Downtown area, providing preservation incentives, and public awareness of the value of historic preservations

DTA 1.3.9. Review the historic properties preservation guidelines of the Town adopted in accord with DTA 1.3.1 and make revisions as necessary.

ATTRACT

Downtown

Goals, Policies and Actions

DTG 2: Redevelop Downtown as a Mixed Land Use Area

The Downtown has many corridors, each with distinct character, building form and intensity, predominant land uses, and levels of activity. This is the first time the Town is articulating a plan for each corridor or sub-zone in the Downtown geographical area. Designating these sub-zones and emphasizing the predominant character and development potentials of each one offers the opportunity to revitalize Downtown holistically, to foster the compatibility and functionality of land uses, and to promote a sense of place.

DTP 2.1. Promote different land uses while ensuring land use compatibility within Downtown

DTA 2.1.1. Adopt the following six subzones of the Downtown area in the Zoning Map and Ordinance of the Town

- Downtown Mixed-Use: Historic Core (DT-1)
- Downtown Mixed-Use: Opportunity (DT-2),
- Downtown Mixed Use: Innovation (DT-3)
- Downtown Mixed-Use: Civic and Education Sub-zone (DT-4)
- Downtown Mixed-Use: Park and Open Space (DT-5)
- Downtown Mixed-Use: Residential

- Catalytic (DT-6)

DTA 2.1.2. The priority areas for these subzones are shown in Map DT 1.

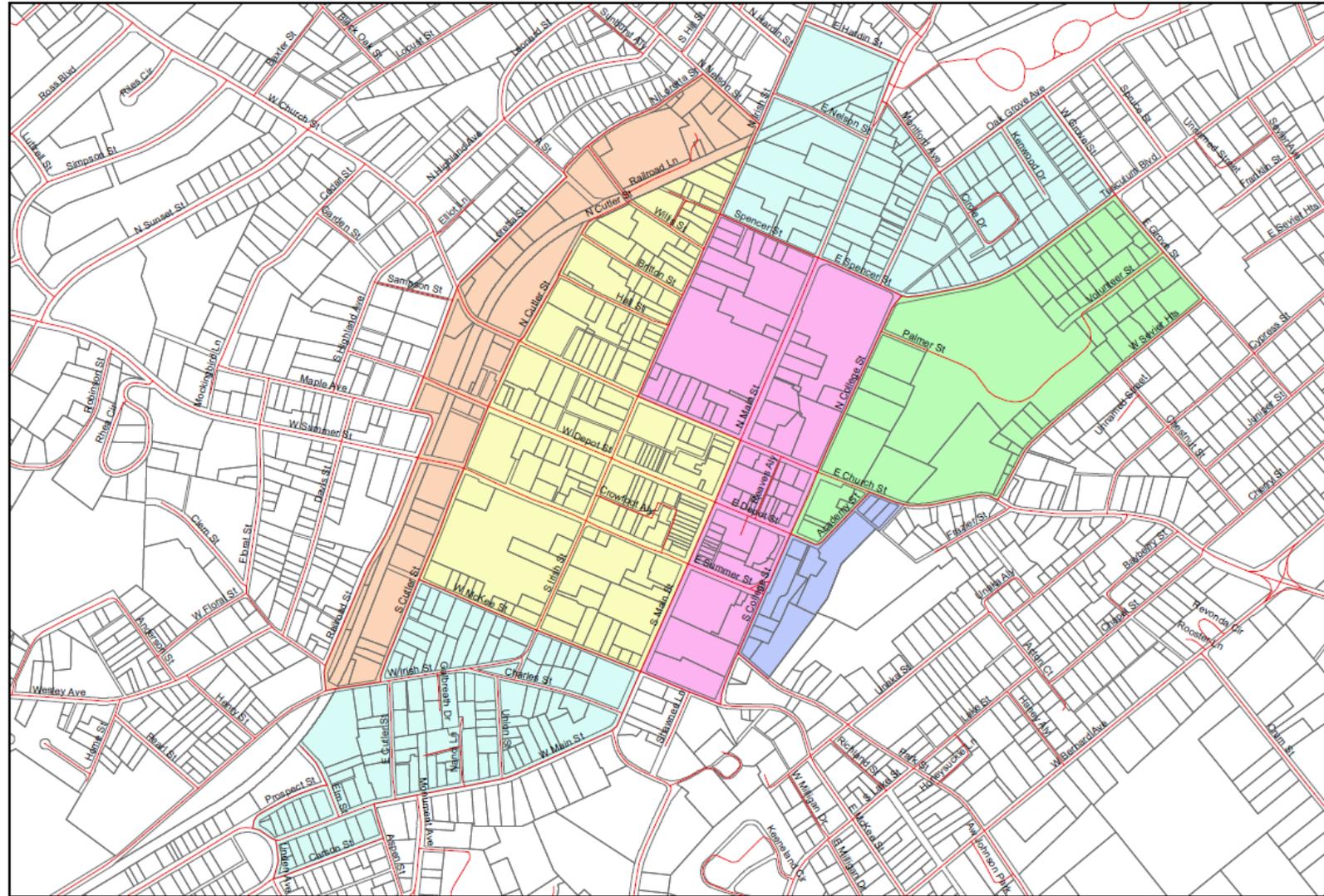
DTP 2.2. Promote and prioritize historic preservation, building maintenance, arts and culture, tourism and economic growth in the Downtown Historic Core corridors.

DTA 2.2.1. The Historic Core sub-zone of Downtown is predominantly along Main Street and is currently the most active and intense part of the Town center.

DTA 2.2.2. The Downtown Historic Core and the Opportunity sub-zones

ATTRACT

Downtown



Map DT 1: Downtown Mixed Use Corridors Priority

| | | | | | |
|--|--|---|-------------|-------------|-------------------|
| | | Downtown Mixed Use Corridor Plan | | | |
| | | Not to Scale | | | |
| <small>This map was prepared by the Town of Greenville, Public Works Department. It was compiled using information from the Greene County Property Assessor's Office and the Town of Greenville Planning Department. This is not an engineering map.</small> | | Civics & Education | Opportunity | Historical | Park & Open Space |
| | | Innovation | | Residential | |

ATTRACT

Downtown

Goals, Policies and Actions

are the priority areas for high-density, mixed-use developments.

DTA 2.2.3. The Downtown Historic Core sub-zone has and is planned to maintain its high building intensity and building heights, creating a concentration of office, civic, cultural, entertainment, housing and retail uses, all within proximity to each other.

DTA 2.2.4. Build on the rich heritage, collection of historic buildings and designated Main Street community economic and touristic development opportunities in the Downtown Historic Core to create an environment of distinctive character and quality.

DTA 2.2.4. Maintain the current contributing historic buildings both in this subzone and outside of the Historic Core subzone

DTA 2.2.5. Apply the following development standards in the DT-1

- Two to six stories buildings
- Zero lot line building setback
- Concentrations of employment with densities of 10 employees per acre or more
- Pedestrian scale building at street level
- Uses: Residential, civic/government, arts, cultural & entertainment, office, hotels/visitor services, religious worship, open space and ground floor or curb appeal retail.

DTP 2.3. Promote and prioritize the Downtown Mixed-Use Opportunity (DT-2) as an area of for public investments and public incentivization of the private sector to create a mix of public gathering space, office, retail, lodging and entertainment, civic uses and encouragement of residence in Downtown.

DTA 2.3.1. Locate the Downtown Mixed-Use Opportunity sub-zone is located west of the Historic Core sub-zone.

DTA 2.3.2. Take advantage of the vacant developable lots, many unoccupied spaces in some buildings, and some demolished buildings as on W. Depot St as opportunities for a

ATTRACT

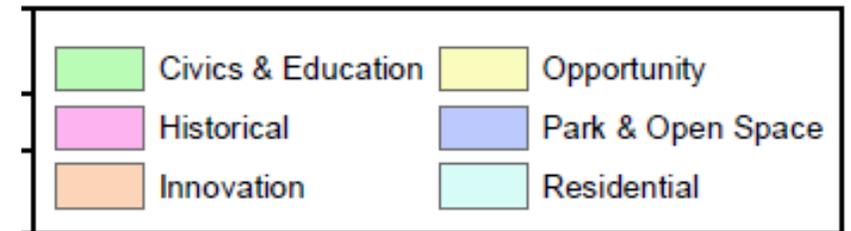
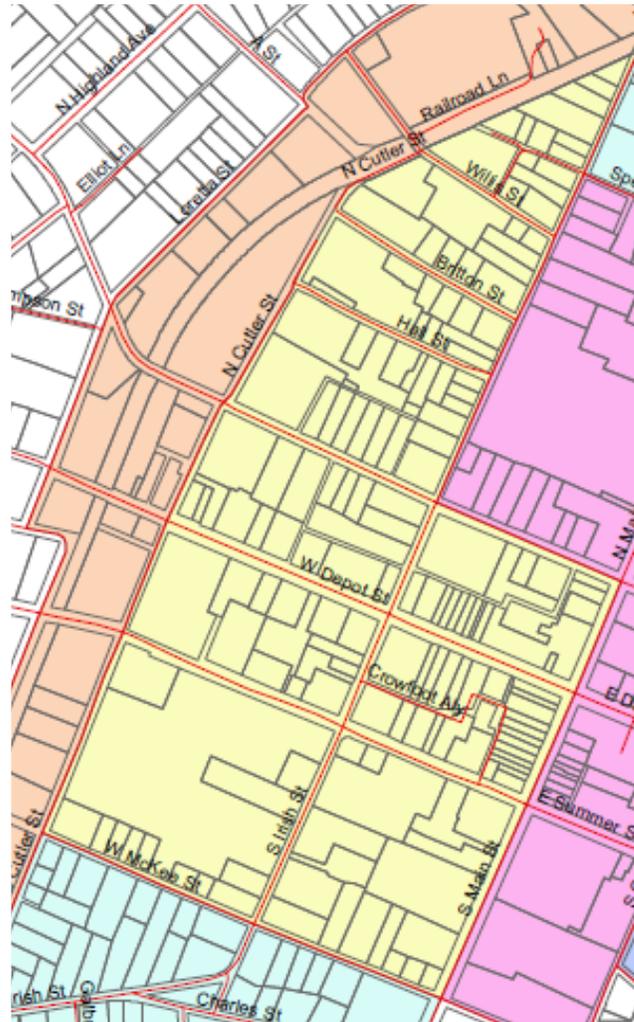
Downtown

Goals, Policies and Actions

DTP 2.3. Promote and prioritize the Downtown Mixed-Use Opportunity (DT-2) as an area of for public investments and public incentivization of the private sector to create a mix of public gathering space, office, retail, lodging and entertainment, civic uses and encouragement of residence in Downtown.

DTA 2.3.1. Locate the Downtown Mixed-Use Opportunity sub-zone west of the Historic Core sub-zone.

DTA 2.3.2. Take advantage of the vacant developable lots, many unoccupied spaces in some buildings, and some demolished buildings as on W. Depot St as opportunities for a



ATTRACT

Downtown

Goals, Policies and Actions

vigorous economic, residential and social redevelopment of the area to foster the vibrancy of Downtown.

DTA 2.3.3 Exclude areas in the DT-2 that are not currently in the Historic District from the Historic Overlay during the planning period of this Comprehensive Plan (2017-2037).

DTA 2.3.4. New development should cater to populations interested in a live, school, and work environment.

DTA 2.3.5. Public and private improvements should be made in the DT-2 to cater for high volumes of pedestrian traffic and out-door sitting/dinning for restaurant businesses.

DTA 2.3.6. Redesign West Depot St from Main St to Irish St (and possibly to Cutler St) to allow for outdoor dining

DTA 2.3.7. Tax abatement and other incentives should be applied to encourage mixed-use buildings with commercial uses at lower floors and residential at upper floors.

DTA 2.3.8. Apply the following development standards in this DT-2 sub-zone:

- 3 to 7 stories buildings
- Medium to high density residential developments
- Compact mix of retail on ground floor, office, loft apartments, lodging and entertainment,

- civic/government and public square
- Pedestrian scale at street level
- Zero lot line setback for buildings
- Use design review to ensure quality architecture that fits into the general character of the Downtown

DTP 2.4. Promote and prioritize the Downtown Mixed Use: Innovation (DT-3) sub-zone as an area prioritized for adaptive re-use of existing buildings or demolition and rebuilding of existing buildings for single or mixed land uses.

DTA 2.4.1. The Downtown Mixed Use Innovation sub-zone is established west of the Downtown Mixed Use Opportunity corridors.

ATTRACT

Downtown

Goals, Policies and Actions

DTA 2.4.2. Take advantage of many buildings that were used as warehouses for industries in the past, but are now vacant to promote business innovations through the adaptive re-use of the warehouses for very low impact industrial and commercial uses such as bakeries and wineries, or the demolition of the buildings for new mixed land uses.

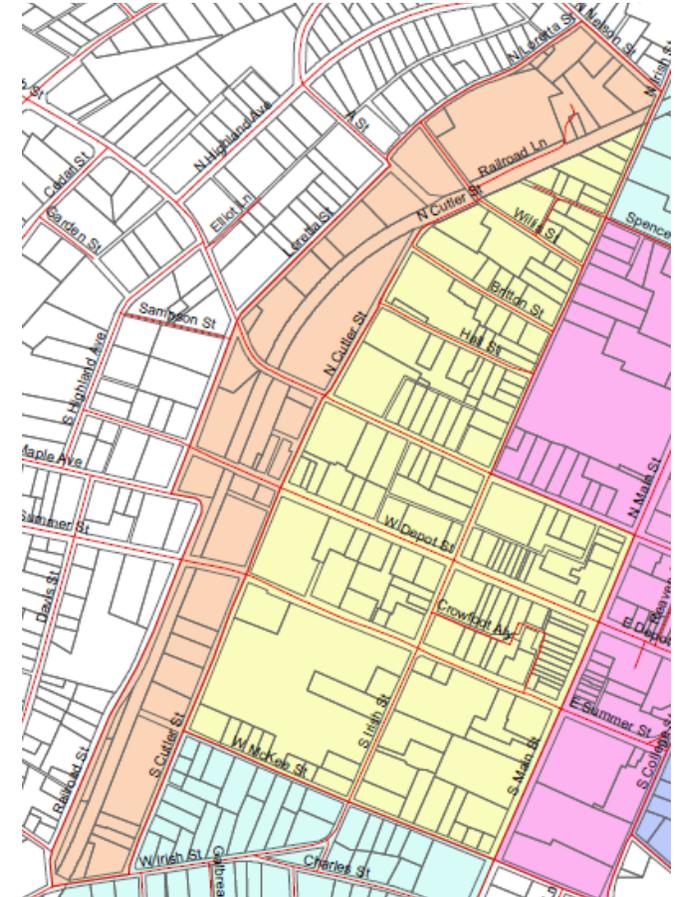
DTA 2.4.3. Place the DT-3 second to the DT-2 in the order of priority for public incentivization of private sector investments.

DTA 2.4.3. Apply the following standards for developments in the Innovation Subzone

- At least two stories if demolished

- and re-built for uses such as residential, commercial, arts and culture – all other than low-impact industrial
- Low impact industrial uses such as wood workshops, body shops, micro-breweries, and bakeries.
- No buffer zone required separating buildings, except the proposed use adjoins an existing single family residential house.
- 10ft setback of principal buildings from side and rear property lines, a zero frontline setbacks

| | | | |
|---|--------------------|---|-------------------|
|  | Civics & Education |  | Opportunity |
|  | Historical |  | Park & Open Space |
|  | Innovation |  | Residential |



ATTRACT

Downtown

Goals, Policies and Actions

DTP 2.5 Promote and prioritize the Downtown Mixed-Use Civic and Education Sub-zone (DT-4) as an area that provides permanent or temporary housing, semi-public uses, civic or governmental services and education.

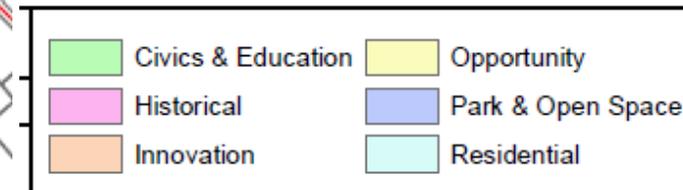
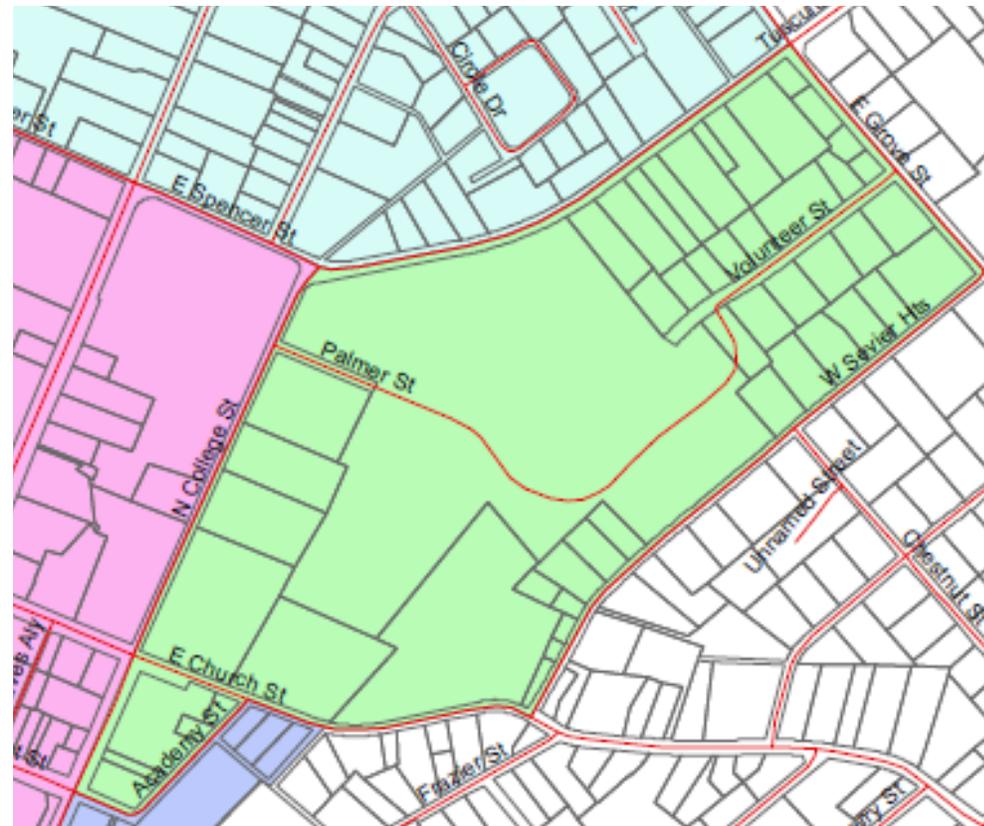
DTA 2.5.1. The DT-4 is established predominantly in the College Street corridor and extending into a section of the Tusculum Blvd corridor.

DTA 2.5.2. Considering that uses in in the DT-4 have high hourly parking demands, encourage off street parking in parking lots in this sub-zone.

DTA 2.5.3. While some housing is permissible, the DT-4 subzone should be primarily developed with new medium to high-density office and

institutional public spaces that will complement other office and

institutional uses in the Downtown Mixed Use Historic Core.



ATTRACT

Downtown

Goals, Policies and Actions

DTA 2.5.4. Apply the following standards to developments in the DT-4:

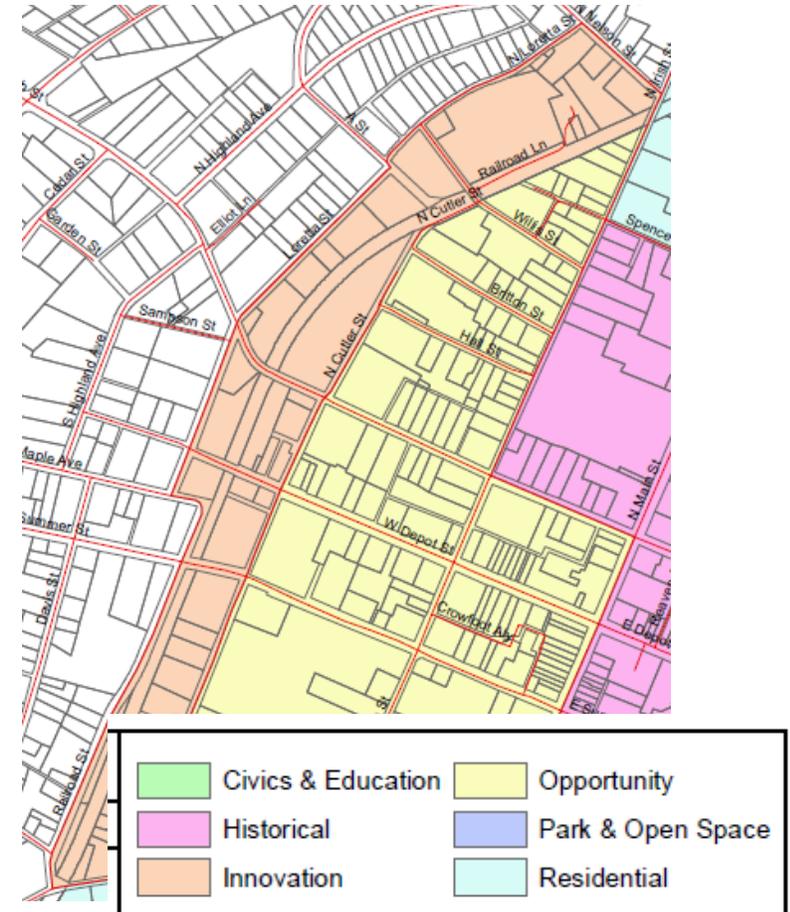
- 2 to 6 stories buildings
- Improve streetscaping and pedestrian facilities connecting the high school and Walter State Community College
- Provide public art in the area opposite Walter State Community College, at the intersection corner of Tusculum Blvd and Church St.
- Existing and new public parking structures in the DT-4 should be strategically located to capture motorists at the earliest and most convenient locations upon entering Downtown, to provide convenient and safe additional parking for

Walter State Community College, and to encourage more pedestrian circulation within Downtown.

- Uses to be encouraged: Educational institutions, governmental or civic services, housing, arts and culture, and public off-street parking

DTP 2.6. Promote and prioritize the Downtown Mixed Use Open Space (DT-5) corridor for the a creation of a Park in Downtown.

DTA 2.6.1. The Downtown Mixed Use Park and Open Space (DT-5) sub-zone is established in the south-eastern side of Downtown.



ATTRACT

Downtown

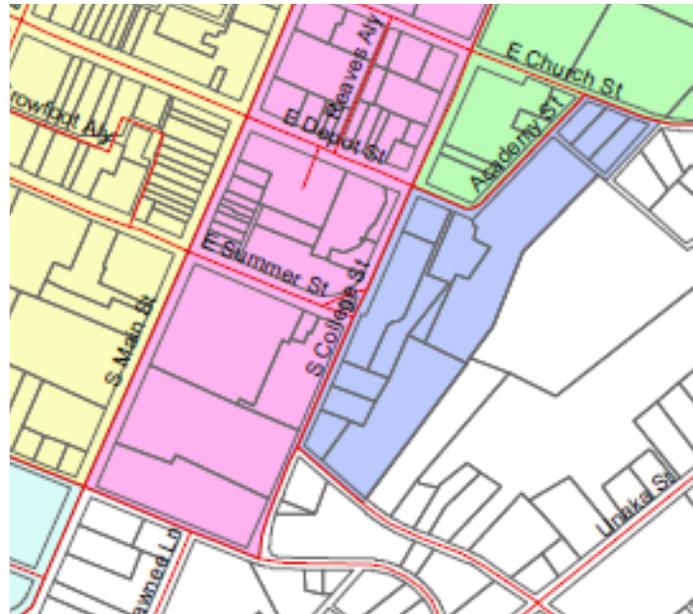
Goals, Policies and Actions

DTA 2.5.4. Apply the following standards to developments in the DT-4:

- 2 to 6 stories buildings
- Improve streetscaping and pedestrian facilities connecting the high school and Walter State Community College
- Provide public art in the area opposite Walter State Community College, at the intersection corner of Tusculum Blvd and Church St.
- Existing and new public parking structures in the DT-4 should be strategically located to capture motorists at the earliest and most convenient locations upon entering Downtown, to provide convenient and safe additional parking for

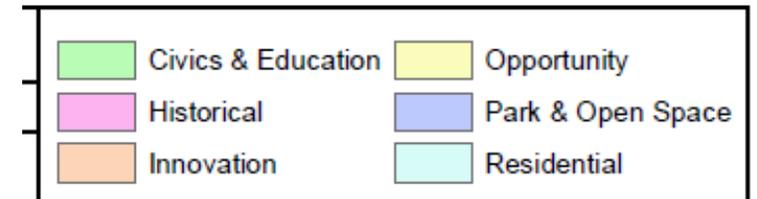
Walter State Community College, and to encourage more pedestrian circulation within Downtown.

- Uses to be encouraged: Educational institutions, governmental or civic services, housing, arts and culture, and public off-street parking



DTP 2.6. Promote and prioritize the Downtown Mixed Use Open Space (DT-5) corridor for the a creation of a Park in Downtown.

DTA 2.6.1. The Downtown Mixed Use Park and Open Space (DT-5) sub-zone is established in the south-eastern side of Downtown.



ATTRACT

Downtown

Goals, Policies and Actions

DTA 2.6.2. Take advantage of the current vacant and greenspace character of this area as a great resource for open space recreation, and the presence of Blue Springs as an additional opportunity for the development of a Downtown Park.

DTA 2.6.3. Maintain or enhance the green space character of this corridor to further provide a buffer between the Downtown and the adjoining single family residential neighborhoods to the east of Downtown.

DTA 2.6.4. Consider connecting the Takoma Nature Trail to the DT-5

DTA 2.6.5. Provide and maintain excellent pedestrian connection

between the public square to be created in DT-2 and the DT-5 to best integrate non-vehicular circulation throughout Downtown.

DTP 2.7. Promote and prioritize the Downtown Mixed-Use, Residential Catalytic (DT-6) as an area of predominantly residential uses and those uses that primarily support family life such as day care.

DTA 2.7.1. Provide and improve pedestrian circulation paths from the DT-6 to other sub-zones of the Downtown as the DT-6 has the potential to add new energy to Downtown, to add to the pedestrian traffic needed in Downtown and to leverage further development in the

immediate surroundings of Downtown.

ATTRACT

Downtown

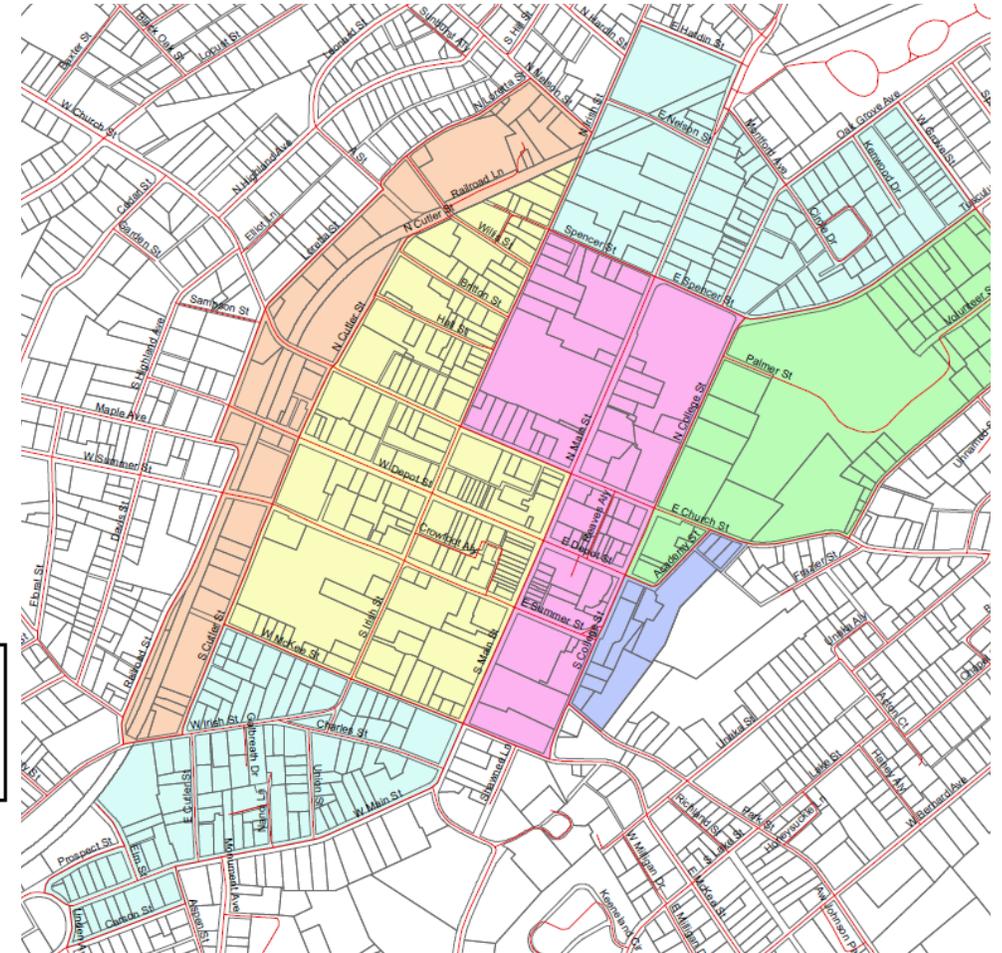
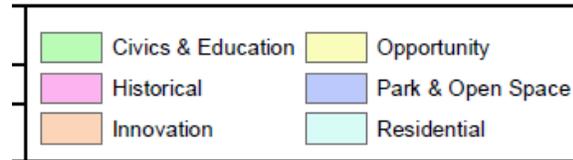
Goals, Policies and Actions

DTA 2.7.2. Two areas in the DT-6 are established: one at the south and the other at the north of the Historic Core sub-zone.

DTA 2.7.3. Apply the following standards to developments in the Downtown Mixed Use Residential Catalytic corridors:

- 1 to 3 stories buildings
- 20ft principal building front yard setback
- Upto 40% of total floor area permitted for customary home occupations
- Advisable to step up densities and building heights towards the Downtown Mixed-Use Historic Core.
- Uses: Primarily residential and live/work uses; some open space

- and small home office
- Town houses and condo units with front door entries to street and garage entries preferably from rear to the extent possible.



ATTRACT

Downtown

Goals, Policies and Actions

DTG 3: More permanent residential and short stay opportunities Downtown

DTP 3.1. Develop incentives for a diverse mix of housing types

Short Term: 2017-2021

DTA 3.1.1. Revise the Zoning Ordinance to ensure that the zoning in Downtown and surrounding neighborhoods facilitates multifamily residential development, and that live/work space is also allowed.

DTA 3.1.2. Work with the Greeneville Housing Authority and others to offer incentives, while building public/private partnerships with



General Morgan Inn in Downtown Greenville

developers to provide affordable housing, medium and high density residential development, senior housing, housing for people with special needs and market rate rental housing especially in the DT-2, DT-3, and DT-6 subzones.

DTA 3.1.3. Encourage, especially in the DT-6 subzone and the immediate surroundings of Downtown, rental apartments for students, young professionals, and persons of different income levels.

DTA 3.1.4. Work with the Greene County Commission to establish a tax increment financing and/or other tax abatement methods as revenue sources to reduce up front development costs

ATTRACT

Downtown

Goals, Policies and Actions

in Downtown.

DTA 3.1.5. Promote small and medium size conventions and conferences in Downtown

Medium Term: 2022-2028

DTA 3.1.6. Assess the impact that development incentives has had in the revitalization of Downtown and take revision measures as necessary to continue promoting Downtown revitalization.

DTA 3.1.7. Explore the possibility of marketing Downtown as a winter destination.

DTA 3.1.8. Continue promoting conventions and conferences in Downtown.

Long Term: 2028-2034

DTA 3.1.9. Survey and assess the progress hitherto made in improving permanent and short stay in Downtown and take actions as necessary to continue increasing permanent living and temporal stay in Downtown.

ATTRACT

Downtown

Goals, Policies and Actions

DTG 4: Jump start business investments in Downtown

DTP 4.1. Target start up, retail recruitment and other commercial investments in Downtown

Short Term: 2017-2021

DTA 4.1.1. Identify and pursue opportunities for neighborhood retail such as a small grocery store, drug store and/ or other services for current and future Downtown residents.

DTA 4.1.2. Identify and pursue an anchor retail tenant such as a department store that can strengthen Downtown's drawing power

DTA 4.1.3. Identify and pursue retailers that appeal to touristic visitors, including restaurants and "one-of-a-kind" shops in addition to more typical souvenir stores to locate in Downtown.

DTA 4.1.4. Expand retail services to serve residents and tourists all weekdays and year-round. Recruit and locate a micro-brewery in Downtown

Medium Term: 2022-2027

DTA 4.1.5. Continue to mitigate development costs in the Downtown especially for developments in the DT-2 followed by the DT-3 through tax

incentives or other means to enhance commercial development feasibility.

DTA 4.1.6. By increasing public parking supply in Downtown, encourage commerce, arts and entertainment and office developers to utilize the Downtown on-site parking exemption to enhance development feasibility, while ensuring that other public parking (publicly or privately owned) is adequate to serve a growing employment and residence base.

Long Term: 2028-2034

DTA 4.1.7. Consider further or assistance measures to make rehabilitation and/or redevelopment of

ATTRACT

Downtown

Goals, Policies and Actions

older properties and underused parcels in Downtown more cost effective.

DTA 4.1.8. Evaluate the success of efforts made in jump starting business investments in Downtown and take steps necessary to continue promoting Downtown commerce.

DTP 4.2. Activate the ground floor/curb appeal business environment of Downtown.

Short Term: 2017-2021

DTA 4.2.1. Encourage streetscape and storefront façade improvements, in addition to active ground floor retail

uses, to enhance Downtown's comparative advantage as a unique shopping environment.

DTA 4.2.2. Consider requiring ground-floor retail or arts and culture in new buildings in in the DT-2 subzone, while allowing it in others such as DT-1 and DT-3.

DTA 4.2.3. To the extent possible, provide on-site parking for redevelopments in the DT-4 and DT-5 sub-zones, and encourage the parking spaces to be located preferably at the rear of buildings. Where such parking areas are located at the site, use street trees to reduce visibility of the parking lot from the street.

incentives or other means to enhance commercial development feasibility.

DTA 4.1.6. By increasing public parking supply in Downtown, encourage commerce, arts and entertainment and office developers to utilize the Downtown on-site parking exemption to enhance development feasibility, while ensuring that other public parking (publicly or privately owned) is adequate to serve a growing employment and residence base.

Long Term: 2028-2034

DTA 4.1.7. Consider further or assistance measures to make rehabilitation and/or redevelopment of

ATTRACT

Downtown

Goals, Policies and Actions

DTG 4: Jump start business investments in Downtown

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Short Term: 2017-2021

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DTA 4.1.3. Identify and pursue retailers that appeal to touristic visitors, including restaurants and "one-of-a-kind" shops in addition to more typical souvenir stores to locate in Downtown.

DTA 4.1.4. Expand retail services to serve residents and tourists all weekdays and year-round. Recruit and locate a micro-brewery in Downtown

Medium Term: 2022-2027

DTA 4.1.5. Continue to mitigate development costs in the Downtown especially for developments in the DT-2 followed by the DT-3 through tax

incentives or other means to enhance commercial development feasibility.

DTA 4.1.6. By increasing public parking supply in Downtown, encourage commerce, arts and entertainment and office developers to utilize the Downtown on-site parking exemption to enhance development feasibility, while ensuring that other public parking (publicly or privately owned) is adequate to serve a growing employment and residence base.

Long Term: 2028-2034

DTA 4.1.7. Consider further assistance measures for the rehabilitation and/or redevelopment of properties in the DMX.

ATTRACT

Downtown

Goals, Policies and Actions

DTG 5. Strengthen the hub of civic facilities, offices and employment Downtown

DTP 5.1. Maintain and encourage the presence and expansion of Walter State Community College and the Greeneville High School in Downtown.

DTP 5.2. Make Downtown a priority location for all federal, state and local government administrative employment and services.

DTP 5.3. Develop a targeted office recruitment program aimed at identifying and attracting corporate employers, such as native corporations into Downtown.

DTP 5.4. For properties with on-the-lot parking, consider parking provisions that offer parking providers with incentives to share parking resources.

DTP 5.5. Provide signage at street levels to areas of on-the-lot parking

ATTRACT

Downtown

Goals, Policies and Actions

DTG 6. Improve the transportation network, choices and parking in Downtown

DTP 6.1. Improve the streetscape in Downtown

DTA 6.1.1. Provide capital improvements to the surrounding streetscape environment along with marketing Downtown amenities to employers.

DTA 6.1.2. Sidewalks should be wide enough to accommodate street trees, light fixtures, amenities and a pedestrian movement zone of at least six feet and eight to twelve feet on primary pedestrian streets.



DTP 6.2. Improve pedestrian accessibility in Downtown

DTA 6.2.1 Improve transportation and land use compatibility in Downtown

DTA 6.2.2. Maintain a prohibition on commercial trucks from going through Downtown

DTA 6.2.3. Improve the sidewalk system capacity along Main Street from Church Street to the Tusculum Blvd intersection with N. Main Street.

DPT 6.3. Provide a coordinated public parking system

DTA 6.3.1 Develop a system-wide wayfinding signage program that directs users to parking and informs them of vacancies.

DTA 6.3.2. Encourage parking supply alternatives such as shared parking.