

CHAPTER 7 GOALS AND OBJECTIVES

INTRODUCTION

General Development and Growth Management

Objective:

Maintain the integrity of the natural environment. Minimize the adverse impacts of development to soils, slope, vegetation, wetlands, floodplain and other natural factors.

Policies

Mature vegetation, particularly trees, should be protected and replanting should be required where existing vegetation is removed or disturbed during construction.

Vegetation should be used as an alternative to man-made devices for buffering, insulation, erosion control and water quality protection, whenever practical.

The Town shall develop appropriate criteria or measures to ensure the protection of environmentally sensitive and other valuable areas.

Objective:

Extend city services as growth occurs, insuring that these services are adequately provided to all city residents.

Policies

All new development, whether public or private, shall have appropriate infrastructure, which shall be properly installed at the expense of the developer.

Services provided by the Town should be used as a tool to direct or discourage development in specific directions.

Availability and capacity of existing services and utilities should be used as criteria in determining the location of higher intensity uses in the city and in decisions concerning annexation.

Developments with requirements beyond existing levels of police and fire protection, and utilities shall only be allowed to develop when such services can be adequately provided and maintained.

Inventories of existing public and private recreational facilities and of community needs should be used as input for planning future facilities and prioritizing the upgrading of existing recreational areas.

Appropriate infill development should be encouraged to enhance existing development and to make more efficient use of existing services and utilities.

Objective:

Improve aesthetic appearances to major points of entry into the Town.

Policies

Place signage and landscaping at all major entry points into the Town to appeal to both motorist and surrounding residents.

Create design standards for gateway areas to insure that these areas remain aesthetically pleasing.

Objective:

Develop comprehensive area-wide amendments to the town's Zoning Map that address current land use incompatibilities.

Policy

Within 90 days of adoption of this plan, area-wide amendments will be presented at a joint-workshop of the Planning Commission and Board of Mayor and Aldermen. This policy is intended to promote the projected best and highest use of land within the town, and maximize land use compatibility to encourage economic growth.

Residential

Objective:

Enhance the housing choices to provide for different types, density, sizes, costs and locations that accommodate the needs, financial capabilities and preferences of current and future residents.

Policies

The Town should promote the new residential developments in environmentally safe and pleasing area(s).

The Town should allow housing types ranging from single family structures to multi-family development.

High-density infill development should be permitted only in locations that are comparable with surrounding residential densities.

Land use controls should be used to foster a variety of housing types compatible with the natural landscape.

The Town should encourage and concentrate high-density housing development in the Central Business District (CBD) fringe area and along major traffic corridors with access to retail business, pedestrian amenities, cultural activities, schools and parks.

The Town should encourage low density housing along local streets within proximity to service centers, which are buffered from excessive noise, traffic and conflicting development.

High-density residential uses should locate in planned unit development or in close proximity to existing higher density developments.

In response to erosion and drainage considerations, hillside or slope developments should reflect design consideration and densities to minimize negative impact.

The Town should insure that the existing housing stock continues to be maintained and that new residential construction is developed to appropriate standards and guidelines.

The Town should encourage the rehabilitation of existing residences that can be purchased by low and moderate-income residents.

The Town should encourage the preservation and revitalization of older neighborhoods.

New residential development should not be allowed in those areas where infrastructure is unavailable or inadequate to support such development.

New residential development should be designed to encourage the neighborhood concept and should be situated to be easily accessible to collector or arterial status streets.

Transitional land uses or areas (Linear Greenbelts) or other design elements should be provided between residential neighborhoods and commercial areas in order to enhance the compatibility of land uses.

Commercial and Private Services

Objective:

Take appropriate measures to ensure that the Town of Greeneville remains as a center for commercial and private service land use in Greene County.

Policies

Future commercial developments and re-developments shall be in compliance with a comprehensive plan for all commercial growth and development.

The Town should recruit and retain business and service outlets that fulfill local market demands.

The Town should encourage and support the expansion of existing commercial areas and those that will result in the consolidation of commercial activities at central locations.

The Town should limit commercial services in the CBD to low intensity uses and low traffic generators.

The Town should encourage the adaptive reuse of existing structures in the CBD.

The Town should expand the off-street parking options within the CBD area.

Objective:

Insure that new commercial developments meet the appropriate standards and guidelines.

Policies

All commercial developments shall be designed in compliance with appropriate site development standards.

Commercial development shall be approved only in those areas where infrastructure is available and adequate to support such development.

Commercial development should be designed so as to minimize the negative impacts on the existing transportation system.

Strip commercial developments should be discouraged in favor of cluster developments with limited entrance and exit points.

Commercial uses which are high intensity traffic generators shall be located away from the CBD and on major collector or arterial status roads.

All new large-scale commercial developments shall be located on frontage or access roads with controlled ingress and egress points when feasible.

All commercial and private service developments shall be provided with an adequate number of off street parking spaces.

Commercial developments should be designed so as to minimize negative impacts to residential development and to enhance the aesthetics of such developments.

Industrial

Objective:

Provide appropriate standards and guidelines for new industrial development and for expansion of existing industrial uses.

Policies

Existing industrial parks should be provided adequate service and be expanded as needed, new industrial parks and sites should be planned and developed, and adequate public services should be provided to private industrial parks.

To provide for additional industrial land and employment in Greeneville, and to provide Town services to those industrial activities, the Town should adopt a policy to annex additional industrial properties where it is determined that such annexations are feasible.

The Town and Planning Commission should support appropriate road and traffic improvements at locations suitable for the expansion of existing industrial areas.

Industrial land uses known or suspected of having harmful impacts on health, safety, and welfare of people, and those activities and uses which would degrade, retard, or otherwise harm the natural environment, or the economic potential of the community, shall be discouraged from locating in the Town.

Objective:

Provide appropriate standards and guidelines for new industrial development and for expansion of existing industrial uses.

Policies

All industrial developments shall be designed in compliance with appropriate site development standards.

Industrial uses should locate near transportation facilities that offer the access required by the industry. Such uses should not be allowed to create demands, which exceed the capacity of the existing and future transportation network.

Industrial development should locate within the Town consistent with the phasing plan for infrastructure, where the proper sizing of facilities such as water, sewer and transportation has occurred or is planned.

To the extent feasible, landscaping or other screening shall be provided to reduce the conflict and soften the impact between industrial uses and other land uses.

Public & Semi-Public

Objective:

Provide a diversity of quality cultural and recreational opportunities.

Policies

Decisions concerning park and recreation facilities shall be guided by the Parks and Recreation Master Plan. Special projects may need to be addressed in a separate plan for consideration of Capital funds.

The Town should enhance opportunities for passive recreation through the creation of a Town greenbelt/greenway system, which includes hiking and biking trails.

Community and neighborhood parks should be developed and appropriately located within the Town.

The Town should maximize the use of public recreational land through close coordination with federal, state and local officials.

The Town should promote efforts to document, preserve and protect historic sites and structures in Greeneville.

The Town should recognize the cultural contributions of religious, ethnic and educational institutions, and coordinate their efforts with publicly supported cultural institutions, events and performances.

The Town should support and encourage cultural festivals as vehicles for bringing the arts to the public at low cost.

Objective:

Provide adequate and efficient public services and facilities, which meet appropriate standards and guidelines.

Policies

The Town should adhere to its Comprehensive Plan based on local standards and location criteria. This plan should be updated on a regular basis.

Public facilities and services should be improved and expanded in accordance with an adopted Public Improvement Program and Capital Budget.

Utilities

Objective:

Provide adequate and efficient public utility facilities.

Policies

All new development, whether public or private, should have adequate utilities, which shall be properly installed at the expense of the developer.

The Town should ensure that the municipal water and sewer systems are adequate to meet current and future needs.

The health of residents shall be protected through the production of State approved potable water and the safe and efficient collection and treatment of wastewater.

Objective:

Provide appropriate standards and guidelines for utility facility improvements and extensions.

Policies

Adequate utilities should be extended into urbanizing growth areas on a priority basis. These extensions shall meet health and safety standards.

Water and sewer lines of adequate size and location shall be required in all new developments and re-developments.

The location of utility structures for storage of equipment, pumps or similar materials should be adequately buffered and landscaped so as not to detract from the surrounding area.

The water quality and facility guidelines set forth in Stormwater Phase II Facility Plans shall be followed.

The Town should require appropriate maintenance and repair of any privately controlled drainage facilities or appurtenances which tie into any portion of the public or existing natural drainage systems.

Vacant Land and Open Space

Objective:

Ensure that adequate open space is provided in the municipality to enhance its aesthetic quality.

Policies

Public open spaces and general recreation uses should be provided to serve the local residents as well as visitors. These areas should be readily available and designed to serve all age groups.

The Town should encourage that adequate amounts of open space areas are available for future populations.

Open space should be included as a requirement to serve every major development.

Places of rare natural beauty and areas of historical interest should be preserved and maintained.

All publicly owned land should be examined for its potential open space or recreational use before being sold or disposed of by the Town.

Objective:

Ensure that appropriate standards and guidelines are followed for development of vacant land and for the provision of open space.

Policies

Public support and approval of development proposals that result in the conversion of prime farmlands should be reserved for those developments consistent with this plan and required for urban growth and development.

Areas of excessive slope should be conserved as open space, when possible, if development would cause significant soil and/or water degradation, or where the terrain possesses special scenic or recreational value.

Vegetation should be used as an alternative to man-made devices for buffering, insulation, erosion control and water quality protection.

Filling and excavation in floodplains shall only be allowed when consistent with National Flood Insurance Program regulations and allowed only after careful review of appropriate alternatives.

Mature vegetation, especially along stream banks, should be protected from indiscriminate removal in order to enhance the aesthetic value of the landscape as well as to control erosion.

Consistent with the National Flood Insurance Program Regulations, the Town shall prohibit any residential development in areas, which have been officially designated as floodways.

Within officially designated floodways, the Town should encourage light recreational and open space uses such as greenbelts.

The Town shall develop appropriate criteria and measures to ensure the protection and enhancement of environmentally sensitive and other valuable areas.

Transportation

Objective:

Provide a transportation system that will adequately meet the future needs for growth and development.

Policies

All new development, whether public or private, should have an adequate transportation system, which shall be properly installed at the expense of the developer.

All new major streets should be located in a manner that will minimize disruption to neighborhoods, open space recreational areas or commercial areas.

All segments of the transportation system should be designed and located to meet future as well as present demands.

Wherever possible, off-street parking shall be required for existing land uses. All new land uses, except for commercial and private services in the CBD, shall be required to provide off street parking facilities.

On street parking for existing uses shall be permitted only where adequate street widths are available and where such parking will not reduce the current level of service of the street.

Sidewalks should be extended throughout the Town and should be maintained in good repair.

Sidewalks shall be required in all new residential development.

A town-wide hiking and biking system should be developed.

Curbs and gutters shall be required on all streets in new development.

Older streets in the Town should be upgraded or improved through a road improvements program.

Objective:

Provide appropriate standards and guidelines for the construction of new street and other transportation facilities.

Policies

Streets should be related to the topography and designed to minimize the points of traffic conflict and turning movements.

All new streets and other public ways shall be designed to incorporate storm water drainage systems, which are adequate in size to handle runoff from anticipated developments.

All streets and other public ways shall be designed as to provide the least interference with natural drainage ways.

All new streets and other public ways shall be designed and located in a manner, which offers the maximum protection from flood and erosion damage.

Future roadways should be designed to incorporate appropriate landscaping to heighten the aesthetic and functional appeal both to motorist and surrounding residents.

Street signage and other safety features should be required at the time of development.