



Greenville, Indiana

2020 Comprehensive Plan Update

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Executive Summary

The Town's Comprehensive Plan is the chief tool to enable the management of growth and the delivery of public services in a timely and efficient manner for its citizens. For many years, Greenville had a development pattern clustered around U.S. 150, which it maintained since its founding in 1816. Beginning in the mid 1980's, the Town began to experience growth on its outskirts as a result of the expansion of nearby metropolitan areas (New Albany, Louisville, and Jeffersonville). As the Town continues to grow, the challenge is to direct growth appropriately to retain the qualities that residents have come to cherish.

New residents are attracted by a distinctness that is not found elsewhere in the region - the topography and rural heritage, a rich sense of community, numerous historic homes, and a quality of life that is not expected in this day and age. In order to maintain this setting, it is important to plan for the future.

Planning is a process of formulating goals and the land use policies necessary to achieve them. The Town's Comprehensive Plan is a valuable tool to Town government, its citizens and the private sector. It is an articulation of policy from the Town Council which describes a vision for the future which allows the Council and the Town's Municipal Planning Commission to coordinate their policies and actions to guide Town development. The major purposes of the Comprehensive Plan are to:

- Provide a guide for the decisions that create the future Town environment;
- Promote the interests of the citizens at-large;
- Enhance the Town's environmental resources;

- Develop a coordinated, well-planned system of public services and utilities; and evaluate short-term actions against long-term goals.

Finding a balance between growth and economic stability, while maintaining the Town's small-town character remains the goal as it was originally in the 2009 comprehensive plan.

Since the original document was adopted, the town has made significant strides in historic preservation, through the formation of the Greenville Historic Preservation Commission, and in acquiring a sanitary sewer treatment plant. However, there is still much work to be completed. This plan lines out goals, objectives, and opportunities to keep Greenville moving forward.

Statement of Policies

Per Indiana Code IS 36-7-4-502 a community's comprehensive plan must include statements of policy for land use development, future public facilities and community land use goals. This statement of policy for land use development is the formulation of the principles that the community views as important in land use development. The Town of Greenville Statement of Policy reads as follows:

Statement of Policy for Land Use Development

It is the policy of the Town of Greenville Comprehensive Plan to improve the health, safety and welfare of the citizens of Greenville by providing for planned community growth in areas best suited for development while safeguarding open space, farmlands, floodplains and other natural resources and to provide other economic development opportunities along with a continued high quality of life. The plan will also provide for maintenance and development of public ways, public spaces, public lands, public structures and public

utilities for the benefit of the community and in preparation for the needs of future population growth.

In considering development applications to alter the Comprehensive Plan, the Town shall have the opportunity to consider several elements necessary to ensure proper land use planning is occurring. In this consideration, the Town should review any alternation using the following criteria. Below are the elements that the Town should consider.

- *Nuisance potential to existing or planned future land uses*
- *Proximity to existing like-use development*
- Population density
- Proximity to supporting land uses
- Traffic patterns and thoroughfare plan
- Public safety systems including fire protection and law enforcement
- Water and sanitation systems capacities and costs
- Public school system
- Topographic and geologic characteristics
- Preservation of natural characteristics including sightlines
- Site drainage
- Loss of agricultural usage
- *And any other factor reasonably related to protect the health, safety and general welfare of the public or further the interests of the Comprehensive Plan*

The second required component of the Comprehensive Plan is a statement of policy regarding the development of public ways, public spaces, public structures, and public utilities.

Statement of Policy regarding Development of Public Ways, Places, Structures and Utilities

The Town of Greenville deems the development of public ways, places, and structures an intricate component of land use and community development process. The Town of Greenville will proceed with the development of these public ways, places and structures in an efficient and effective manner for the betterment of the community's interests as a whole.

Overview of Plan Elements

Land Use Plan

The Land Use Plan provides a blueprint of the current and future land use pattern of Greenville. The Land Use Plan indicates what particular types of uses the Town presently has and provides expectations of future development. The plan is a precursor or guide to the development of the Town's Zoning Ordinance. The Zoning Ordinance is regulatory document and sets out a range of uses, which are permitted and is used to implement the Plan. The Land Use Plan is intended to guide development over a long period of time.

The Town's plan proposes a land use classification system that works in concert with its Transportation Plan and Economic Development Plan. Once a Town Zoning Ordinance is implemented future rezoning requests must by Indiana State Code review the application in context of the land use plan.

Transportation Plan

The reason for the Town's continual growth is that it is possible to enjoy a small-town quality of life within a reasonable commuting distance of nearby metropolitan areas. The backbone of the transportation system is U.S. 150 which runs East-West through the town. The challenge for the future is to move traffic throughout the

Town while retaining a sense of scale and place; examine the need for public transportation; to design streets that don't adversely affect the neighborhoods and to incorporate commercial signage that does not pose a safety issue or diminishes the historic nature of the town.

Infrastructure Plan

The sizing and location of utilities need to follow the Town's plans for development and not only include foundations such as water and sewer, but plans for stormwater and drainage. This plan will highlight the need to examine the possible explain of sanitary sewer service throughout the town, as well as recommendations for stormwater planning.

Economic Development Plan

While the economy of the surrounding area has seen a decline in agricultural development, Greenville still serves the surrounding community as a small retail and personal services center. The Town does have a competitive advantage regarding being strategic location on the US 150 corridor to serve the commuting traffic from other areas such as Palmyra and Paoli.

The challenge is to maintain and improve the Town's function as part of a community serving retail and service center. Encouraging small entrepreneurs and attracting more professional service providers in the medical, financial, and legal professions should be a main component of the town's economic efforts. The lack of adequate sanitary sewer and hi-speed infrastructure limits the development of areas as major industrial or business parks. Other areas within the County have competitive advantages in areas such as proximity to Interstate transportation, municipal sanitary sewer available with capacity and accessibility to hi-speed internet connections to put the town at a significant disadvantage in the development of these types

of services. However, a recently awarded grant by the Office of Community and Rural Affairs to expand high speed internet in the area will assist in alleviating some of the inequality in access.

Community Facilities and Park / Recreation Plan

The Town's existing facilities include Greenville Park, which is operated by the Floyd County Parks and Rec Department. Additional Recreational facilities in the vicinity of the town are operated by the school system. The goal is to increase accessibility of existing parks and foster partnerships with Floyd County to increase programs and activities in these parks. To address future demands of the Town, the following community facilities are needed:

- The development of a community center (with possible partnership with NAFCS)
- The Town should partner with the Floyd County Parks to continue to preserve and improve the Greenville Park facilities.
- The development of smaller neighborhood parks, on the east and west segments of town. This would supplement the current park system and provide additional recreational opportunities.

Historic Preservation

Historic Preservation Plan

Many of Greenville's historic structures were destroyed during the Fire of 1908. Very few structures remain that predate the fire. The Town's remaining historical homes are an extremely important component of life in Greenville, and this plan hopes to address future renovations and developments within this area. This plan addresses the option of taking part in the Main Street Program, and working with the Greenville Historic Preservation Commission. This plan

encourages the continued use of the 2017 Town of Greenville Historic Preservation Plan as a foundation for preservation in the town.

Greenville’s streetscape is the Town’s strongest connection to its historic past. Even as time has moved on for most of the buildings in town, many of the streets remain unchanged and follow the same outline as originally platted in 1816. Some of the streets are as narrow as 8 feet wide. Upon a recent excavation, it was discovered that the original paver and cobblestone roadway is buried beneath the modern-day asphalt. The roads' connection to the town's founding, and their unchanged nature, make them a historic piece of the town’s character. The Greenville Historic Preservation Commission and the Town Council should work together to preserve the current state of the roads as platted in 1816, as well as the 1837 expansion by John B Ford and others. The historic streetscape should be incorporated into Greenville's historic preservation plan, and activities such as vacating alleys or altering the current dynamic of the roads should be avoided whenever possible.

Since forming in 2016, the Greenville Historic Preservation Commission (“Greenville HPC”) has made efforts both in scholarly areas, as well as across the Town's footprint, to recognize the historic character of Greenville. From implementing historic markers, signage, bringing back the town flag, and hosting a parade after a 36 year absence, the Greenville HPC strives to further inform, educate, and honor historic residents, structures, and events that have impacted the town. As part of the Greenville HPC creation, the Town seeks to further protect historic buildings and structures that are of a significant historic value to the town. The Greenville HPC should seek to recognize certain districts within the Town as a Historic District, which will further define certain protections and steps necessary as a property owner to satisfy the Town's interest in preserving its history. The Greenville HPC will continue to look for

future opportunities to improve educational signage, access to historic information of historic structures, and bring back past events or create new ones in order to further preserve Greenville's unique character within Floyd County and Southern Indiana.

A well-designed urban environment enhances everyone's economic, social and spiritual well-being. The plan proposes to maintain Greenville’s traditional town character, beautify the major entranceways into the Town, protect scenic views and important landmarks, develop guidelines for residential and non-residential development, and work with developers to improve design.

History of Greenville

Greenville has a varied and rich history beginning in the early days of statehood. The town was actually ranked as a village for half a century. Its beginnings came naturally as a stop along the buffalo trail known as the “Buffalo Trace.” Later, this trail became the Vincennes Road connecting New Albany and Greenville to Vincennes.

Andrew Mundall, a school teacher from Kentucky first came across the Ohio River about 1806-07. Traveling up the old Native American trail, he settled on 160 acres of land upon which part the town now stands. In those days, what would become US 150 was no more than a mud road, winding among trees and stumps. Mundall and Haines cleared some land, and laid out a town, dividing the future profits and losses between them. Together, they filed the first plat of Greenville May 31, 1816 in what was then, Clark County (Floyd County was not formed until 1819). They laid out the town in the form of a parallelogram with a public square in the center of town at the intersection of Cross Street and the Vincennes Trail. Greenville was surveyed by George Smith, the county surveyor, and incorporated October 28, 1879.



Picture of the National Hotel and Livery in Greenville, circa 1895.

The old road was an important thoroughfare in those days as it linked Vincennes with the Falls of the Ohio, and Greenville to New Albany and Louisville. Many towns sprung up along the stagecoach routes in order to serve the needs of travelers for taverns and other amenities. The stagecoach passed through Greenville every day along the 104 mile route that ran from Vincennes and New Albany. It alternated going west one day, east the next. It carried passengers and mail and made its daily stop in the new village. The Greenville Post Office was established in 1823 and Moses Kirkpatrick was its first postmaster. To serve the stagecoach passengers, a log tavern was erected on the public square where north and south road crossed the turnpike. Hotels and numerous businesses were soon formed to meet the needs of a growing populace.

During its most prosperous times in 1900 to 1908, Greenville boasted a host of amenities for both travelers and residents. At that time the town had the following: a brass band, orchestra, theatrical club, a dry

goods store, millinery store, a featherbed cleaning business, three doctors, seven grocery stores, a bakery shop, a flour mill, an undertaker, a livery, a shoe shop and a harness shop.

John B. Ford was an American industrialist and founder of Pittsburg Plate Glass (now known as PPG Industries) from Greenville. Ford ran several businesses out of The Station Building in Greenville which still stands along Highway 150. The Station Building housed Ford's flour mill, saddle shop, a tin pie safe shop, and a firing mill, tannery, and brick yard. After the Civil War, he and his sons built a factory by the Ohio Riverbank called Star Glass Works, which later become known as the New Albany Glass Works. The first plate glass window ever made in the United States was made there and installed in a store at 318 Pearl Street in New Albany. "Captain Ford" as he would become known, also built steamboat ships in New Albany.

Greenville became such a significant location in population and importance that it competed with New Albany for the selection of the Floyd County seat. A competition was held between the two towns to determine who could make the greatest contribution to the county. A writer of his day, C.W. Cottom wrote that New Albany "offered a few dollars the larger sum, and then adding the donation of a bell for the courthouse."



Picture of John B Ford: Courtesy of the New Albany- Floyd County Library

The Fire of 1908 started at Mary K. Wood's house as she was ironing clothes and was said to have been caused by a defective flue. As the fire spread in her house, burning shingles lit other houses on fire. While no one was killed, all but two original buildings and businesses burned to the ground. Most of the businesses could not afford to rebuild, and that combined with the change from stagecoach to automobile transportation hindered Greenville's ability to recover during the next several decades.

From 1970 – 2010, the population in Greenville remained mostly flat with little population increase. From 2010 – current, the population has nearly doubled. Those moving to Greenville and the surrounding areas generally seek to live in a more rural atmosphere and commute to work in the metro area.

Transportation

Transportation in Greenville and the surrounding area occurs primarily via automobile. The following descriptions outline the existing transportation patterns within the town and identify opportunities for expansion and enhancement.

Greenville is located slightly west of the geographic center of Greenville Township. The city finds itself on the edge of the expanding metropolitan areas of New Albany, Jeffersonville and Louisville. These urbanized areas continue to spread north and west along the I-64 corridor. Greenville is located within a twenty-minute drive of Louisville, Jeffersonville and New Albany and vehicular access is good along U.S. Highway 150 and its interchange with I-64. The regional link to the Louisville, Jeffersonville and New Albany areas has created a demand for a variety of housing in a rural and small town setting. The regional links to the north and south of Greenville are poor and expansion along those routes has been minimal.

Roadways

The roads that make up the thoroughfare system in the Greenville area exhibit differing characteristics based on the function they perform. Roadway types range from state highways to local roads. A standardized street functional classification system is used by the Indiana Department of Transportation to describe various roadways.

This system groups roadways by their principle use and can be used to compare and analyze the overall circulation system. The roadway classifications used in this plan are: interstate, arterial, and collector. All other roadways are considered local roadways.

U.S. 150 is a designated arterial roadway on the INDOT system located within Greenville and surrounding Greenville Township. Both major and minor collectors exist within Greenville. Local minor collectors are Payton and Arthur Coffman Roads. The remaining roads are considered local roads.

The availability of transportation routes throughout the jurisdiction has largely determined the manner in which the area has developed. It is the intent of the Transportation Plan to anticipate the future needs of this system. The overall goal of this section is to make recommendations based on these needs to insure the safe and efficient movement of people and goods.

Transportation routes are not typically limited by the political boundaries of the cities, towns, townships, and counties. Therefore, roadways act as lines of connection between differing areas. This plan will offer an overall look at the system and will aid in the efforts of the town and county to plan future improvements. The transportation plan has been formulated based on the conditions of existing circulation outlined earlier, and the needs of the proposed land uses outlined in the Land Use Plan.

Roadway development standards are necessary in order to ensure that the type of roadways specified meet a particular transportation need. The Transportation Plan is based on accepted State and national standards which describe the level of use that a particular roadway should accept.

US 150 offer Greenville excellent access to the New Albany and Louisville metropolitan areas. US 150 is classified by the State of Indiana as a major collector, but for the purposes of this plan it acts as an arterial, connecting the lower volume collectors with I-64. Vehicular access along the US 150 corridor throughout the jurisdiction should be carefully controlled to minimize the number of driveways and pull-off parking from the roadway. Improvements to this roadway should be explored within Greenville to address sidewalks, curbs, drainage, lighting and street trees. The historic character of the area should be reflected in the improvements.

Road improvements to several locations are necessary within Greenville's town limits. Among these are the intersections of Voyles and Buttontown Road to US 150, where improvement to sightlines are needed.

Infrastructure

From information gathered through the Town, it appears the Town will have adequate access to water resources to meet the future development needs of the community. The town has also purchased a wastewater treatment facility that serves the Heritage Springs residential development.

A careful and thoughtful engineering and financial analysis should be considered to determine the future sanitary sewer needs for the community. The expansion of sanitary sewers allows for higher intensity and density of uses within an area. Any potential expansion should thoroughly examine the financial, engineering, and environmental costs and benefits associated with the development of this type of utility.

Greenville is presently outside the federal and state MS 4 requirements. As these requirements change and more communities are required to comply with the federal clean water requirements, the Town should proactively move towards investigating their storm water drainage needs and how the Town can proactively comply with future storm water regulations.

Economic Development

The Town has two identifiable commercial sections: The Central Historic District and the Eastern US 150 Business District. Also, the Town has a number of home-based businesses scattered amongst the residential land uses throughout Town.

In the Eastern Business District, the primary business activities would be considered Highway Service type businesses ranging from convenience store to automobile sales. Within this district, there are also industrial activities such as landscaping and trucking services and, propane tank distribution business. Small scale retail businesses are scattered throughout both districts. In the Central Historic District, small convenience store, restaurant, bank, liquor store, and automotive sales/services store are in operation. Greenville serves the surrounding community as a small retail and personal services center. The Town does have a competitive advantage regarding being strategic location on the US 150 corridor for some additional small scale retail commercial activities.

The challenge is to maintain and improve the Town's function as part of a community serving retail and service center. Encouraging small entrepreneurs and attracting more professional service providers in the medical, financial, and legal professions should be a main component of the town's economic efforts. The lack of adequate sanitary sewer and hi-speed internet infrastructure limits the

development of surrounding areas as major industrial or business parks. Other areas within the County have competitive advantages in areas such as proximity to Interstate transportation, municipal sanitary sewer available with capacity and accessibility to hi-speed internet connections to put the town at a significant disadvantage in the development of these types of services.

The Town should consider the creation of a Main Street Organization to heighten aware of the businesses in the Central and Eastern districts. A detailed marketing and needs analysis should be considered in attempting to foster more professional based businesses to locate in the Town. Beautification programs along US 150 and place making activities such as holiday banners, street art, and welcome signage should be considered as a way to reinforce the uniqueness of the Town.

Community Facilities and Park Recreation

The Town's existing facilities include Greenville Park, which is operated by the Floyd County Parks and Recreation Department. There are also recreational facilities in the vicinity of the town are operated by the school system; however, it is unclear if these facilities can be used after-school hours by the public. A discussion should take place with school officials. In other communities in the County, the school has partnered with the parks department to encourage usage of the school park sites.

The lack of connectivity to the parks also hampers usage. The Greenville Park does not offer a dedicated trail to allow residents to access the park from side streets located in the Town. As part of the County Major Thoroughfare Plan, a designated bicycle route is identified to connect along Cross Street to Harrison with a trailhead being located at Greenville Park.

The location of US 150 and a lack of a safe crossing area limit the ability to use alternative modes of transportation such as walking or bicycling to the Greenville Park. This lack of a safe connectivity limited the ability of the community to access these community resources.

In terms of other community facilities, the Town Hall is located on Cross Street. It is small in size and does limit the ability for the Town to conduct large scale community meetings without utilizing other venues. Also, the lack of a community center limits the ability for residents to interact on a regular basis.

The goal is to increase accessibility of existing parks and foster partnerships with Floyd County Parks and Recreation Department to increase programs and activities in these parks.

The Town should consider the development of safe routes to school program. This program develops safe routes for children to walk and bicycle to school. The lack of these facilities discourages pedestrian mobility in the community.

In terms of parks, the Town should consider any new development over a certain acreage or density require a set aside of land for parkland. The Town should consider the feasibility of the creation of a community center facility located near the school or park to increase community involvement.

Existing Land Use and Development

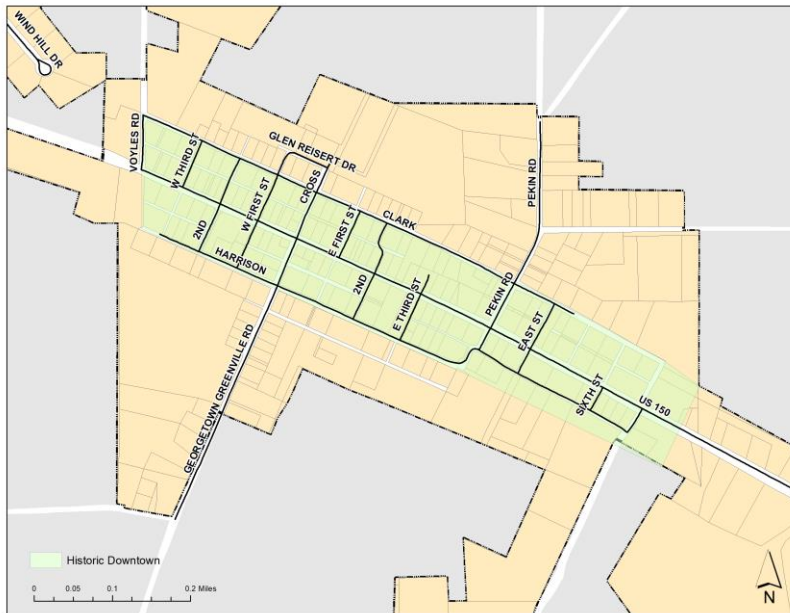
Greenville is fortunate to exhibit the historic, small town atmosphere which is characteristic of Southern Indiana. The historic transportation link of U.S. 150, along with the relatively recent development of nearby interstate 64 have largely determined the settlement and land use patterns of the area. The natural topography

of rolling hills and limestone bluffs to the south has encouraged development to spread primarily to the east and west.

The following descriptions identify those issues that have a bearing on the future development of Greenville. The text identifies areas of opportunities to expand, preserve, protect or otherwise enhance land uses and activities within Greenville. The descriptions of these areas have been categorized by districts that exhibit similar characteristics in order to make relationships between issues easy to identify. The written descriptions may be referenced by the Plan Commission in making policy decisions regarding planning and zoning issues.

Central Historic Area

The Central Historic Area is an excellent example of 19th Century linear town development with commercial and residential uses interspersed along a tree-lined streetscape. The main route through Greenville, U.S. 150 is the focus of development with rolling farmland surrounding it. Although each structure carries its own unique history, the districts structures are more important collectively than individually.



Map 1: Central Historic District

The boundaries of the Central Historic Area are defined by Clark Street as the northern boundary, Voyles Road as the western boundary, the Greenville-Georgetown Road as the southern boundary, and Buttontown Road as the eastern boundary of the district. Existing land-uses are primarily residential with commercial uses occurring along US 150.

A few historic structures are located within this area, most notably the Station Building from the 1850's and the Jesse Smith House from the 1860's. As a result of the Fire of 1908, however, the majority of buildings are from the early 1900's. The historic structures are generally in fair condition and provide a potentially unique focus for the character of Greenville.

U.S. 150 offers excellent access to this area. However, safety is an issue along the highway due to high speed traffic, very limited parking lots, and pedestrians crossing the road in unpredictable locations and commercial areas.

Land use and development opportunities do exist in this area. The recognition of the historic character of the central Greenville district is essential and substantive efforts should be made to ensure these characteristics are maintained for future generations of residents. This can be done through encouraging property owners through façade assistance projects and through regulatory standards to maintain critical historic components of the area.

A top priority of the Town should be the creation of zoning tools in the Central District to ensure the character of the Town are not lost during re-development. One alternative would be the creation of a mixed use zoning district that would allow property owners flexibility in certain residential and commercial uses within the community. Any redevelopment should require a formal process similar to a planned unit development approach which would provide the community with a greater level of input.

The Town can promote commercial uses within existing unoccupied commercial structures and should work with State officials in addressing the safety of pedestrians and vehicles along U.S. 150. Safety along this corridor is an issue to the citizens of Greenville. Future roadwork is an opportunity for the town to slow traffic in the town limits through good road design. By introducing safety features such as curb outs at key intersections and possible medians, and by lowering the speed limit to 30mph in the central district, traffic going through town would be slowed significantly.

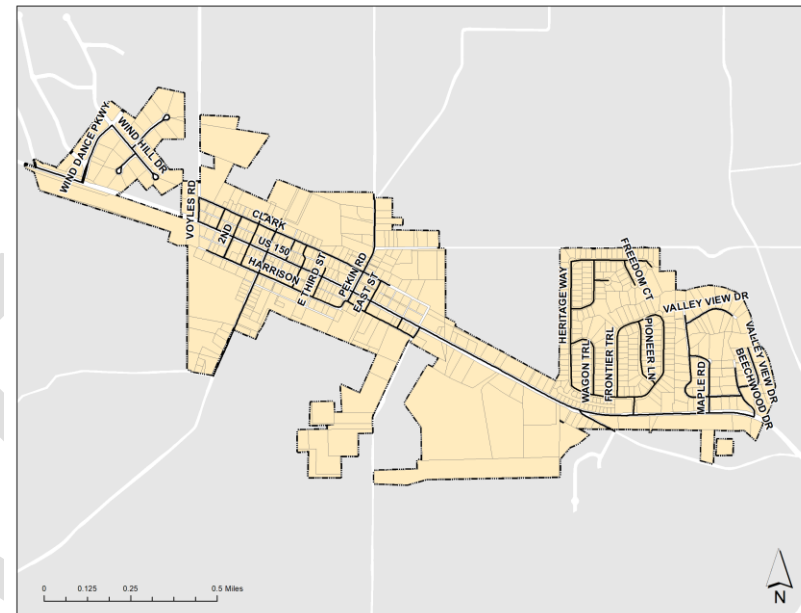
In addition, a "Welcome to Greenville" sign at both entrances to town would serve to draw motorist's attention to the town and cause them

to slow down. Curb outs could serve to slow traffic by narrowing the roadway and create visual signs of a vibrant town.

Eastern US 150 Business District

Land use along the eastern US 150 corridor is a mix of commercial and light industrial uses with a splattering of residential dwelling. Strip commercial development lines the eastern portion of the corridor. Driveways typically have direct access onto the roadway and development has occurred in an unorganized manner.

Residential uses typically front onto US 150 within the older central portion of the corridor. Vehicular access to these lots is accomplished primarily by the use of alleys. Small tracts of farmland and undeveloped open space occur occasionally along the entire length of US 150, providing views into open cultivated fields and the wooded floodplain.



Map 2: Town of Greenville Planning Area

The need for a unified sign standard will assist advertising along the roadway while also creating a sense of place for the town.

Western Residential Area

This area extends west of Voyles Road and west of the Central Historic Area. Development within this area is more extensive than that to the east, due to gentler slopes that are more suitable to development. The existing land-uses in this area are primarily residential with one industrial development north of Clark Street. Access to the roadways within this area are good, although steep topography limits local roadway development in some areas.

Eastern Residential Development

This area extends east of the US 150 Business Corridor following US 150 to the corporate limit line. Land uses are primarily residential. The age of the housing stock ranges from early 1900 to present day. Agricultural land to the north has experienced limited development. Residential subdivisions have developed with access of US 150. Greenville Park is located within the area, and serves surrounding residents. Rolling hills characterize this area, with steeper slopes adjacent to small drainage ways. Thus, the topography is generally well suited to residential development with improvements to existing local road systems.

Proposed Land Use

The following descriptions illustrate general land-use scenarios for future development within Greenville. These descriptions, along with the Proposed Land Use Map, target areas where future development and preservation should occur. The Land Use Plan and the following descriptions provide a tool to guide future land-use decisions based on the goals and objectives previously identified.

Residential Land Use

Residential land use is defined as land that is primarily used for the construction of residential buildings and public facilities that support residential areas such as schools and churches. The proposed Land Use Plan delineates general areas for the expansion of existing residential areas.

Greenville's residential area, shown in yellow on the Land Use Map, consists primarily of single-family residential housing. Although further building of housing on the few remaining empty lots within corporate limits of Greenville is possible, any future housing

expansion of any significance would most likely occur just outside the corporate limits or in territory to be annexed by the Town in the future.

Such future expansion would most likely be in areas where subdivision tracts are developed on land sold to developers by families in the area. These types of developments will need to be coordinated with the Greenville Town Council since the houses and families they bring into the area will greatly impact the road conditions, school capacity and services currently provided by the town.

Multi-family residential uses are not specifically identified on the Land Use Plan based on the present lack of adequate sanitary sewer service which would be required for this type of intensity and density of development. If such higher density residential development is allowed, it should be adjacent to US 150 corridor and be located in or adjacent to the US 150 Business Corridor as described previously. New multi-family development should be located within transition areas between single family residences and commercial and industrial uses. Appropriate screening and landscaping should be developed to buffer adjacent land uses or unique methods be implemented to incorporate with existing uses.

Commercial Land Use

The commercial-use designation includes retail, professional and business services and offices, restaurants, auto sales and service and personal establishments. Commercial designations on the proposed Land Use Plan typically represent existing commercial development and are indicated on the Land Use Map in red.

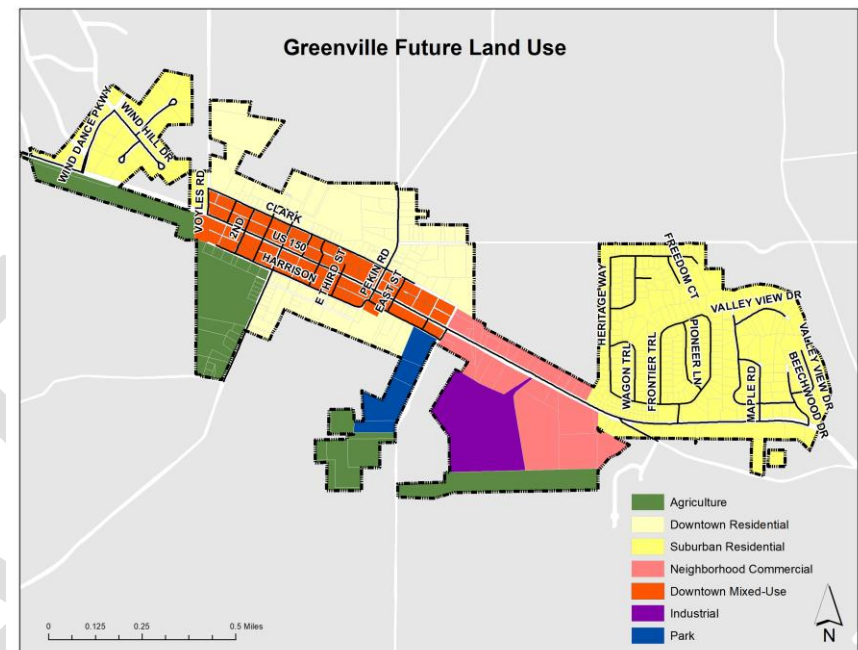
No expanded commercial uses are shown within the corporate limits of Greenville. Strip commercial development should be discouraged adjacent to existing residential development due to safety, noise and traffic conflicts. New commercial development should be promoted within existing commercial lots. Special effort should be given to find tenants for the vacant commercial buildings along U.S. 150. Unique commercial uses, mixed with residential uses, should be promoted within the existing historical district. Streetscape and parking improvements along U.S. 150 could enhance the image of this area.

Industrial Land Use

Industrial uses are indicated in purple. The industrial-use designation includes manufacturing, wholesale, warehousing, distribution, solid waste facilities and salvage. Any future development or redevelopment of industrial lands will need to consider traffic, noise, proximity to residential uses, and the capacity for sanitary sewers. Also, due to the lack of competitive advantages in industrial development with other areas of the county, any new industrial development will need to indicate how it can overcome the competitive advantages of sewer capacity, internet capacity and proximity to major transportation corridors.

Recreation and Conservation Land Use

Parks, recreation areas, nature preserves, erosion control areas, unique woodlands and wetlands are land uses included in this category. Connectivity to Greenville Park and to the Greenville School Parkland should be aggressively explored. Overall improvements are necessary to the vehicular entrance, parking and pathways. Additionally a conservation area could be established using flood prone lands which could be used as parklands when dry.



Greenville Future Land Use Patterns (2020 +)

Goals, Objectives, and Implementation Strategies

The comprehensive Plan portrays an idealized vision of Greenville's future. The following recommendations are based on goals and objectives identified during the preparation of this document. The recommendations of this Plan are a product of public interest and initiative created to guide future development decisions in both the short and long term.

The recommendations are presented as specific strategies necessary for the implementation of the goals and objectives of the citizens of Greenville. The strategies will require careful monitoring to evaluate their appropriateness in light of changing economic and social conditions. The Comprehensive Plan and its recommendations should be updated periodically (every five years) to insure that it reflects current needs and trends that may impact development. A detailed list of goals, objectives and implementation strategies follows. Each goal is stated along with accompanying objectives. Beneath each objective is a strategy specific to that issue.

The following goals, objectives, and implementation strategies provide a framework for helping Greenville grow into the town it wants to be.

Goal 1: Improve Pedestrian and Vehicular Mobility and Safety

Greenville recognizes that U.S. 150 will remain a high traffic area, but hope that improvements such as sidewalk will be made to increase pedestrian connectivity. Residents have identified all intersections with US 150 in the town as being dangerous. However, they

determined Voyles Road, Cross Street, Pekin Road, and Buttontown Road as being the most dangerous and the site of many accidents. As a result they would concentrate improvements to these intersections, with the hope that this would increase the overall safety of the town's residents.

Objective: Increase pedestrian and vehicle safety

Strategy: Install sidewalks along US 150 to increase safety and provide an alternative mode of transportation for local residents. The Town should seek grant money for pedestrian improvements

Strategy: Investigate the feasibility of bump outs or traffic islands to provide pedestrian travel with safe areas in order to transverse the Town.

Objective: Improve dangerous intersections along US 150

Strategy: Work with INDOT to identify most dangerous intersections and possible state improvements; suggest moving intersections of Voyles Road or Buttontown Road to improve sight line and decrease accidents

Goal 2: Revitalize Downtown

During the public comment of the previous comprehensive plan, residents have expressed a desire to remain a rural town. They realize their proximity to larger metropolitan areas mean that there will be growth, and are creating a comprehensive plan in order to regulate growth fitting with their small-town character. They also want to encourage small neighborhood businesses along US 150 in their downtown. They want to create a stronger sense of community through civic projects and competitions.

These desires remain strong today and remain a focus of this plan.

Objective: Maintain town's architectural integrity

Strategy: Create architectural guidelines for new downtown construction which detail acceptable housing styles, materials, and design

Strategy: Utilize the Indiana State Historic Architectural and Archaeological Research Database for Floyd County Historical Structures survey for identifying important structures in town

Strategy: Mandate conformance for new construction to height and width requirements established in the zoning ordinance

Strategy: Establish the manner in which buildings are expected to relate to and shape the space between them

Strategy: Encourage landscaping throughout downtown to maintain rural character and provide a strong sense of place and reduce traffic speed. Implement Tree planting program.

Objective: Strengthen the City's economic base by stimulation of conservation and reuse

Strategy: Apply for restoration grant money for renovating neglected houses and vacant lots ensuring the preservation of property values through Town

Strategy: Encourage landscaping along downtown corridor; involve citizens through contests

Strategy: Promote the use of historic landmarks to attract visitors

Strategy: Hang town flags from telephone poles along corridor in downtown

Strategy: Involve school children landscaping and historic projects within community

Strategy: Involve residents in seasonal street cleanup

Objective: Encourage pedestrian traffic in downtown area

Strategy: Improve bike and pedestrian safety through identifying key pedestrian and bike corridors

Strategy: Install benches for residents along sections of these corridors

Strategy: Connect businesses, residences, and parks with pedestrian trails or signs with maps on them

Strategy: Install community art and place-making projects involving local residents and schools

Objective: Maintain integrity of housing stock in Greenville

Strategy: Apply for CDBG and HOME funding to provide money for rehabilitation projects

Strategy: Apply for entrance to the in the Indiana Main Street Program to expand community enhancement opportunities

Strategy: Encourage and aid citizens wishing to list buildings on the National Register for Historic Places; list Greenville downtown as a historic district

Goal 3: Infrastructure

Greenville has a municipal wastewater treatment facility just west of Heritage Springs. The town should look towards expanding their service through the commercial corridor and downtown to remove potential failing septic systems.

Objective: Wastewater treatment service expansion plan

Strategy: Conduct a preliminary engineering feasibility report that would determine a best method approach to expanding sewer service through downtown and commercial corridor.

Objective: Resolve Stormwater runoff issues

Strategy: Fund a feasibility study for stormwater drainage issues in Greenville

Strategy: Acquire flood prone land for parks or open spaces

Strategy: Encourage and educate on the use of rain gardens for businesses prone to flooding

Objective: Determine if there is a need for park and ride/rural transit in Greenville

Strategy: Conduct a survey for a Park & Ride program or on-call bus network

Strategy: Identify potential grant sources for mass-transit and potential sites for these services

Objective: Encourage parking decisions for development

Strategy: New businesses along US 150 should provide parking behind their buildings to maintain cohesive downtown facade

Goal 4: Parks and Open Spaces

Currently Greenville has two public parks. One is the Greenville Park, situated on the eastern side of town, the other is a small park located behind Greenville Elementary School. While the parks are well maintained, they lack activities for youth and seniors.

Objective: Create more activities for youth and seniors

Strategy: Coordinate with Floyd County Parks Department on outdoor activities in Greenville Park

Strategy: Identify local wildlife and create tours for all age groups pointing out these birds/flowers/trees (possible partnership opportunity with Purdue/4-H)

Strategy: Seek grant funding for more parks equipment in the town park

Strategy: Examine suitable sites for a community center, explore funding opportunities

Strategy: Explore funding options for bike trails/pedestrian trails to connect subdivisions and the town

Objective: Retain rural character around city limits

Strategy: Create a conservation district or a greenbelt around town

Strategy: For new residential developments require conservation subdivision design

Appendix

- Implementation Matrix
- Demographic Data
- Maps

DRAFT

Implementation Matrix

Goal	Improve Pedestrian and Vehicular Mobility and Safety		
Objective	<i>Increase pedestrian and vehicle safety</i>		
Strategy	Timeline	Cost	Responsible Parties
Install sidewalks along US 150 to increase safety and provide an alternative mode of transportation for local residents.	2-10 Years	\$50,000 -\$100,000 (dependent on project scale)	<ul style="list-style-type: none"> Town of Greenville Town Council
Strategy	Timeline	Cost	Responsible Parties
Investigate the feasibility of bump outs or traffic islands to provide pedestrian travel with safe areas in order to transverse the Town.	1-2 Years	\$10,000-25,000 (cost of feasibility study)	<ul style="list-style-type: none"> Town of Greenville Town Council Consulting Firm
Goal	Improve Pedestrian and Vehicular Mobility and Safety		
Objective	<i>Improve dangerous intersections along US 150</i>		
Strategy	Timeline	Cost	Responsible Parties
Work with INDOT to identify most dangerous intersections and possible state improvements; suggest moving intersections of Voyles Road or Buttontown Road to improve sight line and decrease accidents	1-2 Years	Nominal fee for meeting, potential cost for improvements	<ul style="list-style-type: none"> INDOT Town of Greenville Town Council

Goal	Infrastructure		
Objective	<i>Resolve stormwater runoff issues</i>		
Strategy	Timeline	Cost	Responsible Parties
Fund a feasibility study for stormwater drainage issues in Greenville	1-2 Years	\$25,000	<ul style="list-style-type: none"> Town of Greenville Town Council Consulting Firm
Strategy	Timeline	Cost	Responsible Parties
Acquire flood prone land for parks or open spaces	1-10+ Years	Donation based – market value cost of acquisition	<ul style="list-style-type: none"> Town of Greenville Town Council
Strategy	Timeline	Cost	Responsible Parties
Encourage and educate on the use of rain gardens for businesses prone to flooding	1 Year (ongoing)	Free	<ul style="list-style-type: none"> Town of Greenville Town Council Floyd County Stormwater Office Purdue Extension Office/Floyd County 4-H

Goal	Infrastructure		
Objective	<i>Determine if there is a need for park and ride/rural transit in Greenville</i>		
Strategy	Timeline	Cost	Responsible Parties
Conduct a survey for a Park & Ride program or on-call bus network	1-2 Years	\$25,000	<ul style="list-style-type: none"> Town of Greenville Town Council Consulting Firm
Strategy	Timeline	Cost	Responsible Parties
Identify potential grant sources for mass-transit and potential sites for these services	1-2 Years	Free – \$25,000 (study)	<ul style="list-style-type: none"> Town of Greenville Town Council Consulting Firm

Goal	Infrastructure		
Objective	<i>Encourage parking decisions for development</i>		
Strategy	Timeline	Cost	Responsible Parties
New businesses along US 150 should provide parking behind their buildings to maintain cohesive downtown facade	1 Year	Free	<ul style="list-style-type: none"> • Add development standards for parking in adopted zoning ordinance

Goal	Revitalize Downtown		
Objective	<i>Maintain town's architectural integrity</i>		
Strategy	Timeline	Cost	Responsible Parties
Create architectural guidelines for new downtown construction which detail acceptable housing styles, materials, and design	1 Year	Free – nominal	<ul style="list-style-type: none"> • Add development standards for facades, materials, and design to zoning ordinance
Strategy	Timeline	Cost	Responsible Parties
Mandate conformance for new construction to height and width requirements established in the zoning ordinance	1 Year	Free	<ul style="list-style-type: none"> • Add development standards for height and width
Strategy	Timeline	Cost	Responsible Parties
Establish the manner in which buildings are expected to relate to and shape the space between them	1 Year	Free	<ul style="list-style-type: none"> • Add development standards to zoning ordinance
Strategy	Timeline	Cost	Responsible Parties
Encourage landscaping throughout downtown to maintain rural character and provide a strong sense of place and reduce traffic speed. Implement Tree planting program.	1-5 Years	Free	<ul style="list-style-type: none"> • Add landscaping standards to zoning ordinance • Donate trees to residents willing to plant them • Work with Floyd County Soil and Conservation District to obtain trees for donation • Partner with local landscape company to sponsor tree planting/donate trees

Goal	Revitalize Downtown		
Objective	<i>Strengthen the City's economic base by stimulation of conservation and reuse</i>		
Strategy	Timeline	Cost	Responsible Parties
Apply for restoration grant money for renovating neglected houses and vacant lots ensuring the preservation of property values through Town	1-2 Years	Free to nominal	<ul style="list-style-type: none"> • Town of Greenville Town Council • Historic Landmarks
Strategy	Timeline	Cost	Responsible Parties
Encourage landscaping along downtown corridor; involve citizens through contests	1-2 Years	Free to nominal	<ul style="list-style-type: none"> • Town of Greenville Town Council
Strategy	Timeline	Cost	Responsible Parties
Promote the use of historic landmarks to attract visitors	1 Year (ongoing)	<ul style="list-style-type: none"> • Free to nominal 	<ul style="list-style-type: none"> • Town of Greenville Town Council • Indiana Historic Landmarks
Strategy	Timeline	Cost	Responsible Parties
Hang town flags from telephone poles along corridor in downtown	1 Year	<ul style="list-style-type: none"> • \$100 (flags) 	<ul style="list-style-type: none"> • Town of Greenville Town Council
Strategy	Timeline	Cost	Responsible Parties
Involve school children landscaping and historic projects within community	1 Year	Free	<ul style="list-style-type: none"> • NAFCS • Indiana Historic Landmarks • Town of Greenville Town Council
Strategy	Timeline	Cost	Responsible Parties
Involve residents in seasonal street cleanup	1 Year (ongoing)	Free	<ul style="list-style-type: none"> • Town of Greenville Town Council

Goal	Revitalize Downtown		
Objective	<i>Encourage pedestrian traffic in downtown area</i>		
Strategy	Timeline	Cost	Responsible Parties
Improve bike and pedestrian safety through identifying key pedestrian and bike corridors	1 Year	Free	<ul style="list-style-type: none"> Town of Greenville Town Council
Strategy	Timeline	Cost	Responsible Parties
Install benches for residents along sections of these corridors	1 Year	\$300 per bench	<ul style="list-style-type: none"> Town of Greenville Town Council
Strategy	Timeline	Cost	Responsible Parties
Connect businesses, residences, and parks with pedestrian trails or signs with maps on them	5-10+ Years	<ul style="list-style-type: none"> Dependent upon project scope 	<ul style="list-style-type: none"> Town of Greenville Town Council Consultant Floyd County Parks and Recreation
Strategy	Timeline	Cost	Responsible Parties
Install community art and place-making projects involving local residents and schools (partner with Floyd County's Platform 22)	1 Year	<ul style="list-style-type: none"> \$1,500 	<ul style="list-style-type: none"> Town of Greenville Town Council Floyd County Platform 22

Goal	Revitalize Downtown		
Objective	<i>Maintain integrity of housing stock in Greenville</i>		
Strategy	Timeline	Cost	Responsible Parties
Apply for CDBG and HOME funding to provide money for rehabilitation projects	1-3 Years	Dependent upon consultant	<ul style="list-style-type: none"> • Town of Greenville Town Council • Consultant
Strategy	Timeline	Cost	Responsible Parties
Apply for entrance to the in the Indiana Main Street Program to expand community enhancement opportunities	1-5 Years	Dependent upon consultant	<ul style="list-style-type: none"> • Town of Greenville Town Council • Consultant • OCRA
Strategy	Timeline	Cost	Responsible Parties
Encourage and aid citizens wishing to list buildings on the National Register for Historic Places; list Greenville downtown as a historic district	1 Year (ongoing)	<ul style="list-style-type: none"> • Free to nominal 	<ul style="list-style-type: none"> • Town of Greenville Town Council • Indiana Historic Landmarks

Goal	Parks and Open Spaces		
Objective	<i>Create more activities for youth and seniors</i>		
Strategy	Timeline	Cost	Responsible Parties
Coordinate with Floyd County Parks Department on outdoor activities in Greenville Park	0-1 Years	Free to nominal cost.	<ul style="list-style-type: none"> Floyd County Parks Department Town of Greenville Town Council
Strategy	Timeline	Cost	Responsible Parties
Identify local wildlife and create tours for all age groups pointing out these birds/flowers/trees (possible partnership opportunity with Purdue/4-H)	0-1 Years	Free to nominal cost.	<ul style="list-style-type: none"> Town of Greenville Town Council Purdue Extension Educator Floyd County 4-H
Strategy	Timeline	Cost	Responsible Parties
Seek grant funding for more parks equipment in the town park	1-5 Years	<ul style="list-style-type: none"> OCRA, USDA, NRPA Possible fee in hiring consultant to assist with funding opportunities 	<ul style="list-style-type: none"> Town of Greenville Town Council Party Consulting Firm
Strategy	Timeline	Cost	Responsible Parties
Examine suitable sites for a community center, explore funding opportunities	1-5 Years	<ul style="list-style-type: none"> Possible fee in hiring consultant to assist with site suitability and funding opportunities 	<ul style="list-style-type: none"> Town of Greenville Town Council Party Consulting Firm NAFC School Corporation
Strategy	Timeline	Cost	Responsible Parties
Explore funding options for bike trails/pedestrian trails to connect subdivisions and the town	1-2 Years	<ul style="list-style-type: none"> Possible fee in hiring consultant to assist with planning and funding opportunities 	<ul style="list-style-type: none"> Town of Greenville Town Council Consulting Firm

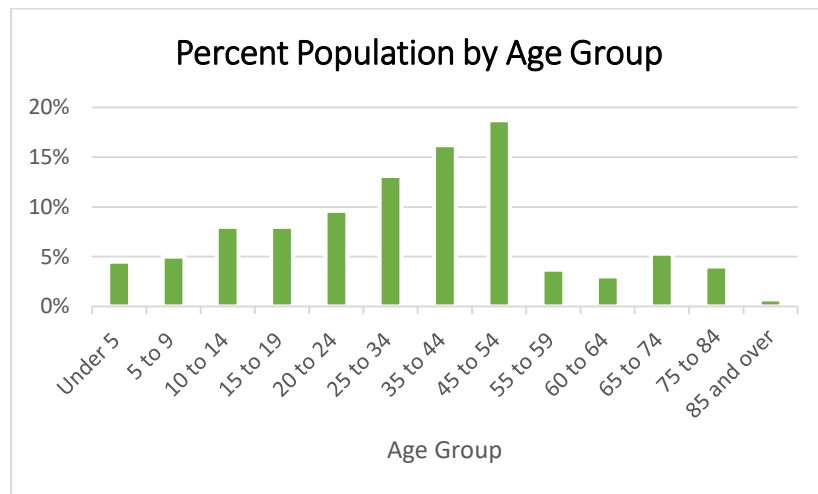
Goal	Parks and Open Spaces		
Objective	<i>Retain rural character around city limits</i>		
Strategy	Timeline	Cost	Responsible Parties
Create a conservation district or a greenbelt around town	2 Years	Free to nominal cost.	<ul style="list-style-type: none"> Town of Greenville Town Council
Strategy	Timeline	Cost	Responsible Parties
For new residential developments require conservation subdivision design	2 Years	Free to nominal cost.	<ul style="list-style-type: none"> Town of Greenville Town Council

Demographics

Note on the provided data: All data provided below comes from the 2017 American Community Survey (ACS) 5-Year Estimates conducted by the US Census Bureau unless otherwise stated.

Population, Age, Sex, and Race

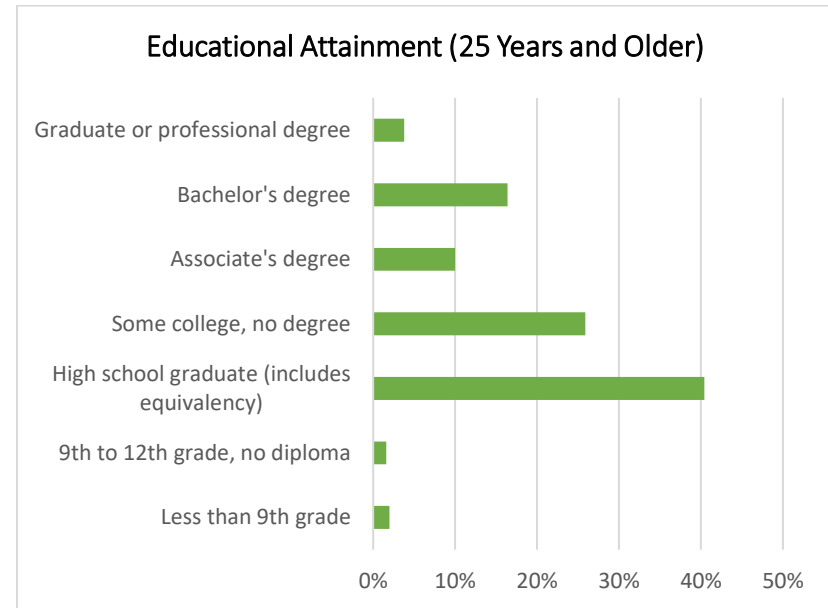
The total population of the town is nearly 700 people. Of this total, 53% are male, while 47% are female. Total population by age group is provided in the chart below:



From the chart above, the majority of the population is between the ages of 25 and 54, with a median age of 37 years. The town is also not very diverse, with 98% of the total population being white. The only minority present are American Indian/Alaska Native at 1.6% of the population.

Educational Attainment

A breakdown of the educational attainment of the population aged 25 years and older can be found in the chart below:



97% of the total population of Greenville has graduated High School or higher, while 20% of the population has obtained a Bachelor's Degree or higher.

Household Characteristics

There are 240 households in Greenville. Of these households, the average size is 2.9 people per households. Of the total number of households, 179 are family households with an average size of 3.47 people. The overwhelming majority of households in Greenville are owner-occupied at 84.2% with 15.8% being renter-occupied.

Income and Poverty Status

The median income of the 240 households in in Greenville was \$62,353. Of the total population of Greenville, 6.5% of the population is living below the poverty level.

Housing Characteristics

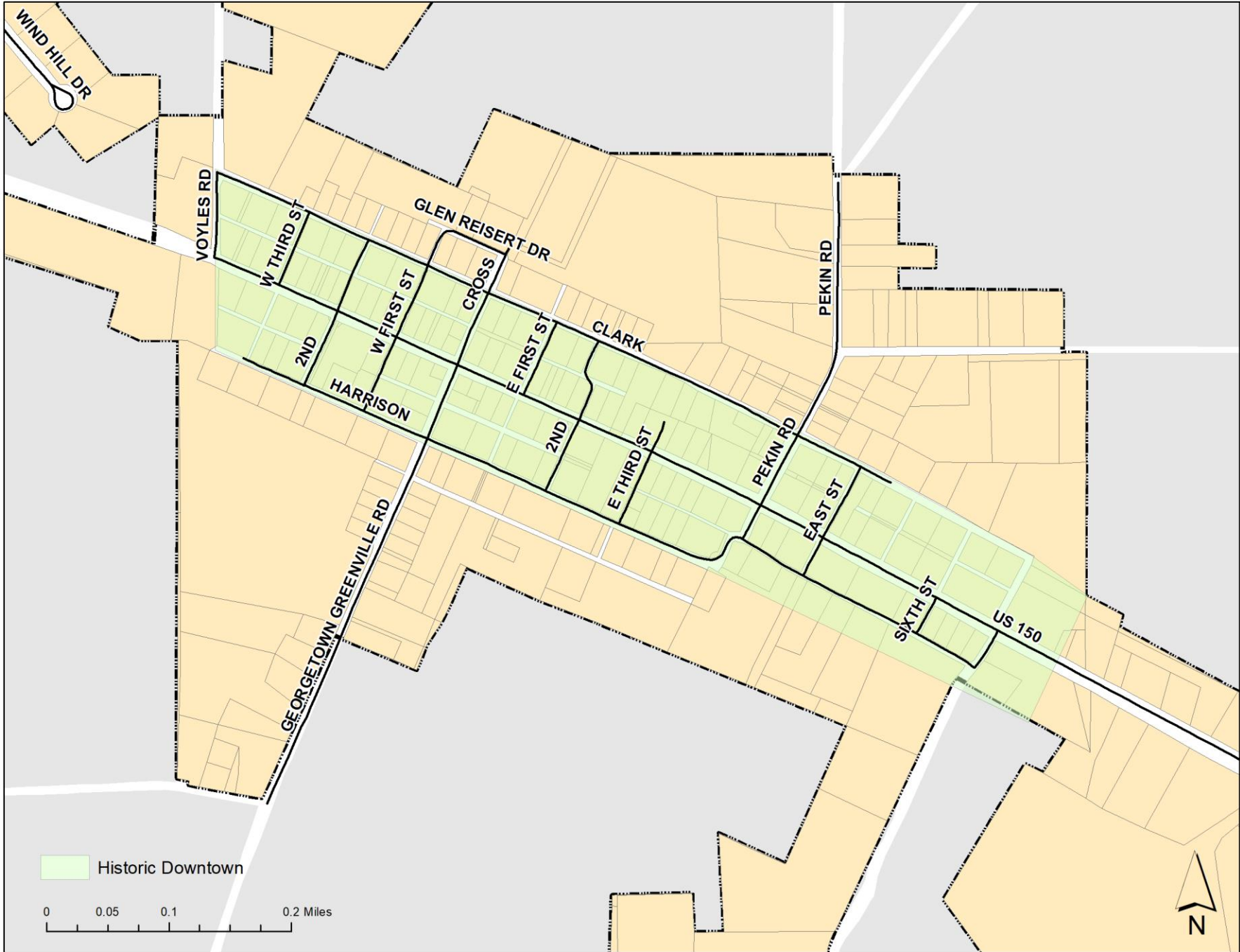
There is a total of 259 housing units in Greenville. Of the total number of housing units, 93% are occupied with 7% vacant. Of the total housing units, the overwhelming majority, 95%, are single-family detached units.

The housing stock of the town is aging, with the majority of the housing units being built between 1950 and 1979. From a historical standpoint, 35 housing units were built in 1939 or earlier.

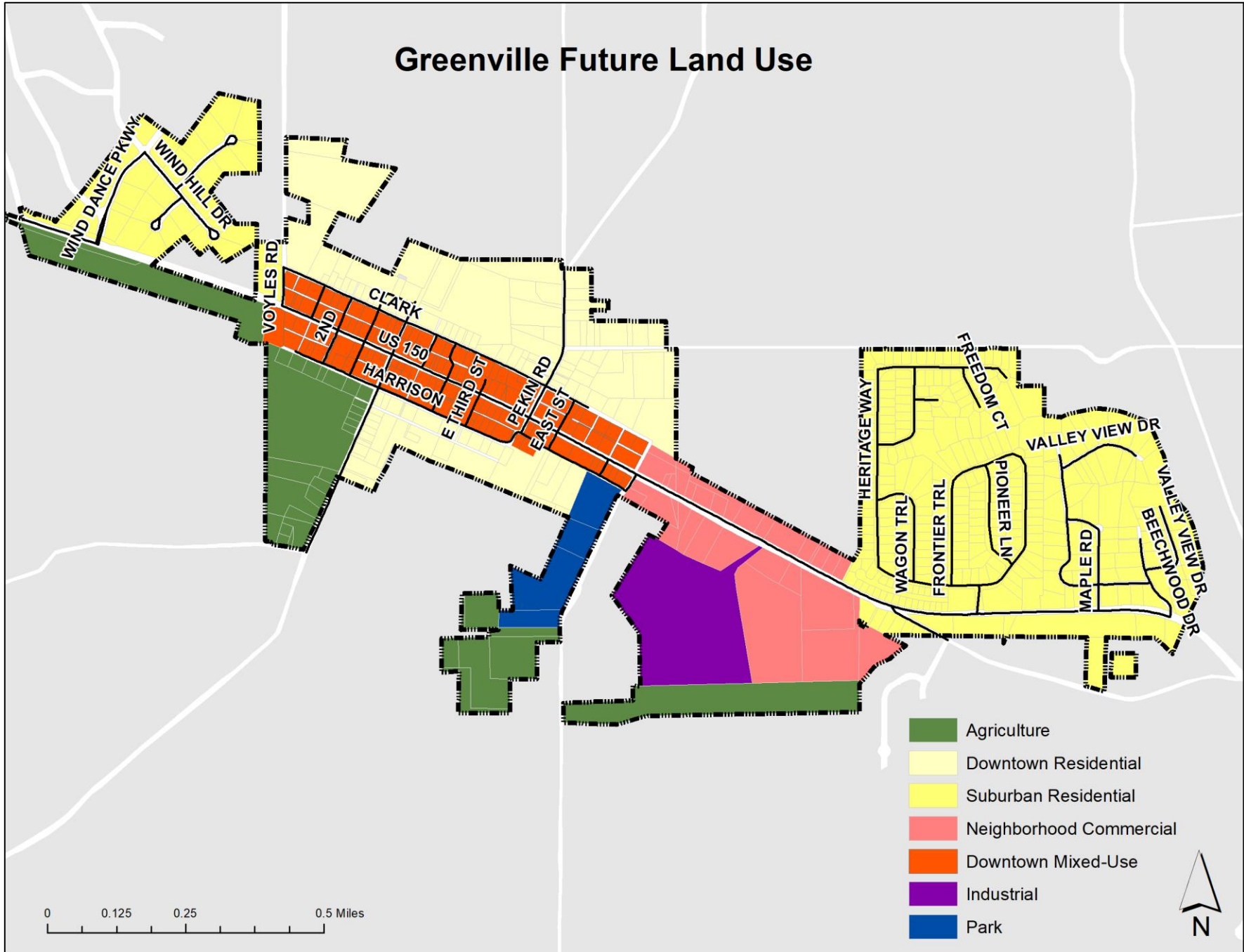
Commuting

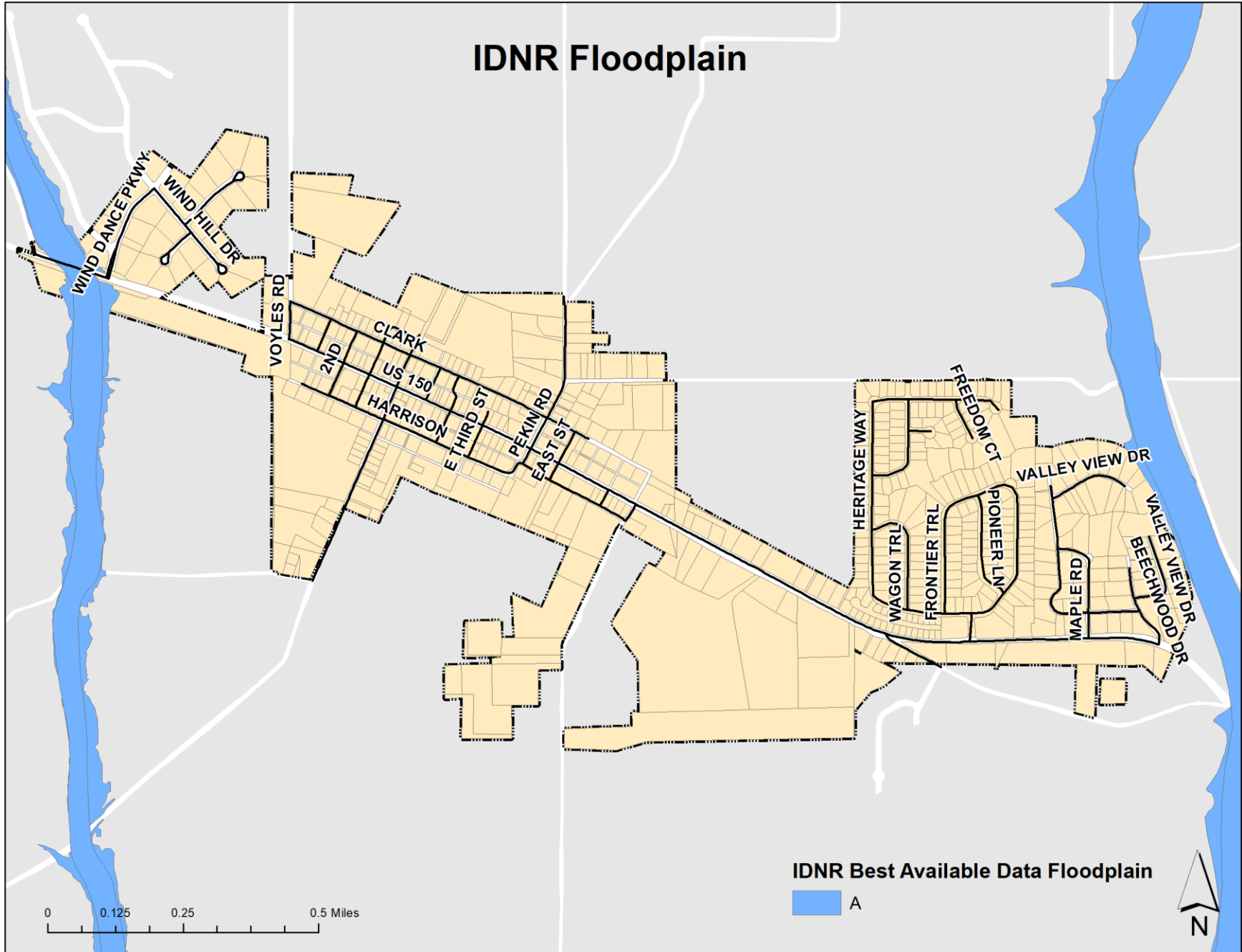
90% of the working population of the town commute by personal vehicle to work, with nearly 88% of commuters commuting alone. Only 2.6% percent of commuters carpooled to work. Commuters spend an average of 30 minutes getting to work each day. Nearly 10% of town's working population work from home.

68% percent of the town's working population work in Indiana, 47% work in Floyd County, while 33% work in another state.

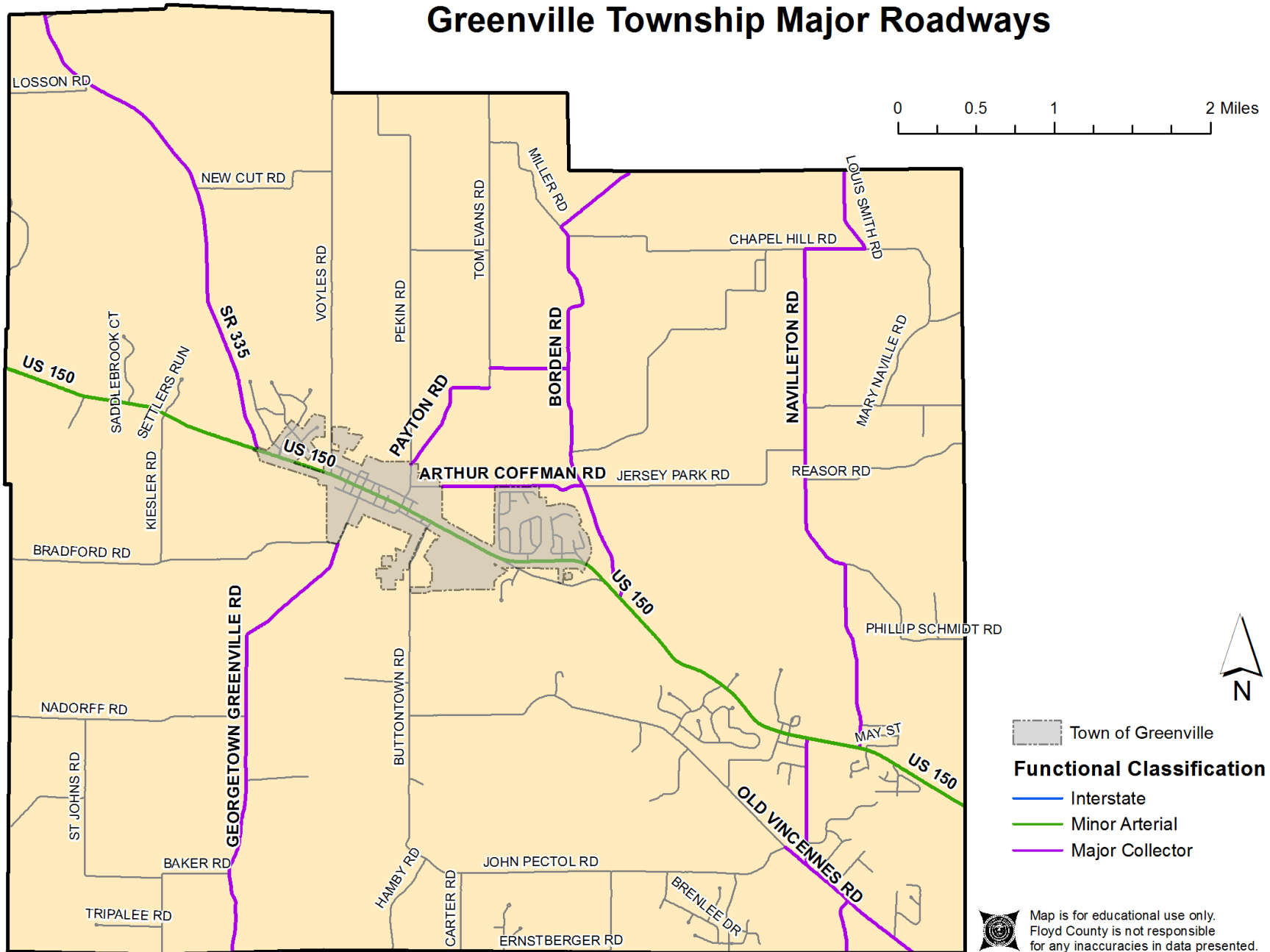


Greenville Future Land Use

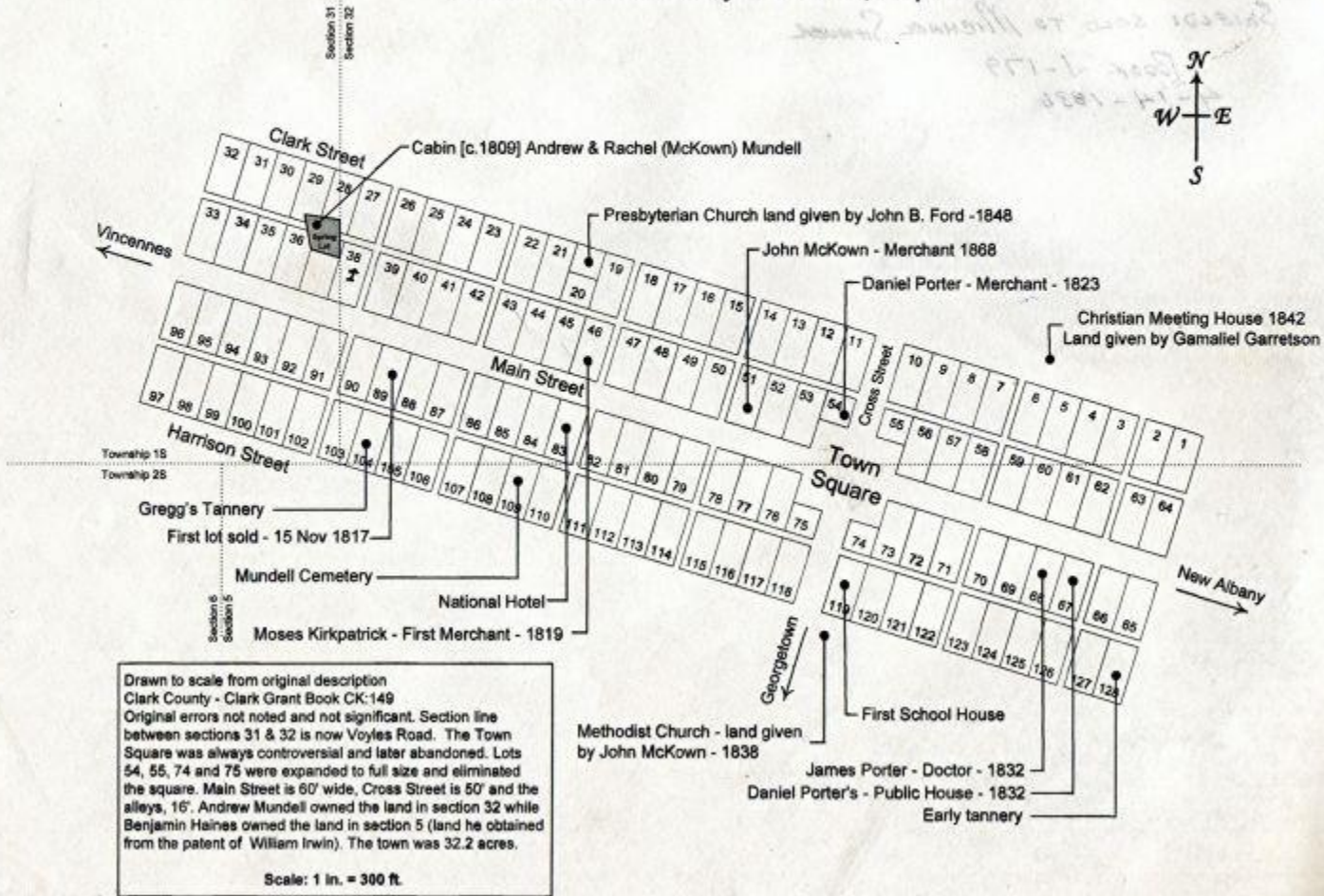




Greenville Township Major Roadways



Greenville Plat May 1816
Andrew Mundell and Benjamin Haines, Proprietors



Drawn to scale from original description
 Clark County - Clark Grant Book CK:149
 Original errors not noted and not significant. Section line between sections 31 & 32 is now Voyles Road. The Town Square was always controversial and later abandoned. Lots 54, 55, 74 and 75 were expanded to full size and eliminated the square. Main Street is 60' wide, Cross Street is 50' and the alleys, 16'. Andrew Mundell owned the land in section 32 while Benjamin Haines owned the land in section 5 (land he obtained from the patent of William Irwin). The town was 32.2 acres.

Scale: 1 in. = 300 ft.

