

# Greenville's Priority Issues

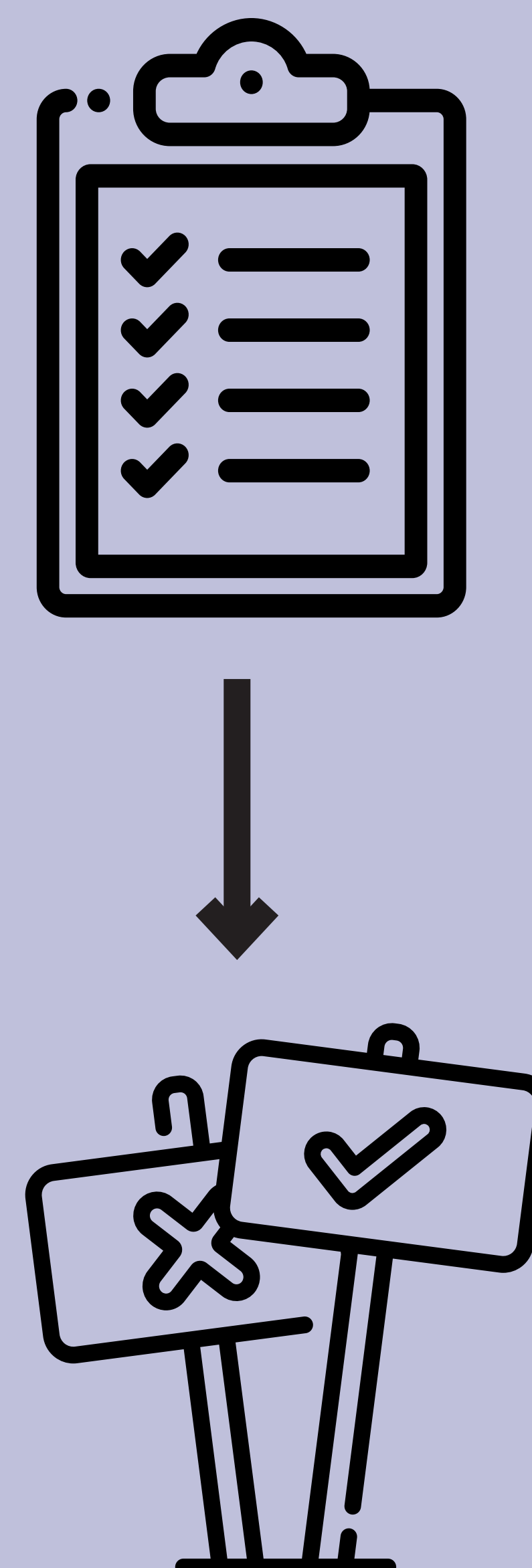
## Why is it important to identify 'priority issues' for GVL2040?

Getting the “Big Things” right is an important part of good comprehensive planning. This means recognizing that there are some issues that require a special level of attention, energy, and resources because of their large potential impact on the community.

There are many noteworthy issues in Greenville today that are likely to impact the long-term well-being of the city. The community has some decisions to make about how to direct its limited resources to ensure that it gets ahead of some of these issues, plays catch-up on others, and does so in a manner consistent with its values.

Whichever paths are chosen, residents and City leaders must reckon with the costs associated with their choices—and recognize that **nothing is gained without giving something up**, whether it's money, time, energy, resistance to change, or putting off one priority in favor of another.

**A natural impulse is to prioritize everything. But the common refrain is true: When everything is a priority, nothing is a priority.**



## What issues are on Greenville's mind today?

Based on preliminary results from a public survey and discussions with the Steering Committee and City staff, the following issues have emerged:



Transportation/  
Congestion



Preserving  
Green Space/  
Environment



Expanding  
Affordable  
Housing



Sustaining  
Economic  
Growth



Improving  
Amenities  
Even More



Keeping Downtown  
Strong and/or  
Making It Stronger



Becoming  
More  
Equitable



Improving  
Public Safety

At this open house, we need your feedback on which key issues are so critical that they need to be prioritized by GVL2040.

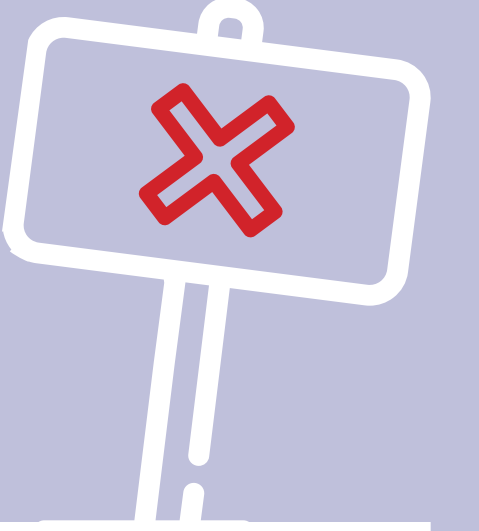
# Which of these key issues would you prioritize?

Potential costs associated with this...









...being a priority



...not being a priority



Issue

	...being a priority	...not being a priority
 <p><b>Transportation/ Congestion</b></p>	<p>Sprawl will be curtailed.</p> <p>The private sector will have to learn new ways of building.</p> <p>Homebuyers will no longer find the typical new home on a large lot in Greenville.</p>	<p>Roads will become more congested.</p> <p>Open space will slowly be lost until there isn't any left.</p> <p>The city's ability to compete for households that want to live with less sprawl and congestion will weaken.</p>
 <p><b>Preserving Green Space/ Environment</b></p>	<p>Either the few undeveloped spaces in the city will need to be purchased and conserved, or the development rights will need to be bought down. Both are expensive.</p>	<p>Undeveloped open space that has development rights will likely be developed.</p>
 <p><b>Expanding Affordable Housing</b></p>	<p>Every unit of affordable housing preserved or produced will require some form of capital and some form of operating subsidy. To address the housing cost burden of just one household earning \$30,000 requires either \$5,000 a year in annual subsidy or roughly \$75,000 in capital for construction costs. \$1 million buys only a dozen units.</p>	<p>Workers in Greenville that are unable to find housing they can afford in the city will find it in the county, and therefore congestion will grow in direct proportion to the degree to which affordable housing is not dealt with.</p>
 <p><b>Sustaining Economic Growth</b></p>	<p>Infrastructure investments will have to continue and will have to be buttressed by parallel investments in workforce readiness, quality of life, and incentives to retain and attract more 21st Century employers.</p>	<p>Employers will gradually find superior workforce options in Spartanburg, elsewhere in the county, or in Charlotte and Atlanta.</p>
 <p><b>Improving Amenities Even More</b></p>	<p>Spending to continue improving parks and trails, expanding the tree canopy, further enhancing riverfront access and the quality of riverfront experiences.</p> <p>Spending to tie a mix of uses together with parks, open space, trails, and residential life.</p>	<p>Prospective employers begin to conclude that they can locate their businesses in more appealing settings elsewhere.</p> <p>Current employers and residents start to conclude that other places offer equal or better quality of life opportunities at less cost.</p>
 <p><b>Keeping Downtown Strong and/ or Making It Stronger</b></p>	<p>Imposing density and height limitations to drive land values up and then using the growth in value to incentivize development along Downtown's edges, smoothly transitioning into surrounding neighborhoods.</p>	<p>Greenville's Golden Goose begins to get tired and look tired, thus communicating to the market that it's less of a priority than it once was.</p>
 <p><b>Becoming More Equitable</b></p>	<p>Political will to be intentional about being an equitable place for all.</p> <p>Making investments to expand affordable housing, transportation options, and amenities that will serve a wider range of residents.</p>	<p>Businesses that depend on lower wage workers will have a harder time competing for those workers if those workers increasingly gravitate—or are pushed to—less expensive areas.</p>
 <p><b>Improving Public Safety</b></p>	<p>Spend money to address key public safety concerns. Commit to education and training for police, other City staff, and community boards on preventative measures such as Crime Prevention Through Environmental Design (CPTED).</p>	<p>Real and perceived public safety concerns lead to diminishing quality of life, less private sector investment over time and higher costs to the City for emergency services.</p>

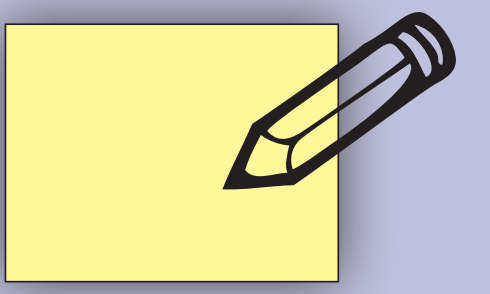
# Which of these key issues would you prioritize?

Place your three dots next to the issues you would prioritize.









You may place them all next to the same issue if you wish.



On a Post-It note, please explain why you would prioritize the issue and place the note in the space below.



If you select "Other" please use the Post-It note to identify the issue.

Issue		
 <b>Transportation/ Congestion</b>		
 <b>Preserving Green Space/ Environment</b>		
 <b>Expanding Affordable Housing</b>		
 <b>Sustaining Economic Growth</b>		
 <b>Improving Amenities Even More</b>		
 <b>Keeping Downtown Strong and/ or Making It Stronger</b>		
 <b>Becoming More Equitable</b>		
 <b>Improving Public Safety</b>		
<b>Other</b>		