



CITY-WIDE HOUSING STRATEGY

DRAFT GOAL STATEMENTS

DRAFT Goal Statement	Description	IMPORTANT	IMPORTANT, BUT NOT A PRIORITY	NOT A PRIORITY
1) <i>Capture Higher Rates of Household / Population Growth</i>	In order to achieve various community goals laid out through the Connections for Sustainability process, the City of Greenville should seek to capture a much higher rate of regional growth than it has in the past.			
2) <i>Increase Diversity of Housing Product</i>	Greenville's housing stock is relatively diverse, but has high market share of of apartments and small sized homes while lacking sufficient inventories of family sized homes. The ability to offer diverse, affordable product across all spectrums of demographics is advantageous for Greenville to act as a successful city and regional center.			
3) <i>Revitalize Neighborhoods</i>	Transform distressed and weak market neighborhoods into economically and socially sustainable areas that benefit the residents that live within these neighborhoods, as well as all city residents.			
4) <i>Preseve and Enhance Neighborhood Character</i>	Preserve and enhance neighborhood character and "sense of place" through new and rehabilitated housing, including context sensitive development, high quality materials and design, and increased levels of safety.			
5) <i>Connect Housing Development with Efficient Transportation</i>	Be proactive in integrating land use, development and transportation planning decision to provide connectivity throughout the community for all residents.			
6) <i>Increase Opportunities for Quality Affordable Housing</i>	Continue to invest in new or renovated housing that is affordable to lower income households living in Greenville.			
7) <i>Require High Levels of Design for New Housing</i>	Create expectations for design and building standards for new housing construction that helps preserve neighborhood character, ensures high quality development that is long-lasting and sustainable, and is used for a wide range of income levels.			
8) <i>Connect Green/Sustainable Features with New Housing Development Initiatives</i>	Seek efficient and cost-effective integration of green infrastructure and other sustainable development features in both new construction and existing neighborhoods.			