



The City of Greenville has grown and changed significantly since 2000. This has meant more jobs, more housing, and a higher quality of life for many Greenville residents.

But growth is never cost-free. It has also meant more traffic, higher housing costs, and a diminishing supply of open land, among other trends.

*What about the next 20 years? How will Greenville grow and what trade-offs will the community willingly make?*

GVL2040 is a comprehensive plan that the City of Greenville can use to shape its growth and evolution over the next two decades in ways that reflect how the community wants to grow.

## Using GVL2040 to shape Greenville's future is about making decisions that consistently reflect...

**the community's core values and the principles for acting on those values**



### Enterprising

*Taking risks to improve our community*

### Resourceful

*Using everything at our disposal*

### Inclusive

*Relying upon and valuing diverse perspectives*

### Courageous

*Taking bold action, even when difficult*

**the community's priorities and the outcomes it wants to achieve**

Preserving as much as 35% of remaining vacant land to protect Greenville's quality of life, the environment, and to facilitate a new way of growing.



Ensuring that at least 10% of all new housing is income-restricted to provide access to high-quality affordable housing—an increase over current levels.



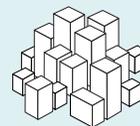
Making a range of appealing and safe mobility options possible along Greenville's major corridors to reduce dependence on cars.



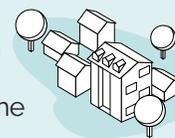
**a new way of growing**



Continuing to grow the population and economy, and doing so in a manner that boosts quality of life, creates value to pay for community priorities, and limits negative side effects. This means:



Embracing a traditional, higher-density urban form and using it as a model for growth in community nodes distributed across the city.



Strengthening and preserving existing neighborhoods, including careful infill development that adds variety and inclusiveness to neighborhood housing.

**a willingness to work for what Greenville wants to be, and the ability to adapt**

Knowing that to achieve ambitious goals will take resources, resolve for doing things differently, and an ability to adapt as conditions change.



**Choosing to consistently uphold what the community values, what it prioritizes, and how it wants to grow will put Greenville on a path towards becoming a more vibrant, sustainable, equitable, and accessible city.**

The 18-month planning process behind the plan concludes in fall 2020.

**Learn more by visiting [GVL2040.com](http://GVL2040.com).**

