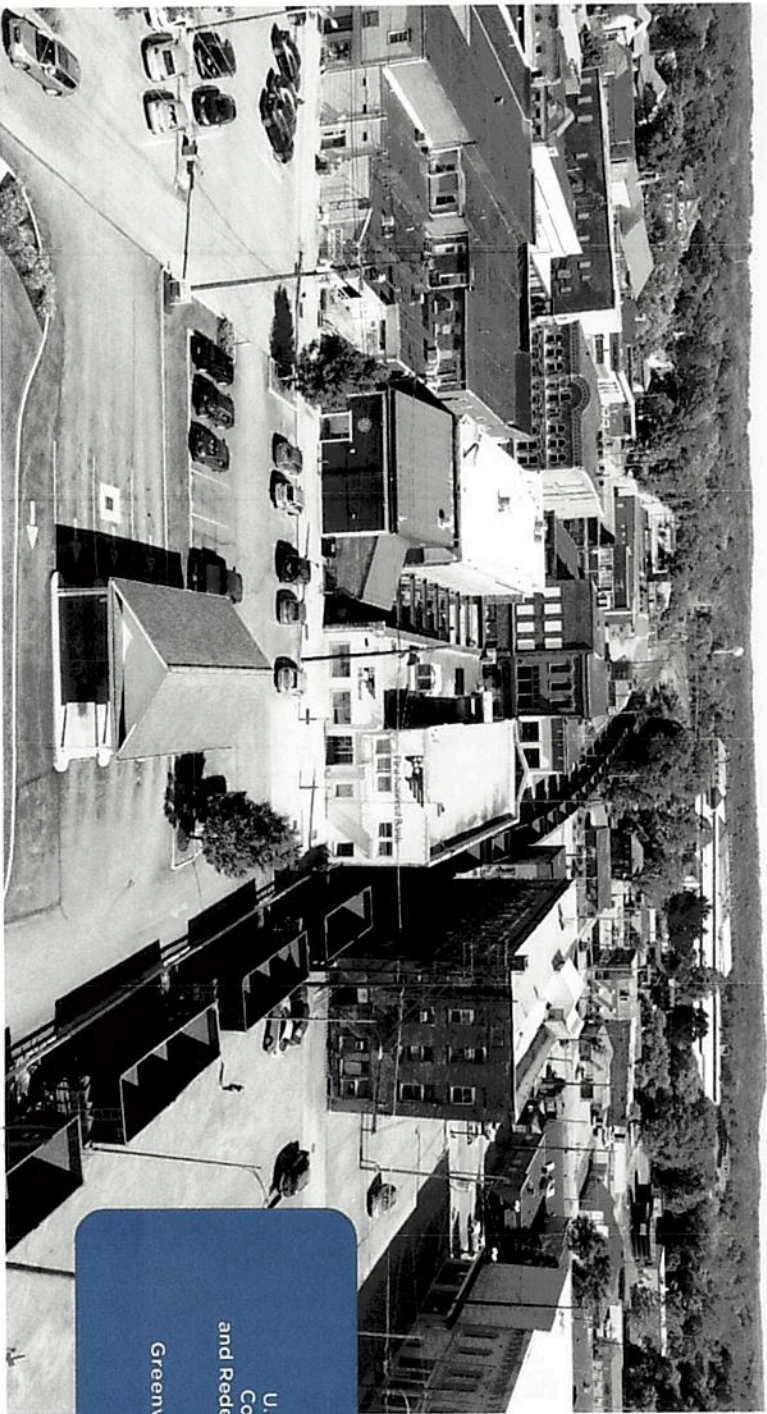


Greenville Area Brownfields Redevelopment Plan



U.S. EPA Brownfields
Coalition Assessment
and Redevelopment Project
Greenville, Pennsylvania



ACKNOWLEDGMENTS

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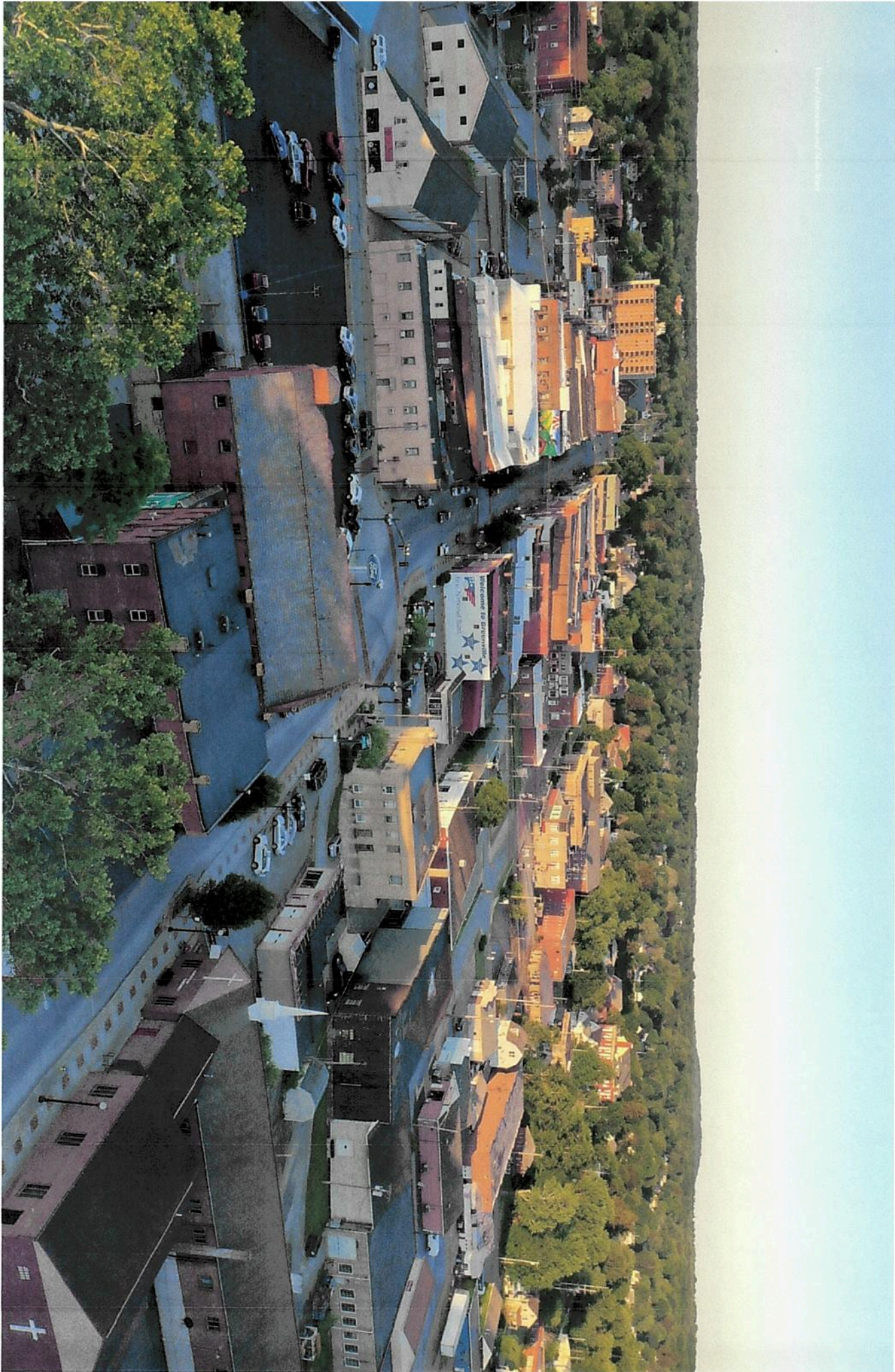
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THE NEED FOR A PLAN

Marked by their industrial history, brownfields are properties that are known to be contaminated with some type of hazardous waste or pollution, or are perceived to be contaminated. The stigma associated with brownfields can cause disruptions in the forward-moving development of a place, holding back neighborhoods from reaching their full potential. In Greenville, the multi-acre Trinity North site, located east of Downtown Greenville, and the Trinity South site, southwest of the town are incredibly prominent brownfield sites in the community. Dilapidated buildings on Main Street in Greenville's core downtown and extending down to the Riverfront area are also brownfields, as it is likely that these structures contain hazardous building materials that were once commonly used. Although previous development in Greenville has not celebrated the riverfront, the Sherrango River is an important asset for Greenville. Reuse planning, focused on reusing Greenville's vacant industrial properties, repurposing or removing downtown structures and providing public connections to the Sherrango Riverfront will outline a strategy for revitalizing the Town of Greenville, stimulating the local economy and quality of life.

TARGET AREAS

The following target areas were selected based on review of the accompanying market study, steering committee discussions, and site analysis. Reuse plans were developed for each study area, along with solutions for connecting key areas through bike/pedestrian network and public space improvements. The target areas include:

- Trinity North
- Main Street
- Sherrango Riverfront

Several brownfield sites were identified through the environmental assessment and planning process within the town of Greenville. Scattered through the downtown and community, they represent potential for economic development and the opportunity for a revitalized Greenville. In a way, their past lives – as industrial manufacturing facilities, factories, and downtown mixed-use buildings – serve as a memory of the bustling hub of activity that Greenville once was and a vision of the potential future of the community. Today, these properties consist largely of vacant



land and vacant buildings. Development patterns throughout the past century have drawn new retailers away from the downtown to suburban areas with car-centric development patterns. The downtown of Greenville provides the greatest opportunity for a dense, urban, and walkable area that generates the foot traffic necessary for small businesses to thrive. A downtown is the area that most visitors will use to form their opinion of a town as a whole, so having an economically thriving downtown is critical to the overall image of Greenville. Further, access to the Sherrango River from downtown Greenville will have an even higher impact. The brownfield sites throughout the downtown present an opportunity to generate economic growth in the town and bring new commercial activity through their reuse.

WHAT IS A BROWNFIELD REDEVELOPMENT PLAN?

This plan serves as a vision and a guide for the redevelopment of brownfield sites in the Town of Greenville. It presents one potential scenario of redevelopment for each study area based on a quantitative and qualitative analysis of the existing conditions and needs of the Town. This plan serves as a guiding document for the prioritization of environmental assessment and economic development activities.

PRINCIPLES AND OBJECTIVES

PRINCIPLES OF THE PLAN

The Trinity North Site was a Key Element of Greenville's Economic History and will be Key Element of the Town's Economic Future. The site was formerly a workplace for many community residents. The site's current vacancy is representative of the need for economic revitalization in the town. The reuse plan focuses on the Trinity North Site as a key revitalization area for a new mixed use development that will support the local economy.

Downtown Greenville is the Main Hub of Economic Activity for the Town. Downtown has the infrastructure and urban fabric to support redevelopment. Focusing economic redevelopment efforts and bringing new foot traffic-generating uses to the area will create a destination and greater sense of place, attracting visitors and improving the quality of life for residents. This is important not only for the downtown, but for the town as a whole, as the downtown shapes visitors' perceptions of Greenville.

Development will Be Multi-modal. Prioritizing the pedestrian is critical to creating a place where people want to spend time. Development that promotes pedestrian foot traffic generates commercial activity for local businesses.



The Shemange River is a Major Asset and Should Be Accessible to Visitors and All of Greenville's Residents. The river is a major untapped resource for the community. It has the potential to create an anchor destination for the downtown, provide the opportunity for recreation, attract visitors, and foster a healthy, active lifestyle for Greenville residents. New development on the riverfront should improve public access to and along the river for all residents of the Town.

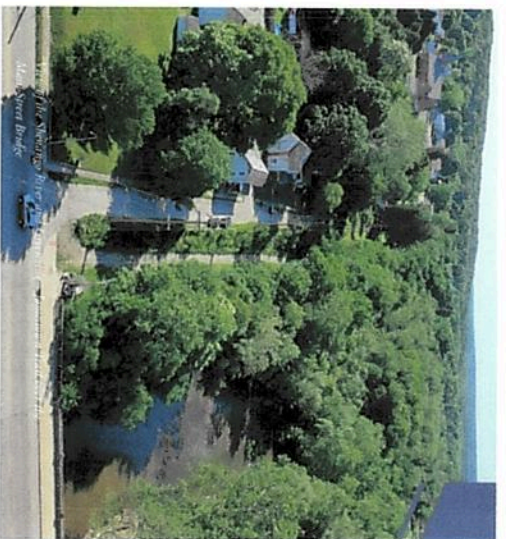
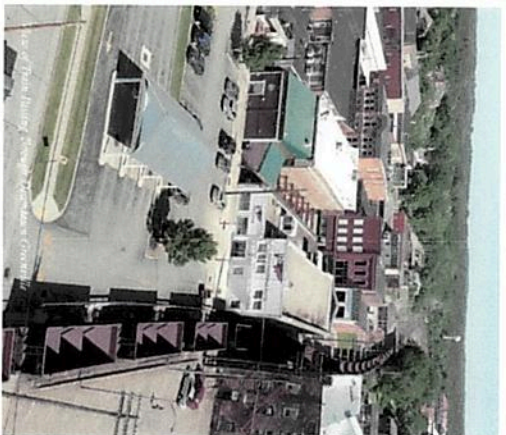
Stormwater Management is an Integrated Solution in Future Development. New development should be sensitive to the importance of the river and promote its health by implementing blue/green infrastructure to manage stormwater runoff before it reaches the river. Doing so will mitigate the pollutants that stormwater would otherwise carry to the waterway and minimize the risk of potential flood events.

PLAN OBJECTIVES

Townwide: Promote Economic Development Strategies. This plan prioritizes economic development by recommending the removal and mitigation of blight that negatively impacts property values, increasing the tax base by occupying vacant properties, and promoting an increased diversity of the economic base of Greenville. Additionally, it emphasizes an incremental approach to fostering private development. It is important to note that this plan has realistic objectives that favor small projects building towards the larger overall goal of economic growth.

Trinity North Neighborhood: Promote Owner-Occupancy and Reinvestment in Properties Surrounding the Trinity North Site. Residential properties surrounding the Trinity North Site have declined in maintenance and investment over the past two decades. Many of homes in this area have apparently been divided into smaller units and seem to be primarily renter-occupied. This area should be targeted for owner-occupancy and reinvestment to restore a sense of neighborhood ownership and pride.

Townwide: Encourage Pedestrian-friendly Infrastructure. Traffic calming, trail connections, and strategic streetscaping can all help to create a more pedestrian-friendly environment in the study areas.



Focus 1 Positive Perception of Greenville. This plan focuses on making Greenville a more vibrant, active, exciting, and engaging place through small bike/pedestrian improvements as well as reusing strategic properties. The goal is to shift the perception of Greenville from a primarily industrial town with few amenities to a more desirable place to live, work, and visit.

Invest and Promote Blue/Green Infrastructure. Blue/Green Infrastructure will help the Town meet PA Department of Environmental Protection's TMDL regulations while also improving streetscaping in the study area. Integrating green infrastructure such as micro-pool retention gardens, permeable paving, flow through planters, rain garden swales and vaulted paving and underground storage/irrigation systems into the design of new projects will provide an incremental and site-specific approach to improving stormwater management conditions in the Town.

Riverfronts Enhance Key Riverfront Properties and Connect The Riverfront to the Downtown. Downtown Greenville, proximity to the Svirago River is an asset that could be leveraged to make Greenville stand out as a waterfront community among other communities in the region, but there needs to be a stronger connection than what exists today. By strengthening connections between the downtown and the riverfront via the Adams' Hotel parking lot and the proposed waterfront trail, this plan creates a focal point for the downtown, a catalyst for new development, and a regional destination.

Downtown Attract People to the Downtown by Attracting New Residents. The key to making the downtown economically viable is to bring more people there. The upper floors of existing and new buildings will fulfill a current unmet need for Thiel College, providing much needed graduate student housing. This will, in turn, attract businesses that will support downtown commercial spaces.



Bridge View of Greenville from the West



View of Rental Property on Grand Street



View of Historic Stone House Near the Trinity North Site

KEY ELEMENTS OF THE BROWNFIELDS REDEVELOPMENT PLAN

BACKGROUND ANALYSIS

Building on Past Efforts. As an initial step in the formulation of this plan, existing planning documents adopted by the Town and regional authorities were considered. Taking these previous planning efforts into consideration ensures that all departments of the Town as well as various regional authorities are acting in unison and working towards the same goals and objectives.

Responding to the Market. Any new development must consider the market conditions of the Town. A diverse range of housing choices that includes rental and ownership units, specifically for graduate students and retirees, would respond to the market-demand for housing in Greenville.

Existing Conditions, Resources, and Amenities. This plan considers several existing elements and assess of the study area, including existing parks, development, land uses, natural resources, historic and cultural resources, and public amenities. By identifying and responding to these aspects, the plan plays to the strengths of the study area. By doing so, it promotes development that has the greatest chance of success.

Synthesis. This plan synthesizes multiple background analyses in order to produce recommendations that holistically and equitably respond to the needs of the Town while promoting the greatest level of economic growth and environmental health for a resilient community.

FRAMEWORK

Potential Brownfields Sites and Redevelopment Sites. A framework of potential brownfields sites and other potential redevelopment sites spanning the entire study area was established to provide insight into the potential pattern of new development. These include the Trinity North Site, several downtown buildings, the condemned Ohl Street Bridge, the St. Michael's School, and the current Municipal Building within the surrounding residential neighborhood.

RECOMMENDATIONS

Promote Pedestrian Activity. This plan promotes bike and pedestrian activity with a new off-road greenway and bike-pod markings throughout downtown.

Redevelop the Trinity North Site as a Municipal and Mixed-Use Commercial Complex. Because the Town both needs new Municipal Facilities and is also positioned to take ownership of the Trinity North Site, the Town can manage the development of a new complex and improve access and utilities throughout the rest of the site to market for private development.

Occupy Vacant Spaces with Interim Uses. Despite many vacancy and maintenance issues in Downtown, Main Street in Greenville is quite vibrant. By filling vacant space with interim uses such as food trucks, events flex space, and semi-temporary development, this plan aims to create a more positive and pedestrian-active vibe in Downtown Greenville but with a much smaller capital investment than would be required by permanent, full-scale development. These efforts can be led by the Town or the Greenville Area Chamber of Commerce.

Promote Entrepreneurship with Flex Makers Space. Flexible spaces that act as incubators for restaurants and entrepreneurs, such as shared kitchens and maker spaces, would promote economic development in the Town and create a more open environment for small businesspeople. Maker spaces can encourage economic growth by creating economic openness and training residents for new trade careers while also attracting visitors and residents to the downtown.

Create a Connection between Downtown and the Riverfront. Developing a regional destination-oriented riverfront public space at the Adams' Hotel parking lot would encourage a stronger connection between the river and the downtown while also attracting visitors and creating a new permanent amenity for residents, downtown businesses, and others who work in or near the downtown.

Develop Destination-Oriented Entertainment and Dining Uses. Turning the downtown in to a regional destination is key to its success. By introducing new events, entertainment, and dining, downtown Greenville can be transformed into a major attraction for visitors and new patrons for local businesses.

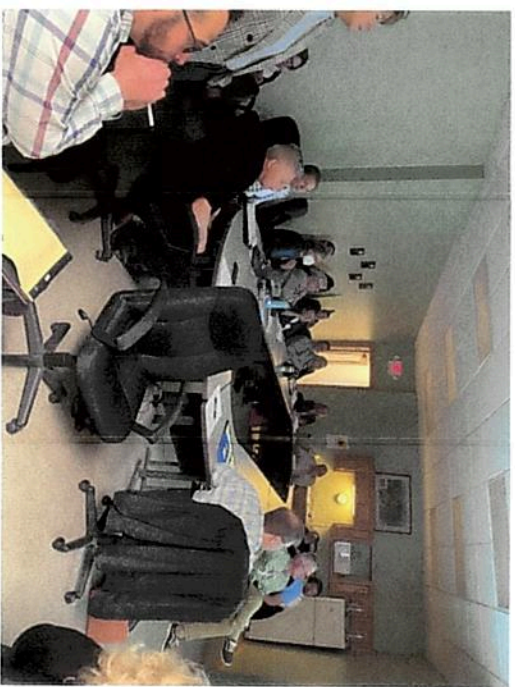


NEXT STEPS

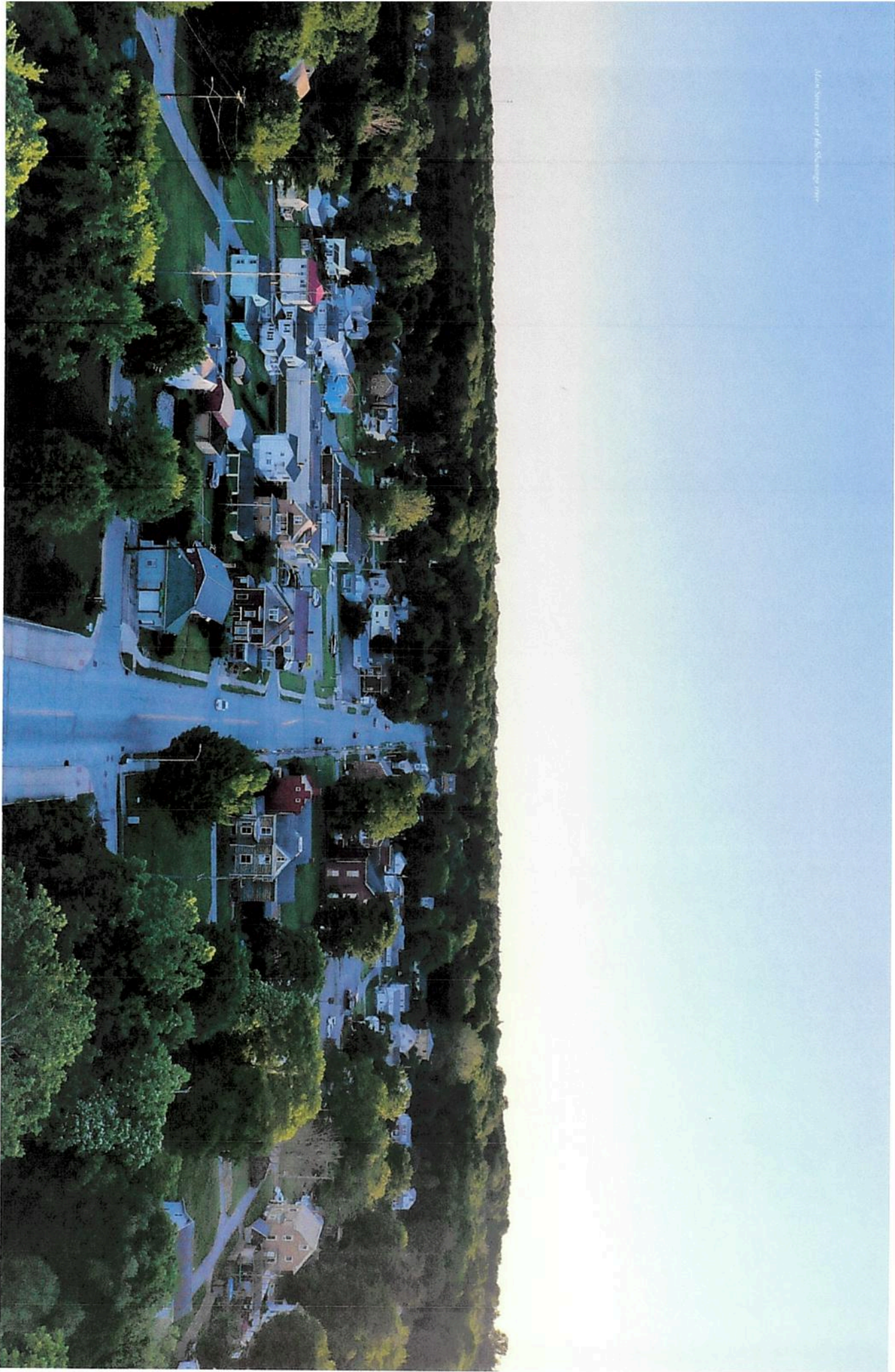
LEADERSHIP AND COORDINATION

Leadership. In order to fully realize this plan, it is recommended that a formal committee that meets regularly is established to manage the Trinity North site reuse project. As this project is focused on planning and economic development outcomes, it should ideally be led by departments and Town partners closely related to these fields.

Guiding Document. This plan is purely meant to guide decision-makers in the development of the study area, it is not the letter of the law. This makes coordination and communication critical. Key stakeholders are wide-ranging, both public and private, and so it is important that this document serves as a common reference and a starting point for decision making.



Working Committee Meeting in May of 2022



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ENGAGEMENT

The basis of site analysis and reuse recommendations started with the involvement of key stakeholders, property owners, and the public, who were included throughout the planning process.

Property Owner Outreach was conducted for downtown buildings and industrial properties. Property owner meetings and site tours were conducted for the Trinity North, Sha-Co, Adams Hotel, and Municipal Buildings.

A Steering Committee was assembled to provide input on the reuse planning process, alongside additional brownfield assessment efforts. The Steering Committee is comprised of representatives from:

- UPRMC
- Greenville Neuronucleation
- Greenville Reynolds Development Corporation
- Fresh Grounds Coffeehouse
- Greenville Area School District
- Greenville Area Economic Development Corporation
- Thiel College
- Greenville Area Chamber of Commerce
- Carried Away Recreation
- Osborn-Williams Funeral Home
- Greenville Municipal Government
- Mercer County Regional Planning Commission
- PA Department of Environmental Protection
- River Chapel Financial
- USPA
- Hempfield Township
- Pymatung Township
- Delaware Township

Steering Committee Meetings were held in the Summer and Fall of 2021, as well as the Spring of 2022.



Steering Committee Meeting in May of 2022



Steering Committee Meeting in May of 2022

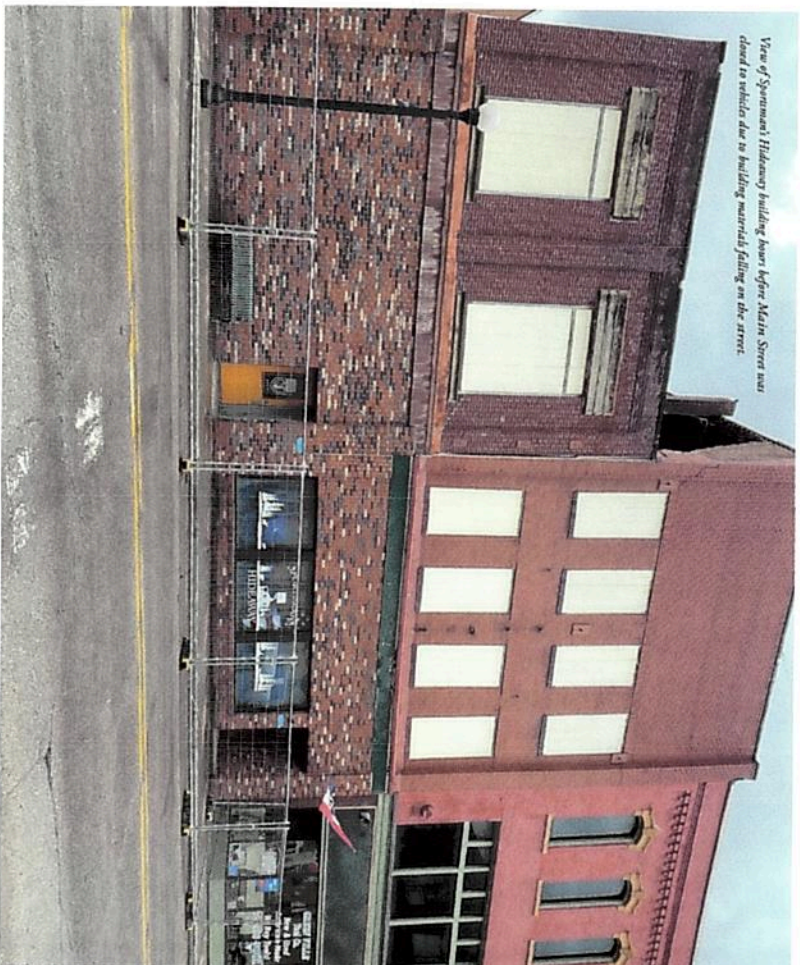
WHAT WE HEARD

- Graduate student housing is needed
- Privately owned downtown buildings are in disrepair
- The current municipal building is not sufficient
- A specialty grocer is desired

SITE VISITS

Physical conditions of the focus area were observed through several site visits between the Spring of 2022 and Summer of 2022. There were demonstrated changes through the project duration, especially along the Main Street Corridor where deferred maintenance and structural issues on private properties are increasingly critical.

The Main Street streetscape was installed a little over 10 years ago with new sidewalks, pavers, crosswalks, planters, and fixtures. This updated streetscape is a strong edge for current revitalization efforts to build upon.



View of Spinnaker's Hideaway building from Upper Main Street and dead to vehicles due to building materials falling in the street.

MARKET STUDY SUMMARY

A Market Drildown was completed to inform the recommendations included in this reuse plan. The market drildown included a survey targeting Thiel students and alumni, a merchant zip code analysis, a niche analysis for the Greenville trade area, and analysis of restaurants by category. The following Conclusions and Key Takeaways were included in the Market Drildown Study: The full study is included as Appendix B. Based on the Market Study, the Greenville Brownfields Downtown Area-Wide Reuse Plan includes the following Area-Wide Planning and Site Development Program:

MARKET STUDY CONCLUSIONS

- Greenville's population is not growing and has a smaller market than areas closer to interstate highways.
- Income historically has grown faster than inflation, which may hold true for the current period of inflation
- There is a significant gap in higher end housing, newer types, and decent affordable housing
- There is significant retail leakage due to isolated location/lack of development
- Office growth is not indicated, but much space is older and changing work patterns would support modest co-working and innovation spaces
- Data on growth in industry is inconclusive, but evidence of transition to artisan and small manufacturing business, combined with vacancy and obsolescence in industrial/flex space, support modest small-scale industrial/flex space
- Greenville has multiple assets which should be attractive to the burgeoning professional class in Pittsburgh and Cleveland

KEY TAKEAWAYS:

DOWNTOWN

Assumes existing businesses stay and thrive



Restaurants: fast casual, coffee/bakery, ethnic, (brewery/wine bar, fine dining). Those serving outsiders can go beyond these estimates



entertainment venues, grocery, clothing, misc. retail including hobby/toy/game, music, personal care/drugstore



No more dollar stores/general merchandise!



HOUSING

single family homes
walking distance from downtown
2-3 bedrooms



Covered/secure parking

DEVELOPMENT PROGRAM



TRINITY NORTH

- 10,000 sf Municipal Building
- 10,000 sf Police Station
- 2.5 acre Public Works and Recycling Center
- (4) 2 to 3 acre Industrial Sites
- (3) 1/2 Acre Industrial Sites
- (2) 2 Acre Commercial Spaces
- Green Infrastructure Areas to Manage Stormwater from the Site

MAIN STREET

- (16) 2 Bedroom Apartments
- (3) First Floor Commercial Spaces (2 spaces with approximately 1,200 sf and 1 space with approximately 6,000 sf)
- 4,700 sf of Indoor Resident Amenities
- 1,700 sf of Outdoor Lounge Space for Tenants
- Riverfront Improvements around the Main Street Bridge

MAIN STREET BRIDGE STREETScape IMPROVEMENTS

Northeast of the Bridge

- Outdoor Recreation Rental Space
- 1,000 sf Concessions and Rental Storage
- 1,000 sf Outdoor Dining
- Public River Overlook
- Formalized Parking for 55 spaces
- Pedestrian Connections to the Riverfront from Downtown

Southeast of the Bridge

- Riverfront Greenway
- 24 Bedroom Boutique Hotel
 - » 2 King Suites
 - » 2 ADA King Suites
 - » 14 Queen Suites
- 4 Unique King Suites
 - » # Parking Spaces
- Other Amenities

Southwest of the Bridge

- Downtown Signage and Play Sculpture
- River Overlook

View of main street looking east





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THE FRAMEWORK

THE SITE

The Trinity North Site is a 34-acre vacant brownfield site bound by railroad and residential streets. The site contains paved parking areas, cleared land, and remnants of building foundations and is surrounded by a barbed wire fence. This inaccessible, vacant land is immediately across from approximately 35 private residences extended over 3/4 of a mile of streets in Greenville. The site was formerly a workplace for many community residents until the early 2000's. Since then, the site has been cleared from buildings, materials, and debris.

The site is currently remediated for non-residential use based on PA Department of Environmental Protection de-minimus standards, except for groundwater. Therefore, commercial and/or industrial redevelopment which utilizes the public water network is a safe alternative for site reuse. In tandem with this planning effort, the Town of Greenville is pursuing a non-use aquifer designation for the Trinity North site and surrounding residential properties.

Since the Trinity North Site and surrounding land is on track to be designated as a non-use aquifer area, stormwater runoff should be managed through green infrastructure and conveyance that is separate from the groundwater system.



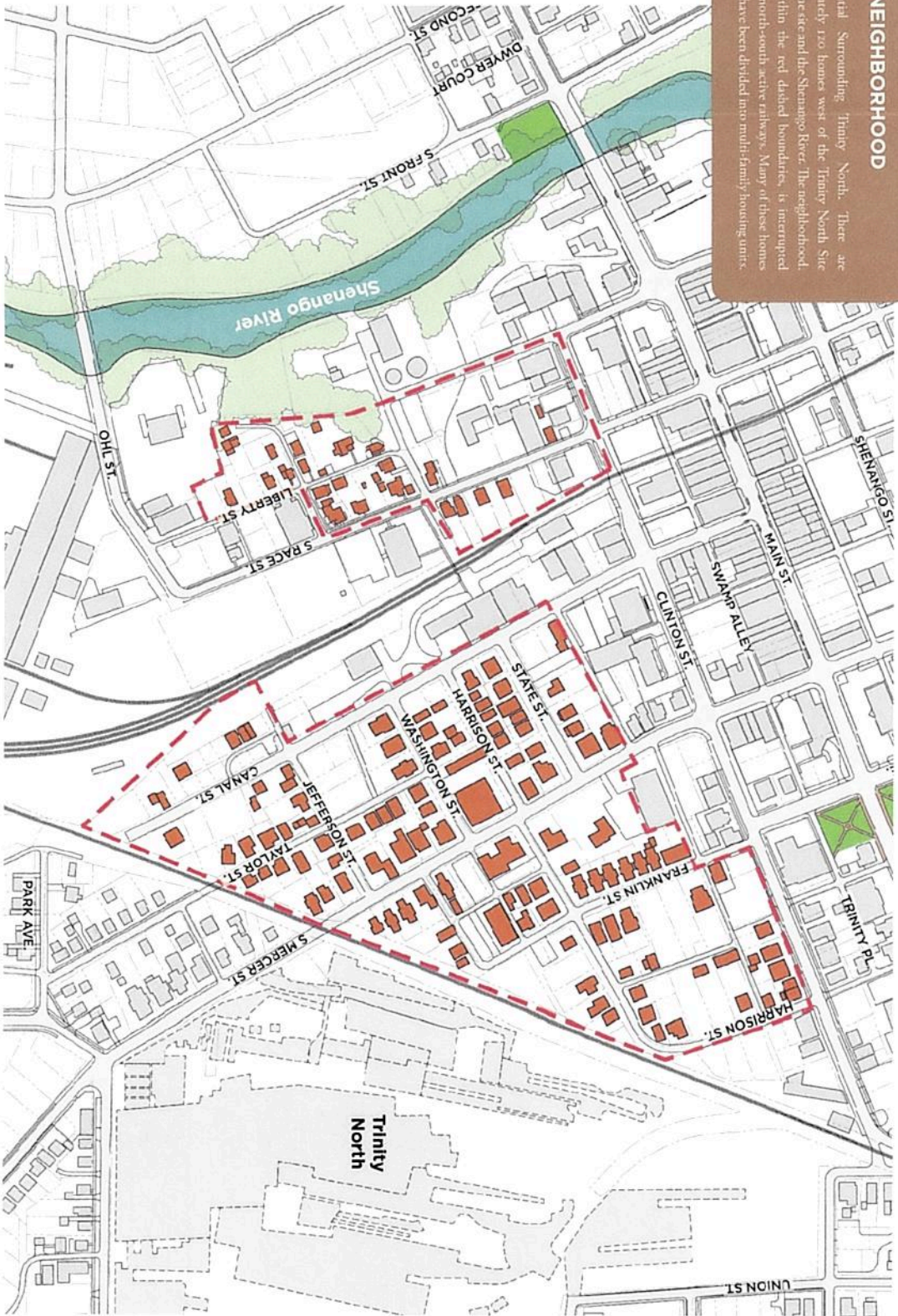
Bohannon Street of Trinity North Site, Greenville, SC



View of fence on left across street from Trinity North Site

THE NEIGHBORHOOD

Residential Surrounding Trinity North. There are approximately 120 homes west of the Trinity North Site between the site and the Shenango River. The neighborhood, shown within the red dashed boundaries, is interrupted with two north-south active railways. Many of these homes evidently have been divided into multi-family housing units.



TRINITY NORTH NEIGHBORHOOD

Greenfield Area Brownfields Redevelopment Plan



REUSE RECOMMENDATIONS

THE SITE

The reuse of the Trinity North site is an important opportunity as well as an essential element of community and economic growth for the Town of Greenville. The Town is positioned to take on the role of site owner to manage the planning and reuse of the site. The Town of Greenville Brownfield Area-Wide Reuse Plan recommends that the Town serve as the initial developer of the site. This will allow the Town to create the facilities that are currently needed by the town's administrative staff and police department, while also consolidating municipal functions to a single area as much as possible, opening up downtown and riverfront properties for commercial reuse. The thirty-four acre Trinity North Site would be able to support several additional acres of commercial and/or industrial development alongside the new municipal complex.

TRINITY NORTH

The Trinity North Site reuse plan includes a new Municipal Complex, 3 subdivided parcels for light industrial development, as well as two subdivided parcels for commercial development. The municipal complex is positioned on the east of the site, accessible from Lett Avenue, with commercial facilities facing Mercer Street, and industrial properties toward the north end of the site. The plan includes streetscape improvements along Stewart Avenue, Lett Avenue, and Mercer Street and includes an extension of Union Street and an east-west access way through the site. Green buffers will surround industrial properties, providing noise and visual barriers from adjacent residential neighborhoods. Streetscaping with planting areas and protected pedestrian paths and green spaces that also serve as stormwater management areas will create a comfortable and walkable multi-use campus that is aesthetic and promotes the health of people and the environment.

MUNICIPAL COMPLEX

The proposed Town of Greenville Municipal Complex on the former Trinity North site will include separate facilities for the Town's Police Department and Municipal Office Building, providing new, upgraded facilities with the space and technology needed to effectively operate as well as a new, upgraded, facility for public works and the municipal recycling center that is on a less valuable property. These upgraded, and public facing institutional

facilities will contribute to a significant upward spiral for Town operations and identity, both for Town staff, who will benefit from a healthier and more desirable work environment, as well as Town visitors and residents, who will see the Town in a new and different way.

Municipal Building

The proposed 9,900 sf Municipal Building will include a designated parking area adequate for municipal office staff, council, and the public. This Building will include a Council Chambers appropriate for public attendance, expanded office space as needed, and other uses as needed for the Town offices to operate effectively.

Police Department

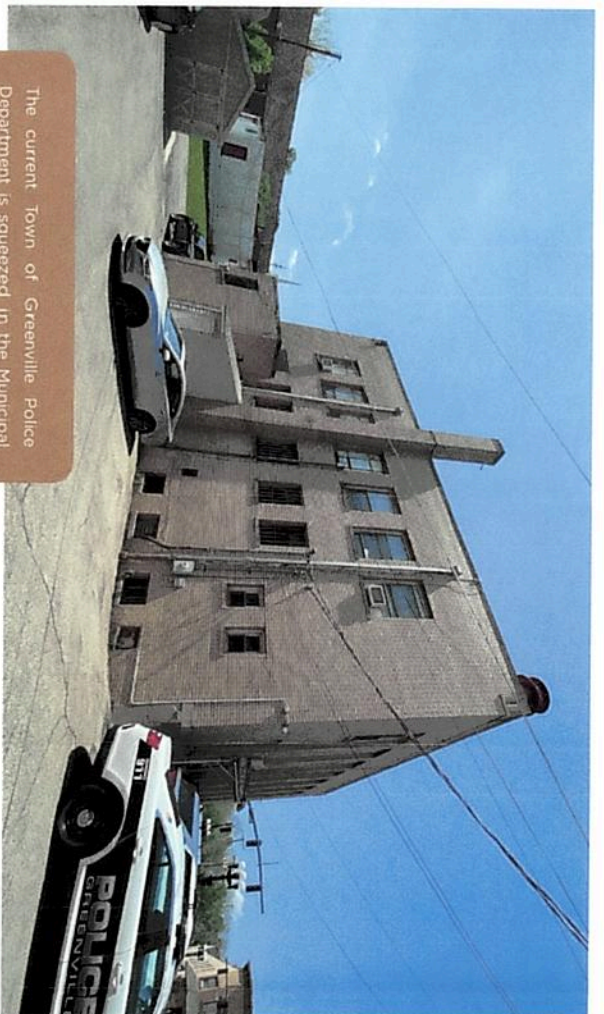
The proposed 10,000 sf Town of Greenville Police Department Facility will be a free-standing department building that will provide over twice the current area for operations. The Police Department will have its own parking area and outdoor space that can be designed to include outdoor training space, as well as separate entrances for staff and other visitors, as needed. The facility itself can be built out to include office space, a ticket counter, on call areas, training areas, holding cells, and other spaces that the department requires.

Public Works Facilities

The proposed Public Works Facility will include office space, indoor storage, and outdoor laydown areas for public works alongside the municipal recycling center. These uses will be accessed from Ridge Avenue and Union Street. A green buffer surrounding this area will screen these less sightly uses from the surrounding neighborhood.

INDUSTRIAL AND COMMERCIAL

Subdivided parcels allocated for industrial and commercial development can be marketed to private enterprises. Subdividing these parcels will generate some revenue for the Town to recover some of the investment in new facilities and infrastructure on the site, among other benefits like diversifying and building the tax base and supporting the local economy. While some adjustments to this initial site plan are to be expected, it is suggested that the Town define and require a high-quality standard for the development, including pedestrian access, stormwater facilities, and greenspace.



The current Town of Greenville Police Department is squeezed in the Municipal Building, sharing the first floor with the Town Council Chambers. The Department facility, holding cells stopped being used for temporary holding of prisoners at the onset of the COVID 19 pandemic. These cells have since been converted into file storage.

The current Town of Greenville Municipal Offices are on the second floor of the Municipal Building. Concrete and thick masonry walls are preventing the desired office reconfiguration, expansion, and upgrade that the town's office desperately needs.



TRINITY NORTH SITE



Greenville Area Board of Public Works
 II



THE NEIGHBORHOOD

Focused Investment

The Area-Wide Planning process not only focuses on major redevelopment of former industrial sites but also identifies opportunities to foster neighborhood reinvestment. Investing in the quality of housing within a neighborhood, using a multi-pronged approach, can help maintain the cherished character of an established neighborhood and create a mechanism to attract new residents interested in making their own investments. In the end, the goal is to strategically focus public investment to act as a catalyst to attract much greater individual private investment. In many cases this is achieved through programs that promote a mix of housing types that are informed by the traditional pattern



and form of existing housing. Often this includes promoting single family owner occupancy. While it may be difficult to influence property owners to convert rental properties that are income producing into private residences that are not, physical and organizational improvements may help attract future owner occupants into the neighborhood. This approach is relevant for the bulk of the focus residential neighborhood which has model tree-lined arterial through streets within a grid network of neighborhood streets filled with traditional small-for single family homes in a compact and generally walkable format. Opportunities may exist in strategic locations to develop modestly scaled infill multi-family housing. These units could serve as market rate housing to support University staff needs (not student housing) and seniors (55+). Based on observations of the existing conditions of the existing housing stock in Greenville, in most cases there are blocks that could be significantly improved if a few units that are in serious decline are improved and marketed for owner occupancy. These types of investments often have the greatest impact if they are concentrated versus scattered. This provides the greatest opportunity for community improvement and impact from the

publicly supported investments. One potential strategy might be to focus on the blocks surrounding the Canal Street Corridor and the Trinity North Site, which would be supported by the adjacent revitalization efforts within the brownfield development zones.

Using Existing Resources and Programs

There are a variety of state and federal programs and funding sources that support housing in Pennsylvania. Most prominently on the state level, the Pennsylvania Homeowner Assistance Fund supports various programming that promotes homeownership and home maintenance. In terms of federal funding and programming, there are many grants and programs that are awarded to each state, and then allocated to local communities each year. The Town could pursue a strategic plan to implement federal programs for housing and economic development successfully in the Town.

The utilization of existing state and federal funding and programs would allow for the development of new housing stock, the rehabilitation of existing housing stock and the promotion of family homeownership.

Specific existing programs that target new housing development include:

- The Community Development Block Grant (CDBG)
- HOME Investment Partnership (HOME)
- Low-Income Housing Tax Credit Program
- USDA Single-Family Housing Program

The Community Development Block Grant (CDBG) is an opportunity for local housing development. Each year, the State receives federal funds under this grant in order to encourage housing projects in low to moderate-income areas. Owners can currently apply for Housing Rehabilitation Grants through a program managed by the Town with support from the CDBG program.

Another federally funded grant program is HOME Investment Partnership (HOME). HOME provides states and local entities the

ability to acquire property, construct new housing, for rent or ownership, rehabilitate existing housing, improve sites, provide financing assistance for home purchase or rehabilitation and more. Overall, there are a variety of existing programs and entities that the Town can use and collaborate with in order to create a successful housing strategy that will maintain Greenville's character, while also allowing development to help the Town thrive.

Creating Complimentary Programming

The creation of new programming could complement existing programming efforts by creating a framework for how funding should be allocated, what issues need to be targeted, and how it can be implemented. New programming should focus on a housing rehabilitation financing program, the creation of renovation guidelines, a robust consumer-friendly code enforcement program, as well as an infill housing program. These programs would help promote the maintenance of existing housing fabric.

Neighborhood Reinvestment

The Town should consider focusing efforts on a Housing Rehabilitation Financing Program. A dedicated homeownership initiative could support homeownership in Greenville. Critical to such an initiative should be the stabilization of the building stock and tax base in neighborhoods throughout the Town. It is recommended that the Town establish a program that provides a variety of financial incentives that can be used to attract home buyers and improve existing housing stock such as a new homeowner loan improvement program. The goal of a homeowner loan program would be to attract new home buyers to the Town through the provision of funds for desired improvements (such as roof repairs, exterior painting, and kitchen and bathroom upgrades, etc.). An example of a Homeowner Loan Program might include:

- Up to \$5000 forgivable loan to a home buyer of single family dwelling in a designated neighborhood area.
- No income limits.

- Available only to home buyers who occupy the home for a defined minimum period of time.

- Cover costs associated with repairs and upgrades to the exterior and interior of the property, (such as windows, paint, roof, porch, sidewalk, etc.).

- Distributed on approval of construction invoices.

- Loan money cannot be used toward down payment (loan program could potentially require a \$5,000 match by the homeowner to improvements they make to the property).

- Minimum property condition standards must be met.

- Remainder of loan can be used to upgrade interior amenities (such as kitchen and bathroom upgrades, etc.)

- Contractor and scope of work must be approved by the Town code enforcement department. Construction must be completed within 180 days of closing.

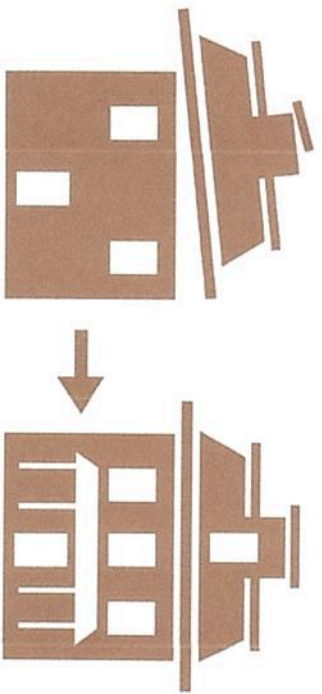
Recommended Loan terms follow:

- 7 years at 0% interest rate.
- 1/7 of loan amount forgiven each year.
- Upon resale of home, remaining balance of the loan may be repaid or transferred to the new owner.
- Upon conversion to a rental unit, remainder of loan must be repaid in monthly payments at 8% interest.

The Town should consider working with local financial institutions to develop and promote programs that provide low-interest mortgage financing for property owners wishing to rehabilitate their properties, especially in the Trinity North Neighborhood. The Town could inform these institutions of the overall improvement strategy for the Town so as to enhance their willingness to make mortgage financing available. A provision of this program should be that improvements to exterior appearance of a building be consistent with the historic standards or renovation



Promote owner-occupancy and neighborhood vesting



support architecturally sensitive rehabilitation and modernization

guidelines for the neighborhood. A home rehabilitation program that includes a combination of a below market interest rate loan and a grant would be the most desirable incentive for existing property owners. The Town should provide a listing of these resources to prospective home buyers, realtors, or property owners of specific properties identified for needed repairs.

Creation of Renovation Guidelines

Although most of the older homes in the Town are not necessarily individually historic, the Town may want to establish design guidelines for property owners rehabilitating older properties in a manner that is consistent with the historical age of construction and to reinforce the overall historic architectural character of a neighborhood. These guidelines would educate property owners about the appropriate way to handle certain common rehabilitation issues with historic or older properties (porches, cornices, windows, siding, etc.) as well as economical and sustainable ways to undertake such improvements while maintaining the overall character.

Neighborhood Reinvestment Infill Housing Program

There is a growing movement for smaller, highly-usable residential units for young professionals, young families, as well as seniors. Typically at least 25% of this overall sector within a particular housing market desires housing in a highly walkable environment with close amenities. The Trinity North Neighborhood meets these criteria. The Town could develop a similar incentive program as the rehabilitation program described above for individual homeowners desiring to build new single-infill housing units for their own occupancy. The amounts of the loan could be increased to incentive quality construction with a deferred amortization (such as no payments for the first five years) to allow the occupant to gain occupancy and pay more once the income has presumably increased. A comprehensive inventory of available infill housing lots should be prepared for a neighborhood

group could inventory, prioritize, and identify opportunities to influence neighborhood revitalization. Rental Housing/Code Enforcement Program The Town should develop a program, which annually inspects the entire rental housing stock for building code compliance. This is a common practice in many communities with appreciable percentages of rental housing. The owners of the rental properties are charged a fee for the inspection, so the program is economically self-sustaining and ensures a higher quality of housing stock throughout the entire community. The fees incurred should be affordable yet be consistent with the cost of sustainably running the program.

With over 46% of Greenville's Residents being renters (U.S. Census Bureau), it is important to take into consideration the quality of rental units. Fortunately, the Town of Greenville requires rental inspections and licenses. It is suggested that the Town ensure the rental inspection and licensure program is being implemented and evaluate the program's effectiveness.

Neighborhood Led Opportunities

This plan proposes a wide range of recommendations from long-term and capital-intensive redevelopment projects to various programs that could support the improvement of residential properties at the individual homeowner level. Programs, policies, and public investment is critical, but equally important is the sense of ownership of the neighborhood, by the neighborhood. Events such as block-specific events that promote neighbors to interact could increase a sense of pride in the neighborhood and foster neighborhood care in terms of promoting public safety. While a neighborhood association could manage some of these types of activities, it is not likely to be able to create and sustain a regular series of regular events and programming opportunities, so partnerships and sponsors will be important. These events can also be used as fundraisers to support future events and programs. Opportunities for increasing overall social interaction and communication that



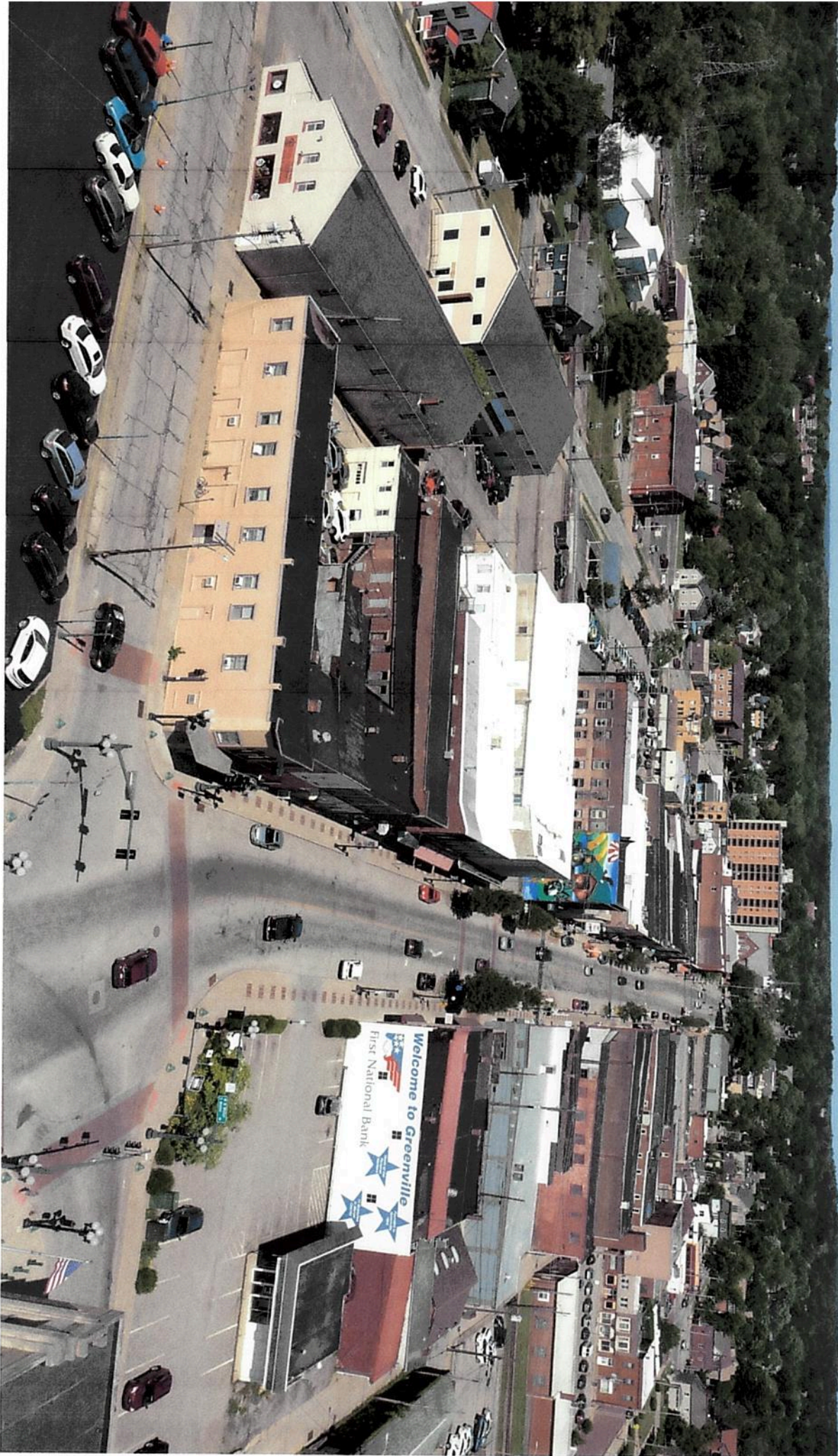
help develop, transmit, and reinforce shared community values and norms can be best determined by the neighborhood itself. Here the possibilities are broad and depend on the particular culture and needs of the community. Examples might include after-school networks and clubs, babysitting cooperatives, "friendly visiting" patrols for the housebound, celebration of community histories and rituals that recognize exemplary community figures, voter registration drives, inter-generational activities, community forums, and park and block clean-ups campaigns. These are all mechanisms for decreasing family and resident isolation and alienation and for building a sense of shared purpose and identity within the residential neighborhood. The ultimate goal of such activities is to turn neighborhood residents into active community stakeholders and, in doing so, to increase both formal and informal participation in neighborhood institutions and boost the neighborhood's brand, internally and Town-wide.

Shaco

The Shaco site is also in the neighborhood surrounding the Trinity North Site. The structure has interesting character, and the riverside of the site has an at-grade bike and pedestrian at-grade crossing over the railroad.

A public effort to clean up the building and site paired with site improvements including multimodal circulation amenities, parking and landscaping will reposition the site to market for private investment. The building could be reused as a flex small scale manufacturing space, in close proximity to Downtown business and residential areas.







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THE FRAMEWORK

MAIN STREET

As the name implies, Greenville's Main Street is the prime corridor through Greenville, providing access to communities to the east and west of the town, as well as commercial areas outside of Downtown Greenville. The segment of Main Street from Mercer Street to the Shenango River became a primary focus area for reuse planning. Several structures on Main Street have been identified as partially or completely vacant, and several have been condemned. Despite the vacancy and maintenance issues, Main Street is quite vibrant with pedestrian and vehicular activity.

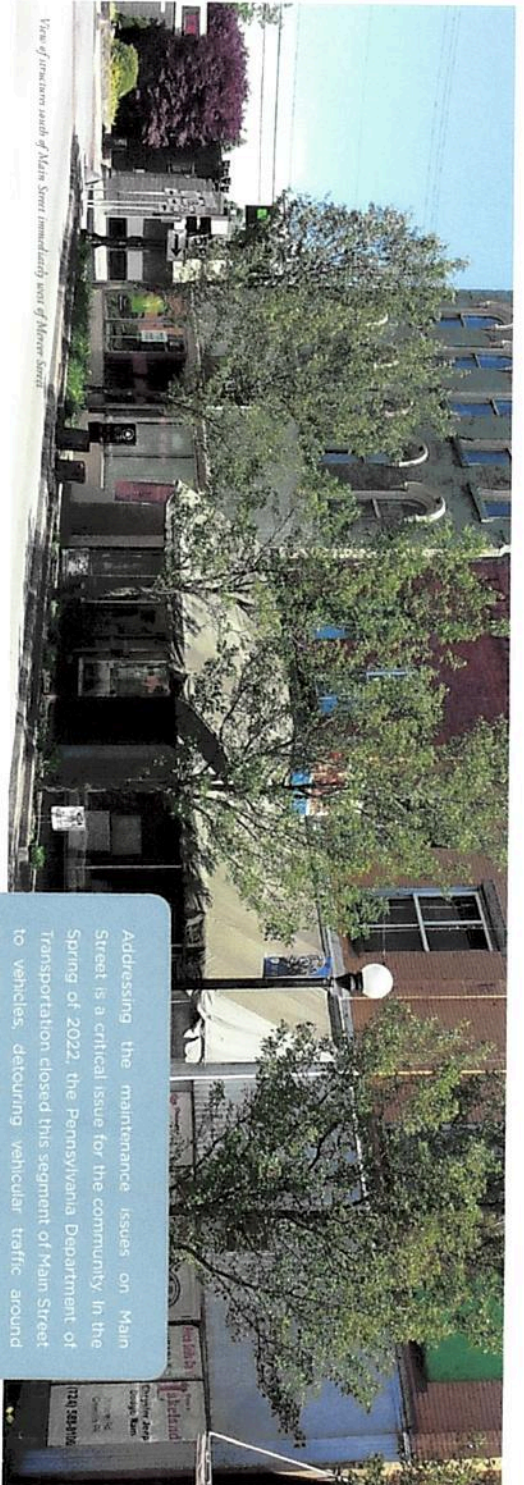
Renovating upper floors of mixed use Main Street buildings will bring additional activity to Main Street, while addressing the issue of property vacancy and the current unmet need for rental housing, specifically for graduate students of Thiel College. It is recommended that the upper floors of downtown Main Street buildings be targeted for reuse as graduate student housing. The cluster of buildings immediately west of Mercer Street on the north side of Main Street were identified as an initial priority to serve as a pilot project for additional residential infill on Main Street.

The corridor includes two lanes of vehicular traffic with limited adjacent parallel parking. The streetscape was updated in 2009 with pedestrian improvements and traffic calming elements including bump outs, crosswalks, planting areas, and pedestrian lighting. Many Main Street Buildings have rear parking with alleyway access. Several rear parking areas and alleyways are in need of maintenance and/or redevelopment.

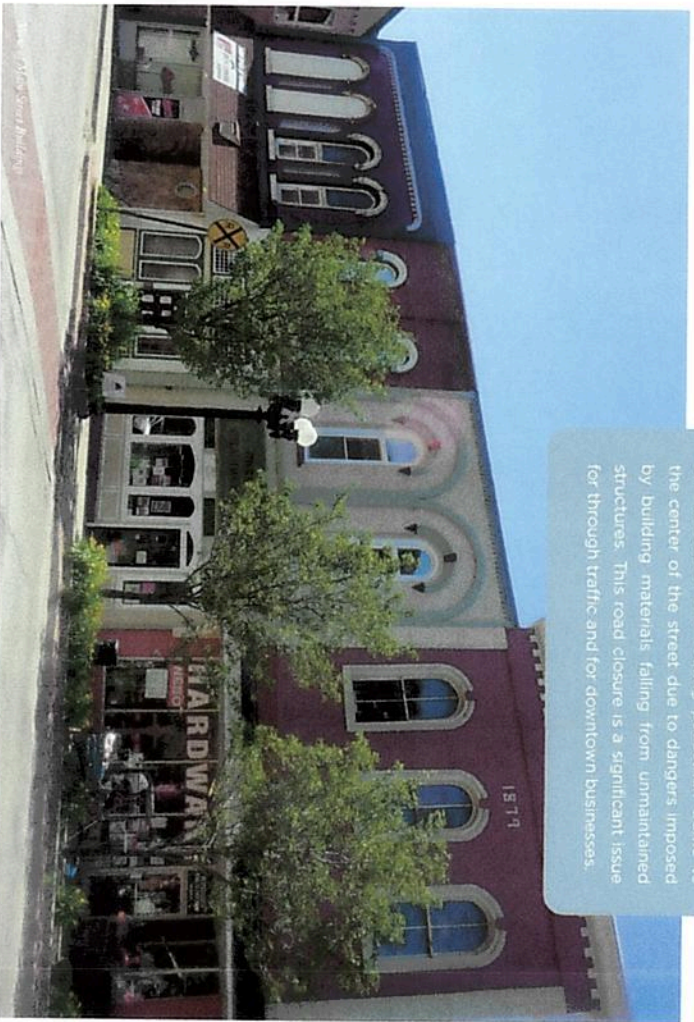
Street trees that were formerly along Main Street have been removed. Replanting these landscape areas with a variety of native plant species that will tolerate the urban environment will provide shade and seasonal interest, among other benefits as an easy win for Downtown Greenville.



View of structures south of Main Street immediately west of Mercer Street.



Addressing the maintenance issues on Main Street is a critical issue for the community. In the Spring of 2022, the Pennsylvania Department of Transportation closed this segment of Main Street to vehicles, detouring vehicular traffic around the structures and routing pedestrian traffic to the center of the street due to dangers imposed by building materials falling from unmaintained structures. This road closure is a significant issue for through traffic and for downtown businesses.



View of Main Street Buildings

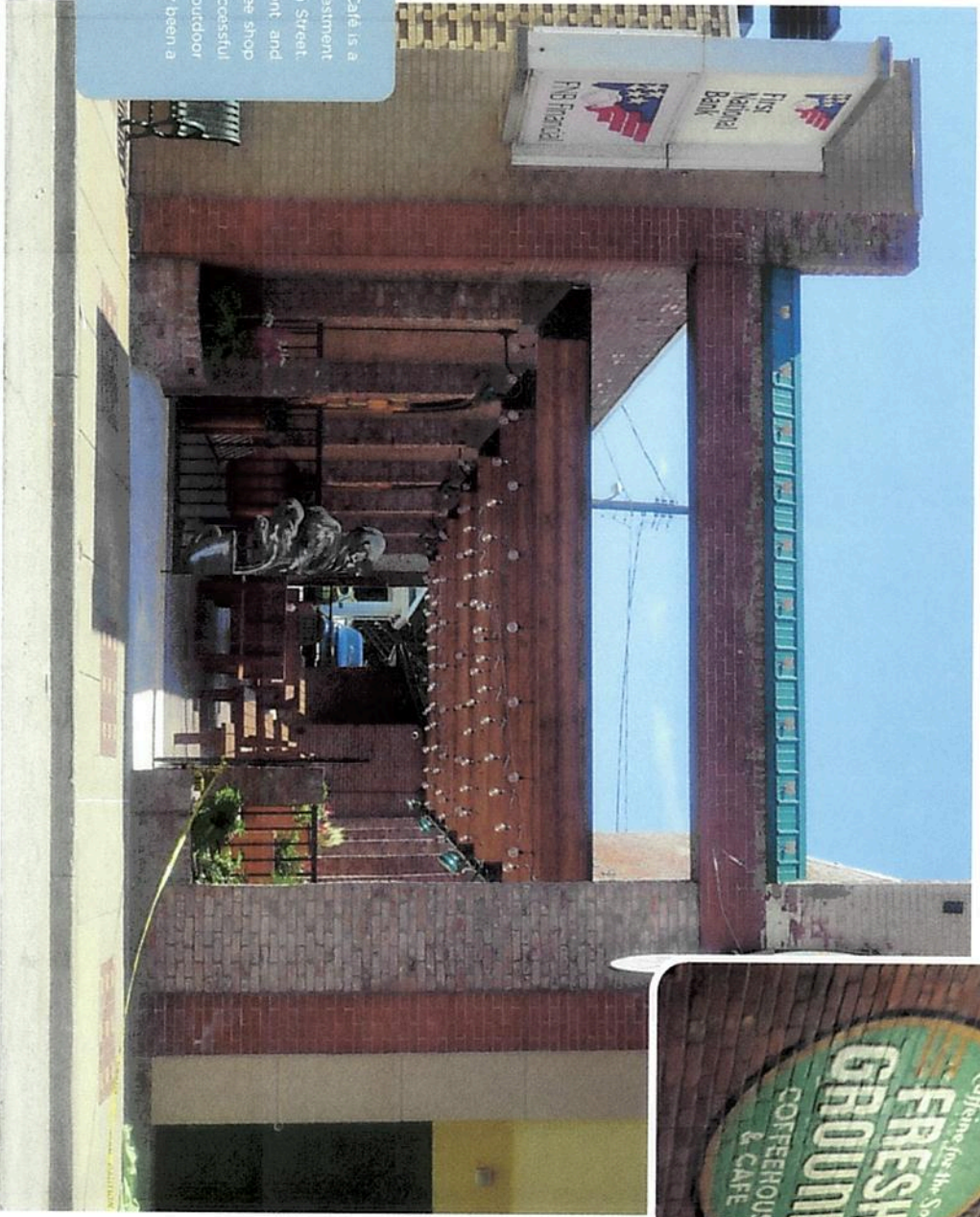


The traditional downtown area, with adjacent mixed-use buildings up to the street front begins extends from Mercer Street to Water Street. There are a few clusters of buildings that could be targeted for adaptive reuse. For instance, there are several buildings with historic interest on the south side of Main Street that are immediately west of Mercer Street—the H&R Block to the Record Argus building.

The area that was targeted as an initial priority area for downtown reuse planning are the several structures on the north side of Main Street, beginning with the Masonic Lodge and continuing to Wall Street.

The Masonic Lodge building creates a strong “gateway” to this downtown area on the north side of Main Street. A new business is opening in the Masonic Lodge storefront. In the summer of 2022, several structures that follow the Masonic Lodge building are for sale, partially vacant, and/or condemned. Although some of these buildings are somewhat newer than other Main Street buildings, they are single story structures that do not exhibit downtown character and do not realize the full potential of a multi-story mixed-use downtown structure. The revitalization of this target area through a combination of adaptive reuse and new construction will be a pilot and catalyst for additional downtown improvements.

The Fresh Grounds Coffeehouse and Café is a good example of successful private investment that has revitalized a segment of Main Street. The café occupies a large storefront and adjacent lot on Main Street. The coffee shop operated for several years. The successful business was able to expand with an outdoor patio space where there had previously been a dilapidated structure.



Greenfield Area Brownfields Redevelopment Plan

DOWNTOWN CONDITION OBSERVATIONS



LEGEND

- Greenville Commercial Historic District
- Condemned Building
- Vacant / Partially Vacant Building
- Park



RECOMMENDATIONS

MAIN STREET

This new 10,000 sf development will provide 8,500 sf of new commercial storefront space on the ground floor level and (16) 2-Bedroom graduate student apartment units on the second and third floors.

The larger commercial space on the ground floor could be utilized as a restaurant with an integral event space. The restaurant would be able to utilize exterior patio seating space in the empty lot adjacent to the new development along Wall Street.

The graduate student apartments would have a main entry on the ground level with amenity spaces, such as bike storage, mailboxes, and an interior lounge/recreation room that opens up to an exterior private lounge, only for residents.

The second and third floors would house the units, with some amenity spaces, such as fitness rooms and laundry rooms. Although not shown, there may be an opportunity to utilize a connection to the upper floors of the adjacent existing building for additional graduate student housing. Further research into the utilization and/or vacancy of these upper level spaces would be required.

RACE STREET CASE STUDY

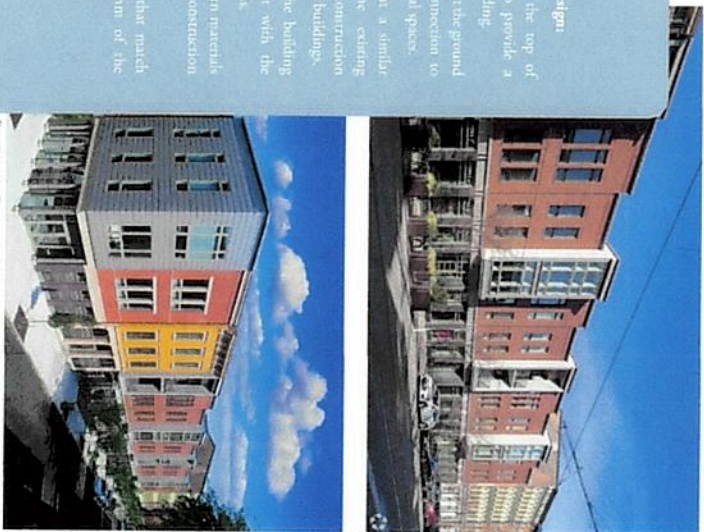
Race Street is a street located in the Over-the-Rhine Neighborhood of Cincinnati, Ohio. The neighborhood contains a large amount of original, historic building stock, but over the years, many of these buildings have been vacated or demolished leaving empty storefronts and open lots. The Cincinnati Center City Development Corporation (CCDC) has led the charge on revitalizing this neighborhood with high density/mixed-use developments that preserve historic structures and/or are contextual to the existing historic structures.

The scale of the existing buildings and streetscapes on Race Street is similar to that on Main Street in Greenville, which makes the successful developments in that neighborhood an important case study for Greenville.

The specific development pictured above is a mixed-use development with retail and commercial spaces on the ground floor level and housing on the upper floor levels. Some key takeaways from this design that informed our recommendations:

Graduate Student Housing Design

- Establish an element at the top of the ground floor level to provide a pedestrian scale to the building.
- Utilize storefront and glass at the ground level to increase visual connection to public retail and commercial spaces.
- Establish a cornice line at a similar height compared to the existing structures to keep the new construction proportional to the historic buildings.
- Break up the facade of the building vertically to be consistent with the original property line widths.
- Use comparable but modern materials to differentiate the new construction from the existing building.
- Utilize window openings that match the proportion and rhythm of the existing buildings.



Race Street in Cincinnati, OH

Greenville Area Boardwalks Redevelopment Plan



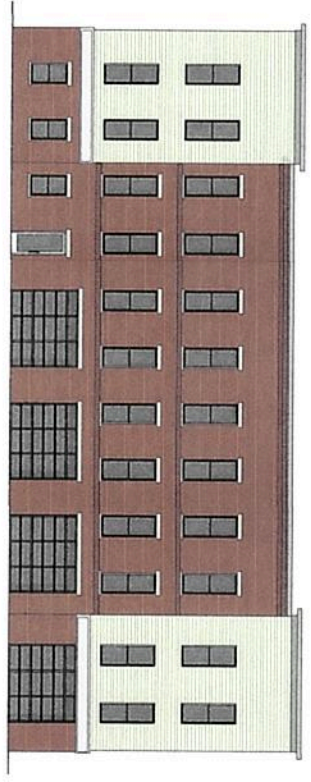
MAIN STREET REDEVELOPMENT



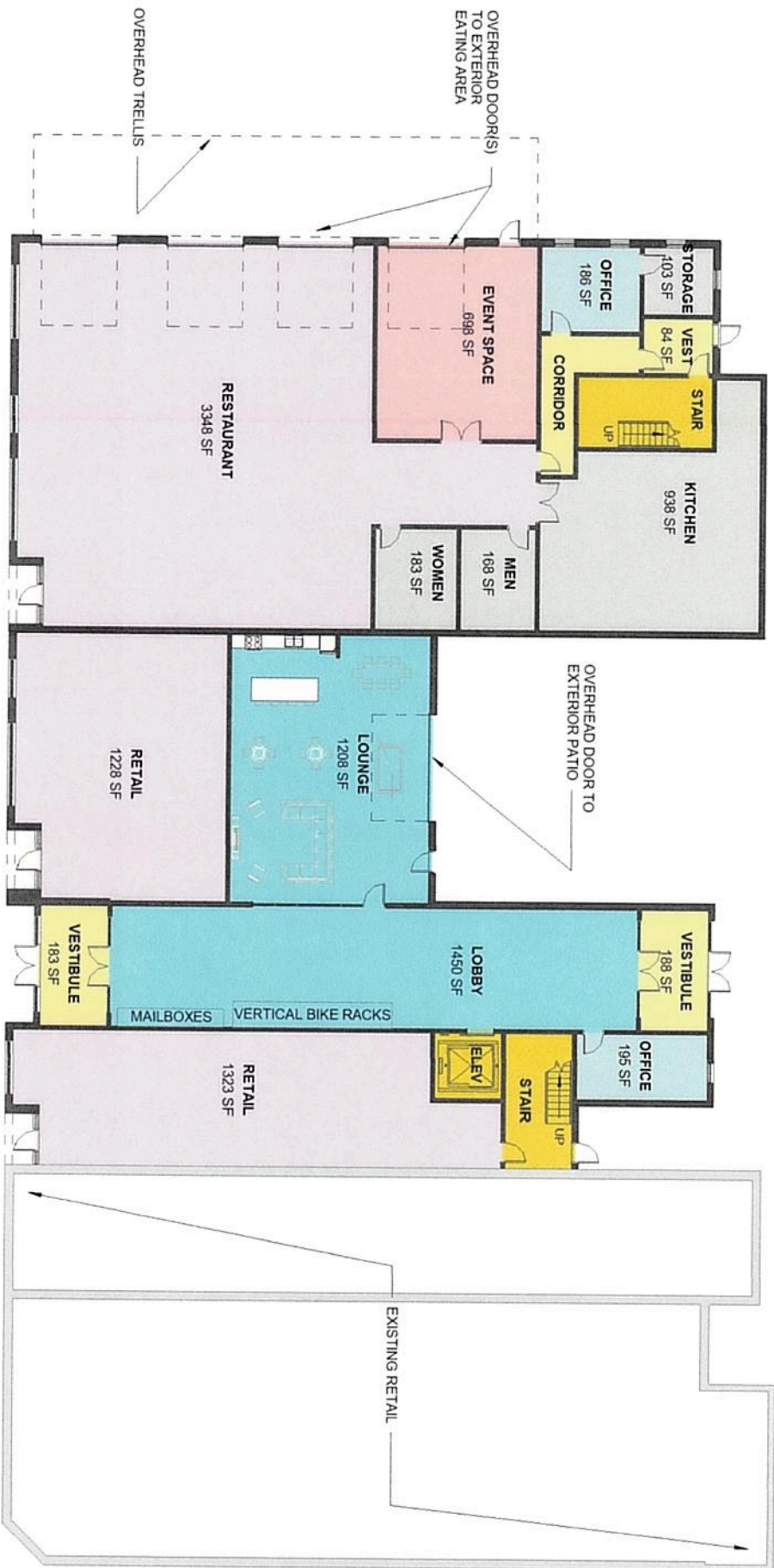
SOUTH ELEVATION (MAIN STREET)



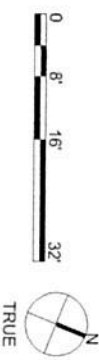
WEST ELEVATION (WALL STREET)



FIRST FLOOR PLAN (GROUND)



Overhead Area Development Plan
21



SECOND FLOOR PLAN





THIRD FLOOR PLAN





04

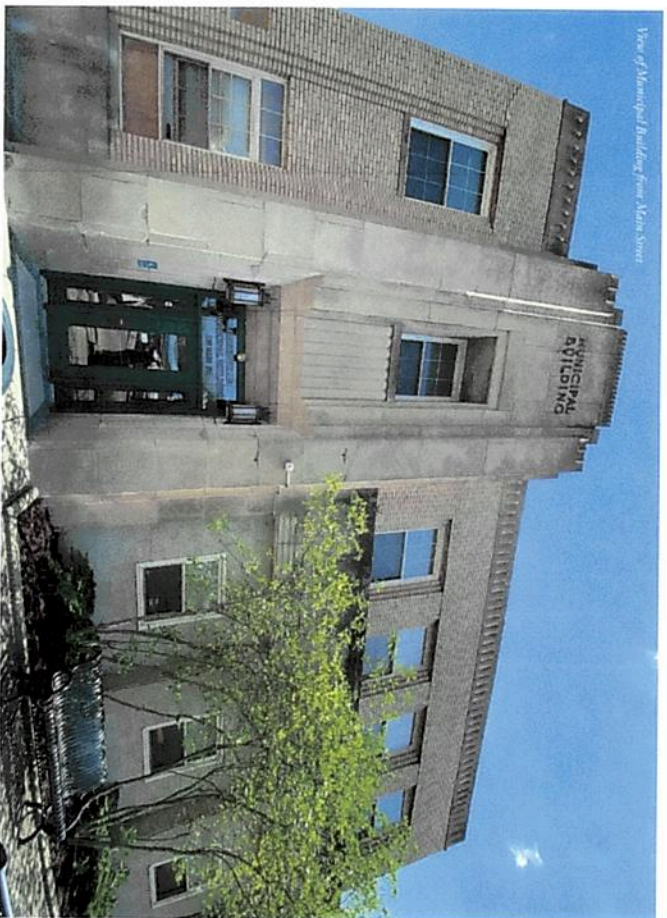
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THE SITE

The Shenango River is an incredible natural and recreational asset that is essentially kept a secret in Greenville. The river, celebrated widely by the Shenango River Watchers and the local and recognized as the 2021 Pennsylvania River of the Year, is invisible to a passerby on PA 17/348 via Main Street. A narrow bridge over the river gives no indication or sight of this incredible attraction.

There is very limited river access from Downtown Greenville, aside from the publicly accessible Adams Hotel parking lot. The Adams Hotel is well known for its bar that has some outdoor riverfront presence in the warmer months and welcomes the use of the riverfront for kayak access. This land area is quite informal, with a cleared river's edge and a gravel parking lot with some movable picnic furniture, a garage attached to the riverfront building, and a detached storage shed. Updates to existing aged structures on the site have been driven by the limitations of code requirements.

A local outfitter, Carried Away Outfitters, has a storefront on Main Street along with an outpost in Riverside Park, upriver from downtown Greenville. Carried Away Outfitters Outpost offers bikes, kayak, and canoe rentals. The retail facility downtown offers various outdoor recreation focused products as well as upstairs axe throwing.



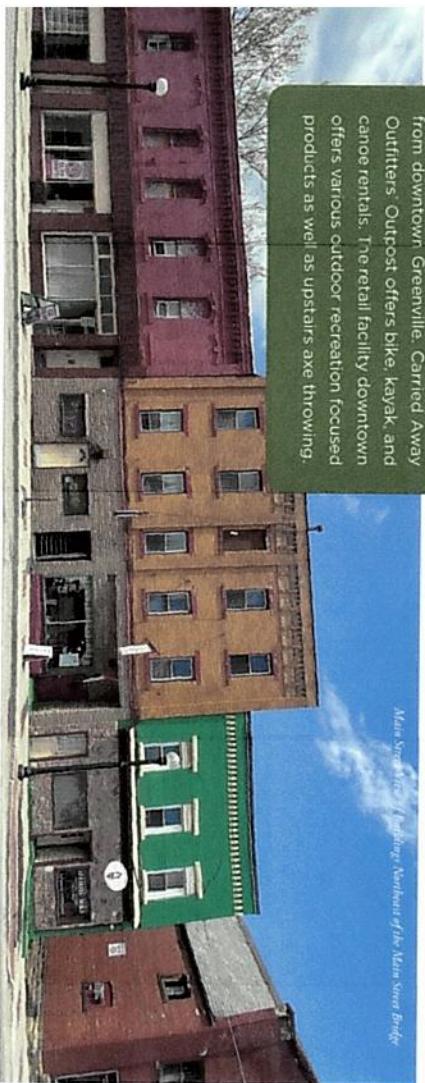
View of Municipal Building from Main Street

There is a vacant building north of Main Street that is directly on the eastern bank of the Shenango River. The vacant building has a common owner with the Adams Hotel, plans to expand the hotel facility into the riverfront structure. The Hotel is primarily occupied by long term residents. Both the Adams Hotel and riverfront building have several elements including narrow ingress/egress corridors that will be challenging to update to current building code requirements.

Across Main Street to the south is the Christian Assembly Church, which has a rear pavilion area and parking lot alongside the riverbank.

The Town of Greenville's municipal offices and police department are currently operating out of the Municipal Building on the southwest corner of Main Street and Water Street. The two-story, approximately 5,000 sq ft building has municipal offices in the upper level and the police station and town council chambers on the ground level. The structure was constructed before 1980 with concrete and masonry walls, making it especially challenging to make modern updates to the building. Additional operating space is desired for both the municipal offices and the police station.

The property adjacent to the Municipal Building on Main Street is a vacant former used car lot and sales facility. This property has a small parking area along Main Street and a small structure that is insignificant for reuse planning. The Municipal building and vacant used car property are envisioned together as a potential site for commercial redevelopment.



Main Street view of buildings Northwest of the Main Street Bridge



Riverfront Medical Building of Existing Conditions, Northeast of the Main Street Bridge



EXISTING PLAN



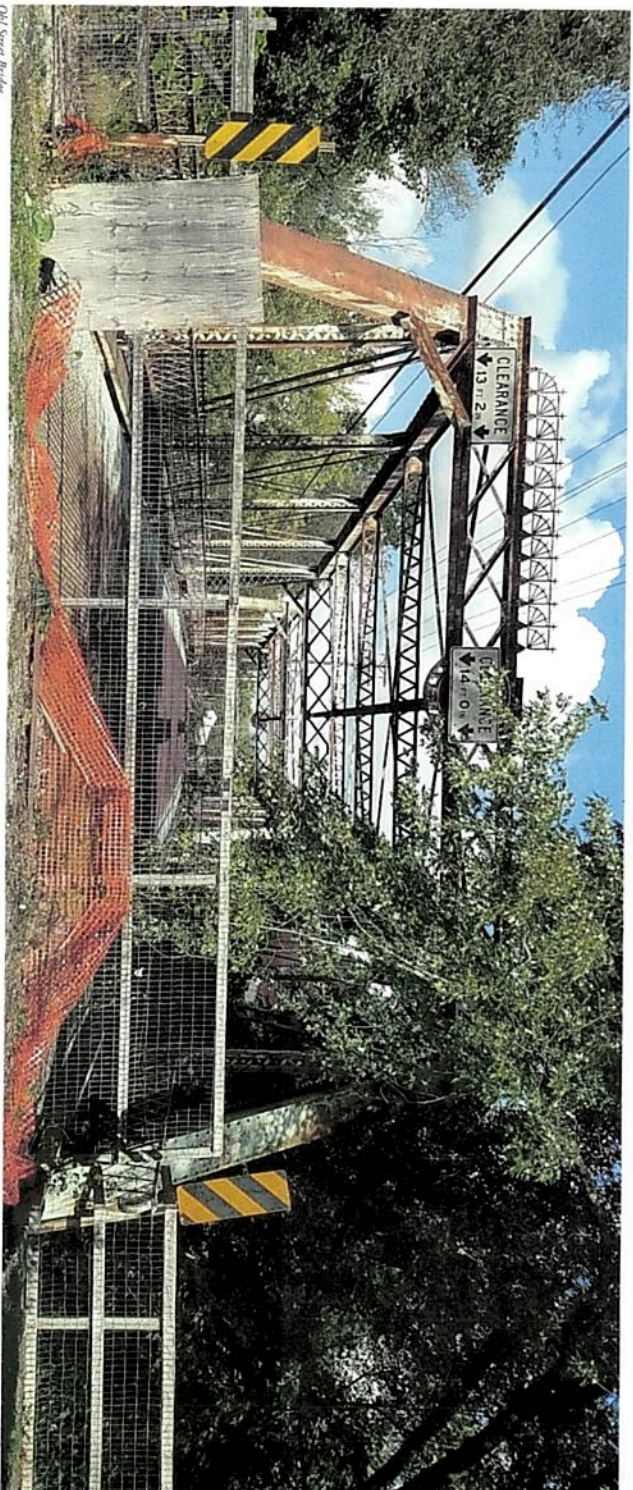


Greenville-Jamestown Rail-Trail Trailhead Northwest of the Main Street Bridge

The Greenville-Jamestown Rail-Trail currently begins on the west side of the Shenando River and heads north from Main Street alongside the river. The Town of Greenville has acquired land and plans to continue the trail to the south.

Moving south from the Christian Assembly on Main Street along the eastern bank of the Shenando River, a private business, Advanced Bulk and Conveying also has a riverfront parcel. Further South, the Town of Greenville's filter plant and recycling center comprise 6 riverfront acres. The filter plant and recycling center facilities are bound by fencing. The riverbank behind these facilities is a natural river's edge, with no trail or river access.

The Old Street Bridge over the Shenando River is adjacent to the south of the Town's recycling center. The bridge is dilapidated and has been closed. The County has plans to remove the bridge structure, leaving behind the abutments and bridge pier. A plan for improving conditions surrounding the bridge will be created and implemented by KENL001.



Old Street Bridge

RECOMMENDATIONS

Reuse of vacant or underutilized properties on the west end of Greenville's downtown Main Street could reorient the community to face the Shenandoah riverfront as a focal point for recreation, commerce that will improve the local quality of life. Development interventions are proposed for the north and south sides of Main Street east of the river, as well as the south side of Main Street west of the river. These proposed developments will draw additional visitors to enjoy the Greenville – Jamesstown Rail-Trail via the existing trailhead at the northwest corner of the Main Street Bridge.

NORTHEAST OF THE BRIDGE

A more formal outdoor landscaped space with additional commercial and public amenities behind the Adams Hotel will attract area residents, students, and visitors, activating the space as a central downtown riverfront hub. Alphabet Art - Riverfront Trailblazer marking pedestrian accessways from Main Street and Water Street will attract pedestrians and bicyclists. A river overlook that is ADA accessible will provide a Shenandoah River social media moment, allowing folks to share this special riverfront space with the world, attracting additional visitors over time.

Formalized parking will maximize the available patron parking for the existing hotel and bar, as well as additional proposed businesses: an expanded outdoor rooftop restaurant and bar, kayak and bike rental, and outdoor concessions stand.

SOUTHEAST OF THE BRIDGE

The vacating of town offices, the police station, and the recycling center to a new municipal complex will free up valuable commercial space on the corner of Main Street and Water Street for private investment. The current municipal building, together with the adjacent vacant property formerly programmed as a used car lot are proposed for reuse as a new boutique hotel through the adaptive reuse of the Municipal Building and an addition to the West that includes parking below the new construction.

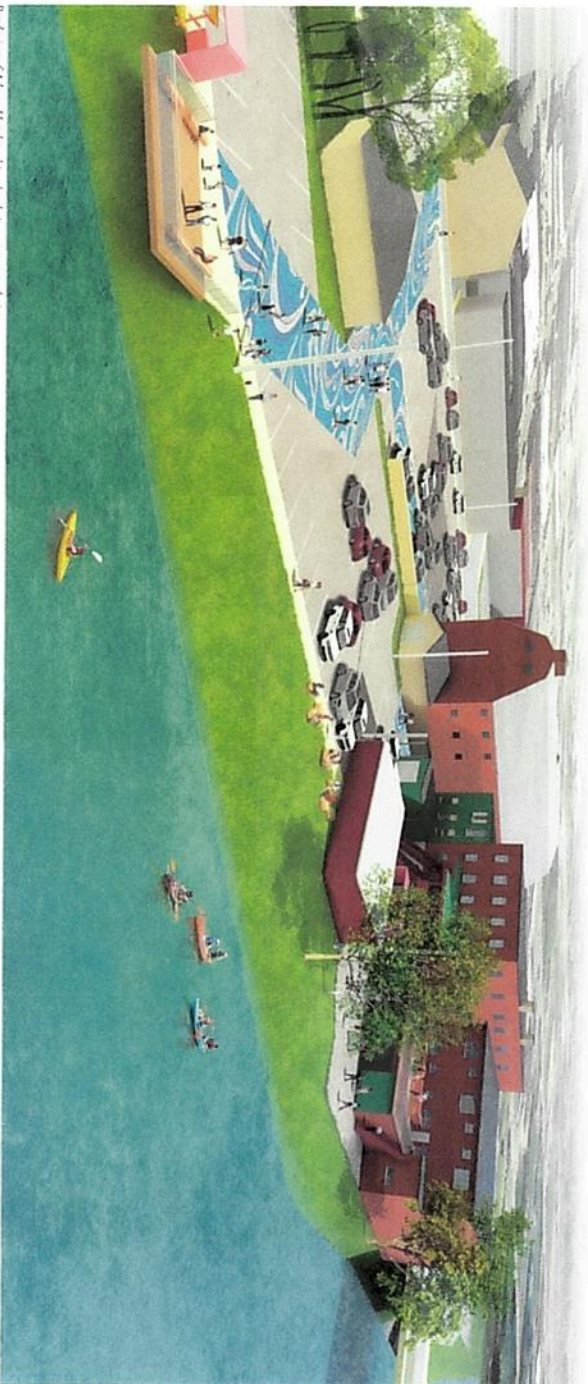
The ground floor of the Municipal Building can be utilized as the lobby, administration space, and breakfast room to support the hotel. The addition will allow for vertical circulation, including new elevators, to serve the hotel rooms located in the new addition and on the second floor of the Municipal Building. Given the topography of the site, parking can be located below the ground floor of the addition, increasing the available parking spaces for hotel guests.

MAIN STREET BRIDGE IMPROVEMENTS

Improvements to the Main Street Bridge will encourage more pedestrian activity across the bridge and will also calm traffic. Bollards, additional hanging baskets, planters, and light posts will provide attractive vertical elements, making the bridge overall more substantive and allowing the sidewalks to double as river-overlooks. Lamp post, bollard, and planter installations will resemble the existing Main Street Streetscape features.

SOUTHWEST OF THE BRIDGE

A new entry feature at the current Veterans Park will promote a positive community image with strong connections to the Shenandoah River and the local heritage. "Welcome to Greenville" entry signage will be a memorable entry feature and social media moment worth stopping for. A sculptural playground feature will be a family attraction, while serving as a backdrop for the park and entry signage. The river overlook will provide a visual connection to the Shenandoah River.

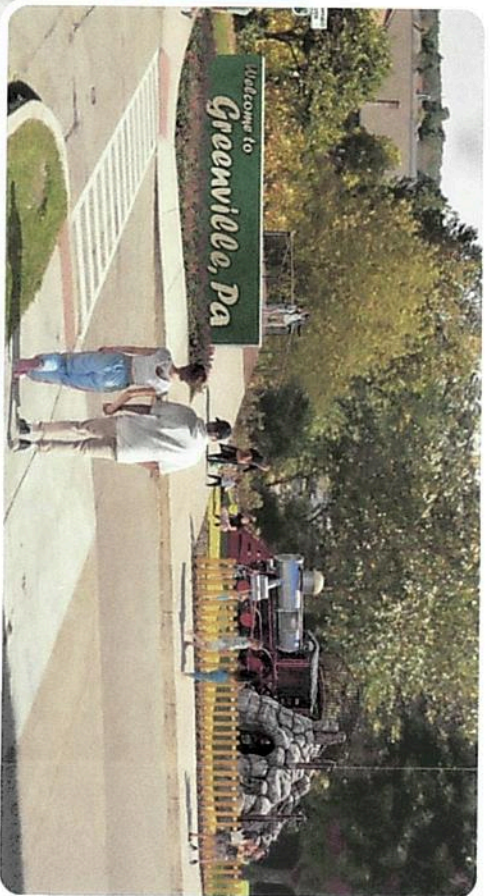
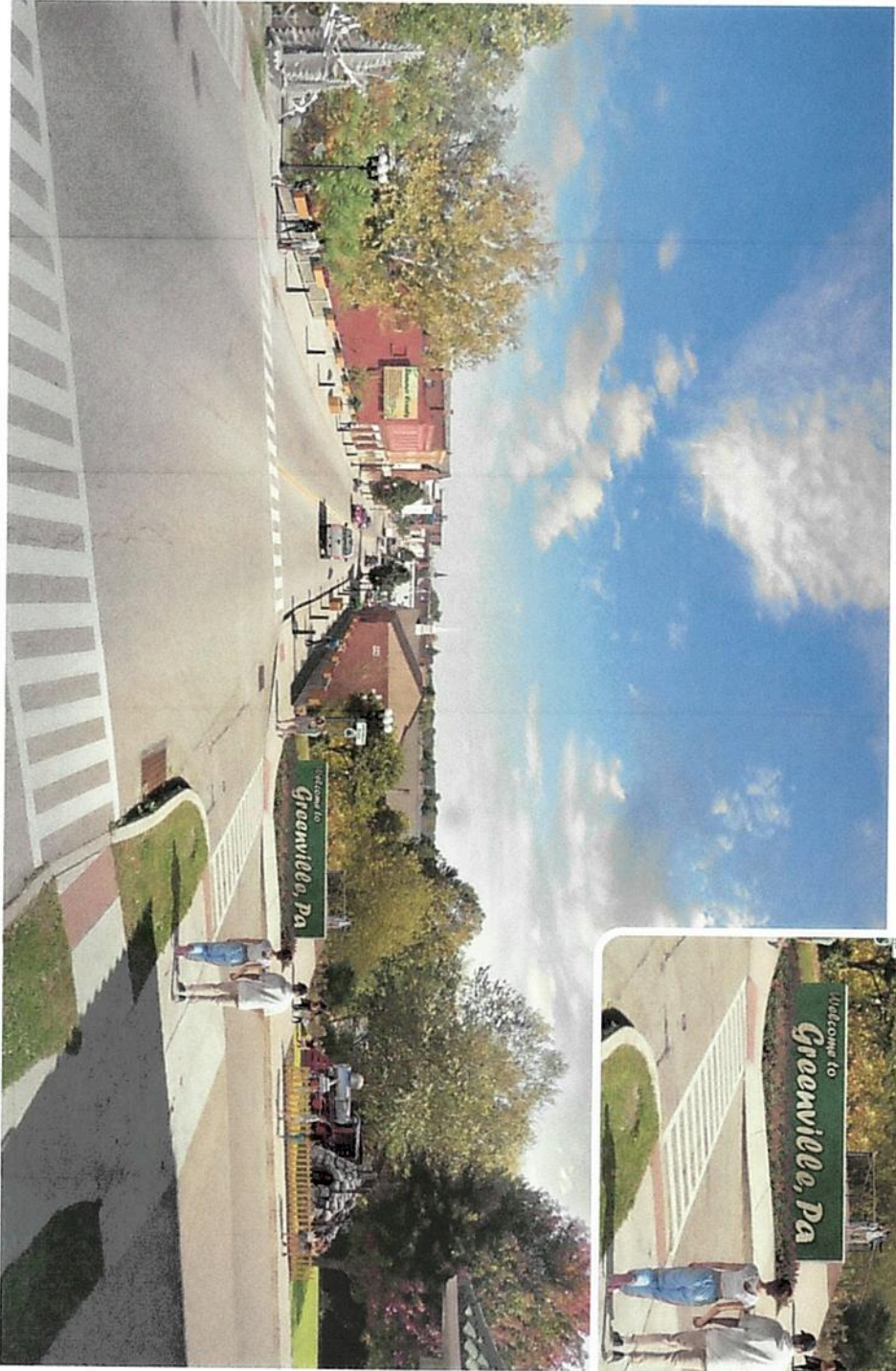


Rendering of Adams Hotel parking lot design recommendations



MUNICIPAL BUILDING HOTEL







SITE PLAN SKETCH

Greenville Area Boardwalk Redevelopment Plan





Birds-eye view from Trinity North looking east





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THE EXISTING NETWORK

Main Street is the primary thoroughfare for through traffic in Greenville, with access to I-81 and communities to the west and access to I-79 to the east. Pyramunting Lake and Third College are accessed via College Avenue north of Main Street or less directly via Race Street. Mercer is accessed south of Main Street via Mercer Street. Although there is heavy vehicular traffic on Main Street, the downtown segment of Main Street has several effective traffic calming measures implemented, including several crosswalks.

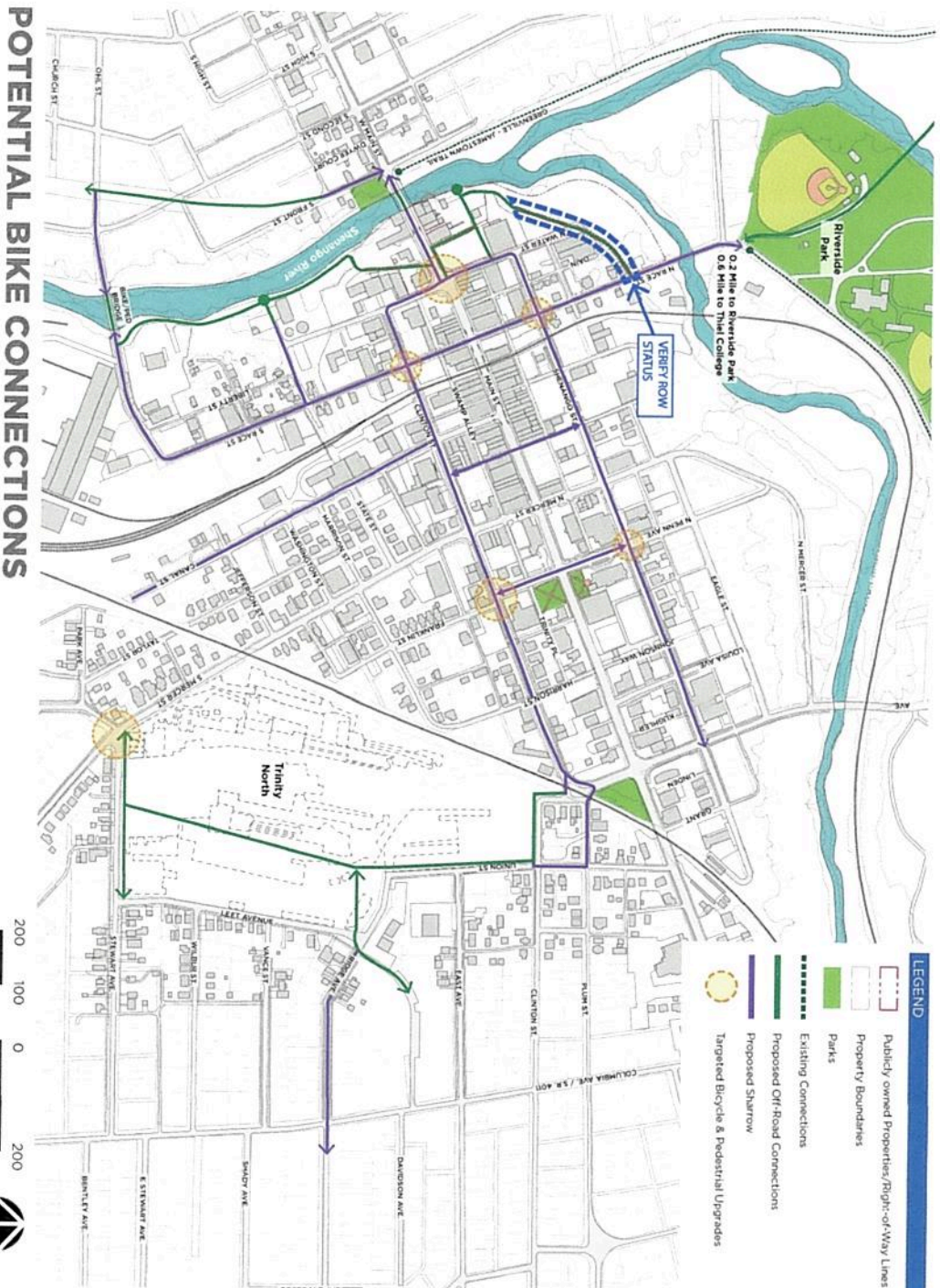
There is a grid spanning from Main Street including many slow streets that provide access to residential and other areas in Greenville. There are several alleyways perpendicular to Main Street.

Sheringo and Clinton Streets are offset and parallel on either side of Main Street. These parallel streets provide slow auto access to commercial areas surrounding Main Street. Much of Greenville is very walkable and bikeable and could be much more so with elements to help identify as a healthy walkable and bikeable place and to encourage these activities in Greenville.

Several key nodes that are destination worthy for bike/pedestrian activity include Third College, Main Street Business, and the Greenville Jamestown Rail-Trail Trailhead. Once planning priorities are implemented, the Riverfront and the Trinity North site will also be destination-worthy places.

River adjacent parks and the Ohl Street Bridge abutments are also good locations for expanding the off-road greenway network. There are several destinations - worthy locations for bike/pedestrian activity, including:

- Third College,
- Main Street Business, and
- The Greenville Jamestown Rail-Trail Trailhead.
- Riverfront
- Trinity North Site



POTENTIAL BIKE CONNECTIONS

RECOMMENDATIONS

In addition to the area reuse strategies described in the prior chapters, a major focus of the overall AWP planning effort will be placed on the broader infrastructure needed to support the site reuse recommendations. The focus of the Area-Wide Plan transportation framework is to improve mobility for people moving throughout the study area, especially in relation to the Trinity North Site and Sherrango Riverfront and integrating them into a multimodal transportation network that helps reestablish the area as a place where people want to be. The establishment of bike and pedestrian infrastructure on existing roadways along with new off-road greenways will improve upon current non-vehicular transportation conditions.

Most importantly, the establishment of complete neighborhoods, including those that are truly “mixed use”, depends upon a consistently good pedestrian experience. Complete neighborhoods require a mix of land uses (residential, retail, office, civic uses, etc.) and a mix of housing types and household income (single-family detached, townhouses, duplexes, apartments, etc.) arranged to provide a variety of living and working options all within walking distance of each other. The prime determinant of the pedestrian experience is the quality of the streetscape: “complete walkable streets are visually stimulating, while environments that are hostile or uninteresting immediately turn pedestrians away. Specifically, the most important element of a good streetscape is the quality of street frontage – the way the public realm of the street and sidewalk meet the private line of building facades. Streets and other thoroughfares are public spaces balanced for function and character. Streets shape blocks. Larger voids in the block structure should generally only exist as public spaces such as plazas, playgrounds, and parks, not as pedestrian “dead zones.”

Promoting a safe and quality pedestrian experience, however, does not mean that efficient vehicular traffic circulation must suffer. Instead, it advocates the desire of a high-quality pedestrian environment. Transportation design decision-making is made using a balanced approach between all modes, considering that a minimum base-line of pedestrian services be achieved that are above the typical norm. This multi-modal approach is the fundamental basis for all transportation recommendations in the Area Wide Plan initiative. Through the AWP planning effort, specific transportation improvements were explored for critical connector streets and intersections within the study area.

The proposed redevelopments at the Trinity North Site

provides opportunities to reestablish a full street grid. As currently configured, many of the roads within the study area are cut off by the Trinity North Site. The active railways also interrupt the transportation network. The plan proposes to (re)establish a north-south connection through the site via Union Street. Making this (re)connection will improve connectivity for the community as a whole and make the Trinity North Neighborhood more interconnected.

The value of high-quality multi-modal streets in supporting the redevelopment efforts of this plan cannot be understated. A goal of the Plan is ensuring that vehicular traffic needs are met along with the inclusion of ample pedestrian and bicycle facilities as well as green infrastructure, with no compromise to the functionality of multi-modal needs or safety. Downtown Greenville is largely walkable. The Main Street Streetscape project implemented in recent years provides adequate accommodations for pedestrian and limited mobility access throughout the downtown Main Street area. The downtown area is not, however, bikeable. The Main Street sidewalks are not wide enough for bicycles, and the vehicular through traffic is overwhelming for non-expert cyclists. Low speed

limits and traffic volumes on streets surrounding Main Street make several streets good candidates for designated bike routes, which would be an easy lift for making the Town a bikeable community.

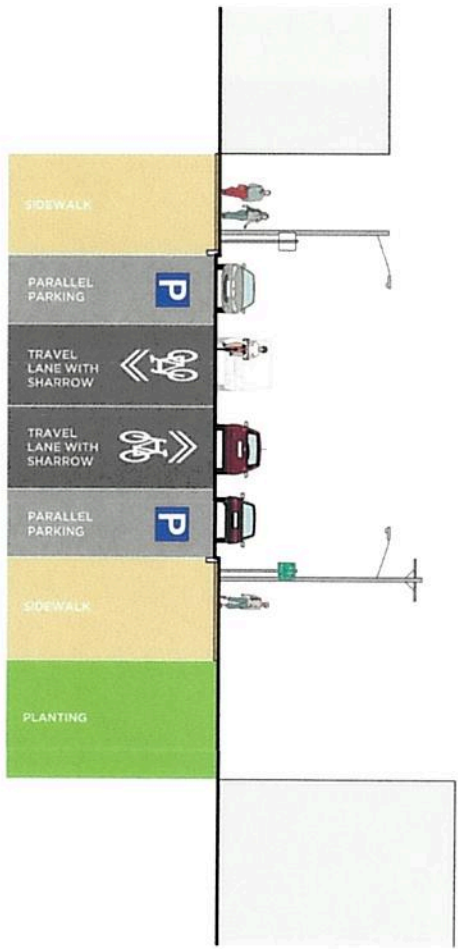
Small and large investments in the local bicycle and pedestrian network will help the Town of Greenville to identify as a bikeable and walkable community and encourage residents and visitors to utilize non-motorized methods of transportation. The Plan proposes the installation of sharrows and signage along Clinton and Sherrango Streets to improve bikeability throughout the downtown network, along with additional off-road greenways along the Sherrango River. Sharrows will be a minimal investment with a large impact on the community identity as a bike-friendly community. The greenway is a larger investment that will reframe the Sherrango River as a focal point and asset as a public space corridor in the downtown area. The proposed greenway will expand the off-road biked network, promoting beginner and family friendly recreation.



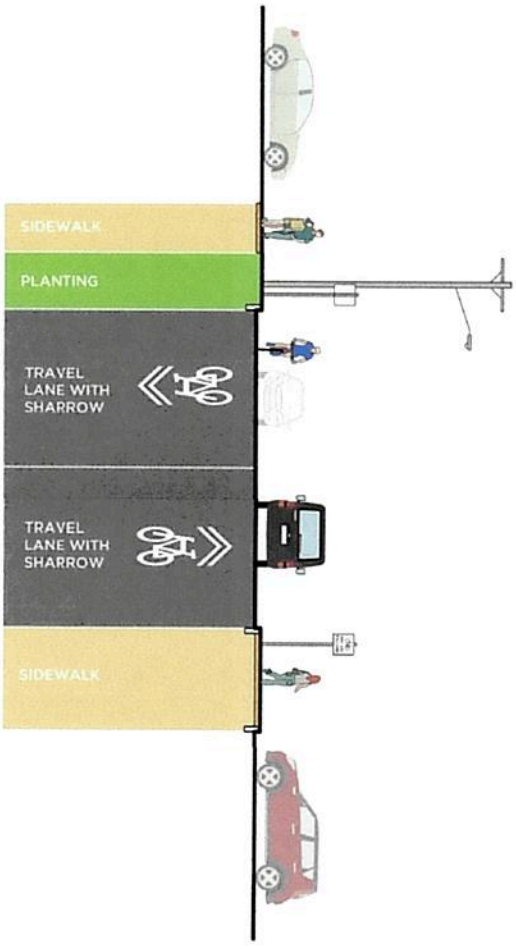
Greenville Area Downtownly Redevelopment Plan

THE LIMITATIONS IMPOSED BY THE RAILROAD TRACKS

Greenville is not unique in the fact that it is served with a complex array of railroad facilities. Former industrial sites, especially those of the scale of the Trinity North Site, often were primarily served by rail, not by road. As a result active and inactive tracks often present redevelopment challenges, especially in terms of reconnecting traditional street grids through brownfield sites. In the case of the AWP, there several areas where the presence of active rail lines present potential barriers to multi-modal connectivity. The active rail line immediately west of the Trinity North Site presents a transportation challenge limiting east to west access possibilities.



TYPICAL CLINTON SECTION



TYPICAL SHENANGO SECTION



SHA-CO





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PROJECT PHASING AND POTENTIAL COSTS

The reuse plan's recommendations are organized into four areas which package the plan recommendations into defined improvement projects and efforts to realize the Town of Greenville's revitalization goals.

The four implementation areas include:

Area 1 – Trinity North Site and Neighborhood Context

Area 2 – Main Street

Area 3 – Downtown Riverfront

Area 4 – 53 Canal Street (Former Sha-Co) Site Maker Space/Innovation Center

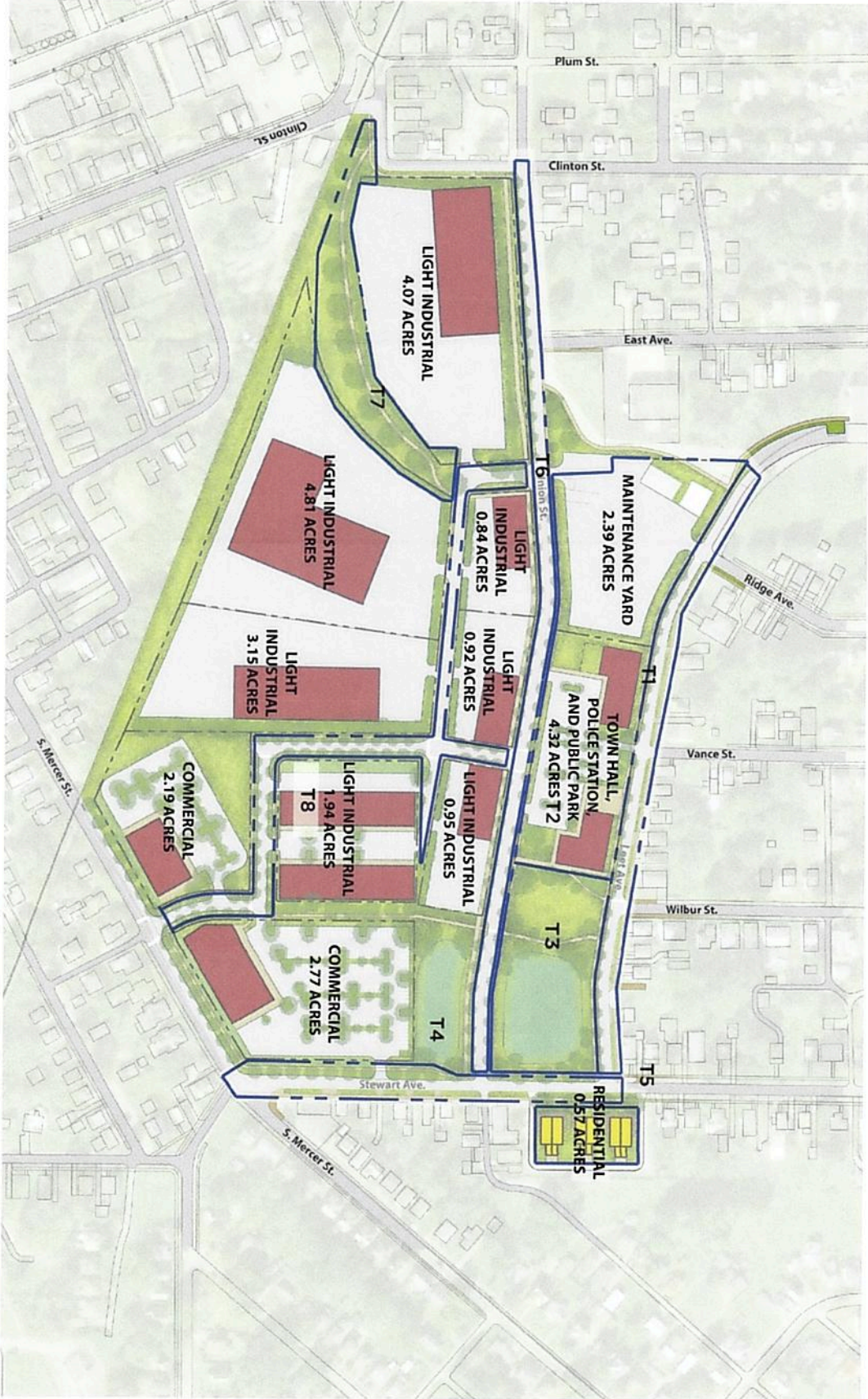
Area 5 - Area-Wide Transportation Infrastructure

Undertaking redevelopment of the scale of what is proposed in this plan requires a great deal of public/private partnerships, especially when considering the need for public investment in infrastructure to attract and support private enterprise. The Town of Greenville can best organize itself to obtain resources for brownfields revitalization, infrastructure upgrades, and community improvements in its targeted redevelopment area through strategic partnership and funding, financing and advocacy efforts. A key next step should be the development of comprehensive "Resource Strategy" which identifies a concise and robust list of resources, strategies, and advocacy measures to be undertaken to make the recommendation of this plan happen.

First and foremost, to secure resources for community revitalization, the Town needs to **organize and implement a resource strategy that makes the community competitive** against the hundreds of other communities that are seeking these same resources. This involves the following key steps:

- Form a Resource Team that involves both local representatives and broader supporters from the region, state and federal governments;
- Review the plan's recommendations and identify clear priority projects;
- Identify and pursue target funds;
- Create a briefing materials;
- Identify tactics for leveraging and preparing projects;
- Brief state, federal, philanthropic and private sector officials and organizations;
- Hold a Revitalization Roundtable event for on potential funders and agency representatives;
- Identify grant-writing resources; and
- Conduct advocacy for these resources.

TRINITY NORTH PROJECT PHASING



**Project Phasing and Potential Costs
Greenville Area Brownfields Redevelopment Plan**

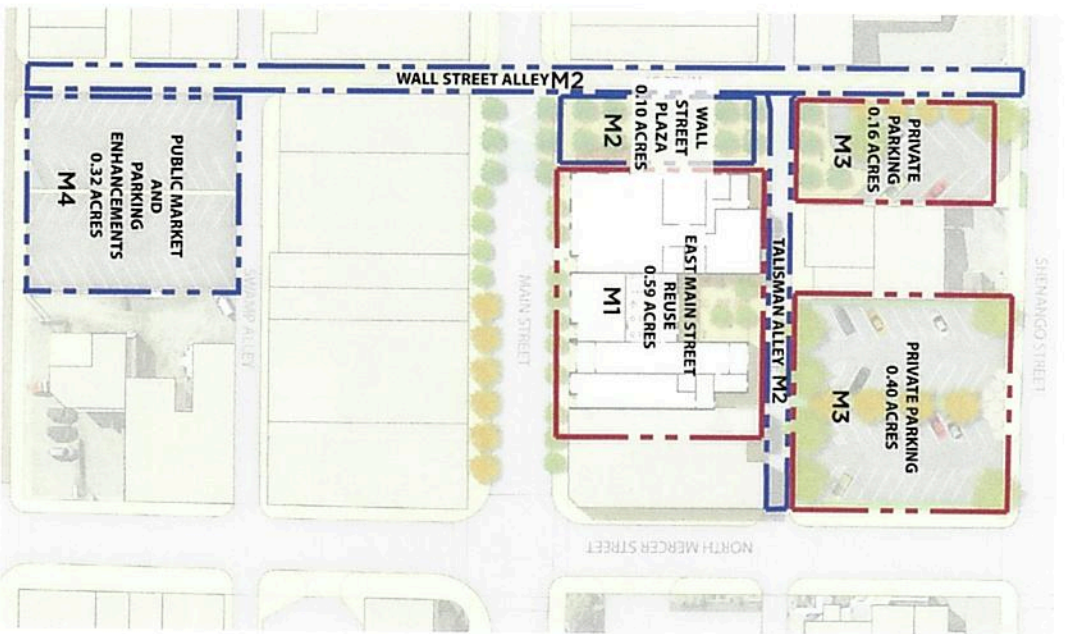
Trinity North Site and Neighborhood Context

Revitalization Activity	Priority	Project Leader and Next Steps Costs	Notes
T1 Lect Avenue Streetscape Improvements	Phase I	Town of Greenville - \$135,000 (Design & Engineering)	Project would entail upgrading Lect Avenue to accommodate new development on the Trinity North site. Improvements to include utility upgrades, roadway, curbs, gutter, sidewalks, street trees, stormwater conveyance, and lighting.
T2 Municipal Complex Feasibility Study	Phase I	Town of Greenville - \$75,000 (Planning & Design)	A feasibility study process for the proposed municipal complex would provide the Town with the opportunity to determine the ideal program for the complex, including administrative offices, expansion of public works (which is already present), public safety, and other supporting government facilities and services. Elements would include schematic site and architectural plans and along with estimates of costs and potential phasing. Completion of this step will support Capital Programming and potential bonding for implementation.
T3 Lect Avenue Park & Stormwater Management		Town of Greenville - \$75,000	Public space site master plan (generally following PADCNR requirements) to create neighborhood park that integrates the need to provide integrated "neighborhood-wide" stormwater management and respond to any environmental remedial controls based on PA Act 2 compliance. Effort could be linked with T2 for comprehensive strategy for the area.

T4	Stewart Avenue Streetscape and Sewer Interceptor Improvements	Phase III	Town of Greenville - \$275,000 (Design & Engineering)	Project will include addressing major flooding conditions that exist at the intersection of Stewart & S. Mercer Streets, including the relocation of the sewer interceptor that currently diagonally traverses the Trinity North site, so it follows street rights-of-way as much as possible, as well as other utility upgrades, and new roadway, curbs, gutter, sidewalks, street trees, stormwater conveyance, and lighting.
T5	Stewart Avenue Housing Project	Phase I	Town of Greenville - Soliciting a Private Developer through RFP Process	This area has no environmental restrictions and most suitable for infill residential development. The Town can lead a process to solicit developer/home builder proposals.
T6	Union Street Extension	Phase I	Town of Greenville - \$200,000 (Design & Engineering)	Union Street is the central spine of multi-modal connectivity that opens up the full development potential within the Trinity North site.
T7	Clinton to Union Greenway Connector – Right-of-Way Acquisition	Phase III	Town of Greenville - \$25,000± (Legal and Valuation Appraisal)	The Town should initiate discussions with CN to acquire the right-of-way for the rail siding into the Trinity North site.
T8	Commercial/Industrial Internal Access Road Network	Phase IV	Town of Greenville or Private Developer	The final layout of the internal street network will be dependent upon the requirements of final end user(s). Through the land development review and permitting process, the Town should ensure that proper inter-connectivity is achieved and also to ensure that any truck traffic generated from the site is directed in an appropriate manner to minimize impacts to adjacent residential neighborhoods.

Project Phasing and Potential Costs Greenville Area Brownfields Redevelopment Plan

Main Street				
	Revitalization Activity	Priority	Project Leader and Next Steps Costs	Notes
M1	200 Main Street Block – Mixed-Use Infill Development	Phase I	Town of Greenville/Private Developer/Thiel College - Public Private Partnership (P3) Agreement	This proposed development is illustrative example of how a significant catalytic infill development could occur along Main Street. The key step is for the Town and Thiel College (if they elect to play a role in the housing component of a project) to establish a P3 Agreement to support a developer assembling a viable downtown development project. The P3 would provide the ability for the project to maximize the resources and opportunities, including critical public funding and financing tools, to create an economically viable project.
M2	Wall Street Alley and Public Plaza	Phase I	Town of Greenville - \$200,000 (Design & Engineering)	These improvements would commence once blight removal/demolition is completed. The goal is to create an attractive multi-use corridor for vehicles as well as pedestrians to utilize the alleyway to connect from rear parking to Main Street businesses. Improvements would include enhanced paving, lighting, landscaping, and placemaking/branding elements.
M3	Talisman Alley and Parking Improvements	Phase II	Town of Greenville - \$60,000 (Design & Engineering)	Blight removal could open up the opportunity to create additional parking along Shenango Street at Wall Street. The current Town-owned lot at the corner of Mercer and Shenango Streets would be critical to support new infill development along Main Street. The proposed

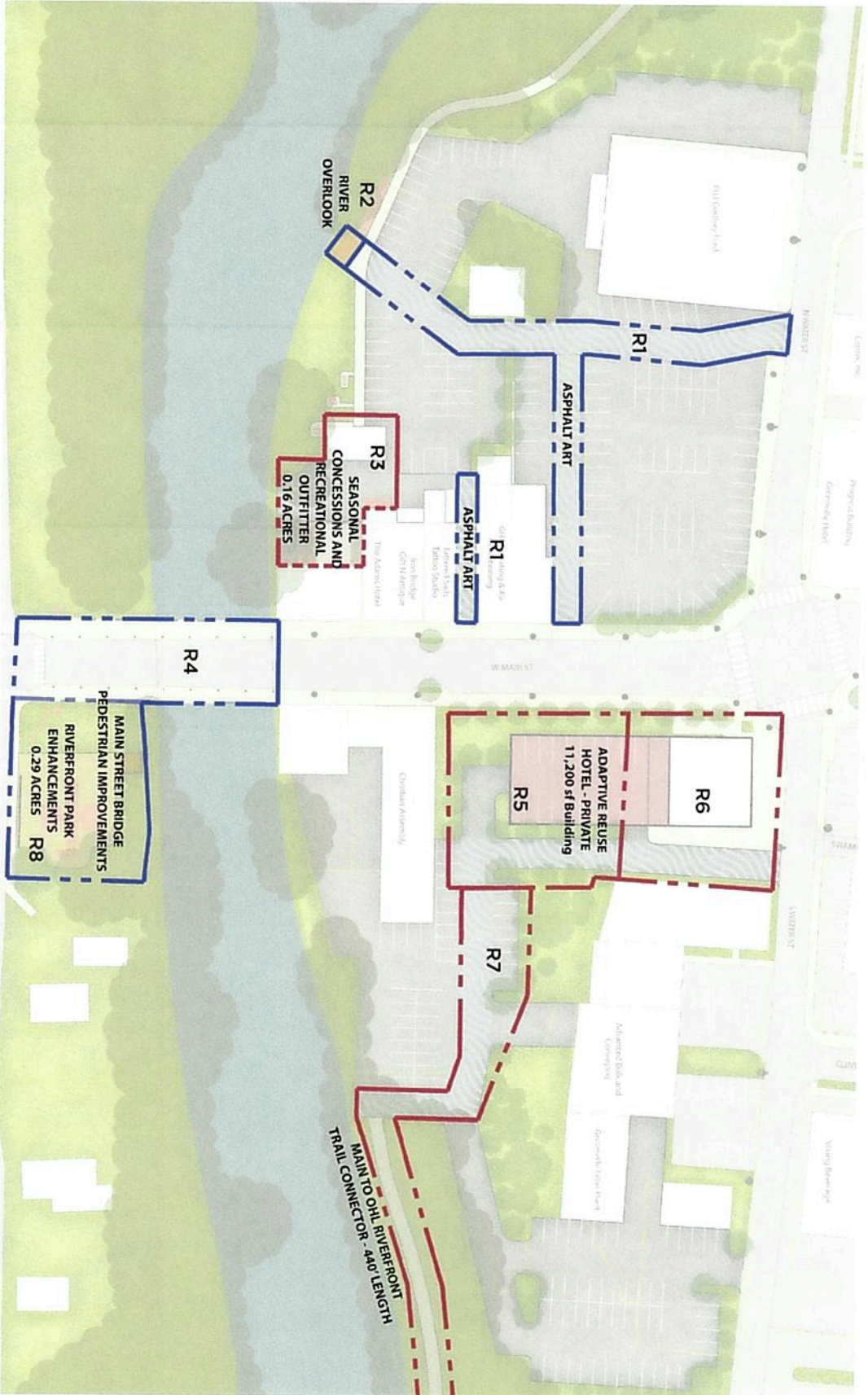


MAIN STREET PROJECT PHASING



			<p>improvements would focus on curb, drainage, and paving of the new lot as well as improved lighting, landscaping, buffer plantings, etc. for both parking areas.</p> <p>The parking lot on Clinton Street could be rented with an asphalt art installation to make it an attractive events venue in the evenings and weekends. Example treatments and funding sources are available from the Bloomberg Philanthropies – Asphalt Art Grant Program. See: www.bloomberg.org/arts/supporting-public-art/asphalt-art-initiative</p>
M4	Clinton Street Parking Lot "Events Space" Enhancements	Phase III	Town of Greenville - \$15,000





SHENANGO RIVERFRONT PROJECT PHASING

Greenfield Area Boardwalk Redevelopment Plan



Project Phasing and Potential Costs Greenville Area Brownfields Redevelopment Plan

Downtown Riverfront

	Revitalization Activity	Priority	Project Leader and Next Steps Costs	Notes
R1	Asphalt Art – Riverfront Trailblazer Installation	Phase I	Town of Greenville with Formal Agreements with Key Site Owners	With the goal of created a publicly accessible route to the riverfront, access easement agreements would be required with key property owners to allow for such access. Once agreed upon, physical elements, including signing and visual graphics painted on the ground, could trail-blaze the public route. Example treatments and funding sources are available from the Bloomberg Philanthropies – Asphalt Art Grant Program. See: www.bloomberg.org/arts/supporting-public-art/ asphalt-art-initiative
R2	River Overlook Access Project	Phase II	Town of Greenville with Formal Agreements with Key Site Owners - \$30,000 (Design & Engineering)/\$175,000± (Construction)	Creation of a formalized “destination” overlook at the river’s edge could consist of an ADA accessible elevated boardwalk with supporting amenities, including working with property owner as a joint venue for events, recreational services, and food.
R3	Seasonal Concessions and Recreational Outfitter	Phase I	Town of Greenville/Private Property Owner/Vendor - Public Private Partnership (P3) Agreement	This recommendation is focused on attracting more economic activity to the riverfront. It would require participation by the property owner and would require an organization role, possibly by the Town or other organization focused on recreation and/or economic development. This phase may be combined with Project R2.
R4	Main Street Bridge Gateway – Pedestrian & Placemaking Improvements	Phase I	Town of Greenville - \$45,000 (Design & Engineering)	This gateway enhancement is important to denote the connection of the Shemango River to the downtown, which current is complete invisible to most people passing through the

				downtown. The project would celebrate the river location and include bollards, hanging baskets, lamp posts, planters, and other placemaking/branding elements.
R5	117 Main Street Environmental Assessment	Phase I	Town of Greenville (in Partnership with Property Owner) - \$18,000 for Phase I ESA and ACM study	The site's legacy use and location along Main Street makes it a desirable site for redevelopment which would likely require additional environmental assessment. The site's location makes it a candidate to combine with the Municipal Building future reuse (Project R6) so discussions with the property owner could be beneficial, including having the Town potentially acquire it for interim use with the Municipal Building.
R6	Greenville Municipal Building Redevelopment/Adaptive Reuse	Phase III	Town of Greenville/Private Developer - Public Private Partnership (P3) Agreement	Should the Town decide to construct a new Municipal Complex (Project T2) the Town could solicit developer RFPs for adaptive reuse of the structure. The project could be pursued in tandem with Project T2 to determine the value-added aspect in terms of financial modelling capital programming for T2 and developer incentives for this project.
R7	Main to Ohl Streets Riverfront Trail Extension	Phase II	Town of Greenville - \$70,000 (Design & Engineering)	Portions of this trail alignment are on public property and portions would require the negotiation of access easements with private property owners. Once right-of-way is secured the trail would create a direct connection to a future bicycle/pedestrian bridge across the river at Ohl Street.
R8	Riverfront Park Enhancements	Phase II	Town of Greenville - \$75,000 (Design & Engineering)	Pursue design and key gateway improvements including Downtown/Town arrival branding signage, sculptural playground, and river overlook.

Project Phasing and Potential Costs Greenville Area Brownfields Redevelopment Plan

53 Canal Street (Former Sha-Co) Site Maker Space/Innovation Center

	Revitalization Activity	Priority	Project Leader and Next Steps Costs	Notes
S1	Adaptive Reuse Market Study and Financial Pro-forma	Phase I	The Town of Greenville or Partnering Economic Development Entity	The location of the site include proximity to Main Street makes it a good candidate for various types of economic development activities, including maker-spaces and specialty fabrication, or even micro-brewing or distilling. A detailed economic feasibility study should be performed which looks at the financial performance of creating a multi-tenant building, including capital costs, financing/debt service, revenue generation, operation, etc.
S2	Site Acquisition	Phase II	Town of Greenville/Economic Development Agency/ Private Developer - Public Private Partnership (P3) Agreement	A purchase option should be pursued depending on the outcome of Project S2. Ownership structure of the property should be determined through Project S2 to determine the ideal structural to tap into public funding for site prep, building rehabilitation, and base operation for job creation and facility management.

Project Phasing and Potential Costs Greenville Area Brownfields Redevelopment Plan

Area-Wide Transportation Infrastructure Improvements

	Revitalization Activity	Priority	Project Leader and Next Steps Costs	Notes
AW1	Downtown Streets Sharrow and Bike Route Signage (2.7 Miles)	Phase I	Town of Greenville - \$80,000 (Engineering & Construction)	This is a low-cost intervention with high visibility that would advance the goal of making the downtown more bicycle-friendly and enhance its connections with surrounding neighborhoods and destinations (River Park, Thiel College, etc.).
AW2	Riverfront Greenway Connector -Northeast to Riverside Park	Phase II	Town of Greenville - \$80,000 (Engineering & Construction)	Title research is required to determine ownership of what appears to be a former canal right-of-way still exists and its ownership. Ideally, a direct multi-use trail connection should be pursued to connect Riverside Park with the downtown, along the river.
AW3	Ohl Street – Shenango River Pedestrian Bridge	Phase III	Mercer County (with Town of Greenville Advocacy) \$90,000 Preliminary Engineering Evaluation	The County determined that the current structure is structural sufficient even to be retrofitted for bicycle and pedestrian use only. A engineering study should be performed to determine if the existing masonry piers could be used to support a pre-fabricated trail bridge across the river to create a loop system to ultimately connect to the existing rail trail at Market Street.

