

COMMUNITY INPUT

On December 3, 2008 the Village of Greenhills hosted a community meeting at Molloy's on the Green Banquet Hall. Stakeholders identified what they saw as the Village's strengths, opportunities, weaknesses and threats. Participants were also asked to select or "vote" for what issue, idea or statement was the most important to them. The Greenhills Comprehensive Plan Steering Committee reviewed the comments, sorted them out, and consolidated them in manageable groups with homogeneous themes¹. The themes are listed from the most "voted" to the least one. Participants also located in a map what they considered landmarks as well as areas with potential for redevelopment or for consideration in the comprehensive plan. See consolidated group map.

Strengths: those assets we want to maintain, build and leverage:

- Green space, greenbelt and parks: surrounded by green
- Greenhills: the small town feel
- Government and community services: volunteer Fire Department, great Police Department, Community services, Recreation Complex/services, Infrastructure
- History and design: Federal Government Planned Community
- Location and accessibility
- Safety: low crime
- Pedestrian friendly: walkable community
- Urban design of the community and its adaptability to "new urbanism"
- Destination retail and services: library, post office, pool, Commons, places of workshop
- Diverse and affordable housing

Weaknesses: those situations or issues we want to remedy or exit:

- Business district: Vacant Johnny's Toys, and physical condition of shopping center, underutilized space and lack of businesses that cater to local residents (grocery, gas station)
- Property maintenance: [lack of] enforcement of codes result in poor condition of properties
- Housing: too many housing units turning into low-rent investment properties, aging housing stock that cannot easily be modernized, Dewitt Landing/Potterhill housing does not fit with the surrounding built environment
- Education/Schools: quality/performance of school district
- Public facilities and services: upkeep and maintenance of parks and public places, accessibility issues for seniors
- Sources of revenues: taxes are too high, there is not enough commercial tax base
- Public Image/ Branding: lack of a public identity/recognition, beautification of Commons area
- Demographics: Declining population in an aging community
- Greenhills defined: small mindedness, unwelcome to new residents, division

¹ Appendix No. xx SWOT Summary

Opportunities: those resources, events, leads we want to take advantage of:

- Business district redevelopment: Johnny’s Toys and underutilized shopping center present many opportunities for redevelopment
- Public image/Branding: build a stronger public image by reinforcing “street” appeal (Winton Road), capitalizing on the history of the Village, and by reinforcing the “new urbanist” characteristics of the community
- Infrastructure: beautification (new town square, Commons), improve sidewalks, bike paths/walking trails, youth activity center, expanding library and parks. Wireless internet.
- Housing: redevelop residential areas, new infill house, more owner-occupied, OLR into housing
- Activities/ events: activities for seniors, farmers’ market
- Education/ schools: adult education, charter school, improve school
- Redevelopment sites: Damon & Winton corner, OLR, unused greenspace, lower fields behind middle school

Threats: those situations and trends we want to counter

- Image and branding: deterioration of Greenhills and surrounding communities, losing historic district, resistance to change,
- Housing: functionality of housing, decrease in housing value, lack of property maintenance
- Revenue sources: not enough of a tax base to pay for municipal services, state and federal government funds cut to local governments, higher taxes
- Population trend: aging population, no new families to replace them, decreasing median income
- Education/ schools: school district performance is a threat to property value
- Business district unattractive as a destination: shopping center
- Infrastructure: aging infrastructure, lack of community transportation
- National trends: potential state library cuts, eminent domain, regionalization and metrogovernment

