



NOTICE OF QUORUM

DATE: Monday, June 15, 2020
TIME: 5:00 PM
LOCATION: Virtual Meeting

Sub-Area Planning Workshop

Conversation will be held with Hoisington Koegler Group Inc. (HKGI), the Town's consultant, to discuss the sub-area planning project.

http://www.townofgreenville.com/zoning_ordinance_update.php

Please register for Sub-Area Planning Workshop on Jun 15, 2020 5:00 PM CDT at:

<https://attendee.gotowebinar.com/register/5214241887387622669>

After registering, you will receive a confirmation email containing information about joining the webinar. Requests from persons who need special accommodations to participate in this meeting should be made to the Clerk's office at (920)757-5151 with as much advance notice as possible.

A quorum of the Planning Commission and/or Town Board may be in attendance at this workshop; however, no formal action will be taken.

Meeting Agenda

Town of Greenville – Small Area Plan Concept Exploration

Town Board and P&Z – Context and Concept Exploration

Monday 06.15.2020

Purpose of meeting: Our intent for this meeting is to share what we have learned to date and how that has translated to initial explore ideas and exploration. At this point, what we will be presenting are just ideas. We want to use this meeting to bounce ideas around, generate new ideas, understand where we might be off point, and make sure we are not missing any big ideas that warrant additional exploration. The following is our agenda for the discussion.

1. **Market overview:** For your information, attached is a series of slides that presents a market snapshot – Brad from HKGi will walk through *key* slides and messages or takeaways from this info. We would like to limit presentation and discussion on this item to less than **10 minutes**. We will keep the presentation very brief. **If you have questions regarding any of this content, please send them to Michael in advance so that we can be prepared to address them quickly and efficiently.**
2. **Stakeholder Engagement:** Attached for information purposes is a summary of engagement from the online portal and stakeholder engagement process. We will weave this information through the process (see items 2 and 3 below) and not spend too much time on it if any at our meeting. Consider it more FYI at this time.
3. **Issues and Opportunities:** Attached is a memo and supporting graphics that provides context, outlines potential issues and identifies initial observed opportunities “Context Issues Opportunities.” This information has been assembled through review of background info, stakeholder meetings, and base mapping. We will spend **15 or so minutes** on this topic.
4. **Concept Exploration:** Lastly, an outline for Concept Exploration Discussion is provided. We will provide maps and graphics that accompany this during our meeting. These maps are still in production at this time. The outline hopefully provides some “seeds” of ideas to generate discussion. We would like to spend a good hour on this and have it be an interactive discussion to the degree possible.

The next steps for us will be to take this input and begin to refine the concepts into alternative ideas that can be presented, evaluated, and discussed through a community engagement process that is set to occur as a virtual open house / workshop over the course of the full week of June 29. The virtual open house will include:

- short video presentations of the context information and overviews of concept ideas
- PDF files of concept ideas and descriptive notes
- An interactive map/diagram for people to leave comments and questions
- A comment mechanism for general discussion ideas.
- We are also exploring the idea of having a couple of designated times during the week to host a live chat opportunity via video conference.

Thanks and see you all Monday.



SUB AREA PLAN & MARKET STUDY

Greenville, Wisconsin

May - 2020

Overview

- 1 Key Findings
- 2 COVID19 Discussion
- 3 Greenville's role in the region
- 4 Housing Outlook
- 5 Commercial/Industrial/Office Outlook
- 6 Additional Data & Research

Project Purpose

The small area planning project is an outcome of the Comprehensive Plan. Greenville recognized the need to provide additional guidance for key spots in the community, including the area around the intersection of 15 & 76, as well as gateways and major corridors.

This market research is intended to provide planning staff with direction regarding the types and scale of future development that may be anticipated and supported.

1 KEY FINDINGS

Key Findings

- Greenville is a great place to bring a family, and the housing market reflects that
- Single family has been, and will continue to be the main driver of population growth
- Multi-family and attached housing products are becoming more popular, and represent a naturally more affordable opportunity to join the community

Key Findings

- Density proximate to retail/jobs will strengthen residential and retail
- Commute patterns and proximity to Grand Chute make retail challenging, but Greenville's demographics are strong
- Industrial (especially good industrial) should continue to do well in Greenville

2 A NOTE ON COVID-19

Impacts of COVID-19

- A Black Swan Event
- Dire outlook in the short term
 - Over 25% unemployment in Wisconsin
 - ~1/3 of businesses closed
 - Commercial rent collections down significantly
 - Gradual reopening of economy
 - Recovery will be a slow climb out of a quickly dug hole
 - Possible periodic regressions with COVID-19 flare ups

Impacts of COVID-19

- Mixed recovery in the long term
 - Hospitality: Long road ahead, numbers way down, new technology may reduce business travel
 - Retail: Consumers spending less, new development likely to be stymied by surplus of space in proven locations
 - Office: General consensus is that office will likely come back ok, but with changes to design. Large restructuring likely in medical.
 - Industrial: Increased demand likely as e-commerce rises further, US moves away (slowly) from foreign reliance

Impacts of COVID-19

- Mixed recovery in the long term
 - For Sale Housing: Some bumps, but pent up demand and low mortgage rates should help for sale housing weather storm well, especially at entry-level. Fed support of housing market to help households/economy.
 - Rental Housing: SFR, TH, and most apartments will be within reach for many hurt by downturn. Affordable housing remains an area of high need (and getting higher).

Impacts of COVID-19

- Financing
 - To this point, the financial structures that make development work (rent, lending, etc.) have been averse to forgiving payments, choosing forbearance, deferments, extensions.
 - This may constrain the ability of renters (business & residential) to bounce back quickly as the economy reopens.

3 GREENVILLE AND THE FOX VALLEY REGION

Fox Valley Region

- A great place to live
- Growing
 - Outagamie, Calumet, Winnebago Counties up almost 100,000 since 1990 (30%)
- Built on manufacturing, remains strong
- Some overlap with Green Bay

24. Appleton, Wisc.

BY AMONDALEK SEPTEMBER 17, 2016



56 2019 Top 100 Best Places to Live

Appleton, WI

Population: 76,728

LIV SCORE 606



Greenville + Fox Valley Region

Housing

- Growing Edge, new homes
- Open Space/Larger Lots
- Move-up housing
 - A great place to bring your family
- New appeal for boomers

Commercial

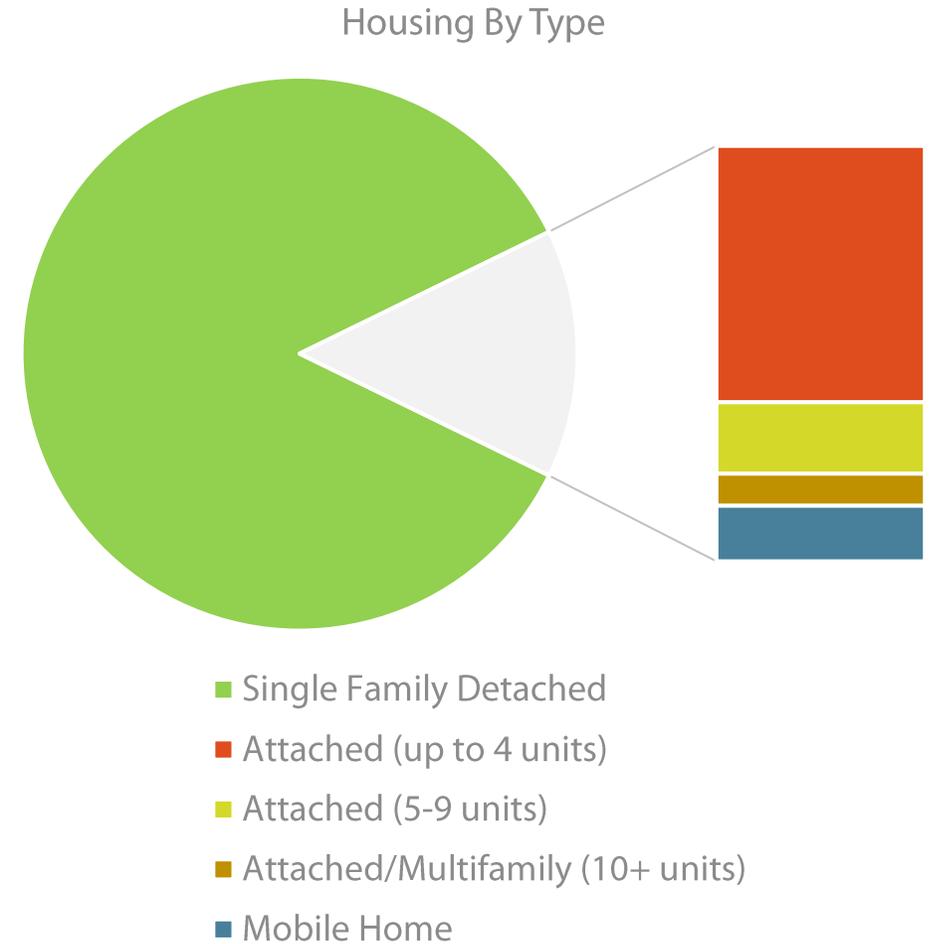
- Airport
- Strong industrial in a strong industrial region
- Retail – specific destinations (Bulk Foods, Meat Block)
- Office – Small and local

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4 HOUSING OUTLOOK

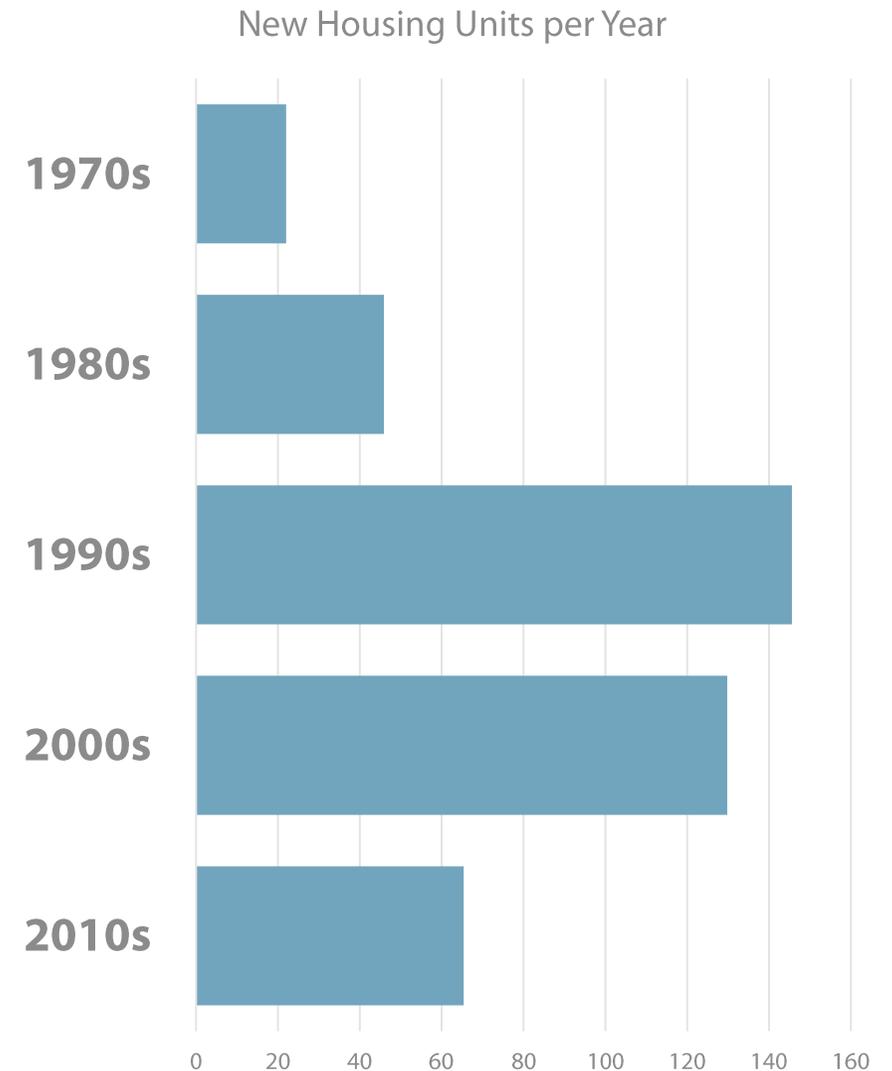
Existing Housing Stock

- Largely owner occupied (85%)
- Mostly single family homes (85%)
- Primarily single family subdivisions
- Some precedent for other multi-family, manufactured
- Some farm, large lot rural (30%)



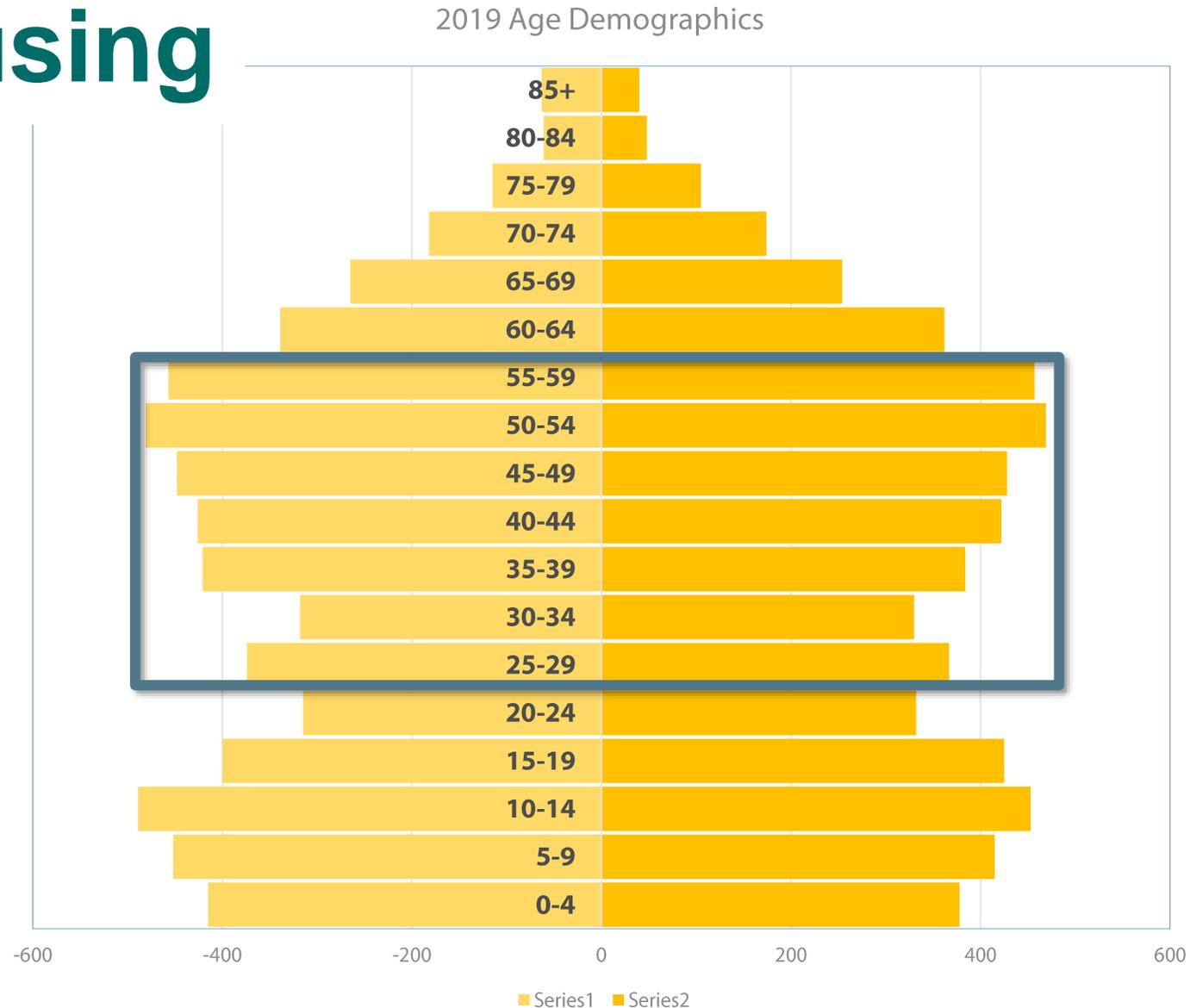
Housing - Demand

- Greenville is anticipated to add about 800 new residents in the next 5 years
- This translates to approximately 300 additional households
- Driven by families, move up housing
- Smaller but growing empty nester “right sizing” demographic



Single Family Housing

- Greenville is a desired location for families with kids due to newer housing stock, schools
- 63% of the community's homes were built between 1990-2010



Attached Housing

- Existing attached is primarily school adjacent
- Attached housing provides a more affordable option for families looking to move into the area or searching for a starter home, especially as single family prices rise.

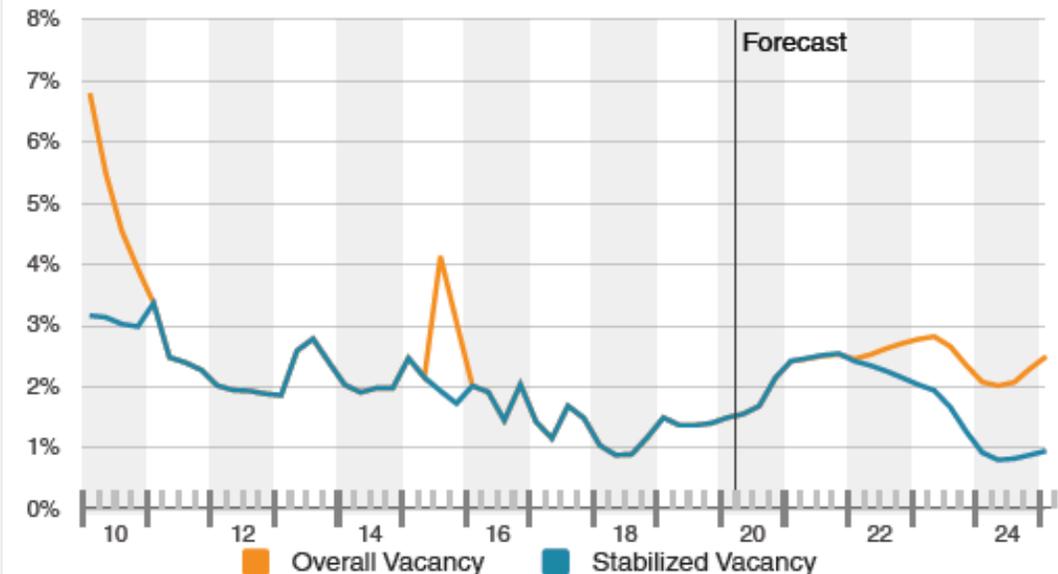


Multi-Family Housing

- Primarily Rental
- Very low vacancy
- Existing stock is largely stand-alone. New product would benefit from amenitization.
 - Development Features
 - Neighborhood

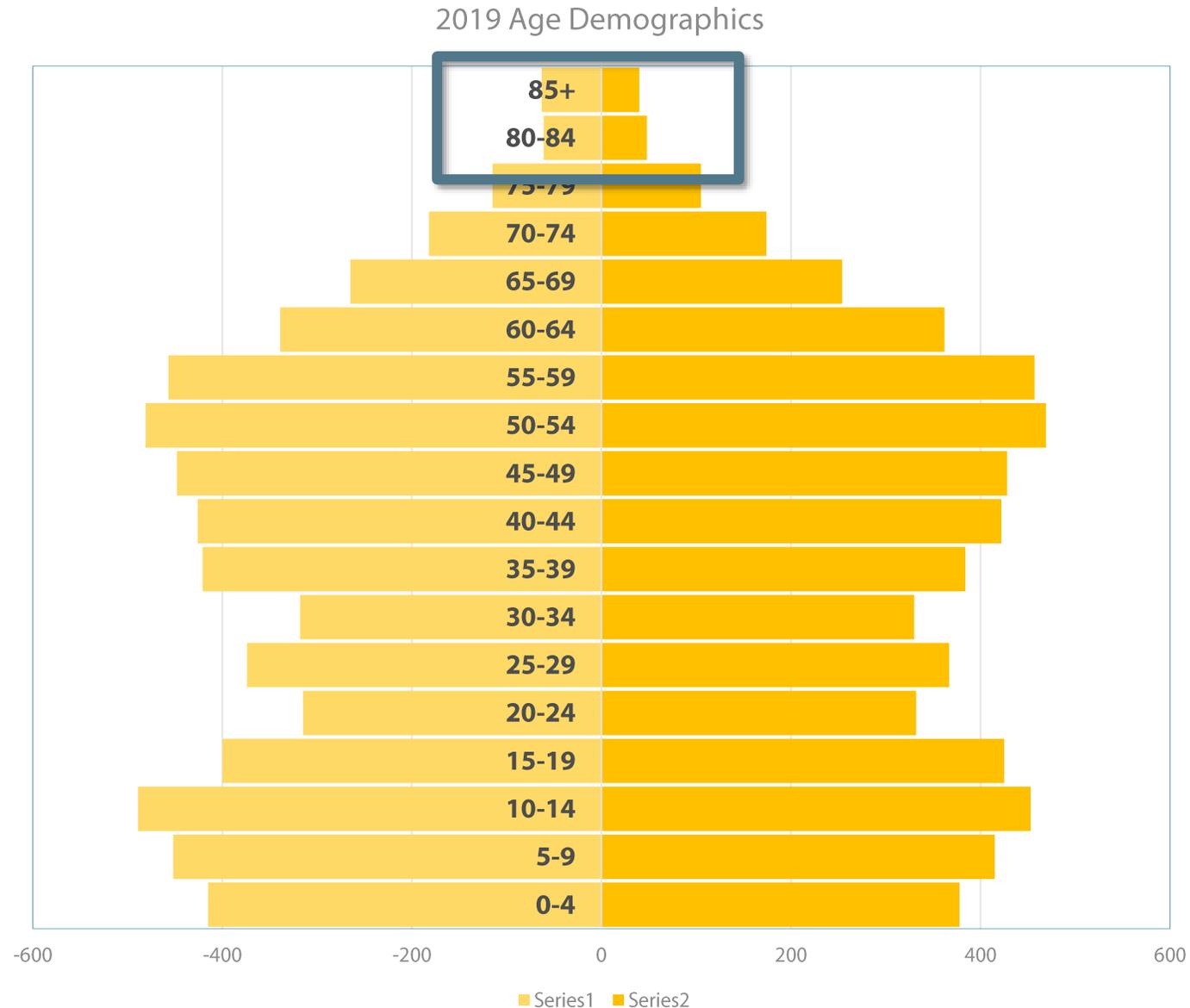


Overall & Stabilized Vacancy



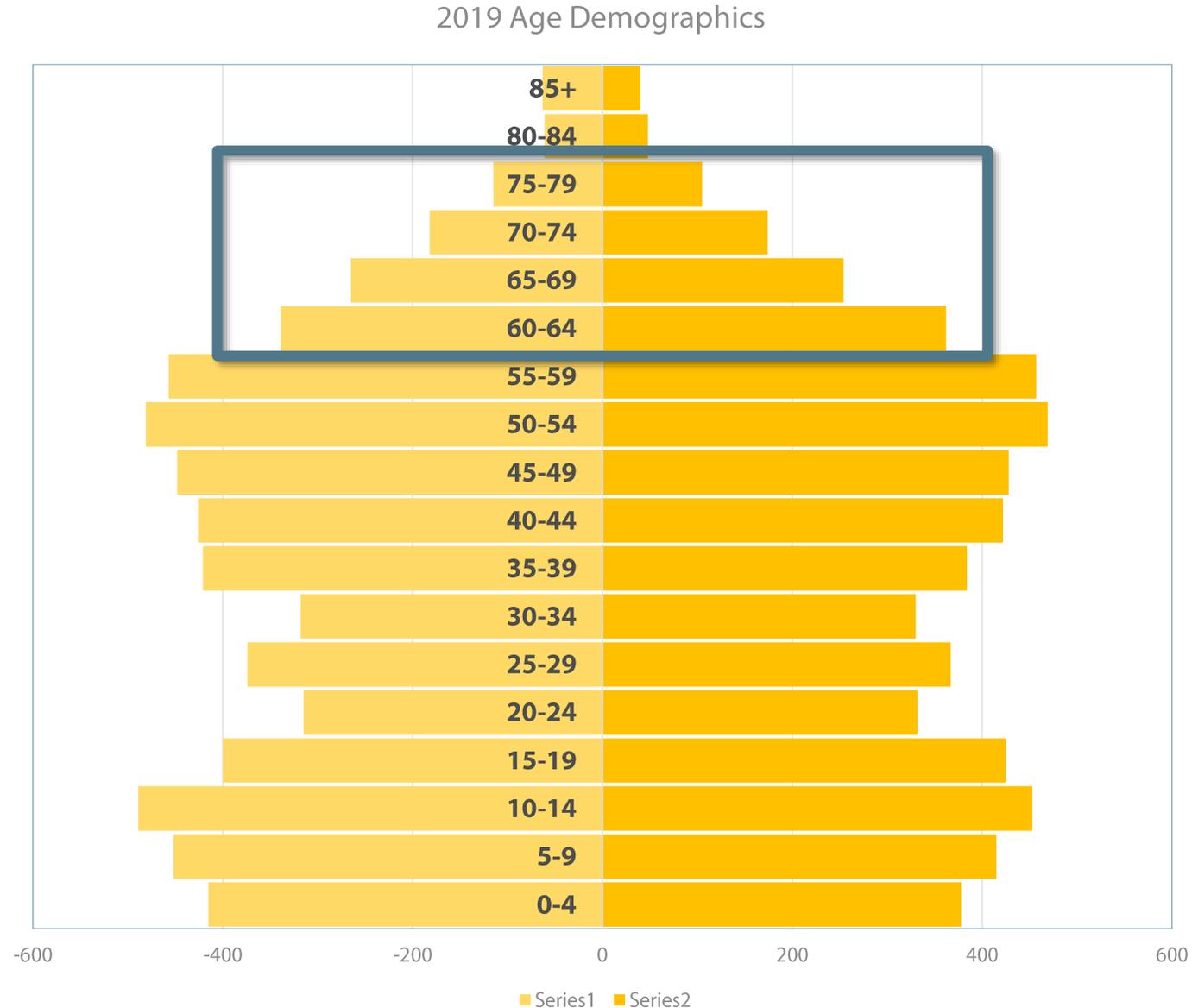
Senior Housing

- Current demographics show that Greenville is still a younger community
- Not much built in demand for senior housing



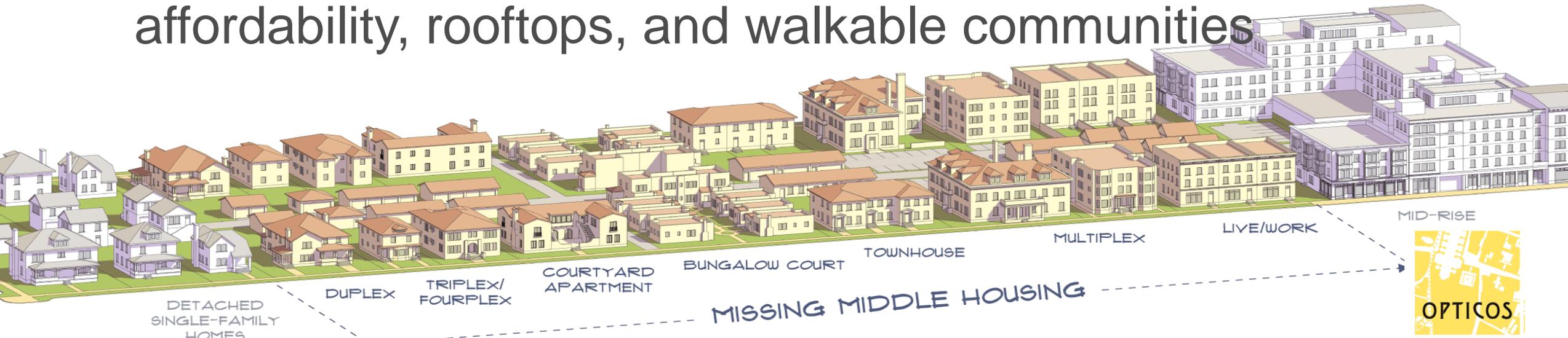
Senior Housing

- Growing Boomer / Empty nester demographics
- Desires
 - single level living
 - smaller homes
 - amenities (trails, shops)
 - family



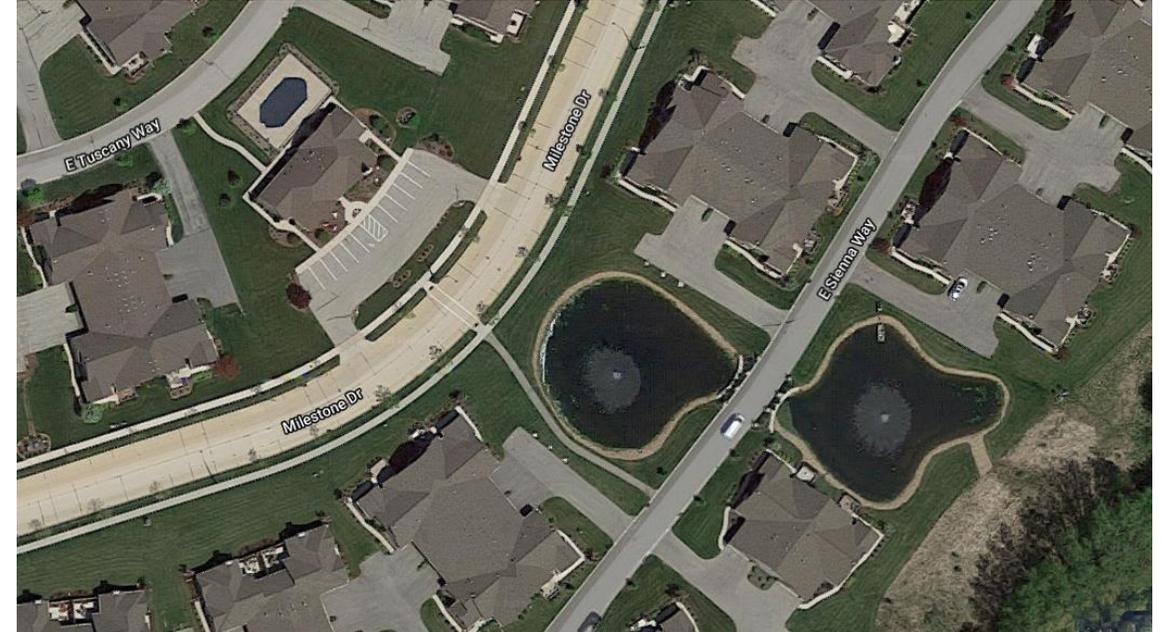
Missing Middle Housing

- Missing Middle housing refers to a series of housing types that for a number of reasons (zoning, financing, off-site management) have been underbuilt
- Middle density products that can help create more options, affordability, rooftops, and walkable communities



Unique Housing Product Types

- Cottages / Villas / Courts
 - May be stand alone, or shared wall
 - Smaller, more efficient SF
 - Often as part of an association
 - Shared open space & amenities



Unique Housing Product Types

- Live/Work
 - Some of us may feel like we are in “Live/Work” housing right now!
 - Look for the market to begin offering elements of Live/Work from SFR to Multi-Family.
 - Can vary greatly in form



Unique Housing Product Types

- Accessory Dwelling Units
 - “a secondary housing unit on a single-family residential lot”
 - Dubbed “Gentle Density”
 - May be detached (carriage house, backyard cottages, etc.)
 - May be attached (basement conversion, over-garage, add-on)



Unique Housing Product Types

- Conservation Subdivision
 - Preserve natural features
 - Consider views and access to nature with neighborhood layout
 - Trails!
 - Same principles can be applied to higher density development



Considerations for Implementation

- Discourage “Leapfrog” development
- Encourage the preservation of natural features
 - Forests, creeks, wetlands, open space

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5 COMMERCIAL, INDUSTRIAL, OFFICE

Industrial - Existing

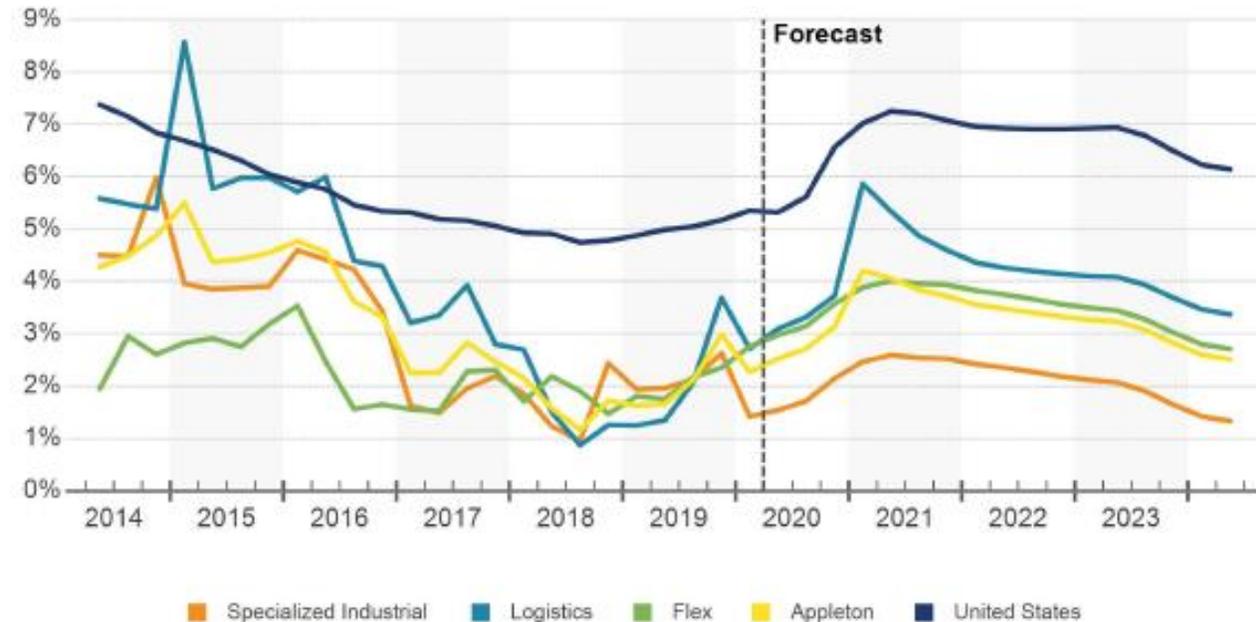
- There is a strong existing industrial presence in Greenville
- Benefits from Airport proximity and Industrial cluster
- 2M SF of space in Greenville
- Quality product moves very well
- Not a lot of flex space
 - Usually under 10% office



Industrial - Existing

- Very low vacancies in Appleton Metro
- Even lower in Greenville <1%
- Most new product is BTS and quickly absorbed

VACANCY RATE



Industrial - Potential

- Demand for quality product
 - Bigger clear heights, more aprons, desired layouts
- Willingness to pay for higher fit & finish, especially in client facing areas
- Many users in 10-20k SF range
- Typically single tenant, but could use multi-tenant adaptability

Office - Existing

- Some office space in business park
- Limited small professional service office space
- Outagamie and Calumet Counties have about 7.5m SF of office space, Greenville has about 9% of that inventory
- Greenville lacks the large office users/major HQs compared with the region

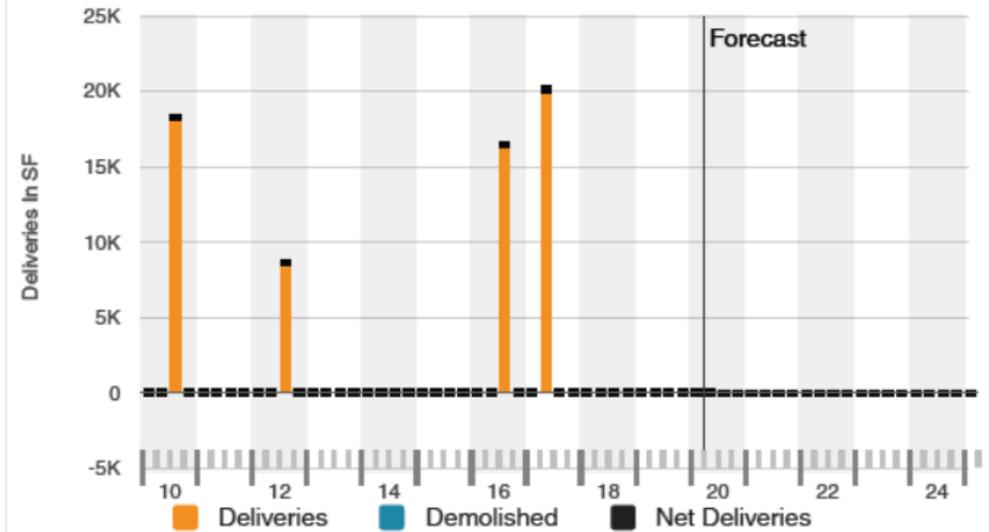


Office - Existing

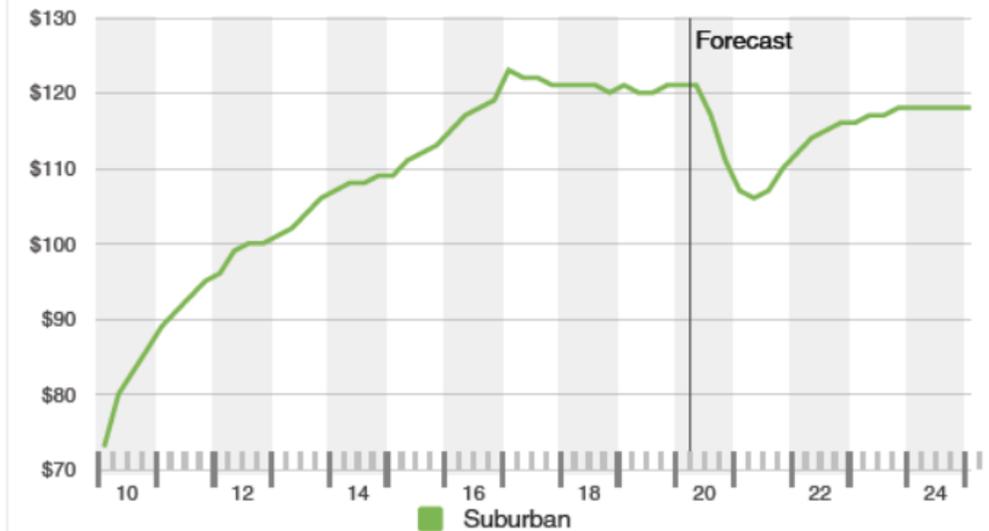
- There is a little over 40k SF of vacant space
 - N434 Greenville Center
- Last year absorbed 15.5k SF



Deliveries & Demolitions



Market Sale Price Per SF By Location Type



Office - Potential

- With a typical user at 2,000 SF, it will be tough to move the needle a lot through leases
- Most development will likely be build to suit
- Work with growing businesses to ensure they have the space they need

TOP OFFICE LEASES PAST 12 MONTHS

Building Name/Address	Submarket	Leased SF	Qtr	Tenant Name	
222 Building	Outagamie County	22,000	Q2 19	-	10-25k
222 Building	Outagamie County	13,500	Q4 19	-	
600 S Nicolet Rd	Outagamie County	11,248	Q4 19	-	
619 N Lynndale Dr	Outagamie County	9,776	Q1 20	PLS	
Capitol Court Office Complex	Outagamie County	7,984	Q3 19	-	5-10k
Kauakauna Industrial Park	Outagamie County	6,300	Q4 19	Fresenius Medical Care	
951 N Perkins St	Outagamie County	6,000	Q4 19	Nacelle Solutions	3-5k
Greenville Business Park	Outagamie County	4,675	Q4 19	-	
222 Building	Outagamie County	4,108	Q3 19	Telmark Sales Solutions	
222 Building *	Outagamie County	4,000	Q3 19	Telmark Sales Solutions	
138-158 E Northland Ave	Outagamie County	3,960	Q1 20	-	2-3k
Atlas Paper Mill	Outagamie County	3,600	Q3 19	-	
3301 N Ballard Rd	Outagamie County	3,506	Q1 20	-	
563 Carter Ct.	Outagamie County	3,000	Q2 19	Fairwaay	
Enterprise Centre	Outagamie County	2,800	Q4 19	Tetra Tech LLC	1-2k
321-333 S Nicolet Rd *	Outagamie County	2,722	Q3 19	PCS LLC	
W6390 Challenger Dr *	Outagamie County	2,709	Q2 19	Transportation Security A...	
Edison Center	Outagamie County	2,653	Q4 19	Weldert Group	
222 Building	Outagamie County	2,500	Q3 19	-	
Nordale Commerce Center	Outagamie County	2,400	Q3 19	-	
Edison Center	Outagamie County	2,165	Q2 19	Red Rock Productions	
2801 E Enterprise Ave	Outagamie County	2,010	Q3 19	edgeMD	
109 E 8th St	Outagamie County	1,800	Q1 20	Paint Gypey	
116 N Appleton St	Outagamie County	1,770	Q3 19	-	
Edison Center	Outagamie County	1,757	Q2 19	Ultimate Cleaning Limited	
Professional Park	Outagamie County	1,634	Q3 19	-	
2210-2214 E Evergreen Dr	Outagamie County	1,618	Q3 19	-	
Professional Park	Outagamie County	1,600	Q1 20	-	
1930 Crooks Ave	Outagamie County	1,500	Q3 19	-	
5517 Waterford Ln	Outagamie County	1,491	Q4 19	Revolution Real Estate Gr...	
120 E Fourth St	Outagamie County	1,490	Q4 19	-	
130 E Franklin St	Outagamie County	1,475	Q4 19	-	
550 N Morrison St	Outagamie County	1,467	Q3 19	Rebadge Design & Graphics	
Midway Guttes	Calumet County	1,432	Q1 20	-	
Westhill Professional Park	Outagamie County	1,332	Q3 19	Wisconsin Title	
5740-5760 W Grande Market Dr	Outagamie County	1,220	Q4 19	-	
730 W Glendale Ave	Outagamie County	1,190	Q2 19	-	
Edison Center	Outagamie County	1,189	Q1 20	Resident Capture, LLC	
5601 W Grande Market Dr	Outagamie County	1,041	Q1 20	-	

Office - Potential

- **Heritage District:**
Likely driven by more professional service, possibly municipal
- **Gateways/Corridors:**
Tied to business park uses
- How can businesses use space to bolster talent attraction and retention?

Retail - Existing

- Challenging to get national retailers
 - Proximity to Grand Chute
 - Limited market along 15 (compared with US-10 or I-41)
- Limited options
- Growing market in Greenville with good demographics
- Rural-focused/Space eaters



Retail - Potential

Grocery will have to compete with Grand Chute, but...

- \$24.6m left Greenville to be spent on groceries in 2017
- \$25.8m in spending for “Food at Home” in 2019
- Expected to grow to \$30.4m by 2024

Retail - Potential

Similar to grocery, nationals want to go to Grand Chute first, but:

- Spending of Greenville residents is higher than US average
- Residents spend \$190 million on retail goods, food, drink
- Retailers sell \$83 million

Retail can work if you can capture local dollars and keep them in town. Offerings need to be very convenient -or- worth seeking out.

Retail - Potential

- It is likely a lot of existing space will be available in the next few years regionally
- Greenville retail will likely be driven by “homegrown” retailers and local demand
- Opportunity to build on retail “destinations”
- Potential for centrally located grocery serving Greenville, Hortonville populations, especially as the town grows

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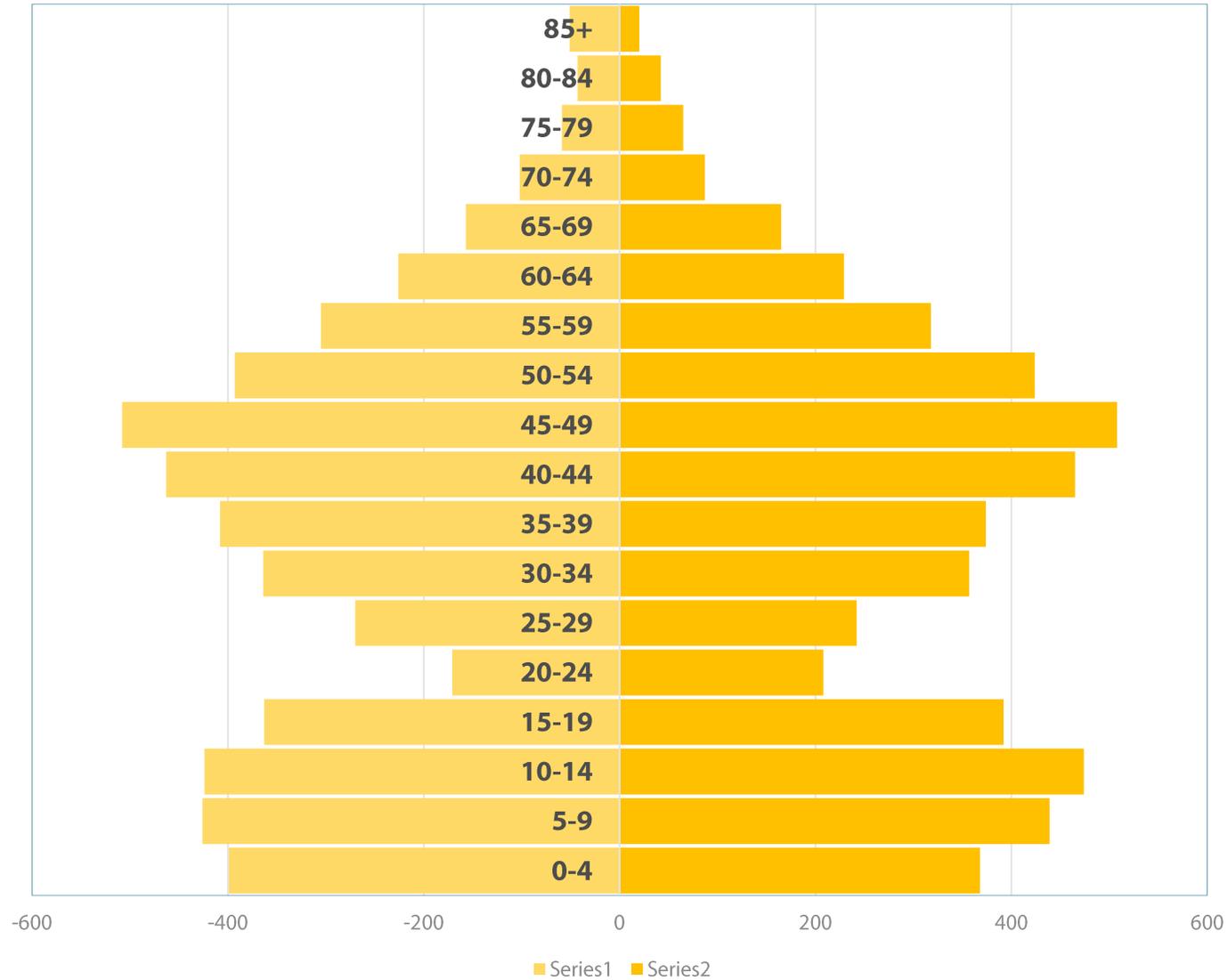
6 ADDITIONAL DATA & RESEARCH

Data and Research

- Sources:
 - Census, ACS, Costar, ESRI Business Analyst, Zillow, Wisconsin Realtors Association, Discussions with brokers, Site Visits, and Town of Greenville Data

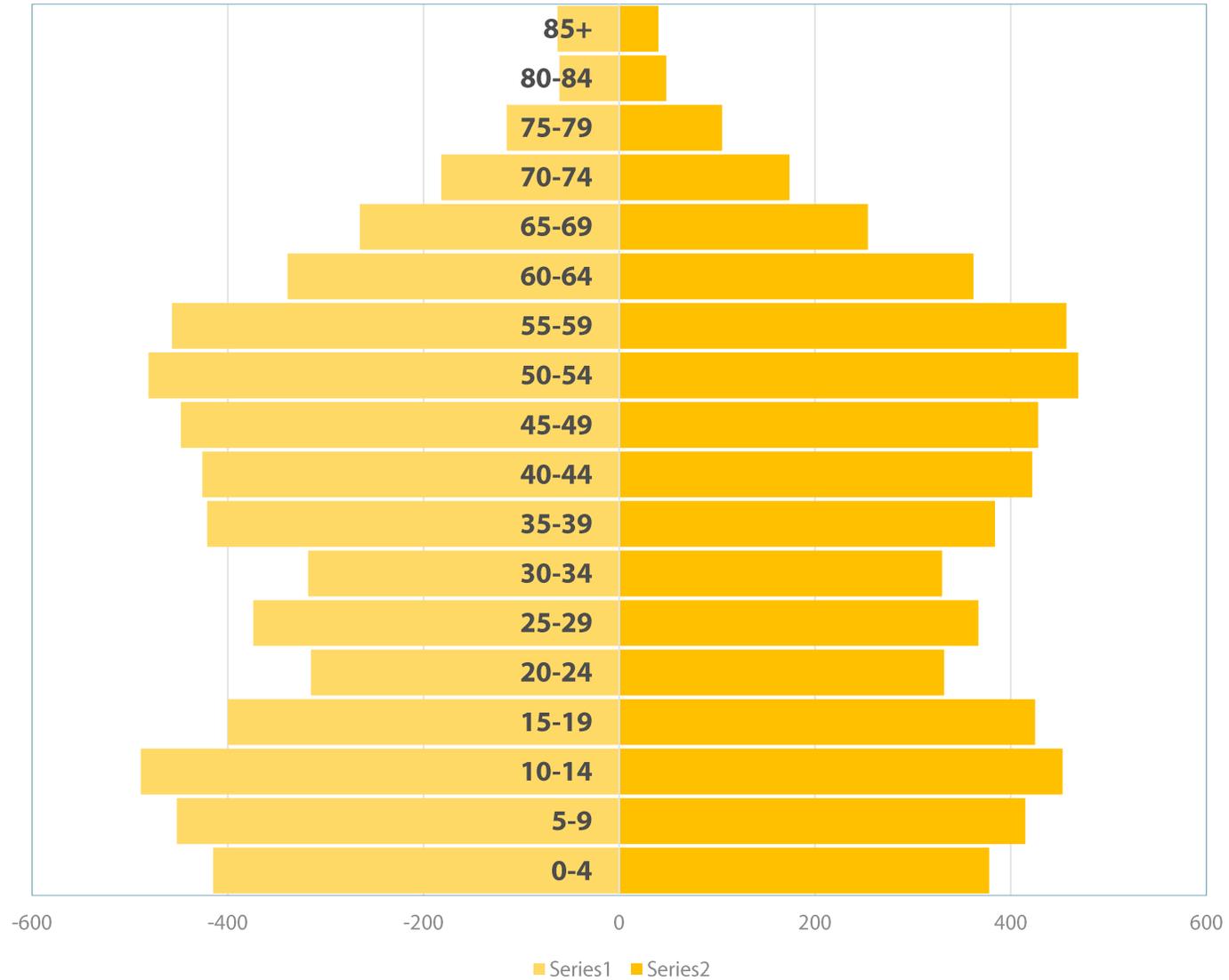
Age

2010 Age Demographics



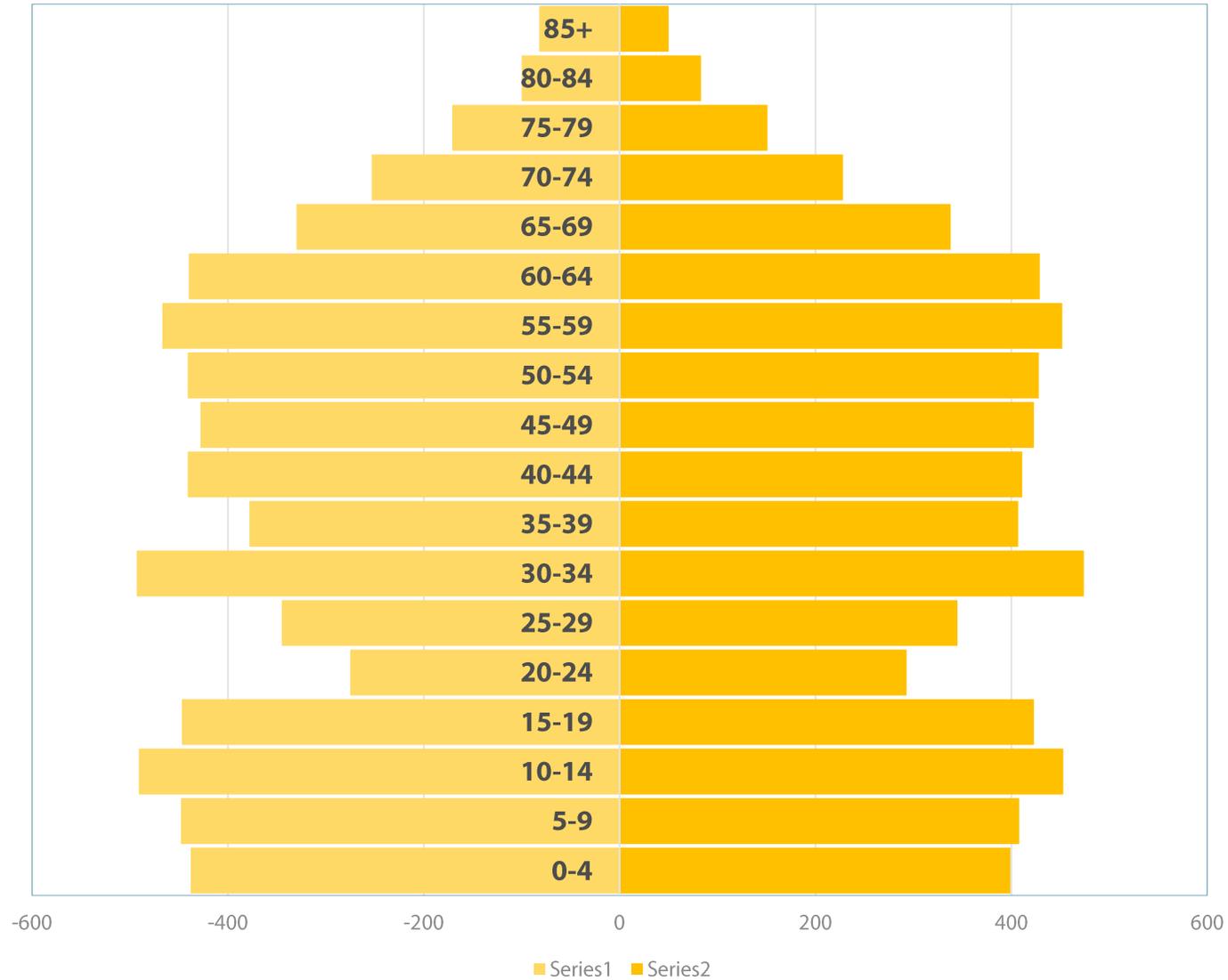
Age

2019 Age Demographics



Age

2024 Age Demographics



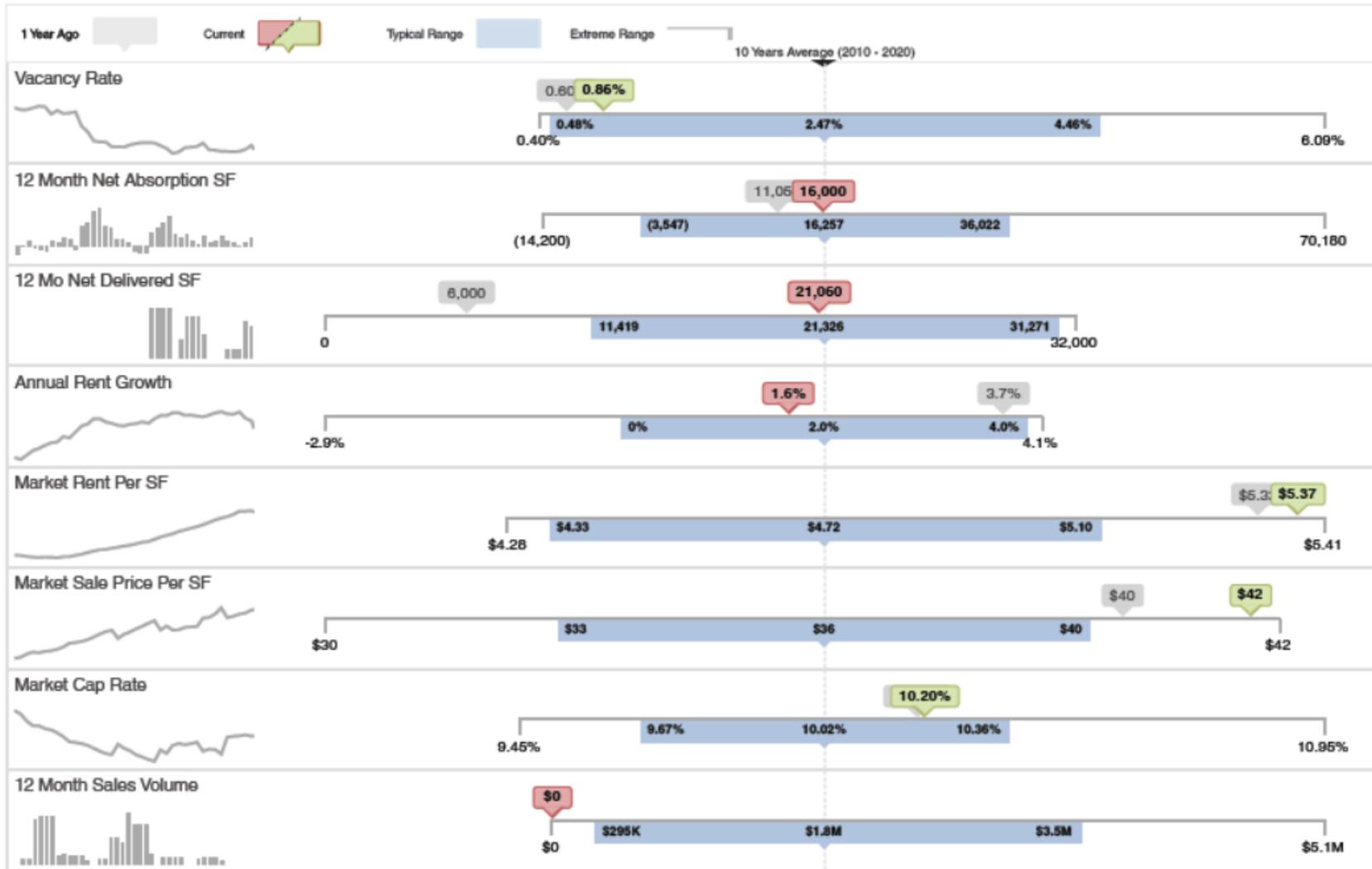
Greenville Industrial

INVENTORY SF 2M +1.1% Prior Period 2M	UNDER CONSTRUCTION SF 0 -100.0% Prior Period 10.5K	12 MO NET ABSORPTION SF 16K -3.1% Prior Period 16.5K	VACANCY RATE 0.9% +0.3% Prior Period 0.6%	MARKET RENT/SF \$5.37 +1.8% Prior Period \$5.28	MARKET SALE PRICE/SF \$42 +4.8% Prior Period \$40	MARKET CAP RATE 10.2% +0% Prior Period 10.2%
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Availability	
Vacant SF	17.5K ↑
Sublet SF	0 ↓
Availability Rate	0.4% ↓
Available SF	7.5K ↓
Available Asking Rent/SF	\$5.92 ↑
Occupancy Rate	99.1% ↓
Percent Leased Rate	99.6% ↑

Greenville Industrial

Key Performance Indicators



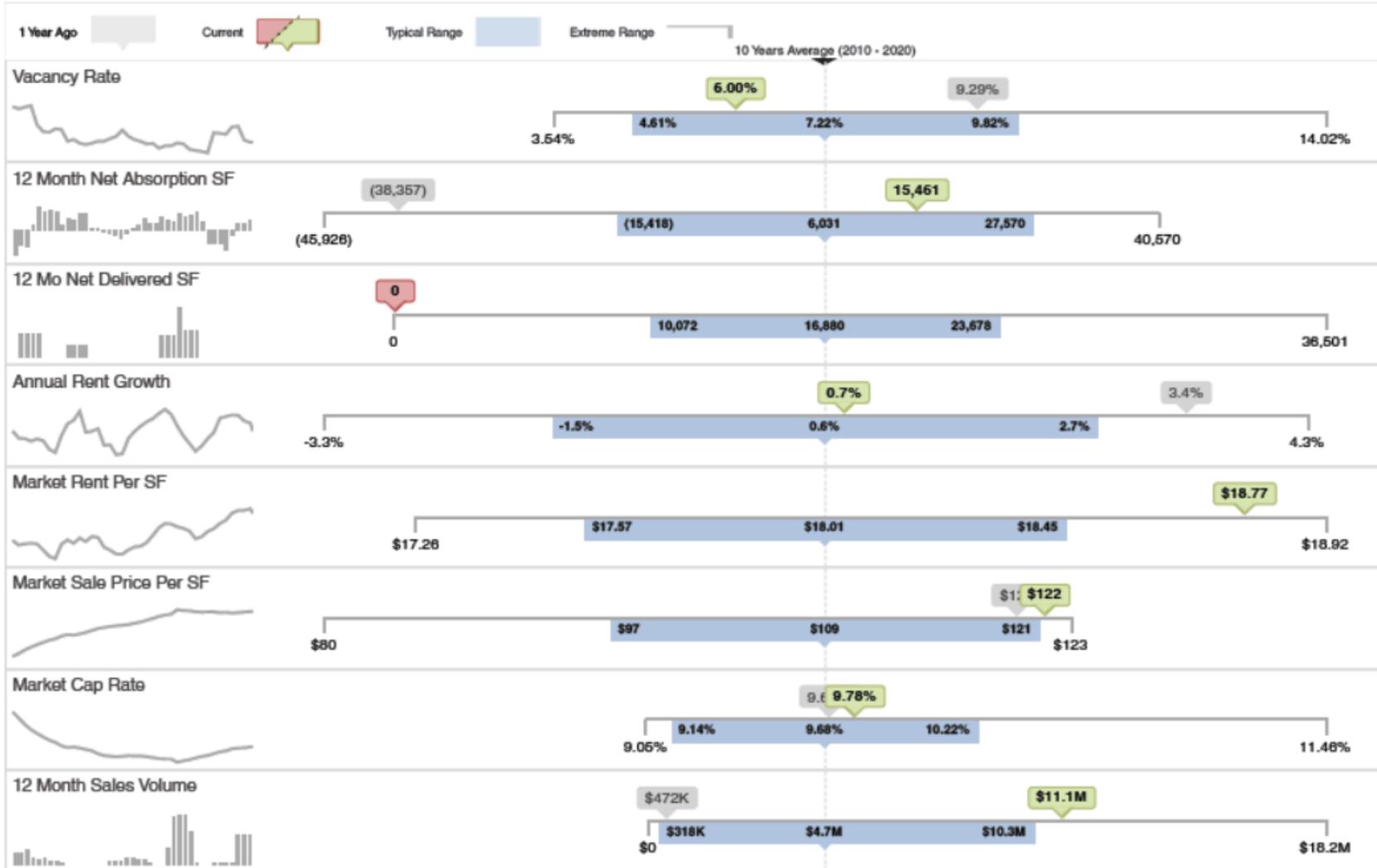
Greenville Office

INVENTORY SF 668K +0% <small>Prior Period 668K</small>	UNDER CONSTRUCTION SF 0 - <small>Prior Period 0</small>	12 MO NET ABSORPTION SF 15.5K +150.8% <small>Prior Period (30.4K)</small>	VACANCY RATE 6.0% -2.3% <small>Prior Period 8.3%</small>	MARKET RENT/SF \$18.77 +0.7% <small>Prior Period \$18.64</small>	MARKET SALE PRICE/SF \$122 +1.0% <small>Prior Period \$120</small>	MARKET CAP RATE 9.8% +0.2% <small>Prior Period 9.6%</small>
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Availability	
Vacant SF	40K ↓
Sublet SF	0 ↓
Availability Rate	13.2% ↓
Available SF	88.3K ↓
Available Asking Rent/SF	\$18.76 ↑
Occupancy Rate	94.0% ↑
Percent Leased Rate	94.0% ↑

Greenville Office

Key Performance Indicators



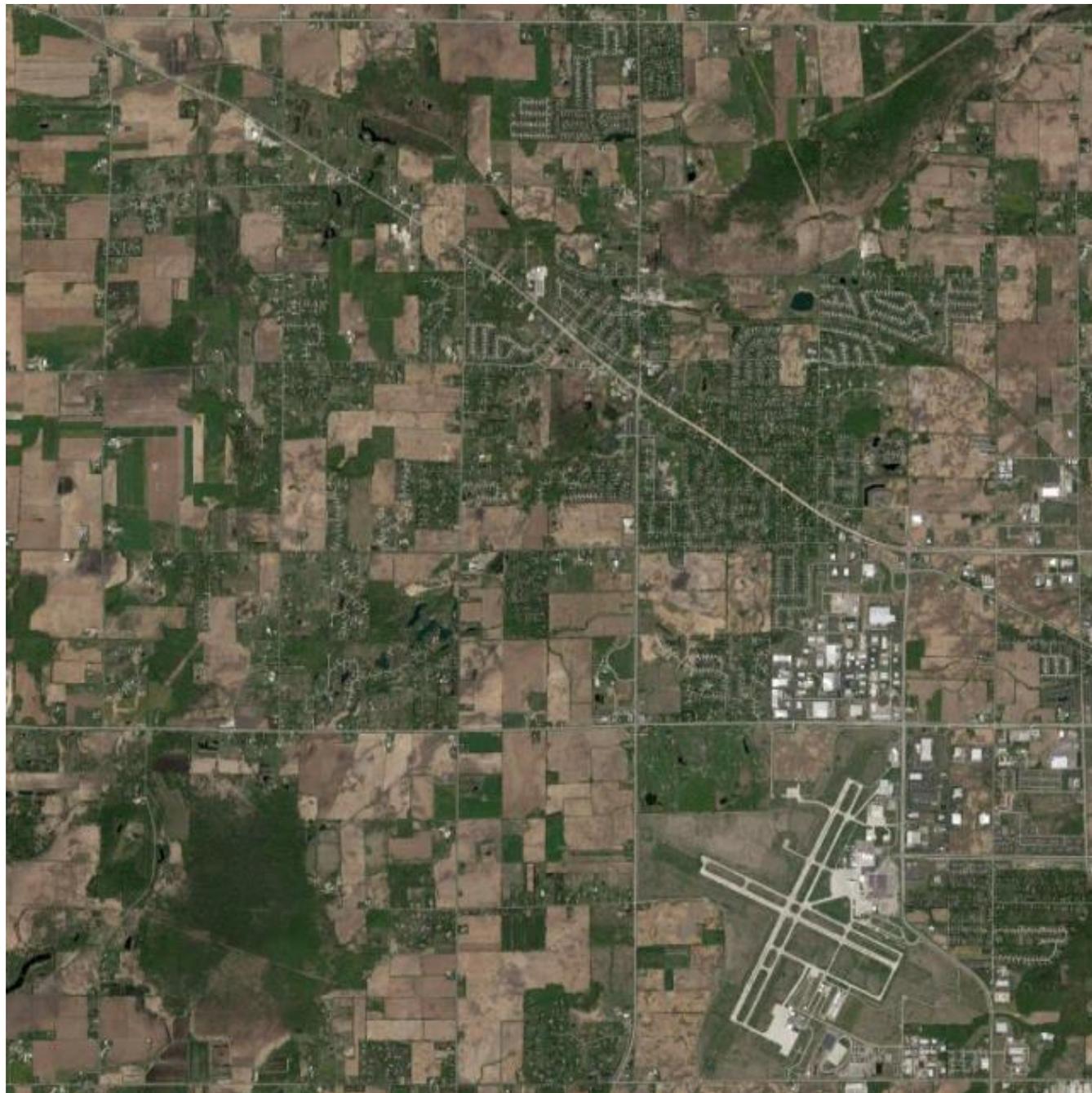
Retail Leakage - 2017

	Demand (Spending)		Supply (Sales)	Gap
Total Retail Trade and Food & Drink	\$190,278,347	>	\$83,787,043	\$106,491,304
Motor Vehicle & Parts Dealers	\$36,626,752	>	\$3,544,208	\$33,082,544
General Merchandise Stores	\$30,680,237	>	\$7,190,641	\$23,489,596
Food & Beverage Stores	\$26,102,089	>	\$2,748,737	\$23,353,352
Gasoline Stations	\$19,627,702	>	\$9,273,931	\$10,353,771
Food Services & Drinking Places	\$18,911,028	>	\$9,041,237	\$9,869,791
Bldg Matl, Garden & Supply Stores	\$12,350,754	<	\$16,401,598	-\$4,050,844
Clothing & Clothing Accessories Stores	\$7,629,912	>	\$639,670	\$6,990,242
Furniture & Home Furnishings Stores	\$5,863,452	>	\$953,444	\$4,910,008
Electronics & Appliance Stores	\$5,782,283	>	\$0	\$5,782,283
Others	\$26,704,138	<	\$33,993,577	-\$7,289,439

1992



2018



**THANK YOU FOR YOUR TIME!
QUESTIONS?**

**Greenville Small Area Plan and Zoning Technical Assistance
Kick off March 2020
Internal Team Notes.**

Greenville Tour

- New 100,000 SF distribution facility along CB
- Redoing stormwater facilities along Hwy 15 (out for bid shortly)
- Hwy 15 scheduled to be reconstructed (2021-2024): widened to 4 lanes, bike/ped trail – where are medians and cross access proposed for this stretch of road?
- West end of Town pretty quiet, not much development expected (5% of growth over next 20 years)
- Tier 1: 95% of expected development in next 20 years. Utilities are there
- Everglade swamp DNR owned
- No official downtown – no unique features – Community park on south side of road?
- What to do with old fire hall location? ← public works to reuse or redevelopment site?
- Not much MF in town – what densities are needed to support commercial/retail? TB/PC may be open to MF in the right areas. It's a sensitive issue – more supportive of senior, interested in placement for workforce housing
- Sports complex/field of dreams (96 and 76): regional hub for soccer, baseball, swimming/splash pad
- 76 & School Road round-a-bout
- 7 industrial parks in Town
- Mobile home (SE corner of Town) and storage units
- Main gateways: north and east
 - o Secondary: west and south?
 - o What are gateways for: aesthetics/character? Signage? Business/development?

Developer Meeting (2 developers and chamber rep)

- Appealing characteristics
 - o Rural character/identity
 - o Great parks and trails throughout community
 - o Growing market
 - o Opportunity to leverage TIF funding
 - o Willingness to work/help residents – ability to meld vision (and new growth) with predominantly rural large lot small town character community
 - o Perspective of sustainably managing infrastructure growth and balancing tax impacts
 - o Recognizing need to maintain affordability as new development occurs
 - o How to make sure development regulations are realistic (i.e. vertical mixed use). How to bring market realities together with vision
- Current development interest/market in Greenville?
 - o 1st time move up (\$500-600k)
 - o Larger parcels for commercial/industrial. Campus-type situations. 20+ acres.
 - Greenville provides this = benefit
 - Close to interstate, etc.
 - o Smaller single-family homes

- Barriers/challenges
 - Be cognizant of cost-benefit pertaining to development regulations
 - Trade-offs (i.e. simplify process in exchange for objective)
 - Less ambiguity, more predictability
 - Especially around gateway areas.
 - Vertical mixed use is hard right now – new to the area. Needs the right place
- Missing/desired development types
 - Housing proximate to jobs
 - **Work with large employers to get input from employees (“potential” residents) for survey: home types, “sense of place” desired**
 - Middle-income housing
 - Senior facilities, community center
 - Community gathering places
 - Coordinate connected pieces throughout Town

Regional Meeting

- Outagamie County
 - Airport master plan beginning 2020
 - Will include targeted specific engagement
 - CA reconstruction w/complete-street character
 - Comp Plan just completed
 - Goals and recommendations
 - Controlled access highway ordinance
 - LU and infrastructure
 - Prime farmland map
- DATCP
 - Working on farmland preservation tax credits (zoning)
 - Tier 3 area

Town Board/Planning Commission

- Desired Outcomes
 - Cohesive plan for Heritage district: walkability/bikability/pedestrian access
 - Cohesive visual characteristics to let you know you’re somewhere special
 - Visual brand language
 - Walkability in Heritage. Utilities along 15. Frontage rd into Hortonville?
 - Defined gathering spot which could be used by a single/group of businesses. Indoor/outdoor space
 - Plan deliverables. Wants plans to translate into realities
 - Carry architectural facades through all visible sides of structures, not just front
 - Determine vision for areas, especially gateway. Figure out uses/signage/aesthetics: what are we trying to do here?
 - Make Greenville recognizable – know you’re in Greenville when you cross Town limits. Tie this with the zoning code
 - Find desirable location for MF (and senior) housing. And other senior amenities
 - Would MF make sense along 76 (from 96 to JJ) because of existing schools, amenities

- Determine plan to fill vacant lots in Industrial areas, Heritage district
- Barriers to Successful Outcomes
 - Airport zoning
 - MF locations w/proximity to businesses/industrial parks limited in that area because of strict requirements
 - Heritage is really mixed bag. Not much to work with, no foundation to build on
 - Recent construction in heritage doesn't follow the Code...Town's not following its own Code
 - Existing facilities and infrastructure make it difficult to find places to develop.
 - Everything is piecemeal, especially in Heritage. Things are really mixed (homes zoned commercial next to businesses, etc.). Hard to come in and place one development type over an area.
 - Majority of main roads through town are County/State jurisdiction
 - Town has a vision, but how to communicate it to developers/others who could make it happen? How do we attract what we want?
 - Heritage is causing serious frustration
 - Should Heritage be called something else? Town Center? How to get a proper density and mix of buildings, businesses, uses, etc.
 - Infrastructure demands (stormwater) are challenging. Particularly for stormwater, how to handle these along urban corridors? Are the locations correct that we have?
 - COVID-19 → economy. Need to prepare for impacts, be realistic about timelines.
- Misc.
 - Heritage: mixed use (vertical for 2nd floor apartments), senior housing. Could also have senior housing next to Krista's on 15
 - East side: TID could close at 7 years (2025). Could expand the boundaries north or south

Land Stewardship Committee (5 participants including UW Extension)

- Tools in the tool box: PDR, TDR, Ag Zoning, Others
- Watershed based planning is important
- AEA (6K acres) – branding? They talked of making folks more aware of what it is and what it is not and the importance of preserving agriculture.
 - 15 year contract – runs with the land – penalty to get out
- Yellowstone Trail – transcontinental trail – story/tourism/opportunity
- Agriculture Economy – agritourism – smaller farm owners ability to diversify to maintain viability
- Agriculture/rural Identity is important and need to raise awareness
- Preservation of historic structures throughout the community - older buildings with rural character – preserve and/or leverage them – preservation and functionality
- Regional approach – marketing alternative rural / ag uses (creative uses) along with neighboring communities.
- Farm to market (services) road network.

Extended Staff Meeting

- Engineering/public works

- Infrastructure
 - Get a handle on pavement preservation
 - Cross sections: what should certain roads look like. Pedestrian connectivity
 - Bike and ped comp plan
- Stormwater
 - Need to meet MS4, TDML
 - Combine individual facilities into regional system
 - Some question over who owns SW facilities. Town's pattern is to take control of facilities if they also serve older developments (regional facilities)
 - Need bigger picture for system
 - Storm system to bring water to SW facilities
 - Airport North study
 - GIS data and subwatershed basins available
 - Outagamie County open data site
 - Airport overlay district
 - Circumference zones govern stormwater features
 - Wetlands & navigable waters (MAP THESE)
 - Some low-impact: rain gardens, non curb and gutter in rural profile
 - Staff has ID'd flooding areas in SWMP
- Roads
 - Moving toward more of an urban section
 - Collectors/arterials identified → match projected traffic flows
 - Local roads: decent LOS on majority of roads. Some issues around schools at certain times. Trying to match up correct pavement sections.
 - Limited handle on traffic volumes
 - Majority of traffic data available through county and state
 - Issues on County/State roads:
 - LOS on 76: accidents, traffic flow issues. Intersection problems
 - 76/School Rd: DOT is looking at this, accident related HSIP. Improvements scheduled 2024
 - Greenridge Rd
 - Parkview Rd
 - CR JJ ← DOT looking at this
 - CIP lists out rural sections to be upgraded. Will include sidewalks in urban areas
- Water/Sewer
 - Lift Station 2 is primary lift station – needs reconstruction. Is included in CIP
 - Don't have Town-wide master plan for water/sewer.
 - Most data comes from developers – need to verify
 - Planning on studying this soon (2020)
- Fire/EMS/Police
 - New FD ☺

- Ambulance and Police contracted out...consider fixed location for these services to work out of?
- Parks/Rec
 - Bike/ped connectivity along main corridors and between community parks
 - All 4 community parks fall within planning area
 - Community Park is exploring redevelopment plan (placemaking) – working with local civic club. Concept to include an all-season facility to act as a meeting hall/civic center
 - Consideration for pockets of recreation or placemaking outside of major parks
 - Private zoo – likely redevelopment opportunity
 - Town has tree planting program – must work with state/county DOT to include street tree planting in non-Town ROW
- Community Development (Dale, Renee – Building inspectors, Jennifer – GIS)
 - Get zoning from County for airport
 - Heritage houses zoned for business
 - Historic structures: not really defined...how to define?
 - The Grange Hall (76/BB)
 - Old Greenville State Bank (76)
 - Greenville Station??
 - Ability to accommodate alternative housing forms
 - MF – suitable areas??
 - Tiny houses – allow as PUD on case-by-case. Suitable areas??
 - ADUs
 - Missing middle
 - Zoning topics
 - Zero lot lines
 - Private streets (Town is ok with??)
 - Flag lots (discourage)
- Admin (Joel)
 - Placemaking and programming of spaces
 - Connectivity of existing places
 - Uniqueness – identity – branding themes
 - Providing service to residents
 - Redevelopment possibilities
 - PROBUILD
 - Zoo
 - Existing public works/old FD
 - Street is navigable stream ← explore

Urban Core Business Owners (Jeremy Smith – Valley Bakers)

- Appealing:
 - Low tax base
- Challenges
 - Residential challenge for employees (this is improving as more homes are built)
 - Certain price points (\$2-250k) are still challenging
 - High-end residential focus and high land costs

- Most employees want SF homes
 - Some base-level may want duplex, TH, MF
 - Town's not well adapted to MF yet
- Roads in business parks are challenging for truck drivers/access
 - Existing layout/design isn't the best (older business parks especially)
 - Several major trucking companies – ingress/egress and turning radius is challenge
 - Examples: CB exit, 96 entrance/exit, internal business park roads
- Changes to stormwater regulations
- Community trails are getting there, keep working on them
- Make things as business friendly as possible
- Misc.
 - No issues w/unemployment rate (recently switched shift schedule to solve this)
 - Most employees live in Fox Valley proper (60-70%). Other 30% come from around Green Bay
 - Most employees drive own cars to work

Urban Core Landowners (Cheryl – 96/Julius; MJ Electric; Scott? Tom Emres and Evan Lin?)

- Reach a balance between growth and preservation of small town rural essence – what brought people to Greenville in the first place
- Understand financial needs of land owners (retirement)
- Remain open to ideas – flexibility to balance multiple interests when planning
- Don't have to provide everything for everyone (see first bullet)

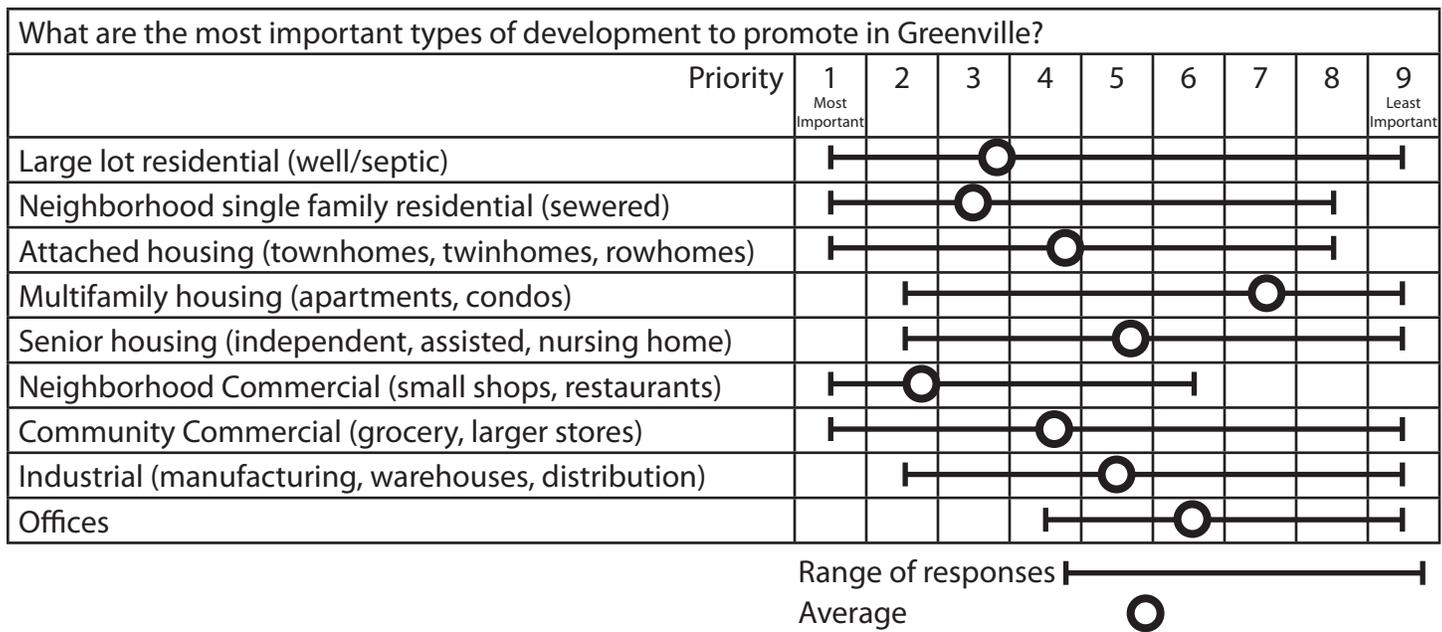
Comments – post meeting reflections

- Create vision for all the development areas Urban Core/Heritage/Gateway: Residential, Commercial, and Industrial
- Use different term for Heritage – come up with new term???
- Use Community Park as a focal point in Heritage area, tie development/redevelopment into park area
- How to connect people across HWY 15 safely, pedestrians. By the Twist?
- Walkability/connectivity is important in Heritage area
- Multi-Family Housing near employment center/business parks – need to identify location. NW corner of Mayflower and College/CA??? May be outside of Airport Zone Area.

Survey Responses

As of 9:00AM 8 June 2020

I am a	Count	%
A resident of the Town of Greenville	16	75.0%
A property owner in the Town of Greenville	12	55.0%
A business owner in the Town of Greenville	3	15.0%
An employee in the Town of Greenville	3	10.0%
A developer/builder that has done work in the Town of Greenville	3	15.0%
A developer/builder that is interested in doing work in the Town of Greenville	1	5.0%
None of the above	0	0.0%
Other	2	10.0%



How have you interacted with the zoning code?	Count	%
I have not had to use the zoning code that I know of	5	25.0%
I have consulted the zoning code for a small project on my residential property (garage, shed, fence, etc)	6	25.0%
I have consulted the zoning code for the construction of my home	2	10.0%
I have consulted the zoning code to understand what was happening on a neighboring property	6	30.0%
I have consulted the zoning code in order to build housing for other people as a contractor	1	5.0%
I have consulted the zoning code for my commercial/industrial/office project	4	20.0%
I am just interested in zoning	6	30.0%

What do you think are examples of other places that have done development well? What makes them great places?

Sports complex / outdoor recreational activities, both give more of a community feel and they bring people together

Cedarburg and Grafton areas come to mind keep the apartments and duplexes out keep local shops and local stores keep big boxes out they are close enough in appleton / grand chute. Keep lots large and keep moving forward on trails and more recreation opportunities.

Berlin, Winneconne, Manitowoc, Plymouth. They have town centers that allow residents to congregate for meals/socials and allow for events/activities. They have managed major highways through town and/or have major highways with easy on/off along with visibility to the town to draw people off the highway.

"Downtown Neenah has done well but they are supported by the City and Community Leaders.
Appleton Industrial Parks.
SE Appleton Office Building along Highway 41."

Many communities have focused on re-development. What seems to work well is a coordinated plan that includes: housing, business, recreation, etc. People want to live, shop and play where it is convenient.

city of neenah . good mixed use development at affordable costs

The north side of the City of Appleton (around Thrivent) was master planned for development which led to a very nice finished community.

I feel every community has its positives and negatives when it comes to development. The important thing is to learn form others and do better for Greenville.

Not familiar with any.

Elkhart Lake
Key West, Florida

Mequon, WI
Cedarburg, WI
Thiensville, WI

Steady growth, clean, modern yet have a quaint feel. These places promote small businesses. Also limit multi-low income housing.

I can't think of an example of a specific place, but communities that create a sense of place and are vibrant. I realize there isn't a one size fits all and Greenville has to find create its own identity. There has to be a balance of uses and development to be sustainable, just like a balanced financial portfolio.

DePere was beautiful gateways and a wonderful "historic" downtown on both sides of the river.

Having a mixture of businesses and cultural spaces would be key. Having a way for it to be a destination.

Greenville's Heritage Overlay Area consists of the property around the intersection of Highways 15 and 76. It is considered the "Town Center" of Greenville. What should this area look like in the future?

more shops and more open public places need more places people can walk to etc.

It is difficult for me to envision a functional Town Center with such major highways and large volumes of traffic. It is already a major challenge to make left turns, to enter from side roads, residents to leave/enter driveways, pedestrians to cross, and town events to be held. I think a significant, enforced speed reduction is necessary or a significant re-design of "turn-out" lanes or "frontage" lanes that are not for through-traffic travel, but for residents and pedestrians. Other than that, the center needs attractions to events (e.g. enhance Community Park as a draw), work to save the zoo as an attraction, small shops, restaurants, and a plaza for events (e.g. Houdini Plaza in Appleton as an example).

New or refurbished building. Sidewalks. Restaurants and other retail.

It would be looked at as the "hub" of the community. There is already that feel with the parks, municipal services and some businesses. There is need for more businesses with a variety of offerings. The Town already has done a great job with the trail systems to allow people to access the area by walking/biking. The one concern is safety especially along 76 and 15, That needs to be addressed if area is developed further.

small retail, office, general business

Mixed use and commercial.

It should be pedestrian and bike friendly.

Mixed use development with masonry front buildings. neighborhood commercial development that offers a variety of reasons to come to or be in Greenville.

It would be nice to see this area kept with a small town feel. Not overcrowded or over commercial, a nice small town mix local businesses single family homes

It could use a grocery store, along with an area of small retail shops on Hwy. 15.

Walking path connecting the town with this as it's center.

The "look" of it should reflect Greenville's history and roots.

Right now it is a haphazard mix of uses. It needs to be cleaned up and have more order to its chaos. I see a lot of potential for redevelopment in this area. It could be the focal point of the community with the right plans and policies in place.

Historic!

- Walking path connecting buildings.
- Benches to sit at, flower beds
- Lower level business with upper level condos.
- Small local businesses only, no big realtors

Areas with cute downtown areas. It can be new but make it inviting. Make it something people want to come and walk down the street and go from business to business. Have some shops to draw people not from Greenville in.

More small shops would be excellent there. It would also be awesome if we had our own library in that area.

It should be preserved as much as possible to continue to look like it always has.

Greenville's Urban Core Overlay Area consists of the main corridors in Town (15, 76, 96, CB, Greenville Drive, and College Avenue). What should these corridors look like in the future?

east of 76 should be mainly business, industrial, commercial, office, small shops, and restaurant bars. Traffic, Airport overlay, existing development would make much a poor choice for residential.

76 needs to become more low speed and more of a secondary thru road make people want to use cb. 96 needs to be widened like 15.

Maybe each provides a theme that attracts and welcomes people--and arts corridor of sculptures, lamp post scarecrows, planters; another is athletics which has access to park, a "fitness square," easy access & information on school competitions; another is a relaxation lane that emphasizes walking, trails, hanging planters, outdoor cafes/winery courtyards. Currently I feel the traffic and design of these corridors effectively divide the community from interaction & gathering, and invite traffic to "move quickly through and onto your destination."

The Highway 15 area should be worked on the most. Attract new businesses and home offices. Use TIF dollars.

Inviting with adequate signage. Safety is key to make sure vehicle and pedestrian and bike traffic can coexist. This is important to businesses and community members. It also includes added businesses/industry to add employers, but more importantly opportunities for community members to get what they need. Recreational opportunities/expansion is also important.

larger business

Mixed use, commercial and light industrial.

Pedestrian and bike friendly.

Well planned frontage roadways offering access to business on both sides of the frontage road. Also like to see extensions to recreational trails access making mobility options available.

Bicycle trails alongside all of the would be beneficial and be safer for walkers and bicyclists.

Thriving business and well maintained roads

Any landscaping should clearly send the message of "GREENville"

A balanced mix of uses and development that is visually significant. I'm not sure what the visual should be, but something that people can identify is Greenville and is consistent throughout the corridors whether it be in the form of architecture, signage, landscaping/streetscaping to name a few.

Grocery Store

Larger Commercial and restaurants

I think they look good today. Maybe continue to extend and connect trails.

I currently live off of College Avenue and the "Welcome to Greenville" sign is tired and faded. It reflects poorly on what is a vibrant and engaged community. The corridor and gateway areas should reflect the civic pride we hold for Greenville.

Greenville's Gateway Areas consist of the main entrances into town. They are the first thing to welcome people into the community. What should these areas look like in the future?

This is a challenge for me. I think these entries need to give the character of the town--is the green belt a key emphasis? Then have that as an entry theme on the closest gateway road. Is there key heritage to emphasize, maybe that is the design to the closest gateway near those features. Are there key accomplishments (sports, famous residents, key historical events)? Maybe that is designed into another of the gateways.

Same as above.

Inviting. Again, safety is key along with well-maintained roadways. Having a consistent look is also important. Many communities have put requirements in place to ensure that there is a certain look and feel with development.

Attractive buildings and abundant green space.

Showcase projects that enhance our way of life such as solar, wind, prairie/wetland restorations, trails, etc.

Commercial business parks that broadcast the entrance points of Greenville. People need to know just by looking at the buildings they are entering Greenville.

signs that are kept clean and clear of brush, debris

More prominent signs with nice landscaping--flowers around the base of the signs would be my preference.

Decent looking plants and maintained trees

Tree-lined streets

A balanced mix of uses and development that is visually significant. I'm not sure what the visual should be, but something that people can identify is Greenville and is consistent throughout the corridors whether it be in the form of architecture, signage, landscaping/streetscaping to name a few. There should be consistency as you enter the community but should consider the scale based on higher priority entrances to secondary entrances and the context of the surrounding and planned land uses.

Beautiful iron archway , flower beds , proper lighting
Gateways must be accessible via car, bike and foot.

Have some lthing bigger/grandeur to welcome to town

I currently live off of College Avenue and the "Welcome to Greenville" sign is tired and faded. It reflects poorly on what is a vibrant and engaged community. The corridor and gateway areas should reflect the civic pride we hold for Greenville.

What is your best idea for the future development of Greenville?

when 15 gets rebuilt on the west side of town this is going to drive development to the west. 20 years ago there was no 15 and look what has happened now. CB was not there 40 years ago, has been expanded and rebuilt several times, needs to be extended to JJ!

Sports complex / outdoor recreational Facility

More of the same but add trails, keep apartments and duplex rows out and add local shops and keep industrial out of heritage area. Zoo property will need major attention soon.

Previously I said the current highways divide the community; I think this is a key issue to resolve. The speed of traffic and lack of enforcement contributes (there are communities that successfully gain adherence to speeds). I don't see a logical layout to the town currently that lends itself to congregating and holding community events/activities. I think green space and agriculture must be preserved and cultivated. I think there needs to be a downtown target defined and then focused planning and action to achieve. We also need to understand the growth plans of boundary neighbors so there is synergy along with uniqueness for each.

Use as much TIF money as possible to compete with other communities.

Emphasis on safety especially on roadways and continuation of providing opportunities to walk/bike throughout the community.

some nice monuments

I believe the creation the TIF district was a huge accomplishment for the Town of Greenville. As a real estate broker, I know from experience TID incentives are mandatory to attract the development opportunities the Town will want. I suggest continued support of the TID and possibly even expanding it.

Bike lanes that allow residents to bike to and from the center of town safely.

Continued population of the business park, multi-family development near business park, continued expansion of recreational trails, turn Everglade wetlands into a nature preserve with a vast trail system, commercial development in the corridor regions.

there is a lot of open land on the northeast portion of the town that offers great opportunity for the future, whether it be a new industrial park area or housing, but I think that area will next. the area on the west end by Hortonville will all depend on the State redoes highway 15

Keep it in the sanitary district and don't enlarge the sanitary district. Do whatever you can to promote farming in Greenville. Remember, farmland pays it way. New homes cost all of us money. If you think about it, why not limit new construction. When the current area is full, then construction stops. Don't be swayed by developers. They are here to make their money and then leave. They don't love and respect the land and the environment. They love money, money, money. By putting a stop to new construction, Greenville will become the most desirable place to live in the Fox Valley because of the open space/farm land that exists.

Well kept facilities with a strong residential presence backed by a good business presence.

"Stop trying to pile apartments and condos into Subdivisions. It creates too much extra traffic and degrades the family neighborhood feel. Sure the townhomes and apartments look nice now but give it 10-15 yrs and a few ownership changes. The northwest and north east corners of appleton (just south of north-land ave) are prime examples of how rental units can negatively impact otherwise nice neighborhoods. Don't do it to Greenville."

Keep a rural feel - especially in the face of urban sprawl and losing farmland.

Preserve the farms left in Greenville.

What is your best idea for the future development of Greenville?

Focus on areas that have the greatest potential for development/redevelopment. For those areas that may not have the potential now, determine what it will take to focus on those areas. I think the Heritage area has a lot of potential to develop/redevelop by creating a central location of localized commerce, entertainment and sense of place/community.

Bike / walking paths connecting all neighborhoods.

Make Greenville a place where outdoor physical activity is revered. Currently biking and walking on many town roads is dangerous as people are unwilling to share the road.

Grocery store and a high school

Continue to preserve the heritage while building for the future. The town has done an excellent job of balancing expansion while holding to it's values of preserving our resources.

Do you have any other comments related to zoning or the planning process?

the way it is now some of the planning commission do not understand it. May need to be simplified, or clarified as it goes thru the process of being changed.

Greenville has some unique geological features--wetlands, watersheds, karst (incorrect spelling??). These need to be preserved and not be overrun or destroyed by zoning and/or development--once gone, they and all the wildlife/plant life associated with them can never be regained. Thanks for the opportunity for input. John Conrad.

I think Greenville needs to be open to changes in zoning to accomodate projects that fit.

Appreciate what the Town is doing to be proactive and meet the needs of the community.

Michael Brown is very knowledgeable of the zoning code and was able to successfully help secure two projects I was involved with by assisting with the rezoning of the property to meet the buyer's requirement.

The future of our town is in your hands, a large task that I am glad to say you are doing a great job at

In the past, we seemed to have gotten beaten down by developers. Why can't we say "no" to them? Why can't we say "no" to those who own land and now want to develop? The town can have so much more control if we only had some sort of PDR program or a farmland trust. You could then say "no" to development of any piece of property. Remember, people like it in Greenville because of the rural areas that still exist.

Keep up the great work Greenville. It's nice to see a community being proactive with its future.

Chickens should be allowed to be kept in the town of Greenville. Town roads should also be opened as Atv/Utv routes.

Something I Like!	Votes
Great park area with a variety of things to do and good linkage to other recreational areas. A great core to work from in terms of non motorized mobility	+2
The Heritage area really has a lot of potential for development/redevelopment. I see this as a great place to bring people together. You have civic, commerce and recreational uses all in the same place, let's make them work together!	+1
The South Greenville Grange Hall is on the National Register of Historic Places and is a great place to hold special events.	+1
The Hoe Cemetery	
This is one of Greenville's few historic sites.	
Bike paths on both sides of Julius are excellent - and it shows how much they were in demand given the # of bikers, runners & families walking you see everyday. Thank you!	

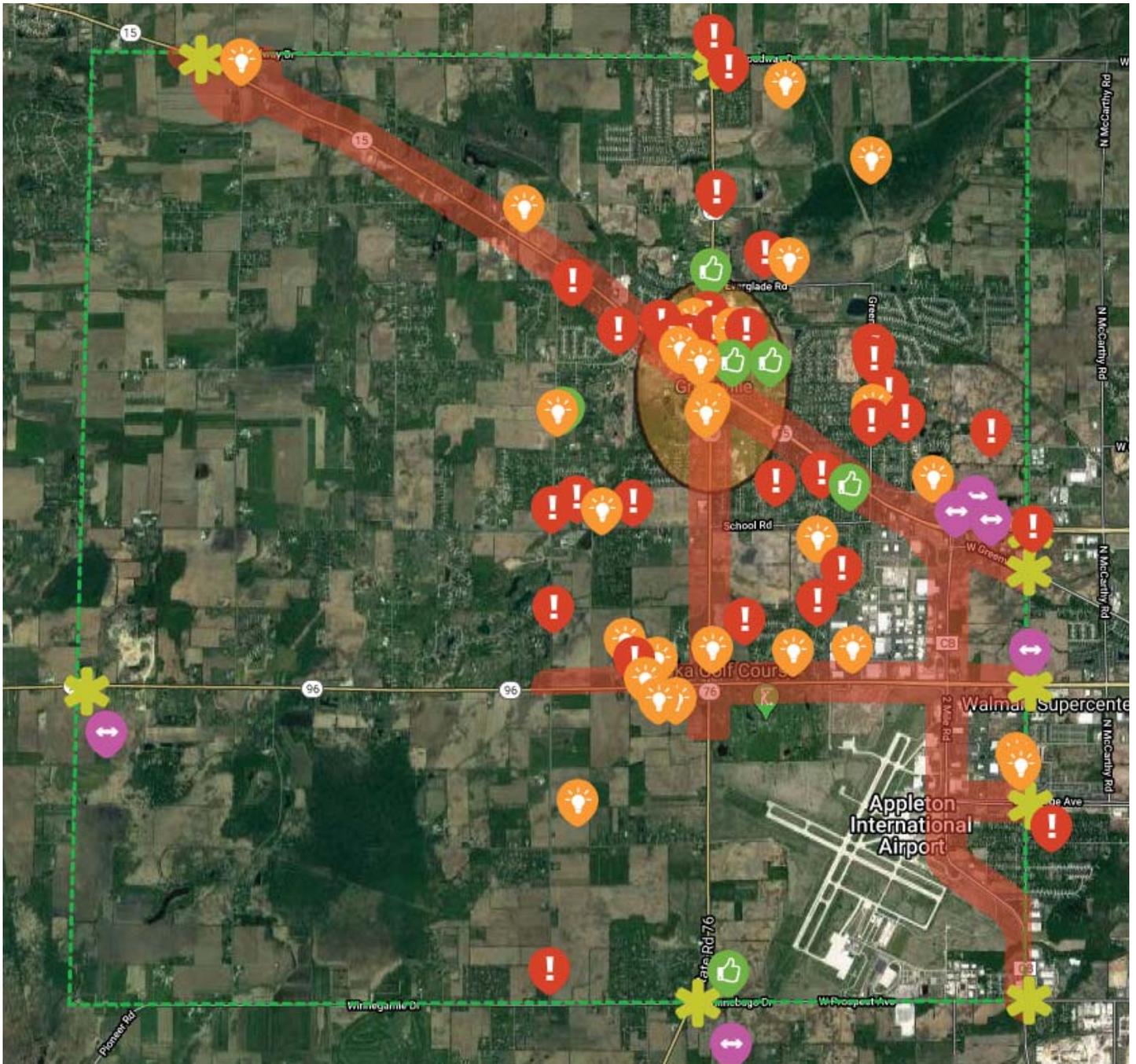
Spots in Need of Help!	Votes
Greenwood Rd -- way too much traffic, people speed all the time, and road is falling apart. It's not designed to be a main thoroughfare.	+9
This crosswalk NEEDS signs with a flashing light approaching it. Traffic doesn't stop when pedestrians push button to cross. They are oblivious that there is a crosswalk there until they are speeding thru it and there is a person trying to cross.	+5
greenwood needs a sidewalk all the way north! Lots of foot traffic & vehicle traffic, would be so much safer for all. And safer for all the people on the east side of the road to get to the park!	+5/-1
Between School Rd & Wisconsin Ave on Julius Rd they need a bike lane and the speed limit should be dropped to 35 mph or lower. The amount of cars that go over 55mph each day is a danger with a school nearby and cyclist/runners have no place to access this section safely.	+4
This business is now closed and is becoming run down the town should look at re purposing it to add onto the park. The old korths towing is being used for industrial and is not the best use of that plot of land which is on the main corridor but they are within there zoning. The zoo property is overrun with buildings etc and next to a park and wetlands it needs to be used as park and trails as wetlands are on the property.	+4
Connect new Julius bike path up to the bike path system by the ymca, right now Julius to the ymca is a big missing link in being able to use these trails in a connected way	+4
Greenwood needs a total make over, not just a layer of blacktop. This road is garbage.	+3/-1
If you make this intersection an official gateway, 76 must be updated!	+2
Instead of nasty drainage ditches that don't work, install large pipes & fill over with dirt & grass.	+2
Fix the bumps from the raised drainage tubes before it ruined all of our vehicles, and the pot holes! Better yet, put in curb & sewer then repave! Please & thank you.	+2
Although it may prove difficult due to potential wetlands, this area is prime for commercial development.	+1
The ditch on the west side of Mayflower Drive continuously has water standing in it. The northern most culverts are not allowing the water to pass through. Supposedly a Grand Chute issue but the problem is on the Greenville side of the road.	+1
Everglade is in need of a complete reseed. The road is breaking apart and getting significantly worse every year	+1
The Pebble Ridge area is one of the few places in town that doesn't have street lights. This should be fixed.	+1/-1
Speeding and ignoring stop signs from all directions. Quite a few fender benders at this intersection.	/-1+1

Spots in Need of Help!	Votes
If this stretch of 76 is considered a "downtown" it is going to be difficult with the current houses. I like the idea of having a downtown but something needs to be done to get property owners on board with the idea. Hopefully this project will bring them together!	+1
School Road is falling apart between Julius & 76., needs repair or to be redone completely and add bike paths like Julie Road now has.	+1
On the northwest corner of Julius & School, which is the low spot in this intersection, the water runoff from rain/downpours is washing out the rocks/shoulder (and eventually the new road asphalt). This corner should have an asphalt gutter installed before further washout occurs and the new road is damaged. There is an asphalt gutter installed in the northeast corner of this same intersection. - unfortunately it is on the higher side of the road and the northwest corner is where it is needed.	+1
With the Field of Dreams sports complex and this stretch of Wisconsin Ave. from Julius Dr. to Hwy. 76 becoming busier and busier, it would be nice to see the speed limit reduced to at least 45 mph. This stretch is common for speeding vehicles coming into town at a rate higher than the current 55 mph speed limit. The stretch does have decent police presence at times but something further should be done especially with vehicles turning in and out of the sports complex.	+1
Very busy for no side walk and the trail that crosses needs a warning sign for drivers. The road needs to be repaved for longevity.	+1/-1
The walking path crosses here and the speed limit is only 35 mph. However, lots of people speed through the area. I have a constant fear for my 4 years old when we cross this area. I would like to either see the speed limit lowered, or have a police presence to keep drivers in check.	
Pebble Ridge Park, I really hope you will consider putting in even a small building here. There is currently no place to sit in the shade at this park, besides what a few baby trees provide. As a special needs family it is hard for us to use the park. And there is no bathroom, so families have to race home to use the bathroom. This is also hard because there is no parking other than on the road, so it is not easy for families who need an accessible space.	
Need something done to the ditches always have standing water! Is hard to mow always have to use trimmer to get grass down.	
The Southwest corner of Greenville has no access to any bike / walking trails. We have no lights or sidewalks in our sub division, and we can't hear the emergency tornado siren.	
This area should be a hotspot for light industrial development along with office. Any chance Greenville would purchase it and make an extension of the current business park?	
This gate way area looks tired and run down.	
Phragmites treatment needed	
Drainage issue south Glen Valle Dr	
Ditching project on the South side of the Glen Valley subdivisions	
Significant ditch with standing water at all times. It cannot be mowed and weed whacking is very difficult and sometimes not possible depending on width and water levels. I noticed concrete channels in ditches in the neighborhood. That would be more than sufficient and would help maintain it as well as keep water moving and the ditch dry.	
There is a lot of traffic on Hwy 15, and is very dangerous to cross the street, traffic doesn't slow down for pedestrian's/bikers. You got family's using the Park, there are baseball games, picnic's, and then want to get ice cream or a Sub Sandwich. Or just using the trails to walk/bike, I see this section needing help.	
The section between Hwy 76 and Ridgeway Dr needs to have a side walk, there are so many people that walk this section and it is very dangerous, from cars speeding, park entrance, church entrance. From Meadowview Dr right before the old fire station, a walking trail like Trestle Trail could be built.	

Comments, Ideas, and Suggestions	Votes
The bike path should be extended west on School Rd.	+8
the welcome to Greenville sign needs to be cleaned up.	+6
We really need to have a location to begin storing bits and pieces of Greenville's history. I wish the town board could designate a building or space where a history museum could be set up. Ideally, it would have maybe been a good idea to suggest that a special area/room within the new fire station be built. I only put my marker at the town hall as the place to "think" about this issue.	+5
A longer turn lane to enter Glennview Dr. Its a bit short, and you need to slow down very fast, even when doing the speed limit. Pebble ridge road has a longer much more reasonable turn lane. Thank you.	+4
The area bounded by 76 , Meadow Park 15 and Greenridge is currently zoned GC. There are apartments currently north of Sunnyvale. I would like to ensure that the remainder of the parcels are zoned residential. This would keep the area from being developed commercially.	+4
I think it would be great to see some mixed use projects on 15 West of 76 and on 76 North of 15 which consists of commercial (office, restaurant, etc.) and upscale residential (multi-family) above it. Obviously many of the sites are already developed in this main corridor but there are a few frontage sites remaining. I believe those types of projects in that area would help Greenville stand-out and would be a draw for new residents who are trying to decide where to live in the fox cities.	+3
Improved roadways in the business park overall for semi traffic/flow.	+3
Even though this area is on the far end of town it seems like this could be the next big area to see development. The town should really focus on what it wants here and be ready when developers come in. I think having the right mix of residential and businesses is important. I also think design is important and making sure it looks and feels like Greenville.	+2/-3
This stretch between 76, Lions Park and the Field of Dreams sports complex seems like a great place for recreational commerce. The Town has a plan for the Field of Dreams of eventually having regional sport tournaments and Lions Park holds concerts and other events. Why not build some restaurants and hotels in this area?	+2/-5
Everglade is popular for walking/biking. Add pedestrian lane between Hwy 76 and Greenwood. At minimum widen shoulder	+1/-1
Town should purchase this as a park or make sure it is zoned for duplex or condo's that match the rest of the subdivision.	+1
The southwest corner of hwy 76 and 96 needs to be removed from the County Airport overlay district to promote Town growth in this area.	+1
This is probably the main "AEA gateway." I could picture having a large sign near that corner at an angle, letting people know that they are entering the AEA district, along with a brief description of what the AEA represents.	+1
"Bike paths on both sides of Julius are excellent - and it shows how much they were in demand given the # of bikers, runners & families walking you see everyday. Thank you!"	+1
All areas around this intersection seem like another hot spot of Greenville with the coming sports area, and the park with events. Also a lot of traffic coming in and out of town, seems like some restaurants would be nice, and to connect this area to the path at lions and continue down to the new sports development making the town so much nicer to travel through on bikes or by foot.	+1
A 4-way stop at this intersection would make cars actually go the speed limit and possibly decrease the amount of people who use this route every morning to take Hwy 15 west. Unfortunately the raised side walks do not deter people from going 25mph.	
Develop western STH 15 corridor as Greenville Urban Corridor Commerical District. Request extension of Water/Sewer service area to aid in promotion of development.	-1

Comments, Ideas, and Suggestions	Votes
Focused area of next residential development to include single family and two family properties.	-1
Either purchase properties within this watershed area or work with property owners to implement a nature preserve and recreational trail facility connecting NE Greenville to the community center.	
This area has long been discussed as a mixed use development area. We need to market this property for appropriate business functions.	
There is a large need for multi-family housing near the Greenville Business Park. With the county airport overlays, this is one of the few areas this type of development could be located. A large facility similar to the Towne Lakes Apartments in Grand Chute would be ideal and fit the needs of those wanting to be near the Greenville business park as well as close to the amenities of the Fox River Mall and College Avenue.	
I would love to see a splash pad in this development. There are a lot of families with you kids that would get a lot of use from it	-1
You are trying to put 25lbs into a 5lb bag. There is no room down at that park and you are wanting to put more stuff there with no room to do it!!! There is to much of a safety hazard there already!!! Why don't you develop Field of Dreams and quit screwing around with a park to small to handle all the crap you are trying to put there!!!!	
Didn't move out here to take care of sidewalks or walking trails. Oh and by the way have the contractors who destroyed the road with there heavy equipment to build new subdivisions pay to redo the road.	
This property is currently for sale Could be used for large multi-family housing similar to Towne Lakes in Grand Chute. Proximity to Greenville business park and schools makes this option attractive.	
This plat of farmland is currently for sale. However, I think that the planning commission and the town board should be very conscientious of just what would be appropriate for on /near that corner. If it can't stay farmland, it would be nice, at least, to have something related to agriculture on/near that corner.	-1
This plat of farmland should remain as it is and not be divided into CSMs. Not a good fit for the AEA district.	-1

Comments



April 14, 2020

Introduction

The following summarizes the context, issues, and opportunities identified by the project consultant team for the small area study areas. This memo and accompanying graphics were generated utilizing the following information:

1. A review of background documents, presentations, meeting notes and GIS data from the Town of Greenville.
2. Information gleaned through a series of stakeholder meetings conducted with various stakeholders from Greenville during kick-off meetings held March 23-24 of 2020. (Note: due to the 2019/2020 COVID 19 Pandemic, these meetings were conducted via video conference calls.
3. Site visits to the community conducted on multiple occasions through May of 2020.
4. Information generated through the online interactive mapping page

The items listed here will provide the general direction for the small area planning process and will form the general basis for the vision, goals, and exploration of concepts/ideas for each area.

Overarching Themes

Key topics have emerged through the initial information gathering and stakeholder dialogues. We are calling these topics “overarching themes” as they will permeate most every aspect of the planning work in each sub district/area.

- **Identity** – desire to create or strengthen identity at both the community and district level – desire to retain the small town and agrarian character while recognizing change is going to happen.
- **Placemaking** – as it contributes to identity but also making a great place where people want to visit, gather, shop, work, start a business etc.
- **Connectivity** – strengthening the pedestrian environment, making destinations easily accessible by multiple modes, connecting via green space and land use patterns.
- **Redevelopment preparedness** – ability to facilitate changing development form, character, and intensity as the Town evolves.
- **Balance between growth and preservation of small-town essence and character.**

Project Context

As we prepare to explore various land use, redevelopment, economic development, and public improvement concepts and ideas, we must do so with an understanding of the context of Greenville and the physical and natural assets that exist today. The attached graphics and maps provide a baseline of the physical context of the various project areas.

- Main gateways to the town are north and east – [see comp plan]
- 7 industrial parks in Town – [diagram of key employment districts with bullet point narrative of key observations such as character of use, employment intensity, traffic characteristics, development potential/capacity.]
- Airport and airport overlay guide development [map graphic showing ownership of land and zoning contours with bullet points describing key zoning restrictions]
- Agriculture is important feature for the Town, particularly in the west – Development expected mainly in Tier 1 (95%) – [Comprehensive Plan exhibits showing Tiers]
- Align plans with current planning processes
 - o Water/sewer master plan – [Map to the extent we can limits of where water, sewer, and storm sewer infrastructure exists...i.e. existing service area]
 - o County comprehensive, airport plans
- Existing land use [map of existing land use highlighting vacant lands, park, public owned lands (green space or facilities)]
- Environmental constraints
 - o Wetlands
 - o Floodways
 - o Floodplains
 - o Nature preserves (based on ownership...best available data)
 - o Known utility easements (powerlines/gas lines)
- Redevelopment analysis – [GIS project with layers of data and an aggregate (heat map) showing redevelopment parcels – we will work through this using GIS map project]:
 - o Density/intensity of site use (to the extent we can determine it)
 - o Building value per square foot
 - o Ratio of building value to land value
 - o Consistency with Comprehensive Plan
 - o Site/building condition – somewhat subjective based on windshield survey – add buffer?
 - o Others

Issues

In our case, we will define ‘issues’ as a point, matter, or question to which there are varying answers or opinions about. Furthermore, the ‘issue’ would benefit by further dialogue and community consensus to the degree consensus can be reached.

- **Heritage**
 - o There is no official downtown of Greenville and few unique features or aesthetics. What should this district be? How should it look? What’s its purpose and identity?
 - New Title for the district: town center or other – is this an opportunity for engagement?
 - Architectural character – visual preference survey needed?
 - Some limited historical structures exist but more history in the ‘place’ than the structures – maybe more about the story. How do we tell the story?
 - o Existing development is piecemeal
 - o Unfriendly pedestrian and bike environment with limited connectivity
 - o Plan for a proper mix/density of uses and buildings

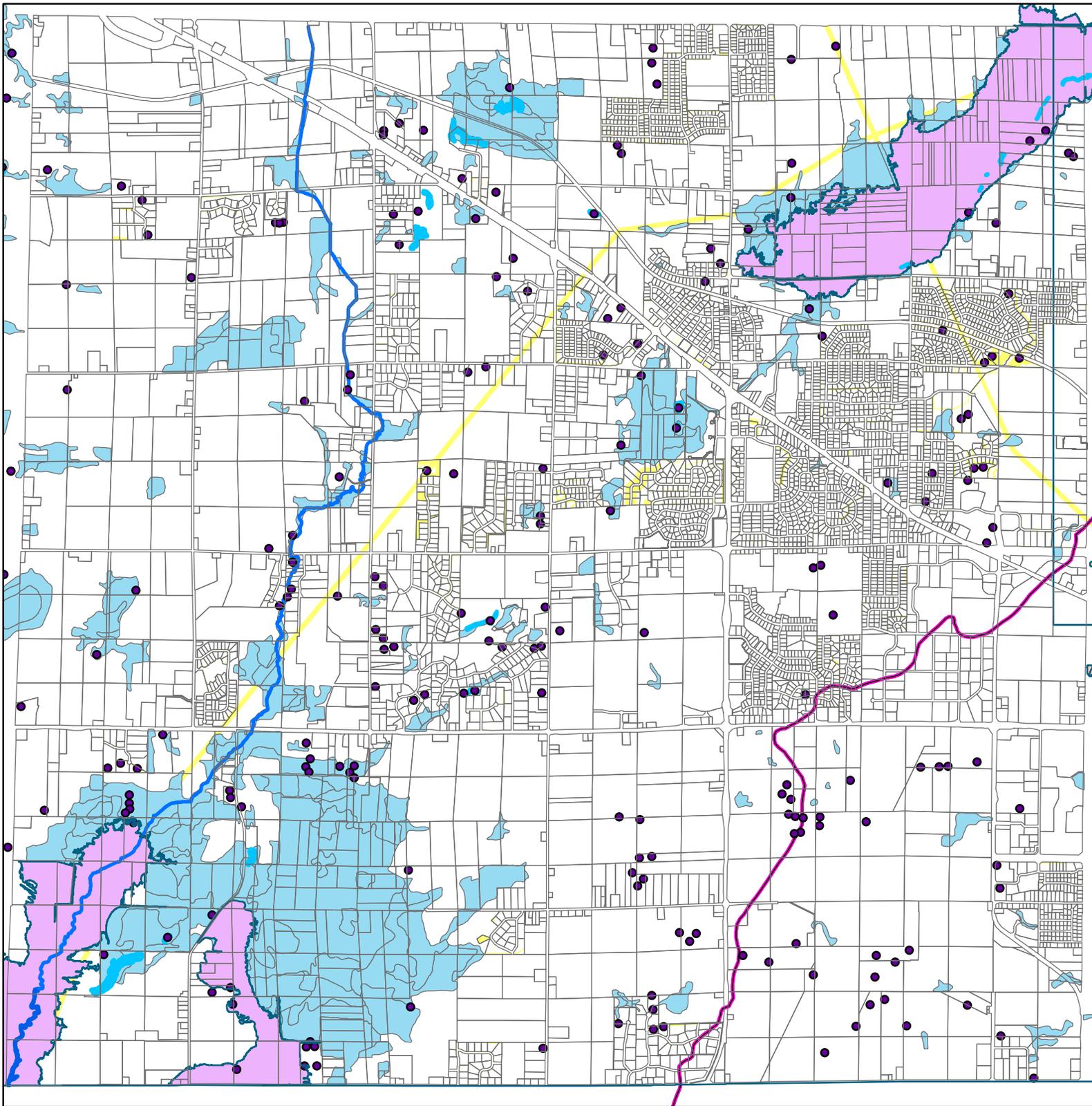
- **Gateway**
 - Not clear when in Greenville – where does it start?
 - Gateway areas are largely undefined. Need to determine the goal for these areas. What do they look like?
 - What would future development at gateway nodes look like? What is the character?
- **Housing Affordability**
 - How do we provide for more affordable housing opportunities near jobs, amenities, services?
 - How do we maintain affordability as development increases?
 - What is the form and character of higher density housing? Do we need to plan for various housing needs such as senior housing or workforce housing?
- **Infrastructure demands**
 - What is the best approach to managing stormwater
 - Currently reconstructing facilities along Hwy 15
 - Need bigger picture for system
 - Combine individual facilities into regional system
 - Airport circumference zones govern SW features
 - Water/wetlands/streams/creeks/floodway/floodplain – what is the best way to protect from flooding and to preserve water quality? Explore green infrastructure type solutions?
 - Water/sewer – to what extent do we extend infrastructure services (timing and costs?)
 - Lift Station 2 needs reconstruction (in CIP)
 - There is a need for collaboration with the State to shape the design configuration and streetscape/landscape amenity of corridors that are not Town corridors.
 - How do we work to ensure highest level of pedestrian/bike safety as well as auto safety at key Intersections: 76/School Road, 76/Greenridge Rd, 76/Parkview Rd, CR JJ
 - Is there an identity or character for local streets within the district? Streetscape plan, road diet, parking strategy, wayfinding and signage etc.
- **Public Parks and Recreation**
 - Are there opportunities for enhanced park and rec opportunities within the Heritage district? What programmatic elements do we consider?
 - Can we leverage regional open space and recreation systems and create connections to them?

Opportunities

In our case, we will define ‘opportunities’ as favorable conditions, situations, or prospects that would enable Greenville to succeed. The following are our observations of potential opportunities:

- Identify strategies to communicate Town’s vision to developers/others who can make it happen
- The Town of Greenville has larger development parcels (20+ acres) for campus development or larger footprint development projects
- Consider fixed location for ambulance/police to work out of
- Help shape consistent policy for ownership of stormwater facilities
- Strengthen the pedestrian environment – make districts more walkable – connect destinations to neighborhoods and enhance street level architecture.

- Strengthen connections to Community Park, other parks/trails including to Everglade and DNR Open Space
- Improve connectivity across and around Hwy 15 intersection and at key intersections along 76
- Leverage Current Developments
 - o Hwy 15 to be reconstructed (2021-2024) with stormwater facilities
 - o Field of Dreams
 - o Community Park concept
 - o Private development projects
- Facilitate possible redevelopment sites
 - o Old fire hall location/triangle
 - o Private zoo reuse
 - o PROBUILD site
 - o South of School Rd
 - o NE of School Rd
 - o South of Everglade
 - o Between field of dreams & Lions Park (ag-focused)
- Bring market realities together with vision
- Coordinate connected community spaces throughout Town
- Establish a plan to rectify land use incongruity, or non-conformities
- Leverage open space and development energy to create destinations and draws
- Tell the story of the Town of Greenville through interpretation
- Celebrate and promote agriculture through historic interpretation, design of places that offer trade or sale of agriculture goods (public market concept)



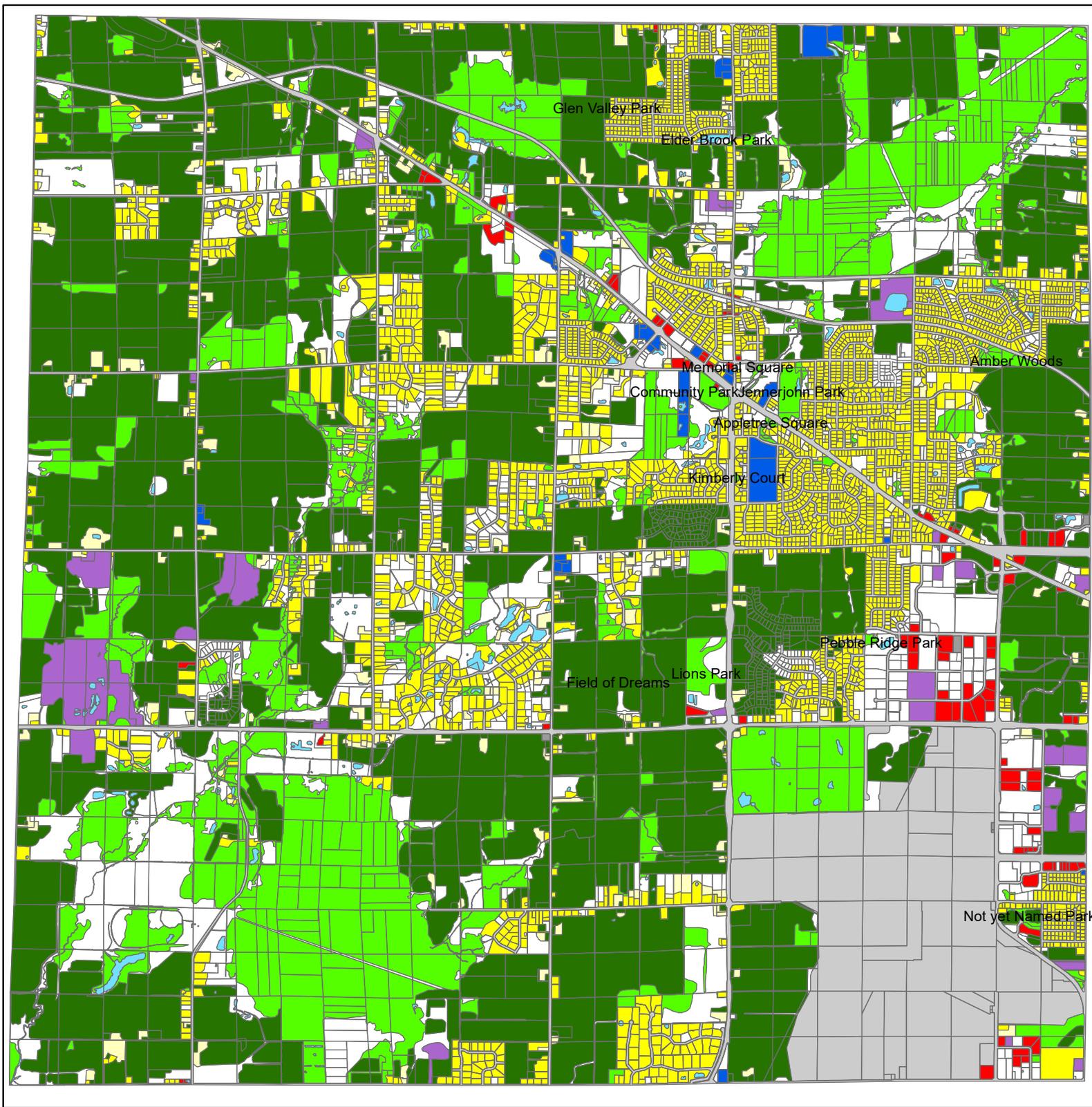
Constraints

0 0.2250.45 0.9 1.35 1.8 Miles



Legend

- Greenville parcels
 - Flood Zone Boundary
 - Outagamie wetland points
 - Rivers
 - Utility easements
- Flood Hazard Area**
- A
 - AE
 - AH
 - AO
 - X
 - Hydrologic_Units...
 - Outagamie wetland polygons



Existing Land Use

0 0.25 0.5 1 1.5 2 Miles



Legend

- | | | | |
|--|--------------------|---|--------------------------------|
|  | Greenville parcels |  | Recreation, Open Space |
|  | Agriculture |  | Transportation |
|  | Residential |  | Utilities |
|  | Accessory |  | Vacant, Undeveloped, Abandoned |
|  | Commercial |  | Water |
|  | Industrial |  | Recreation_Areas |
|  | Institutional | | |

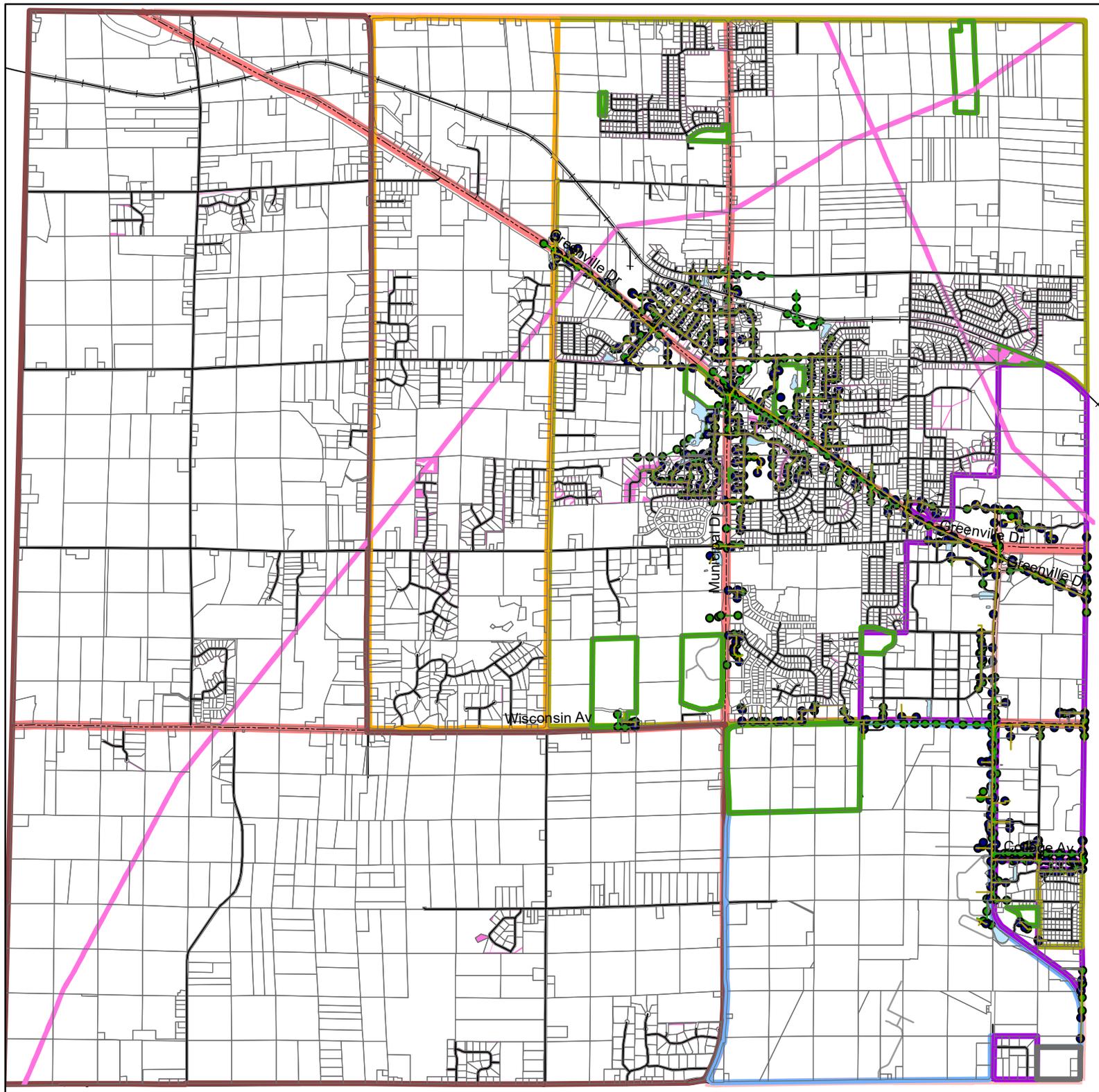
Existing Utilities



0 0.125 0.25 0.5 0.75 1 Miles

Legend

- Greenville parcels
- Utility easements
- SWStorageAreas
- WaterMain
- Hydrant1
- SewerMain1
- Manhole1
- Interceptor1
- Agriculture
- Airport
- Employment
- Mobile Home
- Open Space
- Rural
- Suburban



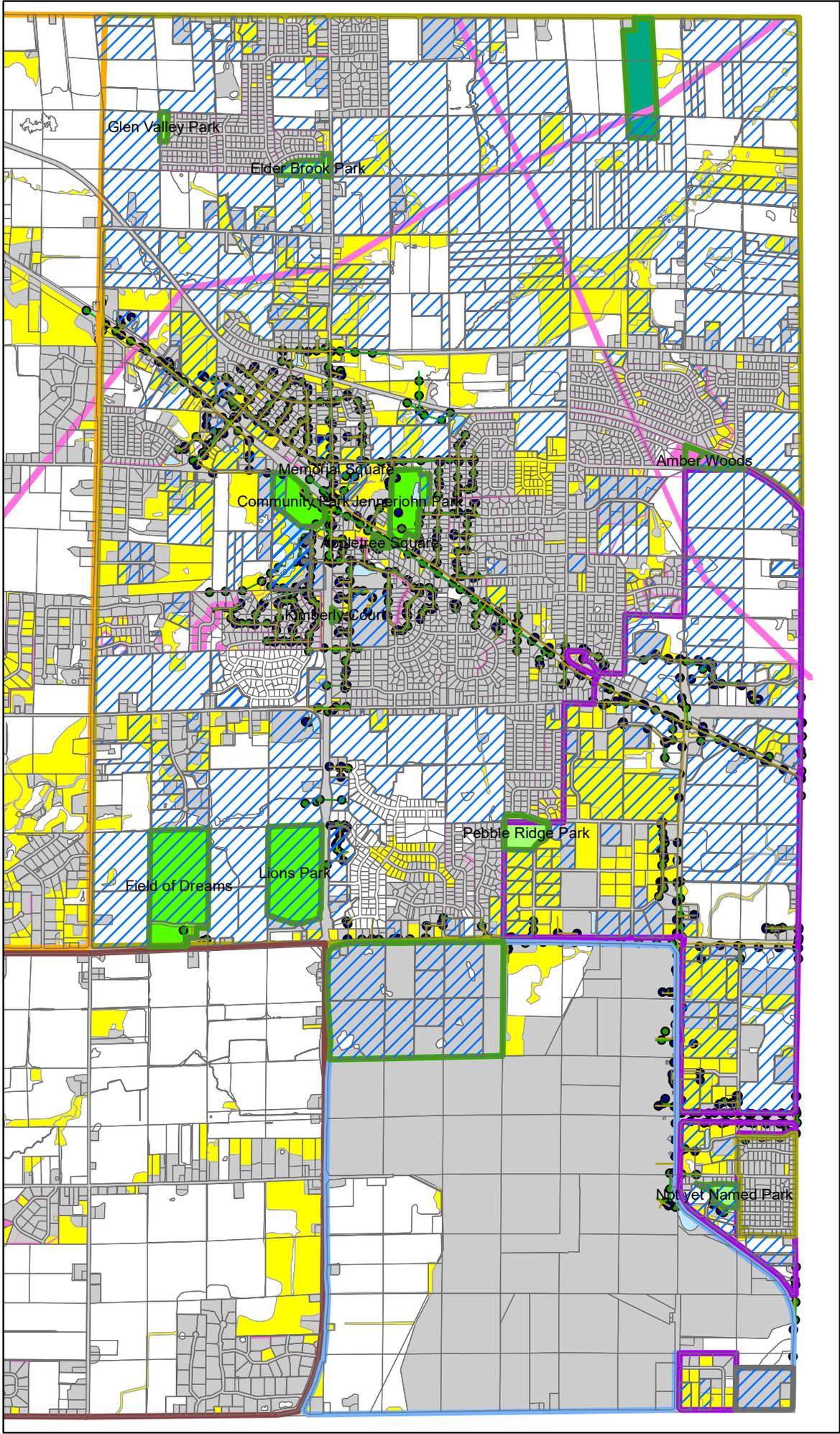
Large Vacant Parcels

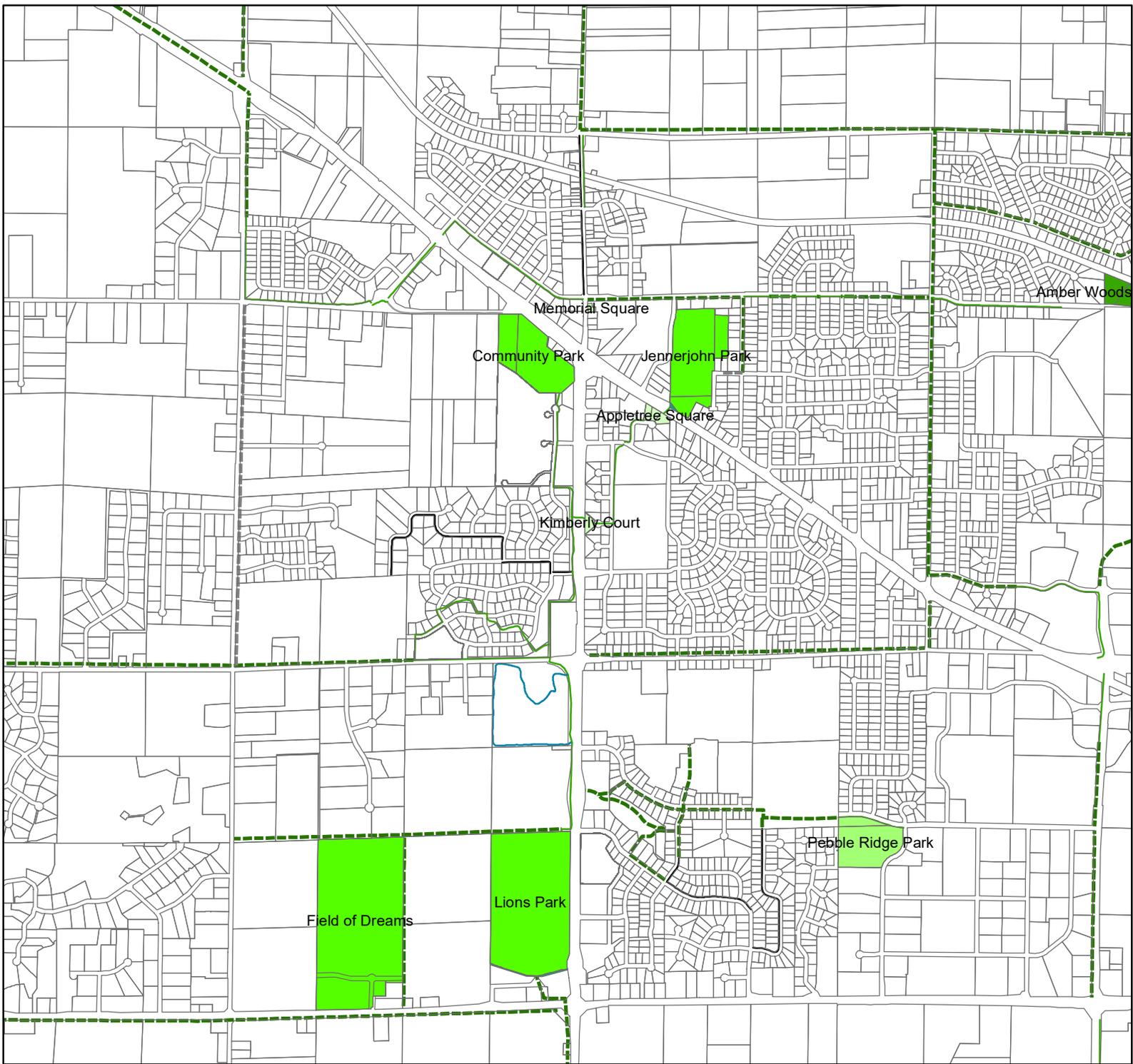


0 0.125 0.25 0.5 0.75 1 Miles

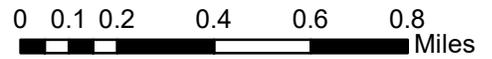
Legend

-  Greenville parcels
-  Urban Parcels 20+ Acres
-  Vacant parcels Urban
-  Developed
-  Undeveloped
-  Agriculture
-  Airport
-  Employment
-  Mobile Home
-  Open Space
-  Rural
-  Suburban
-  Utility easements
-  SWStorageAreas
-  WaterMain
-  Hydrant1
-  SewerMain1
-  Manhole1
-  Interceptor1
-  Recreation_Areas



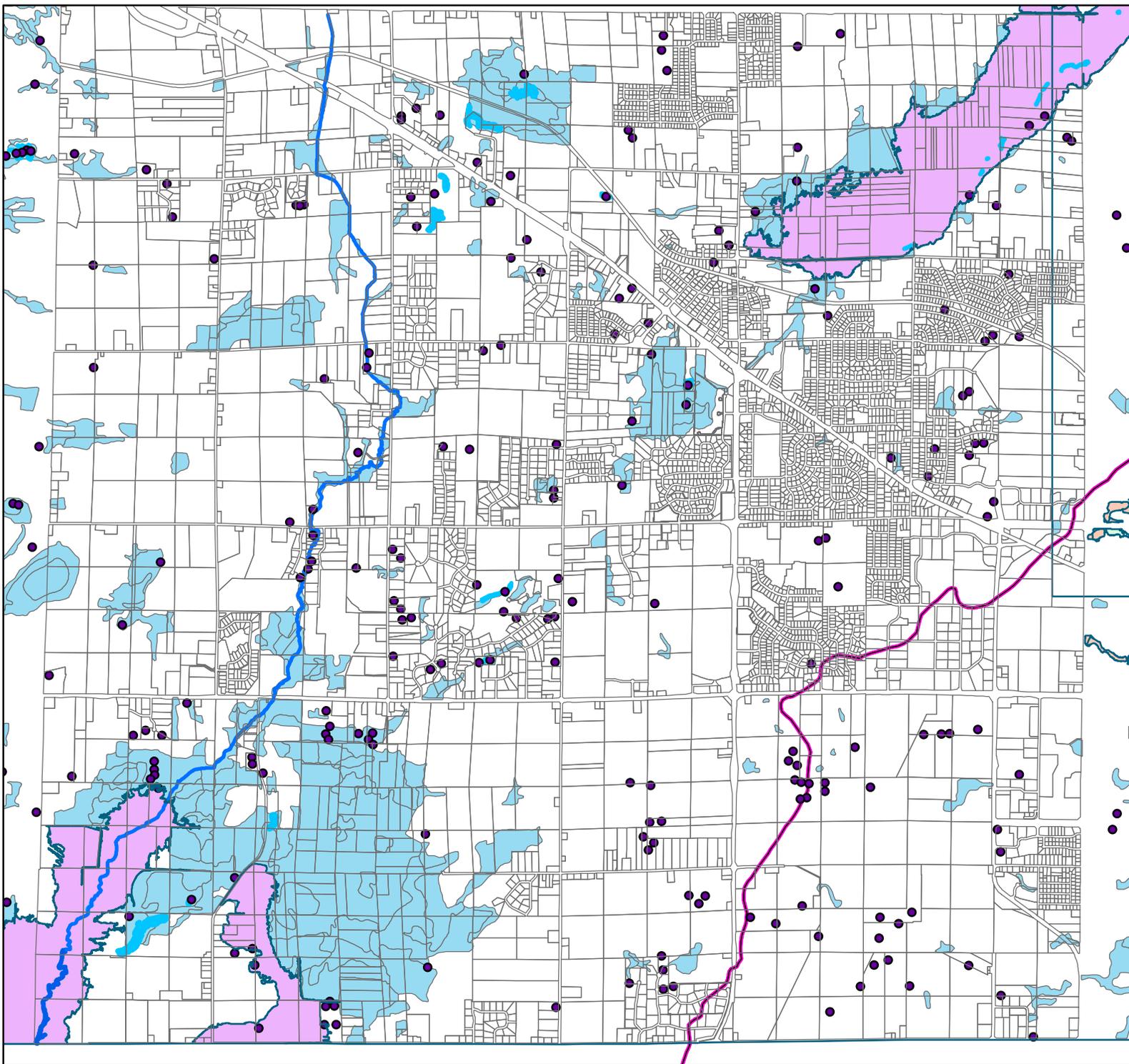


Parks & Trails

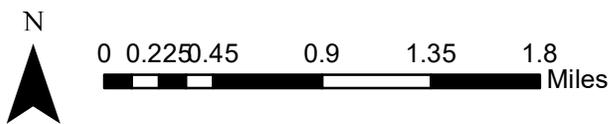


Legend

- | | |
|--------------------|-------------------|
| Greenville parcels | Mini-Park |
| Recreation_Areas | Neighborhood Park |
| Trail | Community Park |
| Unpaved Trail | Open Space |
| Onstreet Route | |
| Sidewalk | |
| Bike Lane | |
| Trail | |



Water Resources



Legend

- | | |
|----------------------------|--------------------------|
| Greenville parcels | Flood Hazard Area |
| Flood Zone Boundary | |
| Outagamie wetland points | |
| Hydrologic_Units... | |
| Outagamie wetland polygons | |
| Rivers | |
| A | |
| | AE |
| | AH |
| | AO |
| | X |

Summary of Potential Design Moves

Town of Greenville – Small Area Plan Concept Exploration

HKGi -- 5.13.2020 – Update 6.8.2020

Heritage District – Concept 1

North of Highway 15

- Potentially relocate public works to the former ProBuild site (or other site in the community) and assemble adjacent residential properties
- Develop a mix of housing and retail on the public works site including small central green / plaza space oriented to Bear Creek natural amenity
- Develop a new City Hall adjacent to the Fire Station
- Redevelop the former City Hall site with medium density housing
- Explore redevelopment / intensification on the west side of Highway 76 with mixed use, creating a new walkable district focused around the intersection of Parkview Drive and Highway 16
- Create an open space / amenity network developed along Bear Creek
- Explore redevelopment of three residential properties fronting on Highway 15, potentially integrating with Shepard of the Hills Lutheran Church
- Utilize conservation subdivision design principles for infill residential around Bear Creek
- Infill commercial development between Highway 15 and Parkview Drive

South of Highway 15

- Refresh Community Park (based on previous plan)
 - Reconfigure fields
 - Add a community building
 - Add splash pad
 - Reconfigure parking, bring it closer to the fields
- Redevelop Special Memories Zoo with housing & expanded park use focusing on outdoor environmental education – potential nature center project partner
- Develop/ redevelop land south of Highway 15 and north of Spring Road with a mix of commercial and residential

Heritage District – Concept 2

North of Highway 15

- Relocate public works to a site in the industrial park area east (or other site in the community)
- Develop a mix of retail on the public works site including small grocery, multi-tenant buildings and restaurant spaces with orientation to the Bear Creek natural amenity
- Develop a new City Hall adjacent to the Fire Station
- Assemble City Hall site with small office buildings on Highway 76, and redevelop the former City Hall site with high density housing
- Create an open space / amenity network developed along Bear Creek
- Utilize conservation subdivision design principles for infill residential around Bear Creek
- Infill commercial development between Highway 15 and Parkview Drive

South of Highway 15

- Relocate Community Park to Field of Dreams Park and integrate with 80 Ag preserve between Field of Dreams Park and Lions Park or explore a land swap to maintain agricultural use on approximately 80 acres
 - Build off of existing plan for Field of Dreams Park
 - Add a community building
 - Add splash pad
 - Integrate new ballfields
 - Relocate skate park
- Develop community Park site with high density housing and small commercial uses, create small public park/green/plaza to organize development and create amenity
- Redevelop Special Memories Zoo with expanded park use south of Spring Road - focusing on outdoor environmental education – potential nature center project partner
- Develop/ redevelop land south of Highway 15 and north of Spring Road with a mix of commercial and residential
- Enhance access and circulation
- Enhance the pedestrian connectivity with a trail along Bear Creek and connecting along Spring Road

Additional Elements for both Concepts

- Viewshed at ProBuild site provides gateway vista
- Median plantings? - Maintenance agreement w/ DOT
- Landscaping along northern slope of Highway 15 – Maintenance agreement w/DOT, maintain access to powerlines
- Enhanced pedestrian crossings of Highway 15 and 76 – pedestrian lighting, high vis crossings, landing areas, gateway plantings, “bridge” treatments to culverts of Bear Creek, etc. – Maintenance agreement w/ DOT
- Create trail along Spring Road and improved pedestrian crossing at Spring Road and Lily of the Valley Drive (S.P. comment)
- Create enhanced streetscape along Parkview Drive between Bear Creek and Spring Road
- Create enhanced streetscape along Highway 76 from Highway 15 north to Everglade Road

East Side Industrial Park Area / Airport Overlay

Highway 15 to Design Drive

- Utilize large land tracts for larger footprint users (warehouse/ distribution/ fulfillment centers)
- Extend Design Drive east to Mayflower Road based on preferred alignment
- Confirm long-term traffic patterns and intersection spacing along CTH-CB and major traffic routes for Levi Drive and Greenfield Drive (i.e. is there another full access south of the southern round-a-bout where Levi Drive is extended, would Greenfield Drive realign to this location?)
- Develop supportive commercial & retail uses near round-a-bouts south of Highway 15 near round-a-bouts and CTH-CB
- Create a district stormwater treatment amenity to maximize development and bring value to adjacent commercial/ retail/ restaurant development
- Explore long-term redevelopment and assemble of commercial property at southwest quadrant of Highway 15 and Mayflower Road
- Extend and realign School Road east and connect with Levi Drive for enhanced access and circulation to desired commercial district south of Highway 15

Design Drive to Highway 96

- Balance access management, desired light industrial site sizes (2ac to 5ac, with a small percentage up to 10ac) and site drainage patterns to shape land development patterns
- Create an expanded stormwater treatment train system integrating Mud Creek flood control, stormwater treatment for development, and creating and celebrating an identifiable brand for the overall development with expanded trails, native plantings, stormwater treatment and sustainability at the forefront
- Utilize existing trees for screening of loading areas
- Organize site development to push loading and service to the rear of the site and high quality architecture to front of the lot, balanced with parking needs.
- Create enhanced streetscape with boulevard trees, lighting and entry monuments for development areas
- Integrate stormwater treatment needs for existing industrial park to the west with development pattern

Highway 96 to College Avenue

- Infill industrial development between Communication Drive and Mayflower Road
- Target larger users for sites along Highway 96 and College Avenue (entrance to Airport)

College Avenue to Prospect Avenue

- Limited residential due to Airport overlay district

Highway 15 north to Nuebert Road / Moon Shadow Drive

- Still need to explore this area?

Field of Dreams / Lions Park

Without Community Park Relocated

- Stay the course with previous plan
- Integrate rural heritage museum with working agriculture on 80ac between Lions Park and Field of Dreams – interpretive themes could include ag techniques, water quality, soil conservation – collaboration with local school district for outdoor ag related classrooms – work with Agri Business to utilize site for test plots or other R&D
- Connect multi-use trails between the two parks on the perimeter
- Explore roadway connection back to the intersection of Highway 96 and Highway 76

With Community Park Relocated

- Explore a land swap to more directly connect Lions Park and Field of Dreams
- Integrate program from Community Park – 4 little league fields, community center, splash pad, outdoor gathering area, skate park, basketball courts, etc.

Gateways (base this on the broader gateways diagram)

- Gateways where services are not envisioned should focus unique monument signage, focus on brand identity within signage, consider history or ag theme or other???
- Where services are available and development opportunity exists consider brand/identity built into architecture of development.

DRAFT